North Carolina Rural Vanpool Program
March 2008
Charlotte, NC
Dr. Travis Bradshaw
2Plus, Inc
Information on 2Plus

- Nearly 30 years of professional experience in transit and TDM, research, planning, and operations

- Work directly with DOTs, transit operators, TMAs, and corporations

- National full-service TDM organization
  - 501 (c)(3) – charitable non-profit corporation

- Commuter’s Register cited as an example of “Best Practices” by the Environmental Protection Agency (EPA)

- Individualized marketing approach cited as successful and cost effective by the Federal Transit Administration (FTA)

- We have pioneered target marketing and focused research in the transit/TDM fields
2Plus Vanpool Successes

- Created the nation’s first statewide branded vanpool fleet in Connecticut’s Easy Street Program
  - This program is one of the nation’s top five vanpool programs, with over 300 vanpools.
- Created the nation’s first statewide rural vanpool program in North Carolina
  - This program, in only its third year of operations, became the most efficient (per passenger mile traveled) of all 82 of North Carolina’s rural transit programs.
- Created the Southern Connecticut rural vanpool program, in an area where two local rideshare brokerages had abandoned vanpooling for a purely bus/rail transit focus
- Incorporated six operating vanpool fleets into one branded system in Connecticut
- Manage the 650 van, 7,000 rider vanpool program for an eight county region within the Houston-Galveston Metropolitan Area
  - We are in the process of blending a van and minivan program into one branded fleet.
- Have conducted more vanpool research than any other firm in the United States.
What is Vanpooling?

Vanpools are described as...

- Commuter vans
- Transporting 5-15 people
- Shared commute patterns
- Drivers are voluntary/unpaid from the group
- Riders agree upon 1-3 set locations
- Expenses are shared
Vanpool Driver Benefits:

- Receives use of vehicle for personal trips
- Usually drives in exchange for free fare
- Reduces need to purchase a personal vehicle
- Obtains lower vehicle insurance rates
- Reduces household's vehicle maintenance costs
- Requires no long term commitment
Vanpool Rider Benefits

- Reduces stress as employees arrive relaxed and ready to work
- Increases access to job markets
- Reduces walking distance from parking lot to worksite
  - Vanpools often enjoy preferential parking at employer sites.
- Saves money on commute costs such as gasoline, and wear-and-tear on personal vehicles
Employer Benefits

- Reduces the need for additional parking
- Increases access to labor markets
- Increases productivity, reduces absenteeism and tardiness
- Provides an effective, low-cost recruitment tool
Community Benefits

- Serves communities not served by transit
- Requires fewer passengers than a bus
- Increases federal and state funds/credits to transit
- Provides a low cost alternative to serving long distance and low density origins
- Fare-box can produce 50-100% of operating costs, thus lowering the need for local government subsidies
- Provides transit option for other groups (e.g. Welfare to Work)
NCRVP History

- Job Access Reverse Commute Grant (1999)
- Originally proposed significant DSS involvement
- 6 pilot counties
- 2Plus, Inc. under contract
- 2Plus targeted the private employment sector
- Fill in gaps in employment transportation services
- Statewide vanpool program (2003)
  - Service viewed as open to general public, not “welfare transportation”
Identifying Stakeholders

Who benefits from and leads the development of employment transportation services in a county?

* Department of Social Services
* Mental Health Centers
* Vocational Rehabilitation
* Other Human Service Agencies
* JobLink Career Centers
* Employment Security Commission
* Rural/Urban Transportation Systems

* Elected Officials
* Economic Developers
* Community Colleges
* Civic Organizations
* Faith Based Organizations
* Chambers of Commerce
* Employers
Roles and Responsibilities

NCDOT/PTD

- Reimburse capital and administrative costs
- Provide reimbursement for percentage of operational costs
- Approve rural vanpool routes
- Report rural vanpool activities to FTA
Roles and Responsibilities

COUNTY/PARTICIPANT (Voluntary)

- Identify/provide potential riders
- Work with Vanpool Coordinator to develop and expand routes
- Provide share of operating cost of vanpools
Roles and Responsibilities

2PLUS, INC.

- Provide rider recruitment and route formation services
- Assist in developing ridership through active contact
- Screen, approve, and manage primary and back up drivers
- Provide vehicles, maintenance, and insurance for rural vanpools
  - Vehicles are now being purchased by DOT. Capital cost of vehicles can be recovered in less than three years of lease costs.
- Coordinate and manage all finances for routes
- Collect and report NTD data
Frequently Asked Questions

**How much does it cost?**

- Each passenger pays a monthly, weekly, or daily fare to ride in the van. Fares are based on the number of average monthly miles, number of riders, operating costs, maintenance, insurance, and depreciation.
- Costs generally range in the neighborhood of $4 to $8 per day.
- Some employers offer co-pays to employees who vanpool.
- Fares may be reduced with increased ridership.

**Who owns the vans?**

- The NCDOT owns the majority of vans.
  - Other vans are leased to 2Plus and we in turn lease the vans to the drivers in a third party agreement.
Continued FAQs

**What are the vans like?**


**Who takes care of maintenance?**

- The program provides free preventive maintenance and repair work as well as a loaner van when necessary.
  - The toll-free number to schedule maintenance and repairs is 800-870-1407.

**Who drives and what are the requirements?**

- The driver is a commuter that commits to taking other passengers to work each day who also works at or near the same destination. The driver may drive every day or share the driving with a back-up driver. Drivers must be at least 21 years old with a current North Carolina driver's license, and have a clean driving record (3 points or less).
What are the driver's responsibilities and benefits?

- Approved drivers and back-up drivers sign an agreement with 2Plus. Drivers must provide safe, off-the-street parking for vans. They must prepare and submit simple monthly reports on ridership and miles driven.
- Because of the responsibilities they shoulder, drivers ride free in vanpools and are allotted 150 miles per month of personal use of the van.

Who pays for gasoline for the vans?

- 2Plus issues a credit card to drivers to pay for gas, and drivers submit their receipts on a monthly basis. Gasoline is factored into the total fare.

How are fares collected?

- Riders pay their fare to the vanpool's driver, who in turn sends checks or money orders to 2Plus on a monthly basis. The driver sets policy about whether he or she would like cash or checks from the passengers. Some employers offer payroll deduction of fares.
Continued FAQs

What about insurance?
- Insurance is provided for each van, including collision and liability.

What is my commitment to the van?
- In most cases, the driver and riders make a month-to-month commitment. A person may leave the vanpool at any time after giving a 60-day notice.

Does the van provide door-to-door service?
- Vanpool riders and drivers may set their own policy about pick-up and drop-off locations, but because fares are calculated on miles traveled we encourage one or more central meeting places.
- Often, churches and shopping centers will allow their parking lots to be used by vanpool riders. But verification about parking is required.
Continued FAQs

What if the driver is sick or on vacation?

- Each van has a back-up driver in case the primary driver cannot drive the van for whatever reason.

What if I have an emergency during the day and need to go home?

- 2Plus offers an emergency ride home program for employees who vanpool or carpool.
- You could work out an arrangement with a coworker who drives each day.
Continued FAQs

How do we get more passengers on our van?

- 2Plus will help you recruit passengers and you are encouraged to look for potential riders at your workplace.

How do I get started?

- For information on starting a new vanpool contact Robert Peele at (919) 870-9889 or toll free at 877-263-1712. Emails may be sent to rpeele@2plus.com.
Challenges

- Driver qualifications/approval
- Insurance
- Employee turnover
- Less grouping of employees
- Language
- Commute distance
- Group/route management
- Seasonal employment
- Local financial support
Rider Development

- Focus on active placement
- Business to business contact (B2B)
- Direct commuter household contact (One2One)
- Ridematching
- Ridership development wheel (next slide)
- Cluster analysis/mapping
- Customer support
- Affinity products
- Marketing
RURAL VANPOOL
ROUTE DEVELOPMENT PROPOSAL

Local Sponsor
Share
(Statewide
Scaleability)

Employers
Existing
Carpools
MJ Sofee
(2200 employee names)

SOV
Commuter
Employer
Jobs

County DSS

NCDOT
Rural Access

Count DSS

County

Work
Central

Transit
Referrals

Economic
Development

2Plus Ongoing
Formation
- County Route Request Response
- 2Plus Shared-Sponsor Vans
- Non-Sponsor Vans

2Plus One2One
- Commuter Households
- New
- Follow-up

2Plus B2B
- New Contact
- Followup

Prospec
Datafiles
- Origin
- Destination
- Schedule
- Telephone(s)
  (Home, Work)
- Sponsor
- Current Drivers License (Y/N)

Partner/Affiliate
Website/Online
- Operating
  Routes
- Seats Available
- Prices
- FAQ
- Forms
- Financial
- NTD Collections/Reports
- Current
  Information/Notices
- Reports

2Plus
B2B
Program Successes

- Over 10.4 million annual SOV miles saved
- Over 176,000 annual passenger trips
- Average vanpool round trip mileage is 128
- 24 hour service
- Regional job development/employee recruitment
- Tri-State Service (NC, SC, and VA)
- Fare recovery ratio exceeds 50% of operational costs
- 27 vanpools in service
North Carolina Rural Vanpool Program

Active Vanpool Route Information
<table>
<thead>
<tr>
<th>Location</th>
<th>Avg. Daily Ridership</th>
<th>Daily RT Miles</th>
<th>Monthly Days on Route</th>
<th>Monthly Van Miles</th>
<th>Annual SOV Miles Saved</th>
<th>Annual Passenger Trips</th>
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Future Program Development

- JARC funding
- Western Vanpool Coordinator
- Statewide logo
- Coordination with statewide TDM initiatives
- Enhanced coordination with transit systems
- Availability of multiple vehicles
- Resource management
- Commuter transit tax benefit
- Web-based program information
Job Access Future

- Grow statewide ridership
- Expand program by “coordination”
- Developing county partnerships
- Offer specialized services to interested entities
  - Research route potential
  - Marketing/Sales for route formation
Benefits of Coordination

- Improved resource management
- Supplements other existing local services
- Expandable, statewide, voluntary participation, lower cost
- Meeting multi-county demands simultaneously
- Development of regional partnerships
- Builds a “system” with “seat availability”
- Innovative customer service option
Potential Vanpool
Funding Sources
## FEDERAL FUNDING SOURCES

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<th>FUNDING USES</th>
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<td>Large urban area 200K+</td>
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<td>Maximum federal share for operating assistance</td>
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<td>Maximum federal share for capital and admin</td>
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# SAMPLE TRANSIT/TDM FUNDING SOURCES USED FOR OPERATIONS

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2Plus Vanpool
Best Practice
Recommendations
MARKETING

- Employer Marketing -
  - Medium and large employers should be contacted each year regarding sponsorship

- Consumer Marketing -
  - Targeting in residential communities based on several factors:
    - Congestion
    - Need
    - Known origin and/or destination match

- Van Wrap -
  - Branding/logo created to match website & literature
  - Includes sponsoring agency phone number & website
MARKETING

Other

- Implement toll-free number
- Create centralized scheduling
  - Single point of contact
  - Improve efficiency
  - Web-accessible database
  - Reduce overall administrative costs

- Disseminate information to public agencies and employer groups

- Public advertising campaign

- Public appearances & speaking engagements
  - Create awareness
  - Promote the regional vanpool program
<table>
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<tr>
<th>DESTINATION</th>
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SAMPLE POSTCARD FRONT

Why not take us to work?

CALL TODAY FOR A **FREE** TRIAL OFFER! (See other side)
Once you take us to work, we know you’ll want to take us home.

We’re Easy Street®, the new commuter van service that combines comfort and convenience with reliability and low cost. We’ll get you to work relaxed and on-time. And we’ll save you money.

We’ve got hundreds of routes (including many in your area), and we’re expanding service weekly.

Reserve your seat today. Or, if you want to get to know us a little better, call us for a FREE trial offer — with no obligations.

Call 1-800-972-EASY
2Plus Vanpool
Best Practice
Recommendations

WORKING TOGETHER
A monthly print and online commuter magazine

Provides classified listings for local carpools, vanpools, transit, and rail services

Can connect to and supplement an existing computer- or Internet-based matching service
2Plus Vanpool
Best Practice
Recommendations

BE FLEXIBLE
Commuter Van Products – Urban and Rural

- Shuttle
- Private Label
- “Build Your Own” Custom
- Minivan Loan or Lease

Commuter Van Service – Easy Street
Minivan Loan or Lease
Private Label
“Build Your Own” Custom
Shuttle

Samples of Employer Brochures

SHUTTLE

WHO USES SHUTTLE?
Commuters who choose to take the bus rather than drive are one of the common employers’ shuttle to get to the office (and back) is the evening. A group of employees at the same location such as an office pool rather than an affinity to set up shuttle for their employees.

WHAT’S INVOLVED IN STARTING A SHUTTLE?
A company determines that there’s a need for transportation between the two places and the office. After the determination, number of trips per day, number of days per week/month, and the specific route(s) will be established. A driver is designated from an employee who has other duties within the company and a monthly fee is arranged. Insurance coverage is available through the employee and will be covered by the company policy for coverage.

HOW MUCH DO SHUTTLES COST?
While the information shows your specific shuttle costs, we will promptly prepare a customized price. It usually depends on the number of origins and destinations, but here’s an example: a 10-mile round trip driver making three trips in the morning and three in the evening could cost less than $1,000 per month, including insurance, maintenance, and 24-hour available assistance.

EQUIPMENT
Standard shuttles are 15-passenger vans featuring front and rear air conditioning and heating, custom interior cloth seating, fold-up seating, sunscreen windows, and side door openings. A wide range of options is also available, including split bench rear-side seating, personal seating lights, vehicle technology equipment, and two more.

For more information, contact:

“YOUR NAME HERE” CORPORATE VAN

COMFORTABLE & CONVENIENT
Our standard corporate vans provide a full range of passenger comforts:
- Smartphones
- Fold-out seating and heating
- Temperature controls
- Custom vinyl seats
- Fully equipped

A wide range of options is available, including split bench rear-side seating, personal seating lights, and bin space.

MARKING COST
The cost for vehicle marking is a “one-time” cost for each van and is based on the amount of visible coverage desired. For example, a “baby” reducing from one and both sides of a van where the vehicle’s average approximate 10,000 fare reduction and tailoring of custom vehicle. Vans marked in half, including side and rear view, average approximately $1,500 per van for production and installation. Lower amounts of marking are also available. We can also work with you to design special graphics and marking for your needs. As an additional fee of $500 per van is charged for removal of marking material before new van. Volume prices per five vehicles are available, based on your needs to provide you with a detailed price estimate.

VEHICLE COST
Vehicle pricing is reasonably low, based on mileage, and offers a strong return on investment for the lease (transportation and sales management). The monthly lease includes maintenance and the automatic availability of (monthly) back-up vans. Insurance coverage is available through our policy, or you may opt to carry your company’s insurer for coverage.

OPTIONAL SERVICES
A number of optional services are available, including driver training, participation in our Guaranteed Ride Home program.

For more information, contact:
Contact Information

- For more information, please contact Dr. Travis Bradshaw of 2Plus, Inc.
  - (276) 928-1060
  - travis@2plus.com