

Promoting Car-Sharing - Sample Action Plan

PRE LAUNCH

	Activity	Person
Technical:	<ul style="list-style-type: none"> Choose database or website your organisation is going to use Demo of site & how it works for company coordinator and IT contacts 	<ul style="list-style-type: none"> Coordinator & IT to liaise Coordinator/ IT/ website supplier to set up site & do demo
Marketing	<ul style="list-style-type: none"> Liaise with senior management about introduction of car sharing to get support (highlighting the benefits) Development of car-sharing policy Brand the scheme, e.g. use DTO icon(s) as above or slogan – “Seats spare, car share”, “Start the day with a pick-me-up” etc Design permits for car windscreen (e.g. stickers – see below for templates) Update to staff on car-sharing being introduced to reduce pressure on parking, promote ease of access, decrease fuel costs for motorists, be eco-friendly etc. Let people know when scheme is commencing and who to contact with questions. Put posters on display coming up to launch Reserve room/ area for launch day & demo 	<ul style="list-style-type: none"> Coordinator to request sample car sharing policies from DTO Coordinator to liaise with internal communications about branding/ slogan/ communications plan if assistance is needed Coordinator to liaise with Facilities about car sharing permits Coordinator to update staff & senior management DTO to give coordinator car-sharing posters Coordinator to field questions from staff (DTO can supply FAQs that will cover most questions). Coordinator to book room/ area for demo/ launch day
Facilities	<ul style="list-style-type: none"> Facilities to mark out car-sharing bays (base the number on your employee survey or 10% of motorists in the organisation) Security to be briefed on car-sharing policy Staff access cards – anything need to be done with them to monitor/ give access etc? 	<ul style="list-style-type: none"> Facilities to mark out bays Coordinator & Facilities to liaise on car sharing policy & brief for security Facilities to investigate cards

LAUNCH

	Activity	Person
Technical:	<ul style="list-style-type: none"> Organise laptop & large screen for demo of site Request IT person to do demo 	<ul style="list-style-type: none"> Coordinator and IT
Marketing:	<ul style="list-style-type: none"> All staff email or update on intranet/ notice boards etc about launch day – include benefits of car sharing, location of car sharing bays & incentivise with draw for all people registering in the first month. Include contact name for scheme (and 'hotline' for important questions arising in first month). Car-sharing posters on display in key locations 	<ul style="list-style-type: none"> Coordinator to arrange sponsored prize Coordinator to put bulletin on intranet/ notice boards, all staff email etc DTO to give posters
Event Day	<ul style="list-style-type: none"> CEO or senior representative to speak Senior representative of DTO to speak (with prior arrangement) Coordinator/ Facilities/ IT to speak Set up laptop & large screen for technical demo Organise incentive for staff to attend launch e.g. draw for prize 	<ul style="list-style-type: none"> IT/ Facilities/ Coordinator to liaise re launch format Coordinator to let DTO know dates & brief re who is attending, format etc if speaker is required Coordinator to arrange senior management to speak Coordinator to source incentive for staff turning up to launch




POST LAUNCH

	Activity	Person
Marketing:	<ul style="list-style-type: none"> Put car-sharing policy in easily accessible location for staff & alert them to car-sharing 'etiquette' & FAQs Prize draw for all people registering in first month Publicise winner & ask for voxpop to quote on intranet/ newsletters Periodic incentives for car-sharers – e.g. draw for car service, iPod, Dublin Bus tickets, reusable shopping bags etc. Consider offering incentives such as a raffle for a half day off if prizes can't be found. Peer profile – 'I car share and save money and time' – put on intranet/ newsletters or posters Include information in induction pack – e.g. this organisation has a car sharing scheme in place & ask 'Are you interested in car-sharing? Where do you travel from? Are you a lift seeker or driver or both? Ongoing updates on intranet/ newsletters on numbers car-sharing as scheme grows. Invite people to join the scheme by contacting the coordinator. Car sharers coffee morning for interested people and those already driving – when resources permit! 	Coordinator to: <ul style="list-style-type: none"> arrange prize draw put bulletin on intranet/ posters/ newsletters or all staff email source prizes develop page on car sharing for induction packs/ days be contact person for queries organise coffee morning when resources permit
Facilities	<ul style="list-style-type: none"> Add new car-sharing spaces in prime locations as numbers registering for the site increase or as demand is reported Security to periodically monitor car-sharing bays to ensure car-sharers only are using them Facilities to impose sanctions for people parking in car-sharing bays As car sharing numbers increase and release car parking spaces, re-designate spaces for motorcycle & bicycle parking instead 	<ul style="list-style-type: none"> Coordinator/ Facilities to monitor number of users Security to monitor bays Coordinator/ Facilities to decide sanction for parking in car-sharing bays Facilities to re-designate spaces
Reporting	<ul style="list-style-type: none"> Update senior management on car sharing numbers – reducing pressure on parking, 'green' profile, freeing up land under parking for development, reducing congestion Invite feedback from car sharers on how to improve the scheme & implement 	<ul style="list-style-type: none"> Coordinator/ Facilities



Sample Parking Permit

	<i>Organisation Logo</i>	
	Permit Number:	
	Car Driver:	
	Passengers:	
	Car Park:	
Valid from/ to:		

Sample Signage

