



How to encourage shared transport use

A short guide on how to engage your workplace with shared transport

How can your workplace use shared transport to empty that car park or help more people get cycling? The answer is shared transport. If this sounds interesting below you will find out how it can be introduced to your workplace.

What is shared transport?

We look at shared transport, such as car clubs or bike share, as part of the solution to environmental impacts of travel.

Car clubs are pay-as-you-drive hire schemes allowing members to book a variety of cars online for the time that they need - from an hour to a day - and paying only for the hire time and the distance driven. Bike share is very similar to a car club. It provides users access to bikes when they need them, for the time they need. On the other hand, ride share is something many people are familiar with; it allows you to share a journey, whether it is a commute to work or a longer distant trip, to the same destination with others.

Why your workplace?

Shared transport offers businesses the opportunity to support their staff, the environment and the local community but the other great thing about shared transport is that it can save organisations money. Many people need to commute to work and options can be limited, introducing shared transport options means that you have all your travel choices in one place at the office for staff needs. The hope is that this can help reduce the need to drive to the office.

Car clubs are already in most cities in Scotland this means, you could utilise existing car clubs. Bike share schemes can be set-up at your workplace or there are existing schemes in cities in Scotland. Ride share can be encouraged internally for those staff who are travelling from the same location or to the same meeting. This means that the set-up requirements for your workplace can be reduced.

There is also the option of having a car club set-up specifically at office locations. If you used car clubs in tandem with bike share you can further reduce vehicle usage.

Supporting Staff

By widening the travel choices at your workplace there can be health and possible financial benefits to staff. Having access to a car club vehicle for work travel gives staff access to vehicles when they need them and allows them to consider other commuting options such as cycling or walking. By having bike share access to bikes is easier, not requiring a financial outlay but still giving staff the opportunity to travel by bike to meetings and e-bikes can increase the distances that can be travelled with ease.

Optimising Business

By combining shared transport options grey fleet use can be reduced. Car clubs can be set up to suit your business needs and by utilising bikes to travel, journey times can be improved by avoiding traffic. There could also be the opportunity to consider reducing the number of parking spaces. By using e-bikes for shorter journeys this reduces car use and your business can further reduce costs.

Caring for the Environment

Your business can help reduce emissions and promote a healthy lifestyle by encouraging staff to cycle. E-bikes can also be used for a variety of journey types and enables wider use of bikes reducing the need for cars for business travel. In addition, the majority of car club cars are more environmentally friendly than your typical grey fleet car, which also helps the environment when car travel is necessary.

What your workplace can do?

The first steps your workplace can take is to promote ride share, existing bike share and existing car clubs to staff. Promoting this as options to commute or to travel to meetings rather than using private cars. This as a first step does not require financial outlay from the workplace.

After this workplaces could look to implement bike share on site rather than utilising public schemes. If car clubs have proved popular there is also the option to discuss having a car club on site.

Underlying this second step would be to examine workplace policy and processes to investigate opportunities to encourage shared transport use officially.

How to engage with your colleagues?

Changing your transport choice can be frightening and understanding fully the options available can help with this. In order to support this, CoMoUK have developed a set of leaflets and posters that are editable but can be used within workplaces to explain shared transport choices. By putting these up in your workplace this can start a positive conversation leading change.

Your workplace may also have an environmental champion or someone responsible for sustainability it is helpful to engage with them and see what options could be available.

What next?

If shared transport is something that you would like to explore for your business, then get in touch and we can help find the right option for you. We also offer templates online that you can use to promote shared transport to your staff such as posters and leaflets explaining the benefits of car clubs or bike share.

At CoMoUK we are proud of our team of experts. We have several members of staff who are experts in specific shared transport options such as car clubs or bike share. In addition, there are team members who can help with marketing, project management and research. All of this ensures that we can offer the best support and advice across shared transport.

E: scotland@como.org.uk

W: www.como.org.uk

Twitter: [@Como_uk](https://twitter.com/Como_uk)