

www.Carpool.ca

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Rideshare Review

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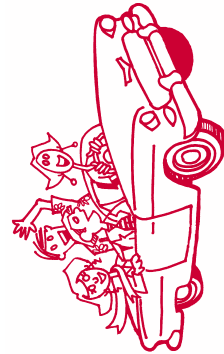
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September 2007

Carpool.ca has successfully integrated Google Maps into our www.carpool.ca and www.schoolpool.ca ride-matching applications. Participants are now able to visually identify their home and the home locations of their matches on a digital map. The map 'markers' also link to the participant's 'match list' providing additional information about potential matches.

This feature makes use of the geo-code functionality of Google Maps to determine longitude and latitude used for matching and is accurate in 99.9% of matches. Carpool.ca also maintains the postal code lookup feature previously used to determine locations. If Google Maps cannot identify a location, the system will default to the postal code system.

Participant map markers point only to general locations so that personal information such as home addresses remain confidential. Maps are visible at the time of matching only. If match reports are printed or emailed to the user, only the text version of the match list will be sent, the maps will not be displayed.

This new feature went into production in September, so if you have not visited Carpool.ca recently, please take a few minutes to check it out. As always, your feedback is welcome.



Rideshare Week 2007!

The goal of Carpool.ca's Annual Rideshare Week Campaign is to increase program awareness and encourage commuters to try carpooling for one week every Fall. The focus of Carpool.ca's Rideshare Week event this year is a 'Pledge to Pool' campaign. Commuters are encouraged to make a personal online pledge to carpool once during their region's respective Rideshare Week. All submitted 'Pledges' will be entered into random regional draws for prizes... see regional details below. Thank you to our Alberta sponsor, Climate Change Central. The following communities are participating in Rideshare Week 2007.

CALGARY – October 22-26, 2007

Thanks to our Alberta sponsors, Climate Change Central, 'Pledge to Pool' Prizes will be randomly awarded the week of November 5, 2007, as follows:

1. First Prize: \$500 WestJet Coupon
2. Second Prize: New iPod Nano
3. Third Prize: \$100 Home Depot Gift Card
4. Fourth Prize: \$50 Keg Restaurant Gift Card
5. Fifth Prize: \$25 Chapters Gift Card
6. Sixth Prize: \$25 Starbucks Gift Card

In addition to the 'Pledge to Pool' campaign, Calgary Rideshare Week plans include a media campaign, the placement of Carpool.ca Banners on +15 structures in the downtown core and Carpool.ca signage in downtown parkades. Three Alternative Transportation Fairs will be held in high traffic, downtown locations.

EDMONTON – October 29 – Nov 2, 2007

Thanks again to our Alberta sponsors, Climate Change Central, 'Pledge to Pool' Prizes will be randomly awarded the week of November 5, 2007, as follows:

1. First Prize: \$500 WestJet Coupon
2. Second Prize: New iPod Nano
3. Third Prize: \$100 Home Depot Gift Card
4. Fourth Prize: \$50 Keg Restaurant Gift Card
5. Fifth Prize: \$25 Chapters Gift Card
6. Sixth Prize: \$25 Starbucks Gift Card

In addition to the 'Pledge to Pool' campaign, Edmonton Rideshare Week plans include a media 'Kick-Off' event on October 29th, an advertising campaign, the placement of Carpool.ca signs on major Edmonton thoroughfares and three Alternative Transportation Fairs in high traffic, downtown locations.

REGINA – October 22 – November 2, 2007

The City of Regina is excited to enter into its Third Annual Rideshare Week campaign. The City, along with Carpool Partners - the University of Regina, Innovation Place Research Park, SaskTel, and Farm Credit Canada – will again be promoting registration at www.carpool.ca. This year's focus will be on the 'Pledge to Pool' promotion from October 22 –November 2, 2007 along with Calgary and Edmonton. We'll be partnering with our local Rawlco radio stations for an extensive campaign including advertisements, a public event, and some great prizes!

Results of the 'Pledge to Pool' campaign will be measured in November and regional results will be included in our Winter 2007 Newsletter.

The Fall season is great time for promotion. Most commuters are facing a long season of driving and can be more receptive to messages about alternatives. We have electronic ads such as our 'Squeeze' ad (right) to make available. This .gif file can be broadcast by email or posted on internet or intranet sites. This is a great little tool for getting the word out about your carpool program!

To receive a copy of our 'Squeeze' Ad just send us an email and we'll send one to you right away!

Squeeze

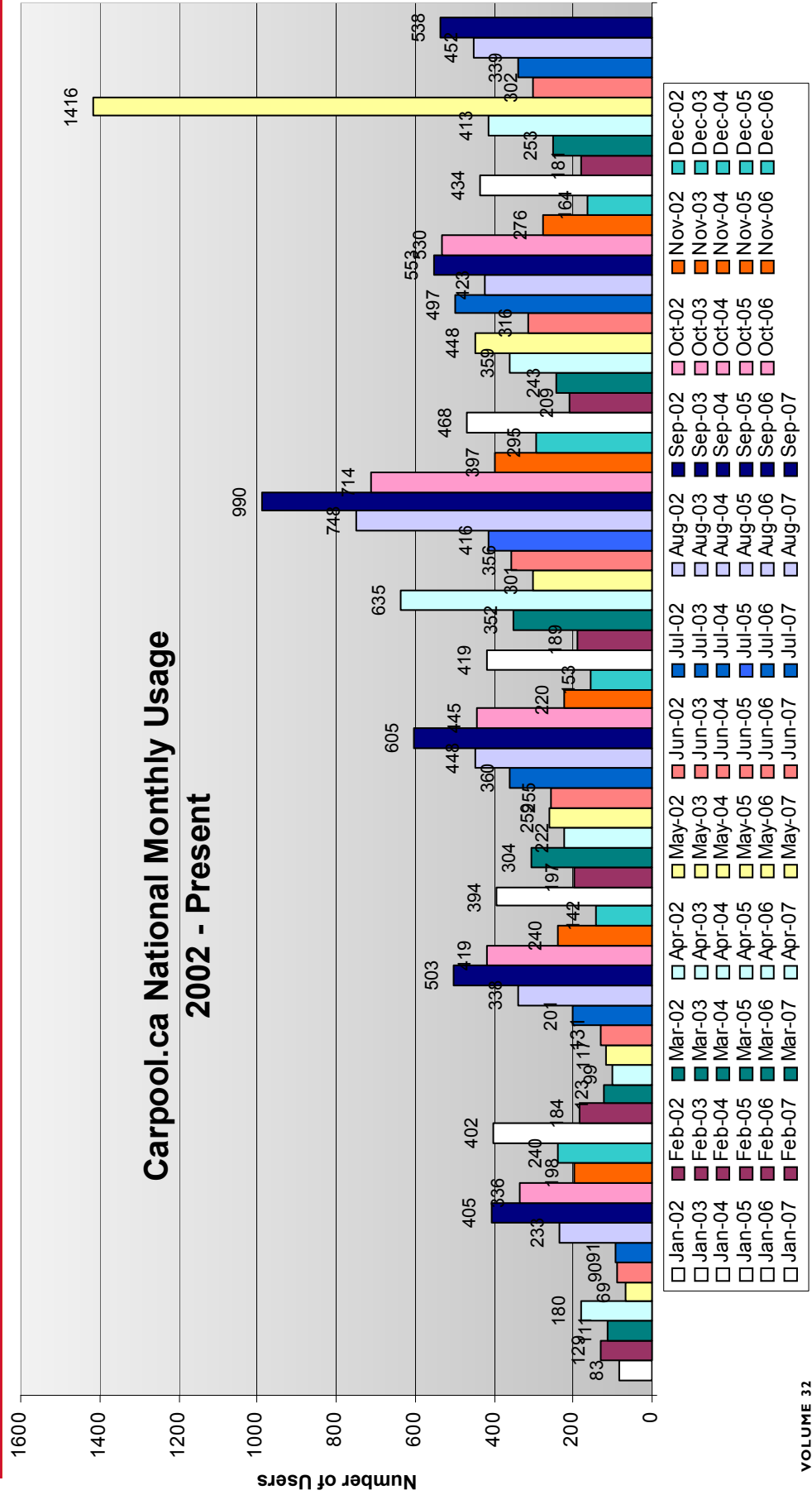
v. - to squeeze in a snooze

Studies have consistently shown that employees who commute by means other than a single-occupancy vehicle demonstrate lower levels of stress, higher morale, and lower blood pressure.

Visit www.carpool.ca to find a ride near you.



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



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 pro-motion 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 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!



Since 2001, Over 24,000 Canadians Have Used Carpool.ca !

SYSTEM NEWS

Mapping Feature:

Carpool.ca has completed work on incorporating a mapping component into match reports. This new feature allows the user to visualize locations of potential matches through the use of Google Digital Maps. If you haven't been to the web-site, please take a minute to check it out!

On-Line Pledge Form:

In conjunction with this year's Rideshare Week campaigns in Calgary, Edmonton and Regina, Carpool.ca is introducing a 'Pledge to Pool' component. The on-line pledge form will be available for future promotions and can be used by Carpool.ca community partners to promote carpooling at any time of year. If your community is interested in promoting a 'pledge to pool' campaign, please contact us for details so that we can track and share your campaign results.

