

Your rideshare scheme marketing strategy will include a launch event and continuous marketing and promotional efforts to generate ongoing employee participation.

A challenge for your rideshare scheme is to identify employees who currently rideshare, encourage involvement in those who have expressed an interest, while concentrating promotional efforts on those who remain unaware of the benefits of ridesharing.

Rideshare Scheme Launch

A launch event is an effective way to officially kick off, promote and educate potential rideshare users on the systems and policies that have been put in place. When planning a launch campaign consider the following activities:

- Host a major event to elevate your scheme's profile – this could be employer-sponsored or linked with a region or nation-wide event;
- Generate interest through email campaigns, newsletters and your corporate intranet;
- Promotional events prior to the launch event to ramp up participation quickly;
- Allow pre-registration into your rideshare database so there will be more participants available to match with others on the day of the launch;
- Distribute rideshare scheme information packs, posters, and flyers.

Regardless of your budget, there are plenty of ways to market your rideshare scheme:

- Get your CEO to encourage employees to participate (distribute a letter from the CEO or have the CEO announce your rideshare launch event),
- Hold a rideshare fair to educate employees of rideshare as an option,
- Hold a rideshare event such as a morning tea or lunch & learn,
- Advertise your scheme through flyers, posters, email campaigns and newsletters,
- Use raffles and giveaways to entice participation,
- Form a rideshare user group/ network to discuss rideshare opportunities,
- Display a large map showing where employees live to highlight possibilities for ridesharing,
- Incorporate rideshare scheme information in your recruitment and/or orientation manual,
- Start a regular rideshare column in your company-wide newsletter and/or intranet,
- Post a schedule of ongoing events for rideshare participants like luncheons and prize giveaways,
- Keep a permanent display stocked with rideshare information,
- Have a point person assigned to answer any questions.

Marketing Strategy

Marketing and promotion are fundamental to the success of any rideshare scheme and is generally undertaken jointly by the rideshare project coordinator and marketing team. A strong and effective marketing strategy will generally have the following elements:

1 - Clear message for your target audience

Just like marketing your other travel plan activities, marketing your rideshare scheme needs to include messages about the benefits, policies and incentives that your organisation puts in place. An effective marketing campaign will need to include a clear definition of what ridesharing is and what it is not and include a strong focus on the *personal* benefits of ridesharing, in particular the cost savings (which are often not evident until people start ridesharing), time savings and increased travel options.

Marketing Messages

The messages that you promote are important and careful consideration needs to be given to what you say and how you say. Try to avoid the “anti-car” or “car drivers are bad” approach as these may produce negative results. Some messages used to persuade employees to try ridesharing from solo driving focus on the positive benefits:

- **“Save Money.”** Ridesharers share the cost of petrol, parking, and maintenance by cutting expenses by nearly 50% or more; the more members in the rideshare group, the more each member will save.
- **“Make New Friends.”** Ridesharing has some important social benefits; it’s a great way to make new friends and meet co-workers from other parts of the organisation.
- **“Increase Personal Time.”** Ridesharing can improve the work/ life balance by allowing more time for enjoyable things like reading, catching up on sleep, or chatting with other ridesharers instead of driving. Employees who rideshare also tend to leave work on time since they have a set schedule for leaving with their rideshare group.
- **“More Commuting Options.”** Ridesharing is another commuter option that may work better than other alternative methods like cycling or walking or where public transportation is limited.
- **“Better Access to Work.”** As well as creating a transport option, it also allows for a transport mode for people without vehicles who could not otherwise easily travel to work.
- **“Reduce Stress.”** Many drivers find the commuting by themselves stressful. Ridesharing helps remove this stress so employees arrive at work more relaxed and ready for the day. Research also suggests that ridesharing is less stressful than commuting alone.

2 - Branding

Every message related to your rideshare scheme or travel plan provides an opportunity to refine and reinforce the scheme’s brand, focused around a defining characteristic (e.g. healthy, economical or environment-friendly). It is important to remember that your scheme’s brand is

Marketing & Promoting Rideshare



not just a name and logo – rather a broad “image” that incorporates a visual look, a set of values, and an employee response.

Logo. A logo can be a powerful communicator that captures your scheme’s intent and identity. Logos are often a graphic, but can also be created using typography or a combination. Here are some examples of rideshare logos:



Tagline. A tagline is a phrase that compliments your logo which gives a short description or “slogan” that sums up your scheme.

Brand. A brand is the “image” that your target audience (employees) develops from the message, logo, tagline, colours, and other scheme elements.

3 - Communication tools

Ongoing and regular communication is vital to sustain your rideshare scheme. Your scheme should be updated with refreshed information and communication to staff in a variety of ways. It is important to feed back to staff evidence of how successful the scheme is, which, in turn, will raise further interest and success. Finally, having a clearly established strategy detailing what tasks will be undertaken, by whom, when and with what budget, ensures that marketing remains active throughout the lifetime of your scheme.

Communicating with employees is best done through general promotion and advertising as well as targeted individual marketing.

General Promotion

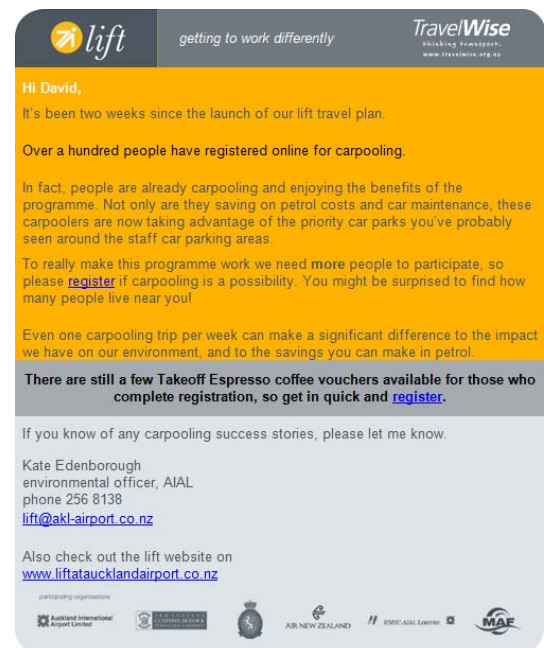
- **Rideshare fairs** are fun events with food, music, and entertainment that present a great opportunity to promote your scheme by providing information, giveaways, flyers and brochures that employees can take away.
- **Posters and flyers** are usually displayed on staff notice boards and in common areas and provide general information about your rideshare scheme. You can also use them to inform staff of specific events and promotions happening at your workplace.
- **Leaflets** are similar to posters and often have a more detail about your scheme and they can be distributed in reception and staff rooms, on notice boards, or put in with pay slips.
- **Newsletters** are a popular way to report progress and feed back to staff about your scheme on a regular basis. Newsletters can be distributed in paper form, by email or available online and it’s ideal to include a regular column with testimonials and stories from genuine ridesharers.

- **New hire orientation** gives you an excellent chance to reach new employees and share information about your ridesharing scheme. Include a match list of potential people that they could rideshare with and inform them of any contests and promotional events.
- **Corporate websites** can provide or link to information specific to your travel plan and/or your rideshare scheme.
- **Road shows & morning tea** are good events that promote ridesharing, as they provide informative and friendly opportunities for people to find out what the scheme is about and assess potential ridesharing partners without obligation.
- **Promotional events** can have particular influence and relevance when coordinated with wider campaigns, such as a national or worldwide event happening on a specific day.
- **Contests and prizes** are always popular. Small promotional items like pens, key chains, hats and mouse pads featuring advertising for your scheme can be produced at low cost.
- **Rideshare car passes & stickers** can be used to quickly identify vehicles that are eligible for priority parking, with the added benefit that they act as an advertisement for ridesharing among the other solo car drivers.
- **Priority car parks (marked)** are very effective when located in high demand, visible locations, such as near the main entrances to buildings, or outside the offices of senior management.

Individual Marketing

Marketing strategies that emphasize a “personal touch” result in good responses and are really effective. Individual email campaigns, one-on-one meetings, and other personalised information will help generate high interest and participation in your scheme.

- **Personalised email campaigns** can be used to regularly communicate rideshare scheme news and updates.
- **One-on-one meetings** can be very effective for increasing participation – people respond to personalised focus and attention and some people feel more comfortable having someone to talk to about reservations or asking questions.



lift getting to work differently **TravelWise** thinking transport. www.travelwise.org.nz

Hi David,

It's been two weeks since the launch of our lift travel plan.

Over a hundred people have registered online for carpooling.

In fact, people are already carpooling and enjoying the benefits of the programme. Not only are they saving on petrol costs and car maintenance, these carpoolers are now taking advantage of the priority car parks you've probably seen around the staff car parking areas.

To really make this programme work we need more people to participate, so please [register](#) if carpooling is a possibility. You might be surprised to find how many people live near you!

Even one carpooling trip per week can make a significant difference to the impact we have on our environment, and to the savings you can make in petrol.

There are still a few Takeoff Espresso coffee vouchers available for those who complete registration, so get in quick and [register](#).

If you know of any carpooling success stories, please let me know.

Kate Edenborough
environmental officer, AIAL
phone 256 8138
lift@akl-airport.co.nz

Also check out the lift website on www.liftataucklandairport.co.nz

participating organisations

