



**June 3, 2026**

# **Metro Regional Vanpool Action Plan**

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Regional Travel Options

# Why now?

## Opportunities

- \$3M in funding from ODOT
- Leverage existing network of commute partners
- Enthusiasm from employers and public

## Needs

- Fill transit service gaps & reductions
- Ease cost burdens



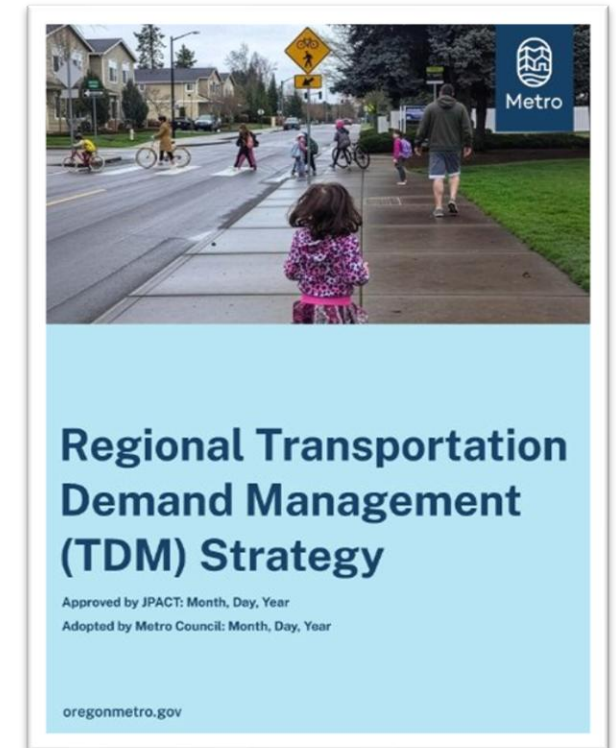
# What is a vanpool? It's transit!

## Requirements

- Facilitated through public agency
- 5-12 participants
- Used for commute to work
- Available for public sign-up
- ADA accessible



# Policy Framework



# Project Purpose

- Give background knowledge
- Identify opportunities & barriers
- Direction for outreach
- Clear actions for short term
- Considerations for long term success



# December TPAC Workshop

**What issues** does vanpooling help solve?

**Who benefits most** benefit from vanpooling?

**What role** do you see your agency/org/community playing in a regional vanpool program?

**What is important for success** when creating a vanpool program?

## **Objective #1 : Funding & Programming**

The greater Portland region will have a robust vanpool program that has reliable funding to sustain programming and subsidies.

## **Objective #2 : Partnerships and Plans**

Vanpool is established as a key component of regional partners' plans and programming.



## **Objective #3: Marketing & Outreach**

Commuters and employers are aware that vanpooling is a convenient, affordable travel option and benefit offering.

# Objective 1: Funding & Programming

## Strategy

1. Collaborate with partners to create governance, funding and coordination recommendations

- A. Identify and assemble a list of **key partners and stakeholders**
- B. Develop and maintain an operational and **program framework**
- C. Evaluate **long-term vanpool delivery models**

# Objective 2: Partnerships & Plans

## Strategies

1. Inform and educate Metro partners and stakeholders
2. Provide tools and resources for partners

- A. Conduct a **vanpool “roadshow”** to raise awareness for partners.
- B. Deliver **Vanpool 101 training** for partners.
- C. Develop **implementation guidance** for integrating vanpools into planning documents

# Objective 3: Marketing & Outreach

## Strategies

1. Implement a marketing approach to reach target populations & locations
2. Provide tools & resources for regional partners to promote vanpool

- A. Develop and implement a unified **regional branding and messaging**
- B. **Engage major employers** in industrial corridors and job centers

# Vanpool Action Plan Timeline

## Adoption & Implementation



# Next steps

- **Draft Action Plan on Metro web – June 15, 2026**
- Public Comment Period – July 1-30, 2026
- TPAC request for action – September 11, 2026

**[Oregonmetro.gov/Vanpool](https://oregonmetro.gov/Vanpool)**