

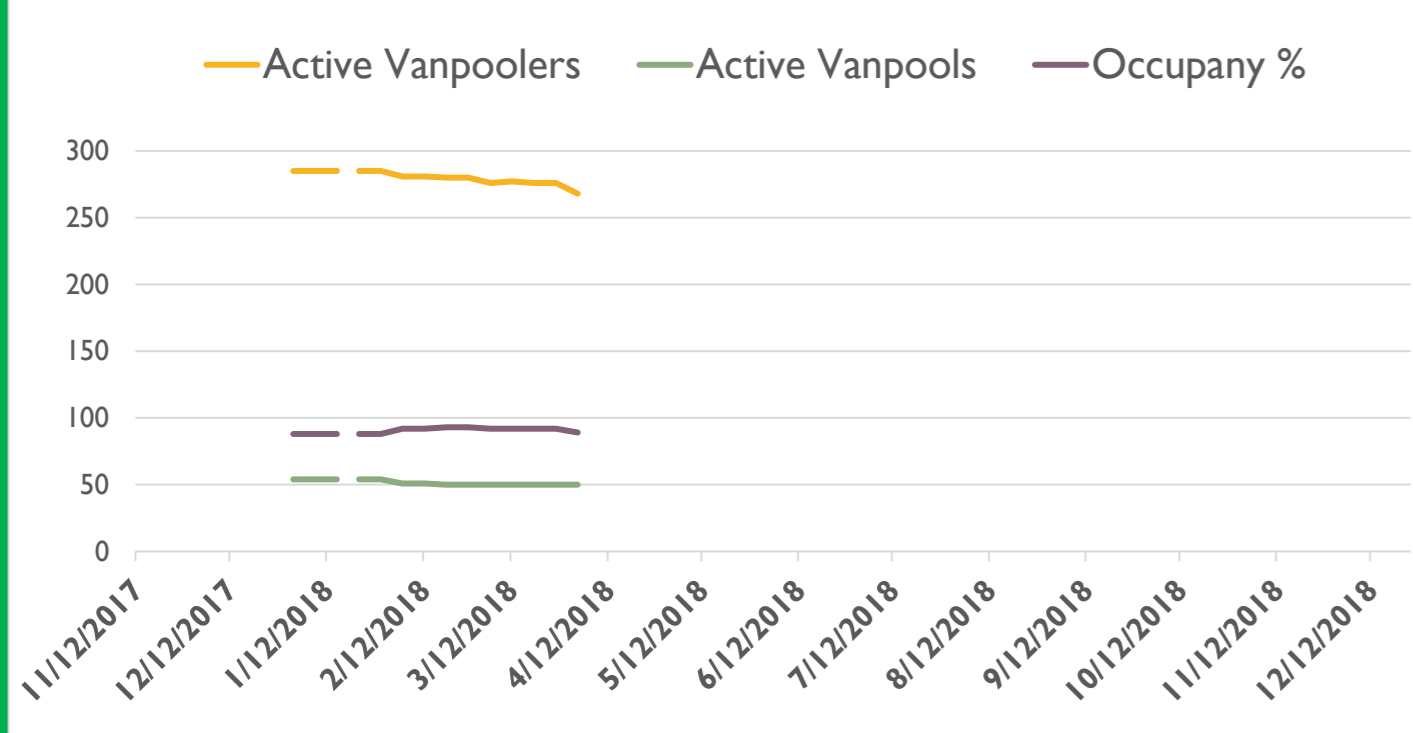
# VanGo Metrics 2018

<http://nfrmpo.org/vango/>

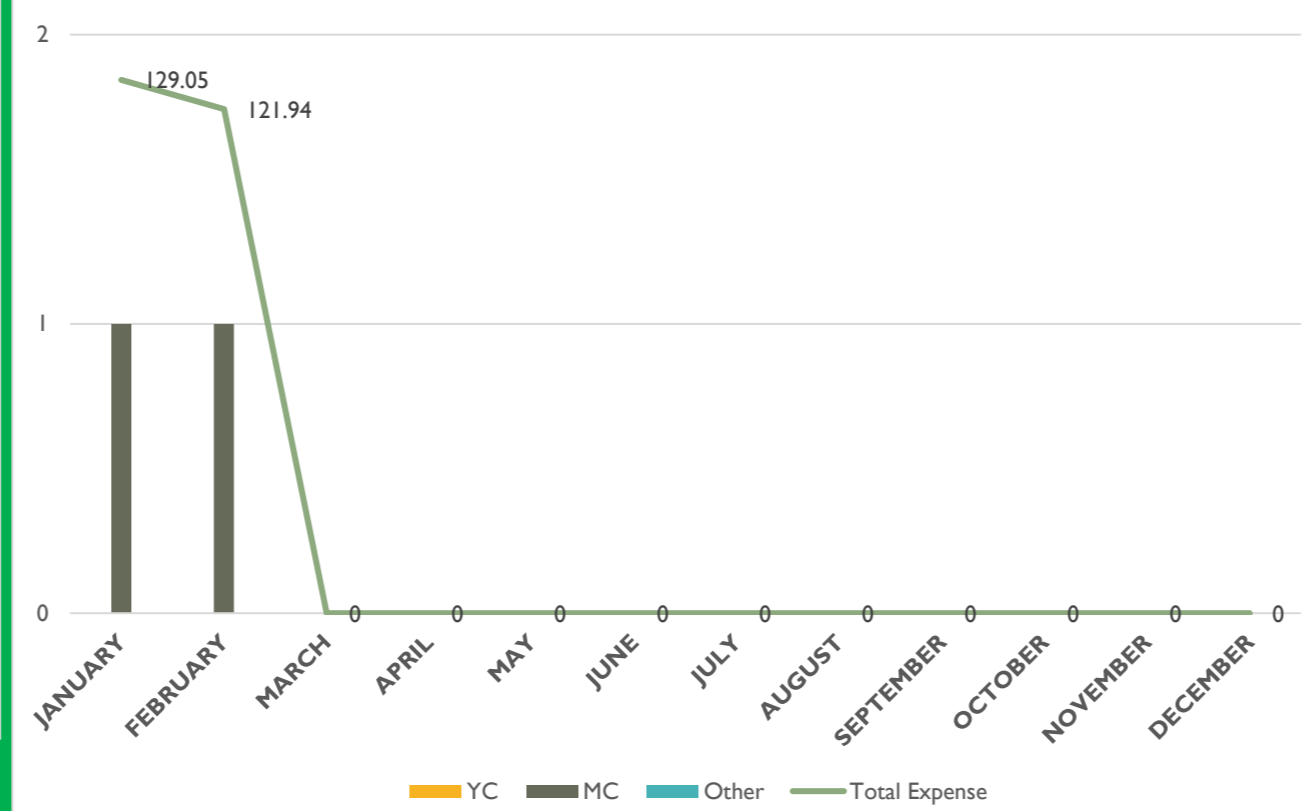
VanGo is the nationally-recognized vanpool program of the North Front Range Metropolitan Planning Organization (NFRMPO). This dashboard (VanGo Metrics) provides a snapshot of the program "vitals"—1) Sales and Marketing, 2) Operations, and 3) Billing. The document will be updated online quarterly to provide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



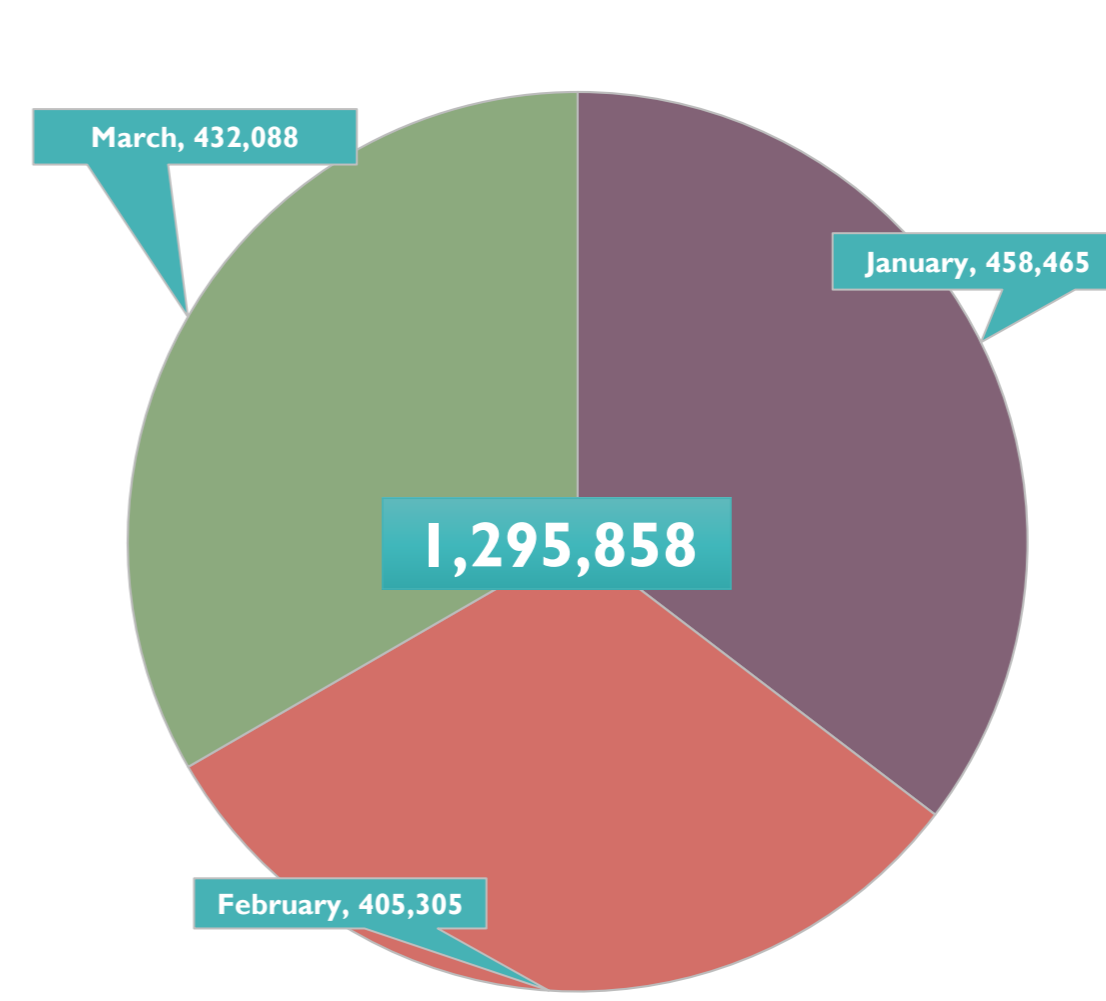
## Weekly Vanpool/Vanpoolers



## Guaranteed Ride Home

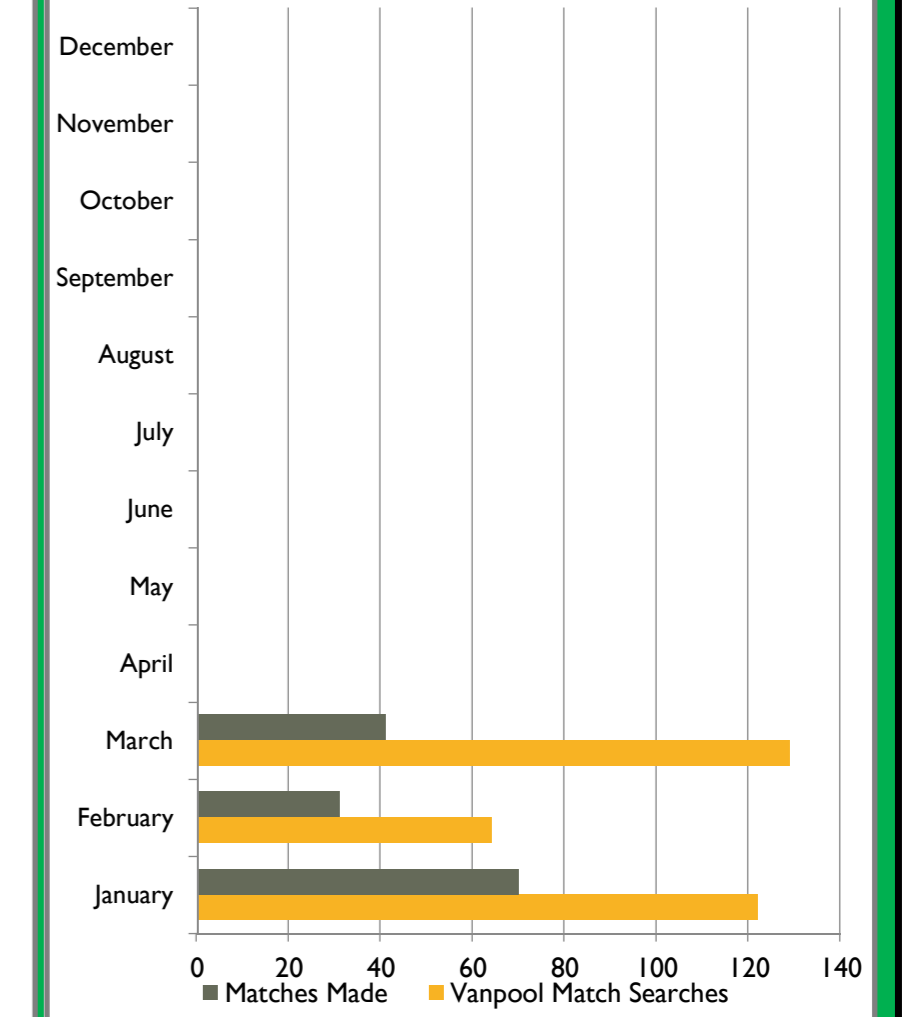


## Miles Saved-Year to Date:

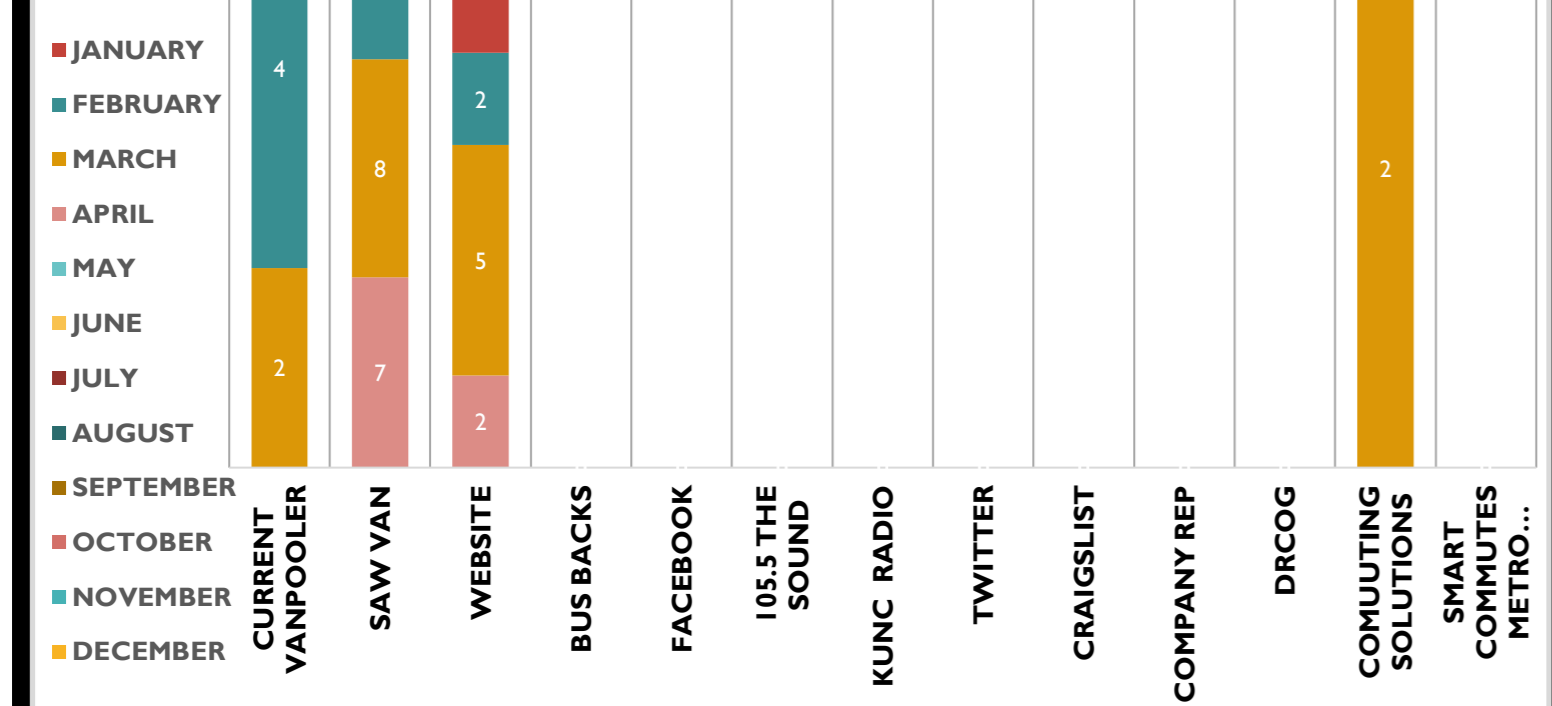


## Match Search Tracking

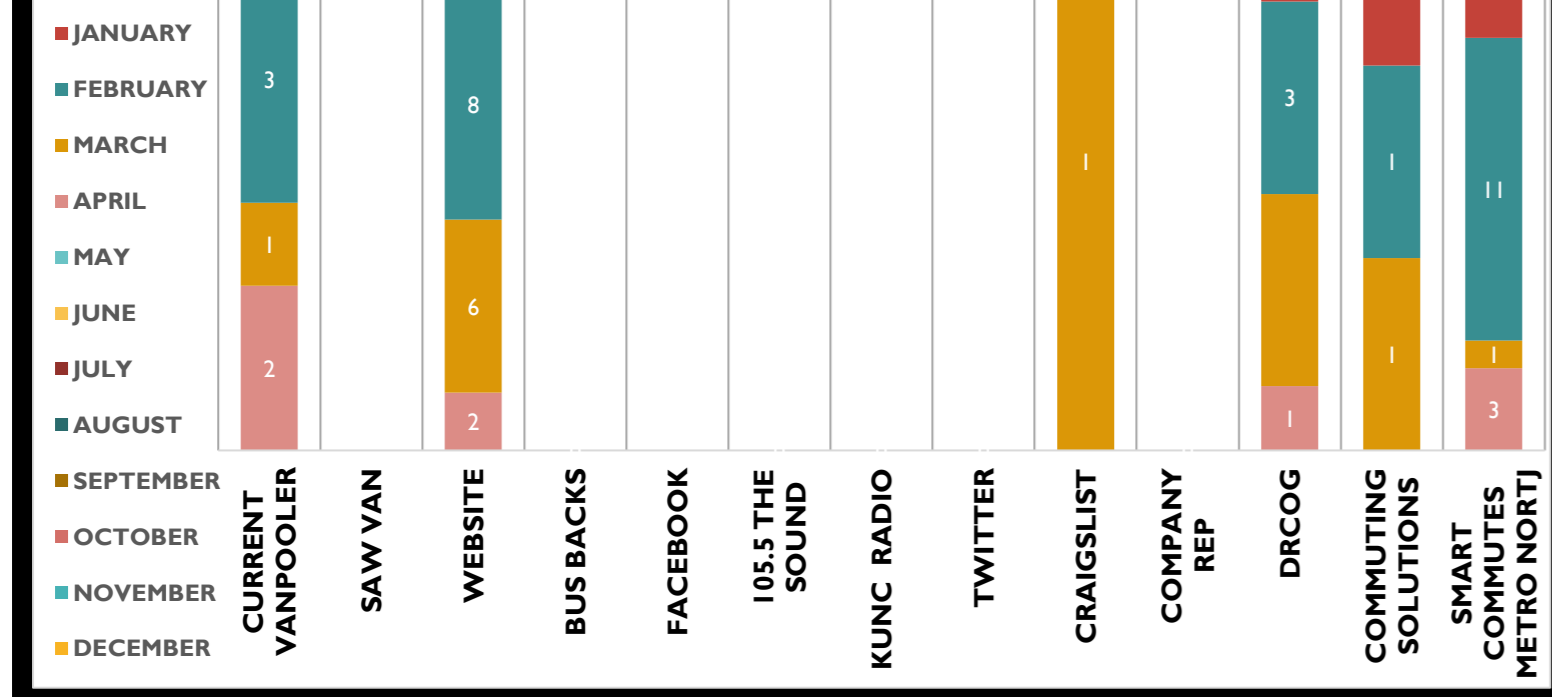
[www.vangovanpools.org](http://www.vangovanpools.org)



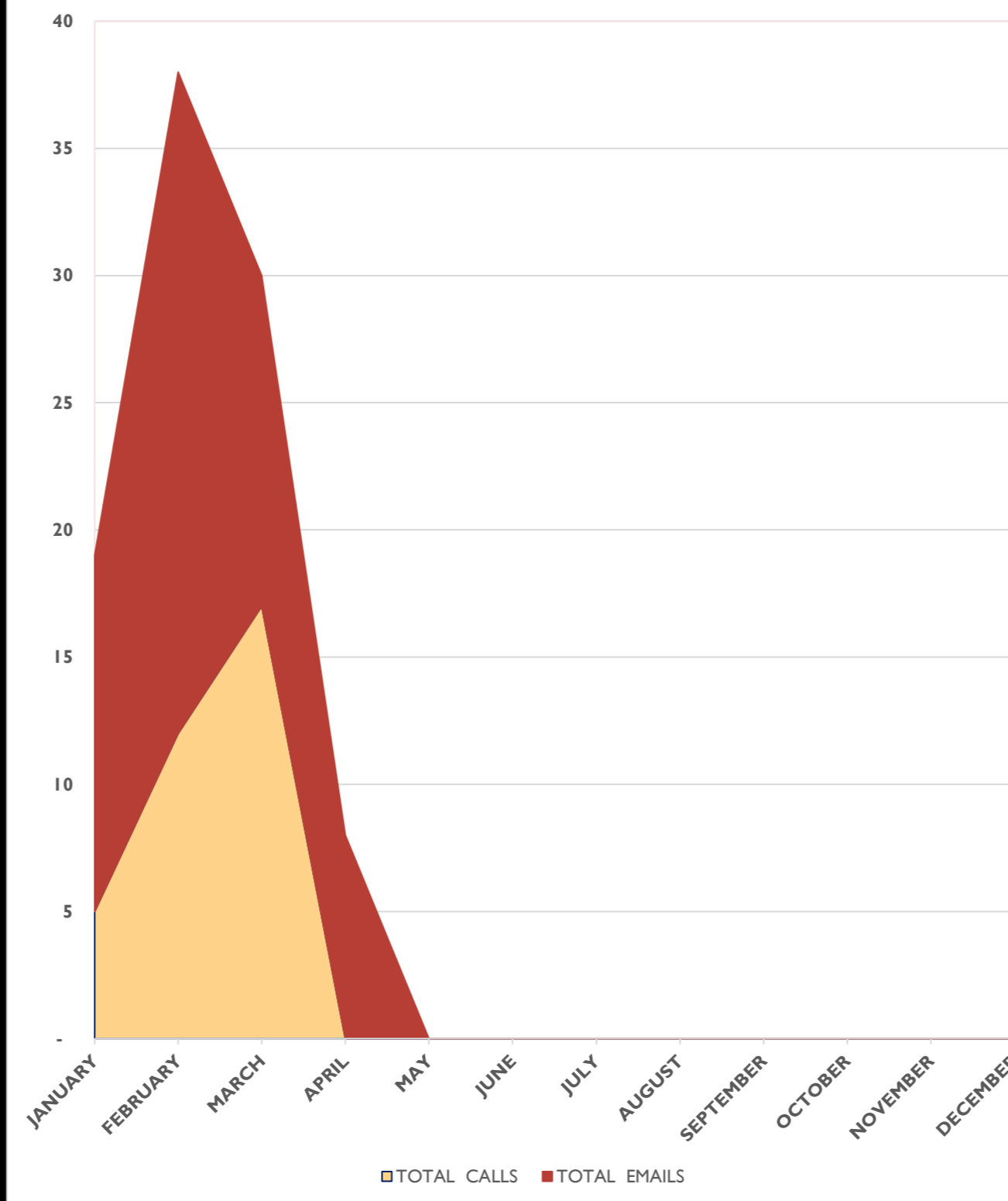
## Phone Leads



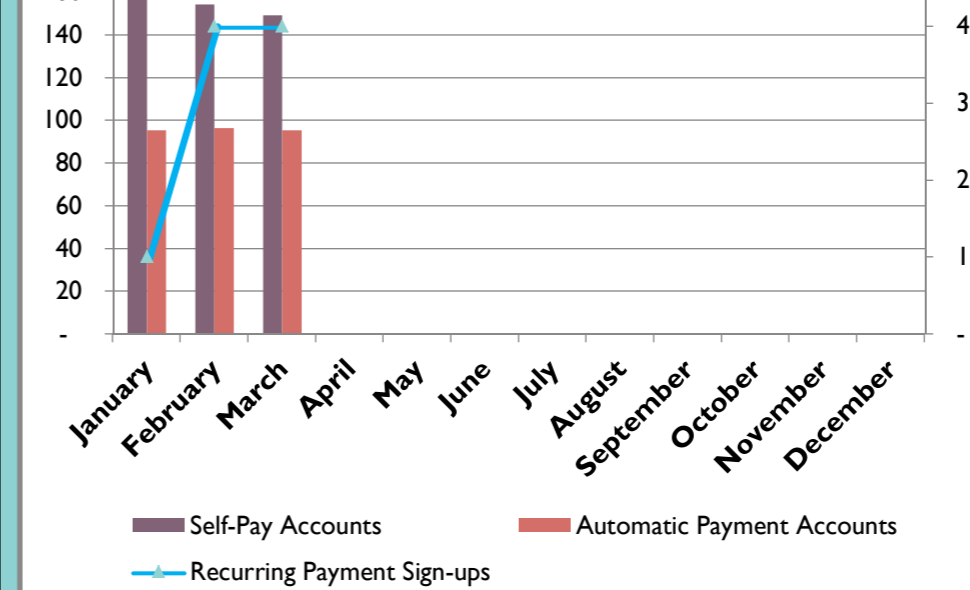
## Email Leads



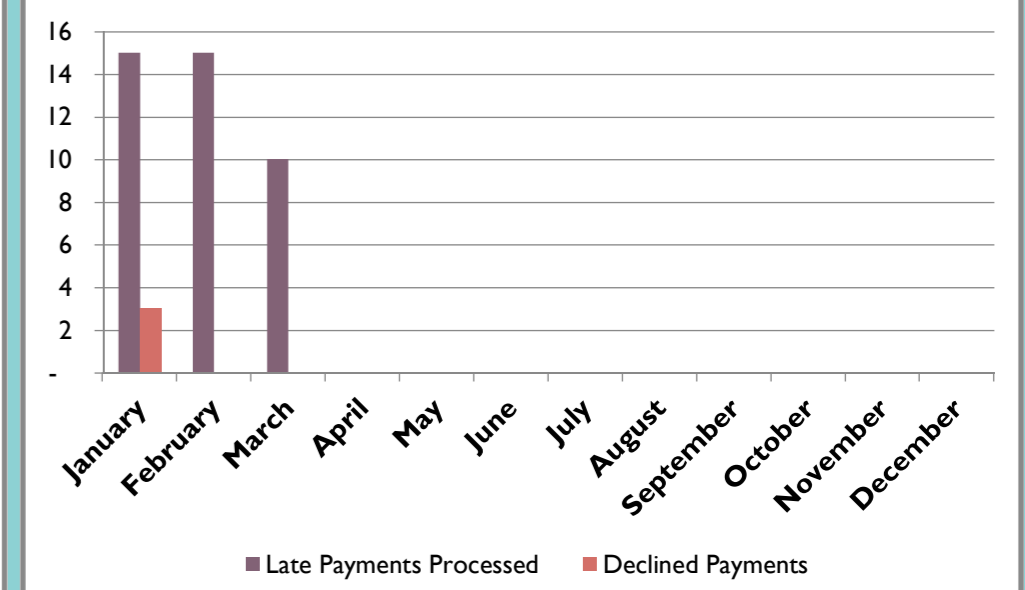
## Phone Call & Email Tracking by Month



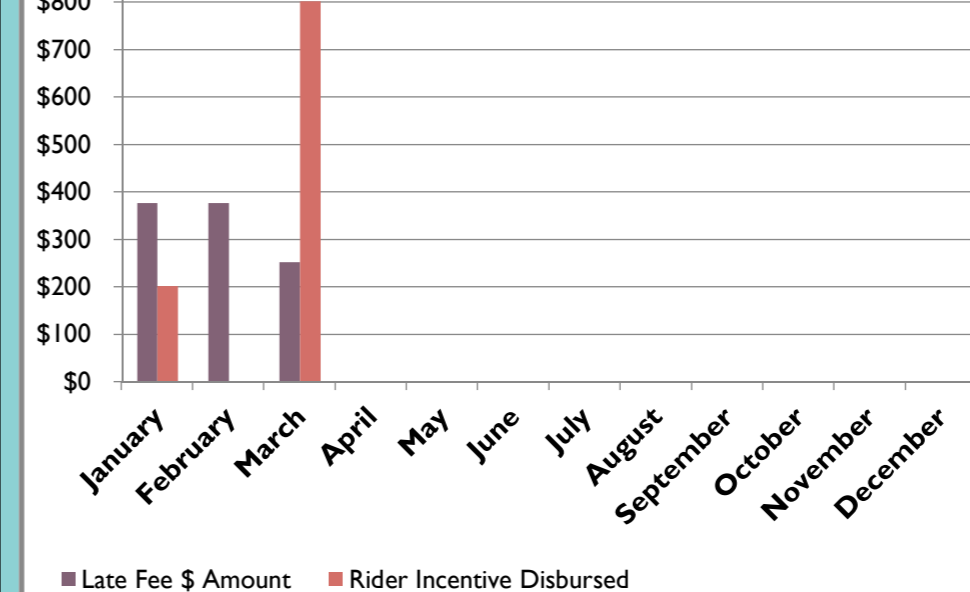
## Billing Accounts



## Account Attention



## Late Fees & Rider Incentives



## Collections



Last Updated: 4/6/2018