

Title: Yorkshire and Humberside Rural Car Sharing

Document: Workshop Summary

Date: 28 May 2010

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Project Code: 1129

Rev: A



1 YORKSHIRE & HUMBER WORKSHOPS

1.1 The following is a summary of the workshops held on 19th May at Leeds.

1.2 There were four groups each of which took on a different role and different areas of work as per the following table:

Group	Area of work			
	Issues identification	Policy	Partnerships	Budget
Councillors	Issues identification	Policy	Partnerships	Budget
Senior Officers	Issues identification	Policy	Objectives and behavioural goals	Budget
Car Share Coordinators (LA)	Issues identification	Product development	Marketing Communications Plan	Monitoring and evaluation
Car Share Coordinators (Workplace)	Issues identification	Objectives and behavioural goals	Marketing Communications Plan	Monitoring and evaluation

1.3 Each column summarises the discussion held in a particular workshop group (noting that each group only covered four areas of work due to time constraints). Every group was asked to review the project results to identify the issues that were relevant to role that group was playing.

1.4 The final column, which provides a summary of the proposed actions arising from the workshop, can be seen as an adjunct to the recommendations contained in the two reports.

Issues identification					Actions
	Councillors	Senior Officers	Car share coordinators LAs	Car Share Coordinators - Workplaces	
<p>Based on the market research decide on the key issues your scheme is going to address</p>	<p>The key issues highlighted from the market research were:</p> <ul style="list-style-type: none"> For the scheme to focus on high level issues that accord with wider policy, most notably: Accessibility: fills the gap between rural bus services, DRT and CT. CO₂ reduction Cutting congestion (possibly relevant although only for urban focussed schemes within the region) Social inclusion (good neighbour) Access to services (including employment). This was seen as the most important aspect / driver. 	<p>The key issues highlighted from the market research were:</p> <ul style="list-style-type: none"> Levels of registration being relatively low compared to what they could achieve and how best to achieve 1% of the population across the region. Consistency of advertising Message development How best to reach different target audiences (for example, there was a discussion about how easy or difficult it would be for women with children to car share when they are more likely to be doing the school / childcare run) How to drive up occupancy levels so that more than two people are sharing a car. 	<p>The key issues highlighted from the market research were:</p> <ul style="list-style-type: none"> Promoting car sharing to potential sharers as an easy option to reduce their carbon footprint, alongside similar initiatives such as recycling. This is linked to the need to get people to think about their carbon footprint in association within their activities outside the home as well as their activities within it. Generating internal (within authority) support for the scheme through highlighting is potential as a cheap solution to help with CO₂ reduction. Increase membership levels through both incentives (carrots) and disincentives (sticks). Make sure that members register a journey rather than just joining the scheme. Car share coordinators generally require more time and/or money to channel into the promotion and management of the schemes, and more support from management. 	<p>The key issues highlighted from the market research were:</p> <ul style="list-style-type: none"> Issue of personal safety raised by non car sharers in the research. From a workplace perspective need to ensure that the economic benefits of car sharing are promoted strongly alongside issues related to the reliability and convenience of car sharing The need to facilitate social interaction on a 'community' basis to ensure that formal and informal sharing has the greatest potential to work although this is perceived to be less of a barrier in a work place. Need to think about setting up schemes from the perspective of major rural attractors (e.g. national parks) Also workplaces/local authorities need to ensure that the 'carrot' of an effective car sharing scheme is accompanied by the 'stick' of parking charges and enforcement of planning restrictions. 	<p>Create and promote a list of FAQs listing potential safety issues and how to address them in a positive manner.</p> <p>Create a 2-5 year plan to phase targeting for different 'markets' (ie: commuters, leisure users, sports groups etc)</p> <p>Look at the potential for linking a) urban car sharing schemes with these attractors and also b) linking the major attractors together to create destination led schemes.</p>
Policy (LTP3)					
<p>Prepare a car sharing policy to be included in LTP3.</p>	<p>Policy should clearly set out the importance and role of car sharing, and include car sharing within a modal hierarchy. It could possibly be placed within the relevant accessibility strategies, but should also have a profile in wider policy (LDFs, LTP, Community Strategies etc.)</p> <p>Could also be used as a mitigation measures for exceptional circumstances (e.g. flooding), and in these cases if used for emergency planning then the opportunity to cement car sharing should be grasped.</p>	<p>Car sharing is part of the overall transport mix and will be promoted alongside walking, cycling and public and community transport.</p> <p>Car sharing will be considered in development control applications and where appropriate, car sharing bays will be required in new developments.</p> <p>Other supporting measures such as car parking bays, car park pricing will be considered and applied where possible.</p>			<p>Draft consistent car sharing policy to be included in LTP3, separate from general car use, ie: that sits within the overall hierarchy as follows:</p> <ol style="list-style-type: none"> 1. Walking 2. Cycling 3. Public transport 4. Car sharing 5. Sensible car use <p>Ensure policy is reflected in development control, in LDFs and in budgets.</p> <p>Consider role of car sharing in</p>

		In some instances car sharing may be promoted over public transport where it is not feasible to subsidise public transport cost effectively.			relation to public transport, particularly for rural areas. Consider role of car sharing for emergency planning, such as flooding.
What will the structure of car sharing look like across the region?	Regional (or sub-regional) partnerships (between co-ordinators) would add strength, consistency and economies of scale. Could take the form of an informal officers network. There should be a strong focus on local identity (within a regional brand). For example METRO car share would provide brand consistency with other initiatives	There will be a greater focus on regional partnerships to promote car sharing, based on the example of the West Yorkshire Travel Plan Network. As well, there will be stronger links to the Rural Partnerships.			Set up regional partnerships to promote car sharing and share best practice
How will it contribute to wider policy objectives? Which ones and why?	Contributes to: <ul style="list-style-type: none"> • Economic development • Environment • Social inclusion • Accessibility For businesses also has an important role for: <ul style="list-style-type: none"> • CSR • Image / PR • Business efficiency and cost 	Car sharing can help contribute to: <ul style="list-style-type: none"> • Increase accessibility, particularly in rural areas • Wider economic objectives such as employment • Reducing CO2 from transport emissions • Reducing congestion • Improve social inclusion. 			
Partnership					
Who will be on the partnership?	Considered that it probably isn't appropriate to create a new partnership, but would fit well as an LSP sub group (for example as a task and finish group).				Consider appropriate partnership members to promote scheme at regional and local levels (ie: locally, might be business partners)
What format will the partnership take?					
How often will meetings be had?					
How will performance be monitored?					
Product development					
How will the product be developed?			The product will be developed through organisations working together more. This includes the need for local authorities to work with community organisations who may be trying to publicise car sharing in a different way. In some rural areas online access is limited so by working together with community organisations may be a way to open up a link between the online database and offline		Clarify scheme objectives and develop product accordingly. For example, define if main objective is to reduce congestion or to assist accessibility in rural areas. Work with community organisations to create links for people who may have limited online access.

			<p>community need.</p> <p>However it is very important that the objectives for the scheme are clarified to ensure that it is clear whether the scheme:</p> <ul style="list-style-type: none"> • is trying to reduce carbon emissions and cut costs (but will have some associated accessibility benefits due to its existence); or • Is trying to improve accessibility for rural communities. <p>There is the potential for a scheme to do both, but this would need to be carefully defined and clarified so that the scheme had direction.</p> <p>Finally, some local authority coordinators require training in using all of the features that the system can offer so that it performs as well as possible.</p>		<p>Organise training for LA coordinators in using all features of the system</p>
Who will take responsibility for this?			<p>The scheme should sit within the transport department at the local authority to ensure that the coordinator had support from other colleagues with similar remits and also so that somebody more senior could have an overview of how car sharing as a measure sits within the transport mix.</p>		<p>Review who has responsibility for promoting car sharing within each LA and where this sits within the LA structure</p>
Objectives (and behavioural goals)					
What are the objectives for the year?		<ul style="list-style-type: none"> • To increase uptake of car sharing among existing scheme members by 10% from the baseline (16.5%). • To increase awareness of formal car sharing from 13% to 15% • To ensure car sharing contributes to the policy objectives set out above by ensuring these are measured and monitored. 		<ul style="list-style-type: none"> • Need to think clearly about setting objectives for each workplace (each will be different depending on individual corporate objectives whether to reduce congestion/carbon emissions etc, address health issues (e.g. NHS employer), look to improve social inclusion for young people etc. • Need to set SMART objectives (which will differ depending on type of employer, characteristics of each site etc.) and then monitor success based on 	<p>Ensure each scheme has SMART objectives related to other policy objectives.</p>

				<p>establishing a relevant critical mass of people a) signed up to the scheme and b) regularly sharing</p> <ul style="list-style-type: none"> One key objective is to ensure that car sharing does not detract /compete with existing / more sustainable options e.g. public transport 	
What are the individual behavioural goals?		None set		None set	
Marketing Communications Plan					
Who will be the target market?			<p>There are two target markets for the marketing and communication plan. The first is the potential car sharers, while the second is potential advocates within a local authority (the scheme will be promoted to them using data about cost savings and carbon reduction that car sharing offers)</p>	<p>Each workplace needs to carry out primary research to assess the target market and to segment according to the likelihood of each target segment to car share on a regular basis.</p>	<p>Make clear decision about who to market and when (ie: marketing could be phased over several years to target different groups)</p>
Advertising (placement)			<p>Advertising needs to incorporate events in the community, through work places, using the media and on trunk roads (see road signs).</p> <p>In addition, the scheme will be promoted to Job Centres and employment agencies to encourage them to make use of what is available. Currently the perception is that many of the employment agencies are very unaware of transport options.</p> <p>Finally, the scheme can be promoted to development control officers to make them aware of its potential as a tool to increase accessibility and the role it can play in a s.106 agreement or developer travel plan.</p>	<p>Communications methods depend on the culture of each business in question and what works in their own environment i.e. each organisation needs to use the communication media that works most effectively for them example include:</p> <ul style="list-style-type: none"> Intranet Payslips Advertising on VDUs / screen savers around the office 	<p>Work with Job Centres to promote schemes.</p> <p>Work with DC officers in LAs to ensure included in DC requirements.</p>
Leaflets (distribution)					
Online (include social media)			<p>It was suggested that having one website front page for all the car sharing sites in the region would be helpful. Through this potential sharers could link to their local site.</p> <p>This was suggested because it was felt that current promotion is</p>		<p>Investigate potential of creating one website front page for whole region.</p>

			sometimes too localised, and having a web address that could be publicised for the whole region would increase the effectiveness of publicity by removing some of the geographical limitations.		
Posters					
Road signs			Regional road signs should be placed on trunk roads around the region. They could advertise the regional website referred to above and would encourage people to sign up. This may be a process that could be undertaken in conjunction with the Highways Agency. This was suggested because it was thought people look at road signs when they visit a new location, so road signs are a good publicity tool.		Budget for road signs required. Approach HA for joint working opportunities.
Email			A small tweak should be made to the system that means people are automatically sent details of any new potential share partners. It is currently possible for people to select this option when they sign up, but it is not the default option. Email will also be used to remind people to register a journey, rather than just register on the system but never use it.		Work with Liftshare to change default settings.
Direct mail					
Other			Incentives that could be used to encourage people to sign up and register journeys will be investigated.		Investigate possibilities for incentives to encourage people to sign up
Monitoring and evaluation plan					
What further market research is required?			It is necessary to: <ul style="list-style-type: none"> • Calculate the potential demand for car sharing on a district by district basis; and • Do some calculations that can provide an indication of potential carbon savings, and costs savings (for local authorities). This information can then be used to build a business case for continued and increased support for car	Baseline research to assess the target market and characteristics of potential sharers (particularly where people travel to and from).	Calculate potential demand on district by district basis Calculate carbon savings and cost savings for LAs.

			sharing within each authority. This may be especially useful in the districts where transport planning does not fit into a public transport department.		
How will success be monitored?			Success will be monitored through the data available from the Liftshare website accompanied by further market research if necessary. Currently the reporting functions on the website are underused, so coordinators would be encourage to submit quarterly data returns, and monitor the impact of specific marketing materials on registrations.	Ongoing surveys to assess the success of achieving aims and objectives on an annual basis.	Prepare quarterly returns on usage and share with other coordinators.
How will the plan be evaluated?			Car share targets need to be incorporated into LTP3, and linked to national indicators on carbon reduction. Through doing this, it will become more necessary to monitor the impact of schemes regularly, and this would raise the profile of the schemes. Within many authorities nobody currently requires monitoring data for the car sharing schemes , leading to a lack of ongoing monitoring. Having to report on targets should counter this to some extent.	Success will be measured against a number of key indicators related to the targets of the scheme e.g. number of people signed up to the scheme, number of active sharers, number of car sharing spaces being used by sharers and number of parking spaces freed up in the works car park as a result.	Incorporate car share targets in LTP3 and link to national indicators on carbon reduction
Budget					
What is the required budget for the above plan?	For local businesses the cost of private groups was seen as a potential barrier (overcoming the early issues of inertia – only becomes cost effective with larger number of members) Community networks could be more actively involved in promotion and publicity at a relatively low cost	£20,000			
Where will the funding come from?	Existing transport budgets Business investment	Existing transport budgets			