



Guaranteed Ride Home Program

Annual Evaluation and Recommendations

Presentation to Planning, Policy and Legislation
Committee
June 11, 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.



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



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



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%



2. Employer or Employee Fees

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

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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ACTAC Comments

- More employees should know about program & how it works – need more outreach for existing and new employees
- Balance keeping costs down while increasing outreach
- Re-think new ways to promote program
- Should be major part of TDM Plan
- Before considering joining another county program, analyze costs and benefits
- Consider allowing all employees in registered company to be automatically enrolled



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

- Amend contract to extend date and allow use of additional, approved funds for program to operate smoothly while issuing an RFP
- Issue an RFP for November 2012-November 2013 with approved TFCA funds
- Authorize Executive Director to negotiate and execute professional services agreement with selected consultant

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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.

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