

C/CAG Countywide Carpooling Incentives Pilot Program

City/County Association of Governments of San Mateo County (C/CAG)
Board of Directors

July 13, 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 2017

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

Incentives Model

Examples of how the incentive pricing is applied to one (1) trip for the respective Apps are as follows:

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

Waze	Rider Pays	C/CAG Pays	Driver Gets	Waze Gets*
No Incentive	\$6	\$0	\$6	\$0
With Incentive	\$4	\$4	\$8	\$0

**Current model*

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

Scoop in San Mateo County

- Foster City
- San Mateo
- South San Francisco

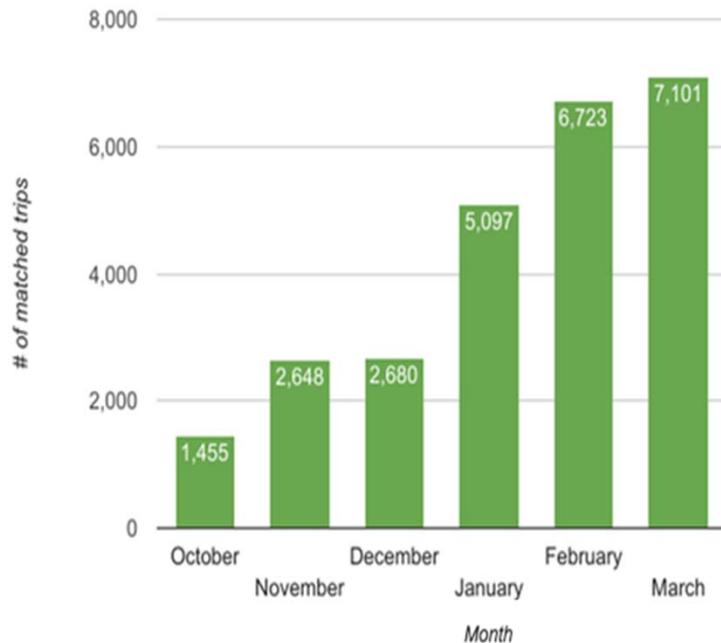
Foster City Scoop Program



Program Details:

- All Scoop carpool rides to/from Foster City cost commuters \$2
- The program launched in October, 2016 with local transit agencies and major employers supporting the program with marketing and promotion

Foster City Monthly Matched Trips



Impact to date:

- ✓ **2,500** program participants
- ✓ **30,000+** carpooler trips
- ✓ **15,000** vehicle trips reduced
- ✓ **400,000** miles of driving saved
- ✓ **375,000** pounds of CO₂ not emitted

“Our partnership with Scoop not only creates temporary incentives to encourage carpooling, but, we hope, will help change the way people think about commuting.”

-Foster City Vice Mayor Charlie Bronitsky

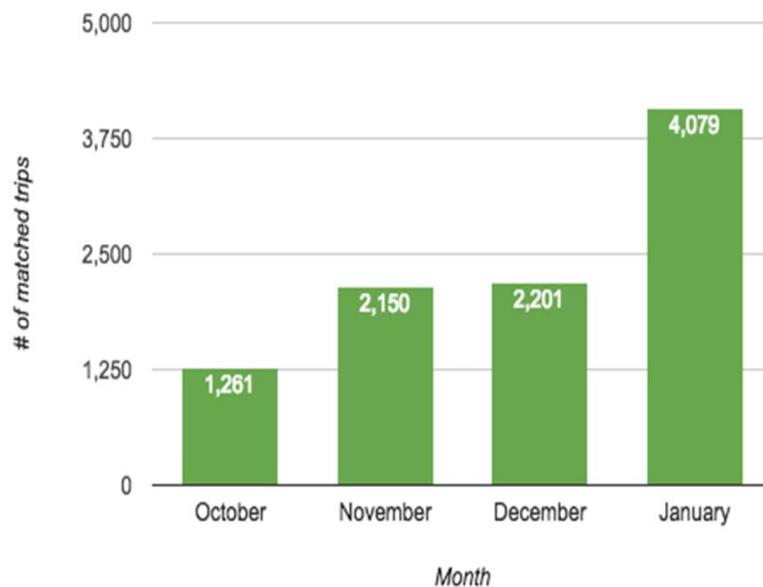
San Mateo Scoop Program



Program Details:

- All Scoop carpool rides to/from The City of San Mateo cost commuters \$2
- October 2016 launch with local transit agencies and major employers supporting the program with marketing and promotion

San Mateo Monthly Matched Trips



Impact to date:

- ✓ **2,000** program participants
- ✓ **10,000** carpooler trips
- ✓ **100,000** miles of driving saved
- ✓ **90,000** pounds of CO₂ not emitted

“The intent is to reduce traffic congestion by helping raise awareness and encourage the use of alternative commute options. There is no one solution that works for everyone, but we hope that by offering a diverse array of menu options (train, bus, shuttle, bike share, carpool and even car share) that we can make a dent on this traffic situation we are in.”

-Kathy Kleinbaum, Economic Development Manager.

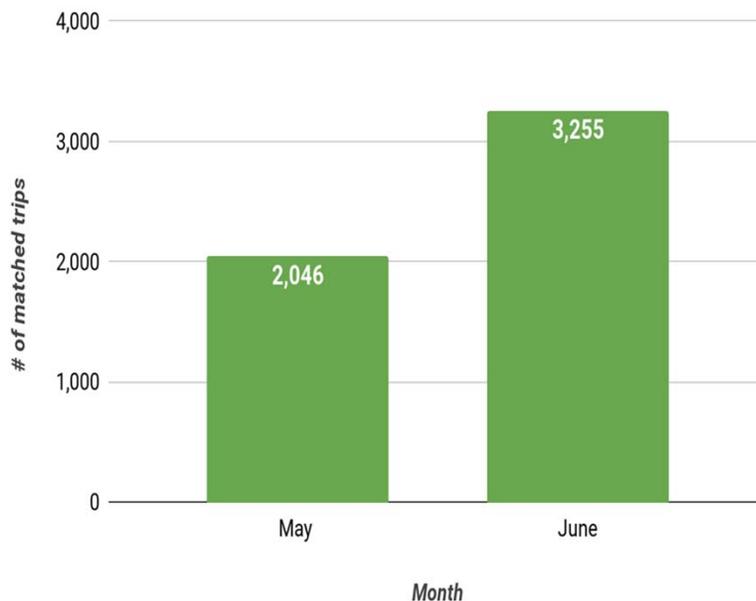
South San Francisco Scoop Program



Program Details:

- All Scoop carpool rides to/from South San Francisco cost commuters \$2
- May 2017 launch with local transit agencies and major employers supporting the program with marketing and promotion

South San Francisco Monthly Matched Trips



Impact to date:

- ✓ 1,820 program participants
- ✓ 7,000+ carpooler trips
- ✓ 65,000 miles of driving saved
- ✓ 60,000 pounds of CO₂ not emitted

Scoop saves you time and money when it comes to your commute to and from work. It also provides you with invaluable networking opportunities especially if you are an entrepreneur. The app is convenient, safe and environmentally friendly.

-Matt Cruz, South San Francisco Commuter

How the Apps Work

- Scoop <https://www.takescoop.com/>
- Waze <https://www.waze.com/carpool/>

Questions?