

# “Best Vanpool Program in USA”

## Puget Sound Vanpools Already in Operation

<b>Spring 2003</b>	<b>1,291</b>
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<b>October 2007</b>	<b>1,727</b>
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# Vanpool Potential Identified in Market Action Plan

*(6 Central Puget Sound Counties)*

	<b>2010</b>	<b>2020</b>
<b>#1</b> <i>(More marketing)</i>	<b>2,800</b>	<b>3,200</b>
<b>#2</b> <i>(Much more marketing and some organizational changes)</i>	<b>5,700</b>	<b>6,400</b>
<b>#3</b> <i>(Above plus new incentives)</i>	<b>9,500</b>	<b>10,700</b>

# Vanpool Ridership 2012 Potential Compared with Fixed Route Public Transit

## *Vanpooling as Percent of Other Service*

	Vanpools in 2006	MAP #1 (2012)	MAP #2 (2012)	MAP #3 (2012)
<b>Local Bus Service</b> <i>King, Snohomish and Pierce Counties</i>	<b>3%</b>	<b>4%</b>	<b>9%</b>	<b>15%</b>
<b>Sound Transit Services</b> <ul style="list-style-type: none"> <li>• Regional Express Bus</li> <li>• Sounder Commuter Rail</li> <li>• Light Rail (Tacoma &amp; Sea-Tac to Seattle)</li> </ul>	<b>36%</b> <b>206%</b> <b>n/a</b>	<b>52%</b> <b>203%</b> <b>54%</b>	<b>106%</b> <b>419%</b> <b>111%</b>	<b>176%</b> <b>697%</b> <b>184%</b>

# Constraints to Achieving Vanpool Potential

- **“Turf” between agencies**
- **Confusion among customers**
- **Lack of strong advocates**
- **Insufficient funding to achieve potential**
- **Federal funds generated by vanpools are diverted**
- **Limited other funds available**
- **Successes to date = Comfort with status quo**
- **Agencies judged by success of other services**