

RESOLUTION NO. 2003- 020

AUTHORIZING THE ESTABLISHMENT OF A GUARANTEED RIDE HOME PROGRAM

WHEREAS, it is the goal of the Greater Cleveland Regional Transit Authority to be a source of public pride and a visible, positive contributor to the quality of life in the community; and

WHEREAS, RTA customers deserve assurance that they will receive high quality service every time they ride RTA, and

WHEREAS, RTA work trip commuters deserve further assurance that in the event of a personal emergency and regularly scheduled transit service is not available for their return commute they will not be stranded;

NOW THEREFORE, BE IT RESOLVED by the Board of Trustees of the Greater Cleveland Transit Authority:

Section 1. That a Guaranteed Ride Home Program will be implemented effective March 1, 2003.

Section 2. That participation in the Guaranteed Ride Home Program will be open to all RTA commuters who purchase their prepaid fare media from their employers through the Authority's Commuter Advantage program.

Section 3. That all eligible commuters will be required to enroll in the Guaranteed Ride Home Program prior to participation.

Section 4. That participants will be limited to four (4) emergency rides home during a calendar year.

Section 5. That a ceiling of \$35.00 will be established for each emergency trip occurrence. Based on the utilization rate experienced by similar programs, it is anticipated that only .4% of eligible rides will be taken. \$5,000 from the General Fund – Marketing and Communications Department has been allocated to fund this program.

Section 6. That General Manager is authorized to implement administrative procedures that all enrolled participants will be required to follow for scheduling an emergency ride home and submitting reimbursable expenses.

Section 7. That this program may be terminated at the discretion of the General Manager.

Section 8. That this resolution shall become effective immediately upon its adoption.

Adopted: February 18, 2003



President

Attest: 

CEO, General Manager/Secretary-Treasurer



Greater Cleveland Regional Transit Authority
STAFF SUMMARY AND COMMENTS

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TITLE/DESCRIPTION: AUTHORIZING THE ESTABLISHMENT OF GUARANTEED RIDE HOME PROGRAM.	Resolution No.: 2003- 020
	Date: February 11, 2003
	Initiator: Marketing and Communications
ACTION REQUEST: <input checked="" type="checkbox"/> Approval <input type="checkbox"/> Review/Comment <input type="checkbox"/> Information Only <input type="checkbox"/> Other _____	

- 1.0 PURPOSE/SCOPE: This action will authorize the General Manager to develop and implement a Guaranteed Ride Home Program.
- 2.0 DESCRIPTION/JUSTIFICATION: The Guaranteed Ride Home Program will serve as an assurance policy for RTA commuters who participate in the Commuter Advantage program, guaranteeing them a ride home from work in the event of a personal emergency and regularly scheduled transit service is not available.
- 3.0 PROCUREMENT BACKGROUND: Does not apply.
- 4.0 DBE/AFFIRMATIVE ACTION BACKGROUND: Does not apply.
- 5.0 POLICY IMPACT: This action will greatly improve the marketability of the Authority's Commuter Advantage program.
- 6.0 ECONOMIC IMPACT: Participants would be limited to 4 emergency rides annually and the cost of each occurrence would be capped at \$35.00. Although nearly 5,000 RTA commuters will be eligible for the program it is expected that only a small percentage (.4%) will require an emergency ride home. This expectation is based on the actual experience of similar programs in other U.S. markets. \$5,000 from the General Fund – Marketing and Communications Department has been allocated to fund this program.
- 7.0 ALTERNATIVES: Reject this action. By rejecting the offer the service will not be provided to eligible commuters.
- 8.0 RECOMMENDATION: It is recommended that the Board approve the Resolution.
- 9.0 ATTACHMENTS: Does not apply.

Recommended and certified as appropriate to the availability of funds, legal form and conformance with the Procurement requirements.

CEO/General Manager/Secretary-Treasurer