Number/code: OM/ML7

Title: Carpooling Initiative

Guidelines section:

	Governance	X	Operational management

	Context of the event		*Procurement*
	Event	X	*Mobility and logistics*
	Stadium management		

Description

Carpooling first emerged in the US at the turn of the 20th Century, just simply with the invention of the motor car. However, due to decreasing car prices decreasing participation rates in carpooling declined. Due to technology improvement and the growing of environmental concerns, the act of carpooling has resurged. Carpooling is the sharing of car trips (in this specific case, applied on match days) so that more than one person travels in a car, and prevents the need for others to have to drive to a location themselves. It is suggested the creation of an electronic platform to advertise / enrol all those involved (drivers and passengers) which trips will take place and at what times.

Tech platforms:

- BlaBlaCar (French company with 40 million members around the world)
- UberPool (Uber´s rideshare service)
- Liftshare (600 thousand members in the UK)
- SPLT (carpooling inside companies)
- Dragões à boileia (carpooling portal of Futebol Clube do Porto).

Environmental benefits

Carpooling is a more environmentally friendly and sustainable way to travel as sharing journeys reduces air pollution, carbon emissions, and, in terms of car traffic logistics, reduces the traffic congestion on the roads and the need for parking spaces.

Economic benefits

Carpooling usually means to divide the travel expenses in equal parts between all the occupants of the vehicle (driver and passengers). By having more people using one vehicle, carpooling reduces each person's travel costs such as: fuel costs, tolls, the stress of driving and the cost of vehicle repairs.

Moreover, sharing car journeys increases the possibility of meeting new people – Social Benefit.

Applicability and replicability potential

This practice can be applied and replicated to all football games and events in each stadium. This initiative can be disseminated for example in airports, ticket offices, among others.

Source

DRAGOES A BOLEIA

MOBILITY LAB CARPOOLING

THE GUARDIAN

CENTER FOR AUTOMOTIVE RESEARCH

MIT PORTUGAL

Case studies:

MOBILITY LAB CARPOOLING

Mobility Lab is funded by Arlington County (Virginia) Commuter Services, the U.S. Department of Transportation, the Virginia Department of Transportation, and the Virginia Department of Rail and Public Transportation.

Mobility Lab created a Transportation Cost-Savings Calculator and put it into practice through a case study of Arlington County. The Calculator estimated that in the Arlington County, Virginia, up to **45,000 vehicle trips and 900,000 miles of travel** are taken off the roads each workday by drivers shifting from drive alone to other modes of travel. That results in approximately fourteen lane miles of road construction deferred. **The savings to commuters, society, and government are up to $75,000,000 per year in congestion relief, road construction deferred, noise and air pollution avoided, fuel saved, crashes avoided.** That means, for every $1 invested in Arlington's TDM programs, the return on investment is up to $9.

Source: https://mobilitylab.org/calculators/

BLABLA CAR

In 2019 BlaBlaCar announced the release of Zero Empty Seats, a global study into the environmental impact of carpooling. The report, conducted with French research institute, Le BIPE, is the first study based on real usage data from BlaBlaCar's community of 70 million carpoolers. The study l**ooked at BlaBlaCar's real usage data over 12 months and surveyed 6,884 BlaBlaCar members across 8 countries.**

Key findings of the study:

- **Total CO_2 savings:** 1.6 million tonnes of CO_2 saved by carpooling in 2018 – equal to the CO2 emitted in a year by road traffic in Paris.
- **3.9 people per car:** the average car occupancy rate on BlaBlaCar (vs 1.9 people per car without BlaBlaCar).
- With only 1.6% more cars on the road, **carpooling enables the transport of two times the number of passengers** in cars (+210%), whilst reducing CO_2 emissions by 29%.

Source: https://drive.google.com/file/d/13UlmrdhW6ceUuZPq8yQuCJur_dqI6X87/view

CENTER FOR AUTOMOTIVE RESEARCH

In 2016, the Centre for Automotive Research (CAR) issued a report titled "The Impact of new mobility services on the automotive industry". The report compared the costs of using a personal car, on the one hand, and using only carsharing or a ridehailing services, on the other hand, providing a rough estimate of the potential savings available to customers.

The analysis reveals that the costs and benefits of new mobility services as part of a multimodal solution are highly specific to a particular type of user. For instance, carsharing is more cost efficient than car ownership for drivers that own larger vehicles or have a low annual mileage, because of the high fixed costs of vehicle ownership. Overall, carsharing is more cost efficient than the private vehicle if the user travels less than 8,200 miles annually.

Moreover, the CAR report estimates that between 2010 and 2021, 137,507 sales will be lost in the Unites States (an annual average of 12,663 units) because carsharing members no longer need to buy their own vehicle. By comparison, 55 million new and used vehicles were sold annually in the U.S. on average in the 2010 – 2015 period. For the whole of North America, an estimated 164,606 new and used vehicle sales will not be made between 2010 and 2021 as a result of carsharing, at an annual average of 15,163 units. The amount of lost sales is projected to be bigger in Europe (267,533 units) and especially Asia – Oceania (398,712 units in total). That would bring the global total to 830,850 lost sales due to the use of carsharing for the entire period between 2010 and 2021.

Source: http://www.cargroup.org/wp-content/uploads/2017/02/New-Mobility-Services-White-Paper.pdf