



M E M O R A N D U M

To: Commuter Connections Subcommittee

From: Douglas Franklin
Senior Marketing Manager, COG/TPB

Date: March 15, 2022

Re: GRH FY2021 Customer Satisfaction Survey Baltimore Region

The intent of this correspondence is to communicate the impact of the COVID-19 pandemic on the Guaranteed Ride Home (GRH) FY2021 Customer Satisfaction Survey Report for the Baltimore Region.

The adopted FY2022 Commuter Connections Work Program (CCWP) calls for COG/TPB staff to produce a report based on findings of the GRH FY2021 Customer Satisfaction Survey for the Baltimore Region. The report is based on the collection and analyzation of data from monthly survey response for trips taken during fiscal year FY2021; period of performance from July 1, 2020 until June 30, 2021. The purpose of the survey is to gauge the level of satisfaction from those who have used the program within the Baltimore metropolitan region.

Due to the pandemic, during FY2021, demand for the GRH service within the Baltimore region dramatically declined by 76 percent, as a total of 16 GRH trips were provided for essential workers, with an equal amount of surveys sent. Unfortunately, zero surveys were returned. In contrast, during FY2020, 68 trips were given, with a survey response rate of 10 percent. As a result, no response data exists for the GRH FY2021 Customer Satisfaction Survey for the Baltimore Region and no report will be generated.

Should you have further questions or need additional information, please feel free to contact me at 202 962-3792, or at dfranklin@mwkog.org.

cc: N. Ramfos, COG/TPB
D. Sheehan, COG/TPB