

Carpooling

A smarter way to travel to work

Carpooling occurs when two or more people make arrangements to travel together in a single car. Carpooling is a practical way to share transport costs and reduce road congestion and vehicle pollution.

Carpooling can be a suitable initiative for workplaces where there is a demand among staff to share their drive to work. Similarly, carpooling can be an environmentally friendly and cost effective means of travel between locations during work time.

This fact sheet provides information and practical suggestions to make carpooling successful for your workplace.

Benefits

Carpooling provides staff with flexible options for their journey to work. Sharing a trip to work just one day a week can result in significant savings in travel costs over a year. Where the trip to work is longer for some people, passengers may join for only part of the drive. This gives carpooling extra flexibility, and enables more people to participate.

Benefits to employees:

- reduce fuel, parking and vehicle maintenance costs
- reduce stress by driving less frequently

- improve social networks
- make better use of commuting time
- contribute to a cleaner environment
- increase mobility options for non-drivers.

Benefits to the community:

- reductions in vehicle emissions
- reductions in traffic volumes and congestion
- safer roads
- an alternative, cost effective travel choice.

Benefits to your workplace:

- cost savings
- contribute to corporate social responsibility or environmental objectives
- reduce risk and staff exposure to road crashes
- relieve parking pressure.

How to begin

Developing your carpooling program will begin with investigating how it could work best for your organisation.

Consideration will need to be given to the likelihood of carpooling being successful within your particular workplace. Carpooling is likely to attract interest at sites where public transport, walking and cycling networks and parking are limited or are not easily accessible.

Further information

Visit <http://www.dpti.sa.gov.au/communityprograms>
Email DPTI.TravelSmartSA@sa.gov.au



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Department of Planning,
Transport and Infrastructure

Gaining the support of staff and management to begin the program will be important to ensuring its success. Engaging employees in a discussion about their current travel modes and preferences can be an effective way of gauging whether carpooling is an option for your workplace. This can be done informally or through a staff travel survey. A staff travel survey can assist in determining:

- current modes of staff transport, particularly the proportion of staff currently driving alone or those already carpooling
- attitudes to carpooling and whether staff would be happy to travel together
- ideas and suggestions about how to promote carpooling in your organisation
- locations staff currently commute from.

The Department of Planning, Transport and Infrastructure can assist you to undertake a staff travel survey through the smarter travel @ work program. The smarter travel @ work program helps businesses reduce the number of single occupant car trips used for business and commute travel by providing safer, greener and more active travel options. A staff travel survey will assist in identifying the potential demand for a carpool program within your organisation.

How can we encourage people to participate?

There are a variety of strategies that workplaces can consider to promote carpooling and motivate people to change their travel behaviour. These include:

- sign-up incentives such as a morning tea and coffee vouchers
- an informal staff get together during work time to allow potential carpool partners to self-organise
- priority parking for carpool users

- promote the success of your carpool and staff through your newsletter / intranet
- providing information on the carpool program to new staff through the induction process
- providing a shared fleet car booking system that prompts staff to share journeys
- a guaranteed ride home for carpool passengers if circumstances change.

Maintaining the carpool program

Reviewing the carpooling program will assist in determining any improvements that may be needed to maintain its ongoing success. Common methods used to review carpooling programs include focus groups, feedback surveys and targeted conversations with staff.

Identifying and acting on the outcome of the review will assist in maintaining the momentum of the carpool program and maximising the participation of staff.

Adelaide Carpool

The Department of Planning, Transport and Infrastructure is currently trialling the Adelaide Carpool program.



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