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Rideshare Review

Volume 23

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UPASS... How Does Ridesharing Fit In?

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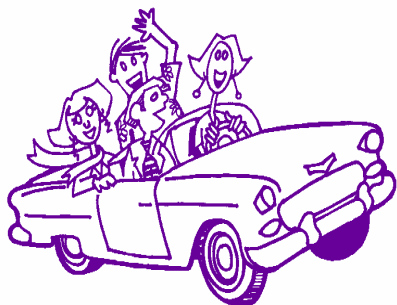
UPASS Programs: How Do Rideshare Programs Fit In?

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Marketing Strategies,
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New Carpool.ca Users



Post-secondary institutions are part of the Canadian urban landscape. In the past, university planners dealing with congestion and limited land resources have turned to costly parking structures as a way of accommodating the growing number of cars. In recent years, there has been a change in thinking as many post-secondary leaders question whether land and money used to building parking structures could be better used for classroom and research facilities or left as natural green space.

As communities also feel the pressure from the constant increase in vehicle traffic, there is a growing need to implement strategies for reducing single occupancy vehicle use. Issues such as traffic congestion and the demand for parking do not stop at university borders. They spill over into residential neighbourhoods, reduce greenspace, and cause air pollution. Transportation is the link between student life and the community, offering students, faculty and staff, greater mobility choices that benefit the individual, the institution and the community.

UPass programs are becoming increasingly popular in post-secondary settings as universities and colleges continue to grow and are forced to look at more efficient use of land. Parking is usually in high demand and short supply. By encouraging students, faculty and staff to take transit by introducing a universal bus pass program, pressure on limited parking resources can be significantly reduced.

While this strategy alone can promote positive changes, used together with other strategies, such as ridesharing, it can be even more effective. While participation in the Upass program is 'universal', access to transit may not be. Student opposition can be strong if there is any perceived inequity. Rideshare programs can effectively fill the 'equity gap' by providing ridematching services to students who reside in areas not served by public transit.

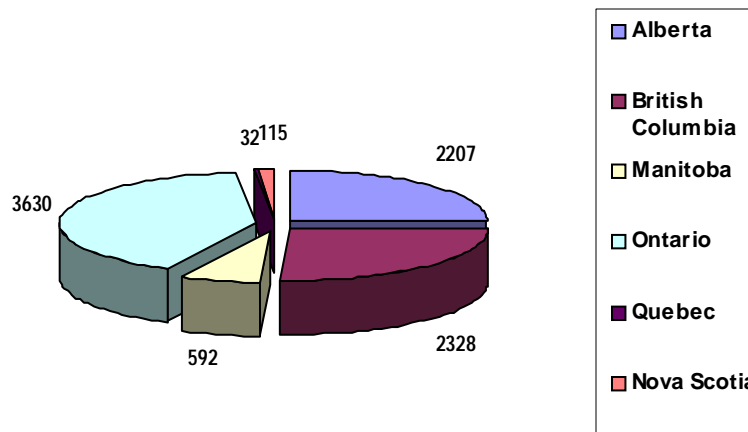
The key to long-term success in reducing transportation on and off campus is to insure that universities and colleges are providing a variety of options to accommodate a variety of needs.

CARPOOL.CA SYSTEM NEWS

Quarterly Database Update:

In April 2005, the Carpool.ca database was updated and 216 out-dated files were removed from the system. There are presently over 8500 active registrants nation-wide. Here is a breakdown by province.

of Registrants as of April 05



Introducing our new Webinar Pilot!

In partnership with Tools of Change and Cullbridge Marketing, Commuter Connections is pleased to introduce our new Webinar service.

A 'webinar' is a seminar conducted over the Internet. Similar to a conference call, people log in at an arranged time and participate actively. Unlike a conference call, you have voice capability, on screen presentations, break out sessions and even a chat function!

This exciting new technology will enable us to provide an on-line workshop to participants across Canada. Our pilot webinar entitled 'Campus Carpooling' will provide introductory information on delivering rideshare programs in the post-secondary setting, including social marketing strategies, success stories, and using parking management as an incentive. This first session is currently scheduled to take place on Thursday, June 23rd from 2:00-3:30 pm EST.

Participation is free to Carpool.ca partners! Invitations coming soon.



WELCOME NEW CARPOOL.CA PARTNERS !

The City of Kamloops

Province of Alberta (Edmonton Offices)

The City of Regina, in partnership with:

SaskTel

Farm Credit Canada

Regina Research Park

Go Green for St. Patrick's Day....

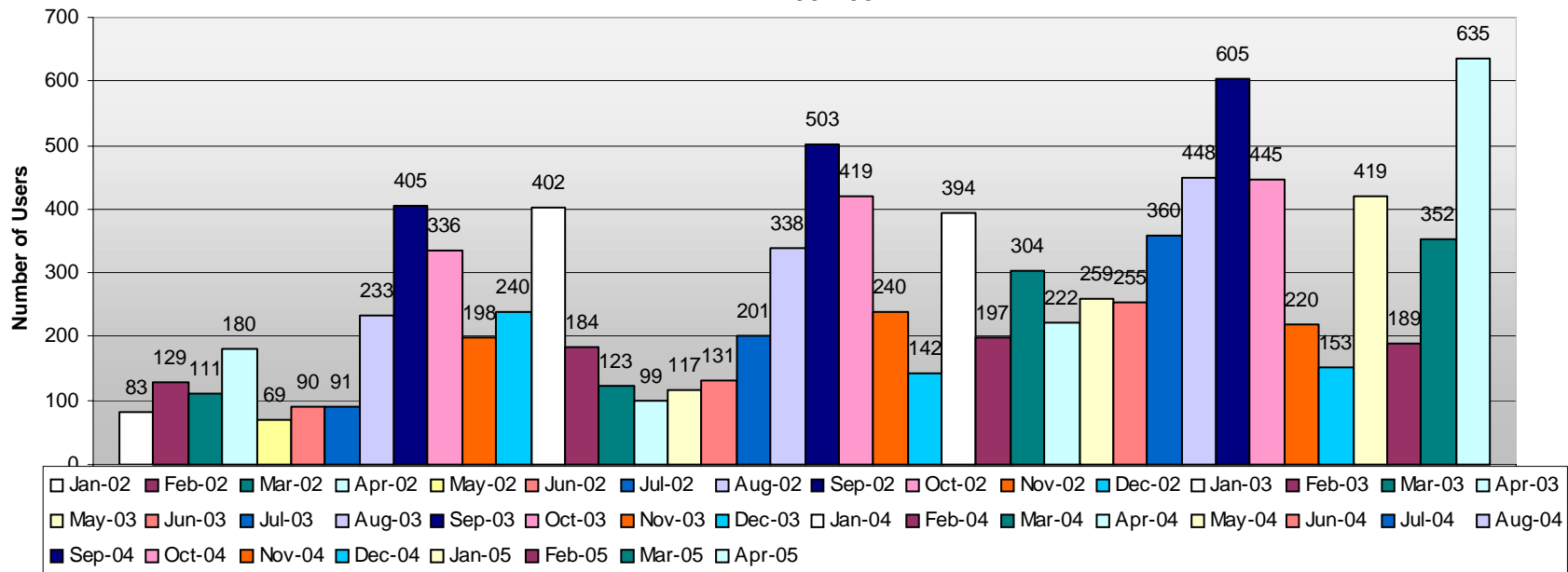
This year's 'Go Green For St. Patrick's Day Event' was another success with the City of Calgary, McMaster University, BC Institute of Technology and York University participating. The number of Carpoolca users during the month of March was 352, an increase from the 304 in March of 2004 and the mere 123 users in March of 2003 (... before the Go Green event was introduced.)

McMaster, BCIT and York distributed promotional materials and hosted transportation fairs on campus promoting ridesharing. The City of Calgary's GG event focused on rewarding carpoolers. 'Reward Stations' were set up in 4 locations down town. Those commuters 'caught carpooling' were presented with a 'Pat on the Back' which included a copy of the Calgary Herald as well as a coupon for a free coffee. The weather was cold, but over 300 commuters were 'Patted on the Back' during the March 16 and 17th events.

Go Green for St. Patrick's Day is a great way to promote ridesharing and other transportation alternatives and complements existing promotional events such as the Commuter Challenge in June and Rideshare Week in October.

Consider getting involved next year!

**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 8,500 Registrants Nation-Wide!



Commuter Challenge 2005....

Walk, Bike, Ride, Carpool or Telework for the Commuter Challenge !

The Commuter Challenge is a friendly competition between Canadian communities to encourage the use of sustainable modes of transportation to and from work. During Environment Week (June 5 to 11, 2005) and Clean Air Day (June 8, 2005) encourage your staff to try a new and sustainable way to get to work! If they already use a sustainable mode of transportation, get others on board and register for the Commuter Challenge to help your community win! Once registered, simply login to their website to submit your results.

When you walk, cycle, carpool, take transit or telework, you take steps towards meeting the Government of Canada's One-Tonne Challenge. Everyone can play a significant role in reducing harmful greenhouse gas emissions.

For more information about Commuter Challenge events in your area, visit the national website at www.commuterchallenge.ca