VanGo is the nationally-recognized vanpool program of the North Front Range Metropolitan Planning Organization (NFRMPO). This dashboard (VanGo Metrics) provides a snapshot of the program’s vital: 1) Sales and Marketing, 2) Operations, and 3) Billing. The document will be updated online monthly to provide transparency regarding the operating efficiency of the program to the hundreds of vanpoolers it serves.

### SmartTrips.org Tracking
- **Weekly Vanpool / Vanpoolers**
- **Guaranteed Ride Home**

### SmartTrips.org Leads
- **Email Tracking - Source**
- **Email Tracking - Region**

### Internal Staff Generated Leads
- **Phone Tracking - Source**
- **Phone Tracking - Region**

### Visits by Week
- **Out-of-Region Visits**
- **In-Region Visits**

### Email and Phone Tracking by Week
- **TOTAL CALLS**
- **TOTAL REFERENCES**

### Weekly Vanpooler/ Vanpoolers
- **Monthly to provide transparency regarding the operating efficiency of the program to the hundreds of vanpoolers it serves.**

### Out-of-Region Visits
- **Region Visits**
- **Event & Fair**
- **Business**
- **Formation**
- **Medicaid**

### In-Region Visits
- **Real Pay Accounts**
- **Automatic Payment Accounts**
- **Late Payments Processed**
- **Incentives Paid, Late Fees Received**