The future of carpooling in the San Francisco Bay Area

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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%  Of Bay Area commuters drive alone.

Of Bay Area commuters believe congestion has gotten worse.

81%  The average Bay Area commuter traveled 6,500 miles annual to and from the workplace.

6,500 mi  Of Bay Area commuters do not have reliable access to a personal vehicle.

17%  Of Bay Area commuters do not have free parking at their worksite.

35%  Source: Scoop State of the American Commute Report 2019
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)

Sources: (1) Bay Equity Atlas; (2) MTC; (3) Vanderbuilt Work Research Group 2020
COVID-19 has changed commuter perception across the U.S.

- “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.

% of respondents that view mode as safe

- Drive Alone: 82%
- Public Transit: 16%

Source: Scoop Commuter Survey, May-September 2020
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: 85%

vs. Shuttles / Vanpool: 69%

Source: Scoop Commuter Survey, 2020
But traditional carpooling has not yet scratched the surface

How people get to work in the U.S.,

- Drive alone: 75%
- Public transit: 15%
- Walking/biking: 10%
- Vanpools
- Shuttles
- Traditional carpools

Source: US Census Bureau 2018
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

Logos of various companies: T-Mobile, expedia group, LinkedIn, Samsung, BEDROCK, 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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