



Serving Virginia, Maryland, and District of Columbia



A Regional Partnership



BETTER TOGETHER



Potomac and Rappahannock
Transportation Commission



39 active vendors including



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Building Back

Passenger Trips and Miles

- Typically reporting 46,000 per month, peak was 143,000
- Ridership levels have bounced back quicker than other transit modes but still remain about 55% of pre-pandemic levels
- Collected and reported 4.7 million revenue miles, peak was 11.2 million

Building Back Numbers

- Peak enrollment hit 670 currently 361
- Continue to offer ridematching services to participants
- Virtual Transit Fares
- Working with vendors and work sites for the eventual return to “normal”

Increased Cash Flow

- Vanpool Alliance increased monthly payment from \$200 up to \$300
- In Partnership with DRPT made 4 rounds of EVRA
- Vanpool Alliance received corridor based grants for I-66 and I-395



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Moving Vanpooling Forward



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- The Commuter Choice program supports projects that move more people, increase opportunities to connect from one mode of travel to another, improve transit service, reduce roadway congestion, and increase travel options
- Tolls provide the revenue necessary to fund new projects well into the future. These projects are specifically designed to benefit toll payers
- Vanpool Parking Program in both I-66 and I-395 corridors will assist vans to reduce out of pocket cost for monthly parking in Arlington and D.C.
- For new vans traversing the I-395 corridor an additional \$400 per month for eligible participants



Marketing



- WTOP adds
- Facebook and LinkedIn posts
- Banner ads on Google
- Waze
- Testimonial [Video](#)
- TDM [Map](#)

- Messaging has focused on commuters as well as employers
- [Environmental ads](#) have received the most traffic
- Timing of ads works with federal employers return to work and increased gas prices
- Marketing style has allowed for copy to be effectively reused and repurposed

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Marketing

Consumers/Riders:

Ahhh. Another beautiful morning in commuterville. You, alone in your car, crawling down the interstate. Stuck behind the SUV from Maryland but firmly in front of the sedan from DC. There IS a better way. Vanpooling. Save on fuel, get to work in a better mood, AND help get some of these cars off the road for the planet's sake. Get on down the road with the 'poolers. Learn more at [Vanpool Alliance dot org](http://VanpoolAlliance.org). Ride on.



To Employers:

We're not sure which companies need to hear this, but the perks that used to work to get the best employees are now, well, kinda lame. Look, a home office beats a corner office any day of the week but if we have to come in, a free vanpool ride to and from work makes it a little less painful. Not to mention getting some cars off the road is way better for the environment. It all begs the question: if you're not offering a vanpool option for your best employees, ...how do you know they are the best employees? Learn more at [Vanpool Alliance dot org](http://VanpoolAlliance.org).



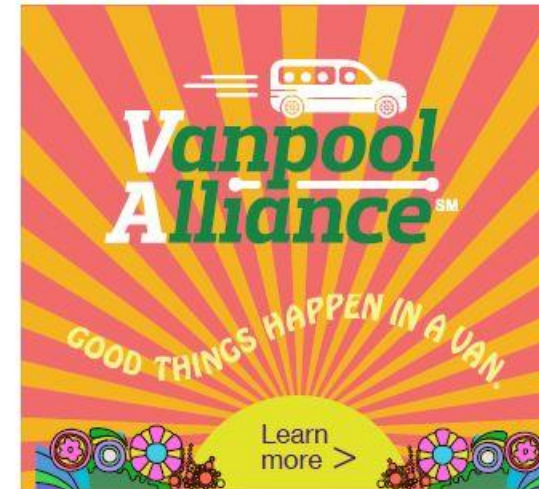
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Vanpooling takes cars off the road, reduces emissions and makes our planet a better place. Sign up, and ride on.



VANPOOLALLIANCE.ORG
Good Things Happen in a Van
Find a vanpool and feel the joy

[Learn More](#)



Relax on your way to work while you do good for the planet. We'll help you find a vanpool that grooves with your schedule.



VANPOOLALLIANCE.ORG
Good Things Happen in a Van
We make vanpooling easy

[Learn More](#)

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Contact

**VANPOOLING CAN IMPROVE YOUR COMMUTE AND
THE WORLD.**

FOR RIDERS

FOR PROVIDERS

REPORTING

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GOOD THINGS HAPPEN IN A VAN.

