

CARPOOL CONNECTION

CARPOOL WEEK 2009 !

Edmonton: Thanks to Alberta sponsors the Alberta Motor Association and Climate Change Central, the City of Edmonton's 3rd Annual Carpool Week will take place September 28 - October 3, 2009. Edmonton's 80+ corporate partners will be asked to encourage employees to 'Pledge to Pool'. Random draws will be held for \$2000 in great prizes!

Calgary: Thanks to Alberta sponsors the Alberta Motor Association and Climate Change Central, as well as Calgary sponsors the Calgary Parking Authority and Nexen Inc, the City of Calgary's 7th Annual Carpool Week campaign will be held October 19-23, 2009. Random draws will be held for \$3000 in prizes!

Regina: Thanks to the provincial sponsor the Saskatchewan Branch of the Canadian Automobile Association and Regina sponsor Farm Credit Canada, Regina's 5th Annual Carpool Week will take place October 19-23, 2009. Regina's partners SaskTel, the University of Regina, Innovation Place, Co-Operators Insurance Company, the Regina Qu'Appelle Health Region, Farm Credit Canada and Evraz will take an active role in encouraging their staff to 'Pledge to Pool' until the end of October. Random draws will be held for \$2000 in prizes!

Saskatoon: Thanks to provincial sponsor the Saskatchewan Branch of the Canadian Automobile Association, Saskatoon's 2nd Annual Carpool Week from October 19-23, 2009. Random draws will be held for \$1000 in prizes!

Okanagan (Kelowna, Kamloops & Vernon) The cities of Kelowna, Kamloops and Vernon will partner on their region's 2nd Annual Carpool Week - November 2-6, 2009. Plans include promotional visits to health region sites and post secondary institutions, media events and a Pledge to Pool campaign with random draws for some great prizes.

Visit www.carpool.ca and click on 'Carpool Week' for last minute details!

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CARPOOL WEEK 2009

The goal of Carpool.ca's Annual Carpool* Week Campaigns is to increase program awareness and encourage commuters to try carpooling for one week every Fall. A variety of promotions are held in communities across Canada.

*Carpool Week vs Rideshare Week:

In consultation with our community partners, it was decided that we would now use 'Carpool Week' to describe our annual Fall promotion. As we are promoting www.carpool.ca, it seems logical that we keep our messaging consistent. Using both the words *rideshare* and *carpool* can create public confusion so we have decided to move away from the word 'rideshare' in our communications and replace it only with the word 'carpool'.

Participation:

Between September and November 2009, the communities of Edmonton, Calgary, Regina, Saskatoon, Kelowna, Kamloops and Vernon will participate in Carpool Week.

Sponsorship Proposals:

Sponsorships are still being accepted for Carpool Week 2009. Sponsorship supports purchasing power for incentives and prizes. In-kind donations are also welcome. Prizes are offered randomly as incentives to individuals who 'pledge to carpool', form new carpool groups, complete post-promotion on-line surveys and participate in other Carpool Week promotional events.

Thanks to our 2009 sponsors which include the Alberta Motor Association, Climate Change Centre, Farm Credit Canada, Nexen, the Calgary Parking Authority and the Saskatchewan Branch of the Canadian Automobile Association.

Carpool Week Resources:

Carpool.ca is coordinating the production and distribution of the following resources:

- Carpool Week On-Line 'Pledge to Pool' Campaign
- Carpool Week 2009 Sponsorship Package
- Carpool Week 2009 Corporate ToolKit
- Carpool Week New Release Templates
- Carpool Week 2009 Poster
- Carpool Week 2009 E-file

Carpoolca Regional Partners are involved in Carpool Week 2009 planning. Last year, Carpool Week reduced over 83,000 trips. 2009 results, including a breakdown of trips reduced by region, will be available in our next newsletter.

CARPOOL WEEK IS OCTOBER 19-23, 2009

'PLEDGE TO POOL' AND ENTER TO WIN!



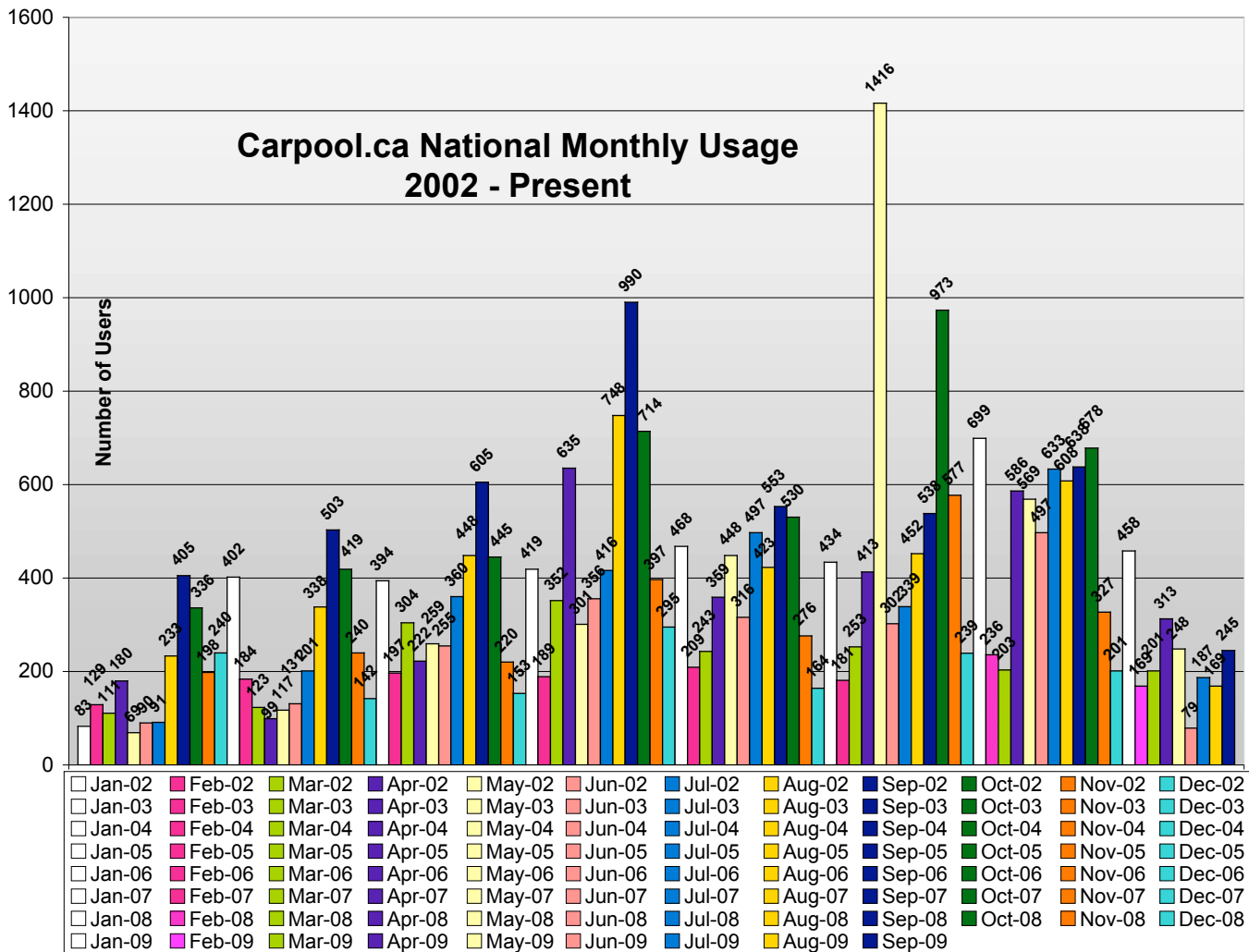
Two chances to win \$500 in Free Fuel,
\$200 Safeway Gift Certificate, an iPod Nano
and more...

Visit www.carpool.ca to Pledge!


Canada

Regina's 2009 E-File

Since 2001, Over 40,000 Canadians Have Used Carpool.ca!



DID YOU KNOW?

Per capita driving is influenced by many other factors besides gas price, but a comparison of Japan, France, Germany, UK, and U.S. is still very interesting. The U.S.'s low gas prices are correlated with high per capita vehicle miles traveled (VMT). This is one of many arguments in favor of "driving pricing" including congestion charging, higher gas taxes, and higher parking charges as a way to reduce driving. Once the cost of driving is increased, people:

- * decrease their amount of driving,
- * shrink the distance between home and work,
- * increase use of transportation alternatives such as carpooling, transit, and biking
- * buy more fuel efficient cars.

Here's the analysis, with sources: <http://www.cities21.org/gasPriceVsVMT.htm>

**Welcome New
Carpool.ca Partner:**

Regina Qu'Appelle
Health Region

City of Calgary TDM Workshop - Oct 19/09

The City of Calgary’s Transportation Planning Group will be hosting a Transportation Demand Management Workshop at Fort Calgary on October 19, 2009 from 09:00 to 16:00.

- The objectives of the October 19 workshop include:
- Share highlights of The City’s TDM Strategy and Master Plan
 - Inform and re-energize existing partners and stakeholders
 - Engage new working partners and organizations
 - Build awareness and understanding
 - Facilitate TDM program development
 - Kick-Off the City of Calgary’s 7th Annual Carpool Week promotion

The City plans to include presentations and/or discussions on the following topics:

- The City’s TDM Strategy and Master Plan
- Alternative transportation capacity
- Calgary Transit
- Active modes
- Telework
- Carpool.ca Program, Carpool Week (October 19-23)
- Leeds™ & Build Green – Transportation Credits
- Highlight Employer Success:
 - City of Calgary Outreach Program
 - Commuter Challenge
 - Employer showcase presentations (Alberta Health Services, Mount Royal College & others)
- Facilitated Break-Out session(s) to discuss:
 - Identify current successes and opportunities
 - What are participants doing now and/or what would they like to do?
 - Identify barriers
 - What tools are required to breakdown barriers?
 - Identify barriers and current successes/opportunity

