

# 2025 GUARANTEED RIDE HOME PARTICIPANT SURVEY

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## Draft Report

Lori Zeller  
Project Manager and Senior Transportation Planner  
Foursquare ITP

Commuter Connections Subcommittee  
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# Introduction

- Commuter Connections' Guaranteed Ride Home (GRH) program eliminates one barrier to using non-drive alone modes: fear of being without transportation in case of an emergency.
- GRH provides up to six free rides home per year in a taxi, Uber, rental car, public transit, or a combination of these modes in the event of a personal emergency or unscheduled overtime.



*(Commuter Connections)*

# Purpose of Evaluation

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The survey explores if and how the GRH program:

1. Encourages commuters who drive alone to work to shift to non-drive alone modes.
2. Encourages commuters who use non-drive alone modes to use these modes more days per week.
3. Encourages commuters who use non-drive alone modes to use them for a longer period.

**Ultimately, the data will be used to estimate reductions in vehicle trips, vehicle miles traveled, and emissions, based on commuters' participation in the GRH program.**

# Methods

# GRH Survey Method

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- Two surveys: metropolitan Washington and Baltimore metropolitan regions.
- Invited commuters to respond to survey who were eligible for GRH between March 16, 2022, and March 15, 2025, in three categories:
  - “Current” registrants are commuters who had active and valid registration status at the time of the survey
  - “Past” registrants are commuters who had participated in the program during the sample period had let their registrations expire.
  - “One-time exception” registrants are commuters who had taken a GRH through this exception without being previously registered for GRH
- Survey conducted by email and/or telephone depending upon contact information available in database.
- Survey was live early September through early October 2025.

# Responses by Region and Administration Method

- Overall response rate of 16%
- Overall DC response rate of 16% and for Baltimore, 18%
- Higher response rates for internet administration in both regions

	# PEOPLE IN DATABASE	RESPONSES	RESPONSE RATE
<b>METROPOLITAN WASHINGTON</b>	<b>6,366</b>	<b>1,003</b>	<b>16%</b>
Internet Administration	5,913	975	16%
Telephone Administration	453	28	6%
<b>BALTIMORE</b>	<b>292</b>	<b>53</b>	<b>18%</b>
Internet Administration	259	49	19%
Telephone Administration	33	4	9%
<b>TOTAL</b>	<b>6,658</b>	<b>1,056</b>	<b>16%</b>

# Weighting

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- After all interviews were completed, the data were weighted to align the survey results with the total population of GRH participants. The criterion used to weight the survey data was “type” of GRH participant (current or past).
- The respondent group contained a higher proportion of current participants and a lower proportion of past participants, when compared to the adjusted database population group.
  - The differences between these groups were statistically significant for metropolitan Washington, thus were weighted to realign participant responses to the population groups.
  - For Baltimore, with the small sample size of n=53, current and past participants were combined into a single group for weighting.

# Level of Confidence

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- The level of confidence for the study was calculated using the finite population correction factor, an approach used when the sample size is large relative to the total population.
- The metropolitan Washington margin-of-error at the 95 percent confidence level is  $\pm 2.8$  percentage points (1,003 responses out of a population of 6,300).

*Statistically comparable to the  $\pm 2.5$  percentage point margin-of-error for the 2022 survey and the  $\pm 2.0$  percentage point margins-of-error for the 2019 and 2016 surveys.*

- The Baltimore margin-of-error at the 95 percent confidence level is  $\pm 12.2$  percentage points (53 responses out of a population of 289).

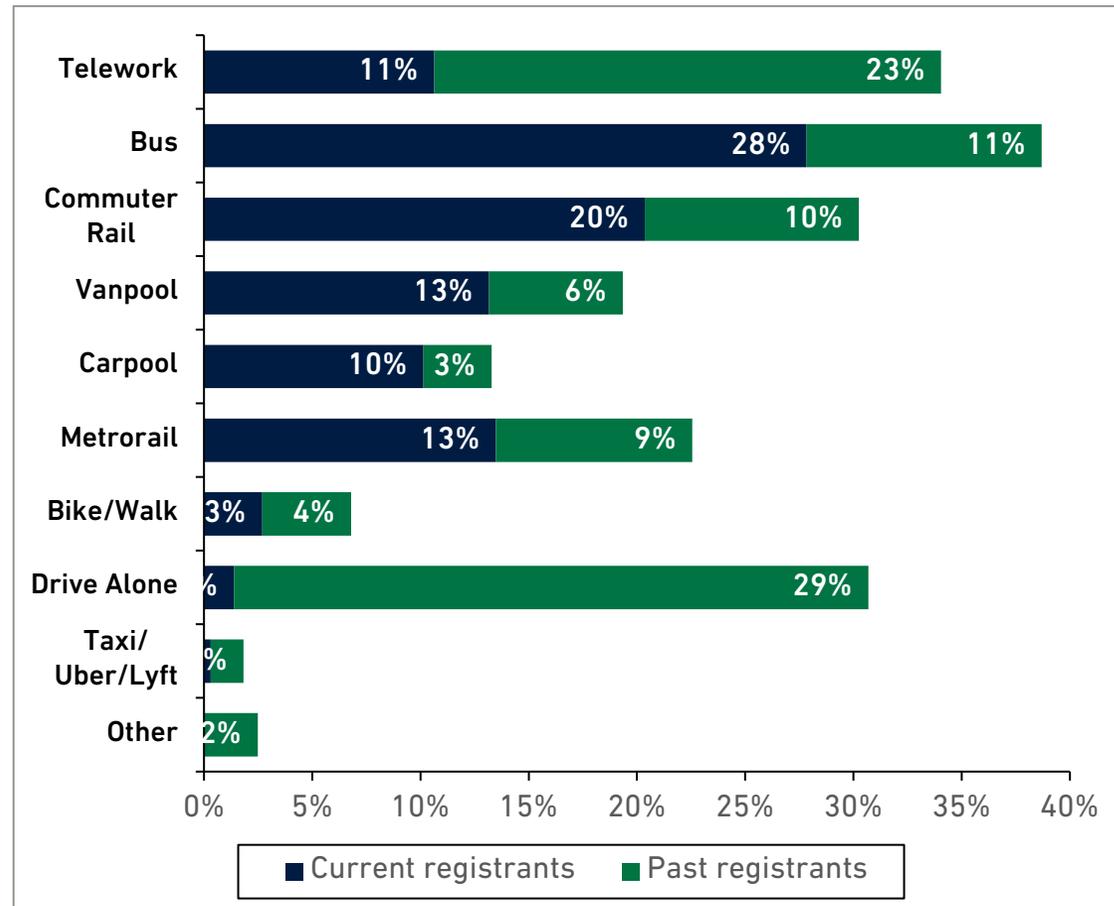
*Given that the sample makes up 18.3 percent of the adjusted database population, which is well over 10 percent of the population, it is valid to draw conclusions with the understanding of the large margin-of-error.*

# Highlights of Metropolitan Washington Results

# GRH Influence on Travel Behavior

# Current Primary Mode by Registration Status

## Current Primary Mode by Self-Defined Registration Status

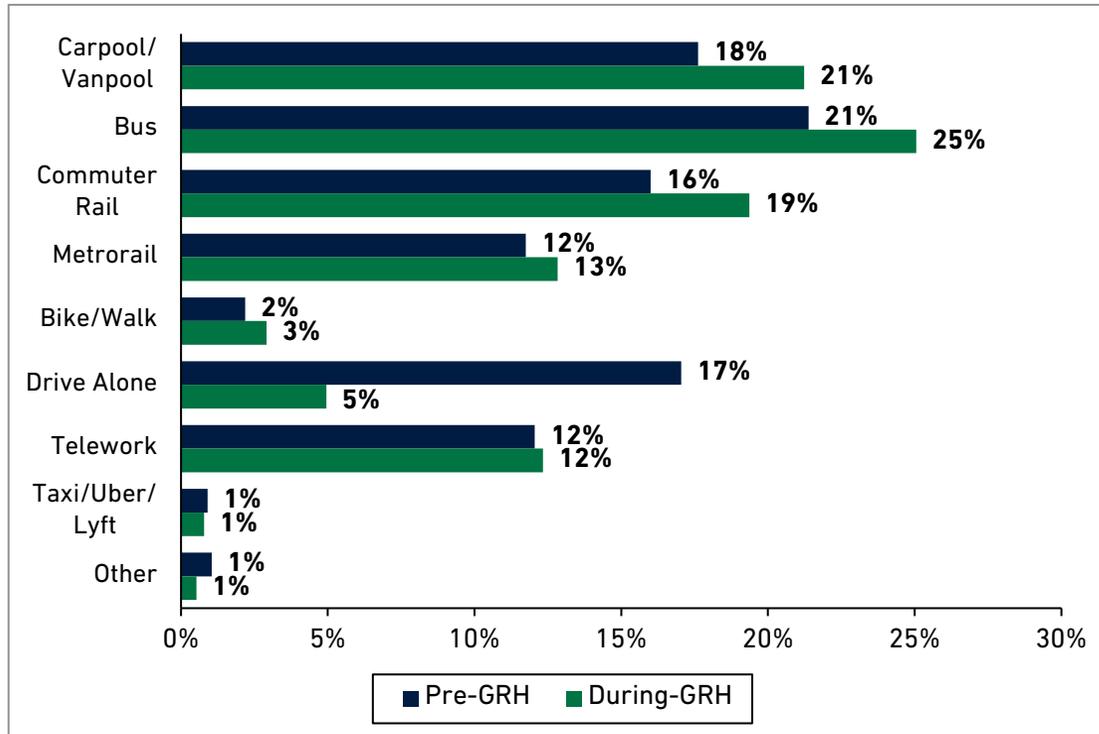


Current Registrants n = 699, Past Registrants n = 264

- Most current registrants (**88%**) primarily used a **non-drive alone commute mode**: bus, commuter rail, vanpool, Metrorail, carpool.
- **11%** of current registrants primarily **teleworked** and **1%** reported they **drove alone** to work most of their workdays—while these are not eligible modes for GRH, they can remain eligible for GRH if they use non-drive alone modes 2+ days per week.
- Past registrants were more likely than current registrants to report both telework and driving alone as their primary mode.

# Mode Shift from Pre-GRH to During-GRH

## Primary Modes Used Pre-GRH and During-GRH

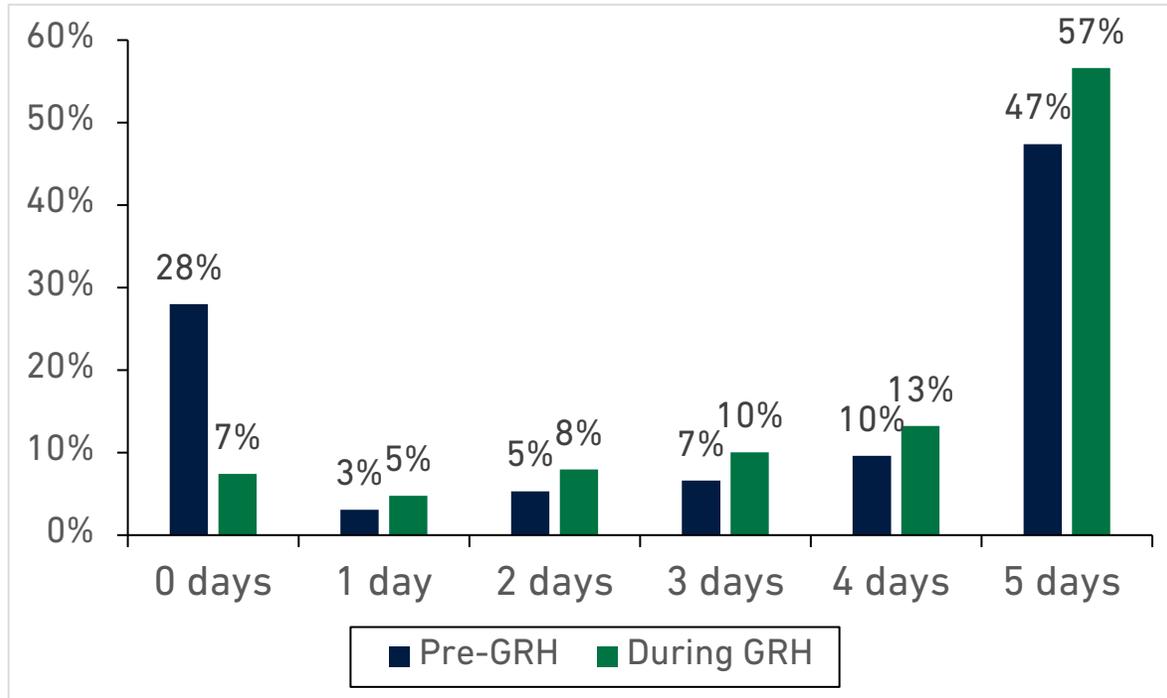


Pre-GRH n = 935, During-GRH n = 952

- **17%** of participants primarily **drove alone** pre-GRH, dropping to just **5%** during-GRH.
- Participants primarily using **non-drive alone modes** (transit, carpool/vanpool, bike/walk) increased from **69%** pre-GRH to **81%** during-GRH.
- **18%** of participants **started using a non-drive alone** mode after joining GRH.
- **3%** of participants **increased their frequency of non-drive alone mode use** after joining GRH.

# Non-Drive Alone Days per Week from Pre- to During-GRH

Days Using Non-Drive Alone Modes Pre-GRH and During-GRH

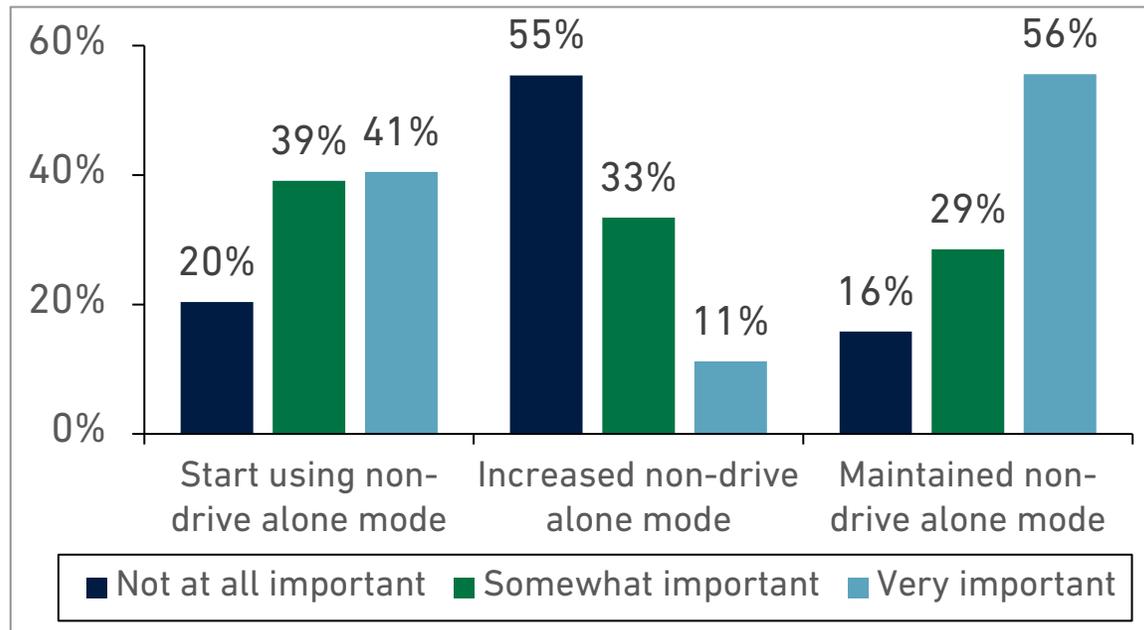


Pre-GRH n=930, During GRH n= 951

- Pre-GRH, **28%** of respondents did not use non-drive alone modes for any days of the week, and that dropped to just **7%** during the program.
- Across the board, the percentage of respondents using a non-drive alone mode increased for all categories, including a jump from **47%** to **57%** of respondents using one of these modes five days a week.
- **Average weekly non-drive alone days** increased from **3.1 pre-GRH to 3.9 during-GRH**, showing **meaningful behavioral reinforcement**.

# Importance of GRH to Non-Drive Alone Mode Use

Importance of GRH to Start, Increase, or Maintain Non-Drive Alone Mode Use



Start n = 135, Increase n = 23, Maintain n = 605

- **GRH helps people switch to non-drive alone modes.** 80% who drove alone pre-GRH and started using non-drive alone modes during-GRH said GRH had been important in their decision to make the change.
- **GRH has a stabilizing impact—even if participants did not switch modes upon joining, the program helped them stick with non-drive alone options.** Of the participants who maintained their non-drive alone mode during their enrollment in GRH, 85% said GRH was important to their decision to maintain their mode use.

# Marketing Impacts

# How GRH Participants Heard About GRH (Top 3)

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## #1: Word of mouth (31%)

*A similar rate as in previous years, consistently at the top*

## #2: Employers/at work (17%)

*Steadily grown over time and doubled since 2010*

## #3: Other rideshare/transit organizations (8%)

*In 2025 this ranked the highest it ever has*

# Advertisement Recall

Advertisement recall has rebounded to pre-pandemic levels.

- **58%** of registrants said they recalled GRH advertising in 2025.
- This is higher than the recall from the 2022 survey (**44%**) and similar to the rates of recall from 2019 (**58%**), 2016 (**58%**), and 2013 (**57%**).

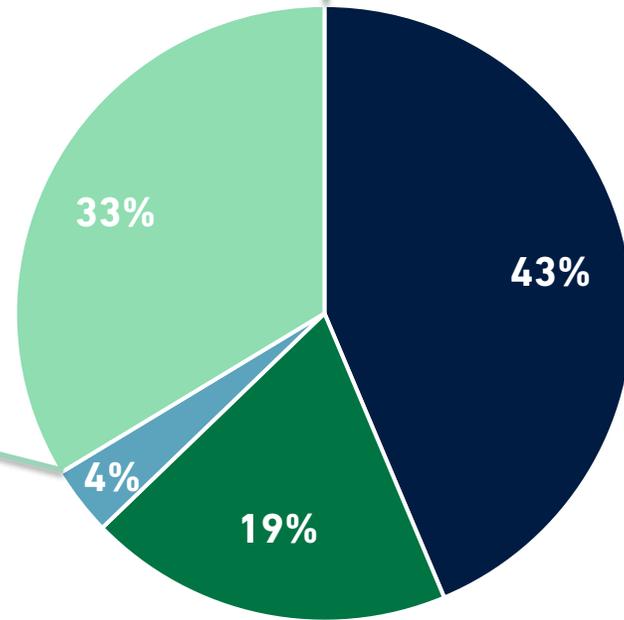


(Commuter Connections)



# Ad Exposure and Ad Influence

One-third of GRH registrants said they saw or heard the ads before they registered and that the advertising had encouraged them to do so.



- Did not hear/see ads
- Heard or saw ad, registered before
- Heard ad, registered after, not influenced
- Heard or saw ads, influenced registration

n = 772

# Use of and Satisfaction with GRH Trips

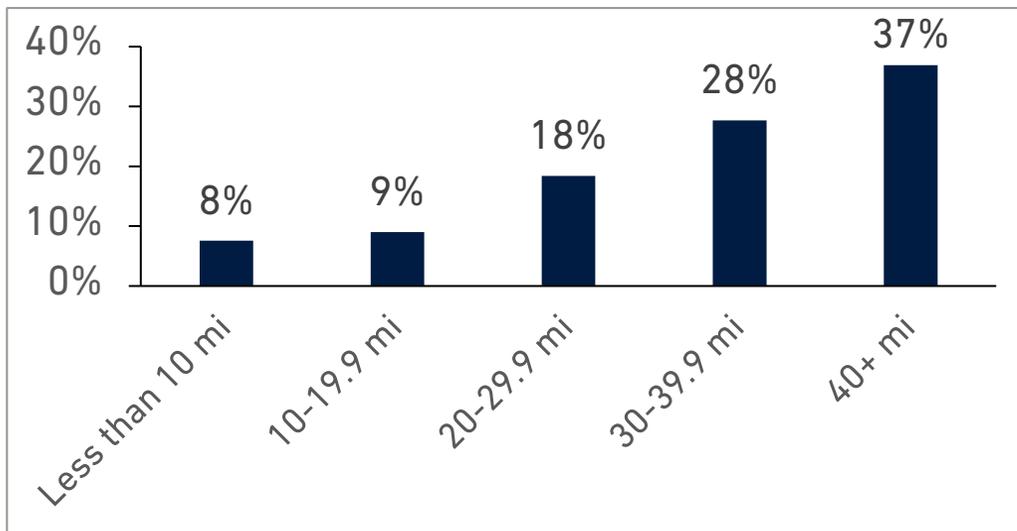
# Use of GRH Trips

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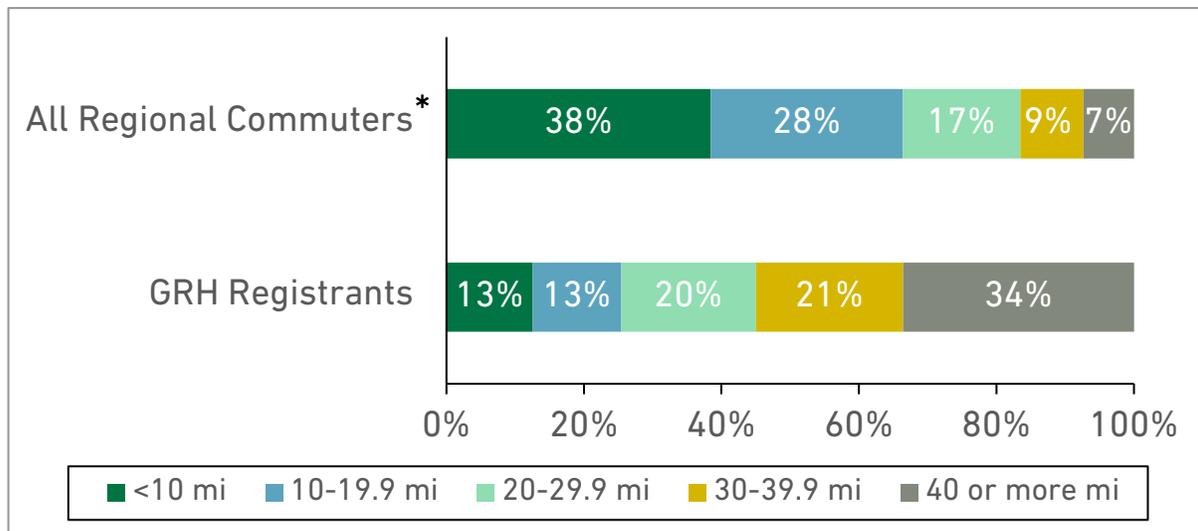
- 34 percent of participants had taken at least one GRH trip.
- Average trip wait time was 20 minutes.
- GRH trip use by commuters' regular primary mode:
  - Carpoolers were most likely to have taken a GRH trip, with 50 percent saying they had taken a GRH trip.
  - About four in ten (38 percent) of vanpool and bus riders, respectively, and 32 percent of commuter rail riders had taken a trip.
  - Metrorail riders had the lowest usage—only 14 percent had taken a trip.
  - These are roughly equivalent to the shares that each of these primary modes have during GRH—bus and carpool/vanpool slightly flipped, commuter rail taking a larger share of trips comparative to the primary mode of during GRH.

# Use of GRH Trips by Commute Distance (Miles)

Participants who Used GRH Trip by Commute Distance



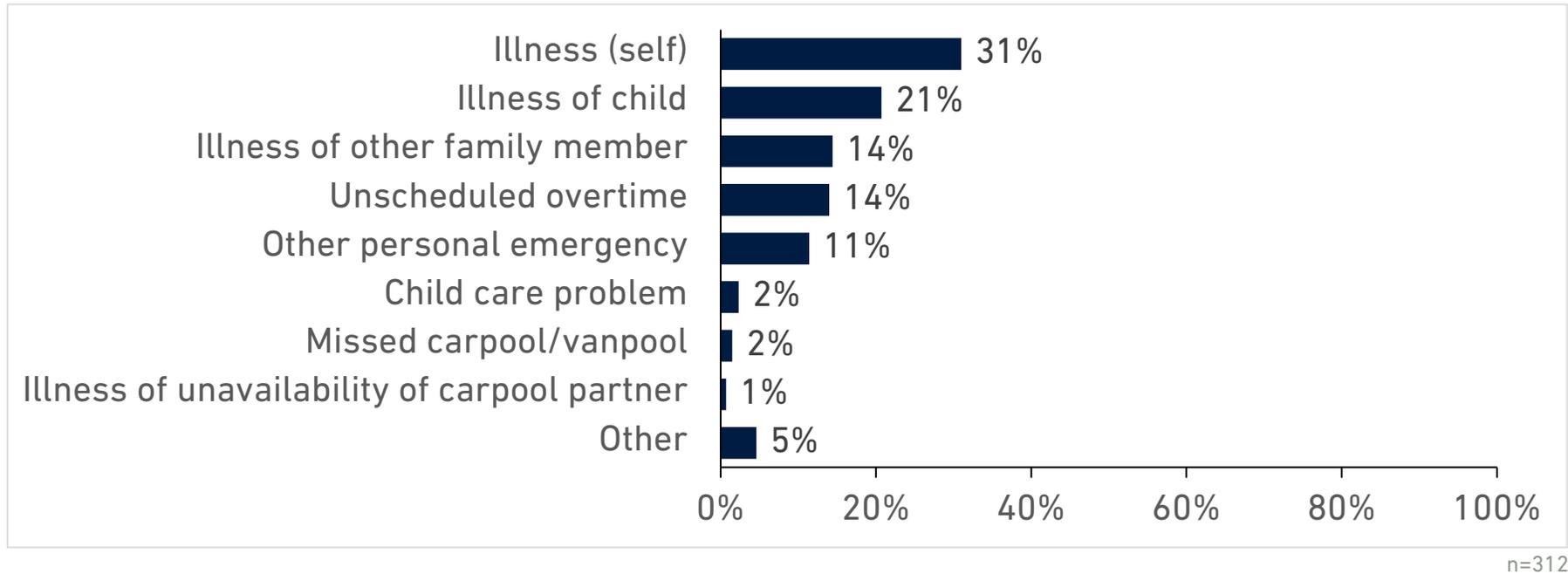
Commute Distance – All GRH Registrants and All Regional Commuters



- Use of GRH trips skewed to participants with slightly longer commutes than the general distribution of GRH registrants.
- The distributions of commute length for GRH registrants and GRH trip users show significantly longer commutes compared to the distribution of all metropolitan Washington commuters.\*

\*Source: 2025 State of the Commute Survey

# Reason for Taking Most Recent GRH Trip



- Over half of GRH trips were taken because the commuter or their child was ill.
- Illness of another family member, unscheduled overtime, and other personal emergencies were also common reasons for using a GRH trip.

# Satisfaction with GRH Trips

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- Participants **highly value their GRH trips** demonstrating that GRH serves its purpose to provide crucial on-call service and support to commuters.
- Respondents who had taken a GRH trip were asked if the service was satisfactory. **The overwhelming majority (98%) said they were satisfied.**
- Just two percent (41 respondents) indicated they were unsatisfied with their GRH trip. The primary reasons they gave were they waited too long, it was hard to get approval, they did not like the GRH trip provider vehicle or driver, and they were not satisfied with communication.

# Takeaways from 2025 GRH Survey

# Takeaways

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- **The 2025 results confirm that GRH remains an essential component of Commuter Connections' TDM strategy.** The program effectively reduces barriers to non drive alone commuting by:
  - Encouraging commuters to shift away from driving alone.
  - Helping many commuters sustain their use of transit, carpooling, and vanpooling.
  - Providing a reliable emergency option that increases confidence in using non drive alone modes.
  - Reaching commuters through employer networks and broad marketing channels.
- Together, these findings demonstrate **GRH's ongoing value in supporting regional goals for congestion mitigation, emissions reduction, and sustainable commuting.**

# Next Steps

# Next Steps for GRH Report

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- Today: Review draft report
- March 31: Feedback on report due to COG staff (email [docomments@mwcog.org](mailto:docomments@mwcog.org))
- May 2026 Commuter Connections Subcommittee Meeting: Endorse report

# Thank you!

Questions?

COG/TPB Staff Lead: Dan Sheehan, Transportation Operations Program Director

[dsheehan@mwcog.org](mailto:dsheehan@mwcog.org) | (202) 962-3287