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San Mateo County, Air District, Commute.org and Partners Launch Carpool 2.0 to Reduce Gridlock, GHGs

Campaign provides incentives for carpoolers traveling to/from San Mateo County

SOUTH SAN FRANCISCO – Today, the City/County Association of Governments in San Mateo County, the Bay Area Air District and Commute.org launched Carpool 2.0, a program rewarding all forms of carpooling, from sharing rides with co-workers or peers to finding carpool partners through popular apps. The campaign launch, held at Genentech, aims to increase carpool ridership to reduce traffic congestion, greenhouse gas emissions and the need for parking within San Mateo County.

When carpool trips by San Mateo residents and/or those who work in the county, including Scoop or Waze accounts linked to a [STAR](#) account, are tracked through the county's STAR Commute Tracker app, commuters can unlock up to \$100 in e-gift card rewards.

“C/CAG is proud to be partnering with Commute.org, the Air District, local cities and the County, as well as businesses to continue to provide incentives for San Mateo County commuters to share rides to and from work,” announced Portola Valley Councilmember and C/CAG Board Chair Maryann Moise Derwin. “We encourage all those who live and/or work in San Mateo County to sign up for this excellent program.”

C/CAG funded nearly \$1 million for the previous carpool program, known as “Carpool in San Mateo County!”. The program was responsible for the approximately 44% increase in one-way carpool trips between August 2017 and June 2018.

“The Air District is proud to partner again with this program. Transportation is the Bay Area’s largest source of air pollution and a major contributor to greenhouse gas emissions,” said Jack Broadbent, executive officer of the Air District. “By carpooling, commuters help reduce congestion, air pollution, and enjoy an easier ride to work.”

According to a 2017 Bay Area Council poll, 83 percent of respondents said they want congestion treated “like an emergency” and in 2018, 64 percent of respondents indicated that getting around the Bay Area has gotten more difficult over the past year.

Ananth S. Murthy commutes from Fremont to South San Francisco. “I’m new to the Bay Area, and I was shocked at how bad the traffic is to and from work,” he stated. “By carpooling, I get more time with my family. I have also made new friends, am able to network with my fellow riders and get to know more about Bay Area events and activities.”

Commuters driving solo also contribute to lost employee productivity, and the stress of navigating traffic congestion also negatively impacts employee recruitment and retention for Bay Area companies. This campaign is partnering with businesses throughout San Mateo County, including Genentech in South San Francisco, to ensure employees are encouraged to take advantage of the incentives in Carpool 2.0.

“As one of the largest employers in the region, we have the opportunity to support smart commute solutions that make a meaningful difference in the lives of our employees and all local residents,” said Carla Boragno, vice president of site services at Genentech. “Providing a robust range of shared transportation options has been a priority of Genentech’s for decades and we’re pleased to partner with C/CAG on this innovative program to reduce traffic congestion and positively impact the local environment for the benefit of everyone living and working in the Bay Area.”

By carpooling, studies find that commuters can save time and money and experience improved productivity and overall quality of life.

For more information, visit Commute.org.

C/CAG is the designated Congestion Management Agency for San Mateo County responsible for the coordinating, planning, and programming of transportation, land-use, and environmental-related programs and projects.

The Bay Area Air District is the regional agency responsible for protecting air quality in the nine-county Bay Area.

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