

www.Carpool.ca



Rideshare Review

Volume 26
Winter 2006

New SchoolPool.ca Program Launched

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**SchoolPool.ca Launched in
Calgary & Edmonton**

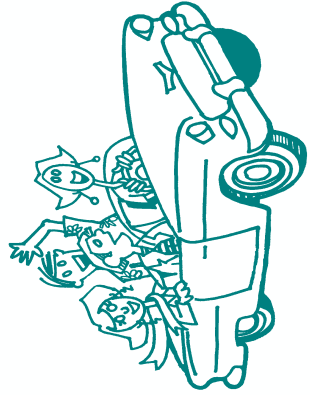
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New Carpool.ca Users



In partnership with Transport Canada, the Alberta Motor Association, the Sierra Club of Canada (Prairie Chapter), Carpool.ca, and Sustainable Alberta, SchoolPool.ca will offer Calgary and Edmonton teachers, parents and students a new sustainable transportation alternative.

SchoolPool.ca is a new online ride-matching system and resource tool designed to assist in the creation of carpools. Modeled after the success of Carpool.ca, SchoolPool.ca will connect parents with other families in order to share commuting needs. Time will be saved in the morning rush and participants will be reducing greenhouse gas emissions by decreasing trips to and from school, reducing school-based traffic congestion (a solution that will ease both stress both from parents and neighbours bothered by school congestion).

We are preparing to launch the a pilot program in January 2006 with a full online ride-matching system that will assist in reducing the number of trips faculty, staff and students make to school. The program will connect parents or staff and the schoolpool.ca "clean air" solutions begin. The ten participating schools will receive a (FREE) School Pool kit, that includes:

- * Unlimited access to the www.SchoolPool.ca ride-matching system
- * SchoolPool.ca publicity posters
- * SchoolPool.ca bookmarks
- * Permanent "SchoolPool" signage for schools drop-off zone

Being a part of this program ensures school participation in creating clean air solutions in their community - all the while sending the message to our children that climate change and clean air are important to Canadians.

Please contact us if you have any questions.

www.SchoolPool.ca

RIDESHARE WEEK THE REGINA WAY ...

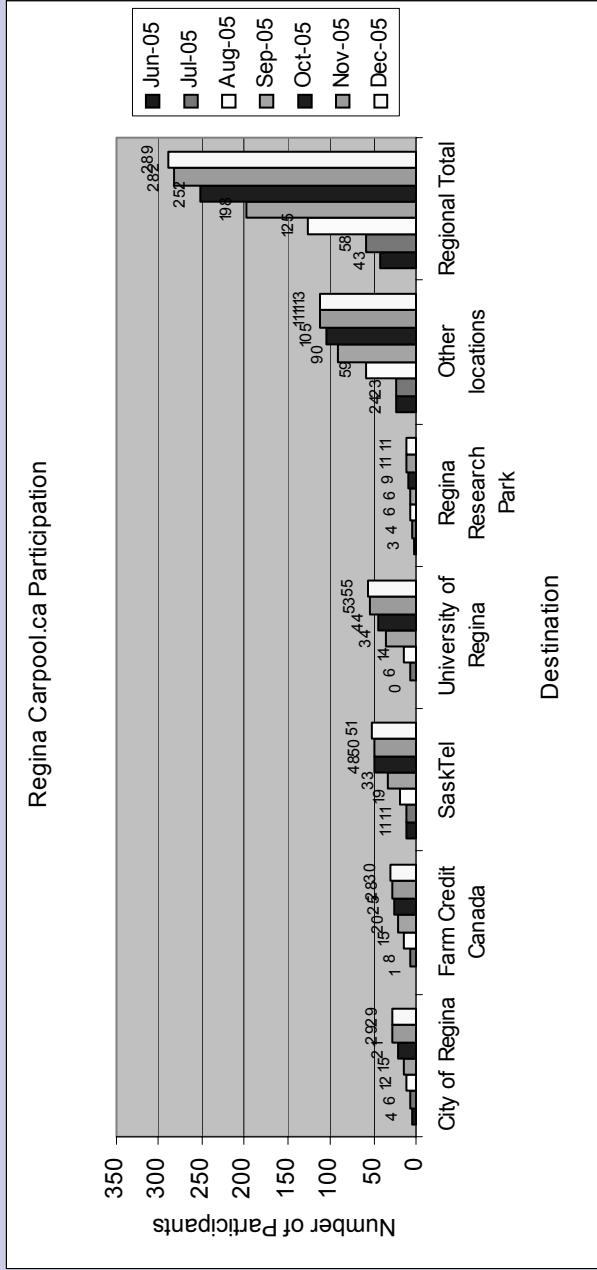
Submitted by Sheri Florizone, City of Regina

The City of Regina came on board with www.carpool.ca in May 2005. The City brought together a group of organizations including the University of Regina, Regina Research Park, Farm Credit Canada (Regina Office) and SaskTel. This group, Regina's Carpool Partners, ran a contest through the months of October and November with two objectives; to encourage people to register at www.carpool.ca and to collect stories of successful existing ridesharing arrangements.

All new and existing registrants to www.carpool.ca were entered for a number of prizes donated by local malls, including a business tote set, travel mugs, gift certificates, water bottles and hockey tickets. Registrations for Regina and Area rose from 198 to 282 through the months the contest ran. An increase of 47%.

Stories of successful rideshare arrangements were collected through an on-line submission form on the City of Regina website. The 30 story submissions received were entered in a draw for one of two \$50 gift certificates from local malls, and a grand prize of a \$500 Safeway Gift Card, courtesy University of Regina. The winners of the contest were announced by Regina's Mayor Pat Fiocco on a popular local radio station during the morning show.

The results of the City of Regina's Rideshare Week Event are highlighted in the table illustrating their monthly growth below.



CARPOOL.CA SYSTEM NEWS

Quarterly DB Update

In January 2006, the Carpool.ca database was updated and 319 outdated files will be removed from the system.

There are presently over 10,300 Carpool.ca active registrants nationwide.



Need Promotional Materials?

Our Catalogue of Materials is available in Adobe format upon request. Plan ahead for Spring promotional events and ask for a catalogue!

January Promotions! - More Gifs!

January is a great month for promotion. Most of us are looking for ways to reduce our costs after the holiday season, so promoting cost-saving measures such as ridesharing can be well received.. We have email templates and electronic ads such as our new 'Cashenger' 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 our email template or 'Cashenger' Ad just send us an email and we'll send them to you right away!

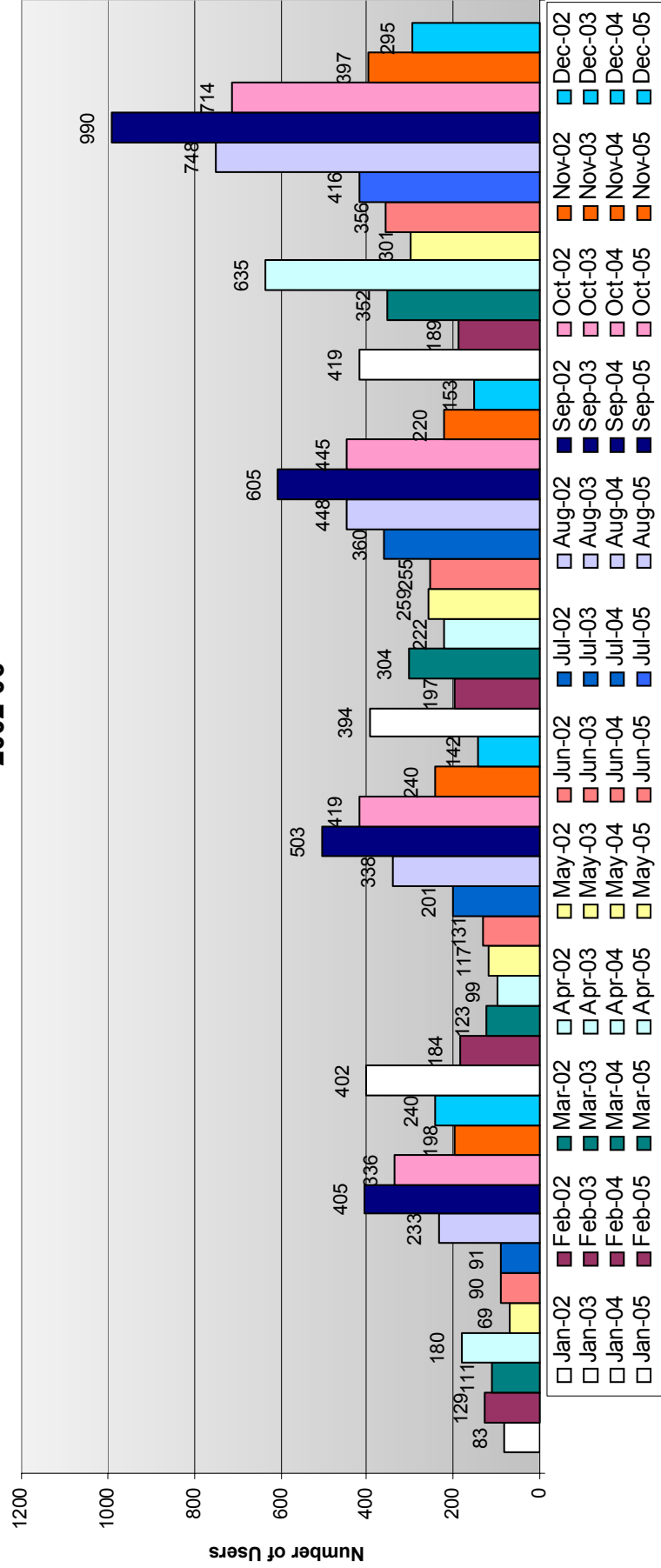
CA\$HENGER

n. - paying passenger or member of carpool group occupying an otherwise empty seat in your car.

Start offsetting your driving costs by sharing the ride to work or school with a neighbour or co-worker. Check out www.carpool.ca and join a carpool today.



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 10,300 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.