

Building a
VANDO!

Attitude



Dulles Area Transportation Association
January 17, 2017

Takeaways for today...

- **Remember** - vanpooling *HELPS* people
- **Consider incentives**
- **Find a good partner**
- **Don't overlook the power of human connection!**

VanDo Attitude Program Challenge

Form at least three vans from:

- **Unconventional sites**
- **Major employers in activity centers that offer few transportation choices**
- **Remote areas – work with TDM agencies whose commuters regularly travel to work sites within the DATA service area**

“By the time the six-month Van Do grant had finished, our van was not only benefiting my family, but 11 other families as well – travelling from Manassas, Virginia to Silver Spring, Maryland all week long. In addition to increased time with family, vanpooling has benefited our entire group in many other ways. We have cut costs in personal vehicle maintenance and gas, saved time using the HOV and express lanes and enjoyed a less stressful commute to work. We’ve also made a positive impact on the environment and general road congestion, since 10 more cars have been removed from the Maryland/Virginia/DC area roads!”

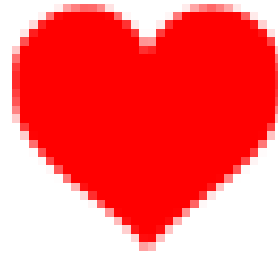
~ Vanpool 16VP-007254

Incentive Structure	
Month 1*	<p>Full subsidy plus \$100 gas card; riders split additional gas and tolls</p> <p>Riders receive a weekly credit toward a \$50 gift card</p> <p>Free wi-fi</p>
Month 2	<p>Full subsidy plus \$100 gas card; riders split additional gas and tolls</p> <p>Riders receive insulated "I've got a Van Do Attitude" coffee mug</p> <p>Free w-fi</p>
Month 3	<p>75% subsidy plus \$100 gas card; riders split additional gas and tolls</p> <p>Riders receive "I've got a Van Do Attitude" embroidered windbreaker</p> <p>Free w-fi</p>
Month 4	<p>50% subsidy plus \$100 gas card; riders split additional gas and tolls</p> <p>Free w-fi</p>
Month 5	<p>25% subsidy plus \$50 gas card; riders split additional gas and tolls</p> <p>Free w-fi</p>
Month 6	<p>No subsidy plus \$50 gas card</p> <p>"Van Do Attitude Adjustment" event celebrating 6-months vanpooling</p>

\$\$\$\$ MONEY TALKS \$\$\$\$

- **Federal subsidy**
- **Vanpool Alliance**
- **VanStart**
- **VanSave**
- **Free/Preferred Parking**

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Enterprise Rideshare!

VAN-PIRE DIARIES!

It's **scary** what you
don't know about
vanpooling!



Image courtesy of bandistatfreeDigitalPhotos.net

Get the inside story on how to try this
thrilling transportation choice
absolutely free!

RAIN DATE

Join us right here on
THURSDAY, OCTOBER 29
3-6 p.m.

🎁 Refreshments 🎁 Giveaways 🎁 FUN



Make the Human Connection!



Jack's first outreach event at Cushing Road Park and Ride!



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