

# Carpool

IN SAN MATEO COUNTY!

C/CAG Countywide Carpooling Incentive Pilot Program

C/CAG Board of Directors  
October 11, 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

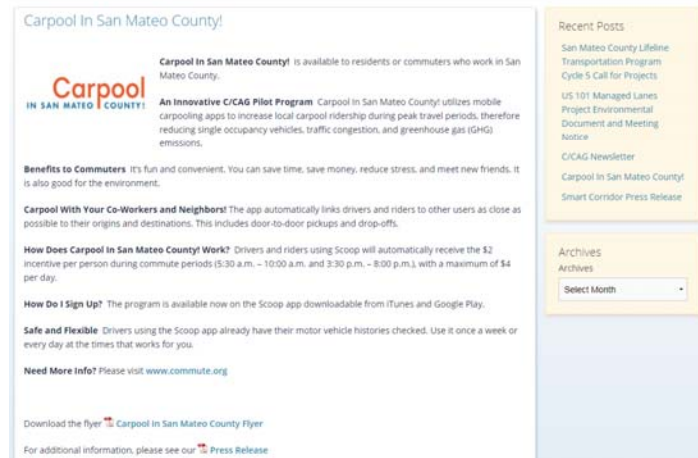
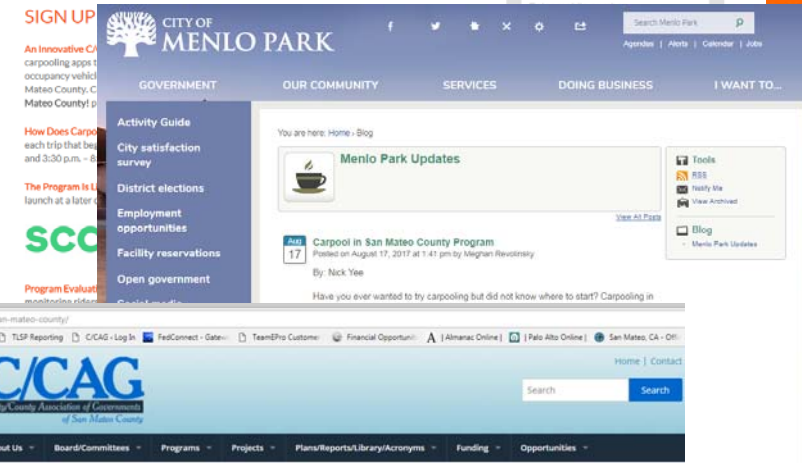
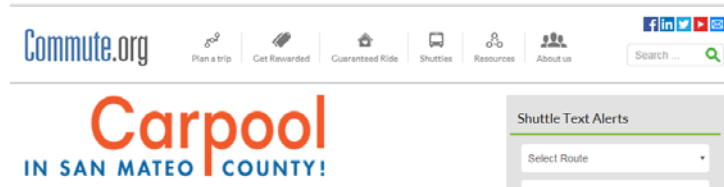
- Initiate the C/CAG Countywide Carpooling Incentive Pilot Program
- Provide incentives to offset the cost of carpooling trips
- Enable Program to be available to all 20 cities and County residents and worker
- Collaborate with private sector with Dynamic Ridesharing/Carpooling Application (App) for 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; Ended June 30, 2018

# Outreach

- Commute.org
- Cities
- Next Door
- News



**Carpool In San Mateo County!** is available to residents or commuters who work in San Mateo County.

**An Innovative C/CAG Pilot Program** Carpool In San Mateo County! utilizes mobile carpooling apps to increase local carpool ridership during peak travel periods, therefore reducing single occupancy vehicles, traffic congestion, and greenhouse gas (GHG) emissions.

**Receive \$4 Incentive per Day By Carpooling!**

Drivers and riders that use Scoop will receive a \$4 incentive per day. This includes a \$2 incentive per person for each commute trip to and from the cities of San Mateo County. The discount will be applied to your account.

**Benefits to Commuters** It's fun and convenient. You can save time, save money, reduce stress, and meet new friends. It is also good for the environment.

**Carpool With Your Co-Workers and Neighbors!** The app automatically links drivers and riders to other users as close as possible to their origins and destinations. This includes door-to-door pickups and drop-offs.

**How Does Carpool In San Mateo County! Work?** Drivers and riders using Scoop will automatically receive the \$2 incentive per person during commute periods (5:30 a.m. – 10:00 a.m. and 3:30 p.m. – 8:00 p.m.), with a maximum incentive of \$4 per day.

**How Do I Sign Up?** The program is available now on the Scoop app downloadable from iTunes and Google Play.

**Safe and Flexible.** Drivers using the Scoop app already have their motor vehicle histories checked. Use it once a week or every day at the times that works for you.

**Need More Info?** Please visit [www.commute.org](http://www.commute.org)



Program funded by C/CAG local Congestion Relief Program Fund and BAAQMD San Mateo County Program Manager Fund.

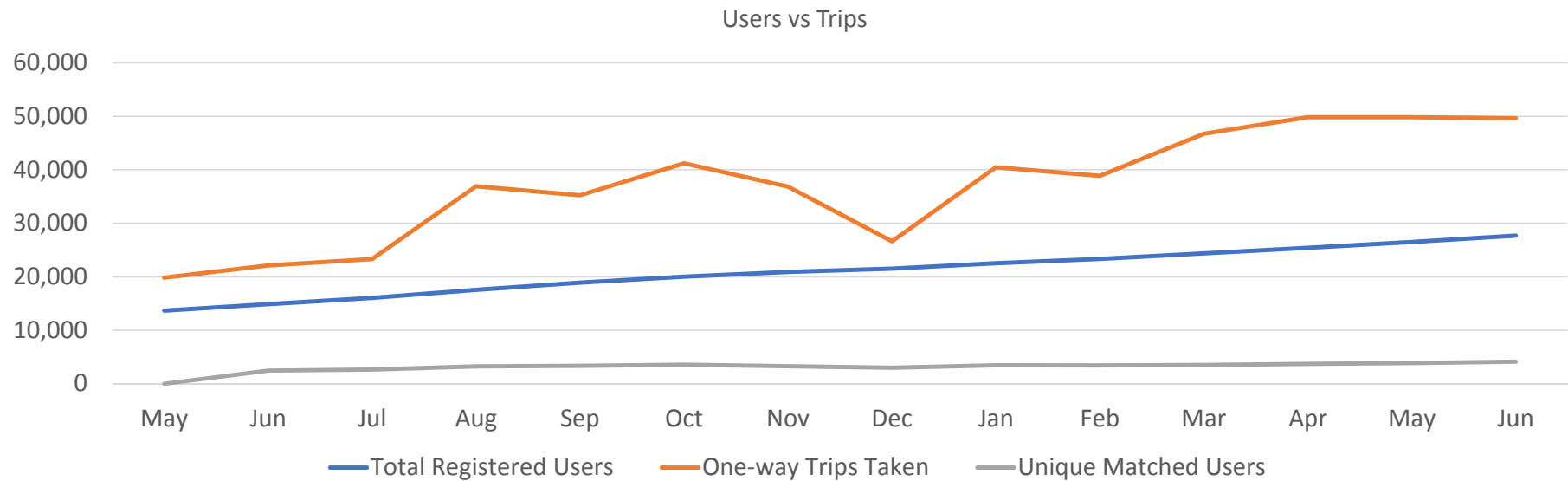
August 2017\_1

# 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

# Scoop Reporting Summary

|                        | May     | Jun    | Jul    | Aug    | Sep    | Oct    | Nov    | Dec    | Jan    | Feb    | Mar    | Apr    | May    | Jun    |
|------------------------|---------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| Total Registered Users | 13,671  | 14,893 | 16,048 | 17,565 | 18,900 | 20,024 | 20,901 | 21,519 | 22,539 | 23,346 | 24,360 | 25,398 | 26,503 | 27,693 |
| New Registered Users   | 1,386   | 1,226  | 1,155  | 1,517  | 1,335  | 1,124  | 877    | 618    | 1,020  | 807    | 1,014  | 1,038  | 1,105  | 1,190  |
| One-way Trips Taken    | 19,840  | 22,125 | 23,297 | 36,926 | 35,236 | 41,209 | 36,850 | 26,626 | 40,481 | 38,876 | 46,732 | 49,828 | 49,828 | 49,659 |
| Unique Matched Users   | No data | 2,461  | 2,655  | 3,252  | 3,353  | 3,566  | 3,280  | 2,973  | 3,437  | 3,415  | 3,497  | 3,716  | 3,862  | 4,128  |



# Scoop Reporting Summary (cont.)

|                             | Jul   | Aug    | Sep    | Oct    | Nov    | Dec    | Jan    | Feb    | Mar    | Apr    | May    | Jun    | TOTAL       |
|-----------------------------|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-------------|
| One-way Trips Taken (CCAG)  | 8,426 | 35,767 | 34,077 | 40,027 | 35,858 | 26,626 | 40,481 | 38,876 | 46,732 | 46,207 | 49,828 | 49,659 | 452,564     |
| No. of Carpool Trip         | 4,213 | 17,884 | 17,039 | 20,013 | 17,929 | 13,313 | 20,240 | 19,438 | 23,366 | 23,104 | 24,914 | 24,830 | 226,282     |
| No. of Days                 | 6     | 23     | 21     | 22     | 22     | 21     | 23     | 20     | 22     | 21     | 24     | 21     | 246         |
| Average Daily Carpool Trips | 702   | 778    | 811    | 909    | 814    | 634    | 880    | 972    | 1,062  | 1,100  | 1,038  | 1,182  | <b>907*</b> |

\* Average (Average last 3 months = 1,107)

|                    | Jul      | Aug      | Sep      | Oct      | Nov      | Dec      | Jan      | Feb      | Mar      | Apr      | May      | Jun      | TOTAL     |
|--------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|-----------|
| Incentives applied | \$16,852 | \$71,534 | \$68,154 | \$80,054 | \$71,716 | \$53,252 | \$68,978 | \$77,752 | \$93,464 | \$92,371 | \$99,595 | \$99,258 | \$892,980 |

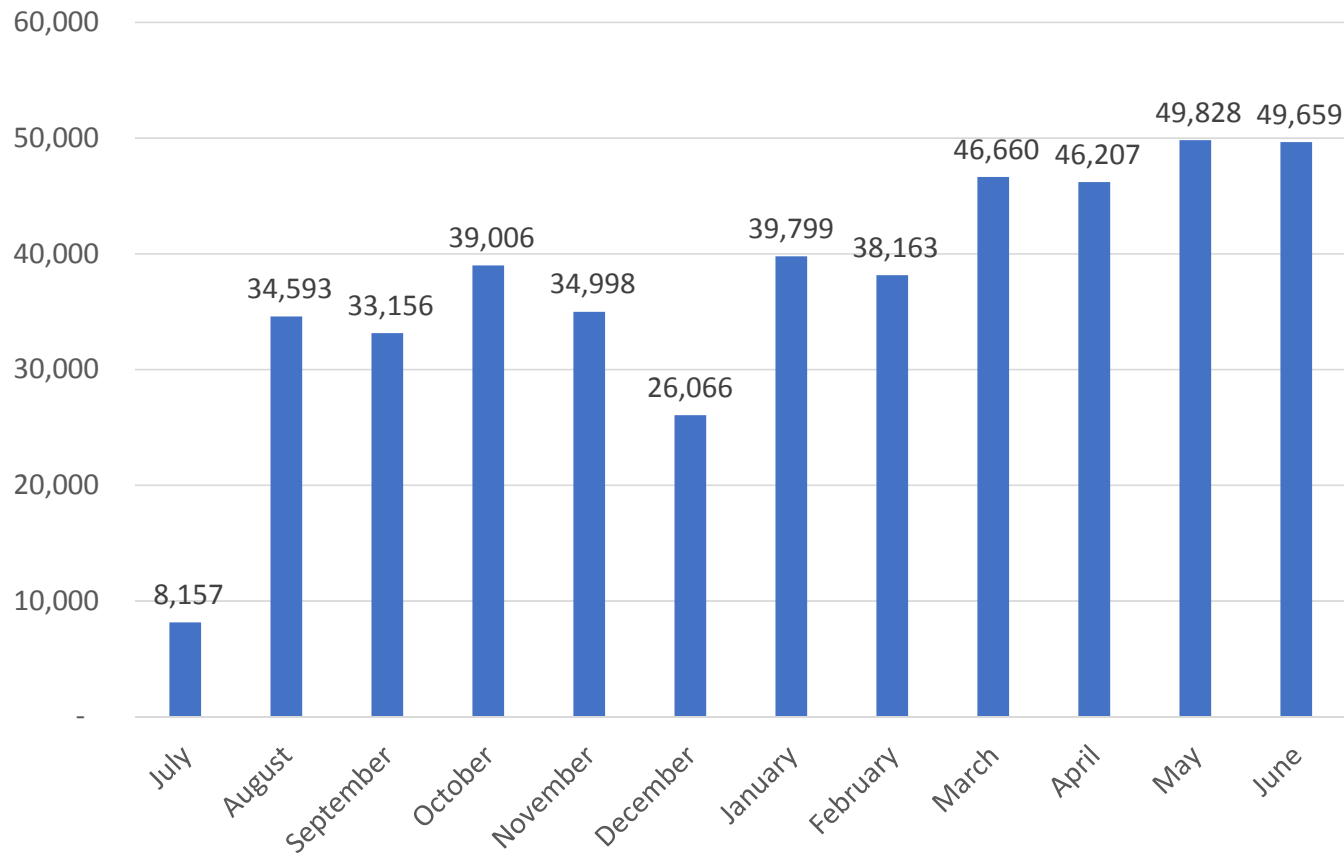
|                               | Jul     | Aug     | Sep     | Oct     | Nov     | Dec     | Jan     | Feb     | Mar     | Apr     | May     | Jun     | TOTAL     |
|-------------------------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|-----------|
| Tons of CO2 Saved             | 115     | 172.8   | 167.5   | 199.5   | 178.5   | 137.7   | 207.9   | 191     | 226     | 223     | 242     | 237     | 2,298     |
| Rider Miles Saved             | 253,881 | 381,516 | 369,617 | 440,152 | 394,060 | 303,908 | 459,036 | 421,499 | 425,804 | 491,400 | 535,137 | 523,734 | 4,999,744 |
| Driver Miles Driven           | -       | 394,436 | 380,772 | 453,608 | 405,957 | 305,660 | 469,703 | 440,132 | 529,398 | 518,407 | 569,304 | 555,827 | 5,023,204 |
| Average Driver Miles per Trip | -       | 23.8    | 23.8    | 24      | 24      | 24.4    | 24.6    | 24      | 28.3    | 23.6    | 23.9    | 23.4    | 24.3      |



# Program Summary

- **11** Months **1** Week
- **246** Days (incl. Holidays)
- **452,564** Total One-Way Trips Taken
- **226,282** Carpool Trips
- **907** Average Daily Carpools
- **11,645** Total New Users Beginning Aug 17
- **2,298** Tons CO2 Saved
- **4,999,744** Rider Miles Saved
- **5,023,204** Driver Miles Driven
- **24.6** Average Driver Miles Per Trip

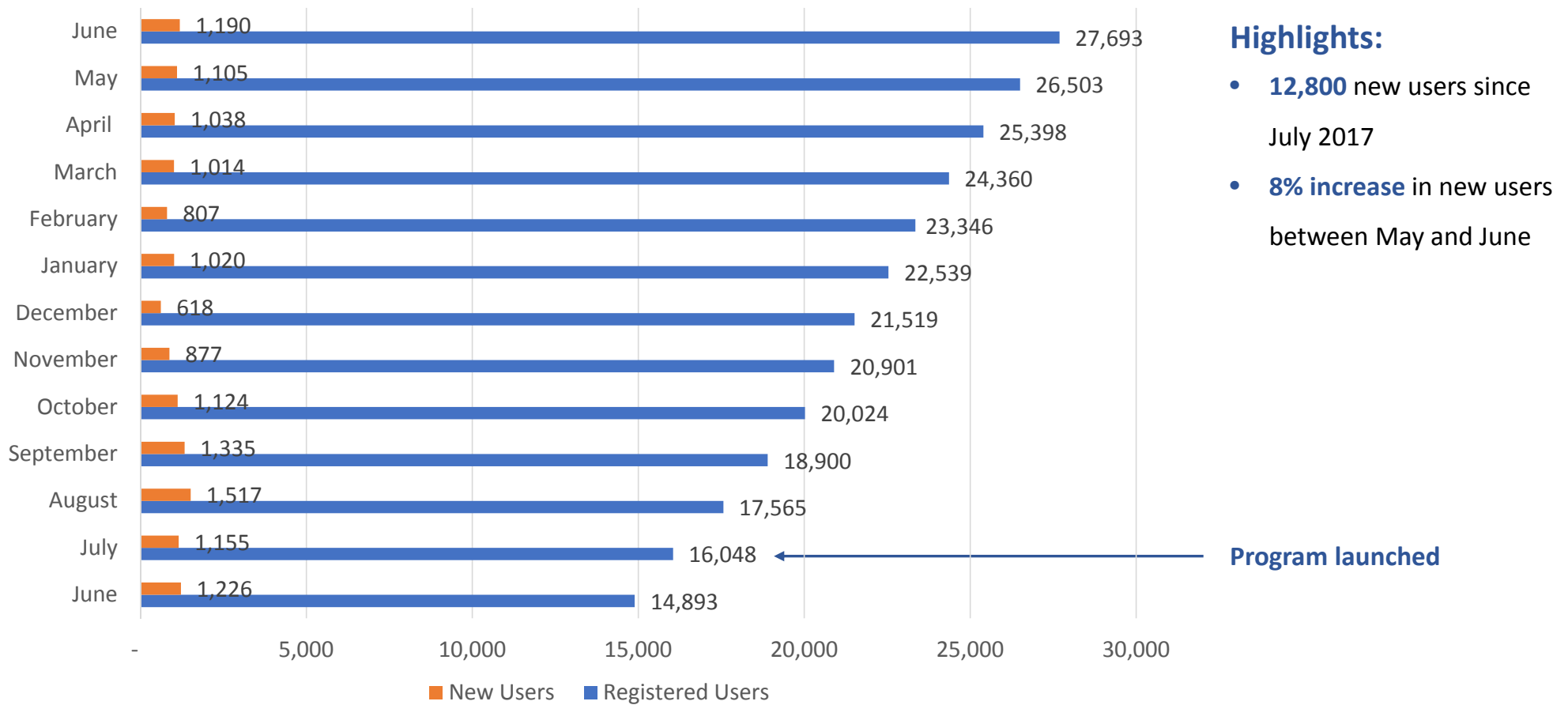
# Carpool Trips with Incentive



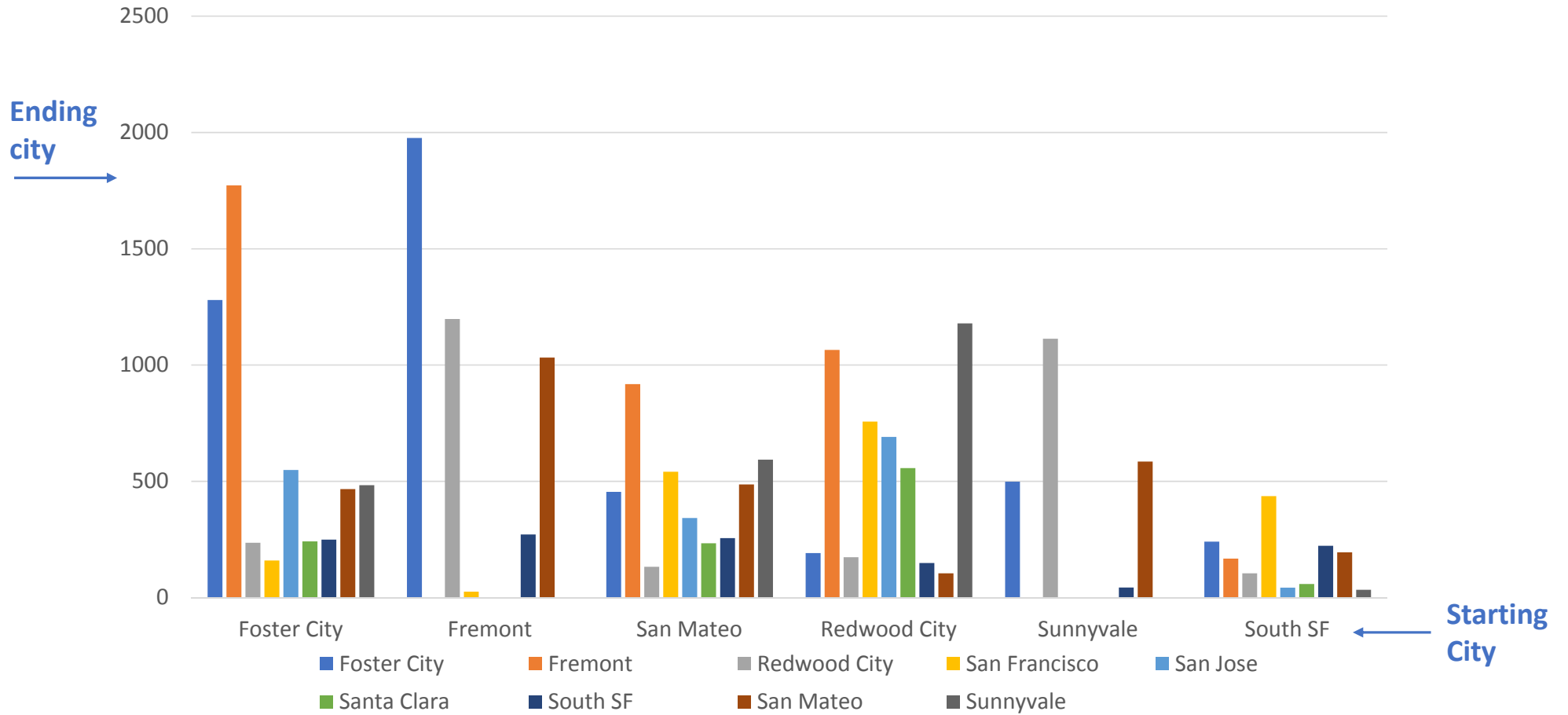
## Impact to date:

- **44%** increase in one way trips between August 2017 and June 2018
- Most one way trips in one month: **49,828 (May)**

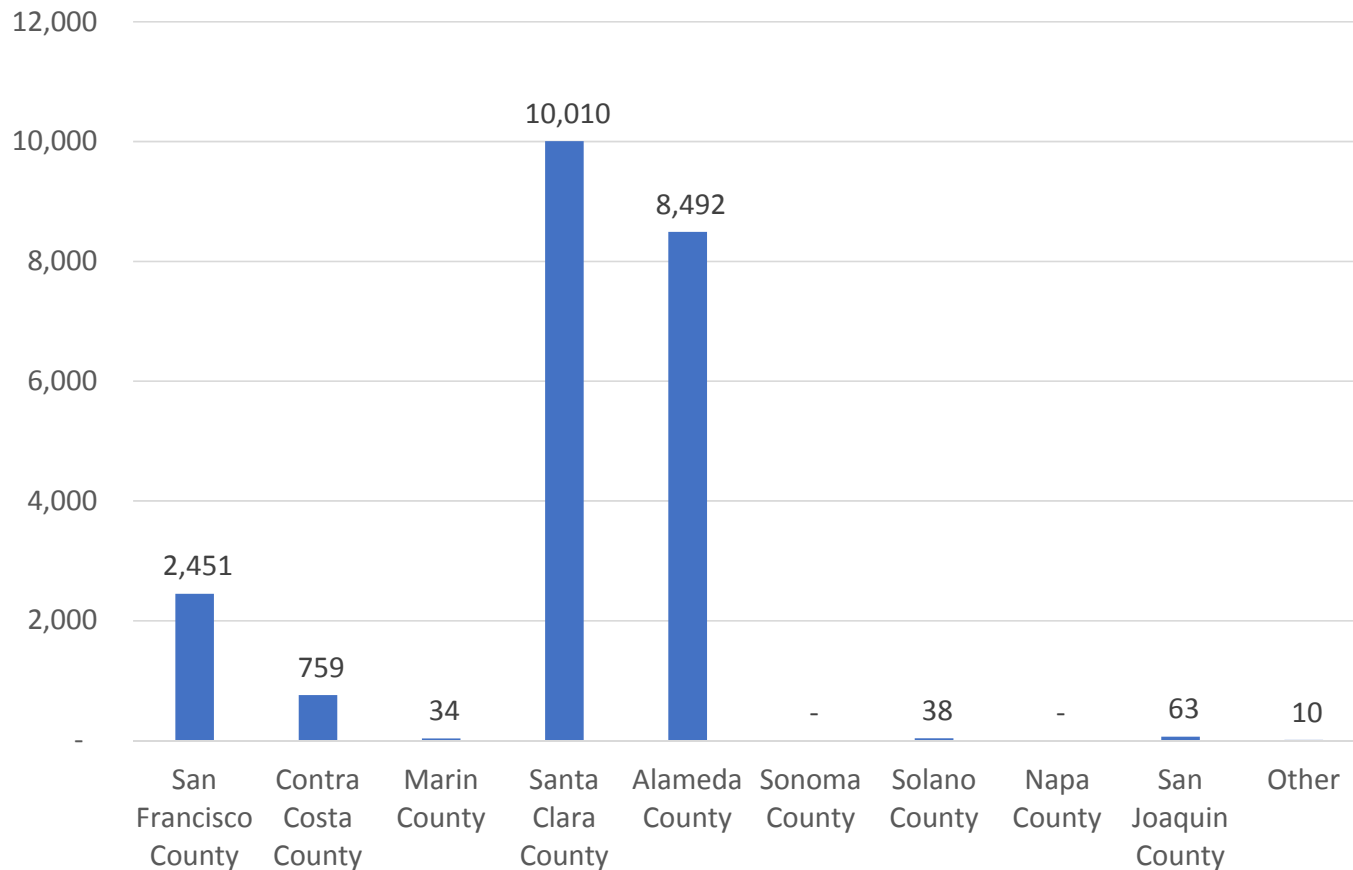
# Increase In Program Users



# June 2018 Origins and Destinations



# Trips Beginning in Other Counties (June 2018)



**44%** of trips began outside of San Mateo County

# Lessons Learned

- Staff would have made some of the following modifications to the Program structure to test if user behavior would change:
  - Limit the incentive to peak periods on Tues, Weds, Thurs
  - Cap the number of trips per month (i.e., 10 trips per user)
  - Minimum distance per trip (i.e., more than 15 miles per one-way trip)
- Staff will ensure flexibility in data gathering and program structure with the Carpool 2.0 Program
- Increased marketing and promotional efforts to encourage new users to carpool