

Car Sharing

Introduction

Car sharing can be an extremely simple yet effective way of reducing single-occupancy vehicle use at your site and may help reduce parking space constraints. The benefits of car sharing can be easily communicated to individuals who currently drive as the change to their routine is often less than that of other modes.

Car sharing can be effective due to its flexibility. Sharers do not need to be based in the same location, drivers can pick others up on route to the same destination. Contrary to the popular view, car sharing can also work in rural locations, where employers usually have staff that are clustered in several locations. This can be especially helpful when public transport and active travel options are limited at your site.

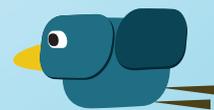
It is also important to note that the flexibility of car sharing means that you do not have to do it every day, you can travel in to work with one person and leave with another, and you don't need to own a car.

It would be worth speaking to your local council to see what schemes they may have in place to support car sharing.

Why Should You Promote Car Sharing at Your Workplace?

In addition to the reasons above, car sharing can be an efficient way to quickly reduce single-occupancy vehicle use. This leads to several benefits. Individuals are likely to save financially, with passengers having the costs of running their car and parking being replaced by a single, small contribution to the driver. Drivers can have their costs covered by the passengers they pick up.

There are also benefits to the company, such as reduced need on parking spaces and associated savings, and to the environment as there are fewer cars on the roads. Car sharing is also easy to promote and take up, making it a very efficient method of sustainable transport.



Hampshire
County Council



Incentives

There are several incentives that can be offered to car sharers to help convince drivers to share their journeys, especially the financial incentives.

The government allows several tax allowances related to driving for work reasons, including a tax-free allowance of 5p per passenger per mile available to drivers who car share.

Companies can also offer benefits to car sharers directly. Priority parking spaces located nearer to site entrances can benefit sharers, or subsidising parking prices can offer financial relief.

It is recommended that organisations implement a Guaranteed Ride Home policy in the event of any issues with car sharing. It is commonly listed that concerns over being stranded at work are one of the main reasons people refuse to car share, so guaranteeing a ride home, usually through a taxi service, can come as a welcome reassurance.

Emphasising the proper way to car share can also help. Many people are concerned that sharing their journey could be unsafe, although there are ways to combat this. Car sharers should not exchange their home addresses until they have met, preferably in a public place, and preferably not alone. Checking photo ID is useful for determining that sharers are who they claim, and it is important to reinforce that no car sharers are ever under any obligation to continue their arrangement.

Information and Promotion

It is important to offer your employees the largest possible selection of potential sharers to make the most suitable matches. This can be done through opening your car sharing scheme to other companies located near you, or by using a regional or national car sharing service.

These services are free of charge and can offer a wider selection of potential sharers. Larger organisations or sites based in remote locations may find it of benefit to create their own databases. This can be as simple as a sheet of paper on a noticeboard with names, contact details, and home locations, allowing individuals to match themselves.

Find your nearest car club

www.carplusbikeplus.org.uk/what-is-shared-mobility/car-clubs/

tfl.gov.uk/modes/driving/car-clubs

www.gov.uk/government/publications/rates-and-allowances-travel-mileage-and-fuel-allowances/travel-mileage-and-fuel-rates-and-allowances

Remember that staff can plan their commute from A to B using the My Journey web based journey planning tool
Simply enter the start point and destination, and select your chosen travel modes

myjourney.com/journeyplanner/

Links

[Add hyperlinks to mode sheets]

Faxi.co.uk

Liftshare.com (specifically the savings calculator <https://liftshare.com/uk/savings-calculator> and the Hampshire specific www.hantscarshare.com)

Carplus.org.uk

