

# Effectiveness of a Statewide Ridesharing Promotion: California Rideshare Week

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California's annual statewide ridesharing promotion reaches more people and attracts more participants each year because increasing resources are committed by the state department of transportation and local agencies. Private-sector contributions of money, products, and services are leveraged by public funding. The promotion is coordinated by a statewide coordinating committee, and local ridesharing agencies are responsible for adapting the promotion to their own region. Commuter participants in the promotion pledge to use a commute alternative for one day. Surveys of participants indicate that there has been some long-term change in commute mode, particularly occasional carpool use. At one agency, commuters who requested ridematching assistance through pledge cards were more likely to be placed in carpools, but less likely to be placed in vanpools, than commuters who requested assistance through other means. Commute characteristics and motivation of pledge card applicants suggest that the promotion attracts applicants who may not otherwise utilize ridematching services. The promotion has had a significant effect on local ridesharing agencies, and has generated a sudden increase in demand that could lower the quality of service provided.

The passenger capacity of vehicles carrying people to work in much of the United States is underutilized: average ridership in private cars is barely more than one person, and in most places public transit has room to spare. Using transportation resources more efficiently by increasing the use of commute alternatives depends less on public capital investment than on successful efforts to change commuter behavior. However, the effectiveness of spending money and resources on marketing ridesharing is often difficult to measure.

Since 1986, ridesharing agencies throughout California have participated in an annual statewide promotion that seeks to raise commuter awareness of the economic and environmental importance of ridesharing. Held in September or October, California Rideshare Week (CRSW) features extensive media and corporate involvement. The California State Department of Transportation (Caltrans) is the official sponsor of the campaign, printing marketing materials and contributing funds for advertising and promotional items. Response to CRSW has grown each year, as have the resources that Caltrans and California's 17 ridesharing agencies have committed to it.

The statewide coordination of CRSW is carried out by a steering committee composed of one representative from each of the five major urban ridesharing agencies and two representatives from nonurban agencies, who represent and report back to other nonurban agencies. In addition, there are one or two committee members from Caltrans headquarters who have a total of one vote. The committee chair rotates each

year among agencies. The first of the committee's 8 to 10 planning meetings is held in December the year before the promotion. Meeting locations alternate between northern and southern California.

The steering committee's main tasks concern the theme and focus of CRSW. The design and content of marketing materials are subject to the approval of the committee, which tries to reach a consensus. The larger agencies share the task of preparing the graphics, and the materials are printed by Caltrans. The committee helps determine how Caltrans' budget for CRSW promotional items will be spent and how the items will be distributed among the agencies. Committee members have the responsibility for soliciting statewide prizes to be awarded to participants in CRSW and other statewide sponsorships, and the committee also determines solicitation guidelines for local prizes.

According to the meeting minutes of March 11, 1986, for the Committee for Regional Ridesharing Coordination's subcommittee for the Statewide promotion, the stated objective of the first statewide CRSW was to "get people talking about transportation for one week." This emphasis on public awareness has continued, Caltrans' contribution of funds for advertising is used to leverage free coverage in the form of public service announcements (PSAs), interviews, and newspaper coverage. Corporate sponsors and cosponsors are recruited to supplement the funding provided by Caltrans and other regional agencies with money, products, or services.

For the past 3 years, the main corporate participant has contributed money specifically for media events to generate coverage of the promotion. In addition, the Governor's Transportation Awards ceremony is held during this week. Recipients are honored for their achievements and contributions to ridesharing or transportation demand management. Local government endorsements for the promotion are pursued using the Governor's proclamation of CRSW as a model.

As a result of these strategies, media awareness of CRSW has increased with each of the five annual campaigns. In 1986 it was estimated that Caltrans' \$30,000 budget for CRSW generated \$60,000 worth of pro bono work and contributions in addition to free publicity. The 1989 campaign generated a million dollars' worth of free publicity (TV, radio, and print) and reached an estimated 8 million people. In 1990 Caltrans' \$1 million budget for the production and placement of television, radio, and newspaper advertising for CRSW leveraged \$3 million worth of broadcast and print media coverage; \$1 million in print publicity in newspapers with a combined circulation of 37 million.

The CRSW promotion also targets employers, especially in regions where the local agency has an employer-centered

program. Marketing materials designed and printed for CRSW include campaign planning guides for employers. Publicity items purchased through Caltrans' budget for CRSW are often provided to employers for distribution to commuters. The statewide nature of the campaign is utilized to attract the participation of statewide employers headquartered in California. These employers are invited to join a statewide partnership.

In some areas, heightened public awareness generated by CRSW centers on a specific day on which commuters are asked to try an alternative to driving alone to work. This "don't drive alone day" performs the important function of translating awareness into action. Like the "Great American Smoke-Out," it provides an incentive and encouragement to change habitual behavior for one day. There is some evidence that changing behavior for one day or short periods of time can result in long-term change (1). This special day also offers the potential for measurable or perceptible results, or both, in terms of decreased traffic congestion and increased transit ridership. In 1990 increases in highway speeds of up to 8 mph were reported in southern California, whereas ridership on the Bay Area Rapid Transit (BART) increased 20 percent. Other San Francisco area transit carriers also reported heavier loads. However, traffic accidents clogged freeways in the San Francisco region, and some newspapers in southern California reported no change on the highways, so campaign results may not have been apparent to drivers in those regions.

**CRSW PLEDGE CARDS**

In 1989 and 1990, cards that commuters could use to pledge to use a transportation alternative during CRSW were distributed in all regions of California. Pledge cards were entered in a drawing for donated prizes, an incentive for this more formal commitment from commuters. Returned pledge cards provide the opportunity to study some aspects of the CRSW promotion and to assess how it affects the commuters of California.

Figures 1 and 2 show the increase in the number of pledge cards distributed by and returned to California's major urban ridesharing agencies in the 1989 and 1990 CRSW promotions. In 1990, in addition to printed pledge cards, advertisements with clip-out pledge cards were run in newspapers in all areas except San Francisco, and resulted in the distribution of 157

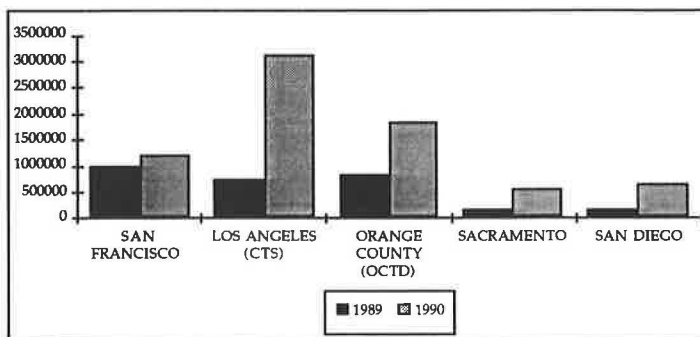
percent more cards statewide. Returned cards increased by 76 percent. Although Commuter Transportation Services in Los Angeles experienced the greatest numerical increase, the greatest percentage increase was in San Diego.

In the major urban areas (top five rows, shown in boldface, in Table 1), return rates ranged between 1 percent of cards distributed in Orange County and 2.5 percent of cards distributed in San Diego. The three locations with the highest return rates, Santa Barbara, San Luis Obispo, and the North Coast, were characterized by comparatively low numbers of pledge cards distributed, no clip-out newspaper ads, and no employer- or school-focused promotions.

Analysis of returned cards in Los Angeles, San Francisco, and Bakersfield indicated that although the majority of the commuters who pledge to use commute alternatives usually drive alone to work, the campaign seems to reach an audience that is more favorably inclined to ridesharing than the general public. Use of carpools and vanpools, transit, and other commute alternatives is higher among pledge card respondents than that shown by the 1980 census in San Francisco and Bakersfield and by a 1989 survey of commuters in Los Angeles (2).

The findings of a postpromotion mail survey administered to a sample of pledge card respondents in Los Angeles indicate that returned pledge cards cannot be used for an accurate count of cars removed from the road by use of alternative commute modes (3). Although the wording of the pledge card seems to indicate a firm commitment on the part of those commuters who take the time to return them, the survey found that only 60 percent of drive-alone commuters actually tried a different means of transportation during Rideshare Week. Most respondents who were already using a transportation alternative when they sent in the pledge card used their usual means during Rideshare Week. The Los Angeles survey, however, showed that CRSW's effect on the awareness and behavior of drive-alone commuters persists beyond the promotion. Occasional carpool usage among respondents increased after CRSW, mostly among those who usually drive alone. In addition, more than 40 percent of the drive-alone commuters reported that their awareness of ridesharing benefits had increased as a result of Rideshare Week.

Pledge cards are also used to introduce commuters to the services provided by the local ridesharing agency. On one panel of the card there is a section for requesting information or ridematching services. A significant percentage of returned



**FIGURE 1** Number of pledge cards distributed in major urban areas.

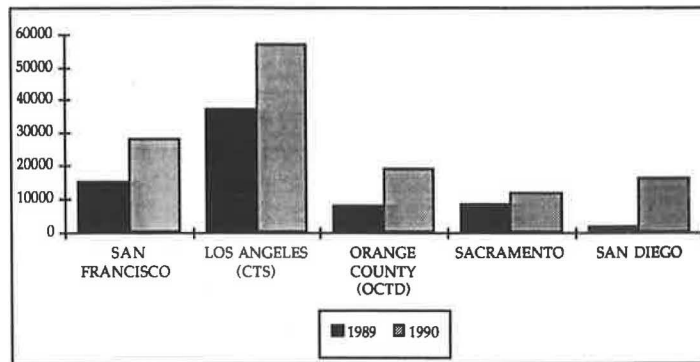


FIGURE 2 Number of pledge cards returned in major urban areas.

pledge cards request further information from the agency which tends to concentrate the bulk of the agency's work into the month of CRSW. In San Luis Obispo, the 582 requests for matchlists received from CRSW in 1990 represented 78 percent of the agency's fiscal year goal for applications processed. In San Francisco, the number of requests for ridematching services from new clients was 71 percent greater than the October average of the previous 5 years.

#### CASE STUDY: CRSW IN THE BAY AREA

At RIDES for Bay Area Commuters, San Francisco Bay Area's regional ridesharing agency, CRSW has become the major promotional event of the year. The in-house CRSW committee is formed and convened in January, and follow-up meetings take place in November and December after the promotion. Each department has at least one member on the committee, and some departments have several. As a major urban agency, RIDES is also very involved in CRSW at the state level. In 1990 RIDES was responsible for the design of the pledge card and employer guide as well as for the solicitation of some statewide and local prizes.

Like California's other ridesharing agencies, RIDES is responsible for adapting the CRSW promotion to its region and developing strategies that are compatible with its regular program. Determining how the CRSW resources allocated to RIDES will be used, and the development of the year's

"media event" funded by the main corporate sponsor are local decisions. To distribute pledge cards, RIDES uses a mixture of employer involvement and direct distribution. County task forces are established to facilitate pledge card distribution and to plan additional promotional activities for CRSW. In 1990 the seven task forces together included about 130 representatives from business, public agencies, community organizations, and media. Using staff and community volunteers, RIDES also arranges for pledge cards to be handed out to commuters on all the Bay Area's bridges. In 1990, RIDES sent 15,000 pledge cards to former clients of its ridematching service. By using a network of employer and media participants, RIDES has been able to amplify the effect of its own commitment of resources to CRSW.

Table 2 presents an overview of some of the aspects of RIDES' involvement in CRSW (information for 1984 and 1985 is included as a baseline). The corporate funding for a media event was used in 1988 to organize caravans of vanpools during the morning commute, in 1989 to host the Governor's Transportation Awards banquet in San Francisco, and in 1990 for the construction of a canvas covering that converted a demonstration van to a dinosaur (dubbed "Drive-Alone-A-Saurus"). This van was driven on freeways during the commute hours and appeared at a children's fair to celebrate CRSW. The Bay Area's 1989 campaign also featured a distribution of pledge cards through a chain of convenience stores. Table 2 shows that the promotion caused an increasing proportion of the year's applications to be received and processed in a brief period. In 1986, 18 percent of the fiscal year's new applications were received in October and November; in 1990, 29 percent of the year's total arrived during the same period.

At RIDES, response (measured by ridesharing applications) to the five statewide CRSW promotions has been greater each year. In 1986, 785 requests for ridematching assistance were attributed to the employer-focused CRSW campaign in the Bay Area that year. In 1990, 4,500 new requests were received as a result of CRSW. Figure 3 shows that sources of returned pledge cards shifted between 1989 and 1990, the years of the pledge card distribution. In 1989, 18 percent of returned cards had been handed out on one of the Bay Area bridges compared with 6 percent in 1990. The mailing to former RIDES clients in 1990 was the source of 8 percent of the returned cards. This is a response rate of 13 percent in contrast to 2.3 percent for cards distributed in other ways.

TABLE 1 PLEDGE CARD RETURN RATE, 1990

Area	Cards Distributed and Percentage Returned by Location	
	Cards	Return Rate
San Francisco	1,200,000	2.3%
Los Angeles (CTS)*	3,100,000	1.8%
Orange County (OCTD)*	1,825,000	1.0%
Sacramento*	555,000	2.2%
San Diego*	630,000	2.5%
Fresno*	364,000	0.9%
Kern*	104,000	1.5%
San Joaquin/Stanislaus*	336,000	0.6%
Monterey	8,000	5.0%
Santa Cruz*	104,000	1.3%
Santa Barbara	9,000	11.1%
North Coast	1,000	10.0%
San Luis Obispo	19,000	10.6%
Merced	85,000	1.2%
Solano	60,000	1.3%
Redding*	4,000	0.5%

\* denotes locations where newspaper clip-out ads supplemented printed pledge cards.

TABLE 2 OVERVIEW OF RIDES' CRSW CAMPAIGNS 1984-1990

	1984	1985	1986	1987	1988	1989	1990
Scope	Sub-regional	Regional	Statewide	Statewide	Statewide	Statewide	Statewide
# Events	11	14	40	56	8	Not avail.	26
Pledge cards distributed				20,000 <sup>a</sup>	25,000 <sup>b</sup>	800,000	1.2 million
Pledge cards returned				1,243	2,108	15,000	28,000
Ridematching Applications returned	Not Avail.	Not Avail.	785	2,019 (events)	304 (events) 446 (pledges)	2,668 pledges	4,500 pledges
Total Sept new apps	2,644	2,496	1,921	1,927	3,094	3,039	3,409
Total Oct new apps	2,184	2,635	2,205	2,703	2,781	5,189	5,312
Sept-Oct % of year	20%	20%	18%	20%	20%	29% <sup>c</sup>	29%
Corporate Participation						99 employers & sponsors	156 corporate participants
Media:				200 packets mailed	Caravans "Pool-party" news releases to all media 10,000 news-letters 700 emp. pack	Corporate/retail promo. Banquet PSAs to all radio stas. news rels, FYI all media	"Drive-Along-A-Saurus" Kids Fair CRSW press packets
PR Activities							
Reporting		yes	14 radio stas. 3 TV stas. 11 newspapers	yes	7 radio stas. 20 news-papers 50 radio stas. involved- (PSAs)	30 news-papers, TV and radio coverage	BTBU: 15 news-papers 2 TV stations many radio CRSW: radio & TV coverage, 9 newspapers
Paid spots				7 radio stas.	37 spots/3 sta	radio & T.V.	radio & T.V.
Sponsorship					KGO Radio	X-100 radio	KPIX TV KCBS radio SF Examiner
RIDES' CRSW budget					\$16,361 <sup>d</sup>	\$17,000 <sup>e</sup>	\$28,000 <sup>f</sup>
RIDES' total Caltrans funding	\$1,298,500	\$1,446,400	\$1,406,400	\$1,410,210	\$1,430,210	\$2,481,000	\$3,079,000

<sup>a</sup>Pledge cards were distributed only in one county (Marin) in RIDES' service area.  
<sup>b</sup> Pledge cards were again distributed only in Marin county.  
<sup>c</sup> the Loma Prieta earthquake was a major source of new applications in October 1989.  
<sup>d</sup> Does not include any staff time.  
<sup>e</sup> Does not include any staff time.  
<sup>f</sup> Includes staff overtime but not regular time.

**RIDES' CRSW APPLICANTS**

In the course of a client survey administered in October and November 1990, applicants for ridematching services who had contacted RIDES in response to CRSW that year were compared with typical RIDES applicants to determine the efficacy of the CRSW campaign on RIDES' services. A random sample of 10 percent of the CRSW applicants already in RIDES' data base was drawn, and 281 surveys were conducted by telephone. Comparisons were made with the responses of 430 applicants who had contacted RIDES for reasons other than the promotion. Responses are valid at the 95 percent level for confidence intervals of plus or minus 5 percent

for the non-CRSW applicants and plus or minus 6 percent for the CRSW applicants.

It is important to note that the sample of CRSW respondents included only those who used the pledge card to request ridematching services—about 18 percent of those who returned pledge cards to RIDES. Their characteristics should not be extended to all commuters who pledge to participate in CRSW, because the two groups may differ significantly in motivation and interest.

It is interesting to note that although Table 3 shows that commuters who respond to CRSW are more likely to use transportation alternatives than the general population, the drive-alone percentage and round-trip mileage of RIDES'

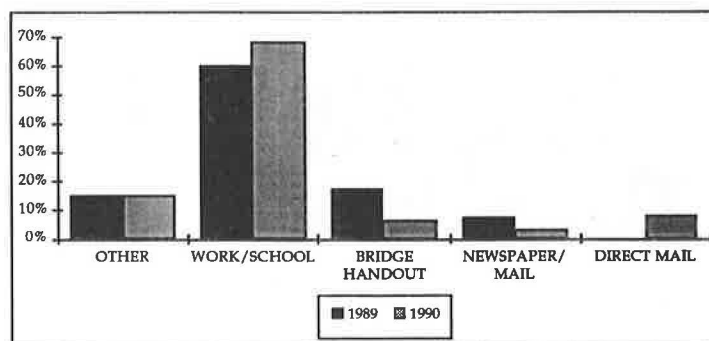


FIGURE 3 Source of returned pledge cards.

TABLE 3 PLEDGE RESPONDENTS AND POPULATION: USUAL COMMUTE MODE

	Location and Group by Modal Choice (%)			
	Drive Alone	Car/Vanpool	Transit	Other
Los Angeles				
Pledge cards*	57%	38%	11%	19%
1989 survey	79%	14%	4%	3%
San Francisco				
Pledge cards	58%	19%	17%	6%
1980 census	63%	16%	11%	10%
Bakersfield				
Pledge cards	66%	11%	5%	17%
1980 census	72%	19%	1%	8%

\* multiple responses permitted

CRSW applicants are more similar to those of the average Bay Area commuter than those of RIDES' non-CRSW applicants (Figure 4). This indicates that CRSW is effective in attracting applicants who may not otherwise use ridesharing services.

CRSW applicants also differ from RIDES' other applicants in their motivation to join a carpool or vanpool, as shown by Figure 5. A fourth (25 percent) of the CRSW applicants reported that conservation was a factor in signing up with RIDES. This is almost twice the percentage for non-CRSW applicants. CRSW applicants were also much more likely to mention traffic congestion, demonstrating the effectiveness of the "Beat the Backup" slogan of the Bay Area's campaign which was developed by KPIX-TV.

The differences between CRSW applicants and others who requested matchlists from RIDES suggest that the CRSW group was "educated" into signing up, whereas the non-CRSW applicants were led to RIDES as a solution to a problem they were experiencing. Ridesharing both as a conservation measure and to reduce traffic congestion contributes to the public good. An individual doesn't receive much for his or her effort unless many other people make the same effort. The CRSW campaign convinced applicants to try ridesharing because it would improve conditions in the Bay Area.

The third major motivating factor for CRSW applicants was the cost of driving and of gasoline. In this, they were joined by the rest of RIDES applicants, who mentioned cost almost twice as often as any other reason. However, CRSW applicants were much less likely to be motivated by the distance of their commute, the wear and tear on their car, a dislike of driving, and inadequate unavailable transit.

The CRSW campaign also attracted applications from those who wanted information about RIDES rather than a matchlist. About 10 percent of the promotion applicants reported that they signed up because they were curious and were not interested in ridesharing—three times the rate of typical applicants. Although the matchlist and associated materials effectively inform these applicants of RIDES' services, "just curious" applicants are a threat to the quality of service provided to other applicants; they are more likely to decline an invitation to join a carpool or vanpool when another applicant contacts them.

One of the most meaningful indications of the value of CRSW is that 20.5 percent of promotion applicants report that RIDES' service helped them form, join, or expand a carpool—a greater percentage than for RIDES' non-CRSW applicants (Figure 6). It appears that the CRSW promotion in 1990 convinced commuters of the value of ridesharing. The pledge card presented them with the opportunity to receive a matchlist, and through the matching service they found carpools. The "placement rate" (percentage of applicants who are able to form, join, or expand carpools or vanpools) of a ridesharing agency is one of the most frequently used measurements of program success. The carpool placement rate of CRSW applicants suggests that RIDES' services and promotion activities are complementary.

CRSW applicants have a much lower vanpool placement rate than RIDES' other applicants, 3 percent as compared with 12.3 percent. Differences in commute characteristics, such as the lower commute mileage of promotion applicants, probably contributes to this disparity. In 1990 the average round-trip commute distance of vanpoolers registered with RIDES was 72 mi, compared with 47 mi for RIDES' clients overall (4). In addition, the availability of vanpool seats does not increase to accommodate large influxes of new applicants; therefore, the applicants received during any major promotion or transportation emergency are likely to have a low vanpool placement rate.

In addition to commute mileage, several indicators of successful carpool and vanpool placement have emerged from studies of RIDES' applicants (4). The small percentage of applicants who reported that they never received their matchlist are less likely to find a carpool or vanpool than those who

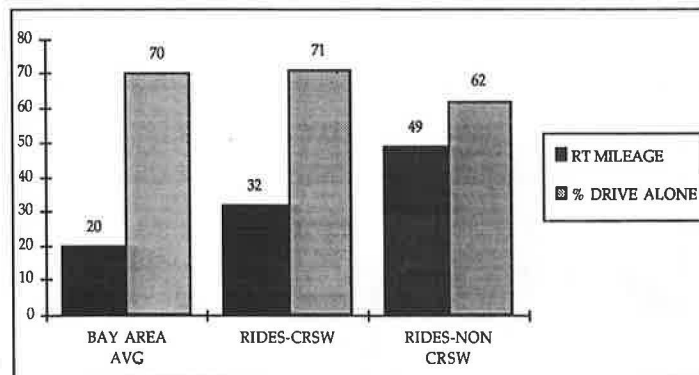


FIGURE 4 Round-trip mileage and prior drive-alone percentage (data for Bay Area average columns are from 1980 census).

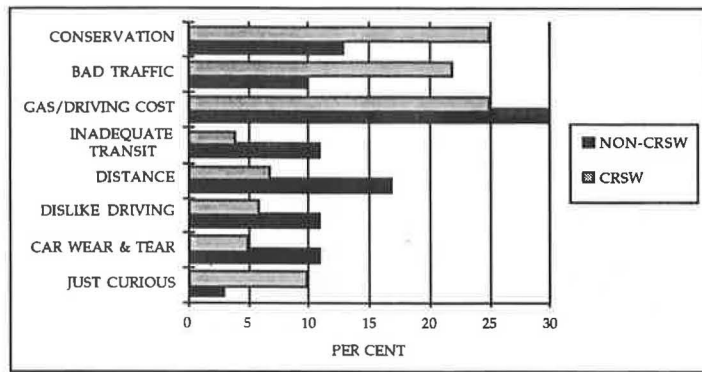


FIGURE 5 Motivation for matchlist request.

received a matchlist. Similarly, those who received the list but never used it to call other commuters have a lower rate of placement. It is also known that the chances that an applicant will be placed increase the longer the applicant remains in the data base, and that after an applicant has received a matchlist, subsequent contact with RIDES positively affects placement. The finding that commuters who request a matchlist from RIDES as a result of CRSW are more likely to be placed in a carpool than non-CRSW applicants is especially notable because the CRSW group's placement indicators were lower.

To control for the effect of the relatively short time CRSW applicants had been in the data base at the time the survey sample was drawn in October, CRSW applicants are compared with non-CRSW applicants who were entered during the CRSW campaign as well as all non-CRSW applicants in the RIDES data base. As Figure 7 shows, CRSW applicants were far less likely to have received the matchlist—one in five claimed not to have received one after applying—and less likely to have made calls from the list or to have had contact with RIDES after receiving a matchlist (even when compared with non-CRSW fall applicants) but more likely to have joined a carpool.

To underscore the divergent nature of the CRSW carpool placements, Table 4 shows that over a third (37 percent) of the CRSW applicants placed in carpools did not call anyone on their list compared with 12 percent of the non-CRSW carpool placements overall. All of the non-CRSW carpool

placements who signed up during the promotion period used their matchlists. It is possible that the initiative of the non-CRSW applicants "carried" the CRSW applicants to their high placement rate or that the CRSW applicants entered the data base in such high numbers and in commute patterns that were concentrated enough that carpool formation took fewer phone calls. CRSW carpool placement was also assisted by the high percentage of applicants from the Bay Area's largest employers. Almost half (49.4 percent) worked at companies with more than 500 employees, thus increasing the possibility of common commute destinations.

Though a comparatively high percentage of CRSW applicants were placed in carpools after requesting a matchlist from RIDES, the finding that 20 percent of these applicants did not receive a matchlist is a disturbing indication that the quality of service received by applicants during a major promotion may be seriously compromised by the very success of the promotion. The source of this problem proved difficult to determine. Data entry error resulting from temporary staff hired during the campaign was ruled out, along with other traceable causes. Regardless of the cause, the problem highlights the need to ensure that the organization has the staff and computer capacity to handle the influx of applications attracted by a large, successful campaign. Promotion applicants present an agency with valuable exposure and word-of-mouth advertising opportunities; to maximize the benefits of a promotion, organizational resources and procedures should exist to cope with its results.

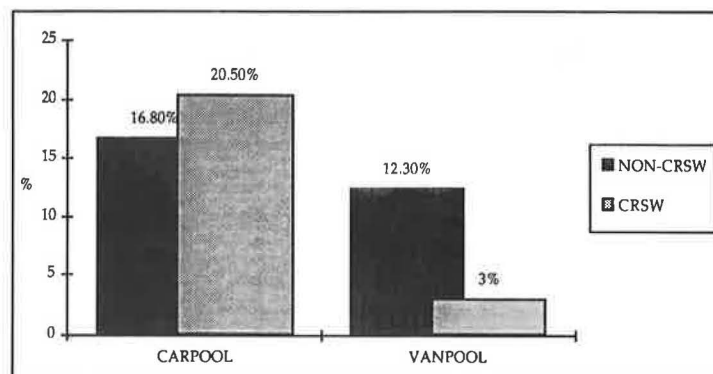


FIGURE 6 Carpool and vanpool placement.

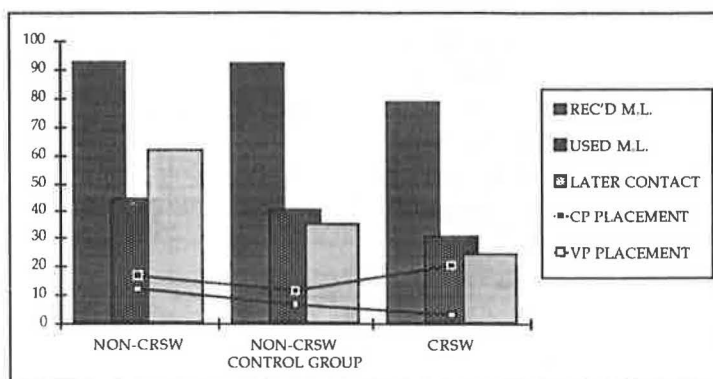


FIGURE 7 Matchlist response and placement.

One aspect of the CRSW campaign's emphasis on trying ridesharing for just one day is the possibility that commute changes will not be as long lasting as will the placement of typical RIDES applicants. However, at the time of the survey 80 percent of the CRSW carpool placements were still carpooling, in contrast to 64 percent of the non-CRSW applicants whom RIDES placed in carpools during the campaign. Why CRSW placements exhibit a longer duration is not apparent. It may be that some combination of their commute characteristics or motivation contributes to stronger carpool groups. A comparison of changes in commute mode of CRSW applicants with changes reported by applicants who have requested ridesharing services in response to a transportation emergency indicates that the promotion may have a more long-lasting effect. Table 5 shows the before-and-after commute modes of CRSW ridesharing applicants and of applicants who requested service in response to two notable Bay Area transportation emergencies, the Loma Prieta earthquake in October 1989 and a strike by bus drivers at a subregional transportation agency in January 1988.

## CONCLUSION

Public resources committed to CRSW result in a campaign that raises public awareness of commute alternatives and convinces tens of thousands of commuters to change their habitual behavior for one day. Long-term shifting of commute mode away from single-occupant vehicles is slight but evident among promotion participants who try an alternative method of commuting. Among participants who request ridesharing as-

sistance, survey findings suggest a long-term shift of 10 percent away from usage of single-occupant vehicles. There are indications that commuters who are introduced to the services of the local ridesharing agency through CRSW would not otherwise have requested such service. The successful placement of CRSW ridesharing applicants is evidence of the complementary nature of the promotion and program services. Despite commute characteristics and behavior that would indicate the opposite, CRSW ridesharing applicants are more likely to be placed in carpools than typical applicants. However, few CRSW applicants are placed in vanpools, because the availability of vanpool seats does not increase to accommodate sudden high demand.

The promotion's effect on local ridesharing agencies is significant. The large number of promotion-related applicants received can result in a decline in the quality of service the agency provides by lowering average the staff time and resources available. Because of incentives to rideshare, such as higher bridge tolls and the development of more HOV facilities, there is reason to believe that the response to CRSW will become even greater in the coming years as traffic congestion increases. In addition, all urban regions of California are implementing or are in the process of formulating air quality plans. These plans have focused attention and discussion on transportation alternatives. The momentum created by the earlier successes of CRSW combined with present circum-

TABLE 4 CARPOOL PLACEMENTS' USE OF THE MATCHLIST

	Source and Time of Application of Clients Placed in Carpools by Extent of Matchlist Use		
	All Non-CRSW Carpoolers	Non-CRSW Carpoolers From Promotion Period	CRSW Carpoolers
Called one person	76.3%	90.9%	52.6%
Called several people	11.9%	9.1%	10.5%
Didn't call anyone	11.9%	0	36.8%
Total	100.1%	100.0%	99.9%

TABLE 5 COMMUTE MODE CHANGES: TRANSIT EMERGENCY AND CRSW APPLICANTS

	Commute Mode (%) of Applicant Groups Before and After Receiving Ridesharing Services				
	Drive Alone	Carpool	Vanpool	Transit	Other
CRSW apps					
Before	69.7%	15.3%	0.8%	11.1%	3.1%
After	52.1%	23.8%	3.1%	18.4%	2.6%
Earthquake <sup>a</sup>					
Before	72.3%	12.0%	4.2%	8.7%	2.7%
After	58.5%	18.3%	5.5%	13.8%	3.9%
Strike <sup>b</sup>					
Before	36.4%	3.8%	1.4%	57.4%	1.0%
After	35.4%	5.3%	1.9%	53.8%	1.0%

<sup>a</sup> D. Burch, RIDES' 1990 Database Survey, RIDES for Bay Area Commuters, Inc., 1990

<sup>b</sup> S. Beroldo, *Effects of Golden Gate Transit Strike on Highway 101 Corridor*, Transportation Quarterly, Eno Foundation for Transportation, April 1989.

stances in California indicate that the continuation of this promotion will result in the use of commute alternatives among increasing numbers of Californians with the associated economic and environmental benefits.

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