
South SF Commuter Coalition

3/13/19

Site Services

making great work possible

Genentech
A Member of the Roche Group

Agenda

- Updates from our Working Groups
 - Scoop Launch Plan
 - First/Last Mile
 - Advocacy

Goal for Today's Meeting

Everyone **understand, get excited about** and **sign up to participate** in the E101 Scoop launch.

SSF E101 Commuter Coalition

Impact

- Represent 19k employees in E101

Why are we here?

Employers from 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 mobility enhancements.**

- Currently 80% of commuter in the E101 area drive alone.
- Commuters want more options, but options are limited.
- Employers want to recruit & retain staff by easing the commute.
- E101 employee population will double to 55k by 2040.
- We seek to enable this explosive economic growth to continue by easing access to the E101 Biotech Cluster.

2019 Goals

- Improve first / last mile connections - Q2 2019
 - Promote Genentech Millbrae Expansion
 - Streamline Commute.org service
- Dig into local & regional advocacy - Ongoing
- Launch Scoop as preferred Carpool platform - Q2 2019

Members

Genentech	NGM Bio
Verily	Cytomx
Amgen	Intrexon
Theravance	Merck
Myriad	PACT Pharma
Calico	Myokardia
Denali	SutroBio
FivePrime	CBRE
GBT	San Mateo County Health
AstraZeneca	Assembly Bio
JLABS	

What is Scoop?

Enjoy a smooth commute.

Scoop brings together co-workers and neighbors who are going the same way.

①

Schedule your carpool.

Separate AM and PM trips. Ride or drive.

②

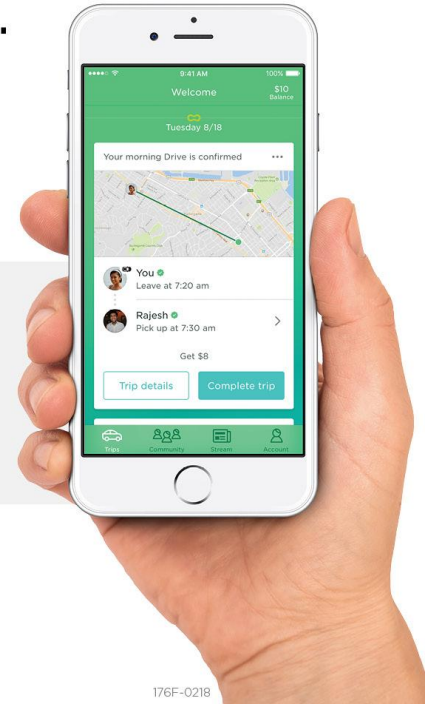
Get matched.

Our algorithm finds the most efficient door-to-door trip.

③

Enjoy the trip.

Riders and Drivers split the cost so everyone saves.

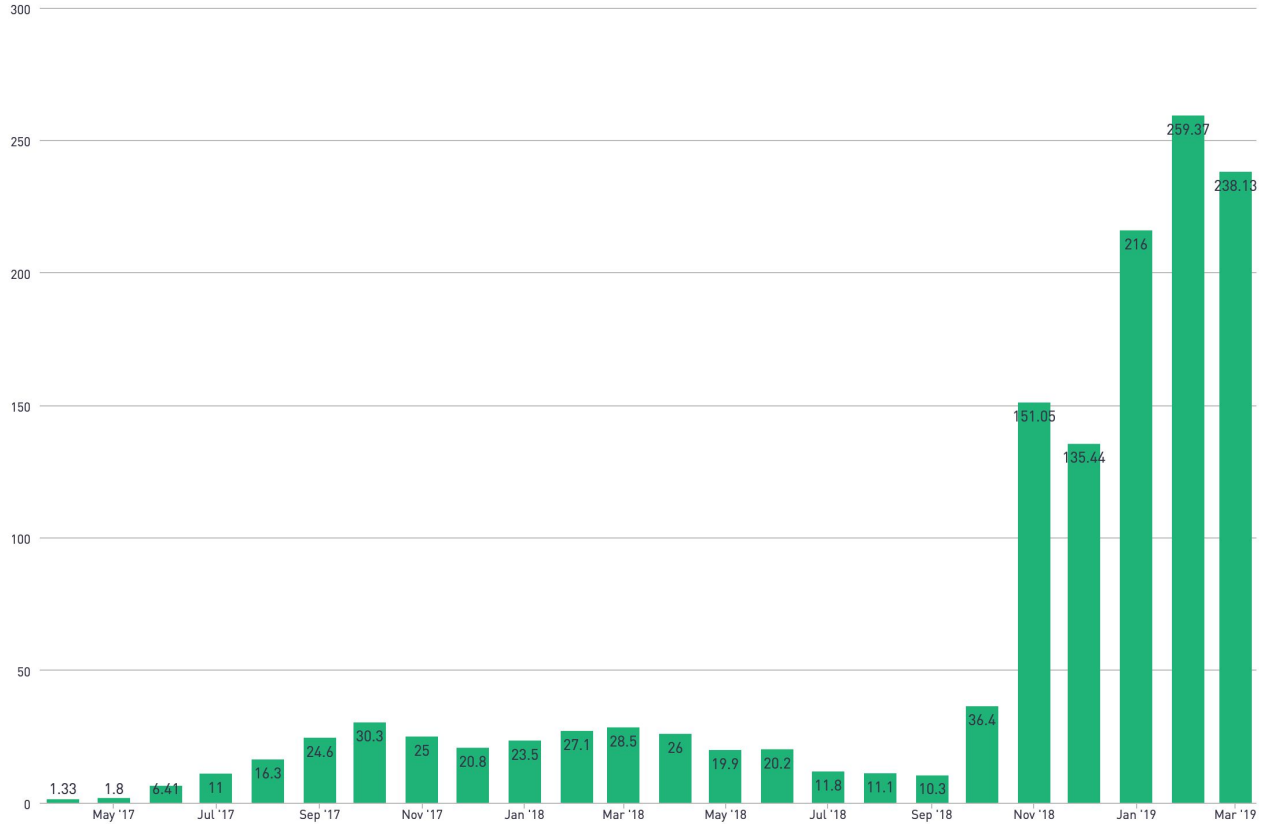


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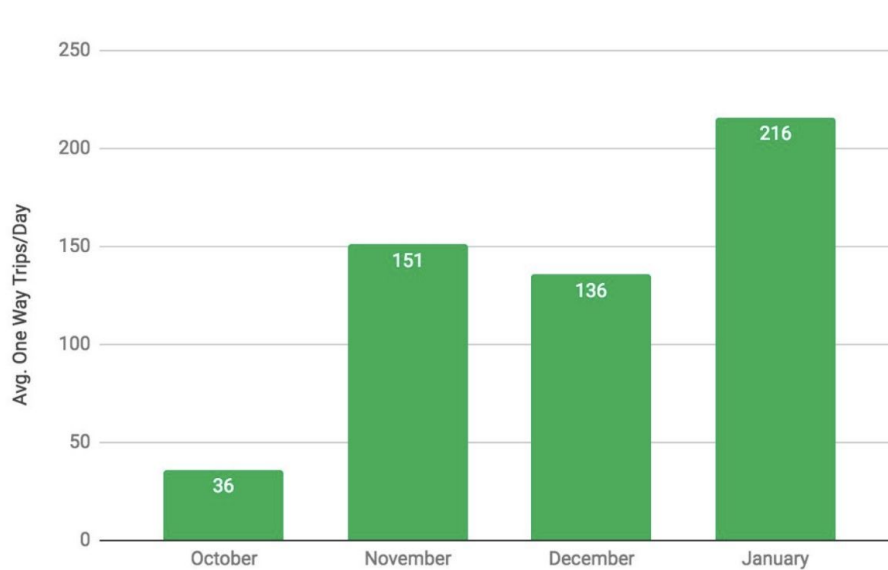
Scoop's Impact

One way trips daily average - monthly - Genentech



Scoop's Impact

Genentech's Scoop program has grown 7x since launch



2,300+

registered employees

360+

active Scoop users per month

4,500+

carpool trips per month

70+

cars out of lot, daily

Scoop's carpool program is beginning to take off for Genentech employees in South SF

Scaling Scoop for E101

Genentech will cover the cost for E101 companies to enter into MCP for 6 month pilot.



E101 Carpooling!

Requirements to participate

We want to make this as easy and successful as possible!

- All company emails promoting the campaign
 - leading up to launch and after
- All company calendar invite to launch event
- Host a launch week event (we will support you!)
- Host a follow up event (support provided)
- Post physical materials (provided) at your office
- Provide a single point of contact to drive the above items
- Provide company domain name (e.g. @gene.com)



Scoop Launch Timeline

3/20: E101 employer deadline to sign up for pilot

Sign up on iPads at CC meeting or fill out Google form

4/1: Employers identify Scoop event plan

With help from the CC!

4/8-4/12: Marketing materials received

Scoop template and marketing materials sent to each participating employer

4/15: Initial Scoop comms go out

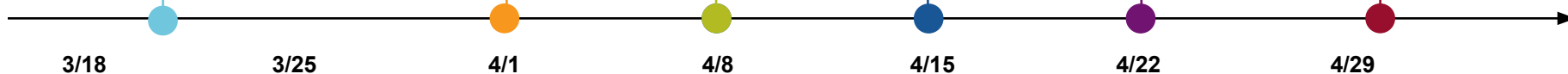
- Company-wide emails
- Posters and flyers put up around offices
- Calendar invite for Scoop event(s) sent

4/22: Scoop Launch!

- Another round of employee comms sent
- Employees begin using Scoop

4/22-4/26 Scoop Events Executed

4/30: Final Scoop comms



Next Steps

1. Fill out form to participate - due by 3/20
2. Scoop will create launch plan for E101
3. Lauren will connect companies with Scoop
4. Company will work with Scoop to drive communications and events

First/Last Mile Update

- Working Group Priorities
 - Create marketing piece about Millbrae expansion & distribute to group
 - coming soon - will email to group
 - ***What kind of piece is best for you to use?***
 - Work with Commute.org to reduce time onboard shuttles
 - Met with Commute.org team yesterday
 - Next Steps - they will complete an analysis & propose solutions

Advocacy Update

- Met with City Manager Mike Futrell (reps from Genentech & Theravance)
 - Discussed CFD Proposal
 - Do we want Mike to present more information to us on this?