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West Berkshire Council uses new web based service to reduce local traffic congestion and promote green transport policies.

NetFM delivers on-line service to increase the popularity of car sharing programs among local council employees.

NetFM (Berkshire) today announced that WBC has selected its TrafficMediator service to promote car sharing programs for all council workers. TrafficMediator is an online service designed to match would be car sharers with appropriate passengers in an effort to reduce congestion on local roads and improve parking problems at work locations.

Operated specifically for WBC employees, the password protected on-line system allows registered users to post real-time information about either ride availability or journey requirements. Employees use a secure Website or mobile phone to interact with the service, thereafter the software automatically attempts to find a match and notifies all parties by either email or text message if a suitable journey is found.

"The secure service will be rolled out to staff in the main Council offices," said Royce Longton, Executive Councillor for Environment and Sustainability at West Berkshire Council. "By making our car sharing program easier to use we hope to increase the number of people taking advantage of the scheme. This will help improve the working environment for our employees and at the same time reduce local traffic and parking issues. We also hope to use this scheme to promote Green transport policies among other West Berkshire employers."

"The service can be rolled out in a matter of weeks rather than months, making the adoption of car sharing programs much easier in almost any organization" said Steve Harris, NetFM's National Account Manager. "Companies who use the service also find that the savings on site congestion alone have paid for the service in a matter of months."

The TrafficMediator service is available to any organization through an annual fee, allowing them to set up and promote car sharing programs quickly by linking the service to an existing intranet site. Users of the service retain ownership of the database of registered users, the software is run off-site and accessed through a secure link to the organisation's intranet. TrafficMediator currently makes use of digital mapping data of the UK to increase the effectiveness of the service. Users type points of departure and arrival and the system searches for the nearest and most convenient match.

For more information on this press release contact NetFM 01344 769068 or email info@netfm.org

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