

Making Vanpooling Successful – Innovative Ideas

*Felicia H. Woodruff
Pulsar Advertising*

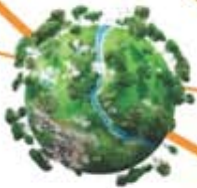


Background Information

- Virginia Megaprojects
- Transportation Management Plan (TMP) needs
- Market Research
- Results to Date

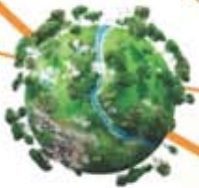


VIRGINIA
MEGAPROJECTS
EMPLOYER SOLUTIONS



Five Innovative Ideas

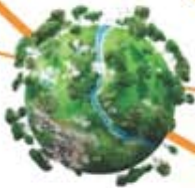
- Establish “clean” message
- Establish “shared-driving” responsibilities
- Provide vanpool service provider choices
- Provide smaller vehicle choices
- Provide “recognition”



Vanpool Recognition



Vanpool Recognition



Powerful Partnerships

- ***Program Support***

(DRPT, VDOT, FCDDOT, VPSPs)

- ***Promotional Support***

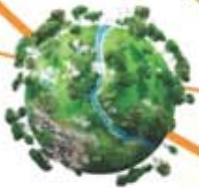
(Communications team, CAAs, TMAs, property managers, FCEDA, etc.)

- ***Sales Support***

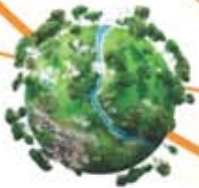
(Current vanpoolers, VPSPs, everyone)



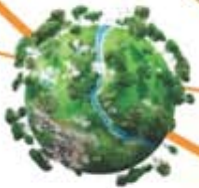
SOVer



Vanpool Coordinator

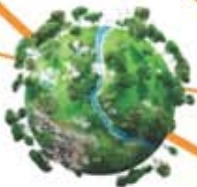


Spokesperson

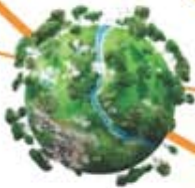
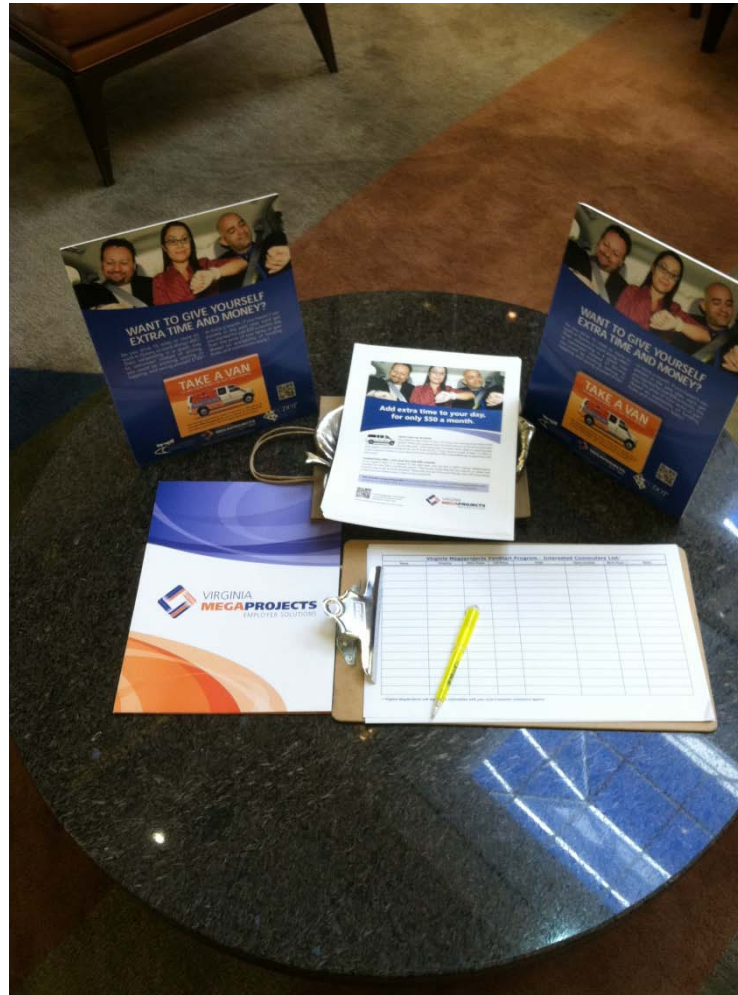


Success Strategies

- 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
 - FOCUS
 - Constant, personalized follow-up
 - Overcome “challenges”



Promotional Tools



Results

* FY11 Goal – 8 New Vanpools

Started 10 Vanpools

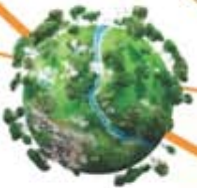
125% over established goals

* FY12 Goal – 8 New Vanpools

Started 3 Vanpools

1 More This Month!

* *Other new vanpools, new HOV referrals*



Let's Make Vanpooling Happen!

Felicia H. Woodruff

Senior Account Executive

Pulsar Advertising

707 East Main Street, Suite 1315

Richmond, VA 23219

(O) 804.225.8300

(D) 804.337.1232

