

## Showcase

### Implementation of the CHUMS measures in Leuven, BE

#### Introduction

Since its conception in 1975, Taxistop keeps developing new services which allow for the optimization of use of personal goods. Both with regard to mobility and home ownership, Taxistop's motto "*doing more with less*" is reflected in all proposed projects. For 40 years, Taxistop has been looking for ways to innovate in order to respond to people's needs and offer them alternative solutions to save time and money. All our services are available throughout Belgium.

Additionally this also benefits the environment (less CO<sub>2</sub> emissions, more available space, etc.) and society (strengthening social bonds, encounters, opportunities for the disabled to be mobile again, etc.). Currently, Taxistop is still developing new projects and expanding its network by being part of the movement of the sharing economy. This allows us to develop services, projects or events through which various players in the field can complement each other and offer services with increasing relevance and cohesion.

So, Taxistop is really 40 years of expertise on shared mobility, social and adventurous. Solo car drivers, people of older age, or demanding backpacker; our diverse audience has found what it was looking for through Taxistop. Now it is your turn!

#### Background

Leuven offers a city site with a good mix of smaller and bigger employers located in the city center of just outside of the city center. The city centre can be easily reached by public transport and more durable ways of transport (e.g. bicycle), but is quite hard to navigate through by car. The companies just outside the city centre can be easily reached by public transport, but there are some main traffic roads, which makes these companies more accessible by car (in comparison to companies in the centre).

#### *Situation at UCLL*

UCLL has 120 employees (teaching staff and administrative staff) and 2000 students at the ECHO department. They have no data on the modal split, but the staff does experience an overflow of the employee parking, by which they move on to the students parking lot where a free parking spot is still to be found. At this moment, there are no other incentives to promote carpooling.



#### *Situation at imec*

Imec counts 1500 employees, half the population driving their car solo to work and of which an extremely small percentage carpools. For the moment imec faces a shortage in parking spots at the parking lot at the imec site itself and therefore makes use of an overflow parking a bit further down the road. They set up a pool-system by mini-bus to guarantee a quick transit from this overflow parking to the imec offices. To improve this situation they are currently working on the renewal of their parking infrastructure, which offers a wonderful opportunity for the creation of new VIP-parking facilities.



## Implemented actions (to be rolled out & updated)

### *Carpool week UCLL (to be updated September/ October)*

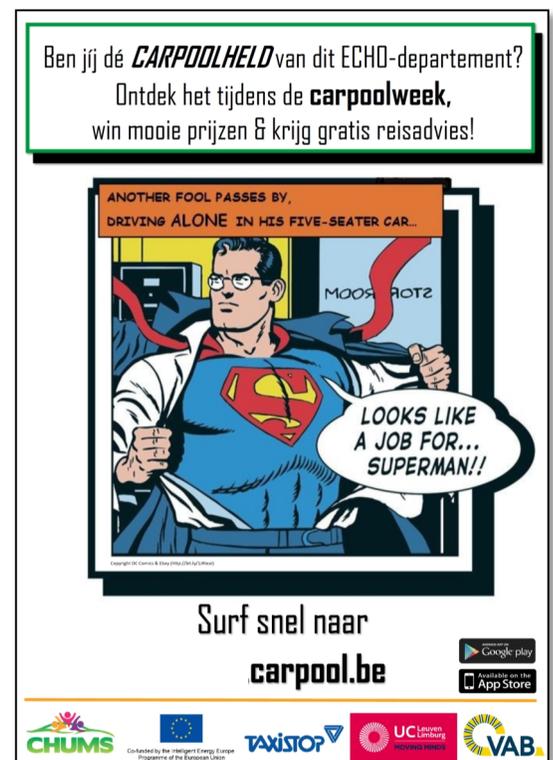
At UCLL, you can become a super hero this school year (2015-2016). All students and employees at the ECHO department can join in on the **carpool week!**

**Monday 5/10 & Tuesday 6/10** – Information market: Taxistop invites everyone at UCLL to come and have a look at the information booth and discover how carpooling works. There will be goodies, “car-poolers-on-board”-sticker, invitation cards for potential car-poolers and much more...

**Wednesday 7/10** – Opening of carpool parking spots: Today, the first VIP-parking spot for carpoolers stands in the spotlight. Will they only cut the ribbon or will the spot be baptized with a bottle of Champaign? All registered carpool teams have a chance to be elected and to make temporarily use of this parking spot. Psssst, as from 50 new carpool registrations there will come a second parking spot for carpoolers...

**Thursday 8/10** – carpool car wash: Anyone who tests carpooling during the carpool week, will be rewarded with a well-deserved car wash! This will be the moment to exchange heroic experiences with fellow-carpoolers! They only have to stick the “car-poolers-on-board”-sticker to their car and get in the carpool-carwash-conga-line.

**Friday 9/10** – Lottery first prize: On Friday, we give the ultimate reward to the number 1 carpool hero in the past week: a VAB-road assistance package! Everyone who registers himself with the UCLL-weblink from carpool.be and starts carpooling, has a chance to win.



Ben jij dé **CARPOOLHELD** van dit ECHO-departement?  
Ontdek het tijdens de **carpoolweek**,  
win mooie prijzen & krijg gratis reisadvies!

ANOTHER FOOL PASSES BY,  
DRIVING ALONE IN HIS FIVE-SEATER CAR...

LOOKS LIKE  
A JOB FOR...  
SUPERMAN!!

Surf snel naar  
**carpool.be**

Available on the  
Google play  
App Store

CHUMS Co-funded by the Intelligent Energy Europe Programme of the European Union TAXISTOP UC Leuven Limburg VAB

### *Carpooldays imec (to be updated September)*

With some pleasant carpool actions Taxistop invites imec-employees to give carpooling a try. That way, they discover everything about carpooling at the Taxistop info booth. People who want to get to know

the software from a to z, can join an information session afterwards. However, those who are still in doubt, can register themselves for personalized travel advice!

After one month, all carpoolers will be gathered for a delicious breakfast! That way, co-carpoolers get to know each other a little bit better: the perfect moment to exchange experiences!

***Mobility Jackpot Lottery UCLL& imec – beautiful prices to hand out!***

**VAB – Road assistance package & Breakdown assistance** - With VAB car-poolers are covered for all kinds of car- or holiday problems, always and everywhere, even if they're not able to leave. For a smooth progress of the carpool rides VAB offers... A day and night assistance for the vehicle in the Benelux (road assistance full package), thanks to Breakdown assistance. Or a worldwide personal assistance, and breakdown assistance for the car within Europe, thanks to the road assistance package.

**Blue-bike – 15 subscription\*** - *“After the train, a quick ride by bike or mobile through the city?”*. That's the tagline from Blue-bike! The comfortable city bike, the national spread and the simple system charms everyone!

**De Lijn – Bus passes\*** - Car-poolers, who don't feel like carpooling for once, can choose a sustainable alternative and jump on a bus or tram. De Lijn offers free bus passes, so car-poolers can also discover the city in a different way.

**STUK Kunstencentrum vzw – culture cheques** - With 6 culture cheques STUK Kunstencentrum vzw offers the carpool teams a pleasant day off in the city of Leuven. Car-poolers can grab a movie or get inspired by one of the many expositions.

**Province of Flemish Brabant – 10 gift basket\*** - Car-poolers can also spoil their team and choose one of the gift baskets of the province of Flemish Brabant, filled with superb regional products!

**City of Leuven – 20 bicycle baskets\*** - For those who like some fresh air, there are also pretty bicycle baskets from the city of Leuven in the jackpot. Moreover, these baskets are filled with lots of sweets!

***Personalized travel plans (to be updated September/ October)***

***Evaluation actions (to be updated August/ September)***

### **Lessons learned**

- Some problems for promoting carpool is the accessibility of certain cities and regions by public transport: Some regions are very well provided by public transport (train, tram, metro, shared bikes), e.g. Big cities have an elaborate and cheap public transport system. If this kind of transport is provided, it's cheaper than going by car! Other regions (e.g. on the outskirts of Limburgh province) are very hard to reach by train and sometimes require a follow-up-traject by bus to reach the destination. These kind of regions are more interesting to promote the concept of carpooling! And then it's up to find the right companies...

- CHUMS is a long term project. For now, it asks lots of time and investment from the companies and their mobility coordinator, since it's really experimenting with the possibilities of this carpool project. Belgian companies wish on the spot implementation and success of a project and some do not wish to put in great or long term contributions. There also is a genuine fear with employers to overload their employees with the communication, the surveys, the actions etc. Taxistop believes that once the test phase is over, companies will show more trust in the good work process and the success of the project. Hence they will be more eager to participate in it. They will further have the possibility to implement the measures more flexible and really make this into their own, personalized carpool project.
- Taxistop also believes you have "an easier say" with companies, if you're (working together with) the city council itself and can reach out to companies in this way. When you're a carpool-software-provider in charge of looking for participating CHUMS-companies (like Taxistop), it's a different story. The scope is not as broad and you really need to do an active promotion campaign. Hence, Taxistop contacted the city of Leuven to gain their support. This helped to get a first contact or first meeting with the companies. The city council (or their mobility department) can be considered a good partner to organize a carpool project at city level.
- When talking to a company, it can already be pretty clear how enthusiastic they are in greeting the project and in what degree they will be willing to contribute to a carpool-project. When you notice a lack of enthusiasm, you'll need to be very convincing and get the companies on the same level. When you notice this attitude does not change, it's better to just put your focus on those companies that sincerely want to make the effort.  
E.g. imec had its own mobility team with very motivated frontrunners who eagerly jumped onto the project. Other companies take an eternity to just answer one simple e-mail, to plan in a first meeting to discuss the project. For Taxistop it certainly felt like a prelude in how the project would run if that type of company would participate.
- If you find a company that shows interest in the project, it's important to have a good communication going on between the two parties. The mobility coordinator plays a major role in this: it's difficult to convince someone with lack of time, lack of enthusiasm, or lack in belief of the success. You really need someone within the company who is willing to promote CHUMS together with you! Furthermore, once you found someone like this, he or she still needs to convince the management it's a good thing to promote carpool within the company. Once a good collaboration is established, you can easily find out what triggers the employees at the sites to start carpooling and get creative with the project! Due to many years of experience in the carpool field, Taxistop has a good view on what methods work and won't work with which type of companies. After roll out of the CHUMS-project, Taxistop will be most eager to inspire you with their outputs in the project!