

VanHopper

Flexible Vanpool Platform

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Commuter Connections Subcommittee, Item #8

January 21, 2025

Funding Source

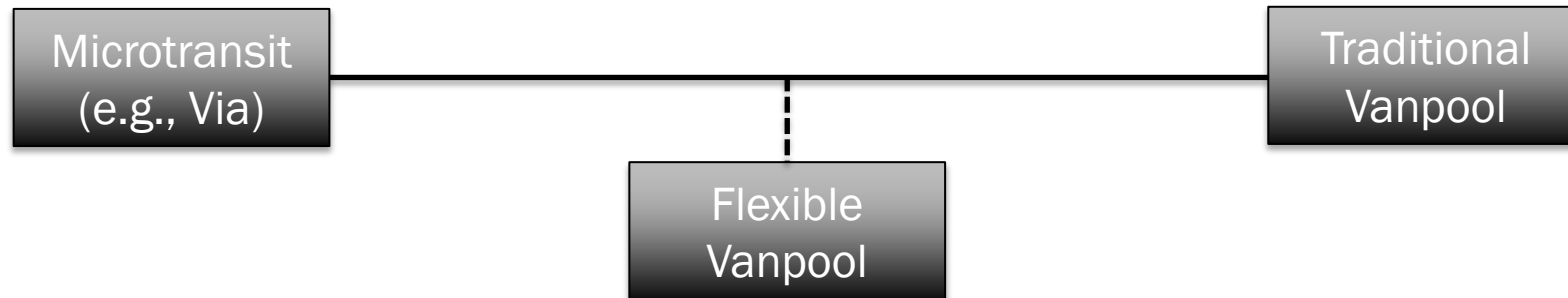
- Funded by FTA's Enhancing Mobility Innovation (EMI) program
 - Focus on research, development, and/or demonstration projects
 - Nine agencies awarded funding in 2022
- Goals of the EMI program:
 - Support innovation in passenger-centric mobility that meets evolving needs
 - Advance equitable and climate-smart transportation
 - Contribute to knowledge of national significance to improve public transportation service
 - Advance the vision of “mobility for all”

Project Details

- Federal award: \$250,000
 - Total project budget: \$312,500
- Commuter Connections' existing software development team as primary contractor
- Support letters from: MDOT, MTA, UMD-MTI, TCCSMD, Commute with Enterprise, GWP, and Geico
- Cooperative agreement with FTA executed in February 2023
- Originally envisioned as a 2-year project; now expected to conclude in December 2025
- Stakeholder group provided feedback and guidance during conceptualization period
 - May 2023 – February 2024


Project Description

- Primary deliverable: Development of an open-source microtransit platform that aids in the creation and growth of flexible vanpooling
- Implementation focus on transit scarce census tracts; Equity Emphasis Areas
- Direct partnership with employers
- NTD compatible



VanHoppr For Riders

- Ridematch Results
- Requesting Ride

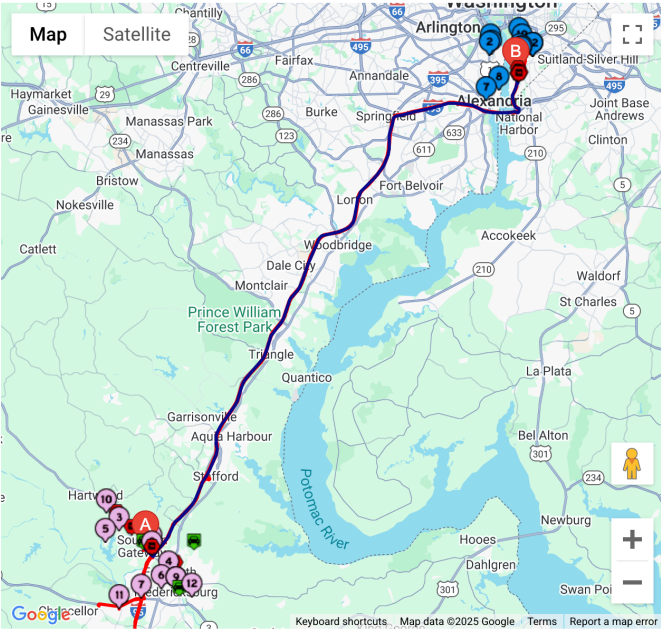


HOME EDIT PROFILE FIND RIDEMATCHES COMMUTE LOG LOGOUT Welcome MICHAEL

RIDESHARING - RIDEMATCH RESULTS

Map Driving Directions Match Letter Search Criteria


Map Satellite



TOGGLE TRAFFIC TOGGLE BIKESHARE TRY ROUTE MATCHING

LIMIT RESULTS TO YOUR EMPLOYER ONLY


Email Matches Print Matches

Vanpool 773222
Start: 627 Warrenton Road, Fredericksburg, VA
End: 256 McGuire Avenue, Washington, DC
Hours: 7:00AM to 4:00PM
Contact Jerome @ 


Join This Vanpool

Vanpool 766869
Start: 627 Warrenton Road Fredericksburg,VA
End: Murray Lane Southwest Washington,DC
Hours: 6:25AM to 3:00PM
Contact Commute with Enterprise @ (703) 370-1572

Join This Vanpool

Vanpool 759819
Start: 10800 Houser Drive, Fredericksburg, VA 22408
End: 200 MacDill Boulevard Southeast, Washington, DC 20340
Hours: 6:00AM to 2:00PM
Contact Linda @ 

Join This Vanpool


Vanpool 682177
Start: 627 Warrenton Road, Fredericksburg, VA 22406
End: 20 MacDill Boulevard Southeast, Washington, DC 20032
Hours: 9:00AM to 5:00PM
Contact Linda @ 


Join This Vanpool


REQUEST A RIDEMATCH


VIEW RIDEMATCH HISTORY


PROGRAM STATUS


 EDIT PROFILE


 FIND RIDEMATCHES


 GUARANTEED RIDE HOME


 LOG YOUR COMMUTE

 BIKE ROUTING

 POOL REWARDS

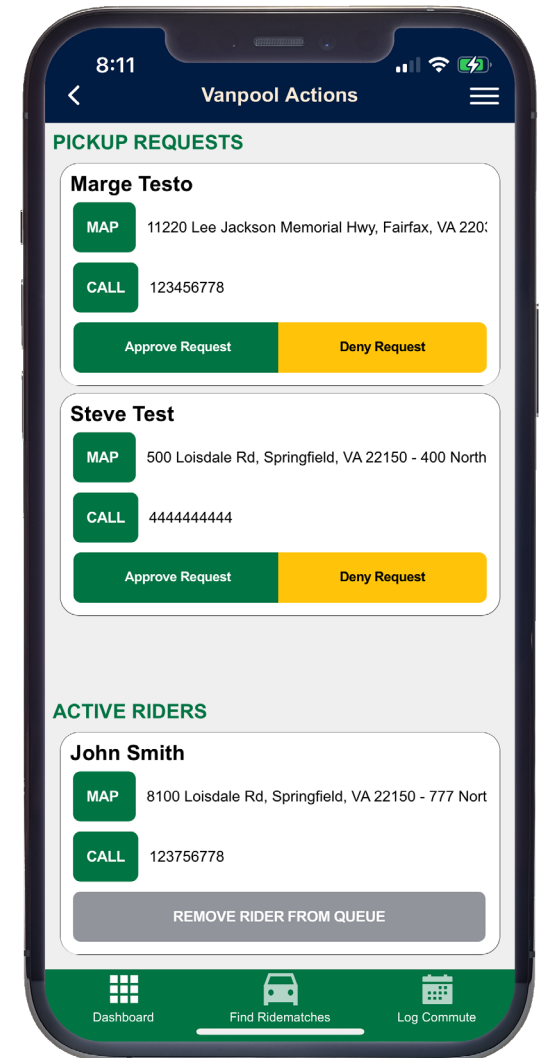
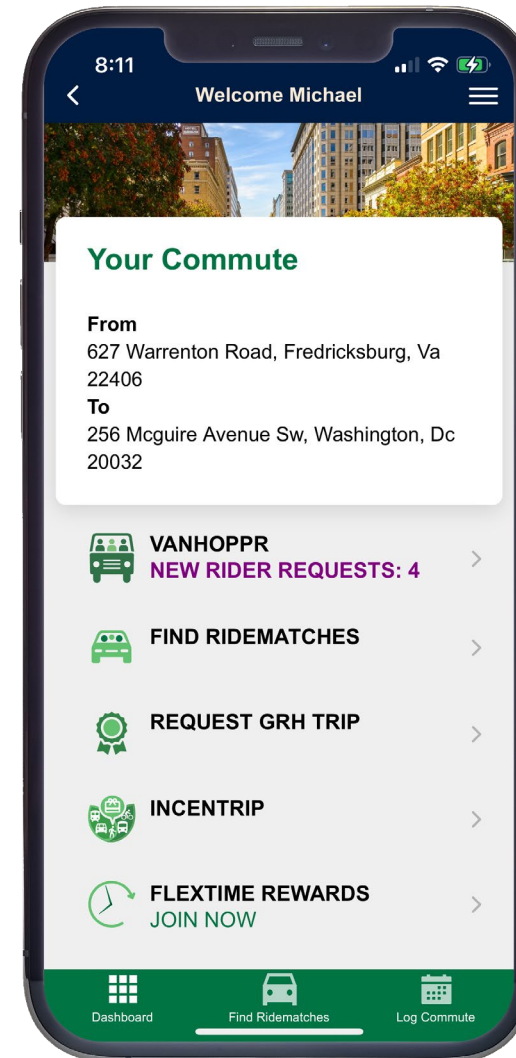
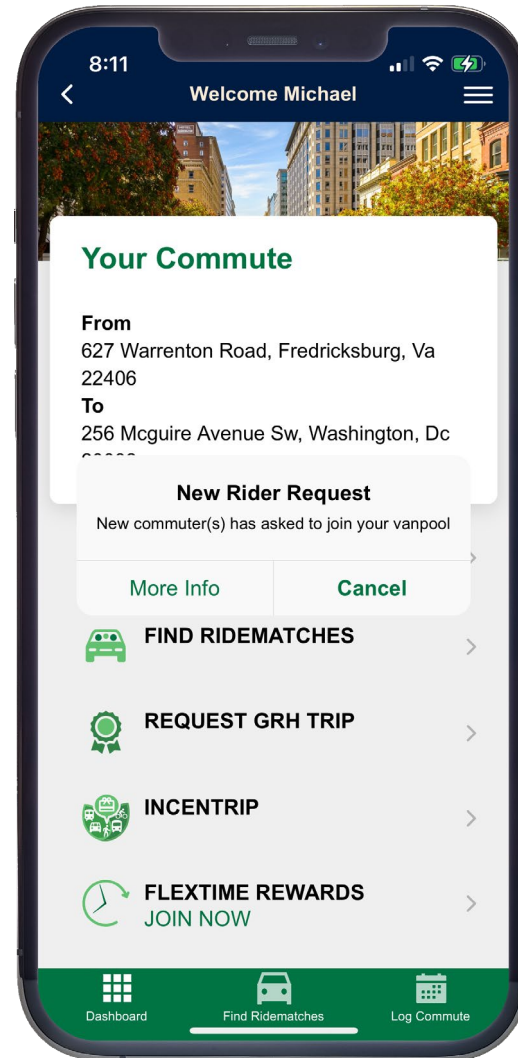
 FLEXTIME REWARDS

 SPECIAL EVENTS

 COMMUTE COST CALCULATOR

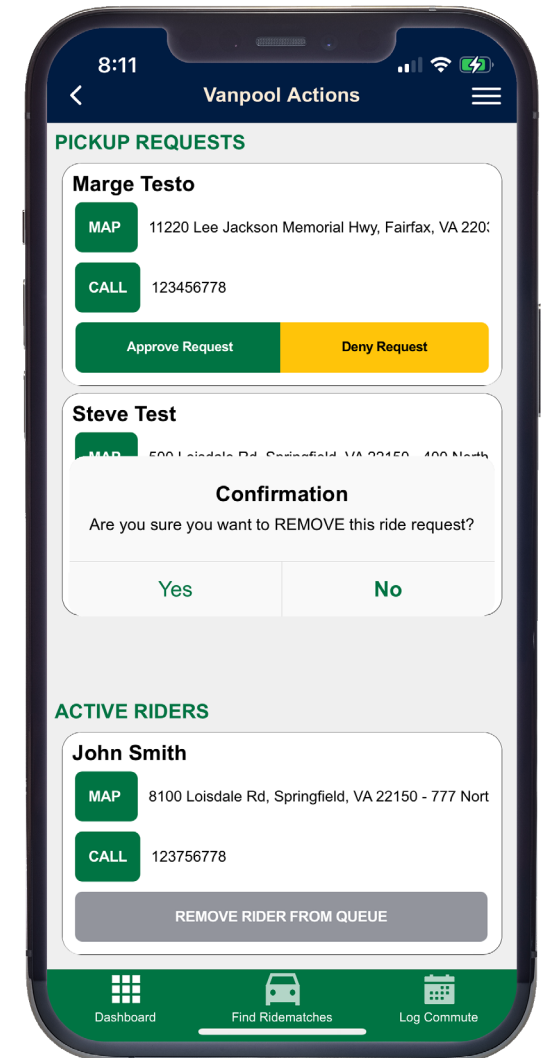
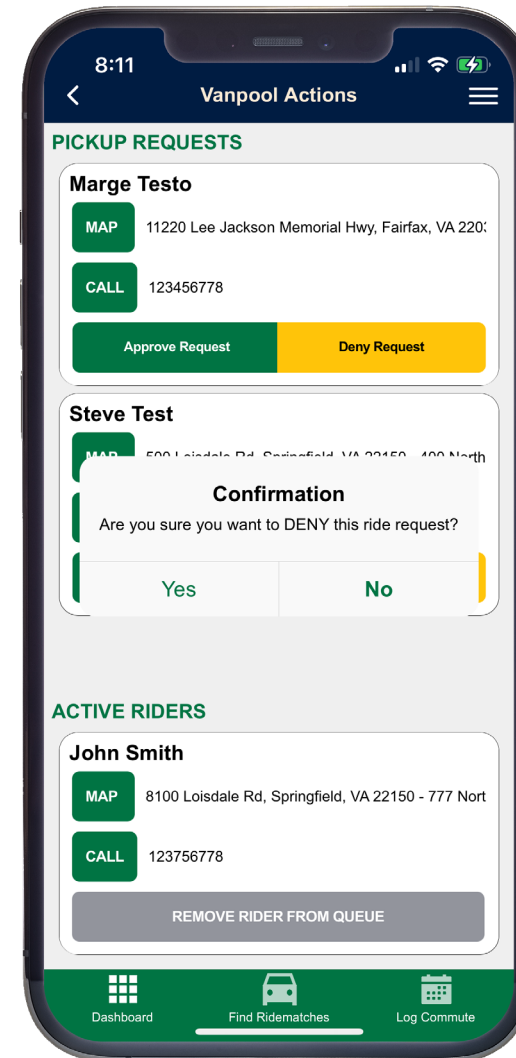
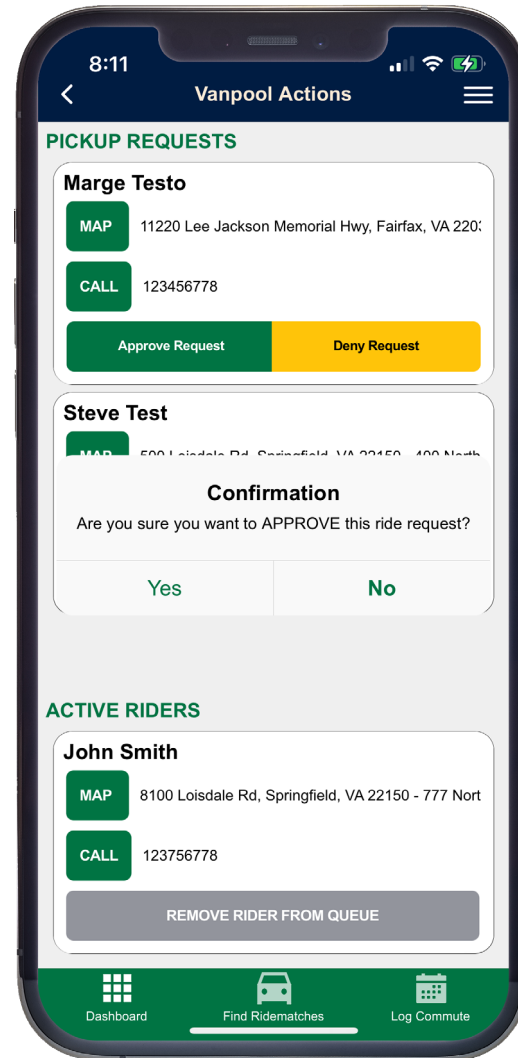
VanHopper For Drivers

- New Rider Requests
- Push Notification
- Request Management




VanHoppr For Drivers

- Approve Request
- Deny Request
- Remove Request



VanHoppr For Admins

- Access through existing TDM website
- Allows for Van Inventory management
- Simple search tools to lookup vans

COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK

HOMEEDIT PROFILELOGOUTWelcome MICHAEL

VANPOOL ADMIN

WELCOME MICHAEL

Jump To:Recent VanpoolsActive Vanpools

Vanpool ID:

(Numeric only)

Vanpool Code:

Contact Name:

Contact Email:

Application Status

Add Vanpool >>

Search Vanpool >>

VANPOOL ADMIN

VANPOOL REQUESTS

Pending Vanpools

These are vanpools that are not yet activated in the system

ID	Code	Single Ride Cost	Status	Coordinator
1567	773665		P	Kimberly
1572	774575		P	Major
1568	759817		P	Linda
1569	774500A		P	Tony
1570	774500B		P	Tony

VanHopper For Admins

- Recently changed vanpools are flagged for Administrator review
- View is filtered to a single Vanpool Administrator group to limit access

Recently Changed Vanpools

A leasing vendor or vanpool administrator has recently made changes to these records and need administrator review

ID	Code	Single Ride Cost	Status	Coordinator
1568	759817		P	Linda


Active Vanpools

Currently available for matching and displayed on match results on the website and all mobile apps

ID	Code	Single Ride Cost	Status	Coordinator
1477	XREPLACEMEX		A	Jerome
1287	603087		A	Ashley
1404	701703		A	Russell
1405	701704		A	Russell
1547	769888		A	Rodney
1478	102733		A	Richard
1288	769162		A	Ashley
1285	661971		A	Brian
1401	603546		A	Russell
1479	695688		A	Rochelle
1317	646343		A	Conoboy
1487	705860		A	Tony

VanHoppr For Admins

- All publicly accessible data is managed on this screen
- Includes vanpool schedule, location, and lease provider information
- Vanpool **seatfinder** tool available to allow administrator to search TDM database for commuters available to join this vanpool

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MANAGE VANPOOL

WELCOME MICHAEL

Vanpool Information - 1565

Vanpool Code:772072*

Last Updated Date:07/31/2024

Vanpool Status:Pending*

Entered By:

Vanpool Admin:GWRideConnect

Entered On:02/14/2024

Recently Changed:No

Edited By:900033

Lease info

Vanpool Lease Provider:Commute with Enterprise

Vanpool Schedule

Leave Origin:5:48:AM*

Leave Destn:3:00:PM*

Arrive Destn:6:30:AM*

Arrive Origin:3:45:PM*

Operating Days:*

Sun	Mon	Tue	Wed	Thu	Fri	Sat
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Vanpool Locations


Edit

VANPOOL ADMIN

VANPOOL REQUESTS

VanHoppr For Admins

- Request Management system to monitor all VanHoppr ride requests sent by commuters
- Allows administrator to follow up and assist vanpool coordinator in connecting with potential riders

 **COMMUTER CONNECTIONS.**
A SMARTER WAY TO WORK

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WELCOME MICHAEL

VANPOOL REQUESTS

Jump To: [Pending](#) [Active](#) [Denied](#) [Terminated](#)

Pending Requests

Rider request has been submitted and is awaiting review and/or response

Request	Vanpool	Commuter	Commuter Info	Status
10	1282	707018	null null null	P
1	1282	763887	Marge Testo test@gmail.com	P
4	1282	770905	Steve Test testacct@mbthisisatest.com	P
9	1282	738512	BRIAN HEMRY MICHAEL8@MEDIABEEF.COM	P

Active Requests

Request has been approved and is displays as ACTIVE for drivers within their mobile app

Request	Vanpool	Commuter	Commuter Info	Status
3	1282	754730	Test User MBTEST00123@MAILINATOR.COM	A

Denied Requests


Request was unable to be fulfilled

Request	Vanpool	Commuter	Commuter Info	Status
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[VANPOOL ADMIN](#)
[VANPOOL REQUESTS](#)

VanHoppr For Admins

- Standard edit/update functionality

COMMUTER CONNECTIONS.
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VANPOOL REQUEST UPDATE

WELCOME MICHAEL

Request ID:

9

Vanpool ID:

1282

Status:

Pending ▾

First Name:

BRIAN

Last Name:

HEMRY

Email:

MICHAEL8@MEDIABEEF.COM

Update

Back

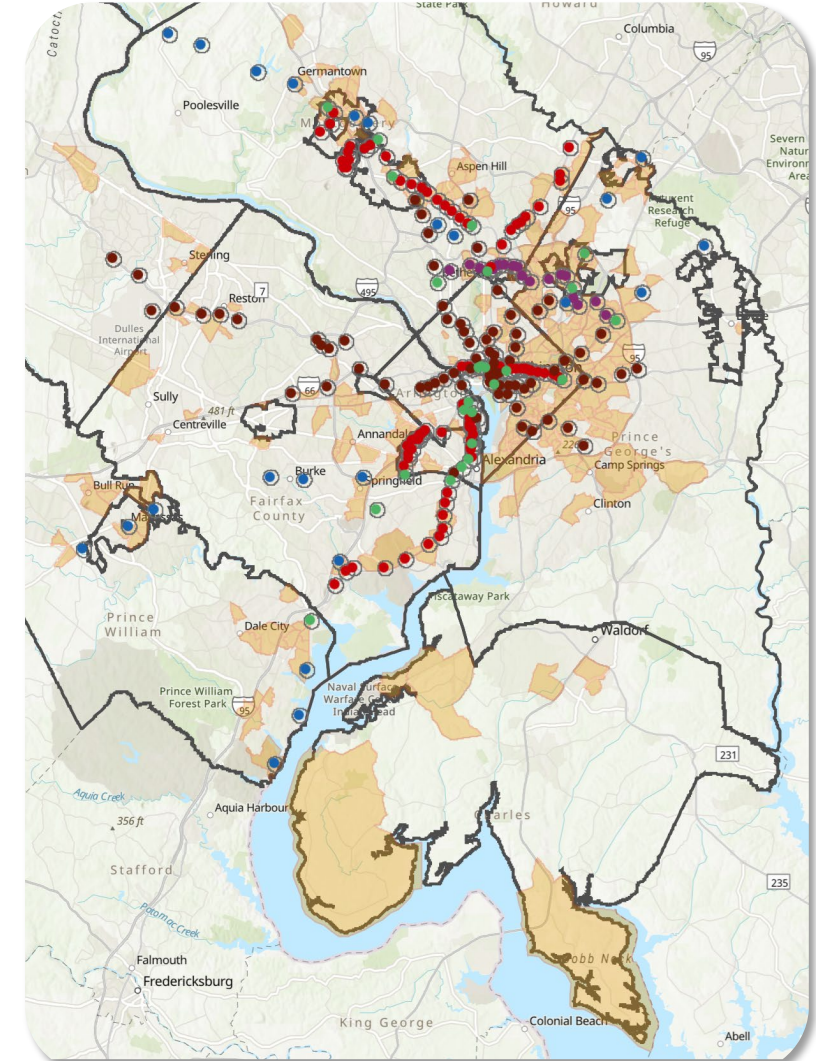
VANPOOL ADMIN

VANPOOL REQUESTS

COMMUTER CONNECTIONS.
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VanHoppr Data-Driven Marketing

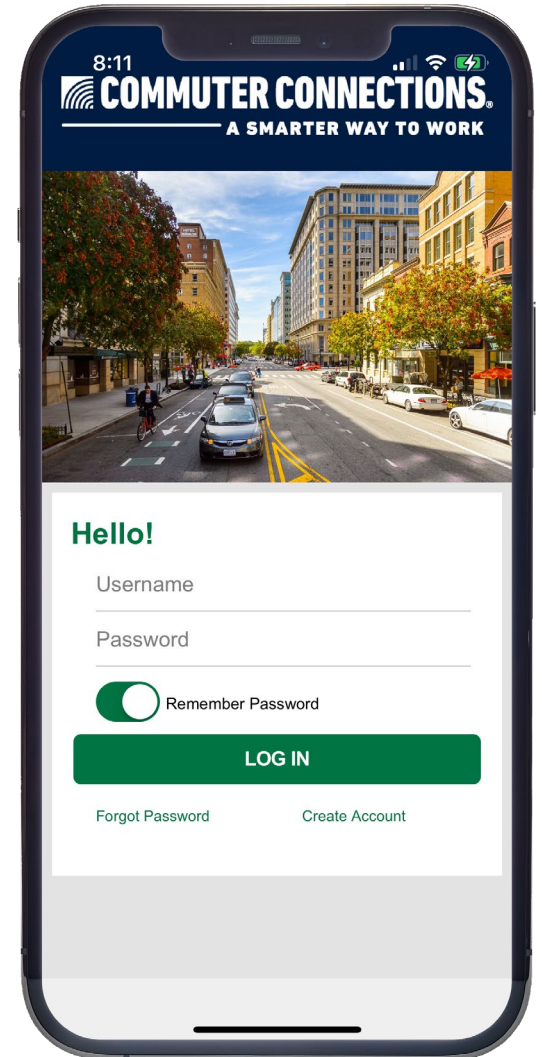
- This project will strive to serve the 1.6 million residents within MWCOG's designated Equity Emphasis Areas (EEAs), which include 351 of the 1,222 census tracts across the. EEAs are defined as Census tracts with higher-than-average concentration of low-income, minority populations, or both. Households in EEAs earn (on average) 62% of the region's median income; nearly a quarter are dependent on public transportation for their commute mode
- VanHoppr will provide mobility options to transportation disadvantaged communities within these identified Equity Emphasis Areas (EEAs)



VanHopper

Data-Driven Marketing

- Maximize ROI by focusing budget using microcampaigns based on low-occupancy vans within the TDM system
- Four step process:
 1. Identify Equity Emphasis Areas that do NOT have access to existing High-Capacity Transit Stations
 2. Overlay vanpool route and stop data to determine intersect with low-occupancy vans
 3. Develop and run campaigns over a 3-month period as a proof of concept
 4. Generate final metrics to demonstrate effectiveness of Data-Driven Marketing efforts



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