

# Carpool

IN SAN MATEO COUNTY!

C/CAG Countywide Carpooling Incentive Pilot Program Update

Congestion Management Program Technical Advisory Committee

February 15, 2018

# Incentives Model

Examples of how the incentive pricing is applied to one (1) trip for Scoop:

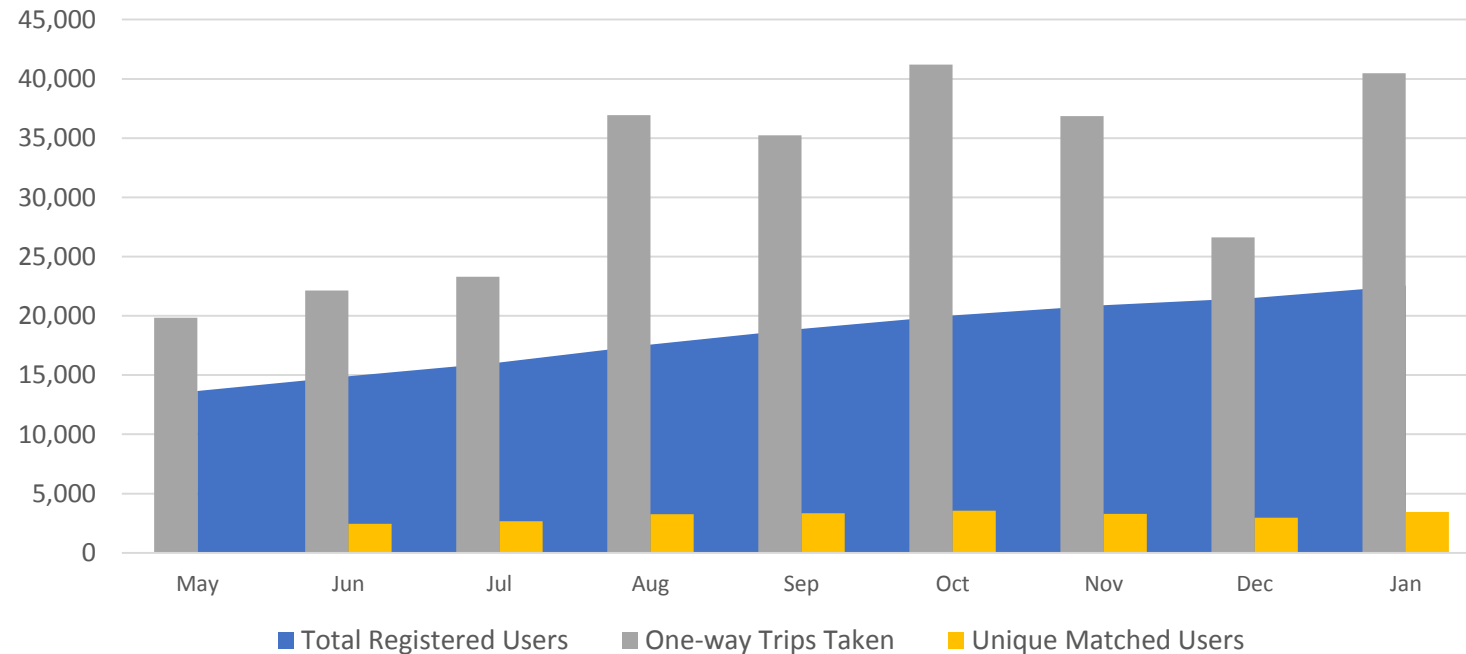
| Scoop          | Rider Pays | C/CAG Pays | Driver Rec | Scoop Gets |
|----------------|------------|------------|------------|------------|
| No Incentive   | \$6        | \$0        | \$5        | \$1        |
| With Incentive | \$4        | \$4        | \$7        | \$1        |

1 Trip = Rider or Driver

# Scoop Reporting Summary

|                        | May     | Jun    | Jul    | Aug    | Sep    | Oct    | Nov    | Dec    | Jan    |
|------------------------|---------|--------|--------|--------|--------|--------|--------|--------|--------|
| Total Registered Users | 13,671  | 14,893 | 16,048 | 17,565 | 18,900 | 20,024 | 20,901 | 21,519 | 22,539 |
| New Registered Users   | 1,386   | 1,226  | 1,155  | 1,517  | 1,335  | 1,124  | 877    | 618    | 1,020  |
| One-way Trips Taken    | 19,840  | 22,125 | 23,297 | 36,926 | 35,236 | 41,209 | 36,850 | 26,626 | 40,481 |
| Unique Matched Users   | No data | 2,461  | 2,655  | 3,252  | 3,353  | 3,566  | 3,280  | 2,973  | 3,437  |

Users vs Trips



# Scoop Reporting Summary (cont.)

|                             | Jul   | Aug    | Sep    | Oct    | Nov    | Dec    | Jan    | TOTAL   |
|-----------------------------|-------|--------|--------|--------|--------|--------|--------|---------|
| One-way Trips Taken (CCAG)  | 8,426 | 35,767 | 34,077 | 40,027 | 35,858 | 26,626 | 40,481 | 221,262 |
| No. of Carpool Trip         | 4,213 | 17,884 | 17,039 | 20,013 | 17,929 | 13,313 | 20,240 | 110,631 |
| No. of Days                 | 6     | 23     | 21     | 22     | 22     | 21     | 25     | 140     |
| Average Daily Carpool Trips | 702   | 778    | 811    | 909    | 814    | 634    | 810    | -       |

|                    | Jul      | Aug      | Sep      | Oct      | Nov      | Dec      | Jan       | TOTAL     |
|--------------------|----------|----------|----------|----------|----------|----------|-----------|-----------|
| Incentives applied | \$16,852 | \$71,534 | \$68,154 | \$80,054 | \$71,716 | \$53,252 | \$68,978* | \$430,540 |

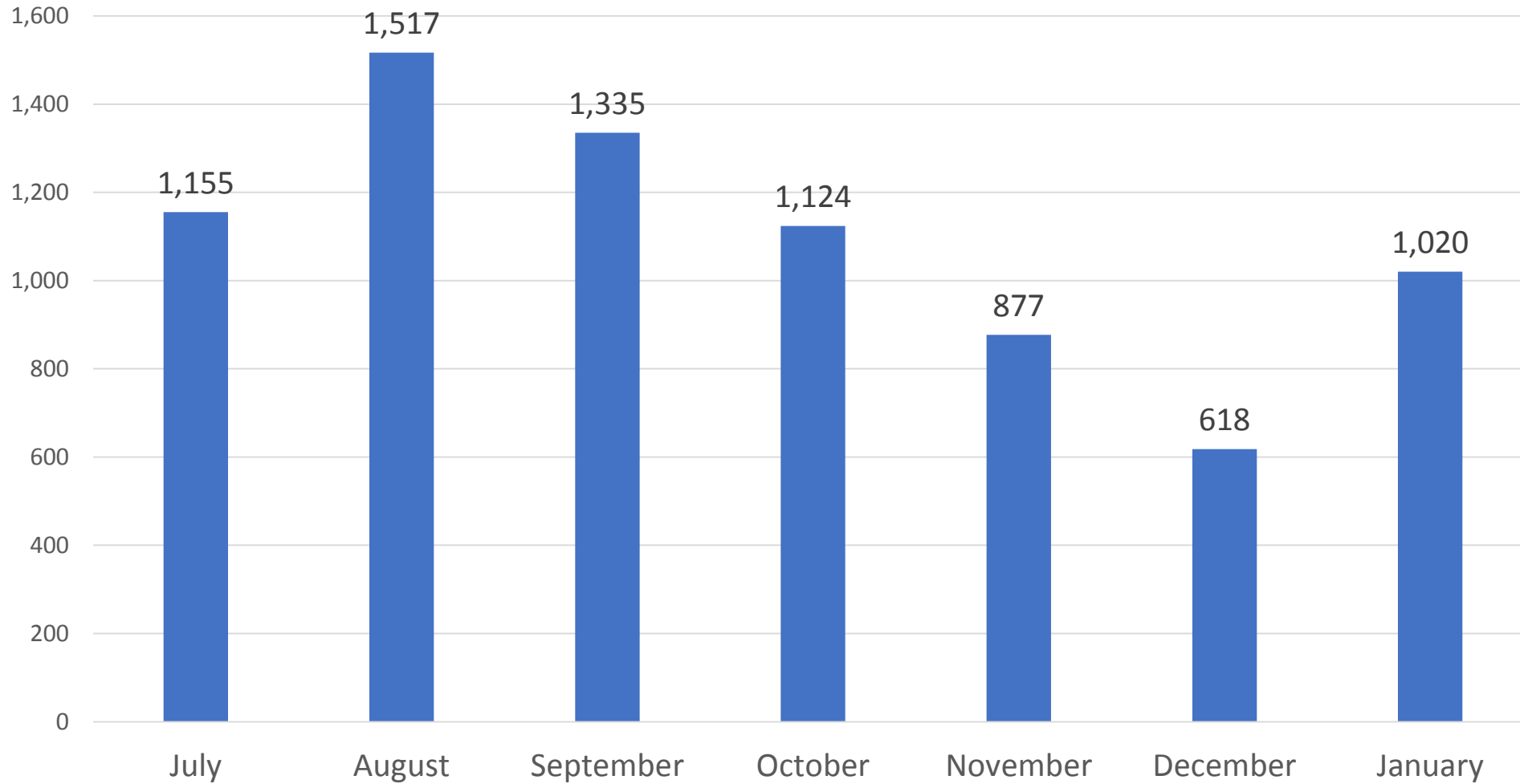
\* Adjustment applied

|                   | Jul     | Aug     | Sep     | Oct     | Nov     | Dec     | Jan     | TOTAL     |
|-------------------|---------|---------|---------|---------|---------|---------|---------|-----------|
| Tons of CO2 Saved | 115.0   | 172.8   | 167.5   | 199.5   | 178.5   | 137.7   | 207.9   | 1,064     |
| Rider Miles Saved | 253,881 | 381,516 | 369,617 | 440,152 | 394,060 | 303,908 | 459,036 | 2,348,289 |

# Program Summary

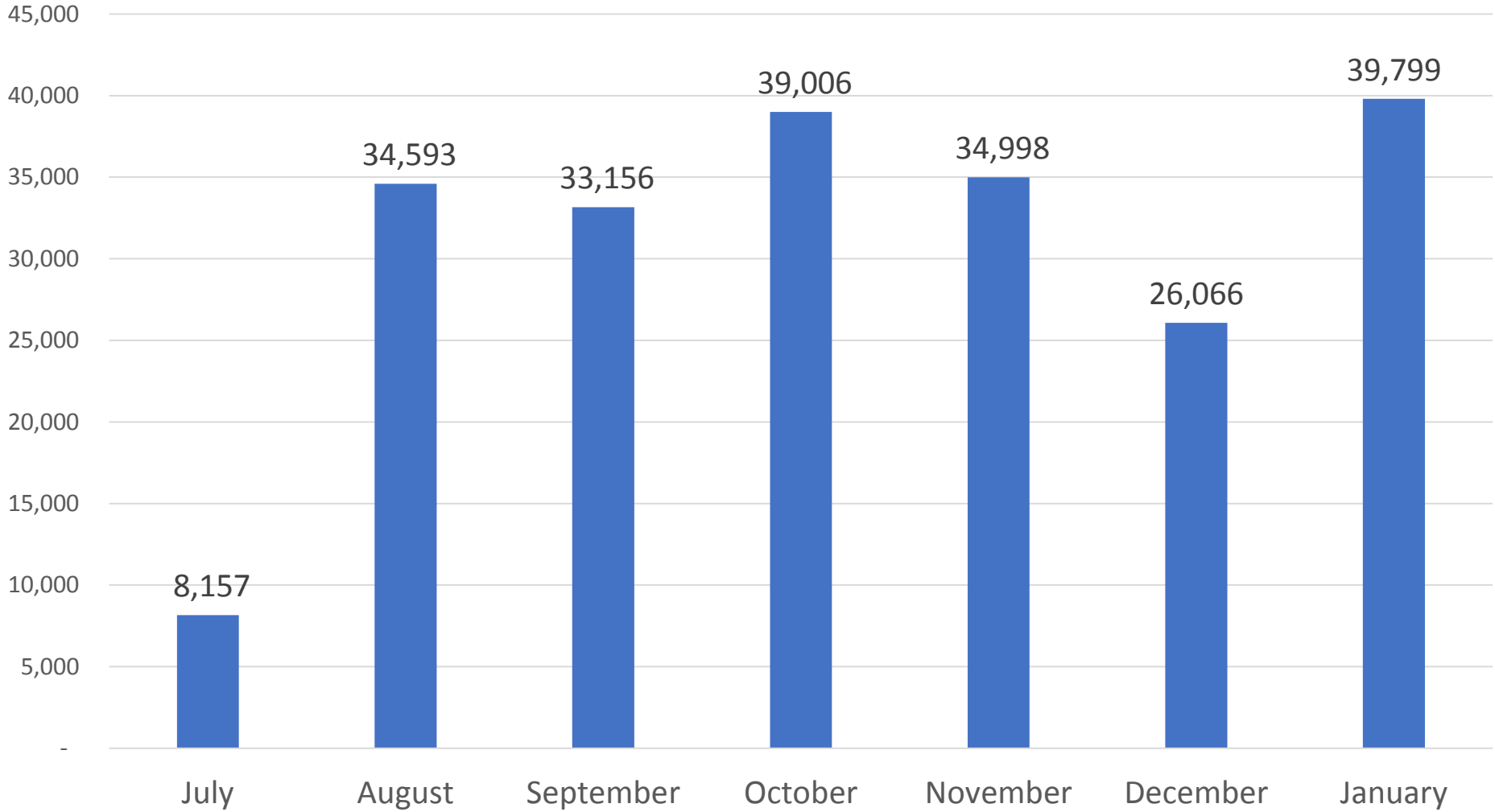
- **6** Months **1** Week
- **140** Days (incl. Holidays)
- **221,262** Total One-Way Trips Taken
- **110,631** Carpool Trips
- **10%** Increase in one-way trips taken
- **790** Average Daily Carpools
- **29%** Increase in Total User since Aug
- **6,491** Total New Users Beginning Aug
- **1064** Tons CO<sub>2</sub> Saved
- **2,348,289** Rider Miles Saved

# New Users



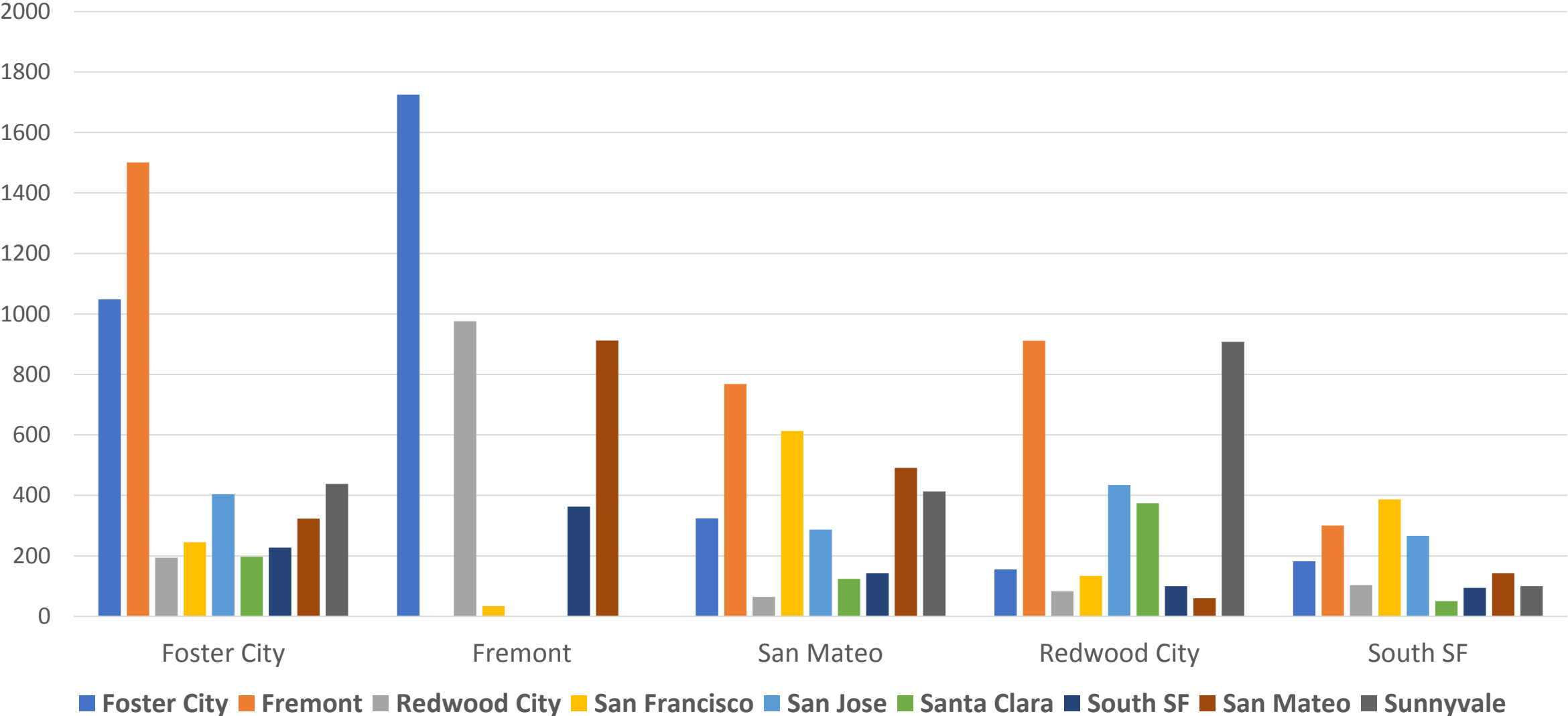
**29% Increase** in  
Registered Users  
(July and January)

# Total Trips



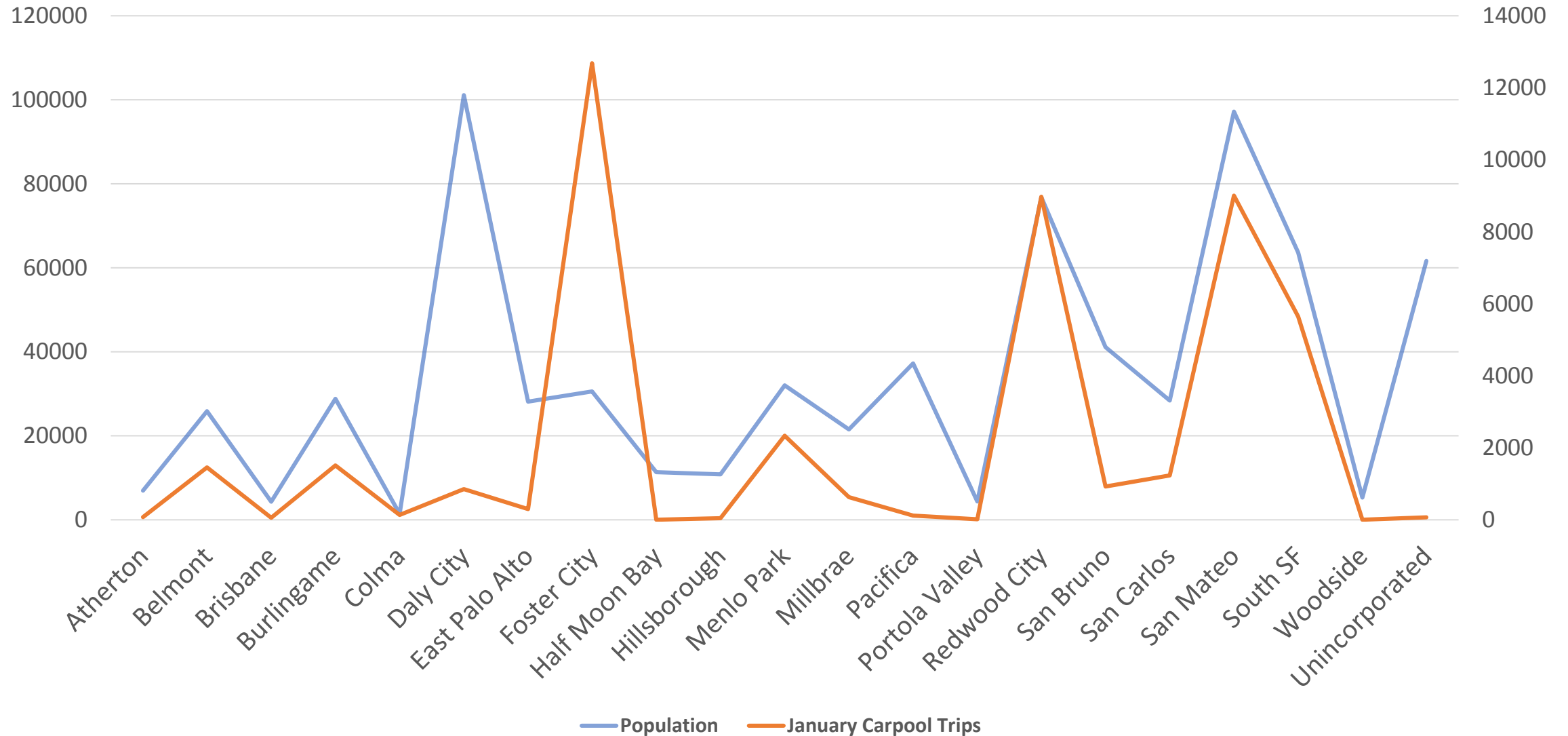
**215,775** total trips  
between  
July and December

# January Origins and Destinations

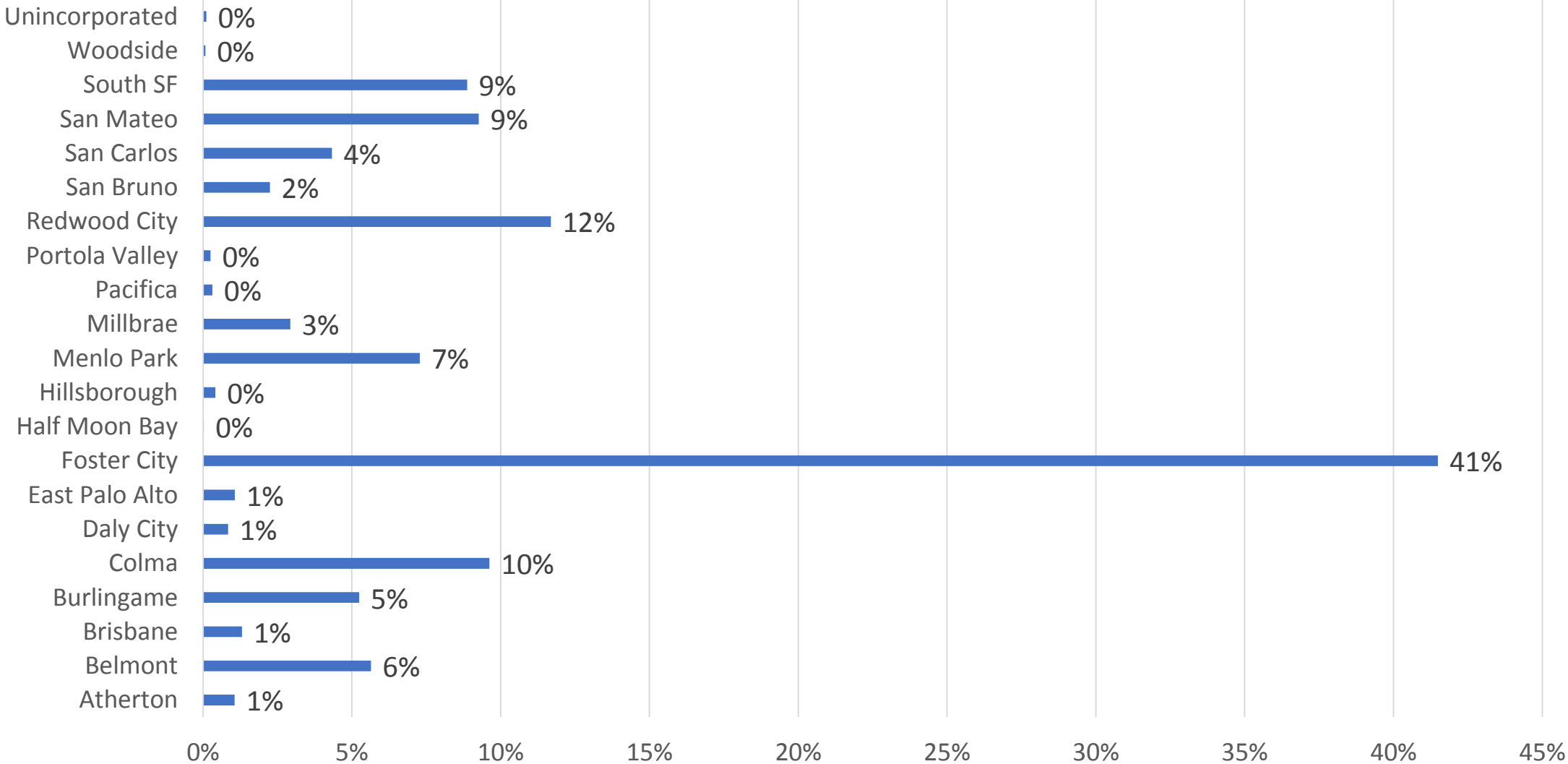




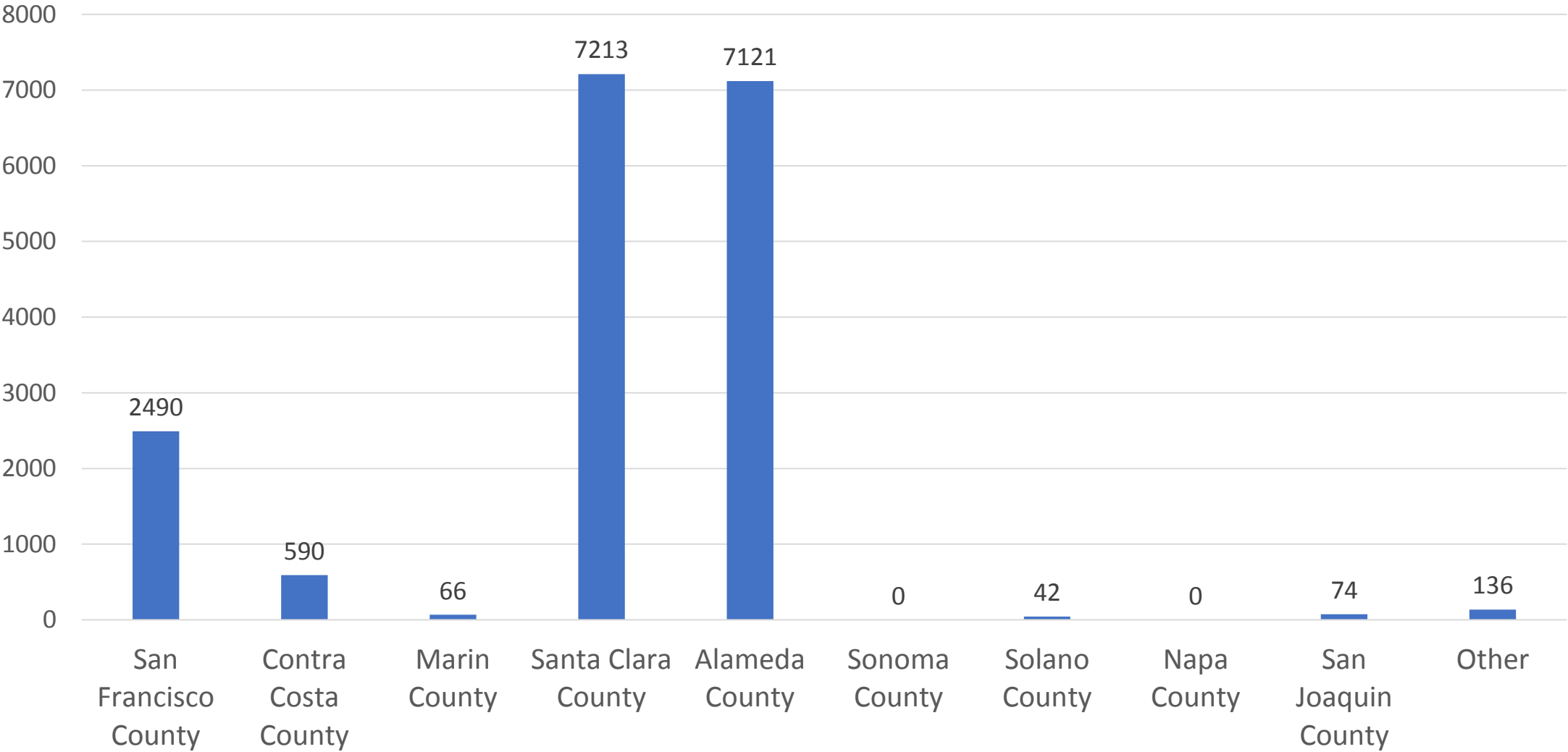
# January Trips by Population



# January Trips Per Capita



# Trips Beginning in Other Counties (January)



# Questions