



For workplaces participating in Greater Wellington's Travel Plan Programme

How to set up a carpooling scheme at your workplace

This is a *how to* guide for setting up a carpooling scheme at your workplace. In this guide setting up a carpooling scheme is described in seven steps.

1. Invite potential carpoolers to participate

It's important to let people know that a car pool scheme is starting - that's it's convenient to carpool and that they can find a suitable match. You can build interest in the scheme by:

- Placing a large map on a staff room wall and asking interested carpoolers to place a drawing pin where they live. When staff have placed their pin, the map shows the options for finding a suitable match.
- Invite staff to register for a morning tea where they can meet other potential carpoolers in their suburb. Place flyers under windscreen wipers in the staff carpark, posters around the building or ask your chief executive to send an email inviting all staff to register.

- Place lists of the number of staff registered from each suburb in prominent places, e.g. toilet doors, intranet sites, lunch rooms.
- Have prizes for staff who register early, talk at staff and management meetings, share stories in staff newsletters and on intranet sites about staff who already successfully car pool.

2. Match potential carpoolers

The level of complexity of the matching system you choose may depend on how many people you are trying to match. Here are a range of ideas for matching small or large groups of people.

- Put the list of people interested in carpooling and their suburbs on a notice board/intranet site/lunchroom wall for staff to read and follow up with on their own.
- Organise a morning tea/meeting/breakfast for potential carpoolers to meet. Provide a map showing where staff live or a list of names and suburbs to help staff find out who lives near them. It may be possible to use the map made during the research phase of your travel plan showing where staff live and how they travel to work for this exercise.
- For larger groups separate tables could be provided for different suburbs/area or separate morning teas could be held.
- Add a folder under public folders in Outlook or on an intranet notice board where staff can post messages saying they need a lift or would like to offer someone a ride.

3. Provide incentives

If car pooling is high priority in your travel plan you may want to consider incentives such as:

- Priority car parks. These could be in prime locations and/or at a reduced rate. Carpoolers could display a sign in their dashboard like the one pictured below.



Rodney District Council's launched their rideshare programme on Valentines Day using this image.



- A guaranteed ride home in the event of driver let down. This policy means staff that sign up to the programme would be assured they are able to return home and that the organisation would cover the costs. This could be by using a fleet car, a public transport ticket or taxi chit. For a template of a guaranteed ride home policy please contact Greater Wellington's Travel Plan Programme on the contact details at the bottom of this publication.
- Discounts on car servicing, petrol vouchers, free breakfasts, prize draws for regular carpoolers.

4. Establish guidelines for carpoolers

You may wish to establish some common ground rules for carpooling which could be placed on an intranet site, in a brochure for carpoolers or on a sign up form when staff register. These could include:

- Be on time, whether you're driving or being picked up. If you can't make it, call or txt in plenty of time for your fellow carpoolers to make other arrangements.
- If you're driving, make sure you have plenty of fuel in the tank and that your car is clean and running well.
- Don't make or request unexpected detours to run errands.
- Be considerate when it comes to your own habits and be tolerant of others. You may want to talk about preferences regarding radio stations or quiet relaxation and smoking or eating inside the car.
- Remember, when you're driving you're responsible for the lives of others. So drive safely at all times.
- Regular carpoolers may prefer some flexibility on leaving times at the end of the day so talk about whether a set time works out best. Communication is the key! Again if the arrangements need to change at the last minute, communicate this with a phone call or txt as soon as possible.

5. Sharing costs and driving responsibility

Individuals can come to their own arrangements on sharing costs and driving responsibilities. These could include:

- Taking turns driving. This can be a very straightforward option without the hassle of money changing hands.
- Sharing costs: Passengers may contribute to fuel costs and reasonable wear and tear of the vehicle. This is may suit people who wish to consistently drive for personal preference or to drop off children. Please note that the driver

cannot be paid for their time or for any fines incurred in the journey unless they are a licensed operator.

Travel planners may wish provide vehicle running cost information to staff wishing to share costs or recommend standard levels of contribution.

To inform this decision below is an excerpt from the Automobile Association's Car Costs report 2008 on the current running cost for petrol driven vehicles in New Zealand. This does not include the fixed costs of owning a vehicle.

Running Costs for Petrol Driven Vehicles in 2008

From the Automobile Association Car Costs report July 2008

Engine Capacity	Up to 1500cc	1500-2000cc	2000-3500cc	Over 3500cc
Petrol - Litres used per 100km	6.48	7.57	9.68	11.90
Litres used over 14,000km	906.5	1059.3	1355.2	1666
Cost of fuel annually at \$2.15 per litre	\$1,948.98	\$2,277.50	\$2,913.68	\$3,581.90
Cost of oil	\$55.77	\$55.77	\$55.77	\$55.77
Tyres cost per year	\$197.18	\$245.49	\$378.68	\$430.73
Repairs and Maintenance	\$473.15	\$474.82	\$524.69	\$506.43
Total Running Costs	\$2,675.07	\$3,053.57	3,872.82	\$4,574.83
Running Cost per Kilometre	19.1 cents	21.8 cents	27.7 cents	32.7 cents



Traffic and train at Paremata

Case Study: Rodney District Council

Rodney District Council launched their carpooling programme with a message of 'Tuesday my car, Thursday your car' and let's just see how it goes. They tied this in with their share the love campaign by saying 'it's just like a date, you're not married.'

Travel Planner Belinda Matheson says, "Tell staff to try it for two days a week only, that is still a great accomplishment. What normally follows from our experience is that they end up 5 days per week with 3 or 4 in the car! They realise that they do not need the car everyday, and often have arrangements where each person in the team brings the car on a certain day of the week, with the other days rotating, that way, doctor, bank and personal appointments can still be made in advance."

"Remember to focus on the fun, and encourage people to try it, a surprising number of staff who tried it have continued." Staff said they didn't realise how much fun they would have, and that they could spend their savings having fun too. The organisation also gained from better communications between staff and people knowing who people are and what they do.

6. Communications and maintaining the programme

The travel planner maintains an up to date list of who is registered in the car pooling programme. Regular communications will help maintain enthusiasm for connecting carpoolers.

These could include:

- Competitions for carpoolers
- Case studies on intranet sites
- Emails, newsletters, posters, flyers
- Induction packs for new staff,
- Free breakfasts/events for carpoolers.

The table below has some suggestions to address some concerns that may be raised during communications.



PHOTO: NEIL MACKENZIE

Traffic on Aotea Quay, Wellington City

Concerns	Key messages/ Possible solutions
Not able to commit to carpooling regularly/unwilling to lose flexibility in timetable.	Stress that it's not a big commitment so why not just try it for day. Encourage people just to attend morning tea/event to meet the people who live in their area that they may wish to carpool with casually. Focus on the fun and social side of carpooling.
Personal preferences regarding music, smoking or not wanting to talk to anyone in the morning.	Allow staff to register preferences, encourage people to discuss and come to individual agreements or provide ideas on carpooling etiquette.
Personal safety and security issues	Staff get to meet people before carpooling Stress the security benefits of having company in the event of a breakdown
Responsibilities getting young children to school/childcare	Encourage parents to consider some of these options: Walk their child to school and be picked up from a suitable location Promote a walking school bus at child's school Find an older child to buddy up with your child walking to school Drop child to school first then pick up colleagues
Being stranded at work / home	Provide a guaranteed ride home programme Allow flexible working hours

7. Monitor results

An up to date register of all staff participating in the car pooling programme is key to monitoring success. This could be used to send out an email asking for details of carpooling arrangements

such as frequency, distance travelled and number of staff in group. This can be provided as feedback to senior management on the uptake of the carpooling programme. The benefits of the programme can also be promoted at this stage, such as reductions in CO₂ emissions, financial savings and people within the organisation getting to know each other.

FOR FURTHER INFORMATION

Ping Sim
Sustainable Transport Planner
Transport Strategy
Implementation
Greater Wellington

Greater Wellington
Regional Council
Wellington
PO Box 11646

T 04 384 5708

www.gw.govt.nz/travelplans

DD 04 382 7959
Ping.sim@gw.govt.nz

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