



Facilitating Carpooling

Marketing the concept of carpooling can raise awareness of this as a transportation option; however, it often takes more than information or raising awareness to encourage people to try something new.

Training people how to carpool, or facilitating the carpool process, may be necessary to encourage people to take the plunge.

Whether you choose to facilitate carpooling from the community (origin) or business (destination) side, be sure to coordinate with someone at the other end of the trip. This person can help you promote your service and find appropriate meeting/dropping off/parking locations.

Many options are available to assist you with facilitating a carpooling program.

- **Host a ride share bulletin board.**
 - Use a portion of an existing bulletin board or purchase a bulletin board specifically for carpooling and place in a central location, such as a post office, community center, store, major employment center, or city hall.
 - Add a title or poster to promote its use; specify if the purpose is to connect people with one-time needs, regular commuting schedules, or both.
- **Promote an existing site-specific online rideshare service.**
 - Some major employers and destinations in southwest Idaho have their own online rideshare services. Promote these for residents who are commuting to/from these locations. Contact the host of the rideshare service to coordinate and let them know you are promoting their service; check to see if they have specific requirements for use of the service (e.g., is the service limited to staff of a particular employer?).
 - Example: Boise State University
http://www.boisestate.edu/parking/carpool/carpool_form.htm



- **Promote an existing general online ride share service.** With these services, individuals go online to sign up and are matched with others from a similar location with a similar schedule. These services may be used for regular commutes or to carpool to specific events.
 - Example: www.rideshareonline.com/ (Washington and Idaho); Rideshareonline is used and promoted in Ada County by Ada County Highway District's Commuteride program (www.commuteride.com/)
- **Customize Rideshare Online for your business or location.** Rideshareonline.com allows you to customize their services to your business or location, provides resources to help you promote the services, and provides additional tools, such as an online cost savings calculator. Visit www.rideshareonline.com/ and click on "Employers" for information on all they have to offer.
- **Develop your own a local online rideshare service.** Just as some destinations (see Boise State University, above) may have their own ride matching service for carpoolers, a point of origin, such as a town or even a large neighborhood, could also develop its own online rideshare service. This service could be as simple as a social networking page where people can post their carpool needs and availability, similar to a physical bulletin board, or more complex interactive web site.
 - Examples:
 - Social networking (blog): <http://rideshare.appstate.edu/index.php?module=blog&id=1>
 - Interactive web page: <http://palouserideshare.org/>
- **Provide a personal ridematch service.** Individuals looking for a carpool companion would contact a coordinator who would keep a list of people who are interested in carpooling and match requests.
- **Provide a park-n-ride lot.** Park-n-ride lots are locations where individuals participating in a carpool, vanpool, or similar program can meet, park individual vehicles or lock bikes, and leave together in a shared ride. Park-n-ride lots provide a level of safety for the users as they do not need to share their home address with other users. They are also convenient for the driver of a carpool, as the driver can pick all riders up at one location. Businesses or facilities that do not typically use all of their parking spaces (such as a store with a large parking lot) or that only use them on certain days (such as a church) are often willing to allow a portion of their parking lot be used for park-n-ride. The use of a park-n-ride lot is generally free for the users; sometimes the sponsor (you) may be charged a nominal fee for the use. A formal agreement between the sponsor park-n-ride lot and the owner of the land is recommended (template attached). There can be concern over liability issues; be very clear about this in your agreements and consider having legal counsel review all agreements.

