

# Carpooling Guidelines

---

THE SMARTER TRAVEL GUIDE TO SETTING UP A CARPOOLING SCHEME



# Introduction

Every day thousands of commuters drive to work on the same routes to the same destinations as their colleagues or fellow students. If every driver carried another driver, there would be 50% fewer cars on the road at peak times.

## *Who is this guide for?*

These guidelines are for any business, public organisation, or educational institution that would like to implement a carpooling scheme.

## *What is carpooling?*

A carpool is when two or more people share the journey to the same or nearby destination. The number of passengers may vary, drivers and vehicles may rotate, and the arrangement might operate every day or only when it's convenient. While petrol and parking costs may be shared, the driver isn't paid for their services.

## *Is carpooling suitable for your organisation?*

Carpooling generally suits locations where public transport, walking and cycling options are limited, or where staff and students commute long distances, or similar routes at similar times. It will also suit organisations that experience traffic congestion issues around their site, or wish to free up land on site currently used for parking.

# Before you Start

Before you begin, there are a number of actions that can be taken in order to ensure the success of the carpooling scheme.

## *Coordinating your Carpool Scheme*

Prior to implementing a carpool scheme in your workplace it is important to appoint a carpool coordinator who will be responsible for the day to day administration of the scheme. The carpool scheme coordinator should:

- Be the dedicated point of contact for the scheme
- Manage the matching tool
- Monitor/report on the efficacy of the scheme
- Promote the scheme

Appointing a carpool coordinator will greatly increase the chances of the scheme being a success within your organisation.

## *Attitudes and Concerns*

Surveying your staff and students can assist you in understanding general attitudes and concerns towards carpooling, and allows you to address these concerns before implementing the scheme. The Smarter Travel Team can advise you on how to develop a survey for your staff and students.

## *Support from Management*

The first hurdle that potential schemes may encounter is convincing the management team that carpooling is worth investing in. Benefits such as freeing up land and reduced traffic congestion around the site are strong arguments in themselves, but if you need to add more weight to the argument then it is worthwhile developing a business case. To make the business case for setting up a carpool scheme, it is necessary to look at the projected costs and to set these against the likely benefits and savings. If the benefits outweigh the costs, then the case is made.

## Sample Cost/Benefit Analysis Table\*

Potential Costs	
Purchasing a Carpooling App	€500 per Annum
Staff time spent coordinating the scheme	3 hours per week
Promotion, Marketing and Incentives	€2000 per Annum
Potential Benefits	
Reduced number of Car Parking Spaces	Saving of €2000 per space per annum (lease/maintenance)

*\*Please note that the costs illustrated in the table are not representative of the true costs of implementing a carpooling scheme - these costs will vary depending on the organisation and numbers involved in the scheme.*

# Removing Barriers to Carpooling

Staff and students who are used to the freedom and flexibility of travelling alone may be reluctant to sign up to a carpooling scheme. Below are some of the most common objections and questions asked about carpools, and their solutions.

*Will participants be able to pick their fellow carpoolers?*

Yes, most schemes provide the opportunity for participants to meet potential carpoolers and to select partners based on certain criteria. All of this information is sought upfront in the registration process and should include the ability to share with partners of the same sex, non-smokers or even those who like the same type of music. Some organisations develop their own carpooling policy, that commits all members to abide by common rules.

*My staff do shiftwork. How will carpooling work for them?*

Carpooling has proven to work particularly well for staff who work shifts, as they generally have clearly defined start and finish times. In some instances, staff who live near one another and who wish to carpool may need to change shifts to align with other participants. In these cases, support for flexible working policies may be considered by management.

*Not all staff and/or students have access to the internet*

In this case, the carpool coordinator should ensure that as well as communicating electronically, participants also have access to hard-copy information.

*We have plenty of parking*

But how much is it costing you? Encouraging your staff and students to carpool can reduce your need to provide so many parking spaces, which can save you money and free up the space for other uses such as increased cycle parking.

## Insurance Implications

### *Organisation*

Insurance Ireland does not have a standard agreement with insurers regarding carpooling. It is advisable to contact your organisation's insurance company directly to understand the insurance implications of implementing a carpooling scheme.

### *Drivers*

The Irish Insurance Federation advises that carpooling will not affect a driver's insurance if:

- The vehicle is not built or adapted to carry more than eight passengers excluding the driver
- The passengers are not being carried as part of a business of carrying passengers
- If an insured person who is going to take part in a carpooling scheme has any doubt about their insurance cover, they should clarify same with their insurer

### *Passengers*

Passenger cover for private cars is compulsory under the Road Traffic Acts. Once the policy is in order there is no problem.

# Benefits of Carpooling

Carpooling has clear benefits for both your organisation and your staff and/or students, and may also benefit the wider community.

Organisational Benefits	Individual Benefits	Community/Societal Benefits
<ul style="list-style-type: none"> <li>• May reduce costs and car parking problems</li> <li>• Frees up land for other uses</li> <li>• May increase productivity and retention</li> <li>• May widen potential recruitment market</li> <li>• May promote internal social networks</li> <li>• May improve organisational image</li> <li>• May reduce traffic congestion around site</li> </ul>	<ul style="list-style-type: none"> <li>• May reduce travel costs (if shared)</li> <li>• May save time (reduced traffic congestion)</li> <li>• May reduce stress (burden of driving shared)</li> <li>• Less vehicle wear and tear (if cars rotated)</li> <li>• May reduce need for a second car</li> <li>• May provide alternative travel options</li> <li>• May reinforce social networks</li> <li>• 'Greener' choice</li> </ul>	<ul style="list-style-type: none"> <li>• Reduces traffic volumes and congestion</li> <li>• Reduces vehicle emissions</li> <li>• Contributes to a cleaner environment</li> <li>• Helps reach emission reduction targets</li> </ul>

## 5 Simple Steps to Carpooling

Once you have removed potential barriers and secured the support of both management and staff/students, you are now ready to start implementing your carpooling scheme in 5 simple steps.



# Step 1

## Choose a Matching Tool

The critical component of any carpooling scheme is matching commuters. There are many ways of doing this, depending on the size of the organisation and its budget, as well as available human resources and IT capability. Tools range from informal arrangements, such as notice boards and coffee mornings, to software packages and smartphone apps.

No matter which matching tool you choose, all require the following basic information from your staff and/or students

- Home location (address or pick up point)
- Work location
- Work schedule (days, times and flexibility)
- Driving preference (driver/passenger/both)
- Other preferences (gender, non-smoker)
- Car registration number (if driving)

### Common Types of Carpool Systems

#### *Coffee Morning*

A simple method is to hold a coffee morning and divide staff and students into groups based on their home location, so that they can meet potential carpoolers. Nearby organisations may also wish to hold a joint coffee morning to increase the likelihood of commuters finding a suitable match. This approach is easy to do and can be effective in smaller organisations. The key advantage is that prospective carpoolers meet 'face to face', allowing them to address concerns about security, sharing personal information, or if they'll get on with their fellow carpoolers. The downside of this

approach is that the performance and effectiveness of the scheme cannot be automatically monitored by the scheme coordinator.

#### *Notice boards*

This is a simple system that can be implemented immediately, has low set-up and administration costs, and is effective in a smaller organisation. It's a self-service method, whereby prospective carpoolers place notices on a notice board seeking others in their area to carpool with. Interested parties then contact each other to make arrangements. A key advantage of the notice board is that potential drivers, who might have reservations about carpooling, can watch for potential passengers without feeling a sense of 'commitment' that often comes from a more formal registration process. The downside is often limited opportunity to find a suitable match due to low participation rates, and as with the 'Coffee Morning' approach, there is no automated way to monitor the effectiveness of the scheme.

#### *Corporate Intranet*

As with the above tools, this is a simple system that can be implemented immediately, has low set-up and administration costs and is effective in any workplace.

Potential carpoolers place ‘classified’ type notices on the company intranet and interested parties then contact each other to discuss possible arrangements. This is generally seen as more credible than a notice board, as intranet activity is monitored and certain rules govern the use of an organisation’s intranet. Again, a downside to this method is that there is no automated way to monitor its performance or effectiveness.

#### *Spreadsheets and Databases*

This approach is a more formal alternative to the above methods and provides greater control while being relatively low cost to run. Prospective carpoolers record key information on either a paper or online registration form. The carpool coordinator then identifies potential matches manually and distributes ‘match lists’ of potential carpool partners. This manual method can be labour-intensive – especially if many people register or multiple matching criteria is

required. One way to reduce this is for participants to form carpools either through informal networks or at coffee mornings and then submit one form per carpool which entitles them to incentives such as priority parking. The coordinator keeps a list of each carpool, which also assists in monitoring purposes.

#### *Carpool Software*

A popular method of matching participants is software that is usually installed on the organisation’s computer network or accessed online or on an app. When participants register, their information is recorded and potential matches are automatically generated based on location, work schedule and preferences. Participants then decide who to contact. This automated method generally provides greater security, ensuring privacy for participants and enhanced matching facilities. It does, however, have higher costs than other schemes and is more appropriate for larger organisations or where several organisations may decide to share a carpool scheme.

### *Which matching tool should you choose for your organisation?*

Matching Tool	Features	Organisation Type
<i>Coffee Morning</i>	<ul style="list-style-type: none"> <li>• Low set up and administration costs</li> <li>• Low level of administration required and easy to implement</li> <li>• Informal, allows participants to choose their own partner</li> <li>• Difficult to monitor rates of participation and efficacy</li> </ul>	Small-Medium Organisations
<i>Notice Board / Corporate Intranet</i>	<ul style="list-style-type: none"> <li>• Low set up and administration costs</li> <li>• Low level of administration required and easy to implement</li> <li>• Informal, ‘self-service’ method</li> <li>• Difficult to monitor rates of participation and efficacy</li> </ul>	Small-Medium Organisations
<i>Spreadsheets &amp; Databases</i>	<ul style="list-style-type: none"> <li>• Low-Medium set up and administration costs</li> <li>• Medium-High level of administration required</li> <li>• Increases chances of finding a suitable match</li> <li>• Provides detailed data on uptake and efficacy of scheme</li> </ul>	Medium-Large Organisations
<i>Carpool Software</i>	<ul style="list-style-type: none"> <li>• Medium-High set up and administration costs</li> <li>• Low level of administration following initial set up</li> <li>• Increased matching ability and automated matching</li> <li>• Provides detailed data on uptake and efficacy of scheme</li> <li>• Can be expanded to include neighbouring/nearby organisations</li> </ul>	Large Organisations, Multiple Organisations

## Step 2

# Develop a Carpool Policy

Carpooling may not be for everyone, so it is important to stress that staff and students don't have to commit to carpooling forever. However, developing a carpool policy is the best way to ensure that carpoolers share a safe, comfortable and pleasant journey, and continue the practice of carpooling on the commute.

### *Etiquette*

Good etiquette is required of all participants including polite and friendly behaviour and punctuality to agreed appointments. All participants agree to inform their fellow participants as far in advance as possible of any cancellation of a lift, inability to provide or to attend for a lift, or any other interruption to the arrangements agreed between the participants. A carpool policy should establish the etiquette for the carpooling arrangement, and may include:

- How long the driver will wait for passengers
- How carpooling partners will communicate e.g. text confirmation 30 minutes before arrival
- Is eating allowed in the car? etc.

### *Safety*

When it comes to carpooling journeys, everyone is responsible for their own personal safety. Carpoolers should be advised to trust their instincts; and remember that they are under no obligation to go ahead with any carpool arrangement. If an individual has any doubts about their travelling companion, for any reason, then they should not travel with them.

### *Operations*

Your carpool policy should clearly state how your scheme will operate:

- Will priority parking be provided to carpoolers?
- Will reserved parking be provided?
- If so, how will carpool spaces be reserved?
- Will permits be issued?
- If so, which department issue permits?
- Where and how should permits be displayed?
- How will permits and priority parking be monitored?

In addition, the facilities/estates team should be fully informed as to how the scheme will operate and how carpool spaces should be managed.

### *Licence, Insurance, Tax and NCT*

It should be stressed in the policy that all drivers participating in the scheme must be fully licenced and insured, and that the tax and NCT certificates for the vehicle being used are valid and in date.

### *Shared Costs*

It's recommended that individual carpoolers come to their own arrangements around sharing costs and driving responsibilities.

## Step 3

# Incentivise your Carpooling Scheme

So now you're clear about the logistics of running a carpool scheme. But how do you encourage staff and students to participate – particularly those who may be reluctant to commit to a carpool?

### *Priority parking*

By proactively managing the supply and demand of your organisation's parking spaces, you can create an effective incentive to carpool. Priority parking is usually the parking spaces closest to your building or in the nearest car park, and is a huge incentive where the parking supply is limited or where drivers have to walk long distances between the car park and their workplace. Signage should be used to identify priority spaces, which also helps to raise the visibility of your carpool scheme.

### *Financial Incentives*

These can include cash rewards for carpooling, such as a daily payment, or rewards in the form of free or discounted parking fees for carpoolers. Setting up a carpool 'points scheme' can also be effective, which awards participants with gift vouchers or discounts at local restaurants or shops for the number of carpool trips they make.

### *Flexible working hours*

Policies allowing flexi-time can help remove barriers to carpooling and other commuter options such as walking, cycling and using public transport. This approach gives participants the flexibility as to when they arrive at work, take a lunch break and leave work, all while still working the number of required hours each day.

This allows participants to travel outside peak congestion hours, have more flexibility for personal and work time, and increase the number of potential carpool matches with others from different departments or locations. It also means managers can support participants' need to 'leave on time' to honour their carpool commitments.

### *'Guaranteed Lift Home' Scheme*

Also referred to as an 'emergency lift home', this is a key tool for promoting carpooling as a sustainable commuter option. The guaranteed lift home scheme acts as an insurance policy for carpoolers by reassuring them they have a timely and inexpensive way to get home if their carpool partner needs to leave early.

Most guaranteed lift home schemes offer a taxi ride home and have agreements with taxi or rental car services. The guaranteed lift home is a relatively low-cost service to implement, but is generally regarded favourably by participants.

## Share the Wheels for **FREE MEALS**



The Northern Commute are running a new Car Sharing raffle each month. The winners will be chosen from the group of people who car share to work. If you are not already registered to car share, email the 'Limerick Travel Plan Helpdesk' with details (i.e. seeking a lift/seeking passengers/ from which location)

### **No Such Thing As A Free Meal???** - Think Again!!!

The winners get a **free lunch** in the Hamilton House 2 canteen for everybody in the car.

Other perks of car sharing include reserved parking spaces. This raffle is open to anybody in CEP or HH2 so get **SHARING** and get **Feasting**.

NTAC:3NS-20

“Share the Wheels for Free Meals” - incentive scheme introduced by Northern Trust, Limerick. Each month carpoolers were entered into a draw for lunch vouchers.

### *Prize Draws and Raffles*

Consider holding weekly or monthly prize draws and raffles for participants of the carpool scheme. Prizes may include shopping or lunch vouchers, or a free car service. The winners of the draws and raffles and associated prizes could be publicised and announced via a weekly or monthly email to encourage sign up and highlight the benefits of participating in the scheme.

### *‘Green Commuter’ Staff Benefits*

‘Green Commuter’ benefits could be introduced for staff and students who switch to carpooling or more sustainable modes of travel. These may include free tea and coffee, Green Commuter coffee and cake mornings, or free lunches on an occasional basis ordered from a popular local restaurant. Green Commuter benefits should be publicised and made as visible as possible to encourage sign up to the scheme.

## Step 4

# Promote your Carpooling Scheme

Raising awareness of your scheme and generating membership are essential to the success of any carpool scheme. Ongoing marketing and promotion of the scheme will ensure membership of the scheme continues to grow over time.

An effective marketing and communications campaign will include positive messages about the policies and incentives of your organisation's carpool scheme. It should also focus clearly on the benefits to the individual, such as cost and time savings, reduced stress, congestion and pollution, a more sociable commute and increased travel options. It's usually the role of the carpool coordinator to ensure staff and students know about the scheme and encourage their participation. There are a number of ways to do this:

### **Launching the Scheme**

#### *'Top Down' Support*

Endorsement from management is essential, get your CEO or Dean to encourage staff participation via an email, in the organisation's newsletter, at a staff meeting, or before class. Management may also consider participating in the scheme to further encourage staff and student 'buy-in'.

#### *Launch Event*

Hold a coffee morning launch/information session at which the CEO/Dean reinforces the benefits of the scheme and management's support for it. Ideally staff and students should be able to sign up for the scheme during the event, and be supported in networking with potential 'matches'.

#### *Posters, Flyers and Newsletters*

Posters that contain general information about your scheme can be displayed on notice boards and in common areas, and should highlight the benefits of carpooling and how to sign up for the scheme. Advertise your scheme using both hard-copy (posters, flyers) and electronic material and in the newsletter.

#### *Raffles and Prize Draws*

Use raffles and prize draws to encourage participation and sign ups. Prizes may include vouchers for a car service.

#### *Carpool 'Introductory' Pack*

Develop a carpool 'pack' to give to all new participants which incorporates a welcome letter from the CEO/Dean, a brochure on how carpooling works, and other relevant information.

### **General Promotion**

#### *Staff/Student Induction*

Incorporate carpool information in your recruitment and induction material. Staff/Student inductions should also be used to promote and highlight the benefits of carpooling.

### Poster Campaigns

Posters that contain general information about your scheme can be displayed on notice boards and in common areas. You can also develop one-off posters to inform staff and students of specific events and promotions.

### Leaflets/Brochures

Leaflets/brochures are a good means of distributing more detailed information about your carpooling scheme. They can be distributed in reception and staff rooms, student unions and clubs, on notice boards, and included with recruitment/induction packs, or in pay slips.

### Newsletters

Newsletters are a popular way of reporting progress and feedback to staff/students, and can be either in paper or electronic form. It's also a good idea to regularly include positive testimonials from carpoolers so that other staff and students are encouraged to adopt the scheme.

### Corporate Website or Intranet

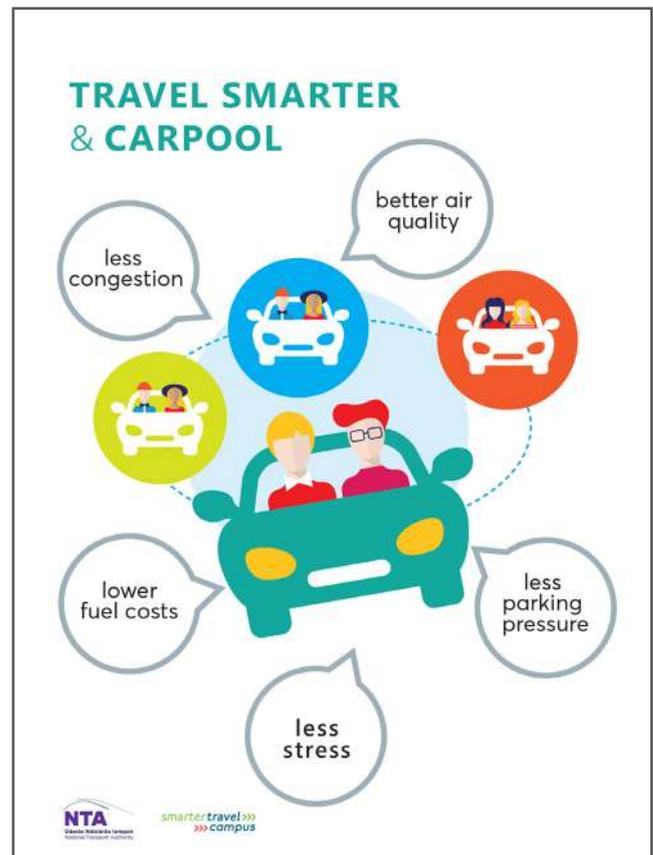
Corporate websites or intranets can provide or link to information specific to your travel plans and carpool scheme. Consider setting up a dedicated travel information page, containing information on your carpool scheme and other smarter modes of travel.

### Promotional Events

Roadshows and coffee mornings are good ways of promoting your scheme, because they provide informal opportunities for staff and students to assess the scheme and potential carpool partners without obligation.

### Signage and Permits

Carpool permits/stickers and priority parking signage can be used to identify scheme participants and are also a good visible promotional tool for your scheme among other carpark users.



Poster campaigns highlighting the benefits of carpooling are a good way of encouraging carpooling within your organisation

### Celebrate Successes

Celebrate successes with awards and promotions, and make sure that staff and students know about increased uptake of the scheme. This may encourage others to sign up as it gives the scheme credibility and highlights its reliability.

## Step 5

# Monitor, Review and Adjust

Once you've implemented your carpool scheme, it's important to continually monitor and review its effectiveness, particularly as it relates to your travel plan objectives.

### *Monitor*

It's important to keep records on participation, costs and frequently asked questions to help you determine what works and what doesn't. Monitoring progress is also important in increasing staff and student participation, meeting objectives and gauging how much individuals save by participating in the scheme. There are several tools that can be used to evaluate the success of your scheme:

### *Review and Adjust*

Having monitored the scheme's performance, you can then adjust any aspects of the scheme that are ineffective or require improvement. Share positive results with staff and students to highlight the success and reliability of the scheme, and continually repeat positive messages about the benefits of carpooling for staff and students, the organisation and the environment.

Evaluation Tool	
<i>Participation rate</i>	Regularly communicate individual and scheme achievements to increase awareness and involvement.
<i>Staff Concerns/ Queries</i>	Compile and review staff and student feedback to highlight challenges or successes.
<i>Costs of the Scheme</i>	Keep records that identify staff and overhead administration costs, marketing and promotion costs (e.g. materials and events), items or benefits provided as incentives, and capital and miscellaneous costs, such as one-off expenditures and improvements.
<i>Periodic reviews</i>	A Smarter Travel Monitoring survey can be a quick and easy way to assess the achievements of your carpool scheme, and identify where improvements can be

# Case Study I

## Northern Trust

Carpooling Workplace of the Year 2017,  
NTA Smarter Travel Awards

### Background Information

- 100% + carparking spaces on site
- From 2015 to 2017 the number of employees increased from 500 to 925
- Plans for further expansion of the business and growth of staff meant that staff would need to shift to more sustainable modes such as carpooling

### Targets

- Introduce a 'Smarter Travel' brand and ensure that a minimum of 50% of staff recognised it within 2 years
- Convert a minimum of 10 car parking spaces to carpooling spaces
- Recruit a minimum of 50 staff to participate in the carpooling scheme
- Implement an initiative to incentivise carpooling and reward employees who carpool

### Matching Tool: Spreadsheet

Employees interested in carpooling were asked to provide specific information such as home location, suitable pick up points, work schedule and partner preferences (gender, non-smoker etc.). The dedicated carpool coordinator then created a spreadsheet with the data, and 'buddied up' potential matches based on location and preferences provided. Participants were then given the opportunity to contact their matches directly to form a carpool.

### How did it operate?

- A dedicated scheme coordinator was appointed who was required to spend 5 hours per week implementing the scheme
- Full support was given by management who authorised funding for promotional activities and incentives
- 10 car parking spaces were converted to dedicated carpooling spaces
- Carpool spaces are monitored daily by checking the car registration number (given when participants sign up), if a single occupancy vehicle is parked in a carpool designated space, an email is sent to all employees requesting that the car be moved immediately

### Incentives

- A branded incentive scheme, 'Share the wheels for free meals!', was created and implemented, which offered participants the chance to win lunch vouchers through a monthly prize draw
- Priority parking spaces for carpoolers



'The Northern Commute' branded travel booklet, providing information on sustainable transport options to and from Northern Trust Offices

### *Promotion*

- Launched a Smarter Travel brand, 'The Northern Commute', to ensure that sustainable transport initiatives and the carpool scheme were visible to staff
- Each month an internal mail is sent out congratulating the winners of the 'Share the Wheels, for Free Meals' prize draw- the email has resulted in an addition of 2/3 more staff signed up after each mail
- Carpooling is promoted during each staff induction and each new staff member is given a wallet sized booklet that details the different sustainable travel options to Northern Trust offices
- Carpooling is promoted throughout the year by having events such as cake and coffee mornings where staff can find out more and sign up
- Dedicated sustainable travel emails promoting the scheme are sent to staff periodically
- Sustainable travel is discussed at senior level at each managers' meeting, highlighting new facilities or upcoming events. This information is then distributed back to individual departments

### *Results*

- Employee feedback from the Annual Travel Survey in November 2016 confirmed that 75% of employees recognised the 'Northern Commute' brand and benefits associated with sustainable travel, surpassing the target of 50%
- In 2017 68 employees had already signed up to participate in the scheme, surpassing the target of 50 participants
- An additional 10 car parking spaces were converted to carpooling spaces due to increased demand
- Carpooling is now the most popular mode of sustainable transport utilised by employees
- Fully established a successful incentive scheme to recruit participants and reward modal switch



*'The Northern Commute' designated priority car parking space for carpoolers*

### *Why did it work?*

The carpooling scheme implemented by Northern Trust was successful for a number of reasons. A dedicated coordinator was appointed, along with support from management, which ensured that the necessary resources for implementing the scheme were allocated. Clear, measurable goals were set, which ensured that actions taken were specific and targeted. 'The Northern Commute' brand was introduced, making the scheme instantly recognisable to staff and increasing the credibility of the scheme, along with a branded incentive scheme, ensuring employees were aware of the benefits of signing up. Finally, the scheme is promoted on an ongoing basis through a variety of measures, ensuring continuous growth in the scheme.

# Case Study 2

## Maynooth University

Carpooling Campus of the Year 2016,  
NTA Smarter Travel Awards

### *Background Information*

Maynooth University is Ireland's fastest growing university, with the numbers of staff and students increasing by 26% between 2010 and 2013. In 2015 the university had more than 10,000 students enrolled, and more than 800 employees on its staff. The university decided to implement a carpooling scheme to reduce traffic congestion and parking issues around the campus, and to prepare for future growth. The university also wanted to become a 'Sustainable Campus', and reducing dependency on cars and reducing emissions played a roll in achieving this goal.

### *Targets*

- Improve awareness of sustainable transport options to and from the campus
- Reduce single occupancy vehicle journeys to and from the college
- Reduce the campuses contribution to transport emissions

### *Matching Tool: Carpooling App*

The university developed a mobility management app 'EMMA' (Effective Mobility Management Application) in conjunction with the Computer Science Department. The app helps bring people together who wish to carpool, based on location and common routes travelled.

### *How did it operate?*

- A Sustainable Travel Coordinator was appointed to implement and administrate the scheme
- The Estates Team issue permits and monitor carpool designated spaces
- Carpool permits are issued to each individual who signs up to the scheme
- At least two valid parking permits must be on display when using a carpool space.
- Carpool spaces are monitored daily and vehicles using the reserved carpool spaces are recorded
- Vehicles using the spaces inappropriately are immobilised and a release fee of €80 must be paid without exception

### *Incentives*

- The campus introduced a 'Guaranteed Lift Home' scheme to ensure participants felt reassured that they would be provided with an alternative travel option in the event of an emergency. The scheme covered the cost of a taxi for participants, in the event that their carpooling partner could not give them a lift to or from the college on a particular day
- Priority parking spaces for carpoolers

### *Promotion*

- Continued awareness campaigns by the Sustainable Travel Co-ordinator such as the 'Two's Company, Three's Allowed' and 'Find your Perfect Partner' Posters displayed around campus
- Sustainable travel stand at orientation week promoting carpooling
- Spaces are clearly identifiable (self promoting)
- Outdoor banner campaign highlighting the benefits of carpool
- Sustainable Travel Booklet distributes to new staff and students containing information about the scheme and other sustainable modes
- The scheme is promoted through the Student's Union, the Green Campus Committee and the admissions office on an ongoing basis

### Results

Since carpooling has been introduced formally on campus, use of this mode has grown significantly among staff and students. From 2014 to 2018 the percentage of students who carpool to campus has increased from 7.6% to 11%, while the uptake of carpooling among staff has risen from 2.5% to 13.2%.

### Why did it work?

The growth in the numbers carpooling to and from campus can be attributed to several factors. A 'Sustainable Travel' coordinator was appointed, ensuring that the scheme was implemented across campus. Support from the Student's Union, Green Campus Committee and Admissions Office also ensured that a wider network of staff and students were made aware of the scheme through various targeted initiatives. Ongoing promotion through orientation week and poster campaigns ensured that incoming students were made aware of the scheme, leading to increasing participation rates. Finally, clearly marked carpool designated spaces, and enforcement of carpool parking policies increased the credibility of the scheme.



*Designated carpooling spaces, clearly identified with signage and stencil markings. High visibility of the spaces also promotes and highlights the scheme to non carpoolers*

# Find your perfect partner today!



**Save hundreds of euro a year by carpooling!**

 **NUI Maynooth**  
Ollscoil na hÉireann Má Nuad

Proudly supported by:  **MSU**  
Maynooth Students' Union

*'Find your perfect partner' promotional poster campaign, used to highlight the carpooling scheme and the benefits of carpooling around the campus*

# Resources

## Posters

A number of posters promoting the benefits of Carpooling can be downloaded from the Smarter Travel Workplaces website: <https://www.smartertravelworkplaces.ie/resources-events/printed-resources/>

An editable 'Find your Perfect Match' Carpool Matching Event Poster can be downloaded here: [https://www.smartertravelworkplaces.ie/wp-content/uploads/Carpooling\\_Poster\\_Editable\\_Text\\_NT.docx](https://www.smartertravelworkplaces.ie/wp-content/uploads/Carpooling_Poster_Editable_Text_NT.docx)

## Carpool Designated Space Stencil

A 'Carpool Designated Parking Space' stencil can be provided for setting up a Carpooling Scheme in your Organisation, please contact [info@smartertravelworkplaces.ie](mailto:info@smartertravelworkplaces.ie) to request the stencil.

