Essential Worker Ride Home

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Background on Emergency Ride Home

Got a flat? We’ve got you covered.

Get a FREE ride home from work with San Francisco’s Emergency Ride Home program. Visit SFEnvironment.org/ERH
Responding to the Needs of Essential Workers
Get a reliable and safe taxi ride home from work with San Francisco's **Essential Worker Ride Home** program.
Program Budget

Overall Budget

$447,500

Funding Sources

$197,500 from Transportation Fund for Clean Air

$250,000 from Prop K sales tax fund

55% Transportation Fund for Clean Air

45% Prop K sales tax fund
Eligible riders must:

- Commute to work via sustainable mode of transportation.
- Serve an essential job function in the City.
- Certify that their employer does not already provide transportation benefits.

Eligible trips must:

- Originate at the employee’s work location in the City.
- End at home, a transit stop, or the location of parked car.
- Be taken between the hours of 9:00 p.m. and 8:30 a.m. while transit options are unavailable.
- All trips must be made via official taxi.
Eligibility Requirements — Expanded

Eligible riders must:

Commute to work via sustainable mode of transportation.

Serve an essential job function in the City.

Certify that their employer does not already provide transportation benefits.

Eligible trips must:

Originate at the employee’s work location in the City OR home location.

End at work location, OR home, a transit stop, or the location of parked car.

All trips must be made via official taxi.

Expanded Eligibility

Removal of time constraint
Addition of rides to work
La ciudad abre solicitudes para dar a trabajadores esenciales taxis gratis a casa

By Lydia Chávez | May 8, 2020 | En Español, Instagram, Mobile, Twitter | 0

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"Essential Worker Ride Home," a new San Francisco program, offers free taxi rides for essential workers. The program aims to compensate for service cuts in the city's mass transit systems.
Marketing & Outreach
Paid Digital Campaign — Top-level Results

Campaign Dates: Aug 4 – Sep 11

517,290 Impressions
6,214 Webpage views
96% Unique views

Campaign Findings

Effective in reaching Chinese and Spanish audiences with higher rates of program registrations — Chinese 11 | Spanish 6
Application Data

![Application Data](image-url)
Snapshot of Applicants

Residence of Applicants

262 Non-SF Resident
28%

634 SF Resident
72%

Occupation of Applicants

414 Healthcare
46%

214 Social Services
24%
Program Impact — Overview

Application data as of February 20, 2022

896
Received

388
Approved

508
Denied

Total Rides Given

6,136 total rides were given, an average of 279 rides per month.
## Snapshot of Users

### Residence of Users
- **93** Non-SF Resident (24%)
- **295** SF Resident (76%)

### Occupation of Users
- **170** Healthcare (40%)
- **80** Social Services (21%)

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### PERCENT OF SF USERS BY DISTRICT
- District 1: 26% (295 users)
- District 2: 6% (71 users)
- District 3: 11% (137 users)
- District 4: 10% (117 users)
- District 5: 11% (125 users)
- District 6: 18% (216 users)
- District 7: 6% (69 users)
- District 8: 7% (83 users)
- District 9: 7% (79 users)
- District 10: 10% (117 users)
- District 11: 9% (103 users)
Program Impact — Applications vs. Users by District

- Approved Applications
- Total Applications

District 1: 20
District 2: 10
District 3: 60
District 4: 60
District 5: 50
District 6: 50
District 7: 40
District 8: 40
District 9: 40
District 10: 40
District 11: 40
Program Impact — Applications vs. Users by Industry

- Finance
- Hospitality
- Other
- Security
- Government
- Restaurant/Retail
- Social Services
- Healthcare

**Total Applicants** vs. **EWRH Users**
“Everyone always tells me, ‘Thank you for the work that you do,’ but when I found out about this program I really felt like I was being thanked and felt like this city was watching out for me.”
Thank you

Questions or Comments