SAN LUIS OBISPO COUNTY
POP.: 283,405 | SM: 3,299
FUNDING SOURCE: CMAQ

BACK 'N' FORTH CLUB
Getting there together.
A program of SLOCOG

VANPOOLSLO.org
RECRUITMENT, RETENTION & REINVENTION

LIKE A BUS
CHALLENGES

☑️ SUBURBAN / RURAL
☑️ WHAT IS PAID PARKING?
☑️ EMPLOYER SUPPORT & EDUCATION
☑️ SCHEDULING
ATTRACTIVE SUBSIDY

• $400 = NOT ENOUGH
• 50% / 50% AMMENDMENT
• EXECUTIVE CONTRACT POWER
IDENTIFY EMPLOYER TARGETS

CHOOSE LARGE EMPLOYERS WITH ADDITIONAL SUBSIDY
GATHER THE VAMILY

1. PARTNER WITH VANPOOL VENDORS
2. LUNCH ‘N’ LEARNS & ALL STAFF PRESENTATIONS
3. TRP SURVEYS
4. VANPOOL FORMATION LUNCHES
RECRUITMENT & REWARDS

✓ FREE FOOD
✓ $200 GIFT CARDS FROM ENTERPRISE
✓ SWEEPSTAKES FOR RECRUITMENT
MONTHLY COMMUNICATION (REPORTING)

✓ MONTHLY REPORTING = COMMUNICATION
✓ RETENTION THANK YOU LUNCHES
ACCESSIBLE BRANDING

- NTD REQUIRES BRANDING
- FOCUS GROUP = KEEP IT SIMPLE!
REINVENTION: GOING DYNAMIC

✓ FILL EMPTY SEATS
✓ MAKE VANPOOLING FLEXIBLE
PEOPLE WORTH TALKING TO...

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