

The future of carpooling in the San Francisco Bay Area

Head of Trust and Safety
Scoop Technologies



Pre-COVID data:

The way we commuted in the Bay Area before COVID-19 had great impact on our communities, traffic, and region at large.

>60%

San Francisco Bay Area commuters drive alone.

81%

Of Bay Area commuters believe congestion has gotten worse.

6,500 mi

The average Bay Area commuter traveled 6,500 miles annual to and from the workplace.

17%

Of Bay Area commuters do not have reliable access to a personal vehicle.

35%

Of Bay Area commuters do not have free parking at their worksite.



Who is commuting today? What is the role of carpooling today and in the future?

Current data:

Our current and future commute habits will influence how the Bay Area recovers from the COVID-19 pandemic.

1.1 M

Essential Bay Area workers, 28% of our workforce. ⁽¹⁾

+85%

Bay Area traffic has already returned to 85% of normal rates. ⁽²⁾

-80%

BART's ridership has hovered since March around 10-20% of its pre-pandemic levels. ⁽²⁾

60%

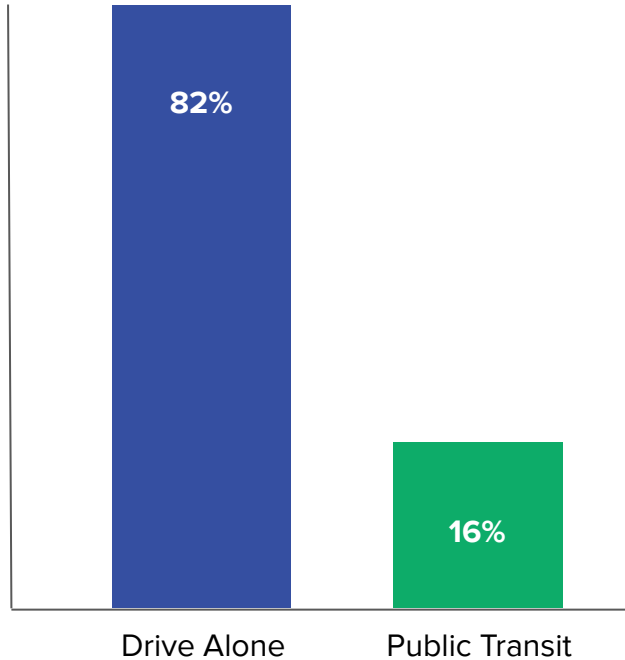
Of large office-based employees may WFH 3 days/week to reduce SOVs from our streets. ⁽²⁾

If 1 in 4

transit users switches to driving alone, it will add 20 minutes to the daily Bay Area round-trip commute. ⁽³⁾

COVID-19 has changed commuter perception across the U.S.

% of respondents that view mode as safe



- “Drive alone” is the only commute mode with a neutral or increased safety perception.
- Every form of group transit is facing decreased perceptions of safety.

How can we solve the SOV conundrum?

High density is now a problem

SOV is naturally seen as the safest option, while more density now correlates to more concern.

Increased SOVs come at a cost

Commuting expenses will increase for individuals, and mental and physical health will be negatively impacted.



Historical pain points could worsen

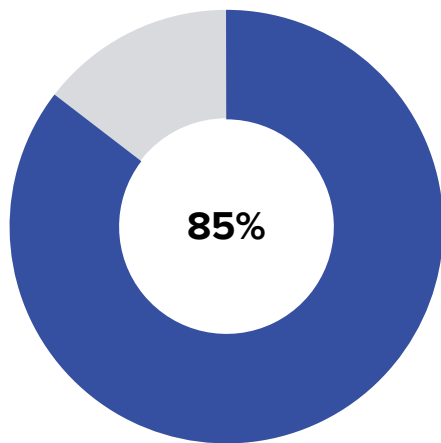
Congestion, traffic, and negative environmental effects are likely to spike, as are real recruitment & retention issues.

We're at risk of going backward

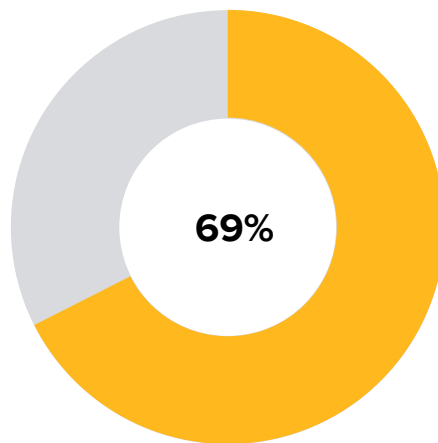
Accessible, affordable commute options will come at the cost of safety, leaving many behind and unwinding a decade of mobility progress.

Nationally, carpooling is seen as the safest alternative

% of respondents who said carpooling posed a lower health & safety risk



vs. Public Transit



vs. Shuttles / Vanpool

But traditional carpooling has not yet scratched the surface



75%

Drive alone



15%

Public transit



10%

Walking/biking

Vanpools

Shuttles

Traditional carpools

Our mission

Enrich millions of lives by helping employees and employers choose to make the commute a more meaningful part of the day.



Scoop solves the barriers to “traditional” carpooling



Flexibility constraints

“Do I have to go every day?”

“Who is on my schedule?”



Matching challenges

“Who will ride? Who will drive?”

“When do I pick up my carpooler?”



Ongoing management

“Exchanging \$\$\$ is awkward.”

“This is going to take time to plan.”

Scoop makes carpooling work at scale

9M

Trips taken

130M

Miles shared

115M

lbs CO₂ reduced

T-Mobile

expedia group

LinkedIn

SAMSUNG


BEDROCK
— DETROIT —


workday.

Rakuten

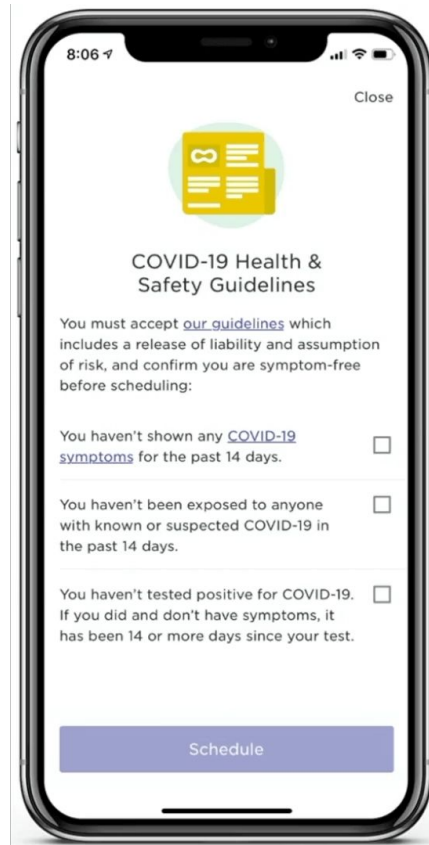
SYNOPSYS®

Scoop has created a safe carpool protocol

Protocol was developed based on public health recommendations, current research, and input from Scoop customers to enable a safe carpooling experience in the initial phases of return to workplace.

- All carpoolers must be symptom-free for the previous 14 days
- Masks required
- Two-person carpools only
- No physical contact
- Rider sits in back right seat
- No two-seater vehicles allowed
- Carpoolers must disinfect common surfaces between carpools
- Physical distance at all times when entering/existing
- Increased airflow encouraged (window vs. AC)

We'll keep this protocol in effect until public health guidance and phasing changes.



Thank you!



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