C/CAG Countywide Carpooling Incentives Pilot Program Update

C/CAG Congestion Management and Environmental Quality (CMEQ) Committee

October 30, 2017
Goals

• Reduce number of single occupancy vehicles on the road and increase usage of carpooling and ridesharing in San Mateo County during peak commute periods

• Encourage residents and employees of San Mateo County to consider carpooling/ridesharing as an alternative to driving alone when commuting to and from work
Objectives

- Initiate the C/CAG Countywide Carpooling Incentive Pilot Program (Program)

- Provide incentives to offset the cost of carpooling trips

- Enable Program to be available to all 20 cities and County residents and workers

- Collaborate with private sector with Dynamic Ridesharing / Carpooling Application (App) for real-time ride-matching services to support the Program
Benefits

• Reduce traffic congestion San Mateo County

• Improve air quality

• Reduce Greenhouse Gas Emission (GHG)

• Reduce demand for parking

• Influence and change long-term commuter behaviors

• Build up for carpooling demand for the future HOV/HOT lane
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 workers 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 (1) year period or until funds are exhausted

• Roll out in July 24, 2017 with Scoop
Collaboration

• 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

• Commute.org

• Commuters
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
- Obtain user feedback
- Integrate with RideAmigos (Commute.org’s Star Platform)
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)
- 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
Incentives Model

Examples of how the incentive pricing is applied to one (1) trip for Scoop:

<table>
<thead>
<tr>
<th>Scoop</th>
<th>Rider Pays</th>
<th>C/CAG Pays</th>
<th>Driver Rec</th>
<th>Scoop Gets</th>
</tr>
</thead>
<tbody>
<tr>
<td>No Incentive</td>
<td>$6</td>
<td>$0</td>
<td>$5</td>
<td>$1</td>
</tr>
<tr>
<td>With Incentive</td>
<td>$4</td>
<td>$4</td>
<td>$7</td>
<td>$1</td>
</tr>
</tbody>
</table>
### Scoop Reporting Summary

<table>
<thead>
<tr>
<th></th>
<th>May</th>
<th>Jun</th>
<th>Jul</th>
<th>Aug</th>
<th>Sep</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total Registered Users</strong></td>
<td>13,671</td>
<td>14,893</td>
<td>16,048</td>
<td>17,565</td>
<td>18,900</td>
</tr>
<tr>
<td><strong>New Registered Users</strong></td>
<td>1,386</td>
<td>1,226</td>
<td>1,155</td>
<td>1,517</td>
<td>1,335</td>
</tr>
<tr>
<td><strong>One-way Trips Taken</strong></td>
<td>19,840</td>
<td>22,125</td>
<td>23,297</td>
<td>36,926</td>
<td>35,236</td>
</tr>
<tr>
<td><strong>Unique Matched Users</strong></td>
<td>No data</td>
<td>2,461</td>
<td>2,655</td>
<td>3,252</td>
<td>3,353</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>May</th>
<th>Jun</th>
<th>Jul</th>
<th>Aug</th>
<th>Sep</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Tons of CO2 Saved</strong></td>
<td>No data</td>
<td>109.2</td>
<td>115.0</td>
<td>172.8</td>
<td>167.5</td>
</tr>
<tr>
<td><strong>Rider Miles Saved</strong></td>
<td>No data</td>
<td>241,086</td>
<td>253,881</td>
<td>381,516</td>
<td>369,617</td>
</tr>
</tbody>
</table>
### Scoop Reporting Summary (cont.)

<table>
<thead>
<tr>
<th></th>
<th>Jul</th>
<th>Aug</th>
<th>Sep</th>
</tr>
</thead>
<tbody>
<tr>
<td>One-way Trips Taken (CCAG)</td>
<td>8,426</td>
<td>35,767</td>
<td>34,077</td>
</tr>
<tr>
<td>No. of Carpool Trip</td>
<td>4,213</td>
<td>17,884</td>
<td>17,039</td>
</tr>
<tr>
<td>No. of Days</td>
<td>6</td>
<td>23</td>
<td>21</td>
</tr>
<tr>
<td>Average Daily Carpool Trips</td>
<td>702</td>
<td>778</td>
<td>811</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Jul</th>
<th>Aug</th>
<th>Sep</th>
</tr>
</thead>
<tbody>
<tr>
<td>Incentives applied</td>
<td>$16,852</td>
<td>$71,534</td>
<td>$68,154</td>
</tr>
</tbody>
</table>
Registered User Growth is Steady in San Mateo County

Data reflects total Scoop registrations in San Mateo County for the past five months.

Registered user growth has been steady, with some pop in August following the launch of the incentive in the last week of July.

More significant registered user growth could be achieved through additional marketing and awareness efforts.
C/CAG’s Scoop program has increased carpooling by 60%

Data reflects Scoop **one-way trips** into, out of, or within San Mateo County for the past five months.

This is the strongest indicator of the success of the program, showing ~60% growth from pre-program carpooling levels.

September’s slight decline is a symptom of the Labor Day holiday (fewer working days in the month).
C/CAG is preventing hundreds of tons of CO$_2$ emissions

Data reflects the CO$_2$ emissions prevented through Scoop trips by San Mateo County commuters for the past five months.

Due to the significant uptick in trips, C/CAG’s environmental impact has increased to remove hundreds of tons of CO$_2$ emissions.
Scoop Data Overview: July - September

- Total Trips
- Origin and Destination
- Uses
- Day of Week
Total Trips

34,499
32,965
8,160

75,624 trips from July to September
Starting City

- Foster City
- Fremont
- San Mateo
- Redwood City
- South SF

Graph showing starting city percentages for July, August, and September.
August Origins and Destinations

Foster City: 5,751
Fremont: 3,637
San Mateo: 3,964
Redwood City: 3,313
South San Francisco: 2,849
September Origins and Destinations

- Foster City: 5,354
- Fremont: 3,523
- Sunnyvale: 4,164
- San Jose: 3,428
- South SF: 2,701
Less Than 50 Trips in September

- Atherton (42)
- Brisbane (18)
- Colma (18)
- Emerald Hills (17)
- Half Moon Bay (18)
- Hillsborough (21)
- Woodside (6)
Where are people starting and ending?

<table>
<thead>
<tr>
<th>Month</th>
<th>Starting Home, Ending Work (AM)</th>
<th>Starting Work, Ending Home (PM)</th>
</tr>
</thead>
<tbody>
<tr>
<td>July</td>
<td>97%</td>
<td>91%</td>
</tr>
<tr>
<td>August</td>
<td>96%</td>
<td>92%</td>
</tr>
<tr>
<td>September</td>
<td>96%</td>
<td>91%</td>
</tr>
</tbody>
</table>
Trips by Day of Week

- Monday
- Tuesday
- Wednesday
- Thursday
- Friday

July
August
September
Summary

- 75,624 total trips
- Regional travel has more trips
- Commuter travel behavior
- More outreach needed
Next Steps/Follow Up Activities

• Increase outreach efforts to cities with low number of trips
• Obtain information about alternative choice of commute from users
• Bring Waze Carpool on board
• Other
Questions?