









Rideshare Review

Rideshare Week 2008

Rideshare Week promotes carpooling across Canada. Rideshare Week helps initiate change by increasing knowledge and awareness of ridesharing. Carpool.ca has been coordinating Rideshare Week events in various communities since 2002. Past events have been staggered throughout the year. As 2008 was the first annual National Rideshare Week event, Carpool.ca coordinated simultaneous promotions with the City of Calgary, the City of Edmonton, the City of Regina, and the City of Saskatoon. This campaign was held the week of October 6-10, 2008. The City of Kamloops and the City of Kelowna will be participating in Rideshare Week 2009.

This year's multi-City, simultaneous campaign provided the opportunity to coordinate sponsorships, promotional activities and media while creating a competition between both regions and corporations. Many thanks to our Rideshare Week 2008 sponsors:

Calgary	Edmonton	Regina	Saskatoon
 Climate Change Central  AMA 	 Climate Change Central  AMA	  Farm Credit Canada Canada	

These sponsorships supported purchasing power for incentives and prizes. This year's prizes included fuel coupons, electronics, free parking passes, restaurant gift cards, movie tickets, and more. These prizes were offered as incentives to corporate partners for successfully increasing program participation and randomly to individuals who 'pledged to carpool', formed new carpool groups, and to those who complete post-promotion on-line surveys.

Rideshare Week 2008 Regional Results will be made available in our Winter 2009 Newsletter.

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ABOUT CARPOOL REGULATIONS IN ONTARIO...

As many of you may have read in the media lately, there have been issues around the legalities of carpooling in Ontario. We would like to re-assure you that these issues do not extend to the services we provide on your behalf. To insure that everyone understands the issues, we have put together brief a description of the situation.

A recent ruling was made by the Ontario Highway Transportation Board, limiting the PickupPal.ca service in Ontario. PickupPal is an Ottawa-based website that helps people put together carpools. The Board stated (through its Public Vehicle Act) "the term carpool vehicles was introduced in the late 1970s to allow working people to share rides to and from work." Using carpools for other purposes is illegal, according to the decision. This is because according to the Ontario Public Vehicles Act, a carpool is restricted to the following:

- ◆ A vehicle that seats no more than 12 persons
- ◆ Transactions between driver and passenger(s) occur not more than once per week (no daily collection of daily fares)
- ◆ The carpool vehicle only makes one round trip per day
- ◆ The carpool must be the only carpool vehicle operated by the owner or the leasee
- ◆ Furthermore, carpool drivers may be reimbursed for operating expenses but may not make a profit.

The complaint was filed by Trentway-Wagar Inc., the company that owns the bus line Coach Canada, charging that PickupPal was operating a transportation service that competed with others, but was not responsible for following the same stringent regulations, including vehicle maintenance, that apply to a formal passenger transportation business. The ruling has ordered PickupPal to limit its carpool services in Ontario, only helping people carpool to work. This ruling does not apply to their services in other provinces.

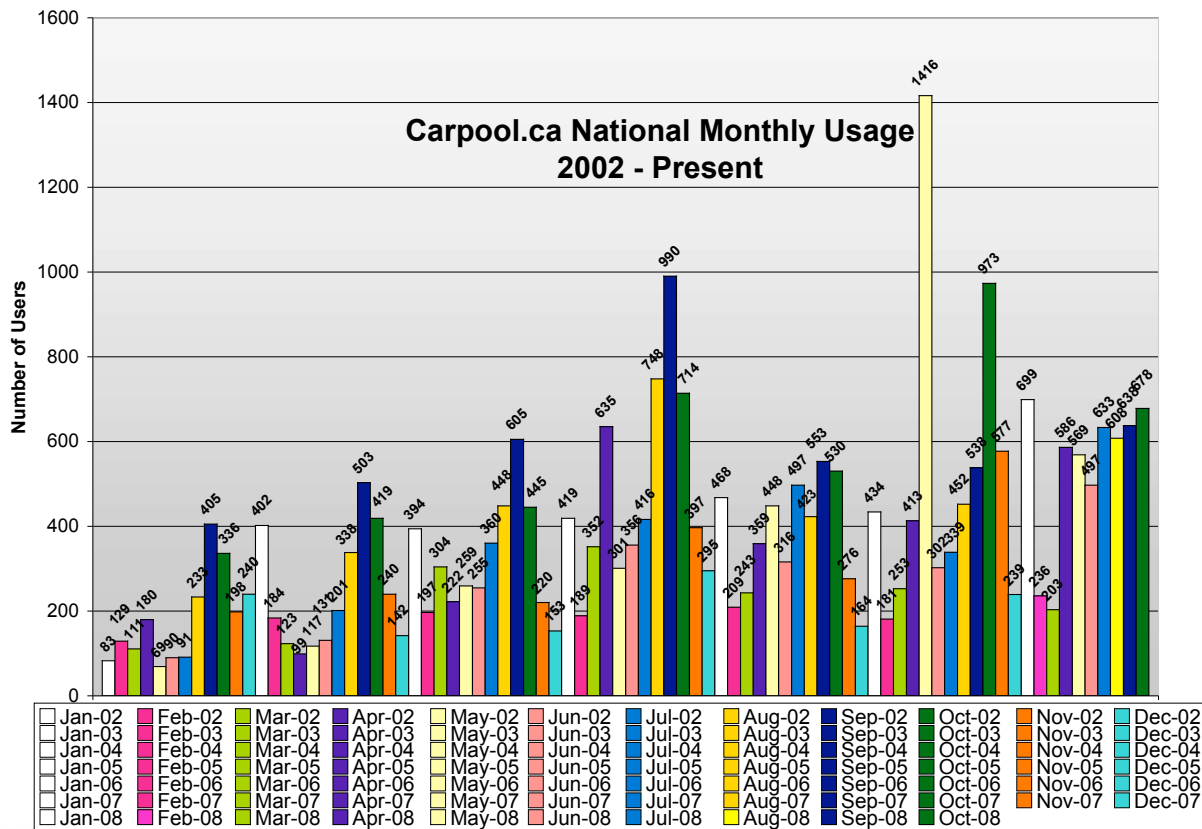
Carpool.ca matches commuters based on the definition in the Public Vehicles Act. This means we do not match people for one-time trips such as sporting events, weekend recreational trips, or interurban trips such as Toronto to Montreal - only for home-to-work trips. PickupPal is said to be focusing on sporting events and concerts, and caters more to the interurban market. PickupPal also charges a pre-established commission for each ride arranged through their site. Carpool.ca does not have a user fee.

This is not the first time the Ontario Highway Transportation Board has taken a stance against carpooling. It has issued similar rulings against other services in the past including Allo-Stop, Jacques Pare, Eagle Ride and Easy Ride. PickupPal has been challenged, while other program have not. Any vehicle that does not meet these criteria is likely to be considered a public vehicle - which means it must apply for and operate with a license to carry passengers.

The ruling and related media tends to confuse car-sharing and carpooling. Car-sharing is renting a car by the hour, or 'sharing' the ownership. It's usually done for non-commuting trips such as appointments or shopping. Carpooling is also known as a form of 'ridesharing' across North America, which adds to the confusion.

Recently proposed legislation Bill 118: Countering Distracted Driving and Promoting Green Transportation was tabled before the Ontario legislature in late October. The bill aims to rewrite the definition of a carpool in Ontario.

We hope this helps clear up any concerns.



Since 2001, Over **39,000** Canadians Have Used Carpool.ca!

Promotional Planning Calendar Spring 2009

Go Green for St. Patrick's Day - March 16-20, 2009

Mark your calendars and plan to participate in this popular Spring promotion. A variety of materials will be made available to assist you.

Earth Day 2009 - April 22, 2009

Visit www.earthday.ca to plan and find activities in your community

Inter-Active Promotional Tool Available

Are you looking for a new promotional tool to use? We have developed a fun, interactive game entitled "Who Wants to Clean A MillionAir". The game uses PowerPoint to run multiple choice questions related to transportation and the environment. It's a great way to engage staff or students. Each game has a series of 4 questions with small prizes for correct answers (we will provide a supply of prizes). The questions get more difficult as the prizes get larger.

If you are interested in receiving a copy of the game and a supply of prizes, just let us know... free as always to our partners. All you need to supply is the laptop and a staff person to hand out prizes!

New E-File Available...

Carpool.ca has a variety of promotional materials including electronic .gif files (see sample), brochures, posters, table tents and email/newsletter text. This file can be posted on inter and intranet web-pages, circulated by email or cut and pasted into corporate newsletters. We have text available too. Also available in 11"x17" poster size.

NEW CARPOOL.CA PARTNERS:

- Wilfrid Laurier University
(Waterloo, Brampton, Kitchener)
- Federal Government Offices
(Winnipeg)
- Cameco Inc (Saskatoon)
- SIAST (Saskatoon)



CARPOOL.CA SYSTEM NEWS

DB UPDATES:

In August 2008, the Carpool.ca system was updated, removing 1357 files. In November, as part the Carpool.ca Quarterly System Update resulted in the removal of 315 files by system administrators. As a result of receiving our quarterly reminder, another 86 registrants were 'self-removed' from the system. Total participant removal for the Summer/Fall period is 1758.

ENHANCED SECURITY:

Carpool.ca now uses a thawte SSL123 Certificate to offer more secure communications by encrypting all data to and from the site.

DESTINATION LIMITED MATCHING CRITERIA:

Regional Carpool.ca programs (currently used by Kamloops, Kelowna, Calgary, Edmonton, Regina, Saskatoon) now have the added ability to allow users to *optionally* limit matching to their work site only.

BUMPER STICKER ORDER FORM:

A bumper sticker order form has been added to the Carpool.ca website. Participants complete a short form with name and address in order to request a free Carpool.ca bumper sticker.

MORE SYSTEM UPDATES COMING SOON:

We continue to strive to bring new features and tools to Carpool.ca. We thank you for your continued support and look forward to your feedback and suggestions.