

C/CAG Countywide Carpooling Incentives Pilot Program

Congestion Management & Environmental Quality Committee

June 26, 2017

Purpose

- Reduce number of single occupancy vehicles on the road in San Mateo County
- Encourage residents and employees of San Mateo County to consider carpooling/ridesharing as an alternative to driving alone
- Provide incentives to offset the cost of carpooling
- Partner with private sector with Dynamic Ridesharing / Carpooling Application (App) for real-time ride-matching services to support the Program

Benefits

- Reduce traffic congestion
- Improve travel time reliability
- Reduce Greenhouse Gas Emission (GHG)
- Reduce need for parking
- Change long-term behaviors
- Integration with Commute.org

How the Program Works

- Applies to trips within peak AM and PM periods, M-F
- Applies to trips that begins or ends in San Mateo County
- Targeted users – for residents of San Mateo County or for employees who work in the County
- Incentive is established at \$2 per trip per person (rider/driver)
- Offer up to \$1 million to subsidize the cost of the program over a one year period or until funds are exhausted
- Roll out in July 2017

Partnership

- Proposed Private Sector App Provider:
 - Scoop
 - Pilots in San Mateo, Foster City, South San Francisco, and w/ CCTA
 - Waze
- 20 Cities and County of San Mateo
- Major employers located in San Mateo County
- Commuters
- Commute.org

Rideshare Service Requirements

- Perform Motor Vehicle History (MVH) checks on drivers
- Facilitate Guarantee Ride Home benefits
- Provide detailed reporting on a monthly basis
- Provide marketing support to promotional strategies
- Integrate with RideAmigos (Commute.org's Star Platform)
- Provide customer support

Reporting

- Number of registered users
- Number of monthly active users
- Number of new users in month
- Average vehicle occupancy
- Number of completed trips
- Number of Trips in month
- Trip length
- Trips by origin/destination (zip-codes)
- Visualization of usage across County
- Trip % increase month/month
- Total trips taken to date
- Other:
 - Cars out of parking lots, Miles saved, Pounds of CO2 saved, VMT reduction, drivers trip reduced

Questions?