

Car Sharing

A guide for businesses

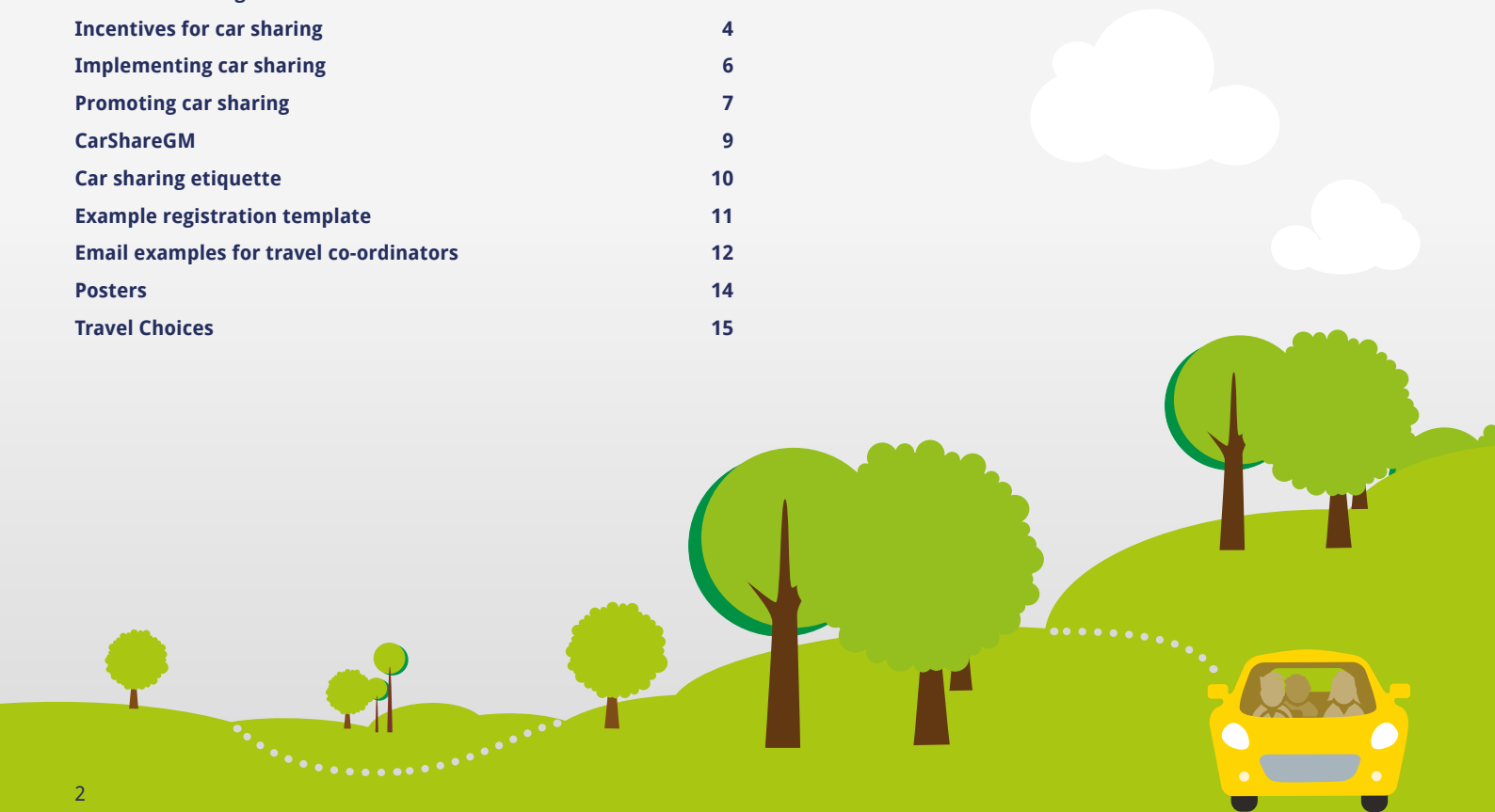


www.carsharegm.com



Contents

About car sharing	3
Incentives for car sharing	4
Implementing car sharing	6
Promoting car sharing	7
CarShareGM	9
Car sharing etiquette	10
Example registration template	11
Email examples for travel co-ordinators	12
Posters	14
Travel Choices	15



About car sharing

What is car sharing?

Car sharing is when two or more people share a car and commute to work together. It allows people to benefit from the convenience of the car, while alleviating the associated problems of cost, congestion and pollution.

Benefits of car sharing

With an increasing number of vehicles on British roads, car sharing is becoming an increasingly popular solution to many of the issues faced when commuting to work.

Advantages of car sharing include:

- Spreading the cost of fuel, parking and maintenance
- Reducing the number of cars on the road, resulting in less congestion and pollution
- Reduced stress from not driving, or from driving less
- Staff can take advantage of incentives that their employer has put in place to promote and support car sharing
- Improved accessibility for employees who don't drive or don't have access to a car.

Where does car sharing work best?

The most successful conditions for car sharing to succeed are when alternative travel options are limited, where car parking is a problem and when a large number of staff work similar shifts.

It will also be more likely to prosper when the company offer incentives to encourage car sharing and assist in finding a suitable partner to share with.



Incentives for car sharing

Research into non-car sharers has identified that the main factors that would encourage them to car share are help with finding a suitable partner, guaranteed or priority parking and the provision of a Guaranteed Ride Home scheme. Providing support such as this is likely to make your car sharing scheme more successful.

Priority parking for car sharers

For a car sharing scheme to work, it is really important that there is a real or perceived benefit compared to staff continuing to drive by themselves.

Dedicated parking spaces that are reserved or prioritised for the use of car sharers are an excellent way of demonstrating this.

Priority parking works especially well when the demand for parking regularly outstrips the supply, resulting in spaces filling up very early in the morning, or where the parking spaces are variable in quality (i.e. some are conveniently located, or are secure).

Implementing priority parking at your workplace is relatively straightforward but you will need to consider the following issues:

- Which parking spaces are reserved for car sharers. The most attractive ones will be immediately outside the main entrance or that are under cover.
- The number of spaces reserved. A generous spaces-to-permit ratio for car sharers will increase the likelihood of people signing up.
- If you charge for parking you could exempt car sharers from the charge, or offer a much reduced rate.

- Ensure that spaces are clearly marked as reserved for car sharers, either by marking the bays or by providing clear signage.
- Inform staff that these spaces are specifically reserved for car sharers.
- Management of the spaces to ensure there is no misuse. This will depend on the size of the business but may involve asking car sharers to register with a coordinator and the issuing of permits.
- Enforcement of the scheme. This may involve patrols of the spaces to check that vehicles parked in the car sharing bays have the correct permits. Those incorrectly parked in the spaces should be informed of their violation and if continuing to do so, face disciplinary measures.
- Growth of the scheme. Start small with just a few priority spaces but if take-up of the scheme grows, plan how to increase the number of spaces and the offer to car sharers.



Incentives for car sharing

Guaranteed Ride Home

The biggest worry amongst potential car sharers is being stranded if they have to stay late at work, or their car share partner leaving early in an emergency. These fears can be overcome by offering a Guaranteed Ride Home scheme where transport will be arranged if no practical alternative route home is available.

In practice, such schemes are used only very occasionally, and are therefore very cheap, but they provide people with an enormous amount of reassurance which can encourage them to start car sharing.

It is important that a company's Guaranteed Ride Home policy is in place to establish the rules around the scheme and who it is aimed at.

Policy considerations should include:

- Who is eligible?
- What types of trip are eligible? The programme could cover any trip, or it could be limited to unexpected business appointments, employee or family member illness
- What is the maximum number of uses allowed during a certain period, maximum miles within a period, or maximum cost per trip?
- Which staff or department is responsible for implementation?
- What are the procedures for using the scheme?
- Are the appropriate forms in place (e.g. registration/reimbursement vouchers)?
- Is it necessary to set up a contract with a taxi service?



Implementing car sharing

There are two main ways of helping your staff find someone suitable to share their journey to work; an informal internal approach or the use of an online matching service.

An internal campaign

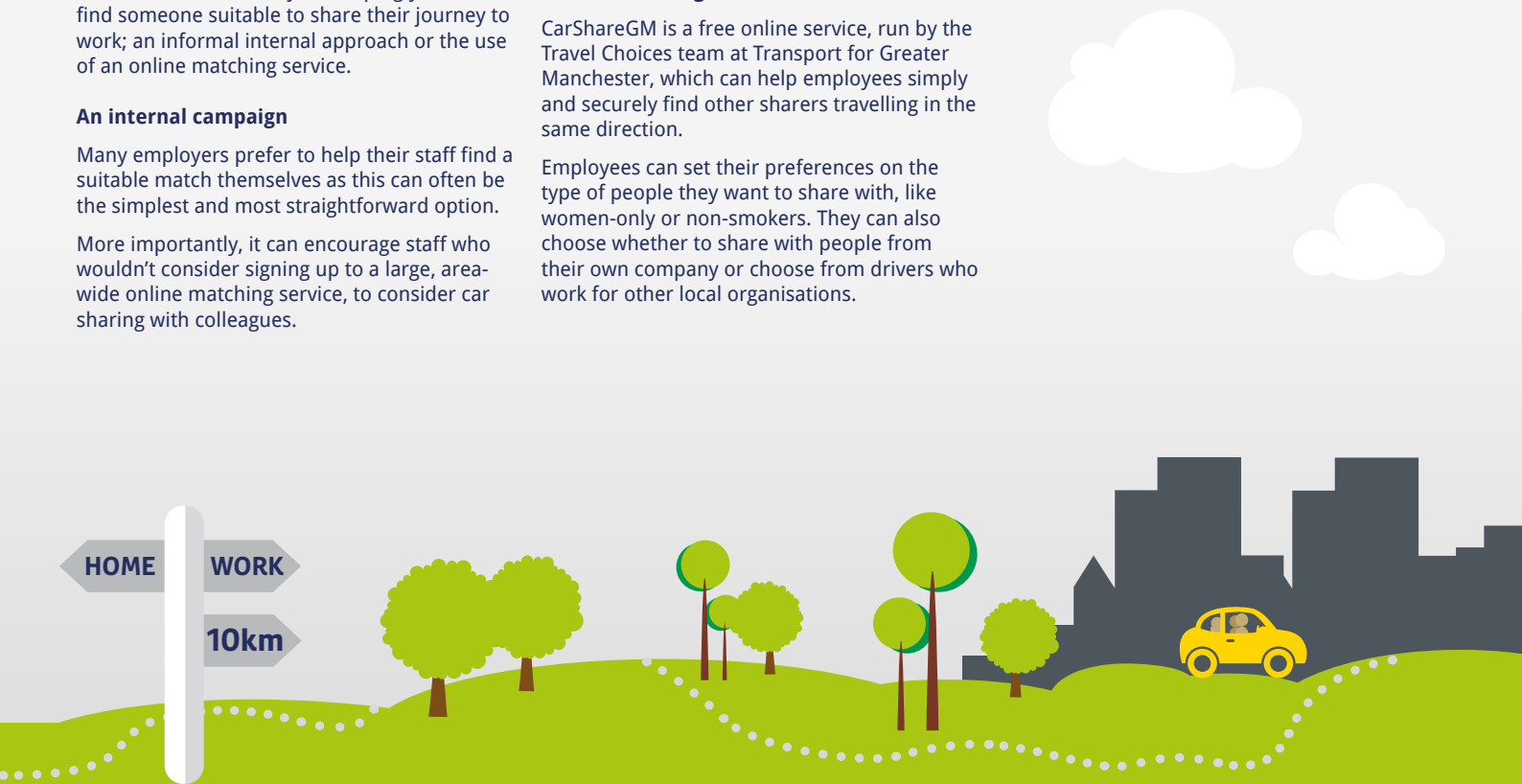
Many employers prefer to help their staff find a suitable match themselves as this can often be the simplest and most straightforward option.

More importantly, it can encourage staff who wouldn't consider signing up to a large, area-wide online matching service, to consider car sharing with colleagues.

Online matching service

CarShareGM is a free online service, run by the Travel Choices team at Transport for Greater Manchester, which can help employees simply and securely find other sharers travelling in the same direction.

Employees can set their preferences on the type of people they want to share with, like women-only or non-smokers. They can also choose whether to share with people from their own company or choose from drivers who work for other local organisations.



Promoting car sharing

Adopting an informal internal approach is something that can be managed relatively easily, with a bit of guidance, as set out below.

Your car sharing scheme will need to be promoted well to ensure that staff are aware of it and are encouraged to take part. How you choose to promote it will depend on how your organisation already communicates with its employees and what has been found to appeal to them.

This can be through posters displayed in your workplace, information disseminated in team meetings or via email.

Displaying information

Display a map in a location where lots of staff congregate naturally, like a staff room or canteen, and ask them to mark on their route to work.

Rather than sharing a blank map, which might be off-putting, speak directly with a few people who you know have expressed an interest in car sharing in the past and encourage them to post their details to get things started. Once a few people have posted details, others will then be more inclined to do the same.

Ensure that there are also printed materials which staff can take away, such as information on car share etiquette.

Once the map is complete, encourage everyone who has filled in a sticker to make their own approaches to potential partners, swapping their 'my profile' forms so that they can ensure they have a good match.

Partner matching via email

If staff have easy access to the internet at work you may prefer to circulate information via email. This enables staff to see who else is interested in car sharing where they live and allows them to then make their own approach.

Send out an email inviting staff that might be interested in car sharing to share their details. At this point you may also wish to share with them a car sharing advice sheet.

You should ask staff to share the following information:

- Name
- Contact details
- Home postcode
- Arrival time at work
- Departure time from work
- Days they are interested in car sharing
- Whether they can offer a lift, require a lift or both
- If they have any specific preferences.

During this process, ensure that you ask individuals for authorisation to share their details with other potential car sharers.

An example registration form for collecting this information is provided later in this booklet.

Alternatively, you may prefer staff to sign up via a simple online survey form.



Promoting car sharing

Mapping tools

If you are promoting car sharing internally you may need to map your employees' locations. The following free websites allow you to do this.

Name	Weblink
Batchgeo	batchgeo.com
Mapsdata	mapsdata.co.uk
Mapline	mapline.com

Notes: For some sites, a paid subscription is required for greater functionality. This table represents a selection of plotting tools, others are available. Transport for Greater Manchester does not endorse any particular provider.

Run a supporting event

Running an in-house event could significantly raise awareness of the car share scheme.

People will have the opportunity to ask questions, allowing you to tackle specific concerns head-on. You will also be able to encourage people to give it a try and it can be a useful way to generate interest and increase sign-ups.

If you have large numbers of staff you might want to consider inviting them to particular events, depending on their home postcode. This means that the people living in a similar location or route will be in the room at the same time and able to meet one another.

Social Media

Help raise awareness of car sharing by running a social media campaign and encouraging employees to interact and participate.

Include in induction programme

Informing employees of car sharing when they start at the company ensures they are aware and can benefit from the scheme from the outset.

Track success

Keep a note of how many staff sign up for car sharing. Encourage staff who car share to share their experiences to help promote the scheme.

Celebrate success

Report back to staff how the scheme is going and hold regular events to maintain momentum.



CarShareGM

CarShareGM (www.carsharegm.com) has been developed by Transport for Greater Manchester's Travel Choices team for businesses to provide a car sharing service to their employees. The aim is to reduce congestion on the road by providing a free, secure and easy to use way of finding a car sharing companion.

How does it work?

The website provides you with all the information your staff need to start car sharing to your workplace. It works by matching people who want to offer a lift with those who need one.

Signing up

For employees to register on the site, your organisation needs to be a member of CarShareGM.

If you are not listed on the website, email **business.travel@tfgm.com** and you will be set-up on the system for free.



Car sharing etiquette

A good car sharer considers the needs of their partner, is open from the start and thinks about all eventualities. Setting out some ground rules so that everyone knows where they stand is an important step in making car sharing work.

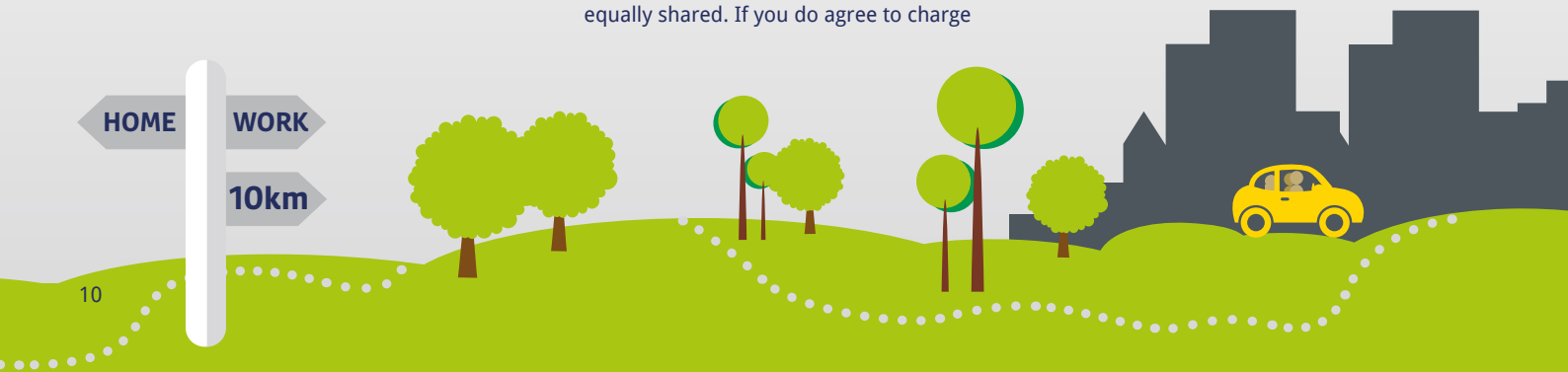
Here are our top ten tips to make car sharing work.

1. Agree on in-car etiquette where you might have different preferences, such as eating and drinking in the car.
2. Decide on a trial period.
3. Review the arrangement on a regular basis so that either party can remove themselves from the arrangement, no questions asked.
4. Make sensible arrangements to ensure your own personal safety. Arrange to meet your potential car share partner for the first time in a public place.

5. Settle on pick up and drop off arrangements. If there are multiple car sharers, it might be easier and more convenient for everyone to get to a common meeting point and then travel in one car from there.
6. Agree on waiting times. It can be frustrating when people are consistently late. Decide between you how long you will wait for someone to turn up before setting off.
7. Exchange telephone numbers as things can happen at the last minute to disrupt your planned arrangements. Familiarise yourself with the Guaranteed Ride Home scheme in case an issue arises.
8. Share travel costs fairly. You can charge your passengers if you car share, as long as you don't make a profit from the charge. Alternatively, you can take it in turns to drive your own cars so that the costs will be equally shared. If you do agree to charge

for the journeys, the 'fare' must be agreed in advance, and it should be an appropriate amount towards petrol costs, depreciation and wear and tear. The charge should be divided equally amongst the number of people in the car, including yourself. There are 'cost calculators' available on-line and on CarShareGM.

9. Insurance considerations. Your car must be taxed and have a valid MOT, and you must be adequately insured. There aren't generally any insurance implications of car sharing because it is usually a non-commercial agreement. Be aware that your insurance would become invalid if you were to charge passengers more than their fair share of the running costs.
10. Enjoy the experience! Car sharing can be a really sociable way of getting to work and meeting someone new.



Example registration form

Car sharing is a great way to save money, share the cost of fuel and travel sustainably.

If you are a driver or a passenger looking to share a lift with one or more people who will travel a similar route to (organisation's name), please complete the form opposite.

To find a partner on a similar route please provide the postcode you will depart from:		Please enter postcode	
Do you drive to work or are you looking for a lift?			
Driver, looking for a car share partner	Please tick	Passenger, looking for a lift	Please tick

	What time do you normally arrive at work?	Please tick if you wish to car share on this journey
Monday		
Tuesday		
Wednesday		
Thursday		
Friday		
Saturday		
Sunday		

	What time do you normally depart from work?	Please tick if you wish to car share on this journey
Monday		
Tuesday		
Wednesday		
Thursday		
Friday		
Saturday		
Sunday		

Please provide any additional comments in the box below.
--

I give permission for my details to be shared with other potential car sharers (please tick box to indicate your agreement).				<input type="checkbox"/>
Your name:		Your email:		
Home phone number:		Mobile phone number:		
Signature:				

Return this form to (administrator charged with car sharing).



Email examples for travel co-ordinators

The sample messages in this section are intended for Travel Coordinators to use to communicate with their colleagues regarding car sharing at their sites.

The messages could be used in an email, for team briefing notes, or as the basis for a newsletter.

Please note that any prizes referred to will need to be provided by the coordinator/employer – Transport for Greater Manchester is not able to provide these.

Message 1: Promote a car sharing matching event

Save money on your commute!

Have you ever thought about car sharing to work, but have some questions or don't know where to start? Then read on!

Car sharing can help you save money on your travel costs and reduce the hassle of driving to work every day – and we want to help you get started. We're running an event for all staff so you can:

- Find out more about how car sharing works
- See how it could work for you
- See who else is going your way to help you find a suitable car share partner.

Just by coming along to find out more, you'll be entered into a prize draw to win [insert details of prize] – what is there to lose?!

Please come along to: [location] on [date] at [time] to find out more, or contact [insert email address of coordinator]

Message 2: Event reminder

Find the perfect (car share) partner!

Don't forget – car sharing event on [date] at [time] at [location].

Learn more, find a partner, and see how much you could save.

All staff who come along will be entered into a prize draw to win [insert prize details] – see you there!

Message 3: Encourage/boost car sharing as part of a monthly promotion

Car share in [insert month] – for a chance to win!

To support staff who car share to work, and to encourage others to give it a go, we're running a promotion in [month]. Each time you car share during [insert month] you'll be entered into a prize draw to win [insert prize details]. The prize will be won by a member of staff at this site!

When you arrive at work, please go to [insert relevant details e.g. go to the reception desk] to log your journey and be entered into the draw.

Not car sharing yet? To find out more or to see how we can help you find a partner, please get in touch with [insert coordinator's details]. Remember – the more you car share over the month, the more chance you'll have of winning!

Email examples for travel co-ordinators

Message 4: To introduce new priority car parking scheme for car sharers

Even more reason to car share!

Those who car share already know the benefits to their pocket and wellbeing of sharing the journey to work with a colleague. And they will know that they are choosing a greener and more sociable way of travelling to work than driving alone.

In order to make car sharing even more attractive, we are making the best parking spaces available to our car sharers by introducing a new priority parking scheme.

[Insert brief detail of the priority scheme – see 'Implementing priority parking for car sharers' for more details of how to implement a scheme]

Can't take advantage because you're not car sharing yet? To see how you can get started, get in touch with [insert coordinator's details].

Message 5: To remind staff what support the employer offers for car sharing

Sure you're not missing out?

Colleagues who car share will already know the benefits to their pocket and wellbeing of sharing the journey to work with a colleague.

And they will know that they are choosing a greener and more sociable way of travelling to work than driving alone.

Think you could be missing out? Then why not give car sharing a go. You could:

- Cut your travel costs
- Share the task of driving with your car share partner
- Have a more sociable journey to work with your colleagues
- Pay a reduced parking fee once you get here*
- Take advantage of our priority parking spaces*
- Use the Guaranteed Ride Home service if you're car sharing that day but need to get home in an emergency*

To see how you can get started and experience the benefits for yourself, please get in touch with [insert coordinator's details].

*Delete as appropriate

Message 6: To promote weekly or fortnightly car sharing

You don't have to do it every day...

Colleagues who car share will already know the benefits to their pocket and their wellbeing of sharing the journey to work. And they will know that they are choosing a greener and more sociable way of travelling to work than driving alone.

But did you know, you don't have to do it every day to feel the benefit? Even sharing once a week or fortnight will help you save on your travel costs and enable you to share the driving burden with someone else.

Like to give it a go to feel the benefits for yourself?

Then please get in touch with [insert coordinator's details].



Posters

carshare GM

TRAVEL CHOICES

Great news, your company has joined CarShareGM

Free to use, CarShareGM provides a secure and easy way for colleagues to travel by car together, reducing costs, congestion and pressure on parking spaces. By sharing the driving there's less stress, and with fewer cars on the road it's better for the environment too.

Find out more and sign up at www.carsharegm.com

CO₂

SAVE

REDUCE CONGESTION

ME & MY CARSHARE

carshare GM

Transport for Greater Manchester

Transport for Greater Manchester

Save money by car sharing on your commute

Interested in car sharing for the journey to work but not sure how it works or who else goes your way?

Come along to our car share event to:

- Find out how car sharing could work for you
- Find a car share partner from among your colleagues
- See how much you could save

Try car sharing

- Save money
- Be sociable
- Reduce hassle

Date:

Time:

Location:

For more information please contact:

www.tfgm.com

Travel Choices

Transport for Greater Manchester's Travel Choices is a long-term behaviour change programme which aims to tackle congestion, reduce carbon emissions and boost the regional economy.

It does this through providing guidance and support for businesses, apprentices and jobseekers interested in cheap, sustainable and active travel options.

The team offer an expert service which, over the past three years, has been making a positive difference in promoting sustainable transport.

Adopting sustainable travel can help businesses save money, increase their resilience, become an employer of choice and encourage healthier, more productive workforces. Support includes access to sustainable travel grants for companies, bike loans, a car share network and free personal travel advice and incentives for employees.

The Travel Choices team have a designated Business Travel Advisor for each area of Greater Manchester who can help you take advantage of the offers available.

To contact the Travel Choices team please email **business.travel@tfgm.com** or call **0161 244 1264**.

www.tfgm.com/travelchoices



