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CITY COUNCIL STAFF REPORT

Meeting: June 19, 2018

Subject

Pogo Pilot Project.

Recommended Action

Approve extending the Pogo Pilot Project through June 30, 2019.

Background

At the October 17th, 2017 Council meeting, City Council authorized the Pogo Pilot Project which currently provides Cupertino High School (CHS) parents with a mobile platform to create and manage walk, bike, or car “kidpools” for school pick-up and drop-off as well as afterschool activities. The goal was to make it easy for busy parents to organize convenient, reliable alternative transportation options for their children. An effective parent carpool program has the potential to reduce traffic congestion around schools during peak hours as well as reduce GHG emissions to further the City’s Climate Action Plan (CAP) goals.

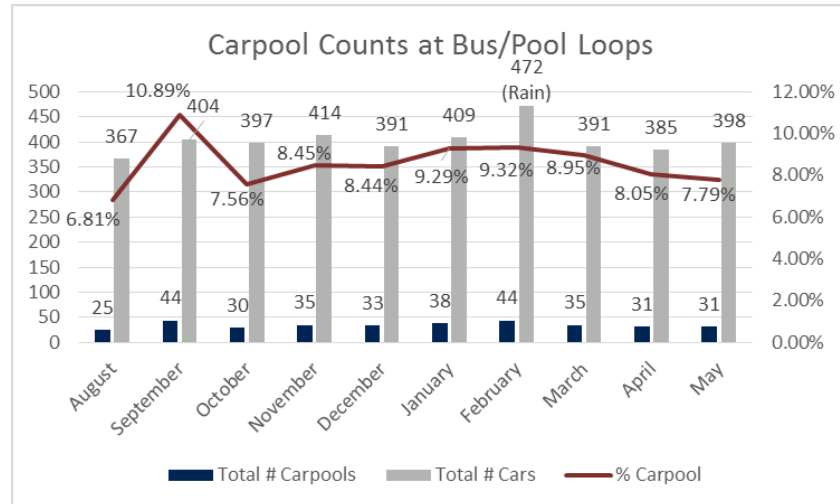
Discussion

The Pogo Pilot Project had a soft launch at CHS at the start of the spring semester in January 2018. The City’s SR2S Coordinator led outreach efforts with support from school staff through letters and emails to parents, social media posts, sign-up cards, A-frames at the bus loops, and announcements and tabling at parent meetings.

Over the course of the spring semester, 58 users joined the CHS community on Pogo. Eleven connections were made in which parents had an in-app interaction such as a message exchange. Of those connections, ten carpools were formed and 31 carpool rides were taken using Pogo. Most Pogo carpools took place after school, with 27 rides listing CHS as a pick-up location.

City staff also conducted morning carpool counts every month as part of the evaluation of the pilot. Mornings were selected as the school has more centralized drop-off locations whereas afterschool pick-up locations vary and would be difficult to assess. The fall months served as a baseline without the Pogo Pilot in place and the spring

months represent results after the pilot launched. Unfortunately, external factors such as seasonality make the comparison between fall and spring semesters challenging. The graph below shows the results from carpool counts. While there was a minor increase (0.1%) in the percent of drop-offs that were carpools when comparing fall and spring semesters, it was not significant. Additionally, after seeing the user data from the Pogo app, it was determined that the app is primarily used for afterschool trips rather than morning trips. If the pilot is continued, staff will restructure the evaluation to better match user trends.



Evaluation

At the outset of the pilot, staff established metrics and goals to assist in the evaluation of the pilot. Based on the criteria developed, a successful carpool pilot at CHS would include one or more of the following:

1. 31+ connections
2. 457 users (20% of the student body)
3. A 5% point increase in students using alternative commuting methods according to the annual SR2S student survey
4. A 5% point decrease in single family vehicle commuting according to the annual SR2S student survey
5. An overall increase in the percent of carpools according to the manual carpool counts conducted by staff
6. 343 students (15%) carpooling at least once a week
7. 600 vehicle miles avoided

At this time, Pogo was unable to capture data for criteria 6 and 7 and they are working to include this information in future reporting. The results of the spring 2018 pilot are shown in the following table.

Cupertino High School Pogo Pilot Evaluation

Measure	Spring 2018	Goal
# of Connections in Pogo	11	31+ connections
% of Students/Users in Pogo	2.5% (58 of 2,287)	20%
Increase in Alternative Commuting	4% Point Decrease	5% Point Increase
Decrease in Single Family Vehicle Commuting	3% Point Increase	5% Point Decrease
% of Carpools at Morning Carpool Counts	Fall 8.5%; Spring 8.6% Slight Increase (0.1%)	Overall Increase
% Active Carpoolers (1x/week)	N/A	15% of students
# of Vehicle Miles Avoided	N/A	600 miles

According to the data, the pilot at CHS did not achieve the desired results. However, it is important to note that these goals were initially developed with the notion that the pilot would run for a whole school year rather than just one semester.

Recommendation

Since the initial pilot was intended to run for an entire academic year, staff recommends continuing the pilot to include the 2018-19 academic year with an evaluation after the fall semester. The success of the Pogo app hinges on achieving enough participation in order to have a large enough pool of users with which to create matches. With additional time, it is possible for the use of Pogo at CHS to increase through word of mouth and future outreach. With the information on user patterns that was gathered in the spring, staff can be more strategic with marketing and outreach in the coming semesters. Also, staff presented Pogo at the Freshman Parent Orientation nights for the upcoming freshman, reaching over 200 parents. The results of this freshman outreach would not be seen until fall 2018. Furthermore, both City staff and school staff agree that a fall launch would be much more effective than the launch in spring as the pilot could take advantage of the back-to-school momentum.

Sustainability Impact

To the extent that this pilot reduces the number of single family car rides within the City, it will reduce GHG emissions and bring the City closer to its CAP goals.

Fiscal Impact

Up to \$10,000 was allocated during the first pilot phase. No additional funding is needed to extend the contract at this time.

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