

Carpool Connection

Carpool.ca Selected as Finalist for ACT Award: Marketing and Outreach - Private Sector

The Association for Commuter Transportation (ACT) Conference Awards Committee and Board of Directors has announced that Carpool.ca is one of three finalists to receive the Award for Marketing and Outreach - Private Sector.

The nomination is for Carpool.ca’s interactive ‘Who Wants to Clean a Million Air’ game. The game was developed to make TDM promotional events more interactive, educational, engaging and fun. The question/answer game was created in PowerPoint to run on a laptop. All questions are related to transportation and environment. Participants are rewarded for correct answers with small, branded prizes such as keychains, tire gauges, ice scrapers, pens, pencils, etc). Carpool.ca has generic and regional versions of the game. It has been shared with organizations across North America, the TDM listserv and is posted on the USF TDM Clearinghouse website for downloading. ‘Who Want to Clean a Million Air’ is not region or mode specific and includes questions about carpooling, transit, cycling, telework, parking and transportation infrastructure. Questions can be customized by users.



There were more than 40 nominations received by the Awards Committee this year. Carpool.ca hopes to attend ACT 2011 International Conference awards luncheon in Chicago on August 30 where the finalists and their submissions will be featured during the awards ceremony presentation. Our fingers are crossed....

Table of Contents

Carpool.ca Finalist for ACT Marketing Award	1	Carpool Week 2011 Planning	2
Post-Secondary Promotions: Fall Review	3	New Partners, Coming Events, Tools, Resources	4

CARPOOL WEEK 2011 PLANNING

This is our 9th annual Carpool Week promotion. Carpool Week 2011 will be held in the communities of Calgary, Edmonton, Saskatoon, Regina, Kelowna, Lethbridge, Vernon, Penticton, Summerland, Oliver and Peachland. Planning is underway, sponsorship proposals have been distributed and commitments are being made. A list of possible Carpool Week activities is included below. All final promotions will be subject to availability of resources and sponsorship funds.

Register/Search: As always, our main goal is to create awareness and grow our database of potential carpool partners in order to create new carpool groups. Participants registering or returning to www.carpool.ca to search for new matches during Carpool Week will be entered into a random draw for prizes (prizes to be determined when sponsorships are finalized).

Trip Tracker: Encourage current www.carpool.ca participants to use the new www.carpool.ca Trip Tracker feature. Participants tracking trips for the calendar month of October will be entered into a random draw for prizes. .

Alternative Transportation Fairs: Partner cities and institutions will consider organizing alternative transportation fairs at large employer sites. We will supply www.carpool.ca promotional materials to support fairs in order to engage staff/students. These events usually take place from 10:00am-2:00pm. Tables are supplied by the hosting institution and displays take place in high traffic areas.

Share a Story: Carpoolers are invited to share their carpool stories to inspire others. Stories are submitted on-line and winning stories are published on the www.carpool.ca site. To read past stories, please visit <http://www.carpool.ca/testimonials.aspx>.

Carpool Trivia: Played via our Facebook Page and using Twitter to engage participants, daily carpool trivia questions are posted and a winner is awarded a prize each day (last year a \$50 Cineplex Card was awarded each day for 10 days).

Carpool Photo Tag: Carpool group will be invited to take photos of their carpool, upload to Carpool.ca Facebook Page and 'tag' individual carpool members.

Carpool Decorating: Carpool groups could be encouraged to decorate their carpools and submit photos through Carpool.ca Facebook Page. One grand prize will be awarded.

Check our web site next month for Carpool Week 2011 updates. We look forward to another successful promotion!

UNIVERSITY/COLLEGE PROMOTIONS

University/College Promotions - 10 Promotional Tips for Next Year

1. Check web-sites, both internal and external, for opportunities to provide links to www.carpool.ca. Ideal pages for carpool information include parking, transportation, student services, student union and UPASS.
2. Include carpool information in parking brochures. Our logos and graphics are available upon request.
3. We would be pleased to supply Carpool.ca items such as bookmarks and brochures for student orientation kits. If you haven't ordered yet, there's still time. Please download an order form from our website at the link below.
4. Include Carpool.ca logos and/or graphics in student calendars.
5. Order a supply of Carpool.ca bookmarks to distribute through campus libraries and bookstores.
6. Consider placing our free Carpool.ca bumper stickers on Parking and Security vehicles.
7. Submit articles about sustainable transportation to campus newspapers.
8. Review parking lot signage. Is carpool signage in place and visible? Are there opportunities to promote carpooling near entrances, parking metres, etc?
9. Adopt parking policies that encourage carpooling such as reserved or preferential parking. Allow carpooling staff to combine seniority years to qualify for premium parking spaces.
10. Plan promotional events in advance. Will your institution participate in Carpool Week, Earth Day, Commuter Challenge or another promotional event in the next year? Take advantage of increases in fuel prices to get the attention of a more receptive audience. These are all great opportunities to promote.

Order Forms for promo materials are available @ <http://www.carpool.ca/PostSecondary.aspx>.
Need help or advice - please get in touch.

CARPOOL.CA NEWS

Corridor Matching: Also known as route matching, Carpool.ca participants will soon have the ability to search for matches along travel routes as well as close to home (coming in September 2011).

Social Media: Carpool.ca has been working hard to increase our social media presence. We now have over 1,000 followers on Twitter and 175+ Facebook fans. Thank you to everyone for your support. If you're not following yet, please visit the links below!

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

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

CARPOOL.CA NEW PARTNERS

Carpool.ca is pleased to announce our new partnerships and expansion of service into the Penticton, Summerland, Peachland and Oliver areas.

A new partnership with Alberta Health Services will bring www.carpool.ca service to sites in Red Deer, Medicine Hat, Grande Prairie and Fort McMurray.

Thank you everyone for your support!

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.



<http://www.carpool.ca/Free.aspx>

Upcoming Events & Promotional Opportunities

Carpool Week 2011

October 17-21, 2011

Calgary, Lethbridge, Saskatoon,
Regina

&

October 24-28, 2011

Edmonton, Kelowna, Penticton,
Vernon, Summerland, Oliver and
Peachland

ACT International Conference

August 27-31, 2011

Chicago, IL

ACT Canada Conference

October 30-November 2, 2011

Vancouver BC