

Le Mobilizer 5

900 carpoolers Summer 2012



Cool Pool Tas's walking car at Sustainable Living Tasmania's Expo, 2011.

Since 2008 Cool Pool Tas has been operating a Carpooling service for Tasmania.

Cool Pool Tas is excited to announce our new service for the University of Tasmania's (UTAS) Staff and Students, a service that is linked directly into our Public carpooling domain.

Earlier this year UTAS's Sustainable Transport Strategy was launched after which time they moved efficiently to start actioning their sustainability objectives. One of the Strategy's objectives was to reduce single occupant vehicle

use, and unnecessary trips, which is where Cool Pool Tas engages. In designing the initial phase for UTAS we hope to maximise ride connections and opportunities made between UTAS staff and students, as well as between UTAS users and the general public.

If you have a UTAS email address, get on line and check out your options for posting and searching today. It's free, and we provide guidelines to support greater success and safety for ride arrangements.

Le Mobilizer 2012

- Cool Pool Tas's University of Tasmania Carpooling Service
- West Coast to Fingal Valley Tour
- Social Media- Follow us on Twitter
- Upgrading the Cool Pool Tas site
- Carpool Inspirations Quebec, Canada
- Cool Pool Tas Donor Form- Please support us!

If you are a general member already, keep posting and searching, as the critical mass is growing- almost 1000 members!

Le Mobilizer- Cool Pool Tas
Since 2008.

2012 summer edition



Cool Pool Tas Tour to the West Coast of Tasmania's LINC's in Queenstown and Zeehan.



Cool Pool Tas on Tour in Tassie.

In mid May of this year Cool Pool Tas took to the road to visit some of our rural and remote areas from the West Coast to the Fingal Valley.

Taking in the breathtaking scenery along the way we distributed "Going My Way" Flyers, and bumper stickers, with our web address, to the LINC's in Queenstown, Zeehan, and St Marys, as well as at the community information centre in Avoca and the Online access centers in St Marys and Fingal.

We have not observed a growth in membership in these areas, which indicates to us that we need to engage more closely with communities, such as our former rural rides project in the Huon and Tasman Peninsula areas did. Greater consultation with locals would help us to ascertain the best ways to inform and educate rural Tassie about our service.

Carpooling in Quebec

Since Cool Pool Tas's last visit to Quebec in 2007, the carpooling scene has continued to grow and thrive in the Canadian Province.

Although Canada's second most populated Province has a much greater number of people than Tasmania, there are many commonalities we do share with this leading carpooling Province. In particular, the expanse of wilderness areas, and distance between main cities and rural areas, as well as the limited options for public transport and close knit sense of Community.

Recently Cool Pool Tas founder Ms Georgi Marshall embarked on a trip to North America where she found a ride share swiftly from Sherbrooke to Montreal through amigo express carpooling (similar distance as Launceston to Hobart).

The service used requires a fee to join, however the efficiency of making connections is worth the annual membership as you can search for rides as a passenger and book a seat without having to contact the ride itself. The system could be something to look forward to in the future, once we build on our carpooling membership and engagement.

If you have a carpooling experience or story to share, in particular through Cool Pool Tas please write to us. Feedback:

admin@coolpooltas.com.au

Upgrading with Eighty Options.

Cool Pool Tas's web developers have put us on notice, it's time for an upgrade!

1. Addition of posting expiry
Ride Postings will change to be posted for a limited time of 6 months. We would like to encourage our members to return once they have posted and keep their posts fresh!

2. Logging and Discussion Disabled
Disable discussion and log book temporarily. We now utilise social media for discussion, frequent updates and notifications.

3. Better Looking, better functionality
We hope to give the site a refreshed look. It won't feel unfamiliar to you, but clearer and smoother for function.

4. New opportunities to advertise
By engaging local organisations with advertising opportunities on our home page we hope to generate funds to cover our upgrade, and further developments. We will ensure that the advertising is non intrusive for your carpooling experience online.

5. Archiving old news items
Some of Cool Pool Tas's older news items will be archived, so that only recent news can be viewed. If you wish to see older articles, you can contact us.

6. Please support us.
Maintaining and upgrading is not a cheap process, and we would like to keep our service free. Please help us to do this and make a donation. See our form for details.

Now tweeting, follow us on twitter.

Do you use twitter?

Follow us now @Cool Pool Tas with updates on new ride postings and events.

Social media with twitter and on our facebook page 'Cool Pool Tas' does not replace, but enhances the use of our carpooling service. Please don't post through our social media as our operator administers ride posts and alerts.

Cool Pool Tas

Mobilising our Island

Why Support Cool Pool Tas?

- To support a locally owned, developed and operated Community Service that provides a **free, sustainable transport alternative** for all Tasmanians and visitors to our State.
- To support social cohesion by promoting community resource sharing.
- To tackle the cost of living pressures by providing an affordable choice of transit for people throughout Tasmania.
- To mitigate environmental impacts by reducing the number of cars on our roads.
- To be a part of an innovative, unique and dynamic Tasmanian business: We have over 900 members and are growing daily. Now operating a carpooling service for the University of Tasmania's (UTAS) Staff and Students, we can support internal and public ride arrangements for one of Tasmania's largest employers, UTAS, that has a population of well over 20,000 staff and students, spread over 8 campuses.



Phil Harrington
Cool Pool Tas patron Principal consultant on Climate Change for Professional Services Firm pitt&sherry.



Dr Nick Towle
Cool Pool Tas patron Doctor & Clinical Lecturer University of Tasmania Rural Medical School, Burnie.



Georgi Marshall
Founder/Operator Cool Pool Tas Entrepreneur, educator & community services worker.

Since 2008 Cool Pool Tas has been supporting locals and visitors to Tasmania to connect and share rides together.

We are Tasmania's only dedicated statewide online carpooling resource.



To donate to Cool Pool Tas or to purchase advertising space on our site Contact us for a donor form or more information.

M. 0406905221 E. info@coolpooltas.com.au

Follow us on twitter @CoolPoolTas or visit us on facebook, Cool Pool Tas (2008-12)
www.coolpooltas.com.au

Cool Pool Tas Donation Form



Thank you for your interest in supporting Tasmania's only dedicated, statewide and free public carpooling resource, Cool Pool Tas.

Your Organisation/Individual Name:

Email Address: Phone:

Postal Address:Postcode:.....

Please provide your website address (if applicable), and we will add a hyperlink to your name on the supporters page of our website.

Website (optional):

Donation amount: \$.....

If you wish to make a **tagged donation**, please circle where you wish to allocate the funds from the areas listed below. The stars indicate the most urgent needs for 2012-13. If you don't wish to tag the funding, please circle 5. As required.

1. Technological web development ****
2. Resource Printing***
3. Marketing (e.g bus, cinema advertising)***
4. Community Education/Presentations/ Events (fuel/entry costs)**
5. As required.

I will be paying via (please highlight/circle): Cheque/ EFT/ Paypal

If paying by cheque

To: Cool Pool Tas
8 Ingram Street, South Hobart
Tasmania, 7004.

Electronic Funds Transfer

Cool Pool Tas
Westpac BSB: 037 001
Account #: 497 951

Please return this form with your donation via post or email scan. You will be issued with a tax receipt on receiving funds. Cool Pool Tas is not a charity or registered for GST.

Thank you for supporting Cool Pool Tas. All donors are recognised on our Supporters Page at www.coolpooltas.com.au.

Please contact us for **home page advertising opportunities**.

Email: georgi@coolpooltas.com.au Mobile: 0406905221 Web: www.coolpooltas.com.au