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| Carpooling program summary guide |
| 4.6 – Sustainable transport in health care |
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# Introduction

A workplace carpooling program encourages staff to share the drive to work with two or more people in a car. This can help reduce workplace parking pressures.

It also has great benefits for employees, including:

* reduced commute costs (such as fuel, parking and tolls)
* workplace incentives and rewards like priority parking
* social connections.

Often there are informal arrangements among staff to carpool sometimes or regularly. Encourage these informal approaches in smaller workplaces. Larger workplaces (over 250 employees) have the opportunity to support more people to carpool by setting up a program that promotes and incentivises carpooling.

A successful carpooling program needs to be well promoted. Ride matching software (that matches participating staff by their home location and other characteristics) and other tools are useful but only when supported by workplace efforts to promote social activities for people to find carpool buddies and to be comfortable to carpool together.

# The basics

## Gauge interest in carpooling

Run a travel survey to find out:

* how many people may consider carpooling
* the proportion of staff arriving and departing at peak times
* staff home postcode data to analyse how many people may live near each other.

Use this information to assess whether a carpooling program has potential. Also use it in your promotions, for example, to highlight how many people travel to work from the same suburb.

## Use incentives to make carpooling appealing

The most effective incentives involve a parking management arrangement, such as discounted fees or priority locations.

Other rewards programs for regular, ongoing carpooling are also useful.

## Promote carpooling

Promote carpooling to staff who have flexibility in start and finish times to allow people to adjust their hours to fit in with their carpool buddy. It may also work well for some shift workers who are confident about regular start and finish times.

Promote carpooling and encourage social interactions for staff to find potential carpool buddies:

* set up a carpooling page on your internal social media or intranet
* hold carpooling morning teas or lunches to help people meet potential carpool buddies who travel from nearby areas.

## Guaranteed ride home policy

Put in place a guaranteed ride home policy to reassure people who carpool that they will not be stuck if plans change unexpectedly. See Connect Macquarie Park’s guaranteed ride policy for an example.

## Share tips

Share tips and etiquette for workplace carpooling. This will help set ground rules and reassure staff who share their car travel to work.

# Carpooling resources

These resources will help you create a carpooling program. Adapt them to suit your organisation.

Connect Macquarie Park guaranteed ride home policy:

* available on [Connect Macquarie Park website's Guaranteed ride home page](https://www.connectmpid.com.au/members-guaranteed-ride-home) <https://www.connectmpid.com.au/members-guaranteed-ride-home>

Connect Macquarie Park carpooling publicity toolkit:

* available on [Connect Macquarie Park website's Car pooling publicity kit page](https://www.connectmacpark.com/carpooling-toolkit) <https://www.connectmpid.com.au/members-carpool-publicity-toolkit>

Connect Macquarie Park carpooling tips and etiquette:

* available on [Connect Macquarie Park website's Carpooling tips and etiquette page](https://www.connectmpid.com.au/members-carpooling-tips-and-etiquette) <https://www.connectmpid.com.au/members-carpooling-tips-and-etiquette>

New Zealand Transport Agency carpooling resources:

* available on [New Zealand Transport Agency website's Carpooling resources page](https://www.nzta.govt.nz/resources/carpooling/carpooling.html) <https://www.nzta.govt.nz/resources/carpooling/carpooling.html>
* Includes the *New Zealand Transport Agency carpooling guide*.

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