

**FOR IMMEDIATE RELEASE:**

**Transportation Alternatives For Calgary Employees**

**November 1, 2002, Calgary Alberta.....**Beginning November 1, 2002, employees at more than 25 of Calgary's largest work sites will have a new alternative to driving to work alone. The City of Calgary has partnered with Commuter Connections to introduce a ride share program in Calgary. It is part of The City's commitment to keeping Calgarians mobile, while balancing the need to be cost effective and sensitive to the environment.

The web site, [www.carpool.ca](http://www.carpool.ca), developed and customized for Calgary by Commuter Connections of Victoria, B.C, will become accessible to employees from participating companies, who want to find carpool partners, reduce emissions and ease traffic congestion. The program is currently offered in 9 provinces with more than 140 corporations and post-secondary institutions making up the 4000 plus registrant database.

"Carpooling is a traffic demand management program which supports Calgary City Council's priorities of implementing and promoting transportation alternatives to help reduce greenhouse gas emissions," says Don Mulligan, City of Calgary Transportation Solutions Group Coordinator. "Partnering with Commuter Connections helps us to realize that goal."

The ride share program is being implemented in two phases. The first phase, which began in September 2002, had Commuter Connections assist in soliciting the 25 largest employers in Calgary to participate in the program. Once signed up, companies receive access to the ride matching web site, training, promotional materials and marketing tools, and the support network necessary to establish the program within their company. Participants will also be part of an awards program recognizing the employer with the greatest participation and most innovative marketing programs. The second phase, planned for Spring 2003, will see the program expanded on a regional basis.

To use [www.carpool.ca](http://www.carpool.ca), employees simply choose their city and select a work-site destination from the list on the application's "Find a Carpool" page, then fill out an on-line form to receive a list of potential carpool matches. All information is kept strictly confidential. The City, together with Commuter Connections, hopes to achieve the goal of signing up 1000 registrants during Phase One

Commuter Connections is the non-profit organization that created the web application two years ago with the support of the Federal Government's Climate Change Action Fund. "Carpool.ca takes about two minutes to use", says Anne Marie Thornton, Director. "Commuters enter in their own information and instantly receive a match list of potential carpoolers. The site is free, easy to use, secure, contains information on commuting

costs, carpool etiquette and a variety of other resources and is available 24 hours a day, 7 days a week

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