

# VPSI CASE STUDY

**Client: The Aerospace Corp.**  
**Location: El Segundo, CA**



## The Client

Since 1960 **The Aerospace Corporation** has operated a federally funded research and development center in support of national-security, civil and commercial space programs. Aerospace Corporation first partnered with VPSI to offer a generous vanpool support to its employees in the southern California facility. The program has since grown to include 57 vanpools with over 367 riders daily.

## The Issue

Based on this success, Aerospace Employee Transportation Coordinator Jean Ghianuly and General Services Director George Valenzuela were tasked with expanding the successful vanpool program model to six other facilities across the United States. They turned to VPSI to facilitate this expansion. In partnership with VPSI, Jean and George developed a plan to initiate vanpool programs for all Aerospace employees. In doing so, Aerospace was able to save their employees money, stress a healthier lifestyle, and reduce the company's carbon footprint.

With 44 customer service offices dedicated strictly to vanpooling across the US, VPSI was able to provide local support and service at each Aerospace facility, and funnel public financial incentives with whom they partner and contract with similar to Metro's Regional Vanpool Incentive. Further, the collaboration enables Aerospace to standardize administration and data gathering under Jean and George's leadership, consolidating and reporting results of the national program to management for their company-wide goal.

## The Solution

Aerospace Corporation and VPSI worked together to identify Aerospace locations that coincided with VPSI customer service centers. VPSI provided Aerospace Corporation with zip code analysis to identify those employees that would benefit from using alternate modes of transportation. With VPSI's national reach, we were able to provide service at every Aerospace facility and systematically roll out the vanpool benefit. Meetings were held in Virginia, Colorado, Ohio, Alabama, Florida and Texas to introduce the benefit and identify potential vanpool groups. Aerospace and VPSI analyzed employee data to gauge the potential for successful vanpool groups and once it was established that the potential was there, Aerospace began direct marketing efforts to reach out to vanpoolers. They made use of their employee intranet and scheduled facility meetings. VPSI provided collateral marketing materials and information to get the word out to all employees. Group meetings were held at each facility so interested employees could get immediate answers to their questions. VPSI was able to stage vans at each location so potential vanpoolers could get a firsthand look at their new commute vehicle while supplying local VPSI staff to support Jean's efforts from her Southern California location.

## The Benefit

Aerospace established and maintained their successful rideshare program in El Segundo to illustrate their commitment to their employees and to the ridesharing concept. This in itself is admirable, but it wasn't enough. Aerospace was determined to expand this successful model and make a positive impact at each of their facilities nationwide. Whereas Aerospace's employee transportation benefits program was successful at their primary corporate location in El Segundo, Jean's initiative to begin formulating how the program could accrue increasing value to the company, employees and community demonstrated a rare accomplishment --- creating ways for large, global organizations to think and act locally.



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