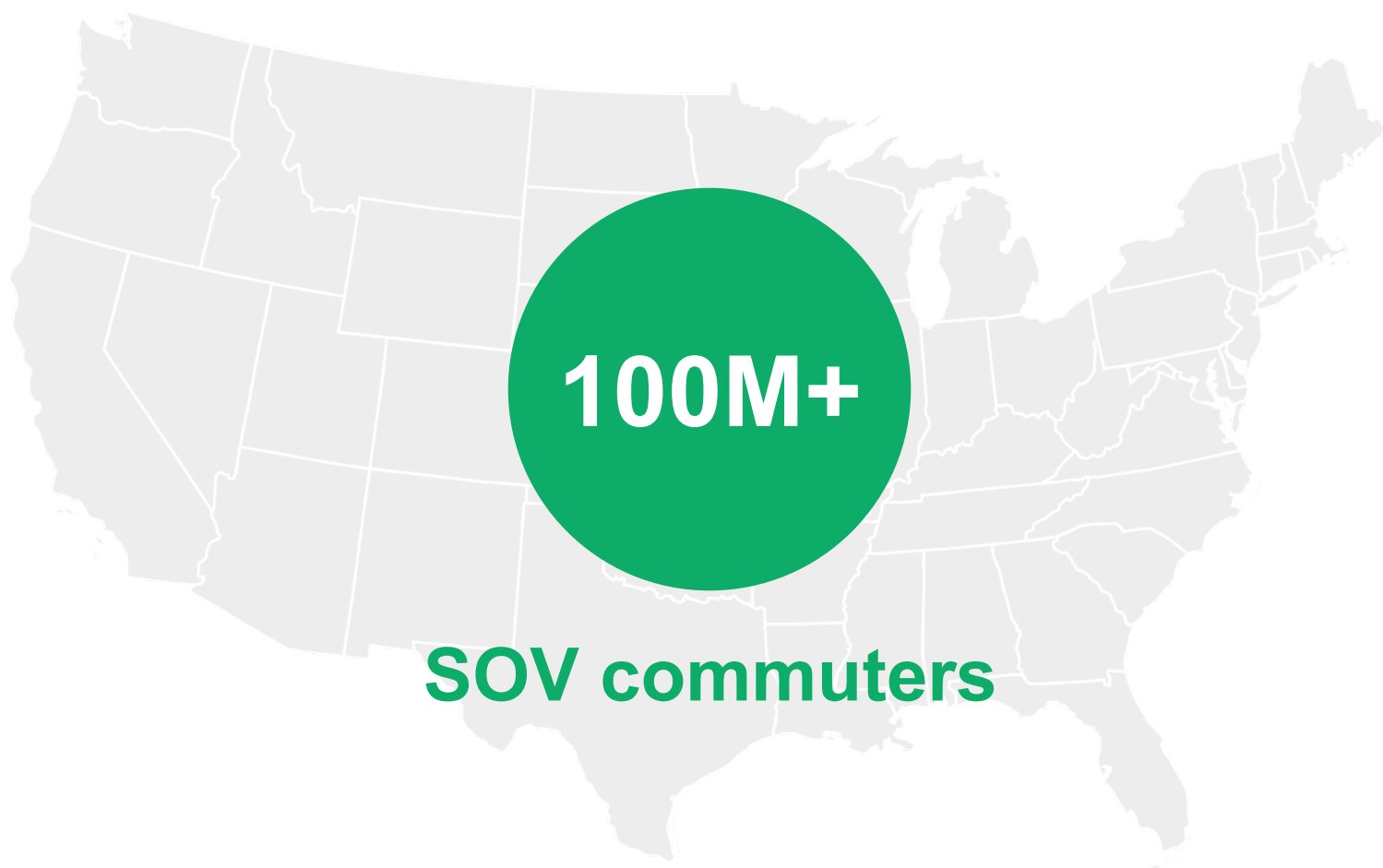


Laying the Foundation for a Shared Commute

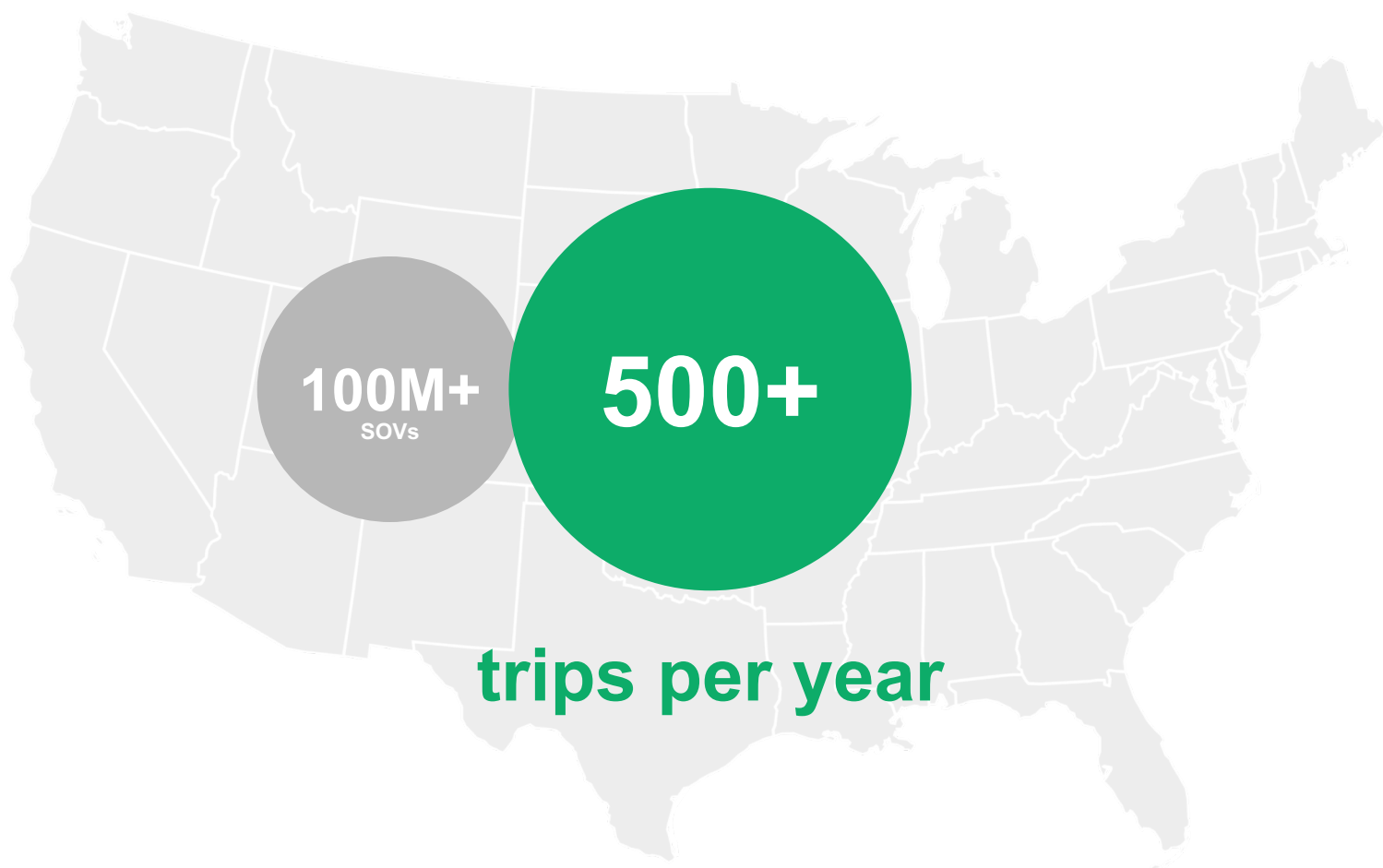
Charlie Knuth, Commuter Research

scop



100M+

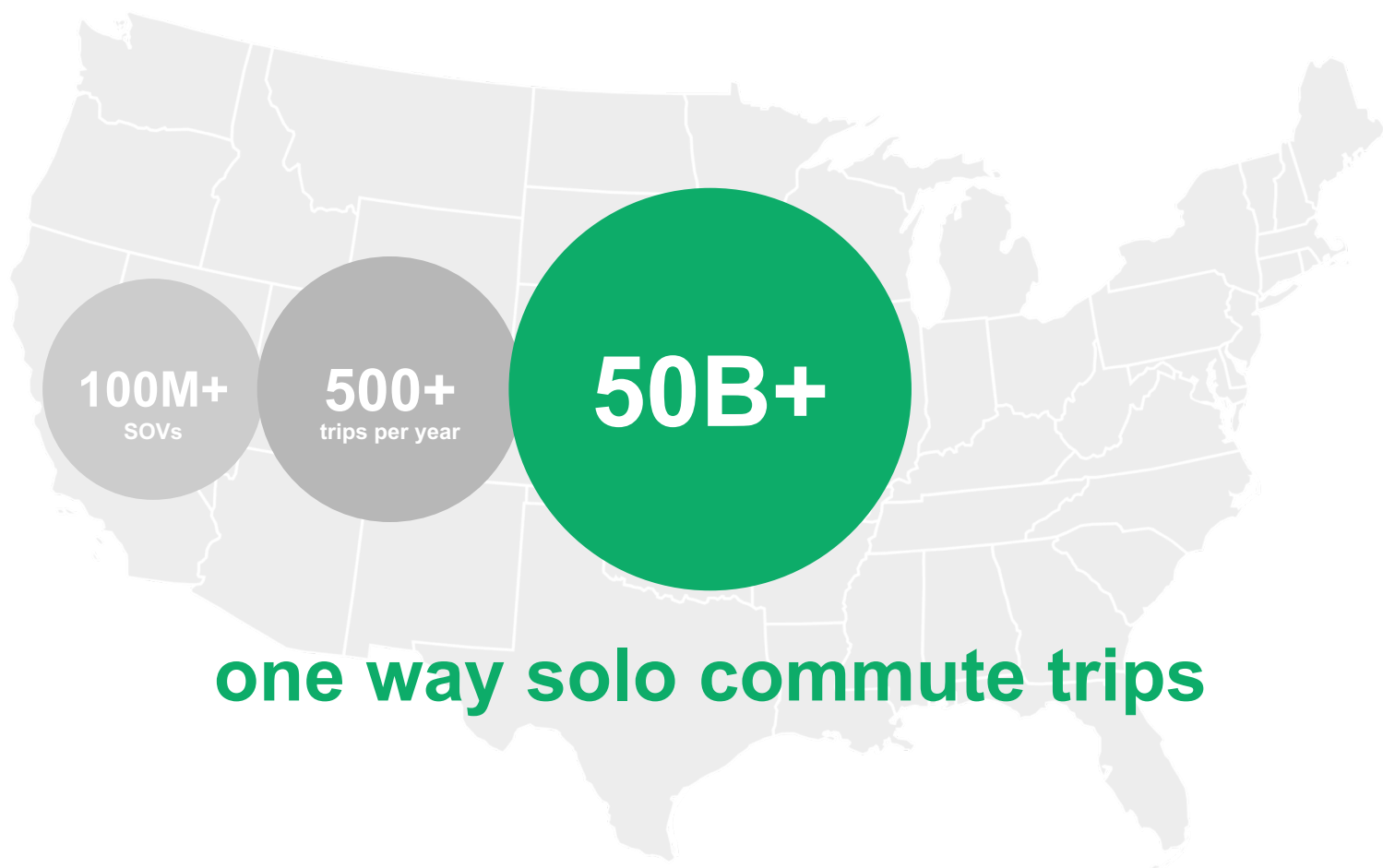
SOV commuters



100M+
SOVs

500+

trips per year



100M+
SOVs

500+
trips per year

50B+

one way solo commute trips

And we're feeling the impact locally

The Mercury News Why are all these Bay Area residents leaving?

San Francisco is losing more residents than any other city in the US **BUSINESS INSIDER**



Survey claims half of Bay Area residents plan to leave California

Expat plans even higher among Millennials and those with children

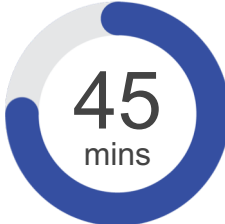
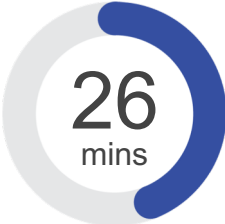
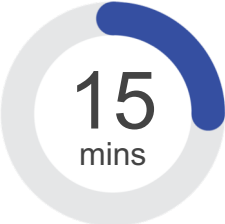
**SILICON VALLEY
BUSINESS JOURNAL**

Latest Silicon Valley competitiveness report sets off an alarm bell

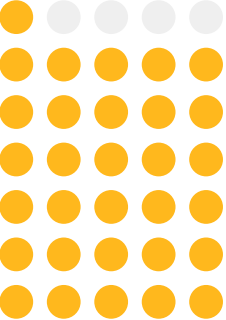
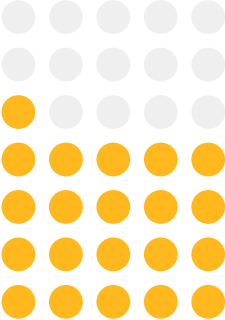
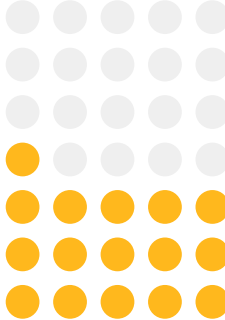
What's the longest commute you've had?

We spend all of our PTO (and then some) commuting

one-way
commute



annual
commute
time



Commuting is (now) why people leave companies



#1

Pay and Promotion



#2

Working Overtime

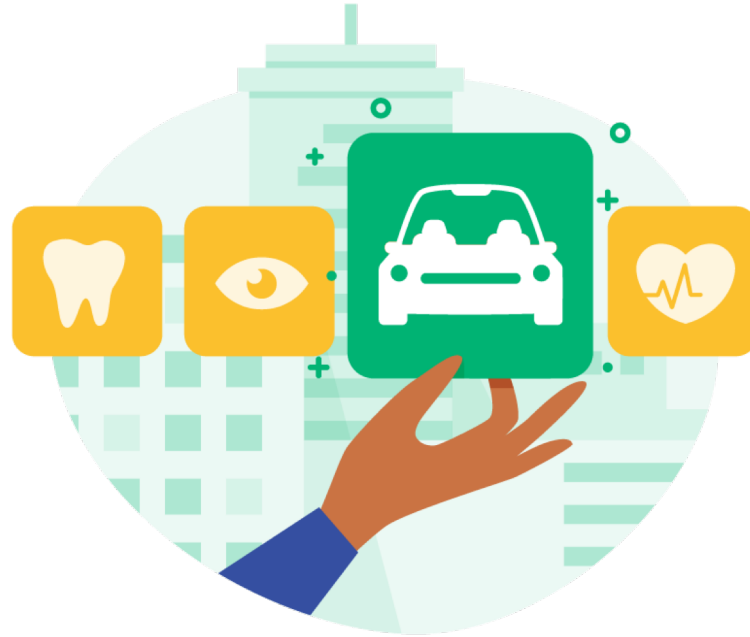


#3

Commuting

And the commute is quickly becoming the new healthcare

TODAY
Pain point



FUTURE
Table stakes

TOMORROW
Competitive advantage

Lots of excitement around new(ish) modes



Carpooling



Bikes



Scooters

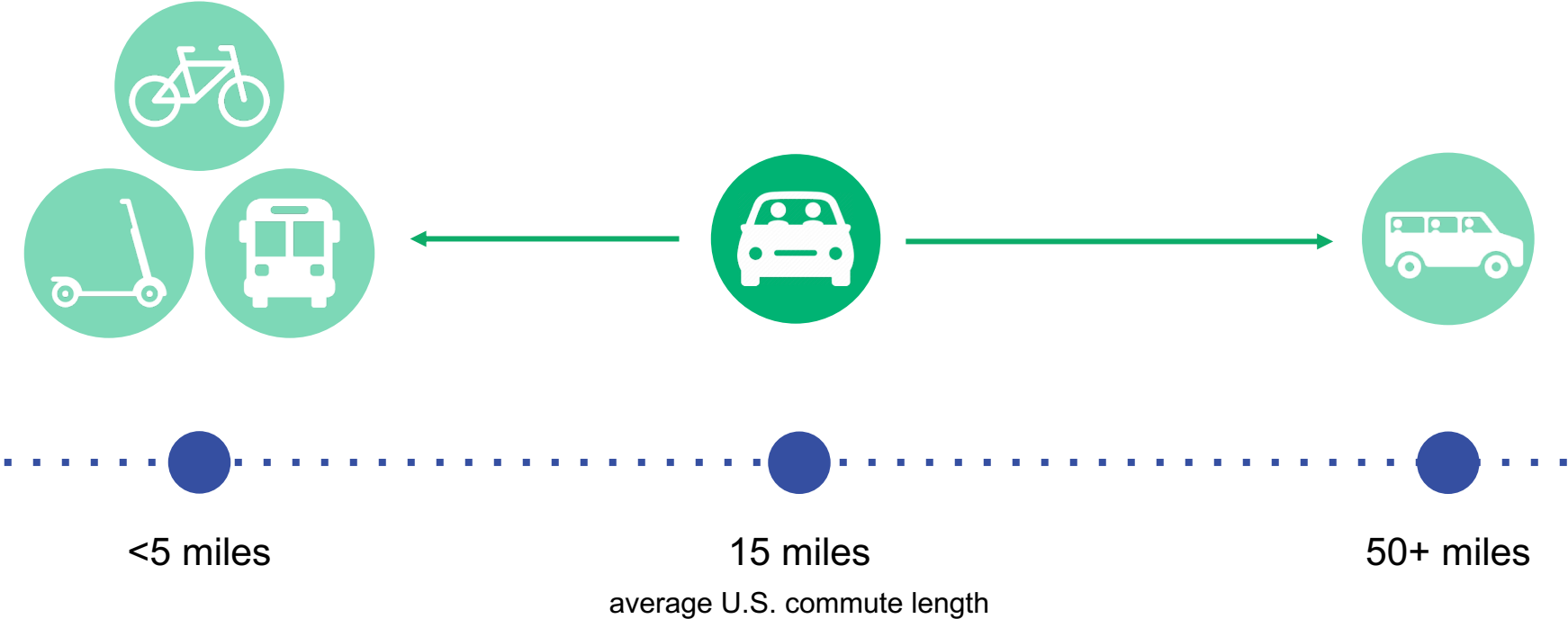


Microtransit



Vanpooling

Realistically, different modes have different sweetspots



But current solutions fail to hit big scale and impact



75%

Drive alone



15%

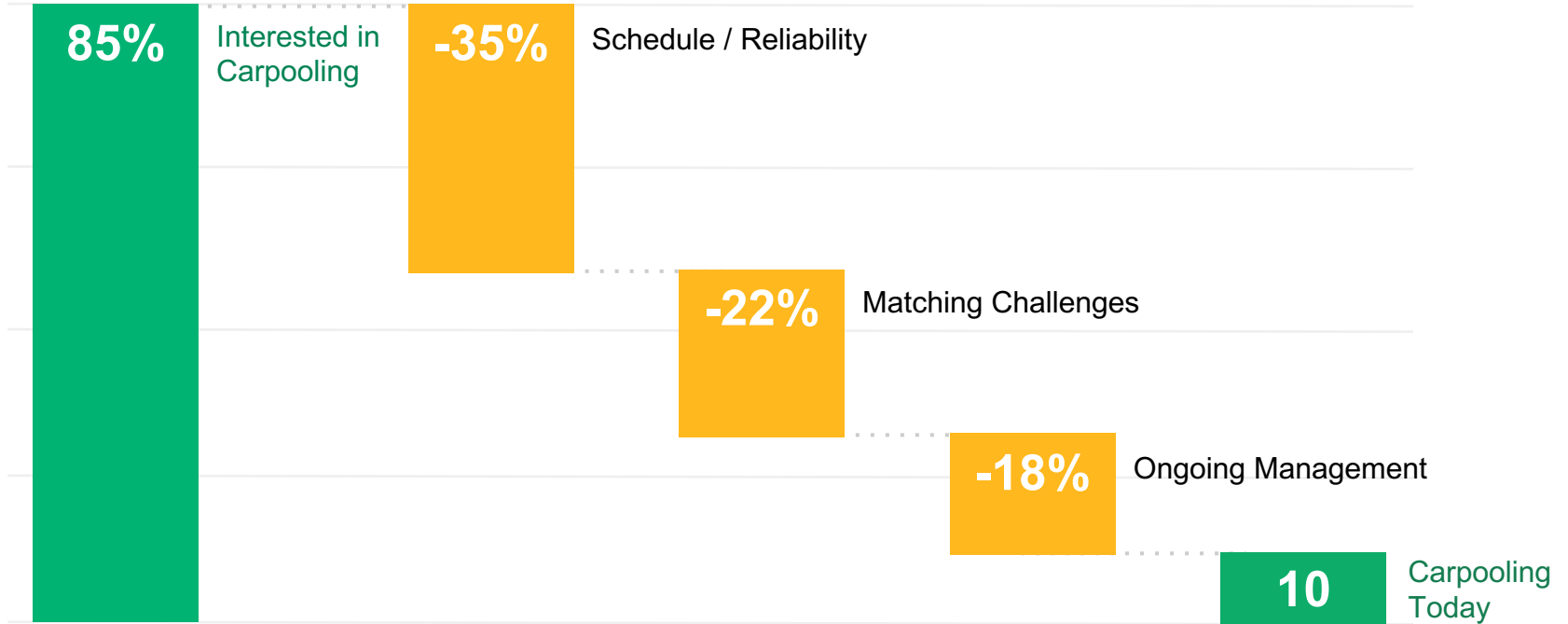
**Public
transit**



10%

**Walking/biking
Vanpools
Shuttles
Traditional carpools**

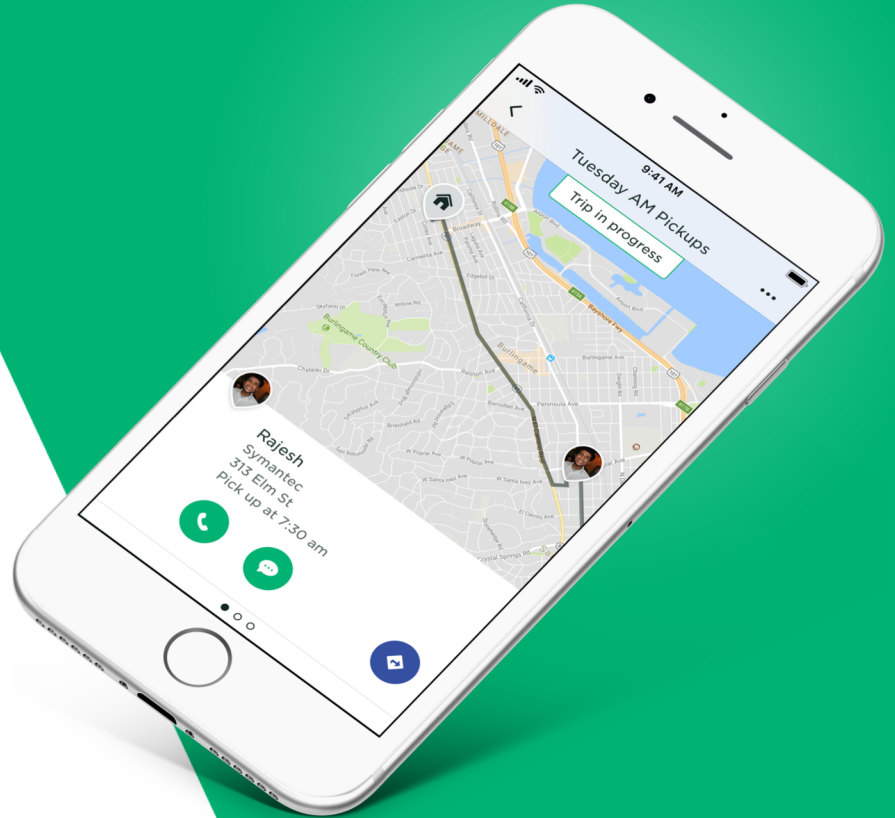
Multiple historical factors have hindered carpooling





Convenient and enjoyable carpooling

Scoop is a convenient and enjoyable way to carpool with co-workers and neighbors.

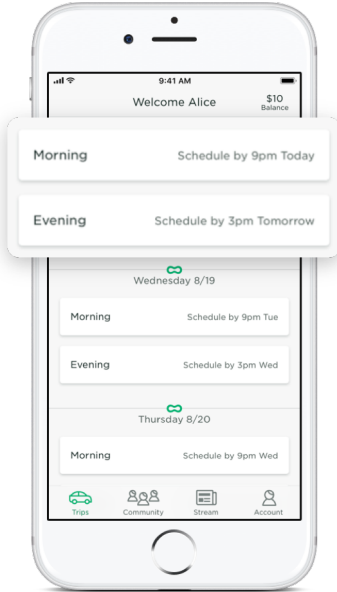


Our mission

Bring commuters together in carpools they'll love by partnering with their employers across the country.

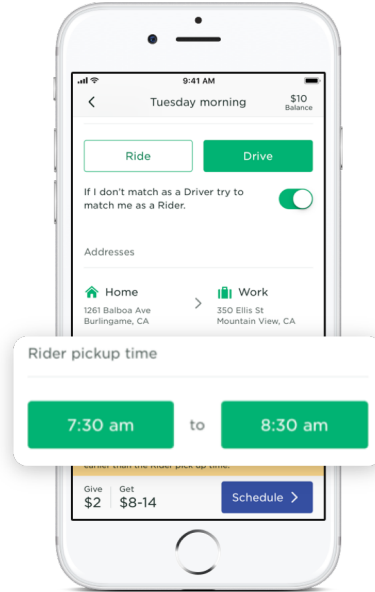


Scoop is built for the modern day commuter



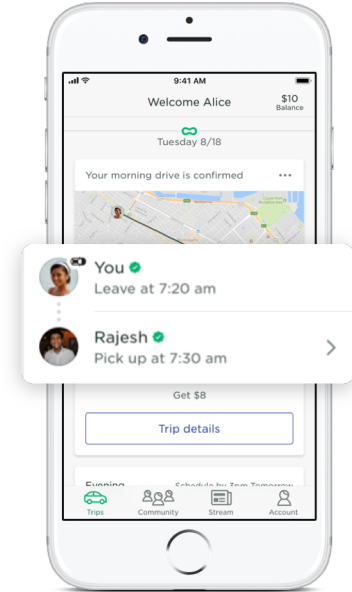
Decoupled trips

Separate AM and PM trips to fit your schedule. Use it once a week or every day.



Flexible scheduling

Drive or ride at the times you want.
Carpool from anywhere.



Door-to-door matching

Scoop finds the most efficient trip based on fastest route, nearby carpoolers, and more.

We make carpooling work at scale

3M

trips taken

50M

miles shared

45M

lbs CO₂ reduced

T-Mobile

Expedia

LinkedIn

SAMSUNG

Symantec

BISHOP RANCH
A Sunset Development Project

APPLIED MATERIALS

workday

Rakuten

SYNOPSYS

BART
ba

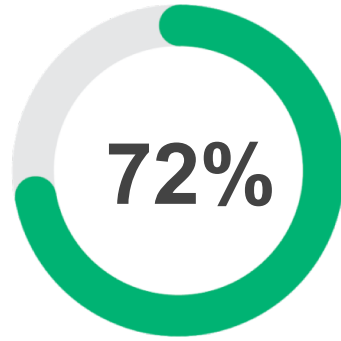
palo alto TMA

Carpooling's huge benefits to key people metrics



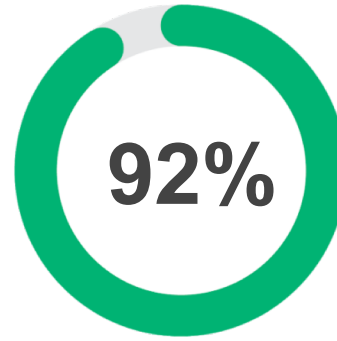
Productivity

50% say Scoop helps them be more productive and energized at work



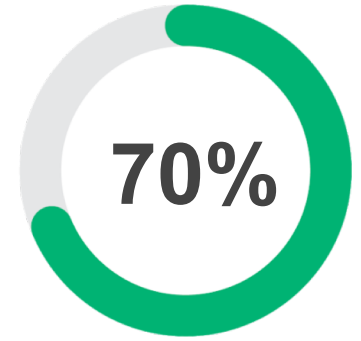
Save Time

72% say Scoop saved them time on their commute



Culture

92% say Scoop has enabled them to network and exchange ideas with co-workers



Retention

70% say Scoop increases their likelihood to stay at their employer

Palo Alto TMA partners to create 35,000+ carpools

Business Challenge

Palo Alto's thriving downtown is causing increasingly congested city streets and parking demand. The TMA is dedicated to developing programs to reduce SOV trips by 30% over the next few years.

Scoop Solution

Rather than spending millions building parking infrastructure, the TMA partnered with Scoop by offering discounted carpool trips and extensive program marketing. The Scoop partnership is making a significant impact on downtown traffic and sparked significant commute behavior change.

35K+

Carpool Trips

180

Tons of CO₂ Saved

400K

Rider Miles Saved



“Getting commuters to carpool has historically been difficult” says TMA Director Wendy Silvani. “But Scoop makes the process easy, efficient, and flexible through their mobile app.”



Wendy Silvani
Director
Palo Alto TMA

Workday employees carpooled 46,000+ times with Scoop

Business Challenge

Workday needed a solution to get ahead of the growing parking problem on campus. With a rapidly-growing employee population, Workday looked to Scoop to help reduce single-occupancy vehicle (SOV) trips to campus through shared commuting.

Scoop Solution

In 2015, Workday's innovative mindset led them to take a bold leap to become the first company to partner with Scoop. Workday's investment in the Scoop partnership allows employees to improve their daily commute.

46k+

Carpool Trips

187

Tons of CO₂ Saved

411k

Rider Miles Saved



“As a company founded on innovation, we welcomed the chance to partner with an innovative new company like Scoop. Scoop helps us ease the commutes of Workmates.”



Sonia Rose
Sr. Manager
Employee Programs &
Communications
Workday

Manufacturer removes 300+ cars/day from parking lot

Business Challenge

With a rapidly-growing employee population, a manufacturer came to Scoop looking for a scalable, cost-effective way to alleviate their daily parking lot congestion.

Scoop Solution

In just a few weeks, the number of cars removed from the parking lot tripled. In addition to solving the manufacturer's parking challenge, Scoop's Managed Carpool Program enables employees to connect with their co-workers across the enterprise, resulting in a happier, healthier, and more energized workforce.

140K+

Fewer SOV trips
to campus

300+

Trips per day

2M+

Rider Miles Saved

“Our goal is to ease the commutes of our employees and reduce cars in the parking lot. In a short period of time, the Scoop program has made a major impact, removing over 300 cars out of the parking lot every day while delighting our employees.”

Transportation Manager
California, USA

Carpool to BART program relieves pressure on parking

Business Challenge

BART has nearly 50,000 parking spots at capacity across their stations, with more than 38,000 people on the waitlist. Most facilities are filled by SOVs by 7:45 a.m. every day, governing when people arrive – which is inconvenient for riders and bad for peak-hour commute capacity across the system.

Scoop Solution

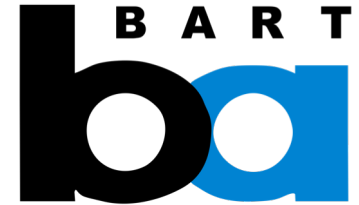
After a successful launch at a single BART station, we've expanded our Scoop to BART program in over 10 BART stations across the Bay Area, allowing BART to address core capacity restraints at key times, reduce SOVs regionally, and provide accessible first- and last-mile solutions for commuters.

10

Stations across the Bay Area

1,000+

Trips per week



**The most important thing you can do is
invest in shared mobility**



Align policy and investment to support shared mobility



**Prioritize infrastructure
that supports sharing**



**Support parking regulations
that shift SOV behavior**



**Explore public/private
partnership opportunities**



Charlie Knuth

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scoop