

Vanpool Strategy Guide



Vanpool strategies are designed to introduce employees to the idea of vanpooling, and to promote the financial and quality-of-life benefits of this commute option. Below is a summary of vanpool strategies recommended by Avenues in Motion.

Strategy

Overview

Participate in the NJ Transit Vanpool Sponsorship Program

The Vanpool Sponsorship Program provides each registered vanpool group with a \$400/month subsidy. To qualify, groups must submit an initial application with vanpool roster details and renew the application each year.

Provide preferential parking for vanpoolers

Preferential parking encourages vanpooling by guaranteeing a parking space in a premier location for each van.

Host vanpool formation meetings

Vanpool formation meetings bring together employees who are interested in starting their own vanpool group, along with existing vanpools looking for additional riders. Avenues in Motion and/or human resources staff can present information about vanpooling and its associated benefits. AIM can also use zip code mapping to help form groups and match members with existing groups.

Provide an employer-sponsored vanpool program

Sponsored programs provide riders with vanpool options that are financially supported or fully funded by the employer.



Case Study: Picatinny Arsenal

Picatinny Arsenal employees operate over 20 vanpools to share rides to work. Each vanpool group receives a \$400 monthly subsidy through the NJ Transit Vanpool Sponsorship Program. The program allows commuters to avoid wear and tear on their personal vehicles and split gas costs while making long-distance commutes from locations such as Ocean County, Northeastern Pennsylvania, and New York City.

Regional Considerations

Vanpooling is a particularly beneficial option for workplaces with limited connections to other public transportation, as well as those where many employees have long-distance commutes.

Infrastructure Requirements

Companies engaging in vanpool strategies need sufficient parking to accommodate vanpool vehicles. If providing preferential parking for vanpool vehicles, the vanpool program will also require designated spaces and signage, as well as a monitoring and enforcement strategy with active staffing.

Implementation Steps

☐ Inform employees about the NJ Transit Vanpool Sponsorship Program using announcements, emails, posters, and/or other methods.

☐ Encourage employees who already vanpool to register for the NJ Transit Vanpool Sponsorship Program through Avenues in Motion.

If providing preferential parking:

☐ Determine a certain number of premier spaces (close to the entrance and/or covered) to be designated as preferential parking. Ensure that these spaces are large enough to fit vans. If working with a parking provider, request their assistance with this process.

☐ Install signage and develop a monitoring/enforcement strategy. Popular options include:

- Hangtags or permits displayed on the vehicle dashboard
- Employee self-reporting/check-in
- Daily permits issued at a security gate

☐ Inform vanpoolers about the policy change and encourage them to use the designated spaces.

☐ Follow up with participants and encourage them to take advantage of any existing vanpool incentives.

Complementary Strategies

Complementary strategies: Vanpool strategies tend to work well with policies that encourage carpooling.