



NORTHWEST GEORGIA REGIONAL VANPOOL

FACT SHEET

The purpose of this Northwest Georgia Regional Vanpool Study is to determine the feasibility of a Vanpool program capable of linking long distance commuters from similar origins to similar destinations throughout the 15-county region. A vanpool program was determined feasible, and the study identified the preferred vanpool operating model that best meets the needs of commuters within the study area and presents the most significant opportunities for expanded access to employment for residents residing within rural communities in the study area. This study supported the mission to seek innovative approaches to the economic advancement and prosperity of rural Georgia.

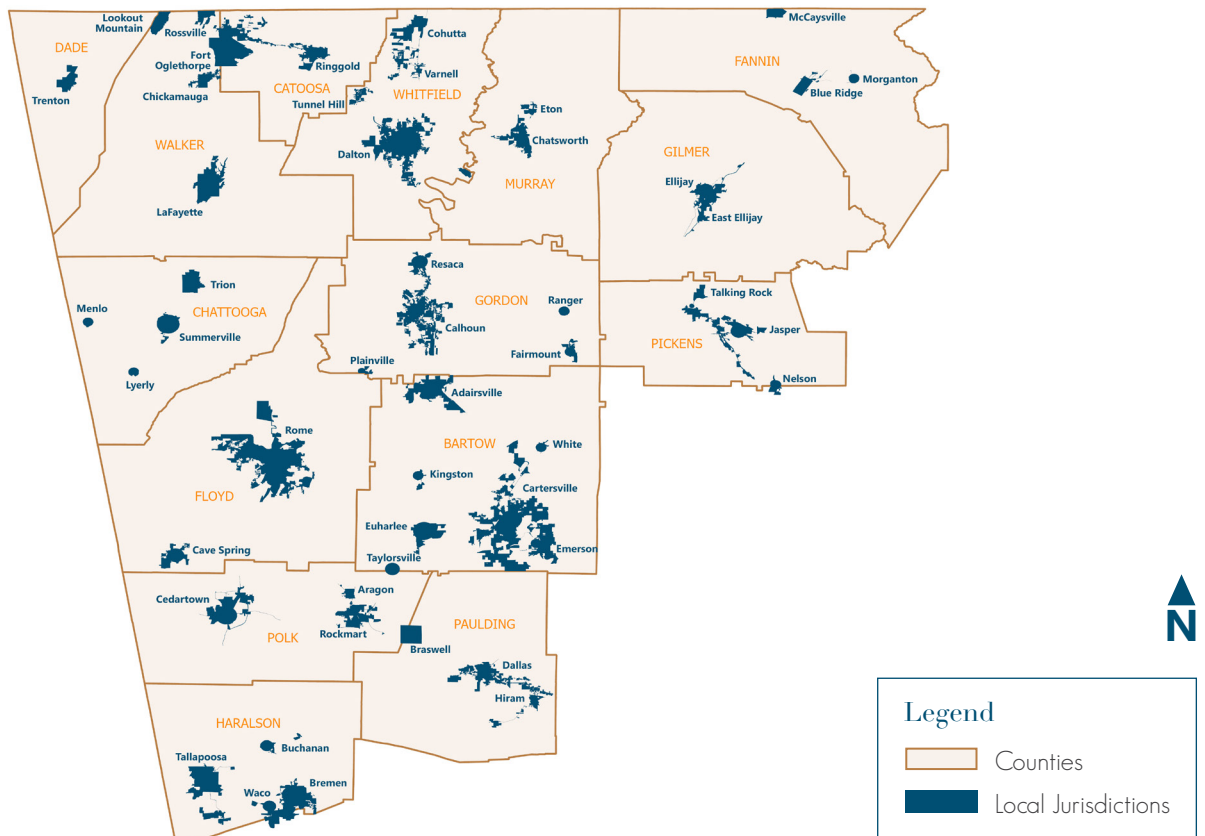
WHAT IS VANPOOLING?

- A **vanpool** is like a carpool, but with more people who are coming to the same workplace from the same community and riding together in a van. Vanpools typically carry **five to fifteen** passengers, and operate **weekdays**, traveling between one or two common pick-up locations and the **place of work**.

WHERE IS THE STUDY AREA?

- The study area includes the cities and local jurisdictions that are located in the fifteen-county region that makes up the Northwest Georgia Regional Commission and Georgia Economic Development Region 1.

Northwest Georgia Vanpool Base Map



WHO ARE THE USERS?



Unemployed population



Reverse commuters from the surrounding metropolitan area



Labor force utilizing carpool, truckpool, or vanpool for their commute



Zero car households seeking employment opportunities in the region



New high school and college graduates entering the work force

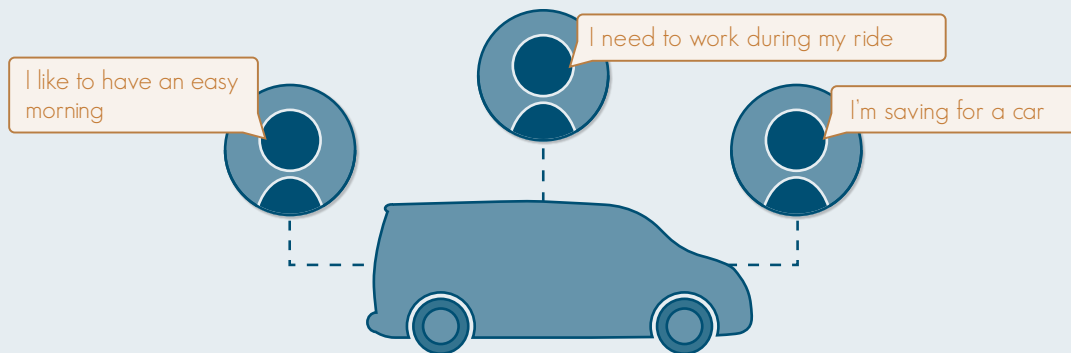


Parolees / newly released prisoners

*People who are employed in larger urban areas such as Chattanooga and Atlanta would also consider using vanpool service.

WHAT ARE THE BENEFITS?

- Access new job opportunities
- Save time and effort spent driving
- Split the commute costs with fellow poolers
- Reduce gas and personal vehicle maintenance costs
- Use the HOV lanes
- Reduce traffic and greenhouse gas emissions
- Make friends and enjoy a more social commute



WHAT WERE THE RECOMMENDATIONS?

- Preferred Alternative Recommends a Third Party Operator and Government Managed Vanpool Program
- Implement 16 Vanpools Within the First 5 Years of Program Duration
- Identify Public-Private Partnerships to Fund Annual Capital and Operating Expenses of Approx. \$150,000

HOW CAN I LEARN MORE AND GET INVOLVED?



Visit ruralga.org!



Contact your employer to share information!

WHAT'S HAPPENING NEXT

