

SSF Commuter Employer Coalition

March 13, 2019 Meeting Summary

The March 13 SSF Commuter Coalition meeting had 32 people in attendance representing 17 employers. Meeting space and lunch was provided by Theravance. Lauren Bennett, Genentech, welcomed attendees. She shared an overview of the purpose of a shared engagement with other employers to address commuter solutions. Below is a summary of the meeting.

- **Scoop Launch Plan**

- **Scoop Program** – Phillip from Scoop provided background on the Scoop Program

Some highlights include:

- riders/drivers put in request to Scoop before 9 pm the night before their AM trip and before 3 pm the afternoon of their PM trip
- favorites can be set
- newer users are prioritized in order to give them the best experience possible.
- Scoop provides a Guaranteed Ride Home if an employee Scoops into work and a PM match is not made.
- Feedback from users optimizes experience
- Routes can be blocked if not desirable – a different route will be suggested
- Clarified that regardless of how many people are in the program, price does not change, however, match rates will increase with more population.

- **Managed Carpool Program (aka Enterprise Program and/or MCP)**

- Requires employer monetary participation
- Funds assist with marketing materials as well as Scoop's back-end management
- Driver receives an incentive
- Rider receives discounted ride
- Ensures match rates are higher
- Having larger "tenant" (i.e. Genentech) allows for better routes (more users)
 - Genentech stats after launching their MCP
 - 2400+ registered users
 - 4500+ carpool trips/month

- **Offer**

- Genentech will cover cost for E of 101 companies to enter MCP for 6 months.

Requirements for employers interested in participating:

- Host a launch week event (Genentech/Scoop will support)
- Host a follow up event (Genentech/Scoop will support)
- Post physical materials at your office
- Provide single point of contact to drive above items
- Promote campaign via emails and company calendar invites
- Provide company domain name (i.e. @gene.com)
- Genentech will provide support for events, text for company emails/calendar invites to promote campaign, marketing materials

- **First/Last Mile Update**

- **Working group priorities**

- Create marketing piece about GNE Millbrae expansion & distribute to group
 - Group suggested emailable version with link to pdf that can be printed.
 - *Current Genentech Transit Schedules and Routes - Please share with your employees!*
 - [Glen Park BART](#)
 - [Millbrae Caltrain - Oyster Point/Genentech Campus](#)
 - [Millbrae Caltrain - Cove/Gateway/E Grand](#)

- **Work with Commute.org to reduce time onboard shuttles**

- Commute.org will complete analysis & propose solutions
- Group asked if Commute.org also has materials they can provide. Commute.org reps responded with yes. Contact commute.org for more info.

- **Advocacy Update**

- **Reps from Genentech and Theravance met with City Manager, Mike Futrell.**

- Discussed CFD (Community Facilities District) Proposal
 - This proposed tax would support some long term transportation infrastructure proposals for E of 101 and potentially fund additional shuttle service.
- Group suggested that City Manager present more info about the CFD at another meeting (possibly a separate meeting).
- Link to more info -
<https://ci-ssf-ca.legistar.com/LegislationDetail.aspx?ID=3870041&GUID=EDF4000D-2B9C-4C28-9329-E16AE98A395D>

- **Other**

- Caltrain has been working on business plan. It was suggested to the group to speak up and/or write letters to request additional Caltrain service to the area.
- Anyone else interested in participating in sub-committees are welcome to do so.

If you have a meeting topic or presentation suggestion to solve commuter issues, or if you would like to host future meetings, please notify Ruth Corbin, NGM - rcorbin@ngmbio.com or Lauren Bennett, Genentech - bennett.lauren@gene.com.

SSF Commuter Coalition

Employers from South San Francisco gather to discuss traffic and commuting challenges experienced by our employees and impacting our organizations. The Coalitions seeks to identify actionable near-term strategies and solutions concepts for mobility enhancements.