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University joins carpool initiative

By NATALIE WILLIS Staff writer

Shippensburg University is using both economic and environmental incentives to get vehicles off the road.

The university joined Carpoolworld.com in February and recently announced the benefits of the free service to students, faculty and staff. Members of the campus community can join the Web site for free with their Ship E-mail address and find other people who may be taking a similar route to and from campus. About 50 students, faculty and staff are currently participating in the initiative by combining rides to reduce the number of vehicles on the road, said Maryrose Wilson, Human Resources Benefits Manager at SU.

"This offers people a way to connect with other Ship colleagues or for students to connect with each other," Wilson said.

Wilson also expects that SU's participation in the commuter service will get more vehicles off roads, reduce traffic in the area and help people save money on fuel. According to AAA's Daily Fuel Gauge Report on April 17, the average price for regular unleaded fuel in Pennsylvania was \$3.39 -- a price that has inspired SU to give support to staff, faculty and student commuters.

She said the human resources department has been discussing ideas and ways to combat current environmental and economic issues for quite a while. After some investigating, Wilson discovered Carpoolworld.com and decided to give it a try and offer it to people who commute to campus.

She chose the site because it was easy and inexpensive for

the university to join, and said the fact that members can search specifically for other members of the campus community was also attractive.

"We have a wide range of commuters," Wilson said. "There is a large group coming from Chambersburg, Carlisle and beyond."

When members log in with their school E-mail addresses to the SU group on Carpoolworld.com, they are introduced to other university travelers by similarity of starting points and destinations of travel. The site links a member with others who share a similar route to and from campus. The "trip matches" include the person's E-mail and telephone contact information, along with whether they are male, female, smoker/nonsmoker and prefer to be either the driver or passenger.

Wilson said Carpoolworld.com -- a national service, and other programs supporting

transportation needs, are becoming more popular at higher education institutions, businesses and workplaces.

Natalie Willis can be reached at 262-4747 or nwillis@publicopinionnews.com.

Who created Carpoolworld.com?

Carpoolworld.com was developed by Max Fox and Isabelle Boulard in 2000. The partners are president



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and vice president of Datasphere Corporation, a company they formed in 1993 to provide computer consulting services. Datasphere Corporation owns Carpoolworld.com.

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Why was Carpoolworld.com created?

Max and Isabelle have been computer software professionals since the early 1980s. In the late 1990s they began to plan a Web site as an exercise to develop their Internet programming skills. In 2000, this project became Carpoolworld.com.

Source: <http://www.carpoolworld.com/about.html>

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