

Objections to Ridesharing



When promoting your rideshare scheme, it is necessary to understand common concerns and objections of staff so that they can be addressed through the scheme administration and marketing material. There are a number of concerns that prevent participation in a formal rideshare scheme. In order for your scheme to be successful all concerns should be addressed. Outlined below are some of the most common objections that people have to ridesharing.

Objection	Solution
Confidentiality	The registration process should be promoted as confidential and staff must feel secure in the privacy of their personal data. Let them know that participation is totally voluntary and very little personal information is shared with others. Initially the only information given to possible ridesharers is a contact number or email. After which it is the sole discretion of each person to give out more information to others as they make further arrangements.
Personal security	<p>Provide a point of contact for your scheme and let staff know that all participants are from your organisation only (or specified group of organisations) and that each group is tracked and recorded (usually for priority parking, incentives and reporting).</p> <p>Reassure individuals that there is no obligation for participating or required long term commitment to continue. Organised rideshare group meetings will enable potential participants to get to know each other and feel more comfortable with ridesharing.</p>
Reliability	To address reliability concerns, your organisation can offer a Guaranteed Ride Home programme in cases where a ridesharer has an emergency and needs to leave the workplace or is let down by their rideshare partner. Many organisations provide a taxi ride home or reimburse taxi fares. This can provide a sense of security for participants and can significantly encourage participation in your scheme.
No suitable matches / no one lives near me	Display a large map at a pre-launch event to show where staff live (without identifying specific people) and post a reference map on the company intranet. This is a great way to give staff confidence that there are people who live near them who could be potential rideshare partners. Also let staff know that they can pick up other staff along their route to work. This should be covered in your marketing materials and promotional events.
I don't have a car or I don't drive	Ridesharing provides a travel option to those who have limited choice in sustainable transport options such as public transport, walking and cycling. Your marketing material should let staff know that they can still participate in the scheme as a <i>passenger</i> and not having a car (or not driving) does not exclude them from participating. They would specify that they are unable to drive as the rideshare group is forming.
No access to the internet	If your scheme uses a ride matching tool that requires people to use the internet to register and access the tool, be sure you do not exclude those who do not have access to the internet. Give those without internet several options to participate, such as manually registering by filling in a paper based form, registering through a co-worker, or giving details directly to the rideshare coordinator who will then enter the information and produce a list of potential matches.

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Can I pick/ choose my ridesharing partner?	<p>The process allows users to specify matching criteria such as gender and smoking preferences. It is suggested that potential rideshare matches meet in person to discuss the details of the rideshare group such as who will drive when and what schedule. Each person decides who they are comfortable ridesharing with. Reassure staff that there is flexibility to allow participants to form new groups at anytime.</p>
Fear of ridesharing with strangers	<p>Some people are weary of ridesharing with a group of people they don't know which can be an issue for larger organisations or where your scheme involves a group/ cluster with other organisations. If your scheme is "closed" (staff can only rideshare with staff from your organisation) reassure staff through marketing and communications of the commonality of ridesharing with another staff member.</p> <p>Your marketing material should promote the use of trial periods for each group where each member can choose to move onto another group at the end of the trial and promote that rideshare groups become friends quickly once they get to know each other.</p> <p>If the programme draws from several organisations where people do not know each other, this might be a greater concern. Again it should be addressed through the marketing material what is involved in your scheme; as well stress there is no pressure to share with any particular user. Your rideshare coordinator can set up some personal "matching sessions", undertaken in an informal environment with no pressure to share with any particular user (e.g. a morning tea or rideshare networking session), enabling potential people to get to know each other prior to ridesharing together.</p>
Smoking concerns	<p>The smoking preference should be included in the matching criteria in your rideshare scheme. Reassure staff that they choose to rideshare with others who match their smoking preferences.</p>
Difference in gender	<p>The gender preference should be included in the matching criteria in your rideshare scheme. Reassure staff that they choose to rideshare with others who match their gender preferences. Use marketing posters to show single gender rideshare groups.</p>
Commute issues like type of music played, talking, etc.	<p>Encourage each rideshare group to discuss and set up ground rules that are agreed by all members. A trial period would also give participants the opportunity to test out the compatibility of the group.</p> <p>Ensure a flexible approach to ridesharing that enables people to move on if they feel that the present group will not work out.</p>
Convenience and flexibility of driving	<p>Your marketing material should stress the personal benefits of ridesharing, particularly the financial benefits and the incentives provided for ridesharers.</p> <p>If the benefits and incentives are not enough to change behaviour to meet your organisation's travel behaviour goals, you may need to review your communication strategy or the incentives to make the programme more attractive.</p>

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Concern of being stranded or late	<p>Your organisation's management needs to be supportive of the rideshare scheme and allow members some flexibility in their work schedules to accommodate their rideshare schedules. This support should be communicated through the scheme's marketing material.</p> <p>A Guaranteed Ride Home programme will also help to reduce any concerns of staff being stranded in case of an emergency with the provision of an emergency ride home (free taxi ride or other means provided by your organisation).</p>
Uncertainty about travel costs	<p>All rideshare groups should be encouraged to keep ongoing track of relevant expenses. To help figure out costs and payments, a tool is included with the resource CD to help users calculate travel costs.</p>
Insurance coverage	<p>Communicate to staff that ridesharing shouldn't affect their insurance. Standard private motor vehicle policies usually include cover for normal commuting. If anyone is unsure advise them to check with their insurance provider.</p>
Reckless driving and speeding	<p>Provide staff with a confidential feedback channel to your organisation's rideshare coordinator for any safety concerns like speeding or reckless driving.</p> <p>A trial period for new groups would give members an opportunity to move on if they find a person's driving objectionable. If it concerns a group where the driver is rotated, the rideshare coordinator could point out that a concerned member could choose not to travel with the group on the specific day that the aggravating driver is in charge of the vehicle.</p> <p>Reassure staff that there is flexibility to allow participants to form new groups at anytime.</p>