

CARPOOL 2020

WHERE WE HAVE BEEN

- Carpool! in San Mateo County
 - Program ran with Scoop offering discount to riders
- Carpool 2.0
 - Program ran with Commute.org offering a rewards based approach

CARPOOL 2020 VISION

- Expand the existing program for greater reach
- Work with more partners towards the ultimate carpooling goal
- Analyze what we have seen from past programs and evolve
- Be prepared for US 101 Express Lane Project



PROGRAM BREAKDOWN

- Employer Based Incentives
 - Managed by Scoop administered by Commute.org
- Driver Based Incentives
 - Managed by Waze Carpool
- Rewards Based Incentives
 - Managed by Commute.org

SCOOP CARPOOL PROGRAM BACKGROUND



SCOOP CARPOOL 2020 PROGRAM OVERVIEW

Program Goal: Incentivize employers to invest in Scoop's corporate carpooling program, the most impactful corporate carpooling solution in the United States, in order to reduce congestion throughout San Mateo County.

Program Details:

- Scoop to provide Managed Carpool Program to employer customers which includes: facilitating carpool trips via the Scoop app, program management, and reporting.
- C/CAG of San Mateo County to: Fund up to \$10,000 in carpool trip incentives for employers who purchase Scoop's Managed Carpool Program. All C/CAG funds will go toward subsidizing the cost of a carpool trip down to \$0.
- Employer to commit to purchasing 1-year of Scoop's Managed Carpool Program and send reporting to Commute.org

Proposed Cost:

- Up to \$10,000 in subsidy funding for 30 employers with 300+ employees at a total program C/CAG investment of \$300,000

Projected Impact*:

2,500

New carpoolers

115,000

Carpool Trips

2,800,000

VMT Reduction

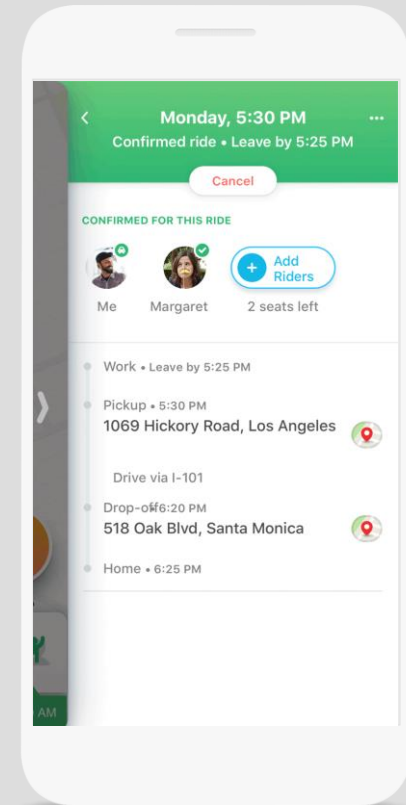
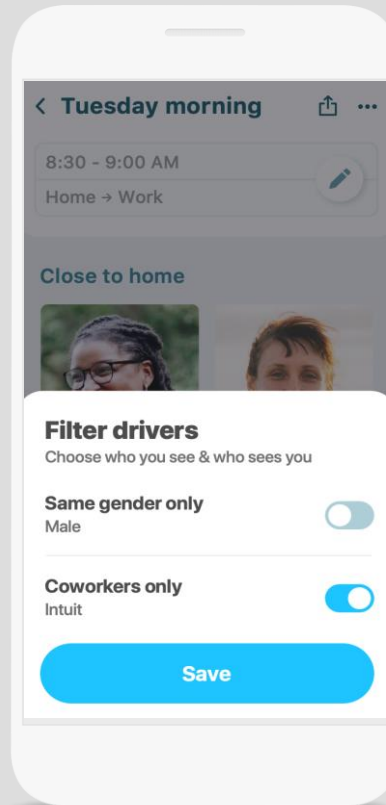
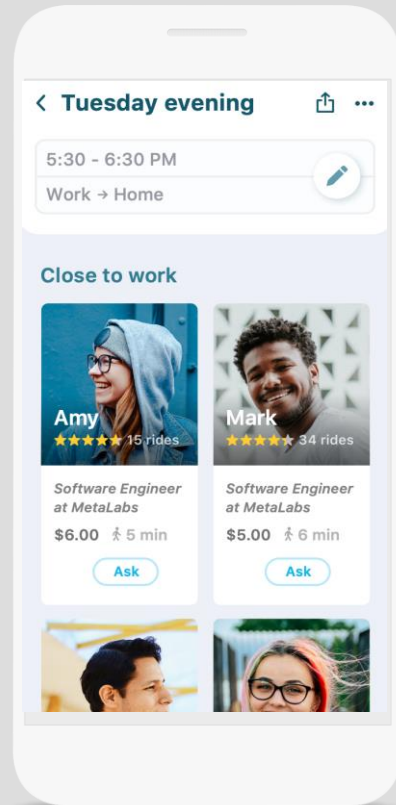
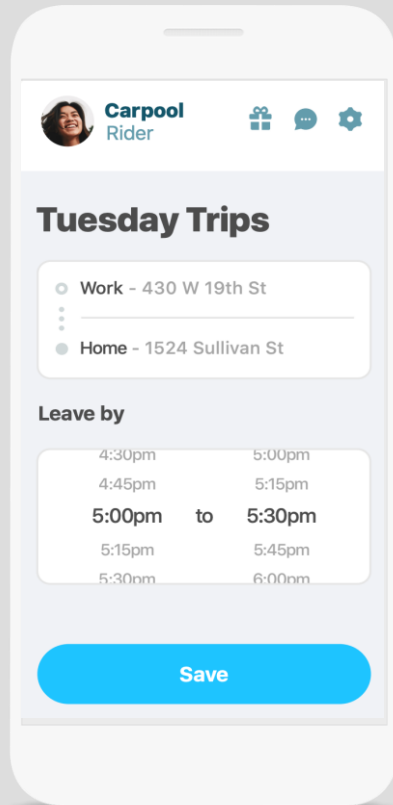
1,140

Tons of CO2 saved

**Assumes 30 employers take part*

WAZE CARPOOL PROGRAM BACKGROUND

How Waze Carpool Works:



WAZE CARPOOL 2020 PROGRAM OVERVIEW

Program Goal: Drivers in San Mateo County are currently less active in the carpool marketplace. Waze Carpool sees that drivers who take several trips a week are more likely to stay active over time and would like to capitalize on this opportunity.

Marketing & Promotion:

- Waze will promote this offer in-app to people starting or ending trips in San Mateo
- Waze will provide marketing assets for San Mateo will promote the program through their outreach channels

Reporting:

- Waze will provide data to help San Mateo C/CAG staff track the progress of the promotion including trips taken, average ride length, average occupancy and more

Proposed Cost:

- Up to \$5 bonus for new drivers on each trip and \$1 discount for riders on each trip. Program cost estimated to be \$150,000.

COMMUTE.ORG CARPOOL 2020 OVERVIEW

Eligibility:

- Carpool trips that begin or end in San Mateo County

Rewards Structure:

- Commuters can earn up to \$100 in e-gift card rewards
- Every 10 carpool days = \$25 e-gift cars, up to 4 times (\$100)
- Carpoolers must use Commute.org's STAR platform (my.commute.org) to report carpool trips via an approved connected app (Scoop or Waze Carpool)
- Additionally, quarterly drawings for all carpoolers with prize drawings for \$100 e-gift cards

Program Cost:

- \$200,000 remaining from Carpool 2.0 to be rolled over

Projected Impact:

3,000
Total carpoolers

200,000+
Carpool Trips

5,000,000
VMT Reduction

850
Tons of CO2 Saved



QUESTIONS?