



HEXAGON TRANSPORTATION CONSULTANTS, INC.

The Essex at Central Park Development Project

Draft Transportation Demand Management Plan

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City of San Mateo

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Executive Summary

The Essex at Central Park Development project site is located at the northwest corner of E. Fifth Avenue and S. San Mateo Drive in San Mateo, California. The 1.2-acre project site is currently occupied by an at-grade parking lot. The proposed project would remove the existing parking lot (97 spaces) and build an 80-unit residential apartment development with 38 one-bedroom, 22 two-bedroom, and 20 three-bedroom units. The project also proposes a 7,084 s.f. ground floor retail space and underground, ground level, and above ground parking for a total of 237 parking spaces. The project would provide parking for its residential and retail uses and would replace the 97 parking spaces currently on the site.

The project location falls within the boundary of the Downtown Specific Planning Area and is therefore required to prepare and implement a Transportation Demand Management (TDM) Plan. The purpose of this TDM Plan is to propose trip reduction strategies with the goal of reducing overall vehicular trip making activity in the area. This document identifies the baseline vehicular trip generation of the proposed project and documents appropriate trip reduction strategies.

Proposed TDM Measures

The transportation demand management (TDM) measures to be implemented by the Essex mixed-use development project include design measures related to the physical attributes of the site and the proposed buildings. Such design measures encourage walking, biking, and use of transit. For the proposed project, these include:

- **Site Design.** The project would provide building entrances along E. Fifth Avenue and San Mateo Drive directly adjacent to the sidewalks. The project proposes adding community amenities such as a high visibility crosswalk with a pedestrian bulbout, public bike racks, and an increase in sidewalk width along the project frontage.
- **Clean Air Vehicle Parking/Electric Vehicle Charging Stations.** The project would include parking spaces for low emitting/fuel efficient vehicles. In addition, the project plans to leave space to convert the low emitting/fuel efficient spaces to spaces that include a charging station for electric vehicles.
- **Proximity to Rail.** The project site is directly served by several SamTrans bus routes and is within walking distance of the San Mateo Caltrain Station. This minimal distance to bus and transit stops promotes walking and transit use.

- **Bicycle Parking.** The project proposes a bicycle storage room and bike lockers on the ground level for residents. The project also proposes public short-term bicycle parking spaces adjacent to the commercial entrances.
- **High-Bandwidth Internet Connections.** The residential units should include high-bandwidth internet connections to facilitate telecommunicating.

Additional TDM measures would involve programs and services that promote sustainable modes of transportation. These measures include programs that should be implemented by the building developer and commercial tenants. Therefore, in addition to the design features, Hexagon recommends the following programs and services that promote sustainable modes of transportation.

- **Information Board/Online Kiosk.** The project should establish and maintain an on-site bulletin board and/or an online resource center on the project's website that would include information regarding non-auto transportation alternatives (i.e. transit schedules, bike maps, and information about car and ride sharing).
- **Transportation Information Packet.** The project should provide "hard copy" transportation information packets to all new residents and tenant(s) upon move-in. The New Resident/Tenant Packet would provide a quick easy-to-read announcement of the most important features of the TDM program for residents and employees to know about immediately. New residents and tenant(s) would also be advised to gather information regarding non-auto transportation alternatives from the on-site information board and/or online transportation kiosk.
- **Unbundling of Residential Parking.** Residential parking should be unbundled from each living unit. This would allow residents without cars to rent a unit without having to pay for a parking spot. Parking spaces would be added to leases only for tenants who desire parking.
- **Residential Transit Passes.** Residents should receive free Go Passes as part of their lease agreement for the first year of occupancy.
- **Retail Transit Subsidy.** The project should require the commercial tenants to provide any combination of transit subsidies that would be used at the tenant's discretion as part of their lease agreement.
- **Participation in Car Sharing.** Residents and employees should have access to a car sharing program. This would provide affordable and convenient mobility to employees who do not drive to work and residents who do not own a car.

1. Introduction

Transportation Demand Management (TDM) is a combination of services, incentives, facilities, and actions that reduce single-occupant vehicle (SOV) trips to help relieve traffic congestion, parking demand, and air pollution problems. The purpose of TDM is to promote more efficient utilization of existing transportation facilities, and to ensure that new developments are designed to maximize the potential for sustainable transportation usage. This Plan has been prepared for the proposed Essex at Central Park mixed-use development at 157 E. Fifth Street in San Mateo, California, in order to propose effective and appropriate TDM measures, based on the project's size, location, and land use. The project location falls within the boundary of the Downtown Specific Planning Area and is therefore required to prepare and implement a Transportation Demand Management (TDM) Plan. The purpose of this TDM Plan is to propose trip reduction strategies with the goal of reducing overall vehicular trip making activity in the area. This document identifies the baseline vehicular trip generation of the proposed project and documents appropriate trip reduction strategies.

Project Description

The Essex at Central Park Development project site is located at the northwest corner of E. Fifth Avenue and S. San Mateo Drive in San Mateo, California (see Figure 1). The 1.2-acre project site is currently occupied by an at-grade parking lot. The proposed project would remove the existing parking lot (97 spaces) and build an 80-unit residential apartment development with 38 one-bedroom, 22 two-bedroom, and 20 three-bedroom units (see Figure 2). The project also proposes a 7,084 s.f. ground floor retail space and underground, ground, and above ground parking for a total of 237 parking spaces. The project would provide parking for its residential and retail uses and would replace the 97 parking spaces currently on the site.



LEGEND

 = Project Site Location

Figure 1
Site Location

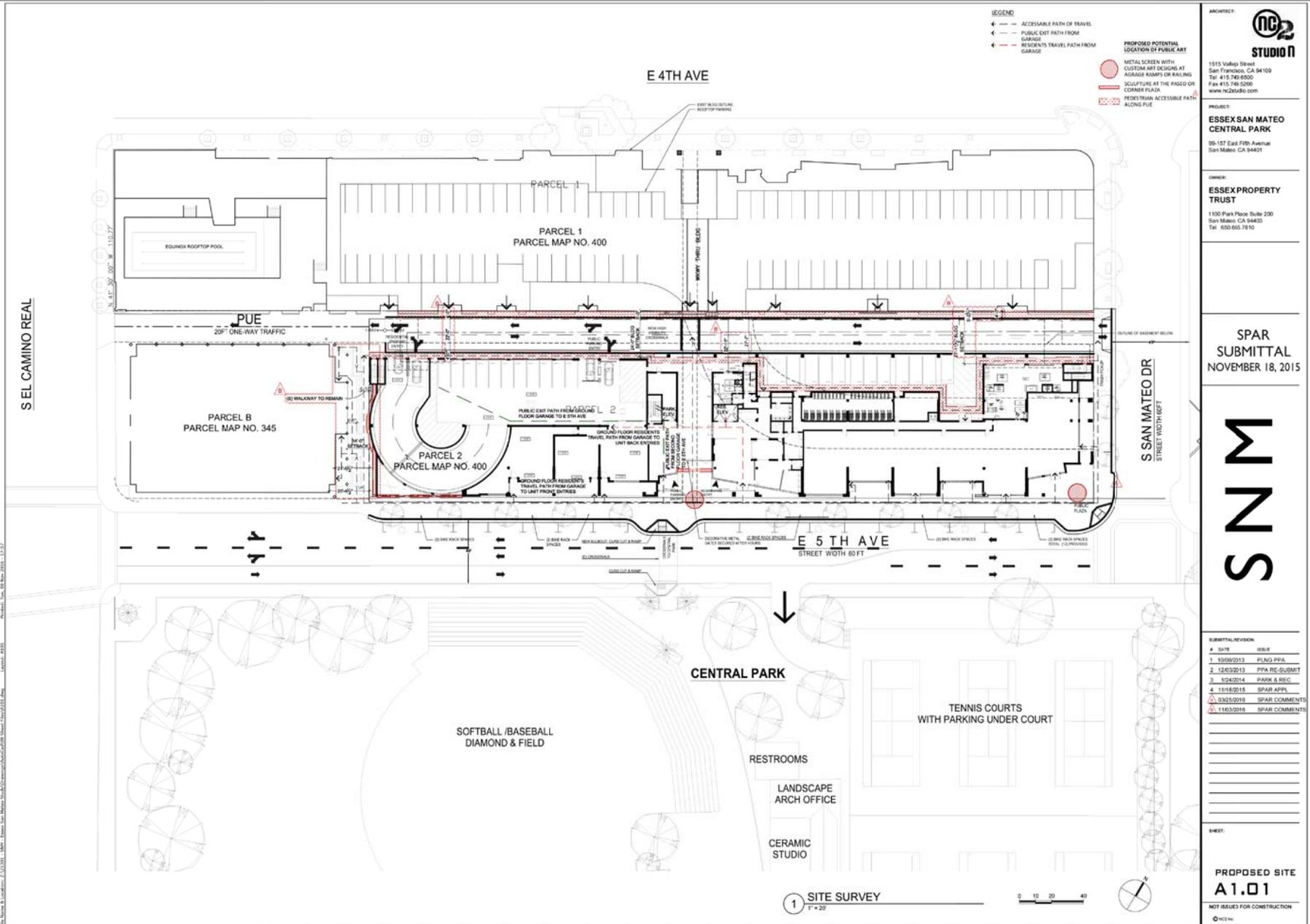


Figure 2
Project Site Plan



NORTH
Not to Scale

Background & Applicable Policies

The Circulation Element of the *City of San Mateo 2030 General Plan* established a goal to maintain a transportation system which accommodates future growth while maintaining acceptable levels of service (Goal CIR-2). To achieve this goal, policies in the *City of San Mateo 2009 Downtown Area Plan* were created as guidelines for projects within the Downtown area. Excerpts of the policies that affect the proposed mixed-use development project are as follows:

Policy VIII-2: Transportation Demand Management (TDM). Require participation in TDM measures, such as car/van pooling, car sharing, staggered work hours and transit use, as a condition of approval for projects anticipated to generate significant parking and traffic impacts.

Policy VIII-3: Downtown Transportation Management Agency (TMA). Develop a Downtown TMA to provide support and oversight of the Downtown residential and commercial transportation opportunities and enhance the use of public transit and/or bicycles while reducing the use of single-occupant vehicles.

Policy VIII-4: Support Sustainable Transportation Initiatives. Implement Downtown Area Plan policies calling for use of Transportation Demand Management (TDM) measures, establishment of a Transportation Management Association (TMA), and other measures to reduce vehicle trips and encourage transit use and promote bicycle and pedestrian accessibility.

Report Organization

The remainder of this report is divided into two chapters. Chapter 2 describes the transportation facilities and services near the project site. Chapter 3 presents the recommended TDM measures for the proposed project and the program for implementing and monitoring the TDM reductions.

2. Transportation Facilities and Services

Transportation facilities and services that support sustainable modes of transportation include commuter rail, buses and shuttle buses, bicycle facilities, pedestrian facilities, and metered parking. This chapter describes existing facilities and services near the project site that would support the TDM measures contained in this plan. Figure 3 shows the existing bus and rail services.



Caltrain Commuter Rail

Caltrain provides commuter rail service between San Francisco and San Jose, with limited service to Gilroy during commute hours. The project site is located about one half-mile south of the San Mateo Caltrain station, which is approximately a 10-minute walk.

The San Mateo Station is served by local-stop, limited-stop, and baby bullet trains. During the morning peak period of 6:00 AM to 9:30 AM, the San Mateo Station is served by nine northbound trains, including three baby bullet and five limited-stop trains, with headways between 6 and 40 minutes. Ten southbound trains, including one local-stop and nine limited-stop trains, serve the San Mateo Station in the AM peak period with headways between 18 and 23 minutes. During the PM peak period between 3:30 PM and 7:30 PM, the station is served by eleven northbound trains, including ten limited-stop and one local-stop trains with headways between 13 and 27 minutes. Eleven southbound trains, including one local stop, three baby bullet, seven limited-stop trains, with headways between 9 and 42 minutes serve the San Mateo Station during PM peak hours.

Bus Routes

The San Mateo County Transit District (SamTrans) provides bus service within 18 cities in San Mateo County and into portions of San Francisco and Palo Alto. The project site is served by Routes 55, 59, 250, 252, 292, 295, 397, and ECR. Within the project area there are bus stops at El Camino Real (SR 82)/W. E. Fifth Avenue, El Camino Real/W. E. Fourth Avenue, S. San Mateo Drive/E. Fourth Avenue, and S. Ellsworth Avenue/E. Fourth Avenue, which are all within 1,000 feet of the project site. Access between the bus stop and the project site is provided via sidewalks located along both sides of El Camino Real, E. Fifth Avenue, E. Fourth Avenue, San Mateo Drive, and S. Ellsworth Avenue. Routes 250, 252, 292, and 295 provide connections between the San Mateo Caltrain Station and the project site.

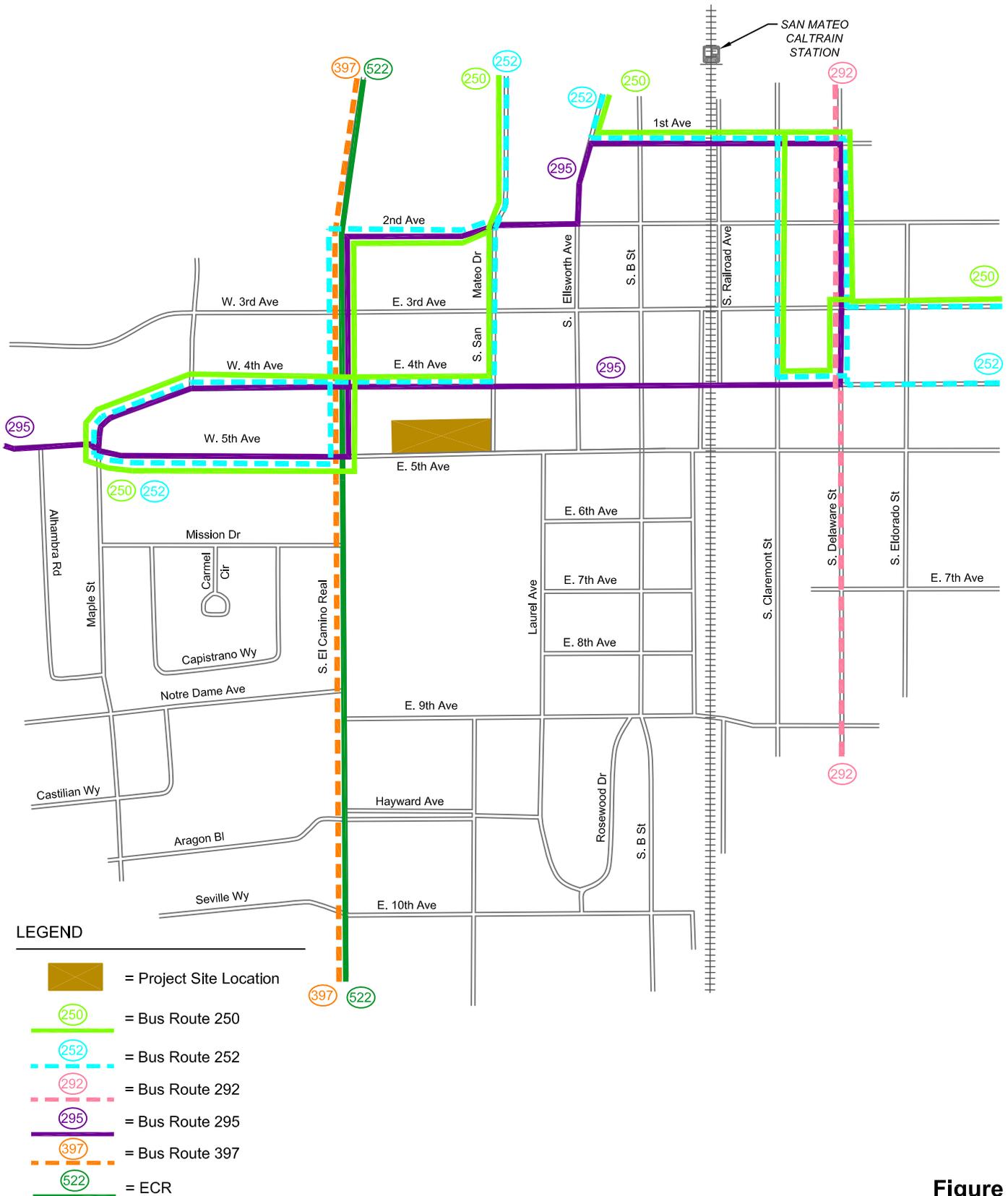


Figure 3
Existing Transit Facilities



Local Route 55 operates on El Camino Real within the project area, providing service between Borel Middle School and the intersection of Poplar/El Camino Real. The line operates only on weekdays, with one bus in the southbound direction arriving at El Camino Real/W. E. Fourth Avenue at 7:46 AM. This line does not operate during the PM commute peak period.

Local Route 59 operates on E. Fourth Avenue within the project area, providing service between Norfolk/Hillsdale and Aragon High School. The line operates only on weekdays,

with two buses in the westbound direction arriving at El Camino Real/W. E. Fourth Avenue between 7:30 and 7:45 AM. This line does not operate during the PM commute peak period.

Local Route 250 operates on El Camino Real, W. E. Fifth Avenue, S. San Mateo Drive, and S. Delaware Street within the project area, providing service between the College of San Mateo and the intersection at El Camino Real/W. E. Fifth Avenue. The line operates with 30-minute headways during the AM and PM peak periods.

Express Route 292 operates on S. Delaware Street within the project area, providing service between San Francisco and Hillsdale Mall. The line is categorized as an express line, operating between 4:00 AM and 2:00 AM (next day) with 20- to 30-minute headways during the AM and PM peak periods.

Local Route 295 operates on E. Fourth Avenue within the project area, providing service between the San Mateo Caltrain Station and the San Carlos Caltrain Station, with limited service to the Redwood City Transit Center. This line operates with a 30- to 55-minute headway during both the AM and PM commute peak periods.

Express Route 397 operates on El Camino Real within the project area, providing service between downtown San Francisco and the Palo Alto Caltrain Station. This bus line operates only in the early morning period, and provides no service during the peak commute periods.

Express Route ECR operates on El Camino Real within the project area, providing service between the Pal Alto Transit Center and the Daly City BART Station. This line operates with 20-minute headways during both the AM and PM commute peak periods.

Connect San Mateo Shuttle

The Connect San Mateo Shuttle is a shuttle service sponsored by the City of San Mateo that operates on E. Fourth Avenue and El Camino Real within the project area, providing a loop service between downtown San Mateo, the San Mateo Caltrain Station, North Shoreview Elementary School, and the San Mateo County Court. The line operates with 45-minute headways during the AM and PM peak periods.

Bicycle Facilities

The existing and proposed bicycle facilities within the study area are shown on Figure 4, and include the following:

- **Bike Lanes:** Bike lanes provide a striped lane for one-way bike travel on a street or highway and are designed for the exclusive use of cyclists with certain exceptions. For instance, right turning vehicles must merge into the lane before turning.
- **Bike Routes:** Streets that are well-suited for bicycling where cyclists share the road with motor vehicles. Bike Routes may also be defined by a wide curb lane and/or use of a shared use arrow stencil marking on the pavement, known as a “sharrow.”



Within the vicinity of the project site, Class II bicycle lanes exist on Laurel Avenue from E. Fifth Avenue to Ninth Avenue, S. Delaware Street south of E. Fifth Avenue, Ninth Avenue east of S. B Street, Palm Avenue south of Ninth Avenue, and E. Third Avenue west of Dartmouth Road (see Figure 3). A Class III bicycle route exists on S. Delaware Street north of E. Fifth Avenue. However, these bicycle facilities are not well-connected, and do not provide immediate access to the project site. Local roads such as S. San Mateo Drive, E. Fifth Avenue, and Laurel Avenue carry low traffic volumes and are conducive to bicyclists. In addition, the San Mateo Caltrain Station, located about a half-mile from the project site, provides 11 bike racks and 12 bike lockers. The San Mateo Station can be easily accessed from the project site by taking E. Fifth Avenue and S. B Street, which consists of low traffic volumes and are conducive to bicyclists.

The project proposes one bicycle storage room with 96 spaces and two bike lockers on the ground level for residents. The project also proposes a total of 6 public bike racks, or an equivalent of 12 short-term bicycle parking spaces on the sidewalks along E. Fifth Avenue.



Pedestrian Facilities

Sidewalks are present on all roadway segments within the vicinity of the project site, and crosswalks are present at nearby intersections with pedestrian signal heads on all approaches. On E. Fifth Avenue between El Camino Real and S. San Mateo Drive, a mid-segment crosswalk with actuated flashing lights connects the project site and Central Park.

The project proposes the construction of a new bulbout on E. Fifth Avenue at the mid-block crosswalk. The bulbout would have curb cuts on both ends and would be built with a ramp facing the crosswalk. The bulb-out would provide better visibility for pedestrians using the mid-block crosswalk. The project also proposes a north-south central pedestrian passageway just east of the proposed bulbout. This passageway would mimic the existing pedestrian pathway through the existing parking lot on the site. The passageway would connect to the three main elevators as well as two sets of staircases. The elevators and staircases would connect from the basement to the roof level of the apartment building. The passageway would have gates on both ends that would be closed to the public at night but open during the day. The passageway would be continuous through the building. At

the location where the passageway crosses the alley, the site plan shows a high visibility crosswalk to alert drivers of crossing pedestrians.

Along the project frontages, the sidewalk width is shown to be 10-1/2 feet, including the tree wells. The setback from the sidewalk to the building front is shown to be 3-1/2 feet. These dimensions, which would meet the design guidelines in the San Mateo Citywide Pedestrian Master Plan, would be an improvement over the existing conditions.

Other Transportation Facilities

There are currently 17 metered on-street parking spaces on E. Fifth Avenue along the project frontage. The proposed project would not alter the number of metered on-street parking spaces.



LEGEND

-  = Project Site Location
-  = On-Street Bike Lanes (Class II)
-  = Bike Routes (Class III)

Figure 4
Existing Bicycle Facilities

3. Recommended TDM Strategies

This chapter describes recommended Transportation Demand Management (TDM) strategies that are applicable to the proposed mixed-use development project. As described in Chapter 1, this proposed project is required by the *City of San Mateo 2009 Downtown Area Plan* to submit a TDM plan. In addition, the site is required to establish/participate in a Transportation Management Association (TMA) in coordination with other Downtown San Mateo developments. The Transportation Demand Management (TDM) strategies described in this chapter for the proposed Essex at Central Park Development include programs and services that promote sustainable modes of transportation and reduce single-occupant vehicle (SOV) trips by future residents.

TMA Membership & Services

The purpose of the TMA is to (1) oversee TDM program implementation within the area subject to the Downtown Area Plan, (2) arrange for shared parking, (3) market TDM services and programs, (4) coordinate TDM measures with other agencies, (5) coordinate with the City on annual trip generation monitoring, (6) submit an annual report to the City, and (7) consult on trip reduction options with its members. Currently, a Downtown TMA is in the development stages and does not exist. Therefore, once the Downtown TMA is established, the proposed project would participate and pay its fair-share fees.

TDM Strategies

TDM strategies for the proposed-mixed use development project include measures that are geared towards the residential tenants, the employees, and visitors of the project.

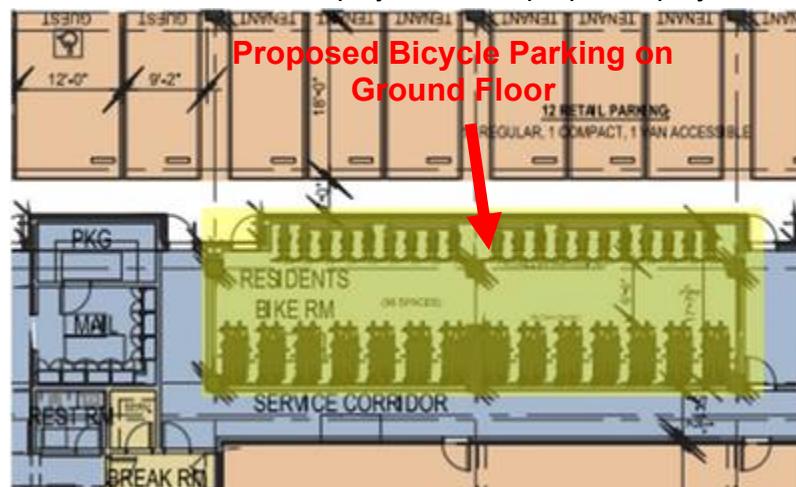
TDM Design Features of the Project

The TDM measures to be implemented for the Essex at Central Park mixed-use development project include design measures related to the physical attributes of the site and the proposed buildings. Such design measures encourage walking, biking, and use of transit. For the proposed project, these include:

- **Site Design.** To encourage walking and transit use, building entries would be oriented toward the adjacent roadways with pedestrian facilities to minimize the walking distance to nearby transit stops. The project would provide building entrances along E. Fifth Avenue and San Mateo Drive directly adjacent to the sidewalks. The project proposes adding community amenities such as a high visibility crosswalk with a pedestrian bulbout, public bike racks, and an increase in sidewalk width along the project frontage.
- **Clean Air Vehicle Parking/Electric Vehicle Charging Stations.** The project should include parking spaces for low emitting/fuel efficient vehicles. In addition, the project plans to leave

space to convert the low emitting/fuel efficient spaces to spaces that include a charging station for electric vehicles.

- Proximity to Rail.** The project site is directly served by SamTrans Routes 55, 59, 250, 252, 292, 295, 397, and ECR. In addition, the project site is located within a half-mile of the San Mateo Caltrain Station. This minimal distance to bus and transit stops encourages the use of Caltrain and SamTrans/Shuttle buses for residents and employees of the proposed project.
- Bicycle Parking.** Secure bicycle parking encourages residents and employees to bike to their destinations. The project proposes a bicycle storage room and bike lockers on the ground level for residents. The project also proposes public short-term bicycle parking spaces adjacent to the commercial entrances.
- High-Bandwidth Internet Connection.** The residential units should include high-bandwidth internet connections to facilitate telecommunicating. Telecommunicating is an effective TDM strategy that enables employees to work from home and thereby reduce the number of commute trips to and from the project site.



Recommended TDM Measures

Additional TDM measures would involve programs and services that promote sustainable modes of transportation. These measures include programs that should be implemented by the building developer and commercial tenants. Therefore, in addition to the design features, Hexagon recommends the following programs and services that promote sustainable modes of transportation.

Information Board/Online Kiosk

A key element of this TDM plan would be an attractive, up-to-date “online kiosk” with all of the site-specific information about the transportation resources available to residents and employees. The project should establish and maintain an on-site bulletin board and/or an online resource center on the project’s website that would include information regarding non-auto transportation alternatives (i.e. transit schedules, bike maps, and information about car and ride sharing). Additionally, transportation news and commuter alerts would be posted on the online resource center, and could include a list of nearby restaurant and entertainment uses to help encourage residents to walk to their destinations. The project would update key transportation information included in the welcome packets.



Transportation Information Packet

In addition to the online information center, the project should provide “hard copy” transportation information packets to all new residents and tenant(s) upon move-in. Because all information would be available online, the welcome packets need not be a comprehensive stack of paper about all services available, which

residents and tenant(s) tend to disregard anyway. Instead, the New Resident/Tenant Packet would provide a quick easy-to-read announcement of the most important features of the TDM program for residents and employees to know about immediately. New residents and tenant(s) would also be advised to gather information regarding non-auto transportation alternatives from the on-site information board and/or online transportation kiosk.

The welcome packets would also include a message to residents and tenant(s) that their building manager and/or owner values alternative modes of transportation and takes their commitment to supporting alternative transportation options seriously. For example, it would include a flyer announcing the “online kiosk”, information about the Bay Bikes bike share program and station locations, and a ride-matching application.

Other TDM Measures

The following recommended TDM measures are strategies that are well-suited for projects within the Downtown Area. A description of these services that are applicable to the proposed mixed-use development project is provided below.

- **Unbundling of Residential Parking.** Residential parking should be unbundled from each living unit. This would allow residents without cars to rent a unit without having to pay for a parking spot. Parking spaces would be added to leases only for tenants who desire parking.
- **Reimbursing Travel Expenses.** This project should provide residents and employees with free transit services. There are several different options to satisfy this requirement. Some of these options are described below:
 - *Caltrain Go Pass* – The Caltrain Go Pass program is an employer-sponsored annual pass that offers unlimited rides on Caltrain through all zones, seven days a week. To participate in the Go Pass program, employers (or other program sponsors) sign a written agreement with Caltrans, have an acceptable photo identification badge where the company can affix the Go Pass sticker, and track the employee distribution of Go Passes. Participating companies pay an annual fee to provide the Go Pass to every regular, full-time employee (excluding contractors, temporary employees, interns and consultants), regardless of how many would use the transit pass. For 2018, the total cost of participating in the Go Pass Program would be the greater of \$237.50 per eligible employee or \$19,950. The cost is pro-rated if a company joins for less than a full year.
 - Caltrain Go Passes are available to residential complexes for the same fare rates as described above. Residential users five years and older are eligible to participant. Residents could receive Go Passes as part of their lease agreement.
 - *SamTrans Way2Go Program* – Similar to the Go Pass program, the SamTrans Way2Go program allows companies and residential complexes to purchase annual ride passes for all eligible employees or residents. To participate in the SamTrans Way2Go Program, Participants pay an annual fee for every eligible employee or resident who would use the program. Currently, the total cost of participating in the Way2Go Pass program is the



greater of \$125 per eligible employee or \$12,500. The cost is pro-rated if a participant joins for less than a full year.

- *Park-and-Ride Expenses* – The Caltrain Go Pass covers the cost of riding Caltrain, but the cost of parking in one of Caltrain’s park-and-ride lots is not covered by the Go Pass. Go Pass holders are eligible to purchase monthly parking permits, which cost \$50 per month, or can purchase daily parking permits from ticket vending machines for \$5.

If employers choose to enroll their employees in one of the programs described above, they should cover the cost of enrollment and any fees associated with transit and parking expenses. However, the programs described above are geared towards larger businesses, so employers may forego enrollment into a program and simply reimburse travel expenses based on their employees’ needs. For this option, employees would choose their method of commuting and keep track of all expenses (train passes, bus passes, parking fares, etc.). Employees would need to provide appropriate documentation in order to request the reimbursement. The employers would then reimburse the employees for all transit commuting expenses.

- **Car Sharing.** Residential and commercial car-sharing programs provide affordable and convenient mobility to employees who do not drive to work and residents who do not own a car. Registering for a car sharing service such as Zipcar, would encourage less residents to drive, decrease the demand of parking, and provide an additional option for the Emergency Ride Home program (i.e., depending on where an employee lives, using a Zipcar may make more sense than taking a taxi home). Currently, the nearest Zipcar docking station is located less than 2,000 feet east of the project site at the San Mateo 4th/S. Railroad Avenue Parking Lot in Downtown San Mateo. There is also a docking station located at the San Mateo Caltrain Station. These locations are close enough to benefit the project; thus, a Zipcar on-site may not be necessary. The Zipcar program should be promoted to employees and residents.



Trip Planning Resources

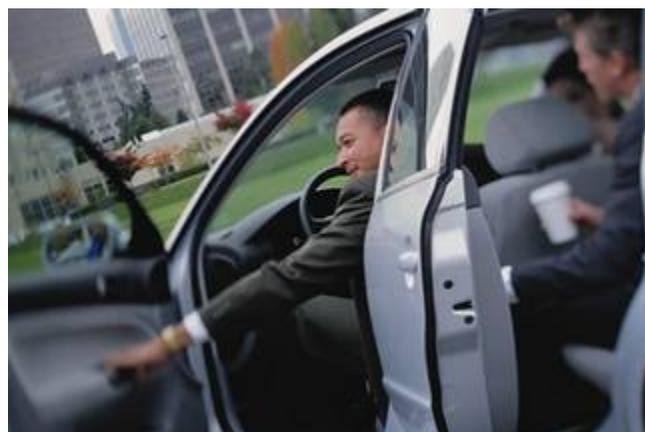
There are several free trip planning resources that residents and employees may not be aware of, and information on these services could be promoted for residential and commercial tenants through the online transportation resource center. These include:

- **511 Transit Trip Planner.** Online transit trip planning services are available to the greater San Francisco Bay Area through 511.org. Users enter their starting and ending points, and either the desired starting or ending trip time. The service can build an itinerary that best suits the user’s preferences for the fastest trip, fewest transfers, or less walking.
- **511 Mobile.** Many popular features from 511.org can be accessed using smart phones or mobile devices. With 511 Mobile, commuters can: (1) receive real-time transit departure predictions, (2) plan a public transit trip, (3) check real-time traffic conditions on the live traffic map, (4) get current driving times for the most popular routes in the



Bay Area, (5) locate parking facilities throughout the bay area and get real-time availability and pricing, and (6) and create a custom transit schedule.

- **511 Carpool Calculator.** The 511 Carpool Calculator is a 511-sponsored online calculator that determines the cost of commuting by driving alone. Users input commute details such as the number of miles traveled to and from work, vehicle mileage, fuel cost, parking costs, and bridge tolls. The tool then calculates solo commuting costs and vehicle CO2 emissions as well as the potential savings by adding carpool partners.
- **511 RideMatch.** The 511 RideMatch¹ service provides an interactive, on-demand system that helps commuters find carpools, vanpools or bicycle partners. This free car and vanpool ride-matching service helps commuters find others with similar routes and travel patterns with whom they may share a ride. Registered users are provided with a list of other commuters near their employment or residential ZIP code along with the closest cross street, email, phone number, and hours they are available to commute to and from work. Participants are then able to select and contact others with whom they wish to commute. The service also provides a list of existing car and vanpools in their residential area that may have vacancies. Ride-matching assistance is also available through a number of peer-to-peer matching programs, such as Zimride, which utilize social networks to match commuters.
- **Dadnab.** Dadnab.com enables Bay Area commuters to get transit directions by text message. Users send a text message with their origin, destination, and optional departure or arrival time and Dadnab replies with a detailed itinerary listing which buses or trains to take, stop locations, and departure times.



¹ For additional info visit www.rideshare.511.org