

GUARANTEED RIDE HOME

Employees who leave their cars at home also want to leave their worries at home — worries about not having transportation if they become ill, have a family emergency or need to work late. By providing a Guaranteed Ride Home Program, you'll be giving your residents the peace of mind to commute by carpool, vanpool or transit.

Communities have found that guaranteed ride home can be one of the easiest and most cost effective ways to encourage people to use alternative transportation options. In some cases, guaranteed ride home can increase ridesharing by as much as 15 percent.

The unique aspect of the guaranteed ride home is that it is rarely used. When you think about it, how many times do you have an emergency that requires you to get home quickly? The City of Bellevue, Washington, found that just 0.8 percent of eligible alternative transportation users accessed the guaranteed ride home service each year. The annual cost to the City of Bellevue was only \$3,300.

RideArrangers, the alternative transportation service provider for the Denver region, developed a guaranteed ride home program that allows employers to pay \$3 per employee each year to register. The program has helped people to use alternative transportation and the program has been cost neutral.

How Does it Work?

Guaranteed ride home programs offer a variety of ways for employees to get home by taxi, rental car, company car or other means. Usually regular alternative transportation users are given voucher forms that they can use in the case of an emergency, such as a family member injury, that requires their immediate attention. Some programs allow people that work unexpected overtime to use the guaranteed ride home service as well.

The person can use the voucher by simply filling out the appropriate information and handing it to the taxi driver or rental car agent (rental car arrangements need to have the car delivered to the work place). Some programs require the employees to get a supervisor's authorizing signature before it can be valid for payment. Most programs limit use to three or four times per year.

Role of Local Government

Communities can promote guaranteed ride home by developing a regional program, by setting up arrangements with local taxi operators or by simply encouraging employers to develop programs of their own. Guaranteed ride home is one of the easiest, most cost effective strategies you can develop or promote to help people use alternative transportation in your community.