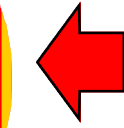


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Rideshare Review

Volume 27
Spring 2006

On the Rise Again... Fuel Prices A Time for Carpool Promotion

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On the Rise Again...Fuel Prices

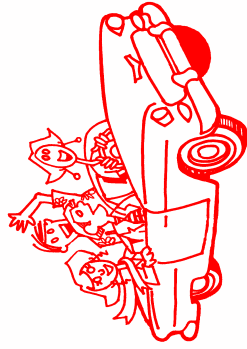
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Carpoolca @ the University of Regina

Carpool.ca National Stats

New Carpool.ca Users



Soaring fuel prices are causing automobile owners to reconsider their commuting habits. With gas prices reaching \$1.10 per litre and further increases expected soon, the costs of driving continue to erode Canadians' disposable income. Depending on location, 40-50% of gas prices can be attributed to taxes.

A 6.7% increase in gas prices has increased the cost of operating a private vehicle by 2.3%. The Consumer Price Index rose by 1.4% last month, caused mainly by the rising fuel costs. Public transit costs also rose by 2.7% and the cost of taking taxis and other local transportation has increased by 12.8% since March 2006. [Source: BC Stats.]

For car owners, the news isn't much better. The Canadian Automobile Association reports the annual costs to operate a car at \$8,000 or about \$22 per day. With the average car burning 12 litres of gasoline per hour, that's over \$12/hour in fuel costs alone. Add maintenance, insurance, depreciation and parking, and the costs nearly double.

In such an inflationary environment, commuters are exploring alternatives to driving alone, with a record number of Canadians accessing public transit last month. For those who prefer other alternatives, carpooling is easily the most convenient and cost-effective solution.

Carpooling only one day per week can reduce commuting costs by 10-15% without causing any major changes to commuting habits. Simply sharing the occasional ride with a neighbor or co-worker will significantly reduce costs without adding time or inconvenience.

And getting that message across has never been easier. Media outlets are scrambling to provide audiences with some practical alternatives to the high prices at the pump. Carpool.ca has recently been contacted by Global-TV, the CBC and other national media outlets seeking to learn more about the benefits of carpooling. If you are operating a rideshare program, consider the high fuel costs a great opportunity to promote the best transportation alternative - carpooling!

We have Press Release templates and a variety of other promotional materials available for your use... just ask!

Carpool.ca @ the University of Regina

By Sheri Florizone, City of Regina

At this time last year the City of Regina coordinated Regina's Carpool Partners, a collaboration of organizations including SaskTel, Farm Credit Canada, Research Park and the University of Regina. Throughout the past year, each partner has seen various levels of interest in their organizations, but the University of Regina leads the pack in participation. The University's Parking Services office has been striving to increase carpooling around the campus through the use of promotional materials, displays, contests and a carpool video.

To begin the campus-wide campaign, the Parking Services office displayed posters, pamphlets and bookmarks received from Carpool.ca. In October 2005, the University participated in Regina's first Rideshare Week. The event was designed to increase the number of Regina citizens visiting Carpool.ca and experience the benefits of carpooling. Parking Services created a "kick-off" poster for the contest which was put up all around the campus.

Early in 2006, the University Parking services created a new poster encouraging people to carpool in the New Year. The poster included a list of benefits of carpooling. Another contest was organized in early February asking people to identify a carpool-related word when given the definition, "*a paying passenger or member of a carpool group occupying an otherwise empty seat in your car*". Respondents who submitted "*cashenger*" as the correct answer were entered into a prize draw.

At the beginning of March, all students and staff sharing a parking permit and registered in the Parking Services database were eligible for prizes. The university's "Go Green for St. Patrick's Day" promotion was a prize draw for students and staff sharing a parking permit, registered in the Parking Service database, and registered as a carpool user at Carpool.ca. Another motivational poster was created to encourage staff and students to "spring into spring" by carpooling and a Carpool Discussion Checklist was displayed.

The University of Regina Parking Services was glad to be invited to join Regina's Carpool Partners as they had already been considering options to create a carpooling database for their campus. Parking Services has been very pleased with the support they are receiving from Trans Canada Carpool.ca and they look forward to continuing to promoting Carpool.ca.

Rideshare Webinar

Wednesday, May 3, 2006 @ 12 Noon, EDT

In partnership with Tools of Change and Cullbridge Marketing, Carpool.ca is pleased to invite you to participate in the second of our series of Webinars on ridesharing.

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 enables us to deliver an on-line workshop to participants across North America.

Our May 3 webinar will share examples of successes and 'lessons learned' from promoting ridesharing. This includes the carpool promotion aspects of initiatives that promote a range of transportation options. Thanks in advance to the following organizations for sharing their experiences on May 3:

- San Luis Obispo Regional Rideshare, San Luis Obispo, California
- RideTTA, Triangle Park, North Carolina
- Smart Commute, Toronto/Hamilton, Ontario
- Carpool.ca, Calgary, Alberta

The cost to non-presenting, non-Carpool.ca partner participants for this 90 minute session is \$45(US). To register, please visit the link below:

http://www.cullbridge.com/Services/Social_Marketing_Workshops.htm

Please note that there is no cost to Carpool.ca partners for this event. To register for this session, simply indicate your interest by sending us an email.

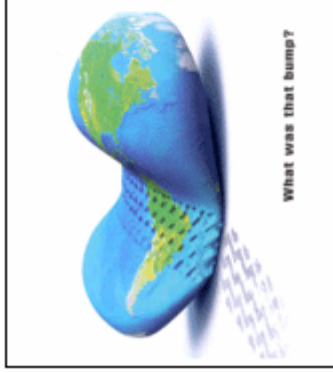
New Carpool.ca Users
Health Sciences Centre,
Winnipeg, MB

WINNER
 Canada's
 Energy Efficiency
AWARDS
 2003

Spring Promotions! - More Gifs!

Keep your web promotions going. Our new Earth Day Gif was distributed last month in order to use this opportunity to promote ridesharing. If you didn't receive our 'Bump' ad (right) let us know and we'll make sure your name gets added to our distribution list. This .gif file can be broadcast by email or posted on internet or intranet sites. It's a great little tool for getting the word out about your carpool program.

We have a variety of .gifs available and we recommend rotating them regularly!

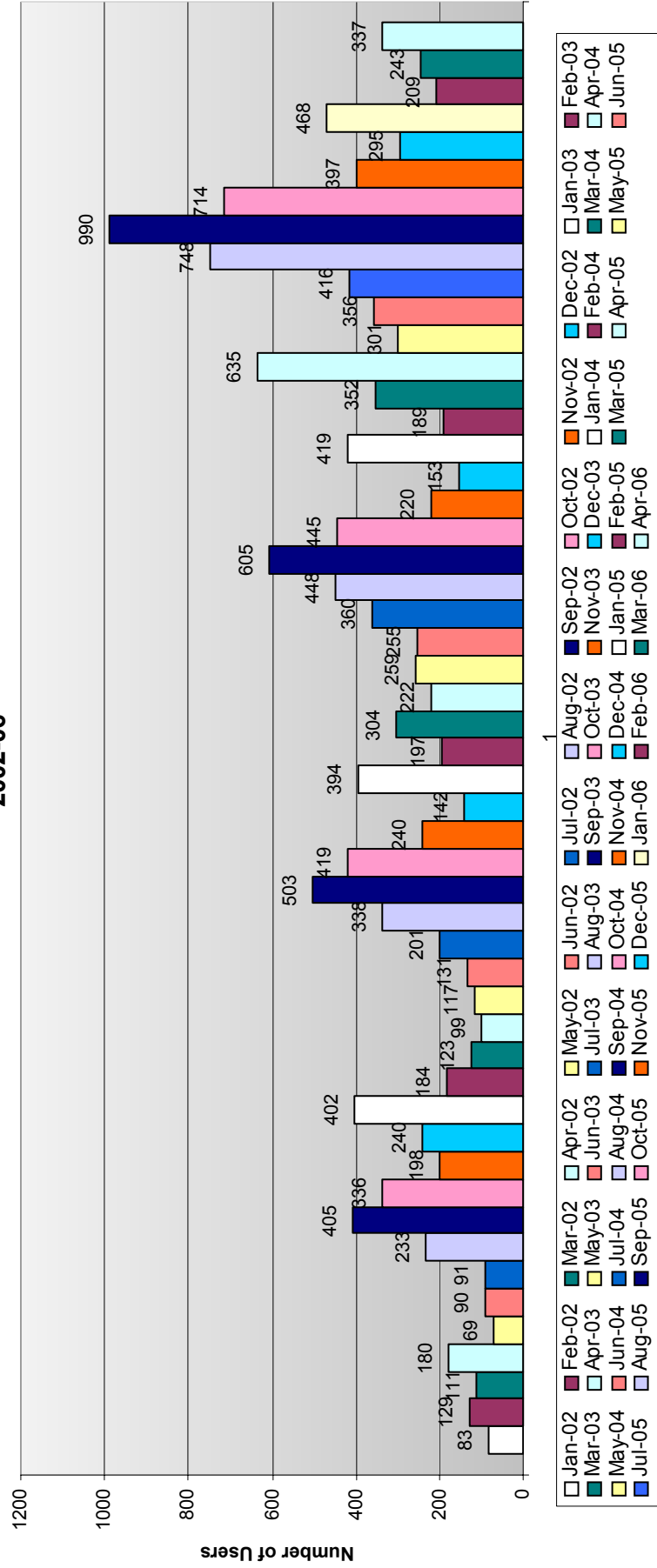


With an estimated 16 million cars on the road, Canadians are currently pumping over **50 million tonnes** of pollution into the atmosphere each year.

Sharing the ride with neighbours or co-workers can help everyone breathe a little easier.

Celebrate Earth Day **every day**. Visit www.carpool.ca, join a carpool and help reduce a tonne or two!

Carpool.ca National Monthly Usage 2002-06



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 9,600 Registrants Nation-Wide!

Corporate Announcement:

As of January 1, 2006, www.carpool.ca will no longer be operated through the non-profit entity Commuter Connections.

Both www.carpool.ca and www.schoolpool.ca will now be operated by Trans Canada Carpool.ca, an independent, subsidiary business of Thornton Consulting Ltd. This change to our corporate management structure will enable us to streamline administrative practices, gain new efficiencies, and provide a more stable working environment for staff.

This change will not affect services provided. Carpool.ca staff will remain the same but are now employed by Thornton Consulting Ltd. Fees for services will also remain unchanged. Please direct accounts payable and accounts receivable for services after December 31, 2005, to "Trans Canada Carpool.ca". We are also pleased to announce that www.carpool.ca has reached over 10,000 active registrants! With your continued cooperation, we will continue to grow by providing convenient alternatives for commuters.

We thank you for your continued support in helping to improve traffic congestion and air quality and wish you continued success with your carpool programs! If you have any questions about our services, promotional materials or this announcement, please do not hesitate to contact us at 800.668.RIDE.