

COOL POOL TAS
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567 MEMBERS
AND GROWING
FREE REGISTRATION

Le Mobilizer



Tasmania's premiere and dedicated online carpooling resource: www.coolpooltas.com.au

UPDATE # 4

DECEMBER 2009 - MAY 2010

SPECIAL POINTS OF INTEREST:

- Carbon avoidance road star, CAR STAR program commences.
- Dr Edward Hall Environment Awards. Cool Pool Tas wins the best Community Award with its walking car project.
- Spotlight on some of our official Patrons of the Cool Pool.
- Cool Pool Day July 16th Celebration and Beanie Fundraiser Event
- Rural Rides Project wraps up.
- Walking Car Model 2 is born.



Falls Festival Cool Pool-ers, Marion Bay, 2009.

Cool Pool News

Over the past six months Cool Pool Tas has continued to work tirelessly to build upon our Carpooling Culture in Tassie with the Rural Rides Project, Events Promotion, a Hobart City Council Award, and an exciting new program commencing.

Last year Cool Pool Tas was honoured to win the Hobart City Council's 2009 Dr Edward Hall Environment Award for Best Community Project with our entry, "Walking Car Drives away Climate Change". This project created a walking car to highlight some of the cool benefits of carpooling. Moreover, our car can not move without having more than one person in it, and has been a great attention magnet at events to promote the site.

Continuing this work, walking car version two was born in November 2009. This car has travelled some kilometres at the Sustainable Living Tasmania Expo; The Falls Music and Arts Festival; and the Cygnet Valley Folk Festival. We could not have participated in these events if it weren't for the acceptance of organisers to grow carpooling as a sustainable transport alternative, and a fantastic team of volunteers, who provided invaluable assistance at all three events.

Events promotion has been a key focal point for Cool Pool Tas of late. We have created

a new link to promote events on the website and have further formalised the process for Tasmanian events to get on board with carpooling through our new CAR STAR Program.

This program rewards our



*New Cool Pool Tas Initiative.

supporters with a CAR STAR certification, or carbon avoidance road star status. Further still, it provides events with a sustainable transport option to promote, whilst further advertise their event via Cool Pool.

The program offers opportunities not only for events but businesses, educators, individuals and organisations. Furthermore, it is intended to provide financial assistance to develop and promote our resource. User fees, which had initially been proposed after 500 members, will not be implemented at this stage.

Next month Cool Pool Tas will be drawing to a close the Rural Rides Project, made possible through Climate Connect funding in 2009 and Sustainable Living Tasmania. A summary is included in this update on how the Tasman and Huon Valley

regions responded to the rural rides program that focused on introducing structured carpooling to these regions.

One of our ongoing disappointments has been our failure to capture the real time support of the State Government. The State decided not to run with our resource and expertise for a pilot project in ride sharing they will conduct for their Government Departments and we will watch their project, if and when implemented, with great interest. Meanwhile we'll continue to lobby their support for growing a carpooling culture, infrastructure and incentives with us. I would like to personally thank the Eighty Options web development team who gave their time and staff resources to put together professional project outlines, quotes and consultative advice for all the Government proposals submitted.

It's been two years coming, and now it's time— to celebrate. I'd like to invite you to join us to celebrate all of our achievements, supporters and CAR STARS on Friday July 16th at a *Cinq a Sept* event on Cool Pool Day. Please read the back page for event details.

Finally, thank you for keeping the momentum alive and I look forward to connecting at the "*Cinq a Sept*".

Georgi Marshall
Founder & Operator

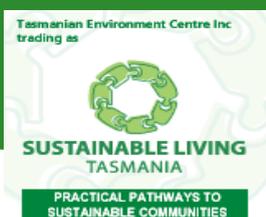


Phil Harrington is Principal Consultant - Climate Change for the professional services firm, pitt&sherry. He has been engaged in climate change policy development and administration for over 20 years.

If only 10% of cars with solo drivers carried a passenger, our emissions reduction would be equivalent to a twofold growth in public transportation”
Dr John Stanley.

Check out this link to give us your feedback on our carpooling resource, only takes a few minutes:

<http://www.surveymonkey.com/s/CPTRuralRides>



Spotlight on CPT Specialist Climate Patrons

Cool Pool Tas (CPT) is privileged to have the support of Phil Harrington and Peter Boyer as Patrons for CPT.

Phil Harrington is recognised in Australia and internationally as an expert in climate change mitigation, renewable energy and energy efficiency.

Phil describes to Cool Pool Tas his passions and carpooling habits.

“I work in the city and commute each day in a little Mazda with my three kids who go to school in

town. I am particularly concerned about the social consequences of peak oil and climate change – coming together as they are – and very interested in the human capacity for denial in the face of these threats. I believe that every one of us has a duty to be politically active, and not only look after the sustainability of number one, as important as that is”.

We are further supported by **Peter Boyer** who is a Historian and Journalist. Peter was Australian Antarctic Division man-

ager for many years, and has written extensively about the climate science of Antarctica and the Southern Ocean. He has been trained by Al Gore to speak to Australians about the dangers and challenges of climate change and has now spoken to over 8,000 Tasmanians. Since mid 2007 Peter has written a weekly climate column for the Hobart Mercury where he promotes issues about climate change and what Tasmanians can do about it.

To see some of his writing go the Climate Tasmania website.
www.climatetasmania.com.au

Potential Ride Sharing & CO2 Avoidance

There are over 380,388 registered vehicles (cars, vans, station wagons, utilities, trucks) and 317,589 registered full licensed drivers in Tasmania. (DIER, July 31st, 2008 <http://www.transport.tas.gov.au/publications/stats>).

Moreover, Tasmania has a great resource base to carpool and with Cool Pool Tas's carpooling network, it has the mechanism. In Tasmania the most popular means of travel is the private automobile with statistics from 2006 showing

88 percent of journey's to work made in Tasmania are made by car. Furthermore, the majority of this 88 percent were drivers, with less than 10 percent of people journeying to work as passengers. (State of the Environment Tasmania, 2009)

According to Dr John Stanley, of the University of Sydney's Institute of Transport and Logistic Studies, if only 10 per cent of the cars with solo drivers carried a passenger, our emissions reduction would

be equivalent to a twofold growth in public transport patronage. He says the cheap alternative has such a dramatic effect because cars are used for about 90 per cent of "motorised trips", and about 77 per cent of all trips. (Sydney Morning Herald, August 21st, 2008).

Launceston-Hobart:
 197.12KM, (10km/L)=
 19.7 L = **47.3kg CO2**

Avoided if you are sharing with another person.

Wrapping up Rural Rides

Rural Rides is a CPT initiative aimed at increasing carpooling in rural areas, starting with the Huon Valley and the Tasman Peninsula. The one (sometimes two and sometimes three) person Rural Rides team attended events, set up workshops and rallied support amongst the community. And the population

responded with lots of positive feedback and some sign ups to Cool Pool Tas!

The membership from the target areas increased by 56% in the 11 months that the Rural Rides project has been running. If you were one of the people who showed support for this project, thanks and keep

spreading the word. And thanks to the Tasmanian Government Climate Change Office who funded the project with support from Sustainable Living Tasmania also.

Laurel Waddell
 Rural Rides Project Coordinator



Carbon Avoidance Road Star— CAR STARS

6 Way Road to become a CAR STAR— it'd be uncool not to consider!

i. Incentive & Resource Donations: Those who contribute donations such as prizes, parking spaces, printing etc...

ii. Event Support- \$100. If your event supports us by putting our logo on your advertising material and or website, we will promote your event on our website with the \$ donation.

iii. Cool Stop Overs- \$100. If you have a business in Tasmania

that you would like to put on the commuters map, link on our site for your business.

iv. *Company/Organisation Presentation- \$100. Invite CPT to come and present to your organisation on how they can utilise CPT.

***conditions apply**
v. Members. -\$50.00 donation CPT life membership with benefits attached including the CAR STAR award.

vi. Donation- Funds for Marketing, Promotion and Site Development. Donor can discuss tagging funds & rewards.



CAR STAR SPONSORSHIP FORM ONLINE NOW.

CAR STARS already out there in the Community:

Cool Pool Tas is grateful to our Community CAR STARS for moving Tassie in the right direction. Awards this year go to Agfest 2010; Falls Festival 2009-10; Environment Tasmania; Walk Against Warming 2010; Sustainable Living Tasmania; Eighty Options Web Developers; Edge Radio; Cygnet Folk Festival 2010; D&S Cafe Huonville; Dunalley Neighbourhood House; Geeveston Community Centre; Hon. Lisa Singh; RACT; Tasman Council; Kingborough Council; Waterworks Valley Community; and the Hobart City Council.

Cool Carpool Project in NSW!

We bring this little snippet of a cool Australian Project to the eyes of all change agents to inspire more action and support from Tasmania!

When Cool Pool Tas first started we had a request from Ballina in NSW to create a site similar to ours, for their community. We declined, with our focus on Tasmania, and today congratulate the northern rivers in NSW for their ability to rally support from the Government and create a cool new carpool site in NSW. Check

out this cool initiative: www.nrcarpool.com. They have **carpooling signage** at various locations throughout their communities and have perhaps modeled their site on Cool Pool Tas's style, such as the use of google maps to highlight where member distribution lies, something National sites don't highlight.

The project is one of Australia's first Government funded carpooling initiatives, although Travel Smart, a Commonwealth Initiative, has also been supporting organizations, such as UTAS, with carpool-

ing projects.

Cool Pool Tas would like to encourage the State and Local Councils to embrace our CAR STAR program by requesting information sessions, and exploring the development of signage and parking incentives— so we too can move the culture forward and keep our carpooling connected in Tasmania.

The Hobart City Council's three for free idea outlined in their Sustainable Transport Strategy is a great start. Now we need to see it happen. "Walk the Talk"

Cool Pool is inspiring the development of carpooling Interstate whilst Tasmania Hesitates to Embrace Us.



Cool Potential— Financial Update.

How is Cool Pool Tas Funded?

Well, ultimately, by you- the Community— but presently, entirely by the Founder of the site (We've had a couple of small individual donations (thank you!!), a Hobart City Council Award and the Rural Rides Project).

So, how can I support CPT? There is a donation form on

line, or individuals can donate safely via paypal at www.coolpooltas.com.au. Donation/ Support Avenues are outlined in the CAR STAR program above.

If you believe in this resource, and would like to see it continue to develop— your support is necessary, so please consider a small donation to Cool Pool Tas.

What your money can buy?

- Improved Site Search Engine
- Face lift on the site.
- Marketing: Production of A3 Posters, Stickers and Magnets.
- Audio Visual Promotion for Cinema & other avenues (Screens in Doctors, UTAS, etc...)
- Cool Pool Member Cards
- SMS implementation into the site
- Lobbying with Councils and State for Infrastructure & Incentives
- As well as a CAR STAR Award and Its Benefits!

Contact Cool Pool Tas

Phone: 0409361376

Email: info@coolpooltas.com.au

Web: coolpooltas.com.au

- DONATE ONLINE with secure Paypal.
- SPONSORSHIP FORM ONLINE
- CONTACT US FOR SPONSORSHIP OPPORTUNITIES

Cool Pool **Winner** of the Best Community Project, 2009.



Walking the Talk– *Mucho* Thanks to a Great Team of Volunteers.

Thanks to the following volunteers for their support in walking the talk at some major Southern Tasmanian Events: Hanna Parssinen (Walking Car #2 Design and Construction);



Louise Conboy; Tania Langdon; Nick Maxwell; Shirly Sareyka; Gus Potts; Ben Peelman; Laurel Waddell;

Rose Mastroianni; Christine Chivassa; Katie Stackhouse; Sophie Marshall; Bec Marshall; Bernd Wechner and to those other amazing people who have been supporting through their own networks and communities to grow the carpooling culture (You know who you are)- THANK YOU!

www.coolpooltas.com.au



Coming Up: Cool Pool Day & *Cinq a Sept* Fundraiser

It's time to celebrate. After two years of operation Cool Pool Tas is having a Cool Pool to work, school, or any where you're going day, followed by a 5 to 7 event at the Baha'i Centre, Hobart.

Get your organization on board and encourage people to share rides on the day– free parking incentives will be available at the Baha'i Centre with overflow at the Regatta Grounds provided by the Hobart City Council & Baha'i Centre of Learning, Tasmania.

Furthermore, Cool Pool Tas is asking for donations of beanies (pre-worn and newly knitted or made).

The beanies will go on sale for bargain prices to warm you into winter and cover some of our ongoing expenses in bringing this service and celebration to the community!

Please contact us to have a beanie box in your organization, or to register that you will be Cool Pooling on the day.

If you pre-register your Cool Pool, you will be in the running for a prize on Cool Pool Day. That means, **FREE PARKING** and Possible **PRIZE!**

1. Contact us to register a Cool Pool on the day.
2. Mark 5-7 in your diary for the 16th of July at the Baha'i Centre.
3. Send in your beanies to us today!

Cinq a Sept Venue:-

Free Parking for Cool Poolers on **COOL POOL DAY ONLY** at the Baha'i Centre with overflow at the Hobart Regatta Grounds!!!

COOL POOL DAY

When? Friday July 16th, 2010

Where? Cool Pool Day Free Parking Open from 7.30am-9.30am at Baha'i Centre (in marked CPT area) & Overflow at Regatta Grounds.

Cinq a Sept– After work between 5-7pm and before the drive home join Cool Pool Tas in the Baha'i Centre for Beanies, Awards, Hot Soup Munchies and More!

