

Alameda, CA

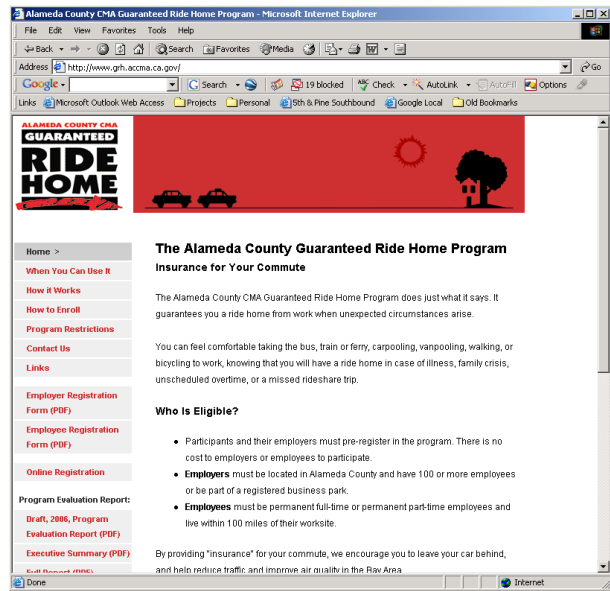
Website Development, Guaranteed Ride Home Program



The Alameda Guaranteed Ride Home (GRH) Program is funded by the Alameda County Congestion Management Agency (CMA). The Alameda County CMA coordinates transportation planning, funding, and other congestion management activities for Alameda County. The Guaranteed Ride Home Program ensures that anybody who walks, bikes, carools, vanpools, or uses public transit can get home if an unexpected emergency arises. Only registered employers and employees can use the program. The program was established to encourage employees to leave their car behind, and help reduce traffic and improve air quality in the Bay Area.

Nelson\Nygaard, which has administered the Alameda GRH program since 1998, designed and produced the identity and marketing materials for the program since its inception. In 2002, an updated program brochure and new website were developed. The website was designed to be simple and easy to navigate, yet informative for both employees and employers interested in the program. In addition to providing all the information about the program, the website includes a registration page that allows employees to sign up online. The website includes a cascading style sheet (CSS) to maintain graphic consistency, as well as complex HTML coding for the online registration form.

Since its development, the website has been the primary information source about the program. Weekly, approximately 15 online applications are received as the program continues to gain popularity. Nelson\Nygaard has been retained for the past nine years to administer the program and make website modifications as needed.



Project Website: www.alamedagrh.org

Project Duration: Ongoing Contract, 1998–Present

Total Administration and Website: \$100,000

For more information:

Alameda County
Congestion Management Agency
1333 Broadway, Suite 200
Oakland, CA 94612
www.alamedagrh.org

Contact:

Diane Stark
Senior Transportation Planner
510-836-2560
dstark@accma.ca.gov