

# Carpool

IN SAN MATEO COUNTY!

C/CAG Countywide Carpooling Incentive Pilot Program

C/CAG Board of Directors Meeting  
March 8, 2018

# 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
- Provide incentives to offset the cost of carpooling trips
- Enable Program to be available to all 20 cities and County residents and worker
- Collaborate with private sector with Dynamic Ridesharing/Carpooling Application (App) for real-time ride-sharing services to support the Program

# 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, Officially launched August 1, 2017

# 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:

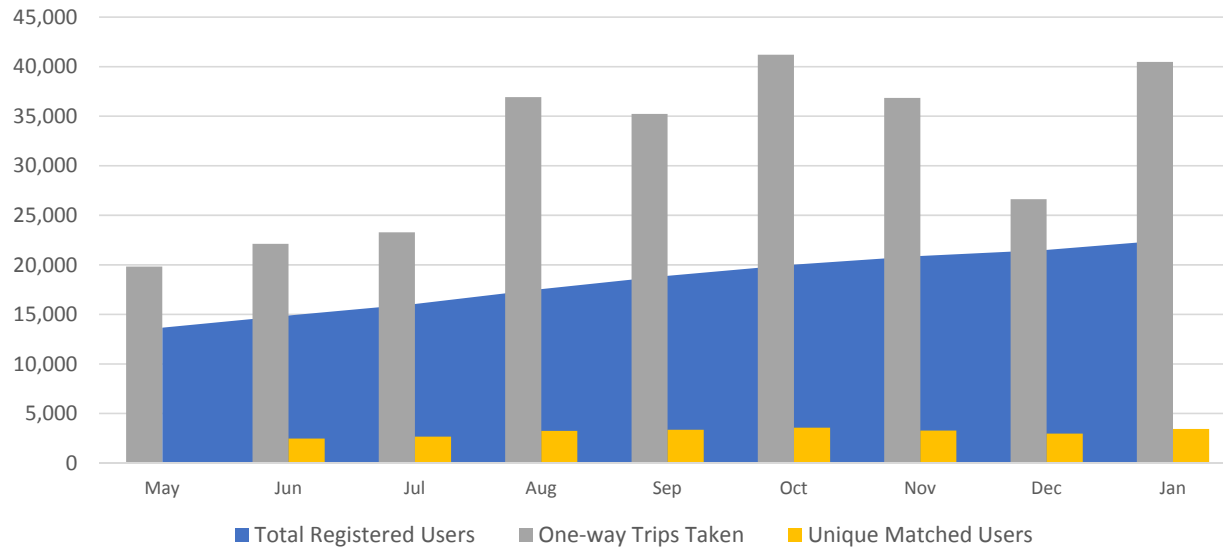
Scoop	Rider Pays	C/CAG Pays	Driver Rec	Scoop Gets
No Incentive	\$6	\$0	\$5	\$1
With Incentive	\$4	\$4	\$7	\$1

1 Trip = Rider or Driver

# Scoop Reporting Summary

	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
Total Registered Users	13,671	14,893	16,048	17,565	18,900	20,024	20,901	21,519	22,539
New Registered Users	1,386	1,226	1,155	1,517	1,335	1,124	877	618	1,020
One-way Trips Taken	19,840	22,125	23,297	36,926	35,236	41,209	36,850	26,626	40,481
Unique Matched Users	No data	2,461	2,655	3,252	3,353	3,566	3,280	2,973	3,437

Users vs Trips



# Scoop Reporting Summary (cont.)

	Jul	Aug	Sep	Oct	Nov	Dec	Jan	TOTAL
One-way Trips Taken (CCAG)	8,426	35,767	34,077	40,027	35,858	26,626	40,481	221,262
No. of Carpool Trip	4,213	17,884	17,039	20,013	17,929	13,313	20,240	110,631
No. of Days	6	23	21	22	22	21	25	140
Average Daily Carpool Trips	702	778	811	909	814	634	810	-

	Jul	Aug	Sep	Oct	Nov	Dec	Jan	TOTAL
Incentives applied	\$16,852	\$71,534	\$68,154	\$80,054	\$71,716	\$53,252	\$68,978*	\$430,540

\* Adjustment applied

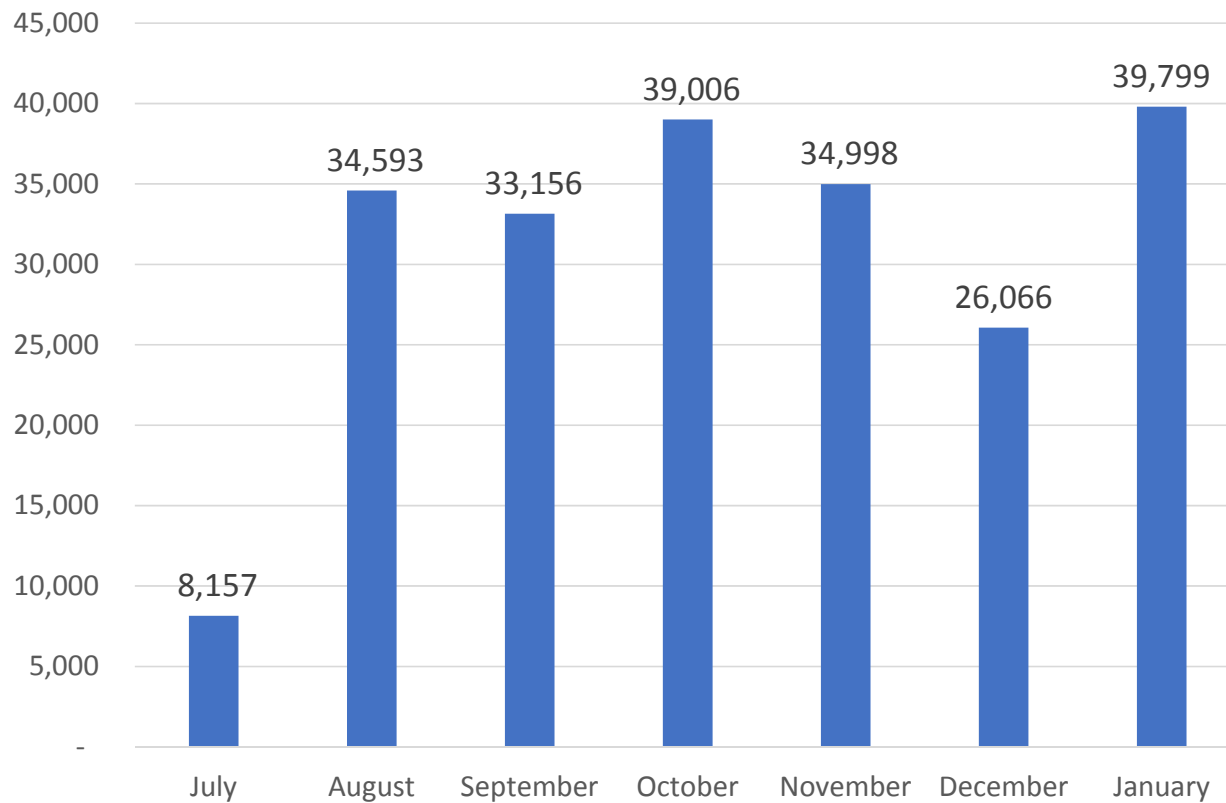
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	TOTAL
Tons of CO2 Saved	115.0	172.8	167.5	199.5	178.5	137.7	207.9	1,064
Rider Miles Saved	253,881	381,516	369,617	440,152	394,060	303,908	459,036	2,348,289



# Program Summary

- **6** Months **1** Week (through January 2018)
- **140** Days (incl. Holidays)
- **221,262** Total One-Way Trips Taken
- **110,631** Carpool Trips
- **10%** Increase in one-way trips taken
- **790** Average Daily Carpools
- **29%** Increase in Total User since Aug
- **6,491** Total New Users Beginning Aug
- **1064** Tons CO<sub>2</sub> Saved
- **2,348,289** Rider Miles Saved

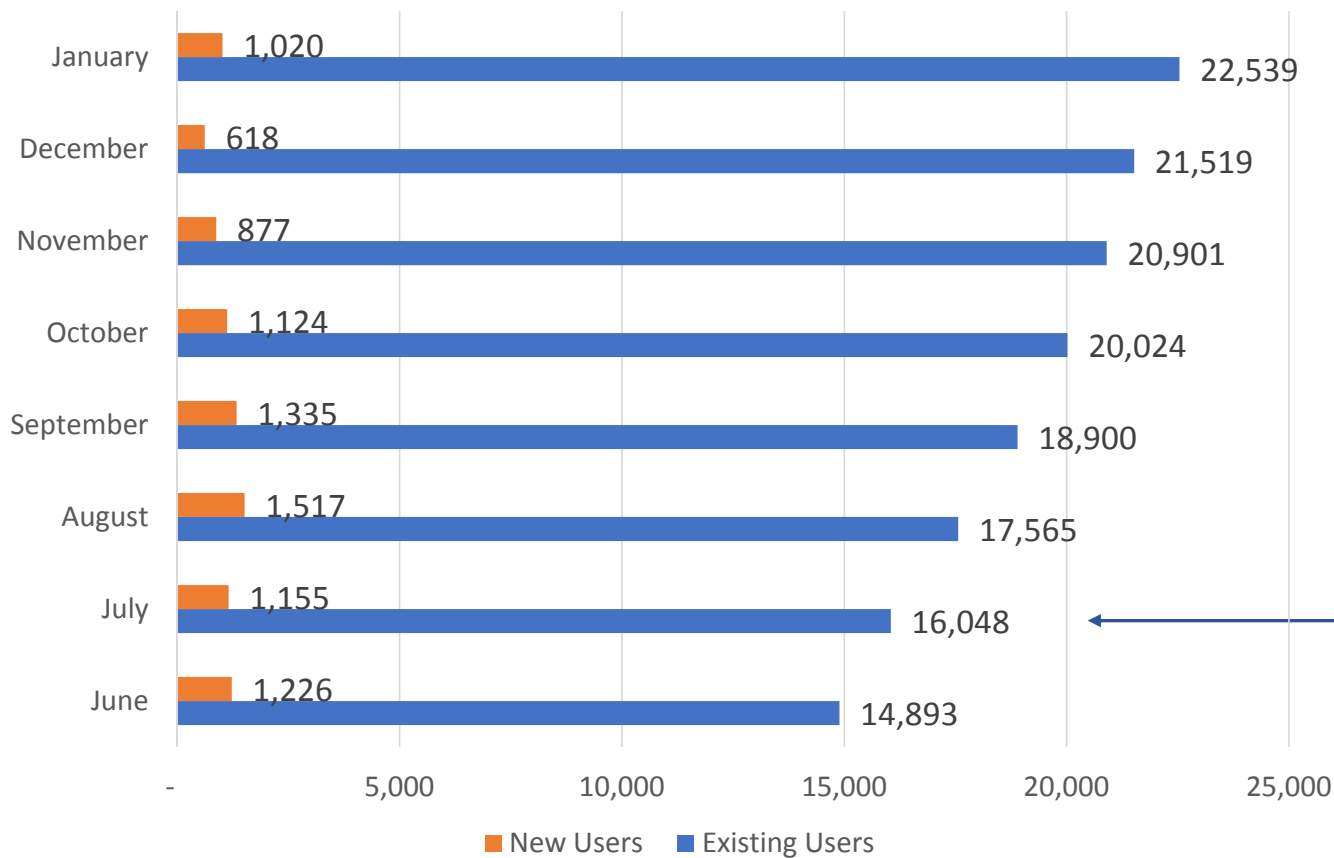
# Carpool Trips With Incentive



## Impact to date:

- **221,000+** carpool trips taken
- **15%** increase in users between August and January

# Increase In Program Users

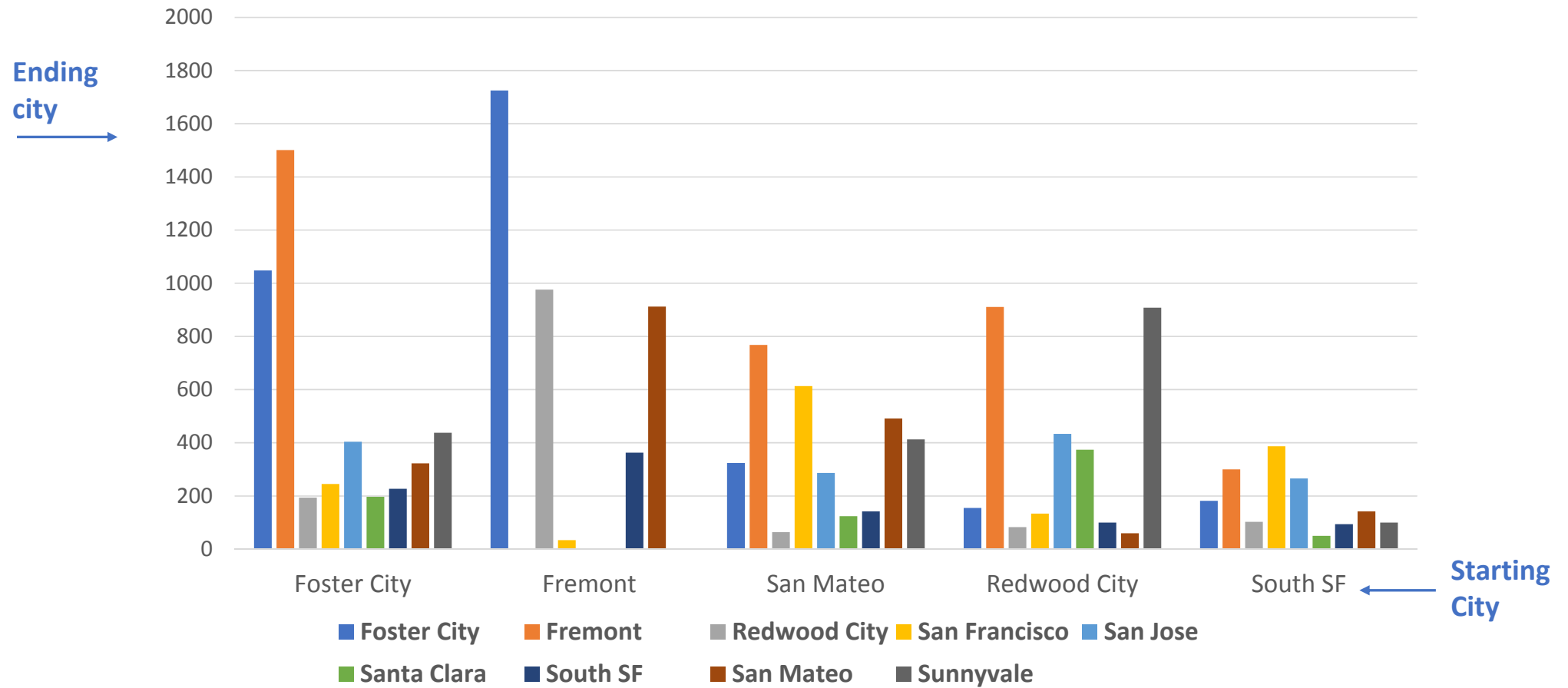


## Highlights:

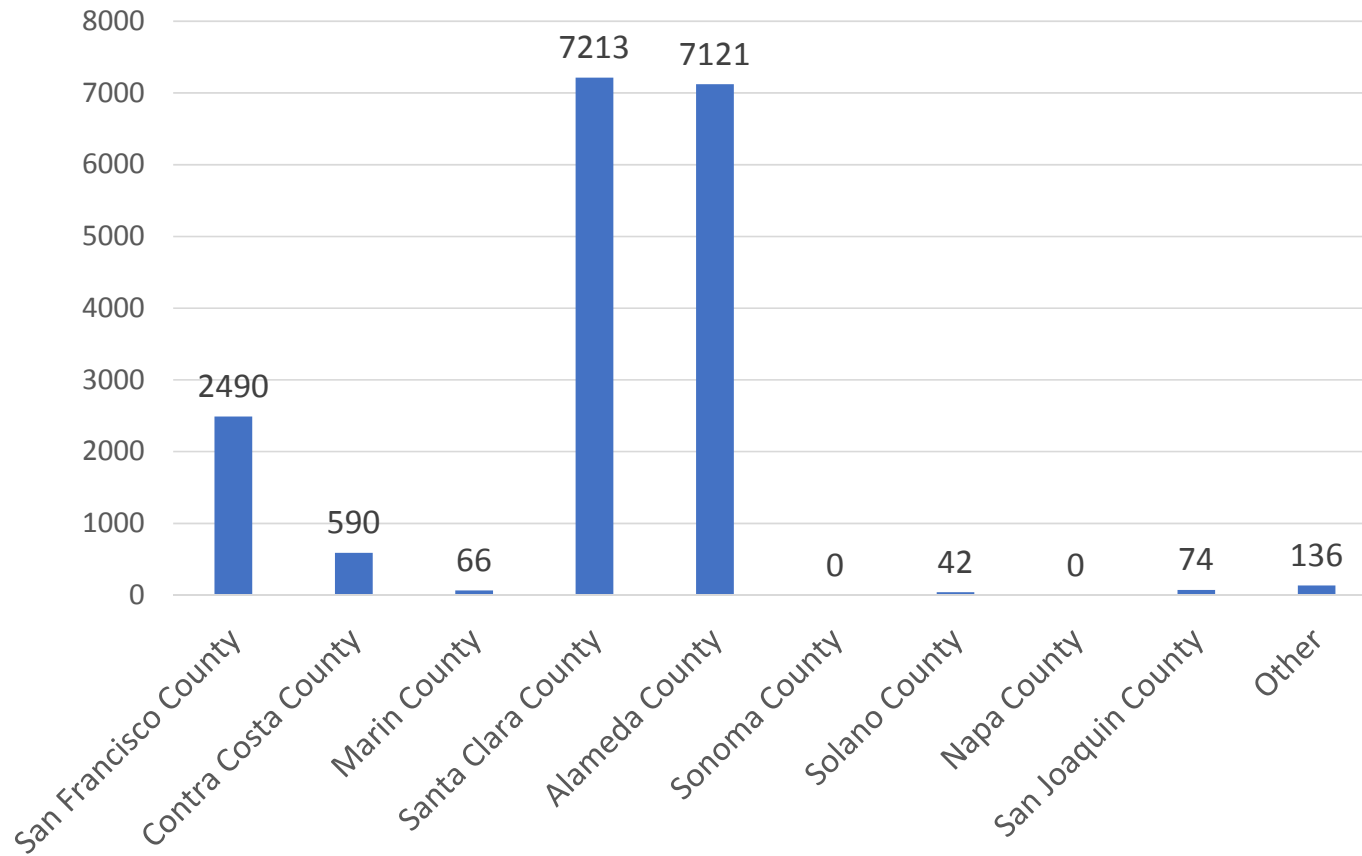
- **137,000+** existing users
- **7,600+** new users
- **24% increase** in new users between June and August
- **50% increase** in existing users between June and January

← Program launched

# January 2018 Origins and Destinations



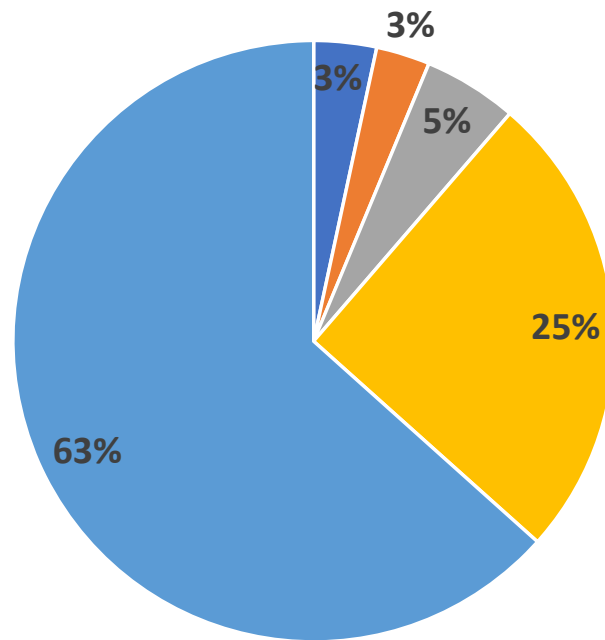
# Trips Beginning in Other Counties (January 2018), Morning Peak Period



**45%** of trips began outside of San Mateo County

# User Survey Results

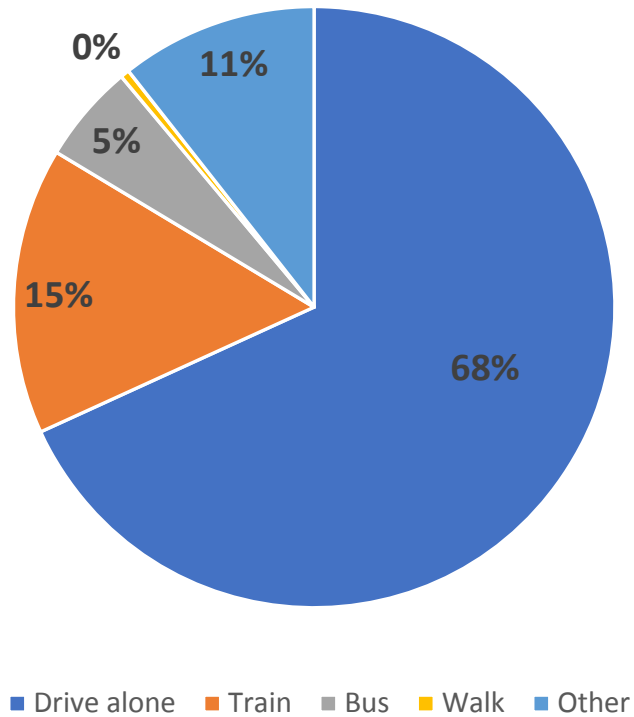
**Question 1: How did you hear about the Carpool In San Mateo County! Program?**



■ C/CAG/Commute.org website ■ Advertisement ■ Other ■ Word of mouth ■ Scoop

# User Survey Results

**Question 2: If you didn't carpool today, how would you have gotten to your destination?**



# User Survey Results

## ***Question 3: Why do you use this service?***

“I love carpooling to save the environment”

“Earn money while carpooling”

“Convenient and saves money”

“Simple, cheaper, clean environment, less traffic in carpool lanes”

“Efficient, reliable, and it is my contribution to improve the environment”

“Reduce traffic congestion”



Thank You