

C/CAG Countywide Carpooling Incentives Pilot Program Update

C/CAG Congestion Management and Environmental Quality (CMEQ) Committee

October 30, 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 24, 2017 with Scoop

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

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 (Commuter.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

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

Scoop Reporting Summary

	May	Jun	Jul	Aug	Sep
Total Registered Users	13,671	14,893	16,048	17,565	18,900
New Registered Users	1,386	1,226	1,155	1,517	1,335
One-way Trips Taken	19,840	22,125	23,297	36,926	35,236
Unique Matched Users	No data	2,461	2,655	3,252	3,353

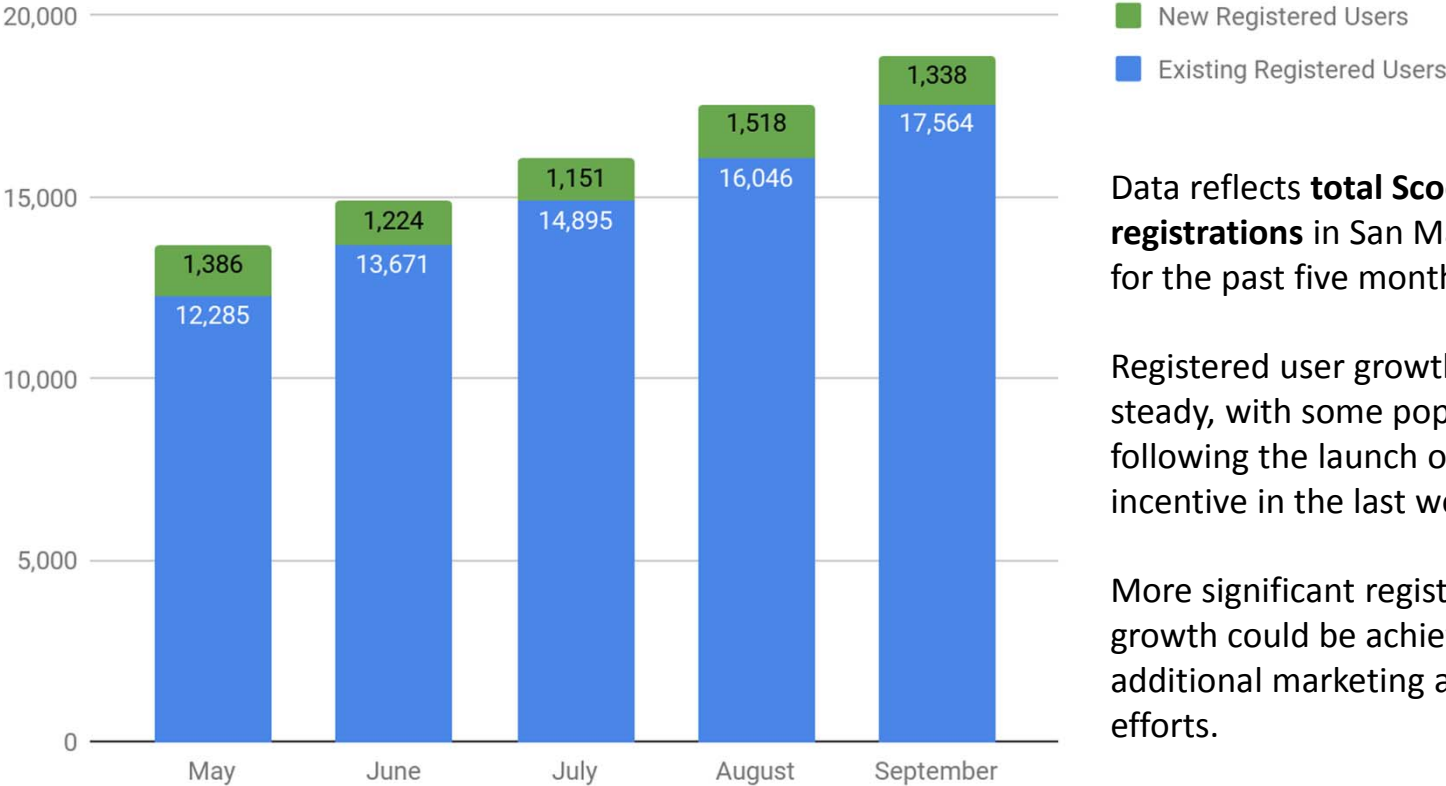
	May	Jun	Jul	Aug	Sep
Tons of CO2 Saved	No data	109.2	115.0	172.8	167.5
Rider Miles Saved	No data	241,086	253,881	381,516	369,617

Scoop Reporting Summary (cont.)

	Jul	Aug	Sep
One-way Trips Taken (CCAG)	8,426	35,767	34,077
No. of Carpool Trip	4,213	17,884	17,039
No. of Days	6	23	21
Average Daily Carpool Trips	702	778	811

	Jul	Aug	Sep
Incentives applied	\$16,852	\$71,534	\$68,154

Registered User Growth is Steady in San Mateo County



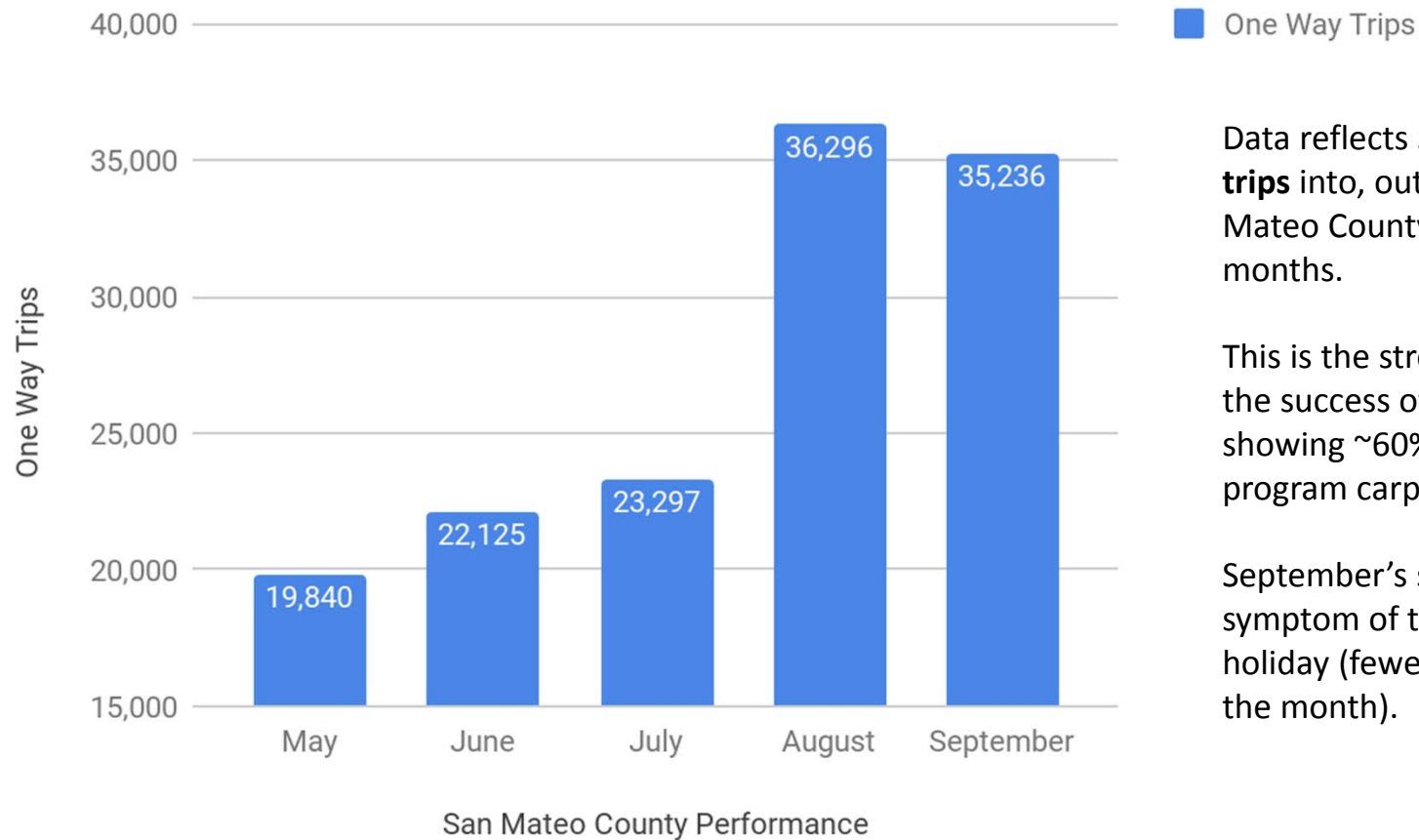
San Mateo County Performance

Data reflects **total Scoop registrations** in San Mateo County for the past five months.

Registered user growth has been steady, with some pop in August following the launch of the incentive in the last week of July.

More significant registered user growth could be achieved through additional marketing and awareness efforts.

C/CAG's Scoop program has increased carpooling by 60%

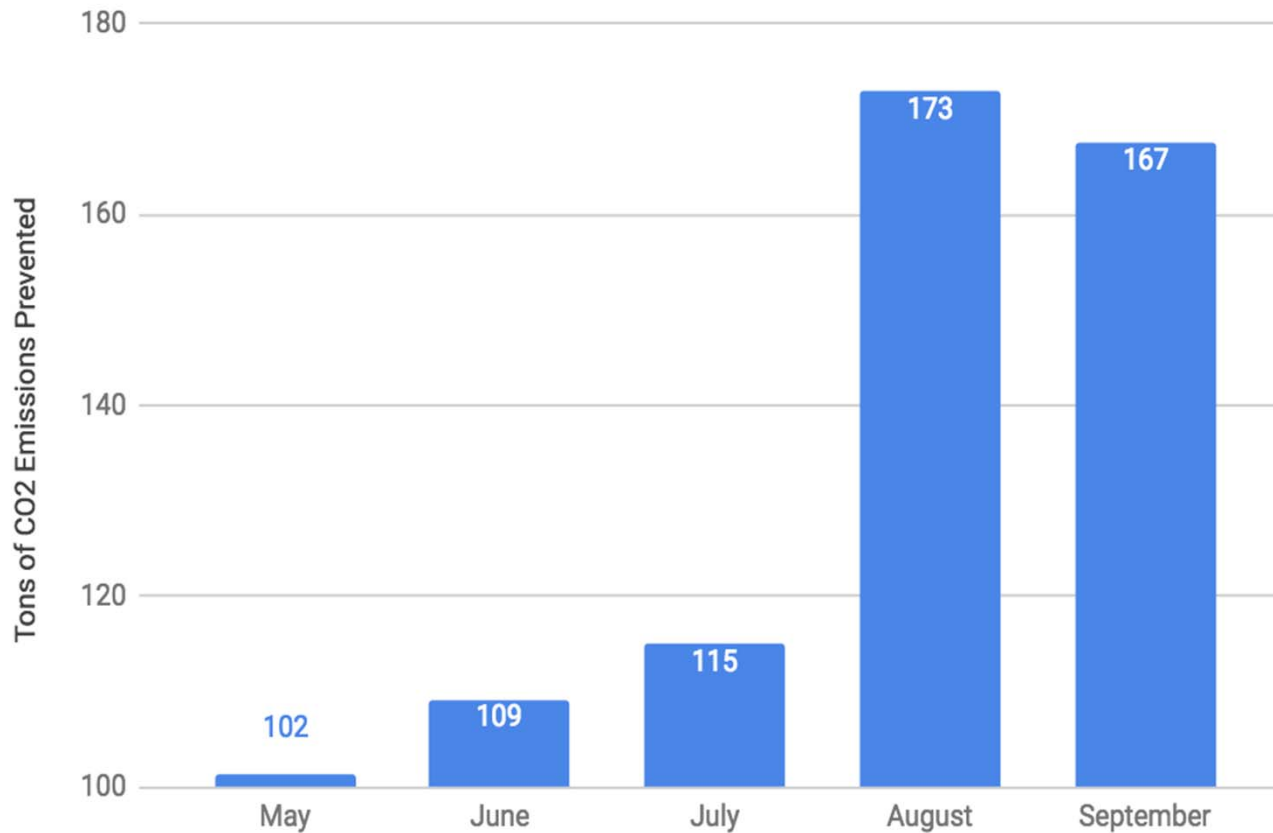


Data reflects Scoop **one-way trips** into, out of, or within San Mateo County for the past five months.

This is the strongest indicator of the success of the program, showing ~60% growth from pre-program carpooling levels.

September's slight decline is a symptom of the Labor Day holiday (fewer working days in the month).

C/CAG is preventing hundreds of tons of CO₂ emissions



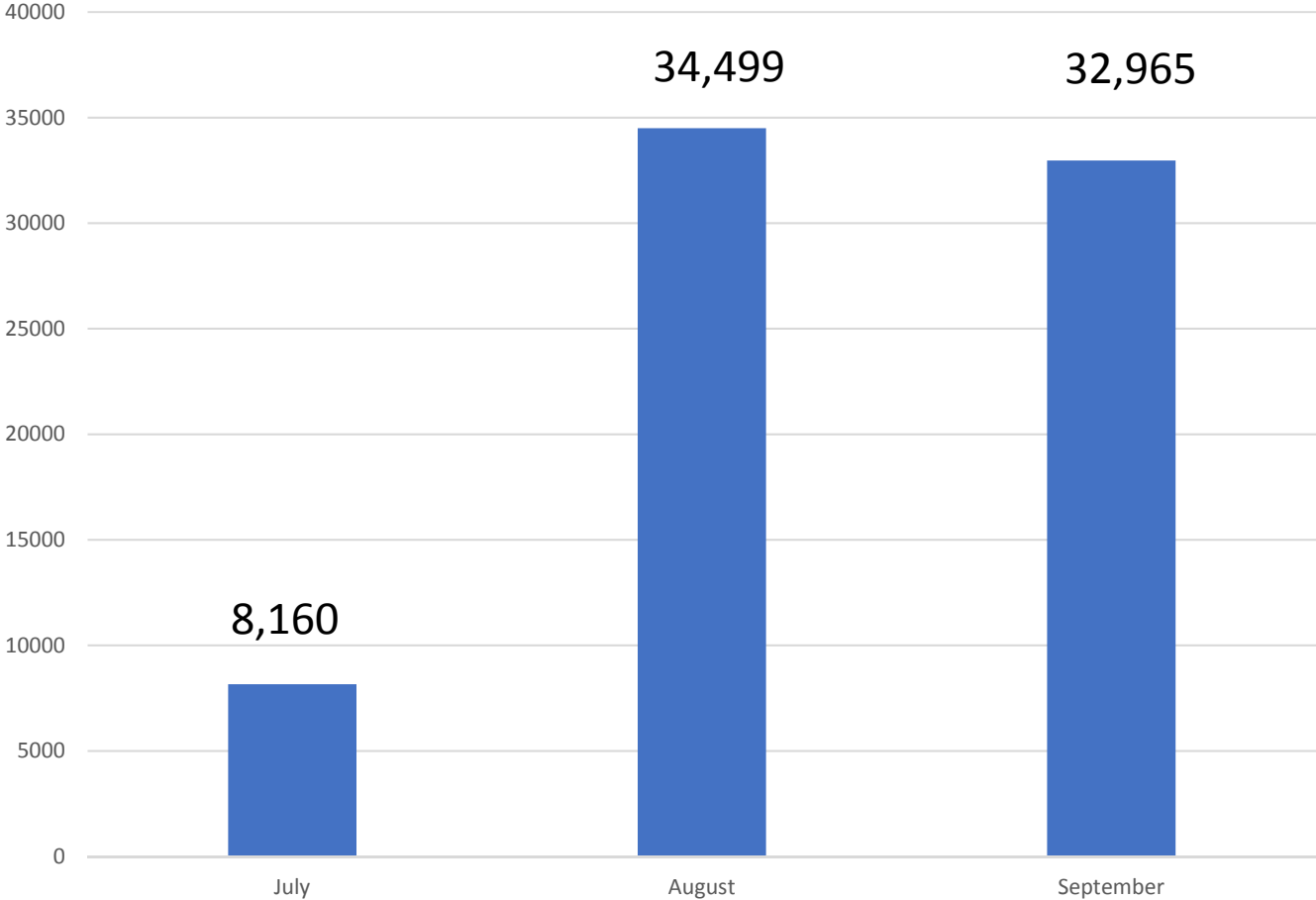
Data reflects the **CO₂ emissions prevented through Scoop trips** by San Mateo County commuters for the past five months.

Due to the significant uptick in trips, C/CAG's environmental impact has increased to remove **hundreds of tons** of CO₂ emissions.

Scoop Data Overview: July - September

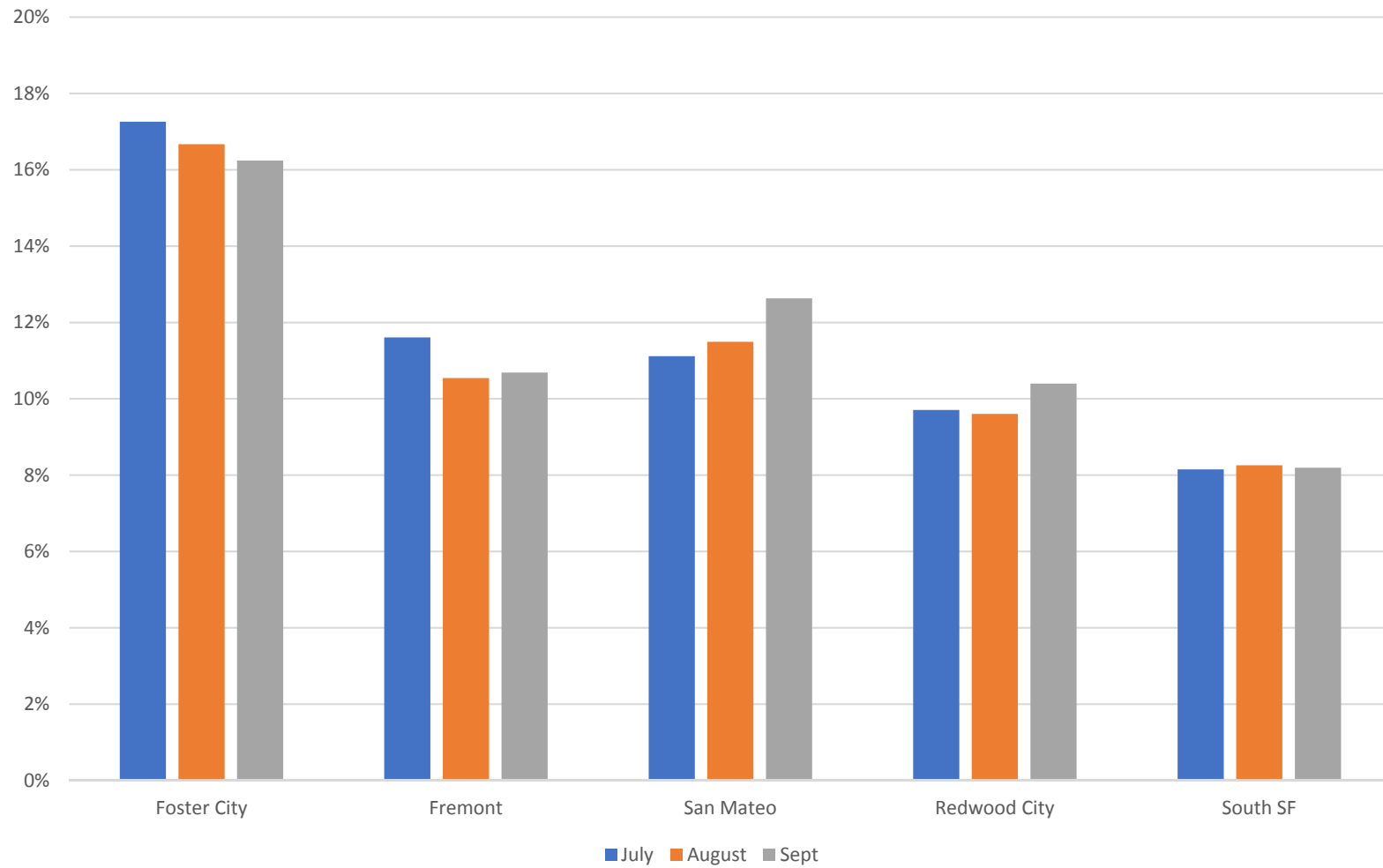
- Total Trips
- Origin and Destination
- Uses
- Day of Week

Total Trips

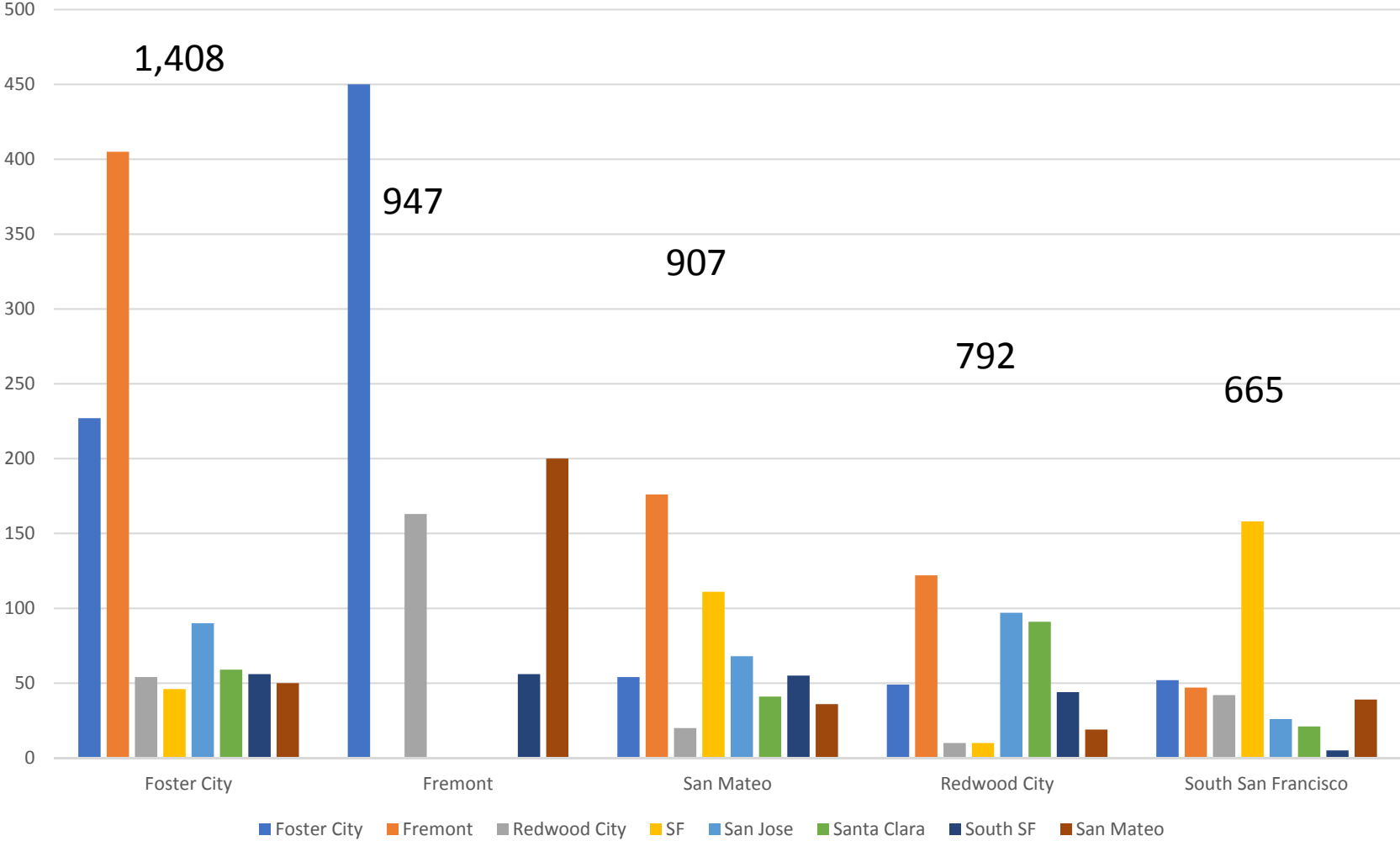


75,624
trips
from
July to
September

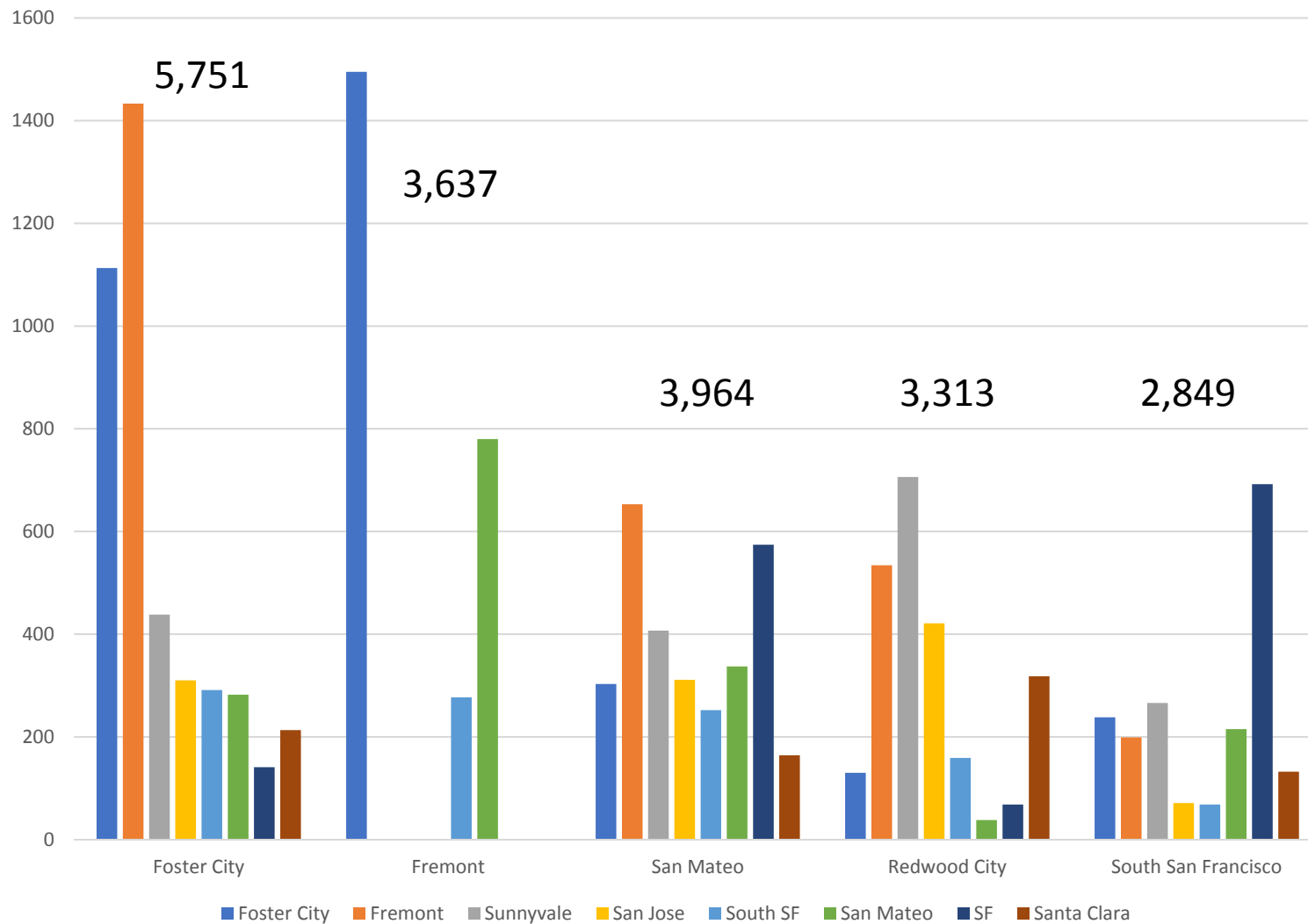
Starting City



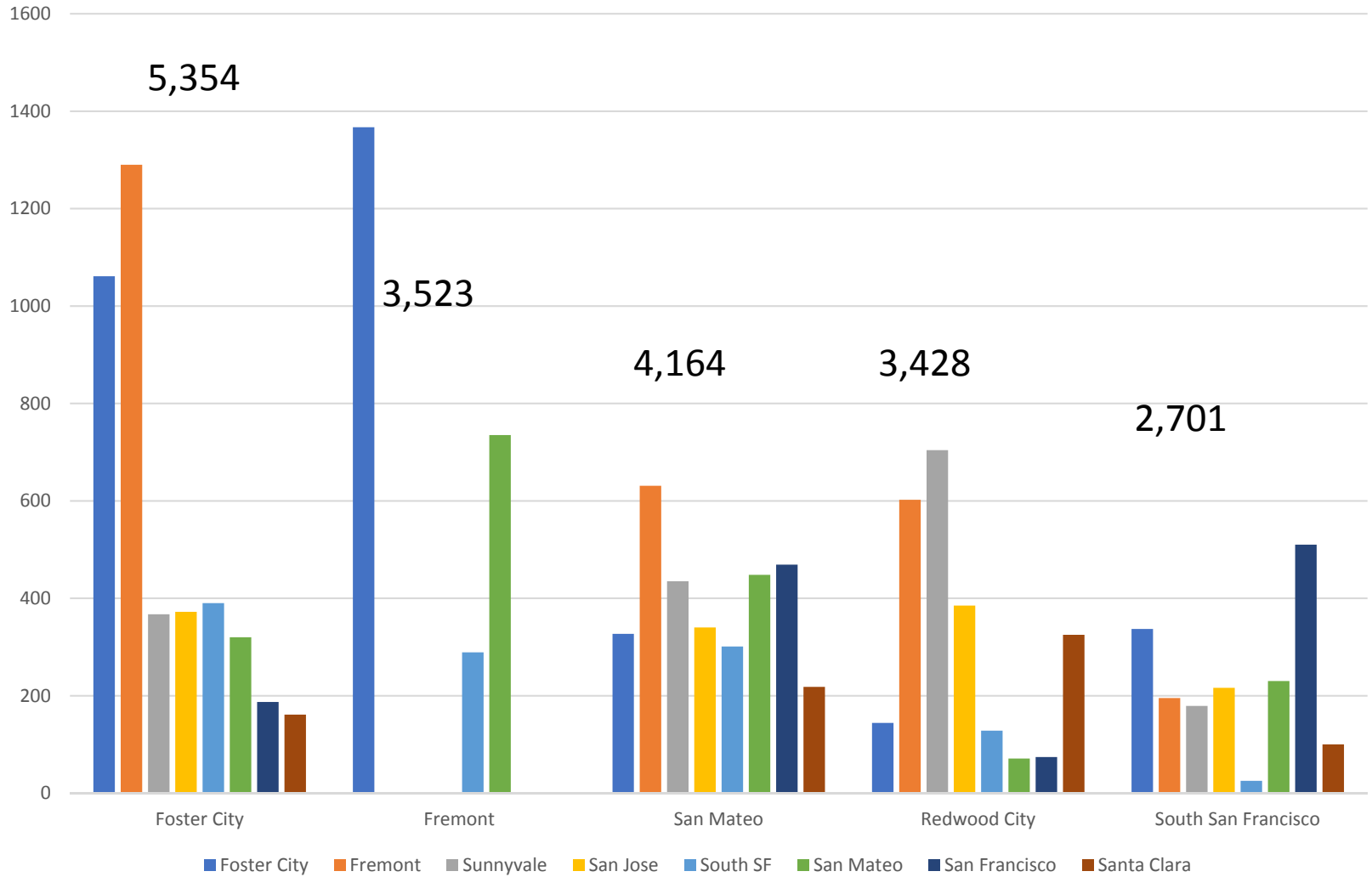
July Origins and Destinations



August Origins and Destinations



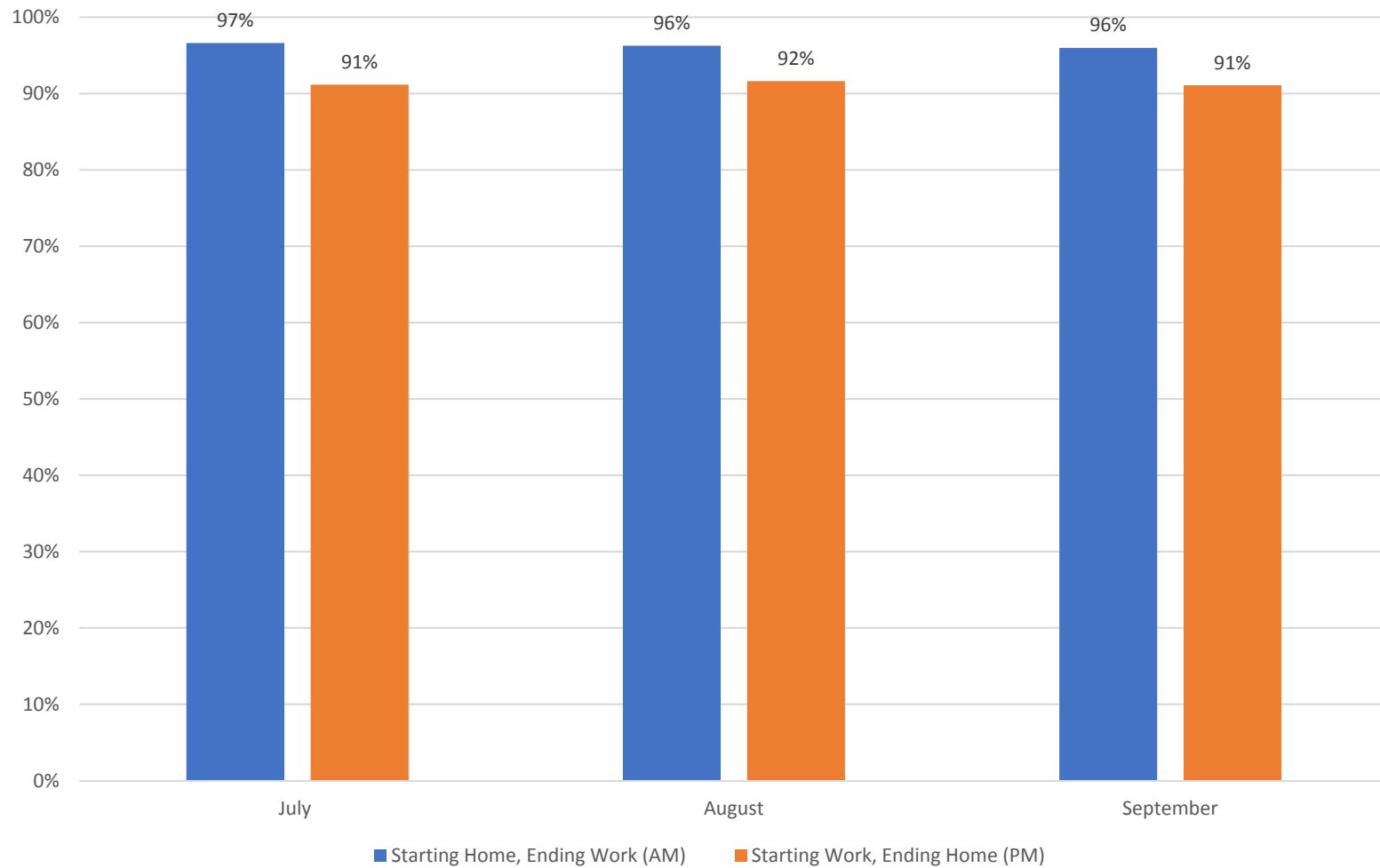
September Origins and Destinations



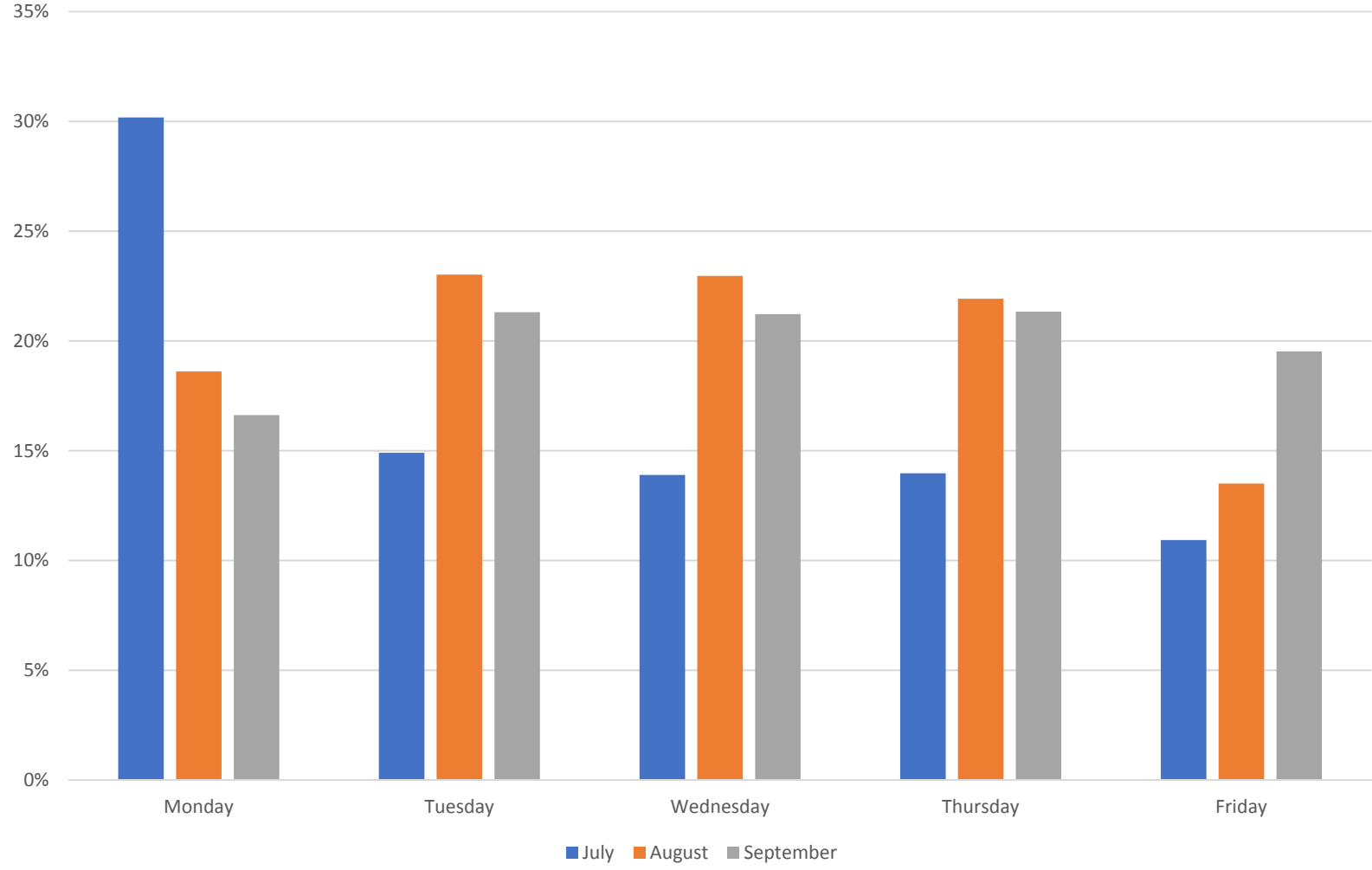
Less Than 50 Trips in September

- Atherton (42)
- Brisbane (18)
- Colma (18)
- Emerald Hills (17)
- Half Moon Bay (18)
- Hillsborough (21)
- Woodside (6)

Where are people starting and ending?



Trips by Day of Week



Summary

- 75,624 total trips
- Regional travel has more trips
- Commuter travel behavior
- More outreach needed

Next Steps/Follow Up Activities

- Increase outreach efforts to cities with low number of trips
- Obtain information about alternative choice of commute from users
- Bring Waze Carpool on board
- Other

Questions?