



## **PRESS RELEASE**

**FOR IMMEDIATE RELEASE**

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**Contact:** Lisa Adamos  
925-931-5039  
[ladamos@cityofpleasantonca.gov](mailto:ladamos@cityofpleasantonca.gov)

### **CITY PARTNERS WITH SCOOP TO INCENTIVIZE CARPOOLING**

*Commuter-App Encourages Ridesharing and Eases Traffic Congestion*

PLEASANTON, Calif. — The city of Pleasanton has partnered with Scoop Technologies, a commuter-app company that promotes ridesharing, to encourage carpooling for commuters and ease traffic congestion.

The City recently allocated \$30,000, which will be used to reduce the cost to passengers using the commuter-app and augment reimbursement to the drivers. This program is similar to ones launched in San Mateo and Foster City earlier this year.

“The partnership between the City of Pleasanton and Scoop is a timely one as traffic continues to be a challenge in our community as well as the Bay Area,” said Pleasanton Mayor Jerry Thorne.

“With the recent addition of Express Lanes on I-580, Scoop offers an innovative solution to encourage carpooling for both our residents and employees.”

By partnering with Scoop and sponsoring the program, the city will help commuters change their behavior through discounted trip prices. Participation in the program is easy once a commuter downloads the app at [takescoop.com](http://takescoop.com) or from the iOS or Android app stores.

Getting commuters to carpool has historically been difficult, but Scoop aims to make the process easier with its commuter-app. To date, commuters have taken more than 400,000 Scoop trips, offsetting 3.3 million commute miles and lowering carbon emissions by 3 million pounds.

"Scoop is honored to partner with Pleasanton to offer a solution to the challenges residents face in their commutes," said Rob Sadow, CEO of Scoop. "Pleasanton is a leader in providing better lives for its residents while lowering emissions. Through this program, the City is setting an example for others to follow as congestion remains a top concern for both the public and private sectors."

For more information, visit [www.takescoop.com](http://www.takescoop.com) or contact David Clavens via email at [clavens@takescoop.com](mailto:clavens@takescoop.com) or by calling 610-217-7905.

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