

# commuteSmart

A Smarter Way To Work

**A Statement of Qualifications and Interest  
for the**

## **Development and Implementation of Vanpooling, Carpooling and Online Ridematching Software in the Metropolitan Montgomery Area**

Presented to the  
Alabama Department of Economic and Community Affairs

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## Letter of Transmittal

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May 25, 2006

Clarence Mann  
Energy, Weatherization and Technology Division  
Alabama Department of Economic and Community Affairs  
401 Adams Avenue  
P.O. Box 5690  
Montgomery, AL 36103-5690

RE: Carpool/Vanpool Matching for Montgomery

Dear Mr. Mann,

The Regional Planning Commission of Greater Birmingham, on behalf of the Birmingham CommuteSmart Commuter Services Program, is pleased to submit the attached proposal to the Alabama Department of Economic and Community Affairs to develop and implement a vanpooling and carpooling, and to increasing participation in these activities through on-line ridematching services. Darrell L. Howard is the Principal-in-Charge of the Regional Planning Commission's CommuteSmart program, and has been assigned as the technical Project Manger for this project. Mr. Howard can be reached at (205) 264-8441.

The Regional Planning Commission of Greater Birmingham currently manages the CommuteSmart Commuter Services program in the Birmingham Metropolitan Study area. The Birmingham CommuteSmart program operates 28 vanpools, had 235 active carpools, and has 1,800 names in the rideshare database. In addition to operating and maintaining the CommuteSmart Birmingham program, the Regional Planning Commission has provided technical assistance to the Mobile Metropolitan Planning Organization in setting up their regional rideshare program, CommuteSmart Mobile. The Regional Planning Commission is also reaching out to other Alabama metropolitan areas, and is tentatively set to extend the use of the online rideshare software and database for use in the Huntsville metropolitan area. We have also set up a statewide rideshare website at [www.commutessmartal.org](http://www.commutessmartal.org) in order to provide a single location to obtain rideshare information for the entire State.

As an organization whose sole purpose is to promote and provide TDM solutions, the Regional Planning Commission of Greater Birmingham's CommuteSmart Commuter Services Program utilizes the resources and expertise of TDM service professionals. These professionals use their considerable talents to help support, promote, operate, and market not only rideshare programs, but a full range of employer sponsored and publicly promoted TDM programs with proven track records of success. Well into our fifth year of operation, the CommuteSmart program has proven its worth as a viable transportation solution for the Birmingham region's transportation woes. We would love the opportunity to do the same in the Montgomery area.

Respectfully,

William R. Foisy, Interim Executive Director/Director of Transportation Planning  
Authorized to Negotiate on behalf of the Regional Planning Commission of Greater Birmingham

# 1

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## 2

## Executive Summary

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The need for attractive alternatives to single occupant travel continues to grow along with the price of gasoline and people's frustrations with the length and quality of their workday commutes. The quality of life in a region is directly affected by its citizens' ability to get to work in a reasonable time, and although Alabamians love their cars there is a growing recognition that a better way to make the weekday commute is needed.

The Regional Planning Commission of Greater Birmingham (RPC) understands that the ability of a regional rideshare program to positively impact commuting habits, and ultimately traffic, rests with the ability of the rideshare program to provide cost effective and reliable transportation alternatives that appeal to the lifestyles of commuters. As part of this recognition, the RPC established the CommuteSmart program in 1999 to address both congestion and transportation related air quality issues in the greater Birmingham region. The program has since grown into a full-scale "**commuter service**" program, providing much broader services but yet still achieving its original mission to provide cost effective and reliable commute alternatives.

As stated previously, the Regional Planning Commission of Greater Birmingham has operated the Birmingham region's rideshare program, CommuteSmart, since 1999. At its inception, the CommuteSmart program concentrated primarily on matching individuals with one another, providing them with assistance in establishing carpools and vanpools. This service continues to be at the core of what CommuteSmart does and over time the RPC staff has become experts in achieving results. Because participation in the CommuteSmart program is voluntary, RPC staff has had to develop cooperative relationships and promotional efforts in order to increase the CommuteSmart program's overall participation. Strategic partnerships with organizations such as the Greater Birmingham Regional Chamber of Commerce and the Alabama Partners for Clean Air have significantly increased public awareness of the program as well as participation in the program by not only individuals, but by large institutions, area employers, and national corporations.

After researching the Montgomery area, RPC staff is convinced that there is considerable opportunity to engage employers and commuters in a shared ride program. The Regional Planning Commission is committed to making the Montgomery rideshare program a success, and is teaming with the Montgomery Metropolitan Planning Organization to respond to this RFP. The RPC staff who will work with the Montgomery MPO and ADECA will utilize their considerable experience to assist in the establishment and development of the rideshare program.

The Request for Proposal specifically states the proposed program for the Montgomery area develop and implement an online ridematching system as well as provide assistance with placing prospective rideshare clients into vanpools. The RPC's CommuteSmart program has experience with both.

First of all, the need to develop online ridematching capabilities for the Montgomery area will be negligible as the RPC is already operating an online ridematching system for not only the Birmingham area, but the entire State of Alabama. The RPC existing online ridematching software is ideally suited for use in the Montgomery area. In addition, the RPC staff's experience in the operation and maintenance of rideshare database software management systems make us ideal candidates to set up, manage, and maintain the Montgomery area's rideshare database. You can see the CommuteSmart program's online ridematching capabilities in action by visiting [www.Commuterarter.org](http://www.Commuterarter.org).

In addition to the Regional Planning Commission's staff experience with its own rideshare matching software and database management, the CommuteSmart program already has mature relationships with the Alabama Department of Transportation, the Alabama Department of Environmental Management, and the state's Revenue Department in that the Birmingham CommuteSmart



program provides vanpool services for employees of these agencies who either reside in the Birmingham region or whose commute carries them through the region. CommuteSmart is able to provide vans to these employees via a third party contract with Vanpool Solutions, Inc. (VPSI). VPSI provides the actual vanpool vehicles, driver and passenger insurance, and vehicle maintenance. Passengers are charged a fare based on the type of vehicle, the number of riders, and their monthly commuting distance. Internal Revenue Service provisions allow these fares to be taken as a deduction on personal income tax, and in the case where companies provide for the fares, the company can claim the deduction on their payroll tax. The RPC staff has the expertise to assist with either of these tax programs.

In terms of inter-regional cooperation, the Regional Planning Commission of Greater Birmingham has reached out to its counterparts across the state and has helped the South Alabama Regional Planning Commission establish its CommuteSmart Mobile rideshare program. The Birmingham region is also tentatively set to extend its licensing agreement to also include the City of Huntsville's Public Transportation Division which operates the Huntsville area's regional rideshare program. Finally, as stated previously, the RPC is teaming with the Montgomery Metropolitan Planning Organization to respond to the Request for Proposal. It is these sort of strategic partnerships and creativity that make the RPC's CommuteSmart program ideal for assisting the Alabama Department of Economic and Community Affairs in setting up a rideshare program for the Montgomery area.

In short, the RPC has recognized that the success of the Birmingham CommuteSmart program has implications for the rest of the state and has determined to advance the CommuteSmart program on a statewide level. From this drive, the RPC created CommuteSmart Alabama, an umbrella group which will encompass all of the regional rideshare programs and allow commuters across the state to find others with whom they can share a ride for their work commutes. In order to see what the RPC foresees as the future of coordinated rideshare programs in Alabama visit the CommuteSmart Alabama website at [www.CommuteSmartAL.org](http://www.CommuteSmartAL.org).

The Regional Planning Commission team is sincere in its commitment to making shared ride activities a way of life, not only in the Greater Birmingham region, but across the great State of Alabama. By first providing the resources that are needed to establish a successful rideshare program and appealing to the lifestyle of the individual communities, the RPC, through the CommuteSmart program, will be able to assist the Alabama Department of Economic and Community Affairs to craft products and services with real appeal that deliver measurable results as it relates to the Montgomery area's travel behavior.



# 3

## Technical Approach

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The Regional Planning Commission of Greater Birmingham truly believes that one of the solutions to improving traffic conditions is to better use the resources we have on hand. To that end, the RPC applauds the Alabama Department of Economic and Community Affairs for its initiative to introduce ridesharing as a viable commuting alternative in the Montgomery region through the use of an accessible technology and an proven strategy for reducing traffic. Following is the proposed technical approach that the Regional Planning Commission of Greater Birmingham's CommuteSmart program would likely approach the introduction of online ridematching and vanpool provision to the greater Montgomery region.

### Program Management

All successful projects have one thing in common -- Strong Project management. Effective program management is founded on the principles of thoroughness, a strong knowledge base, effective communication, and the ability to follow through on commitments. Through its leadership in the Birmingham region, the CommuteSmart program is able to provide effective program management with a strong support staff that collectively possess the proven technical skill sets, management expertise, and interpersonal skills that are required for this project.

The scope of a successful Transportation Demand Management (TDM) program cannot, and should not be limited to simply a rideshare program. However, in order to achieve the success of a TDM program a strong rideshare component is needed. To that end, it is important that in putting together a TDM program that the rideshare element be easy to use, cost effective, and dependable, delivering measurable results so that its worth as a vital component of the region's transportation program is demonstrated. The RPC of Greater Birmingham will provide the program management and leadership that is needed to effectively implement this program, not only as specified in the Request for Proposals, but also positioning the Montgomery rideshare to become a successful Transportation Demand Management program. Our project manager will be responsible for the overall coordination and management of this contract and will serve as the RPC's primary point of contact with the ADECA project manager. The project manager will prepare and submit a quarterly progress report to ADECA that addresses the progress of the schedule, costs, report on the actual completion of tasks included in the contract, as well as progress towards achieving program goals.

### Element 1: Rideshare Services

Rideshare services focuses on forming and maintaining carpools and vanpools. Tasks for this program element include operating the rideshare database and ridematching software, providing vanpool and carpool services, and enhancing and maintaining the program website.

#### Task 1.1: Policy Development Assistance

The Regional Planning Commission of Greater Birmingham's CommuteSmart program has demonstrated experience with assisting agencies in developing and implementing rideshare program policies and procedures. As part of the expansion of the CommuteSmart program to the Mobile area, the Birmingham CommuteSmart staff assisted the Mobile MPO in developing the CommuteSmart Mobile rideshare program's policies and procedures. Policies and procedures are necessary to manage the expectations of commuters as well as to protect the sponsoring agency(s) from liability. The RPC will work with ADECA and its partners to establish a set of policies and procedures that are specifically applicable to the CommuteSmart Montgomery program.

#### Task 1.2: Rideshare Database and Software Management and Maintenance

The Regional Planning Commission of Greater Birmingham's CommuteSmart program staff has experience in the operation, management, and improvement of rideshare software and the associated customer database. To get the Montgomery areas' rideshare program started, the Regional Planning Commission will first add the Montgomery area's program to the CommuteSmart



Alabama website located at URL [www.CommuteSmartAL.org](http://www.CommuteSmartAL.org). The RPC has the exclusive right of use for the CommuteSmart name and logo in Alabama, and if selected, the Montgomery area's rideshare program will be coined as CommuteSmart Montgomery. This will compliment the CommuteSmart Mobile and CommuteSmart Birmingham rideshare programs. The Regional Planning Commission feels that this is important because in using the CommuteSmart name there is a growing familiarity, , the resources developed by both the Birmingham and the Mobile CommuteSmart programs can be utilized in order to maximize efficiency. can be maximized

The CommuteSmart program's commuter database contains more than 1,800 names from the Birmingham region alone. The database has the capacity to hold 5,000 names and can be expanded to hold up to 25,000 names. The database is operated and maintained in a secure off-site server, is backed up daily, and the ridematching software is automatically updated so that new features are available to the customer. Because the software is web-based, there is no software to load and rideshare program administrators can access the software and the database from any web-enabled computer. Understanding that ADEM wishes to have their selected vendor provide full-service operation and maintenance of both the software and the rideshare database, the RPC's online ridematching software provides a logical and economic solution for quickly, effectively, and efficiently establishing a rideshare program for the Montgomery region.

Because the Regional Planning Commission already employs online ridematching software in both the Birmingham and Mobile region's, creating a specific CommuteSmart Montgomery web page, and enabling online ridematching service to include the Montgomery area customers will be no problem. In addition, the software utilized by the RPC already has statewide map coverage and even includes counties in Florida and Mississippi, both of which were included at the request of the Mobile Metropolitan Planning Organization. Additional counties in Georgia might be included to accommodate commuter to the Montgomery area from the Columbus/Auburn/Opelika region. If selected, the Regional Planning Commission's CommuteSmart program staff will provide both software and database administrative services.

Working with our partner in this endeavor, the Montgomery Metropolitan Planning Organization, the RPC along with the Montgomery MPO will manage and maintain both the online ridematching software and the rideshare database, to include:

1. Provision of ridematching assistance for mailed, telephoned, and online applications.
2. Development of an implementation strategy that adds registrants interested in carpool and vanpool transportation alternatives to the rideshare database.
3. Provide ridematching software training, as needed.
4. Generate and provide reports from the database.
5. Manage, maintain, and enhance unique databases such as a contact management database, ETC database, and employer/company database.
6. Ensure that information contained within the database(s) is up to date and accurate.

In order to provide accurate, comprehensives and coordinated information about the CommuteSmart Montgomery rideshare program to ADECA about employers and individuals interested in ridematching and other CommuteSmart products and services, the RPC will adhere to the previously mentioned strategies for operating and maintaining the ridematch software and rideshare database.

You can see the CommuteSmart program's online ridematching capabilities in action by visiting [www.Commutesmarter.org](http://www.Commutesmarter.org), and click on the online ridematching tab. If you chose to register on the site, please identify yourself as a test subject for ADEM so that the CommuteSmart administrator can flag your account and separate your information so that other legitimate commuters might be matched with other interested commuters. For additional information about the ridematching software, please visit <http://ridepro.net>.



### Task 1.3: Vanpool Coordination

The CommuteSmart program currently operates close to thirty (30) vanpool groups, utilizing a 3<sup>rd</sup> party contractor to provide vehicles and operations and maintenance service. If selected, the RPC will work to build upon the existing vanpool groups that the CommuteSmart Birmingham program sends to the Montgomery area. The RPC will also work proactively to identify prospective vanpool riders, and facilitate the formation of new vanpool groups utilizing methodologies that include, but are not limited to:

1. Performing cluster analyses
2. Assisting employers to set up benefit provisions to encourage vanpooling
3. Assisting employers and property owners in implementing preferential parking for vanpools
4. Assisting vanpool riders in selecting a vanpool vehicle service and/or provider that fits the vanpool groups needs
5. Maintain information about existing vanpools utilizing the RPC's ridematching software

In addition, the RPC will develop a clear vanpool service delivery plan that addresses how vanpool vehicles are to be provided to vanpool groups, and customer service inquiries. Strategies to be considered in the provision of vanpools might include:

1. Developing a "Do It Yourself Vanpool" Guide
2. Working with employers to take advantage of federal tax benefits and provide financial support to encourage vanpooling within their corporate culture
3. Encouraging competition in the vanpool market by inviting multiple vendors into the Montgomery market – including local area small businesses, and
4. Introducing the CommuteSmart Birmingham's existing vanpool provider, VPSI, to the Montgomery commuter market

No matter which of these strategies is chosen, the ultimate goal of the vanpool element is to provide attractively priced vanpool service that "convinces" commuters to make a change in their behavior and their lifestyles.

### Task 1.4: Emergency Ride Home Program Administration

The purpose of the Emergency Ride Home (ERH) Program is to encourage commuters to use an alternative to driving alone to work by removing one of the most common reasons for driving alone: the fear of being stranded at work in the event of an emergency or unscheduled overtime.

The objective of this task is to ensure that CommuteSmart Montgomery customers can be secure in the knowledge that they will not be stranded if they choose to participate in the rideshare program and to demonstrate to ADECA that the RPC has the capability to secure taxi, shuttle, and/or car rental services which will provide timely, reliable transportation services to participants in the CommuteSmart ERH Program. Coordination with the CommuteSmart Birmingham ERH program will be essential as there are commuters that travel between both urbanized areas.

The RPC will establish a billing agreement with local taxi services and car rental companies in order to provide commuters registered with the CommuteSmart Montgomery program reliable transportation home. Participants in the ERH Program may be provided with a taxi cab or rental car as their means of transportation, depending on the following factors:

1. The participant's **ability** to drive themselves home
2. The **distance** from the participant's work to home
3. How **quickly** the participant needs to get home

A rental car will be the most likely transportation service offered to participants in the Vanpool Program, unless they are unable to drive themselves. Participants who carpool will select either a taxi cab or rental car, depending on the distance of the ride home. For distances under 20 miles, a taxi cab or shuttle will be selected as the method of transportation. If the destination is over 20 miles away, a rental car will be provided.



## **Element 1 Deliverables:**

**Standard Operating Procedures and Policy Manual** – The RPC team will prepare a set of Standard Operating Procedures and Policies for the ongoing provision of rideshare program management in the Montgomery area. Establishing procedures and cataloging the steps for successful operation of a rideshare program will provide a clear understanding of the processes and protocols to meet the goals and objectives established for the program.

**Baseline Report** – The RPC team will prepare a Baseline Report that details existing conditions as well as evaluates the performance of previous outreach efforts. This report will catalog existing levels of participation in rideshare activities, to include individual, employer, and agency participation.

**Annual Report** – The RPC team will prepare an Annual Report that presents the impacts of the rideshare program with a quantitative measurement of the return on investment as well as recommendations for program enhancements and changes that would improve the effectiveness of the program.

## **Element 2: Program Marketing, Planning and Administration**

Program planning and administration includes tasks that allow the Regional Planning Commission to continue to develop and implement the CommuteSmart Commuter Services program strategic direction. The Contractor(s) will work with the RPC to plan the program over the contract period.

### **Task 2.1: Marketing**

The RPC will develop a marketing campaign promoting commute alternatives. Campaign ideas and concepts shall be presented to ADECA. As part of this effort, the RPC shall:

1. Develop a marketing plan that:
  - Identifies a demographic target for CommuteSmart Montgomery outreach
  - Identifies specific marketing and outreach strategies
  - Defines an overall marketing budget, and;
  - Provides an implementation and timeline.
2. Develop campaign/general marketing materials, including electronic files for customization and use by the CommuteSmart Montgomery rideshare program.
3. Develop all sales and marketing collateral materials to be used for on-site sales calls, cold calls, and follow-up calls at targeted employment site.
4. Develop campaign goals, measurements and targets to determine the success of the campaign.
5. Present general program marketing strategies and materials for ADECA, the Montgomery MPO membership, and the Montgomery Area Transit System.

### **Task 2.2: Outreach**

The RPC's CommuteSmart staff will assist ADECA in initiating and maintaining outreach activities to employers that result in a) new worksite based TDM programs at private or non-profit sector employment sites located in the Montgomery service area, and b) new employer supported TDM programs. These programs will assist the region in reducing the annual vehicle miles traveled (VMT) and harmful air quality emissions, as well assist employees to reduce both the costs and the stress associated with their commutes.

### **Task 2.3: TDM Information**

This is a low-cost, but effective service that the RPC will assist ADECA to develop. Essentially, the RPC will provide for ADECA a template for outreach materials. In the Birmingham area, such materials are included in a folder that can be left with employers and includes, transit maps/information, emergency ride home contact instructions, wall posters, bicycling, walking, and variable work hours program information, Fannie Mae Smart Commute information, or other transportation information relevant to a particular work site. All of this information can be posted on bulletin boards, distributed to employees as paycheck stuffers, or sent out via e-mail.



**Element 2 Deliverables:**

***Promotional Material*** – The RPC team will prepare ‘umbrella’ campaign concepts to be used in regionally tailored messaging and implemented locally.



# 4

## Project Schedule

Task	Quarter 1	Quarter 2	Quarter 3	Quarter 4	Primary Staff Responsible
<b>Element 1</b>					
Policy Development					RPC/MMPO
Online Rideshare Software Expansion					RPC
Rideshare Database Development					RPC/MMPO
Vanpool Coordination					RPC
Emergency Ride Home					RPC
<b>Element 2</b>					
Marketing and Outreach Planning					RPC/MMPO
TDM Information Development					RPC

**Lead/Primary**

**Support**

RPC = Regional Planning Commission of Greater Birmingham

MMPO = Montgomery MPO



Task Start  
Task Duration

# 5

## Project Staffing and Qualifications

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### **Darrell L. Howard, AICP – Project Manager**

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**Darrell Howard** is a graduate of the Georgia Institute of Technology's Graduate City and Regional Planning Program and has 11-years of professional experience in public education, transportation planning, and land use coordination. He brings with him a wealth of knowledge and experience about a multiple aspects of transportation planning and its relationship to land use. During Mr. Howard's tenure with the Regional Planning Commission of Greater Birmingham he has successfully led the CommuteSmart rideshare program in expanding its service offerings, use of online tools, and increasing the number of vanpools on the road. He has also been instrumental in leading the push for better public transportation in the Birmingham region through his work with the In-Town Transit Partnership, a federal alternatives analysis of major public transit options. He is leading the charge on community based transportation planning, rural corridor planning, human service transportation planning, as well as developing programs to encourage closer coordination of land use and transportation.



### **Voris Williams – Deputy Project Manager**

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**Voris Williams** is a graduate of both the University of Tennessee and Indiana University. Mr. Williams is the Regional Planning Commission of Greater Birmingham's Air Quality Coordinator, and has 15 years experience in voluntary air quality program management for the Birmingham and Kansas City metropolitan areas. Mr. Williams also worked on the regulatory side of air quality in Kansas City, and his experiences include State Implementation Plan development, control strategy selection, emissions inventory work, and coordination of monitoring operations. Mr. Williams assumed program management responsibilities for the Birmingham area's CommuteSmart program in January 2006 and is successfully continuing the programs steady positive growth and innovation in providing Birmingham area commuters with viable transportation alternatives. His experience with the region's voluntary air quality program also serves to better link the regional rideshare program with the overall air quality goals and is helping the Birmingham region demonstrate air quality conformity.

### **Robert E. Smith, Jr. –Task Manager**

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**Robert E. Smith, Jr.** is transportation planner with the City of Montgomery, assigned to the Montgomery Area Metropolitan Planning Organization. Mr. Smith has experience in long-range transportation planning, most notably in the areas of transportation focused Geographic Information Systems and data collection. As a local resource for the Montgomery area, Mr. Smith will be responsible for helping to develop the Montgomery area's rideshare policies, as well as preparing and maintaining the rideshare database. Mr. Smith holds undergraduate degrees from Stillman College and the University of Alabama, as well as graduate degree from Troy University in Montgomery, Alabama.



### **Duena Pogue – Administrative**

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**Duena Pogue** works directly with the Regional Planning Commission's CommuteSmart Commuter Service Program as well as provide administrative support for the Alabama Partners for Clean Air program. Ms. Pogue is experienced in rideshare program operations, and has worked directly with matching commuters, setting up vanpool groups, TDM marketing, incentive fulfillment, public outreach, and program financial analysis. She is A+ certified, and is pursuing an undergraduate degree at the University of Alabama at Birmingham.

# 6

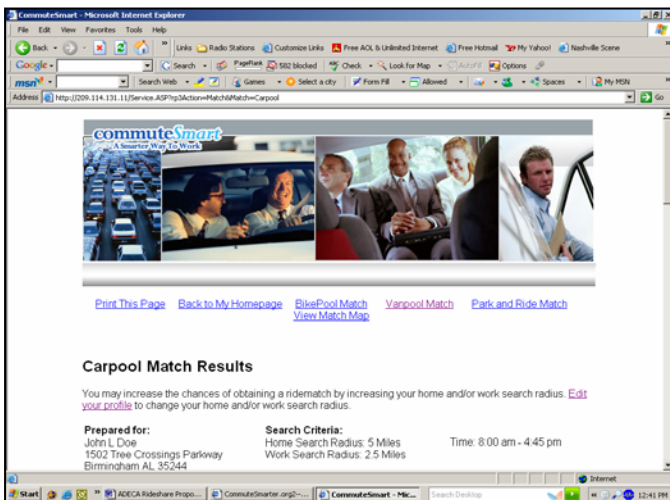
## Prior Project Experience



### CommuteSmart Commuter Services Program

[www.CommuteSmarter.org](http://www.CommuteSmarter.org)  
[www.CommuteSmartAL.org](http://www.CommuteSmartAL.org)

The CommuteSmart Commuter Services Program is operated by the Regional Planning Commission of Greater Birmingham and provides commuters with assistance in finding carpool partners, available vanpool seats, cycling partners, and public transportation. Started in 1999 as a demonstration project specifically aimed at encouraging commuters to carpool and vanpool, the CommuteSmart Commuter Services Program operates an online ridematching software that enable commuters to enter their commuting information and get their ridematches instantly. The CommuteSmart program operates 28 vanpools, 17 of which have been started within the past 12 months, and the number is growing. The CommuteSmart program also works specifically with employers in order to assist them in setting up work-place commute alternatives programs as well as public schools in order to help them reduce traffic.





## How can vanpooling benefit your community?

VPSI, with over 28 years of experience, is the largest private provider of commuter transportation services in the nation. Our fleet of more than 4,000 commuter vans accommodates over 25 million passenger-trips annually. VPSI operates commuter transportation and mobility management programs from over 30 customer service centers in major metropolitan areas across the country. VPSI's program delivers innovative, cost-effective and customer-focused transportation solutions to meet the specialized needs of our clients. We work hard to maintain our position as the market leader by providing exceptional quality of service – in doing so we strive to enhance the lives and well-being of our customers.

A vanpool is a group of 7 to 15 people who commute to and from work on a regular basis in a spacious commuter van. In brief, VPSI's turnkey vanpool program includes:

- VPSI-owned commuter van on a month-to-month self-renewing agreement
- Monthly mileage allowance to be used for commute and personal use
- Insurance (auto liability, comprehensive and collision coverage)
- Preventive maintenance and repair program managed and billed through national account vendors
- Program administration including driver screening and approval
- Customer service from local a VPSI representative
- On-line access to account information, ride-matching and customer services

Vanpoolers share the monthly operating expenses associated with operating the van and save on their personal commuting costs.

In partnership with public agencies, VPSI works at local and federal levels to identify financial resources that lower vanpool program costs for vanpool users. User-side subsidies and incentives encourage commuters to try alternatives such as vanpooling. VPSI also works in partnership with state and federal legislators to advocate for change in government policies which shape our industry and are vital to solving traffic congestion, employee transportation, and air pollution challenges of the 21<sup>st</sup> century. Our contracting experience, advocacy, and knowledge of funding processes make VPSI a truly unique and valuable partner for providing a vanpool program to any community.

More than half of VPSI's customers participate in programs developed in partnership with local transit agencies and metropolitan planning organizations. These agencies contract with VPSI to supply the vanpool service and use federal funds to reduce the price paid by commuters. Innovative use of FTA's financing policies, specifically the implementation of Capital Cost of Contracting, enables transit agencies and VPSI to make vanpooling available to more communities at attractive rates which encourage commuters to leave their cars at home

### Public Sector References:

A list of public partner references can be provided upon request.

#### For additional information, please contact VPSI:

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