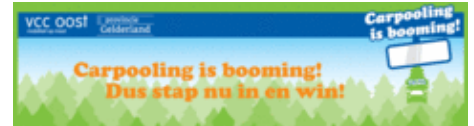




## Carpooling success factors (the Netherlands)

Carpooling is when several people use the same car at the same time (one of them usually being the owner). Numerous organisations, concepts and websites have been developed to start this service throughout Europe. Nevertheless, only a few prove to be successful. Below Dutch experiences indicate the main success factors.



### Background & Objectives

Research in the Netherlands shows, still nearly half a million people carpoled to work in 2003. These are 16% of all people driving to work with their car, making 12% of the total number of car kilometres in commuter traffic (carpoolers on average drive longer distances). These numbers show that carpooling may not be underestimated as a means of dealing with accessibility problems. Research has shown that there are 1.2 million solo drivers that have potential for carpooling.

### Implementation

Based on a number of Dutch experiences in the provinces of Fryslân and Gelderland, when trying to make carpooling a success story, certain factors need to be looked upon:

- provinces and city regions prove to be the most obvious policy level to encourage carpooling;
- make sure car pool car parks are located in accessible areas;
- car pool car parks should be large, clean and safe;
- when possible, combine car pool car parks with other services such as gas stations, transport cafes or tourist transfer points;
- make sure to communicate to potential carpoolers regularly;
- make use of technology ([digital navigation system for car pool car parks](#)).

### Conclusions

In the Netherlands, the provinces of Fryslân and Gelderland proved to be successful in attracting more carpoolers. The past ten years, the capacity of their car pool car parks has doubled and the phenomenon has been actively promoted. Based on their experiences a number of success factors have been listed.

### More information

[Dutch car pool car parks](#)

[Dutch car pool date service](#)

[Factsheet on carpooling in the Netherlands \(in Dutch only\)](#)

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