Vanpool Alliance

Presentation to:
Fredericksburg Metropolitan Planning Organization
February 23, 2015
Program History In Brief

- Common interest of three regional commissions (GWRC, PRTC, and NVTC) in exploring feasibility of a publicly sponsored vanpool program to
  - Promote increased vanpooling in the region as a “congestion relief” strategy
  - Generate increased federal earnings that could make program financially self-supporting and an income producer for other transportation investments
- Jointly sponsored study completed in 2011 affirms feasibility
- Program start-up funding sought and obtained from VDRPT to underwrite program while awaiting the first of its federal earnings
- Program launched in October 2013, after memorandum of understanding (MOU) executed by three commissions
Program Grows Consistently

- Initial enrollment period (October & November 2013) -- 207 vans enrolled
- Program enrollment continues to outpace budgeted projection of 10 vans per month
- Program has experienced growth every month since launch
Program Growth Pattern

- Program enrollment has consistently exceeded budgeted estimates.
A Deeper Look

Program tracks 3 enrollment statistics:

1. Enrolled Vans – affected by insurance denials, van age etc.
2. Apps Received – total number of vanpools reached
3. Vans Reporting – vans reporting NTD data, affected by enrollment lag, holidays etc.
Van Origins Dispersed, With GWRC As Prime Source

Enrolled Vans by Jurisdiction (11-14)

- GWRC: 51%
- NVTC: 15%
- PRTC: 17%
- OTHER: 17%
Deeper look (continued)

- Steady increase in passenger trips since inception
- 940,000 passenger trips reported so far
- November drop due to vacations around Thanksgiving holiday
Over 30 Vendors, including...
Program Stats at a Glance

So far program participants have logged:

- 5.9 million revenue miles
- 41.1 million Passenger miles
- Over 940,000 individual passenger trips

- Program now has nearly 4500 enrolled users giving us a better picture of vanpooling in northern Virginia from the bottom up.
- Vans Participating in the program since program inception have reduced SOV miles by 35 million in the DC area
- 116 of the vans enrolled in the program started as a consequence of the program
• Vanpool Alliance awarded contract to Pulsar Advertising following a competitive procurement in December 2013.
• Pulsar has conceived a two-pronged marketing approach
  – Program staff focus -- physically attending events and giving presentations.
  – Pulsar focus – creation of companion methods to support staff’s physical effort and broaden exposure (e.g., website creation, social media, online marketing etc.)
## Program Staff Outreach

<table>
<thead>
<tr>
<th>Month</th>
<th>Event Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>May 2014</td>
<td>DOD/Pentagon Commuter Fair</td>
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<tr>
<td>May 2014</td>
<td>DHHQ Commuter Fair</td>
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<tr>
<td>June 2014</td>
<td>Mark Center Commuter Fair</td>
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<tr>
<td>September 2014</td>
<td>Employer Outreach Training - TDM sales training session on how to assist employers to start &amp; maintain vanpool / shuttle programs for their employees.</td>
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<tr>
<td>October 2014</td>
<td>Live More Commute Less Block Party</td>
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<tr>
<td>October 2014</td>
<td>Northrop Grumman Transit Event w/Fairfax County and WMATA</td>
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<tr>
<td>November 2014</td>
<td>DATA Vanpool Summit at Westfields</td>
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<tr>
<td>January 2015</td>
<td>ACCS presentation</td>
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<tr>
<td>January 2015</td>
<td>Commuter Store employee briefing</td>
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</tbody>
</table>
Pulsar Milestones

**Completed:**
- Developed Marketing Plan and Key Messaging for Rider & Provider Audiences
- Purchased New Van Magnets
- Website Maintenance
- First Press Release, spawning 2 Articles (Winchester Star & Fredericksburg’s Free Lance-Star)
- Developed Search Engine Marketing Campaign & Unique Landing Page
- Launched Vanpool Alliance Facebook Page
- Developed Flash Animated Banner Advertising Campaign
- 95 Express Toll Lanes Press Release

**In Development:**
- Redesigned Website with Emphasis on Two Audiences
- Animated Vanpool Benefits Videos

**On Going:**
- Facebook Page Management & Promoted Posts
- Search Engine Marketing Management
- Banner Advertising Campaign
Social Media

- Pulsar created page which currently has 1000+ visits and 100 + likes
- Has provided another avenue for program participant feedback
- Starting to create a community through competitions (e.g., Halloween costumes; worst commutes etc.)
- Pulsar used participant email address to passively market on users news feeds
YOU COULD WIN a box of donuts for your vanpool group. Comment below—of yourself, your vanpool group, or your scariest costumes!

Happy Halloween Everyone!
Program Advertising

- This is the first of three animated videos for the program
- Aims to become a series that we can use on the website and in upcoming radio advertising
Per the MOU, local expenses borne by the three commissions in the same proportion as their actual program earnings; estimated for budgeting purposes as 50% NVTC, 25% PRTC, and 25% GWRC.

The total local contributions are projected to be ≈ $800K.

NVTC and PRTC are fronting GWRC’s local expenses, and will recover what they’ve fronted as the first call on GWRC’s net earnings.

Thus NVTC and PRTC realize their first net earnings in FY17, while GWRC’s first net earnings are in FY18.
Federal Earnings

<table>
<thead>
<tr>
<th>Fiscal Year</th>
<th>Program Earnings (Federal Share)</th>
<th>Program Cost</th>
<th>Net Earnings Before Payback</th>
<th>Net Earnings After Payback</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>NVTC</td>
</tr>
<tr>
<td>FY17</td>
<td>$1,731,825</td>
<td>$1,658,794</td>
<td>$73,031</td>
<td>$48,931</td>
</tr>
<tr>
<td>FY18</td>
<td>$4,322,257</td>
<td>$1,689,907</td>
<td>$2,632,349</td>
<td>$952,847</td>
</tr>
<tr>
<td>FY19</td>
<td>$5,382,626</td>
<td>$1,696,205</td>
<td>$3,686,421</td>
<td>$1,843,210</td>
</tr>
<tr>
<td>FY20</td>
<td>$6,372,383</td>
<td>$1,702,691</td>
<td>$4,669,692</td>
<td>$2,334,846</td>
</tr>
</tbody>
</table>

- Based of current projections of vanpool registrants, program federal earnings will plateau at around $6 million dollars per year in earned federal dollars.
- Federal funds require a 20% local match – in the form of the privately funded van purchases.
- Per MOU, net earnings will be divided based on mileage traveled through jurisdictions.
GWRC Estimated Earnings

- Graph shows estimated federal earning with the current required 20% local match
- Program has received affirmation from FTA that purchases of rolling stock by vehicle participants can be used for local match.

<table>
<thead>
<tr>
<th>Year</th>
<th>GWRC Federal Earnings</th>
<th>Local Match</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY17</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
</tr>
<tr>
<td>FY18</td>
<td>$476,424</td>
<td>$95,285</td>
<td>$571,708</td>
</tr>
<tr>
<td>FY19</td>
<td>$921,605</td>
<td>$184,321</td>
<td>$1,105,926</td>
</tr>
<tr>
<td>FY20</td>
<td>$1,167,423</td>
<td>$233,485</td>
<td>$1,400,908</td>
</tr>
<tr>
<td>FY21</td>
<td>$1,167,423</td>
<td>$233,485</td>
<td>$1,400,908</td>
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</table>
• Final determination of earnings is based on miles travelled through jurisdictions.
  – The 50/25/25 rule was simply a preliminary estimate at time of program inception based on estimated participation and origins of vanpoolers.
  – Actual participation and mileage statistics will govern real earnings, informed by a Trapeze module that computes miles travelled by jurisdiction.

• All earnings and local match estimates presume the successor to MAP-21 will mimic MAP-21; that remains to be seen.
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