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Authors

Harold, Brian, MBA
Rodier, Caroline, PhD
Zhang, Yunwan, MS
[et al.](#)

Publication Date

2022-03-01

DOI

10.7922/G2P84966

Results of Rancho Cordova “Free \$5 to Ride” Ridehailing Discount Coupon Program

Brian Harold, MBA, Policy Evaluation Specialist,
Policy Institute for Energy, Environment, and the Economy,
University of California, Davis
Caroline Rodier, Ph.D., Researcher
Yunwan Zhang, M.S., Research Data Analyst
Makenna Harrison, Research Assistant
Grace Yang, Research Assistant
Christine Phan, Research Assistant
Institute of Transportation Studies, University of California, Davis

March 2022

Technical Report Documentation Page

1. Report No. UC-ITS-2018-10	2. Government Accession No. N/A	3. Recipient's Catalog No. N/A	
4. Title and Subtitle Results of Rancho Cordova "Free \$5 to Ride" Ridehailing Discount Coupon Program		5. Report Date March 2022	
		6. Performing Organization Code ITS-Davis	
7. Author(s) Brian Harold, MBA, https://orcid.org/0000-0001-6893-2267 ; Caroline Rodier, Ph.D., https://orcid.org/0000-0002-9107-5547 ; Yunwan Zhang, M.S., https://orcid.org/0000-0003-3706-4625 ; Makenna Harrison, https://orcid.org/0000-0002-9866-095X ; Grace Yang, https://orcid.org/0000-0001-7999-4228 ; Christine Phan, https://orcid.org/0000-0001-5364-4959		8. Performing Organization Report No. UCD-ITS-RR-22-38	
9. Performing Organization Name and Address Institute of Transportation Studies, Davis 1605 Tilia Street Davis, CA 95616		10. Work Unit No. N/A	
		11. Contract or Grant No. UC-ITS-2018-10	
12. Sponsoring Agency Name and Address The University of California Institute of Transportation Studies, www.ucits.org Sacramento Area Council of Governments, 1415 L Street #300, Sacramento, CA 95814 City of Rancho Cordova, 2729 Prospect Park Drive, Rancho Cordova, CA 95670		13. Type of Report and Period Covered Report (July 2018 – December 2021)	
		14. Sponsoring Agency Code UC ITS	
15. Supplementary Notes DOI:10.7922/G2P84966			
16. Abstract Pilot programs have been implemented in cities across the U.S. to address the first- and last- mile problem with door-to-door shared microtransit, ridehailing companies, and shared-ride operators with dynamic pick-up locations. The City of Rancho Cordova and Lyft partnered to launch one such pilot in the form of a discount-based door-to-door (D2D) coupon program named "Free \$5 to Ride". The program offers \$5 credits to Lyft riders who start or end their trips at one of four Sacramento Regional Transit District (SacRT) light rail stations. The program was designed to reduce rider dependence on personal vehicles and increase the overall convenience of transit use in the region. UC Davis researchers conducted an evaluation of the "Free \$5 to Ride" program during its operational period of May 2019 through June 2021. Researchers developed a participant survey and used survey data along with participant trip data, ridership data for the SacRT light rail, and ridership data for the Rancho CordoVan shuttle service to characterize the outcomes of the pilot program. The evaluation shows that the coupon program was generally well-received. Participation levels increased dramatically by early 2020, and while trip activity dropped at the onset of the COVID-19 pandemic, program activity remained fairly constant through the end of the program. Researchers encountered survey sampling limitations due to ridehailing customer engagement policies, suggesting that future evaluations of similar programs would benefit from increased data access, or modified policies allowing operators to conduct more extensive outreach in support of these studies.			
17. Key Words Ridesourcing, public transit, first mile/last mile, shared mobility, Sincentives, surveys, travel behavior, outreach, pilot studies		18. Distribution Statement No restrictions.	
19. Security Classification (of this report) Unclassified	20. Security Classification (of this page) Unclassified	21. No. of Pages 34	22. Price N/A

Form Dot F 1700.7 (8-72)

Reproduction of completed page authorized

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Acknowledgments

This study was made possible through funding received by the University of California Institute of Transportation Studies from the State of California through the Public Transportation Account and the Road Repair and Accountability Act of 2017 (Senate Bill 1). The authors would like to thank the State of California for its support of university-based research, and especially for the funding received for this project. Additional funding was provided by the Sacramento Area Council of Governments (SACOG). The authors would also like to thank SACOG, the City of Rancho Cordova, and Lyft for their collaboration and support during this project, and participants of the "Free \$5 to Ride" program for their interest and engagement in the data collection effort.

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Results of Rancho Cordova “Free \$5 to Ride” Ridehailing Discount Coupon Program

Brian Harold, MBA, Policy Evaluation Specialist,
Policy Institute for Energy, Environment, and the Economy,
University of California, Davis
Caroline Rodier, Ph.D., Researcher
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Christine Phan, Research Assistant
Institute of Transportation Studies, University of California, Davis

March 2022

Table

of

Contents

Table of Contents

Introduction	1
Program Description	1
Background	3
Data Collection and Analysis	5
Coupon Program Activity Summary	6
Coupon Program Trip Origins and Destinations	7
Comparison to Light Rail Ridership	10
Comparison to CordoVan Ridership.....	12
Participant Survey.....	14
Frequency of Using “Free \$5 to Ride” and SacRT Light Rail	15
Program Effect on Transit Use.....	16
Most Recent Light Rail Trip.....	16
Personal Vehicle Access and Use.....	17
Additional Feedback.....	18
Demographics and Household Information.....	18
Conclusion.....	19
Appendix: Supplemental Figures	20

List of Tables

- Table 1. Summary of First- and Last-Mile Pilot Program Fares in the United States 4
- Table 2. Frequency of Using Coupon Program 15
- Table 3. Reported Coupon Program Effect on Transit Use 16
- Table 4. Purpose of Most Recent SacRT Light Rail Trip 16
- Table 5. Personal Vehicle Access 17
- Table 6. Average and Median Age and Household Population 18
- Table 7. Annual Household Income..... 19
- Table 8. Coupon Program Activity Summary 24

List of Figures

- Figure 1. SacRT Gold Line and the four “Free \$5 to Ride” Light Rail Stations (inside yellow rectangle)..... 2
- Figure 2. Coupon Program Trips and Unique Riders, by Month 6
- Figure 3. Cumulative Coupon Program Trips and Unique Riders, by Month..... 7
- Figure 4. Origin Locations of Coupon Program Trips Traveling to Light Rail Stations, Rancho Cordova 9
- Figure 5. Destination Locations of Coupon Program Trips Traveling from Light Rail Stations, Rancho Cordova 10
- Figure 6. Coupon Program Trips to Stations vs. Average Weekday Light Rail Boardings, by Month..... 11
- Figure 7. Average Weekday Light Rail Alightings vs. Coupon Program Trips from Stations, by Month 12
- Figure 8. CordoVan Ridership vs. Coupon Program Trips to Zinfandel Station, by Month..... 13
- Figure 9. Origin Locations of Coupon Program Trips Traveling to Light Rail Stations, Full Program Area 21
- Figure 10. Destination Locations of Coupon Program Trips Traveling from Light Rail Stations, Full Program Area 22
- Figure 11. Average Coupon Program Trip Distance and Trip Cost, by Month 23

Contents

Results of Rancho Cordova “Free \$5 to Ride” Ridehailing Discount Coupon Program

Introduction

In partnership with the City of Rancho Cordova and the Sacramento Area Council of Governments (SACOG), UC Davis conducted an analysis of the “Free \$5 to Ride” ridehailing discount program (“coupon program”) which was offered in the City of Rancho Cordova between May 2019 and June 2021. The UC Davis project team developed a participant survey and analyzed the participation, travel patterns, and participant feedback for the coupon program. This memo presents the results of the program analysis and exploratory survey effort.

Program Description

The “Free \$5 to Ride” coupon program is a partnership between the City of Rancho Cordova and Lyft to offer \$5 credits to Lyft riders who start or end their ridehailing trips at one of four Sacramento Regional Transit District (SacRT) light rail stations along the Gold Line in Rancho Cordova. The coupon program was funded through a grant from SACOG and is intended to facilitate increased use of transit by improving the accessibility and affordability of the light rail system. By partially subsidizing the cost of first-mile/last-mile transportation, the program seeks to reduce rider dependence on personal vehicles and increase the overall convenience of transit use in the Rancho Cordova area.

The SacRT Gold Line operates between downtown Sacramento and Folsom, CA. Figure 1 presents a map segment of the Gold Line, with a yellow rectangle marking the four light rail stations that are involved in the coupon program (Mather Field/Mills, Zinfandel, Cordova Town Center, and Sunrise).¹

¹ The full map of the SacRT bus and light rail routes can be found at: <http://www.sacrt.com/systemmap/>



Figure 1. SacRT Gold Line and the four “Free \$5 to Ride” Light Rail Stations (inside yellow rectangle)

Background

Similar to “Free \$5 to Ride,” pilot programs have been implemented in cities across the United States to address the first- and last- mile problem with door-to-door shared microtransit (e.g., vans, buses), ridehailing companies (e.g., Uber and Lyft), and shared-ride operators with dynamic pick-up locations (e.g., Via and Chariot). To place “Free \$5 to Ride” within the context of previous and existing pilot programs, Table 1 summarizes a range of pilot programs that connect ridehailing, ridesharing, or microtransit services with public transit around the United States. The service type is classified as follows: single passenger door-to-door (D2D-Single), shared-door-to-door (D2D-Ridesharing), and shared with pick-up/drop-off point (PUDO-Ridesharing). Similar to “Free \$5 to Ride,” most D2D programs have partnerships with transportation network companies (TNCs), such as Uber and Lyft, and discounts are applied when taking these ridehailing and ridesharing vehicles to transit stations and stops.

PUDO-Ridesharing operators, such as the Chariot and Via Mobility services, tend to operate larger vehicles and provide free or low-cost (\$4 or less) trips for passengers. All programs involve monetary expenditures by government or quasi-government entities to provide travelers with free, low-price, or discounted first-/last-mile service. For those with a fixed rate (including free trips), the regular fare is always below \$4 per ride. For those discounted trips, total fare reductions depend on the travel distance and travel time.

“Free \$5 to Ride” is categorized as a discount-based D2D-Rideshare program in Table 1. It includes specified pick-up and drop-off points in the form of light rail stations, but it does not have fixed pick-up points for trips traveling to light rail stations, or fixed drop-off points for trips traveling from light rail stations. “Free \$5 to Ride” provides discounts in an amount similar to past programs such as those in Marin, CA; Charlotte, NC; and San Joaquin, CA. Based on program data, the average total fare for “Free \$5 to Ride” trips during its operational period was \$9.91, or an average \$4.91 cost to riders after subtracting the \$5 discount.

Table 1. Summary of First- and Last-Mile Pilot Program Fares in the United States

Service Type	Company	Fare per Ride		
		Free	\$4 and Less	Discounted
Single Door-to-Door (D2D-Single)	Uber		Pinellas, FL	Altamonte Springs, FL* (25% off) San Joaquin, CA (50% off, up to \$5) Philadelphia, PA* (40% off, up to \$10)
	Lyft	Tacoma, WA (48 rides/month)	Vallejo, CA* Summit, NJ* (2 rides/day)	Las Vegas, NV* (\$1 off) Charlotte, NC (\$4 off) Phoenix, AZ* (20% off)
	Others		Pinellas, FL	
Door-to-Door Rideshare (D2D-Rideshare)	Uber	Dallas, TX (2 rides/day)		
	Lyft	Centennial, CO*	Monrovia, CA	Marin, CA* (up to \$5) Rancho Cordova, CA (“Free \$5 to Ride”, \$5 off)
	Others	San Joaquin, CA Tampa, FL* (first 5 rides)	Tampa, FL*	
Pick-up Drop-off Points Rideshare (PUDO-Rideshare)	VIA	Los Angeles, CA	Los Angeles, CA Southeast Seattle and Tukila, WA	
	Chariot	King, WA West Seattle, WA	King, WA West Seattle, WA	
	Others		North San Jose, CA* Newark and Castro Valley, CA	
An asterisk (*) means the program is no longer active.				

Data Collection and Analysis

The UC Davis evaluation team joined the project to develop a participant survey and analyze the participation, travel patterns, and participant feedback for the coupon program. Data collected for the assessment of the coupon program included the following:

- Participant data, including:
 - Passenger ID and Transaction ID;
 - Month and year of trip;
 - Origin and destination census tract/block group;
 - Trip length and duration, categorized into ranges (e.g., “0–2 miles”, “10–15 minutes”); and
 - Trip cost.
- Ridership data for the SacRT Gold Line light rail service for June 2018 through June 2021, consisting of monthly ridership for the four Rancho Cordova Stations (Cordova Town Center, Mather Field/Mills Station, Sunrise Station, Zinfandel Station).
- Ridership data for the Rancho CordoVan shuttle service for June 2018 through June 2021, consisting of monthly ridership, average daily ridership, and ridership by fare category (e.g., “Adult Cash”, “Adult RT Pass”, “Youth Cash”) for the three CordoVan routes.
- Self-report survey data collected from a sample of program participants.

The analysis included summarizing program participation levels and trip origins and destinations, comparing program activity to light rail and local shuttle ridership, and summarizing the results of the survey, which was administered to coupon program participants.

Coupon Program Activity Summary

The “Free \$5 to Ride” program launched in May of 2019 and was offered through June of 2021. During this period, the program provided ride credits for 12,599 trips, serving an average of 76 unique riders per month. As shown in Figure 2, the highest number of coupon program trips (1,523) took place in January of 2020, and the number of unique riders peaked at 185 in February of 2020. Trip quantities and unique riders per month decreased with the onset of the COVID-19 pandemic and fluctuated slightly from July 2020 through June 2021.

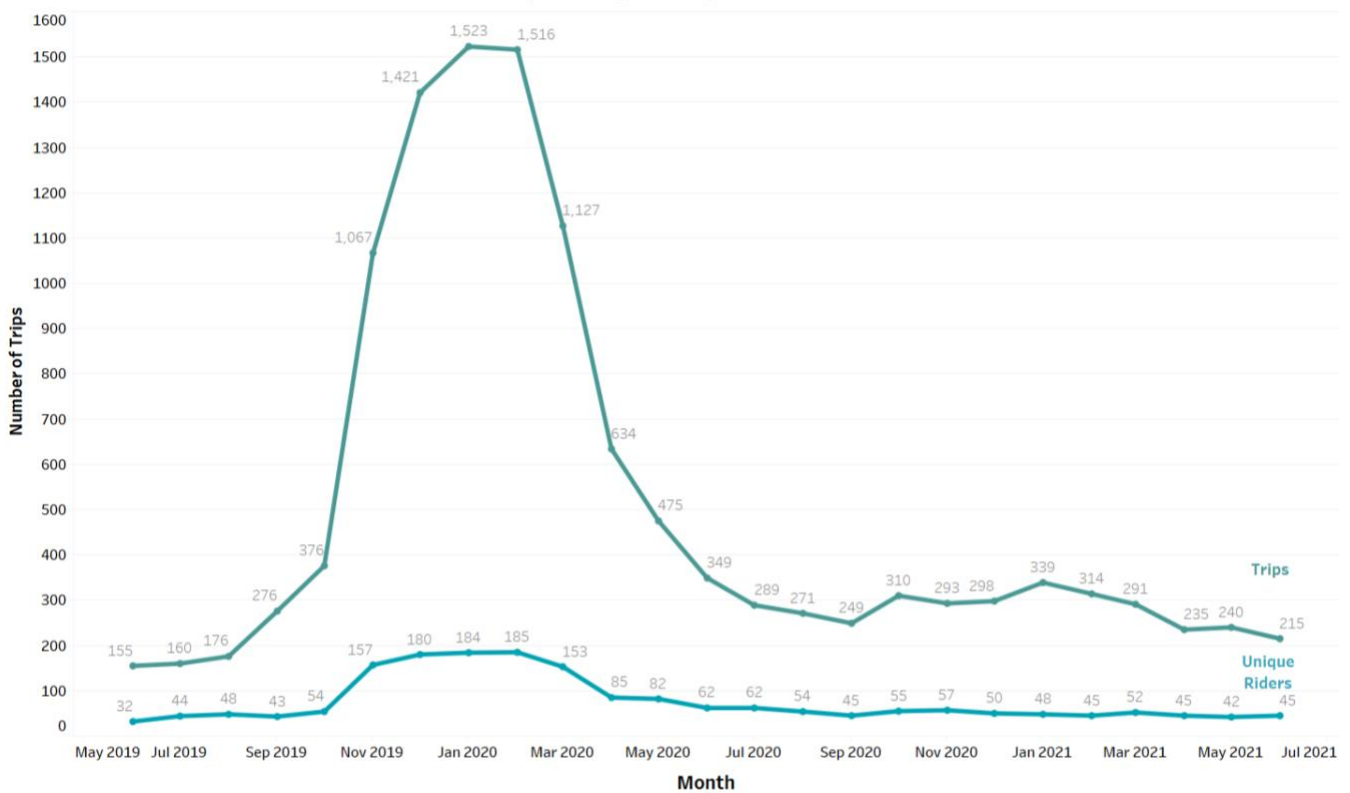


Figure 2. Coupon Program Trips and Unique Riders, by Month

Figure 3 displays cumulative trips and unique riders per month and shows that the greatest increase in trip activity occurred between October 2019 and March 2020, just before the onset of COVID-19.

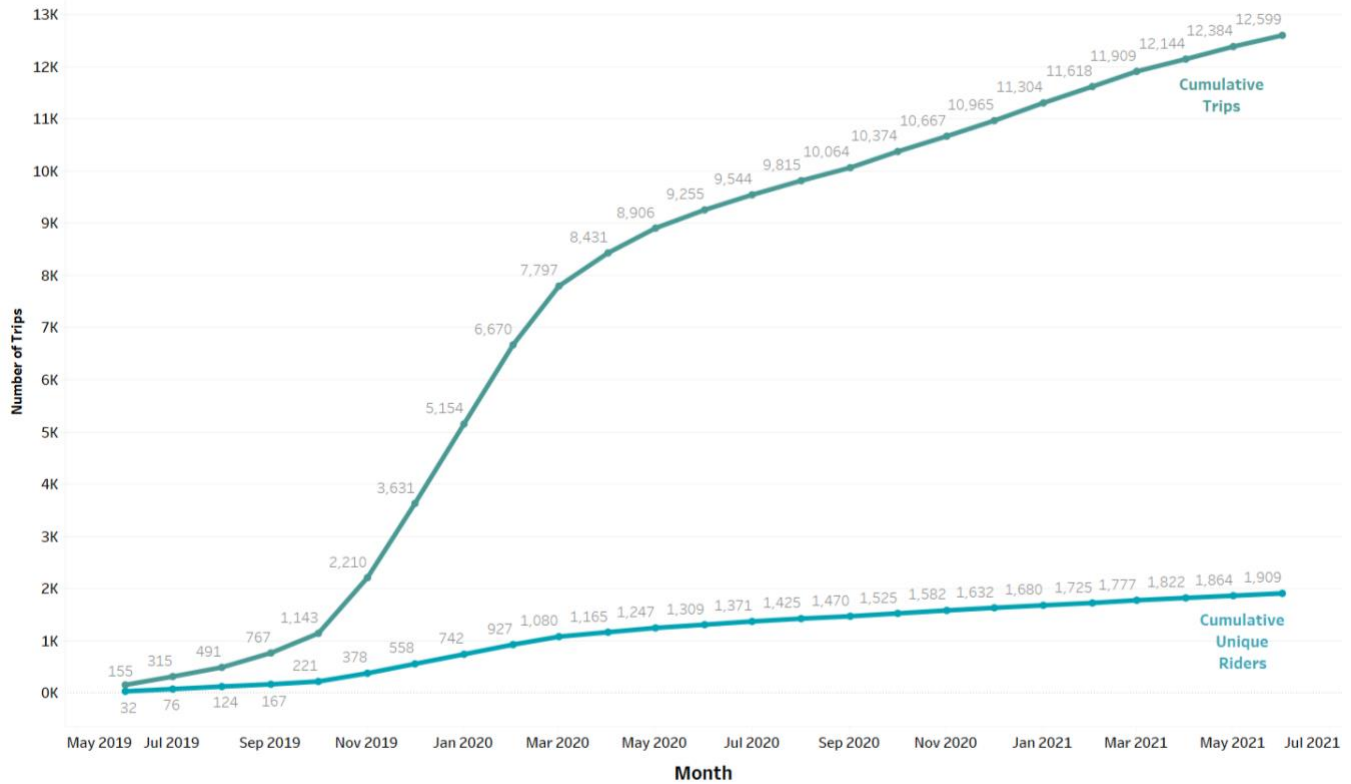


Figure 3. Cumulative Coupon Program Trips and Unique Riders, by Month²

Coupon Program Trip Origins and Destinations

The program data provided by Lyft and the City of Rancho Cordova included the origin and destination census tracts for “Free \$5 to Ride” trips. Figure 4 displays a map of trip origins within Rancho Cordova by census tract, color coded to reflect the relative quantity of trips originating in each tract. Figure 5 displays a color-coded map of trip destinations within Rancho Cordova by census tract.³ As per the rules of the program, all “Free \$5 to Ride” trips either had a light rail station as an origin or destination. These maps are intended to show the

² Unique riders are recorded on a monthly basis, meaning that cumulative unique riders represents the sum of monthly unique riders rather than the total number of unique individuals who participated in the program.

³ These maps focus on the Rancho Cordova city area and show the majority of “Free \$5 to Ride” trips, but do not display the trip origins or destinations that occurred outside of this area. Full versions of these maps which include all coupon program trips are provided within Appendix A.

origin locations of riders traveling to light rail stations, and the destination locations of riders traveling from light rail stations.

To simplify this visualization and provide a relative comparison of areas surrounding the light rail system, the maps do not include the four census tracts that contain light rail stations. Additionally, a small number of trips took place within census tracts that did not match the 2019 census tract boundary files that the project team used for this visualization. This affected 30 trip origins and 45 trip destinations, which are not shown in Figure 4 and Figure 5, respectively.

Figure 4 shows that coupon program trips originated from many areas throughout Rancho Cordova, with most high frequency census tracts being located close to the light rail system. Similarly, Figure 5 shows that all Rancho Cordova census tract destinations with 100 or more coupon program trips (color coded as yellow or orange) were located within approximately one mile of the light rail route.

The Lyft trip data provided for the coupon program included the length of trips in the form of distance categories, such as “0-2 miles” or “4-6 miles”. Using the midpoint of these ranges to assign a specific length to each trip, the average trip distance throughout the duration of the program was 2.6 miles. Additionally, 63% of all trips were 2 miles or less, and 90% of all trips were 6 miles or less.

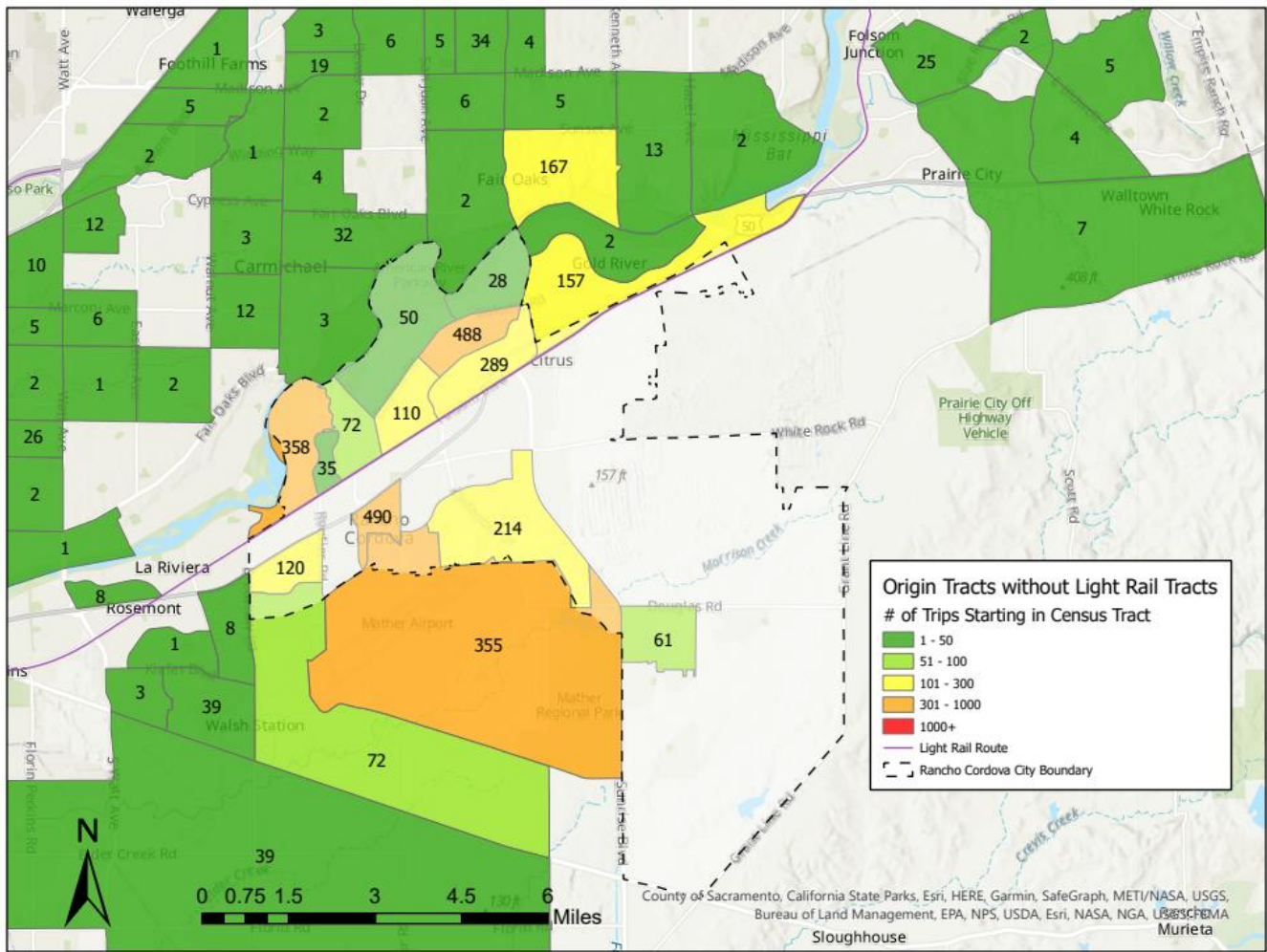


Figure 4. Origin Locations of Coupon Program Trips Traveling to Light Rail Stations, Rancho Cordova

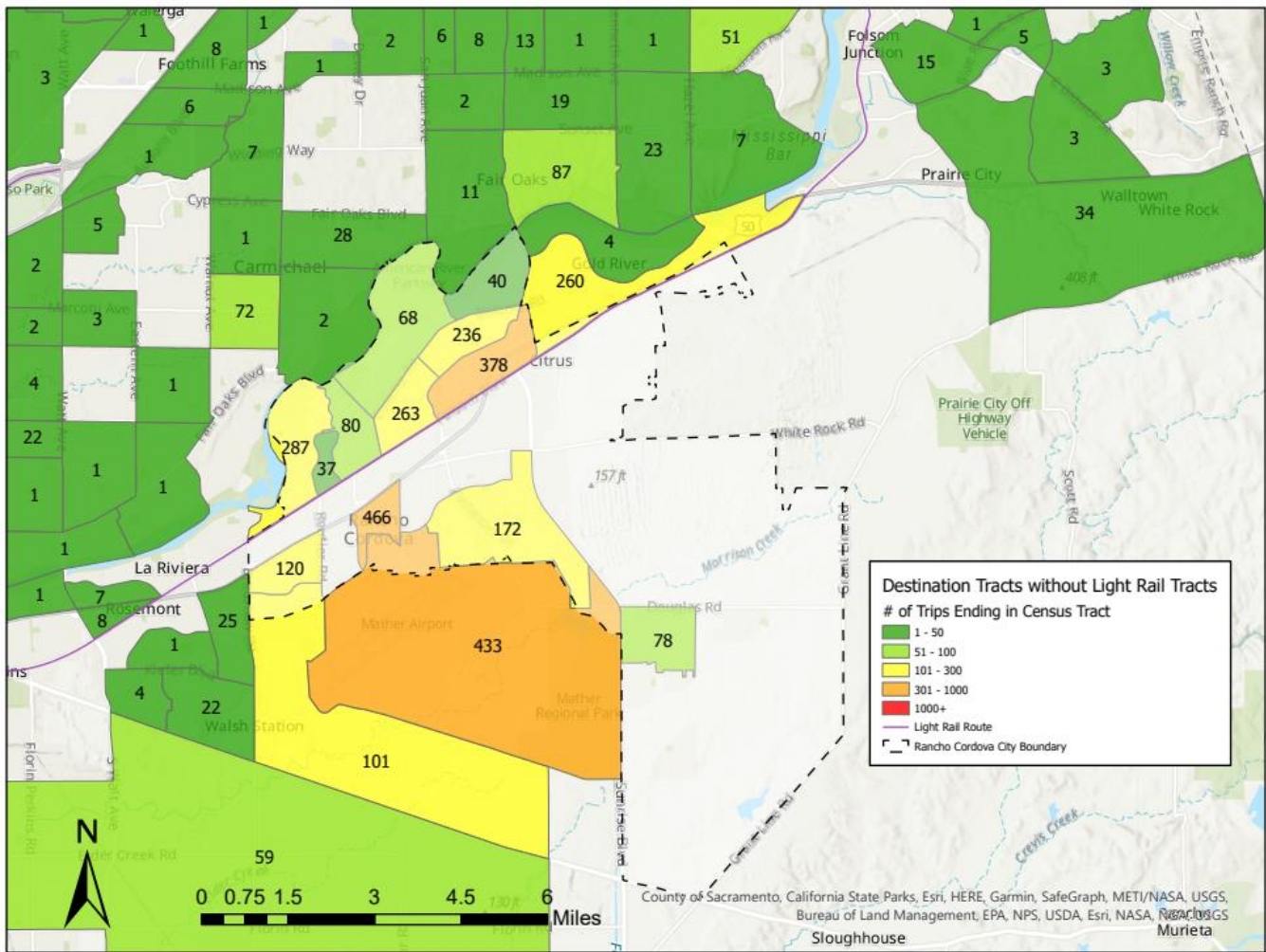


Figure 5. Destination Locations of Coupon Program Trips Traveling from Light Rail Stations, Rancho Cordova

Comparison to Light Rail Ridership

A key objective of “Free \$5 to Ride” is to increase accessibility and use of the SacRT light rail system within Rancho Cordova. Using ridership data for the SacRT light rail, the project team compared coupon program trip activity to ridership to assess overall trends in use during the program period. All four Rancho Cordova light rail stations are located along what is known as the Gold Line of the SacRT light rail. The City of Rancho Cordova obtained ridership data from SacRT for the Gold Line serving Rancho Cordova for the period of June 2018 through June 2021. Figure 6 displays coupon program trips to Gold Line light rail stations from June 2019 through June 2021, compared to average weekday Gold Line boardings during this period. As the Lyft trip data did not include number of passengers per vehicle, the coupon program dataset represents quantity of trips

rather than total ridership, and Figure 6 is intended to convey overall trends between these modes rather than to compare precise ridership levels.

Coupon program trips to light rail stations peaked at 1,002 trips in February of 2020, and there were 3,497 average weekday Gold Line boardings during this month. In comparison, average weekday Gold Line boardings in February 2019 prior to the introduction of “Free \$5 to Ride” were 3,212.

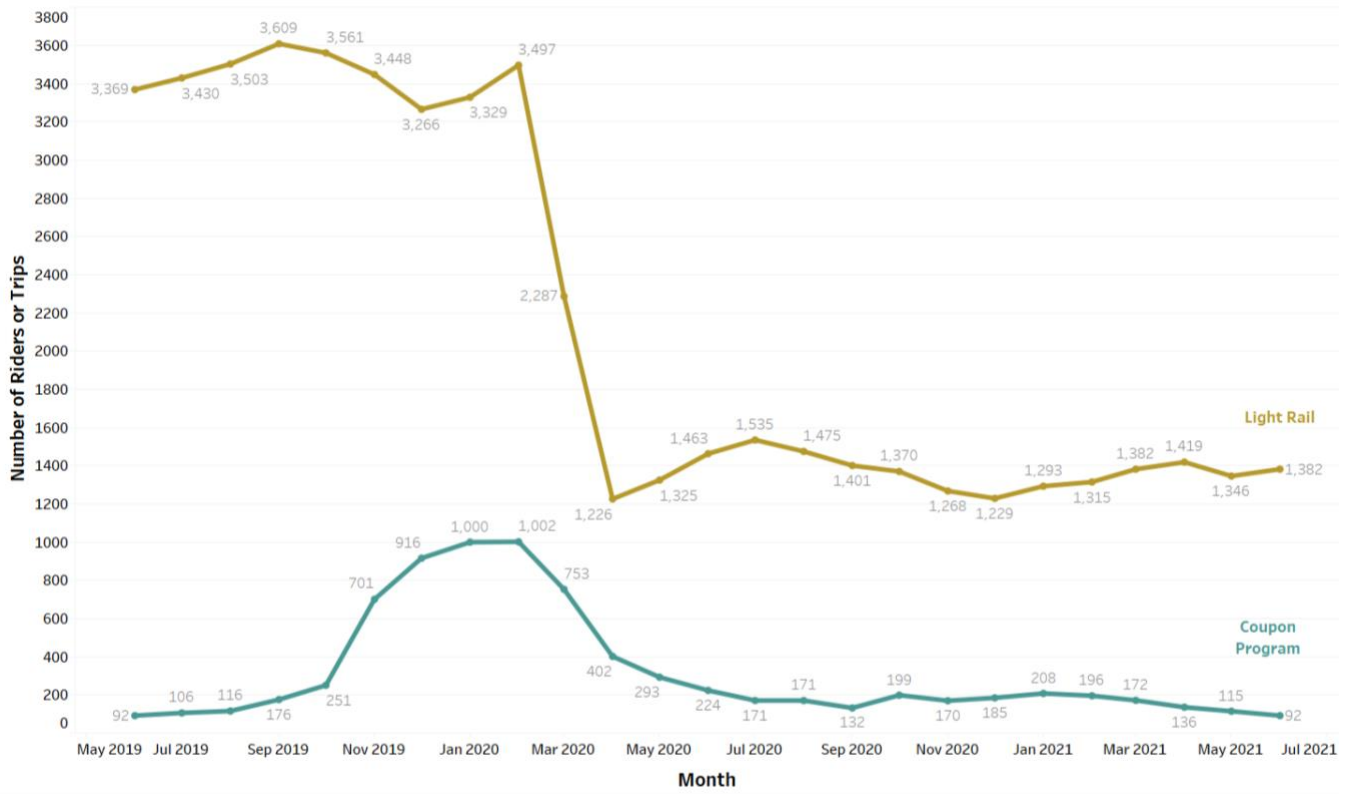


Figure 6. Coupon Program Trips to Stations vs. Average Weekday Light Rail Boardings, by Month

Similarly, Figure 7 displays the average weekday alighting activity for Gold Line light rail stations from June 2019 through June 2021, compared to coupon program trips from Gold Line light rail stations during this period. Coupon program trips originating at light rail stations peaked in February 2020 with 1,003 trips, and there were 3,344 average weekday Gold Line alightings during this month. In comparison, average weekday Gold Line alightings in February 2019 prior to the introduction of “Free \$5 to Ride” were 3,168.

In both comparisons, coupon program and light rail activity appear to have run counter to each other from April 2020 through July 2020, with light rail boardings and alightings increasing during this period and coupon program trips decreasing. This is also the case for January 2021 through April 2021. Overall, from these data it is not possible to quantify the impact of “Free \$5 to Ride” on light rail ridership, especially considering the external effects of COVID-19 and its impact on transportation behaviors.

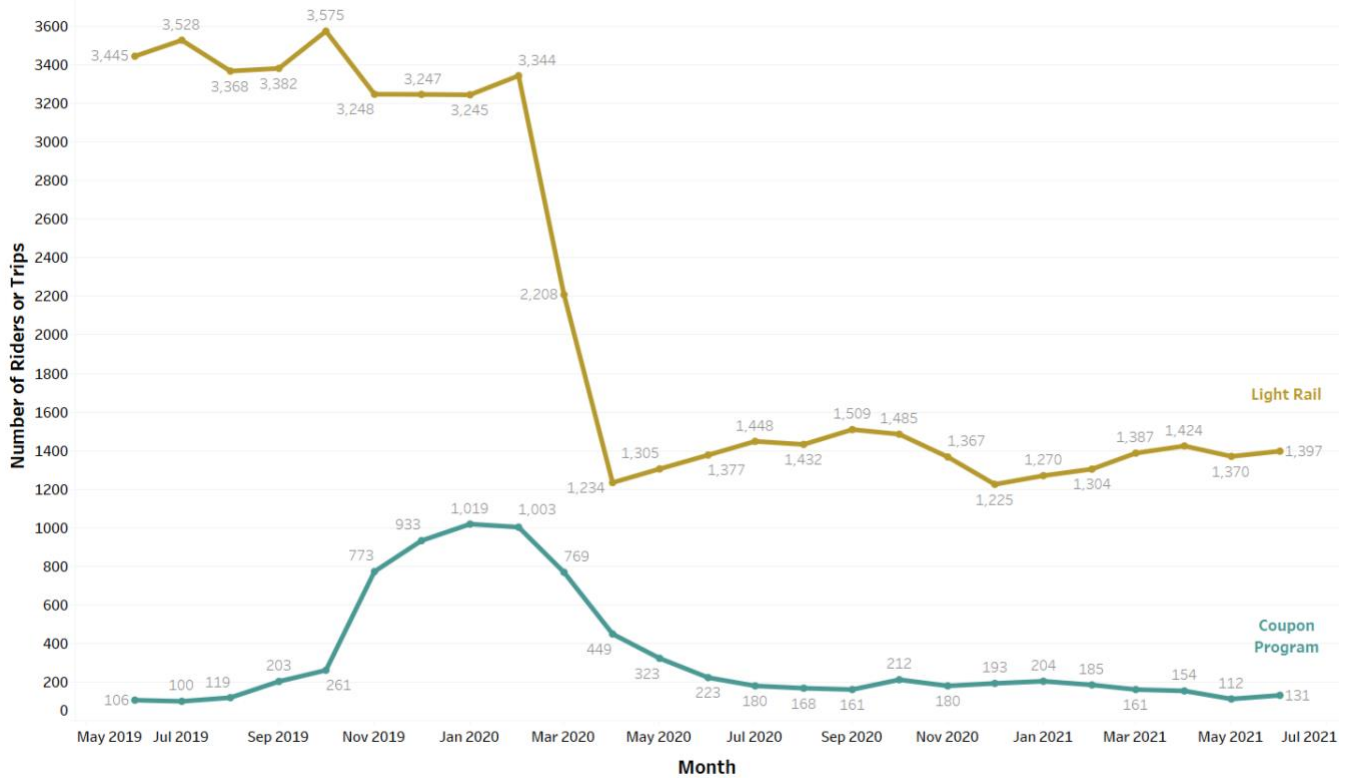


Figure 7. Average Weekday Light Rail Alightings vs. Coupon Program Trips from Stations, by Month

Comparison to CordoVan Ridership

The City of Rancho Cordova offers a shuttle service known as the Rancho CordoVan, which provides access to several neighborhoods within the city. The CordoVan provides access to the SacRT light rail at the Zinfandel station, which is also one of four stations served by the “Free \$5 to Ride” pilot. As both the CordoVan and “Free \$5 to Ride” serve as transit access modes, the project team compared “Free \$5 to Ride” trips to CordoVan ridership during the coupon program operational period. Figure 8 displays CordoVan ridership for trips traveling to the Zinfandel station, as well as the coupon program trip count for trips traveling to this station. As the Lyft trip data did not include number of passengers per vehicle, the coupon program dataset represents quantity of trips rather than total ridership, and Figure 8 is intended to convey the overall ridership trends between these modes rather than compare precise ridership levels.

Similar to the ridership for light rail travel, CordoVan ridership to the Zinfandel station decreased substantially from 2,698 riders in February 2020 to 602 riders in April 2020 due to the onset of the COVID-19 pandemic. “Free \$5 to Ride” trips to Zinfandel also dropped during this period, but to a lesser extent, from a peak 271 trips in February 2020 to 157 trips in April 2020. CordoVan ridership to Zinfandel fluctuated between 815 riders in July 2020 to a low of 537 riders in May 2021 before increasing to 704 riders in June 2021. In contrast,

coupon program trips to the Zinfandel station decreased slowly from 73 trips in July 2020 to a low of 19 trips in June 2021 at the conclusion of the program.

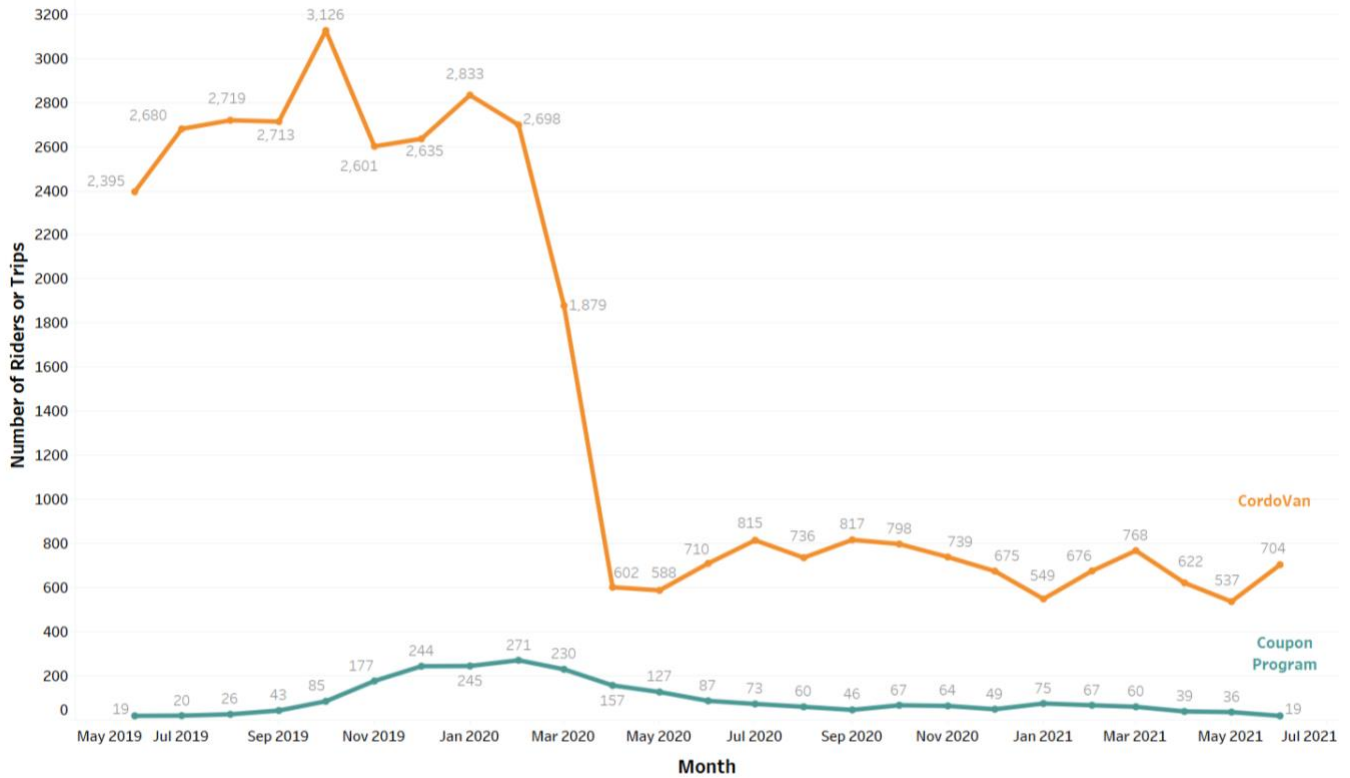


Figure 8. CordoVan Ridership vs. Coupon Program Trips to Zinfandel Station, by Month

Regarding cost to passengers for these two modes, CordoVan riders are able to board the shuttle by displaying a valid transfer, daily, or monthly pass, or by paying the basic fare of \$0.50, or \$0.25 for seniors and people with disabilities. The average cost to Lyft riders across all coupon program trips was \$4.91 after subtracting the \$5 credit.

Participant Survey

The evaluation team developed a survey for administration to coupon program participants. The purpose of the survey was to identify participant characteristics, assess how the coupon program had affected participant mobility and transportation patterns, and gather feedback on the program overall. Specifically, the survey included questions on the following topics:

- Frequency of using the “Free \$5 to Ride” program;
- Frequency of using the SacRT light rail;
- Whether “Free \$5 to Ride” has affected participant frequency of using SacRT light rail;
- Origin, destination, and purpose of most recent SacRT light rail trip;
- Whether and how participants would have made their most recent trip if “Free \$5 to Ride” had not been available;
- Participant access to and use of personal or household vehicles;
- General comments and suggestions for improving the program; and
- Demographics including household size, education level, age, income, and zip code of residence.

Surveys were initially administered online through the Qualtrics survey platform in July 2021. The evaluation team developed survey invitation email messages, including the link to the Qualtrics survey, to be distributed by Lyft to all “Free \$5 to Ride” participants. The evaluation team offered a \$40 Walmart gift card to each participant who completed the survey. Lyft emailed the invitation messages to all 378 participants who had provided contact information, and 16 of these participants completed the online survey. This limited sample size represents a response rate of approximately 4%.

While sending reminder invitation messages is standard practice for research surveys, Lyft indicated that it was unable to send reminders due to its policies surrounding customer engagement. Thus, the sample size resulting from the initial recruitment effort was limited to the 16 participants who completed the survey following the first invitation email. As the evaluation team did not have access to coupon program participant contact information, it was not possible to directly recruit participants outside of Lyft-based channels.

In an effort to increase the response rate, UC Davis worked with SACOG and the City of Rancho Cordova to develop a survey invitation message for posting on City of Rancho Cordova social media channels. The post was made publicly available, contained language targeted to “Free \$5 to Ride” participants, and directed respondents to an alternate version of the original survey. This alternate version was nearly identical to the original survey but included screening questions to determine whether the respondent had participated in the “Free \$5 to Ride” program. Respondents who indicated that they had participated in the program were directed to the original series of survey questions, while respondents who indicated that they had not participated in

the coupon program but had used SacRT light rail were directed to a series of questions about their transportation patterns and decision making for light rail travel.

After removing incomplete, duplicate, and otherwise unusable responses, the social media recruiting method resulted in seven additional survey completions. Five of these seven respondents indicated that they had used the “Free \$5 to Ride” coupon program. This brings the total survey sample to 23 respondents, with 21 coupon program participants. This represents a final program participant response rate of approximately 6%. Due to the limited sample size, the evaluation team does not consider the survey results to be representative of the coupon program participant population. Selected results presented below are included for exploratory purposes to reflect information gathered from this subset of respondents.

Frequency of Using “Free \$5 to Ride” and SacRT Light Rail

When asked how often they had used “Free \$5 to Ride” to travel to or from a SacRT light rail station, 12 of 21 respondents (57%) indicated that they had used the program a few times per month (Table 2). Three of the respondents (14%) stated that they used the program most days of the week, and four respondents (19%) stated that they had used the program only once or twice.

Table 2. Frequency of Using Coupon Program

How often have you used "Free \$5 to Ride" to travel to or from a SacRT light rail station?	Percent of Respondents (n=21)
Most days of the week	14%
A few times per month	57%
A few times throughout the year	5%
I have only used it once or twice	19%
Don't know/Prefer not to answer	5%

The survey then asked respondents how often they use the SacRT light rail, and respondents most commonly stated that they used the light rail most days of the week (7 of 21 respondents, 33%) or at least once a week (7 of 21 respondents, 33%). Two respondents selected the option of “Other” and explained that they took the light rail on a daily basis prior to the COVID-19 pandemic, but decreased their frequency of use as a result of the pandemic.

Program Effect on Transit Use

Respondents were then asked to state whether the coupon program had affected their use of the SacRT light rail (Table 3). Of the 21 respondents to this question, 7 stated that they had used SacRT light rail more often due to the program, and another 7 stated that they had used the light rail about the same amount since using the program. Four respondents stated that they had used SacRT light rail “much more often” because of the coupon program.

Table 3. Reported Coupon Program Effect on Transit Use

Please complete the following statement: "Because of 'Free \$5 to Ride', I have used SacRT light rail..."	Percent of Respondents (n=21)
Much more often	19%
More often	33%
About the same	33%
Unsure	10%
Other	5%

Most Recent Light Rail Trip

The 21 respondents who had used “Free \$5 to Ride” were then asked to indicate the purpose of their most recent trip using SacRT light rail (Table 4). A majority of respondents (13 of 21) reported that they had most recently used the light rail for a work-related trip, such as commuting to or from work.

Table 4. Purpose of Most Recent SacRT Light Rail Trip

What was the purpose of your most recent SacRT light rail trip?	Percent of Respondents (n = 21)
Work-related	62%
Shopping	19%
Family/personal	10%
Medical (e.g., doctor's appointment)	5%
Other	5%

The survey then asked respondents how they would have traveled to the final destination of their most recent trip if “Free \$5 to Ride” had not been available. Of the 21 respondents to this question, 12 (57%) stated that they would still have taken the light rail, 8 (38%) stated that they would have used another mode of travel instead of the light rail, and 1 (5%) stated that they would not have made the trip at all in the absence of the coupon program.

The 12 respondents who indicated that they still would have taken the light rail for their most recent trip in the absence of the coupon program were then asked how they would have traveled to or from the light rail station for this trip. Half of these respondents reported that they would have taken a bus in the absence of the program. Additionally, two respondents reported that they would have driven their own car; two stated that they would still have taken a taxi, Uber, or Lyft; one stated that they would have biked; and one stated that they would either have walked or taken a bus.

Personal Vehicle Access and Use

Survey respondents were asked a series of questions about their access to and use of personal vehicles. When asked about personal vehicle access, 9 of 23 respondents (39%) reported that they do not have regular access to a personal vehicle, while another 9 respondents (39%) reported that they own a vehicle (Table 5).

Table 5. Personal Vehicle Access

Which of the following best describes your access to a vehicle?	Percent of Respondents (n=23)
I don't have regular access to a personal vehicle	39%
I own a vehicle	39%
Someone else in my household owns or leases a vehicle that I can use	17%
I lease a vehicle	4%

Respondents who indicated that they or someone in their household owns or leases a vehicle were then asked how many personal vehicles their household owns or leases. Of the 14 respondents to this question, 11 respondents (79%) reported that their household owns or leases one vehicle, one respondent reported that their household owns or leases two vehicles, and two respondents reported that their household owns or leases three vehicles.

Respondents who had used “Free \$5 to Ride” and reported owning or leasing a personal or household vehicle were also asked whether “Free \$5 to Ride” had affected their use of these household vehicles. Of the 13 respondents who answered this question, respondents most commonly stated that they use their household vehicles “somewhat less” because of the coupon program (8 of 13 respondents, or 62%). Additionally, two

respondents stated that they use their vehicles “much less” because of the program, two respondents had not changed their personal vehicle use, and one respondent was not sure whether the program had affected their personal vehicle use.

Additional Feedback

Finally, the survey asked respondents to provide any additional comments or suggestions to improve the “Free \$5 to Ride” service. Responses to this question generally fell into the following categories:

- Positive feedback: Six respondents expressed gratitude for “Free \$5 to Ride”, and three of these respondents expressed interest in the program becoming a permanent or long-term offering.
- Program expansion: Two respondents suggested expanding the program to all light rail stations or to the greater Sacramento area.
- Program visibility: One respondent suggested increasing the advertising or publicly available information about the program, such as adding signs to light rail stations, to increase the visibility of the program.

Demographics and Household Information

Table 6 and Table 7 present survey respondent average and median age, number of people in household, and reported annual household income level.

Table 6. Average and Median Age and Household Population⁴

Metric (n = 23)	Average	Median
Age in years	39.9	38.0
Number of people in household	2.7	3.0

⁴ One respondent selected a response of “6 people or more” for their household population. For the purposes of this analysis, a value of 6 people was assumed for this respondent.

Table 7. Annual Household Income

What is your approximate annual household income before taxes?	Percent of Respondents (n=23)
\$100,000 to \$124,999	4%
\$150,000 to \$174,999	4%
\$175,000 to \$199,999	4%
\$25,000 to \$49,999	52%
\$50,000 to \$74,999	9%
\$75,000 to \$99,999	9%
Less than \$25,000	17%

Conclusion

The results of the “Free \$5 to Ride” program activity analysis show that participation levels increased dramatically between October 2019 and January 2020, and that, while both the number of trips and number of unique users dropped at the onset of the COVID-19 pandemic, program activity remained fairly constant with a slight decline from April 2020 through the end of the program in June 2021. The majority of trips taken using the coupon program had a distance of 2 miles or less, and according to exploratory survey results participants commonly used the discounted rides during work-related trips such as commuting to and from work.

The impact of the coupon program on light rail ridership cannot be determined with currently available data, in large part due to the limited survey sample size and external effects of the COVID-19 pandemic on decision making and behaviors related to light rail, ridehailing, and other forms of transportation.

Due to ridehailing customer engagement policies, the project team was not able to complete certain aspects of a full survey recruitment effort, such as sending reminder invitations or mixed-mode outreach (e.g., email, push notifications, telephone calling, etc.). Future efforts to evaluate the performance and impacts of ridehailing pilot programs would benefit from increased customer engagement capabilities, such as through increased access to data by the evaluation team, or through ridehailing company policies that allow operators to conduct more extensive customer outreach in support of evaluation studies.

Appendix: Supplemental Figures

This section contains supplemental figures for the “Free \$5 to Ride” program. This includes full program area maps of trip origins and destinations, and additional figures displaying program activity and trip characteristics by month.

Figure 9 and Figure 10 show origin and destination locations for coupon program trips within the full operating area of the program.

Figure 11 displays the average distance traveled within coupon program trips, as well as the average coupon program trip cost, for each month of the program.

Table 8 shows summary details of coupon program activity per month, including number of trips, number of unique riders, average trip cost and distance, and total cash fares collected.

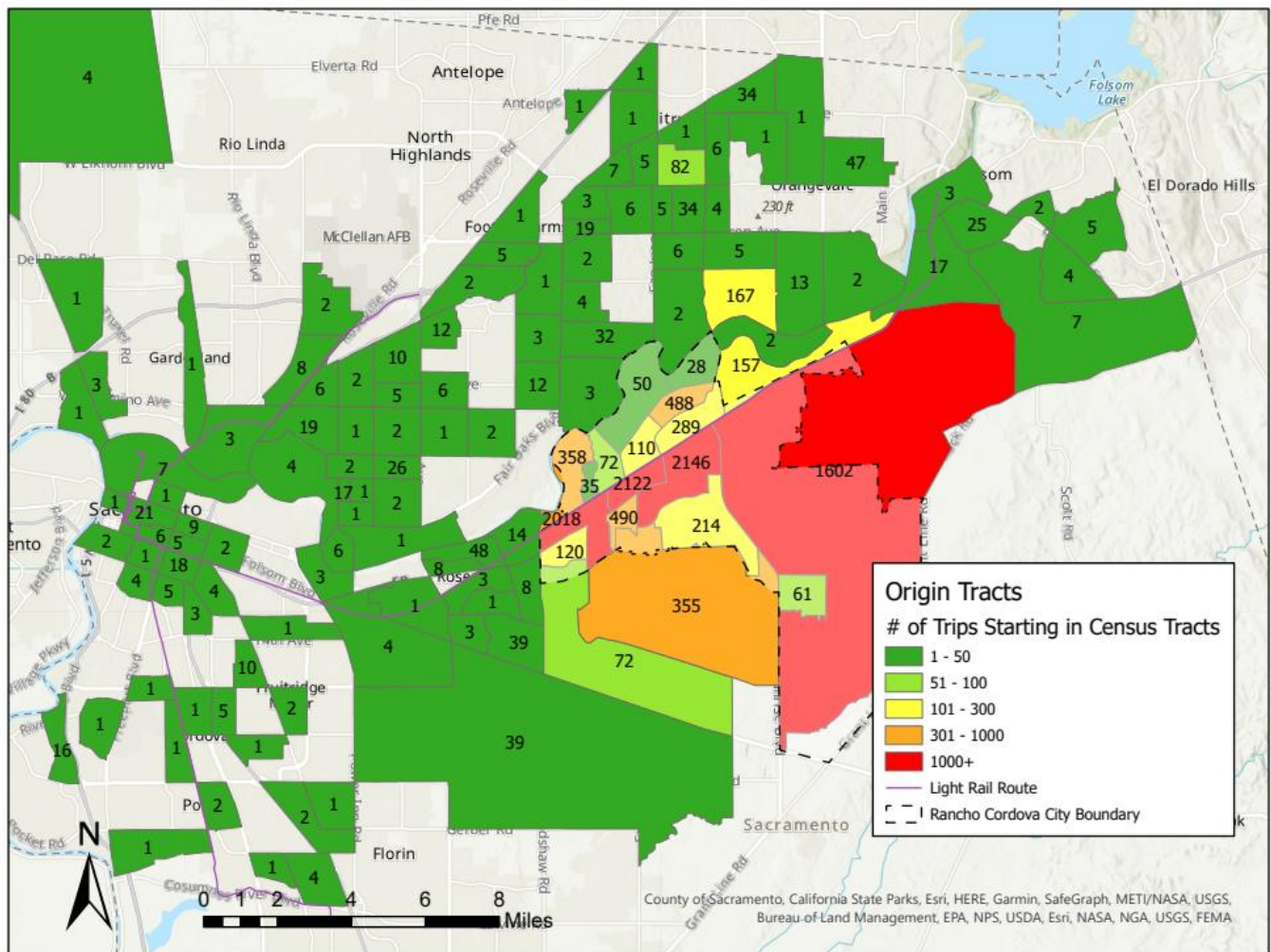


Figure 9. Origin Locations of Coupon Program Trips Traveling to Light Rail Stations, Full Program Area

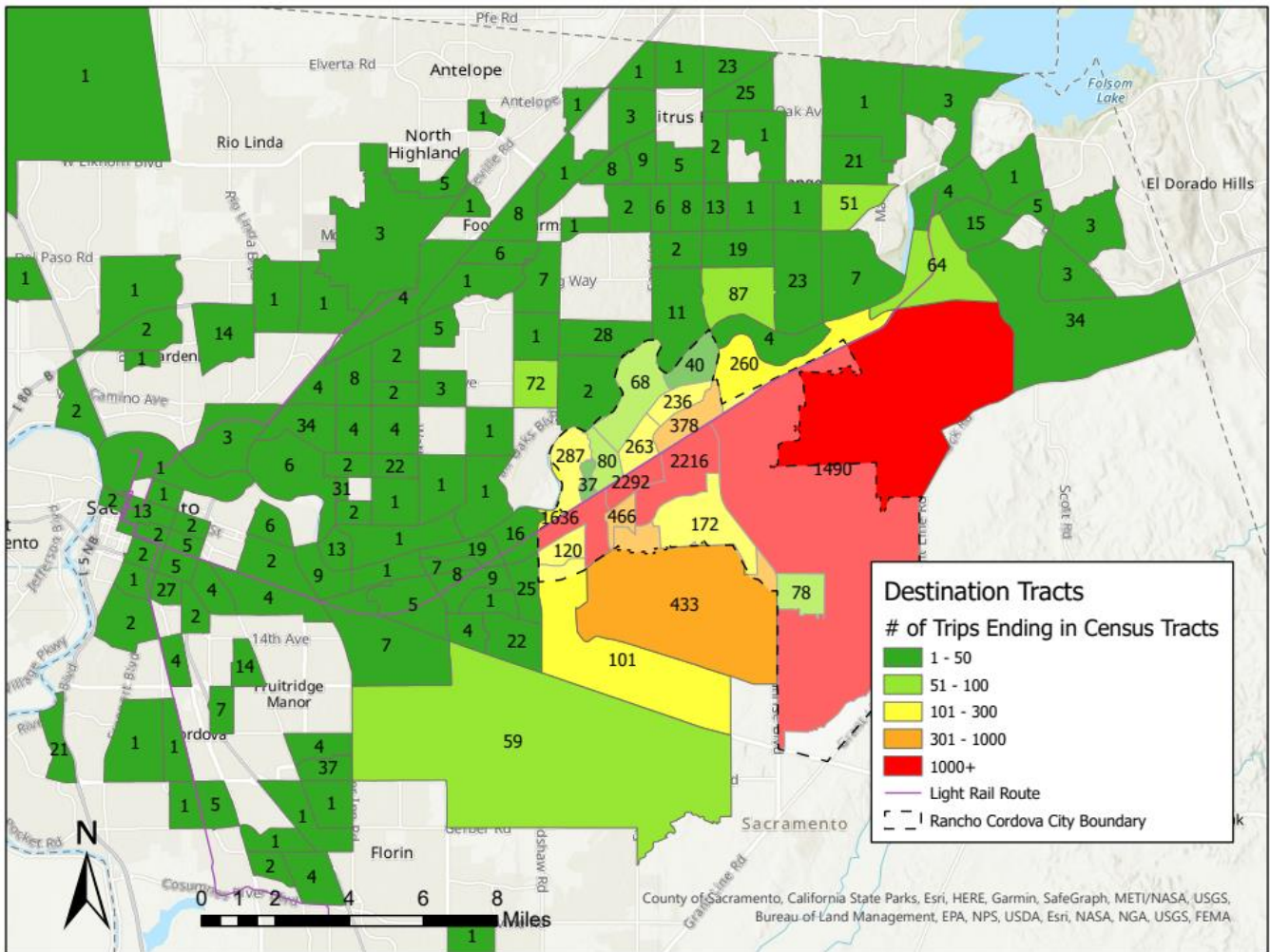


Figure 10. Destination Locations of Coupon Program Trips Traveling from Light Rail Stations, Full Program Area

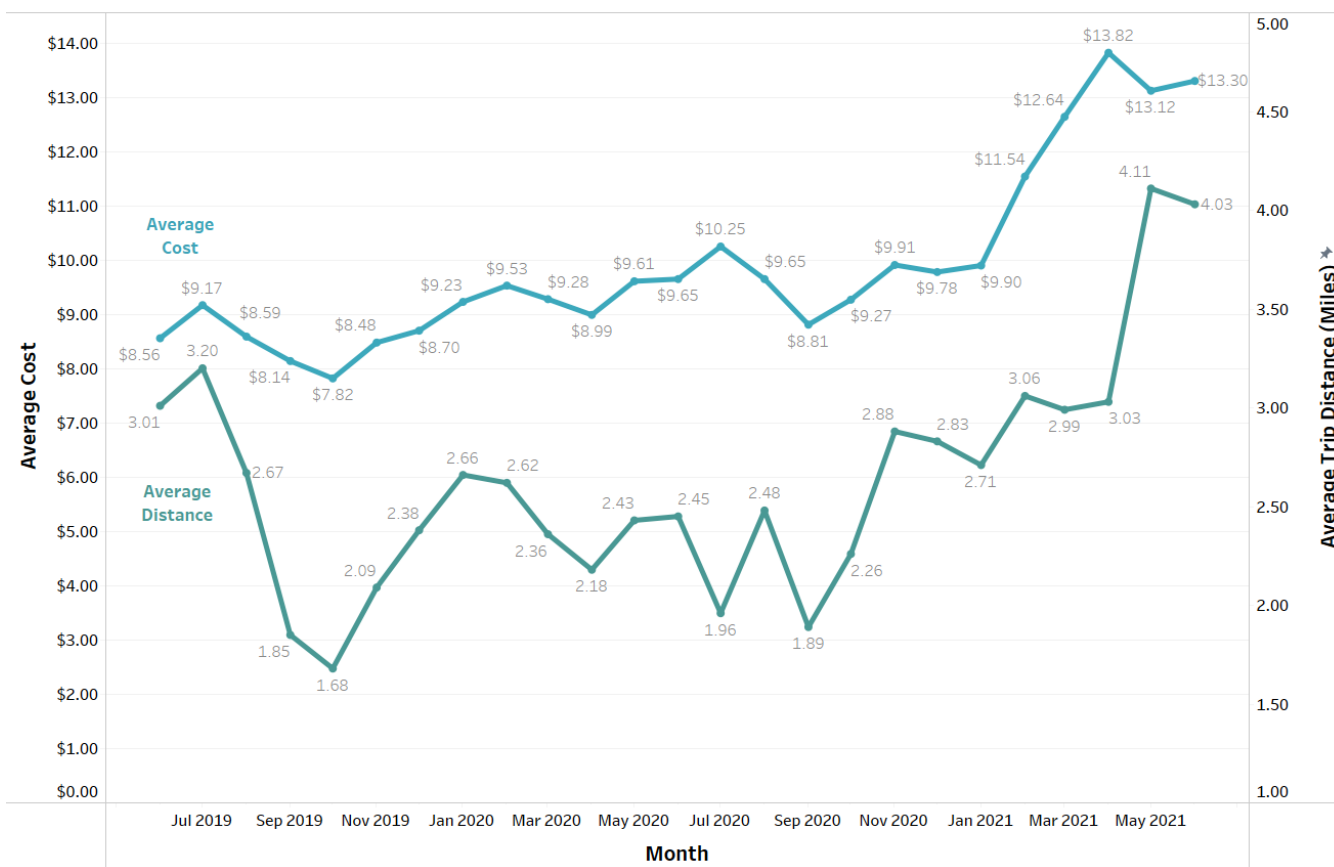


Figure 11. Average Coupon Program Trip Distance and Trip Cost, by Month⁵

⁵ Trip costs displayed are total costs, and do not include the \$5 discount provided by “Free \$5 to Ride”.

Table 8. Coupon Program Activity Summary⁶

Year and Month		Total Trips	Cumulative Trips	Unique Riders	Average Trip Distance	Average Trip Cost	Total Cash Fares
2019	June	155	155	32	3.01	\$8.56	\$1,327
	July	160	315	44	3.20	\$9.17	\$1,467
	August	176	491	48	2.67	\$8.59	\$1,512
	September	276	767	43	1.85	\$8.14	\$2,247
	October	376	1,143	54	1.68	\$7.82	\$2,940
	November	1,067	2,210	157	2.09	\$8.48	\$9,048
	December	1,421	3,631	180	2.38	\$8.70	\$12,363
2020	January	1,523	5,154	184	2.66	\$9.23	\$14,057
	February	1,516	6,670	185	2.62	\$9.53	\$14,447
	March	1,127	7,797	153	2.36	\$9.28	\$10,459
	April	634	8,431	85	2.18	\$8.99	\$5,700
	May	475	8,906	82	2.43	\$9.61	\$4,565
	June	349	9,255	62	2.45	\$9.65	\$3,368
	July	289	9,544	62	1.96	\$10.25	\$2,962
	August	271	9,815	54	2.48	\$9.65	\$2,615
	September	249	10,064	45	1.89	\$8.81	\$2,194
	October	310	10,374	55	2.26	\$9.27	\$2,874
	November	293	10,667	57	2.88	\$9.91	\$2,904
	December	298	10,965	50	2.83	\$9.78	\$2,914
2021	January	339	11,304	48	2.71	\$9.90	\$3,356
	February	314	11,618	45	3.06	\$11.54	\$3,624
	March	291	11,909	52	2.99	\$12.64	\$3,678
	April	235	12,144	45	3.03	\$13.82	\$3,248
	May	240	12,384	42	4.11	\$13.12	\$3,149
	June	215	12,599	45	4.03	\$13.30	\$2,860

⁶ Trip costs displayed are total costs, and do not include the \$5 discount provided by “Free \$5 to Ride”.

