

# HANDOUTS

from previous meeting

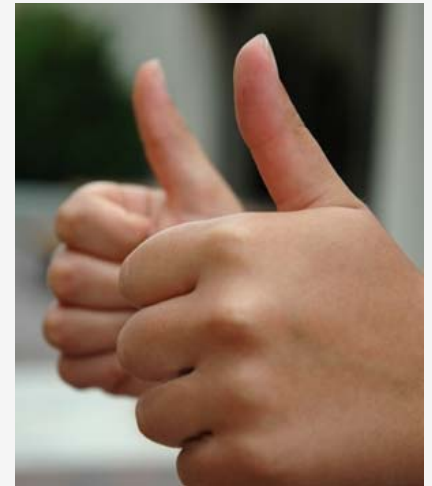


May 19, 2009

# Commuter Connections Employer Satisfaction Survey - 2008

**Presentation to  
Commuter Connections  
Subcommittee  
May 18, 2009**

**LDA Consulting  
with  
CIC Research**





# Survey Methodology



# Objectives and Topics

## ■ Objective

- Examine satisfaction of employers in CC programs
- Identify desired changes to EO

## ■ Survey Topics

- Company background
- Worksite commute program services offered
- Ratings for Commuter Connections representative
- Communication level
- Use and value of CC employer assistance services
- Interest in CC training opportunities



# Internet and Phone Survey Method

- Survey 400 employers in ACT! DB
- Two step process
  - Initial email or postal mail
  - Telephone follow-up to non-respondents
- 2,002 in DB – 1,650 valid contact
  - 52% never available
  - 26% refusals
  - Completed 367 total interviews (22.2%)
    - 172 from email/postal mail distribution (10.4%)
    - 195 from telephone follow-up (11.8%)





# Survey Respondent Demographics



# Employer Location Sample = Database

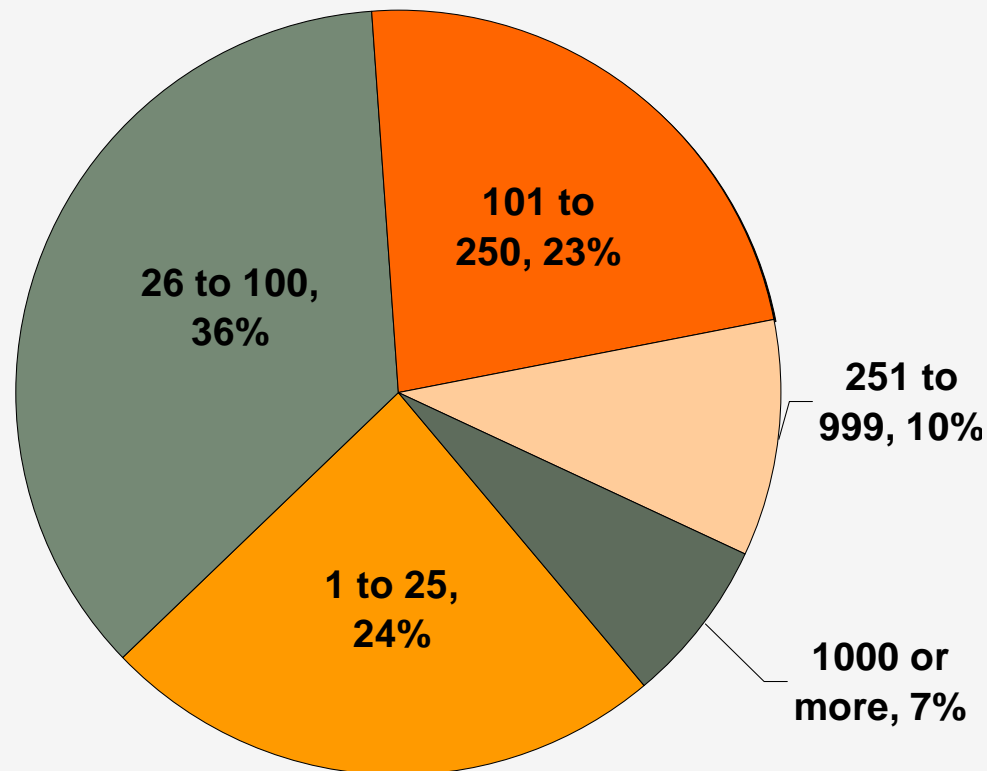


## Location

	<u>Database</u>	<u>Sample</u>
■ Alexandria	5%	6%
■ Arlington	4%	3%
■ DC	11%	10%
■ Fairfax	15%	12%
■ Loudoun	2%	3%
■ Montgomery	60%	62%
■ Pr George's	1%	<1%
■ Pr William	1%	1%
■ Other / Ref	1%	3%

# Employer Size Sample

Six of ten employers had 100 or fewer employees in the Washington region. 23% had between 101 and 250. The remaining 17% employed more than 250 workers.

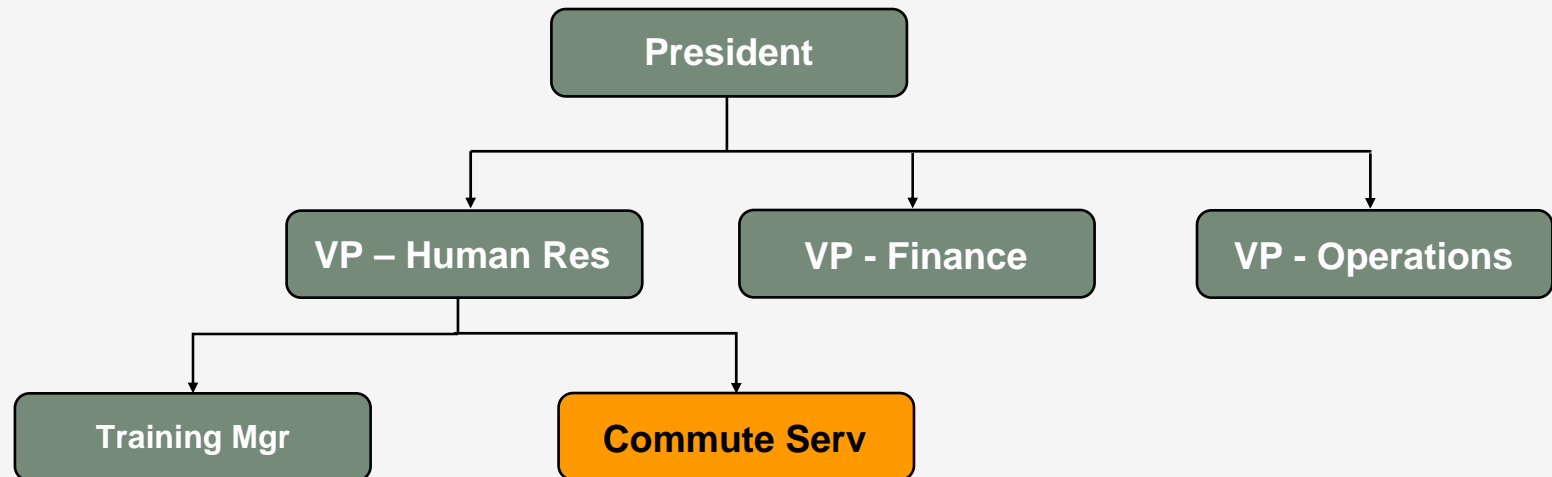





# Respondent's Organizational Role


## Title / Function

- Human resources 42%
- General mgmt / office mgmt 23%
- Senior mgmt (e.g., CEO, owner) 12%
- Facilities mgmt 11%
- Financial mgmt / accounting 6%
- Administrative 6%





Commuter Services  
Employers  
Offer or  
Would Consider  
Offering

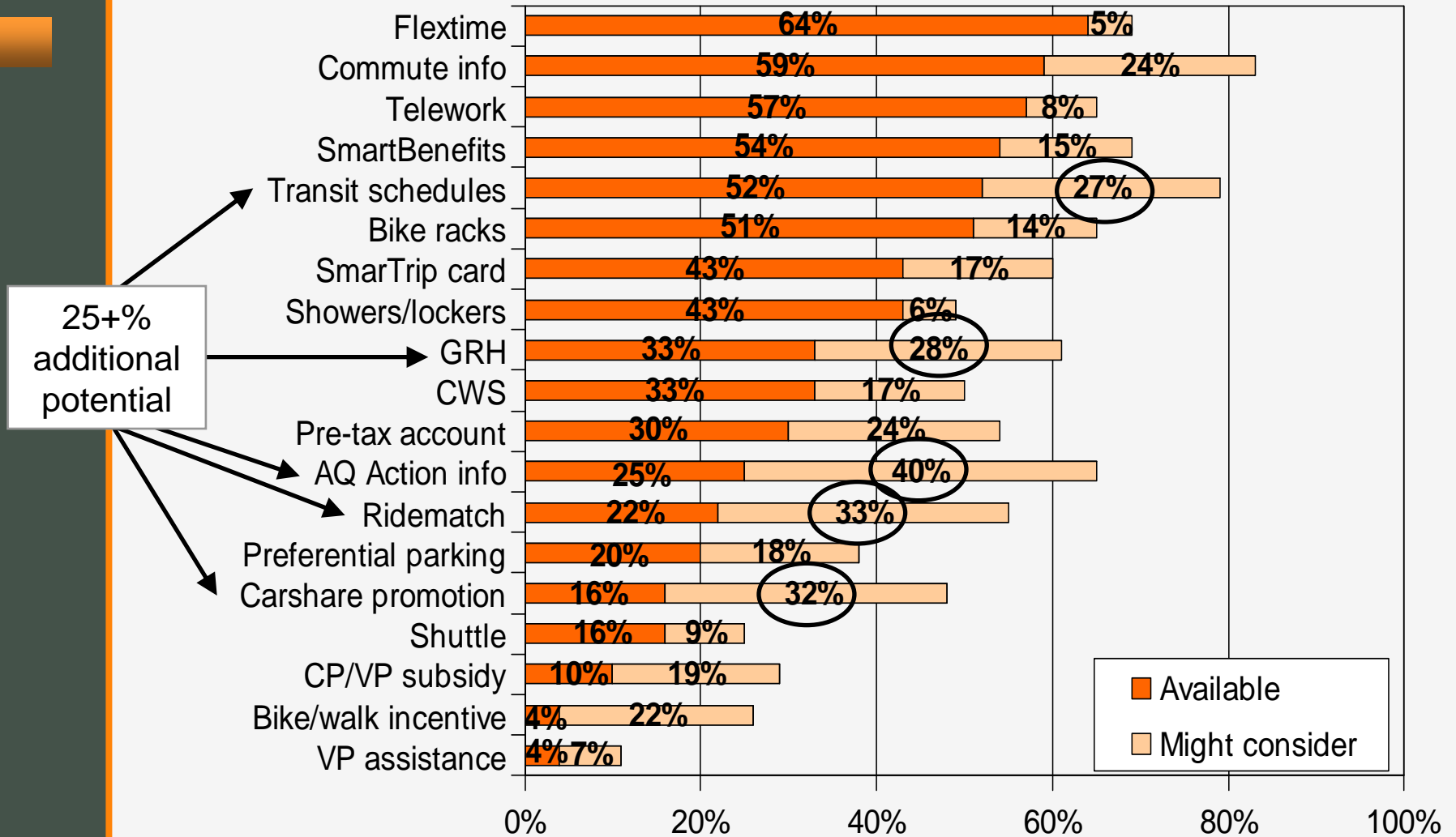


# Commute Service Questions

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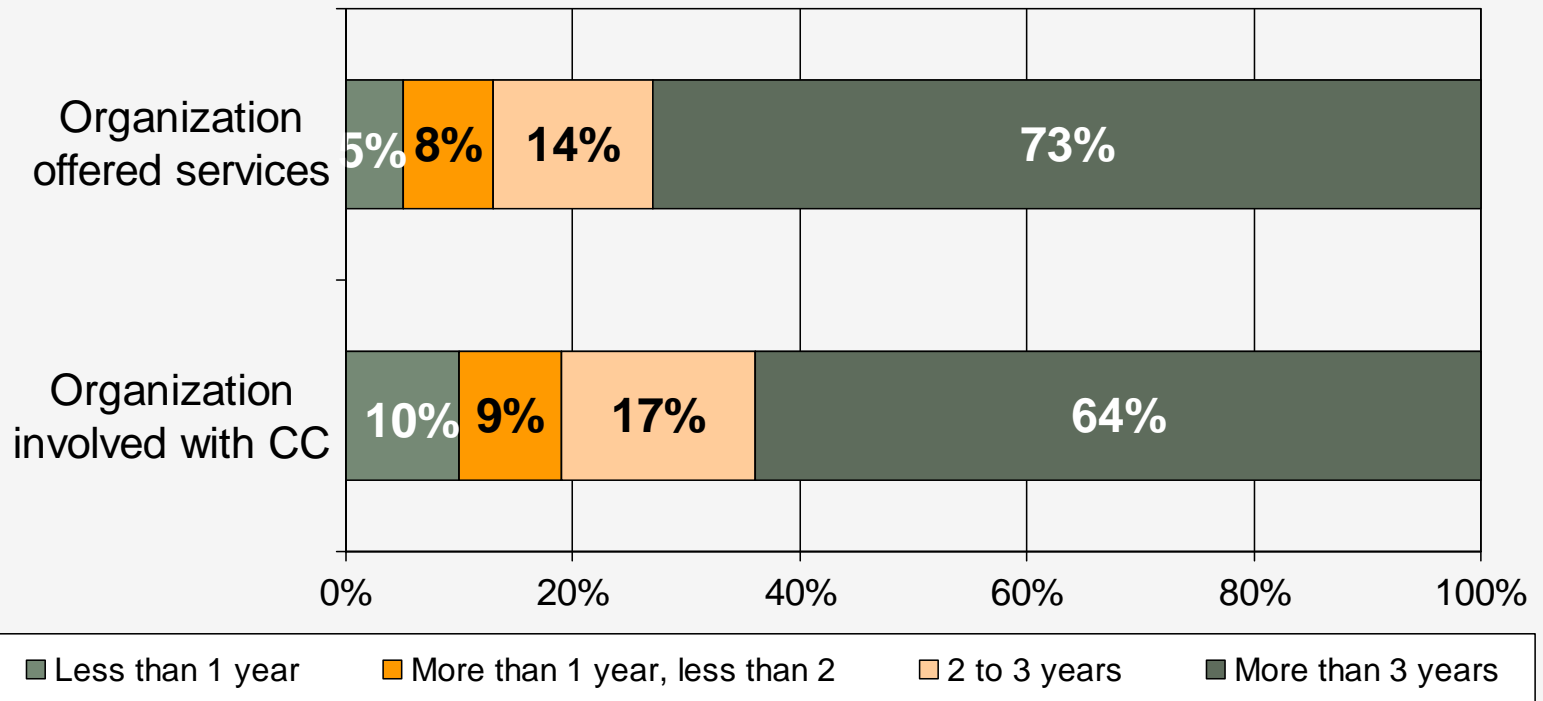
- Presented list of 20 commute services in four categories:
  - Information / support
  - Financial incentives
  - On-site facilities
  - Schedule options
  
- Employers asked to check if they:
  - Offered service now
  - Do not offer but might consider offering
  - Do not offer and would not consider
  - Do not offer and don't know if they would consider offering

# Current and Potential Availability



# Duration of Commute Involvement

Employers were long-time participants in both commute services and Employer Outreach – 73% had offered commute services 3 years or longer and 87% offered them for at least 2 years. 81% had been involved with CC for at least 2 years.

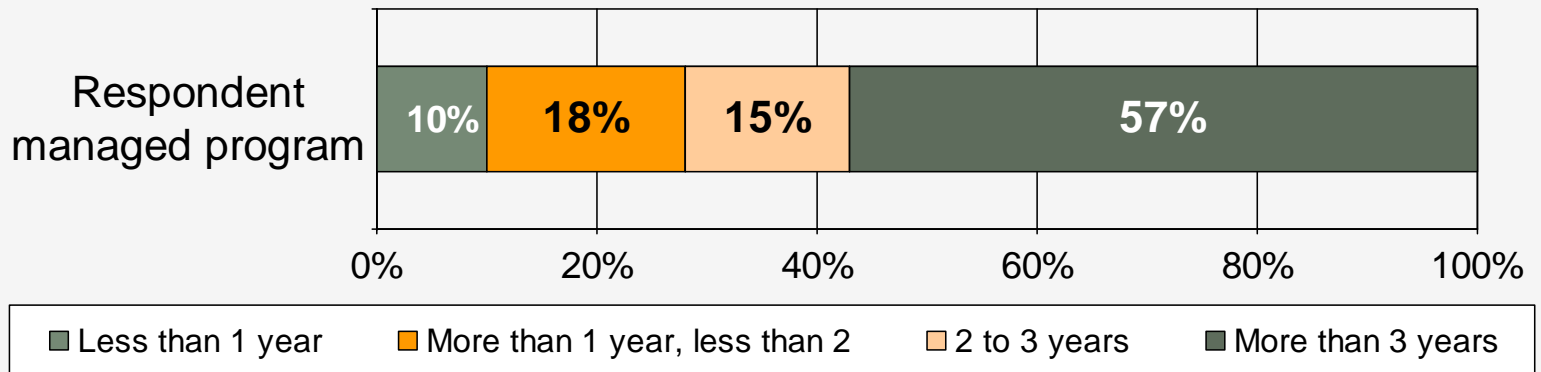




# Awareness of and Satisfaction with Representative

# Low Recall of CC Representative

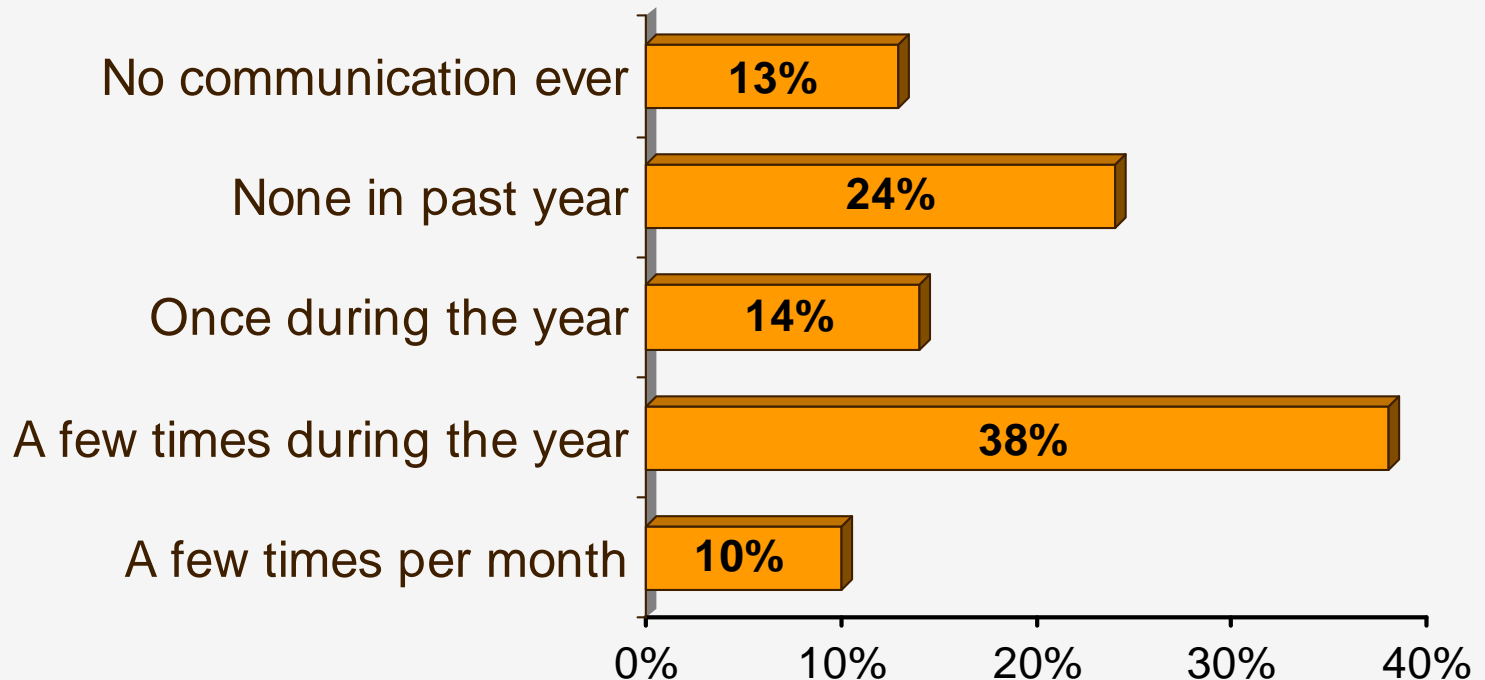
More than seven in ten respondents said they had been involved with or responsible for managing or delivering commute services at their worksite for at least 2 years.



But only 30% could name their CC network representative. The remaining 70% said they did not know the name of their rep.

# Moderate Contact with CC Rep

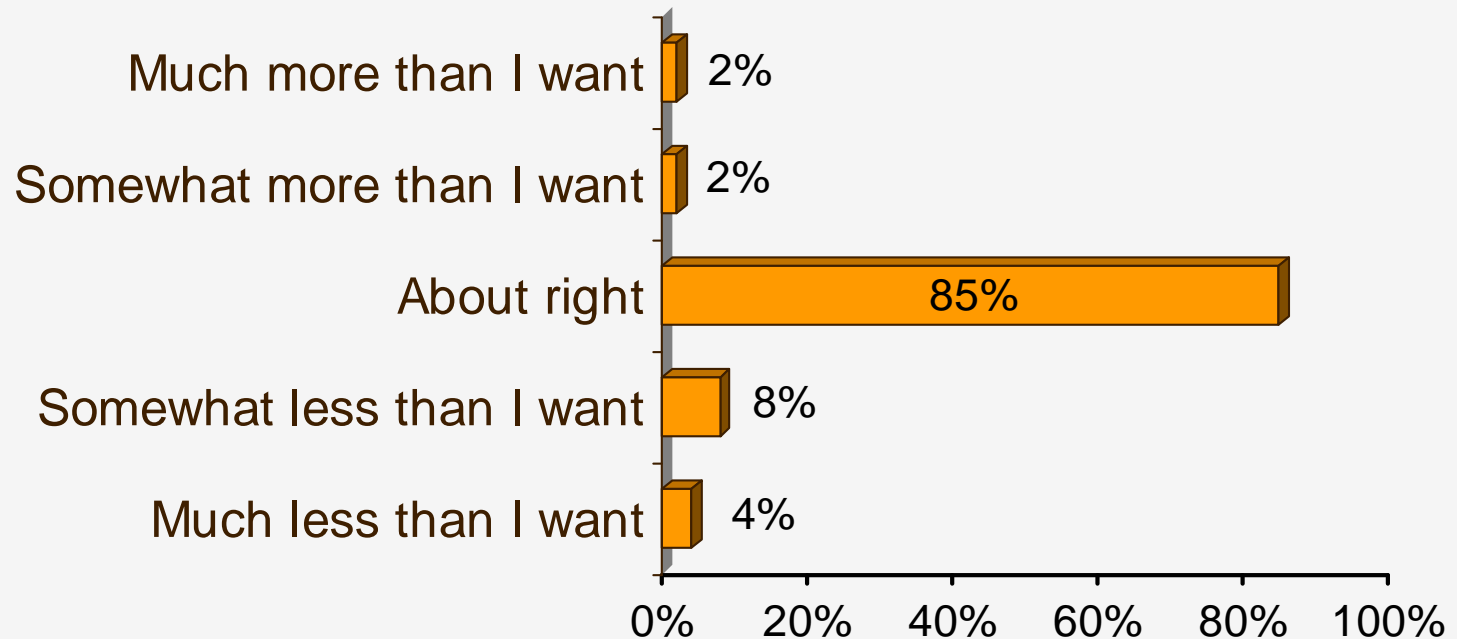
62% said they had some form of communication with their CC representative in the past year; about half said they had multiple contacts. More than a third had not had any contact in the past year and 13% said they never had contact with their rep.





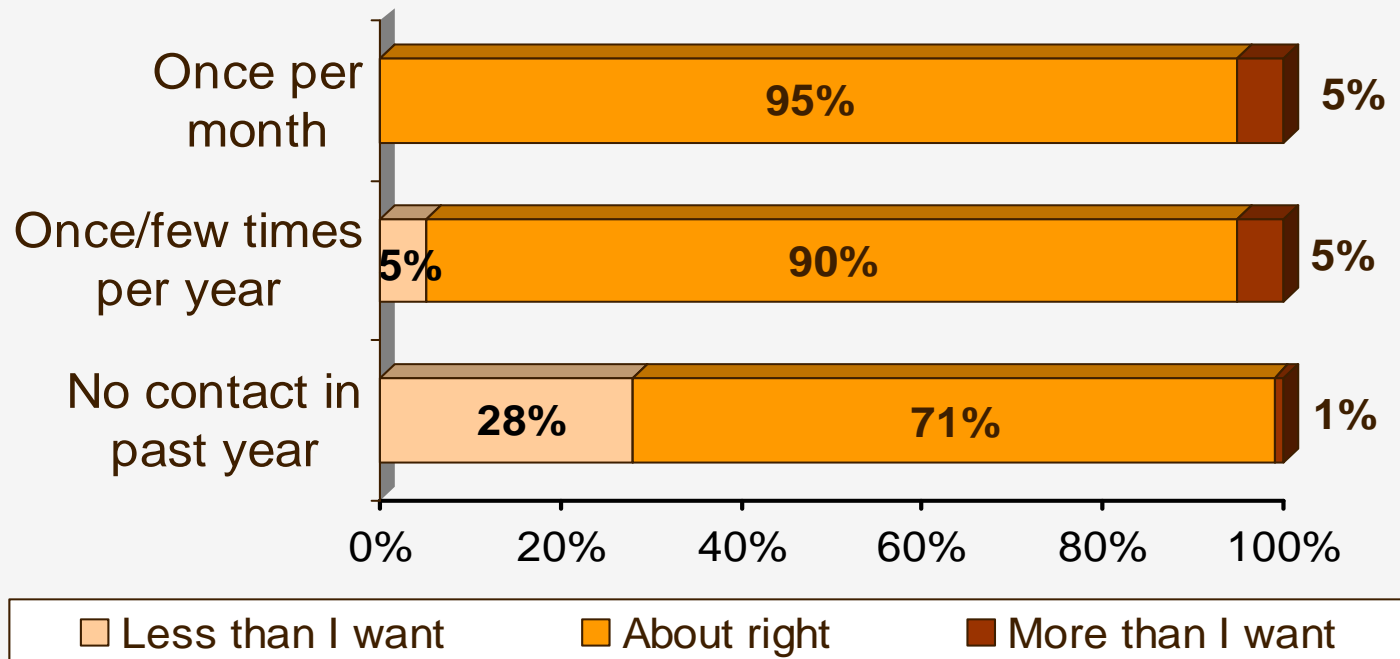
# Rating for Level of Contact

Most respondents were satisfied with the level of contact they had with their representative – 85% said it was “about right.” One in ten (12%) wanted more contact and 4% wanted less contact.



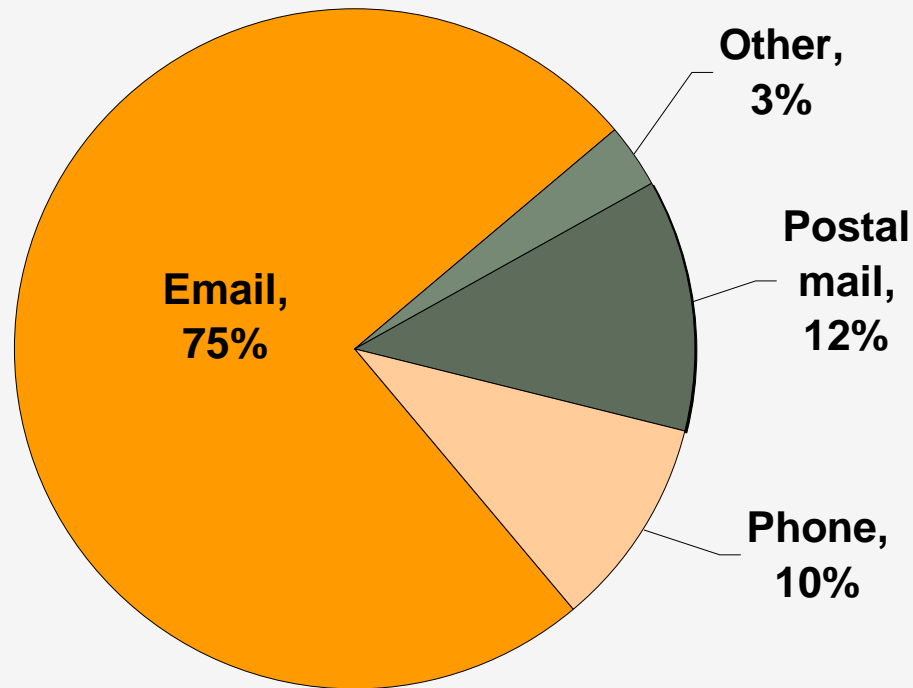
# Rating for Contact by Frequency

28% of employers that had not had any contact in the past year said the level of contact was “less than I want,” but 71% of these employers said the level was “about right.” 5% of employers with at least one contact in the past year said it was “more than I want.”



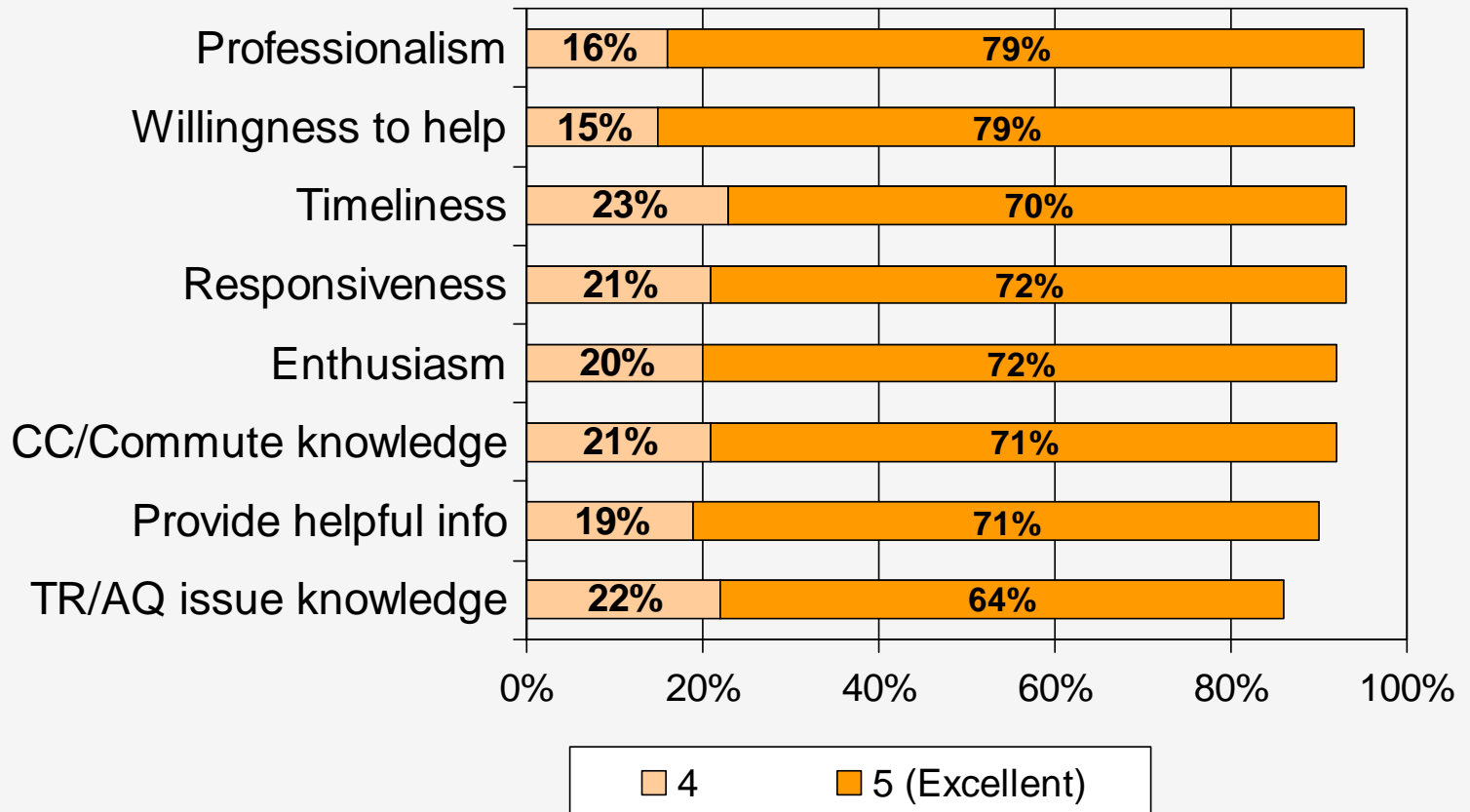
# Email was Preferred Contact

Three-quarters of respondents said they would prefer email for communications with/from their CC network representative. The remaining employers were divided between postal mail (12%) and phone (10%).



# High Ratings for CC Reps

Reps received high marks for all customer service features - all features were rated as 4 or 5 (excellent) by at least 85% of respondents.



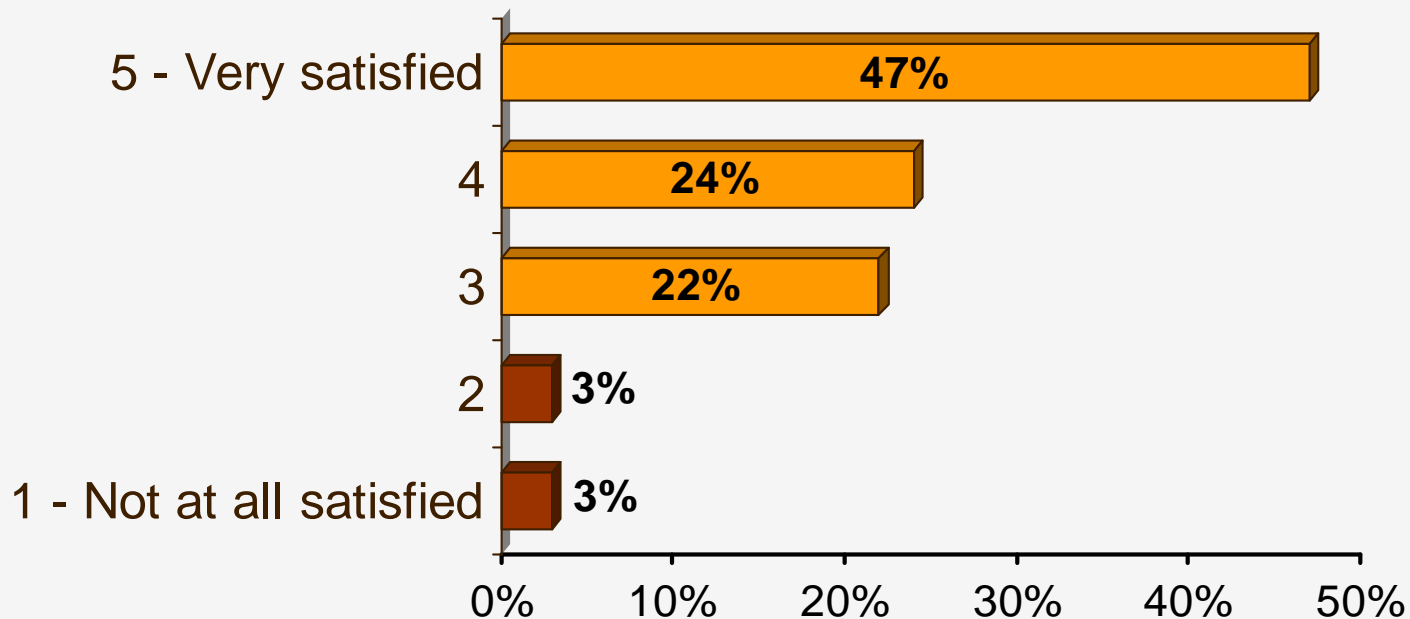


# Use of and Satisfaction with Commuter Connections

# Overall Satisfaction



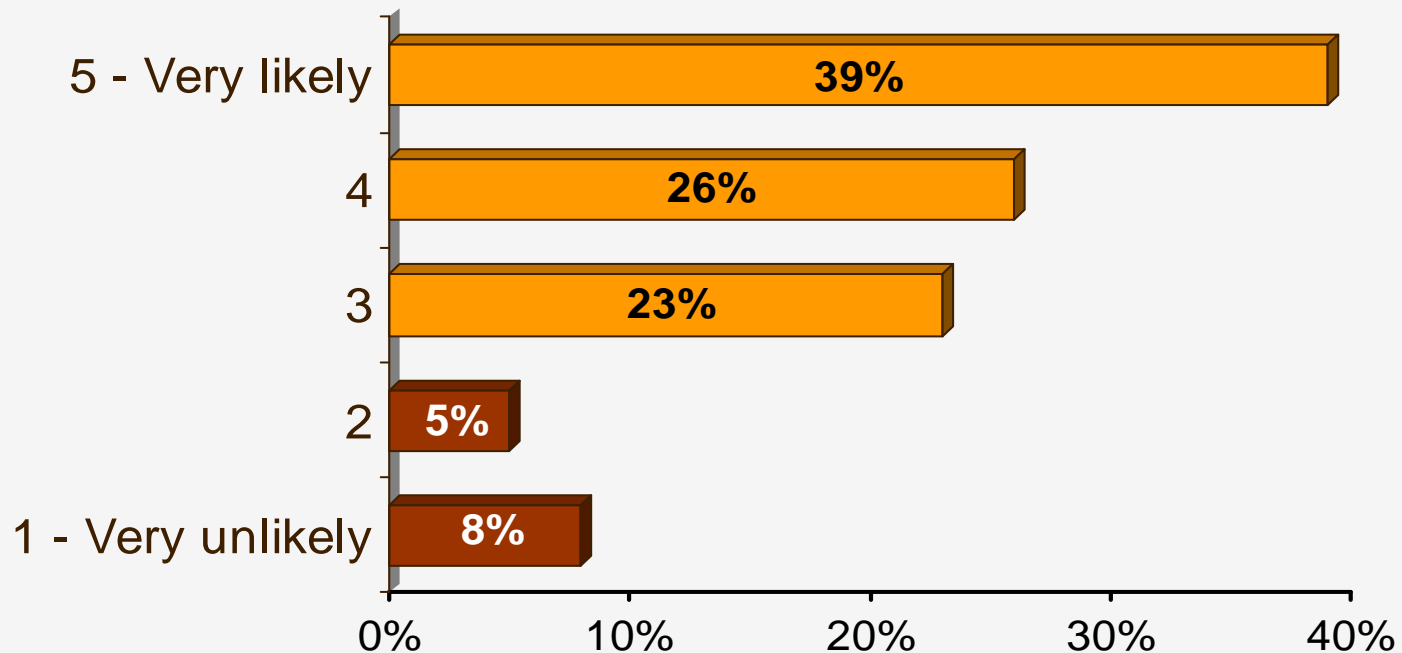
More than seven in ten employers said they were either satisfied (24%) or very satisfied (47%) overall with the services they received from Commuter Connections. Primary reasons for satisfaction: prompt/responsive (13%), helpful (8%), professional (8%), informative (7%).



# Likely to Recommend CC

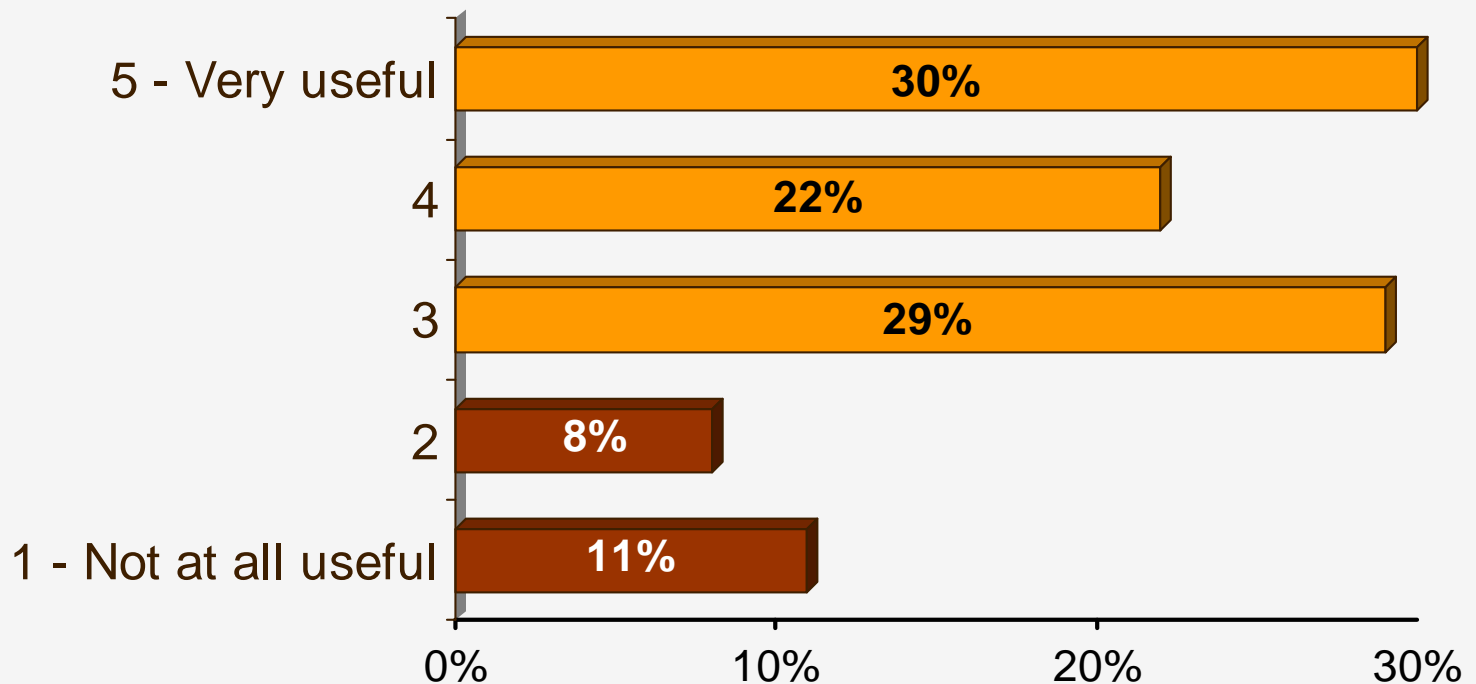


About two-thirds of employers said they were likely (26%) or very likely (39%) to recommend Commuter Connections to other organizations. About one in 10 said they were unlikely to recommend CC.



# Ratings for Usefulness of Services

About half of employers said CC services had been useful (22%) or very useful (33%) to their organization in developing or implementing commute programs. Two in ten said they had not been useful.

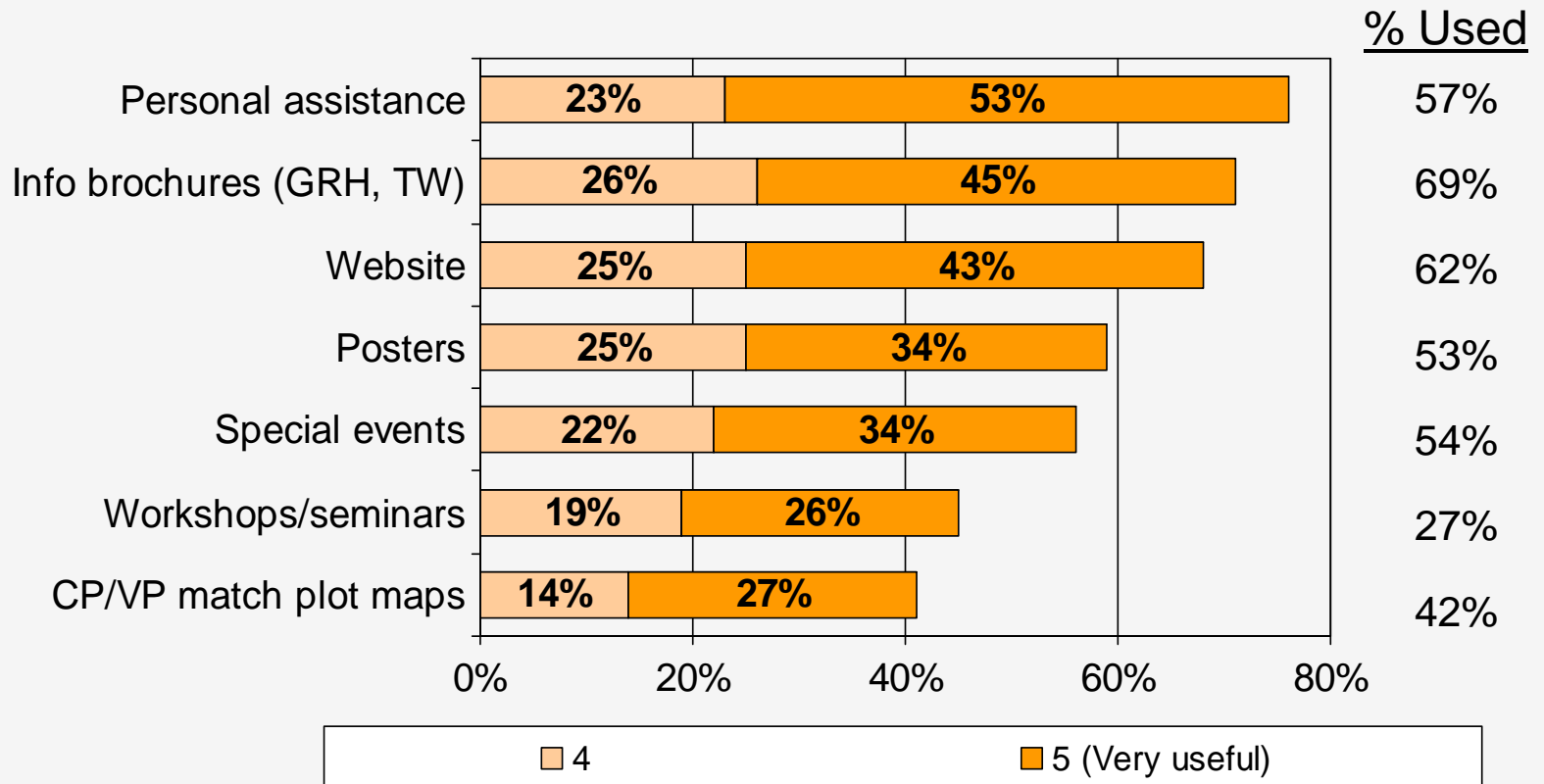




# Usefulness of Individual Services

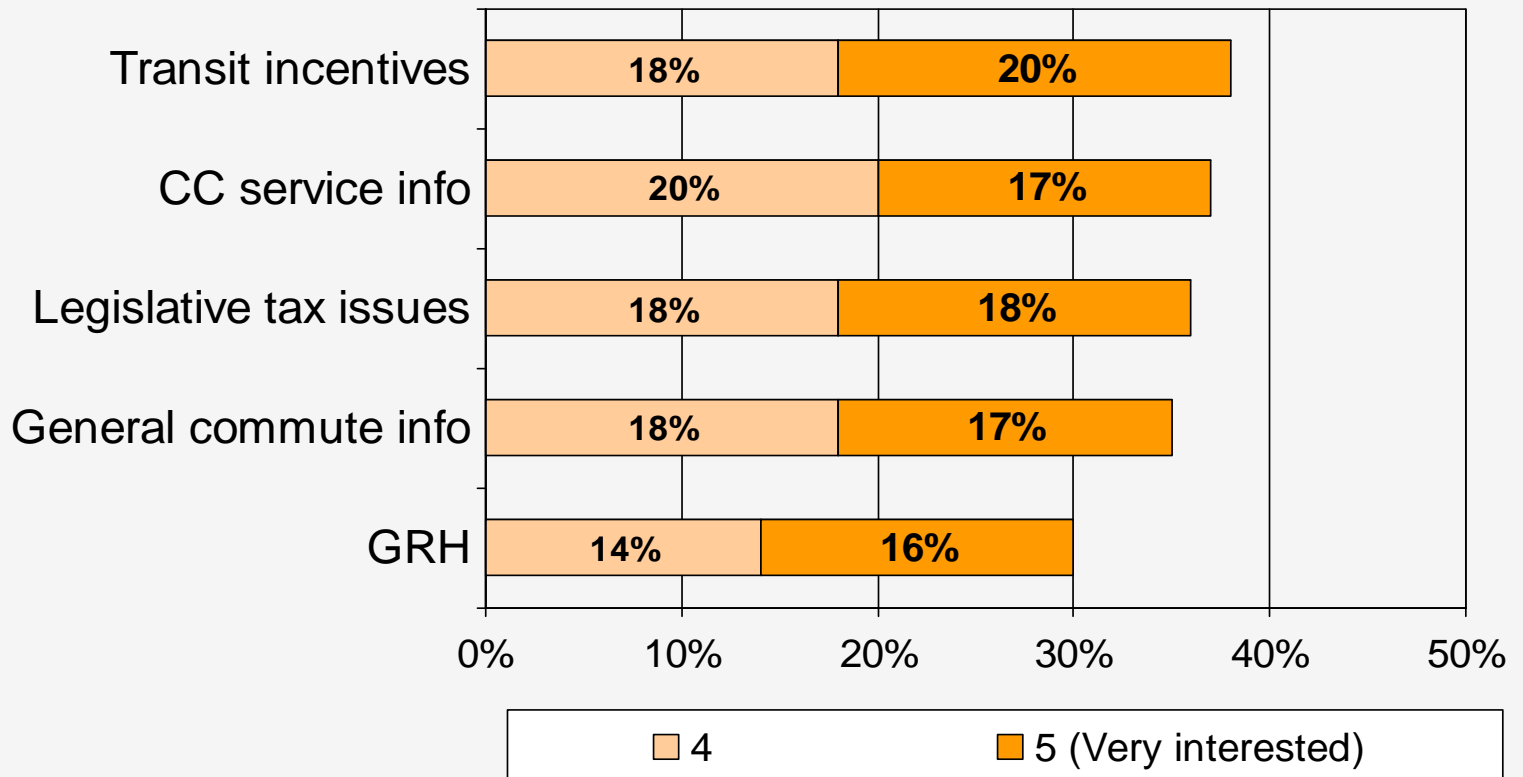
Most useful services: personal assistance (76%), info brochures (71%), and the website (68%).

Second tier: Posters (59%), special events (56%), workshops (45%), and plot maps (41%).



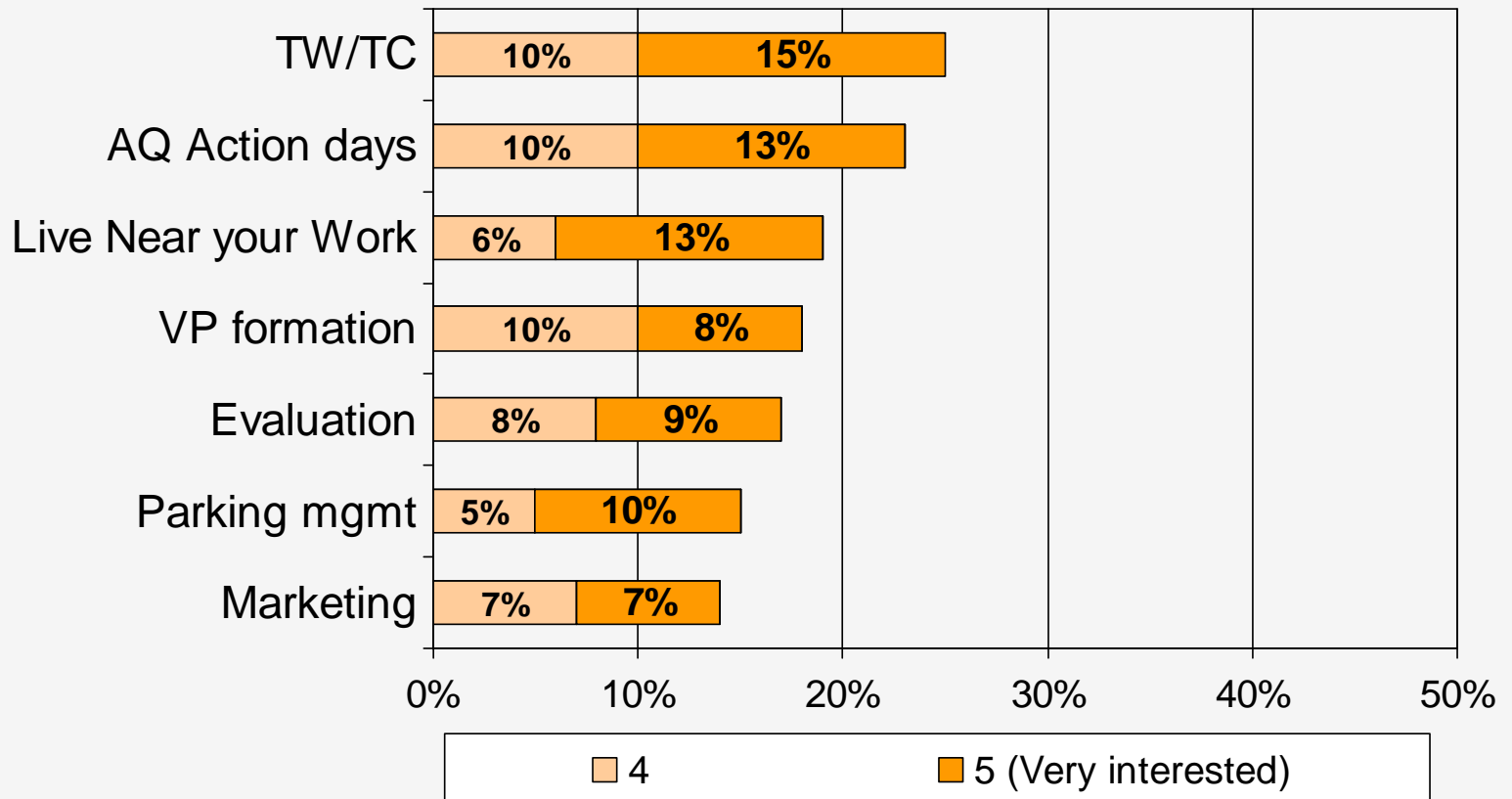
# Interest in Training – Tier 1

At least a third of employers expressed substantial interest in training about: commute program management (35%), CC services (37%), legislative / tax issues (36%), and transit incentives (34%).



# Interest in Other Services – Tier 2

About a quarter of employers were interested in Telework and Air Quality Action days. About 2 in 10 employers expressed serious interest in VP formation assistance and Live Near Your Work.



# CC Improvements Desired

- **No suggestions** 86%
- More communication 4%
- Transit improvements 3%
- More marketing 2%
- Use email more for contacts 2%
- More materials / tool kits 1%
- Subsidy enhancements 1%





# Commuter Connections Subcommittee

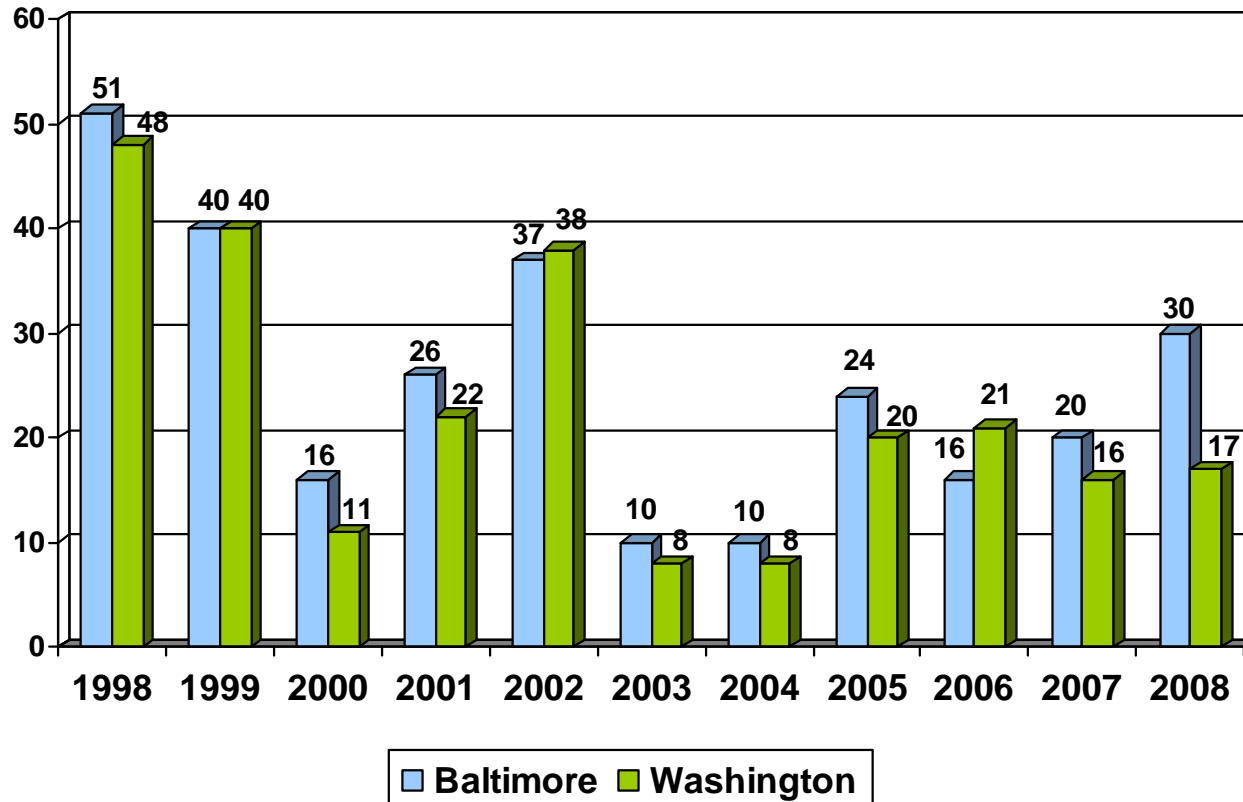
Harriet West, Managing Director  
Clean Air Partners



May 19, 2009

# The 2008 Season

Number of 8-Hour Ozone Exceedance Days (1998-2008)



# Major Accomplishments

- Taking Public Awareness to New Levels.
- Engaging the Next Generation – *On the Air* Curriculum and Outreach.
- Green Business Initiative – Aqueous Parts Washer Rebate Program.
- Clean Air Teleworking – Part 2.
- Directions for the Future – 2009 Strategic Planning Retreat.

# 2008 Public Awareness Campaign

- 71 million media impressions.
- 375,000 hits/month to the web site.
- 1.5 million visitors (May-September).
- Doubled number of AirAlerts participants, from 1,300 to more than 2,600.
- 2009/2010 – integrate air quality and climate change messaging.



# 2008 Sponsors

## \$289,000 Cash and In-Kind Support

- Commuter Connections (\$5,000)
- Constellation Energy (\$20,000)
- Fairfax County (\$10,000)
- Maryland Transit Administration (in-kind)
- Mirant (\$50,000)
- Montgomery County (\$5,000)
- Prince George's County (\$15,000)
- TransIT Services of Frederick County (in-kind)
- VDRPT/Telework!VA (\$15,000)
- Washington Gas (\$20,000)
- Washington Metropolitan Area Transit Authority (in-kind)



# On the Air Curriculum & Outreach

- On the Air has reached more than 1,400 students over the past 12 months:
  - District of Columbia (335 students)
  - Maryland (625 students)
  - Virginia (480 students)
- Education Program Manager continues to use a “top-down” and “bottom-up” approach.
- Challenge - introduce a new curriculum in midst of other educational requirements.

# Teacher Feedback

- 60% heard about *On the Air* through an email they received.
- 71% said their students were “very interested” in the curriculum.
- 100% rated the curriculum content as excellent (57%) or good (43%).
- Teachers like the “hands-on” activities.
- 71% said they would use the curriculum again.

# Parts Washer Rebate Program

- \$15,000 in rebates available in FY 2009.
- Program marketed many different ways (auto dealerships, auto repair chains, fleet manager associations, equipment vendors).
- Vendor referrals have proven to be the most successful approach.
- 8 rebates totaling \$5,500 approved.
- Facilities include 4 auto repair shops, 2 print shops, 1 bike shop).



# Clean Air Teleworking – Part 2

- Telework Took Kit completed in FY 2008.
- Clean Air Teleworking Pilots – FY 2009.
  - Encourage teleworking on poor air quality days.
  - Track participation and emissions benefits using a web-based portal.

# Directions for the Future

## 2009 Strategic Planning Retreat Goals:

- Build upon the strengths Board members bring to Clean Air Partners and deepen the strong working relationship among Board members and with staff.
- Review the current realities facing the organization.
- Revise the vision/mission of Clean Air Partners.
- Evaluate current programs and services to determine if specific initiatives should be maintained at current levels, expanded, scaled back, or discontinued; what resources are needed; and who will champion the effort.

# Directions for the Future

## Focus Areas Identified:

- Education and Awareness (participation and visibility).
- Catalyst and Thought Leader (air pollutants and green house gas emissions).
- Sustainability (awareness of individual actions and changing behavior).

# 2009 Annual Meeting

- May 12<sup>th</sup>, 2009
- Marian Koshland Science Museum, Washington DC
- Board meeting to approve the FY10 work program and budget.
- First awards event focused on education.
- First carbon-neutral event:
  - 2 renewable energy credits (wind) from Clean Currents (to offset electric usage).
  - 3,000 lbs of carbon offsets from Terra Pass (to offset transportation).
  - Limited document production (flash drives).







# 2009 Clean Air Partners Awards

## Student Poster Contest:

- Category 1 (Grades 4-6)
- Category 2 (Grades 7-8)

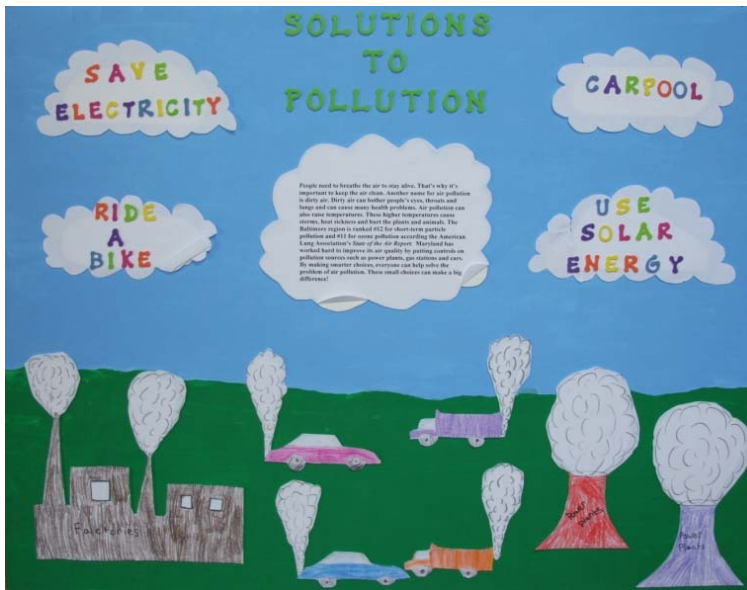
## Teachers:

- *On the Air* – Teacher Allies



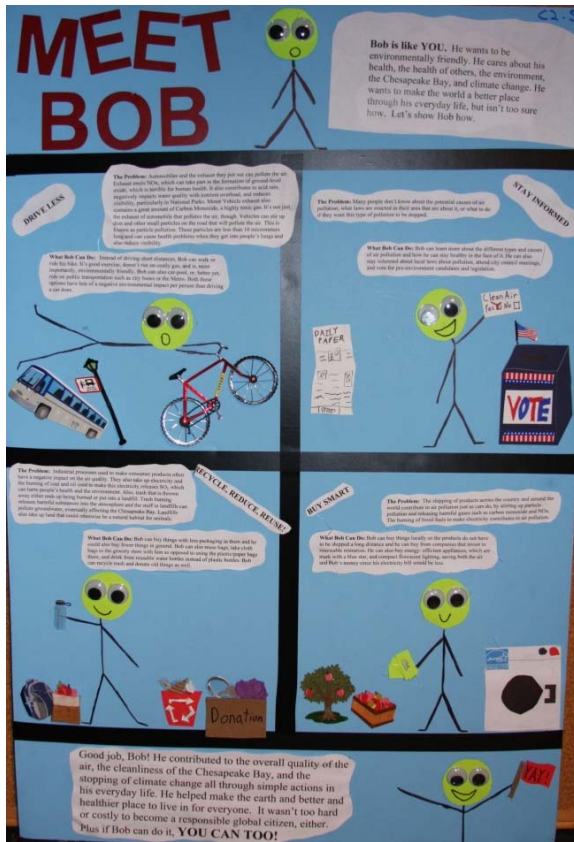
# Category 1: 1<sup>st</sup> Place Winner

Danielle Saman, Sparks Elementary School, Baltimore County



# Category 2 – 1<sup>st</sup> Place Winner

Stephanie Slaven, Francis C. Hammond Middle School, Alexandria City





# *On the Air* – Teacher Allies

- **Ms. Cyndy Mattia**  
Mayfield Intermediate School  
Manassas City Public Schools (VA)
- **Ms. Beecher Jackson**  
WB Patterson Elementary School  
District of Columbia Public Schools (DC)
- **Ms. Li Xiaofang**  
Westport Academy  
Baltimore City Public Schools (MD)





# 2009 Radio Spots

This year's radio ads use humor to drive the message of individual actions to improve air quality and effect climate change.

A Walk, No Thanks: 

Lazy Teenage Son: 