



It's debenture season!

Invest in your co-op, help your fleet grow

The co-op's annual debenture sale season is almost here - debentures will be sold in Sept. and Oct. this year. They are a great way to support your co-op, help purchase a new vehicle for the fleet, and a way to invest locally and ethically.

The interest rate for this year's debenture offer has yet to be set, however it is typically in the 3-4% range, and slightly higher than the going rate for a GIC.

Debentures are available in increments of \$250, up to \$1000, and the investment is for a three-year term.

So why should you purchase a debenture? Last year the co-op was able to

purchase a new vehicle from money raised in debenture sales (the 2007 Mazda 5), and it is the co-op's goal to do this again this year.

This year, our goal is to purchase either a pick-up truck or cargo van (this will be the topic of the September Monthly Survey), and we are seeking membership feedback from both Hamilton and Waterloo Region on which type of vehicle is preferable.

Debenture sales will be formally announced via the CarShare-Members email listserv, however feel free to contact staff anytime between now and Oct. 31 if you would like to purchase a debenture this year.



Yes, you can fit six adults in a Mazda 5!

CarShare staff and volunteers recently carpooled to Hamilton from Kitchener for a meeting in the co-op's 2007 Mazda 5. The Mazda 5 is versatile - six seats, or the seats fold down for lots of cargo space! The co-op has one each in Waterloo Region and Hamilton. From left to right: Janet MacLeod, Operations Coordinator; Taodhg Burns, Director; Matthew Piggott, Member Services Coordinator; Jason Hammond, President; Richard Den Otter, Finance Committee; Michael Druker, Director.

Waterloo cars to be re-aligned for greater fleet efficiency

As of this week, the co-op will be adjusting the locations of two of the Waterloo cars, to help make these cars more accessible to more members, to help increase the usage efficiency of the fleet, and also to help make our vehicles more visible to the public.

The first change that will take place will be the relocation of the Conrad Grebel station to the co-op's parking spot at University of Waterloo A Lot, on University Avenue at Seagram Dr.

While maintaining close access for the co-op's campus-based corporate members,

this will allow better access for surrounding members, and the vehicle will be accessible by many more transit routes, including the new Fischer-Hallman iXpress route.

The vehicle that will be stationed at UW A Lot will be the 2004 blue Mitsubishi Lancer sedan (currently located at WPL).

The second change happening is the relocation of the WPL station to the co-op's parking spot at the City of Waterloo's Caroline St. lot, near Waterloo Town Square. While this station is only moving by 500m, the

new location will better balance the vehicle's distance between the Sun Life and Brighton Yards locations, it will be adjacent to the Iron Horse Trail, and be in a more visible and open location.

The co-op's 2007 Mazda

5 will be stationed at the Caroline St. lot (currently at Conrad Grebel). By moving the Mazda 5 to a location in UpTown Waterloo, more members will have easier access to the co-op's largest capacity vehicle.

August Monthly Survey: How was your orientation?

This month's short member survey is a few questions about your experience at your orientation.

Staff and volunteers are working on a new video to be used during orientations, and they want to make sure the things you really liked

about your orientation are included.

Link to the survey here: www.surveymonkey.com/s/CarShareSurveyAugust2011

And, don't forget that all members who fill out the survey will be entered in a draw for a \$10 driving credit!

Get your co-op lawn sign now!

Maybe you've already seen one on your neighbour's lawn - a Grand River CarShare lawn sign.

The new promotional item was developed to help promote the co-op within targeted neighbourhoods, however any member who would like a lawn sign may have one. The signs say "I'm a CarShare Member, Join Now!"

So far there has been great interest in lawn signs from members who have

seen them in their neighbourhood and asked for their own!

To request a lawn sign, please contact the office.

At this time the lawn signs have only been produced for the Waterloo Region service area, due to the requirements of the grant that funded their production.

However, Hamilton members, please let us know if you'd like one - we're planning to do a Hamilton batch as well!

If not a lawn sign, a driveway stencil?

The co-op also has a parking spot-sized logo stencil, which one member has generously allowed the co-op to test paint on her driveway.

If you'd like the co-op's logo stenciled on your driveway too, let staff know!

It's a great way to help promote the co-op to your neighbours.

Location of the month:

Caroline St. Lot - City of Waterloo

This month's feature location is the Caroline St. Lot (provided to the co-op by the City of Waterloo), since the co-op will be stationing the 2007 Mazda 5 there as of mid-August (see story on page 1).

The Caroline St. Lot is centrally located in UpTown

Waterloo, and is across the road from the Waterloo Town Square South parking lot.

It's also right next to the Iron Horse Trail and bike lane, and is near the Laurel Trail, so it is easily accessible by a wide variety of transit modes.

Longer trip? Consider your co-op!

Taking any road trips this summer? If you've been considering a rental car instead of CarShare - think again! In many cases using CarShare for longer trips is just as cost-effective as renting.

One member who reserved a CarShare vehicle for a 5-day trip recently did so because it would have cost about the

same for her to rent. She also preferred to spend her money with her co-op, as well as avoid the hassles of renting.

Also, don't be concerned about reserving a car for a longer period of time - if a car is available, go for it! There are always other cars available for other members to use.

Groupon campaign a success

During the last week of July, the co-op participated in a Groupon marketing campaign, where the Simple Plan application fee was offered at half price to Groupon email subscribers. There were 12 people who took advantage of the offer, and many have redeemed their vouchers and signed up already.

Groupon offers one-time

deals that discount a product by at least half, and the deal is promoted online and to their email list.

The co-op's deal was promoted originally to Waterloo Region, and will be promoted by Groupon to the GTA/Hamilton market in the coming weeks. Tell your friends who have been considering CarShare that this is a great time to sign up!

Did you put the AGM date on your calendar yet? It's Oct. 20, 2011.

This year's AGM is scheduled to happen during Co-op and Credit Union Week, on Oct. 20, 2011. Please mark it on your calendar, and plan to attend.

Also, nominations are now being accepted for the Board

of Directors election at the AGM. If you're interested, please fill out a nomination form; you can link to the form here: <http://communitycarshare.ca/downloads/misc/DirectorNomination-FormWEB.pdf>

Directors

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Twitter: [@HammerCarShare](https://twitter.com/HammerCarShare)

Office Hours:
Tues-Fri
By appointment only,
please call ahead.

Next Meetings

Hamilton Action Committee
Wed. Aug. 17, 7pm, Hamilton office
Cambridge Action Committee
Thurs. Aug. 18, 7pm, Allan Reuter Centre
Communications Committee
Thurs. Aug. 18, 7pm, Hamilton office
Finance Committee
Wed. Aug. 24, 6:30pm, Kitchener office

Gas Surcharge

The Gas Surcharge for the month of August will be \$0.03/km, as per the Gas Surcharge Policy.