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Rideshare Review

Transportation Alternatives: The New Recruitment/Retention Strategy

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Facing unprecedented recruitment and retention challenges, and fueled by a growing concern for the environment, companies such as Google, E-Bay, Intel, Yahoo and Oracle have found a new way to improve employee quality of life.

With rising fuel prices and ever-increasing traffic congestion, many employers are looking at transportation alternatives as new strategies for employee recruitment and retention. These programs range from carpool matching services, telecommuting options, bike lockers/ showers, corporate van pools, subsidies for public transit, and even shuttle buses to and from transit hubs.

A long-time leader in innovative recruitment, Google has developed a shuttle system that now transports over 1200 employees to and from Google each day. Thirty-two shuttle buses, equipped with bike racks, make an average of 40 stops each morning and evening. The program has been so successful that real estate prices have increased near shuttle bus stops. Many employees site the shuttle bus service as their most significant Google perk.

Other innovators include Yahoo and Intel. Yahoo has introduced a shuttle system that runs on bio-diesel and serves 350+ employees. Intel allows telecommuting and offers transit subsidies among other benefits. E-Bay also recently began a pilot shuttle bus program.

In many cities, rising housing prices are driving young families (and new talent) to outlying communities in search of cheaper housing. The result for employees is longer and more costly commutes. These companies have struck a chord with employees by providing alternatives. And some high-tech employers are trying new approaches. Facebook, a social networking site, makes it easier for employees to live nearby by offering a \$600 monthly housing subsidy for employees who chose to live within one mile of the company's headquarters.

The programs vary depending on the size and needs of the company, but the goal in an increasingly competitive market is clear. All of these programs have been designed to deliver employees to the employer's doorstep as painlessly as possible... for everyone involved.



After a successful ten school pilot project, we are pleased to announce that we are expanding the program to an additional 20 Alberta schools. Thanks to the support of the Alberta Motor Association, and in partnership with the Sierra Club of Canada—Prairie Chapter, this program is available **free of charge** to participating schools in Alberta.

Modeled after the success of Carpool.ca, SchoolPool.ca will connect parents with other families in order to share commuting needs. All that is required is the encouragement of school administration and parent groups to get parents, teachers and staff to visit the site and register. To assist these groups, participating schools receive FREE School Pool resources, which include:

- Unlimited access to the www.SchoolPool.ca on-line ride-matching system
- SchoolPool.ca publicity posters, leaflets and bookmarks
- Outreach support in the form of site visits to promote SchoolPool.ca
- Permanent SchoolPool.ca signage for school 'drop-off' zones
- Ongoing administrative and outreach support from both Trans Canada Carpool.ca and the Sierra Club of Canada - Prairie Chapter

The SchoolPool program ideally serves schools with specialized programs and a large, geographically diverse student population resulting in congestion and/or transportation problems. Participating schools to date include:

Red Deer Lake School, Calgary	Youngstown School, Edmonton
Westmount Charter School, Calgary	Holyrood School, Edmonton
Foundations for the Future (6), Calgary	Avonmore School, Edmonton
Banff Elementary School, Banff	Alberta School for the Deaf, Edmonton
L'Ecole Elizabeth Rummel, Canmore	Tevie Miller Heritage School, Edmonton
St. Patrick's Elementary, Medicine Hat	Richie Junior High, Edmonton
Ponoka Elementary School, Ponoka	Escuela Mill Creek, Edmonton
Rimbey Elementary School, Ponoka	Meyonahk Elementary, Edmonton
James S McCormick School, Lacombe	Ecole Rio Terrace Schule, Edmonton
Leo Nickerson Elementary, St. Albert	JJ Nearing Elementary, St. Albert
Albert Lacombe School, St. Albert	Robert Rundle Elementary, St. Albert

For more information about SchoolPool.ca, please call 800.668.7433 or email us at information@schoolpool.ca.

Carpool.ca Participating in Research Project

Over the last several years, Dr. David Weisenthal of York University has been actively involved with a team of researchers, including universities and police agencies, that has actively researched driver stress, the reduction of driver stress as well as the consequences of stress, namely aggression and violence on roadways. The York research team consists of undergraduate and graduate students actively involved in a variety of projects applying psychological principles to enhance the safety of all road users.

Car and vanpooling have been examined as practical initiatives to reduce the number of vehicles on the road and to reduce air pollution, but very little has been done to study the psychological benefits for those involved in pools. Dr. Weisenthal's team is interested in studying the psychological benefits from reducing the stress levels of commuters and in enhancing driver attention by reducing the likelihood of collisions stemming from driver distraction and are inviting carpool drivers and passengers participation in their research. This involves distributing questionnaires to both drivers and passengers using car and vanpools. Carpool.ca will assist in the distribution of these questionnaires to carpooling participants in the Calgary region. These questionnaires assess the mood and reactions of drivers and passengers to situations that are encountered during commuting trips.

In previous research, the team questioned drivers while they encountered congested road conditions and during periods when there was little traffic. In this proposed research, they are interested in comparing the responses of the drivers to those of the passengers. To do meaningful research, the team needs to survey a variety of different groups, from younger to mature drivers with both men and women as passengers.

Look for more information about this exciting research project in coming issues of the Rideshare Review.

Looking for a more sensible way to commute?



www.carpool.ca A Better Way To Get There!

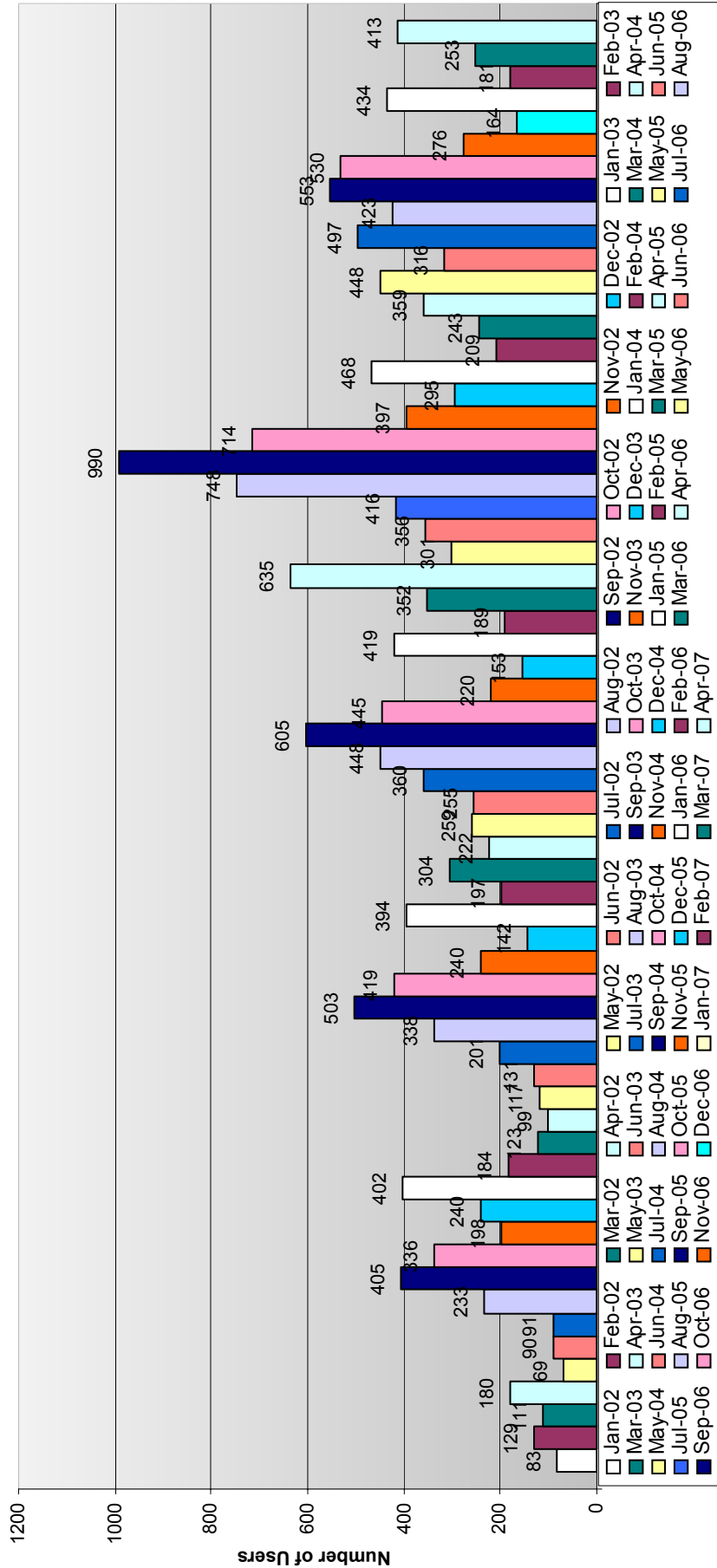
Environex Group Canada | EcoEnergy | Canada

New Carpool.ca Posters Available:

We have new posters!

These new colour posters are 11" X 17" and available upon request. If you are interested in receiving a supply, please give us a call or send us an email. If you would like these in time for this year's Commuter Challenge Event, please be sure to get your order in before the end of May to allow adequate time for shipping.

Carpool.ca National Monthly Usage



www.Carpool.ca

Phone: 1.800.668.RIDE
Fax: 250.743.8000

Email: information@carpool.ca

DO YOUR BIT ... SHARE IT!

.....the key to ridesharing

WHO ARE WE?

- Carpool.ca is committed to reducing single occupancy vehicle use through the promotion and implementation of rideshare programs.
- The Rideshare Review is a forum for sharing information to aid in the delivery of rideshare programs. Four times a year, we try to provide useful tips to individuals and organizations engaged in ridesharing initiatives. We would be happy to hear your feedback, success stories or any ideas you would like to see incorporated into future issues.

- For more information, please visit our website at www.carpool.ca, call 1.800.668.RIDE or send an e-mail to information@carpool.ca.

- There may be others who would benefit from information on ridesharing. Please pass this newsletter on!

Carpool.ca Has Over 8,500 Registrants Nation-Wide!

SYSTEM NEWS

DB Update

In January and April 2007, the Carpool.ca database was updated. In January, 360 outdated files were removed and in April, 268 files were removed from the system as part of the scheduled quarterly db maintenance. The next update will take place in July.

PCCF Update

The Carpool.ca application's Postal Code Conversion File has been updated to reflect the most recent data available through Stats Canada.

NEW CARPOOL.CA PARTNERS
NRI Distribution, Kamloops
BC Lottery Corporation, Kamloops

