



October 12, 2026

Metro Regional Vanpool Action Plan

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Regional Travel Options

Why now?

Opportunities

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

Needs

- Fill transit service gaps & reductions
- Ease cost burdens



ODOT Vanpool program

- Contract with Commute with Enterprise
- 3-5 years – until funds are spent
- Metro and partners lead in promotion, connecting employer/commuters with program
- Late summer launch



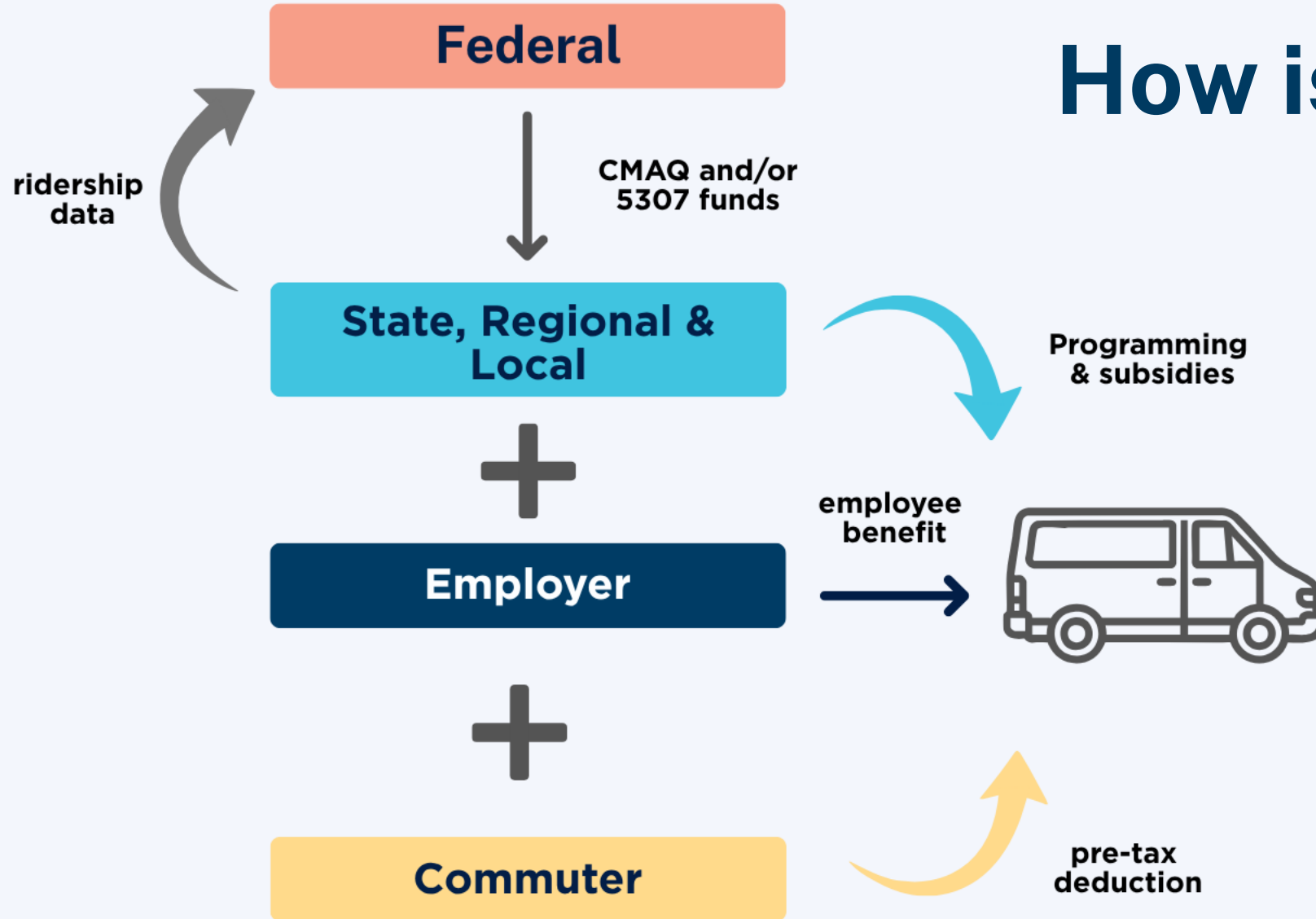
What is a vanpool? It's transit!

Requirements

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



How is it funded?



Project goals



- Identify **priority audiences/areas** for subsidies and outreach to inform efforts
- **Establish a strategic regional approach** to employer outreach and commuter assistance.
- **Ensure long-term success** and on-going subsidies and management after ODOT opportunity expires

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.

Key Actions 2026- 2027

1. Develop a short-term **program framework** 
2. Develop and implement a unified regional **branding and messaging** 
3. **Engage employers** in industrial corridors and job centers 
4. Identify and assemble **key partners and stakeholders for work group**
5. Conduct a vanpool “**roadshow**” & deliver Vanpool 101 **training** for partners

Key Actions 2027- 2028

1. Identify **performance metrics** and agree upon ROI needed to continue programming
2. Identify and advocate for **funding opportunities** for subsidies
3. Recommend **governance and program responsibilities** with regional partners

Next Steps

JPACT action– October 15

Metro Council action - October 22

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