

Marketing Your Vanpool Program

Presented by
Community Transit
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Introduction & Agenda

- Welcome
- Introductions
- Vanpool
 - Why?
 - What?
 - Who?
 - How?
- Marketing
- Supporting Strategies

Benefits of Vanpools *Employees*

- Time
 - Commute Time
 - Family Time
- Money
 - Gas
 - Maintenance
 - Insurance
 - Oil & Tires
- Energy
 - Reduction in fuel costs



Benefits of Vanpools *Employers*

- CTR Goals
 - Time, Money, Energy & Environment
- Efficient Use of Company Resources
 - Labor & Facilities
- Enhanced benefit for Employees



?Solving the Mystery?



- Knowing What a Vanpool Is
- Knowing How to Make Vanpools Work for You

What is a Vanpool?

- A vanpool is a group of 5-15 commuters who ride to work together in a vehicle leased/owned by a transit agency (Community Transit).
- Vanpools generally follow a set schedule and route, but unlike a bus, these are set by the riders themselves.
- Fares are based on the size of the van and the daily round-trip mileage. An individual's vanpool fare depends on the number of passengers

Vanpool Results

- Reduce Parking Demand
- Reduce DAR & VMT
- Reduce Employer Costs*
- Enhance Employee Benefits
- Improve Employee Morale
- Improve Employee Work Performance

* Just by offering a Pre-Tax option employers have the opportunity to save on taxes.

How Do I Start a Vanpool?

- Ask for Assistance
 - Recruiting Internal & External Riders/Drivers
- Identify Roles
 - Primary Driver
 - Back Up Driver
 - Bookkeeper
- Make Sure Drivers Meet Criteria
- Make Sure Bookkeeper Application
- Contacted Formation Coordinator
- Everyone signed up for Orientation Class
- Primary Driver Arranged for Vehicle Pick Up

Supporting Strategies

- Ridematching (internal and external)
 - Maximize Your Network Resources
- Preferential (priority) parking for vanpools
 - Free Parking Can be Even Better
- Guaranteed Ride Home
 - Available for all of your programs
- ORCA Passport Program
 - If possible

Supporting Strategies *Continued*

- Vanpool subsidy/ incentive
 - Leverage Statewide Programs
- Pre-tax commuter fringe benefit
 - Check with your tax expert
- Flex-time to accommodate vanpool schedule
 - Check with supervisors and managers

Rideshareonline.com



RideshareOnline.com provides a free, comprehensive online tool to assist employers in managing their employee transportation program.

Signing up for an ETC account

1. Sign-up as a user on the ridematch Web page at www.RideshareOnline.com.
2. Follow the system provided instructions to complete your registration.
3. You will receive a validation email. Verify your account has been created by logging into the Web site.

Signing up for an ETC account

Continued

4. Select “My Networks” option under the Profile menu. And make sure your organization is listed as your network. If your organization is not listed, associate your account with your organization.
5. Send us an email requesting ETC access. We will process your request and send you a confirmation.
6. Once you receive confirmation indicating your account has been processed, you can access the employer administration portal

Now What?

- Start Ridematching
 - Employees Can Sign Up
 - You Can Sign Up Employees
- Manage your program
 - See Employee Usage*
 - See Employee Savings

*Employees will need to use the calendar feature in order to allow you to run usage reports through RSO.

Available to YOU

- Ridesharonline.com
 - Free Ridematch Database
- Riders Wanted Bulletins
 - Electronic & Hard Copy
- Community Transit TDM Staff
 - Debbie & Mark
- Vanpool Coordinators
 - Work with you or the individual group
- Snohomish County & Bothell ETC Network

Scenario One

Given the current state of the economy, employees at your worksite have started to ask you about how they can reduce the costs associated with their commute. Specifically they have started to ask you about bus routes. Being that you are a hard working, finger on the pulse of regional transportation issues ETC, you know that times are tough for everyone including transit agencies. That means that bus is probably not going to be an option for your employees. However, you attended a recent advance training on *Marketing Your Vanpool Program* presented by Community Transit so you have the resources and skills to address this issue.

Scenario One *Continued*

What Will You Do?

Scenario Two

You have had a lot of success in presenting vanpools as an option for your employees. In fact you have three vanpools that started after your last transportation fair! Unfortunately one of your vanpool group is in danger of folding because one of the riders has to leave the group. The other members of the group love their commute and they are worried that they will have to start driving by themselves again. They don't want to go back to contributing to traffic congestion, air pollution and worse of all, they know that if they choose to drive by themselves, the worksite's VMT and DAR rates will go up. The primary driver sends you a desperate email asking you for help.

Scenario Two *Continued*

What Will You Do?

Scenario Three

You have been receiving emails from a couple of different people in a vanpool group complaining about the way the primary driver drives. There are all in strong agreement that the driver does not drive “appropriately” and they have expressed concerns regarding their individual safety.

Scenario Three *Continued*

What Will You Do?

Questions?

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