



Rideshare Review

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“Do It Yourself” - Owner-Operated Vanpools

Traditionally, vanpool programs have been run by regional governments or third party agencies. These programs require substantial capital investments to acquire vehicles, set up an infrastructure and create a database. Program management, consisting of fleet and database administration, requires a strategic, comprehensive approach to achieve and maintain growth. Is there a more cost-effective and progressive alternative for vanpooling?

Owner-operated vanpools are run by individuals who buy/lease a vehicle for vanpooling. As with employer or third-party vanpools, riders generally meet at a central location and pay the owner/driver a monthly fee to offset the operating costs of the vehicle—without profit.

RIDES for Bay Area Commuters provides assistance to San Francisco Bay area commuters including support for both third party (leased and employer-operated) and owner-operated vanpools. These support services include rider retention and/or recruitment and guaranteed ride home programs. According to a 1999 Vanpool Survey of 864 vanpools in RIDES’ database, owner-operator vanpools accounted for 44 per cent of the fleet total*, carrying over 4,000 passengers daily.

With millions of mini-vans and sport-utility vehicles traveling Canada’s roads, a national vanpool program may be within reach. By encouraging drivers to run owner-operated vanpools and offset their ownership and operating costs, it is entirely possible. The key elements would include:

1. Market the benefits of efficient mini-van/suv vehicle use;
2. Make vanpools easier to form by providing ride-matching assistance & vanpool classifieds;
3. Provide interested drivers with guidelines for operating owner-operator vanpools;
4. Introduce programs and resources to support and sustain owner-operated vanpools;
5. Explore incentives such as re-bates, tax credits and value-added promotions;
6. Measure success and associated savings.

How? In the next few months Commuter Connections will be exploring partnerships and opportunities for developing a vanpool program as described above. If you are interested in participating in a pilot project or learning more, please feel free to give us a call at 800.668.RIDE.

* This number is considered to be significantly under-reported.

What is Casual Carpooling?

Casual Carpooling is a flexible approach to commuting that allows drivers to offer rides to passengers previously not known to them to qualify for use of the high-occupancy vehicle (HOV) lanes.

Potential passengers park their cars at a Park n Ride or bus stop area nearest to the HOV lanes.

Drivers passing by can easily pull in and pick up passengers. They then qualify to drive in the HOV lanes, thereby saving significant time on the daily commute.

This system has been working extremely well in the San Francisco Bay area for the past 30 years.

Casual Carpooling Advantages:

- The HOV lanes provide a time and money saving incentive for drivers;
- Pick-up locations offer easy access to both drivers and passengers;
- Passengers are able to get to work for less than the cost of taking their own cars;
- Saving time and money are the most common reasons for casual carpooling cited by both drivers and passengers.

S-M-A-R-T Manual Released (Saving Money and Reducing Trips)

Developed by Pollution Probe, the S-M-A-R-T Manual is a well organized program and information resource that has been designed to help organizations reduce car trips by employees. This program is easy to introduce, implement, and sustain over the long term. The S-M-A-R-T Manual outlines how to establish a trip reduction program in an organization. It provides simple and effective ways to track savings plus suggests incentives to reward successful trip reduction.

Drive-alone car trips push up costs for car owners and for organizations who must manage employee parking. Electronic copies of the S-M-A-R-T Manual can be downloaded in .pdf format at <http://www.pollutionprobe.org/Publications/Air.htm>. If you would like to receive additional printed copies of this excellent new resource, please call, fax, or e-mail:

Commuter Connections

Tel: 800.668.RIDE

Fax: 250.743.8000

E-mail: information@carpool.ca

Welcome New *www.carpool.ca* Users

- Arctic Energy Alliance, Yellowknife, NT
 - Algonquin College, Ottawa, ON
 - Red River College, Winnipeg, MB
 - Province of BC, Victoria, BC offices
- Province of BC, Prince George, BC offices
 - Bombardier Aerospace, Toronto, ON
 - Knoll, Toronto, ON
 - Capital Regional District, Victoria, BC

Transportation Conference
March 6—8, 2002
Vancouver, BC

“Moving Beyond Planning—Implementing
Transportation Solutions”

For details:

www.best.bc.ca/conference

Joy Schellenberg
Conference Coordinator
604-736-4374
joys@portal.ca

Dates to Remember

Mark your calendars now for these important events in 2002:

BEST Transportation Conference—March 6th to March 8th
Globe 2002—March 11th to March 14th

Earth Day – April 22

Bike Month—June

Commuter Challenge – June 3rd to June 7th

Clean Air Day – June 5th

FCM 65th Annual Conference and Municipal Expo – May 31st to June 3rd

Waste Reduction Week—October 21st to October 27th

Celebrate Earth Day—April 22nd

All over Canada and around the world, hundreds of millions of people participate in Earth Day activities. In fact, last year, over 85 per cent of countries planned and took part in some form of Earth Day activities.

This year the theme for Earth Day is “Zero Waste”. The innovative national program Target Zero Canada promotes Zero Waste solutions for all levels of government and for corporations. Zero Waste challenges individuals and businesses to strive for the ultimate in recycling—100%. No waste, no landfill. For some “Zero Hero” success stories check out www.targetzerocanada.org.

Activities in the works for April 21st and 22nd include Tree Planting Festivals, Transportation Fairs, recycling competitions, community cleaning campaigns and a marketplace allowing people to display environmentally friendly crafts and products.

Call Commuter Connections for transportation fair ideas!

Check it out!

The Earth Day and Earth Month
Calendar of Events is at:

www.earthday.ca

You’ll find free tips for schools, communities, and employee groups looking for activity and project ideas.



PO Box 192
Shawnigan Lake, BC

Phone: 1.800.668.RIDE

www.carpool.ca

E-Mail: information@carpool.ca

.....the key to ridesharing

● Commuter Connections, the people that bring you carpool.ca, is a British Columbia based non-profit organization committed to reducing single occupancy vehicle 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. Every month, 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.

● Commuter Connections would like to acknowledge past funding from the Climate Care Trust Fund made possible by a donation from the Insurance Corporation of BC. We also acknowledge past funding contributions from Environment Canada/Natural Resources Canada's Climate Change Action Fund.

● For more information, please visit our website at www.carpool.ca, call us at 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!

GAS MISERS & HOGS

According to US Studies, the Honda Insight is the winner for best gas consumption, averaging 64 mpg combining city and highway driving. The Insight is a hybrid car, powered by both gas and electricity.

The worst gas hog? The Ferrari 500 Maranello which gets 8 mpg in the city and 13 mpg on the highway. Yikes!

**LINK YOUR COMPANY'S
WEBSITE TO
WWW.CARPOOL.CA**