

# Carpool Connection

## 'April Fuel Days' April 4-8, 2011

Carpool.ca has decided to use the current period of high fuel prices to increase program awareness by running an 'April Fuel Days' promotion from April 4-8, 2011. We have created a poster/efile to share with corporate partners and will employ social media tools to engage commuters. Press releases will also be provided to partners in an attempt to attract attention of regional media (press release templates provided upon request).

During the promotion, commuters will be encouraged to find carpool partners by registering at [www.carpool.ca](http://www.carpool.ca) or by re-activating an inactive file. We will also use our Facebook page to play 'Carpool Tag' – a promotion in which carpoolers will be invited to upload photos of their carpool group at [www.facebook.com/CarpoolDotCA](http://www.facebook.com/CarpoolDotCA). Photos and 'tagged members' will be entered into daily draws for free fuel coupons. Creative photos are encouraged!

For details about this promotion, please visit our Facebook page - [www.facebook.com/CarpoolDotCA](http://www.facebook.com/CarpoolDotCA) and make sure to follow @CarpoolDotCA on Twitter.



As always, please feel free to give us a call if you have any questions.

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# CARPOOL.CA TRIP TRACKER - READY TO USE!

Corporate partners and participants are invited to use the new Trip Tracker calendar to track commuting habits and measure GHG savings.

The screenshot shows the 'Trip Tracker' interface on the Carpool.ca website. At the top, there are navigation tabs: PROFILE, PREFERENCES, TRIPS, MATCH REPORT, TRIP TRACKER (selected), and SETTINGS. The main content area is titled 'Trip Tracker' and features a calendar for March 2011. On the left side, there are three steps: 'Step 1 of 3: Select trip options' with a dropdown menu set to '123 Communications' and a passenger count of 3; 'Step 2 of 3: Drag to add Trips' with buttons for 'Drive', 'Public transit', 'Walk/Bicycle', and 'Work from Home/Flex Day'; and 'Step 3 of 3: Update emissions' showing current month emissions of 291.71KG CO2 and total savings of 214.95KG CO2. The calendar grid shows various trip entries for each day, such as 'Drive: 123 Communications Ltd: 67.28KM Passengers:3' or 'Public transit: 123 Communications Ltd: 67.28KM'. A 'Done' button is at the bottom left, and a note says 'Click on an item to remove from your trip tracker.' At the bottom of the page, there is a copyright notice 'Copyright © 2010 Carpool' and links for 'Terms and Conditions', 'Privacy', and 'About Us'.

Incentives will be needed to be used to encourage ongoing participation. If your organization would like to get the most out of this useful tool, please consider providing incentives for use. Carpool.ca is also exploring the use of sponsorships to provide incentives for the Trip Tracker. If you would like more information about Trip Tracker use or sponsorship opportunities, please call us at 800.668.7433 to discuss.

# CARPOOL.CA TRIP TRACKER - REPORTS

Savings can be measured on an individual, corporate and regional basis.

## Reports | Trip Tracker Report

Re-Search

Export Excel

### Results

Number of Participants: 22  
 Number of Registrants Tracking Trips: 3  
 Total Kms Saved: 2,357.52  
 Total CO2 Saved: 342.1114

Information	Statistics
123 Communications Ltd (Anytown, Alberta) Number of Participants: 5 Total Potential Daily KMs: 67.28	Number of Registrants Tracking Trips: 1 Total KMs Saved: 1614.72 Total CO2 Savings: 225.1817
ABC Corporation (Anytown, Alberta) Number of Participants: 3 Total Potential Daily KMs: 0.00	Number of Registrants Tracking Trips: 0 Total KMs Saved: 0.00 Total CO2 Savings: 0.0000
Anytown City Hall (Anytown, Alberta) Number of Participants: 5 Total Potential Daily KMs: 20.88	Number of Registrants Tracking Trips: 1 Total KMs Saved: 334.08 Total CO2 Savings: 66.7074
Anytown Power & Utilities Corp. (Anytown, Alberta) Number of Participants: 1 Total Potential Daily KMs: 0.00	Number of Registrants Tracking Trips: 0 Total KMs Saved: 0.00 Total CO2 Savings: 0.0000
Anytown University (Anytown, Alberta) Number of Participants: 8 Total Potential Daily KMs: 15.72	Number of Registrants Tracking Trips: 1 Total KMs Saved: 408.72 Total CO2 Savings: 50.2223

# CARPOOL.CA SYSTEM NEWS

The following features will be introduced over the next few months:

**Poke Feature:** Participants can optionally receive notifications when new matches become available (March 2011).

**Corridor Matching:** Participants will have the ability to find matches along travel routes as well as close to home (May 2011).

## COMMUTER CHALLENGE 2011

The Commuter Challenge (May 30 - June 5) is a nation-wide event that promotes friendly competition among organizations and cities to see who can get the highest percentage of employees out of single occupancy vehicles and into healthier and cleaner modes of commuting such as walking, cycling, transit, carpooling, vanpooling and teleworking.

By taking the Commuter Challenge, Canadians are showing their support for active and sustainable commuting. Why are they doing it? Some do it for their health, others participate because of the many issues around climate change.

To register your organization or region for Commuter Challenge, please visit their website at [www.commuterchallenge.ca](http://www.commuterchallenge.ca)

## Tools, Resources and Upcoming Events..

### New Carpool.ca Buttons:

Carpool.ca Buttons (see sample below) are now available. If you are interested in receiving a supply, please let us know.

The 1.5 inch buttons are also available for individual ordering on-line from the Free Stuff section of our website. You'll find our free Bumper Stickers there as well.



### Upcoming Events & Promotional Opportunities

#### April Fuel Days

April 4-8, 2011

<http://www.facebook.com/CarpoolDotCA>

#### Earth Day

April 22, 2011

visit [www.earthday.ca](http://www.earthday.ca) for info

#### Clean Air Day

June 2, 2011

visit [www.cleanairday.com](http://www.cleanairday.com) for info

#### Commuter Challenge

May 30-June 5, 2011

visit [www.commuterchallenge.ca](http://www.commuterchallenge.ca) for info

**Social Media: Carpool.ca has been working hard to increase our social media presence.** More Carpool Week 2010 information/results available at <http://www.facebook.com/CarpoolDotCA>. please consider becoming a 'Fan' or following our 'Tweets' by clicking on the links below.

Twitter: <http://www.twitter.com/CarpoolDotCA>

Facebook: <http://www.facebook.com/CarpoolDotCA>