



Co-funded by the Intelligent Energy Europe
Programme of the European Union

Key findings - CHUMS project Evaluation

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5 July 2016
Final conference, Leuven



CHUMS

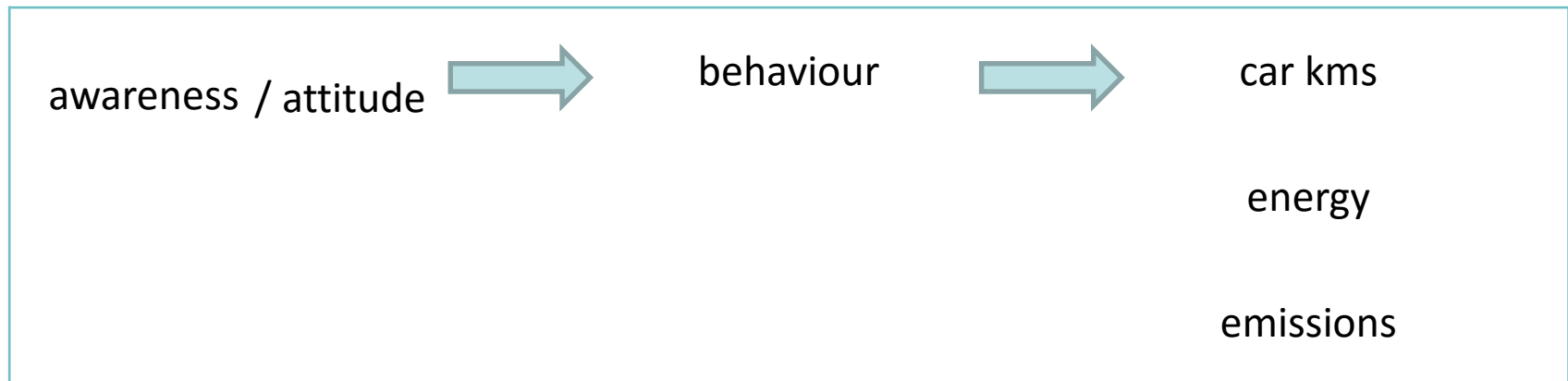
Overview

- Evaluation approach
- Attitude towards carpooling
- CHUMS measures
- Final observations



Evaluation approach

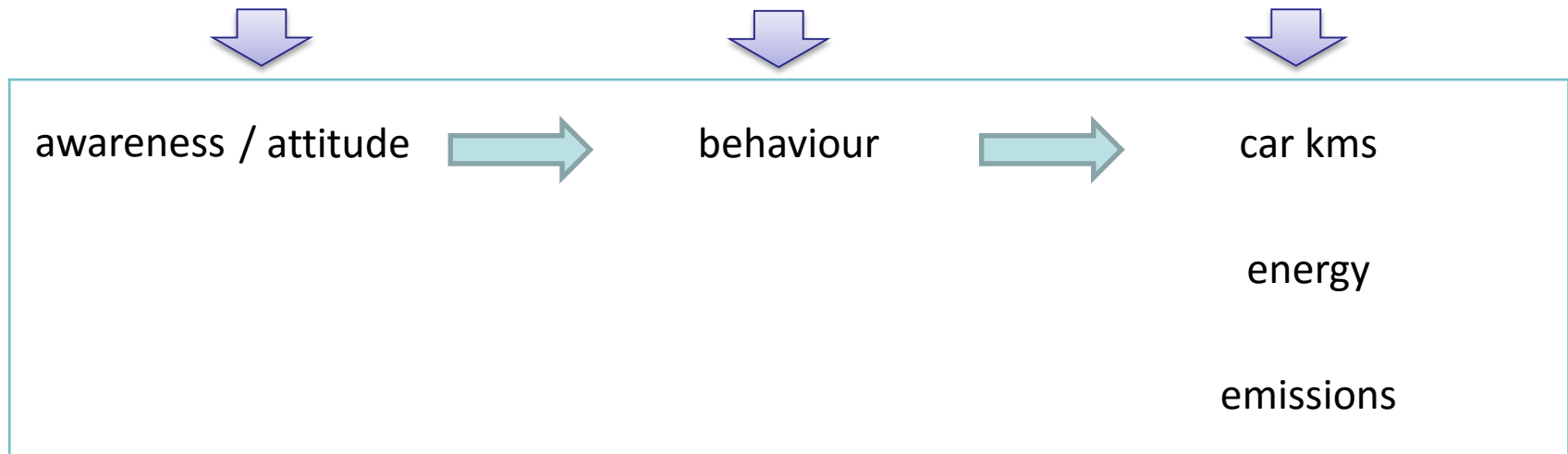
- Scope of the evaluation



Evaluation approach

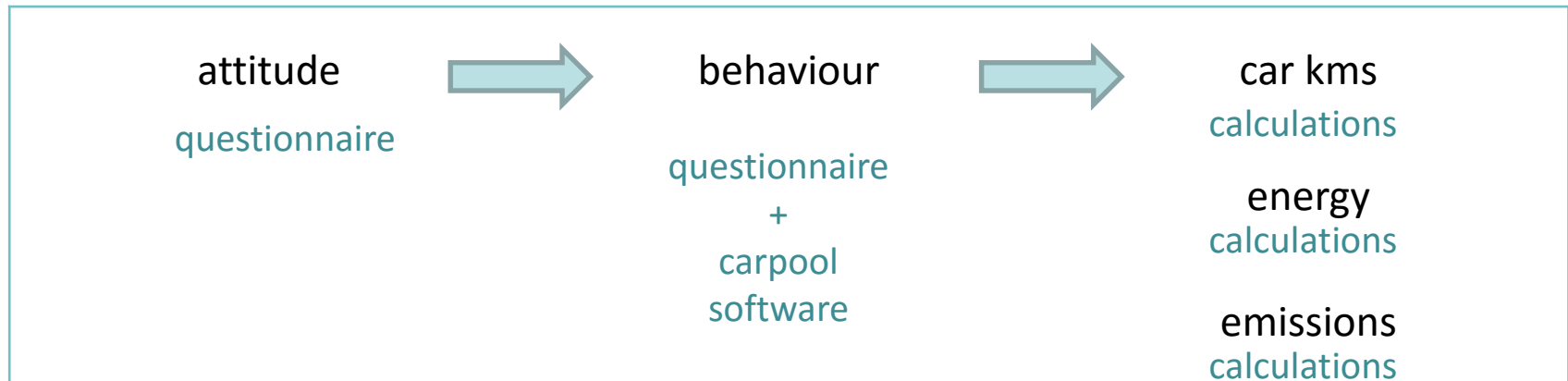
- Scope of the evaluation

CHUMS measures



Evaluation approach

- Evaluation approach:
 - Evaluation BEFORE and AFTER



Evaluation approach

- Evaluation approach:
 - Initially: same standard approach



- During CHUMS project: need of being flexible!
 - sites - target groups
 - planning and matching tools



Attitude towards carpooling

- Different elements influence the attitude of persons towards carpooling
- Identifying elements to strengthen future campaigns to promote carpooling

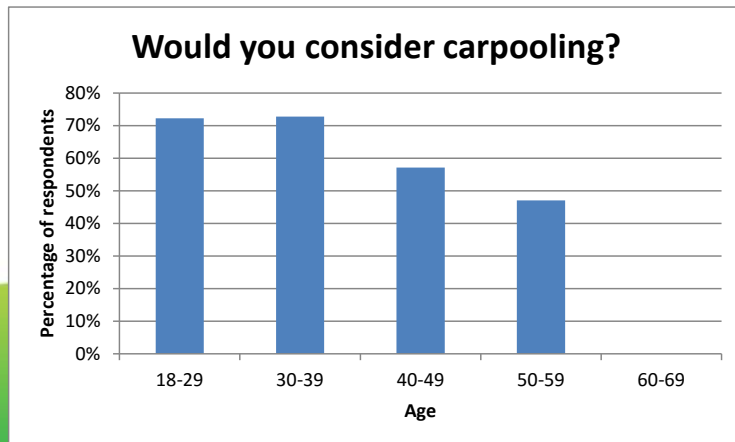


Attitude towards carpooling

- Age:
“Younger persons have a higher chance that they would consider carpooling”

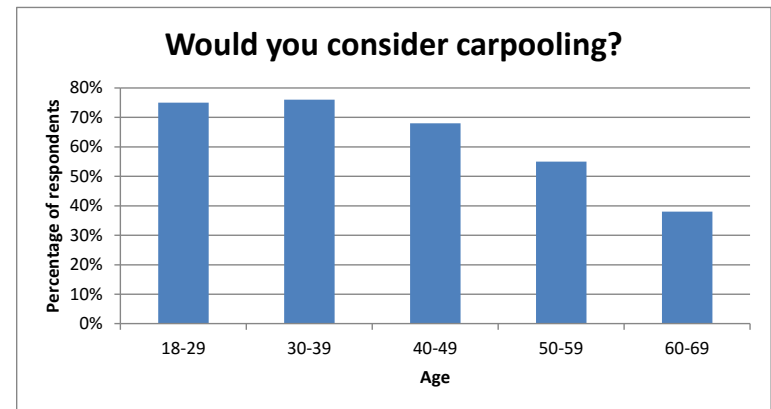
Toulouse

Business area

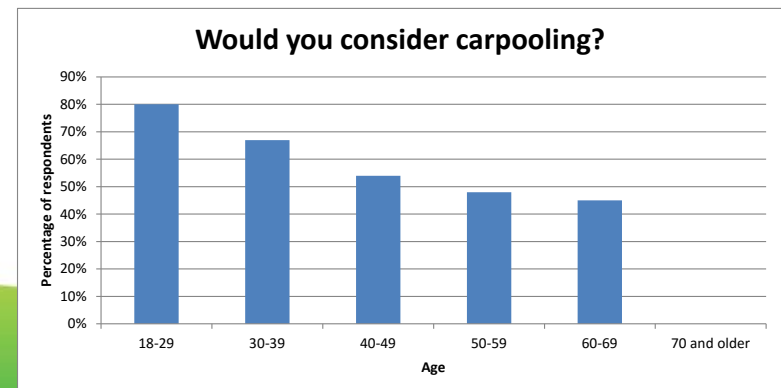


Perugia

Municipality



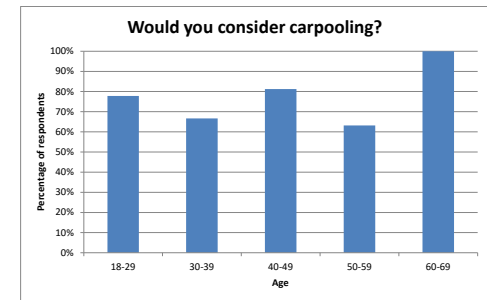
University



Attitude towards carpooling

Craiova

ICMET

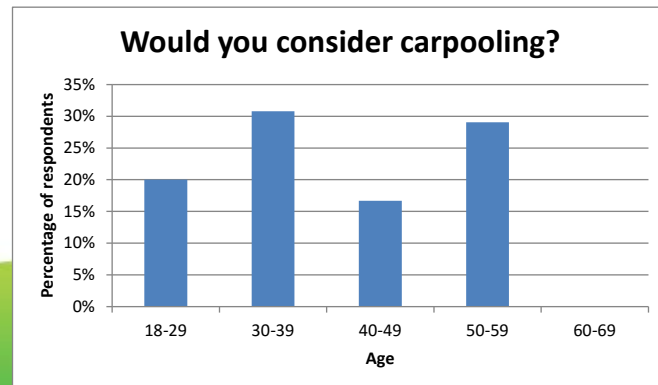


- Age:

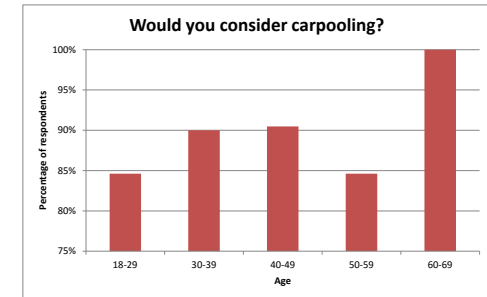
“Younger persons have a higher chance that they would consider carpooling”

Leuven

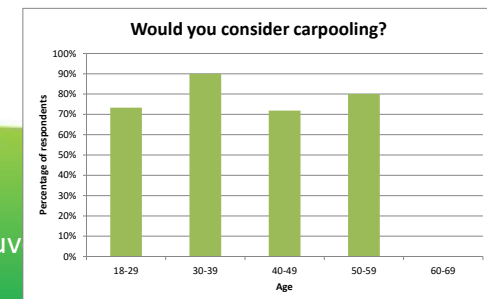
UCLL employees



RAT



ELPRECO



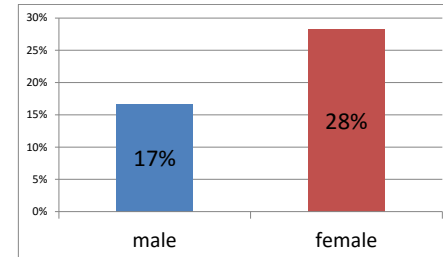
Attitude towards carpooling

- Gender:

“Women and men seem to have a similar interest in carpooling”

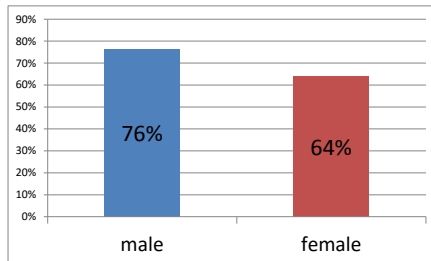
Leuven

UCLL employees



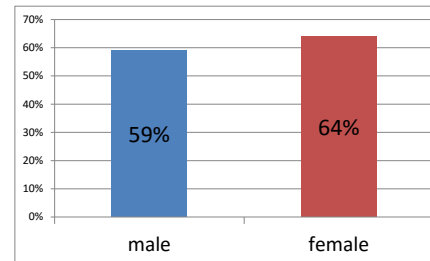
Craiova

ICMET

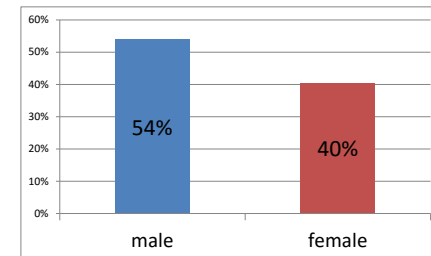


Perugia

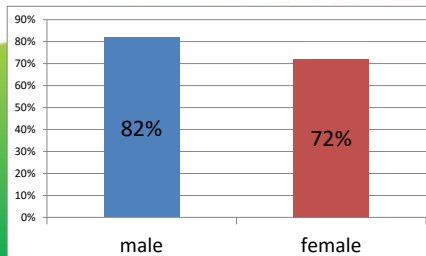
Municipality



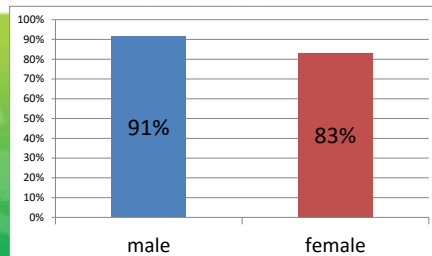
UCLL students



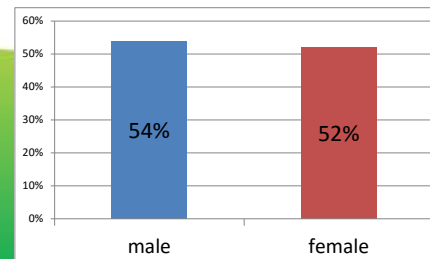
ELPRECO



RAT

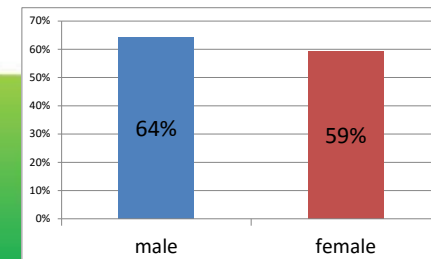


University



Toulouse

Business area

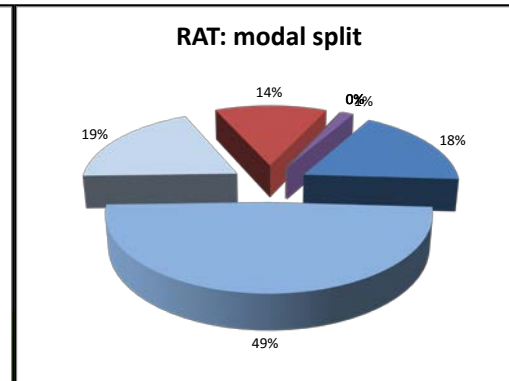
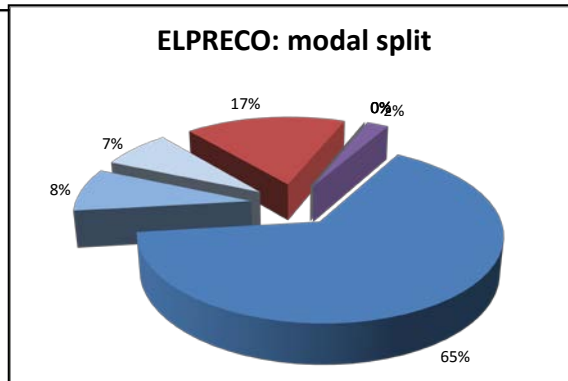
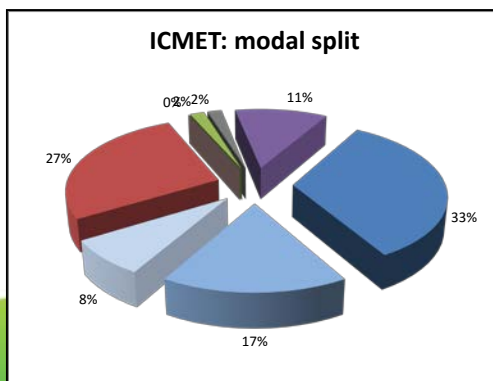


Attitude towards carpooling

“Awareness about carpooling encourage people to consider carpooling”

Craiova

	ICMET	ELPRECO	RAT
Aware of a carpooling scheme	32%	77%	93%
At least sometimes using a carpooling scheme	9%	8%	85%
Having used a carpooling scheme in the past three working/school days	7%	9%	83%
Using a carpooling system was an option for these working/school days	21%	37%	84%
Considering making use of a carpoolings scheme in the future	71%	79%	89%



- Car driver (alone)
- Car driver (with passengers)
- Car passenger
- Bus
- Train
- Motorcycle or PWT
- Bicycle
- On foot

Attitude towards carpooling

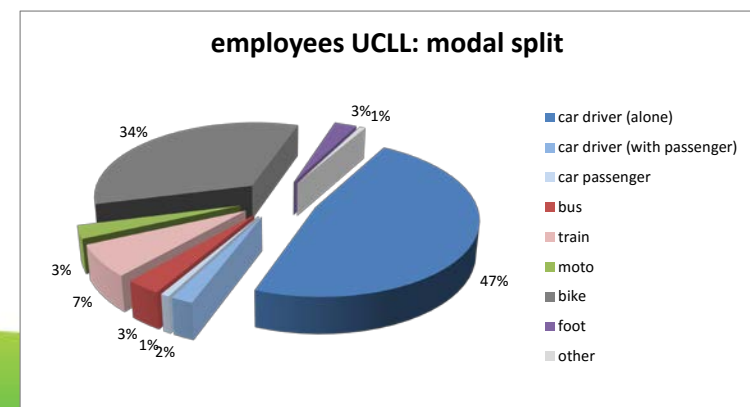
“The travel profile of a target group is crucial for the success of carpooling”

Leuven

	employees	students
Aware of a carpooling scheme	20%	10%
At least sometimes using a carpooling scheme	3%	4%
Having used a carpooling scheme in the past three working/school days	1%	0%
Using a carpooling system was an option for these working/school days	25%	47%
Considering making use of a carpoolings scheme in the future	25%	49%

why would you consider making use of a carpooling system in the future?	
environmental	58%
cost sharing	22%
other	33%
social reason	8%
time gain	4%
good alternative for bicycle if it is raining	4%

why would you NOT consider making use of a carpooling system in the future?	
not flexible	47%
on foot/by bike is faster/easier/better for environment	36%
other	18%
there is nobody in my neighbourhood	3%
no trust in other driver	2%
no need	0%
time loss	0%



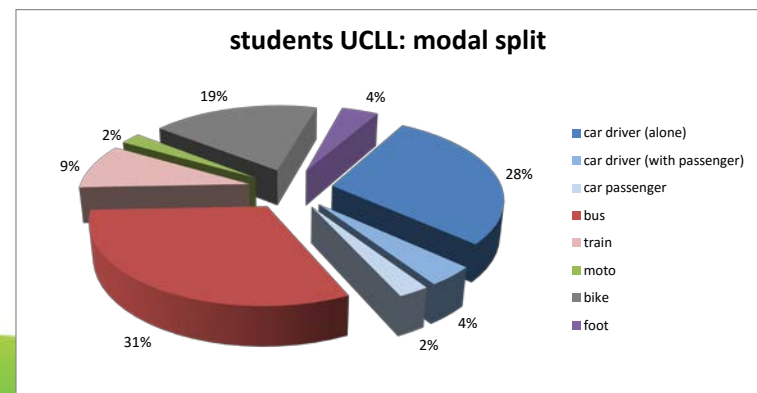
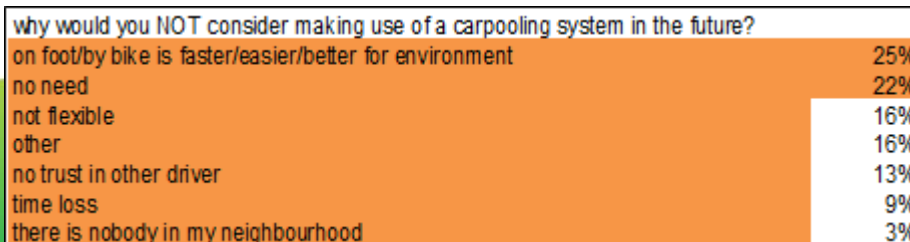
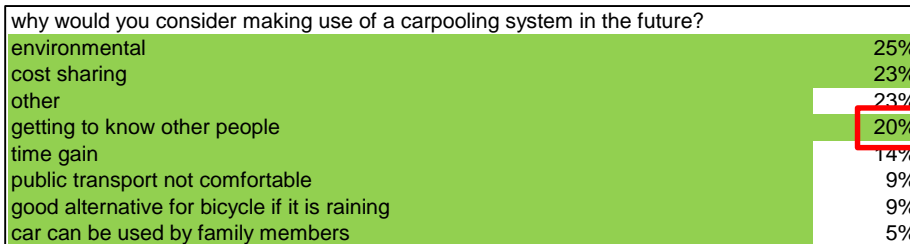
Attitude towards carpooling

“Besides environmental reasons and cost sharing, getting to know other people is an important motivation for students”

Leuven

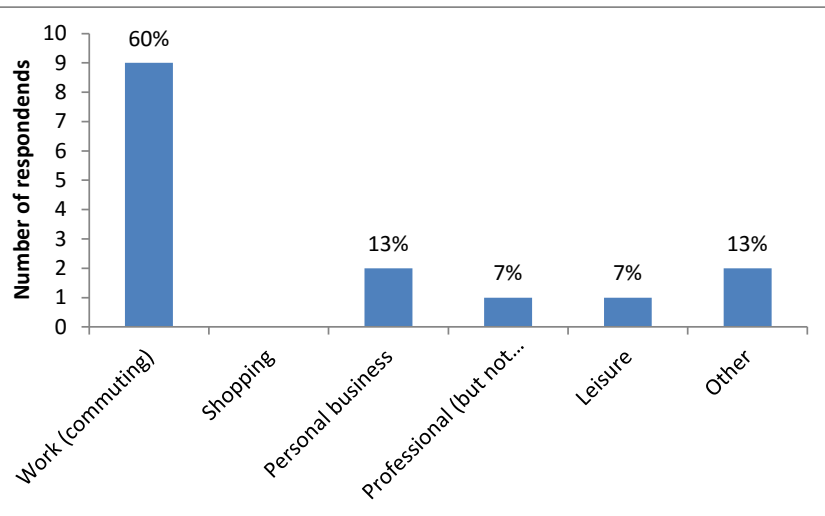
Aware of a carpooling scheme
 At least sometimes **using** a carpooling scheme
 Having **used** a carpooling scheme in the past three **working/school days**
 Using a carpooling system was **an option for these working/school days**
Considering making use of a carpooling scheme **in the future**

	employees	students
Aware of a carpooling scheme	20%	10%
At least sometimes using a carpooling scheme	3%	4%
Having used a carpooling scheme in the past three working/school days	1%	0%
Using a carpooling system was an option for these working/school days	25%	47%
Considering making use of a carpooling scheme in the future	25%	49%



Attitude towards carpooling

“Commuter carpooling is only a part of the general carpooling experience”



Toulouse

Aware of a carpooling scheme	33%
At least sometimes using a carpooling scheme	29%
Having used a carpooling scheme in the past three working/school days	0%
Using a carpooling system was an option for these working/school days	43%
Considering making use of a carpoolings scheme in the future	63%

Perugia

	municipality	university
Aware of a carpooling scheme	41%	40%
At least sometimes using a carpooling scheme	4%	4%
Having used a carpooling scheme in the past three working/school days	3%	2%
Using a carpooling system was an option for these working/school days	37%	26%
Considering making use of a carpoolings scheme in the future	62%	53%

CHUMS measures

- Impact on awareness

“Larger groups need more effort for the same result”

Leuven

UCLL (198 employees, 2.875 students)

Percentage of persons in the target group aware of the carpool system

	BEFORE	AFTER
employees	20%	70%
students	10%	30%

Perugia

Municipality (932 employees)

Percentage of persons in the target group aware of the carpool system

	BEFORE	AFTER
	41%	62%

CHUMS measures

- Impact on attitude

“More info on carpooling and practical options to carpool can increase or decrease ‘considering carpooling as an option’ - but will it increase the carpoolers ?”

Leuven

UCLL students

Using a carpooling system was **an option for these working/school days**
Considering making use of a carpoolings scheme **in the future**

BEFORE	AFTER
47%	62%
49%	59%

UCLL employees

Using a carpooling system was **an option for these working/school days**
Considering making use of a carpoolings scheme **in the future**

BEFORE	AFTER
25%	15%
25%	22%



CHUMS measures

“The CHUMS measures do change the attitude towards carpooling”

Perugia

Municipality

Carpoolweek

		Yes	12
		Would you consider carpooling	
Yes	11	100%	
No	0	0%	
		11	
		No	156
		Would you consider carpooling	
Yes	63	44%	
No	79	56%	
		142	

PTP

		Yes	30
		Would you consider carpooling	
Yes	17	59%	
No	12	41%	
		29	
		No	138
		Would you consider carpooling	
Yes	57	46%	
No	67	54%	
		124	

Mobility Jackpot

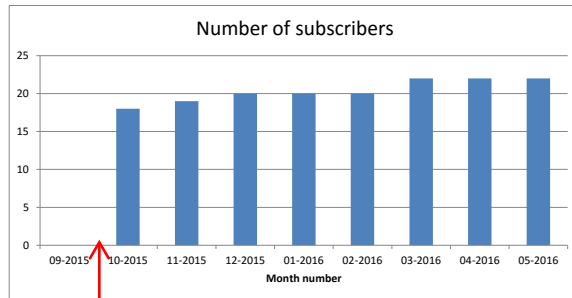
		Yes	17
		Would you consider carpooling	
Yes	12	71%	
No	5	29%	
		17	
		No	151
		Would you consider carpooling	
Yes	62	46%	
No	74	54%	
		136	



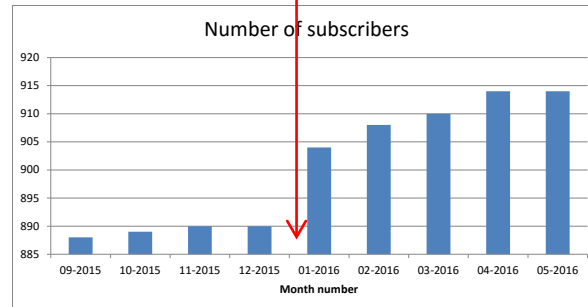
CHUMS measures

• Impact on behaviour

Leuven UCLL (198 staff, 2.875 students) KBC (16.500 **Carpool week** staff)

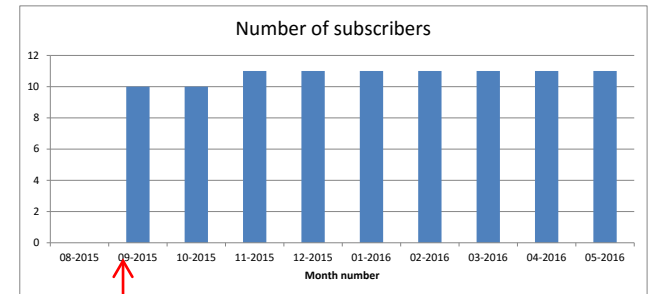


Carpool week + 18 after carpoolweek
+ 22 at the end

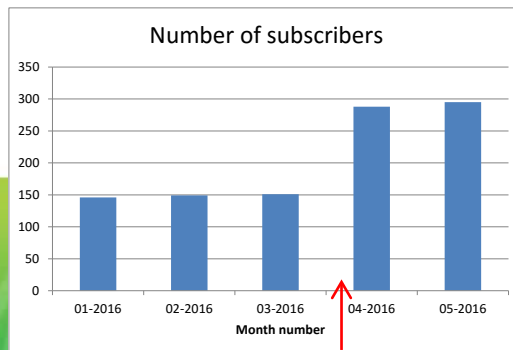


+ 16 after carpoolweek = +1.8%
+ 26 at the end = +2.9%

Imec (2.200 staff)



Carpool week + 10 after carpoolweek
+ 11 at the end



Colruyt Group (25.000 staff)

+ 142 after carpoolweek = +97%
+ 149 at the end = +102%

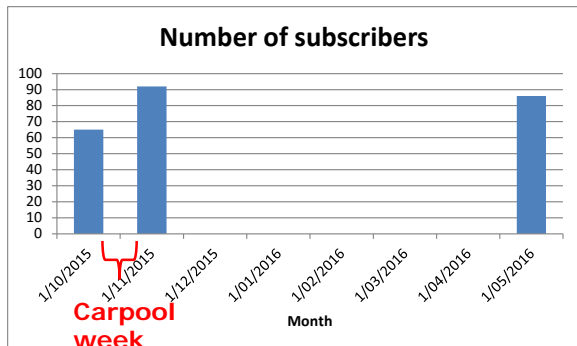
Carpool week

CHUMS measures

- Impact on behaviour

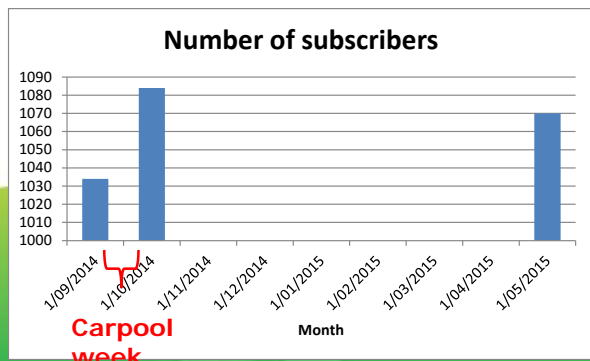
Edinburgh

Edinburgh Park



+ 27 after carpoolweek = +42%
+ 21 at the end = +32%

Edinburgh University (636 staff, 1.357 students)



+ 50 after carpoolweek = +5%
+ 36 at the end = +3%

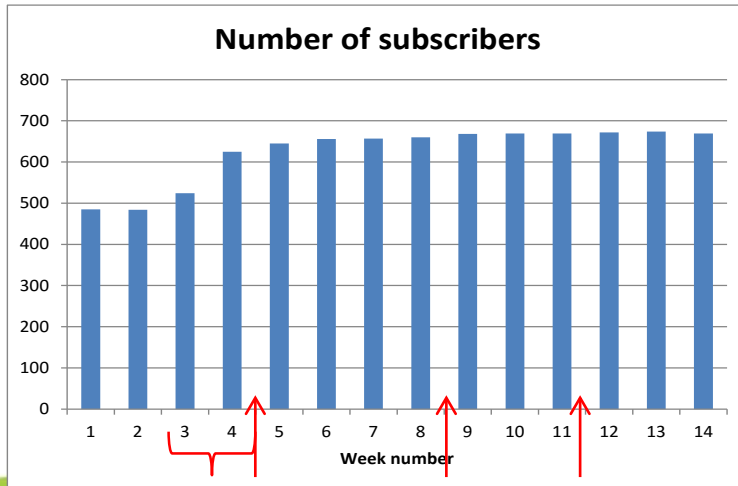
CHUMS measures

• Impact on behaviour

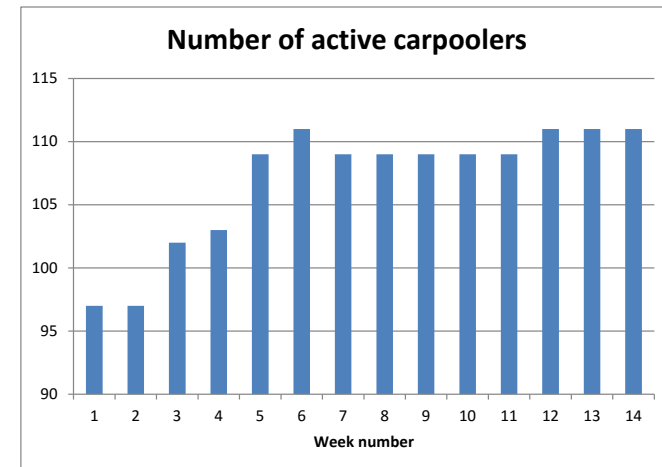
Toulouse

Business park (12.000 staff)

- + 160 after carpoolweek + LT1 = + 33%
- + 183 after LT2 = + 37.7%
- + 187 after LT3 = + 38.6%



LT1
Carpool week
LT2
LT3

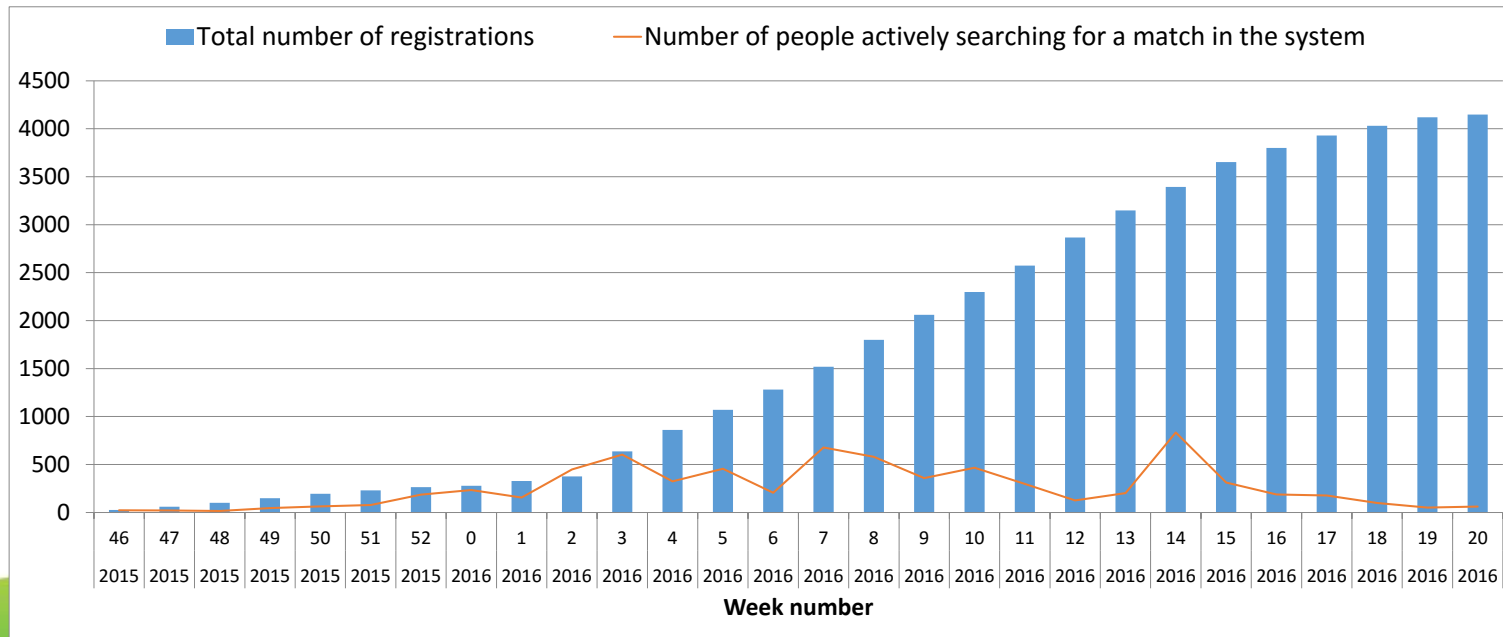


- + 12 after carpoolweek + LT1 = + 12.4%
- + 12 after LT2 = + 12.4%
- + 14 after LT3 = + 14.4%

CHUMS measures

- Impact on behaviour

Craiova



CHUMS measures

- Which measures convinced them to register/carpool?

Craiova

University students

	Carpoolweek	PTP	Mobility jackpot
number of students who experienced:	134	138	157
% of them who said it convinced them to register:	10%	15%	22%
% of them who said it convinced them to carpool:	13%	11%	31%



CHUMS measures

- Which did carpoolers used before ?

Craiova

University students

Which transport mode did you use for your work commute before you choose to carpool

[Car driver (solo)]	45	35%	35% of all carpoolers were solo car drivers before
[Bus]	34	27%	29% is coming from public transport (bus and train)
[Car driver (carpooling)]	16	12%	24% was already a passenger or driving with passengers before
[Car passenger]	15	12%	10% went by foot
[On foot]	13	10%	
[Train]	2	2%	
[Motorbike or powered two wheeler]	2	1%	
[Bike]	1	1%	
[Other]	0	0%	

Toulouse

Which transport mode did you use for your work commute before you choose to carpool

[Car driver (solo)]	8	73%
[Motorbike or powered two wheeler]	2	18%
[Bike]	1	9%

Final observations

- Evaluation needs careful tools and interpretation of the results:
 - Measuring attitudes interacts with changing attitudes
 - Counting carpool trips is not directly covered by the carpooling software
 - Site specific approach of carpooling is needed, but this also requires a site specific evaluation
 - Need for clear definitions of indicators
 - What is an active carpooler?



Final observations

- Supporting carpooling needs a permanent effort of CHUMS-like measures:
 - Impact on attitude and behaviour varies on the local carpool level:
 - Nobody is carpooling
 - Many persons are carpooling → finding a match is easy, people are familiar with carpooling
 - First goal = creating critical mass of carpoolers, which also encourage other persons to carpool
- >> Way of implementation depends on local carpool level

Final observations

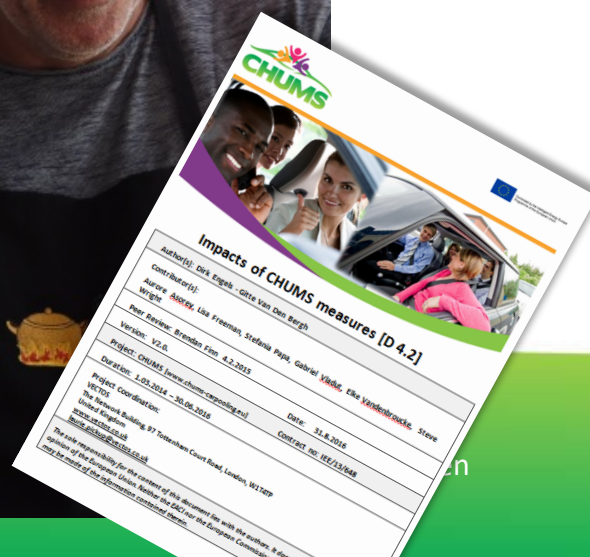
- A good choice of target group is crucial to optimise the efforts of promoting carpooling:
 - Target group characteristics (like travel profile or age) are determine the carpooling potential



Final conclusions

Coming soon ...

(in august 2016)





Mykene

3,5 ★★★★★ 26 reviews

Restaurant

Routebeschrijving



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