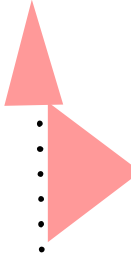


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Rideshare Review

Volume 25
Fall 2005

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Rideshare Week Events - 2005

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**Rideshare Week 2005:
Calgary, Regina, Kamloops
& Whitehorse**

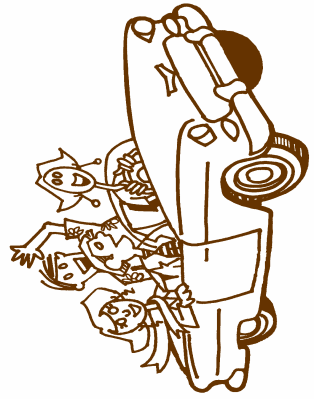
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This year, four communities will be hosting Rideshare Week Events:

Calgary: Calgary's Third Annual Rideshare Week Event will take place October 17-21, 2005. Plans are underway to include a media campaign, the placement of Carpool.ca Banners on +15 structures in the downtown core, Carpool.ca signage in downtown parkades, promotions through 30 corporate partners, and three Alternative Transportation Fairs in high traffic, downtown locations.

In addition to the media and corporate campaign, Calgary will also be piloting a targeted post-card campaign. Three communities have been selected (2 urban and 1 rural) to receive 'Don't Be Fuelish' post-cards promoting Carpool.ca. Total post-cards mailed will be approximately 10,000. The results of the post-card campaign will be measured in November using Carpool.ca's new postal code sorting feature.

Regina: The City of Regina will be celebrating Rideshare Week for the first time from October 11-15, 2005! Regina's Carpool Partners include downtown workplaces such as the City of Regina, SaskTel, and Farm Credit Canada as well as the University of Regina and the Regina Research Park. A key component of the Rideshare promotions in Regina will be a two-fold contest. One part of the contest encourages people to register on www.carpool.ca to be entered into a prize draw. The second part of the contest asks people who have already registered and formed a carpool to submit their story. They will also be entered into a prize draw. Those submitting stories will receive a Carpool.ca travel mug and keychain. Other planned events include a public lunch and speakers from each Regina Carpool Partner organization.

Kamloops: Plans are currently underway for Kamloops First Annual Rideshare Week. Scheduled to take place November 7-11, 2005, plans presently include a targeted post-card mail out campaign, promotions through corporate partners and the installation of Carpool.ca highway signage.

Whitehorse: The City of Whitehorse is beginning plans for their First Annual Rideshare Week Event scheduled to take place January 9-13, 2006. Look for more information on Whitehorse's event in the Winter 2006 newsletter.

RISING FUEL PRICES LEAVE CANADIANS FUMING...

Soaring gas prices have driven most Canadians to drive less or change their habits – according to a new poll conducted for the *Toronto Star*. The survey by EKOS Research Associates found that 35 per cent of Canadians are driving less, 12 per cent have changed habits – by carpooling, walking more or switching to more fuel-efficient vehicles – and 11 per cent have done both.

On an early October morning in Toronto, the pump price for one litre of regular gasoline was 103.7 cents, according to MJ Ervin & Associates Inc., a Calgary-based oil and gas industry marketing firm that monitors weekly gas prices. That's down from this year's peak price of 129.2 cents a litre during the week of Sept. 6.

The EKOS survey found differences in the way men and women are coping with such prices. Nineteen per cent of women said they've started carpooling, while only 9 per cent of men were willing to share their ride. Sixteen per cent of women are walking more, versus only 10 per cent of men. But more men – 43 per cent – said they're making fewer trips. Twenty-seven per cent of women said they're making fewer trips.

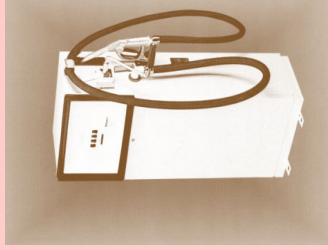
It is the most prosperous Canadians who said they've increased carpooling, while lower-income Canadians have said they're more apt to walk, take public transit or not travel at all. Almost a quarter of 18- to 25-year-olds said they're using public transit more.

Canadians said they're changing their behaviour, and they expect governments to make changes to ease prices as well. Sixty-five per cent of those surveyed agreed governments have the ability to cushion Canadians from higher gas prices. Forty-four per cent of Canadians want to see governments reduce taxes on gasoline.

Twenty-one per cent of Canadians want governments to regulate the price of gas, and just 2 per cent want to see governments invest more in developing alternative fuel sources.

The EKOS survey also found some regional differences in the ways people think governments should intervene. Most of those surveyed in British Columbia and half in Alberta want governments to lower taxes on gasoline, as did many in Ontario and Atlantic Canada. But in Quebec – where 39 per cent, the smallest percentage in Canada, believe governments can effectively intervene – many believe governments should regulate prices.

The EKOS telephone survey of 1,031 randomly sampled people was conducted between Sept. 13 and 19. The national results are considered accurate plus or minus 3.1 percentage points, 19 times out of 20.



CARPOOL.CA SYSTEM NEWS

Quarterly DB Update

In October 2005, the Carpool.ca database will be updated and 285 outdated files will be removed from the system. There are presently over 9600 active registrants nation-wide.

PCCF Update

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

Postal Code Search Feature

A new postal code sort feature is in place that helps to determine where participants are traveling from. If you would like help using this new feature, please call Commuter Connections for a demo.

**WELCOME
NEW CARPOOL.CA PARTNERS !**

The City of Whitehorse

We recently produced a new series of electronic ads now available for use. Ask for a copy of our new 'Fuelish' ad (right). This . gif file can be broadcast by email or posted on internet or intranet sites. A great little tool for getting the word out about your carpool program.

To receive a copy of 'Fuelish' or any of our other electronic ads just send us an email and we'll send them to you right away!

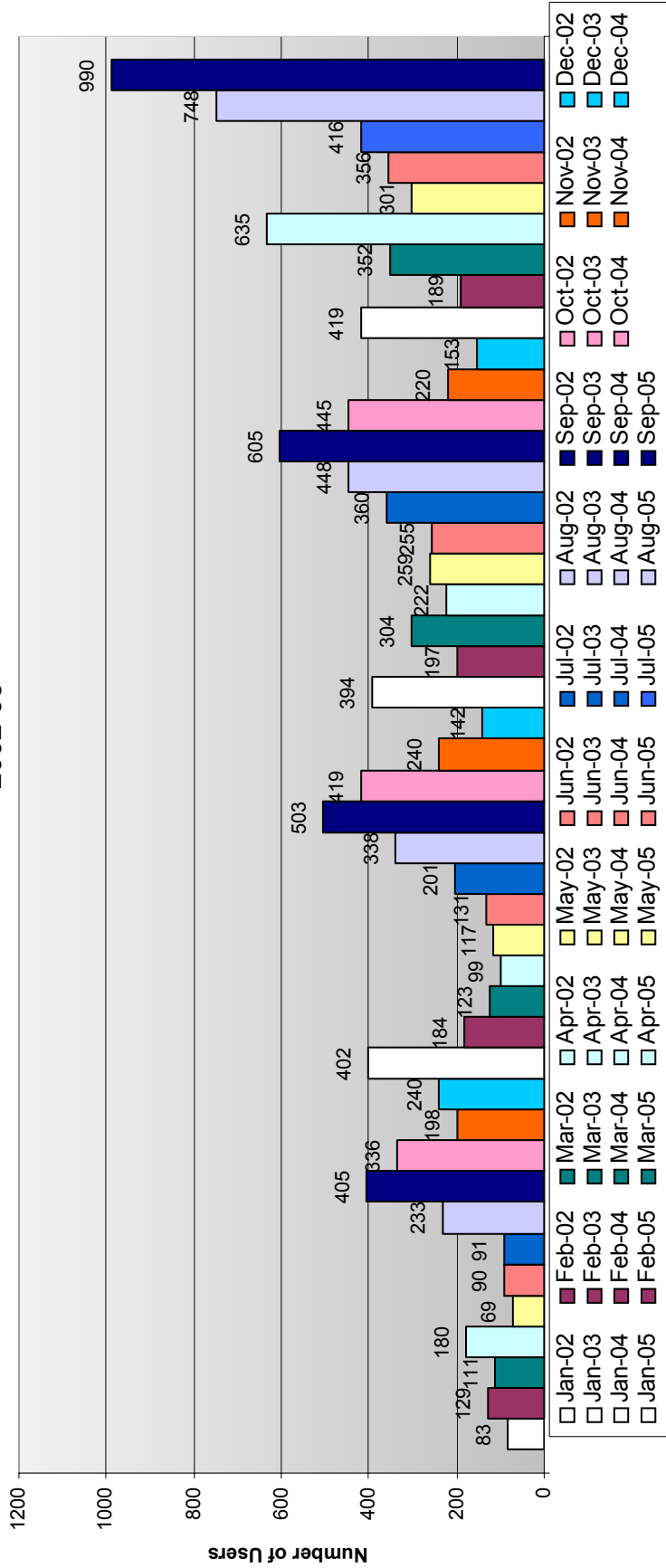


Fuelish

adj. - to continue spending more of hard earned money on fuel costs.

There is an easier way! Share the ride and the costs of getting to work or school! Visit www.carpool.ca to find a carpool partner near you.

**Carpool.ca National Monthly Usage
2002-05**





Phone: 1.800.668.RIDE
Fax: 250.743.8000

Email: information@carpool.ca

www.Carpool.ca

.....the key to ridesharing

WHO ARE WE?

Commuter Connections, the people that bring you 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 9,500 Registrants Nation-Wide!

New: Fostering Sustainable Behaviour Listserv!

The "Fostering Sustainable Behavior" listserv will provide the opportunity for program managers to easily dialogue with one another regarding a wide range of behavior change programs (e.g., waste reduction, energy and water efficiency, watershed protection, modal transportation shifts, etc.).

In anticipation of this upcoming service, over 2700 program managers have already subscribed to this listserv. If you would like to subscribe, do one of the following:

To receive each message sent to the listserv simply send an email to web@cbsm.com with "Subscribe" in the subject, or to receive one email per day that contains all of the messages sent to the listserv that day simply send an email to web@cbsm.com with "Subscribe Digest" in the subject line.

You will automatically receive either the individual messages or the digest. Of course, you can change from individual messages to the digest or vice versa at any time. Further, you may unsubscribe at any time from the listserv. Finally, the listserv discussions will be archived at the Fostering Sustainable Behavior website (www.cbsm.com). Over time, this archive will provide a rich repository of knowledge regarding the promotion of sustainable behavior.