



How to: START A VANPOOL PROGRAM

Vanpooling is a simple, sustainable and cost-effective method of commuting to work. A vanpool consists of 7 to 15 passengers who commute together on a regular basis. Vanpool programs vary, but vans may be leased, company-owned, or member-owned and operated.

Leasing vans through a third party vendor is the choice of many companies. In addition to leasing the vehicle, a third party agreement includes insurance coverage, a maintenance program, and 24-hour roadside assistance. The third party vendor will also help to establish the vanpool itself, provide marketing materials and help fill vacant seats whenever necessary. Third party vans are leased to employees in the vanpool on a month-to-month basis and the vans are employee-driven and operated.

Steps to Get Started

To offer a vanpool program at your business or organization, contact your local 511 Vanpool Consultant. They will help you assess your company's and employee's needs and identify potential vanpoolers. They can provide:

- Referrals to vanpool vendors. 511 Vanpool Consultants work closely with regional vanpool vendors and can help you set up a vanpool information session with a vendor of your choice.

Develop Your Program

Vanpool programs may include preferential parking, subsidies and rewards, and a guaranteed ride home program. To get started, develop policies and rules, and then design program materials such as a transportation page on your intranet or website to promote available vans, and registration forms for riders to join vanpools. A 511 Vanpool Consultant can help you with:

- Information on start-up subsidies and assistance with parking permits, free motor vehicle reports and FasTrak® toll tags (for registered vans).
- Offer a Guaranteed Ride Home (GRH) program, (internally or through an existing county program) to ensure that in the event of an emergency, vanpoolers have a free ride home.
- Create a preferential parking program.
- Develop contests or incentive programs to encourage your employees to join a vanpool.



Get the Word Out

The next step is to begin marketing your program by offering a transportation page on your intranet, promoting your program through your in-house newsletter, and in your new-hire employee packets. Contact a 511 Vanpool Consultant to help you promote and maintain your vanpool program. They can help you:

- Coordinate and promote educational sessions for your employees to learn more about vanpooling, and to help you recruit riders and drivers.
- Define routes, times, meeting locations and vanpool procedures for all participants.

- Design flyers and compose newsletter articles.
- Organize an on-site health and benefit fair or event so employees can speak directly with a 511 transportation expert about commute options.

Sustainable for the Earth... Vanpools help reduce vehicle-caused air, water, and noise pollution, and conserve fossil fuels.

Vanpooling is Sustainable for Your Employees

- May reduce maintenance and insurance costs for each member's own vehicle
- Shared cost of gas
- Lower parking costs (when available)
- Toll-free bridge passage (registered vanpools with 10-15 seats and FasTrak®)
- Subsidies are available
- May be free for the driver (depending on vendor)
- Based on IRS Ruling 132 (f), employees can set aside up to \$130 per month as tax deductible.

Vanpooling is Sustainable for Your Business

- Increase employee retention and attract new employees
- Increase productivity: employees in vanpools are less tired and less stressed
- Employees are more likely to arrive on time and use fewer sick days
- Consider WiFi-equipped vanpools for increased productivity
- Enhance corporate image with green commuting options
- Reduce need to provide parking
- Expense deductions by subsidizing employee costs
- Reduce payroll taxes with a commuter tax benefit program
- Deduct van depreciation on company-owned vehicles
- Provide a higher return on overall emission reduction

511 OFFERS FREE SERVICES AND TOOLS FOR EMPLOYERS

Want to help your employees find more efficient and economical ways to get to work? 511 offers a variety of services and tools to help you assemble a successful Transportation Demand Management (TDM) program at your worksite. This service is provided at no cost to your organization by the Metropolitan Transportation Commission. Services include:

ONLINE RIDEMATCHING

With just a few clicks on 511.org, the RideMatch Service instantly matches your employees with other people making a similar commute.

VANPOOL FORMATION AND SUPPORT

Vanpooling may be an option at your worksite, and we can help you set up vanpools from start to finish.

COMMUTE INCENTIVES

Employees who use commute alternatives to driving alone can benefit from a variety of incentives, including commuter tax breaks, free bridge tolls, carpool lanes and other financial incentives.

WORK SITE EVENTS

511's representatives will participate in select events to promote carpooling and vanpooling at your worksite.

For More Information, Contact a 511 Vanpool Consultant:

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