

# Setting up carpooling at your workplace

Carpooling can be a cheap, easy and convenient way for staff to commute to work. It's a great option for staff travelling a significant distance and coming from areas where public transport options are limited.

Carpooling works well when people live near each other, work together or close to each other, and have similar work schedules. Carpooling can be a simple, informal arrangement between two colleagues, or it can be organised through an online ride matching scheme at larger workplaces.

## Why promote carpooling to staff?

Carpooling can often be the easiest step towards changing travel choices for people who are used to regularly driving alone. Carpooling still allows the flexibility of driving, but reduces the number of cars on the road and the demand for parking spaces.

Carpooling brings fantastic benefits, for both individuals and workplaces.

Benefits for individuals:

- Reduce each person's commute cost, including fuel, parking and maintenance.
- Socialise, read, work or relax instead of idling alone in traffic.
- Enjoy the mental health benefits of social connections.
- Access benefits from your organisation, such as carparking rewards, reduced parking fees or priority parking.

Benefits for workplaces:

- Reduced need for parking bays. Many employers offer carpool schemes to save money through reduced parking demand.
- Help reach sustainability targets. Carpooling takes more cars off the road, reducing congestion and emissions.
- Increased morale and productivity, with better connected, less stressed employees.

## How to set up carpooling at your workplace

1. Find out if there is interest in carpooling at your workplace. You could do a travel survey, or ask around the office in a smaller workplace. Ask people what would



motivate them to try carpooling and any concerns they have.

2. Establish guidelines, processes and incentives. Use feedback gathered to determine what your guidelines need to address (e.g. safety, back up plans, carpooling etiquette) and what incentives would motivate people.
3. Engage participants. Promote the carpooling scheme and any benefits through posters, meetings, newsletters, intranet, and inductions. Holding an event is a great way to spread the work and create a buzz.
4. Map and match participants. You can organise this in a range of ways, depending on the size of your organisation and what suits your workplace culture. Organise a Postcode Party, where people group together with others who live near them and organise their own matches, or create a carpool register, ask interested people to sign up, and then create matches yourself. Larger organisation may like to consider signing up to an online ride-matching system (such as [Liftango](#) and [coseats](#)).
5. Maintain momentum. Regular events and promotions will help to create a buzz around carpooling at your workplace. Share carpooling success stories. You could hold a Carpooling Day to get staff to give it a try and reward them with a free breakfast. Making it fun and providing ongoing incentives makes your carpooling scheme more likely to thrive.

## Etiquette and Safety

It's important that those that do carpool agree on basic rules to make sure that people have enjoyable carpooling experiences. People who have prepared and worked out potential issues upfront are more likely to have easy carpooling arrangements. Before carpooling together, people should discuss:

- Basic rules – how often will you carpool? How many people will join? Who will drive?
- Cost sharing – how will fuel, parking and maintenance costs be shared?
- Waiting time – decide a maximum waiting time (e.g. 5 minutes and 2 texts) and organise a backup strategy if someone is unable to make it.

Those that carpool are responsible for their own personal safety. Some safety measures include having the first meeting in a public work space, not sharing your home address unless you are completely comfortable to do so and ensuring that others know your plan.

You may like to develop carpooling guidelines for your organisation that all employees need to agree to and sign.

## Incentives and Rewards

Incentives can encourage people to try something new, or maintain behaviour through reward and recognition. Consider what will make carpooling more attractive at your workplace. Here are some of our ideas:

- Preferred or reserved parking. This can be a strong incentive, especially if there is competition for parking at your workplace. Make sure reserved carpool bays are clearly marked and are located close to the main entrance for an additional reward.
- Flexible working hours. Allowing some flexibility with start and finish times (e.g. 15 – 30 minutes at each end of the day) take the pressure of those who carpool that may have unexpected waits for pick-ups.
- Guaranteed ride home. Staff who might consider carpooling often fear they may be left stranded if their driver becomes unexpectedly unavailable. A guaranteed ride home program provides employees with a free ride home in case of emergency, providing a safety net for employees who may otherwise be hesitant.
- Perks schemes. Small rewards can be a big motivator. Carpooling rewards cards, where every five trips the car-pooler gets a free coffee, or every ten trips they get a free car-wash, encourage people to keep carpooling and reinforce recognition from the organisation.

**Car pooling coffee card**

Each time you drive to or from work with at least one other person, you will get a stamp below.  
The fifth stamp earns you a free coffee!



Car pooling is a great way to make a difference. By driving to work with colleagues or family, there will be fewer cars on the roads, less pollution, and direct benefits for you.  
Why not try it at least once per week?

**Car pooling rewards card**

Each time you drive to or from work with at least one other person, you will get a stamp below.  
The tenth stamp earns you a free car wash!



Car pooling is a great way to make a difference. By driving to work with colleagues or family, there will be fewer cars on the roads, less pollution, and direct benefits for you.  
Why not try it at least once per week?

**Car pooling parking card**

Each time you drive to or from work with at least one other person, you will get a stamp below.  
After your fifth stamp you will be eligible for a priority parking permit.



Car pooling is a great way to make a difference. By driving to work with colleagues or family, there will be fewer cars on the roads, less pollution, and direct benefits for you.  
Why not try it at least once per week?

## Case Study: Queen Elizabeth II Medical Centre Trust

Queen Elizabeth II Medical Centre Trust has an online carpooling register to make the best possible use of the limited number of car parking bays on site. When two or more staff drive to work together, they receive a carpooling permit and can have daily access to dedicated carpool parking.



Carpooling matches are organised through an online register of active participants. Emergency ride home taxi vouchers are available in case of emergencies. Carpooling to the site means that participants who may not qualify for parking are able to have the flexibility of driving to work, while reducing congestion.