

Barriers to car-sharing

As Liftshare Scheme Manager, you will know that there are always reasons/barriers that people put forward as to why car-sharing isn't for them. But many of the barriers are easily overcome when the correct message is shared with those people.

The Liftshare system is as flexible and convenient as the member wants it to be. People do not have to share every day to make a difference. One person could car-share once a week and they would still be doing their bit for the environment as well as saving themselves some money. It is important that this message is clear when the scheme is promoted.

Below are some of the barriers that you may be given and answers to them:

'I can't car-share because I have small children'.

If those children need dropping and collecting from nursery or school, that's fine. Can that person give someone else a lift to work who lives near to the nursery or school?

'Car-sharing doesn't suit me because I work shifts'.

If they work shifts, there are likely to be lots of other people working the same shift that they do not know about. The shift patterns may vary, but suggest they share every other week or whatever they can manage. 20% of journeys registered on the Liftshare network are between the hours of 6pm and 12 midnight, so not everyone is 9-5.

'Nobody lives near me'.

They don't know this unless they have searched. Tying into a network with hundreds of thousands of live members, the chances are that even if they widen their search, they will find a match. That match may drive past them to get to the destination, or they may be able to pick others up en route to help others out.

'I work flexi-time so can't car-share'.

Most flexi-time based offices have core hours. Suggest this person matches with a colleague once a week when they could both work an agreed time period for example 10-6 just once a week or once a month.

'I don't have a car'.

Car-sharing isn't just for car owners: for those who don't drive or don't have access to a car, this could be a perfect solution. There is the ability to search for a lift as well as offer a lift to others.

'I don't want to agree to car-share in case I don't like my car-share partner'.

Car-share members are not obliged to share with anyone they contact or who contacts them. Suggest they try sharing for a few days and if it doesn't work for them, don't do it with that person. Remember to follow the safety tips page too.

'I need my car during the day'.

That's fine. Offer a lift to someone travelling to the same start point as you or use a pool car for your business trips during the day. You could share the trip one way, or just share on the days that you know you are in the office all day.

'I share with my partner/spouse'.

This is great if they do, but they should still be encouraged to register so that you - as an organisation/region - can monitor what is happening stats-wise. If they are bringing one car to work rather than two, they are doing their bit and can still be part of the wider scheme.

'I don't like the idea of sharing with a stranger'.

If you are a restricted group, you have paid for the privilege of only enabling staff to share with other members of staff. This makes the number of strangers they might find as a match much less of an issue. However, suggest they follow the safety tips and trial car-sharing first.

'I don't need to car-share'.

They may not need to, but they could be helping someone else out if they put themselves on the system. They could be offering a lift to someone who can't otherwise easily get to work.

It is worth remembering that there are some people who will never be convinced to car-share so when promoting your scheme, bear that in mind and try not to focus your efforts on those people.