

Commuter Connections

2017 Applicant Placement Survey

(Preliminary Results)



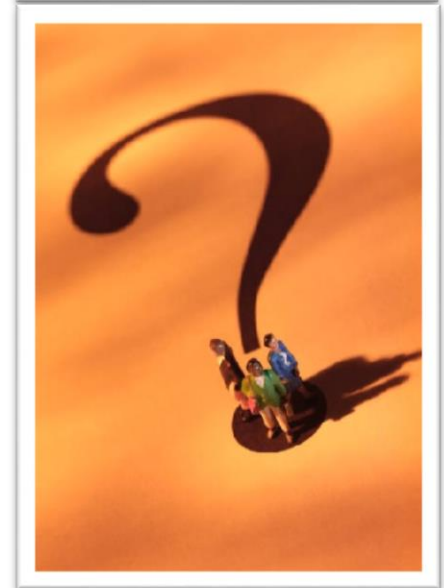
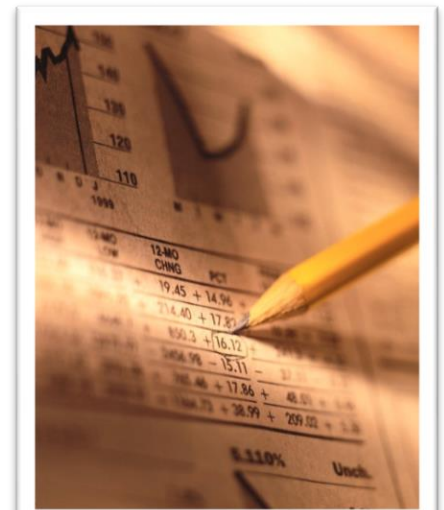
Presentation to
Commuter Connections
Subcommittee
January 16, 2018

LDA Consulting
with
CIC Research, Inc. and
Media Beef



Survey Overview

- Triennial survey conducted in Nov 2017
- Surveyed random sample of 706 commuters who received services from Commuter Connections website during July-Sept 2017
- Survey collects data for TERM evaluation and to identify possible program improvements
 - Travel patterns and mode changes
 - Motivations for changes
 - CC services received
 - Use of CC services – ridematch, bulletin board, GRH, transit info, telework info, bike info, P&R lot info, CarpoolNow app

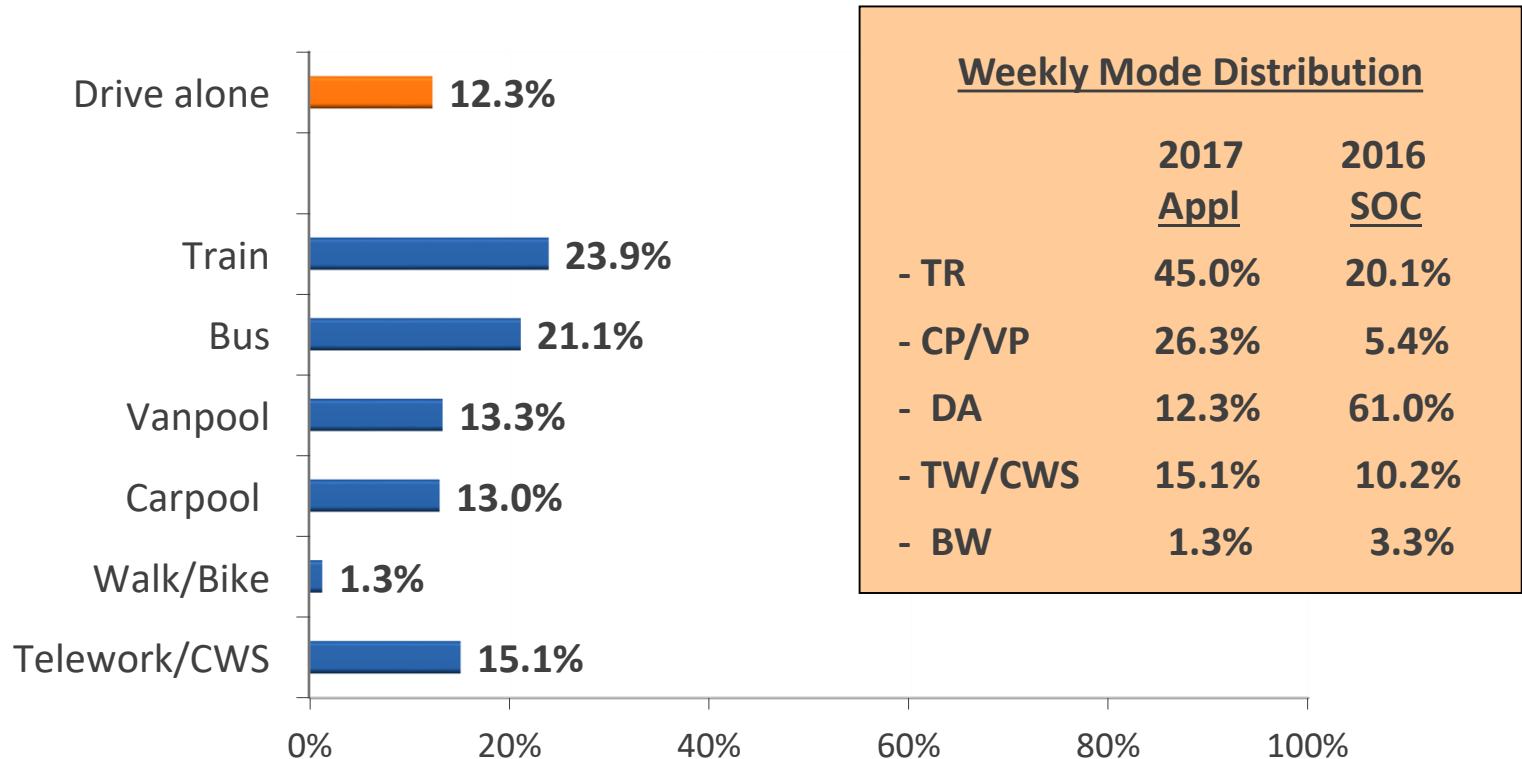


Current Commute Patterns



Applicants Used Alternative Modes for 88% of Weekly Commute Trips

Train and bus were the most popular alternative modes; Vanpool use was well above the regional average (<1% region-wide)



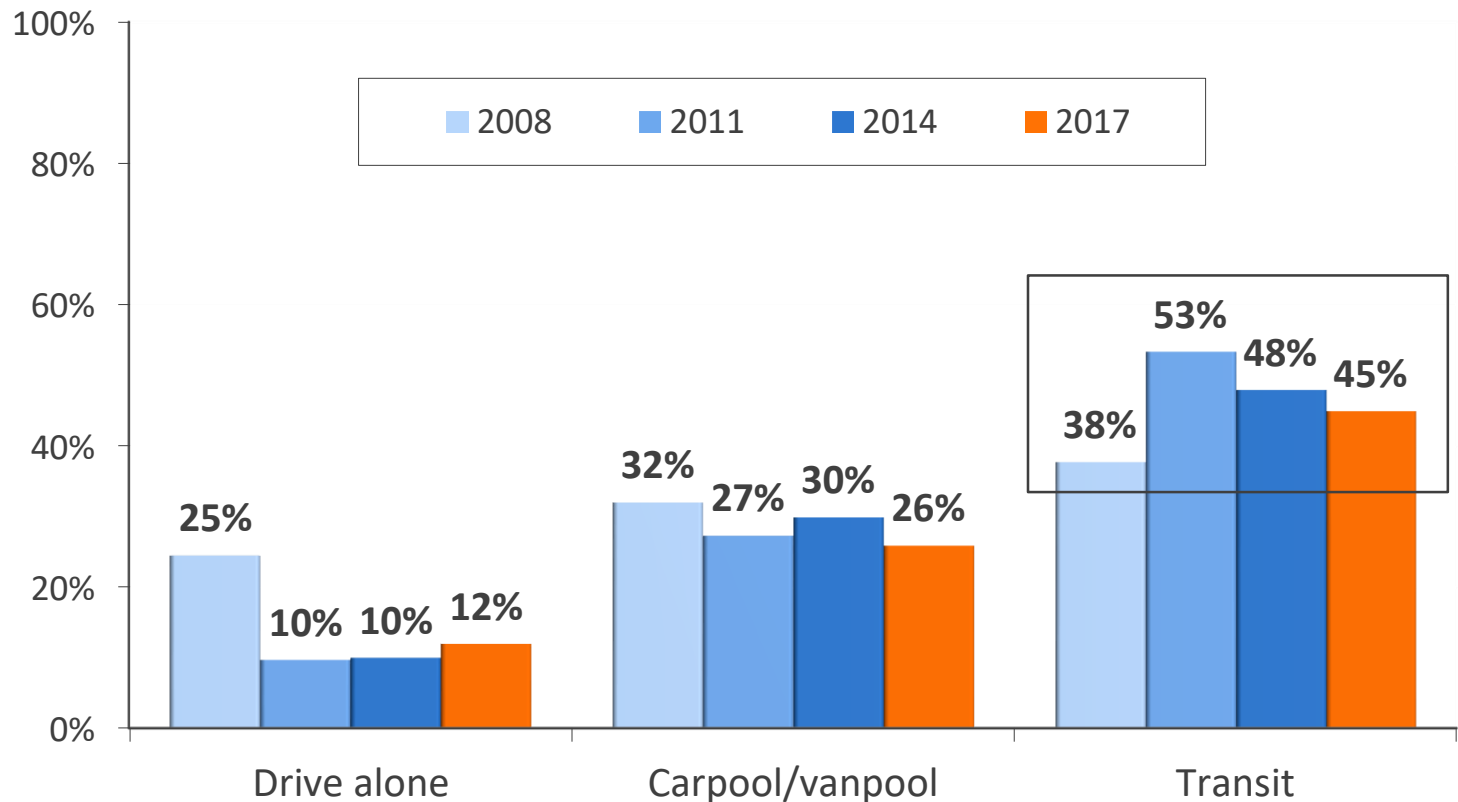
2017
Placement
Survey
n = 706

2016 SOC
n = 5,503

Q5 Thinking about a typical week, Monday through Friday, how do you get to work? ...

Mode – Weekly Trips – 2008 to 2017

Transit use increased substantially from 2008 to 2011. It has dropped since 2011, but still remains above 2008 level, suggesting a shift in service users and services sought



2008
n = 703

2011
n = 863

2014
n = 690

2017
n = 706

Q5 Thinking about a typical week, Monday through Friday, how do you get to work? ...

Vanpool Occupancy Continues to Fall, but Other Travel Characteristics in 2017 Were Generally Similar to Past Years' Results

	2017	2014	2011	2008
Travel distance	35.1 mi	36.2 mi	36.3 mi	36.2 mi
Travel time	66 min	66 min	63 min	63 min
Average carpool occupancy	3.0	3.1	3.1	2.9
Average vanpool occupancy	7.9	9.0	9.9	10.3
% carpool with co-worker	51%	56%	49%	40%
% drive alone to alt mode	74%	74%	77%	77%
Drive alone access distance	6.2 mi	6.8 mi	6.9 mi	6.2 mi

Q8 About how many miles do you usually travel from home to work one way?

Q9 And about how many minutes does it take you to get to work?

Q10 Including yourself, how many people usually ride in your <pool>?

Q13 How many are co-workers?

Q15 How do you get from home to where you meet your <MODE>?

2017

Distance
n = 622

Travel time
n = 5648

Carpool
n = 121

Vanpool
n = 108

Drive alone
access
n = 567



Commuter Travel Changes

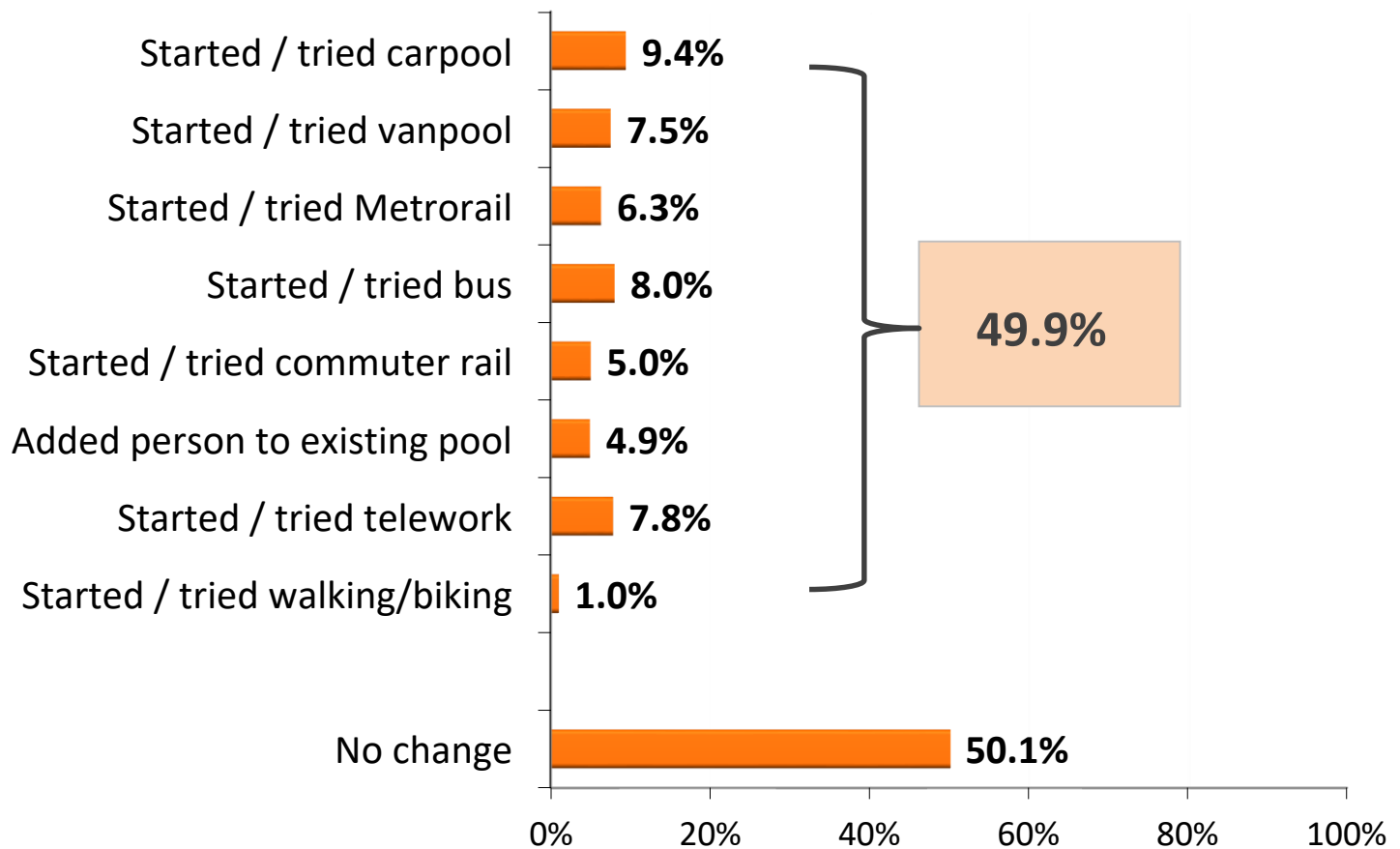
Collect Information on Commute Changes Since Receiving / Accessing CC Services

- **Ask series of questions to define commute changes:**
 - Start new alt mode, even if only temporarily?
 - Increase days per week using alt modes?
 - Try other type of transportation to get to work, even if only once?
 - Add / replace person in existing carpool or vanpool?
 - If change made – how long did it last?
- Using the responses to these questions, applicants are classified into “change” categories: **Continued, Occasional, Temporary, One-time, or No Change**
- Applicants who made a change are asked follow-up questions about travel before the change



Half of All Respondents Made a Commute Change After Receiving Services

The share of changes to transit (19.3%) was nearly as high as the carpool / vanpool changes (21.8%). This signifies a broad range of CC service application. Nearly 8% made a change to telework.



Fewer Respondents Made a Transit Change in 2017 Than in 2014, More Shifted to Telework;

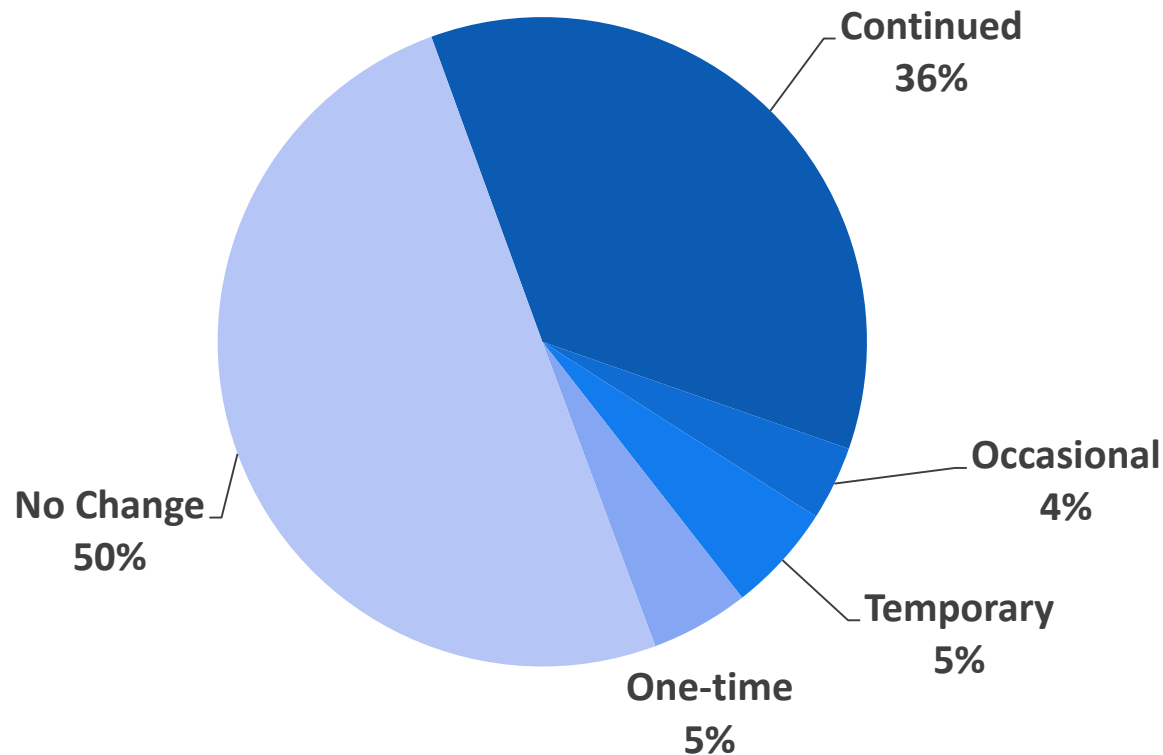
Shifts to other modes were similar in 2014 and 2017

<u>Mode change</u>	<u>2017</u>	<u>2014</u>
■ Transit change ↓	19.3%	20.9%
■ Carpool change	9.4%	8.9%
■ Vanpool change	7.5%	7.8%
■ Add person to CP/VP	4.9%	5.5%
■ Telework change ↑	7.8%	5.0%
■ Bike/walk change	1.0%	1.2%
Total Changes	<u>49.9%</u>	<u>49.3%</u>

2014
n = 690

2017
n = 706

Nearly 4 in 10 Respondents Made a Change to a Mode they Still Used, but Some Used the New Mode Only “Occasionally”



Q24 Was this a temporary change or do you still use the new type of transportation for your commute, even if only occasionally?

Cost, Time, and Circumstances Continued to be Primary Reasons for Change

22% of applicants who made a change said CC services assisted or influenced their decision

2011
n = 238

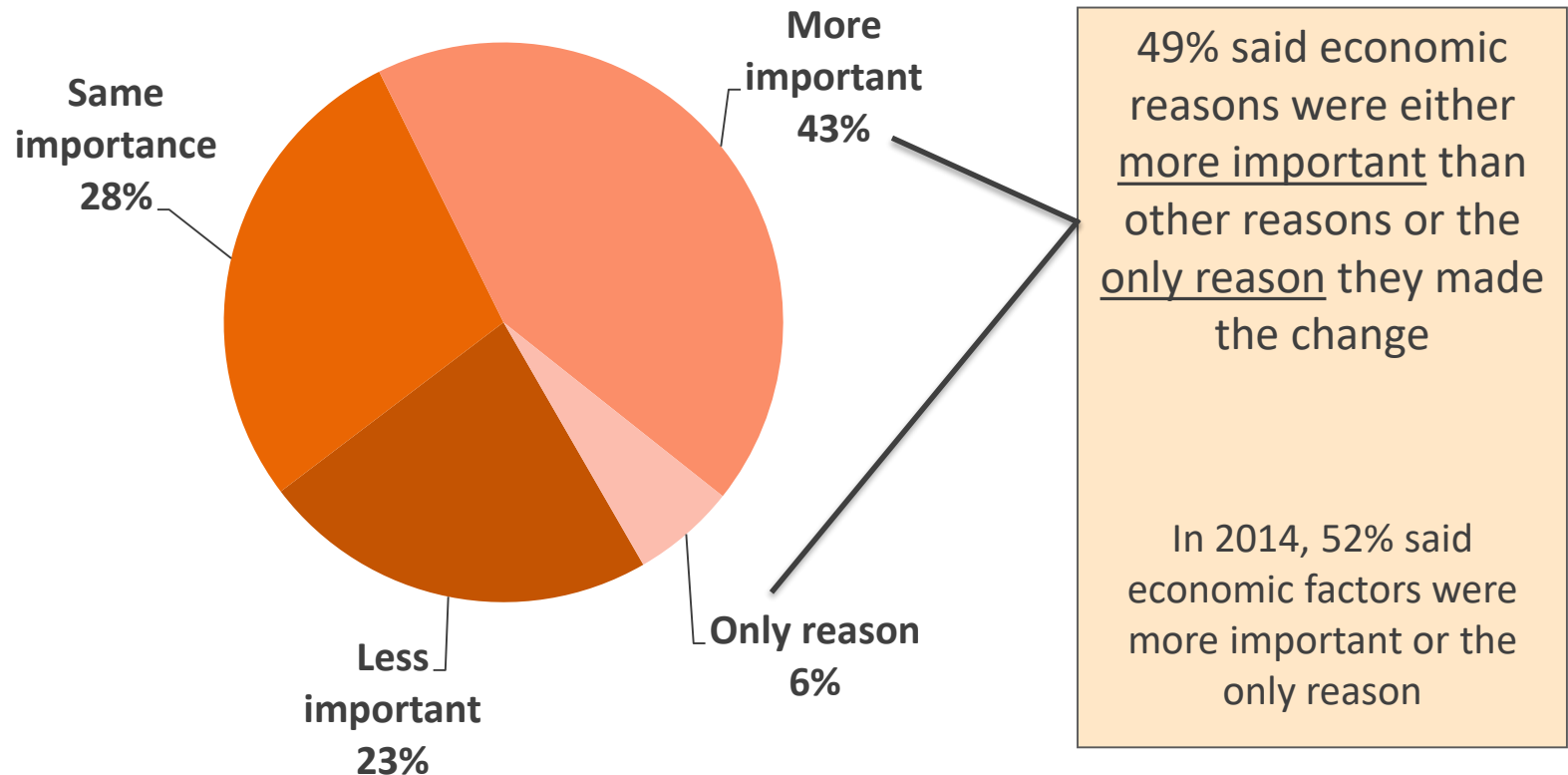
2014
n = 294

2017
n = 253

	2017	2014	2011
Save money, reduce vehicle miles	22%	18%	17%
Save time	18%	7%	13%
Changed jobs, work hours	14%	18%	16%
Tired of driving / reduce stress	6%	4%	11%
Employer offered telework	6%	2%	6%
Moved to new residence	5%	4%	4%
Car/vanpool didn't work out	4%	8%	5%
Dissatisfied with transit/SafeTrack	3%	6%	---
Got financial incentive	2%	1%	6%
Gas prices too high	0%	2%	9%

Q54 What were the reasons that you made that change?

Economic Reasons Continued to Be Important Motivations for Many Applicants Who Made Commute Mode Changes



Q57 How important were economic reasons, such as saving money or reducing your gas expense, in motivating you to make the change, as compared to other reasons you mentioned?

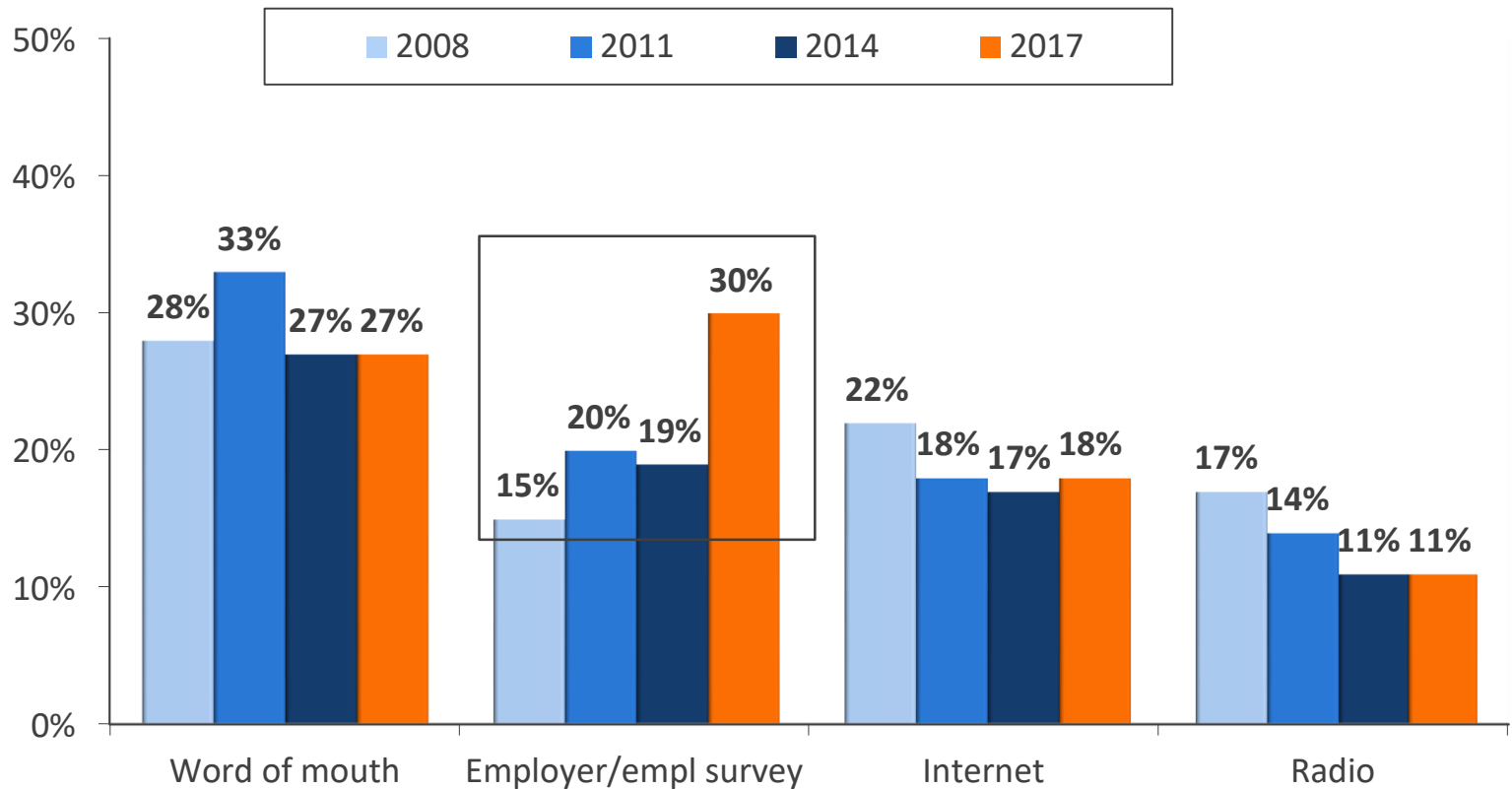


Source of Information and
Services Received



In 2017 Respondents Heard about CC Primarily from Referrals and Employers

Internet and radio have declined as info sources since 2008;
Employer/Employer survey showed a notable increase in 2017



Q60 How did you learn about Commuter Connections and its programs and services?

2008
n = 703

2011
n = 892

2014
n = 570

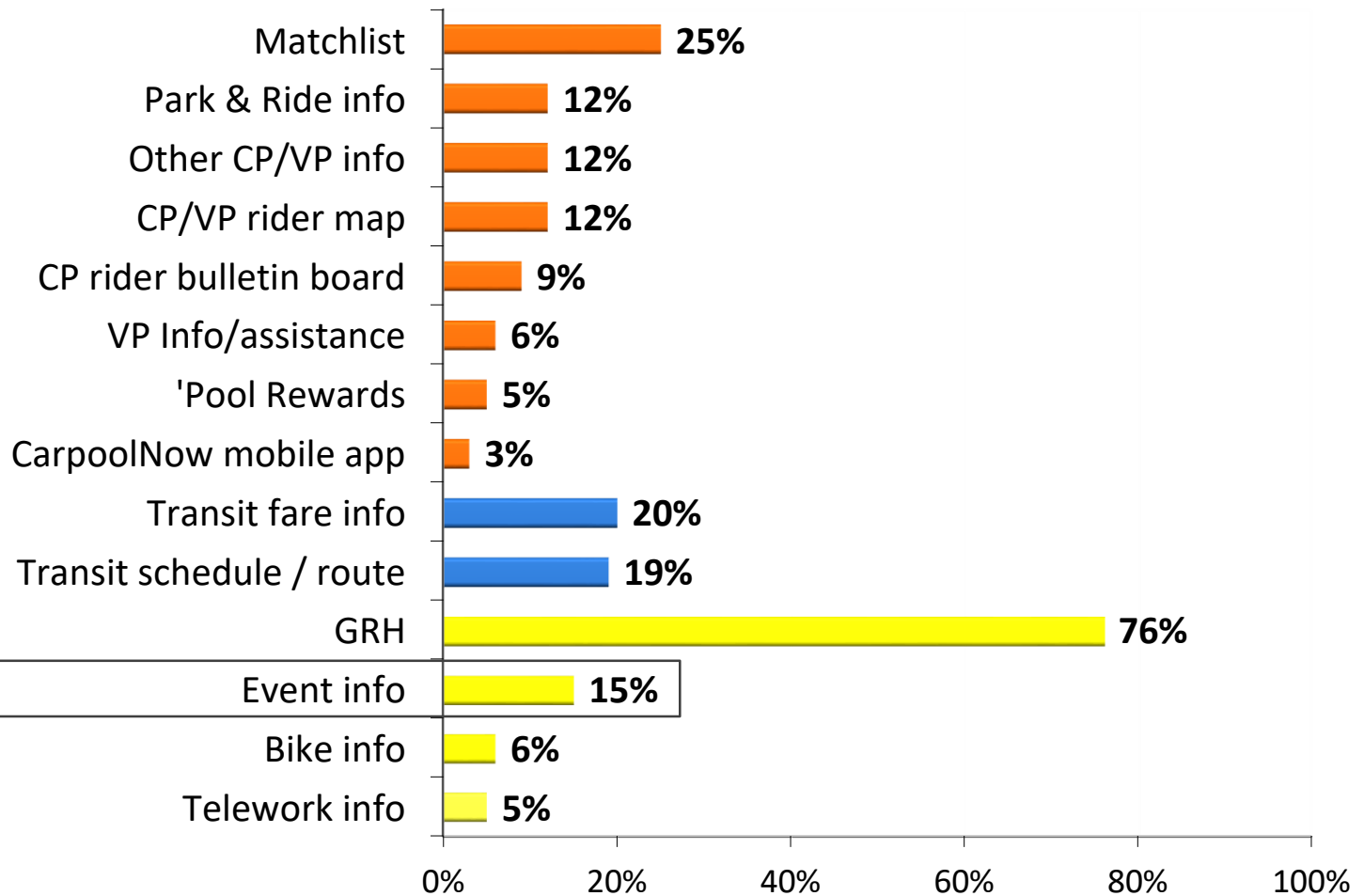
2017
n = 537

GRH was the Most Requested Service in 2017

25% Sought a Matchlist and 19% Wanted Transit Route / Schedule Info

2014

- 21%
- 11%
- 12%
- 8%
- 10%
- 5%
- 3%
-
- 17%
- 18%
- 71%
- 8%**
- 5%
- 5%



QS1 Which of the following carpool and vanpool services have you access or received from Commuter Connections?
 QS2 Which of the following (telework, transit, and bicycling) services have you accessed or received from Commuter Connections?

n = 706



Use of Commuter Connections Services



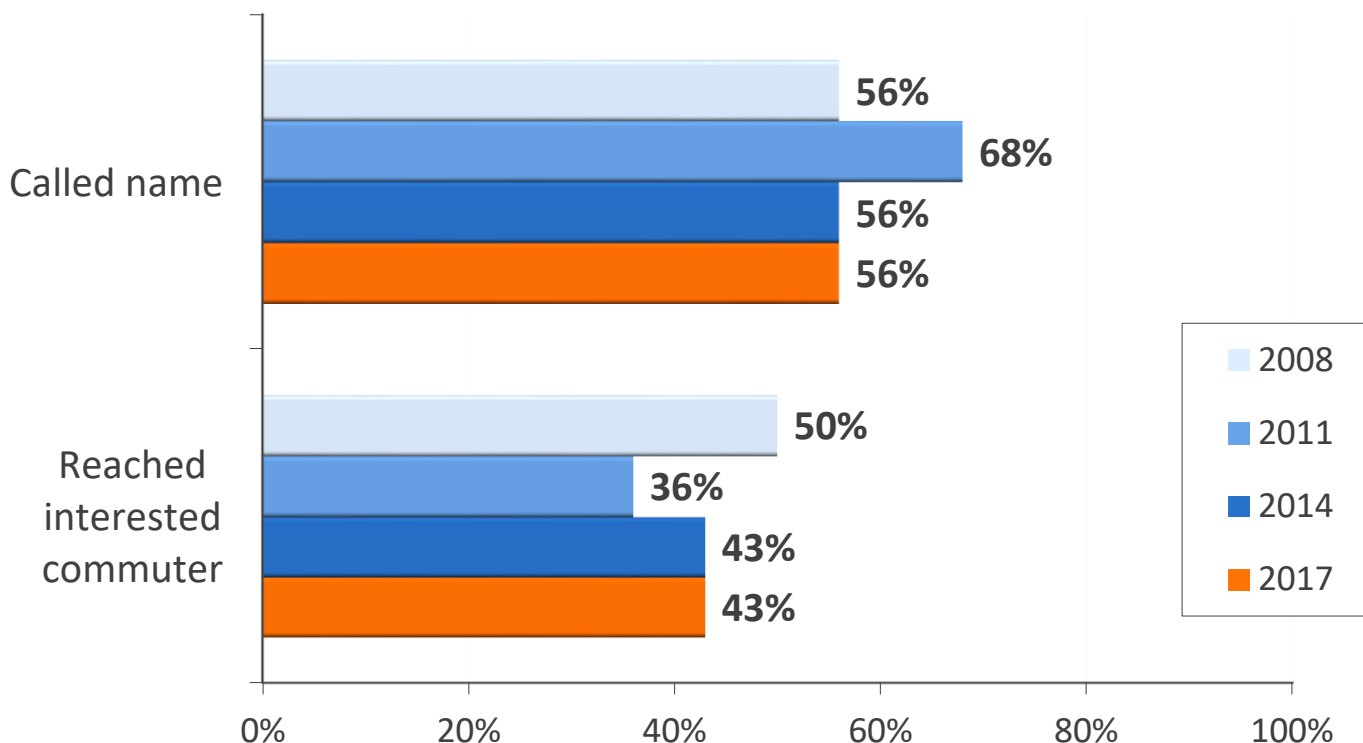
Survey Examined If and How CC Services were Used

- Survey asked respondents about their use of Commuter Connections services:
 - Did they use them?
 - Did use of the services assist or influence travel change?
 - Did they receive services from employer / other organization that helped with commute?
- **Carpool/Vanpool services** – ride-wanted bulletin board, ridematch, CarpoolNow mobile app, and P&R
- **Transit schedule/route information**
- **Other / multi-mode info** – bike/walk, telework, GRH

56% of Matchlist Recipients Tried to Contact a Matchname – 43% Reached an Interested Person

The share of respondents who used the list and reached a commuter interested in carpooling was identical in 2014 and 2017

* In 2017, an additional 27% of applicants said they reached a person who was interested but schedules/locations were not compatible



Called names
 2008 n = 295
 2011 n = 133
 2014 n = 145
 2017 n = 172

Reached interested name
 2008 n = 165
 2011 n = 90
 2014 n = 76
 2017 n = 97

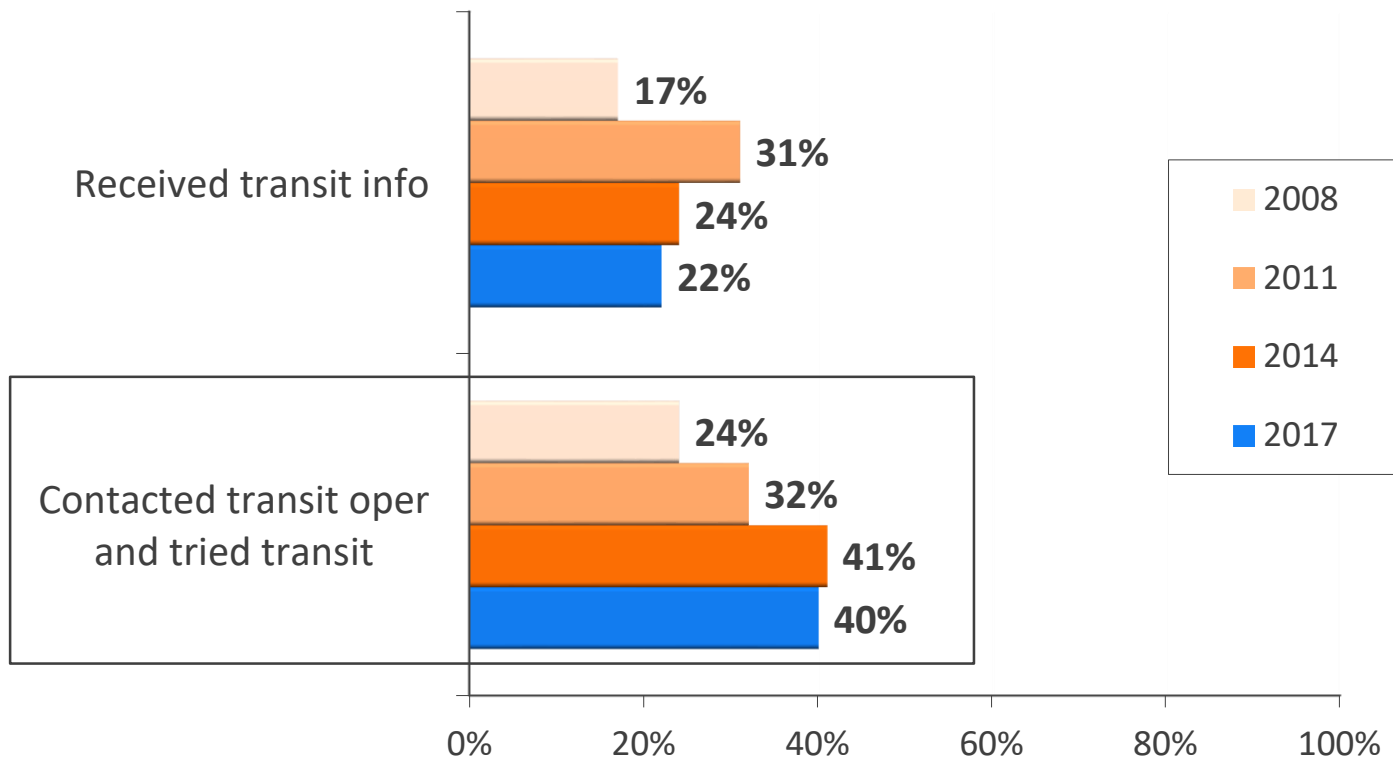
Q71 Did you try to contact any of these people?

Q72 Were you able to reach any of the people named?

Q73 Were any of the people you reached interested in forming a carpool or vanpool, if your travel destination and schedule were compatible?

Transit Info Continued to Be Used

40% of applicants who received transit information contacted a transit agency and used the information to try transit, about the same as the 41% of 2014 respondents and higher than the 32% of 2011 respondents.



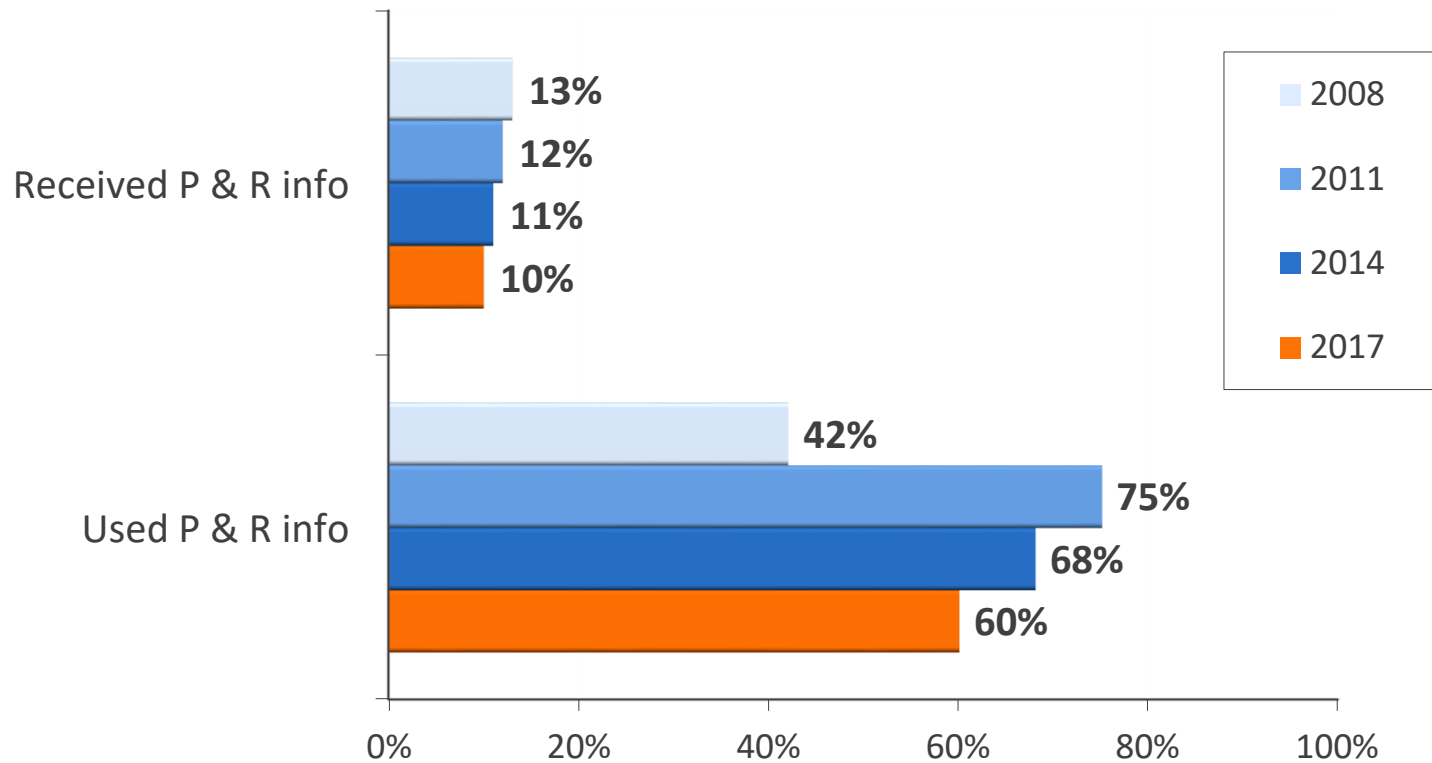
Q80 ... Did you contact a transit agency listed in the information you received?
Q81 Did you use the information from the transit agency to try transit?

Received information
2008 n = 703
2011 n = 892
2014 n = 697
2017 n = 706

Contacted transit agency and tried transit
2008 n = 120
2011 n = 206
2014 n = 167
2017

60% of Applicants Who Received P&R Info Used the Information – A Lower Share than 2014 or 2011

About 3 in 10 P & R info recipients had not known the location of the lot before receiving the information



Received P&R information
2008 n = 703
2011 n = 892
2014 n = 697
2017 n = 706

Used info
2008 n = 92
2011 n = 97
2014 n = 76
2017 n = 73

Q84 ... Have you used the Park & Ride lot listed in the information you received?

Q85 Were you aware of the lot before you received the information?

Use of GRH, Telework, and Bike Info - 2017

- **Received GRH info** 76%
 - Registered for program 94%
 - Previous drive alone commuters 10%

- **Received Telework info** 5%
 - Used info to talk to employer 30%
 - Used info to start/increase TW 42%

- **Received Bicycle info** 6%
 - Started biking to work 8%
 - Bike to work more often 10%
 - Bike more for non-work trips 16%



Q90 ... Since you received the bike information, have you taken any of the following actions?
Q95 ... Since you receive the telework information, have you taken any of the following actions?
Q101 Did you register for the GRH program?

Received GRH info
n = 706
Registered for program
n = 530

Received TW information
n = 706
Used info
n = 33

Received bike information
n = 706
Used info
n = 41



Questions?

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