

# **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)











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







### **Alameda CTC Concerns about GRH Program**

- 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%



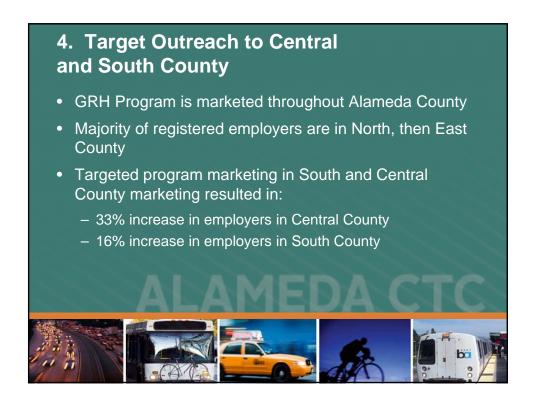








# 3. Appropriate Use of Program 4,784 employees are registered in GRH Program Each is eligible to take up to 6 rides/year 55 rides were taken – less than 1% of eligible rides – 9 employees took 2 rides, the remainder took 1 ride All rides were documented emergency rides or unplanned overtime, as eligible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



### **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







### 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.









