

# SSF Commuter Employer Coalition Meeting Notes

## Wednesday, March 1, 2017

**Ad Hoc SSF Commuter Employer Coalition Overview** – employers from South San Francisco began meeting last fall to discuss traffic and commuting challenges experienced by our employees and impacting our organizations. A near-term strategy evolved to include engagement with the City of South San Francisco to leverage a City-wide Scoop ride matching app – funded with a \$50,000 grant. Other discussions included solutions to augment BART trains not met by Commute.org shuttle with Coalition shared shuttles, and long-range concepts for Peninsula mobility enhancements that include multi-modal options.

**Launch Plans for Scoop Carpool Matching app** – Representatives from [Scoop](#) provided an overview of their fully automated carpooling app. Scoop creates custom, trip-by-trip carpools for commuters based on their origin, destination, and preferred commute time. This on-demand approach allows employees to schedule each one-way trip in advance, according to their needs. Riders and drivers share the commute cost. If a match is made in the morning but there is no match for the return afternoon trip, Scoop provides a “guaranteed ride home” program via Uber or Lyft. Scoop programs have successfully launched in Santa Clara, Sunnyvale, Palo Alto, Stanford Research Park, Foster City, and many other locations.

The City of South San Francisco’s City Council approved a \$50,000 grant to fund incentives and promotions for employees and residents. They also approved funds for Commute.org to assist with marketing and support for the promotion. The “incentives” will add an extra \$3 payment for drivers, and provide a \$3 discount for riders per Scoop trip. This means if a normal carpool trip offers the driver a \$5 payment, the incentive would add \$3 (for a total of \$8 for each trip). If the carpool makes both a morning and afternoon trip, the carpool driver would be paid \$16 per day. Conversely, if the carpool rider/passenger would normally pay \$5 per trip to the carpool driver, their \$3 discount would make their commute trip cost only \$2. Their return trip would also be \$2, and their total roundtrip costs would be \$4 per day.

**“The Ask”** – employers are asked to promote Scoop to their employees (by way of email announcements, posters, ice cream trucks, and on-site tabling) during the sign-up week (tentatively scheduled for the week of April 4). Scoop will provide marketing, communication materials and media, and will host on-site ice cream trucks at your office to encourage employees to download the carpooling app. To successfully match carpoolers, the Scoop database needs a large pool of engaged employees using the app. Employee ride matching would begin a week after the sign-up week. Attached is the Scoop presentation, and below is the launch outline and tentative schedule.

## Launching with employer support!



### We need you to make the program a success!

1. Sign-up as a marketing partner (ask: send email announcement to employees) and Scoop will bring an ice cream truck to your company!
2. Connect with Rebecca for additional marketing materials needed (table tents, postcards, etc.)
3. Scoop tabling events in your cafe
4. Connect with Tim to continue sponsorship once City funds deplete

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## South SF Launch: tentative timing



Timing	Step	Detail
March 1	Confirm Employer Coalition	Employers sign-up to take part in program.
March 13	Design & Confirm Marketing Plan	Scoop will partner with employers to ensure marketing plans and communications fit employer culture.
April 4	Launch Marketing of Scoop	All employers promote Scoop to employee base. Employees can download Scoop and schedule first trips for next week.
April 10	First Scoop Trips	First week in which trips occur.

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**Scoop Contacts:** Tim Lyons  
 Director of Bay Area Business Development  
[tim@takescoop.com](mailto:tim@takescoop.com)  
 267-236-4812

Rebecca Samay  
 Partnerships and Marketing  
[rebecca@takescoop.com](mailto:rebecca@takescoop.com)  
 703-901-2464

**Peninsula Corridor Mobility Working Group** – is a coalition of private employers, public agency employers, Bay Area business associations and community leaders focused on improving mobility on the Peninsula Corridor. We have come together to support projects, solutions, and public policy efforts focused on infrastructure projects that improve mobility for commuters on the Peninsula Corridor, reduce traffic congestion, and improve the quality of life for the employees and residents of San Mateo County. The overarching goal is to improve commute options and travel times to South San Francisco. Initial project focus areas include:

- Caltrain modernization - including advocating for the Full Funding Grant Agreement (FFGA) through the Federal Transit Administration (\$647 million), schedule optimization, and short-term capacity improvements.
- Managed lanes from Whipple to 380

- Managed lanes from 380 to King Street
- US 101 Express Bus Feasibility Study
- Dumbarton Transportation Corridor Study
- US 101/Hwy 92 Interchange Study
- Caltrans/PATH 101 optimization analysis
- San Mateo Countywide Transportation Plan

**Next Steps** – Employers engage with the City of SSF and Scoop to participate in joint employee carpool promotions for their employees.

Contact Rebecca Samay at [rebecca@takescoop.com](mailto:rebecca@takescoop.com) or 703-901-2464 to place your order for posters, fliers, marketing materials, postcards, table-tents, etc. She will need your order for physical marketing collateral so that Scoop can deliver these items to your office. She will also be sending you digital communications templates to use in the next week.

*Note: you may want to calendar with Rebecca a date and time for the ice cream truck to visit your building during the sign-up week. Please contact Rebecca should you have any questions.*

scoop

**Scoop for City of South SF employee coalition**

March 1, 2017



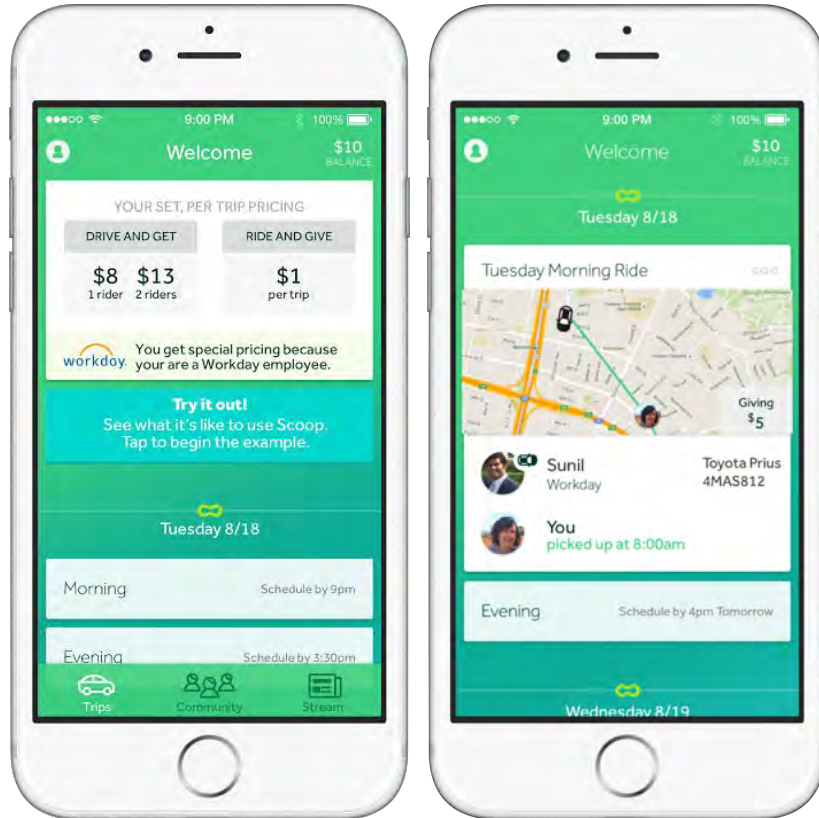
## Our mission

**Eliminate traffic and reimagine transportation, giving life back to commuters and communities.**



(Click to play video)

# Reminder: Scoop overview



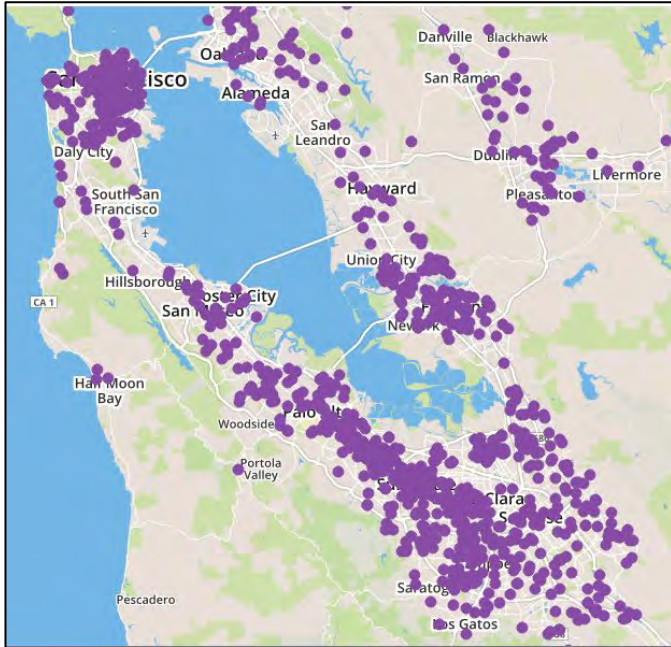
## First fully automated carpooling App for employees

- Scoop creates custom, trip by trip carpools for commuters based on their origin, destination, and preferred commute time
- Employees schedule each one-way trip in advance
- Riders and drivers share the commute cost
- Scoop will work with partners to facilitate “Guaranteed Ride Home” program

# Scoop: Impact to Date



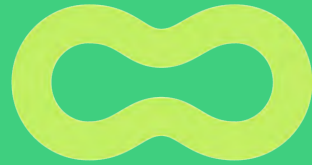
**65,000+** users and growing fast!

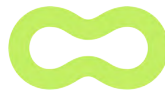


- ✓ **520,000+** matched carpooler trips
- ✓ **230,000+** vehicles out of employer parking lots
- ✓ **4,200,000+** miles of driving saved
- ✓ **3,800,000+** pounds of CO<sub>2</sub> not emitted
- ✓ **4.5 star rating** on iOS and Android App Stores
- ✓ Average user schedules **4-5 times per week**



# City of South San Francisco





## Overview

- City Council approved pilot program to encourage and incentivize employee and resident carpooling
- \$50,000 for Scoop program + \$9,000 for Commute.org marketing and support

## Program

- All employers & employees in South SF are eligible to participate!
- City's funds will be applied on a per-trip basis, beginning at \$3 per Scoop trip (\$3 less for Riders, \$3 extra reimbursement for Drivers)
- City funding is for a limited time only

# Launching with employer support!



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# Contact information



## **Tim Lyons**

Director of Bay Area Business Development

[tim@takescoop.com](mailto:tim@takescoop.com)

267-236-4812



## **Rebecca Samay**

Partnerships

[rebecca@takescoop.com](mailto:rebecca@takescoop.com)






703-901-2464

Thank you!



# Scoop is the best commute return on investment



	 Shuttle	 Vanpool	 Public Transit	 
<b>Reach</b>	50-60 employees per shuttle	7-8 employees per vanpool	Employees that live on public transit lines	All employees
<b>Flexibility</b>	Limited departures	Limited departures	Limited departures	Flexible departures that can change daily
<b>Cost to employer</b>	\$300-500k per shuttle annually	Leasing cost of van + avg. of \$200/mo per employee	Monthly pass varies based on distance traveled	Similar to public transportation per trip
<b>Average cost to employer per employee trip</b>	<b>\$15-20</b>	<b>\$10</b>	<b>\$2-5</b>	<b>\$3</b>

# How partnership pricing works



**Rider Trip**  
\$2 Incentive Example

9:00 PM 100% BALANCE \$20

Activity Pricing Accounts

workday You get special pricing because you are a Workday employee.

RIDE with Scoop

Scoop ride	\$5
Company discount	-\$2
<b>YOU GIVE</b>	<b>= \$3</b>

**Driver Trip**  
\$3 Incentive Example

9:00 PM 100% BALANCE \$20

Activity Pricing Accounts

workday You get special pricing because you are a Workday employee.

DRIVE with Scoop

Scoop drive, per Rider	\$3
Company bonus	+\$3
<b>YOU GET</b>	<b>= \$6-9</b>



# Public + Private Sector Shared Goals



- Public partnerships:
  - Palo Alto TMA
  - Santa Clara County
  - Cities of San Mateo + Foster City
  - City of Pleasanton
  - MTC / BART
  
- City of South San Francisco!



# Case study: Foster City and San Mateo



Foster City and San Mateo launched a pilot program with Scoop to reduce congestion.

## The Program:

- All Scoop carpool rides to/from Foster City and San Mateo cost commuters \$2 for a limited time
- Foster City and San Mateo put forth \$90,000 to fund program
- Local transit agencies and major employers supported the program with marketing and promotion
- Program launched on 10/10
- Funding will deplete in Q2 2017

*“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, Foster City Team Up With Carpooling App for Discounted Rides

Initiative launches Oct. 10 and offers participants rides to work for \$2 or ability to drive and be reimbursed 50-100% of their commute cost

By Renee Schiavone (Patch Staff) - September 29, 2016 1:55 pm ET



**SFGATE** NEWS SPORTS BUSINESS ENTERTAINMENT FOOD LIVING TRAVEL REAL ESTATE

### Foster City, San Mateo to help pay for carpooling

By Carolyn Said Updated 3:42 pm, Wednesday, October 5, 2016



# Foster City Impact In First 4 Months






## Impact in 4 months:

- ✓ **2,300** program participants
- ✓ **17,000** carpooler trips
- ✓ **9,000** daily vehicle trips reduced
- ✓ **210,000** miles of driving saved
- ✓ **190,000** pounds of CO<sub>2</sub> not emitted

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@MicrosoftSV   Follow

Tired of traffic in the [#BayArea](#), Foster City & San Mateo? [@takescoop](#) is working w/ these cities to ease congestion:

 **tinapastelero**  
@tinapastelero  

Foster City/San Mateo to subsidize carpooling w [@takescoop](#); Bay Area commuting is waiting to be disrupted!

# Bay Area Tech Company as example of what's possible

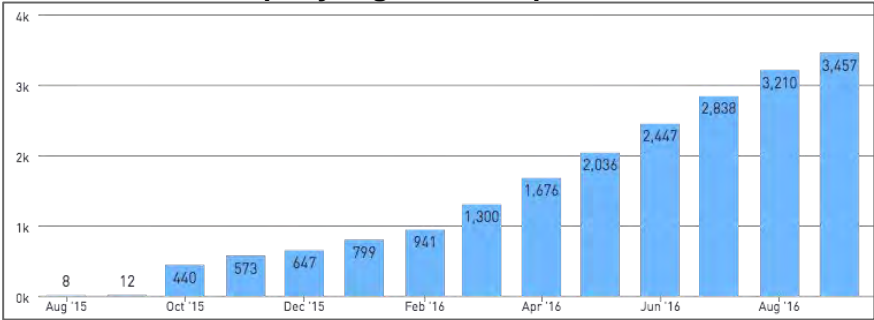


Company invested to launch and sustain a ride promotion for 10,000+ employees.

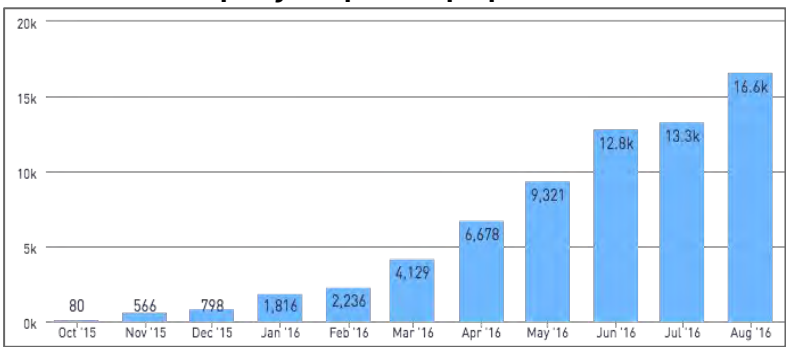
**One Year Impact :**

- 3,500 Company users (25% penetration)
- 40,000+ cars out of the parking lot
- 80,000 carpool trips
- 320,000 CO<sub>2</sub> Pounds
- \$350,000 saved

Company registrations per month



Company carpool trips per month



# Case Study: Bay Area Business Park



Scoop partnered with a Bay Area business park to launch an incentivized Scoop program in April, 2016 - with the goal of reducing congestion and SOV rates.

## Program Overview:

- Built coalition of most major park employers to promote Scoop, covering 10,000+ employees
- Business Park invests in trip incentives
- Scoop executed marketing plan park-wide and designed custom marketing for specific employers

## Impact to Date:

**4,400** registered users

**45,500** carpool trips taken

**26,600** vehicles out of parking lots

**430,000** miles of driving saved

**390,000** tons of CO<sub>2</sub> not emitted

## Monthly Carpool Trips

