

CIHT Scotland AMCO Environmental Award 2017-18

SEStran would like to nominate TripshareSestran.com for the CIHT Scotland AMCO Environmental Award 2017-18.

Introduction

TripshareSestran.com, is a free, web-based car-sharing scheme to link car drivers or passengers who are making similar journeys in South East Scotland and wish to share the costs. TripshareSestran.com can also match cycling and walking journeys.

TripshareSestran.com is funded and delivered by SEStran. TripshareSestran.com is an umbrella website with 8 individual sites underneath where users log in:

- TripshareFife.com
- TripshareWestlothian.com
- TripshareEastlothian.com
- TripshareMidlothian.com
- TripshareEdinburgh.com
- TripshareBorders.com
- TripshareClacks.com
- TripshareFalkirk.com



The use of eight sites was to increase the local branding of tripshare and allow the eight local authorities to work in partnership with SEStran to promote the scheme. While users join one site, all 8 databases are linked so people can share with any other user from South East Scotland. Membership of TripshareSestran also allows the user to share any journey in the UK, using Liftshare's UK-wide public database.

Purpose of TripshareSestran

In South East Scotland, population is projected to increase by 10%- over 150,000 people- in 15 years; road traffic (total vehicle-kilometres) in South East Scotland has increased by around 20%

SEStran is promoting car sharing to encourage more efficient use of vehicles on our road, helping reduce congestion and pollution. Car sharing is not in competition with public transport but supplementing it. The benefits for individuals are that:

- it increases travel choices,
- provides options in rural areas with little public transport alternatives,
- reduces their travel costs, and;
- can reduce the need for car ownership

For businesses, it can improve accessibility of employment centres, especially in areas with poorer public transport provision.

Technology

The system is easy to use: a user simply registers on the website and enters the journey(s) they wish to share (either as a driver, passenger or both). Instant matching software automatically attempts to match that journey with other users and enables contact to be made between users.

The system is primarily a public database but private groups can also be established where people will search for car sharers only amongst other members of their organisation/company.

The technology behind TripshareSestran.com fulfills three main requirements: security, user-friendly and ability to monitor results:

Security

- Home address is never released while name, email address or phone number are not provided unless the user chooses to make them available
- Users can provide a user name rather than full name on the website
- Email or phone as methods of contact
- Emails sent from the website- email addresses only available if user responds
- Users within private groups can limit access to their journeys to other members of the private group
- Full Data Protection Act compliance
- Administrator cannot monitor if journeys matched are journeys actually shared.

User friendly

- Enter journey details by street, town, postcode or organisation (e.g. Victoria Quay, Edinburgh Airport)
- Search options include varying distance from start points, time of journey, one way or return, gender (e.g. only share with females) and smoking options (e.g. non-smokers or smokers only)
- Automated removal of expired journeys and the ability to edit, copy or remove journeys.
- Automatically generated email to contact potential car sharers, and google online map of journey
- Set up car share groups for free so you can share with people with similar interests
- Meets AA standard of Web Content Accessibility Guidelines for people with disabilities

Monitoring

- Fully automated but administrator can enter new members or amend membership details on request
- Instant statistical analysis on administration pages
- Automatically updated statistics on match rate (the ultimate measure of success), vehicle-miles, money and Carbon dioxide saved
- Instant summary of benefits for users: *“if you shared journey 1 [Linlithgow to Edinburgh Park] with 1 person, between you, you could save an estimated: 9,843 miles, £884 of petrol and 1.5 tonnes of CO2 each year.”*

Environmental Benefits and objectives met

Membership of, and savings from, TripshareSestran are increasing:

- As of September 2017, there were 8,555 individual members of TripshareSestran.

- Since launch, we have encouraged major institutions to sign up to create private groups, including the Scottish Government, NHS Fife, NHS Lothian, NHS Borders, NHS Forth Valley, Queen Margaret University and Edinburgh University.
- TripshareSEstran has matched journeys saving 11,789,108 vehicle-miles, saving individuals an estimated £1,206,294.
- Savings of approximately 2,316 tonnes of CO2
- We are addressing the following SEStran objectives set by the SEStran Regional Transport Strategyⁱ
 - Reducing the number of commuter journeys by single occupancy vehicles within South East Scotland
 - Minimising the overall need for travel; especially by car
 - Maximising public transport provision and achieving public transport integration and intermodality
- Tripshare SEStran also feeds in to the Scottish Government's targets for reducing carbon emissions and congestionⁱⁱ.
- More recently, Tripshare SEStran was submitted as best practice the Scottish Government's, Scottish Expert Advisory Panel on the Sharing and Collaborative Economyⁱⁱⁱ

Implementation and Communication Activities

Our communication campaigns are targeted to:

- Increase the number of members (Target of 10,000 members by 2018)
- Increase the number of organisations using private groups or promoting car sharing to employees
- Increase use of car sharing within organisation's travel plans
- Promote to other major trip generators, including events venues, shopping centres, business parks and conference organisers.
- Promote National Liftshare Week in October 2017, with best practice and funding through our European Project – ShareNorth^{iv}
- Recent Promotional Examples include:
 - Travel Information Road Shows at Edinburgh Park and Edinburgh University





- o National Liftshare Week 2016 - Liftshare LipSync Battle with Forth One (Mark Martin, Lynsey Gibson and SEStran Chair Lesley Hinds) – <https://www.youtube.com/watch?v=q6uQydgbcW0>

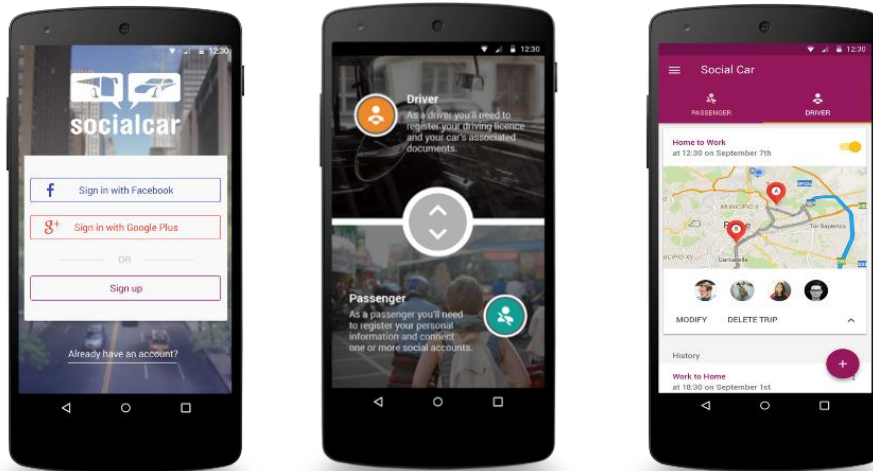


- o STV Advertisement for September 2017



Innovation

- Linking our Tripshare Membership with our Mobility as a Service (MaaS) Project – Social Car^v. Allowing members to link journeys door-to-door across different modes.



- Through this we will produce an API in partnership with Liftshare UK for future development and links to other online solutions.
- Tripshare data opened for our recent Transport Hackathon in partnership with Product Forge, to create new tech solutions for transport issues within the South East of Scotland^{vi}



- We also trialed different methods of promoting travel plans alongside Tripshare as part of our European project - CHUMS (Changing Habits for Urban Mobility Solutions)^{vii}. This best practice was shared across 5 different European Cities.

ⁱ <http://www.sestran.gov.uk/info/about-sestran/>

ⁱⁱ <http://www.gov.scot/Topics/Environment/climatechange/meetingemissionstargets>

ⁱⁱⁱ <https://beta.gov.scot/publications/scottish-expert-advisory-panel-collaborative-economy-call-evidence/documents/00523613.pdf?inline=true>

^{iv} <http://share-north.eu/>

^v <http://socialcar-project.eu/>

^{vi} <http://www.sestran.gov.uk/wp-content/uploads/2017/07/Local-Transport-PF-Impact-Report-Compressed.pdf>

^{vii} <http://chums-carpooling.eu/>