

CHUMS Final Conference Match, Motivate and Mentor

Lessons for transfer

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Leuven



How can I
implement
carpooling and
CHUMS?



What tools and
guidance are
available?

What site
should I
choose?

What
technologies
can I use

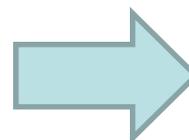
How do I
engage with
employers

How should I
engage with
employees



Choosing the site

- Is the site large enough?
- What are the shift patterns?
- What are parking conditions?
 - Cost/Availability
- Does the employer support the scheme?
- Does the authority support the employer?
- Is there a local champion to promote the scheme?



CHUMS Site Appraisal Tool

37 simple
checkbox
questions



Available for
download from **CHUMS website**

<http://www.chums-carpooling.eu/>





CHUMS Contextual Framework

This tool establishes the current carpooling status, estimates the potential impact of introducing CHUMS and identifies the supporting measures which are most likely to maximise the impact of CHUMS.

Reset all checkboxes before [Click here](#)

Enter the name of your

Carpool standing / culture in your country

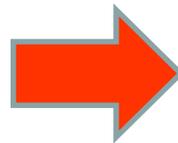
1	Government policies encourage municipalities or employers to include carpooling in travel/mobility plans	<input type="checkbox"/>
2	Government policies provide some form of financial support to companies which introduce carpooling	<input checked="" type="checkbox"/>
3	Government policies provide some form of financial support to individuals who carpool (e.g. tax relief)	<input checked="" type="checkbox"/>
4	A nationwide carpooling service provider is active in your country offering carpool journeys for commuter trips	<input type="checkbox"/>
5	There is an awareness of environmental impacts of car driving and a desire to minimise this where possible	<input checked="" type="checkbox"/>
6	People generally view car ownership as a measure of success and are reluctant to dilute this by carpooling	<input type="checkbox"/>

Carpool status in your city/region

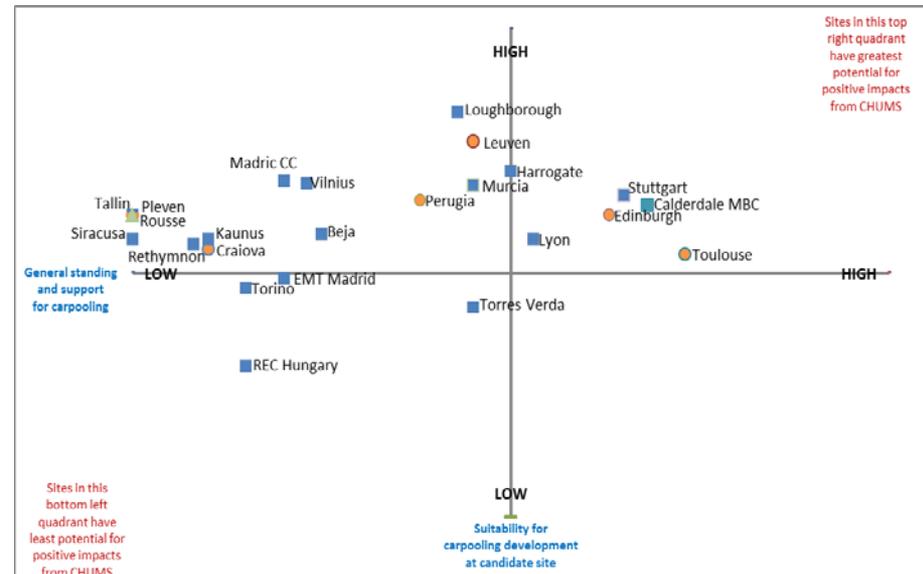
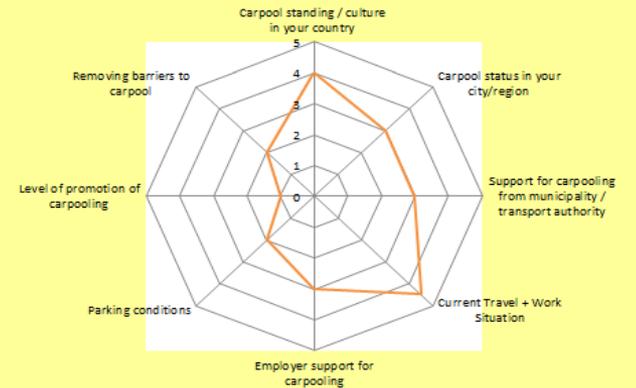
1	Regional or citywide public (open) schemes are provided by the transport authority/municipality	<input checked="" type="checkbox"/>								
2	There is a Regional or citywide commercial service provider offering public carpooling	<input type="checkbox"/>								
3	Availability of dedicated (closed) carpool schemes to employment sites	<table border="1"> <tr> <th>It is very common</th> <th>At a few sites</th> <th>At a few sites only</th> <th>N/A</th> </tr> <tr> <td><input type="radio"/></td> <td><input checked="" type="radio"/></td> <td><input type="radio"/></td> <td><input type="radio"/></td> </tr> </table>	It is very common	At a few sites	At a few sites only	N/A	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is very common	At a few sites	At a few sites only	N/A							
<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>							
3	Overall, what best describes the carpooling schemes in operation	<table border="1"> <tr> <th>Established (>5 years)</th> <th>Maturing (2-5 years)</th> <th>Young (< 2 years)</th> <th>N/A</th> </tr> <tr> <td><input type="radio"/></td> <td><input checked="" type="radio"/></td> <td><input type="radio"/></td> <td><input type="radio"/></td> </tr> </table>	Established (>5 years)	Maturing (2-5 years)	Young (< 2 years)	N/A	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Established (>5 years)	Maturing (2-5 years)	Young (< 2 years)	N/A							
<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>							
4	Carpooling has been tried in the past but no carpool schemes currently operate	<input type="checkbox"/>								
5	Carpooling has never been available	<input type="checkbox"/>								

Support for carpooling from municipality / transport authority

1	Do specific carpooling actions appear in municipality mobility plans (SUMP) and/or regional transport plans?	<input type="checkbox"/>
2	Does the municipality/transport authority employ dedicated staff tasked with developing carpooling?	<input checked="" type="checkbox"/>
3	Does the municipality/transport authority support carpooling through infrastructure measures?	<input type="checkbox"/>
4	Does the municipality/transport authority support carpooling through financial incentives?	<input checked="" type="checkbox"/>



Spider chart illustrating contextual information for the Candidate Site site



Choosing Technologies

➤ Carpool matching software



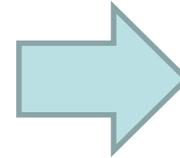
So many options?

For CHUMS, it doesn't matter!

- In house software e.g. Toulouse
- Local consultancy produced e.g. Craiova
- National provider e.g. Leuven + Edinburgh
- Universal software e.g. Perugia

What is available locally?

What support is offered?

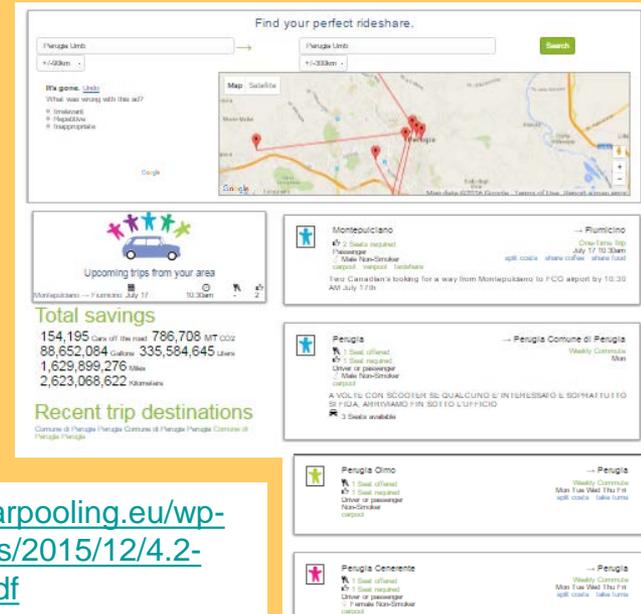


Case Study

Perugia Experience

Bought in 'Carpoolworld.com'

- Cost: €25/month - banded by registered members



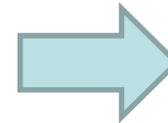
The screenshot shows the 'Perugia Experience' on the Carpoolworld.com website. It features a search bar with 'Perugia Umb' and 'Perugia Umb' entered, a 'Search' button, and a map showing carpooling routes. Below the map, there are sections for 'Upcoming trips from your area', 'Total savings' (154,195 cars off the road, 786,708 MT CO2, 88,652,084 Gallons, 335,584,645 Liters, 1,629,899,276 Miles, 2,623,068,622 kilometers), and 'Recent trip destinations'. A list of carpooling offers is displayed, including details like 'Montepulciano -> Piumazzo', 'Perugia -> Perugia Comune di Perugia', and 'Perugia Oimo -> Perugia', with icons for carpooling, driver, or passenger roles.

<http://chums-carpooling.eu/wp-content/uploads/2015/12/4.2-Perugia-final.pdf>

Engaging with Employers

- Get buy-in from decision makers.
 - the level of their involvement needs to be made clear from the outset.
- Companies take time to commit and approve their support
- Flexibility to the approach is required – to fit with business' own agendas and aims.
 - Often want general mobility solutions
 - Carpooling may form only part of their sustainable travel plan
- Regular and frequent meetings
- Senior management buy-in is key in delivering messages to staff.

If there is little enthusiasm from the company at the start then it is unlikely to be successful



Employers Charter

CHARTER OF COMMITMENT

The objective of the European project CHUMS (Changing Habits for Urban Mobility) is to promote carpooling and encourage this practice for commuting. It is through an attractive event and specific actions to initiate a change of strategy behaviour of your employees in mobility. The cities of Craiova, Edinburgh, Toulouse and Perugia are also participating in this experiment, which was initiated by Liftshare and has seen great success in the UK.

The Board of Enterprise Mobility service SMTC-Tisséo assists companies wishing to participate in the project, by:

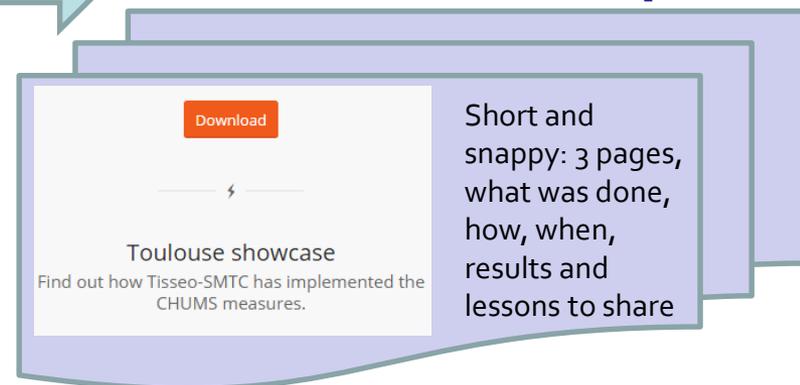
- Coordination of a carpooling week and incentive lottery rewarding employees on the carpool service SMTC-Tisséo,
- Providing a project leader with a communications kit,
- Conducting individual interviews with individuals to propose alternative solutions [personalised travel plans]
- Evaluation the project and questionnaire.
- CHUMS wishes to participate in this project and is committed to:
 - Name of company or public institution
- Identify a champion representing the Organisation and its travel plan within the, to ensure the interface with the SMTC-Tisséo.
- Provide useful information, personnel and technical resources necessary to achieve the
- Measures, in accordance with the participating Organisations rules and regulations
- Participating in a project presentation meeting scheduled for January 12, 2015 from 10am to 12pm at SMTC-Tisséo, 7 esplanade Compans Caffarelli in Toulouse to organise Carpool Week using specific tools.
- Promotion of the "digital communications kit" to ensure the promotion of the week of the internal carpool.
- Print and distribute the elements of communication to inform the staff.
- Schedule a Travel Road Show stand in connection with the mobility advisors SMTC-Tisséo during the carpooling week.
- Communicate the results of the Travel Plan lotteries associated Car pool Week (3 draws).
- Facilitate the development of personalised travel plans with employees.

This cooperation charter signed by _____
Represented by _____
Date _____ (must return before January 9, 2015)

Engaging with Employees

- **Carpool week to raise awareness**
 - need physical and virtual presence
 - Face-to-face contact particularly powerful
 - raise awareness of benefits
 - cost savings offer most powerful message
- **Mobility Jackpot to provide added incentive**
 - ✓ can provide a final nudge for contemplators
 - ✓ not everyone incentivised by same awards
 - ✓ less affluent workplaces; financial rewards and tech gadgets work well
 - ✓ affluent workplaces prefer special treats
 - ✓ Rules to be laid out in advance and be robust
- **PTP to personalise information**
 - ❖ works best when changes in circumstances
 - ❖ traditional face-to-face delivery too expensive
 - ❖ automated journey planners an option

Showcase site reports



Download

Toulouse showcase

Find out how Tisseo-SMTC has implemented the CHUMS measures.

Short and snappy: 3 pages, what was done, how, when, results and lessons to share

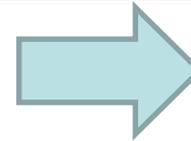
'How to' reports

<p>D2.2 Implementing the CHUMS measures</p>	<p>More detailed reports: synthesise results and learning from all trial sites into good practice implementation guidance</p>
<p>D3.2 Automating the PTP process</p>	

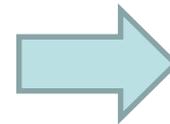
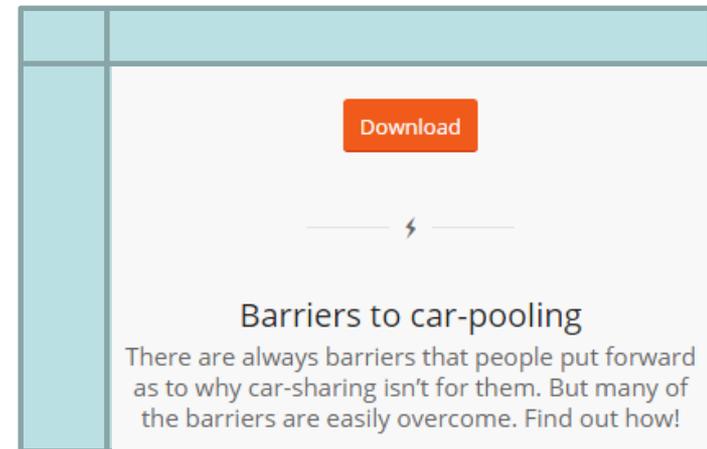
- ❑ overcoming concerns and perceived barriers is another important step
 - ✓ Develop closed schemes (e.g. employer based)
 - ✓ Schemes should offer flexibility if plans change (e.g. guaranteed ride home)
 - ✓ Use of technology enabled reputation systems linked to social media

Be in it for the long term.

Changing behaviours will not be quick.



Overcoming barriers guidance



Social barriers report

**D5.1:
Overcoming
social barriers
to carpooling**



Tools and Good Practice Materials available from: <http://chums-carpooling.eu/>



How will all this information be disseminated to other European cities?



What on-going support will be provided?



Support for wider take-up and future plans





Thank-you for listening



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