



Scoop Overview: WTA

March 16, 2017

Scoop: Automated enterprise carpooling



Less traffic = more life.

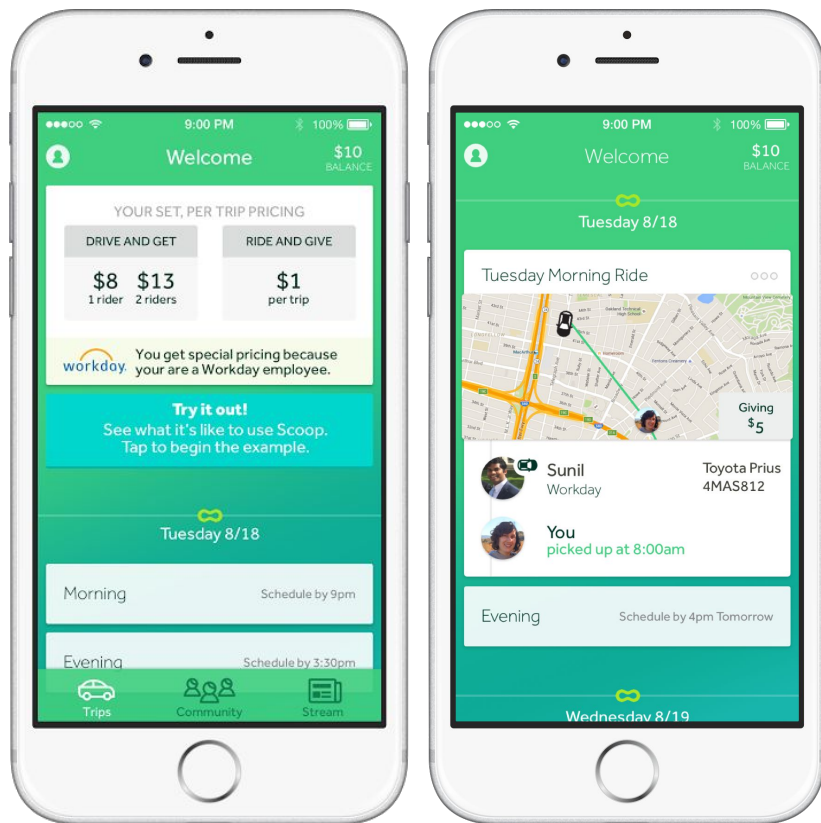
Scoop is the first and largest fully automated carpooling solution for commuters.

We help communities get their commuters to work cheaply, safely, simply, and sustainably.

Welcome to Scoop



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 for Scoop users

Public and private partners in fighting traffic



Public Sponsors



Private Partners

A map of the San Francisco Bay Area showing the distribution of 1000 purple dots representing the locations of 1000 companies. The dots are densely clustered in the San Francisco Peninsula, particularly around San Francisco, and are more sparsely distributed in the East Bay and South Bay areas. Major cities and regions labeled include San Francisco, Alameda, Contra Costa, and various cities like Oakland, Berkeley, and Fremont.

- ✓ **450,000+** matched carpooler trips
- ✓ **200,000+** vehicles out of employer parking lots
- ✓ **2,500,000+** miles of driving saved
- ✓ **2,000,000+** pounds of CO2 not emitted
- ✓ **4.5 star rating** on iOS and Android App Stores
- ✓ Average user schedules **4-5 times per week**

What employees are saying!



@takescoop First day with Scoop. Great carpooling to work! Thank you @JuniperNetworks #carpool #carfree #itssthefuture - **Kathleen Nemeth, Juniper**



"I use Scoop because I hate driving in traffic and polluting the environment. By Scooping, I'm saving (a.) Several minutes of my time each way, (b.) The environment, (c.) Money, and (d.) My sanity by not sitting idle in traffic." - **Shawn F., Yahoo!**

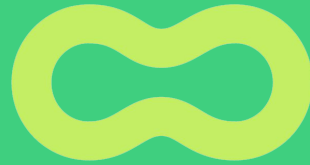


"Sponsorship of even a little bit of the cost would make it easier for me carpool regularly. It'd take a car off the road to Sunnyvale and a car out of the parking lot! - **Andy G., NetApp**



"I use Scoop to save money and it is far superior than my old commute! Using Scoop has made a significant impact on my job satisfaction." - **Michael D, HPE**

Scoop Partnerships



Scoop + Cities: Congestion Solution



The City of Foster City launched a pilot program with Scoop to reduce congestion.

The Program:

- All Scoop carpool rides to/from Foster City cost commuters \$2 for a limited time
- Foster City funded \$60,000 in Scoop trips
- Local transit agencies and major employers supported the program with marketing and promotion

“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

Like 5 Share

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

Scoop + Transit Agencies: First Mile Solution



BART, MTC and Scoop partnered to launch a “Carpool to BART” program.

The Program:

- BART provides free, guaranteed parking to Scoop commuters at BART stations
- Scoop provides marketing, data sharing, and real-time reporting
- Scoop to build seamless integration with BART in-app (payment, schedules etc.)

“The Scoop app is an ideal match to facilitate carpools to and from BART stations because the carpools are easy to arrange and can be verified to ensure compliance,”

-BART Manager, Bob Franklin



Scoop + Enterprise: Employee Program



Bay Area Company turned to Scoop to help reduce cars on-site & provide employee program

The Program:

- Scoop offered Bay Area Company employees special pricing to incentivize usage
- Bay Area Company positioned Scoop as an employee program and promoted on campus
- Scoop has become the most-utilized transportation program at Bay Area Company

One Year Impact @ Bay Area Company

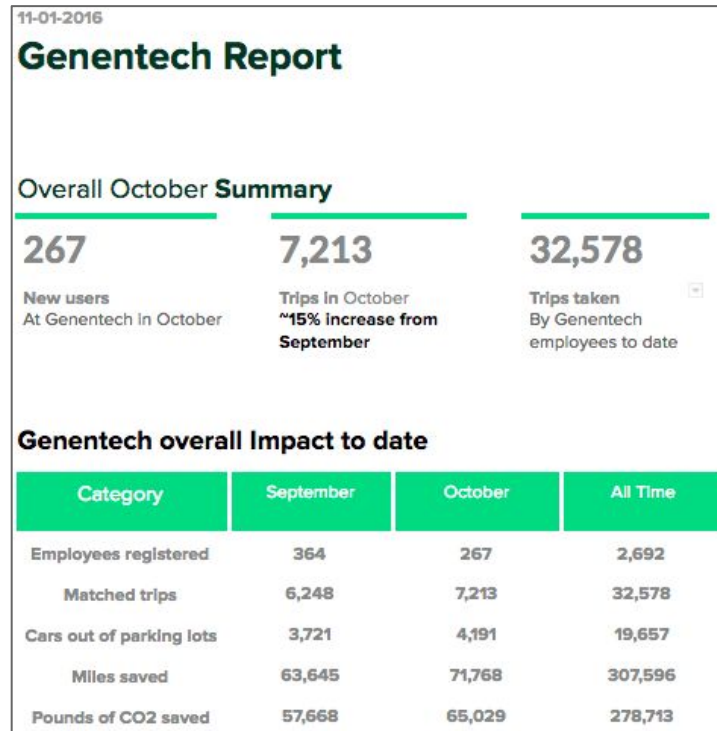
- **3,500** employees registered
- **80,000** carpool trips
- **300+** daily cars removed from parking lot
- **\$350,000** employee cost saved



Example of Reporting



- Scoop provides custom site-by-site reporting
- Reporting includes:
 - Registered users
 - Matched users
 - Growth rates
 - Cars out of lot
 - Miles reduced
 - Emissions savings
- Scoop can customize reporting to fit partner needs



Marketing examples



Employee Engagement:

- Site wide communication (email, newsletter)
- Consistent tabling events
- Intranet Post
- Postcard drop
- Food Truck event
- Carpool to work week

Show Employer commitment to Scoop:

- Scoop Carpool spots
- Free valet and/or premiere spots
- Executive Scoop Ride
- Partner Video



Expansion to Washington County



How does Scoop enter new markets?



Step 1: Build Critical Mass

- Generate interest at large employers, cities and public agencies
- Develop coalition of partners in market



Step 2: Design Program

- Finalize contracts & marketing plans
- Set launch date & align with all partners



Step 3: Launch

- Launch coordinated marketing across all Scoop partners in market

Scoop in Washington County



Goal: Develop coalition of employers, agencies, and Cities supportive of Scoop's launch in this region.

Keys to Successful Program:

- Incentive Program: Majority of commuters eligible for incentive program via employer, city, or agency/association
- Marketing Support: Program employers able to proactively promote Scoop to employee base

Potential Timing:

- Q3/Q4 2017

Contact information



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Thank You!

