



EAUC Transport Planning Network Group

1 July 2014 – Meeting Notes

Focus on Car Sharing

<p>Present:</p> <ul style="list-style-type: none"> • James Brown –University of Derby • Adam Tewkesbury – University of Southampton • Adam Batty - Sustrans, Nottingham • James Gagg - Oxford Brookes University • Darren Hardwick – The University of Sheffield • Ian Rodham – University of Cumbria • Karen Smith – University of Surrey • Becky Allen – Newcastle University • Caroline Radnor – University of Birmingham • Richard Wintrip – Bournemouth University • Emma-Louise Aston – EAUC 	
<p>Introduction</p> <ul style="list-style-type: none"> • AT had contacted 8 Car Share providers. Only 2 came back with presentations (Liftshare and Blabla car) • Other members have had contact from other providers – • BA knew of “Share Smart” through LSTF funding, • RW had been approached by “Ride Shark” who have concentrated on gamification of car sharing – offering prizes and credits through an engagement process. They clear databases after 3 months of no contact to ensure their database is relevant. 	
<p>Video Presentation 1. BlaBla Car</p> <ul style="list-style-type: none"> • Following the video a brief discussion of the presentation was held. Questions to ask blabla car were also discussed • The observations were that it was a bit like selling seats on a coach • Longer journeys seemed to be the main focus • People liked the rating system • Likened to “informed, organised hitch-hiking” • Also similar to “parkatmyhouse” – trust economy • Concerns or questions to ask included <ul style="list-style-type: none"> - What if a passenger is travelling on business but the driver does not have business insurance / other cross category issues? - Do recommended prices account for parking - It appears that recommended prices stay the same however many passengers, allowing scope for the driver to travel free or make a profit if selling multiple seats... does either scenario invalidate insurance / have HMRC implications. - Where to Blabla car make money – are there hidden fees that we could not find? 	
<p>Video Presentation 2. Liftshare</p> <ul style="list-style-type: none"> • The presentation promised the prospect of a number of improvements which the group felt would make the website look a lot more like blabla car. 	

<ul style="list-style-type: none"> • Blabla car seemed a lot simpler and more straightforward. • It was questioned whether we actually needed to subscribe to Liftshare, rather just encourage people to use the public interface for Liftshare. • DH felt many students did not like Liftshare because it seemed too corporate. • A discussion ensued about Liftshare products <ul style="list-style-type: none"> - My PTP is used by DH & IR. Results patchy – glitches. Cost has been as little as £3.75 a day. BA felt the product no better than using Traveline for free. - IR - my PTP let people down at the point they needed confidence. - RW- People not using Budi teams – felt it was hard to understand. - Big variance in rates charged by Liftshare – not transparent at all – felt like they charged as much as they could get away with! 	
<p>Other Ideas / Methods Used to improve Car Share</p> <p>A broader discussion on travel planning schemes and car sharing then took place – summarised as follows:</p> <ul style="list-style-type: none"> • Cumbria has had car share success giving a public view of pool car bookings • “Googlebots” may be used by Oxford Brookes to register where people are going for car share purposes • Maps and post-it’s in café would be a good idea • A public Google Map could be set up that people can drop a pin into. The pin would have an email address on it and departure time. Could then be used as a page on a transport website, people being able to register at any point. Then all the pins in the same area could meet each other. • Change of suppliers ideal time for re-launch of car-sharing • Well worth investing in promotional materials • RW – mentioned a new project called “fun-ride” – smartphone/ GPS. • Bike Buddy and Walking Buddy schemes have not taken off anywhere. • BA a pedometer challenge has been very popular in Newcastle • DH suggested chiropodists as a walker’s alternative to Dr.Bike. • AT to send out the list of companies he 	AT
<p>What Works and What Doesn’t</p> <p>A long discussion was held on this – the 2 photos are of the flipcharts recording this discussion.</p>	

What Works

- Informal networks
- Lots of different approaches
- The more you do - the more you will appeal to.
- Coffee and cake
- Simple system.
- Meeting organisers have to be pro-active in co-ordinating lists.
- Means for business travel ~~being easy~~

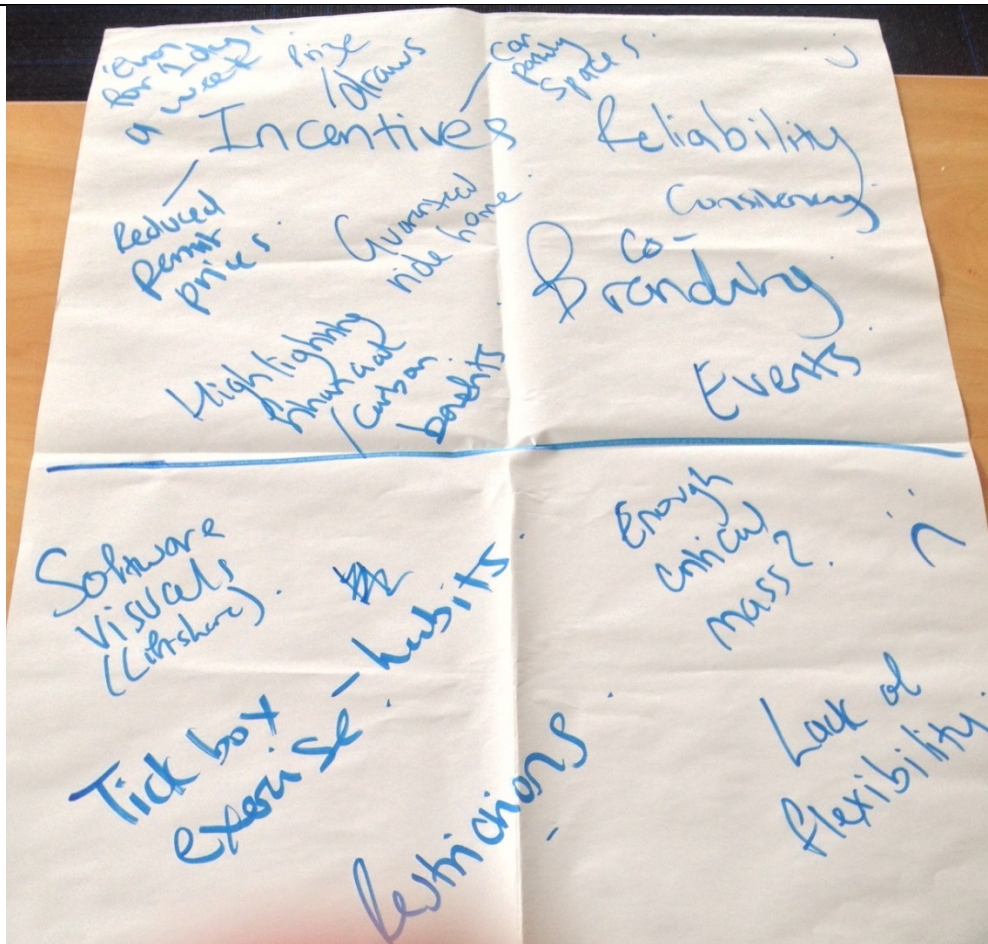
Personal Meeting

It all takes a lot of effort to keep it going

Geography can affect it - varies between sites and this - a distinct site - makes it easier

What doesn't

- When 'formal' matches are the only approach
- Enforcement of dedicated parking
- Expecting "Just Listeners" to do it all for you
- Variable start and end times - flexible working!
- Concept of it being a lifelong, 5 day commitment



AOB

Numerous other items were discussed after the car share part of the meeting – summarised below:

- CR is close to launching a salary sacrifice scheme for cars
- BA Has installed electric car charging points
- A broad discussion took place on measuring scope 3 emissions
- EA to chase up the list of carbon-life of different vehicle types and re-send it out.
- DH suggested this being published somewhere quite visible.
- JG asked about parking permit suppliers. Nobody gave much alternative to Ian Goodwin's presentation at the last meeting.
- DH asked if anyone knew of somewhere to buy extra-long slap-wraps...

Next Meeting

- 4 November - suggested in Norwich, with cycling, bike hire and bike recycling as the topic.

Minutes written by James Brown from the University of Derby.