

Implementing Real-time Ridesharing in the San Francisco Bay Area

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Executive Summary

Real-time ridesharing is an approach to carpooling (or vanpooling) in which interested carpoolers find others to share the ride within a relatively short time of their departure. This concept has been tested in a number of pilot projects over the years, using various technologies. None of the applications as a whole has been successful enough to be sustained, though some components have been incorporated into ridematching systems in operation. Yet, within the last several years, an increasing number of developers have developed new products, hoping to enable real-time ridesharing using the latest technologies and social media.

In the San Francisco Bay Area, the regional rideshare program, 511 Rideshare, is regularly approached by software developers requesting funding to demonstrate their products. Because funding is limited, the Bay Area's Regional Rideshare Program (operated by the Metropolitan Transportation Commission) is interested in a comprehensive research-analysis on the topic so that they can make informed decisions on how to integrate real-time functionalities in its existing ridesharing program. This paper provides a synthesis of lessons-learned from previous pilot projects, as well as a few projects currently in operation. Additionally, this paper provides results of a market demand survey, which researched Bay Area commuters' preferences regarding real-time ridesharing.

One of the interesting findings of this project was that real-time rideshare projects need a longer demonstration period than what has been conducted in most projects in the past. The market demand survey findings showed that about half the respondents were willing to try a real-time rideshare service. As a result, this paper recommends not conducting a pilot project in the traditional sense. Instead, this paper recommends incorporating real-time functionalities into the Bay Area's existing rideshare program and committing to the service for the life of the existing rideshare system. In accordance with this recommendation, this paper makes recommendations regarding specific system functionality, necessary changes to program service, security, marketing and outreach, incentives and back-up transportation (or guaranteed ride home programs).

1. Introduction

Real-time ridesharing is an approach to carpooling (or vanpooling) in which interested carpoolers find others to share the ride within a relatively short time of their departure. It is a little-known concept outside the Transportation Demand Management (TDM) professional community. Within the TDM community, it is still largely considered a concept-solution to a commonly cited barrier to ridesharing – that committed rideshare arrangements with regular schedules are not flexible enough to fit the variable and demanding schedules of many working people and their families.

This concept has been tested in a number of pilot projects over the years, using various technologies. None of the applications as a whole has been successful enough to be sustained, though components used in some of the pilot projects, like the internet and email, have become standard features of ridematching systems in operation today. For example, years ago, the Bay Area's regional rideshare program provided paper matchlists by mail or fax. With the evolution of the internet and email, the 511 Rideshare program has been using an online ridematching system that provides instant matchlists with phone numbers and email addresses. With the real-time nature of the internet, email and mobile phones, participants today could use the phone numbers and/or email addresses to call those on their matchlists to arrange one-time or recurring shared rides, either with advanced arrangements or with very little advanced arrangement. However, participants of the 511 Rideshare system largely use their matchlists for arranging traditional, recurring rideshare trips – not real-time rideshare trips.

Casual carpooling in the San Francisco Bay Area and *slugging* in the Washington D.C. area are the only forms of real-time ridesharing that have been in operation continuously since the 1980s, but these operations are not supported by any organization or technology. Casual carpoolers and slugs meet at known locations to share the ride. They rarely know each other and individuals do not make agreements to meet; riders stand in line waiting for rides and drivers wait in line for riders. In San Francisco, casual carpoolers save time in the HOV lane and the toll on the Bay Bridge; in Washington D.C. they save time in the HOV lane. Neither casual carpooling nor slugging has expanded beyond a single major corridor.

Within the last several years, an increasing number of software developers have designed new products based on emerging technologies, hoping to replicate the real-time successes of casual carpooling beyond the two casual carpooling operations. More recent real-time ridesharing concepts and applications have a range of new functionalities, enabled by the expansion of hand-held, mobile and mapping technology which was not tested in earlier demonstrations and yet, paradoxically, others have limited their development to only one platform or have other limitations.

The San Francisco Bay Area's Regional Rideshare Program is regularly approached by software developers requesting funding to demonstrate their applications. Because funding is limited, the Bay Area's Regional Rideshare Program (operated by the Metropolitan Transportation Commission) is interested in a comprehensive research-analysis on real-time ridesharing to inform decisions about how to integrate flexible, real-time functionalities in its existing ridesharing program.

This project includes a synthesis of lessons-learned from previous pilot projects, as well as descriptions of several projects currently in operation. This project also includes a market demand survey; the results provide insights on what the traveling public prefers. Together, these research efforts will help guide the Metropolitan Transportation Commission on whether and how to incorporate real-time ridesharing in the Bay Area's Regional Rideshare Program.

2. Research Methods

2.1 Literature Review of Past Projects

Several pilot projects have been conducted over the years. Each documented lessons learned in final reports. The first step in this project was to review the project final reports and summarize findings, lessons learned, and recommendations. These reports informed the topical areas to cover and questions to ask in the interviews with pilot program operators and the surveys of commuters (see section 2.2 and 2.3).

2.2 Interviews with Recent & Current Dynamic Rideshare Program Operators

Several private-sector companies, sole proprietors and start-ups have developed some type of dynamic ridesharing application and/or program plan. Some have recently conducted demonstration projects. Others have recently launched their program and/or are currently implementing pilot projects using their application. The purpose of these interviews was to gather additional information about projects that have not yet been reviewed and/or published in a report. The interviews are essentially an extension of the literature review of past projects. The purpose of the interviews is to provide a complete picture of what has already been done and what is being done currently. Interview questions are included in Attachment A.

2.3 Market Demand Surveys

A market demand survey was conducted to learn whether residents and workers in the Bay Area would utilize a real-time ridesharing service. The survey was conducted mostly online, using Zoomerang, from April 1 to May 15, 2010. As well, three of the questions from the online survey were included on a casual carpool survey that MTC's 511 Rideshare Program conducted April 27, 2010 through May 5, 2010. That survey was conducted to evaluate the impact of the new July 1, 2010 carpool toll by distributing paper surveys to casual carpoolers. These three questions were added to ensure that adequate feedback from the casual carpool community could be documented. All of the questions from the online survey could not be included on the casual carpool survey because the survey would have been too long to hold the attention of respondents.

Respondents to the survey of multi-modal commuters include only people who live or work in the nine county Bay Area (the regional rideshare program's jurisdiction). Respondents to the survey of casual carpoolers include only commuters who participated in casual carpooling. For the multi-modal survey, it was important to get responses from both current ridesharers and non-ridesharers, because those already interested in ridesharing may be more easily persuaded to try dynamic ridesharing than those who have not considered any form of ridesharing before. Furthermore, the reason that MTC would consider implementing a real-time rideshare application would be to increase the number of people ridesharing (i.e., convert non-ridesharers to ridesharers).

To encourage a sufficient number of people to take the survey, I randomly selected one respondent to award a \$100 gift card. The survey was linked from numerous locations during the 6-week period, so as to solicit responses from a diverse group of Bay Area travelers. Outreach methods are included in Table 1 below.

The survey questions were based on lessons learned from earlier dynamic rideshare pilot projects as well as my own experience managing the 511 Regional Rideshare program for the past seven years. The survey instrument included questions regarding:

- existing commute and travel modes;
- likelihood of using a real-time ridesharing service and reasons;
- explorations of which functionalities, characteristics or incentives are most important in making travel decisions;
- explorations on why people commute or travel using their existing modes; and
- demographics

The online survey instrument and tabulated results are included in Attachment B.

Table 1 - Survey Distribution

Distribution Mechanisim	Date	Impressions
Craigslist Posting	4/1/2010	
Email to MTI graduate students	4/3/2010	
Mountain View Farmers Market	4/11/2010	1
Craigslist Posting	4/12/2010	
Avego Tweet	4/15/2010	53
MTC e-newsletter	4/15/2010	7700
MTC GovDelivery	4/15/2010	300
MTC website	4/15/2010	
511.org	4/16/2010 - 5/14/2010	450,000 / month
MTC All-Staff email	4/16/2010	150
511 Tweet	4/21/2010	1200
Berkeley Parent Network Newsletter	4/22/2010	25,500
511 Contra Costa Tweet	4/23/2010	267
Sonoma County Transportation and Land-use Coalition	4/23/2010	
Accountable Development Coalition	4/23/2010	
Carticipate.com	4/23/2010	
Carticipate Tweet	4/23/2010	110
Carticipate Facebook Posting	4/23/2010	
Carticipate iPhone app posting	4/23/2010	
San Francisco Farmers Market	4/24/2010	101
Craigslist Posting	4/25/2010	
San Francisco Unemployment Center	5/3/2010	100 cards
VPSI Vanpool Leasing Company Email	5/12/2010	
Santa Clara Valley Transportation Authority Email	5/12/2010	1000

The 511 Rideshare program conducted a survey of casual carpoolers in April, 2010 to learn how the July 1, 2010 carpool toll would impact casual carpoolers. So, in addition to the online survey of multi-modal commuters, I included three questions about real-time ridesharing applications/service on the casual

carpool survey to learn how casual carpoolers, specifically, feel about such a service. The three questions included in the casual carpool survey were questions 7, 8A and 8B – those that ask whether respondents would be interested in a real-time rideshare service and why or why not. The survey was distributed on paper at 14 casual carpool pick-up locations throughout the east bay and downtown San Francisco. Respondents could either mail back the paper survey (postage paid by the 511 Rideshare program) or fill in their answers online. A total of 6,000 surveys were distributed and 2,282 responses were returned (online and mail combined).

3. Real-time Rideshare Pilot Projects

Several public agencies have tested technological applications and approaches to providing real-time ridesharing. The following is a summary of the projects that have been implemented and the lessons learned from each. Table 2, below, provides an overview of all of the projects reviewed.

3.1 Bellevue Smart Traveler, Bellevue, Washington, 1993

Bellevue is small city approximately 10 miles east of downtown Seattle, Washington. The Bellevue Smart Traveler project was implemented in 1993. The project purpose was to test whether “the use of cellular phones” would enhance ridesharers’ experiences and encourage them to rideshare more. The phone service provided a voice-activated matching service, as well as real-time traffic conditions so that ridesharers could make alternate travel plans if needed.

The project researchers conducted two surveys - one of carpoolers and vanpoolers in the Bellevue business district and one of commuters who drove alone.¹ Of commuters who drove alone, 36.4% stated that flexible scheduling of rides to/from work would be beneficial, but only 16.7% of commuters who carpooled thought this would be a beneficial service.² Flexibility and convenience were the reasons checked most often among drive-alone commuters as to why they did not rideshare. The need to arrange rides on a casual basis was the most popular factor that would induce drive-alone commuters to rideshare.³ Of the drive-alone commuters, 42.3% said they were interested in a city-sponsored program that would allow them to arrange rides on a trip-by-trip basis, while only 18.2% of ridesharers said they were interested.⁴ These results indicate that those who carpool/vanpool find the mode to be flexible enough for their schedules, but that for those who drive alone, the need for flexibility is a significant factor preventing them from carpooling/vanpooling.

The project researchers found that no one used the cell phones for ridesharing purposes. Having cell phones did not provide an incentive for ridesharing, nor did they significantly enhance the commute experience.⁵ The cell phones were supposed to encourage ridesharers to contact each other to facilitate ridesharing, but since the six participants’ destinations were so varied, there was no reason for them to communicate with each other to rideshare. The study presumes that if the six participants with cell phones had destinations closer to each other, they may have used the cell phones to call each other and arrange rides.⁶

This pilot project was conducted 17 years ago, and tested whether the use of cell phones would encourage increased ridesharing. Given that cell phone usage today is nearly universal, this study confirms what we already know: that cell phones alone do not constitute a real-time ridesharing program. The results also indicate that, if there were more flexible ridesharing options, carpooling/vanpooling might be a realistic option for more commuters who currently drive alone.

3.2 Bellevue Smart Traveler, 1995

This pilot project was essentially the second phase of the 1993 Bellevue Smart Traveler pilot project. Whereas the 1993 pilot project focused on testing the technology, the 1995 Bellevue pilot project focused on testing the market demand. Again, the project included more than just real-time rideshare technology; it also provided real-time traffic conditions and transit information. The main focus of the project was to form one-time carpools. This 1995 project built on the lessons learned in the 1993 project.

The participants generally liked the idea of dynamic ridesharing as well as the Bellevue Smart Traveler system and how it functioned. However, the participants were either unable or unwilling to carpool with their matches.⁷ People generally preferred to offer rides than to accept them.⁸ There were 53 participants and 148 ride searches, but only 6 rides actually occurred.⁹ The researchers concluded that more research was needed in order to understand what makes a viable rideshare group, what makes people willing to offer rides to others and what makes people willing to accept rides with others.

In designing the technology the second time, the program coordinators conducted a user needs analysis. They conducted a survey, telephone interviews and focus groups. They found that they should keep the system as simple to use as possible.¹⁰ They also found that there was a general lack of knowledge about ridesharing programs, such that a real-time rideshare program would require sufficient instructional information for users.¹¹ Hands-on training is recommended for future projects. They found that a guaranteed ride home should also be provided for program participants.¹² They also found that the matching system should not provide matches that require the riders/drivers to travel more than 4 miles to meet each other.¹³ They also found that users wanted up to one hour before departure to make their ridesharing matches.¹⁴ The program coordinators also found that users wanted some type of security screening. They recommend that the system include a pre-screen process, include gender in the match information, and that the system should record and monitor all ridesharing matches.¹⁵ Finally, the researchers found that they should provide incentives for participants to use the system, including pagers and pager services.¹⁶

Toward the end of the pilot project, the program coordinators conducted a follow-up survey of the participants. Participants indicated that it was difficult to find enough matches; the program coordinators believe this to be an indication that there were not enough participants.¹⁷ Participants also stated that it took too much time to search and confirm matches.¹⁸ The participants indicated that the pager itself was an insufficient incentive to participate in the program, despite the fact that the pagers were a convenient way for them to look at rides being offered.¹⁹ And finally, not surprisingly, people who were already carpooling or taking transit were more likely to search for or offer rides than drive alone commuters.²⁰

The program coordinators concluded that incentives could have enhanced the project greatly, in a number of areas.²¹ They also concluded that predetermined meeting places could have simplified the matching/confirmation process; rather than having to communicate directions, the users could simply communicate that they would meet at one of the known locations.²² They also concluded that working with clusters of businesses or business parks to establish social/traveling networks could have increased participation.²³ Furthermore, it would help participants to feel safer riding with others.²⁴ Management support at individual worksites would also help to encourage participation. Finally, the program coordinators concluded that financial incentives are probably a necessity.²⁵

Program coordinators also made some conclusions regarding the technology. First, the pagers used were one-way pagers, which limited the communication between potential matches. Two-way communication is necessary.²⁶ Also, the pagers' screens were too small to show many matches at one time. A larger screen that could show multiple matches would make it more convenient for users to scan and select matches.²⁷ The program coordinators concluded that "hand-held computers" would allow for bigger screens to display more matches, traffic information, and have significant advantages over pagers.²⁸ They also concluded that the internet would make the system more accessible and convenient for users, therefore potentially facilitating more matches.²⁹ Finally, they concluded that participants would benefit from a system that could provide directions for meeting.³⁰

3.3 Los Angeles Smart Traveler, 1994

The Los Angeles Smart Traveler project was conducted in 1994, just after the Northridge Earthquake. The program sought to provide traveler information via 77 kiosks located throughout the metropolitan area, an automated phone system and a PC via modem.³¹ The information provided included traffic conditions on the freeways, transit routes, fares and services and computer generated rideshare match contacts for regular and one-time occasions.³²

Participants had the option of calling their matches or recording a message that the system would automatically deliver to their matches.³³ The intention was to speed the matching process.³⁴ Ridematching was the least frequently sought option on the kiosks, but the program coordinators speculated this was possibly because the kiosks were most often used at shopping centers – a location where people are less likely to be considering commute options.³⁵ An overwhelming number of automated phone users requested rideshares for future regular carpools – not for the featured one-time service. A follow-up survey's findings were consistent with this; respondents said they were not willing to give or take rides from people they did not know.³⁶ The researchers therefore concluded that the market for one-time or occasional ridesharing is not sufficient to support the automated phone system.³⁷ It is important to note that, due to changes in the scope of the project as a result of the Northridge Earthquake, there was insufficient time to implement the initially-planned mailing and there were no long-term marketing funds available to promote either the automated rideshare matching system or the 77 kiosks.³⁸

The program surveyed a small group of users (25) at the end of the project; not one of them used the service to find a one-time carpool. Most of the users (21) used the system to find a new regular carpool partner.³⁹ Three of the 25 users had been contacted by others for a one-time carpool, but for various reasons, they never carpooled together.⁴⁰ The system proved to be a low-use – and therefore, high-cost – system that was not used for its primary purpose: finding matches for one-time carpools. The findings from the survey were that when people need a one-time ride, they were more likely to do so within their familiar family and social networks. This is because the users found it much easier to find a ride with friends or family than through a system where they were waiting for return phone calls.⁴¹ They also concluded that the low usage was not the result of the lack of marketing. Rather, they concluded that the vast majority of the users did not have the need for a one-time carpool matching service.⁴²

The report includes four final recommendations; the number one recommendation is to assess potential demand before investing in costly systems because their project suggested that there is unlikely a significant market for one-time ridesharing services.⁴³ Second, the program coordinators recommend that any real-time rideshare application developed should be a significant improvement over the

existing system.⁴⁴ The other recommendations were to ensure that users understand the use of the system for one-time carpooling and to establish technical monitoring processes.⁴⁵

3.4 Sacramento Dynamic Rideshare Demonstration, 1994

The Sacramento Dynamic Rideshare pilot project was conducted in 1994-1995. Program coordinators conducted two focus groups to aid in the design of the pilot program. One focus group consisted of current and potential carpoolers and the other group consisted of potential carpoolers and single-occupant drivers. The first group generally reacted positively to the real-time rideshare concept while the second group reacted rather negatively.⁴⁶ Their negative reactions included serious doubts regarding feasibility, feeling that it was “unrealistic, impractical, unresponsive to their needs and even downright ridiculous.”⁴⁷ Participants that were willing to consider dynamic ridesharing wanted to have a pre-screening process to ensure security.⁴⁸ They also preferred a fixed payment scheme that would avoid variable prices and uncomfortable negotiations.⁴⁹ Participants indicated that the phone was the preferred way of finding matches (although PDAs were not widely available at that time).⁵⁰ The authors acknowledged that all of these desired functionalities and services may not be possible (and that some could be possibly illegal) but that they would be researched and taken into consideration in developing the Sacramento pilot project.⁵¹

The project ultimately did not test a technological application; participants would call the program, speak to call-center operators and obtain matches over the phone.⁵² The matches were made manually by the operators, using proximate zip codes.⁵³ Of the 360 commuters that participated in the program, 10 people registered for matches but only one match was made.⁵⁴ The program coordinators never confirmed that ride happened.⁵⁵ The program coordinators concluded that the project was unsuccessful for several reasons, including inadequate marketing of the service, the time savings provided by an HOV lane was inadequate incentive, and personal security was a significant concern and prevented participants from matching with people they did not know.⁵⁶

3.5 Coachella Valley TransAction Network (Riverside County, CA), 1994

Commuter Transportation Services, the rideshare program in Southern California, tested the Coachella Valley TransAction Network dynamic rideshare project in Riverside County in 1994. The project was similar to the Los Angeles Smart Traveler project, in that matchlists were provided to interested one-time ridesharers via four kiosks.⁵⁷ The kiosks also provided real-time traffic and transit information. One-third of the requests were for ridesharing, but only 8% of the 3200 printouts were for ridematch lists.⁵⁸ The project was expensive to implement, given its short implementation period of seven months.⁵⁹ Due to its high costs, low usage and need for a complete redesign of the system to continue operation, Commuter Transportation Services decided not to continue implementation of the program.⁶⁰ The Coachella Valley project confirmed that kiosks are probably not the most ideal way for obtaining rideshare matchlists or real-time rideshare information.

3.6 Seattle Smart Traveler, 1996

The Seattle Smart Traveler pilot project was conducted in 1996. The project was largely a test of the technology, since a specific location was decided on prior to the test. The program coordinators decided to test the project amongst students and faculty at the University of Washington because characteristics of the university environment would make those commuting to campus be inclined to use a dynamic rideshare system.⁶¹ First, students (and sometimes faculty) have variable schedules.⁶² Second, the students and faculty have a high level of technological sophistication.⁶³ Third, there was limited parking on campus.⁶⁴

The Seattle Smart Traveler program was designed to be a full ridematching software, in that it was meant to serve those looking for traditional, recurring trips as well as real-time occasional trips.⁶⁵ The system requested a phone number and email address, and sent email notifications about matches.⁶⁶ It is important to note that this system was designed such that users meet at pre-determined locations. So, a user need not input their home or work address. Rather, they simply choose locations from a drop-down menu where they are willing to meet. The advantage with this strategy is that the users would know and be familiar with where these pre-determined locations are, thereby reducing confusion for users.⁶⁷ However, the disadvantage with this strategy is that it limits the number of locations where users can meet, thereby reducing flexibility of a system that is attempting to achieve increased flexibility in ridesharing.⁶⁸

Once the system determined the matches, it generated matchlists that the users could view online. Additionally, the system provided the option to send a pre-formatted email to users, requesting or offering rides.⁶⁹ In addition to an email message, users had the option of receiving messages on their Seiko message watch.⁷⁰

The staff, faculty and students tested the project from March, 1996 to November, 1996. Interestingly, 90% of the users had regular schedules.⁷¹ During project implementation, 2065 trips were registered in the database, but only 3% of them were identified by the users as one-time dynamic trips.⁷² However, the project coordinators did not market the program until the fall of 1996, not long before the test implementation period ended.⁷³ When outreach to the student population began, the number of variable schedules increased considerably.⁷⁴ This “considerable” increase led the program coordinators to believe that there is a demand for a system that offers dynamic functionality.⁷⁵

3.7 RideNow, Dublin & Pleasanton, California, 2006

The RideNow pilot project was a collaborative effort among several public agencies and private entities, implemented in 2006.⁷⁶ RideNow was a bit different than the other dynamic rideshare pilot projects in that it tested a system that would provide matches for people interested in finding one-time carpool partners to/from one BART train station in the San Francisco Bay Area.⁷⁷ The program coordinators reviewed previous dynamic rideshare pilot programs, including some of the ones reviewed in this paper, and took their findings into consideration when developing the pilot program.⁷⁸ For example, they ensured that there was a guaranteed ride home component, marketing and incentives, including free BART tickets for registering and more free tickets for making matches, and several hands-on orientations to teach participants how to use the program.⁷⁹

A total of 121 people registered to participate in the program.⁸⁰ About half (59) actually used the system.⁸¹ Over a 6 month demonstration period, 1170 requests were placed, of which 141 matches were made.⁸² However, participants did not follow through with their matches and meet their carpool partners, resulting in only 8% of requests that evolved into a carpool.⁸³ One of the reasons for the participants not following through on their matches was confusion; those who were waiting for a ride did not know where at the BART station to meet their drivers so they found another way home.⁸⁴ There were a few minor problems with the system’s technology, but overall, the system functioned well.⁸⁵

Despite the orientations to the program participants, the program was not easily understood.⁸⁶ The participants did not fully understand how to make successful matches, nor did they understand all of the program features.⁸⁷ Participants also felt that the phone system was cumbersome and that some of the prompts were difficult to understand.⁸⁸ Interestingly, participants found the match request to

notification time frame of 15 minutes problematic for the morning commute; they would have preferred more time.⁸⁹

Based on their findings, the program coordinators made several recommendations for future programs. First, they recommended increased and sustained marketing to increase the number of participants.⁹⁰ They also recommend maintaining preferential parking as an incentive for participation (if applicable to other projects).⁹¹ They also recommend an improved and easy-to-use telephone system that is able to accommodate menu changes, to be able to change and adapt to user feedback.⁹² They also recommend providing a system that can allow for more lead-time for morning matches, ideally up to one hour.⁹³ Finally, they recommended having live operator hours from 6 am – 9 am, to assist participants in any problems.⁹⁴ The final report acknowledged that the program was difficult and costly to market on its own, but if it were a part of a larger rideshare program, it might benefit from cost efficiencies.⁹⁵

3.8 Goose Networks, Genentech Corporation, San Francisco, California, 2008

The Genentech Corporation is a biotechnology firm located in an office park in the city of South San Francisco, approximately 10 miles south of San Francisco. Goose Networks contracted with Genentech in 2008 to test their product.⁹⁶ Goose had conducted an unofficial pilot project at Microsoft in Seattle, simply to test the technology.⁹⁷ The Goose networks real-time technology utilized SMS texting.⁹⁸ The system used basic syntax, by searching for specific words, like “today” or “now”, in various sentence structures.⁹⁹

After learning that the technology worked, Goose sought to conduct a test of the demand for such a service.¹⁰⁰ The pilot project at Genentech lasted 11 months.¹⁰¹ Of the 8000 employees at the Genentech Corporation, approximately 200 employees participated in the program and 50 matches were made.¹⁰²

The transportation coordinator at Genentech conducted several brown bag lunches and training sessions to encourage employees to participate in the program.¹⁰³ They focused the sessions on specific neighborhoods in San Francisco in an effort to establish a critical mass and increase the number of potential matches.¹⁰⁴ As well, Genentech extended their existing \$4 per day commute incentive program to the participants of the program who made matches and carpooled.¹⁰⁵

The transportation coordinators at Genentech and Goose Networks found that the pilot program required a significant amount of assistance for participants.¹⁰⁶ Participants had questions during all phases of the project.¹⁰⁷ Genentech and Goose found that they could not sustain the level of customer service that the pilot project required.¹⁰⁸ The participants also indicated that they were more interested in riding the deluxe, wi-fi, direct-route buses that Genentech offers.¹⁰⁹

3.9 RideCell, Centers for Disease Control, Atlanta, 2010

The Centers for Disease Control (CDC) in Atlanta has begun testing a real-time ridesharing application called RideCell. The Atlanta CDC has 3500 employees and is located in a secure business park.¹¹⁰ Employees at the park have varied schedules because they work for extended periods off-site at project sites and many employees telework.¹¹¹ The park is well-served by transit; employees perceive it to be well-served, too.¹¹² As of January, 2010, RideCell has not been tested with users at the CDC. They are still in the recruitment phase of the demonstration project.¹¹³

RideCell is a real-time, internet-based application that provides text messages and emails when participants have matches.¹¹⁴ It also has applications that allow it to run smoothly on the iPhone and

blackberry.¹¹⁵ Users set up their profile, specifying when they want to carpool, either on a regular, recurring basis or on occasion.¹¹⁶ The system then automatically matches them based on their preferences.¹¹⁷ It sends an email or text message telling them when they have a match.¹¹⁸ Users can set locations other than their home to be picked up.¹¹⁹ The CDC also established well-known pick up points (e.g., park-n-ride lots, malls, etc.) in the system so that people could easily locate their matches.¹²⁰ Employees are required to input their CDC digital security code during the registration process to confirm employment.¹²¹

The CDC has struggled to get enough employees to participate in the program.¹²² Less than 200 employees have registered for the program.¹²³ The employee transportation coordinator and executive staff sent emails to all the employees. They also distributed flyers at the entrance checkpoints. Targeted emails were also sent to approximately 600 employees that were already registered in other systems.¹²⁴ The employee transportation coordinator believes that there are two reasons why they have not been able to get more employees to register. The first is that there are 600 employees that have signed up in other systems and they see little or no benefit in joining yet another system.¹²⁵ Secondly, the 200 employees that did register were not necessarily interested in carpooling.¹²⁶ Most were interested in the real-time traffic information that would have been sent to their email account and others were interested in vanpooling.¹²⁷ This has diluted the critical mass and lessened the potential for matches.¹²⁸

3.10 Avego, University Cork, Ireland, 2010

The University College Cork (UCC) has just under 20,000 full-time students and a staff of almost 3,000.¹²⁹ Since April, 2009, UCC has been working on a demonstration of the Avego real-time ridesharing application using “ghost” riders.¹³⁰ Actual drivers post requests for non-existent riders. This demonstration has largely tested the technology, as opposed to demand for the system.¹³¹ Avego provided each of the 20 participants with a free iPhone; they also subsidized their phone contracts in return for each participant using the iPhone application to pick-up and drop-off simulated riders at least 20 times each month.¹³² In the fall of 2010, they will expand their test group to 100 participants.¹³³ The program administrators conducted information sessions prior to starting participant registration; now that the pilot project is underway, they have a pilot program coordinator who is on campus three days a week to hold information sessions, meet with participants and coordinate with UCC staff.¹³⁴

Avego is a real-time ridematching system that utilizes GPS-enabled phones and the internet.¹³⁵ Drivers with GPS enabled iPhones offer rides; riders, using their iPhone or the internet, search for drivers going the same route at the same time, up to 30 minutes in advance of the trip.¹³⁶ Avego exchanges money between the rider and the driver electronically when the rides have been accepted, and based on the length of the trip.¹³⁷ Avego directs both the driver and the rider to the most convenient pick up point for both (a point along the driver’s route and within easy walking distance of the rider).¹³⁸ Riders can specify how far they are willing to walk, the minimum distance being 300 meters, maximum being 2000 meters.¹³⁹ Because the system uses GPS-enabled phones, the driver is directed precisely to the rider and as a result, Avego has not found the need to establish known meeting locations.¹⁴⁰ Participants are required to register in the system and provide personal information before being allowed to offer or accept rides.¹⁴¹ Upon receiving a match, participants are provided unique PINs and are required to provide the PIN to their matches.¹⁴² Beyond the individual trips, security is enhanced with crowd-sourced user ratings. Users rate each other, and amass an average rating for others to use when deciding whether to ride.¹⁴³

Avego is currently testing only the real-time ridesharing component of their service at the University College Cork.¹⁴⁴ However, their full system can accommodate both traditional, recurring rideshare matching, as well as real-time rideshare matching.¹⁴⁵ Avego has built its system on an open platform, so it could be incorporated into other existing ridematching systems and be re-branded as any agency's service.¹⁴⁶

3.11 Carticipate, 2008 to Present

Carticipate is a real-time ridesharing application, launched in 2008. It has not been tested amongst a smaller group of users or in a concentrated geographic area.¹⁴⁷ Carticipate is operational and available to the general public, world-wide. Currently, Carticipate relies on advertisements offered through their application and a percentage of the payments made between riders and drivers.¹⁴⁸ Carticipate has 2944 registered users, as of May, 2010.¹⁴⁹ The iPhone application has been downloaded 30,000 times.¹⁵⁰

Carticipate was created to be used primarily on mobile phones. It currently only operates on the iPhone by downloading the free app.¹⁵¹ It also has a website user interface and a Facebook application.¹⁵² When using the system via the mobile phone platform, the system identifies the user's location using the phone's GPS device.¹⁵³ The website and Facebook applications assume the user is at his or her default start location, unless and until the user changes their start location.¹⁵⁴ The system then sends a list of other users that are seeking riders or drivers at the time the user logs on to the system.¹⁵⁵ Users can then change their start locations and/or start and end times to search for real-time or scheduled rides.¹⁵⁶ Users can meet at their current location or at other predetermined locations.¹⁵⁷

3.12 QuickFlow, 2010

The QuickFlow program was developed within the last year by Ecology & Environment (E&E) for the New York State Department of Transportation (NYSDOT) and New York State Department of Energy (NYSDOE).¹⁵⁸ The program has not been tested with actual users.¹⁵⁹ NYSDOT and NYSDOE had intentions of conducting a pilot project with users in the New York area, after the technology was developed, however, lack of funding has prevented further research and/or testing of the E&E product.¹⁶⁰

E&E is a consulting firm offering a range of services, including ridematching systems.¹⁶¹ Their base ridematching system, GreenRide, is an internet-based system that can be licensed.¹⁶² QuickFlow was developed as an add-on application.¹⁶³ QuickFlow works best with the GreenRide base system, but E&E could license it as a separate product to customers with other traditional ridematching systems, with some customizations.¹⁶⁴ When combined with a traditional ridematching system, users could obtain traditional rides and/or real-time, one-trip matches.¹⁶⁵ QuickFlow provides matching via phone, text messaging, email, cell phones and/or the internet.¹⁶⁶ It runs on mobile phone browsers; QuickFlow runs best on the iPhone, but it also works on the BlackBerry and Palm.¹⁶⁷

QuickFlow utilizes crowd-sourced user-ratings.¹⁶⁸ Users rate other users, and amass an average rating for others to use when deciding whether to ride.¹⁶⁹ E&E chose not to incorporate security or background check requirements for participants because (1) they require significant time to conduct, (2) they require expertise to conduct accurately and add liability if mistakes are made, and (3) still do not guarantee safety.¹⁷⁰

3.13 Casual Carpooling in the San Francisco Bay Area

Casual carpooling in the San Francisco Bay Area has existed since the 1970s. Riders and drivers line up at known locations throughout the east bay (cities and towns on the east side of the San Francisco Bay

and east of the City of San Francisco) and drivers pick them up to travel westbound on I-80, over the San Francisco Oakland Bay Bridge, to downtown San Francisco. Both riders and drivers save time and money in the HOV lanes and at the toll plaza.

While casual carpooling is different from the other projects reviewed here, namely because it is not a pilot project, there are a few reasons to include research about casual carpoolers in this review of pilot projects. First, and most obviously, this is the only form of real-time ridesharing that has worked with no help from any government agency, non-profit advocacy group or private sector service. So it is important to learn what has worked, where and why, and which types of people casual carpool. Secondly, it is important to learn whether casual carpoolers like casual carpooling exactly the way it is today, or whether they would prefer improvements over the existing operations, if such improvements were possible.

RIDES for Bay Area Commuters, the Bay Area's former Regional Rideshare Program contractor, conducted counts and surveys in 1985, 1987, 1989, 1992 and 1998.¹⁷¹ RIDES produced a report in 1998 that summarizes findings over the years. The 1998 report estimates that the number of casual carpoolers has remained relatively constant over time.¹⁷² RIDES estimated the total number of people casual carpooling in the Bay Area is between 8,000 and 10,000.¹⁷³

The survey found that two-thirds of drivers would continue driving alone if there were no riders and that 95% of riders would go back to riding transit.¹⁷⁴ 511 Rideshare's 2010 survey results were similar; approximately 52% of drivers stated they would continue driving even if they could not pick up passengers and approximately 80% of riders state they would take transit if they could not ride.¹⁷⁵ At first blush, it would seem that casual carpoolers are not reducing trips. However, this may also point out one of the reasons that casual carpooling works: there is back-up transit that serves the corridor so riders do not have the fear of being stranded if they can't find a ride with a driver.

3.14 Pilot Projects Summary & Findings

The real-time ridesharing projects reviewed employed a range of different technologies and approaches. The first projects used cellular phones, then pagers, information kiosks, and later the internet and mobile devices.

The following are common lessons learned among the different projects:

- Pilot projects should have a sufficient operational period (ideally at least two years) so that potential participants have time to find out about the program and become comfortable with the concept. One reason that casual carpooling works is that it has operated consistently for decades.
- Marketing is essential, at least initially, to build critical mass.
- Incentives are key. The right incentive will get people to participate (e.g., Avego's iPhones, RideNow's BART tickets)
- A user-friendly interface is essential; some of the earlier projects' match processes were burdensome or counter-intuitive, others operated on awkward platforms that made it difficult to use (i.e., pagers and watches).

- Incorporating common meeting points (such as existing park-n-ride lots or a central location in an office park) in addition to participants' homes or work sites helps users feel more comfortable and can help reduce confusion about specifically where to meet.
- The fear of strangers is a barrier that can be overcome, either with crowd-sourced user rating systems, concentrating the project area at a large corporation or university where users are more familiar with each other, or with time (as is realized in casual carpooling).
- Hands-on training and ongoing assistance for commuters is essential, at least for the duration of the demonstration project.
- Back-up transportation is essential. Participants should have the perception that the back-up transportation is readily accessible. Public transportation is preferred, because riders do not need to make arrangements to fall back on this option. A guaranteed ride home program that utilizes taxis (as in the RideNow project) would be next best.

Table 2, below, provides a quick-glance comparison of the projects reviewed.

Table 2 - Pilot Projects Summary

Project / Location	Year(s) Implemented	Operational Test OR Market Demand	Technology Used	Marketing
Bellevue Smart Traveler, Bellevue, Washington, Phase I	April 1991 – 1993 (operational test lasted 6 months during this period)	Operational Test	Cell Phones	None
Bellevue Smart Traveler, Bellevue, Washington, Phase II	July 1992 – April 1994 (operational test November 1993 – April 1994)	Both, but focus was on market demand	Cell Phones, Pagers	Outreach to businesses in downtown business district
Coachella Valley Dynamic Rideshare (Riverside County, CA)	May 1994 – December 1994	Both	Kiosks	Visibility/presence of kiosks in pedestrian and retail locations
Sacramento Dynamic Rideshare Pilot Project	1994-1995	Both	Live Operators, phone system	Little promotion of the program
Seattle Smart Traveler, Seattle, Washington	March 1996 – November 1996	Operational Test	Phone, internet, email, Seiko message watches	Outreach campaign to students on campus
Los Angeles Smart Traveler, Los Angeles, California	September 1994 – January 1995	Both	Kiosks, Automated Phone System	Direct Mail piece to 68,000 people in corridor
RideNow, Alameda County, California	November 2005 – May 2006	Both	Phone, online, kiosks at the BART station	BART newsletter articles, in-station signage, email blasts, \$5 and \$10 BART ticket incentives and priority BART station parking
Goose Networks, Genentech, South San Francisco, California	January 2008 – November 2008	Both, but focus was on market demand	Phone, SMS Texting,	Extended Genentech \$4/day commute alternative incentive to pilot project participants
RideCell, Centers for Disease Control, Atlanta, Georgia	Present	Both, but focus was planned to be on market demand	Landline, internet, SMS Texting, emails	Email and flyer distribution to employees
Avego, University College Cork, Ireland	April 2009 – present	Both	Landline and cell phones, smart phones and computer	Free iphone and subsidized contracts to first 20 testers
Cartipacate	2008 – Present	Neither – no test of this system has been conducted.	Landline and cell phones, smart phones and computer	N/A – no user test has been conducted.
GreenRide QuickFlow, New York	2010 – no test has been conducted	Neither – no test of this system was conducted as part of this report.	Landline, cell, smart phones, computer (web access not required), email, SMS text messaging, and online message center.	N/A – no user test has been conducted.

4. Demand for Real-time Ridesharing in the Bay Area

One of the major recommendations in the earlier pilot project reports was to conduct a market demand survey before investing in a real-time application. In order to determine whether Bay Area commuters would utilize such a service, this recommendation was implemented by conducting a survey of those who live or work in the Bay Area.

4.1 Demographics

The survey was administered online, from April 1, 2010 to May 22, 2010. The survey was open to people who live and/or work in the San Francisco Bay Area. A total of 722 people responded to the survey and comprised the following demographics:

- Respondents live in 198 different zip codes and work in 135 different zip codes.
- Respondents are 60% female and 40% male.
- The respondents age ranges are fairly evenly distributed;
 - 5% are between 18 and 24,
 - 13% are between 25 and 30,
 - 16% are between 31 and 35,
 - 16% are between 36 and 40,
 - 16% are between 41 and 45,
 - 12% are between 46 and 50,
 - 11% are between 51 and 55, and
 - 11% are 56 or older.
- Interestingly, the majority of respondents are well-to-do:
 - 32% have household incomes of more than \$125,000;
 - 17% have household incomes between \$100,000 and \$125,000;
 - 19% have household incomes between \$75,000 and \$100,000;
 - 17% have household incomes between \$50,000 and \$75,000;
 - 10% have household incomes between \$25,000 and \$50,000;
 - 6% have household incomes of \$25,000 or under.
- Nearly all respondents have some type of mobile phone:
 - 41% have cell phones (not smart phones) with text messaging;
 - 22% have iPhones;
 - 17% have Blackberries;
 - 9% have cell phones without text messaging;
 - 4% do not have a mobile phone or PDA;
 - 7% have some other type of mobile phone or PDA.

4.2 Travel Modes

Those who drive alone make up the majority of the respondents. For the purposes of this study, this majority is acceptable because the primary goal for any rideshare program is to encourage those driving alone to switch to a more efficient travel mode, such as carpooling. Since drive-alone commuters are a primary target market, knowing about their perceptions and opinions will be especially important. Tables 3 and 4 show travel modes used by respondents for traveling to and from work, respectively. Respondents could select more than one mode, so as to capture multi-modal trips and/or varied commute habits throughout the week.

Table 3 – Respondents’ Travel Modes for Commuting **to** Work

Travel Mode	1 Day	2 Days	3 Days	4 Days	5 Days	6 Days	7 Days	Total
Drive alone	87	52	35	46	228	2	16	466
carpool	40	31	23	29	55	1	2	181
casual carpool	23	12	12	12	28	0	2	89
vanpool	12	2	4	4	10	0	1	33
bicycle	35	16	18	10	18	0	1	98
walk	25	12	5	5	27	4	15	93
public transportation	51	24	38	25	101	4	15	258
company/school shuttle	15	1	7	4	10	1	2	40
motorcycle	11	1	0	0	4	0	1	17
skateboard, scooter, rollerblades, etc	10	0	1	1	0	0	1	13
work from home	28	10	8	3	2	0	7	58
stay at home parent	6	4	0	1	3	0	3	17
unemployed	8	6	2	2	1	0	7	26

Table 4 – Respondents’ Travel Modes for Commuting **from** Work

Travel Mode	1 Day	2 Days	3 Days	4 Days	5 Days	6 Days	7 Days	Total
Drive alone	77	46	37	46	235	4	11	456
carpool	23	33	23	30	45	0	3	157
casual carpool	15	11	5	4	7	0	2	44
vanpool	9	1	4	2	10	0	1	27
bicycle	28	13	18	9	17	0	1	86
walk	14	8	6	5	25	3	12	73
public transportation	35	25	44	27	112	5	10	258
company/school shuttle	11	0	7	3	7	1	1	30
motorcycle	7	1	0	1	4	0	1	14
skateboard, scooter, rollerblades, etc	6	0	0	2	0	0	1	9
work from home	27	9	6	4	1	1	7	55
stay at home parent	5	3	0	1	3	0	3	15
unemployed	7	3	3	0	2	0	7	22

4.3 Non-Commute Modes

Respondents also use a variety of travel modes for non-commute trips, such as errands, shopping, gym, picking up and dropping off children at school, etc. Again, the majority of the respondents drive alone, as seen in Table 5, below.

Table 5 – Respondents’ Travel Modes for Non-Commutes

Travel Mode	1 Day	2 Days	3 Days	4 Days	5 Days	6 Days	7 Days	Total
Drive alone	83	138	72	43	71	19	126	552
carpool	60	93	31	22	15	1	11	233
casual carpool	24	22	6	6	6	1	3	68
vanpool	6	4	0	2	1	0	2	15
bicycle	49	24	15	10	8	0	6	112
walk	62	58	28	16	22	7	27	220
public transportation	58	41	20	7	10	5	26	167
motorcycle	10	2	1	1	1	1	1	17

4.4 Schedules & Flexibility

As mentioned above, people often cite inflexibility as one of the reasons they do not carpool. Traditional ridesharing arrangements leave at regular times, both in the morning and evening, but work loads sometime require staying at work late or arriving early. By design, real-time ridesharing enables the rider or driver to search for other ridesharers when they are ready to leave, more like public transportation.

To learn whether flexibility is a real issue, respondents were asked about the flexibility of their work start and end times. Interestingly, only 25% stated that their start/end times are not flexible, while 71% stated that they do have some flexibility in their schedules, anywhere from 15 minutes to “unlimited flexibility”. (Four percent provided other answers.)

4.5 Likelihood of Trying a Real-time Rideshare Service

Respondents were asked how likely they would be to try a real-time ridesharing service, where participants could search for rides/riders with little advanced arrangements. The responses were split almost evenly, with 48% responding favorably and 52% responding negatively. The responses are included in Table 6, below.

The 511 Rideshare program also conducted a survey of casual carpoolers in April, 2010, to gauge the impact of the July, 2010 carpool toll. I was able to include the same question, asking how likely casual carpoolers would be to try a real-time ridesharing service. Unlike the respondents from the multi-modal survey, 37% of casual carpoolers responded positively and 63% responded negatively. The responses from both surveys are shown in Table 6, below.

Table 6 – Likelihood of Using Real-time Rideshare Service

Responses	Multi-modal	Casual Carpoolers
Definitely	11%	13%
Very Likely	12%	12%
Likely	25%	12%
Not Likely	30%	26%
Very Unlikely	14%	27%
Definitely would not use a service like this	8%	10%

Of the multi-modal respondents who stated they would likely use a real-time rideshare service (including those who responded likely, very likely and definitely), the most commonly-cited reason was that they could use the service at any time of the day, not just during commute hours. Some of the “Other” responses also confirmed this reason; several respondents stated they could use the system to go to meetings or appointments throughout the day. The responses are included in the “Multi-modal” column in Table 7, below.

Another interesting theme that arose in the “Other” answers, from the multi-modal respondents, was that a real-time rideshare service could be used as a back-up commute. Several stated that they would use a real-time service when transit is delayed, if their regular carpool is not running on a particular day, if they are waiting too long for a casual carpool rider, or when it is raining or they are injured and cannot walk or commute by bicycle. All of the “other” responses are included in Appendix B.

Of the casual carpool respondents who state they would likely use a real-time rideshare service (including those who responded likely, very likely and definitely), the most commonly-cited reason (27%) was that they could be picked up at their house, but the second most commonly-cited reason (24%) was that they could use the service at any time of the day, not just during commute hours. The responses are included in the “Casual Carpoolers” column in Table 7, below.

Table 7 – Reasons for Being Likely to Use Real-time Rideshare Service

Responses	Multi-modal	Casual Carpoolers
It would allow more flexibility in my schedule	37%	27%
As a rider, it would be more convenient because I could be picked up at my house.	39%	20%
Unlike casual carpooling, where riders and drivers meet at predetermined locations to find rides without advanced arrangements, I would know before I left my house in the morning who I would be riding with.	34%	24%
It would be more flexible because I could use the service at any time of the day, not just during commute hours.	54%	21%
Other	12%	8%

Of the multi-modal respondents who stated they would not be likely to use a real-time rideshare service (including those who responded not likely, very unlikely, or definitely not), the most commonly cited reason was that they would want to know the person before carpooling with them out of concern for safety. Several of the “Other” responses also confirmed this reason. There were several other themes that became apparent in the “Other” responses, as well. As a result, similar answers were grouped and percentages re-calculated. All of the “Other” responses are included in Appendix B. The recalculated responses are included in the “Multi-modal” column in Table 8, below.

Of the casual carpool respondents who stated they would not be likely to use a real-time rideshare service (including those who responded not likely, very unlikely, or definitely not), the most commonly cited reason was that they felt it was too complicated. This is not very surprising, given the simplicity of the casual carpool process. The responses are included in the “Casual Carpoolers” column in Table 8.

Table 8 – Reasons Not Likely to Use Real-time Rideshare Service

Responses	Multi-modal	Casual Carpoolers
I would prefer to meet the driver/passenger in person before deciding to ride with him/her, concern for safety	25%	13%
Seems too complicated	16%	40%
I would not want to look for drivers/passengers in the morning while getting ready for work	19%	27%
I would want to be sure I could get a ride home.	16%	8%
Need to drop off kids at school/daycare, too much to coordinate or need to have child car seat in car	3%	-
My existing commute works fine.	6%	-
Still would not be flexible enough because of my erratic schedule.	4%	-
Other	11%	12%

4.6 Amount of Time Preferred in Advance of Ridesharing

Several questions on the market demand survey asked respondents about their preferences for the amount of time desired between requesting a match and taking/offering a ride. Overall, the answers were fairly evenly distributed in all questions, indicating that a range in amount of time for advance scheduling is needed to provide a workable system for a range of preferences.

One question specifically asked respondents how much advance notice they would need to rideshare. Responses were evenly distributed, but the majority of responses fell into three categories – those who prefer a half-hour to an hour, those who prefer 15 minutes to a half-hour, and those who prefer to make their arrangements the night before. The full distribution of the answers is as follows:

- 2% - 5 minutes or less
- 7% - 6 – 15 minutes
- 20% - 16 minutes – ½ hour
- 23% - ½ hour – one hour
- 9% - several hours

- 20% - night before
- 12% - one day
- 8% - more than one day

Respondents were also asked to rate how much they agree or disagree with several statements related to real-time ridesharing. Regarding special events, the majority of respondents (64%) indicated that they would want to make their rideshare arrangements in advance. Alternatively, the majority of respondents (41%) indicated they would consider carpooling for their commute if they could find someone to carpool with on a short notice. By contrast, the majority of respondents (64%) indicated that they would consider carpooling if they could find someone to carpool with the night before.

These varied answers indicate that travelers need a range of options in the amount of time needed to arrange rideshares. Some may prefer to arrange their rideshare far in advance, some the night before, and some within an hour of departure. Furthermore, some may prefer to arrange their rideshare far in advance for some trips and at the last minute for other types of trips.

4.7 Functionalities and Services Preferred

The survey asked respondents to rate how important specific functionalities are for a real-time rideshare system to be successful and user-friendly. Respondents indicated that providing driving directions and pre-screening participants are the most important functionalities/services to be offered. Table 9 shows all of the responses.

Table 9 – Functionality & Service Preferences

Functionality or Service	Not at all important	Not very important	Somewhat important	Important	Very important
Should provide driving directions so that the driver can easily find and pick up the rider	5%	6%	15%	29%	46%
Should send instant matches to my pda or smart phone	18%	10%	19%	24%	29%
Should be compatible with phones that offer SMS texting capabilities	15%	11%	19%	26%	30%
Should simply be a website that I could scan for rides/matches	7%	11%	29%	30%	23%
Should be compatible with my Facebook and/or other social networking account	42%	24%	16%	12%	7%
Should match me only with people I know	16%	28%	28%	16%	11%
Should only match me with pre-screened drivers	4%	7%	18%	28%	44%
Should match me with as many people as possible	15%	15%	30%	24%	16%

4.8 Time and Money Savings, Incentives & Rewards

Respondents were asked several questions about how time and money impact their decisions to carpool. These questions were included to gauge how the time and money factors compare to real-time rideshare factors, such as commitment and scheduling, in encouraging people to carpool. As well, these questions were included to see whether money, such as incentives and rewards, should be incorporated into a real-time rideshare service.

Respondents were asked to state how much they agree with a series of statements. In response to the statement, "I would consider carpooling if I could earn rewards (e.g., gas cards, free tolls, etc.)", an overwhelming majority (59%) agreed, as follows:

- 25% - strongly agree
- 34% - agree
- 24% - no opinion
- 9% - disagree
- 8% - strongly disagree

In response to the statement, "I carpool (or would consider carpooling) to save money", again, an overwhelming majority (66%) agreed, as follows:

- 26% - strongly agree
- 40% - agree
- 17% - no opinion
- 11% - disagree
- 6% - strongly disagree

In response to the statement, "I carpool (or would consider carpooling) to save time," the majority agreed (57%), but this is a smaller majority than those that would consider carpooling to save money. The following were their responses:

- 23% - strongly agree
- 34% - agree
- 16% - no opinion
- 19% - disagree
- 8% - strongly disagree

Interestingly, when participants were asked whether they agreed with the statement, "I carpool (or would consider carpooling) to save time and money, but saving money is more important than saving time," respondents agreed, but reacted less positively than in previous questions. The results are as follows:

- 16% - strongly agree
- 24% - agree
- 29% - no opinion
- 26% - disagree
- 6% - strongly disagree

Forty percent (40%) agreed that saving money was more important than saving time, compared to the 66% that stated saving money, alone, was important and the 57% that stated saving time, alone was

important. In the first two questions, respondents were not asked to weigh time and money against each other. Despite the difference in the amounts of respondents who agreed that saving money was more important than saving time, the overall results are consistent. Money seems to be a bigger motivator than time.

4.9 Summary of Survey Analysis

The following is a summary of the findings in the market demand survey:

- Multi-modal respondents were split almost evenly about whether they would try a real-time rideshare service; 48% stated they would likely try it and 52% stated they would not likely try it.
- Casual carpool respondents were much less likely to try a real-time rideshare service; 37% stated they would likely try it and 63% stated they would not likely try it.
- The majority of respondents stated that their work start and end times are flexible, but their commutes are complicated because they include other activities, such as dropping off or picking up children, going to the gym, running errands, etc.
- Respondents indicated that they wanted a range of options for how much time they need to arrange their carpools. A significant number of people want to be able to make arrangements the night before and an equal number of people want to make arrangements 16 minutes to one hour prior to departure.
- Usability is important. Any real-time rideshare application needs to be user-friendly in order for people to use it frequently. Respondents really liked the idea of driving directions to enable users to find each other more easily.
- Security and safety is important. Any real-time rideshare application needs to include features that enable users to make good decisions about who to ride with.
- Time and money are both motivators, but money is slightly more important than time.

5. Recommendations

Based on the findings in the market demand survey, there is demand for additional real-time functionality in the rideshare program. Yet it seems that there is still much apprehension about such a system. Therefore, rather than conducting a demonstration project, I recommend incorporating real-time functionality into the existing matching system, (1) to ease participants into the idea of real-time ridesharing while still providing them the option not to participate, (2) to maximize the number of matches for real-time rideshare participants, and (3) to provide participants the options for arranging their carpools in advance or at the last minute without having to commit to one system or the other.

One of the major findings from the literature review of past demonstration projects was that conducting short demonstration projects does not provide participants enough time to learn about the services and become comfortable with the concept. By introducing new functionalities to an existing system and existing user-base, users are more likely to see the added functionality as improvements to a system they are already comfortable using. Furthermore, the current life cycle of ridematch systems is approximately five years. Conducting a demonstration project for two or three years is almost as long as the life cycle of a permanent ridematching system, so it makes sense to commit to adding the real-time functionality to the existing system. Adjustments should be made to the entire system, as warranted, much in the same way that adjustments are made to the existing ridematch system.

The following are more specific recommendations for the Bay Area's 511 Rideshare program, based on the literature reviews and the market demand survey results.

System Functionality

- System must be tested and proven to provide convenient and sensible matches, so that users get at least a few matches each time they log on but do not have to go out of their way to meet their matches. The Bellevue, Washington pilot project recommended that participants should not have to travel more than four miles to meet their matches.
- A user-friendly interface is essential; some of the earlier projects' match processes were burdensome or counter-intuitive, others operated on awkward platforms that made it difficult to use (i.e., pagers and watches). System should use current platforms like the internet, mobile phones with texting and PDAs, but also be capable of migrating to future platforms that may provide even more mobile functionality.
- System should be able to enable and/or facilitate two-way communication between participants once they have made a match.
- System should not require payment between riders and drivers, nor should it charge a user-fee. The service should be free to users.
- System should be able to provide door-to-door service, by enabling drivers to pick up riders at a specific address such as their home or work. This provides ultimate flexibility for those who are comfortable with sharing their addresses. The system should also incorporate common meeting points (such as existing park-n-ride lots, shopping centers or a central location in an office park) in addition to participants' homes or work sites because it would provide flexibility for those who feel less comfortable sharing their addresses as well as reduce confusion about specifically where to meet.

- System should allow for participants to request matches in advance and arrange traditional carpools or allow for participants to request matches up to 15 minutes of departure. All users should be able to be matched with each other, no matter which type of carpooler. To enable this, system should provide alerts when new matches are available and/or when real-time ridesharers are seeking rides or riders. Participants should also be able to turn off the alerts.
- Participants should be able to indicate whether they are actively searching for real-time matches. This would enable other participants to see which matches on their list are searching for a traditional match and which matches are actively searching for real-time rides. This allows participants to get a maximized matchlist based on similar routes, but sorts the list so that they see which matches are looking for regular carpools versus being willing to arrange real-time rides.
- System should be capable of provide driving directions, in much the same way that personal navigation devices do, so that the driver can drive straight to where the rider is located.

Service

- Hands-on training and ongoing assistance for commuters is essential. 511 Rideshare currently provides live operators to answer questions, from 8 am – 6 pm Monday through Friday. Currently, callers need assistance with registering or increasing the matches on their list, so they call during the day. With added real-time functionality, call volumes are likely to increase and the types of calls are likely to change. Callers will be more likely to need assistance in the early morning hours or late evening hours, so the call center service hours may need to be extended.
- Online video tutorials should be created to help new users understand the concept.

Marketing/Outreach

- Marketing is key for any rideshare program, but is even more important for systems that can have complex features.
- Marketing should be tied directly to incentives so that participants know that there are additional benefits for trying something new.
- Messaging should stress the options and flexibility of the system (e.g., recurring trips and one-time trips, rideshare arrangements made in advance and at the last minute, etc.), as well as the guaranteed ride home programs available to users.
- Messaging should primarily target drive-alone commuters. Marketing should also include messaging that speaks to the fact that the real-time rideshare features can be used as an emergency back-up (e.g., for when transit is delayed, a rainy day makes bicycling unfavorable, the car breaks down, etc., or more serious emergencies like an earthquake, transit strike, or bridge collapse). Marketing should not target casual carpools because it would be a wasted effort; casual carpools are largely happy with the existing process and do not need a matching service to assist them.

Incentives

- Incentives are essential to get people to try using the system. Incentives should be provided to get people to try using the system overall, as well as incentives for trying the real-time services.
- Incentives should be available for both riders and drivers.

- 511 Rideshare should partner with retailers to provide these incentives for a more sustainable program budget.

Security

The fear of strangers is a barrier to real-time ridesharing. However, there are functionalities that can be added to reduce the fear and the barrier.

- A crowd-sourced user rating system, where users can rate others that they have carpooled with, should be incorporated in the system.
- Users should be able to specify that they only want to be matched with others in their company or university. This feature already exists with the current system; it should be carried over to the real-time features.
- The system should provide social media functionalities so that users can tell more about themselves and allow other users to virtual-meet them. The system should also enable links to users' FaceBook or other social media profiles.
- Users will become more comfortable with the system over time.

Back-up Transportation

- Back-up transportation is essential. The system should connect to the 511 Transit Trip planner to inform users of public transportation alternatives. The Bay Area does not have a regional guaranteed ride home program, but eight of the nine counties offer a county-wide guaranteed ride home program. Participants should be informed of this program, as well as transit service alternatives.

Based on the findings in the market demand survey, there is demand for additional real-time functionality in the rideshare program. These recommendations will help guide decisions on whether and how to incorporate real-time ridesharing into the Bay Area's 511 Rideshare program.

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Appendix A –Interview Questions with Program Coordinators of Current Real-time Rideshare Projects

1. Can you describe how the service/project generally works?
2. Has it been tested in a demonstration yet?
 - a. Provide a general description of the demonstration.
 - b. How long has it been in operation?
 - c. How many people have used the system?
 - d. How well have participants understood the program/concept?
 - e. Did/do you conduct hands-on orientations for participants, explaining how the program works and answering questions?
 - f. Does the service provide door-to-door ridesharing for participants (i.e., they meet at their specific home/work location) or do they meet at pre-determined meeting locations?
 - g. Can participants search for traditional ridematches in addition to one-time ridematches?
3. Can you discuss your business model, in general? For example, do you sell/license the software to public agencies, operate it on your own and charge participants or something else?
4. What kind of platform does the application run on? (e.g., web only, blackberry, iphone, etc.) Is there a social networking component? (e.g., Facebook or Twitter)
5. Would it be possible for the application/program to be incorporated into existing 511 services?
6. Could the application/program be branded as a 511 program such that it can be seamlessly offered on the 511.org website?
7. Is there some type of security check or screening of registrants?
8. How much advance time is required/allowed between requesting a match and being picked up or picking up a rider?
9. Are you able to confirm how many people follow through and ride together?
10. Is there a live operator that can assist participants with any problems?
11. Do you provide incentives for participants? (e.g., cash, preferential parking, etc.)
12. What kind of outreach or marketing have you implemented to promote the program? Have you tried to create a critical mass either along a specific corridor or in a concentrated neighborhood or business park?
13. Do participants pay each other for individual rides? If so, how is the money exchanged? Are there set rates per ride, mile, etc.?
14. Is there transit service in the corridor, neighborhood or service area? If so, is it perceived to be well-served by transit?
- 15.** Is there a guaranteed ride home service available to the users?

Attachment B – Market Demand Survey Questions & Results

511 is researching ways to make ridesharing more convenient and attractive to commuters. This survey will help us know more about how people travel so that we can enhance existing services as well as develop new ones to serve you better. Thank you for participating in our survey. Your feedback is important.

This survey will take approximately **15 minutes to complete**. The data and results of this survey will remain confidential. At the end of the survey, you will be asked to provide an email address if you are interested in **entering the drawing for a \$100 gift card**. Your email address will be stored separately from your survey submission, and there will be no way to correlate your answers with your email. There is no obligation to enter the drawing.

For questions about this the project, please contact Susan Heinrich (511 Rideshare Program Coordinator) at sheinr@mtc.ca.gov.

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SCREENER QUESTION:

1. Do you live and/or work in the San Francisco Bay Area?
 - Yes (continues) 722
 - No (end of survey) 111

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2. Please state how many days per week, on average, that you use the following modes of transportation for the purposes of commuting TO WORK:

Travel Mode	1 Day	2 Days	3 Days	4 Days	5 Days	6 Days	7 Days	Total
Drive alone	87	52	35	46	228	2	16	466
carpool	40	31	23	29	55	1	2	181
casual carpool	23	12	12	12	28	0	2	89
vanpool	12	2	4	4	10	0	1	33
bicycle	35	16	18	10	18	0	1	98
walk	25	12	5	5	27	4	15	93
public transportation	51	24	38	25	101	4	15	258
company/school shuttle	15	1	7	4	10	1	2	40
motorcycle	11	1	0	0	4	0	1	17
skateboard, scooter, rollerblades, etc	10	0	1	1	0	0	1	13
work from home	28	10	8	3	2	0	7	58
stay at home parent	6	4	0	1	3	0	3	17
unemployed	8	6	2	2	1	0	7	26

3. Please state how many days per week, on average, that you use the following modes of transportation for the purposes of commuting HOME FROM work:

Travel Mode	1 Day	2 Days	3 Days	4 Days	5 Days	6 Days	7 Days	Total
Drive alone	77	46	37	46	235	4	11	456
carpool	23	33	23	30	45	0	3	157
casual carpool	15	11	5	4	7	0	2	44
vanpool	9	1	4	2	10	0	1	27
bicycle	28	13	18	9	17	0	1	86
walk	14	8	6	5	25	3	12	73
public transportation	35	25	44	27	112	5	10	258
company/school shuttle	11	0	7	3	7	1	1	30
motorcycle	7	1	0	1	4	0	1	14
skateboard, scooter, rollerblades, etc	6	0	0	2	0	0	1	9
work from home	27	9	6	4	1	1	7	55
stay at home parent	5	3	0	1	3	0	3	15
unemployed	7	3	3	0	2	0	7	22

4. Please state how many days per week, on average, that you use the following modes of transportation for the purposes other than commuting to work (e.g., errands, shopping, gym, picking up/dropping off children, etc.):

Travel Mode	1 Day	2 Days	3 Days	4 Days	5 Days	6 Days	7 Days	Total
Drive alone	83	138	72	43	71	19	126	552
carpool	60	93	31	22	15	1	11	233
casual carpool	24	22	6	6	6	1	3	68
vanpool	6	4	0	2	1	0	2	15
bicycle	49	24	15	10	8	0	6	112
walk	62	58	28	16	22	7	27	220
public transportation	58	41	20	7	10	5	26	167
motorcycle	10	2	1	1	1	1	1	17

5. Are your work start and end times flexible and by how many minutes?
- Not flexible = 179, 25%
 - 15 = 108, 15%
 - 30 = 155, 21%
 - 45 = 17, 2%
 - 60 = 97, 13%
 - 75 = 2, 0%
 - 90 = 40, 6%
 - Unlimited flexibility = 91, 13%
6. How do you usually travel for work during your workday (e.g., meetings, sales calls, deliveries, job sites, etc.)?
- My own car = 400, 55%
 - My employer provides a car or truck. = 95, 13%
 - Public transit = 142, 20%
 - Bicycle or walk = 148, 20%
 - Rental or carshare vehicles = 16, 2%
 - I don't travel for work during the day. = 95, 13%
 - Other = 16, 2%
 - company car
 - walk or personal car
 - sometimes get a group of people that need to run errands together and carpool
 - If I drove that day I have my car for any errands I need to take care of.
 - motorcycle 50%
 - Taxi
 - Cab
 - Carpool with co-workers
 - Walk
 - not applicable - I don't work
 - carpool partner's car or we go together to run errands
 - Get a ride from someone at work.
 - get a ride w/someone going that way already
 - others carpoolers' cars
 - Walk
 - vanpool

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511 Rideshare is considering developing a service that would match you with others for the purposes of carpooling with very little advanced arrangements. You could receive real-time notices about your matches via email/text message on your pda/iphone/blackberry/computer, allowing you to pick up or be picked up at home or another location near home. This service could be used for more than just commute or work-related trips.

7. How likely would you be to try a service like this?

Responses	Multi-modal	Casual Carpoolers
Definitely	76 / 11%	308 / 13%
Very Likely	90 / 12%	275 / 12%
Likely	177 / 25%	277 / 12%
Not Likely	220 / 30%	589 / 26%
Very Unlikely	101 / 14%	610 / 27%
Definitely would not use a service like this	58 / 8%	223 / 10%

8A. If likely, very likely or definitely, why? (Choose all answers that apply)

Responses	Multi-modal	Casual Carpoolers
It would allow more flexibility in my schedule	125 / 37%	27%
As a rider, it would be more convenient because I could be picked up at my house.	132 / 39%	20%
Unlike casual carpooling, where riders and drivers meet at predetermined locations to find rides without advanced arrangements, I would know before I left my house in the morning who I would be riding with.	114 / 34%	24%
It would be more flexible because I could use the service at any time of the day, not just during commute hours.	184 / 54%	21%
Other	40 / 12%	8%

Multi-modal "Other" Responses:

- blank
- would use when going to SF for an appointment in the morning.
- i prefer to not drive
- I'd like to try to commute to spare the air
- I could occasionally drive someone else to or from the County building if they are close to my route home.
- Would only use a service if it would not lengthen my existing commute time.
- would be interested in whether it would work for my schedule
- Most days pick up my kid from school
- I would like to carpool more

- *On bad weather days or when I have an injury or a flat tire, being able to get a ride would be helpful.*
- *I normally commute by Caltrain and bike, but having this as a backup option would be great (for rainy days, days when I need to work late and the bullet trains aren't running, days when I'm injured and can't bike, etc.)*
- *I would be able to get a ride home when my carpool is unavailable at the end of the day.*
- *knowing it will be available when i relocate further from my place of work to live closer to my children who live in San Ramon*
- *I would be interested in one-way travel so I could walk one way to work on some days*
- *I'd try to use it to carpool on days when my normal carpool is not running.*
- *It would help take vehicles off the road.*
- *I'd be happy to transport other people, but don't know how to find out if anyone needs a ride going my direction.*
- *reduce GHGs*
- *soon carpools and motorcycles will be paying to cross the bridges so the benefit it 60% gone*
- *Potentially useful alternative to driving alone for unusual trips*
- *I like to carpool*
- *to minimize my time on the road*
- *allow for carpool lane access*
- *It would create more possibilities to carpool that don't currently exist in the North Bay.*
- *I could help off set costs of traveling far distances for meetings around BA.*
- *reduce use of fuel, meet people, save money*
- *just sounds interesting*
- *Save on gas and GHG emissions*
- *Depending upon climate, family obligations, etc., I could make up my mind to rideshare fairly quickly and would not have to automatically jump into my SOV.*
- *We only have one car and it would allow me to go places while my spouse has our car.*
- *would not have to pick up strangers on the street*
- *It would be nice to ride instead of drive sometimes*
- *Caltrain is always having problems, delays, suicides, etc.*
- *It would make my commute more convenient*
- *Option to taking the train*
- *I would allow me know I had riders before I left the house and I wouldn't have to wait or search for casual riders.*
- *flexible to offer ride when vanpool seat is available*
- *The ability to use the carpool lane*
- *I don't feel I need to know who I am riding with, but the biggest point is that I know I'm not going to be stuck waiting for riders or a ride for 20 minutes. By the way, I would feel creepy about having strangers pick me up at my house... but okay about a nearby corner... just a suggestion.*
- *casual carpool is fine for the morning, but this might be better than bus for return trip.*

8B. If no, not likely or maybe, why not?

Responses	Multi-modal (Re-calculated)	Casual Carpoolers
I would prefer to meet the driver/passenger in person before deciding to ride with him/her, concern for safety	155 / 25%	194 / 13%
Seems too complicated	101 / 16%	604 / 40%
I would not want to look for drivers/passengers in the morning while getting ready for work	118 / 19%	405 / 27%
I would want to be sure I could get a ride home.	99 / 16%	128 / 8%
Need to drop off kids at school/daycare, too much to coordinate or need to have child car seat in car	19 / 3%	-
My existing commute works fine.	36 / 6%	-
Still would not be flexible enough because of my erratic schedule.	27 / 4%	-
Other	69 / 11%	187 / 12%

Multi-modal “Other” Responses, of which some were re-categorized in the above table:

- *public transit serves my needs most always*
- *I like my bart ride - time to read my book*
- *My commutes will likely be walking or public transit*
- *It would be too much like picking up a hitchhiker... the safety consideration*
- *I have to commute to work then to club meetings and errands and then home. Public transportation with multiple destinations in a day is not rider friendly at this time in this area. NYC is a great example for riders with multiple destinations*
- *drive leave the car & like to walk to BART(multimodes) with freedom*
- *My daily routine constantly changes.*
- *Too many off-site duties, need my own car*
- *I work at odd hours in an out of the way location*
- *Too much of a hassle*
- *too unpredictable*
- *picking up another rider would alter travel time*
- *I don't want to commute with strangers*
- *I like to be independent and my plans usually change often making it complicated when you are tied to someone elses plans and commitment wise.*
- *too busy. But my son (carpool partner) would probably use it.*
- *I live in the Los Gatos Mountains and I work flex time. It is hard to find someone who works the same hours as I do. Also, I have to pick up my two children from school every day. I cannot be very flexible on the hours that I leave work for the day.*
- *I have the responsibility of dropping child off in the mornings to daycare before heading into the office. Does this allow flexibility for childcare drop off before travel to office?*
- *I live close to work*

- *Safety concerns. Would not want to ride with a stranger.*
- *I would not care to ride with others or have them ride with me unless I knew them*
- *I do not always go straight to and from work and need my car during the day.*
- *don't have a cell phone*
- *I'm commuting from Stockton. The SJRT bus works just fine.*
- *I don't want to get in a car with strangers.*
- *I take public transportation unless I have multiple places to go in a short time, need to drive children, or have very time sensitive appointment.*
- *Too risky.*
- *Scheduling*
- *For commuting, I drop off or pick up kids at childcare on my way to BART. For errands, I just can't imagine that someone would have the same errand schedule.*
- *Schedule to inflexible.*
- *i usually take my daughter to school on the way to work*
- *Safety, liability*
- *I don't want to drive someone to their front door. I don't want people to know where I live.*
- *schedule always changing due to picking up kids for school, sports; or work late or start early, run errands on the way home.*
- *Currently in a good carpool arrangement*
- *My driving time is my only relaxation time*
- *My work may prevent me from going home on time or I delay going home due to traffic.*
- *I bike, walk, use public transit.*
- *Have to take child to daycare*
- *I take an exercise class 4 days a week after work not very flexible to modify my schedule*
- *casual carpool works very well for me*
- *I bike, walk, and take public transit, but I think it's a great idea*
- *I have very few trips where it would make sense*
- *prefer to travel alone*
- *personal safety*
- *I live close to a bus route. Really no need to drive at all.*
- *Public transportation is very easy for me.*
- *My weekend travels are not frequent*
- *in case of emergent kids' needs at school*
- *If I used the service, it would be to go from work to personal appointments when I use light rail to get to work.*
- *Public transit works very well for me*
- *I don't have a economic or social reason to carpool*
- *I don't carpool. When I do drive to work, it's unplanned and because I need to drop off kids or run fast errand. No time for picking up others.*
- *distance to travel is too short to be practical*

- *I have set carpooler and would like to remain with this person*
- *I walk to BART, therefore I have no need of other transportation.*
- *only going to & from kids' school*
- *Need a good background check of the driver. Don't want to carpool with a person convicted of multiple felonies...*
- *Access to email, text not always available.*
- *BART is a better and faster way to get across the bay during rush hours.*
- *I don't ride with strangers*
- *I work friday thru tuesday swing shift*
- *I work 2 jobs (Oakland and WC) 3x's/week. My hours are very specific and would not likely match anyone else.*
- *If I am going to work I don't want to worry about if there will or will not be rides available. I prefer to know what I am doing before bed. I don't mind not meeting ahead of time, such as in casual carpool. There is some certainty to casual carpool because of their typical close proximity to BART. If a car doesn't show up you still have a way to get to work.*
- *Too inflexible for self-employed person*
- *I only work 10 minutes from home and have a varied schedule. NOT many people work until 7 p.m.*
- *I would want to be sure I would be picked up*
- *Don't need it; I always bike.*
- *I don't really have the need.*
- *Enjoy current arrangement - public transit, bike, etc.*
- *seldom go straight home after work*
- *I commute with my son, who is at daycare a block from my office, and would need a carseat to rideshare - not worth the trouble.*
- *No regular schedule and I link many trips even if I drive alone.*
- *when I drive it is usually because of trip linking, i.e., dropping off kids at school, picking up building materials, etc.*
- *I would bicycle and not wait on a rideshare ride.*
- *My office is only 10 miles away, and I only go once a week on average, so it wouldn't make sense*
- *I require my car to meet with clients*
- *Casual carpool picks up half a block from my door. There are always cars waiting to pick up so I can be really spontaneous.*
- *my work requires that I have my car available for meetings with clients*
- *I live only 3 miles from work*
- *schedule is unpredictable and I don't like to use text messages nor email for on-the-spot communication; also, I think the search and matching capability for the type of service you are suggesting would be complicated and probably "buggy", at least at first*
- *Not worth my time*
- *don't travel at normal commute times*

- *I would be concerned about reliability and timeliness of the ride*
- *I am satisfied with using public transportation.*
- *i work different hours from day to day*
- *Am freelance, do not have a set route each day*
- *Uncertain driver/passenger would show; safety assessment of car and driver*
- *The very few times I drive it is due to appts. Don't think 511 would be conducive*
- *I do not participate in rideshare programs*
- *I prefer not to be dependent upon someone else for my transportation to and from work*
- *I am commuting via other means*
- *Don't drive to work*
- *schedule not flexible due to dependents*
- *I'm happy with my current carpool arrangement. Adding more people/stopping points seems too inconvenient*
- *I have a child who requires a car seat in the car.*
- *I have to take and pick up my children from child care so I need to drive my own car; I also need my car at work if the children get sick and need to be picked up unexpectedly*
- *children would have to older and would have to have more flexible childcare arrangements*
- *past experience has been more trouble then it was worth*
- *Current casual carpool arrangements are adequate for my needs*
- *I have to pick up my child from school*
- *My schedule has me with clients at different locales during the day*
- *I go to the gym before work, which makes carpooling difficult. Due to the nature of my work, my quitting times are irregular and often go beyond 'normal' working hours.*
- *Work schedule is too erratic.*
- *I bicycle.*
- *Prefer the flexibility of driving alone*
- *commute with husband, daycare needs*
- *I have my wife and child with me and we have our timing and route planned. Adding a stranger would be too complicated and chaotic to our schedule.*
- *Disabled child at home, need to leave at moments notice.*
- *the bike and bus work for me*
- *don't own car to share driving responsibility*
- *Have other activities outside of work to get to*
- *have a carpool*
- *I do not own a car.*
- *I'm not comfortable with carpooling. Transit works great for me.*
- *Prefer to ride bicycle if I can. Don't enjoy driving at all.*
- *We have a full vanpool. If we had an empty seat, I would consider using such a service if it was very easy and consistent.*
- *my vanpool is usually filled with coworkers*

- *do not work in area*
- *When I carpool - I carpool with my wife.*
- *I don't need the service since I carpool already but I find it to be a great commute alternative.*
- *childcare issues along with early start time*
- *Drop off child at daycare*
- *I rarely go home after work because I also go to school*
- *Zimride is more personal*
- *I am in a wheelchair and need specialized mobility - I have a wheelchair accessible minivan that I drive. If I couldn't drive, I'd take public transit*
- *I would only use it for longer weekend trips, most trips I take are just minutes away and not worth waiting for ride.*
- *I ride on Public transportation*
- *I have to take my daughter to school and back*
- *i only use public transportation*
- *there may be times when i need flexibility due to work and may need to leave later.*
- *With little kids schedule can be unpredictable and I would not like to depend on someone else for a ride*
- *I live very close to my workplace*
- *too inconvenient*
- *Unreliable; Loss of flexibility; Sounds like an open invitation to perverts/assaults*
- *My job is too uncertain/often receive last minute calls*
- *I already organize my own carpools for many errands/trips already with coworkers and friends*
- *I substitute teach part time and it would be almost impossible to find a match. Otherwise I try to walk or take public transportation*
- *don't want to deal with strangers*
- *Distances for most trips are short*
- *I would like the light rail to be more efficient and that would be my preferred mode of commute.*
- *My personal life is very erratic. Ill family member and lots of appts for him.*
- *Most days have personal appointments/events*
- *I like my freedom*
- *Not comfortable transporting strangers in my vehicle. Also concerned about liability issues.*
- *I use my bike.*
- *I need to be available at all times to pick up donations*
- *job is too soporatic, my routine changes every week*
- *too inflexible*
- *don't have or want a pda/iphone/blackberry/computer*
- *I usually bike & take the ferry*
- *Inconvenient*
- *I would not want to wait on others.*
- *my schedule is too changeable*

- *I don't have a cell phone for quick access*
- *start time and appts after work*
- *would rather know who I am sharing a vehicle with*
- *I already carpool or I take PT*
- *My personal safety and privacy is of major importance to me; don't want to risk compromising by dealing with strangers*
- *no sensible for my lifestyle*
- *Don't always leave from work at the same time.*
- *The odds of finding someone near at both ends of the trip are too great.*
- *I carpool now*
- *I need to get to work on an exact time, I'm not flexible for a carpool.*
- *would have-used to commute 60 miles a day, now I work locally.*
- *retired; no need for rideshare*

9. If 511 Rideshare implemented a service like this, which components would be most important to you? (choose up to 3)

Functionality or Service	Not at all important	Not very important	Somewhat important	Important	Very important
Should provide driving directions so that the driver can easily find and pick up the rider	5%	6%	15%	29%	46%
Should send instant matches to my pda or smart phone	18%	10%	19%	24%	29%
Should be compatible with phones that offer SMS texting capabilities	15%	11%	19%	26%	30%
Should simply be a website that I could scan for rides/matches	7%	11%	29%	30%	23%
Should be compatible with my Facebook and/or other social networking account	42%	24%	16%	12%	7%
Should match me only with people I know	16%	28%	28%	16%	11%
Should only match me with pre-screened drivers	4%	7%	18%	28%	44%
Should match me with as many people as possible	15%	15%	30%	24%	16%

10. If 511 Rideshare implemented a service like this, ideally how much advance notice would you need to rideshare?

- 12, 2% = 5 minutes or less
- 47, 7% = 6-15 minutes
- 138, 20% = 15 minutes – ½ hour
- 157, 23% = ½ hour – 1 hour
- 65, 9% = Several hours
- 140, 20% = The night before
- 82, 12% = One day
- 52, 8% = More than one day

11. What other services related to carpooling are you interested in? (choose up to 3)

- 111, 16% = Help finding rides (or riders) when I run errands.
- 262, 38% = Help finding rides (or riders) when I want to go to a special event (concert, ballgame, etc.)
- 228, 33% = Receiving instant matches (text/e-mail) with carpool passengers when I drive to work or home from work.
- 64, 9% = Receiving instant matches (text/e-mail) with carpool passengers when I run errands.
- 208, 30% = Having access to real-time info (text/e-mail) about wait-times for rides (or riders) at casual carpool locations.
- 252, 36% = Getting new casual carpool locations closer to my home.
- 202, 29% = Receiving instant matches (text/e-mail) with carpool drivers who could pick me up at my home on their way to work.
- 204, 29% = Having access to real-time info (text/e-mail) to help me choose HOW I commute (example: BART vs. casual carpool).
- 176, 25% = Not interested in any of these services.
- 25, 4% = Other
 - *safety process*
 - *casual carpool from neighborhood to light rail*
 - *I need some way to have a guaranteed ride home before deciding to carpool to work.*
 - *Some sort of Safety/Security protection between carpool passengers*
 - *carpool/bus lane spanning the bay bridge*
 - *carpool, vanpool or shuttle to/from CalTrain station to workplace*
 - *casual carpooling from one lg spot to several destinations. Right now it all seems to be to downtown SF*
 - *Kids carpools to sports activities*
 - *ability to take and pick up child from daycare*
 - *Pick up kids from school*
 - *Particular attention to drivers who commute non-standard hours*
 - *Profile information of matches.*
 - *occasional, weekday, between-region rides or riders, i.e. from north bay to Oakland or SF*

- *I'm interested in better (more often) public transportation that takes me where I want to go in a timely manner.*
- *would just like only ride bart get work faster. carpool alright some time.*
- *casual car pool for more cities than just san Francisco*
- *Keep carpooling casual and private (no names or personal info)*
- *road trips*
- *Better traffic free cycle routes*
- *screening of riders on way home would be helpful*
- *support for my institution to establish a shuttle from BART*
- *if regular casual cpool continues, it would be great to have a way to find out how many people are waiting or on their way there.*
- *bike rack on car available?*
- *Substantian tax rewards for using transit/carpool*
- *carpooling from SFO*

21 Please rate how much you agree or disagree with the following statements related to ridesharing and your *work schedule*:

Statements related to work schedule	Strongly Agree	Agree	No Opinion	Disagree	Strongly Disagree
I do not prefer to carpool because my work schedule is so variable.	110 / 16%	129 / 19%	115 / 17%	190 / 27%	148 / 21%
I have my own car and do not need public transportation or carpooling options.	89 / 13%	122 / 18%	108 / 16%	182 / 27%	185 / 27%
I would not want to carpool with someone unless I know they are a safe driver.	302 / 44%	242 / 35%	69 / 10%	51 / 7%	26 / 4%
I would not want to commit to a carpool because I have a variable schedule and travel to/from appointments throughout the day.	126 / 19%	161 / 24%	131 / 19%	173 / 25%	88 / 13%
I would like to carpool with someone I work with because I could potentially get work/networking accomplished on the ride to/from work.	95 / 14%	158 / 23%	214 / 31%	133 / 20%	82 / 12%
I would consider taking or I already take public transportation because it allows me to go to/from work whenever I am ready.	146 / 21%	170 / 25%	134 / 20%	127 / 18%	110 / 16%
I would consider carpooling or I currently carpool because I work off-hours when public transportation is not as readily available.	42 / 6%	88 / 13%	185 / 27%	184 / 27%	183 / 27%

21 Please rate how much you agree or disagree with the following statements related to ridesharing and your *social preferences*:

Statements related to social preferences	Strongly Agree	Agree	No Opinion	Disagree	Strongly Disagree
I prefer to be in my car alone.	84 / 12%	160 / 23%	234 / 34%	160 / 23%	60 / 9%
I prefer to be in my car alone or only with people I know.	137 / 20%	293 / 42%	139 / 20%	108 / 15%	25 / 4%
I prefer to drive to work because it is the only time I have to myself.	47 / 7%	7 / 10%	180 / 26%	249 / 36%	144 / 21%
I do not like feeling like I have to talk to other passengers in my car on the way to/from work.	99 / 14%	183 / 26%	214 / 31%	147 / 21%	50 / 7%
I do not want to carpool with someone I do not know.	130 / 19%	162 / 23%	182 / 26%	180 / 26%	39 / 6%
I do not want to carpool with someone I work with because I do not want to talk about work before/after work.	47 / 7%	79 / 12%	210 / 31%	258 / 38%	89 / 13%
I like (or would like carpooling) to/from work because I can talk about my day with my co-workers.	30 / 4%	151 / 22%	279 / 41%	149 / 22%	76 / 11%
I carpool (or would consider carpooling) because I could relax, sleep, read, etc. on the way to work.	95 / 14%	257 / 38%	181 / 26%	101 / 15%	51 / 7%
I carpool (or would consider carpooling) because I do not like public transportation.	45 / 7%	125 / 18%	167 / 24%	201 / 29%	149 / 22%

21 Please rate how much you agree or disagree with the following statements related to ridesharing and *time/money savings*:

Statements related to time & money savings	Strongly Agree	Agree	No Opinion	Disagree	Strongly Disagree
I carpool (or would consider carpooling) to save money.	183 / 26%	277 / 40%	117 / 17%	74 / 11%	41 / 6%
I carpool (or would consider carpooling) to save time.	157 / 23%	238 / 34%	109 / 16%	132 / 19%	56 / 8%
I carpool (or would consider carpooling) to save time and money, but saving money is more important than saving time.	108 / 16%	162 / 24%	197 / 29%	179 / 26%	41 / 6%
I carpool (or would consider carpooling) to save time and money, but saving time is more important than saving money.	69 / 10%	191 / 28%	224 / 33%	161 / 23%	43 / 6%
I am trying to save money but I don't want to carpool to do it.	48 / 7%	100 / 15%	252 / 37%	178 / 26%	108 / 16%

21 Please rate how much you agree or disagree with the following statements related to *real-time ridesharing*:

Statements related to real-time rideshare	Strongly Agree	Agree	No Opinion	Disagree	Strongly Disagree
I would consider carpooling to special events if a carpool matching service informed me about others interested in carpooling to the same event. I would want to arrange this in advance.	127 / 18%	318 / 46%	130 / 19%	78 / 11%	43 / 6%
I would consider carpooling to special events if a carpool matching service informed me about others interested in carpooling to the same event. I would want to be able to make this decision at the last minute.	39 / 6%	162 / 23%	172 / 25%	231 / 33%	87 / 13%
I would consider carpooling if I could find others to carpool with on a short notice.	38 / 6%	238 / 35%	192 / 28%	146 / 21%	75 / 11%
I would consider carpooling to work on occasion if I could find others to carpool with the night before.	83 / 12%	359 / 52%	128 / 19%	79 / 11%	40 / 6%
I would consider carpooling if I could earn rewards (e.g., gas cards, free tolls, etc.).	176 / 25%	233 / 34%	165 / 24%	64 / 9%	54 / 8%
I would consider carpooling to work regularly if I did not have to commit to the same group or schedule every day and there were a carpool matching service that informed me about others interested in carpooling each time I want to carpool.	109 / 16%	270 / 39%	181 / 26%	84 / 12%	46 / 7%
I would consider carpooling to work regularly if I did not have to commit to the same group or schedule every day and I could go to meeting locations to find someone to carpool with each time I wanted to carpool.	85 / 12%	224 / 33%	208 / 30%	115 / 17%	56 / 8%

If you **do not currently carpool**, what is the one thing that would make you start carpooling?

- *Total convenience & flexibility. I do not have time or energy to arrange my schedule with someone else's, nor do I want to have to go out of my way to meet someone.*
- *public transit became infeasible or highly inconvenient.*
- *less variable work schedule*
- *There is only reason that would interest me in carpooling. I live and work walking distance from Caltrain stations. Driving a long distance during rush hour will take more time than an Express Train. However, when I work late nights, there are only local, infrequent trains. After working late, past rush hour, I would rather find a ride home than wait for a train that takes a long time, and then walk home alone from the station late at night. This situation occurs only about once a month.*
- *a better match in the 511 system*
- *If there was a local pickup spot in Concord*
- *A long distance commute*
- *financial incentives*
- *The ability to come and go as I please. I run errands during lunch a few times a week.*
- *better system where someone with a meeting or event to go to before or after work and then home would be easily available.*
- *emergency situation where there is no other options*
- *If I moved very far from work I would consider carpooling. I only live 2 miles from work now, but at the moment I am considering moving 20+ miles from work.*
- *Nothing. I bought a bike. I am going to start commuting to work by bike when I can. Other than that, I like the freedom of having my car.*
- *there isnt anything*
- *If transit service were to be interrupted/canceled (i.e. an incident in the Transbay Tube).*
- *I do not carpool because no one else that works where I do goes to leaves from where I leave and goes to the location I go to. I do provide a ride home a couple of times a week for someone else who takes public transportation to this location who does not have a car, however, this person's hours are different than mine which is why this only happens a couple of times a week.*

- *loss of bus service*
- *If I were to carpool with a roommate or friend*
- *Not sure, but it would have to be something drastic.*
- *A more rigid work schedule. I work 4 hours a day, M-F, and my schedule is flexible.*
- *I would not carpool, unless it is with someone I already know, as I have to drop off/pick up my kids at school.*
- *If I could carpool with people I know*
- *If it was easy and flexible.*
- *Finding someone else to drive my children all the places they need to go, both getting to school and then getting to all their after-school activities! It's the primary reason I don't use public transit.*
- *Learning of someone who worked at or near my worksite who really needed a ride to work.*
- *A shuttle during lunch hours that allowed me to get to and from the gym or to run errands.*
- *Living farther away from work. I am only a ten minute walk from work so driving makes no sense.*
- *To save money and my carbon footprint*
- *Incentives (gas cards) ;)or saving money, and convenience. knowing the kind of people I would be riding with.*
- *If they were people I knew and if I could do it one way and ride my bike home 3 days a week.*
- *Who would be driving*
- *Finding someone who had a similar schedule in a similar location. Not much flexibility to my start and stop times.*
- *guaranteed ride home, non penalty by work if carpooling failed to show up or was late and screening of other carpoolers*
- *I'd like to carpool if it could be flexible. Some days I need my car for work or I have a lunchtime meeting or obligation. I also have court appearances. So I would like to find people willing to switch driving days if necessary.*
- *Since I go to classes most nights after work, I could only carpool occasionally. I like the idea of being a potentially available driver for another person who works in my building on an occasional*

basis.

- *Not lengthen my existing commute.*
- *finding a solution to address drop off at childcare facility before heading into office, and also a way to address late evening meetings which involve return trips to home after 9 pm.*
- *convenience, people I did not have to interact with*
- *if i can get someone in my area to carpool with that leaves/returns the same time*
- *Someone who lives close by and has the same hours.*
- *Making it easy.*
- *Similar schedule as someone I know so that I did not feel I was inconveniencing the person if my work ran late, etc.*
- *more rides being offered from my small town*
- *The one thing that would make me start carpooling is if I was physically unable to drive any longer and no one I knew could drive me back and forth to work and public transportation was still not an option.*
- *money*
- *a reliable service with committed and screened matched drivers/ridesharers.*
- *If my car broke down then I would car pool with another and share in gas cost.*
- *Not be inconvenienced by having to pick up or be picked up by someone.*
- *Knowing the schedule ahead of time and if there is a maximum number if not met, won't cancel. Reliability is the key...*
- *convience*
- *THere is nothing that would even make me consider the idea so quit asking!!!!*
- *a limo*
- *Faster commute*
- *Finding someone I know with similar schedules. It is hard because I stay late at work, and those I know who could carpool do not want to work extra hours.*

- *it being easy and flexible, and not taking any more time out of my day. Easy to find people to carpool with, they are near me and are going to a place near where I'm going, and they are going and coming at the same times. It is nearly impossible, so if it were easy, I'd consider it. Also, it isn't mentioned anywhere in this survey yet, but a reason I want to carpool is to be environmentally friendly.*
- *If I became disabled and could not ride my bike. Or if I could find a ride outside my building after work (on days I can't ride because of weather, dressing up, etc)*
- *I am an executive manager and often work late. I would need an alternate way home if I have to work late.*
- *Finding someone with a similar schedule to mine.*
- *knowing how to hook up with a ride or rider*
- *Nothing. Not structured for long distance commuters like myself who commutes to Stockton. Not reliable either.*
- *I take public transportation with a pass that is provided, free of charge, from my employer. So another free source of travel with a more flexible schedule is the only reason I would start carpooling.*
- *EASY AND CONVENIENT*
- *Nothing. Cannot carpool with kid drop-off.*
- *Being able to pick up my co workers in my county vehicle but the county has told us we are not allowed to anymore.*
- *reliable, safe, timely, and flexible carpool options.*
- *Convenience of someone able to pick me up with at least one day's notice.*
- *I currently walk to work (40 minutes) which is very unpleasant in the rain.*
- *coworker who lives close who has same schedule*
- *being able to still drop of my daughter at school.*
- *A real-time ridesharing service.*
- *I ride my bike/use public transport, which I prefer to cars, so I would only carpool if I were injured, bad weather, or some other reason why I couldn't bik or use public transport*
- *Convenience, prescreened carpoolers*

- *If someone I knew lived close by.*
- *Not having kids that need rides to and from school or other activities. Your survey never seems to consider this. Also getting the County to look more into alternative work schedules like 4-10s*
- *having someone I know, with the same schedule to carpool with*
- *Yes*
- *prefer improve of public transportation instead of carpool. unless there is a company wide carpool program, it will not happen because i would not get in car with strangers.*
- *I'm not sure - the bummer about my schedule is often times I'm in a rush. i go from home to work, directly to school, then home. Sometimes I stop for errands along the way. It would be hard to carpool since I make lots of short trips and stops.*
- *Finding a match that did not make my commute significantly longer and was available on relatively short notice.*
- *Nothing would make me start carpooling, unless I was married to or dating the person I carpooled with.*
- *N/A*
- *A need; present time I live very close to where I work but will relocate and count on 511 to lead me...*
- *Someone near me that goes to my work site at the times I do. Public transportation takes 2.5 time or longer than driving, 45-55 minutes if I drive.*
- *Save CO2*
- *Convenience*
- *I don't have a car, but i wouldn't mind carpooling with others*
- *If it was easy to coordinate and the people I encountered didn't drive me crazy.*
- *finding someone at work(large office) willing to carpool and has same work hours and lives in the travel route.*
- *Being able to go and leave anytime I wanted and stop to run errands on the way home.*
- *I didn't have to drive my car to get to a carpool site*
- *Proximity to home and work. Similar work/time schedules. Knowing the people I carpool with.*

- *I carpool*
- *i can't really do it right now because I have to take my daughter to daycare. When she is older perhaps/*
- *A consistant group of the same carpoolers to ride share with.*
- *taking the person to my excercise class, which is impossible*
- *If my car broke down*
- *Make it mandatory. There is very little response, or none at all, to my e mail for carpooling using 511. What a waste of resource.*
- *knowledge that I would have a transportation source in the event of an emergency as I have children and you never know when the school will call that they're ill.*
- *Having somebody set it up for me*
- *Incentive*
- *Easy access to others with whom I might carpool. I don't currently carpool, not because I don't like the idea of carpooling, but because I don't know how to find out if there are others for whom I could provide a ride. I would prefer to be the driver, but I would be happy to give rides to others.*
- *Last-minute carpool arrangements.*
- *unsure*
- *people to di ti with*
- *NA. I currently carpool.*
- *bad weather or injury that would prevent me from walking/biking*
- *n/a*
- *Having longer to drive to work*
- *free toll across the bridges during commute hours*
- *I need a car for my job, that is the main reason I don't carpool. Otherwise, what would make me start most is if I could create a routine that was reliable.*
- *If carpooling was significantly cheaper and more convenient than public transit.*
- *Ease of making connections and finding people going my way.*

- *EASY SCHEDULING*
- *Easy access and better information about drivers and pick-up locations*
- *Convenience*
- *a new job in a new location where biking wasn't so convenient*
- *Carpools that originate close to the endpoints; the ability to listen to the news (headphones ok - if not driving, of course; if driving everyone will have to be quiet and listen to the news with me); ability to change plans the night before or the day of; it can't be a requirement but optional. I just want to get from one endpoint to the other and be able to know in advance the timeframe and be able to listen to the news on the way.*
- *If it saved me time. Time is the biggest factor for me.*
- *easy access to a casual carpool stop, or having a place to meet up (with parking if I need to drive there)*
- *nothing*
- *If someone trustworthy were going between work and home*
- *Having a longer commute*
- *I find BART more convenient*
- *none, I just don't like it.*
- *not interested in carpooling.*
- *If someone had the same schedule as I did.*
- *Flexible work hours and pool of carpool mates from my workplace.*
- *Very close match at home and work so there is little to no added commute time.*
- *Right now, my commute is very convenient with public transportation or walking. My home or job location would need to change in a way that carpooling would be more convenient, especially in terms of time savings (like carpool lanes and more schedule flexibility than transit.)*
- *Working some where else farther away than where I work now. In other words, I'd have to change jobs or move. Right now, I have a good situation and can take and do take public transportation any time I want to. I would take it more but VTA cut some of the routes I took.*
- *My public transportation option is too convenient to be overcome by the inconvenience of finding*

a carpool and the inflexibility I think carpooling would be.

- *Saving time and money.*
- *New Job, esp. outside SF, but even downtown if I could find someone in neighborhood that drives or wants to share w/ me, IF they have a designated parking spot downtown.*
- *Knowing the people I carpool with.*
- *paid parking i live so close to work, waiting for a pick up/relying on others would be a deterrent
Time savings is key and needing car to pick up child after work*
- *having someone to easily carpool with. I often ride my bike instead anyway*
- *Money*
- *a variety of choices and a variety of times to get to where I am going*
- *I would consider carpooling if the other riders lived near me and worked near me. I think this survey misses a very important issue - telecommuting. I think people should be allowed/encouraged to work from home when it does not interfere with the work. I did that for years and it worked very well.*
- *I work part-time, therefore it is difficult to find a carpool. It would be great to have the flexibility to share I ride only in 1 direction. I could take the bus in the other one.*
- *easy to pickup and drop off my kids*
- *Knowing the carpool will be saf; carpooling with people I know.*
- *not having easy public transportation available*
- *Nothinhg- I have 2 kids to drop at 2 different schools each morning*
- *I carpool part of the week and use public transit rest of the week to commute to work. When I do not carpool, I use transit full week to commute to work.*
- *Flexible schedule without discipline.*
- *On the days that I don't carpool, I ride light rail, which is free (paid for by the County, not by me). Financial incentives are always good.*
- *I do not carpool because I have small children at school and day care. Sometimes I need to leave without much notice. When I have lunch time I try to run errands without my children or I have several meetings at other County locations and I need to drive to get to them. Having access to a carpool car or emergency taxi would help.*

- *Work time schedule is matching*
- *My work site is moved to someplace that makes public transit difficult*
- *I have to drop off/ and pick up children from school/child care, I need the ability to do that.*
- *If I was driving a longer distance. I drive when the weather does not allow me to walk or bike.*
- *Inability to drive*
- *If my schedule was more predictable.*
- *desperation*
- *I take public transportation. If I was driving alone to work, the most important factor that would motivate me to carpooling would be cost. Higher cost of gas and premium pricing of toll, parking, etc. for driving alone would definitely make me switch to carpooling.*
- *Carpooling with friends/colleagues.*
- *If BART stopped running*
- *Use public transit already!*
- *matching service and incentives*
- *Longer commute that would require a car (and that could benefit from access to carpool lanes)*
- *Nothing.*
- *A job, especially off the transportation routes. i have no car, but I have enjoyed carpooling in the past.*
- *If BART went on strike or if they took out all the seats or if the fare was a LOT of money each way (over \$10 round trip, e.g.)*
- *needing to - i love CalTrain*
- *flexibility*
- *I don't have a car. I would carpool if there was a casual carpooling location closer to my house, or if I could get info by text about pre-screened carpool drivers. I'd also love to carpool for errands. Mostly to save time, because the bus can be slow.*
- *People going to the same or simular destination.*
- *finding a good match-a driver i know and trust and meet my schedule.*

- *No commitment.*
- *Schedule requirements -- work is currently flexible, so I can avoid peak-periods. If I had to arrive at fixed time each morning, carpool would be a good option for me, especially casual carpool.*
- *Convenience. I do not want to increase my commute time more than it is now.*
- *Not sure.*
- *Easy organization*
- *If I had a job that was more than 5 miles away.*
- *More options - e.g., info on where casual carpools are forming*
- *If it saved me time and money*
- *Not able to carpool due to my children's schedules*
- *no shuttles*
- *My work schedule changes day-to-day and week-to-week to include weekends and holiday's. If there were others with the same hours, I would consider carpooling.*
- *Convenient parking in SF*
- *Wife or neighbor worked at the same company.*
- *good (safe)driver, screened*
- *if I lived further from work*
- *The half of my commute nearest work is by BART, the second half by car is when I run errands before driving to my remote city. Carpooling would cause me to have to drive out of the way and make second trips that I would otherwise not have to.*
- *Compatibility of schedules*
- *:-) Finding someone at the YMCA in the morning who was heading in the general direction of my workplace and was willing to drop me off.*
- *Finding someone with my schedule. As I am a San Jose State University student who lives "over the hill" in Santa Cruz, I find that we individuals have my same schedule. In fact, I have inserted by schedule in 511.org and have never been contacted by anyone to carpool to or from San Jose/Santa Cruz. The only form of high-occupancy vehicle available to me is the bus (Highway 17 Express), which is a fairly convenient service, except late at night when I get out of class at 10 p.m.*

- *Lots of carpool ride options in my area.*
- *If the drivers destination(s) are very close to my work.*
- *if it were free*
- *Flexibility in departure times*
- *N/A*
- *a carpool lane in the caldcott tunnel.*
- *rider incentive program*
- *If driving were in fact faster (and cleaner, and less aggravating) than taking public transportation.*
- *EASIER DROPOFF AND PICKUP AREAS FROM MY HOME*
- *flexible time.*
- *someone who doesn't mind giving me a ride only (I don't have a car), comparable costs as to public transit.*
- *Making it easier to find matches, I don't want to spend much effort.*
- *Availability of rides*
- *A central matching system for carpooling that is easy to use.*
- *Carpooling with someone I know and works in very close proximity to where I work*
- *Convenience--not having to walk more than a block (which is what I currently do to catch the bus); and not having to wait a long time.*
- *Moving or changing jobs so that I had a longer commute that was too long for bicycling, which is how I mostly commute now. Bicycling is always my preferred mode unless the distance is too long.*
- *I current bike or take transit to work, but I take transit only if it rains. So, I will consider starting carpooling during the next rainy season.*
- *I need a bus connection from my house to get to downtown Morgan Hill . also I would need a little flexibility on work hours so I could get off work early enough to catch a bus.*
- *A ride home*
- *Convenience*

- *it would have to be a special event*
- *Flexability of drop off location.*
- *organizing with friends*
- *flexible schedules*
- *not adding much time to my commute*
- *More people I know driving the same way/*
- *regulated and dependable*
- *easy access to carpool sites*
- *If I have a friend or co-worker who works close to or at the same facility as I do.*
- *finding someone going to same area, willing to split driving*
- *To save timer and money*
- *Less variable schedule. Working in areas not close to BART.*
- *I live in an area where the only real way to carpool is with friends as there isn't a good way to connect with other people who want to carpool. And even then, you don't always know if folks you know are heading to the same place as you. There would need to be a scheduling mechanism in place to enable me to carpool!*
- *I'd like to carpool to the City for meetings, and other locations. But I have occasional meetings and work all over the greater Bay Area, Sacramento, Central Vally, etc. Have a prius so isn't a car pool lane issue but a carbon footprint issue and cost sharing on long trips.*
- *Need a flexible option - I don't always feel like carpooling because I like having my car with me, but casual carpool is not an option for me since I have an unusual route.*
- *Flexibility, advance notice, driver screening*
- *a real-time rideshare*
- *easy to find other riders*
- *local commute: I'd need a predictable schedule, and that's not going to happen between-region drives for work: connections with other travellers, like the service discussed here*
- *car pool matching service so I would know I had a ride and know how it worked.*

- *Actually, I would prefer to take the bus but the schedule isn't compatible.*
- *Having a matching service. Also, I'd like to move further from work to a more desirable area and would carpool to save money on the longer commute.*
- *convenience*
- *the casual carpool dropoff location would need to be located closer to the montgomery street or embarcadero station. to inconvenient to walk*
- *You've pretty much covered it*
- *Having a longer commute, making biking infeasible.*
- *Flexible, on demand availability, since I do not have regular hours. If we could just make hitchhiking reliable and dependable with a system that ensures confidence in being safe, i.e., a GPS tracker with panic button for passengers and drivers.*
- *save money*
- *IF BART KEEP GOING UP ON THE FARE.BECAUSE I HAVE TO PAY OUT OF MY OWN POCKETS EVERY MONTH TO GET TO WORK. AND I CAN SAVE WITH CARPOOL IF I HAVE TO GO THAT WAY OUT.*
- *I bicycle to work when I can and enjoy that more. I live only 1.5 miles from work so it seems out of the way to pick anyone up when I drive, unless they could get to my house and leave their car there.*
- *If the length of my current commute (3 miles) were to increase dramatically.*
- *Convenience.*
- *Schedule compatibility*
- *nothing*
- *a rewards incentive, people going in the same area as me and a guaranteed pick up.*
- *save money*
- *real time matching with someone else going my way on short notice*
- *free, save time, rewards*
- *i'm the only one who goes to work at that time, so i won't start carpooling*
- *A carpool system that guaranteed safety*

- *easy connection with rider*
- *Finding people who travel my route who would are not completely dependent on me, i.e., if my kid gets sick, they could take BART and be okay with it. Also, if someone else drove and I could leave early in case I had to for appts, my kid, etc.*
- *Incentives to stay with the program such as \$ off tolls, free gas cards after so many miles and or days, and free parking vouchers!*
- *have to accommodate taking my kid to daycare near my office - so not likely to happen. I like taking him on BART because then I can take him out of the stroller when he starts screaming - can't do that when in a car.*
- *If it is convenient and does not lengthen my commute time more than 15 minutes*
- *The same schedule and neighborhood with the carpooler.*
- *I only live 2 miles from work on minor residential roads. Carpooling is making a simple bicycle commute more complicated. The drive by car takes longer than by bicycle.*
- *Increased traffic congestion that would make using the HOV lanes time-competitive*
- *Carpool locations in Alameda Bayfarm island.*
- *Owning a larger vehicle or getting my kids to the age where they don't need carseats*
- *I prefer the flexibility of deciding if I want to stop for coffee/food/quick errand on my way to work.*
- *n/a*
- *A work carpool buddy.*
- *Easier to find rides to and from work at variable times.*
- *currently work from home.*
- *I work from home 4 days a week, so would not need to carpool*
- *no answer*
- *make it easy, and using the HOV lane*
- *If there was absolutely no alternative*
- *More casual carpool cities. Some days I go to San Francisco to work and pick up riders but some days I must go to an office in Dublin which does not have a casual carpool option. I always have to drive because I must have my car for my job.*

- *a longer commute to work. Right now I live 3 miles away from work.*
- *my own car*
- *A simple way to identify potential carpool partners, with high time flexibility*
- *Nothing in the world would make me carpool.*
- *Not having a car.*
- *flexibility*
- *No long-term commitments.*
- *finding someone i know and like to carpool with*
- *If I lived further away from work.*
- *none*
- *Expensive gas.*
- *Finding a carpool*
- *convenience of scheduling*
- *save time and money, spend more time with family in the car*
- *Not having convenient public transportation, or if the price of parking or BART skyrocketed.*
- *incentives*
- *Being able to cross a bridge without having to transfer between public transportation services.*
- *If i lived farther from work*
- *better way to find compatible carpool mates*
- *Being able to find a pick-up location near my house and finding times for pick-up that work best for me.*
- *If there were off hour car pools, say from 8 to 11 pm as my schedule can be erratic at best.*
- *I occasionally use the casual car pool but I am only a mile from Bart so it is quicker. Over crowded cars and huge fare increases would change my mind toward carpooling regularly*
- *Rising toll fees*

- *I would definitely start to carpool if I knew where the carpool pick-up and drop-off points were located and to which direction they would be taking...*
- *I use public transportation. I would consider CPing when this resource is not available.*
- *I do not have a car.*
- *no car*
- *I would not carpool on a regular basis, but occasionally because I quite often need my car during the day for work.*
- *matching service*
- *A way to get back to East Bay in the evening.*
- *opportunity to hang out with friends on the way*
- *It has been nearly impossible to find someone on the same route much less with short notice so being able to scan for this online or text message would be convincing.*
- *less complicated lifestyle not involving picking up kids/errands to/from work*
- *Nothing.*
- *guaranteed rides, on off schedule*
- *nothing, I prefer to drive myself so as not to rely on another person for my transportation needs.*
- *If all others modes of transportation become significantly less affordable, which is unlikely to ever happen (I just my bike most of the time).*
- *None - I am happy with bike and public transport*
- *Convenience and financial reimbursement would be necessary*
- *Availability of carpool*
- *someone lives close by and has same schedule as I do.*
- *find a carpool partner with the similar work schedule and close by.*
- *increased commute distance*
- *none*
- *If there was someone that lived very close to me that wanted to carpool to the same place as me*

(to save time dropping off/pickin up etc)

- *reliable carpool partner*
- *n/a*
- *nothing*
- *If Gas price goes up*
- *more monetary incentives from my company*
- *felxible schedule*
- *People who live by me and work w/i 1 mile from work, that fit my work schedule*
- *I would consider ocassional carpooling not a regular carpooling*
- *a longer commute not having a child to drop off in the mornings*
- *flexible schedule and convenient location to meet for car-pool*
- *After my kids go to elementary school*
- *if there is a door to door service.*
- *Saving \$ and time.*
- *if I know the person or know that the driver or passenger is prescreened*
- *I can find some one live close (within 2 miles) and share same work eschedule.*
- *Flexible schedule of the other people. My home to work drive is flexible, but the work to home drive is very variable.*
- *convenience and short or no wait time*
- *N/A*
- *children's care schedule more flexible.*
- *I would potentially car pool if real time car pooling is available. I take caltrain 3X per week and drive 2X because I need to be to work earlier than I can get there on the train or I need to pick up a child at school.*
- *If a friend at work lived close by and could easily pick me up and drop me off.*

- *I would not have to do anything different from my current schedule. Carpool riders would have to come to my house when I'm ready to leave and go to same destination. I do not want to take any detours along the way.*
- *no other alternative to get to work*
- *I do not feel that carpooling gives me enough flexibility for my variable end of work timing (which is workload or project based, not time-clock based). Also, I do not feel that I have the flexibility to pick-up or drop-off my child particularly if she is ill and needs to leave school early.*
- *flexibility*
- *Convenience!*
- *Saving money & time.*
- *If there was someone who lived in walking distance of my home, who went to the same gym as me before work, and who sometimes did not mind working 10 hour days.*
- *no public trans*
- *knowing schedule options*
- *I prefer not to carpool with anyone except my friends or family members.*
- *Nothing for regular carpooling; don't like it at all.*
- *convenient carpool location without adding too much extra time.*
- *I don't have to drive.*
- *saving money*
- *Making it easier to find individuals to carpool with that have the same or similar work hours to my current schedule.*
- *I already carpool with my wife and we drop off our kid at day care. Do not want anyone else in vehicle.*
- *Convenient*
- *a website to find more information*
- *if I moved and it was more convenient -my current public transit is perfect*
- *If I found a good time match. I leave home before 6AM and leave around 2-3PM.*

- *Having a car or a person to carpool with. I do not have either of these.*
- *short notice and casual*
- *A car to use*
- *No commitments, easy to use some days and not others*
- *Flexibility and knowing who I am carpooling with is safe. My hours are 9 - 7, but I often have to work last minute over time and need the flexibility to change rides.*
- *If I had to go further from home to work - right now I live pretty close to where I work.*
- *BART completely fills my current commuting need, so I do not have a need for a carpool. The only thing that would make me carpool instead of BART would be if it were as easy to take as BART - a set pickup schedule and location without having to commit to anyone or any specific time.*
- *Being able to afford a car.*
- *Free bridge fares*
- *It would be near my place, and we the same destination.*
- *availability of a carpool going my way in the morning.*
- *More convenient pick up locations*
- *Being able to rely on the service in both directions*
- *Carpool with people I know.*
- *There isn't anything that could make me carpool. I take transit everyday and it takes me where I want to go in a comfortable manner.*
- *Something easy*
- *somebody arrange it for me*
- *Saving money, saving time, one way carpool partners (or carpoolers with very flexible schedule)*
- *Nothing*
- *Closer casual carpool to my house, or a more relaxed carpool matching service.*
- *Didn't have to waste any extra time and it made me able to get rid of my car.*
- *Another person with my commute and working hours.*

- *an easy match with someone close by on both ends of the commute that was flexible day to day.*
- *n/a*
- *I've tried casual carpooling in the morning which is fine, but taking the bus home is not good in the winter due to the earlier sunset.*
- *Someone with a similar schedule and that works near my work location*
- *must get at least 2 or more people to get a ride*
- *I would start carpooling if my car breaks down and would take awhile to fix.*
- *I would carpool several days a week if there were an option like Genentech's bus from my area with a several depart/return times every day.*
- *nice looking blond lady*
- *a simple quick system*
- *None*
- *N/A*
- *If I did not have to transport my child to/from daycare*
- *This sounds like a great plan "Real-time Ridershar" I am open to try this service if it comes available. Although I do live in San Mateo it take too much time to take regular transit. For me it consist of 3 different transportation facilities, San Mateo (samtrans), Train, and VTA.*
- *Kids old enough to be out of school..... Sigh.*
- *If I did not have a variable of what I am doing after work.*
- *Save an extra gas money for other household expenses.*
- *nothing really as i walk to and take public transportation at this time, to and from work*
- *Someone needing to rideshare, save money, get rewards.*
- *I cut back on carpooling because I started a different work schedule than the rest of my carpooling group.*
- *Carpooling with someone that I would not have to talk to too much.*
- *No personal vehicle*

- *Saved on gas, exercise walk more from busstops or meeting points.*
- *Child can transport himself to and from school, etc.*
- *finding others that would want to go where I am going*
- *convenience*
- *My commute is a mile away. Unless it was a neighbor, it wouldn't be worth it.*
- *No Comment*
- *When my daughter finishes her schooling in three years, I would carpool to work and back for sure.*
- *If carpooler was cute and available*
- *Save time*
- *My car pool partner wants me to stop by at the deli to let him pick up the lottery ticket on the way home, no consideration for my getting home on time. not one time , all the time.*
- *time schedules are flexible that i would get a ride home since i work in santa clara county but live in san joaquin county.*
- *If the commute to San Jose got significantly worse and gas prices rose to \$5+.*
- *Time savings.*
- *Having to work more than walking distance from home.*
- *Being able to arrange with someone who works in my building to carpool on a regular basis.*
- *real time matching of available carpool options*
- *No opinion*
- *If my boss told me I had to.*
- *It is hard because I have children.*
- *Price of gas > \$6/gal More amenable to my daytime schedule*
- *I've tried for years to get people to ride share so I have to say I'm surprised by your survey - delightfully surprised, but surprised. Anyway, I don't want to be in a car with a person with bad hygiene, who's wearing perfume, has annoying personal habits (like snorting their snot), and who yap incessantly.*

- *Substantial tax rewards, money or a tangible (not some stupid certificate or mug)reward*
- *a longer commute*
- *A convenient meeting location and time. (I live in Scotts Valley) and come "over the hill" only when called to substitute teach (at varying locations).*
- *I'm retired, so carpool to where? Errands? Not likely.*
- *Even though I drive a hybrid, I would consider carpooling if the price of gas got so high that I would need to resort to carpooling to save money.*
- *My life style living downtown makes public transportation and walking my best options and whens I substitute I am in different schools every day.*
- *I can't thionk of anything that would cause me to carpool to work, I do not like depending on people to get to work, ie their sick, their late*
- *my trips are generally short (<10miles) so there is no time or financial incentive to carpool that would offset the flexibility of having a car or even using public transit.*
- *The time spent to and from work would have to be the same as my current commute time which is 10-15 minutes.*
- *I am not sure what one thing would convince me to car pool. My only private time and my hubby is ill and has many or several appts at any given time.*
- *Maybe car pool to social events if the carpool schedule convenient with mine. After work, go directly to personal appointments almost 5 days a week.*
- *SAVING MONEY AND TIME*
- *Find someone I know and trust to be in the same car with; and both our schedules match.*
- *If A Girl offers me "SEX" After I been Her "BEST FRIEND" for 6 MOonths Or Longer!!!!!!!*
- *I would not carpool*
- *Do not work and don't drive much*
- *If I met someone at work who lived by me*
- *Have the riders sign off on a blanked liability waiver against anything other than gross negligence. Have it be easily accessible with pre-screened drivers and riders.*
- *If I moved further away from work.*

- *Monetary incentive such as paying for gas.*
- *finding someone in my neighborhood within a mile of me who is reliable and responsible person.*
- *I don't think it would work for me aside from what I currently do - two days a week with a coworker.*
- *Reliable schedule for pickup / dropoff close to my house (within 4 blocks) - and I live in Mission close to freeway on-ramp.*
- *if my work schedule changed so it was consistent*
- *Carpool with people I know who work and live near me.*
- *Ease, matching service.*
- *can't think of anything that would MAKE me carpool.*
- *I usually ride and ferry to work. if I was working late a carpool option would be great.*
- *Not much. My schedule is always last minute emergency stuff therefore could not commit.*
- *Convenience, saving time and money, assurances of a safe driver, flexibility*
- *Nothing. I do not want to carpool.*
- *Knowing other people to carpool with that aren't coworkers and aren't freaks or weirdos. I would want to know the people I would carpool with everyday.*
- *I prefer riding my bike.*
- *If I lived further away from public transportation*
- *Probably would need to have great flexibility as I work throughout the county and very irregularly.*
- *Knowing the drivers are screened.*
- *Convenience - ease of access to the carpool.*
- *price of gas*
- *illness, injury*
- *Honestly, I am not interested in carpooling. I like the flexibility of being able to come and go as I like and not have to wait on others. Further, I like my alone time.*
- *nothing at this time*

- *I would like to save time and money on my commute. Currently, I have to take my bike on BART every day because my work is a few miles from the station in SF. Due to bike restrictions on BART, this is very difficult. A carpool would be less expensive, would save me time, and would give me the freedom to work regular hours without worrying that my bike is interfering with peak commute time.*
- *some living near me and with some flexibility traveling from work back to home*
- *No other option was available.*
- *I work from home some days (flexible). If I had to go to the office daily I would look for a carpool occasionally if I do not have time to bicycle (50 min each way).*
- *I lost access to a personal car*
- *Currently van pool.*
- *To be sure that the carpoolers are reliable. I can count on them staying the carpool and not canceling at the last minute.*
- *Transit becoming less convenient.*
- *If I had to drive 60 miles round trip to work again.*
- *I'd need to lose my pensions and investments and go back to work.*

21. If you **currently carpool**, what is the one thing that would improve your carpool?

- *n/a*
- *I don't*
- *I carpool occasionally, when I have to drive to SF in the a.m.; would be nice to know when there are carpoolers waiting for a ride... also, if there were HOT lanes, I might tend to carpool more to avoid the toll and traffic.*
- *Having a passenger who could afford to split the gas expense! I currently "carpool" only in the sense that my passenger has an unreliable car, so I take her to San Jose with me. She can't afford to pay me for the gas.*
- *currently do not carpool*
- *Free Gas Cards*
- *More available drivers*
- *i have been in a vanpool for 20 years. it is very difficult to establish and take part in a stable vanpool for that length of time. it is difficult to make all the different personalities work together, it is a very delicate balance to get everyone on the same schedule and to cooperate together. it is almost like making a marriage work, it takes a lot of work. casual vanpool members would upset this delicate balance of "give and take" between vanpool riders. casual vanpool riders want to take the benefits of a vanpool but are not willing to make a commitment, therefore they would not be welcome for any amount of money.*
- *n/a*
- *a casual system so that when one of us has a meeting or cannot carpool that the other person can get a ride to work or home. It would keep us from buying a second car!!*
- *n/a*
- *convenience*
- *n/a*
- *HOV lane on the peninsula (101)*
- *Nothing, I love my carpool group.*
- *additional passenger options*

- *n/a*
- *n/a*
- *I sometimes get dropped off in the morning by my husband, but I hate that he has to get up so early just for me.*
- *n/a*
- *More people to choose from instead of relying on the generosity of friends.*
- *Additional options for carpooling from work to home, as my regular carpool is sometimes unavailable during the evening commute.*
- *I take public transportation, which is better for the environment. I wish more passengers on the train would bathe and stop yelling on their cell phones. I wish more people on the platform would stop smoking because it is illegal.*
- *more people to carpool with.*
- *More matches and better communications from registered users; I never get a response to emails I send on 511. You need to screen more frequently to eliminate those who are not currently looking, or even add that as a user option to mark themselves as not currently seeking, but not be eliminated from the system.*
- *We have it under control*
- *n/a*
- *more people to share expenses*
- *carpool lane on 880 south thru san jose*
- *More regularity and more options of people. I think incentives for non-carpoolers would help people become interested.*
- *I could use something like real-time rideshare on occasional days when my carpool is not running. However the home and work endpoints must be very close to mine, and I would need to be sure of a round-trip ride. And/or I'd also be interested in occasional rides between home and Caltrain when my carpool is only one-way. Right now I have to drive roundtrip on my own instead of carpooling one-way and taking Caltrain the other. This should be easy, tons of people drive to Caltrain.*
- *n/a*
- *Cops busting the people in carpool lanes that are all alone.*

- *N/A.*
- *Having more people to carpool with.*
- *N/A*
- *If my carpool mates did not snore while I was driving.*
- *i take vta/bus and light rail everyday unless i need to go to an appointment during the day, i would take my car.*
- *Nothing, it is fine.*
- *Would like non-carpoolers to not use the carpool lane.*
- *Better meeting location; flexibility to accommodate sudden changes in schedule (e.g. meeting running later than usual or being invited to after work happy hour)*
- *A way to easily carpool from SF back to the alnut Creek area.*
- *no bridge toll*
- *more HOV lanes, better enforcement*
- *more people*
- *safe parking lots. free toll*
- *I casual carpool. Maybe there should be a casual carpool iphone application that uses some of the same gps and chat features as the grindr application.*
- *Ability to join another carpool when one of the regular carpoolers needs to work late.*
- *Adding more people to the car pool*
- *A complete network of HOV lanes throughout the bay area.*
- *Carpool lane for entering freeway*
- *n/a. I don't currently carpool.*
- *NA*
- *n/a*
- *NA*

- *Having an easy ride back in case of an emergency, not the current process of getting paperwork signed, calling a specific cab company only and waiting to get the cab ride back. This does not work in an emergency at all.*
- *Flexible schedule.*
- *Nothing--on two days I carpool because my schedule is flexible enough on those days that I can ride with my husband.*
- *N/A*
- *Find another group for days that I cannot meet my carpool partner.*
- *living farther from work. It is not necessary for me, although occasionally do get a ride from partner on his way to work*
- *gas incentives would be nice*
- *timing matched better*
- *Not applicable.*
- *no traffic*
- *Spontaneous ride-sharing with rewards for the driver of the vehicle.*
- *NA*
- *I wouldn't change a thing, it really works for me.*
- *N/A*
- *I dont*
- *I currently drive in & do casual carpool. I live in Emeryville but have to go to the Berkeley location for casual carpool because nobody shows up at the Emeryville location until close to 7:30 a.m. I need to be at work by 8 a.m. & that cuts it too close to be able to get to work ontime. If there was a way of finding people who could even leave Emeryville by 7 or even 7:15 that would be very helpful. I would also consider being a passenger if there were a way to return back from S.F. to Emeryville after work instead of having to take public transportation.*
- *511.org should attempt to link into the various Universities more directly. For SJSU especially, there should be a large pool of individuals that have similar enough schedules to make carpool convenient for them. The campus Transportation Solutions office is an obvious point of contact. However, somehow engaging the individual departments would improve the effectiveness of carpool formation, as students are more likely to carpool with others in their class or who they*

know already.

- *Knowing wait times (for riders & drivers) at various locations. Also if I am a driver/rider who is waiting, knowing if another pick-up site have waiters.*
- *meet people that work in my area or near by.*
- *more people so that we can spread out the days and driving even more*
- *Not having to pay toll for the HOV lanes going over the bridges.*
- *n/a*
- *Closer carpool location.*
- *A COUPLE MORE CARPOOL DROPOFFS AND PICKUP AREAS*
- *N/A*
- *Ability to leave mid-day. My office only offers a shuttle to public transit during commute hours, so if I take transit or carpool, I'm usually stuck until commute hours.*
- *nothing*
- *a good driver*
- *Pre-screened drivers.*
- *I use public transport (BART)*
- *n/a*
- *connections with other travellers, like the service discussed here*
- *If carpool locations were closer to public transit stations, so in the off hours, I had an alternative way to get home.*
- *NA*
- *n/a*
- *It's fine now but will probably not work when carpool drivers have to pay the toll.*
- *NA*

- *knowing real time how many people/car are waiting in the casual carpool line*
- *saving money, not start paying for the tolls on July 1st*
- *NOT CARPOOLING RIGHT NOW. I'M A BART RIDER 5 DAYS A WEEK.*
- *Carpooling back from work so that I don't have to use BART.*
- *nothing*
- *n/a*
- *n/a*
- *To find more like-minded commuters in the Lucas Valley area of Marin County.*
- *N/A*
- *more people*
- *optional alternate drop off locations in SF.*
- *nothing...everything is fine with my current carpooling.*
- *do not carpool currently*
- *park and ride*
- *People with carseats in the backseat need to clean up the food their kids have distributed throughout the back seat before inviting in casual carpoolers.*
- *More flexibility*
- *not carpool at this time*
- *More things to do.*
- *Extending carpool hours beyond regular commuting hours and keeping it free for both the driver and riders.*
- *Ability to find a carpool home from work*
- *pickup/dropoff sites near my home and work*
- *n/a*
- *Less cars in the carpool lane...just kidding.*

- *Eliminate toll fees imposed on carpools*
- *Stop the plan to charge for carpooling across the Bay Bridge. The dynamic of rider/driver will change in some instance and create tension. Tolls should be increased for people that drive alone at all times - especially during morning and afternoon commute. Carpool lanes should be free to encourage sharing.*
- *Rescind the \$2.50 toll increase scheduled for July 1, 2010.*
- *N/A*
- *The same answer in 16*
- *no car*
- *I do the casual carpool and can't commit to a regular carpool because my schedule is so variable.*
- *dont carpool*
- *A way to get back to East Bay in the evening.*
- *No complaints, love the casual carpool.*
- *If there was casual carpool to locations other than SF and also if there was one in the Antioch area that does go to SF*
- *More carpools and availability from area closer to my home*
- *works well for me*
- *N/A*
- *n/a*
- *more public transportation options...more frequent stops by caltrain or bart to south san francisco to san jose or vice versa*
- *We are currently two people travelling in the car pool, perhaps i could have more people join us*
- *Better public transport links - it doubles my journey time to take public transport*
- *now is already good*
- *Different hours. I would like to come to work a little earlier than I do now with my fellow carpools.*
- *I would like to know more people who are interested in carpooling for the days when my regular*

carpool partner is not available.

- *Incentive, reward for doing so*
- *Carpool lanes from the San Francisco/Peninsula area lanes to the East Bay*
- *I need more rider.*
- *fix schedule*
- *Better HOV lanes, can be pretty slow. Rideshare awards again? Gas credits?*
- *None*
- *More company's incentives*
- *did carpool to and from work, carpool partner was late 95% of the time.*
- *N/A*
- *Having a service that would link me up in the mornign and in the evening with people who were commuting my direction when I wanted/needed to go, not set times.*
- *More insentive*
- *Better enforcement of carpool lane rules/times to weed out "soloists" and others who clog up the carpool lane.*
- *as a female driver, I am concerned about picking up riders to orinda from the city without pre-screening...*
- *More monetary savings*
- *I carpool with my husband every day. Everything is perfect.*
- *carpool lane*
- *money*
- *gas cards*
- *The driver is ALWAYS late.*
- *I already carpool with my wife and we drop off our kid at day care. Do not want anyone else in vehicle.*
- *more consistent casual carpool spot. way to return home!*

- *i love my car pool schedule. no complaints*
- *More consistency in schedule*
- *n/a*
- *my carpool is fine.*
- *fuel incentives/toll*
- *free bridge fare*
- *ability to carpool in with 1 person/group and carpool home with another/different person group.*
- *more people involved in teh programme*
- *not having the to pay a toll beginning July 1. No one knows how to handle this situation with regard to how or whether to charge passengers.*
- *I do not carpool*
- *I'm in a vanpool, but work at 2 locations. It would be nice to trade to another vanpool when I'm at the 2nd location.*
- *continue no bridge tolls for all HOVs even after 7/1/2010*
- *A vanpool van with rear air controls. It's difficult having to always tell the driver to adjust the air and temperature.*
- *I would like there to be a Ferry from San Francisoco that will take me to Alameda until up to 1am. The current Ferry schedule does not allow me to carpool because if I get off work late I cant' get home. If the Ferry ran later I could make it home if I work late at work or if I want to stay in the city for dinner with friends. Someone should seriously look into the Alameda Ferry having extended service until midnight. WHy not do a trial run (but you have to advertise well in advance so you get a true sense of ridership). Not having to pay toll would be a big plus. It's unfair that carpoolers now need to pay toll starting June 2010. THere is no incentive to carpool other than saving a little time.*
- *The road in the I-80 corridor is very bumpy because the road need much maintenance.*
- *Keeping the maximum number of riders to keep the vanpool cost down.*
- *cash incentives*
- *flexibility in schedule*

- *More drivers*
- *being able to count on enough people being there to give a ride to without waiting 20 min.*
- *smaller vanpool*
- *More incentives to lower the cost of vanpooling or to incentivise more passengers to share driving.*
- *i am a gov't employee with TRANSBEN checks to pay for vanpool. Benn running vanpool for eight years it's better now than it has ever been.*
- *N/A*
- *create extra lens so to prevent traffics in any time*
- *Waiting for other carpoolers to come to the meeting spot. Sometimes the wait is long*
- *Better work hours for my carpool companion (my wife). She often works until late at night, and I'm stuck waiting for her.*
- *I carpool with my husband and we work at the same agency so it's REALLY convenient. My job demands high flexibility in schedule. However, if I did not have a carpool partner, I would probably ride transit (since I work for the agency and it would be of no cost to me) or consider a carpool that allowed major flexibility in leave time. My answers were based on my current situation stating that I would need a day in advance to plan (I'm just that way). In the hypothetical (no carpool partner and no free transit), I would definitely benefit from the last minute carpool options and notification systems.*
- *nice looking blond lady*
- *N/A*
- *Can't think of any.*
- *N/A*
- *I do not carpool at this time.*
- *Last bus is 8pm and some of the buses are infrequent after 6 pm. would be nice to have options going home. OR if I take BART it would be nice to have options from BART to home.*
- *I still currently carpool infrequently on days when I can arrive late to work, but one thing that would improve my carpool would be finding people whose work hours were the same as mine.*
- *Breaking my existing carpool into different groups*

- *more people that live near me traveling to the same place with more stable hours.*
- *no suggestion(s)*
- *NA*
- *only carpool occasionally*
- *No Comment*
- *not applicable to me as I cannot carpool right now as I had to fetch my daughter to school and back.*
- *wish everyone is considerate, and also some other plan available for emergency. like if the driver needs to call away for emergency, what the rest of the people how should to go home.*
- *make sure that the carpool drivers are screened. there are too many crazy people out there.*
- *not currently carpooling.*
- *not applicable*
- *Leave the system alone. It works well and messing with it you only stand to ruin a good thing. You are already ruining it by now charging bridge toll for carpools.*
- *connection times*
- *Ability to make other carpool arrangements when needed due to schedule, project, other time changes.*
- *N/A*
- *NOT ON CARPOOL*
- *N/A*
- *Other person do the driving*
- *Maybe a safer driver would help.*
- *If he had his own transportation, we could share the burden. I don't really mind since I'm going there anyway.*
- *N/A*
- *N/A*

- *If the person I carpoled with had a consistent schedule*
- *Having additional riders*
- *I vanpool, and it would be really cool if the cost to lease the van was reduced, and if gasoline prices dropped significantly. Gasoline prices in Sacramento now are matching Bay Area prices, and it used to be less expensive in Sacramento.*
- *be on time*
- *nothing I happy with the arrangement.*
- *The convenience, as well as knowing other people in the community.*
- *stop the new bridge toll for carpoolers*
- *not having to share the toll as of July 1 - I can get Commuter Checks from work, so taking transit instead of carpooling is free to me, whereas if I had to share the toll, that money would come out of my own pocket.*
- *Safer drivers.*

PAGE 6

21 What type of cell phone or pda do you use? (check all that apply)

19. 120 / 17% = Blackberry

19. 155 / 22% = iPhone

19. 27 / 4% = Google Android

19. 293 / 41% = Non-smart phone / regular cell phone (have text messaging)

19. 66 / 9% = Non-smart phone / regular cell phone (do not have text messaging)

19. 32 / 4% = Do not have a cell phone or pda

19. 52 / 7% = Other

- *Palm Treo*
- *PALM PRE*
- *smart phone*
- *Palm*
- *Samsung Code*
- *LG chocolate*
- *verizon smart phone*
- *palm pre*
- *But I hate texting and don't pay for it.*
- *Samsung smart phone*
- *LG Shine*

- *Prepaid phone*
- *Palm Treo*
- *Samsung ACE*
- *Pocket PC smartphone w/ text messaging*
- *Palm Pre*
- *Samsung Blackjack II*
- *Windows Mobile*
- *palm pre*
- *Sidekick LX 2009*
- *palm pre*
- *Palm Centro*
- *Nokia*
- *AT&T*
- *Palm*
- *Samsung smart phone*
- *palm pre*
- *Palm Treo*
- *MetroPcs samsung phone*
- *Metro*
- *Other Smartphone*
- *Window*
- *None of your business*
- *HTC HD2*
- *Smartphone*
- *Regular*
- *Palm Pre*
- *LG Vue*
- *Palm Treo*
- *T-Mobile, Samsung*
- *Palm Centro (Carrier - Verizon)*
- *regular cell phone*
- *I'm old school. I don't rely on cell phone*
- *Windows Mobile Smart Phone with web access, email, & SMS*
- *Nokia N95 - Symbian G60 Smartphone*
- *palm pre (smart phone)*
- *ipod touch*
- *do not currently use text messaging but could do so*
- *Palm Treo*

19. What is your age range?

- 18-24 = 35 / 5%
- 25-30 = 95 / 13%
- 31-35 = 114 / 16%
- 36-40 = 111 / 16%
- 41-45 = 113 / 16%
- 46-50 = 87 / 12%
- 51-55 = 78 / 11%
- 56 or older = 80 / 11%

20 Are you male or female?

- Male = 283 / 40%
- Female = 427 / 60%

21 What is your household income?

- 0\$ - \$25,000 = 39 / 6%
- \$25,001 - \$50,000 = 64 / 10%
- \$50,001 - \$75,000 = 114 / 17%
- \$75,001 - \$100,000 = 125 / 19%
- \$100,001 - \$125,000 = 110 / 17%
- More than \$125,000 = 214 / 32%

22 What is your home zip code?

Zip Code	Number of respondents who live in this code	Zip Code	Number of respondents who live in this code	Zip Code	Number of respondents who live in this code	Zip Code	Number of respondents who live in this code
91607	2	94404	9	94607	4	95070	5
93635	1	94501	10	94608	4	95110	6
94002	2	94502	3	94609	4	95111	1
94010	5	94509	2	94610	12	95112	16
94014	2	94510	5	94611	7	95113	1
94019	1	94513	2	94618	8	95116	5
94022	1	94518	1	94619	3	95117	3
94024	1	94521	4	94621	1	95118	4
94025	2	94523	2	94702	5	95119	5
94030	2	94526	1	94703	3	95120	2
94040	6	94530	2	94704	3	95121	4
94043	9	94531	3	94705	4	95123	18

Zip Code	Number of respondents who live in this code	Zip Code	Number of respondents who live in this code	Zip Code	Number of respondents who live in this code	Zip Code	Number of respondents who live in this code
94044	2	94533	2	94706	6	95124	6
94061	3	94534	1	94707	1	95125	16
94062	1	94536	9	94708	1	95126	12
94065	2	94538	5	94709	5	95127	5
94066	4	94539	4	94710	1	95128	9
94070	8	94541	3	94730	1	95129	7
94080	8	94542	2	94803	6	95130	5
94086	4	94545	2	94804	3	95131	2
94087	6	94546	2	94806	1	95132	5
94089	1	94549	5	94903	3	95133	1
94102	2	94550	2	94925	1	95134	2
94103	6	94552	6	94928	1	95136	5
94105	1	94555	3	94930	2	95138	2
94107	7	94558	1	94939	1	95139	3
94109	9	94560	1	94945	2	95148	2
94110	13	94563	4	94949	3	95162	1
94112	7	94564	1	94952	1	95206	1
94114	5	94565	3	95005	1	95337	1
94115	2	94566	3	95006	3	95355	1
94116	8	94568	9	95008	10	95361	1
94117	7	94577	4	95014	5	95377	1
94118	7	94578	3	95020	9	95401	1
94121	6	94579	2	95023	1	95403	1
94122	7	94582	3	95030	2	95404	6
94124	3	94583	2	95032	4	95405	1
94127	4	94585	1	95033	2	95407	1
94130	1	94589	2	95035	3	95444	1
94132	4	94590	2	95037	7	95446	1
94133	3	94591	1	95046	1	95476	2
94134	2	94595	2	95050	3	95605	1
94158	1	94596	2	95051	4	95611	1
94162	1	94597	2	95054	1	95687	1
94301	1	94598	2	95055	1	95688	3
94303	2	94601	1	95060	2	95819	1
94306	6	94602	10	95062	2	95823	2
94401	5	94603	1	95065	1	96708	1
94402	3	94605	1	95066	2		
94403	5	94606	3	95067	1		

19. What is your work zip code?

Work Zip Code	Number of Respondents Working in this Code	Work Zip Code	Number of Respondents Working in this Code	Work Zip Code	Number of Respondents Working in this Code	Work Zip Code	Number of Respondents Working in this Code
64607	1	94114	1	94565	1	95008	3
65134	1	94115	3	94568	2	95014	3
90015	1	94117	2	94571	1	95020	1
91607	1	94118	1	94583	1	95032	7
92606	1	94121	2	94585	1	95035	4
93940	1	94122	3	94588	1	95037	2
94002	1	94123	1	94596	6	95050	12
94005	1	94124	3	94598	1	95051	3
94014	1	94127	1	94601	1	95054	3
94015	1	94128	3	94602	2	95060	1
94022	1	94132	6	94604	1	95070	1
94025	2	94133	4	94607	44	95110	63
94034	1	94134	1	94608	2	95112	37
94035	1	94143	1	94610	2	95113	13
94039	1	94158	1	94612	13	95119	1
94040	1	94301	2	94619	1	95124	1
94041	1	94303	2	94621	2	95125	1
94043	1	94304	1	94623	1	95126	2
94063	3	94305	4	94705	1	95127	1
94065	2	94306	1	94707	1	95128	13
94070	2	94402	2	94708	1	95131	11
94080	113	94404	2	94710	5	95134	78
94085	2	94501	1	94720	5	95141	1
94086	1	94520	3	94801	1	95192	2
94089	4	94521	1	94804	1	95401	1
94102	8	94523	4	94812	1	95403	2
94103	15	94530	1	94901	2	95404	5
94104	8	94531	1	94903	5	95405	1
94105	24	94538	1	94913	1	95407	1
94107	9	94539	1	94941	1	95431	1
94108	2	94546	2	94945	1	95616	1
94109	7	94550	4	94949	1	95811	1
94110	8	94551	1	94952	1	94130-1696	1
94111	11	94553	3	94954	1		

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