

Carpool

IN SAN MATEO | COUNTY!

Carpool Incentives Program 2.0



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Objective: Encourage commuters to carpool to/from San Mateo County

Goal: Register and reward as many carpoolers as program funds will allow from kickoff through the end of CY 2019

How: Carpoolers receive up to \$100 in incentives for carpooling & tracking their carpool days through apps which are connected to Commute.org's STAR platform

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Program Dates

- October 1, 2018 – December 31, 2019, or until funds are depleted

Changes from Pilot Program

- Encourage commuters traveling to or from San Mateo County to carpool and track their trips through supported apps including Commute Tracker, Scoop or Waze Carpool*
- Cap the incentives for each commuter
- Allow traditional carpoolers to participate in program by using Commute Tracker app
- Provide direct-to-commuter incentive rather than through app vendor process
- Improved access to program participant commute and survey data

Incentives

- Up to \$100 in e-gift cards earned in \$25 increments for each 10 days of carpooling
- Optional: Mid-Week Power Carpooler Challenges – i.e. “Raffle for a Vacation”

Additional Benefits

- Takes advantage of existing mobility platform licensed by Commute.org
- Helps commuters find carpool partners, track carpool trips, and earn carpool incentives
- Direct surveys of program participants on their experience and impact of incentive
- Qualifies carpool commuters for the countywide Guaranteed Ride Home program

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Incentive process

- Create a STAR account at my.commute.org
- Set up app or automatic trip logging by
 - Downloading Commute Tracker app, or
 - Connecting Scoop and/or Waze Carpool accounts to personal STAR account
- Carpool to or from San Mateo County for work or school
- Eligible carpool trips earn commuters carpool incentives through STAR platform
- When incentives are earned, commuters must click 'claim' to request incentives
- Commute.org will use commute data to verify carpool trips are to or from San Mateo County
- Once trips are verified, e-gift code will be emailed to commuter

What incentives will be available?

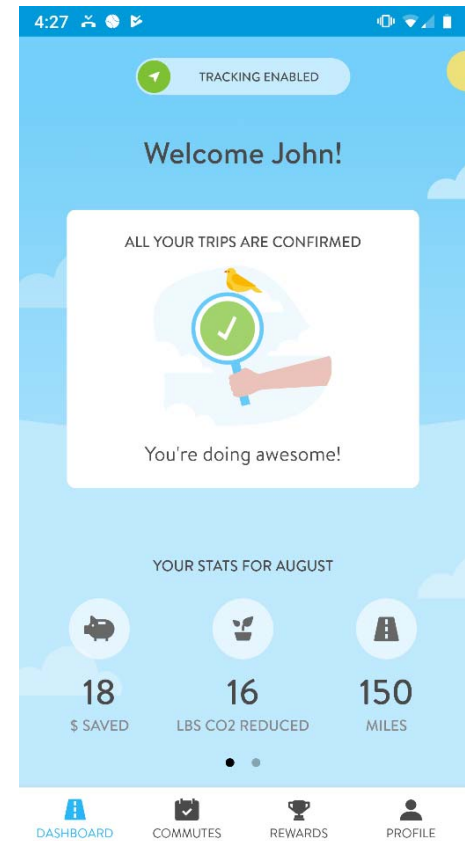
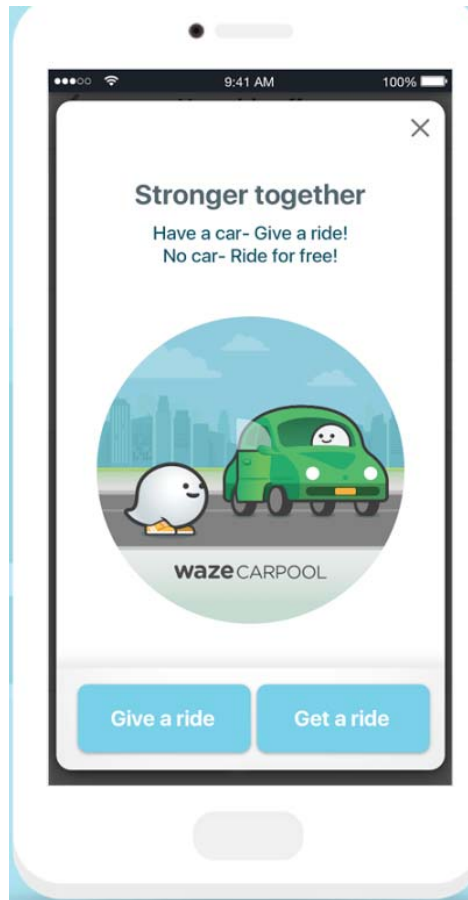
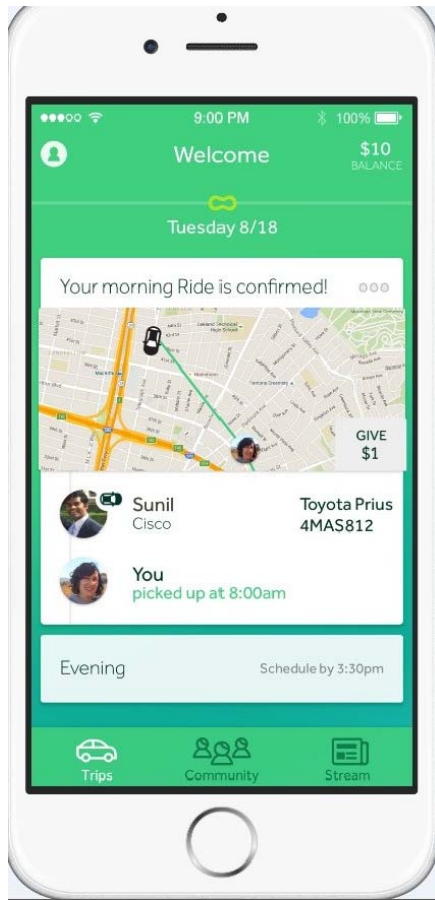
- For every 10 days of carpooling, carpooler earns a \$25 e-gift card, up to \$100
- E-gift cards are available for a wide variety of retailers, restaurants and charities

How do commuters find carpool partners?

- STAR (my.commute.org), Scoop, Waze Carpool, Co-workers and mixers hosted by employers and programs like Carpool Now

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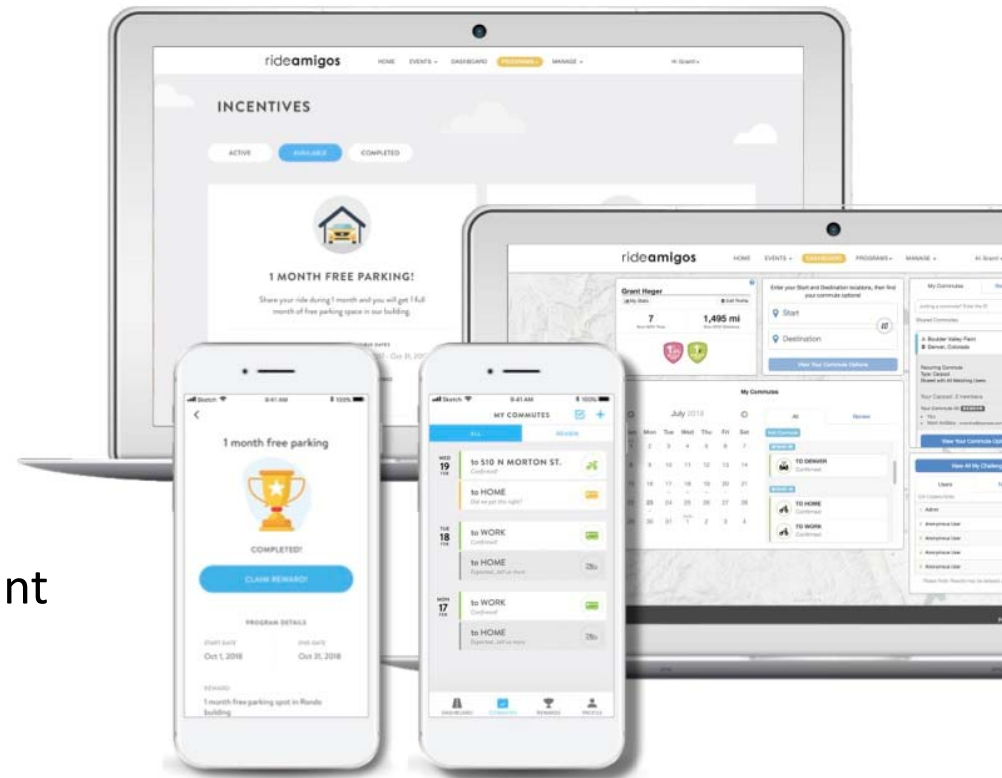


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Incentive Claim Options:

- Rewards are stored in commuter's STAR account
- Commuter claims reward using:
 - Commute Tracker app
 - Web based STAR account



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Mid-Week Challenge

Carpool Challenge: Mid-Week Power Carpoolers

- Carpool Challenge -

[View Full Leaderboard](#)

January 1st, 2019 (00:00AM) - January 1st, 2019 (23:59PM)

[Point of Contact: Support at Commute.org](#)

Modes Eligible:
carpool

Trip Source(s) Eligible:
astro, scoop

Eligible Days:
T, W, Th

No. of Daily Trips Eligible:
No Maximum

Carpool Tuesday, Wednesday or Thursday to earn a chance to win a Vacation Package!

Must track your carpool trips through Rideamigos Commute Tracker or by connecting your Scoop or Waze accounts to be eligible. The more you carpool mid-week, the more chances you get to win a Vacation Package.



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Commute.org role

- Create incentives in STAR
- Add Waze Carpool to connected apps when available
- Coordinate integration with RideAmigos if/when other carpool apps become available
- Verify carpool trips are to or from San Mateo County
- Purchase/load e-gift codes in STAR for distribution
- Provide customer service to commuters who participate and receive rewards
- Conduct marketing and outreach for the program
- Survey program participants

C/CAG role

- Provide program oversight and phase 2 funding for incentives and marketing
- Analyze program performance using commute data and survey results
- Collaborate with Commute.org to make program modifications (if necessary)
- Assist with program marketing and outreach

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Questions?