SRP partners with Scoop to support retention and recruitment goals

About Stanford Research Park
Stanford Research Park (SRP) is a business park that connects groundbreaking startups, established R&D companies, and research branches of Fortune 500 companies to its community of innovators. Often referred to as the engine of Silicon Valley, SRP is home to over 140 companies, including Varian, Lockheed Martin, SAP, VMware, and Tesla, with nearly 30,000 employees across its 700-acre park.

The challenge
In housing some of the most competitive talent in the country, SRP’s transportation department looked for ways to support employee retention and recruitment goals. Since commuting is a primary driver of voluntary attrition, SRP committed to helping employees find better ways to get to work that reduce stress and increase job satisfaction.

The solution
To uphold its commitment to improving the daily commute, SRP partnered with Scoop in April 2016. By bringing together co-workers in carpools they love, SRP was able to improve employees’ well-being and job satisfaction as well as support the retention goals for companies on its campus.

The results after 2 years

70% of employees report increased intent-to-stay
2,500,000+ lbs of CO2 emissions prevented
27 new connections made by the average carpooler

Interested in Scoop? business@takescoop.com, takescoop.com/partners

Scoop is the largest enterprise carpooling solution in the U.S., facilitating more than 8M carpool trips to date. With innovative mobile technology and on-site marketing, Scoop helps employees embrace carpooling in their day-to-day lives, ultimately leading to more enjoyable and efficient commutes.