

# Appendix 11 – Promoting Car Sharing and More Efficient Use of Cars

*If every driver carried another driver, there would be 50% less cars on the road at peak times*

Every day thousands of commuters drive to work on the same routes to the same destinations at the same time as their colleagues. If every driver carried another driver, there would be 50% fewer cars on the road at peak times. Drivers who cannot car-share can still be involved in initiatives to promote more efficient fuel use and overall better use of their car.

## Carsharing

Carsharing can be very appealing as a travel option for those living in areas with infrequent public transport services or travelling long distances.

However, you may find in organisations with high levels of sustainable transport use or very little car-parking, that carsharing schemes don't have the threshold of car drivers necessary to have high-participation in a car-sharing scheme.

Your Travel Plan Coordinator can still encourage those currently carsharing, or considering it, to continue to do so, by including them in 'Green Travel' promotions, but try to avoid encouraging those currently walking, cycling or on frequent public transport services to get in the car on a regular basis.

## Setting up a Scheme

Your organisation can set up a free private online car-sharing site to 'match' colleagues at [www.carsharing.ie](http://www.carsharing.ie). Alternatively you can use a database hosted on your intranet site, where interested employees register their travel and contact details. This more informal approach can work well in smaller



organisations.

Consider launching your scheme with a coffee morning for interested parties, where they can see a 'sign up demo' on the site, and find out more about your organisations' carsharing scheme.

However your organisation facilitates people to match journeys and get in touch, the success of your scheme will depend on how the scheme is marketed, as outlined below.

## Allocating Carsharers' Parking

The single most effective way to encourage people to carshare is to allocate dedicated parking spaces, in prime locations, for carsharers only; for example, close to building entrances. Allocated spaces publicise your scheme as people pass them, and they are also a good incentive to encourage carsharing where parking is at capacity. Consider allocating 10% of your parking spaces for carsharers initially, and review this as your scheme expands.

Carsharing is likely to be happening in your organisation already as, nationally, 4 % of commuters travelled as a car passenger on the journey to work in 2011 (CSO).

The need for monitoring of the spaces will depend on the site in question. Permits can be issued to monitor use of the car-sharing parking spaces, as well as helping your organisation record the number of active car-sharers.

Security or parking management can do occasional patrols to check that permits are on display. Other organisations with carsharers' parking have also found that natural surveillance is very effective at discouraging abuse of carsharers' parking.



*Pfizer in Grangecastle re-launched their car-sharing scheme, with more carsharing parking spaces allocated in priority locations, and with contractors invited to partake in the scheme.*

*With 43% of employees open to considering car-sharing, there is significant potential to reduce pressure on parking spaces, carbon emissions, and fuel costs for employees (2011).*



**Car-Sharing Policy**

As part of the development of your carsharing scheme, draw up a policy for how the scheme will operate. Some points to consider are:

- Who will have access to the scheme, e.g. employees, contractors, visitors, students.
- Will carsharers' parking be allocated?
- Will parking permits be required to use this parking? How long are permits valid for?

You will find sample car-sharing policies to adapt for your site by searching online.

The lease of car parking spaces can cost €2000 per annum – this could be halved if two drivers car-share on a regular basis.



*National University of Ireland Galway launch their carsharing scheme*

- Giving a token to all employees who sign up within a particular time period or to the first 50 registrants. This can be seasonal if it's arranged around a launch or demo event, e.g. Easter eggs, mince pies or ice cream giveaways.
- Do periodic draws for car-sharers once the scheme is up and running. Prizes might include vouchers for car-washes or car-servicing.
- Raffle a space. Put all carsharing groups in a draw to use a priority parking space for a month. Choose a desirable location on your site for this prize space.
- Organise coffee mornings for potential carsharers to meet each other and discuss the scheme, particularly where your organisation has large groups of new employees starting throughout the year. Demonstrate how to sign up to the scheme at that time.

When communicating with employees about your organisation's carsharing scheme, be sure to impart that:

- Employees are not required to car-share every single day – they can work out what suits them with the person they are sharing with.
- Demos or social events to launch car-sharing are 'no pressure' and people do not have to sign up immediately.
- Car-sharers can stop car-sharing at any point if their circumstances change, or they no longer wish to share.

**Getting People Involved**

Once your organisation marks out carsharing parking spaces, this alone will generate conversation and interest in the scheme. Other ways to engage employees include:

- Officially launching your carsharing website with a demo for all attendees. Consider providing refreshments to get people along.



*NUI Maynooth – Allocated parking for carsharers*



In **South Dublin County Council**, 50 prime car parking spaces have been put aside for car-sharers, driving with two or more people and holding a car-sharing permit.

The car-sharing parking spaces are available to any driver using the car park after 10am. If a car-sharer needs to leave on business during the day, he / she can reserve their space for their return by putting a traffic cone in the space (2010).



#### Guaranteed Ride Home Scheme

A 'Guaranteed Ride Home' is a scheme that ensures that car-sharers (or other sustainable transport users) can get home if he / she find themselves unexpectedly without a lift home, due to their car-sharing partner having to change their travel plans.

This scheme can include taxi, bus or train fares, and puts people's minds at ease about getting involved in a car-sharing arrangement, as they are not worried about being stranded if their lift cancels. Consider setting up an account with a local taxi firm to make the booking and payment process smoother.

The experience in the UK is that actual usage of the Guaranteed Ride Home scheme is very low, and a budget of £100 per annum covers most organisations<sup>7</sup>. If costs are rising above this, then you may need to examine your scheme, or address why employees are regularly leaving work outside their normal hours.

[More FAQs on carsharing benefits and etiquette can be found on www.carsharing.ie](http://www.carsharing.ie)

#### Consider Financial Implications of the Scheme

It is suggested that drivers and passengers share the cost of fuel, parking and tolls. Drivers should not make a profit from sharing a car as this can invalidate their insurance and tax. If car drivers have any concerns, they should contact their insurance company directly. The Irish Insurance Federation advises that car sharing will not affect a driver's insurance as long as:

- The vehicle is not built or adapted to carry more than eight passengers excluding the drivers;
- The passengers are not being carried as part of a business of carrying passengers;
- The owner does not make a profit from the total money they receive for the journey; and
- Agreement is made prior to the journey commencing.

If an insured person who is going to take part in a car sharing group has any doubt about their insurance cover should clarify same with their insurer.

With regard to passengers being covered, passenger cover for private cars is compulsory under the Road Traffic Acts. Once the policy is in order there is no problem.

*By car-sharing just once a week, employee fuel costs can be cut by 20% and employer space requirements by 20%*

**Apple in Hollyhill in Cork are supporting car-sharers through their 'Commuter Club'.** Any employee travelling by sustainable means (including car-sharing, walking, cycling and public transport) has access to taxi vouchers to use in case of emergency, where their usual mode of travel is unavailable (2011)

<sup>7</sup> From Transport for London Car Share Guide p22





## Making More Efficient Use of Cars

### Eco-Driving Training

Where employees have to drive for work or for their commute, consider offering them advanced driver training, covering fuel savings, maintenance, driving in inclement weather, etc.

For companies with large fleets, the potential savings from this training can be significant.

### Audit Business Travel Policy

E.g. business mileage, policy on international flights, flexi-time, expenses etc. Consider incentivising more sustainable modes for the same journeys, or introducing alternatives to travel, for example, tele-conferencing. Your organisation could also consider introducing a policy where any travel undertaken by car must be logged in advance in a publicly-viewable calendar, to facilitate car-sharing for business trips.

### Offer a Business Travel Mileage Allowance for Walking/ Cycling/ Carsharing/ Public Transport

Introducing business travel allowances for modes other than the drive-alone car can be done as both a cost and time-saving measure.

RTÉ has a bicycle allowance in place at €0.63 per mile, up to ten miles either way<sup>8</sup>. Employees using their bicycles when on duty are required to adhere to best safety practice and to comply with legal obligations with regard to cycling a public road or cycle lane.

If your organisation wishes to incentivise cycling/ walking for business, consider offering an allowance which is equitable when compared to using the car for the same journey.

### Choosing Vehicles

If your organisation is choosing fleet vehicles, or if employees are interested in replacing their own vehicles, consider hosting an information session on fuel mixes, electric vehicles, engine sizes, car tax bands, etc.

<sup>8</sup> Figure correct as of 2010

**eircorn** commenced a pilot Safe and Fuel Efficient Driver Training course in June 2009, following the success of an in-house trial. The course is based on the UK Department for Transport equivalent, using the same consultancy group, AEA Technologies. It is expected that fuel consumption will reduce by 7% over the course of the programme and beyond, and accident statistics will improve. As of November 2009, over 100 employees had undertaken the training, supported by the Sustainable Energy Authority of Ireland.



ESB electric vehicle/car-sharers parking, Wilton, Cork

*As part of our Travel Plan we have introduced an allowance per km for people who either walk or cycle to work instead of drive. This is 39 cent per mile and KPMG will pay any Benefit in Kind tax incurred by the employee as this would be seen as a benefit.*

**Karina Howley, Head of Corporate Social Responsibility, KPMG (2010)**

