



Vanpool Incentive Policy

Incentives Role in Vanpool

- Attract new customers
 - First Month Free
 - 224 new riders 2024 YTD
 - 179 still vanpooling
- Strengthen customer loyalty
 - Referral Incentive
 - 90 new riders referred 2024 YTD
 - 84 still vanpooling
- Increase customer engagement

Why are we talking about this today?

- Need identified
- Process improvements implemented
- Add a policy as a best practice and to ensure greater accountability

Recommended Action

Authorize the General Manager to adopt Vanpool Customer Incentives Policy-VS-6501 that provides oversight/guidance for creating and managing customer incentives.