



Weaving a local web

Evaluating the effectiveness of *Let's Carpool* to encourage carpooling to work

Prepared for Greater Wellington Regional Council

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Executive Summary

Let's Carpool, an initiative of Greater Wellington Regional Council launched in May 2009, aims to increase vehicle occupancy for trips to and from work in the Wellington Region. Commuters who register with the Let's Carpool website search for other registrants who make similar journeys and could be potential carpool matches. The initiative is aimed at individual commuters as well as workplaces.

One year after the launch of the Let's Carpool initiative, approximately 1300 people were registered. This report describes an evaluation study carried out among registrants to examine the effect of Let's Carpool in encouraging the uptake of carpooling in the Wellington Region. An online survey was designed and a total of 634 registrants took part in the study.

The results of this evaluation study clearly show that Let's Carpool has encouraged the uptake of carpooling. The percentage of participants who indicated they carpool to work as their main mode of transport increased significantly from 12.4% to 27.9%. There was a significant decrease in the percentage of participants who drove alone to work from 36.6% to 29.9%. In addition, following the Let's Carpool initiative, the number of days that participants drove alone to work decreased significantly (from 5.1 days to 4.7 days on average). A total of 71% of the participants who are currently carpooling found Let's Carpool to have been useful in helping them start carpooling. Participants' experience with the website and the initiative were very positive.

The main benefits of carpooling reported by the participants were financial savings associated with carpooling, as well as the greater reliability of carpooling compared to public transport, and the enjoyment of the sociability of carpooling.

Important barriers to the uptake of carpooling were not finding suitable matches (especially in lower density areas) and issues involving getting in touch with potential carpool matches (e.g. potential carpool matches had already found a carpool, or were no longer interested in joining one).

Overall, the results of this study indicate that Let's Carpool has been effective in facilitating the uptake of carpooling in the Wellington Region. Raising awareness about the scheme, and encouraging more commuters to register would make it easier to find a match, removing some of the reported barriers to starting carpooling.

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1. Introduction

Let's Carpool is an initiative of Greater Wellington Regional Council, and was launched in May 2009. The main aim of the initiative is to increase vehicle occupancy for trips to and from work in the Wellington Region, particularly those trips into and within major urban centres. A carpool initiative of this scope and size is a New Zealand first.

An important barrier to carpooling is a lack of information, in particular about the availability of other commuters who travel similar routes from home to work and/or have similar work hours. Let's Carpool aimed to address this barrier to carpooling by providing a database of potentially suitable matches to offer commuters an alternative to driving alone.

A website was created, which enables commuters to look for other commuters to share rides with to and from work; see www.letscarpool.govt.nz. The use of ride matching software allows commuters to enter their journey details through a secure website and matches them with other users who make similar journeys. Registrants can search within a certain radius around their home location, as well as using other search criteria (e.g. non-smoking, gender). The website then displays a map with markers indicating trip start and destination points of potential matches. A match list is also generated, containing the names and contact details of the potential carpool matches. Apart from this search tool, the website also contains information about the financial, social and environmental benefits of carpooling, a demo video on how to set up a carpool, and a money saving calculator.

The Let's Carpool scheme is aimed at workplaces as well as individual commuters. Anyone who lives or works in the Wellington region can register with the Let's Carpool site and look for potential carpool matches. Workplaces have the opportunity to sign up to the programme as an organisation. As part of signing up, workplaces can choose from a range of options to promote the programme internally, such as marketing materials, one on one site visits, and advice on how to promote carpooling. Workplaces receive a customised administration interface, which means they can log on to the website as an organisation, and they can register employees who do not have access to a computer or who do not have an e-mail address.

Workplaces also have the opportunity to sign up to a start-up emergency ride home scheme. The emergency ride home scheme allows employees to claim money back for a taxi ride in case members of carpools need to travel home in the event of an emergency.

One year after the launch of the Let's Carpool initiative, this evaluation study was carried out by researchers at the Centre for Sustainable Cities of the University of Otago, Wellington, to examine its effectiveness in encouraging carpooling. The aim of this evaluation was to answer the following key questions:

- 1) Have participants changed how they travel to work since registering with Let's Carpool? Has vehicle occupancy increased, i.e. have participants started carpooling more often?
- 2) What were some of the factors that have helped those who registered with Let's Carpool to start carpooling? What were some of the barriers to starting carpooling?
- 3) What was the uptake of carpooling in workplaces that had signed up to Let's Carpool? What was the role of the emergency ride home scheme in encouraging people to start carpooling?
- 4) How was the Let's Carpool initiative evaluated by registrants?

2. Methodology

2.1 *The survey*

An online survey was used to evaluate the Let's Carpool initiative. The survey was developed by the Centre for Sustainable Cities in collaboration with Greater Wellington Regional Council. The survey was piloted with 20 people to examine whether the questions were clear and understandable. Some minor changes were made in response to comments from the pilot study participants.

The survey consisted of the following sections: past and current travel mode to work; registering with Let's Carpool and searching for matches; reasons for (not) carpooling; awareness of the emergency ride home scheme; user-friendliness of the Let's Carpool website; and socio-demographic variables.

The survey guided people to different questions depending on the answers they had given to previous questions. This way, appropriate questions could be asked to three distinct groups of registrants: (i) participants who were currently carpooling, (ii) participants who had carpoled since registering, but who were currently not carpooling and (iii) participants who had not started carpooling since registering. At the end of the survey, participants were asked if they would be happy to be contacted by telephone for a short interview. These phone interviews were used to gather additional detail about people's experiences with carpooling and the Let's Carpool initiative.

2.2 *Recruitment of participants*

In May 2010, 1278 people had registered with Let's Carpool and 14 workplaces in the Wellington Region had signed up. Of the people who were registered, those with non-working e-mail addresses or those who had removed their profile from the website since registering were removed from the data base used to recruit survey participants. An invitation to fill out the survey was sent to the remaining registrants of Let's Carpool (N = 1262). The e-mail was addressed to the individual registrant and contained information about the purpose of the survey. It also displayed their ticket number to enter a prize draw (a chance to win one of ten vouchers, each worth \$100).

Recruitment of participants followed three phases. In the week prior to the launch of the online survey, an email was sent to all registrants announcing the evaluation survey. A week later, an email was sent to all registrants inviting them to take part in the survey. One week after the survey had gone online, an email was sent to all registrants thanking them for participating and reminding those who had not yet filled out the survey to do so. The survey was online for four weeks, spanning the latter end of May to early June 2010. Following the survey, telephone interviews were conducted with 12 survey participants to gain more insight into their experiences with Let's Carpool.

2.3 Sample of participants

A total of 652 registrants of Let's Carpool filled out the online survey. Incomplete surveys were removed from the database. Some registrants had filled out the survey more than once; these duplicates were removed, leaving 634 survey participants (a response rate of 50.2%).

Table 1 gives an overview of the socio-demographic details of the survey participants. The sample consisted of 57.4% female and 41.8% male participants¹. In terms of age, participants between 20 and 39 years of age constituted the vast majority (81.8%), while younger and older age groups were represented to a lesser extent, with 18.2%.

It would appear that lower incomes were relatively rare in this sample, with a majority of people (60.4%) earning an income of more than \$50,000 a year before tax. Some 25.9% of participants were either living alone, or in a flat/house share; 5.1% were single with children living at home; 28.2% were living as a couple with no children at home; and 36.2% were living as a couple with children living at home.

A range of employment roles were represented in the sample: 2.3% were sales workers, 5.5% were technicians or trades workers, 11.6% were managers, 17.6% were clerical, or administrative workers, and 48.7% were professionals. Other job titles that were mentioned were: researcher, postgraduate student, and event coordinator.

¹ Please note that the percentages in this section may not all add up to 100% as not all participants filled out these questions

Based on the data gathered when people registered, a comparison was made between participants who filled out the survey and all registrants with Let's Carpool (to check for a response bias) in terms of the two variables available that were collected for all registrants: travel mode choice to work and gender. As can be seen in Table 1, the sample of participants seems to be reasonably representative of the population of Let's Carpool registrants according to these characteristics.

Table 1. Overview of travel mode choice and socio-demographic variables for survey participants (N = 634) and all Let's Carpool registrants (N = 1278).

		Survey Sample (N = 634)	All Registrants (N = 1278)
<i>Travel mode choice</i>			
Travel mode when registering	Drive alone	36.6%	34.1%
	Carpooling	12.4%	12.2%
	Train	26.3%	25.4%
	Bus	17.2%	17.2%
	Walk / Run / Cycle	3.0%	3.1%
	Other	4.5%	5.5%
<i>Socio-demographics</i>			
Gender	Female	57.4%	54.5%
	Male	41.8%	45.5%
Age	< 20 years	1.6%	
	21 – 29 years	27.1%	
	30 – 39 years	31.5%	
	40 – 49 years	23.3%	
	50 – 59 years	12.9%	
	60 or over	2.6%	
Household type	Single living alone	10.6%	
	Single with children	5.1%	
	Couple (no children)	28.2%	
	Couple (with children)	36.2%	
	Flat/houseshare	15.3%	
Income	\$10,000 or less	2.4%	
	\$10,001 - \$25,000	3.2%	
	\$25,001 - \$50,000	24.6%	
	\$50,001 - \$75,000	32.3%	
	\$75,001 - \$100,000	16.0%	
	\$100,001 or more	12.1%	
Employment type	Professional	48.7%	
	Clerical/Administrative	17.6%	
	Manager	11.6%	
	Technician/Trades worker	5.5%	
	Sales worker	2.3%	
	Other	11.4%	

3. Results

In this section, we will discuss the main findings. The first part describes the quantitative results. Here, we will examine the effectiveness of Let's Carpool in encouraging carpooling, we will take a closer look at the aspects participants like and dislike about carpooling, while for those who have not started carpooling we will look at some of the barriers to start carpooling. We will also examine the workplace and emergency ride home schemes. The second part concerns the qualitative findings, based on the open ended questions and telephone interviews. Here, we will look at participants' opinions about the website, and give a summary of their suggestions for improving Let's Carpool.

3.1 Quantitative Findings

3.1.1. Did Let's Carpool encourage the uptake of carpooling?

The percentage of participants who indicated they carpooled as their main mode of transport for getting to work increased considerably during the Let's Carpool initiative. As can be seen in Figure 1, the percentage of participants who carpooled to work (either driving with adult passengers or travelling as a passenger in a vehicle) increased by 15.5%. Some 12.4% of participants were carpooling to work before registering with Let's Carpool, while 27.9% were carpooling to work subsequently.

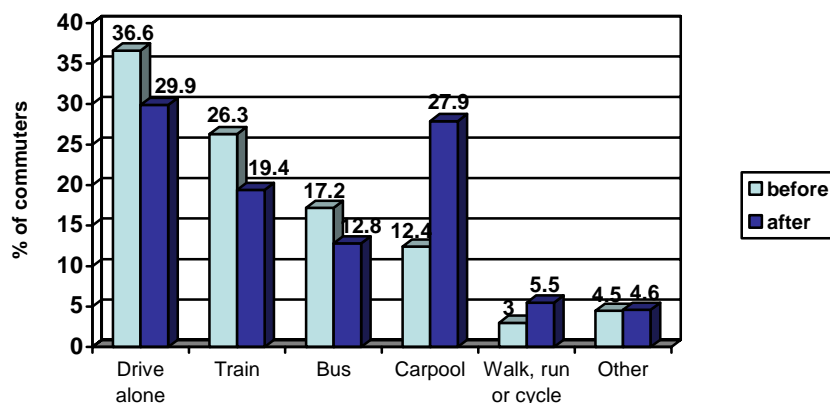


Figure 1. Main travel mode for commuting before and after registering with Let's Carpool

There was a significant decrease in the frequency of driving alone to work from 36.6% to 29.9%². The use of the train and bus also decreased significantly, by 6.9% and 4.4% respectively³. The percentage of commuters who walked, ran, or cycled to work increased slightly, while the use of other modes of transport (e.g. motorcycle, scooter) remained relatively constant.

Another key indication that Let's Carpool has encouraged the uptake of carpooling can be observed from the change in frequency of driving alone. The number of days that people drove alone to work decreased significantly following the Let's Carpool initiative. Before registering, participants drove alone to work more than 5 days a week (5.1 days on average). After registering, participants drove alone to work fewer than 5 days a week (4.7 days on average). This reduction in the number of days commuters drove alone to work is statistically significant.⁴

Figure 2 shows which travel modes were replaced by carpooling. Some 7.6% of the survey participants who used to drive alone to work were now carpooling. A further 9.9% of participants who used to travel by public transport (train or bus) switched to carpooling. Another 2.8% of commuters were carpooling before registering with Let's Carpool, but were no longer carpooling subsequently.

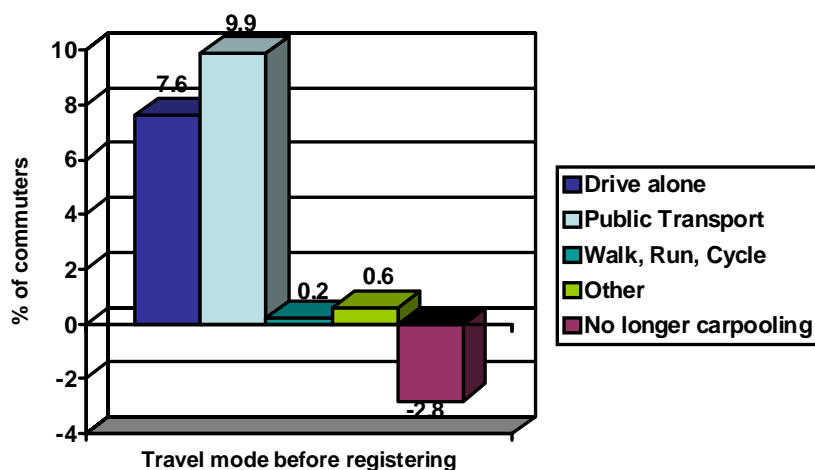


Figure 2. Travel modes that were replaced by carpooling.

² This decrease in frequency of driving alone to work is statistically significant: Chi-square (1) = 298.4, $p < .001$.

³ This reduction in the use of public transport (train and bus combined) is statistically significant: Chi-square (1) = 244.5, $p < .001$.

⁴ $F(1, 273) = 25.46$, $p < .001$.

The uptake of carpooling did not appear to be related to socio-demographic characteristics of participants. Male and female respondents did not differ in terms of their uptake of carpooling. There were also no significant differences found in carpooling between the different income groups, age groups, and job categories.

3.1.2. Registering for Let's Carpool and finding a carpool match

The main reasons for registering with the Let's Carpool website were saving money (63.2%), environmental considerations (49.4%), help reducing congestion (33.3%), and unreliable public transport (33.1%). See Figure 3 for an overview of the percentage of participants who ticked each option⁵. Additional reasons included: not (or no longer) able to drive, interest in the scheme ("wanted to know if it was for me") and the weather ("better than cycling in the rain").

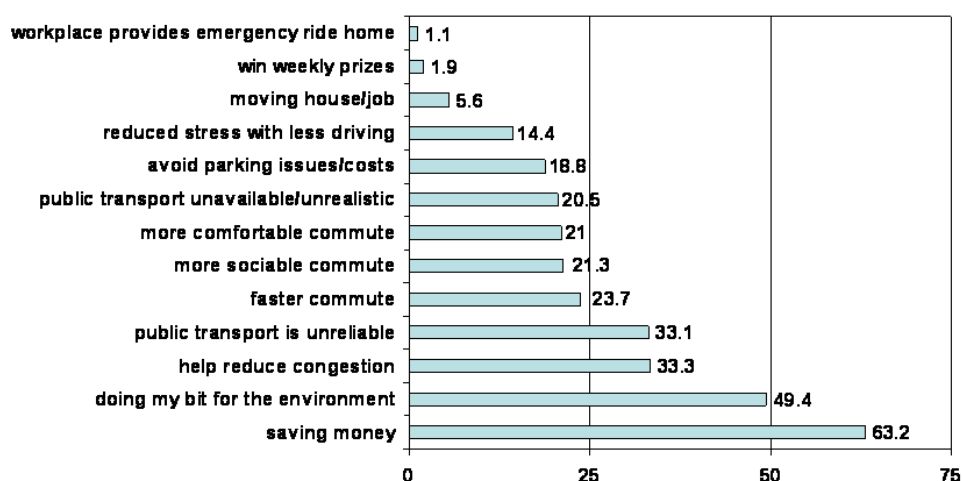


Figure 3. Reasons for registering⁵ with Let's Carpool

About half of the participants (47.9%) searched for a carpool match, but did not find any (suitable) matches. Another 41.5% of the participants found one or more matches, while 4.7% of the participants did not search for a carpool match.

⁵ Please note that the percentages do not add up to 100% as participants could tick more than one option.

In terms of contacting people to carpool with, 39.3% of participants had contacted at least one person, while 60.8% of the participants did not contact anyone from the Let's Carpool website. Some of the reasons for not getting in touch with potential carpool matches were that participants felt reluctant to phone people they didn't know, that the matches were not suitable (e.g. lived too far away from where they live), or that they were still looking for better carpool matches.

3.1.3. Experiences of participants currently carpooling to work

About a third (32.3%) of the survey participants indicated that they were currently carpooling⁶. About 40.5% of them formed a carpool through the Let's Carpool website, either because they contacted somebody through the website (23.4%) or because somebody had contacted them (17.1%). Another 59.5% formed a carpool independently from Let's Carpool.

A majority of the current carpools were formed in the last six months (65.9%), while 20.0% of participants had been in their current carpool between 7 months and one year, and 14.1% had been part of their carpool for more than one year. Most people carpooled to work more than 5 times a week (44.7%), while 15.4% carpooled 4 times a week, 13.3% carpooled 3 times a week, 11.2% carpooled 1-2 times a week, 5.9% carpooled once a fortnight and 9.6% carpooled about once a month. Most carpools consisted of 2 (53.9%) or 3 people (30.9%), and 15.2% consisted of 4 people or more.

Tables 2 and 3 list the aspects participants liked and disliked most about carpooling. Saving money was one of the most liked aspects, as was the reliability of carpooling compared to public transport, and the sociability of carpooling. Other 'likes' that were mentioned were saving time ("door to door service").

The things carpools tended to dislike most about carpooling were being dependent on other people's schedules, lack of flexibility and not having a car in the event of an emergency. Other 'dislikes' that were mentioned were getting up earlier than normal, not having the free time they would have had on the train/bus, and arrangements about costs being difficult to decide.

⁶ This figure also includes those who carpooled less frequently (i.e. not as their main mode of transport)

When asked how useful Let's Carpool had been in helping participants to start carpooling, 39.9% thought it had been very useful, 31.0% indicated it had been somewhat useful, 19.2% indicated it had not been very useful, and 9.9% thought it had not been useful at all.

Table 2. Aspects participants liked most about carpooling (% of participants who ticked a certain aspect)

	Currently carpooling (N = 205)	Stopped Carpooling (N = 45)
'Likes'		
Saving money	71.7%	68.9%
More reliable than PT	54.1%	40.0%
Sociable commute	49.3%	35.6%
Doing my bit for the environment	46.8%	35.6%
Reducing congestion	34.1%	22.2%
Reduced stress with less driving	25.4%	13.3%

Table 3. Aspects participants liked least about carpooling (% of participants who ticked a certain aspect)

	Currently carpooling (N = 205)	Stopped Carpooling (N = 45)
'Dislikes'		
Dependent on other people	59.9%	46.7%
Lack of flexibility	35.6%	44.4%
No car in event of emergency	17.1%	8.9%
Problems with being late	15.1%	15.6%
Not having a car before or after work	11.2%	13.3%
Not having private space in car	9.8%	6.7%
Not feeling comfortable carpooling with people they don't know	7.8%	15.6%
Conflicts/misunderstandings	5.4%	6.7%
Increased travel time	4.9%	13.3%

3.1.4. Experiences of participants who no longer carpool to work

A small number of participants (7.1%) had formed a carpool since registering with Let's Carpool, but had since stopped carpooling. About 40% of those who no longer carpooled to work had formed a carpool with someone through the Let's Carpool website, either because they had contacted somebody (20%) or because somebody had contacted them (22.2%). Another 44.4% had formed a carpool independently from Let's Carpool, while 13.3% did not remember how their carpool was formed.

These now-defunct carpools had consisted of 2 people (61.9%) 3 people (31.0%), or 4 people (7.1%). About a third of the carpools had lasted less than a month (32.6%), 1 to 2 months (23.3%), or 3 to 6 months (32.6%). The remaining 11.7% of the carpools had lasted longer than six months.

Participants who no longer carpooled to work were also asked what they liked most about carpooling (see Tables 2 and 3). As for those currently carpooling, they most frequently rated saving money as an aspect they liked, followed by carpooling being more reliable than public transport, and providing a sociable commute.

The things they liked least about carpooling were being dependent on other people's schedules, lack of flexibility, and not feeling comfortable carpooling with people they did not know. Other dislikes that were mentioned here were personality differences.

Among the reasons for stopping the carpool arrangement were: work hours or work location changed (24.4%), moving house (11.1%), or mechanical problems with the car (11.1%). A host of other reasons were mentioned, such as work schedules that did not match, incompatible personalities, losing contact, and other carpool members changing travel mode.

About a third of those who had stopped carpooling indicated that they would start carpooling again if they knew more about the other people on the website (31.1%), if the carpool arrangement had a more flexible schedule (20.0%), if it saved them more money (15.6%), and if they didn't have to arrange the carpool themselves (13.3%). The main other reason to restart carpooling was an increased availability of carpool matches.

When asked how useful Let's Carpool had been in helping to start carpooling, 40.9% thought it had been very useful, 27.3% said it had been somewhat useful, 15.9% thought it had not been very useful, and 15.9% thought it had not been useful at all.

3.1.5. Reasons for not starting to carpool

About 61% of participants had not started carpooling since registering. Figure 4 lists the main reasons for not starting to carpool. A large number of people were still looking for (better) matches, and other people were not (no longer) interested in carpooling with them. Other issues that were mentioned here were that the website was not up to date (e.g. matches had already found a carpool), messages left via the

site were not answered, the matches did not work out, and circumstances had changed (e.g. moving house).

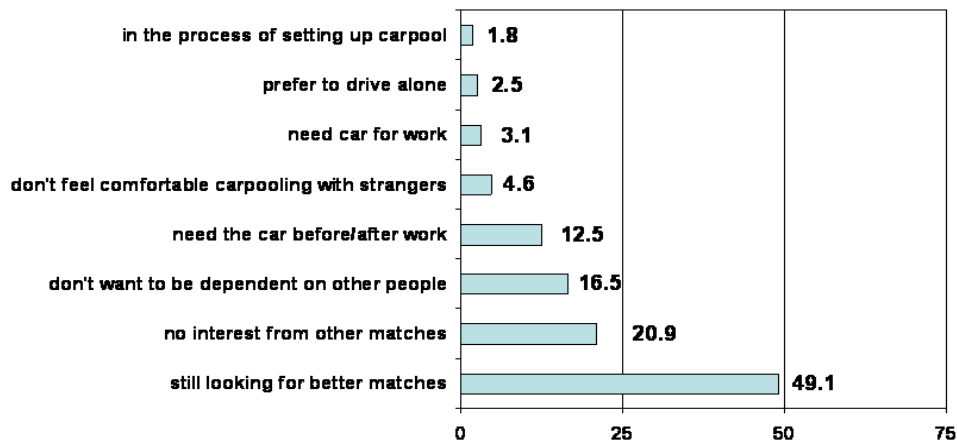


Figure 4. Main reasons for not starting a carpool (percentage of participants).

Participants were also asked what would persuade them to start carpooling. Increased flexibility in scheduling of carpool arrangements was one of the main things, followed by more financial savings, and more information available about the matches (see Figure 5). Other issues were: an up-to-date list of matches, a rating system of the matches (like on TradeMe for instance), and increased privacy on the website. Overall, the lack of (suitable) matches seemed to be one of the most important barriers (“I’m persuaded, no one matched”).

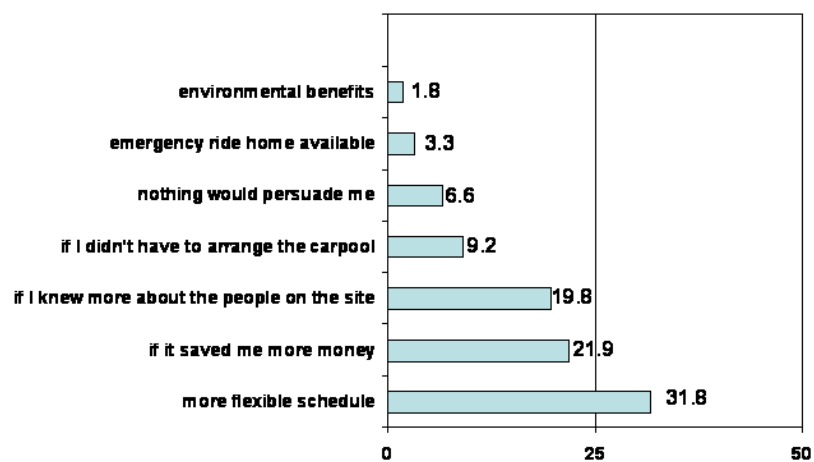


Figure 5. Things that would persuade participants to start carpooling (percentage of participants).

3.1.6. Workplace and emergency ride home schemes

As mentioned in the introduction section, workplaces could also sign up to Let's Carpool. In May 2010, a total of 14 workplaces had signed up to Let's Carpool (145 survey participants worked at one of these workplaces). There was no difference in uptake of carpooling between those participants who worked for organisations signed up to the Let's Carpool workplace scheme, and those not signed up through a workplace scheme.

Of the 14 workplaces, 7 offered an emergency ride home scheme (51 survey participants worked at one of those workplaces). To examine the usefulness of this scheme, participants who indicated their workplace had an emergency ride home scheme were asked whether they had ever had to go home in the event of an emergency. About half (51.6%) indicated that they had had to go home unexpectedly. A further 21% had also made use of the scheme (e.g. claimed the taxi money or used a fleet car for a personal emergency). Overall, the participants felt that the emergency ride home scheme was useful; see Figure 6.

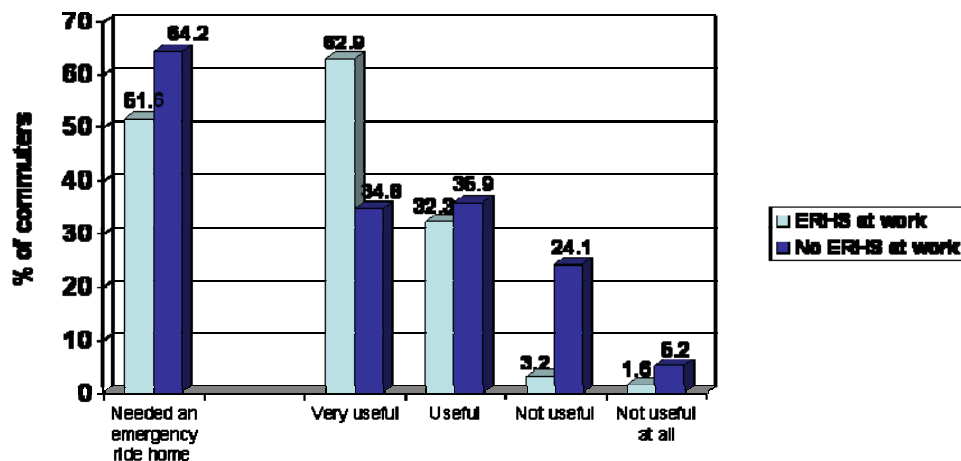


Figure 6. Use and usefulness of emergency ride home scheme (ERHS)

Participants with no emergency ride home scheme at work were asked whether they had ever had to go home in the event of an emergency. More than half (64.2%) indicated that they had, while 35.8% had not. Overall, these participants felt that an emergency ride home scheme would be useful.

3.2 Qualitative Findings

3.2.1. The concept

Generally speaking, participants were very positive about Let's Carpool, and many lauded the initiative ("Keep up the good work!"). Overall, participants felt it was a great initiative that helped them find carpool matches: "The site was just what I needed to get to work!"

Participants provided a range of suggestions for the improvement of Let's Carpool. As a general observation, it was mentioned that Let's Carpool would have to be promoted more widely in order to raise awareness about the initiative and to encourage more people to register. Suggestions were made to advertise the scheme more widely, such as increased coverage in the media (ads in the local newspaper, coverage on TV), (more) banners/billboards at petrol stations and along the main roads (in particular less densely populated areas where it was more difficult to find a carpool match). The content of the information on the website could be improved by including more specifics about the cost savings of carpooling (e.g. cost savings on parking, fuel savings for different types of cars) or to include success stories of people who are in carpool arrangements. At the same time, it was suggested that carpooling should be incentivised, for instance by reserving lanes for carpoolers during peak hours, or priority parking. A stronger involvement of public sector agencies and employers was mentioned as well, including more advertising through businesses. The role of employers was deemed important in that it could make it easier for employees at the same company or organisation to find a carpool match.

3.2.2. The technology

Overall, participants rated the website very positively; see Figure 7. A large majority of participants rated the website as either excellent or good in terms of its ease of use (e.g. lay out, navigation), its overall look and feel, in terms of the clarity of the information on the site, and its overall content. A total of 93% of participants indicated that they would recommend the website to others.

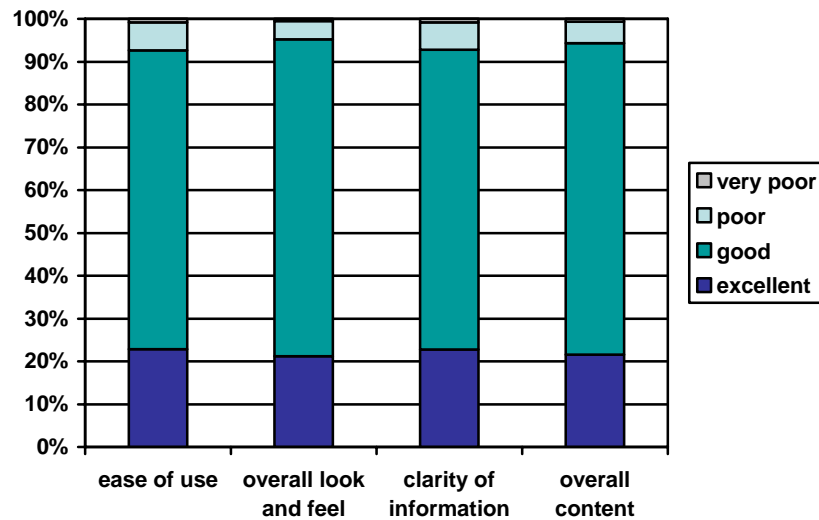


Figure 7. Evaluation of the website

In addition, various suggestions were made by participants to improve the Let's Carpool website. It should be noted that some of these suggested features were already available (asterisked below), so the participants' comments in these cases highlight the need for better signalling or flagging the site's capabilities. Suggestions are summarised as follows:

More information about matches versus privacy issues: Concern was expressed over privacy and the amount of personal information displayed on the website. It was suggested to give registrants more control* over the amount of personal information that is displayed (e.g. a possibility to add or remove certain details). At the same time, people would like to know a bit more about the carpool matches before contacting them, such as their age, or display a photo, or use a ranking system (as on TradeMe). Including more information about registrants on the website would make contacting carpool matches easier, while bearing website security and privacy issues in mind.

Facilitating the search and making contact: At times, people would contact matches, only to find they were not or no longer interested. Suggested changes were to send regular e-mail reminders to registrants to update their status which would make finding a suitable carpool match easier. It was also suggested to allow more contact via the website before getting in touch by phone, such as a secure messaging system*/online chat. Other suggestions

* This feature already exists

that would facilitate finding matches was to send e-mail notifications when one gets a match (e.g. when new people join the site). Generally, more frequent e-mail reminders from Let's Carpool about the website (e.g. to update one's status, or to look for new matches) were thought to be a good thing.

Increase the flexibility of the search tool: Various suggestions* were made to increase the flexibility of the search tool, by including a more flexible radius for the pick-up and drop-off distance (so that people could indicate for instance how long a detour they would be willing to make), allow for the inclusion of an alternative pick-up/drop-off location en route (such as train station or bus stop), more flexible search criteria (e.g. for people with longer working hours), and include the possibility to search for one-way carpools (allowing people to join a different car pool in the morning and the afternoon). It was also suggested to more clearly distinguish between drivers who were looking for passengers, and passengers who were looking for drivers.

Other useful features to add to the website: Various suggestions were offered to make the site easier to use. The map displaying the carpool matches was thought to be quite cluttered when many matches were close together, and could be made easier to navigate around. Allowing for a 'quick search' before registering in order to see whether there were any matches before one registers with the site. Allow registrants to change their password to one that is easier to remember, include a 'recommend to a friend' function, include a cost sharing tool* (to calculate average fuel consumption for different car types), and include information about parking costs in Wellington.

* These features already exist

4. Main Conclusions

The findings of this evaluation study clearly indicate that the Let's Carpool initiative has been successful in encouraging the uptake of carpooling in the Wellington Region, and suggest an increase in vehicle occupancy following Let's Carpool.

The percentage of participants who indicated they carpool to work as their main mode of transport increased significantly from 12.4% to 27.9%. There was a significant decrease in the percentage of participants who drove alone to work from 36.6% to 29.9%. Another key indication that Let's Carpool has encouraged the uptake of carpooling can be observed from the significant decrease in the number of days that people would drive alone to work. The use of public transport was also replaced by carpooling to some extent, perhaps reflecting the unreliability of public transport over the period evaluated. A total of 71% of the participants who are currently carpooling found Let's Carpool to have been useful in helping them start carpooling.

The main benefits of carpooling reported by the participants were financial savings associated with carpooling, as well as the greater reliability of carpooling compared to public transport, and the enjoyment of the sociability of carpooling.

The main reported barrier to carpooling was the lack of appropriate matches (especially in lower density areas) and issues involving getting in touch with carpool matches (e.g. potential carpool matches had already found a carpool, or were no longer interested in joining one).

Workplaces had the option of signing up to a start up emergency ride home scheme, where employees can claim back the money for a taxi ride home in the event of an emergency. A majority of employees who work for organisations with such a scheme thought the emergency ride home scheme was useful. Employees with no emergency ride home scheme at work felt that an emergency ride home scheme would be useful.

Participants' experience with the website and the initiative were very positive. Raising awareness about the scheme, and encouraging more commuters to register would make it easier to find a match, removing some of the barriers to start carpooling. Participants made various constructive and practical suggestions about improvements to Let's Carpool. Overall, the results indicate that Let's Carpool has been effective in facilitating the uptake of carpooling in the Wellington Region.