



VIRGINIA
MEGAPROJECTS
Transportation improvements by **VDOT** • **DRPT**

Virginia Megaprojects Transportation Management Plans Vanpool Program Update

Commuter Connections
Employer Outreach Committee
April 17, 2012

Virginia Megaprojects Background

- ❑ Virginia Megaprojects are a series of large-scale transportation improvements designed to ease congestion and provide better travel choices
- ❑ Transportation Management Plans (TMPs) are required for major highway projects in Virginia
- ❑ TMPs mitigate work zone impacts during construction by:
 - promoting the safety of all users
 - maintaining efficient traffic flows in areas effected by construction
 - **reducing the number of vehicles in work zones**
 - communicating with the community

TMP Background

- ❑ Virginia Megaprojects TMPs
 - Phase I Dulles Metrorail Extension
 - I-495 Beltway HOT Lanes
- ❑ Target Tysons Corner area
- ❑ Research
 - Only 10 vanpools to Tysons
 - Move or change jobs
- ❑ “They Said It Couldn’t Be Done”
- ❑ Vanpool Strategy
 - New Vanpools
 - Save Existing Vanpools
 - Employer Shuttle/Van Pool

Challenges Selling Vanpooling

- ❑ How much does it cost?
- ❑ Many factors in calculating cost makes it difficult to provide cost upfront
 - Distance
 - Vehicle size/type
 - Number of riders

Megaprojects VanStart Program

- ❑ Change from existing Virginia VanStart program
- ❑ Simplify fare structure
 - Makes selling vanpooling easier
- ❑ Establish “shared-driving” responsibilities
- ❑ Provide vanpool service provider choices
- ❑ Provide smaller vehicle choices
- ❑ Provide “recognition”

Megaprojects VanStart Program

- ❑ \$50 monthly fare
- ❑ Cannot have been in a vanpool in the past 12 months
– if so, pay full fare
- ❑ Drivers and riders provide information/sign documents
- ❑ Megaprojects staff works with vanpool service providers
- ❑ Virginia Megaprojects Application

Vanpool Recognition



Vanpool Recognition



Vanpool Coordinator



Spokesperson



Success Strategies

- ❑ Target best potential vanpool candidates

- ❑ Increase Vanpool Program Awareness
 - Use established channels of communications
 - Create tailored promotional materials (with consistent branding)
 - Foster a dedicated team

- ❑ Overall
 - Constant, personalized follow-up
 - Overcome “challenges”

Promotional Tools

- VanStart Flyer
- VanStart Point of Purchase (POS)
- Vanpool Banner-Up
- Radio Promotions
- Vanpool Web Banner Ads
- Megaprojects News Articles
- Vanpool Videos
- Virginiamegaprojects.com & GoTysons.org

Results

- ❑ Supporting 112 vanpool riders in 17 vanpools
- ❑ Providing approximately 4,500 Passenger Trips per month
- ❑ Utilizing five vanpool service provider companies

TMP and Vanpool Partners



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Virginia Department of Rail and Public Transportation



Virginia Department of Transportation



For More Information

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