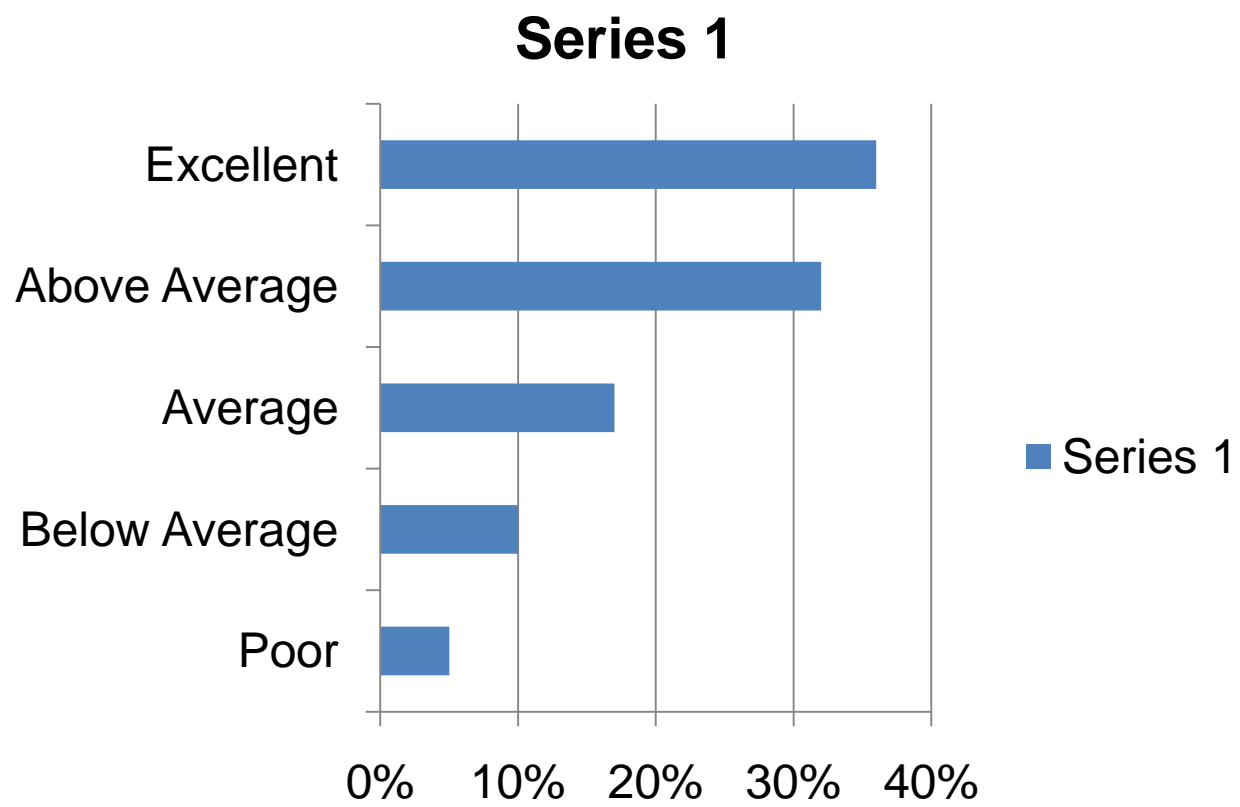




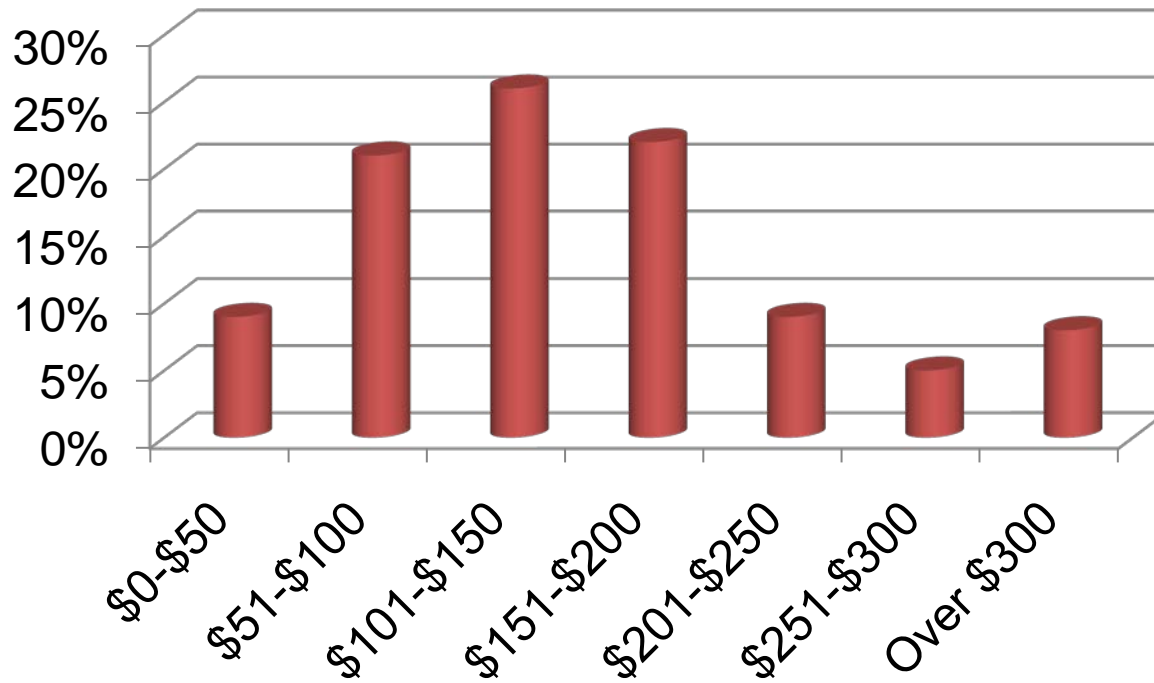
'Pool Rewards Follow-Up Survey
& Program Review June 2011



Pool Rewards Survey Question: One a scale of 1 to 5 (with 1 being poor and 5 being excellent), how would you rate the ease of using the on-line 'Pool Rewards tracking system to enter in your daily carpool status? 85% rated the 'Pool Rewards tracking system between "Average and Excellent"

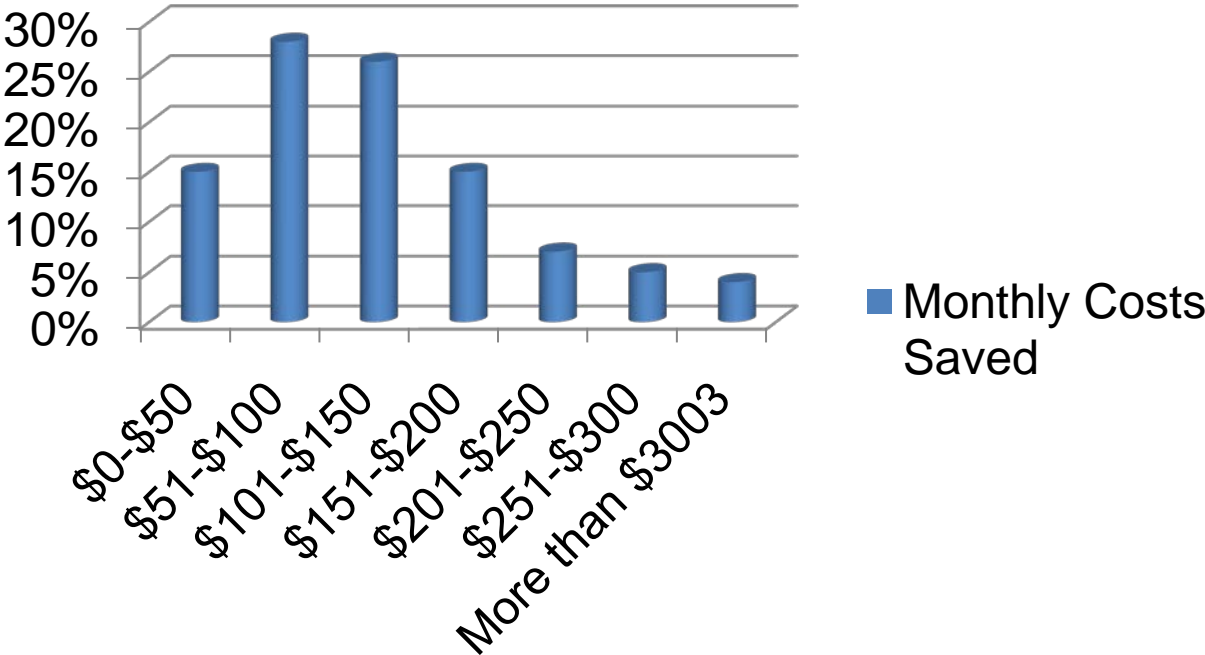


Pool Rewards Survey Question: *Please choose the category below that best represents how much your monthly carpooling costs were during your participation in the 'Pool Rewards program (include gasoline, daily tolls, and parking). Nearly 70% spent between \$51 and \$200 each month. If we assume the high cost for each group (\$50, \$100, \$150, etc... and \$350 for the 'More than \$300' total), the average monthly carpool cost would be \$174.27*



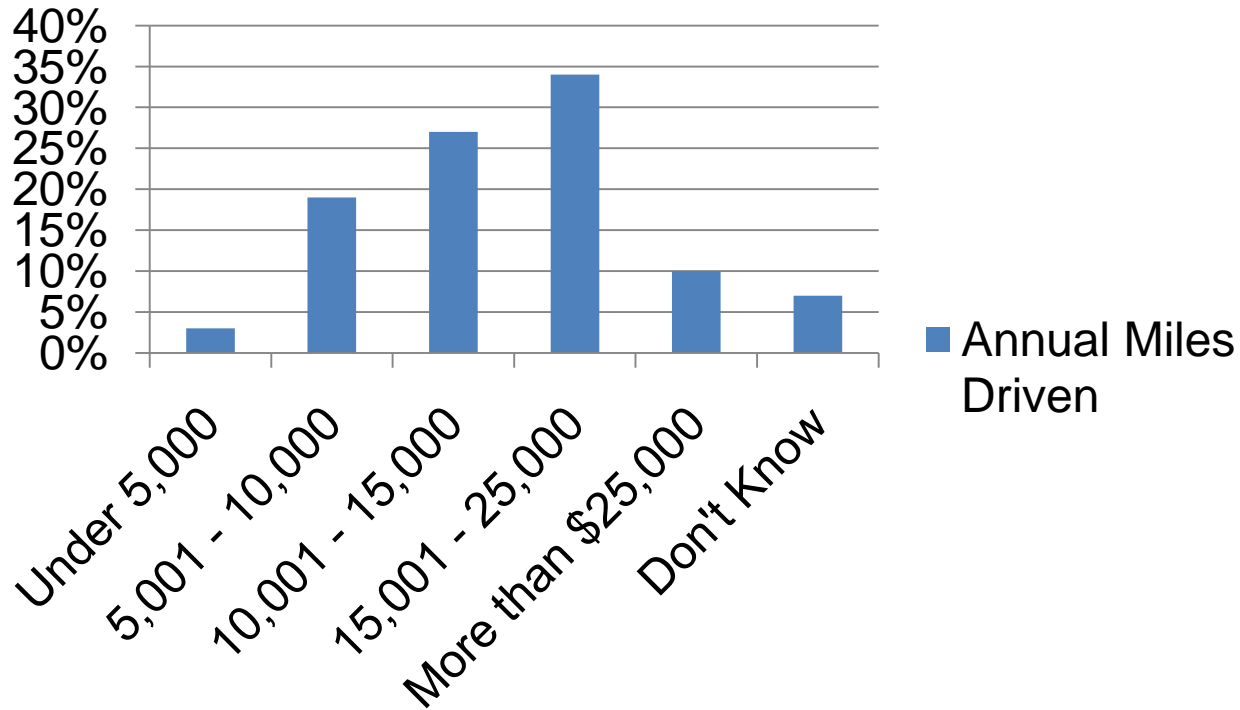
Pool Rewards Survey Question: - Please choose the category below that best represents how much money you saved monthly during your participation in the 'Pool Rewards program (include gasoline, daily tolls, and parking). 54% of participants saved between \$51 - \$150 a month carpooling. If we assume the high cost for each group (\$50, \$100, \$150, etc... and \$350 for the 'More than \$300' total), the average monthly carpool savings would be \$149.27

Monthly Costs Saved



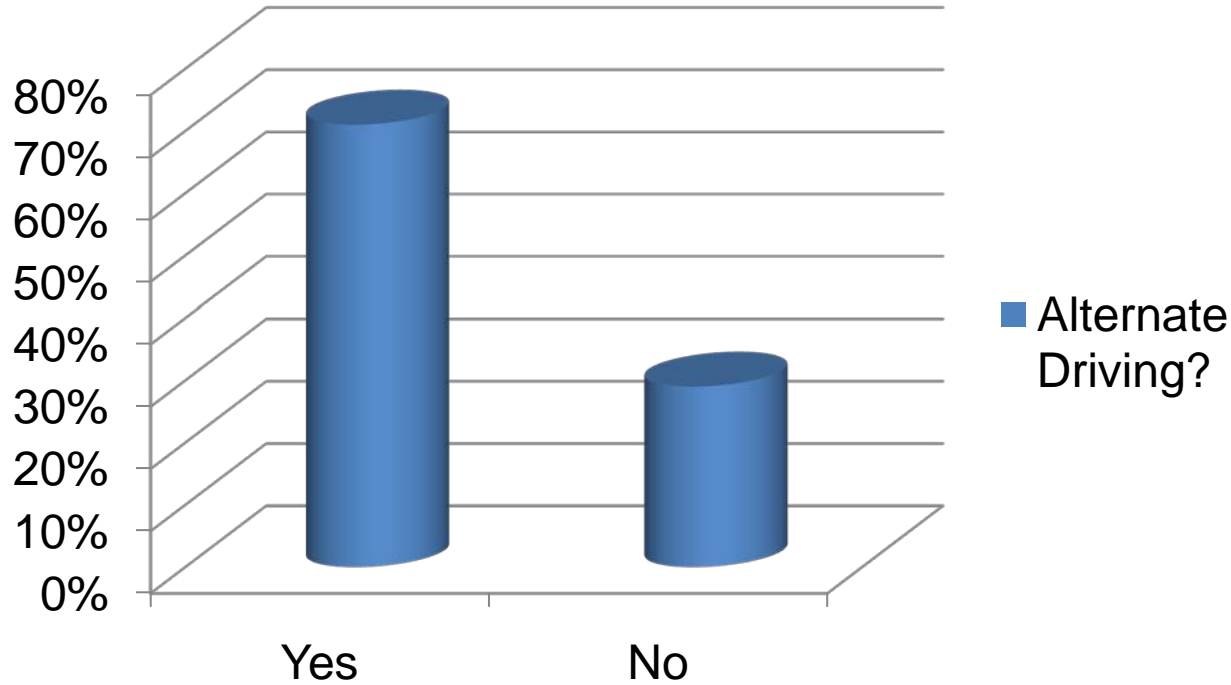
Pool Rewards Survey Question: *How many miles do you drive annually with your primary vehicle? 80% of the participants drive between 5,000 to 25,000 miles annually.*

Annual Miles Driven

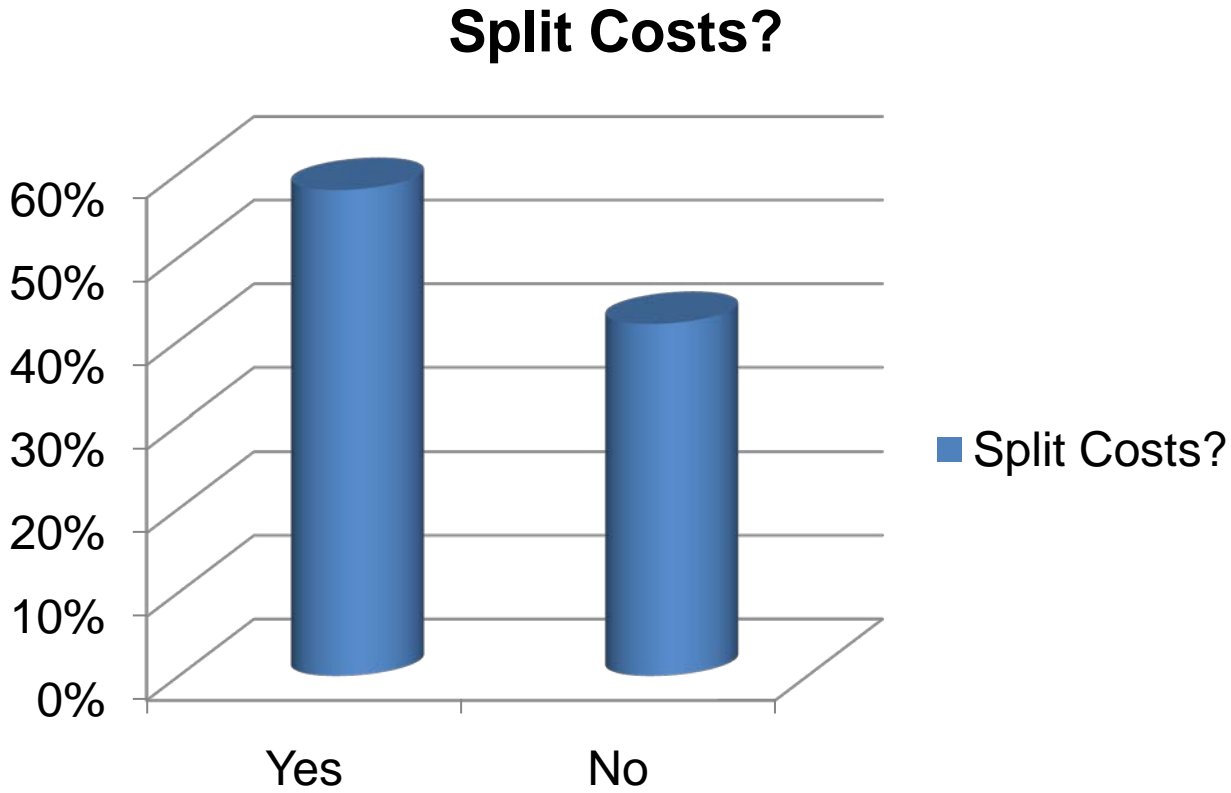


Pool Rewards Survey Question: *Did you alternate driving the carpool you participated in through 'Pool Rewards?* - 71% Yes, 29% No

Alternate Driving?

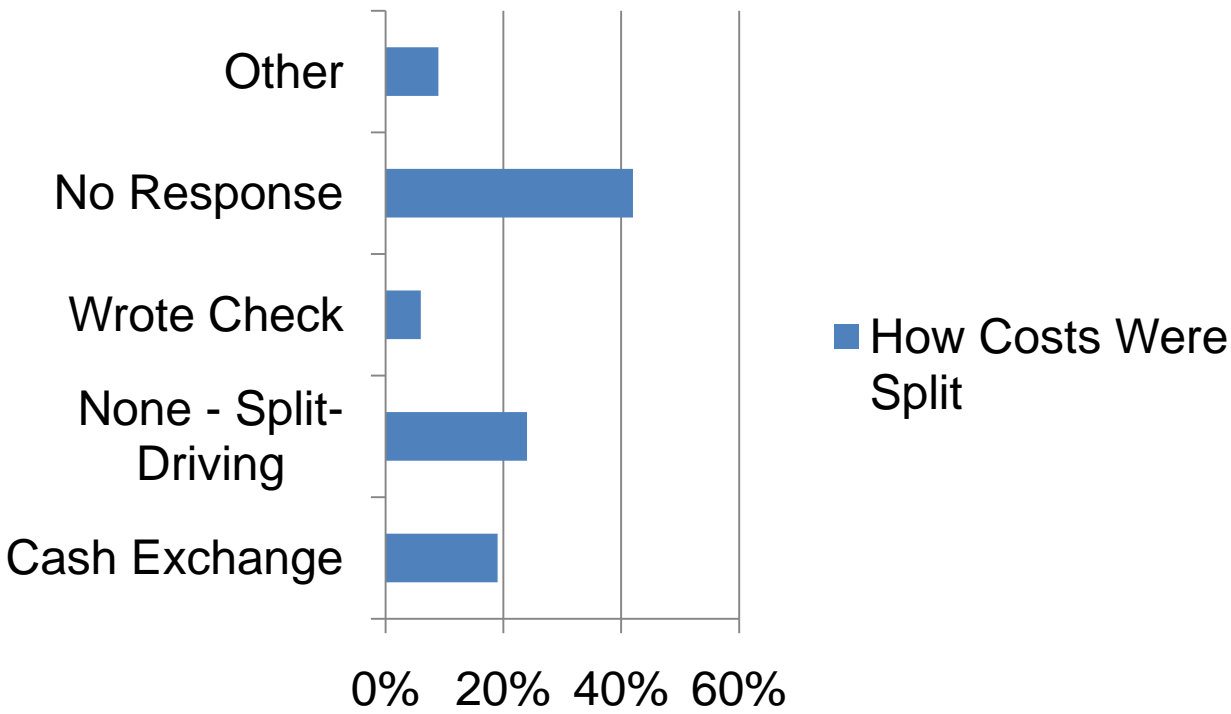


Pool Rewards Survey Question: *Did you split the costs with the members in your carpool?* \$58% Yes, 42% No



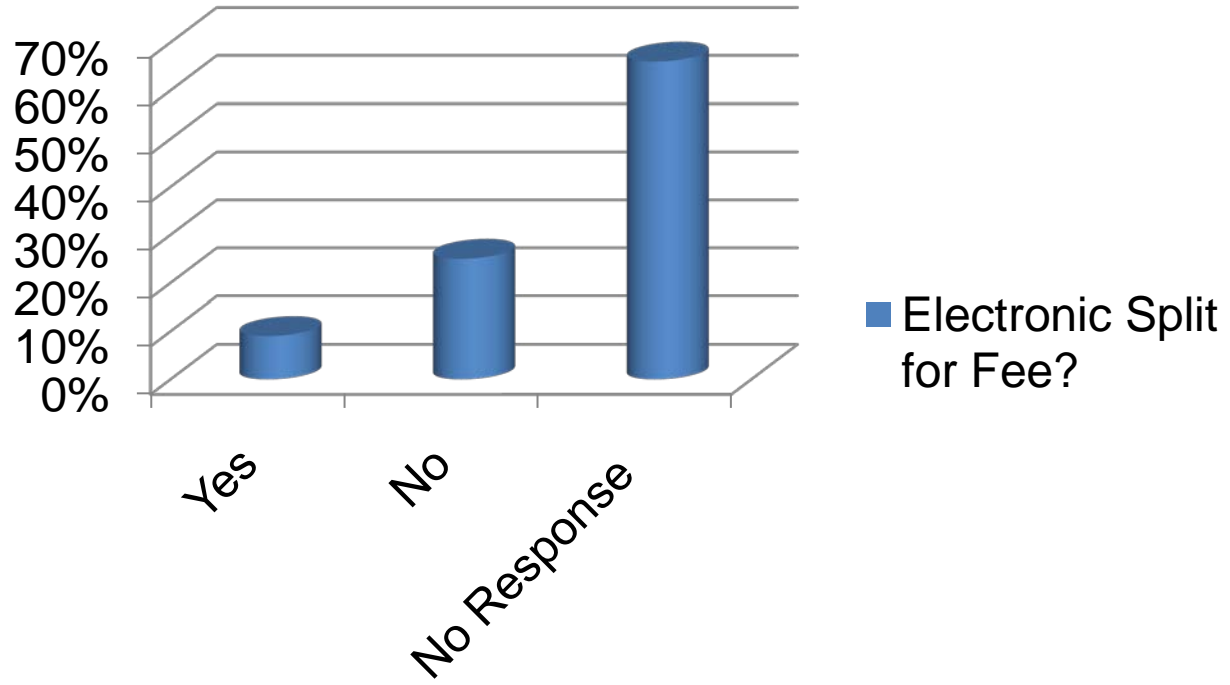
Pool Rewards Survey Question: What mechanism did you use to split the costs with the members in your carpool? 25% exchanged cash or wrote a check, 24% split the drive. Other responses included: shared parking fee, took turns paying gas costs, rider pays parking and tolls, split gas and parking costs. About 40% did not respond.

How Costs Were Split



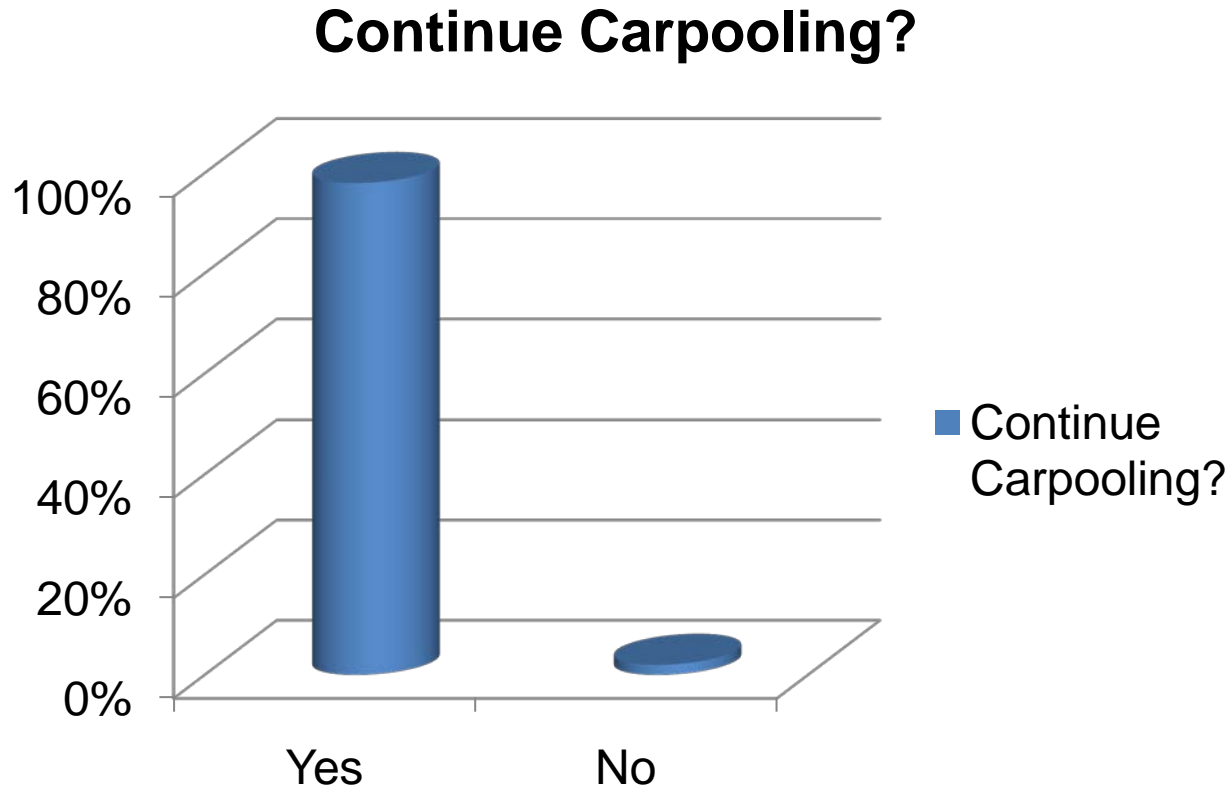
Pool Rewards Survey Question: *If there was a way to electronically split the costs of the carpool and a small transaction fee was involved, would you be interested in using such a system in the future?* 9% Yes, 25% No, 66% No Response

Electronic Split for Fee?

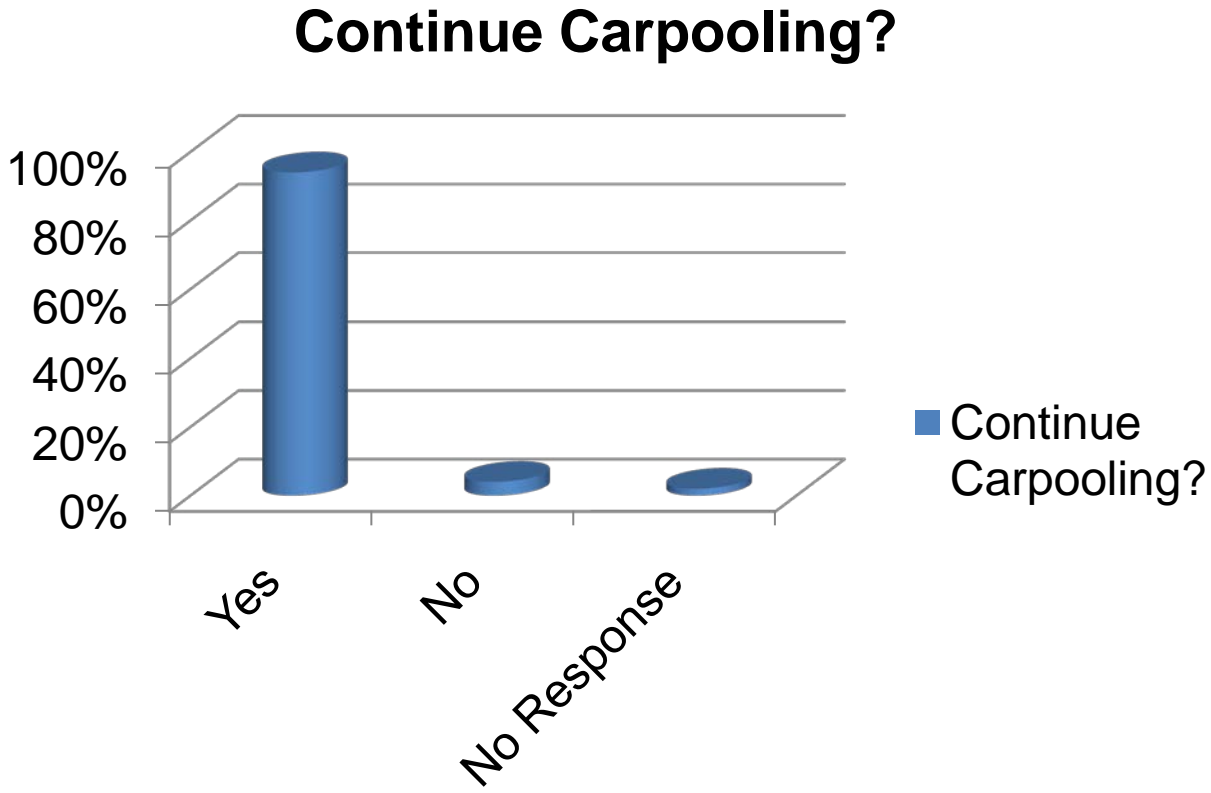


Pool Rewards Survey Question: *Do you plan to continue carpooling after participating in the 'Pool Rewards program?*

98% Yes, 2% No

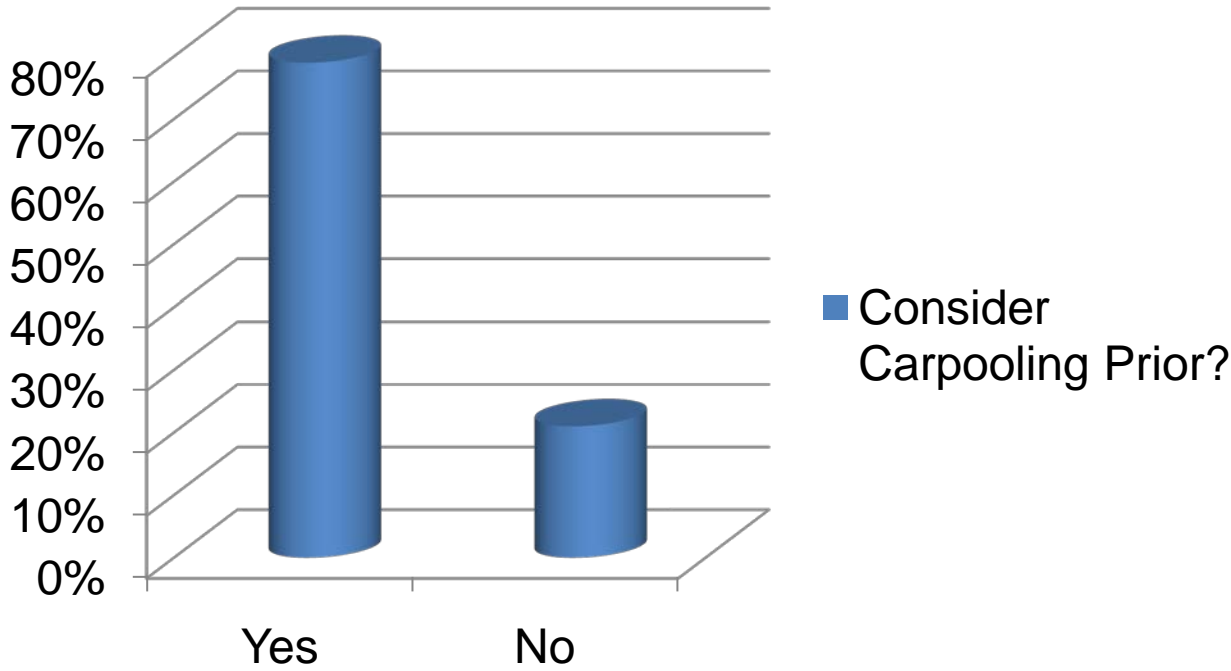


Pool Rewards Survey Question: Do you plan to continue carpooling with the same individual(s) in your current carpool? 94% Yes, 4% No, 2% No Response



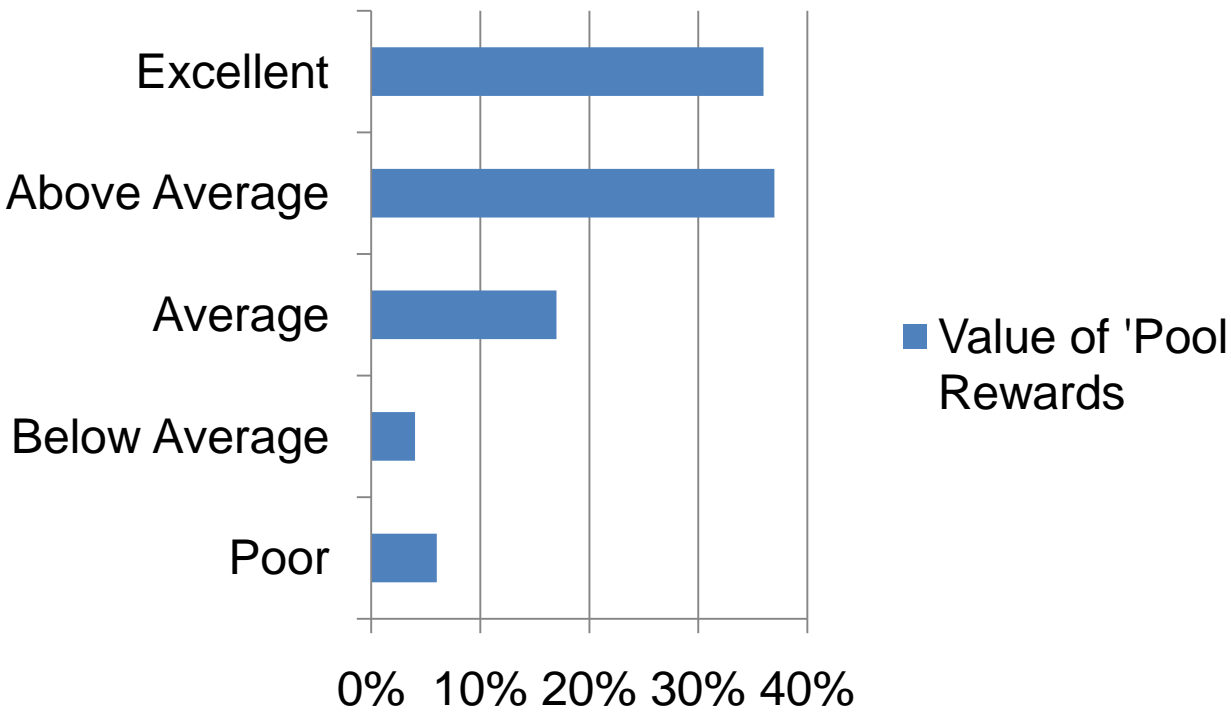
Pool Rewards Survey Question: *Had you considered carpooling prior to learning about Pool Rewards?* 79% Yes, 21% No

Consider Carpooling Prior?



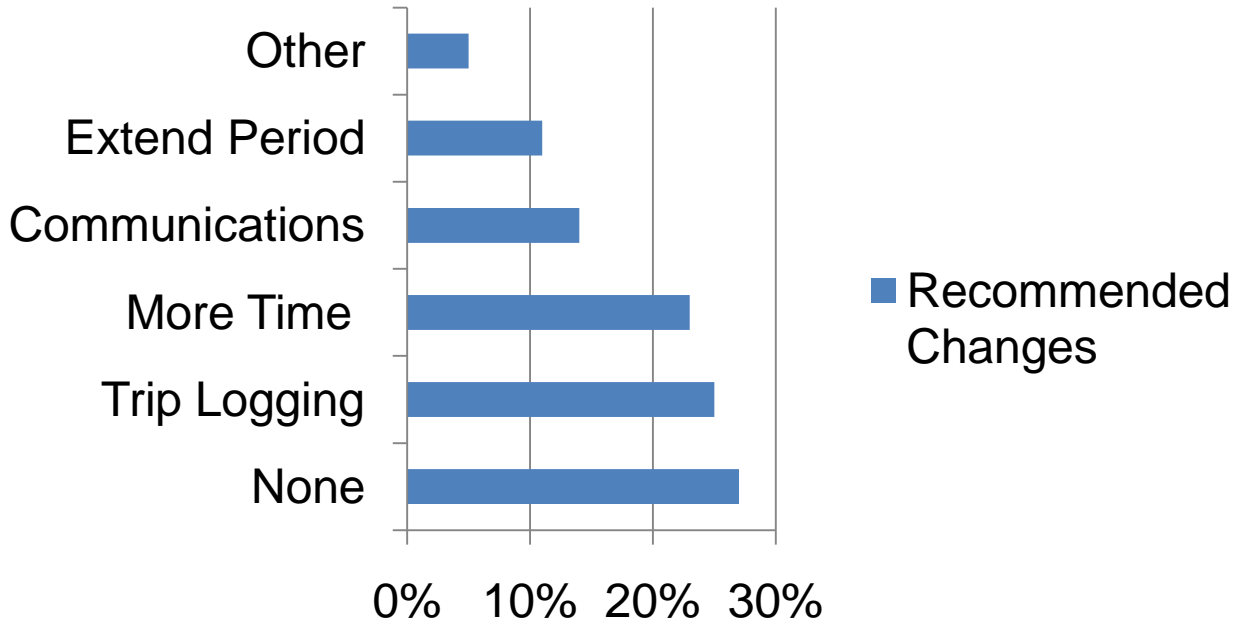
Pool Rewards Survey Question: On a scale of 1 to 5 (with 1 being poor and 5 being excellent), how valuable do you think the 'Pool Rewards incentive was to encourage you to start carpooling? 90% stated that the value was between "Average and Excellent"

Value of 'Pool Rewards

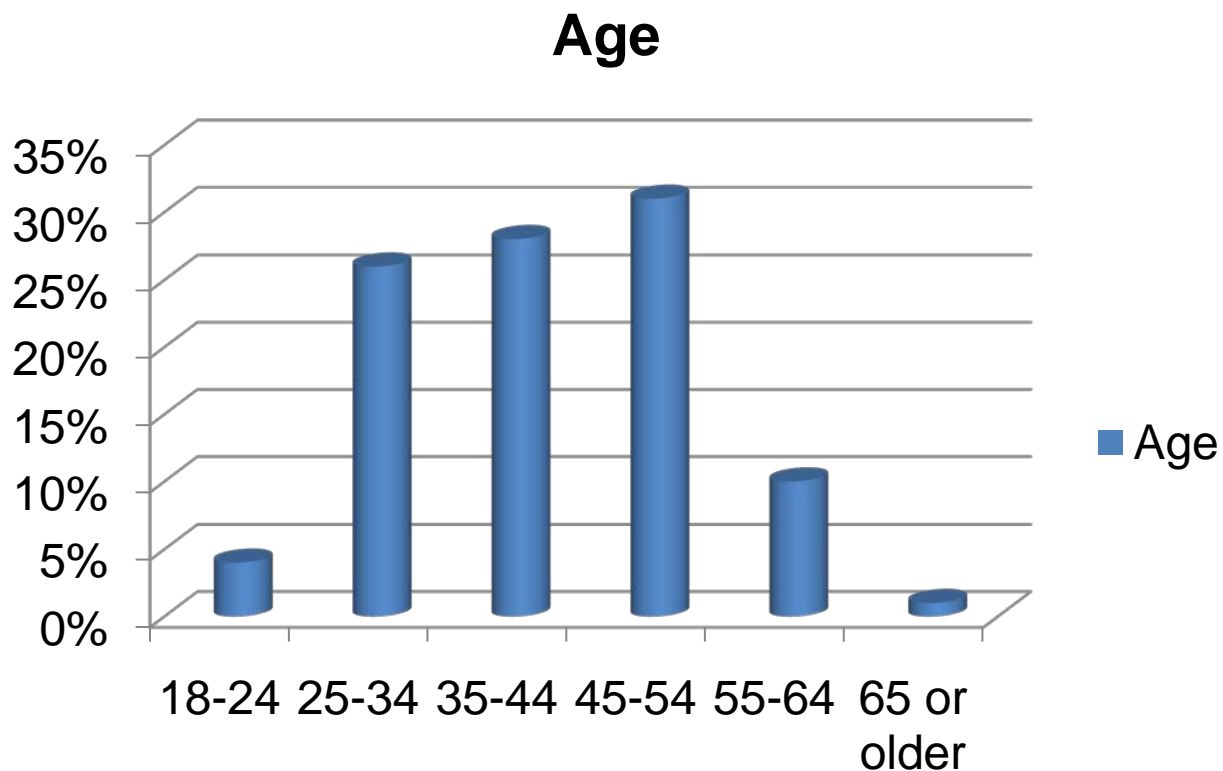


Pool Rewards Survey Question: *What changes, if any, would you recommend making to 'Pool Rewards for the future? 27% no changes, 25% Improve trip logging interface, 23% Allow more time to log trips, 14% Improve updates and communications, 11% Extend participation period. 55 Other responses included: provide payment quicker, allow users to select start date, create web based app, provide estimated payout while logging trips, add work from home, drive alone, sick, teleworking to drop down menu.*

Recommended Changes



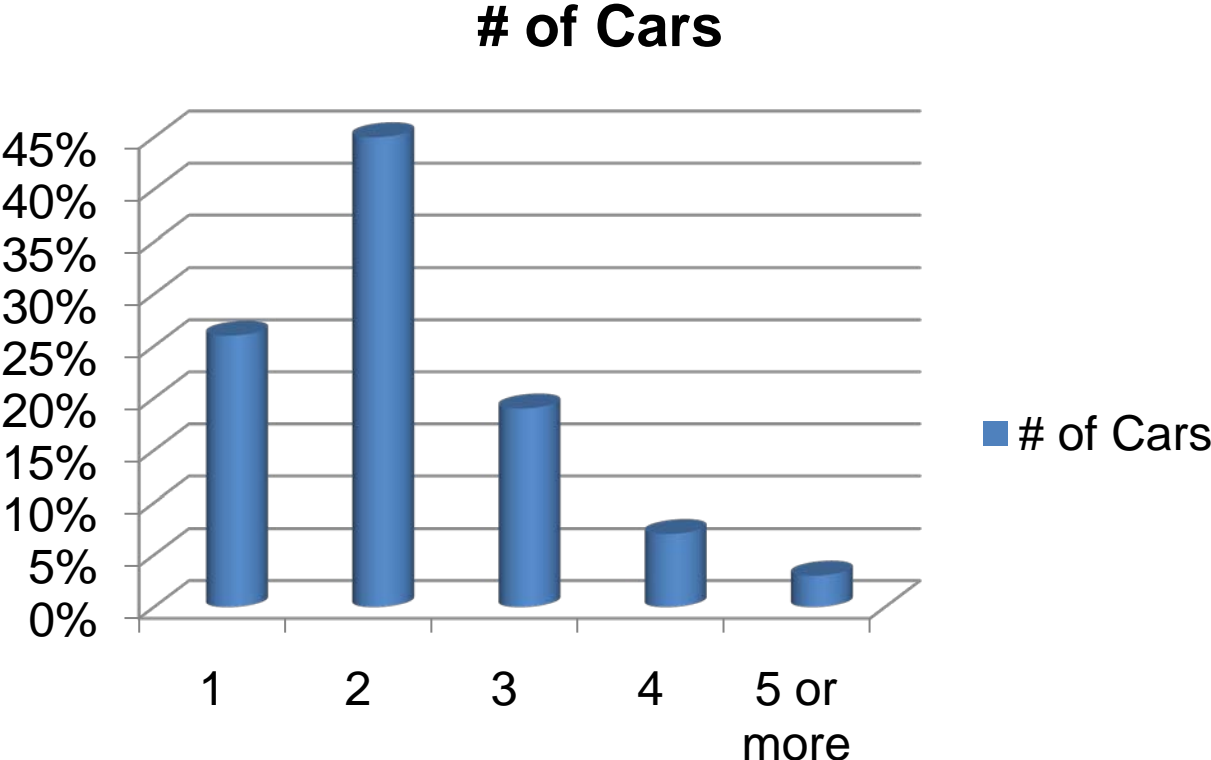
Pool Rewards Survey Question: - Which of the following groups includes your age? 85% of participants are between the ages of 25 and 54.



'POOL REWARDS
cash for carpools

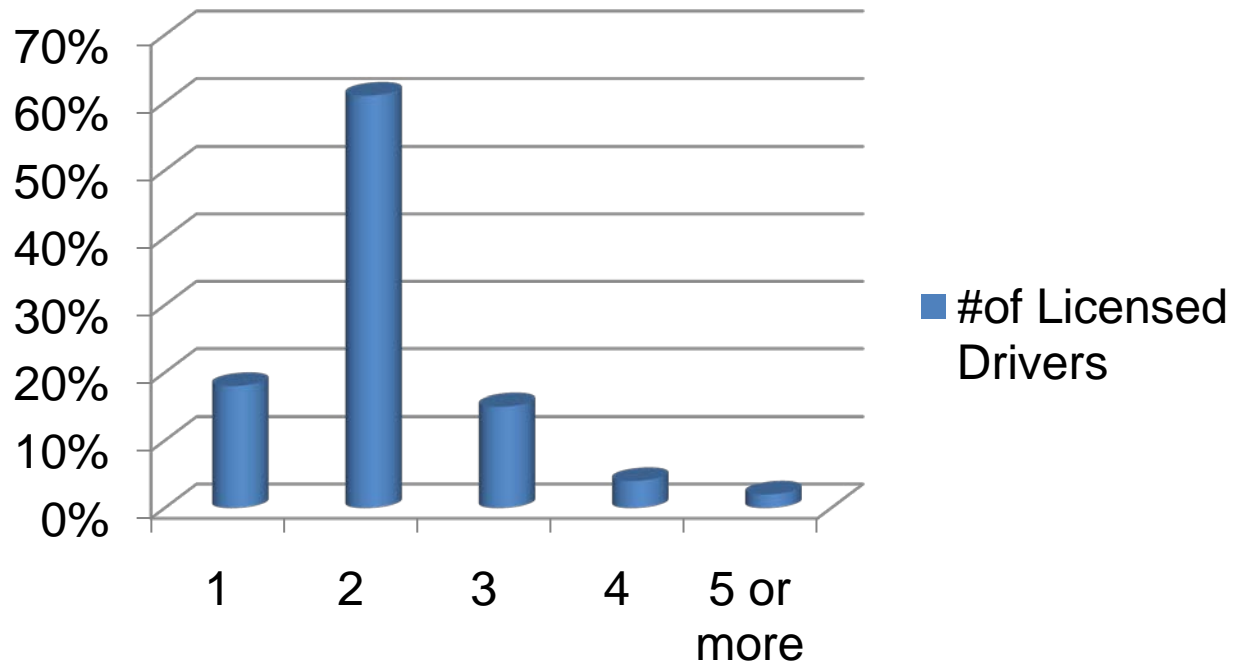
Pool Rewards Survey Question: - *How many cars do you have in your household?*

45% of participants have two vehicles

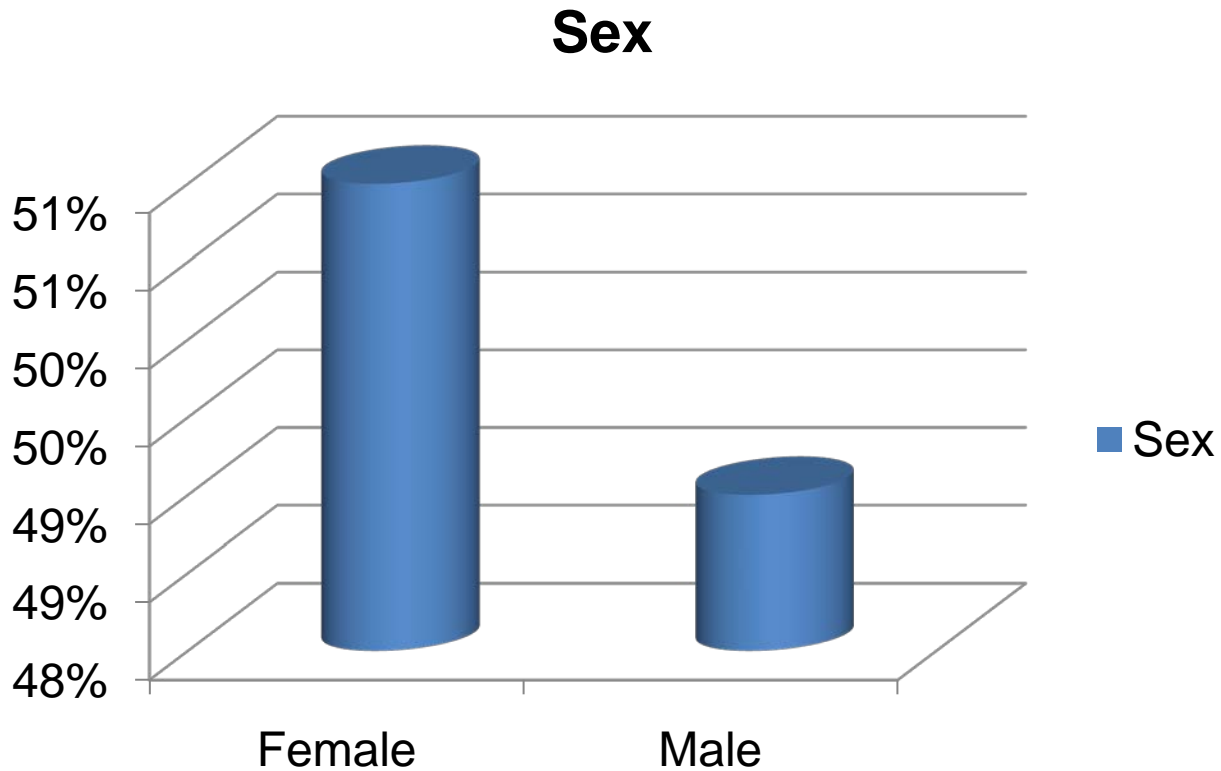


Pool Rewards Survey Question: - How many licensed drivers over the age of 16 live in your household? 61% of participants have at least two licensed drivers in their household

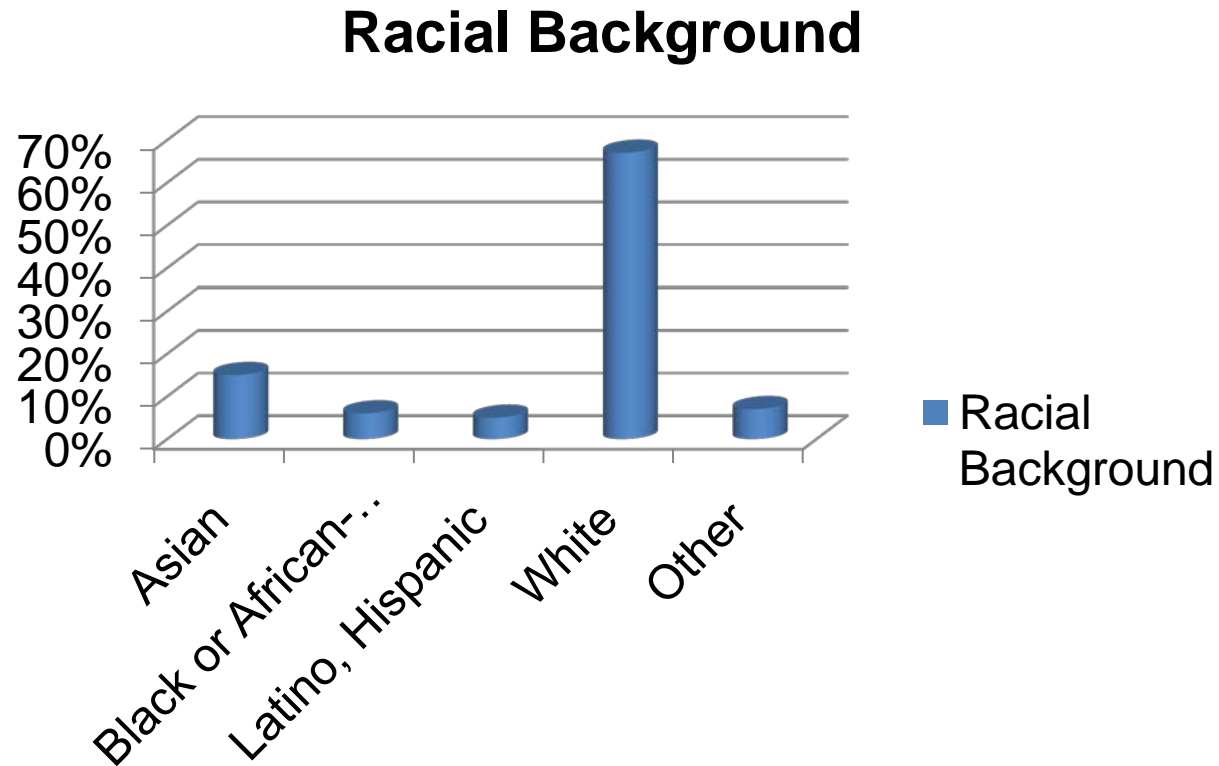
#of Licensed Drivers



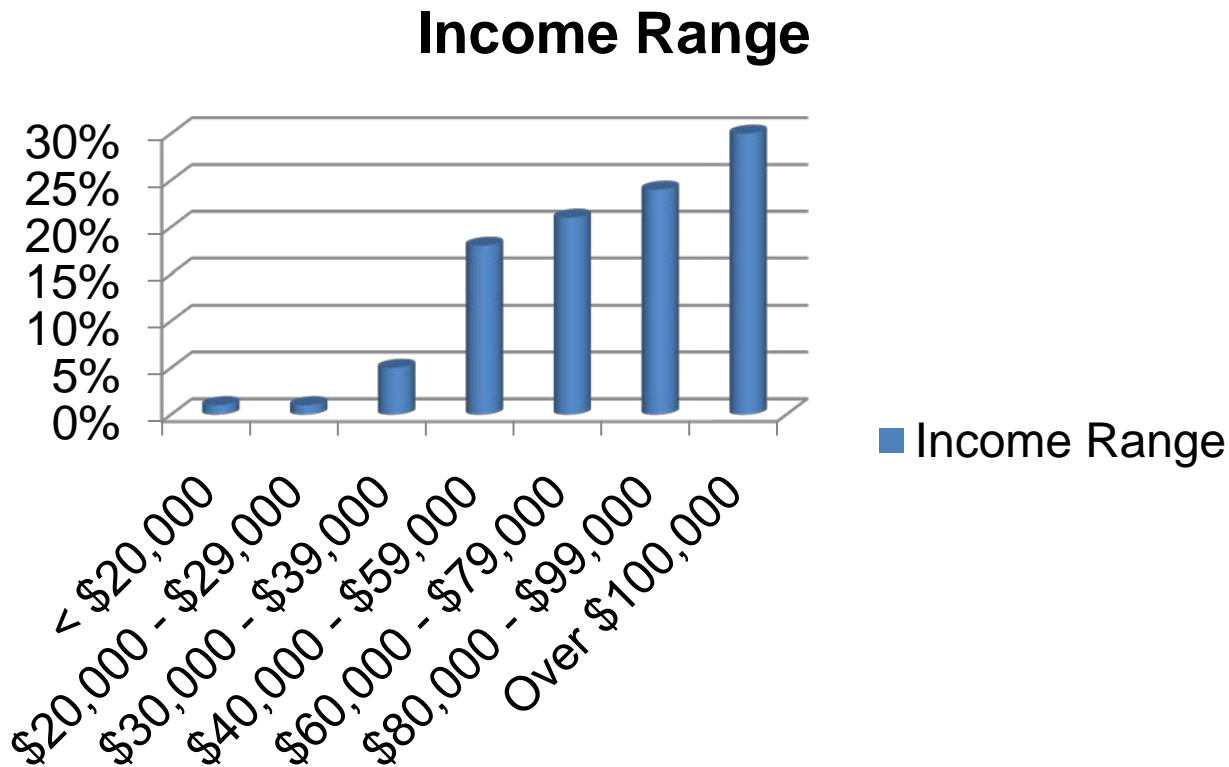
Pool Rewards Survey Question: - *What is your sex?* 51% female, 49% male



Pool Rewards Survey Question: - Which one of the following best describes your racial background? 15% Asian, 6% Black or African-American, 5% Latino, Hispanic or Spanish, 67% White, 7% 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. 30% made over \$100,000.*



Pool Rewards: A Snapshot of 'Pool Rewards Participation

- 214 Active carpools in the 'Pool Rewards program since July 1, 2010.
- 348 Active participants in the 'Pool Rewards program
- 47 Initiating carpools seeking carpool partners
- 175 applicants were rejected from the program
- 50 participants were paid through June 30, 2011 and 20 additional participants are eligible for rewards
- Goal = 1,000 participants to be paid

