

Rideshare Scheme Checklist



Key Steps	Tick when completed	Notes
Set up the scheme		
Review results of any research / staff consultation		
Establish objectives and targets for your rideshare scheme		
Develop business case		
Secure management support		
Secure funding		
Design the scheme		
Assign project coordinator		
Set up support programmes (GRH and scheme policies)		
Develop package of incentives		
Develop marketing and promotional materials		
Determine rideshare scheme delivery model		
Address objections and barriers		
Implement the scheme		
Officially launch the rideshare scheme		
Market and promote the rideshare scheme		
Mark up/ assign priority parking spaces (if applicable)		
Monitor the scheme		
Review and monitor scheme		
Communicate scheme success to staff		
Ongoing scheme development from feedback and findings		