



Regional Commuter Vanpooling

*An alternative transit solution for
Coastal Georgia Commuters*



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How it all began...

- Transit Feasibility Study in 2005
 - Identified various (transit) service needs
 - Validated that transit service needed to be “regional”
- Vanpool Feasibility Study in 2007
 - Validated the need for commuter transportation to and from work through employee and employer surveys
 - Validated that service needed to be regional to accommodate employment across multi-county boundaries.

Regional Vanpools

- Created for work commuting from rural, outlying areas
- Available for employees that live or work in the coastal region





Regional Vanpools

- Provide a convenient low-cost option for employee commutes by providing a reliable means of transportation. This contributes to employee retention.
- Vanpools reduce the cost of maintenance and insurance for employees using personal vehicles for work commutes.
- Vanpooling contributes to economic growth and development of the region by attracting potential business and industry which contributes to job growth.
- Vanpooling also provides tax incentives for the workforce as well as employers.



Cost of Vanpooling

- Vanpool costs paid by:
 - Section 5316 Job Access & Reverse Commute Funding,
 - Ridership shares, and
 - Employer contributions to the program
- Ridership shares are based on the number of employees per vehicle and the number of miles traveled.
- Employer contributions are based on JARC contributions and are used as the local match.

Commuting Challenges



- Commuters don't always live near existing transit or where they work.
- Traffic congestion on the roadways contributes to unproductive time and increases the potential for accidents.
- Many solutions take a long time to implement or are prohibitively expensive.
- Traditional programs are not necessarily efficient.
- Vehicle emissions and pollution have a negative environmental impact.



Cost to Commute

- Riding alone – Gas only:
 - 100 miles daily roundtrip miles / 18 mpg = 5.5 gallons per day @ \$2.50 = \$14.00 per day. (GAS ONLY)

 - 1,500 miles/month (35 miles one way trip)
 - Gas at \$2.50/gallon
 - 15 mpg 20 mpg 25 mpg
 - \$250/month \$200/month \$150/month

- Vanpooling:
 - 15 passenger van cost per month \$100.00/ person = \$5.00 per day (Gas, maintenance, and insurance)

- Total operating cost @ 18,000 miles/year (including depreciation):
 - AAA quotes 55 cents per mile
 - This equals \$825/month or \$9900/year



In Just Three Years...

- An employee traveling 35 miles one way to work averaging 15 miles per gallon has...
 - Seen their yearly gas cost increase from \$2500 to \$4800.
 - Lost \$2300 a year in spending and salary working at the same job.
- An employee with a net income of \$50,000 in this situation, spends almost 10% total income on **GAS**.



Why Vanpool?

- Vanpooling is much more economical.
- Vanpooling is safer than driving a Single Occupancy Vehicle.
- Ride sharing = less personal stress.
- Vanpool vehicles used instead of personal vehicles result in better vehicle reliability.
- Volunteer (vanpool) drivers are allowed personal use of the vanpool vehicle.
- Turnkey service for the vanpool program includes maintenance and insurance.
- Vanpooling reduces carbon emissions by removing six to fourteen vehicles from the road daily for “each” vanpool created.



The Program's Structure

- The Coastal Regional Commission (CRC) applies for and administers state/federal grants to help fund the regional vanpool program.
- A subcontract was awarded to VPSI, Inc. by the CRC through a competitive bidding process to manage the program.
- Through this subcontract VPSI provides the direct (vanpool) services.
- VPSI operates a turn-key regional vanpool program and is reimbursed on a per-vanpool cost.



Who is VPSI, Inc.?

- Established in 1977
- VPSI is privately-owned and is the largest commuter vanpool provider in the world.
- They operate 40 customer service centers and a fleet of 5,000 vehicles throughout the country, and
- They're recognized as the nation's leading provider of commuter vanpool management and services.

CRC/VPSI Commuter Vanpool Program



- VPSI operates on a month to month agreement basis with the CRC – not a long term lease.
- Their program includes a comprehensive insurance and maintenance package, with 24-hour roadside assistance.
- They assume all responsibility for creation and maintenance of vanpools in the CRC program.

*One of the most **cost-effective** ways to provide quick-to-implement and scalable transportation solutions to area commuters is the **development of a vanpool program...***





Vanpooling can:

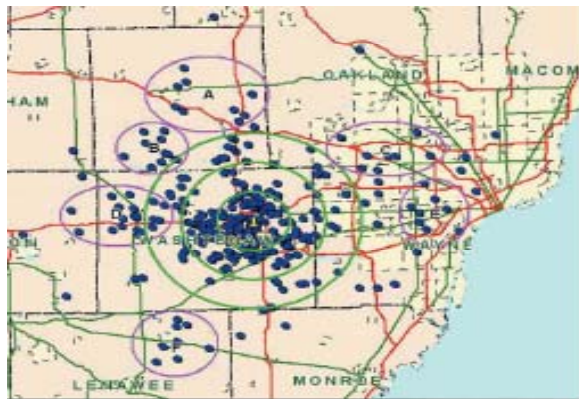
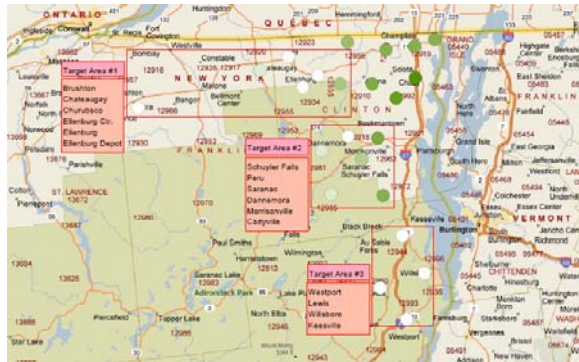
- Help target the segment of a work force living **more than 10 miles away** and employees unable to conveniently use fixed-route transit.
- Provide service **as groups are identified**, with the riders deciding where and when a route operates.
- Support internal government programs, Commuter Choice Program, to reduce cost to commute.



Vanpool Programs

- *Vehicle* – Groups of 7 to 15 share in using a single commuter vehicle for their commutes. The number of participants determine the size of the vehicle.
- *Driving* – Each van has a Primary Coordinator/Driver and up to two or more Alternate drivers, all of whom are volunteers. Drivers typically rotate driving, usually weekly or monthly.

Zip Code & Cluster Analysis

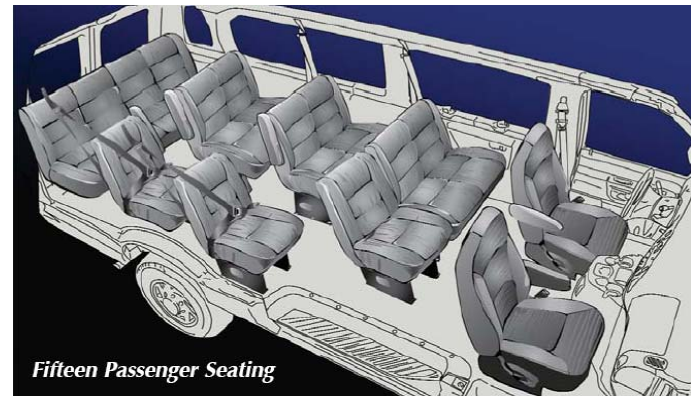


- Identifies prime candidates for commuting alternatives
- Provides a snapshot of current commute routes used by existing workforce
- Allows for additional target marketing efforts of specific commute options

Sample Vehicle Options



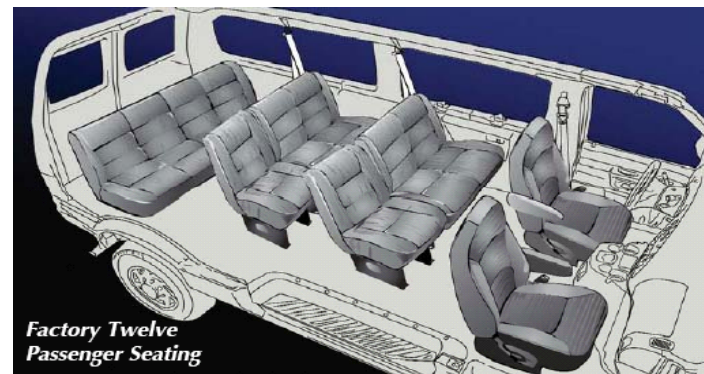
MY06 15-Passenger Split Bench



Fifteen Passenger Seating



MY06 12-Passenger Bench



Factory Twelve Passenger Seating



Ongoing Outreach Efforts.....

- Communicate the benefits of vanpooling to private and public sector employers and employees.
- Overcome any objections and/or misconceptions about vanpooling.
- Identify interested employers and potential commuters:
 - Lunch and Learns
 - Transportation Fairs
 - Payroll Stuffers
 - Posters
 - Benefits Fair
 - Group Formation Meetings
 - E-Mail Blasts
 - Link on Website



Questions/Comments

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Please visit our website at <http://crc.ga.gov> to learn more about vanpooling or other transportation programs offered by the Coastal Regional Commission.