

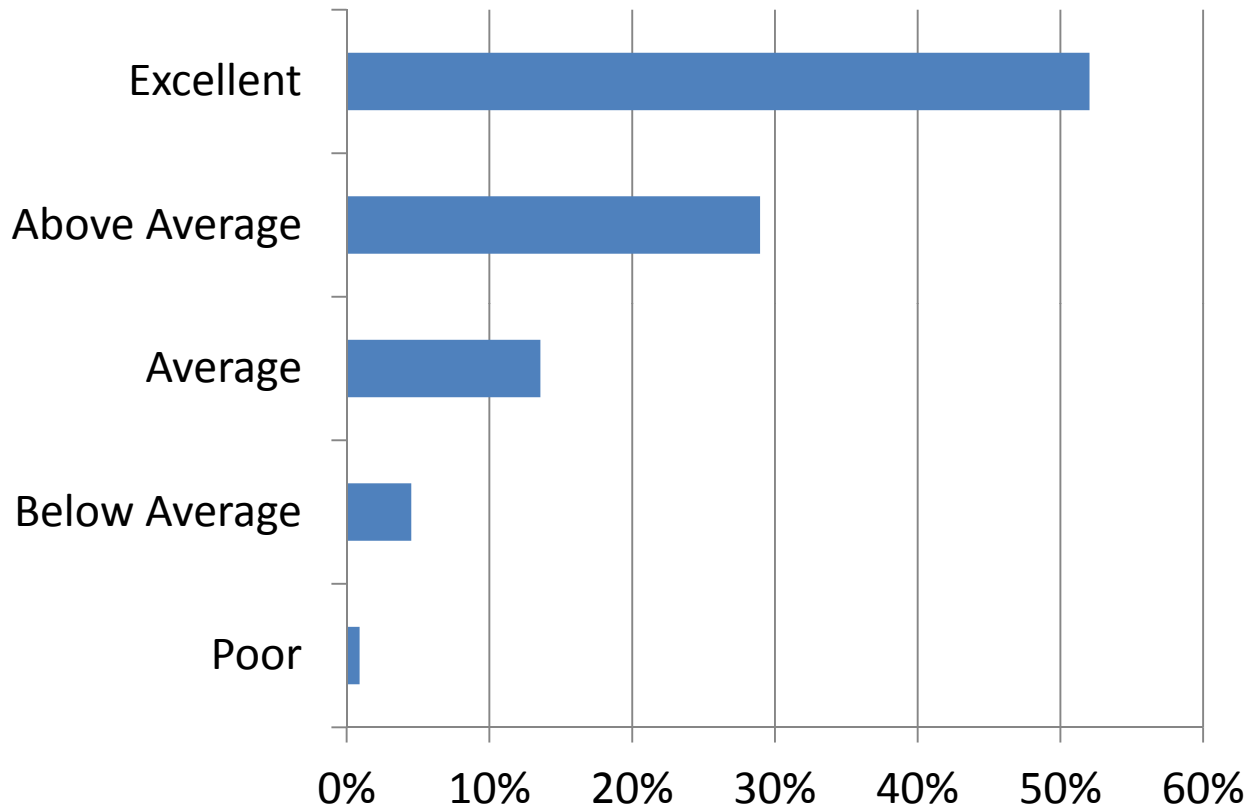


'Pool Rewards Survey FY 2012 Program Results



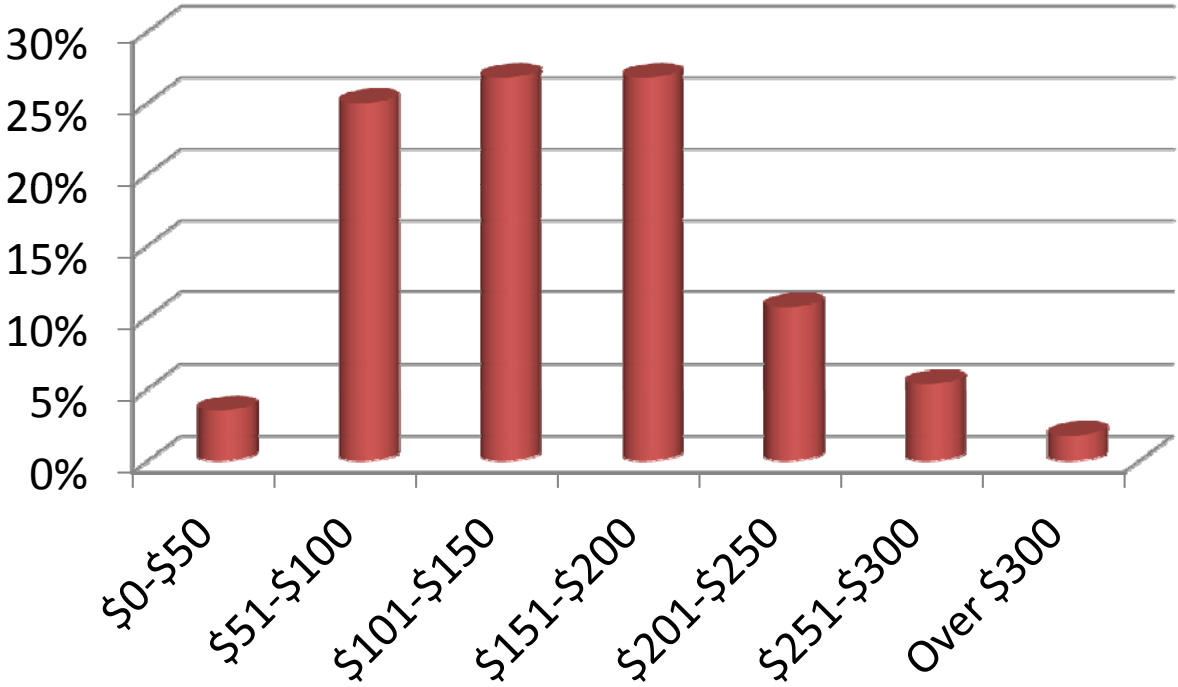
Pool Rewards Survey Question: How would you rate the ease of using the on-line 'Pool Rewards tracking system to enter in your daily carpool status?

81% rated the 'Pool Rewards tracking system either "Above Average or Excellent"



Pool Rewards Survey Question: *Please choose the category below that best represents how much your monthly carpooling costs were during your participation in the 'Pool Rewards program (include gasoline, daily tolls, and parking).*

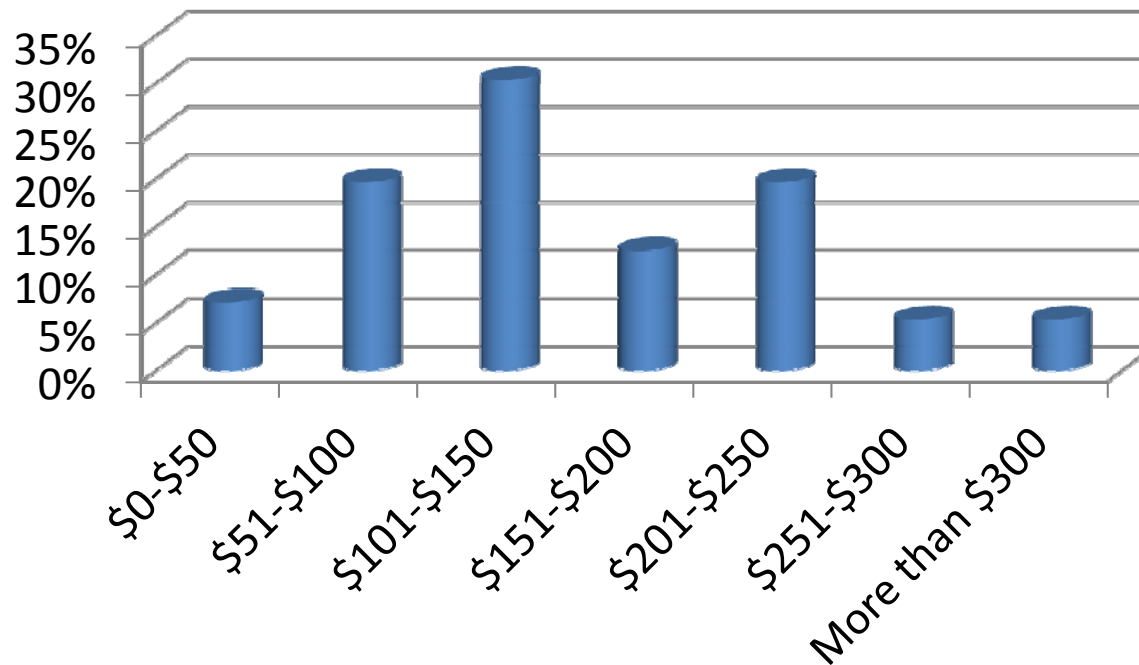
89% spent between \$51 and \$250 each month.



Pool Rewards Survey Question: - Please choose the category below that best represents how much money you saved monthly during your participation in the 'Pool Rewards program (include gasoline, daily tolls, and parking).

82% of participants saved between \$51 - \$250 a month carpooling

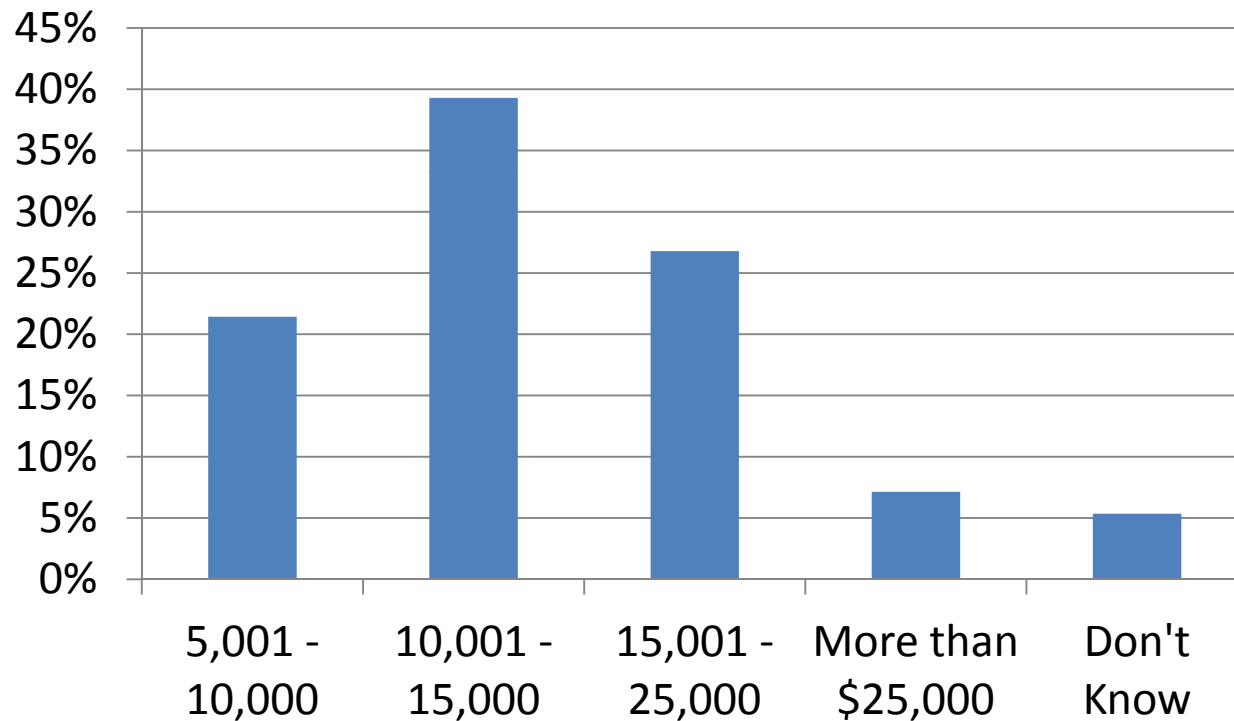
Monthly Costs Saved



Pool Rewards Survey Question: *How many miles do you drive annually with your primary vehicle?*

88% of the participants drive between 5,000 to 25,000 miles annually.

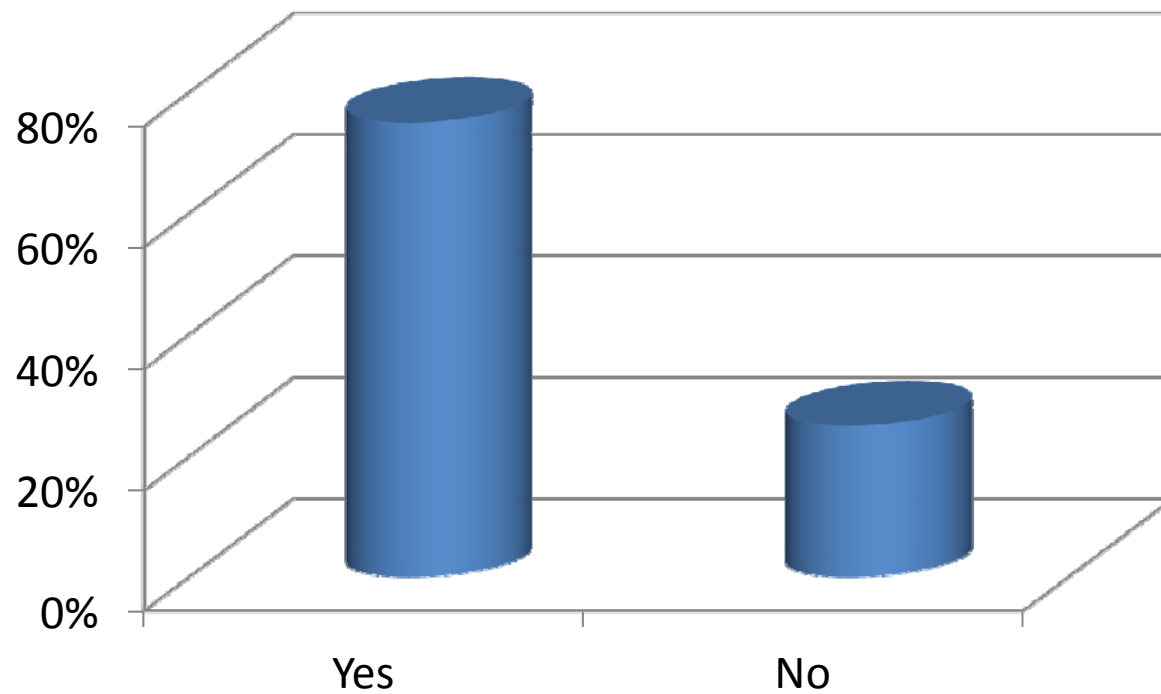
Annual Miles Driven



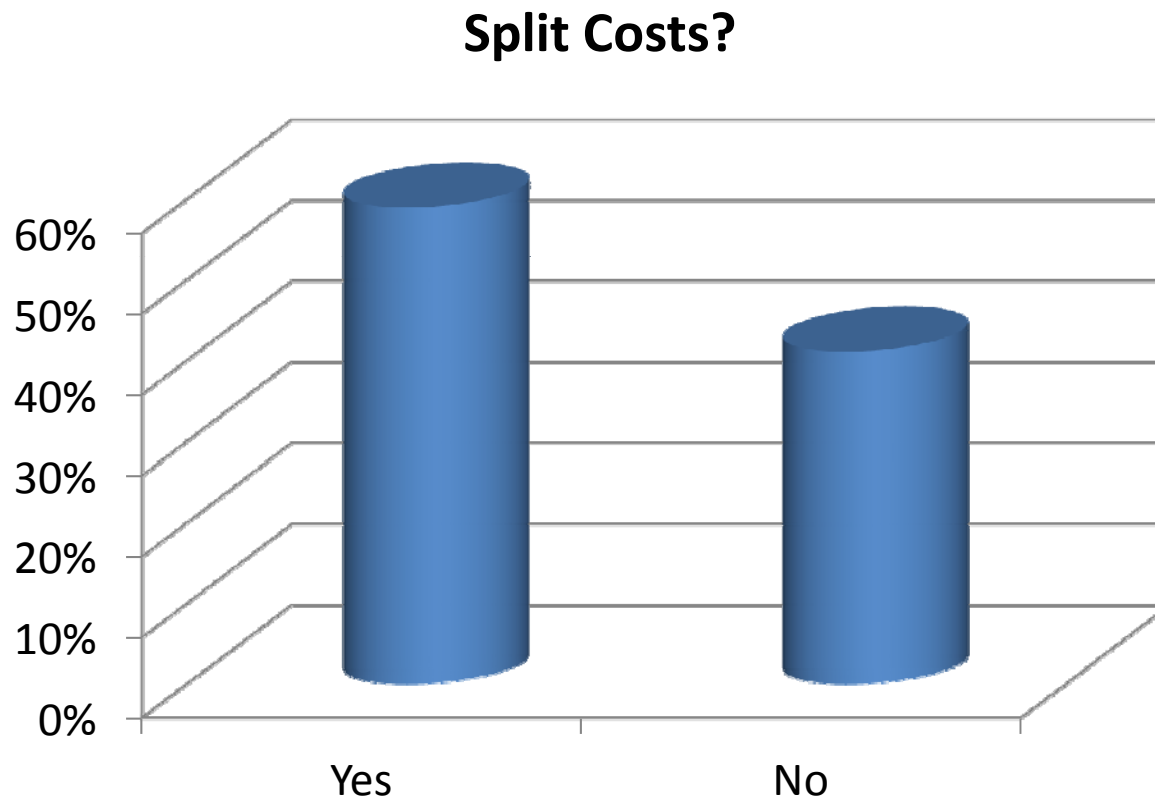
Pool Rewards Survey Question: *Did you alternate driving the carpool you participated in through 'Pool Rewards?*

\$75% Yes, 25% No

Alternate Driving?



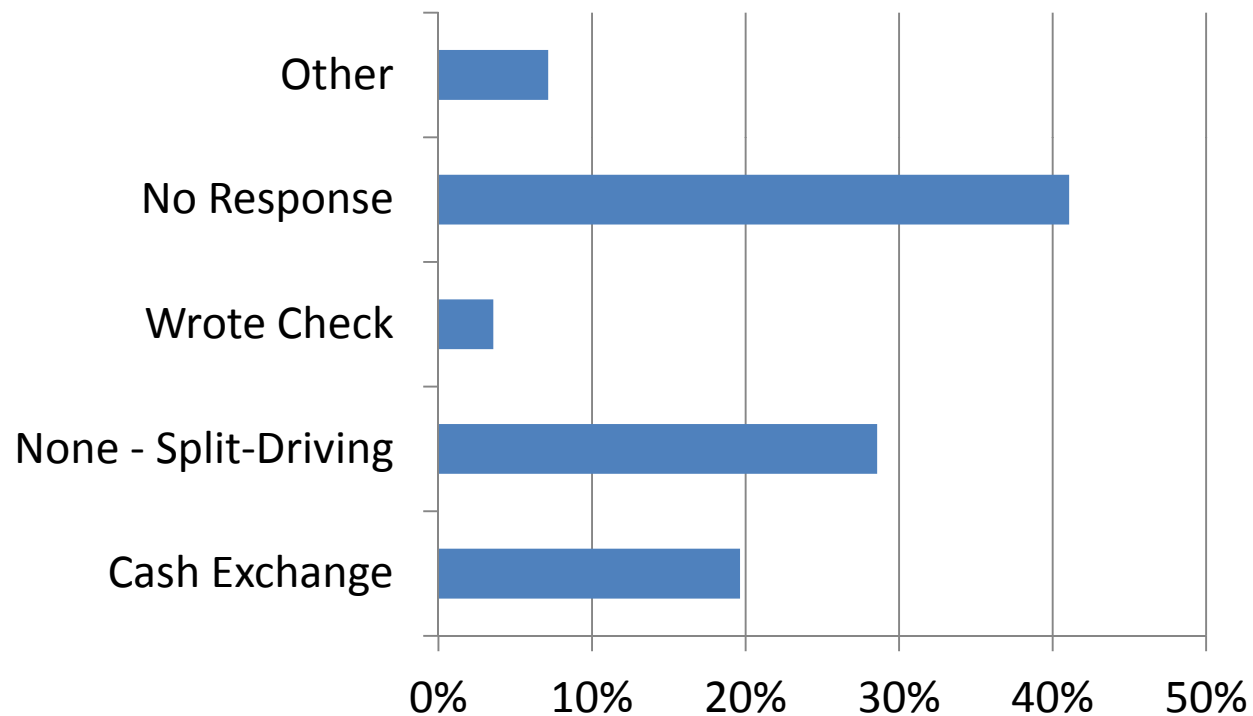
Pool Rewards Survey Question: *Did you split the costs with the members in your carpool?*
59% Yes, 41% No



Pool Rewards Survey Question: What mechanism did you use to split the costs with the members in your carpool?

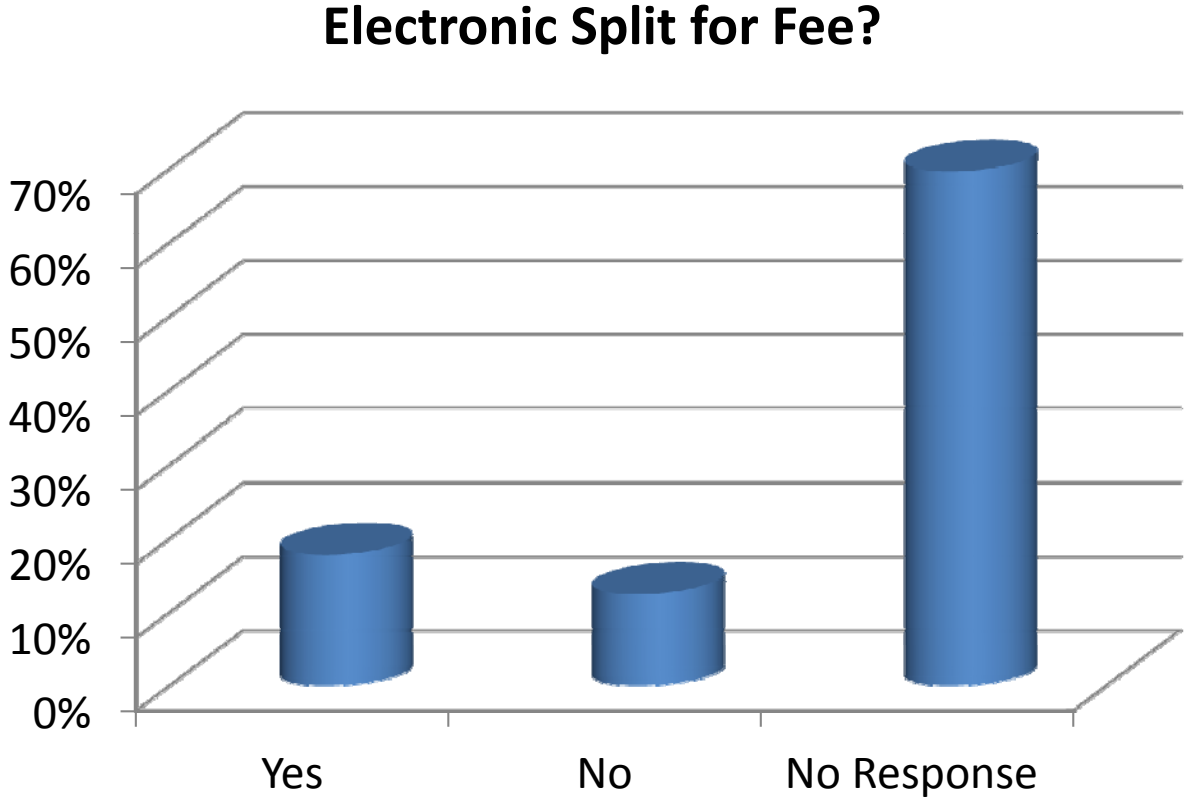
24% exchanged cash or wrote a check, 29% split the drive. Other responses included: shared parking fee, took turns paying gas costs, rider pays parking and tolls, split gas and parking costs. 41% did not respond.

How Costs Were Split



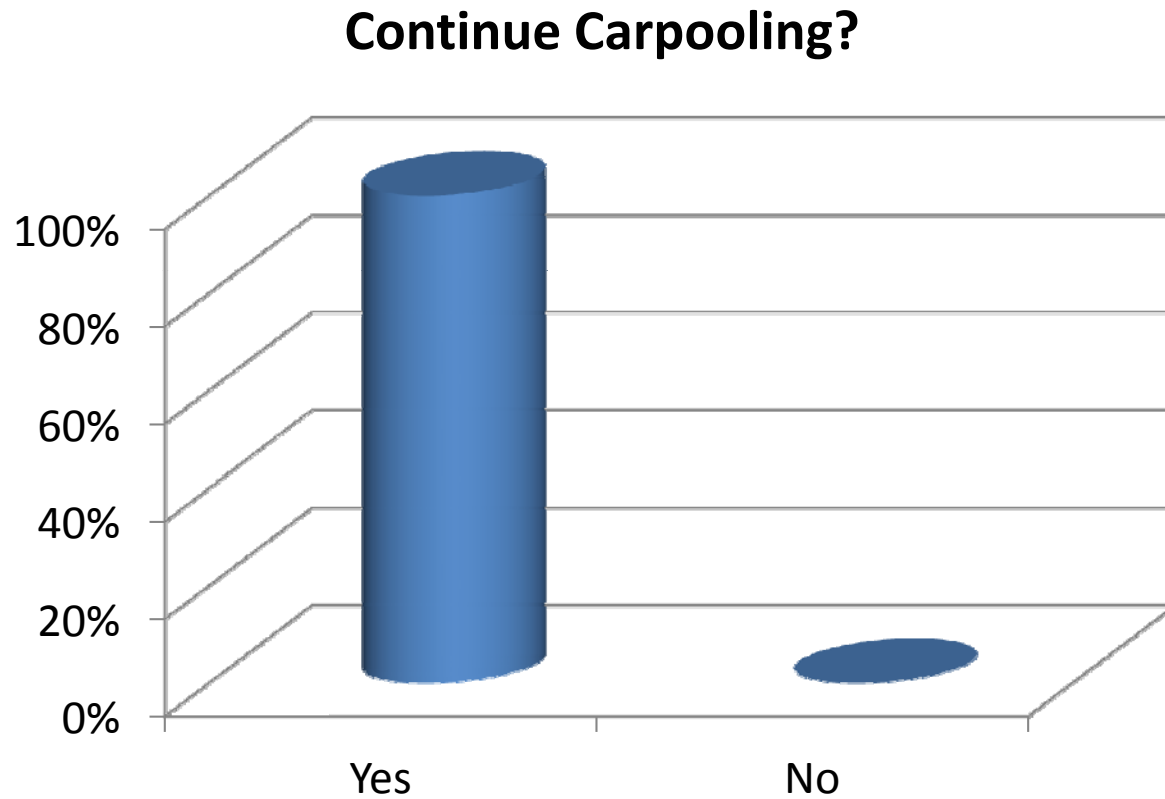
Pool Rewards Survey Question: *If there was a way to electronically split the costs of the carpool and a small transaction fee was involved, would you be interested in using such a system in the future?*

18% Yes, 13% No, 70% No Response



Pool Rewards Survey Question: *Do you plan to continue carpooling after participating in the 'Pool Rewards program?*

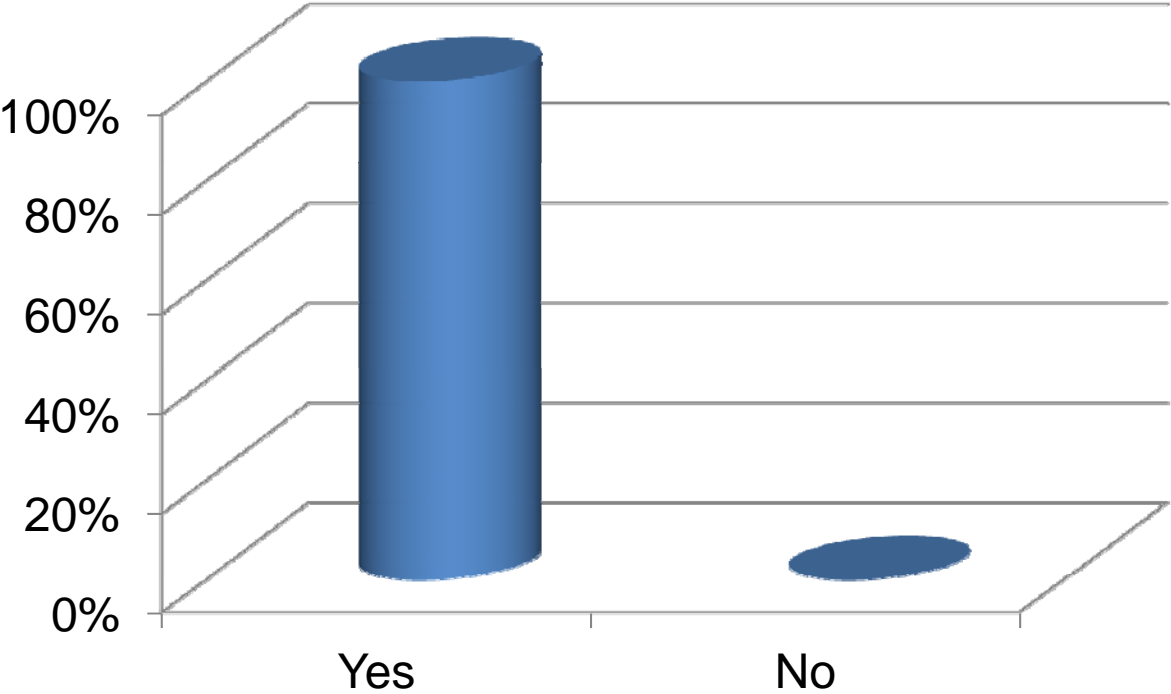
100% Yes



Pool Rewards Survey Question: *Do you plan to continue carpooling with the same individual(s) in your current carpool?*

100% Yes

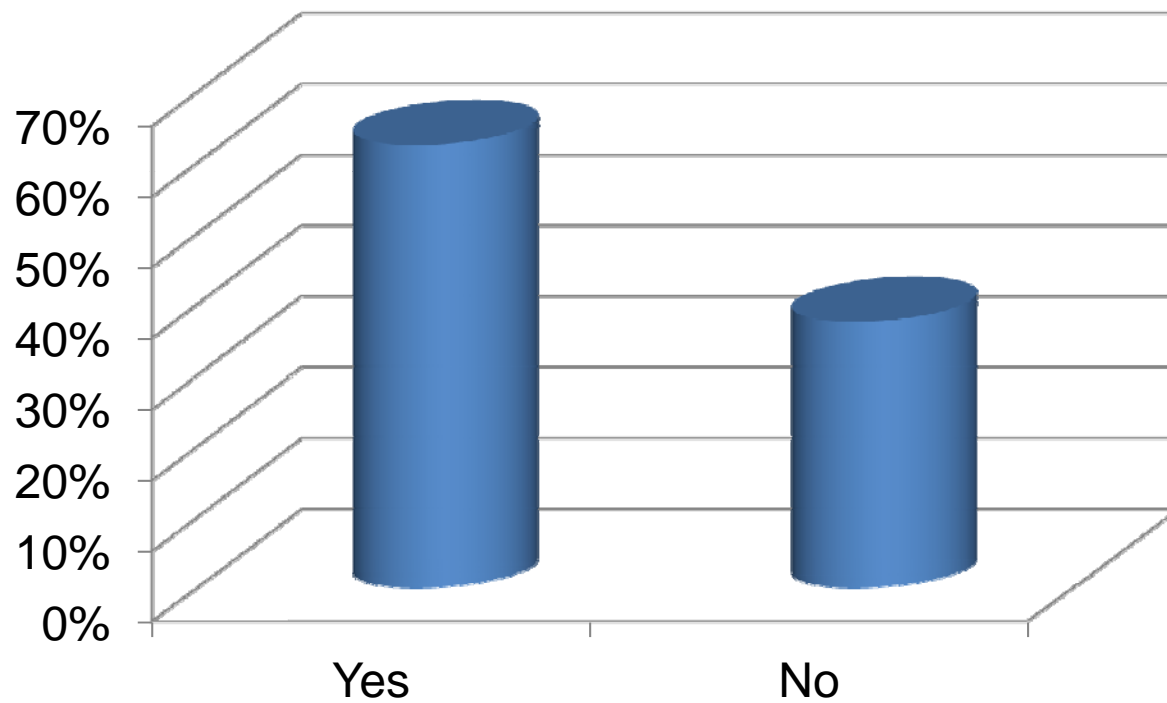
Continue Carpooling?



Pool Rewards Survey Question: *Had you considered carpooling prior to learning about Pool Rewards?*

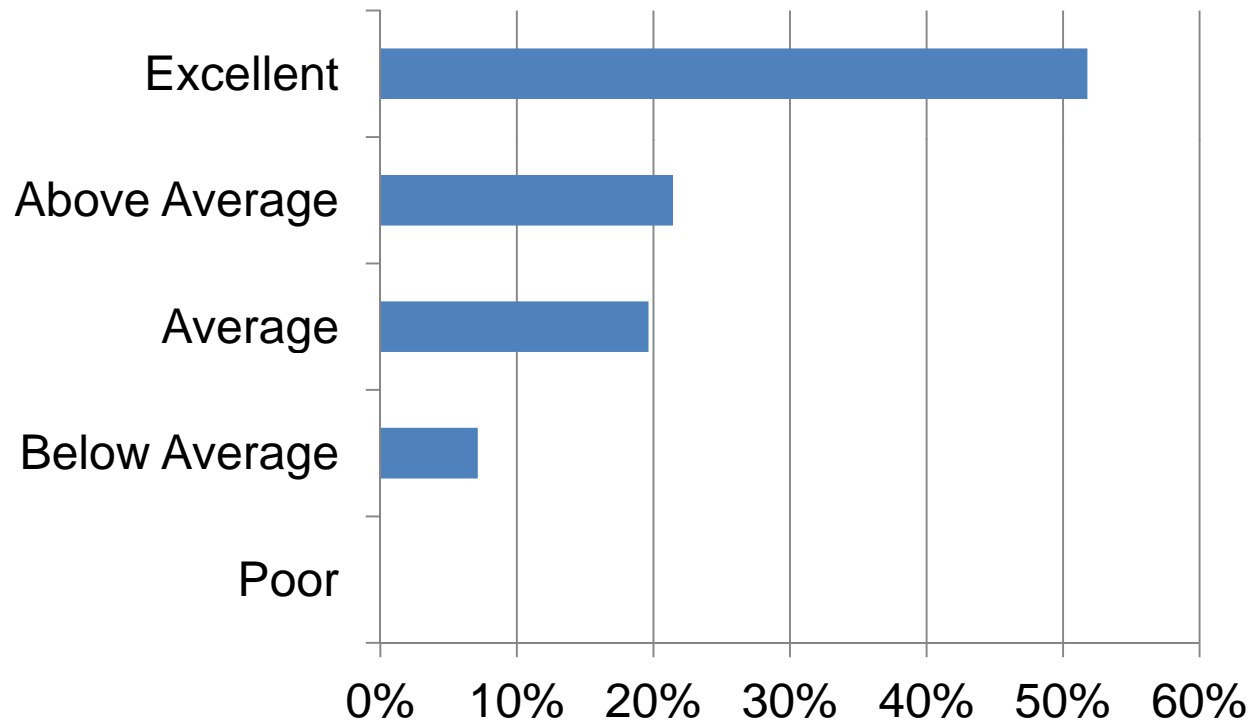
63% Yes, 38% No

Consider Carpooling Prior?



Pool Rewards Survey Question: *On a scale of 1 to 5 (with 1 being poor and 5 excellent), how valuable do you think the 'Pool Rewards incentive was to encourage you to start carpooling?*
73% stated that the value was between "Above Average or Excellent"

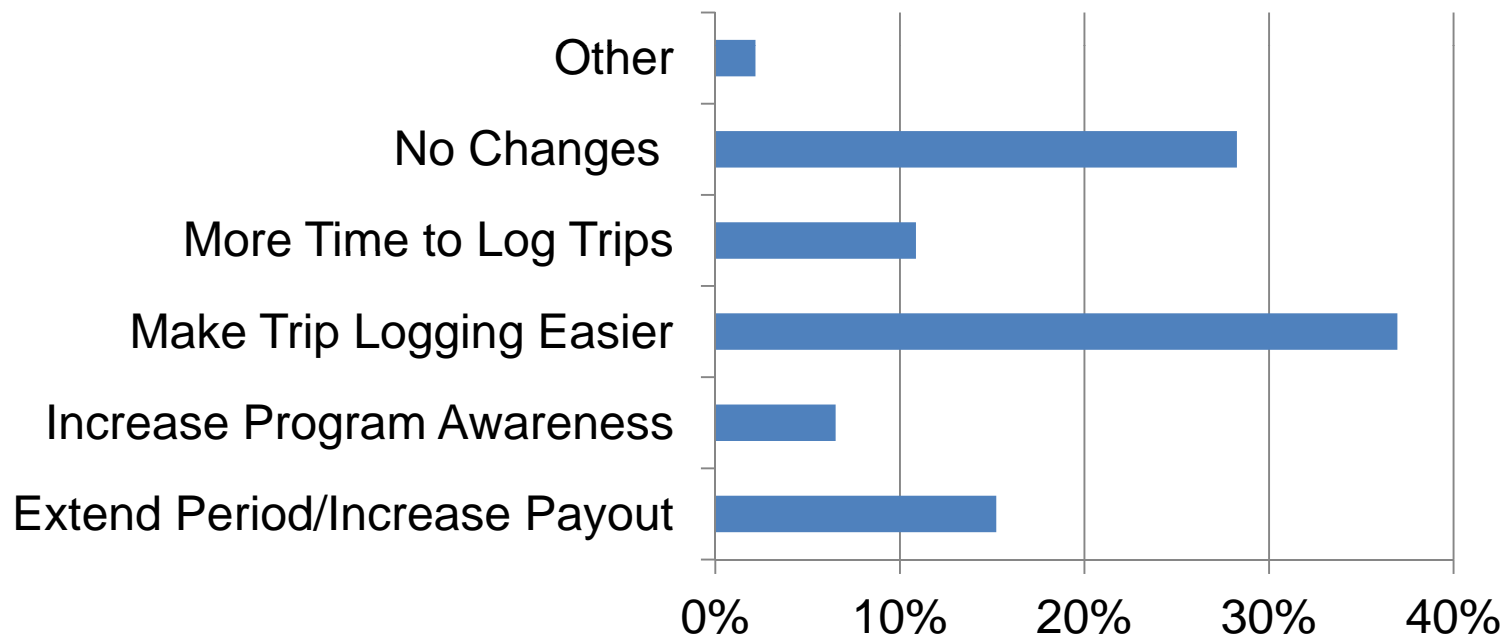
Value of 'Pool Rewards



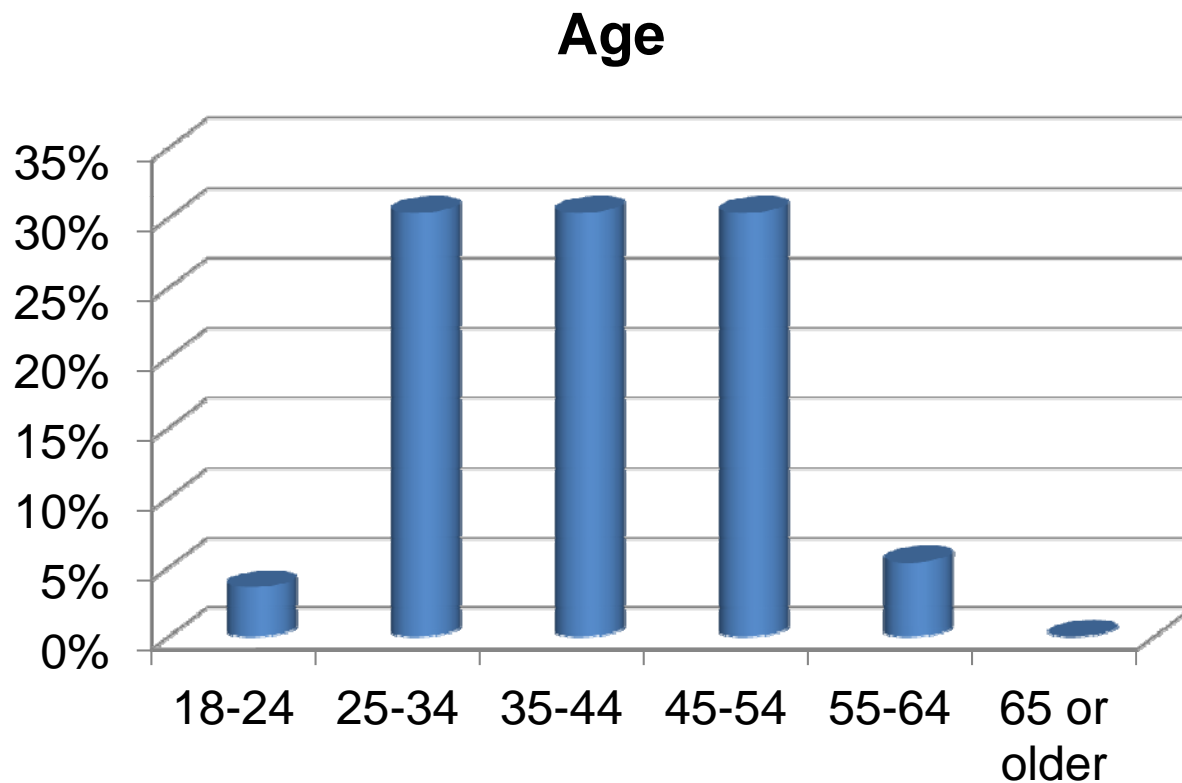
Pool Rewards Survey Question: *What changes, if any, would you recommend making to 'Pool Rewards for the future?*

27% no changes, 25% Improve trip logging interface, 23% Allow more time to log trips, 14% Improve updates and communications, 11% Extend participation period.

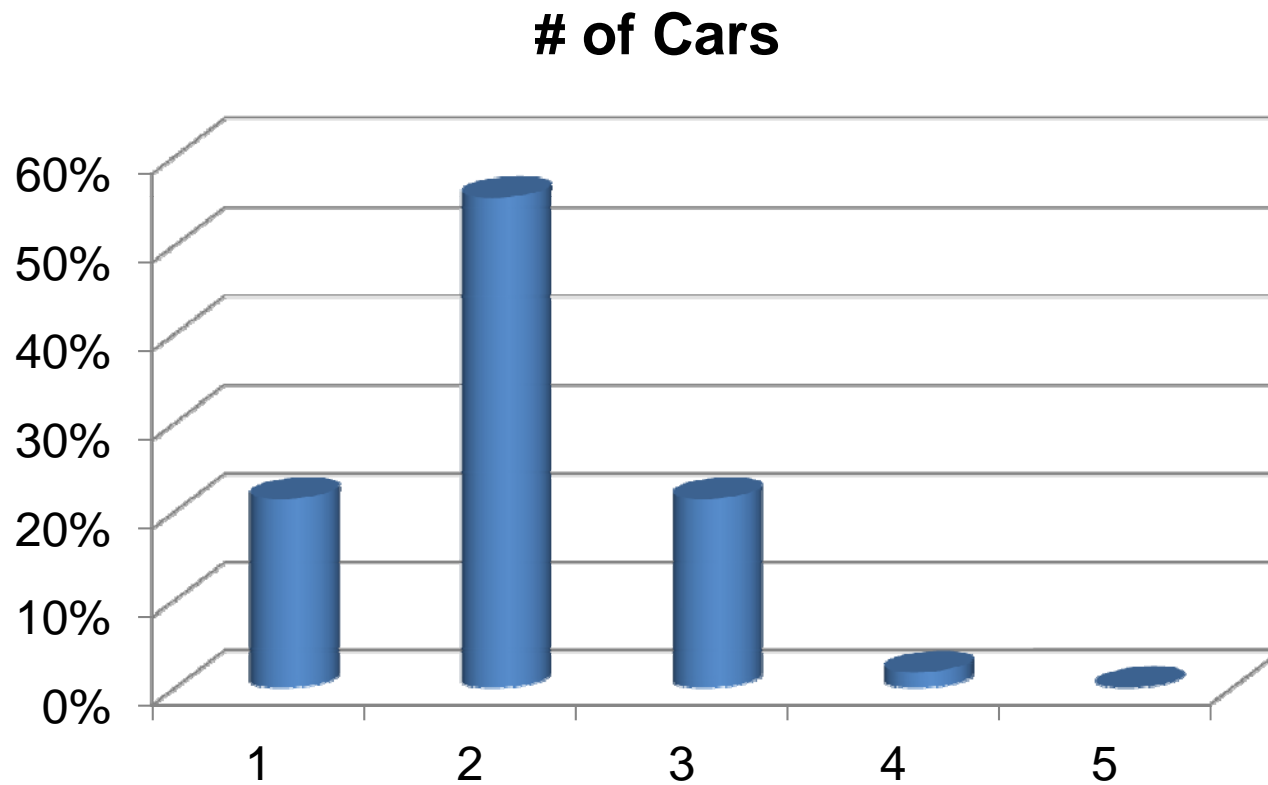
Recommended Changes



Pool Rewards Survey Question: - Which of the following groups includes your age?
96% of participants are between the ages of 25 and 54.



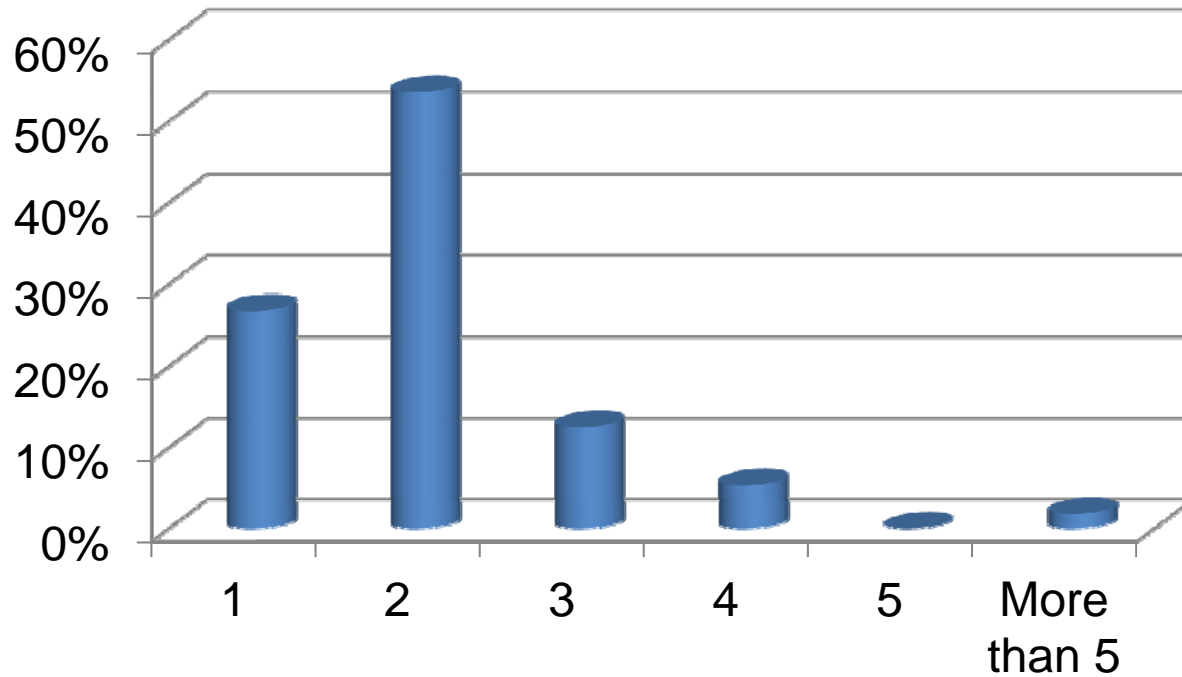
Pool Rewards Survey Question: - How many cars do you have in your household?
55% of participants have two vehicles



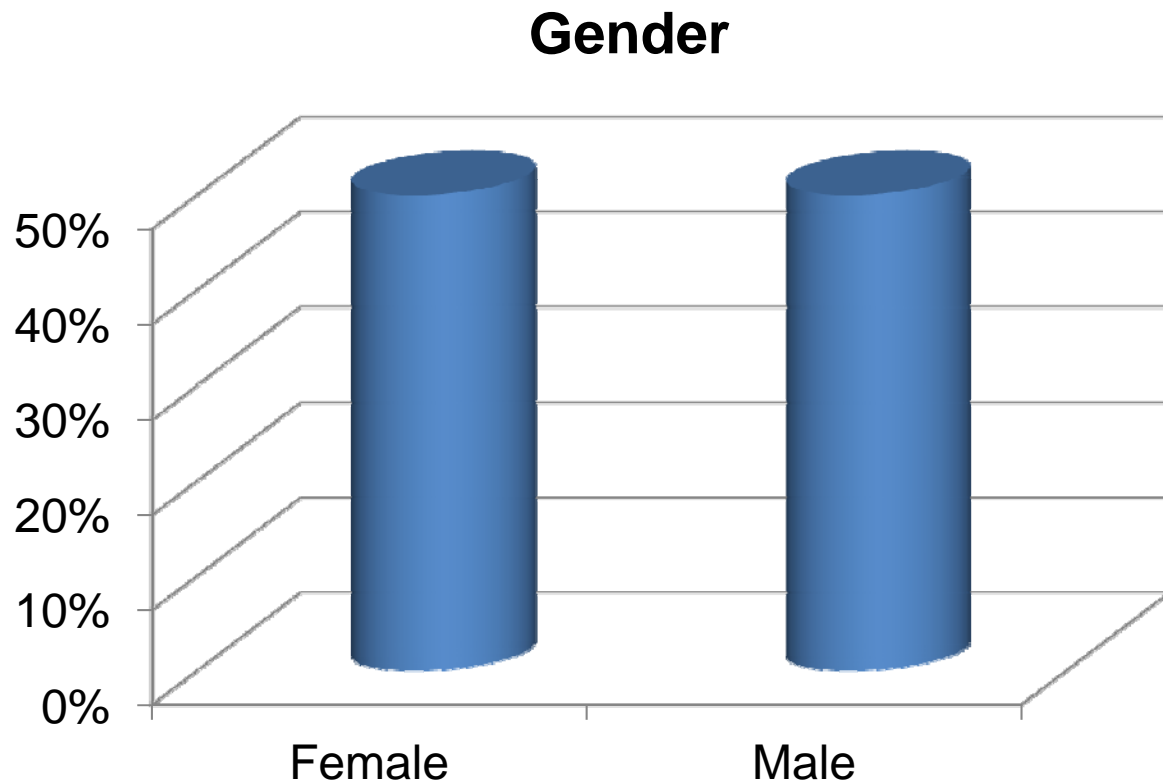
Pool Rewards Survey Question: - *How many licensed drivers over the age of 16 live in your household?*

54% of participants have at least two licensed drivers in their household

#of Licensed Drivers

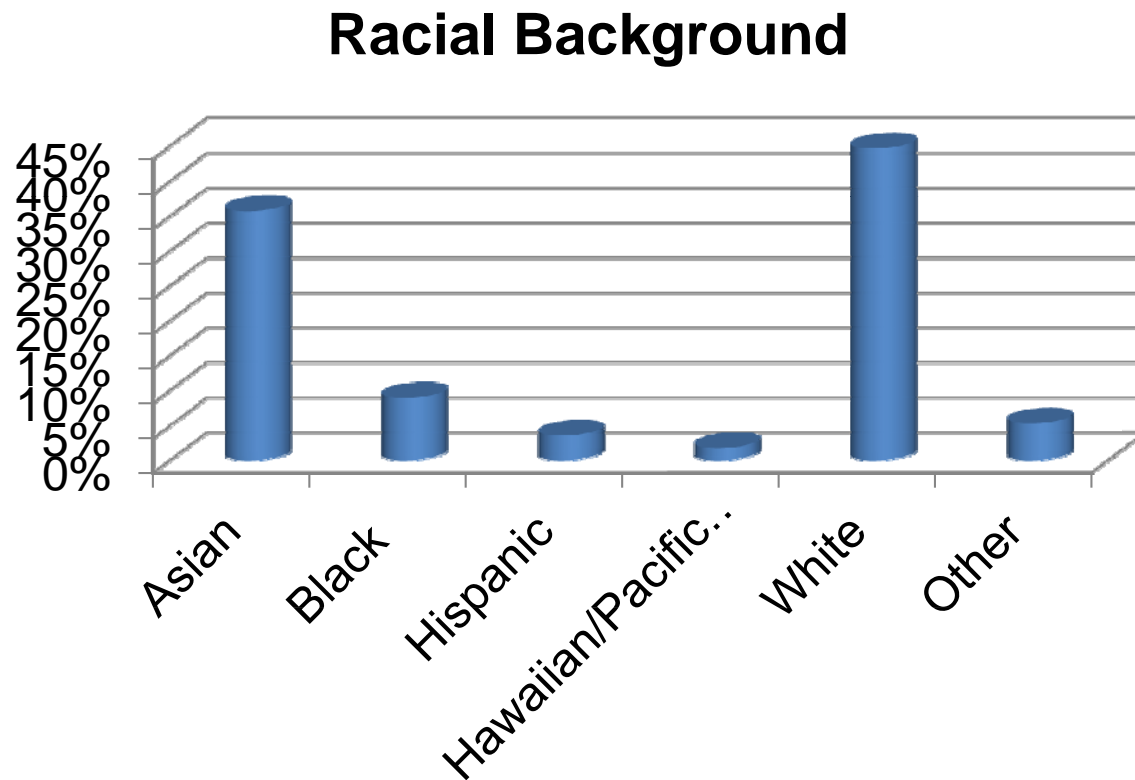


Pool Rewards Survey Question: - *What is your gender?*
50% female, 50% male



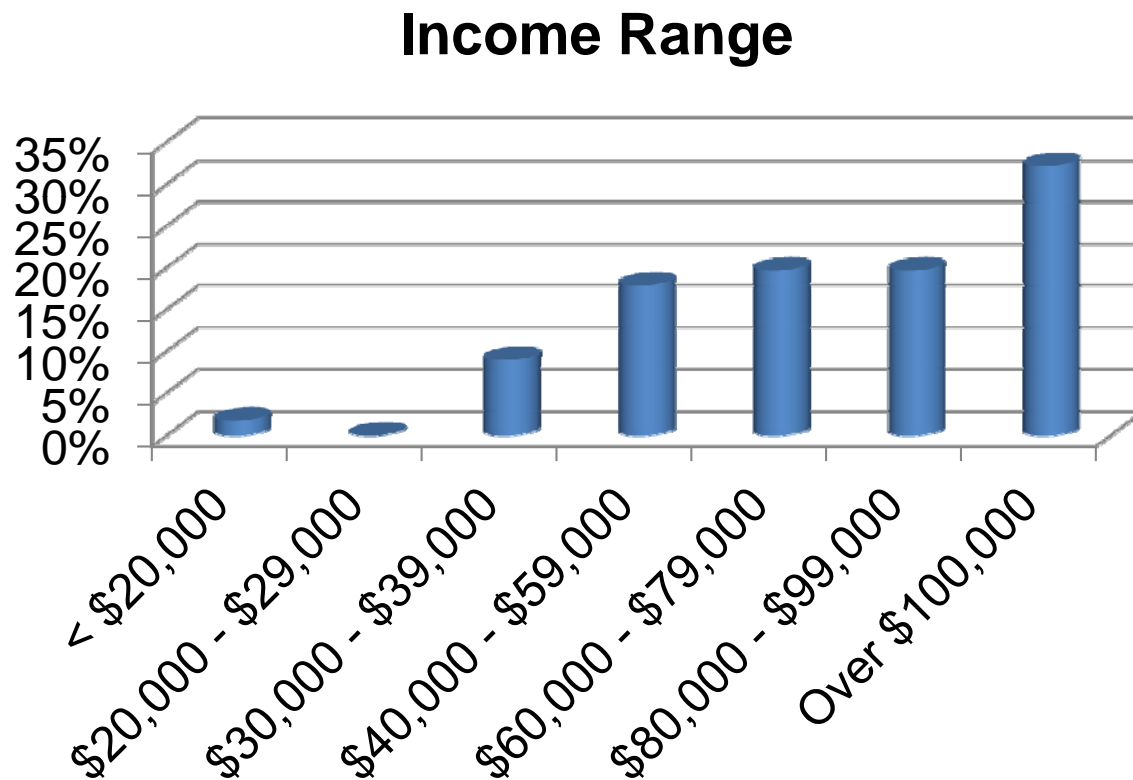
Pool Rewards Survey Question: - *Which one of the following best describes your racial background?*

36% Asian, 9% Black, 4% Hispanic, 45% White, 2% Hawaiian/Pacific Islander, 5% Other



Pool Rewards Survey Question: - : *Please choose the category that best represents your annual income.*

Percentage of participants in 'Pool Rewards increased with income levels. 32% made over \$100,000.



Pool Rewards: A Snapshot of 'Pool Rewards Participation

As of FY 2012

- 236 total carpools
- 400 carpoolers have participated
- 82 applicants need partners
- 293 applicants not accepted
- 96 carpoolers have been paid
- 26 additional participants are eligible for rewards
- 49 carpoolers did not complete the program
- Program Goal = 1,000 participants