



CARPOOLING

A stylized, light green car icon with a white outline, positioned in the upper left corner of the page. The car is facing right and has a simple, rounded design. The background of the car is a light green color, and the wheels are white. The car is partially overlapping a light green rectangular area that has a white border and rounded corners.

# CARPOOLING

Supported by  
**INTELLIGENT ENERGY**  
EUROPE 

## AUTHORS

Liyana Adjarova, Energy Agency of Plovdiv

Ina Karova, Energy Agency of Plovdiv

Ioanna Lepinioti, iMpronta di Massimo Infunti

Billy Carslaw, Birmingham Chamber of Commerce Group

## EDITORS

Massimo Infunti

Domenico De Leonardis

## ACKNOWLEDGMENTS

We would like to thank Mr Domenico De Leonardis, an expert in Mobility Management, for his specialist contribution in the preparation of the present guide.

MoMa.BIZ website: <http://moma.biz>

Image source: [www.eltis.org](http://www.eltis.org)

## PROJECT PARTNERS



ENERGIA  
AGENCY OF  
PLOVDIV



## BOX 4 - CARPOOLING

Carpooling is the sharing of car journeys so that more than one person travels in a car (Source: Wikipedia - Carpool entry, 01/09/2012).

There are many advantages in carpooling including:

- Money savings by sharing the cost of driving one car.
- Reduces the need for parking space at the BIZ.
- Reduces driving-related stress for drivers.
- Faster home-work journeys as in some cases (e.g. Spain) carpoolers have a dedicated lane.
- It is an opportunity to socialise.
- Reduces pollution and CO2 emissions.
- Reduces traffic congestion.
- Reduces energy consumption.

Regardless of the size of the BIZ, carpooling is usually a good mobility scheme to implement especially if other modes of transport (e.g. public transport, cycling, etc.) are not available or not possible to use, or when parking space is very limited. Nevertheless, a carpooling scheme is more effective in BIZ companies with fixed working hours.

The Carpooling Box provides a list of mobility actions to be considered in relation to the organisation and promotion of carpooling. The aim to inspire and help business and industrial zones as well as individual companies plan

and implement carpooling for their employees. Each mobility action contains a list of key factors for success and potential barriers in the implementation of the action. The Box also contains a list of useful resources and tools available online that can provide support in the development of carpooling schemes.

When implementing a carpooling scheme in a BIZ:

- Look through the different possible actions;
- Select the most suitable ones for your situation;
- Consult the local/regional/national authority as they might offer support;
- Implement the actions and promote them.



## 4.1 - Carpooling Matching Service

### Action description:

The BIZ provides employees with a service for carpooling in the forms of an online platform, a notice board, an employee matching service etc

A carpooling matching service is an important measure to implement in order to enable and encourage carpooling among employees. There are many ways to offer a carpooling matching service and they can be divided in three main categories:

1. Informal matching service, where employees organise themselves in carpooling crews. This can have the form of a notice board where employees can publish information on whether they are either offering or are looking for a “ride”. The board could also include a map depicting where employees come from with the aim to provide information on whether it is possible to organise carpooling for a specific destination.
2. Online matching service. There are many existing online platforms where travellers can arrange to share journeys. BIZ companies could join one of these platforms and encourage employees to use it if they wish to share a car journey. This solution implies that employees have access to the web.. Attention should also be given to the fact that these platforms are open to everybody and are not limited to the employees of the BIZ companies.
3. An internal IT system that matches employees with the same working hours and destination and is available for employees to consult in order to



organise a carpooling crew..

It is usually a good idea that a carpooling scheme is accompanied by a “guaranteed ride back home” service (e.g. in the form of a taxi ride) for employees to use in case of an emergency.

### Key factors for success:

- Good knowledge of the transport needs of employees and evaluation of the chances of carpooling being a useful and successful alternative mode of transport .
- Low investment needed.
- Guaranteed ride back home.
- Limited parking space.
- Promotion campaign and raising awareness.

### Possible barriers:

- Flexible work hours.
- Insufficient “matches” – employees do not share the same routes.
- Lack of “neighbour” clusters.
- Parking space is not a problem.
- People are not eager to socialise and travel together.
- Drivers or passengers are required to carry out intermediate stops during their home-work journey.
- No guaranteed ride back home.

### Good practice:

- In a number of European countries, companies can become members of a carpool initiative. These centres provide carpool matching facilities and also promotional materials for companies. In Brussels (Belgium), one such centre achieved a reduction of 5% in the number of solo-drivers after one year thanks to the participation of 90 companies.<sup>1</sup>
- In the UK, Stockley Park Consortium Ltd represents 32 companies on a business park near London. It has developed a carpooling database which is available to all employees via the internet. Individuals can enter their own details and requirements and find their own matches.<sup>1</sup>
- Wycombe DC (UK) is developing a carpooling link with other major employers in the area, including the Health Authority and the University, via Bucks Carshare (online carpooling platform). This will widen the pool of carpoolers.<sup>3</sup>
- At the industrial zone of Asti a different kind of carpooling has been implemented, called Jungo. The employees interested in carpooling do not have to make advanced arrangements but they can take advantage of the existing traffic in the same way they would when hitchhiking. However, Jungo is safer than hitchhiking as it requires its users to register at a database.<sup>2</sup>

## 4.2 - Parking for CarPoolers

**Action description:** The BIZ guarantees parking space for car-poolers.

The major incentive for employees who enjoy travelling by car or have no other alternative is to know they have a reserved parking space. Therefore, the allocation of specific parking spots in key areas at the BIZ, are reserved for the employees that carpool is a priority.

### Key factors for success:

- Effective management of the parking spaces.
- Not enough parking space.
- Reserved parking spaces on key spots in the BIZ.
- Reduce or eliminate parking charges.
- Control that employees do actually carpool.

### Possible barriers:

- There's enough parking spaces.
- Parking management leads to disputes and employee consensus problems.

### Good practice:

- At Schiphol Airport (Amsterdam) and SABENA Airport (Brussels), employees of companies which are members of the transport co-ordination centre can register for a reserved carpool parking spot. They get a badge

that is placed behind the front window.<sup>1</sup>

- In Parque Industrial del Bierzo (Ponferrada, Spain), there are parking spaces reserved for carpoolers. A request form has to be filled in at the Mobility Office of Ponferrada in order to get the "Carpooling parking card". In order to avoid that other cars park in the reserved spaces, an initial campaign with the support of the local police was carried out.<sup>2</sup>
- At the University of Bristol (UK), carpoolers must share for at least three days a week to qualify for an individually allocated guaranteed parking space.<sup>4</sup>



## 4.3 - Carpooling Incentives

### Action description:

The BIZ provides incentives for the employees who carpool - financial and nonfinancial.

The major incentive for employees who enjoy travelling by car or have no other alternative is to know they have a reserved parking space. Therefore, the allocation of specific parking spots is

It is possible that employees are initially reluctant in practicing carpooling, therefore, it is advisable that the implementation of a carpooling scheme is accompanied by incentives, at least in the first months of its introduction. This will promote the service and encourage employees to try it. Often, the incentives do not cost much – i.e. offer the possibility to change work hours or shifts to enable carpooling, offer free coffee/newspaper/etc. to carpoolers, guaranteed parking space, lower fees for carpoolers parking in the BIZ, etc.

### Key factors for success:

- Good carpool matching system and management.
- Consider changing the work time, or shifts.
- Consider carefully the incentives on offer.
- Control to ensure that employees actually do carpool
- Promotion campaign.
- Guaranteed ride back home.

### Possible barriers:

- Employees are not attracted by the incentives.

- Impossible to change work hours/ shifts.
- Employees are not eager to travel together.
- No guaranteed ride back home.

### Good practice:

- Boots of Nottingham (UK) offered an initial incentive of a £5 gift voucher when people confirmed that they are sharing with someone their home-work trip, and on another occasion they offered a ticket for a prize draw for a bicycle.<sup>3</sup>
- Derriford Hospital, Plymouth (UK): 7% of the 4500 staff employed at Derriford Hospital are carpoolers on a daily basis - much of this success of the carpooling scheme is because the launch coincided with the introduction of car park charges for staff.<sup>3</sup>



# USEFUL RESOURCES AND TOOLS

## **ELTIS** <http://www.eltis.org/>

Eltis facilitates the exchange of information, knowledge and experiences in the field of urban mobility in Europe. Its site includes a “Case Studies” section which presents successful examples of sustainable mobility, including walking.

## **TOOLBOX** <http://www.mobilitymanagement.be/english/measures/meas6.htm>

This is a search facility to help companies develop their own mobility plan, and to help them promote effectively the use of public transport, collective company transport, car-pooling, walking and cycling for home-work journeys.

The tool is available in five languages: English, German, Italian, French and Dutch

## **CARPPOOL INCENTIVE PROGRAMS**

### [http://www.bestworkplaces.org/pdf/carpool\\_June07.pdf](http://www.bestworkplaces.org/pdf/carpool_June07.pdf)

A guide for the organisation and promotion of carpooling at workplaces prepared by the United States Environmental Protection Agency, Office of Air and Radiation.

## **UK DEPARTMENT FOR TRANSPORT**

### <http://webarchive.nationalarchives.gov.uk/20110130183933/http://www.dft.gov.uk/pgr/sustainable/cars/>

A collection of documents for the promotion of carpooling and car-sharing.

**Note:** in the material carpooling is referred to as car sharing, whereas car-sharing is referred to as car clubs.

## **CARPPOOLING ONLINE SERVICES/PLATFORMS**

There are numerous online carpooling platforms that enable the creation of carpooling “crews” and could be used by BIZ companies for the promotion of carpooling among their employees. Below you can find a list of some of the existing services:

- **BlaBlaCar** <http://www.blablacar.com/>  
BlaBlaCar is a trusted community marketplace that connects drivers with empty seats to passengers looking for a ride. In the English  
Note: the site refers to carpooling as car-sharing.
- **RoadSharing** <http://www.roadsharing.com/>  
RoadSharing is a meeting point between those who offer and those who look for a lift.
- **Jungo** <http://www.jungo.it/>  
An Italian carpooling service that takes advantage of the traffic flow, encouraging spontaneous “on demand” boarding on the road without prior programming, just like in auto-stop.
- **carpooling.com** <http://www.carpooling.com/>  
A carpooling platform to share a lift within Europe. Users can offer or search for vacant seats on a journey.  
Note: the UK site refers to carpooling as car-sharing.

## REFERENCES

<sup>1</sup>TOOLBOX for Mobility Management in Companies  
<http://www.mobilitymanagement.be/english/index.htm>

<sup>2</sup>Mobility Management for Business and Industrial Zones (MoMa.BIZ)  
<http://moma.biz>

<sup>3</sup>Department for Transport (UK), 2006. “A travel plan resource pack for employers”.

<sup>4</sup>Department for Transport (UK), 2002. “Making Travel Plans Work: lessons from UK case studies”.





The sole responsibility for the content of this publication lies with the authors. It does not necessarily reflect the opinion of the European Union. Neither the EACI nor the European Commission are responsible for any use that may be made of the information contained therein.