

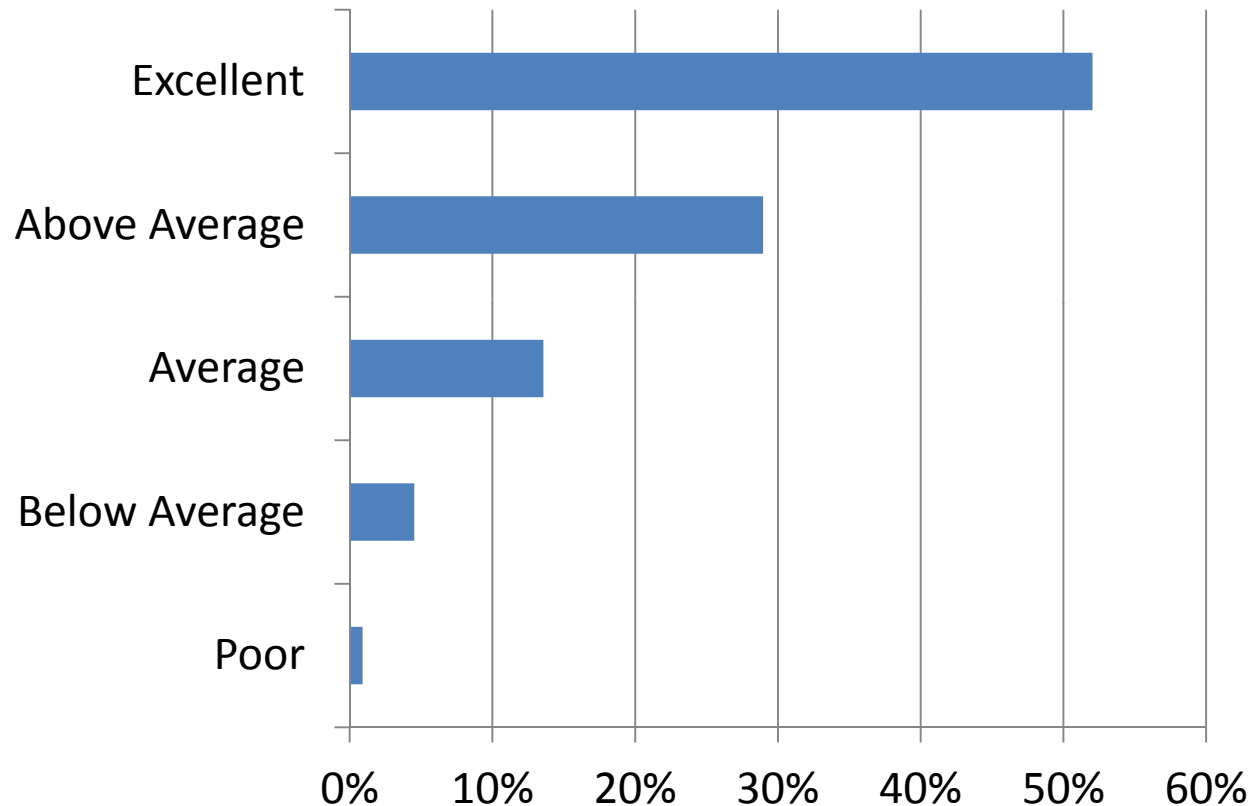


# 'Pool Rewards Survey FY 2012 Program Results



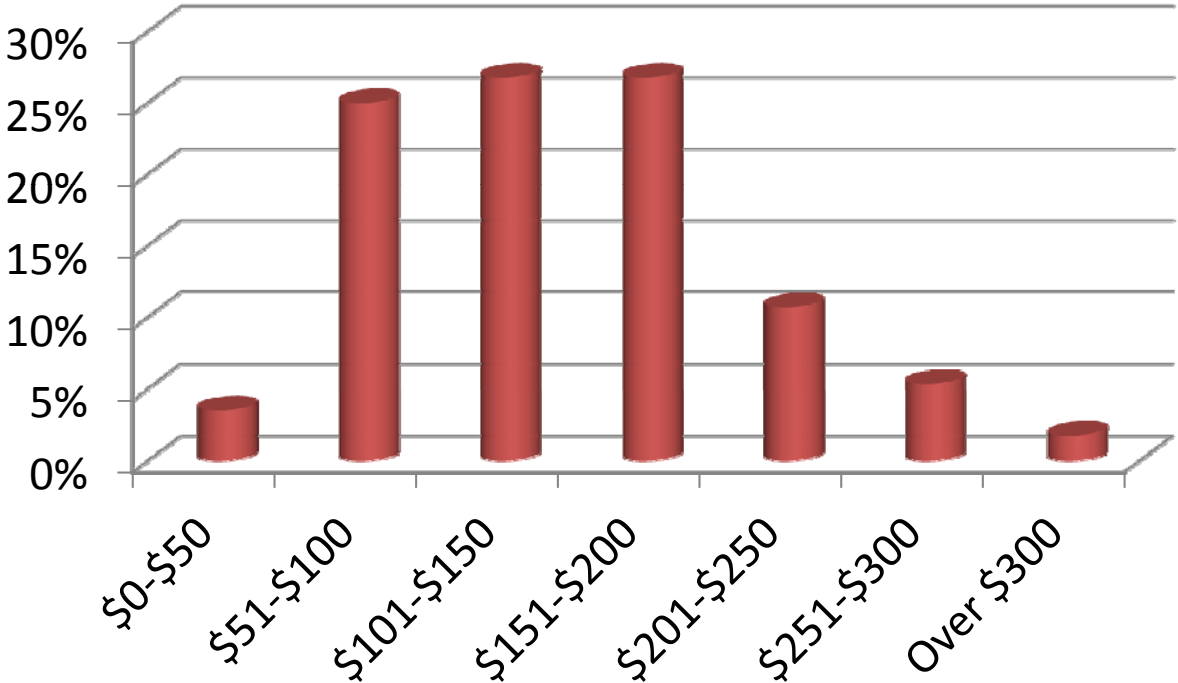
**Pool Rewards Survey Question:** How would you rate the ease of using the on-line 'Pool Rewards tracking system to enter in your daily carpool status?

**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).*

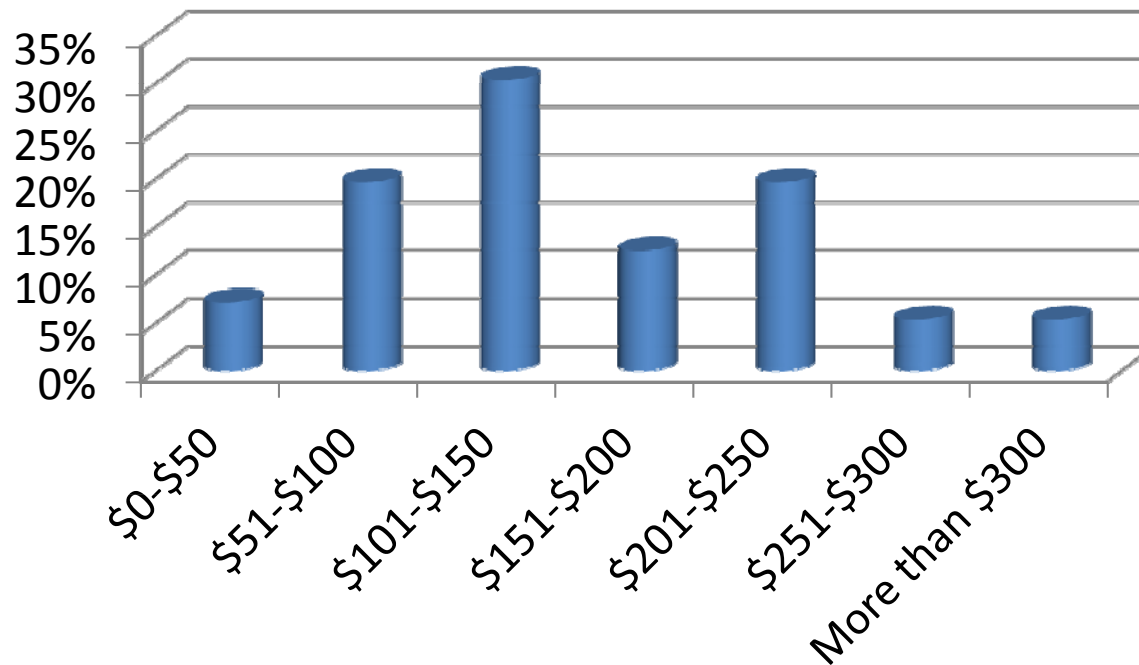
**89% spent between \$51 and \$250 each month.**



**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).

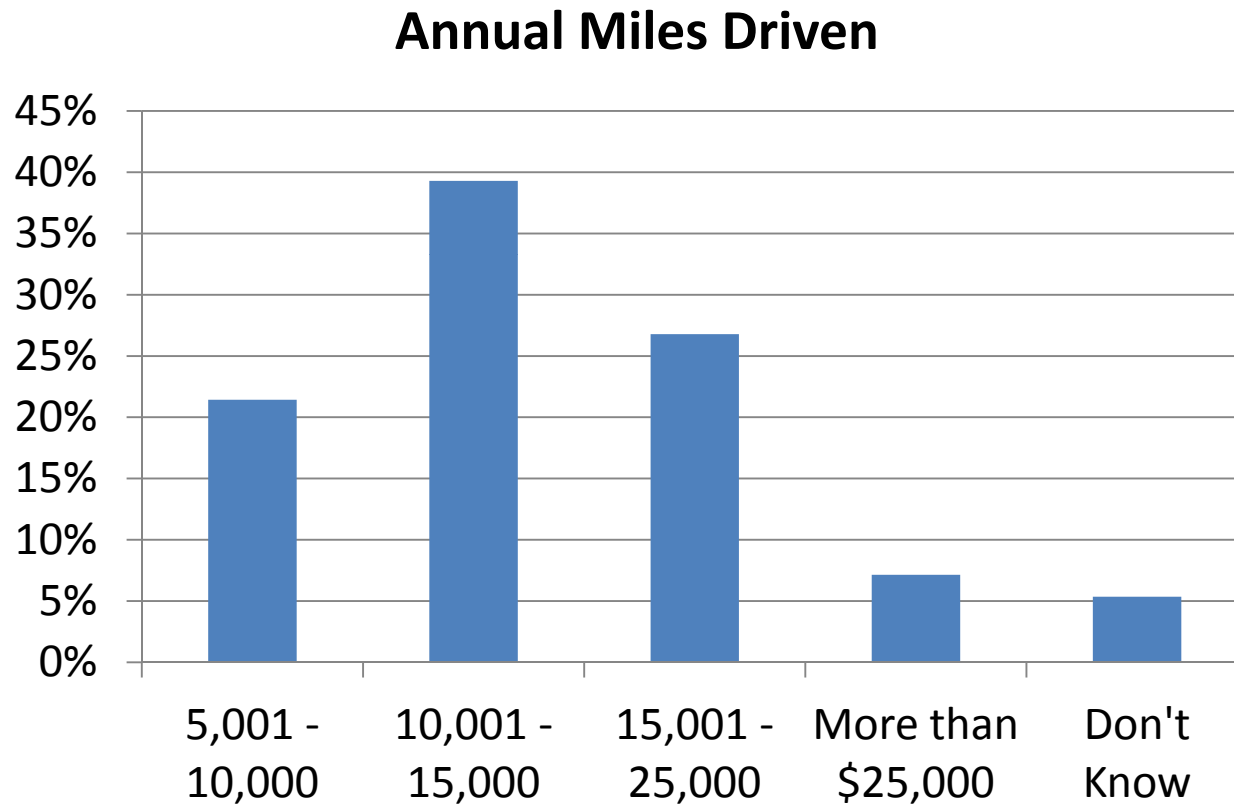
**82% of participants saved between \$51 - \$250 a month carpooling**

### Monthly Costs Saved



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

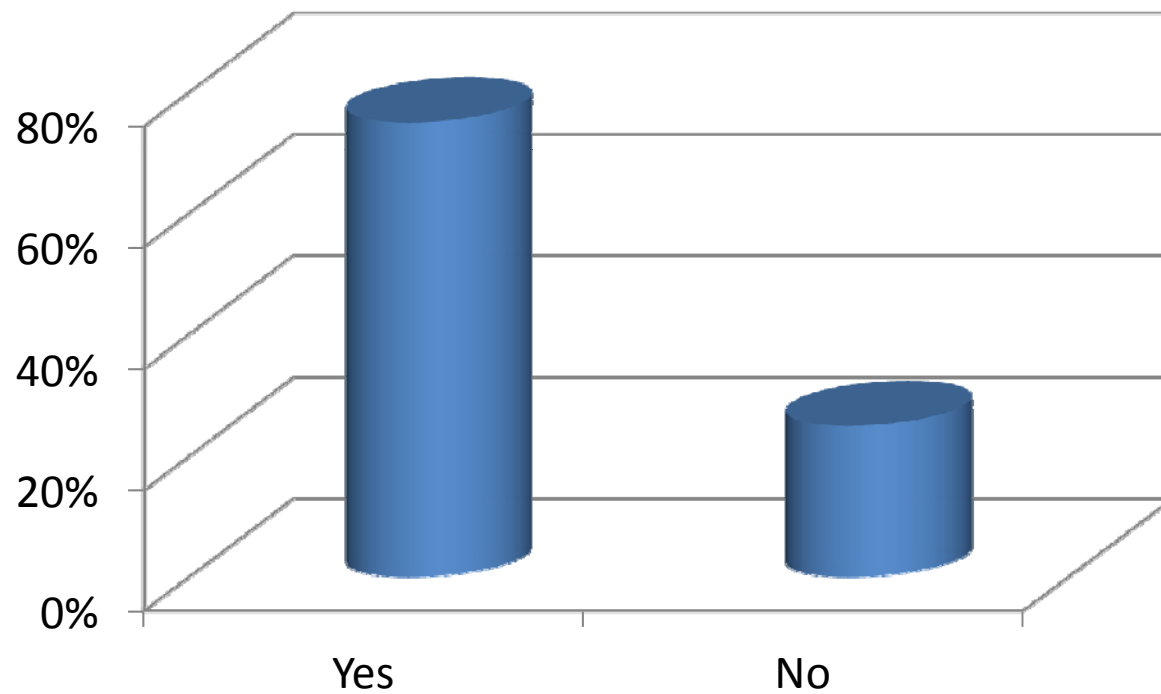
**88% of the participants drive between 5,000 to 25,000 miles annually.**



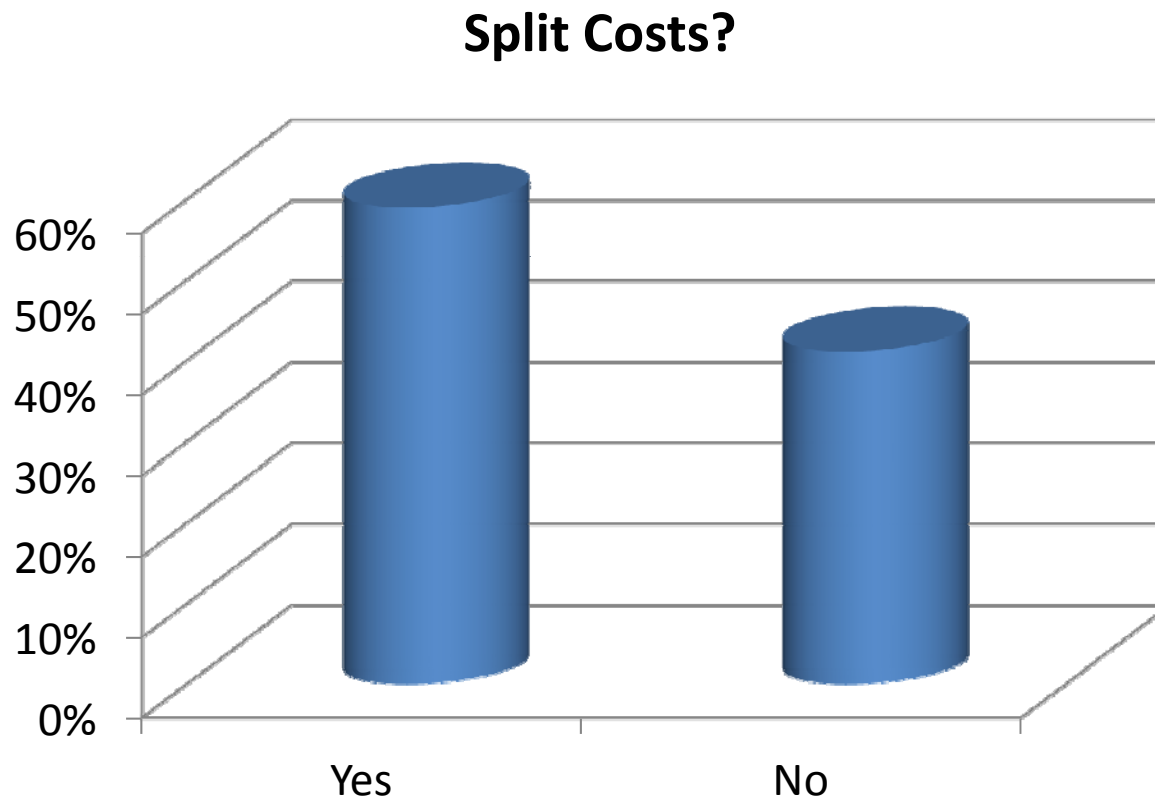
**Pool Rewards Survey Question:** *Did you alternate driving the carpool you participated in through 'Pool Rewards?*

**\$75% Yes, 25% No**

### Alternate Driving?



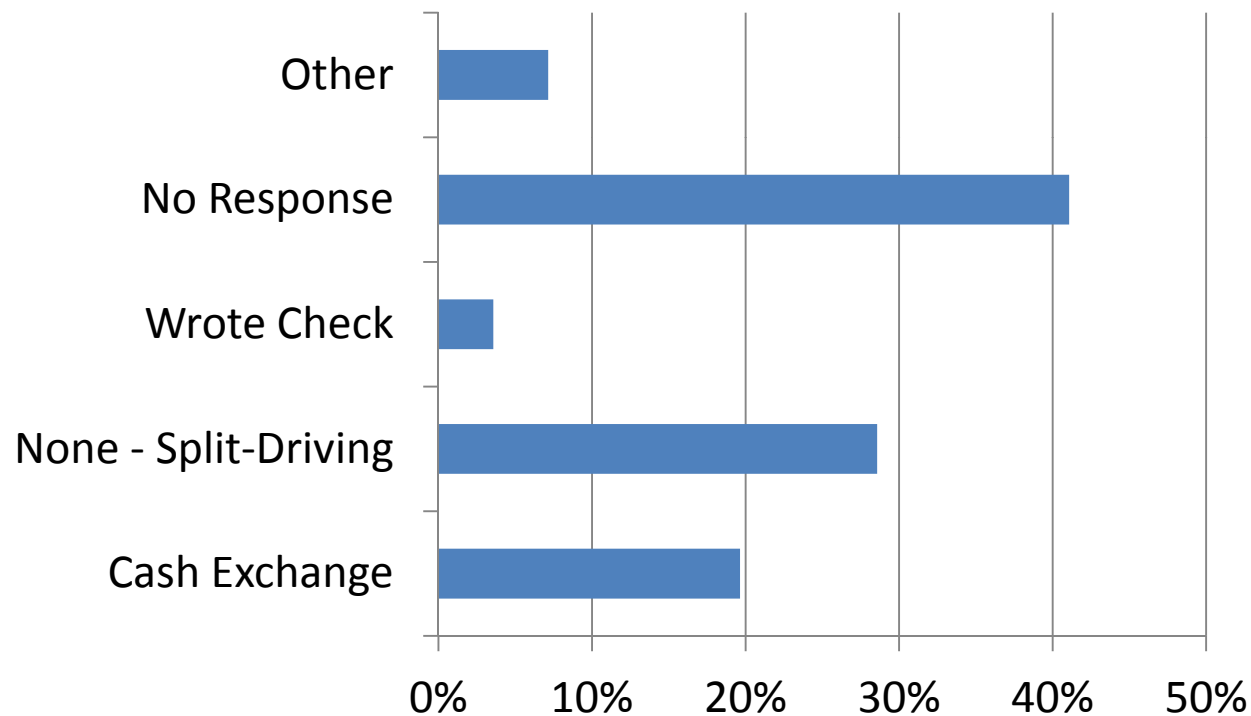
**Pool Rewards Survey Question: *Did you split the costs with the members in your carpool?***  
**59% Yes, 41% No**



**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.**

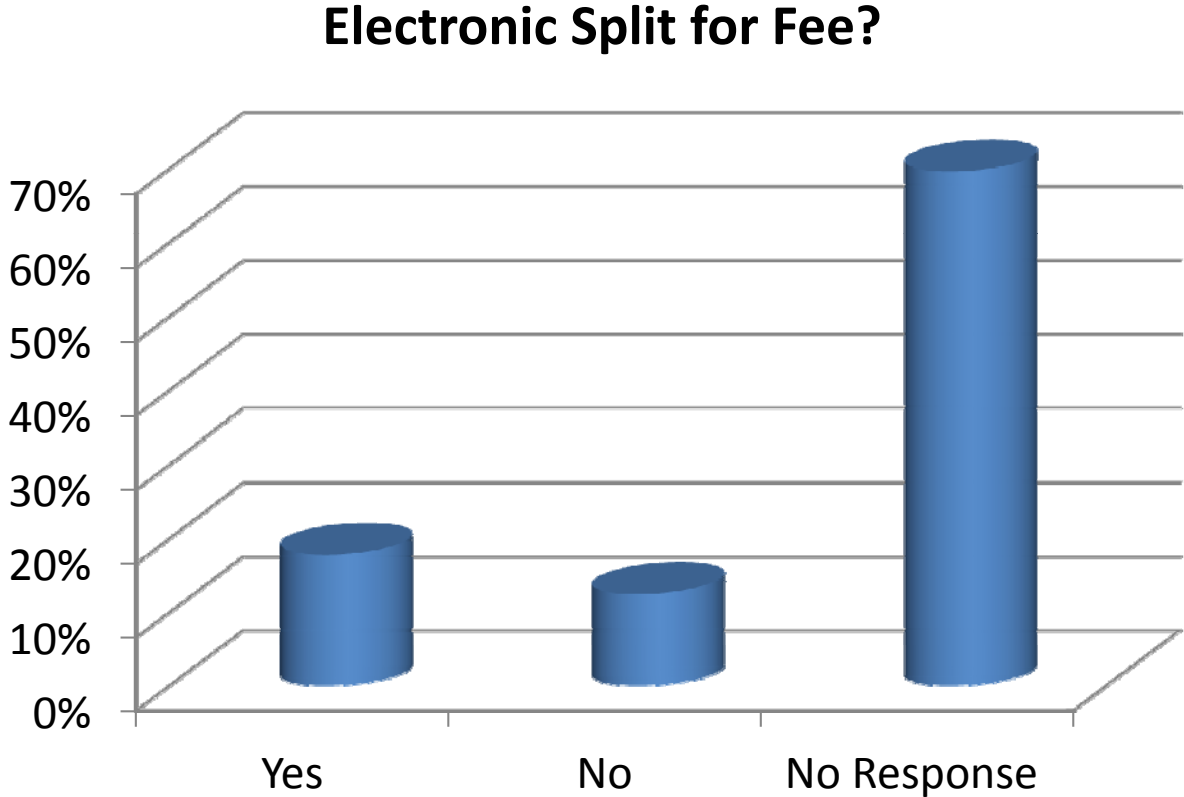
### How Costs Were Split





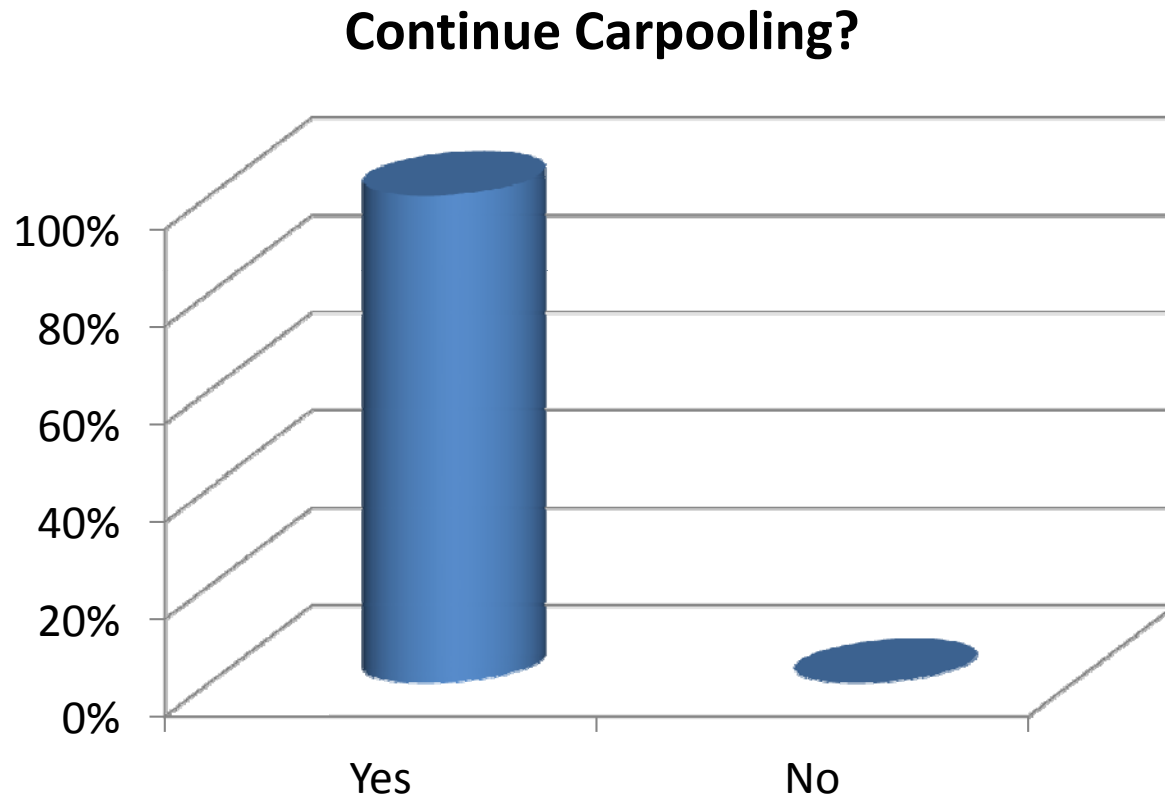
**Pool Rewards Survey Question:** *If there was a way to electronically split the costs of the carpool and a small transaction fee was involved, would you be interested in using such a system in the future?*

**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**

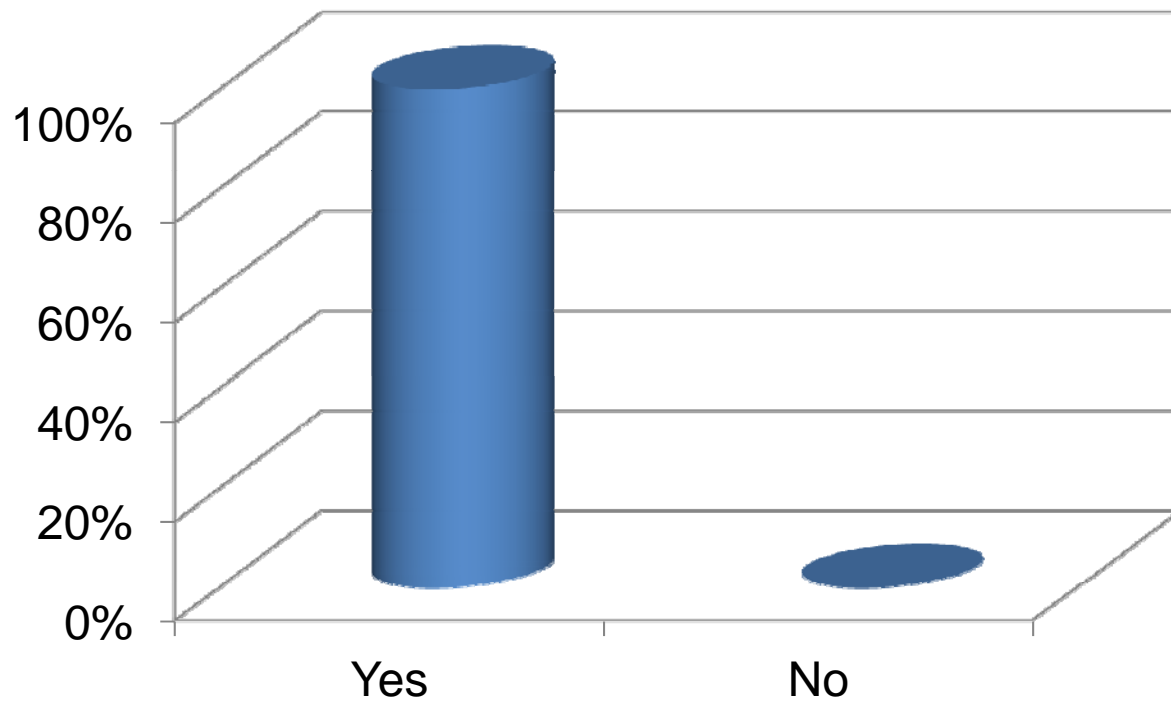


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**Pool Rewards Survey Question:** *Do you plan to continue carpooling with the same individual(s) in your current carpool?*

**100% Yes**

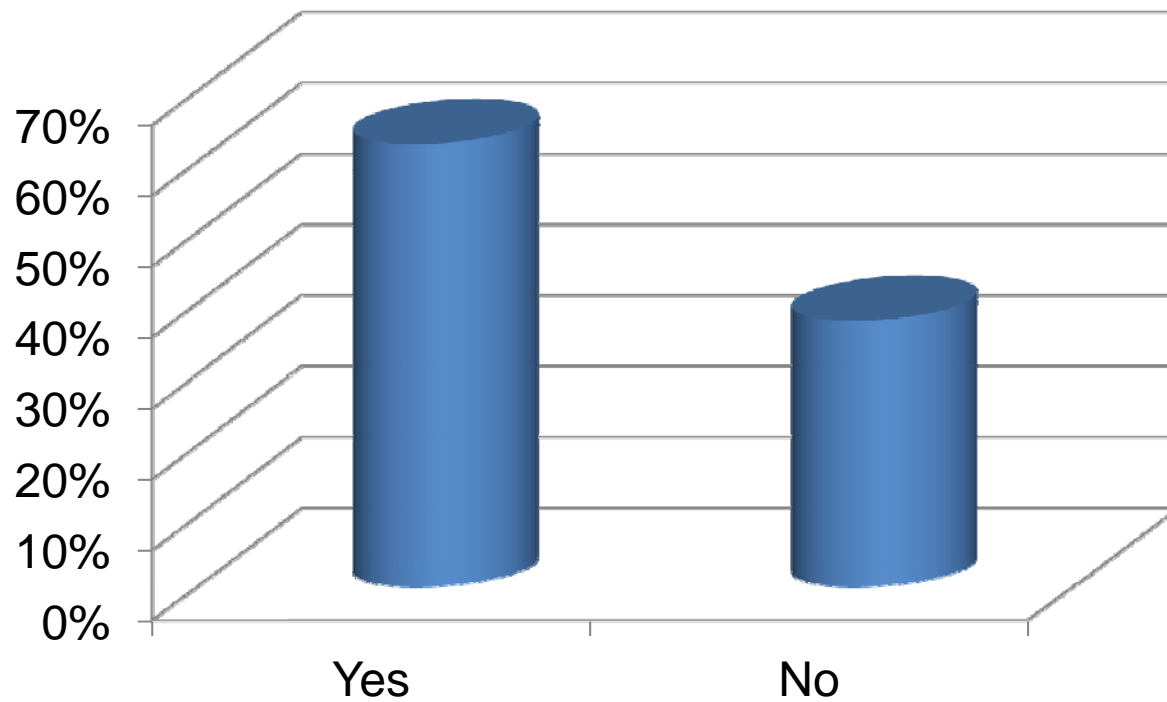
### Continue Carpooling?



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

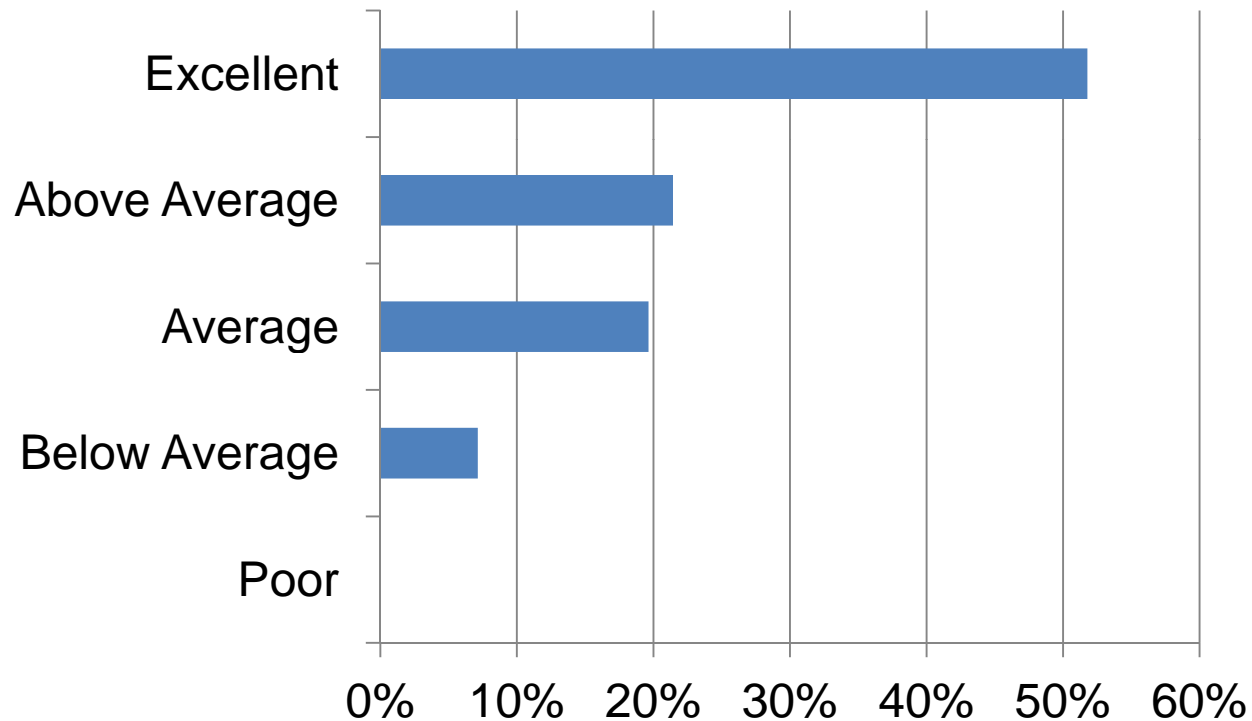
**63% Yes, 38% No**

### 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"**

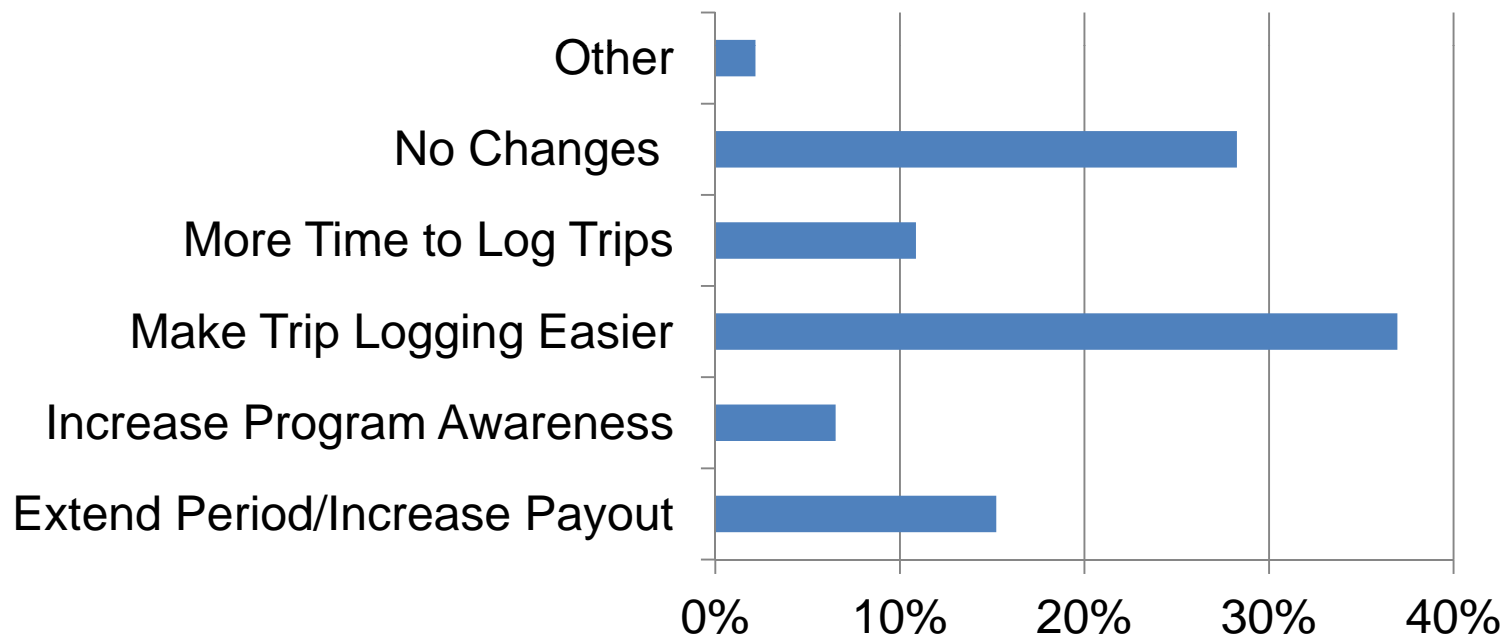
### Value of 'Pool Rewards



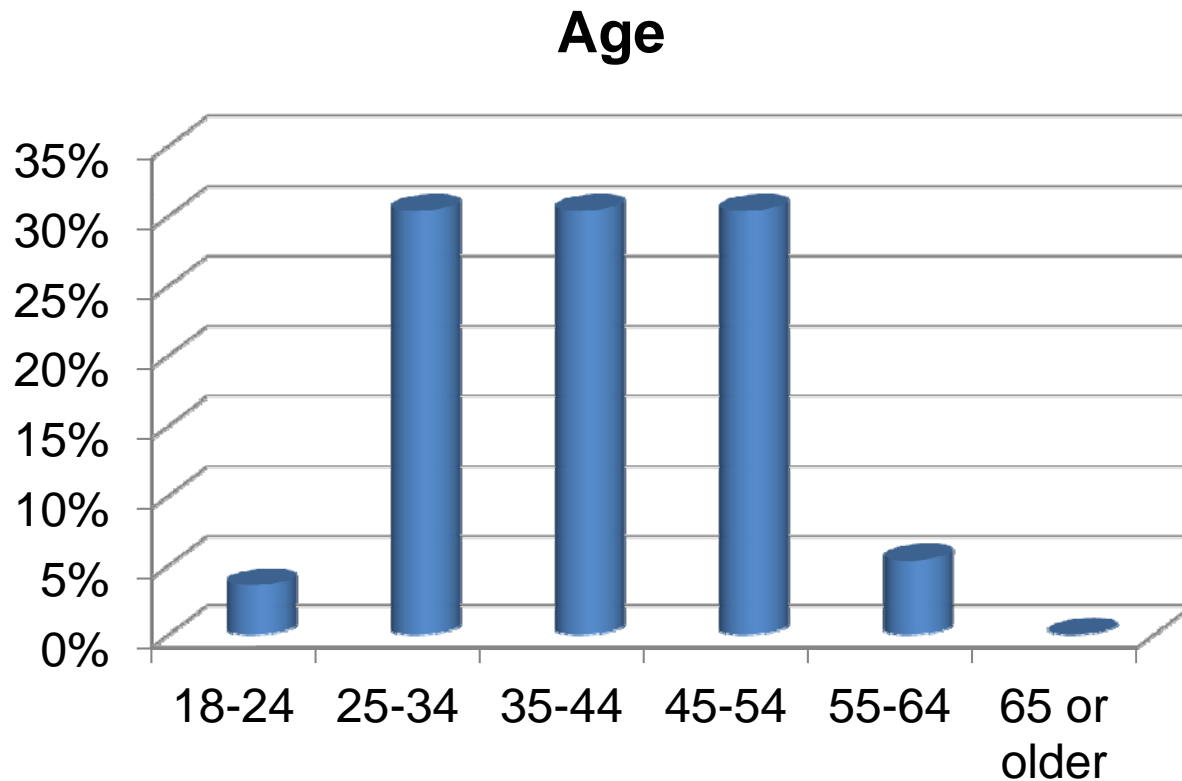
**Pool Rewards Survey Question:** *What changes, if any, would you recommend making to 'Pool Rewards for the future?*

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

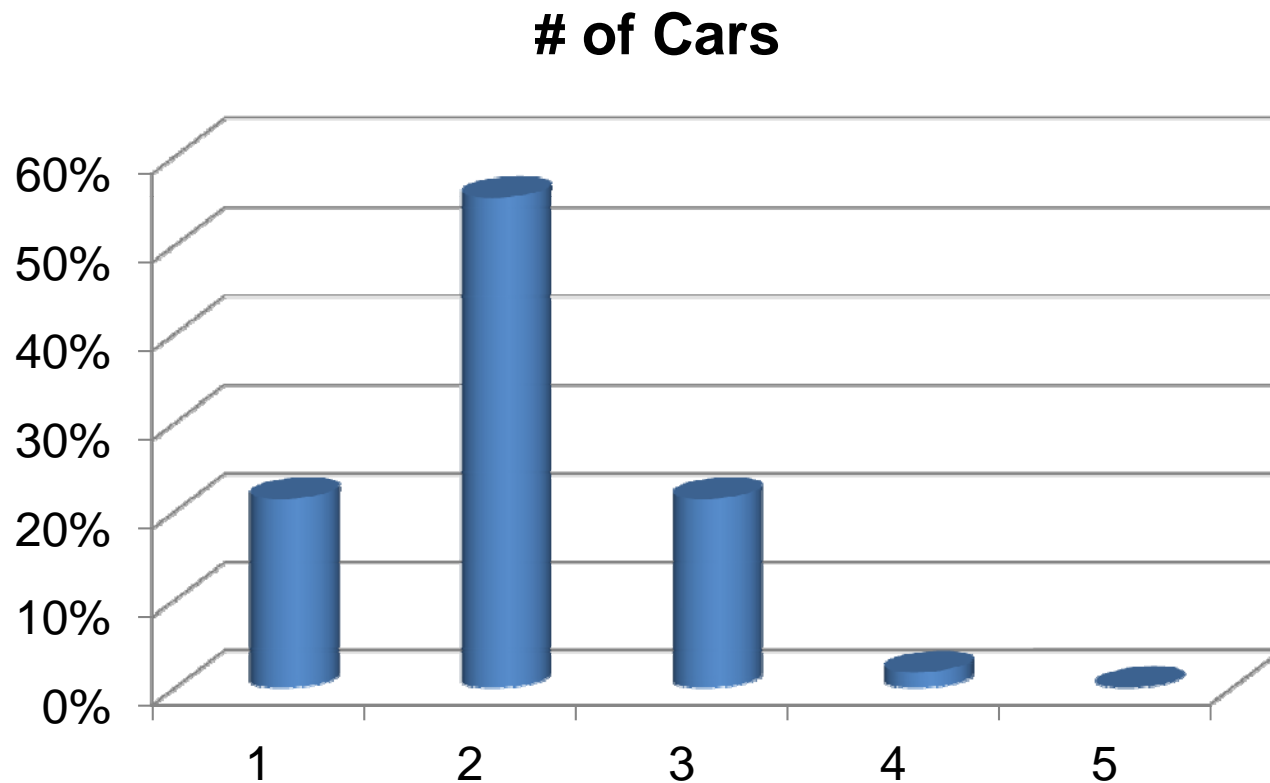
## Recommended Changes



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



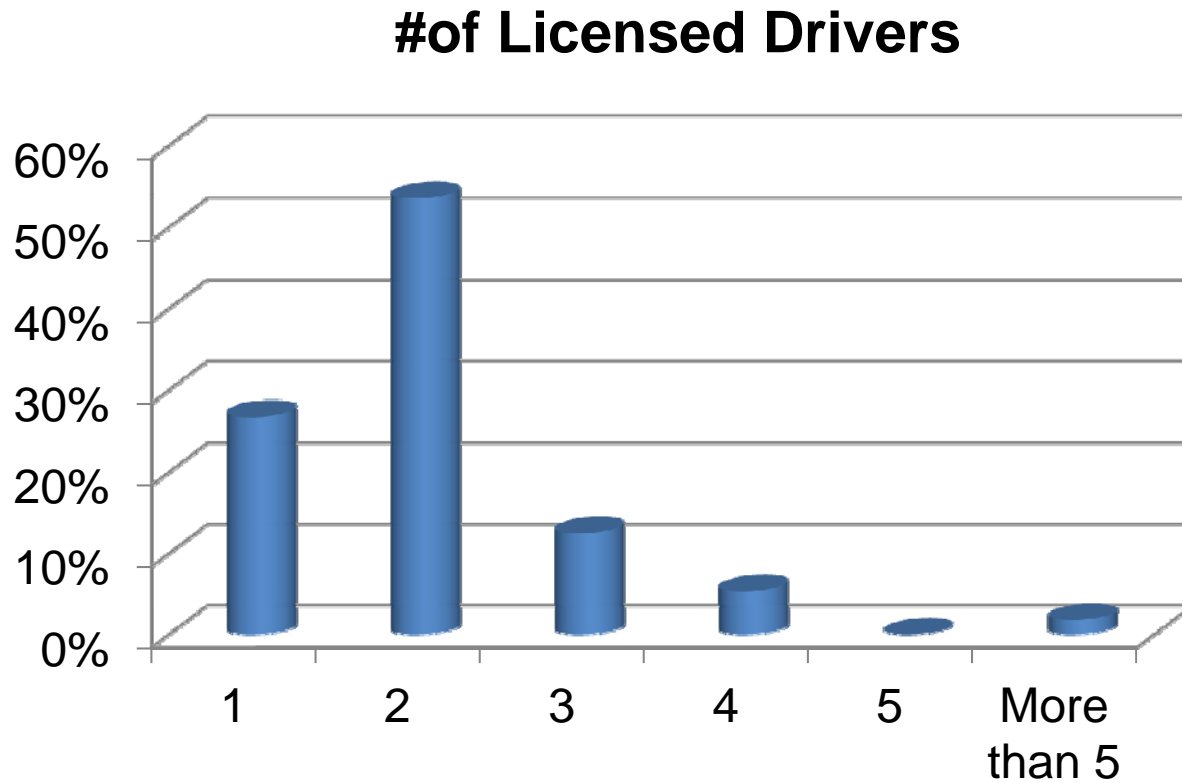
**Pool Rewards Survey Question: - How many cars do you have in your household?**  
**55% of participants have two vehicles**



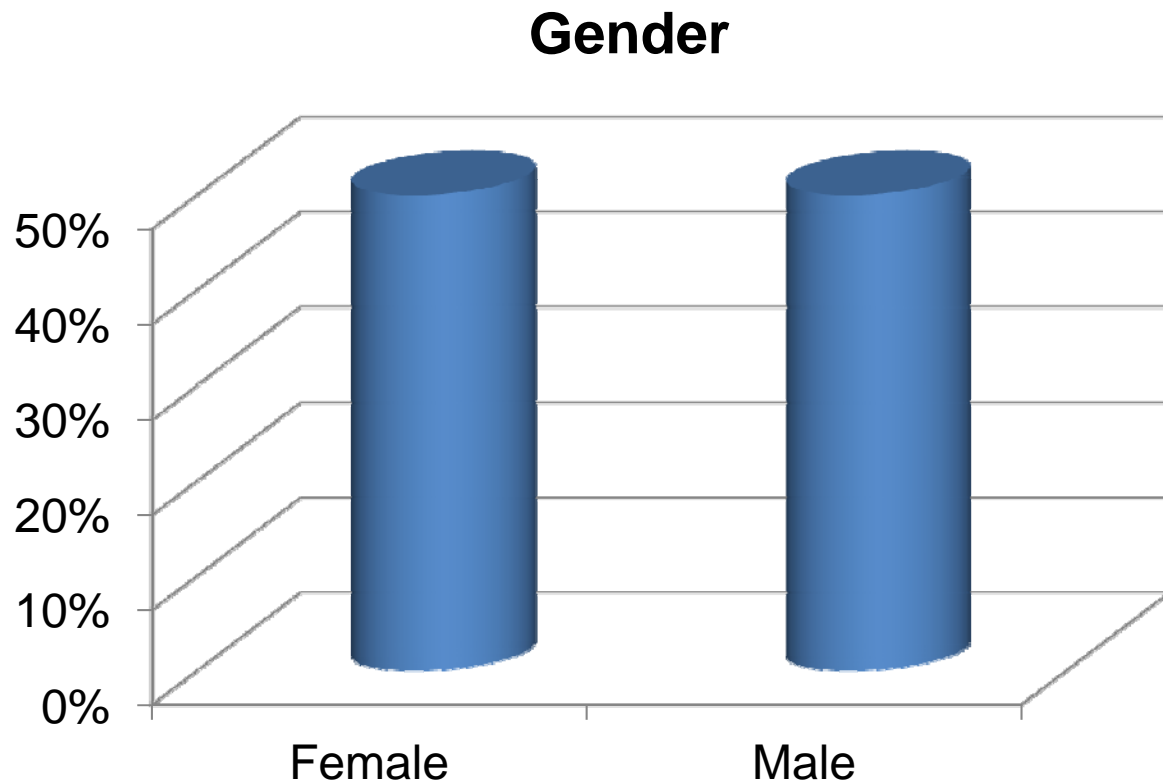


**Pool Rewards Survey Question:** - *How many licensed drivers over the age of 16 live in your household?*

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

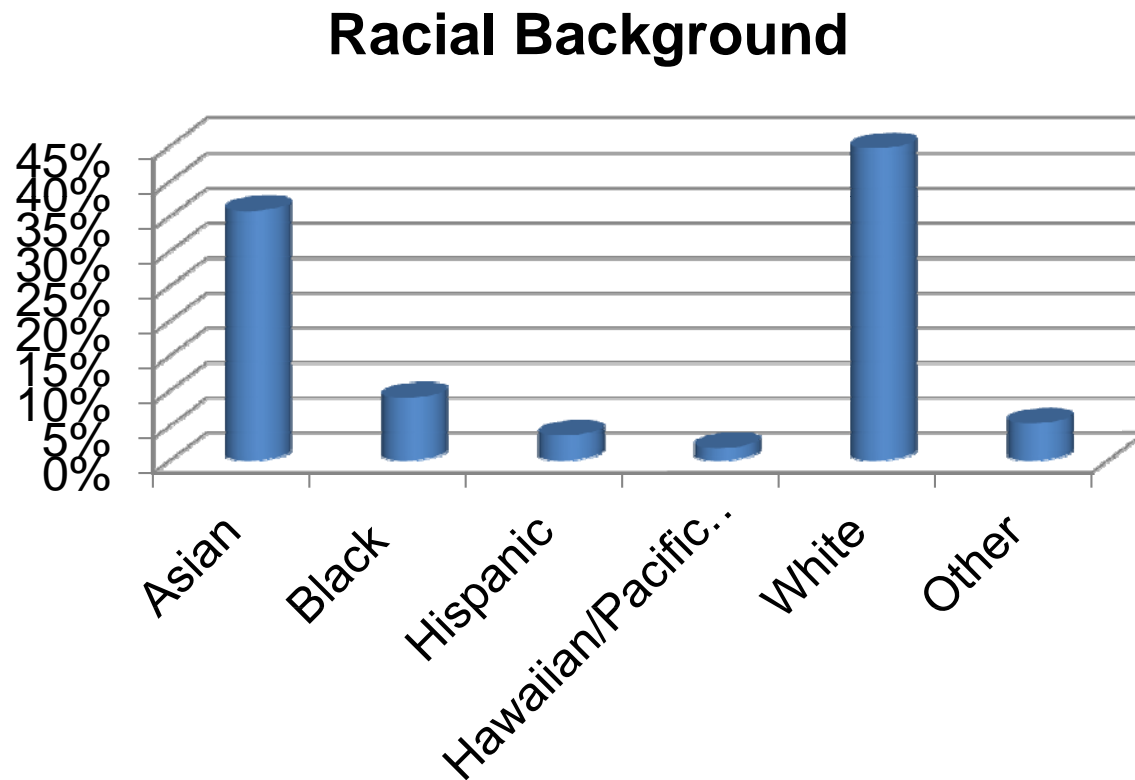


**Pool Rewards Survey Question: - *What is your gender?***  
**50% female, 50% male**



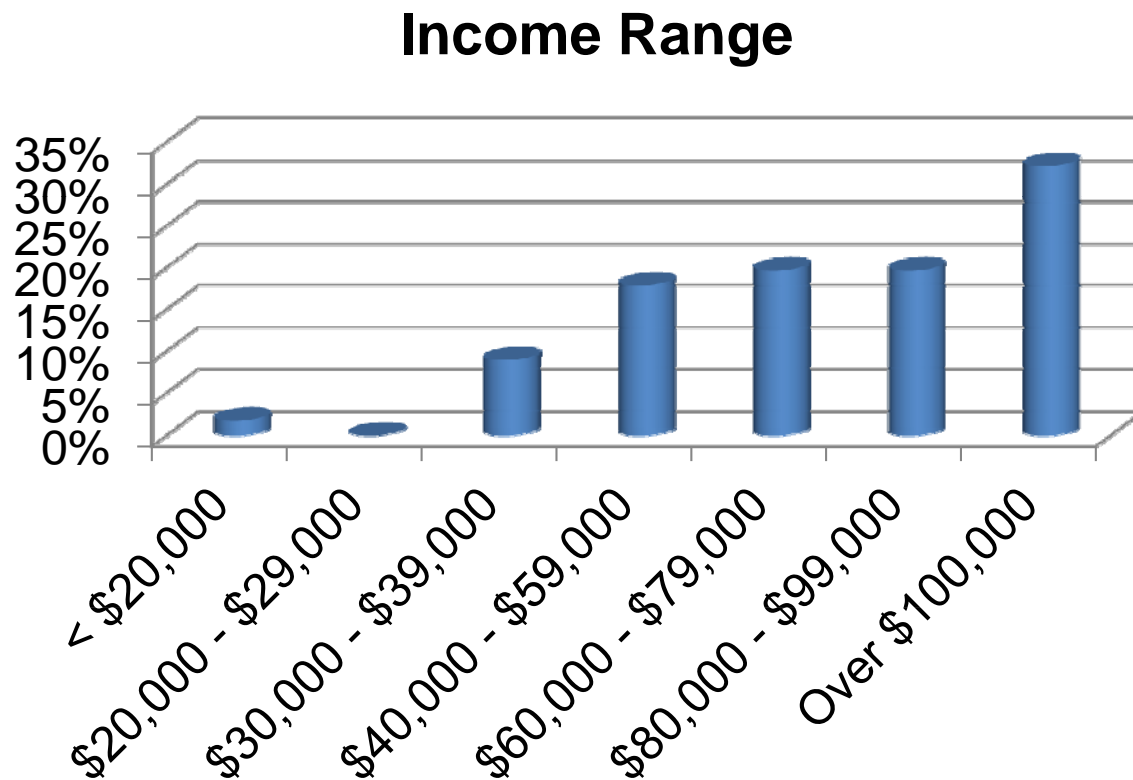
**Pool Rewards Survey Question:** - *Which one of the following best describes your racial background?*

**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.**



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## *Pool Rewards: A Snapshot of 'Pool Rewards Participation*

### FY 2011

- 214 Active carpools
- 348 Active participants
- 47 Participants seeking partners
- 175 Applicants not accepted
- 50 Participants were paid
- 20 Additional participants are eligible for rewards

### FY 2012

- 22 Active carpools
- 52 Active participants
- 35 Participants seeking partners
- 118 Applicants not accepted
- 46 Participants were paid
- 6 Additional participants are eligible for rewards
- 49 Participants did not complete the program