

# CARPOOL INCENTIVE PROGRAMS & EXPRESS LANES IN SAN MATEO COUNTY

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# Overview

1. About Commute.org
2. US-101 Corridor & Express Lanes
3. Transportation demand management (TDM) efforts

# Commute.org

- ❑ San Mateo County's TDM agency
- ❑ SOV rate reduction and air quality improvement
- ❑ Incentives and services to encourage commuters to use non-SOV modes



# US-101 Corridor



- Main thoroughfare connecting San Francisco and Silicon Valley
- 2 bridge connections to East Bay Area
- Daily demand of the Express Lane project area: ~500,000 vehicles

# US-101 Express Lanes





## Goals:

Reduce traffic congestion

Support ridesharing and transit use

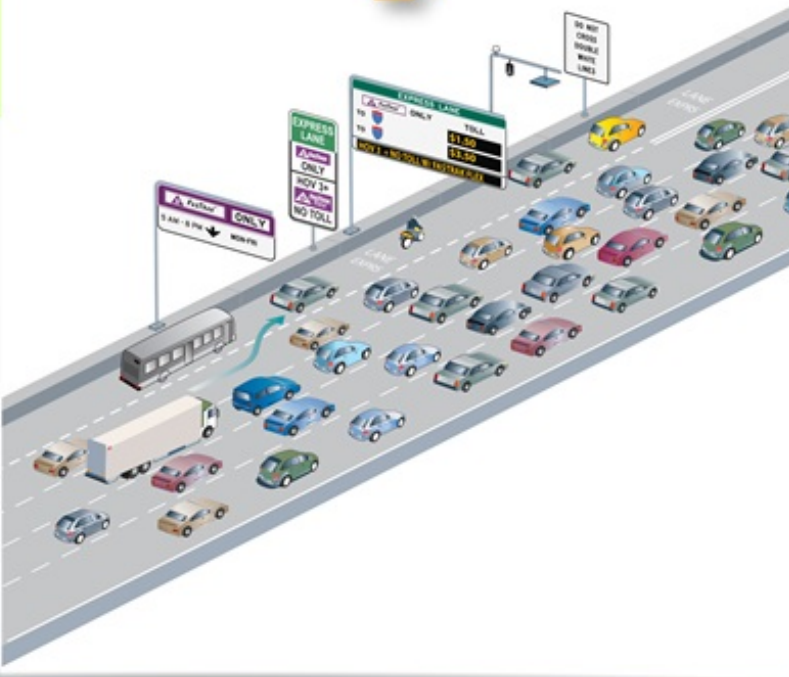
Achieve faster, more reliable travel times

**SM 101**  
**EXPRESS LANES PROJECT**  
HOW AN EXPRESS LANE OPERATES

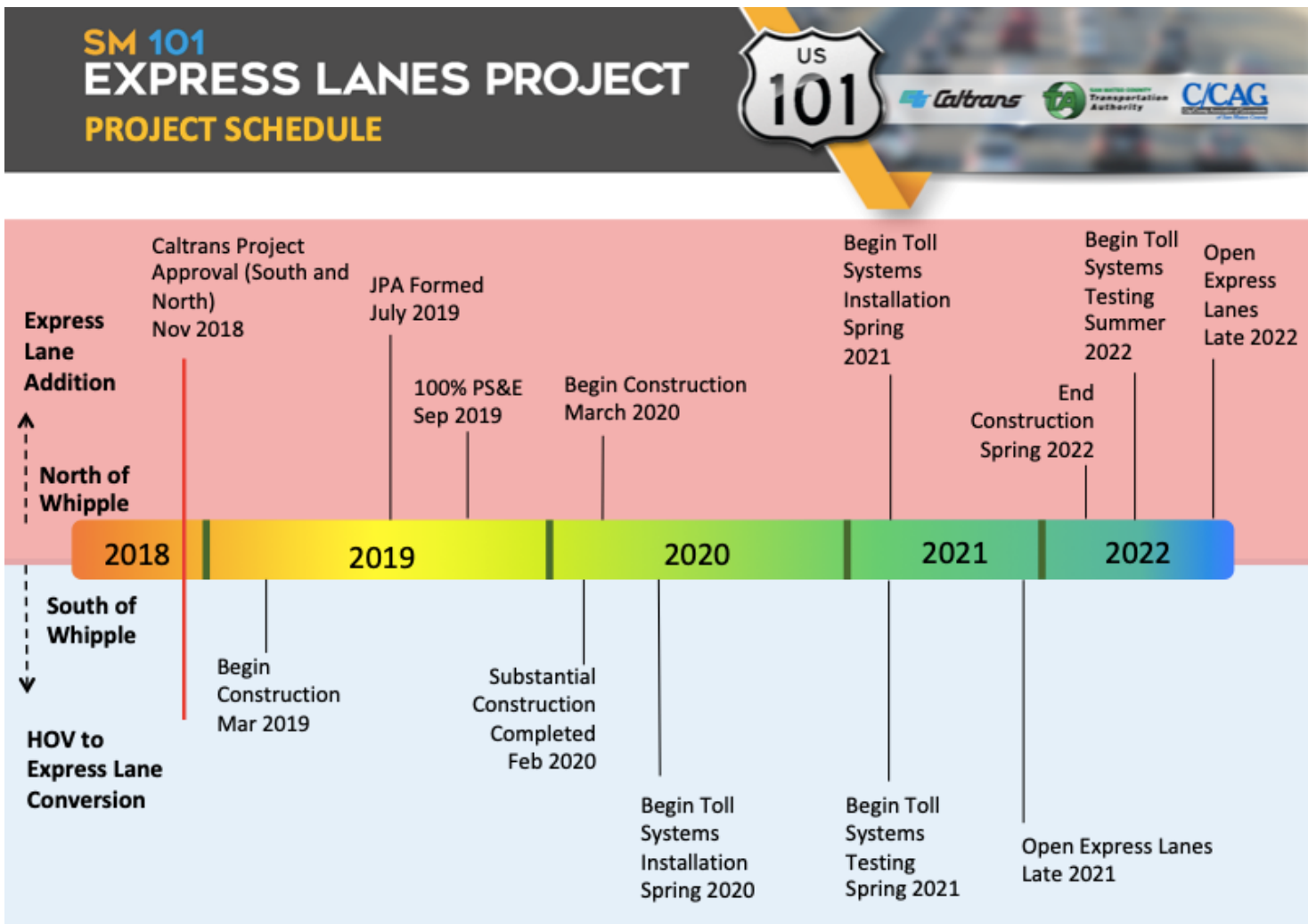


### WHAT IS AN EXPRESS LANE?

- Buses and 3+ carpools drive for free
- Other drivers can choose to pay
- Electronic toll collection
- Dynamic tolls (congestion pricing) keep lane free flowing



# US-101 Express Lanes



# US-101 Express Lanes

- HOV 3+, public transit, private shuttles
- 22 miles total
  - 13 miles of new Express Lanes
  - 9 miles of existing HOV lanes converted to Express Lanes
- Opportunity: increase carpooling *before* Express Lanes project completion



# Carpool Incentives

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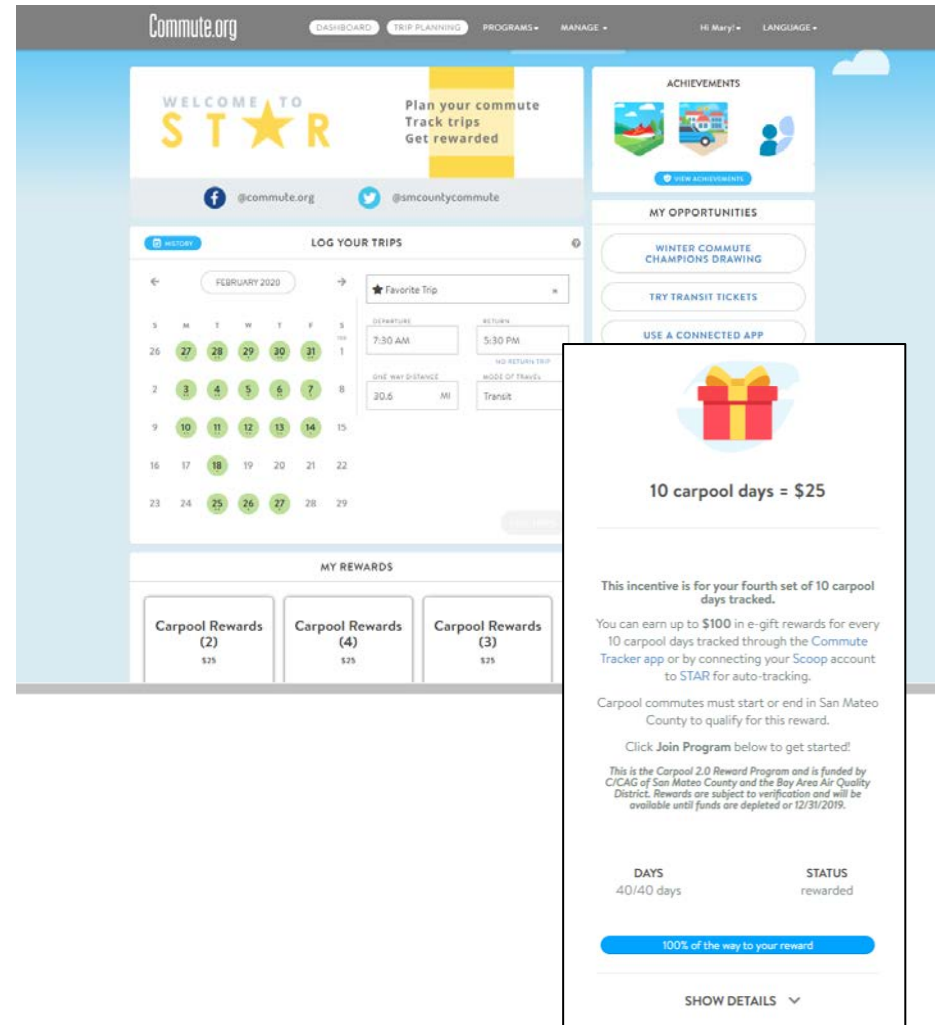


- ❑ Commute.org's legacy incentive
- ❑ C/CAG's "Carpool in San Mateo County!" program (partnership with Scoop)
- ❑ Carpool 2.0
- ❑ Carpool 2020 (Waze & Scoop)



# Carpool 2.0 Rewards Program

- ❑ RideAmigos & STAR platform (my.commute.org)
- ❑ Trips had to be tracked through the RideAmigos app (GPS capabilities) or the Scoop & Waze API connections
- ❑ \$25 e-gift card for every 10 days of carpooling to/from San Mateo County, up to 4 times for a \$100 total
- ❑ Funding



# Carpool Rewards Marketing

- ❑ Digital billboards
- ❑ Social media campaign
- ❑ Commuter outreach
- ❑ Employer partnerships
- ❑ Direct mail to residents
- ❑ Mid-program challenge



**Carpoolers  
= \$100\***

A large graphic of a car shape composed of many small, colorful circular icons, each containing a stylized human figure, representing a diverse group of carpoolers.

**Get Rewarded at Commute.org**

Carpoolers will receive up to \$100 in e-gift card rewards and get to choose from over 70 retailers and charities! For every 10 carpool days tracked, commuters can claim a \$25 reward. Create a STAR account on my.commute.org. Then track and confirm your carpool trips using an approved app to unlock rewards.

\* FOR COMMUTES TO/FROM SAN MATEO COUNTY, VISIT COMMUTE.ORG FOR DETAILS.

FOUNDED BY:

COCAG San Mateo County Commute.org

# Results



**1,961**  
rewarded  
carpoolers...



Tracked **218,453** one-way trips



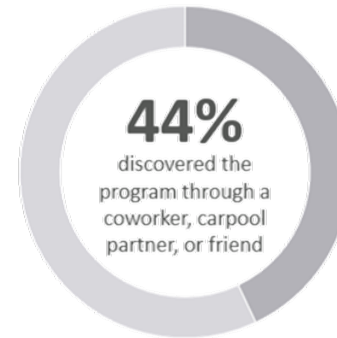
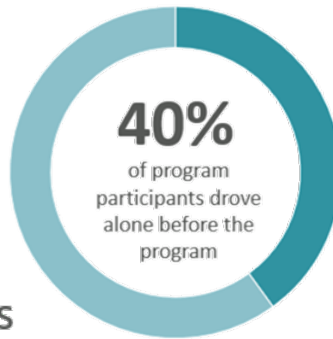
Traveled **4,708,310** miles



Saved **\$1,325,860**



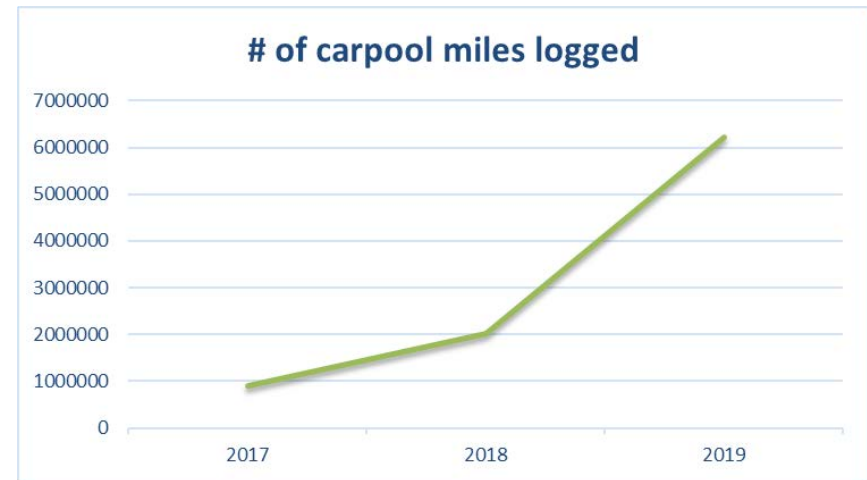
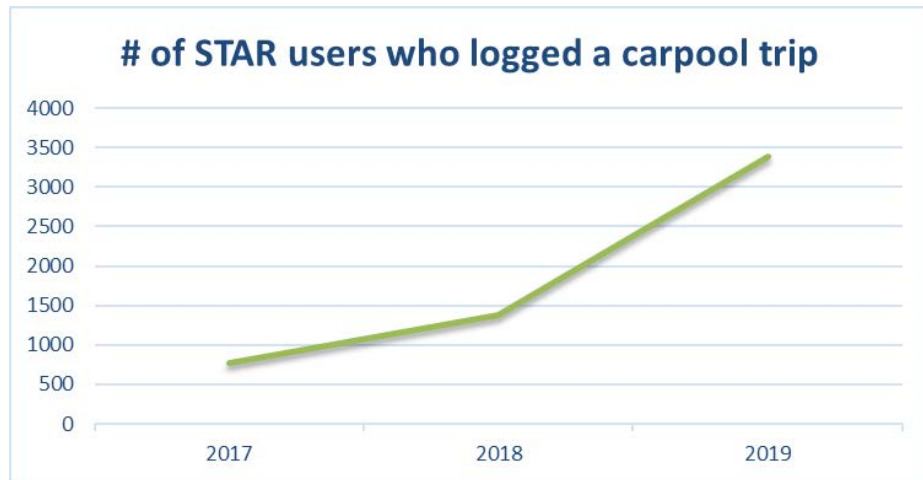
Reduced **955** tons CO2



Commuters can see their stats (CO2 savings, money savings, non-SOV miles, etc.) on their STAR dashboard, providing positive reinforcement for their non-SOV behavior

*\*results reflect Carpool 2.0 Program from October 2018 - December 2019*

# Results



*\*results reflect Carpool 2.0 Program from October 2018 - December 2019*

# Carpool Rewards & COVID-19

- ❑ Carpool 2020 launched in January
- ❑ Funding for program renewed
- ❑ Marketing currently suspended
- ❑ Using Waze and Scoop protocols to educate public on carpool safety
  - Wear masks, carpool with regular partner, limit to 2 people in a car to maintain safe physical distance
  - Hopefully promote 3+ pools by the time Express Lanes are in operation

# Thank you!

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**Commute.org**

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