

At the last Technical Committee there were questions about cost-effectiveness of emergency ride home programs. We made reference to this article. Please review it in preparation for the next meeting. This research can be found in the *Journal of Public Transportation*, Vol. 10, No. 4, 2007, <http://www.nctr.usf.edu/jpt/pdf/JPT%2010-4%20Menczer.pdf>

# **Guaranteed Ride Home Programs: A Study of Program Characteristics, Utilization, and Cost**

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## **Abstract**

*Guaranteed ride home programs play an important role in increasing public transportation ridership by providing a good reason to separate commuters from their single occupancy vehicles. Since they are inexpensive insurance policies, these programs provide a cost-effective way for a commuter to leave work in the event of a personal or family emergency or unexpected overtime. Research results show that usage rates and costs are quite low. As a possible incentive for commuters to leave their cars at home, these findings may make these programs attractive to communities that want to reduce congestion by increasing public transportation use. The research includes an examination of 55 such programs that serve the top 150 transit agencies in the United States.*