



Guaranteed Ride Home Program

Annual Evaluation and Recommendations

Presentation to ACTAC

June 5, 2012

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Guaranteed Ride Home Program (GRH) Information

- Initiated in 1998 to encourage people working in Alameda County to reduce vehicle trips and travel to work using alternative modes
- Reduces traffic congestion and air emissions
- Employees registered in program:
 - agree to travel to work by alternative modes, such as carpool, vanpool, bus, train, bike, walk, and
 - are eligible for a free ride home for emergencies or unscheduled overtime (maximum 6 rides per employee per year)

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GRH Program Funding

- Funded solely by TFCA
- Current funding approved by TFCA and Alameda CTC through November 2013
- Next TFCA funding cycle 2013-2015

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GRH Program Helps Alameda CTC Meet Legislative Requirements

- Congestion Management Program (CMP) Transportation Demand Management requirements and
- SB 375 and AB 32 greenhouse gas emissions reductions

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GRH Program Goals Reached in 2011

- Based on 4,784 Alameda County employees and 250 employers enrolled, the GRH Program:
 - Reduced 405,496 one-way car trips*
 - Saved 11.7 million miles of driving
 - Saved 348,372 gallons of gas from being burned
 - Reduced 3,300 tons of CO₂ from being emitted into the air

* Number of reduced trips based on calculations submitted annually per TFCA requirements.

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GRH in 2011

- Highest total and new enrollment in 14 years
 - 4,784 employees, including 736 new employees in 2011
- Lowest number of rides per year – 55
- Program cost reduced by 12% annually in 2012 due to cost efficiencies such as on line registration and use of rental cars for rides

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Alameda CTC Concerns about GRH Program

1. Administrative costs comprise too large a portion of the program budget
2. Employers or employees should pay a fee to use the Program
3. Demonstrate that the program is being used appropriately
4. Continue to increase registration in South and Central County

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1. Administrative Costs

- GRH program funding is focused on encouraging changes in travel behavior
- GRH funding is used to:
 - Serve existing membership – 20%
 - Encourage and educate new members – 35 %
 - Monitor program use and effectiveness – 30%
 - Reimburse direct costs, including providing rides as an alternative travel incentive – 15%

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2. Employer or Employee Fees

a) Employer Fee Option

- 250 employers, with varying number of employees, each with a voluntary liaison
- Employer attrition is expected with a fee, based on results of annual surveys
- Over 14 years, 92% of employees never take a ride
- GRH is not part of a comprehensive TDM Program (like San Francisco & San Mateo who have fees)
- Program is not required by an ordinance (like San Francisco)



2. Employer or Employee Fees

b) Employee Fee Option

- New member fee option
 - Estimated to generate \$4,000 and cost \$4,000 in annual administrative fees – zero net revenue
- New ride voucher fee for new enrollees and those who have used a ride voucher option
 - Estimated to generate \$4,750, annual cost \$5,940 – \$1,190 net loss
- Expected attrition in enrollment based on annual surveys = 30%



3. Appropriate Use of Program

- 4,784 employees are registered in GRH Program
- Each is eligible to take up to 6 rides/year
- 55 rides were taken – less than 1% of eligible rides
 - 9 employees took 2 rides, the remainder took 1 ride
- All rides were documented emergency rides or unplanned overtime, as eligible in the Program

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4. Target Outreach to Central and South County

- GRH Program is marketed throughout Alameda County
- Majority of registered employers are in North, then East County
- Targeted program marketing in South and Central County marketing resulted in:
 - 33% increase in employers in Central County
 - 16% increase in employers in South County

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Recommendations

For current TFCA-funded GRH Program through November 2013:

- Operate the program with cost efficiencies, such as updating website to include links to alternative travel modes, initiating online ride vouchers, using social media;
- Educate and encourage use of the GRH program throughout the County, with extra focus on South and Central County; and
- Monitor and evaluate effectiveness of program and appropriate usage.



Recommendations

Prior to submitting an application for 2013-2015 TFCA funding, recommend one or more next steps to Board:

- Continue the GRH program with cost efficiencies;
- Include the GRH program in a countywide Transportation Demand Management (TDM) program coordinated with recommendations in upcoming TDM Plan (expected to be completed 2014);
- Consolidate into a regional program or multi-county program, or
- Phase out the program.

