

2025 Guaranteed Ride Home Survey – Method

Overview

- Primary objective is to assess the impact of Guaranteed Ride Home (GRH) program in these ways:
 - GRH's influence shifting registrants from drive alone to non-drive alone mode
 - GRH's influence increasing registrants' use of non-drive alone modes
- Two surveys – one for Washington metro region and a second for Baltimore metro region
 - Surveys will be conducted simultaneously and questionnaires will be the same, except for minor modifications to reflect different modes available in the two regions
 - Survey data will be analyzed separately separate reports will be prepared
- Survey commuters who were eligible for GRH between March 16, 2022, and March 15, 2025 (including current, one-time exception users, and past registrants)
- Survey respondents can participate in a drawing for gift cards to increase response rate
- Eight previous GRH surveys (2001, 2004, 2007, 2010, 2013, 2016, 2019, 2022)

Sample Sizes

- Targeted number of completed interviews will depend on the number of eligible respondents and the breakdown between current and past registrants.
- For reference, the 2022 samples:
 - Washington region – 1,370 completed interviews (11.9% response, based on 11,476 total registrants, with about 1,700 current registrants)
 - Baltimore region – 96 completed interviews (16.6% response, based on 579 total registrants, with 93 current/active registrants)

Interview Method

- Survey is conducted via internet and/or telephone, depending on the contact information in GRH database.
- **For registrants with email address only in GRH database:** Registrants will receive an emailed invitation, with clickable link to an online survey. Registrants who do not respond to the initial email will receive emailed reminders.
- **Email and Phone - Registrants with email address AND phone number in GRH database:** Registrants will receive an emailed invitation, with clickable link to an online survey. If additional interviews are needed to complete the targeted number of interviews, registrants who do not respond to the email will receive a follow-up phone call.

- **Phone ONLY - Registrants with phone number but no email address in GRH database:** Registrants will receive a letter in the postal mail with a link to the online survey. Registrants who do not complete the online survey will be called to complete the survey by telephone.

Basic GRH Question Pattern

- Define travel pattern during GRH enrollment and travel pattern before GRH
- Compare travel during GRH to before GRH – determine change, if any
- Determine GRH role influencing/supporting travel change (likelihood to make change)
- Identify source of GRH information
- Identify other CC services used, in addition to GRH
- Examine use of and satisfaction with GRH trips
- Demographics

Schedule

- **Method preparation:** February 2025
- **Questionnaire preparation:** March–June 2025
- **Sample preparation, data collection, and reporting:** FY 2026 (exact dates TBD)