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

From home to work, and back again.
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
Scoop: Impact in Year 1

60,000+ users and growing fast!

- 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 #itsthefuture - 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
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
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
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!