

# Oyster Point Commuter Coalition

## January 15, 2020 Meeting Summary

The January 15th, 2019 Oyster Point Commuter Coalition meeting had a total of 67 attendees representing over 40 employers, property management, and property owners. Lauren Bennett, Genentech, welcomed attendees and began the meeting at 12:15pm. Below is a summary of the meeting.

- **Why are we here?**
  - The Oyster Point neighborhood represents the biggest biotech hub in the world, with companies working on medicines tackling heart disease, breast cancer, and much more.
  - The area is expected to increase from 28,000 employees in 2020 to 54,000+ employees in 2040.
  - More than 80% of commuters in the E101 drive alone and it is imperative to work on commuting solutions for our current employees and to accommodate future ones.
  - The coalition represents a minimum of 19,000 employees in E101, and we seek to identify near-term strategies and solutions for a better commuting experience.
- **2019 Goals Wrap-up**
  - 2019 was a big year for the coalition and we accomplished a lot!
  - Our 3 priority goals were to 1) improve first & last mile transit service, 2) E101 wide carpool campaign, and 3) local transportation advocacy.
  - 1) Improve first & last mile transit service. We increased ridership for both the Millbrae Caltrain and Glen Park BART connectors and collaborated with Commute.org.
  - 2) E101 wide carpool campaign. A single carpool platform for the neighborhood was but a dream this time last year and we successfully launched the Scoop pilot in 2019! Today we have many carpoolers around the neighborhood and daily ride matches due to this initiative.
  - 3) Local transportation advocacy. We came together to support the Caltrain Business Plan to increase frequency of service at the SSF Caltrain station, and they listened! We also submitted many survey responses and provided feedback for local agencies, such as SamTrans and WETA. We came together to advocate for the type of projects we wanted to see in the CFD and to support multi-modal infrastructure.
- **Glen Park Transit Connector Expansion**
  - Genentech currently operates frequent shuttle service that takes E101 employees to/from the Millbrae Caltrain/BART and the Glen Park BART Station in San Francisco.

- While the shuttles historically served the Genentech main campus and Gateway campus, the Millbrae Caltrain route split into 2 in late 2018 to provide new service along Oyster Point Blvd and along Grand Avenue.
- The Millbrae expansion proved successful in increasing ridership, and we expect the Glen Park route expansion to see even greater levels of success and the Glen Park route has higher levels of ridership.
- We conducted a survey in October that showed more than half of the ridership on the Glen Park route was non-Genentech, so this geography split makes sense.
- Property owners in E101 see the value of the connector shuttles for their tenants. There is a true partnership across Oyster Point to serve all employees in this area to jointly fund a transit connector expansion.
- The Glen Park expansion is estimated to be rolled out in Spring 2020.
- Our website, launched last year, provides schedules and times for all the transit connector routes: <https://sites.google.com/view/e101mobility>. We also have PDFs that you can print out to promote the connector shuttles to your employees.
- What we need from the coalition - Provide easily accessible information about the Oyster Point transit connectors on your company's internal web resource/HR portal. Outreach to your employees the best way you see fit! We see a great opportunity for growth if we're all on board and think creatively about reducing single-occupancy vehicle (SOV) commute trips to the area. Continue to suggest to the coalition new ways we can get the word out to the neighborhood about the transit connectors.
- Q: What are the specific stops for this new line? Do you have maps of the route?
  - A: There will be a stop at the Cove, and the other stops will be the same as the Millbrae line that runs along Oyster Point Blvd.
- Q: Will this route be named differently so that people are not confused with the main Genentech campus line? This will impact somebody's riding experience on their first ride, and it might be helpful to have outreach at the departure spots.
  - A: The two Glen Park routes will be distinctly named to distinguish the locations they will be serving. We plan on having many outreach and communication strategies to assist with rider experience, and this coalition will be a key role in getting the word out.
- Q: What is the frequency of the Glen Park service?
  - A: The frequency of the route depends on the time of day. During peak hour, the bus will come every 10-15 minutes. In the middle of the day between 10am - 1pm, the bus comes less frequently around once an hour.
- Reach out to Nathaniel Redmond at [redmonn1@gene.com](mailto:redmonn1@gene.com) for additional questions or outreach suggestions.
- **Scoop Carpool**
  - Scoop is a great ride-matching app that allows employees to choose what time they want to commute to work and when they want to leave to go home.

Carpooling with Scoop is a great option for areas where buses and public transit do not service.

- Drivers are paid to drive while riders pay a fee to be a carpool passenger.
- San Mateo County employees can also earn up to \$100 in e-gift cards when they connect their Scoop or Waze Carpool accounts to Commute.org's START platform.
- The Oyster Point Scoop pilot is an effort by Genentech to increase carpool matches in the area. To do this, we've been subsidizing each trip for riders by providing a cheaper than normal ride, and adding extra payment (\$2/rider) on top of what Scoop normally offers to drivers.
- Genentech and the participating pilot companies saw consistent growth throughout 2019 and witnessed carpooling numbers that would have never been possible without a centralized matching platform.
- At the end of 2019, there were a total of 766 registered neighborhood users on the platform.
- August saw the highest number of one-way carpooling trips (1650). The one-way trips through Scoop dipped down during the holiday season, similar to other forms of transportation around Oyster Point.
- Tailored outreach is an important part of keeping carpool momentum up - Scoop is planning to come on site for events throughout 2020. Scoop also provides a customer portal that allows you to find resources for your specific needs: <https://sites.google.com/takescoop.com/employee-engagement-assets/home>.
- There needs to be more signage and visibility regarding Scoop and carpooling, and the E101 website will also have information regarding the pilot.
- We're sending out a comms and outreach survey to understand how you communicate with employees and relay transportation information to them. Please take the survey here: <https://forms.gle/7YqEPWy5FjBHXJkd6>.
- Reach out to Nathaniel Redmond at [redmonn1@gene.com](mailto:redmonn1@gene.com) for additional questions or outreach suggestions.
- Q: Does Scoop have targeted outreach resources?
  - A: Yes. Items specific to your event or outreach location can be found on the Scoop Customer Portal here: <https://sites.google.com/takescoop.com/employee-engagement-assets/home>. You can find slides for your onboarding process, items for your HR website, printouts for your break room, and you can even request special items like elevator branding.
- Q: How does the contract with Scoop work in terms of funding from Genentech and other companies?
  - Companies with over 200 employees can sign their own contract with Scoop any time they wish. We are still working with Scoop to figure out how to aggregate smaller companies to provide access to those who want it.

- Q: It would be nice to have a map of what rides look like as a potential rider and driver since people are curious about their potential for getting matched. Anecdotes from Scoop users would also help to drive outreach.
  - A: Scoop will show you a map of your neighborhood and tell you how many registered users are near you. The map also provides you information about the number of nearby coworkers if you signed up with your company domain name. Word of mouth is definitely useful in getting immediate coworkers interested and signed up. We have seen this to be most successful for our commuters around the peninsula.
- Q: Is there a guaranteed ride home for Scoop?
  - A: Yes, for your PM afternoon commute. If you are successfully matched in the morning and commute to work via Scoop, but somehow do not get matched in the afternoon, Scoop will provide you with a guaranteed ride home. This is to avoid scenarios where people are stranded at work after using carpooling in the morning.
- **GenenBus Sharing Pilot Update**
  - Thank you to those who completed the employer interest survey in regard to participating in the GenenBus sharing pilot.
  - We will be reaching out shortly to companies that indicated they would be able to partner in the near future, have budget in 2020 to participate, and have compatible employee priority locations. This will be a smaller phased expansion in the immediate future as we work on scaling our operations.
  - We are working with a pricing consultant to understand the true costs of each seat on the bus. We're hoping to have the results of this analysis in time for the coalition in March 2020.
  - Transportation fares have historically not covered operational costs for public transit agencies in America. In fact, the national average for transit fares is 30% of what the true operating costs are for that service. For example, a \$3 bus ride is indicative of a \$9 true cost ride, not including system expansions and improvements.
  - The ongoing program has been performing well. There are still 4 participating companies which results in almost 50 cars being taken off the road daily.
- **Advocacy**
  - A community facility district (CFD) is proposed to fund transportation improvement projects and lets us decide what infrastructure we want for our neighborhood. It is up to the businesses and landholders in the area to determine our fate. We must decide on what we want and let the City know.
  - The E101 area has the potential to be like a campus and we need comfortable and safe pedestrian walkways to do so. How do we access the upcoming retail locations and support the few businesses in the area?
  - The City is suggesting to provide a shuttle service as part of the projects to implement once a CFD is established - we believe that a private shared model for

shuttle service is the correct path forward as it allows us maximum flexibility with regard to changing bus stops, selecting vendors, and accommodating capacity.

- There are a number of local and regional initiatives to keep track of in 2020, including the SSF General Plan Update, the SSF Bicycle and Pedestrian Plan Update, the CFD discussion, Reimagine SamTrans, and FASTER Bay Area.

- **2020 Coalition Goal Building**

- What's coming next in 2020 and 2021 - completed construction of the SSF Caltrain station, Caltrain electrification, and increased service frequency.
- The Caltrain station completion is also a game changer for bikers because current bikers have to deal with Grand Avenue to get into work. This is a much better and safer east-west connection.
- The 2020 Goals survey results were a bit sparse, but many of the answers were similar in content. Respondents wanted to tackle long commutes, closer transit shuttle stops to employers, and more connections to BART.
- Coalition ideas for 2020 include standardized marketing, SF to Oyster Point ferry service, increased car changing stations, gamifying commute behaviors, and more bus sharing.
- 2020 Draft Goals - 1) Drive Transit Adoption (Glen Park BART Expansion), 2) Driving Growth through Carpool - Scoop Pilot; 3) Long-term Planning for Oyster Point, CFD Planning.
- A coalition member mentioned that the Scoop matching algorithm is not great since some people have to wait a long to be matched due to less active usage of the app. There also needs to be Waze carpool marketing and a better algorithm since Waze tells you to walk to crazy places to find a driver.
- Q: Are there infrastructure improvements planned for drivers?
  - A: Infrastructure for drivers, such as smart lights at intersections, are included within the list of potential CFD projects.
- Laura Lohan-Palmer from Amgen mentioned that they plan on sending a letter with documented safety concerns regarding the Oyster Point Blvd intersection. She invited other coalition members to support the letter and contact her if they were interested.
- Sophie Martin from Genentech also supported how advocacy is super important with talking with the city. People banding together to get their voice heard makes a difference in how the city prioritizes their capital improvement project.
- Q: Cheryl Meisner from Amgen asked if there is a group interested in shared public vanpools? Employees from Amgen are interested but can't reach the vanpool number threshold alone.
- Q: Is the ferry survey for WETA closed yet and can you share the responses?
  - A: The survey is still open and Heather from Genentech will provide an update on the responses and feedback. WETA was thankful many SSF people filled out the survey. It's important to share how awesome the SSF ferry resource is, and don't forget that there are Genentech shuttles that can take you to/from the ferry marina to work.

- Please reach out to Lauren Bennett ([bennett.lauren@gene.com](mailto:bennett.lauren@gene.com)) if you have any additional ideas or suggestions to add to the coalition's 2020 goals.
- **Meeting Wrap-up**
  - Coalition meetings will be planned for every other month in 2020 - there is enough content for us to discuss and move forward on.
  - We need volunteer hosts for future coalition meetings! No need to provide food, just need a room big enough to fit around 50 people.
  - There will be a reduced holiday schedule for BART and Caltrain transit schedule during January 20th, Martin Luther King Jr. Day.
  - Stay informed about carnageddon coming in July 2020 - this construction will severely impact the traffic flow along 101 and directly impact our employees.
  - There are free bike safety workshops available to be held at your employer site with Commute.org.
  - Please take the outreach survey! <https://forms.gle/EJ7UCii4KBs4PFZ57>

If you have a meeting topic or presentation suggestion to solve commuter issues, or if you would like to host future meetings, please notify Lauren Bennett, Genentech - [bennett.lauren@gene.com](mailto:bennett.lauren@gene.com). For more information regarding the Commuter Coalition, please visit the following website: <https://sites.google.com/view/e101mobility/home>.

### **Oyster Point Commuter Coalition**

*Employers from the Oyster Point Business District in South San Francisco gather to discuss traffic and commuting challenges experienced by our employees and impacting our organizations. The Coalition seeks to identify actionable near-term strategies and solutions for a better commute experience.*