



YOUR LONDON AIRPORT
Gatwick

The Problem

- Gatwick Airport is the **second busiest airport** in the United Kingdom and the **eighth busiest** in Europe
- It saw **46.1 million** passengers passing through in 2018
- A total of **38,000 employees** work across the entire airport with **12,000 expected** in any 24-hour period
- **10,000** on-site car parking spaces are available for staff
- Most employees have to park around **5 miles away** and use the airport bus service, **adding up to 1 hour** to their daily commute.

As one of Europe's busiest airports and with a staff base of 38,000 employees, the parking situation at Gatwick is colossal. Worse still, so is the congestion on local roads. With such a vast pool of employees driving similar routes to work and at similar times, and most of them travelling in vehicles alone, it is easy to see why such unnecessary pollution is a concern for the airport sustainability team.

The Objective

As part of its initiative to become the UK's most sustainable airport, Gatwick wanted to incentivise its employees who carpool to work in order to reduce traffic and pollution.

Over time, those drivers who regularly transport the most passengers to and from work were to be given the opportunity to upgrade to a staff car park of their choice. These car parks are located up to one mile closer to the terminal buildings, potentially reducing commuting time by up to 40 minutes each day.

Accurate incentives are only achievable if an employer knows which employees are carpooling, and when, so implementation of the technology was essential to success.

- Gatwick Airport was **seeking green initiatives** in order to achieve its ambition of being the UK's most sustainable airport
- It wanted to incentivise priority parking closer to the airport to employees who carpool, helping to reduce their commute times by up to **40 minutes a day**
- KINTO Join's commuter matching algorithm showed that **80% of the workforce** could be transported to and from work in pools of three, with colleagues who share similar routes and commute times
- If **20 paid drivers** could transport **180 co-workers** in a two-hour rush hour period, it would release **180 parking spaces a day**.

The Solution

By implementing patent-applied for technology, Gatwick Airport benefitted from:

- Conclusive proof of carpooling using KINTO Join's patented technology
- Real-time allocation of parking spaces to proven carpoolers
- Reduction in commuting time and cost for carpooling employees due to closer, on-site parking
- User carpool management
- Smart passenger and driver matching.

KINTO Join Limited, patented US 1561-0001, 1561-0002.
KINTO Join Limited, patents pending US 1561-0003.
KINTO Join Limited, patents pending GB, Europe, 1561-0001, 1561-0002, 1561-0003.

The League Table

Gatwick carpoolers are incentivised through reserved parking on a daily basis. Users' carpooling activity is recorded which allows Gatwick to produce and view a league table of users' aggregate activity. Each month the top performers are further rewarded by being given the opportunity to upgrade their parking to a carpark of their choice. They must then maintain this level of carpooling to maintain this preferential access.

Gatwick carpooling league tables

Drivers				Passengers		
User ID	Passenger miles driven	Shared Journeys	Passenger Journeys	User ID	Passenger miles taken	Shared Journeys
	952	190	190		3,225	201
	3,864	150	242		952	190
	3,383	146	146		5,500	179
	413	140	140		5,014	164
	2,187	139	164		3,383	146
	282	123	164		413	140
	5,304	103	174		1,745	131
	2,912	99	150		235	122
	5,386	98	176		2,448	121
	2,283	97	97		1,837	115

DRIVERS
*Passenger miles driven: Passengers * miles
*Shared journeys: Total number of journeys taken with at least one passenger
*Passenger Journeys: Passengers * Journeys
*Unique passengers: Number of passengers transported at least once

PASSENGERS
*Passenger miles taken: Total miles travelled as a passenger
*Shared Journeys: Total number of journeys taken as a passenger
*Unique drivers: Number of drivers this passenger has travelled with at least once

The Results

Gatwick Airport has become the first airport in the world to provide an alternative transport network for its employees. The Gatwick KINTO Join carpooler community has grown to over 1,000 users since its launch in 2018.

Gatwick currently has 29 spaces reserved for carpoolers, increased from 20 May 2019 with plans to continue adding to this provision as necessary. These reserved spaces are driving 356 drivers to regularly transport 242 passengers per month.

The airport is also making substantial progress in its bid to become more operationally sustainable, having contributed to a staggering volume of environmental savings:

A total of **231,260** shared miles were completed saving **52,477** kg of CO₂ and **16,004** g of NO_x from being emitted in the environment and reducing the number of single-occupancy cars on-site by **5,865**.

There are clear benefits for employees as well:

£104 total savings per employee

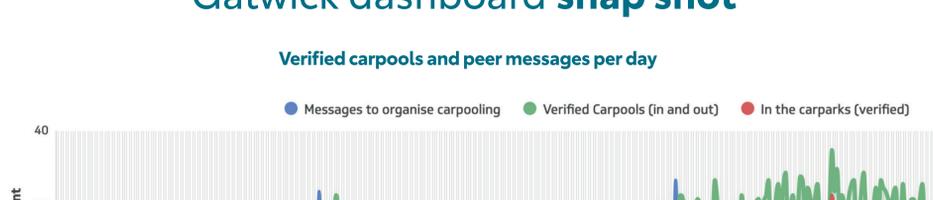
The Key Statistics

16,004 g of NO_x saved **8,140** shared journeys completed **231,260** shared miles completed

52,477 kg of CO₂ saved **9,211** less single-occupancy cars on-site **£104** estimated savings per employee

Gatwick dashboard snap shot

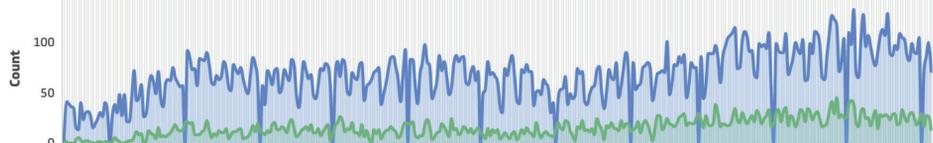
Verified carpools and peer messages per day



Number of driver and passenger journeys recorded per day



Average lifetime rideshares per unique user



Does your organisation need a **longer-term, sustainable solution** to parking problems, pollution and congestion?

Contact us to arrange a **FREE DEMO** of our incentivised carpooling software.