

HANDOUTS

from previous meeting



January 27, 2009

Commuter Connections TDM Evaluation Project 2008 Placement Survey

**Presentation to
Evaluation Group
January 27, 2009**

**LDA Consulting
with
CIC Research**

Survey Background

- **Triennial database placement survey**
- **Previously conducted surveys**
 - 1997 – 1998 (four quarterly surveys)
 - 2000 – 2001 (four quarterly surveys)
 - November 2003, 2004, 2005 – annual surveys
- **Current survey conducted in November 2008**
- **Surveys random sample of 700 commuters who applied to CC from July – Sept 2008 (95% \pm 3.4%)**

Placement Survey Data

- **Survey collected data on:**
 - Current travel patterns
 - Travel changes since receiving info
 - Previous travel patterns
 - Info/assistance received and used
 - CC improvements desired
 - GRH and TRC experience
 - Demographics

Placement Survey Purpose

- **Collect data for program management**
- **Collect data to estimate trip, VMT, and emissions from Commuter Operations Center and Software Upgrades**
 - Placement rate
 - VTR factor
 - Travel distance
 - Rideshare access mode

Respondent Demographics

	<u>2008</u>	<u>2005</u>	<u>2004</u>	<u>2003</u>
Employer size				
▪ ≤ 100 employees	29%	24%	31%	25%
▪ 101–999 employees	30%	30%	31%	32%
▪ 1,000+ employees	41%	46%	39%	43%
Employer type				
▪ Federal agency	50%	54%	51%	56%
▪ State/local agency	9%	5%	5%	4%
▪ Non-profit	10%	10%	8%	10%
▪ Private	31%	30%	31%	30%

Respondent Demographics - 2

	<u>2008</u>	<u>2005</u>	<u>2004</u>	<u>2003</u>
Sex				
▪ Female	55%	58%	60%	58%
▪ Male	45%	42%	40%	42%
Ethnic Group				
▪ White	64%	65%	64%	67%
▪ African-American	20%	20%	23%	21%
▪ Asian	11%	8%	7%	7%
▪ Hispanic / Latino	5%	5%	4%	4%

Respondent Demographics - 3

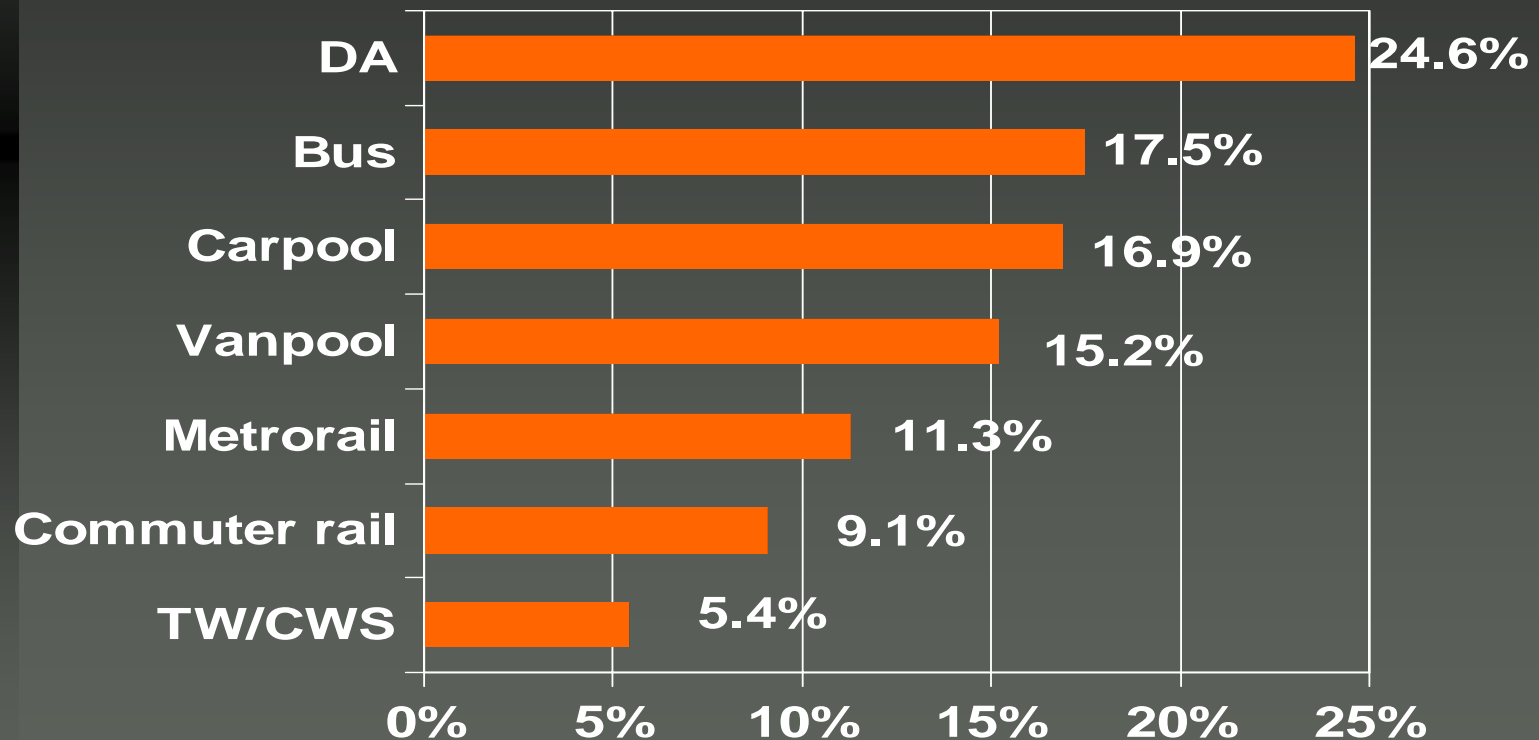
	<u>2008</u>	<u>2005</u>	<u>2004</u>	<u>2003</u>
Age				
▪ Under 35	22%	21%	24%	25%
▪ 35-44	29%	36%	34%	34%
▪ 45 +	47%	43%	42%	41%
Income				
▪ Under \$40K	5%	5%	8%	8%
▪ \$40 – \$79.9K	27%	30%	31%	39%
▪ \$80 – \$99.9K	20%	21%	20%	18%
▪ \$100K or more	48%	44%	40%	35%

Survey Analysis

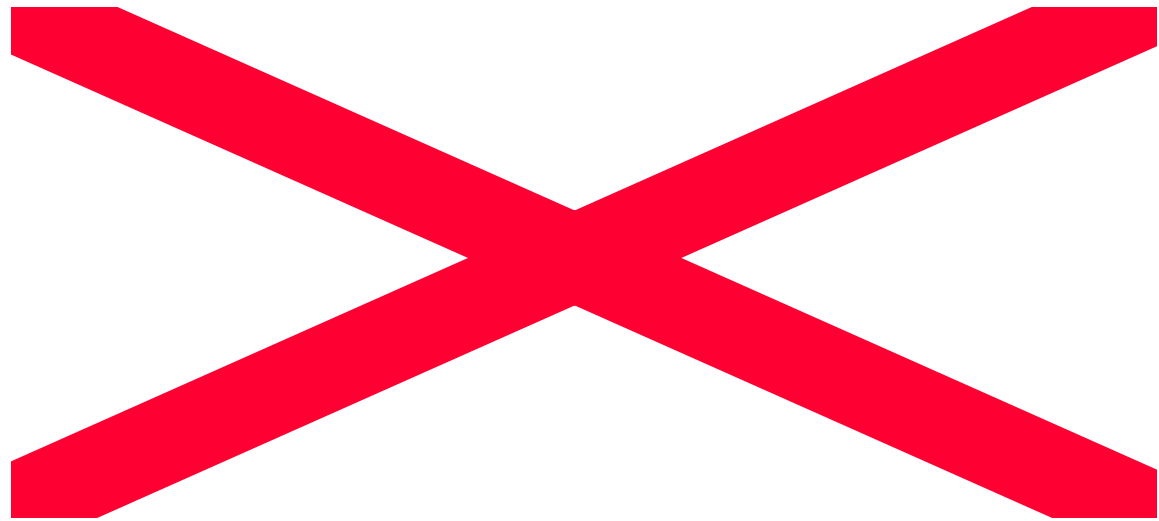
- **Document travel patterns of applicants**
- **Estimate variables to calculate trip, VMT, and emissions from COC and Integrated Rideshare**
 - Placement rate
 - VTR factors
 - Trip distance
 - Alternative mode access mode and distance
- **Examine service use and satisfaction**

Mode Split by Weekly Trips - 2008

Alternative modes dominated the weekly commute trips. Only 25% of commute trips were made by driving alone. Bus, carpool, and vanpool were the most popular alternative modes.



Mode Weekly Trips – 08, 05, 04, 03

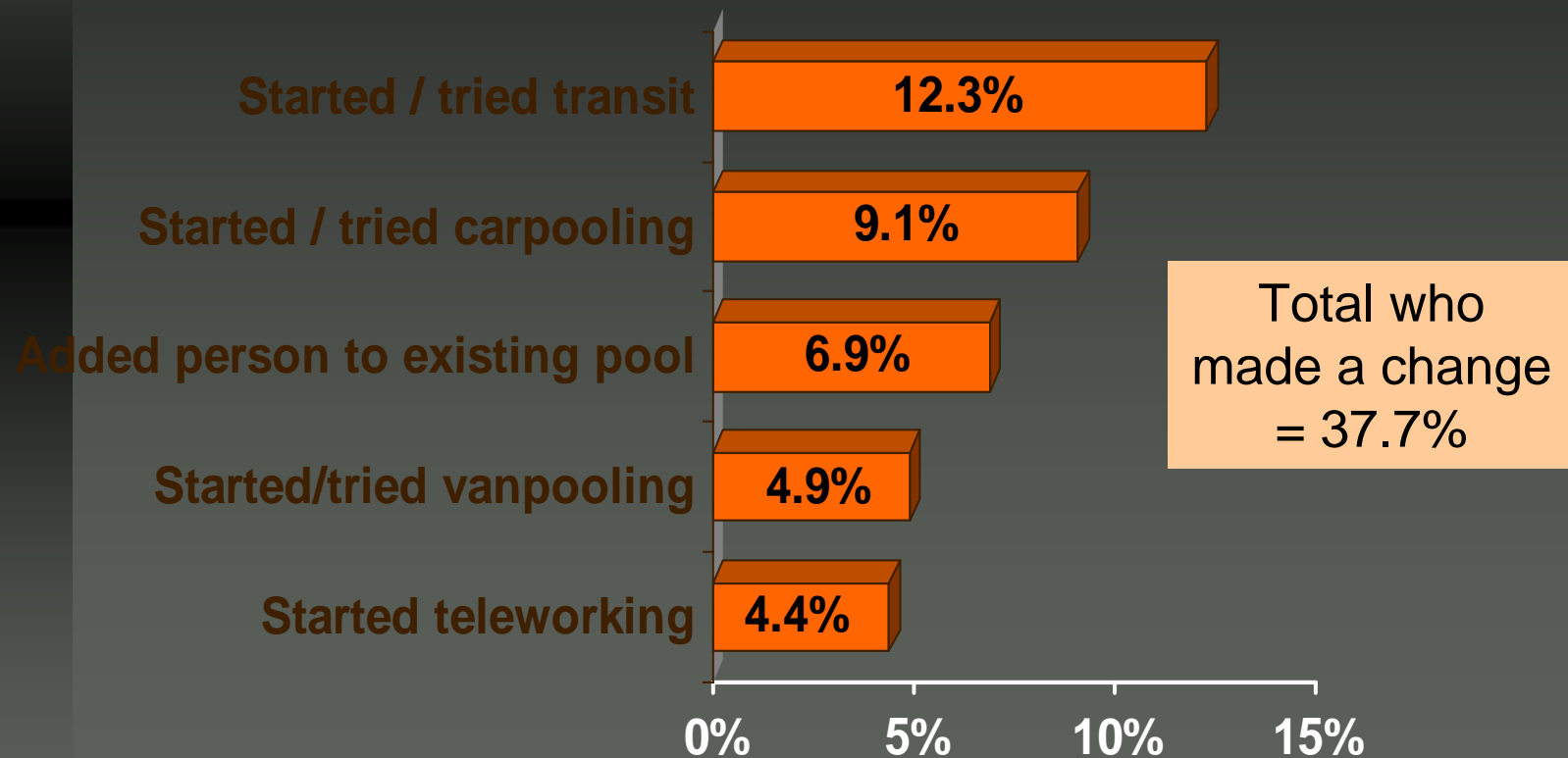


Other Travel Characteristics

	<u>2008</u>	<u>2005</u>
▪ Travel distance	36.3 mi	36.5 mi
▪ Travel time	63 min	67 min
▪ Ave. CP size	2.9	3.1
▪ Ave. VP size	10.3	11.0
▪ % CP occ – co-worker	40%	34%
▪ % DA access to AM	77%	75%
▪ Access distance	6.2 mi	5.6 mi

Travel Changes Made - 2008

More than a third (37.7%) of respondents had made a change to an alternative mode after receiving information or assistance.



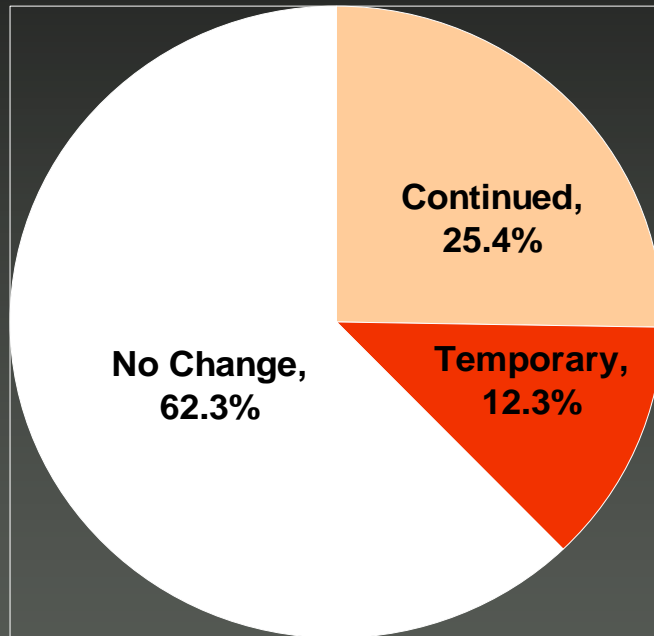
Travel Changes Made – 2008, 2005

	<u>2008</u>	<u>2005</u>
▪ Started / tried CP	9.1%	14.0%
▪ Started / tried VP	4.9%	7.4%
▪ Started / tried transit, B/W	12.3%	15.6%
▪ Started / tried TW	4.4%	4.4%
▪ Add person to CP/VP	6.9%	3.1%
▪ Tot placed in alt modes *	<u>37.7%</u>	<u>44.5%</u>

Total percentage change for 2005 includes 2.6% who made “one-time” changes. They are not included in later calculations.

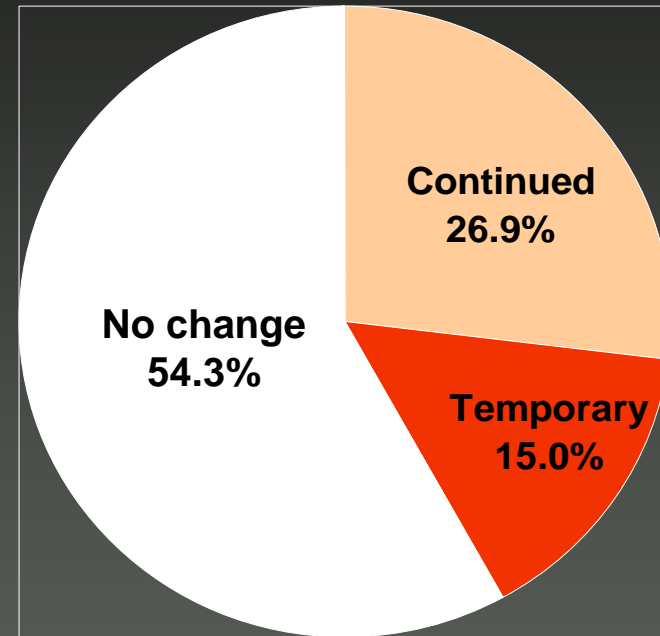
Continued vs Temporary Change

2008



Temporary changes
lasted on average
3.0 weeks

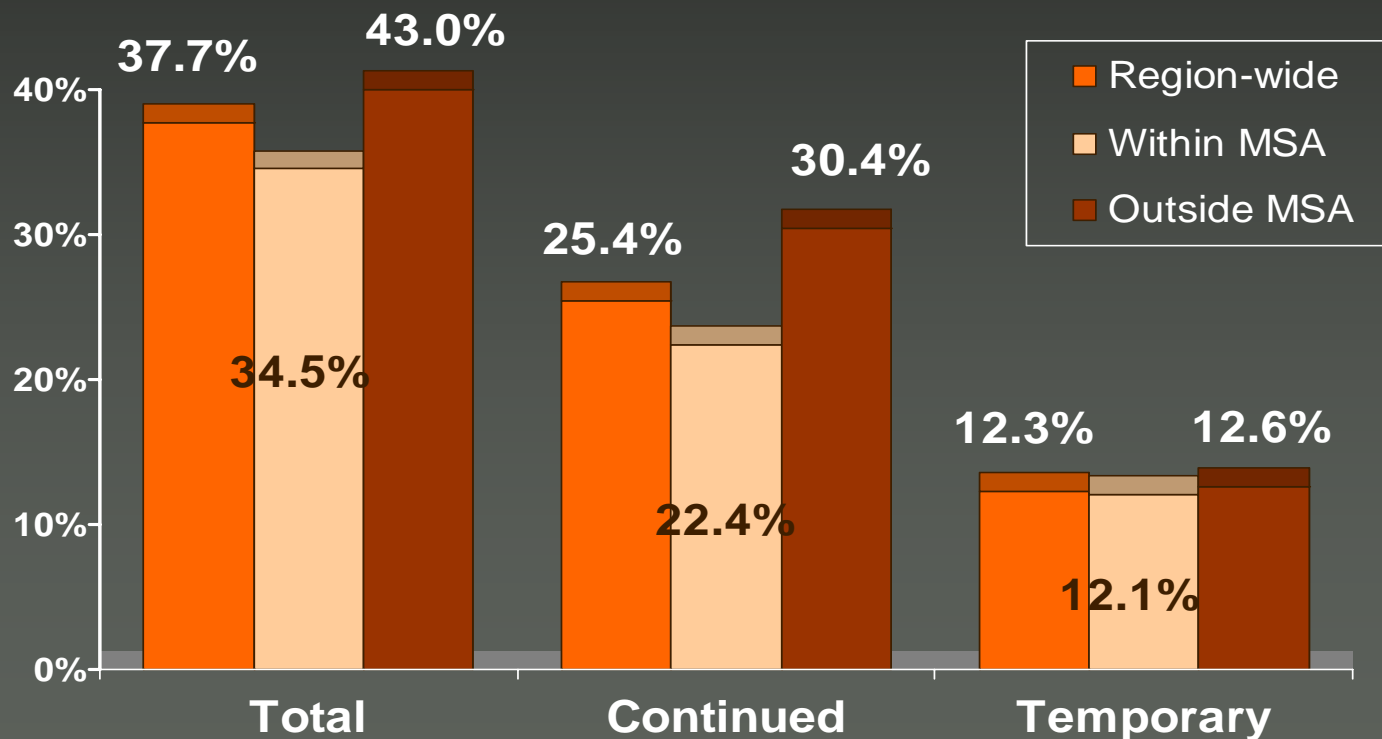
2005



Temporary changes
lasted on average
6.5 weeks

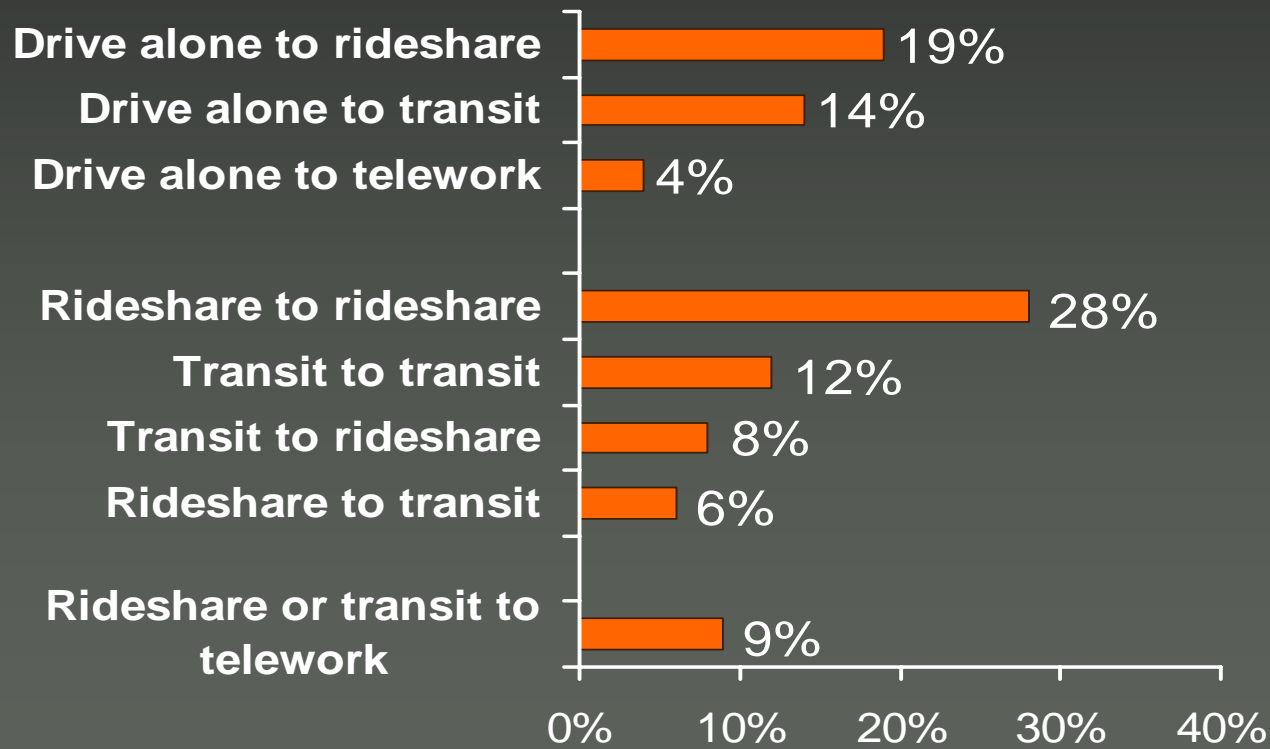
Continued vs Temporary Change - 2

Continued placement rate was higher for respondents who lived outside the MSA. VMT reduction credit for “Outside MSA” applicants was discounted to credit only portion of travel occurred within the MSA.



Previous and New Modes

About a third of respondents who made a mode change shifted from driving alone. The primary shifts were from RS to RS (28%), DA to RS (19%), DA to TR (14%), and TR to TR (12%).



Other Calculation Variables

	<u>2008</u>	<u>2005</u>
■ VTR factor		
■ Continued changers	-0.37	-0.45
■ Temporary changers	-0.58	-0.57
■ Travel distance		
■ Continued changers	38.2 mi	41.2 mi
■ Temporary changers	34.2 mi	35.5 mi
■ DA access percentage		
■ Continued changers	69%	71%
■ Temporary changers	44%	69%

Reasons for Change

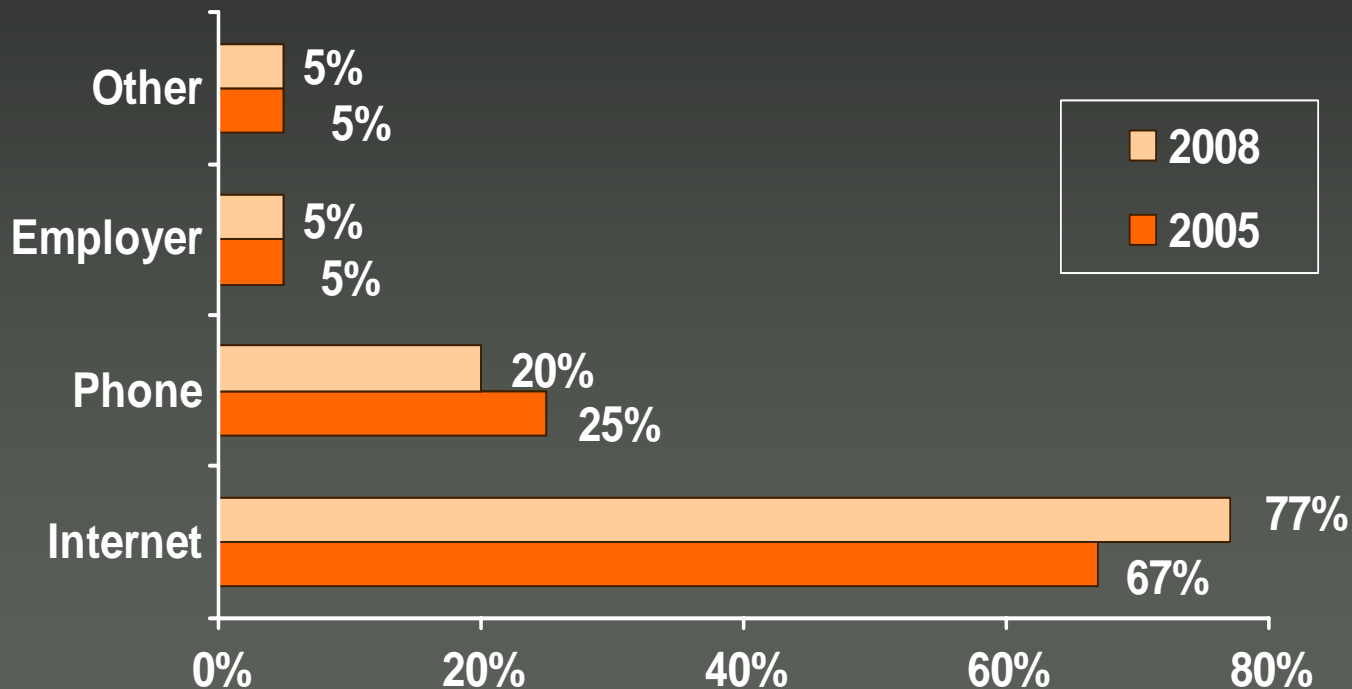
	<u>2008</u>	<u>2005</u>
▪ Changed job/work hours	<u>23%</u>	<u>16%</u>
▪ Gas prices too high	<u>18%</u>	N/A
▪ Save money	14%	26%
▪ Save time	<u>12%</u>	<u>23%</u>
▪ Moved residence	8%	6%
▪ Tired of driving	5%	9%
▪ Car not available	4%	11%
▪ Reduce cong./pollution	3%	6%

How Heard about CC – 08, 05

	<u>2008</u>	<u>2005</u>
▪ Word of mouth	28%	26%
▪ Internet	22%	25%
▪ Radio	17%	10%
▪ Employer/employer survey	15%	12%
▪ Brochure/promo materials	4%	2%
▪ Bus/train sign or schedule	4%	6%
▪ Highway sign	3%	5%

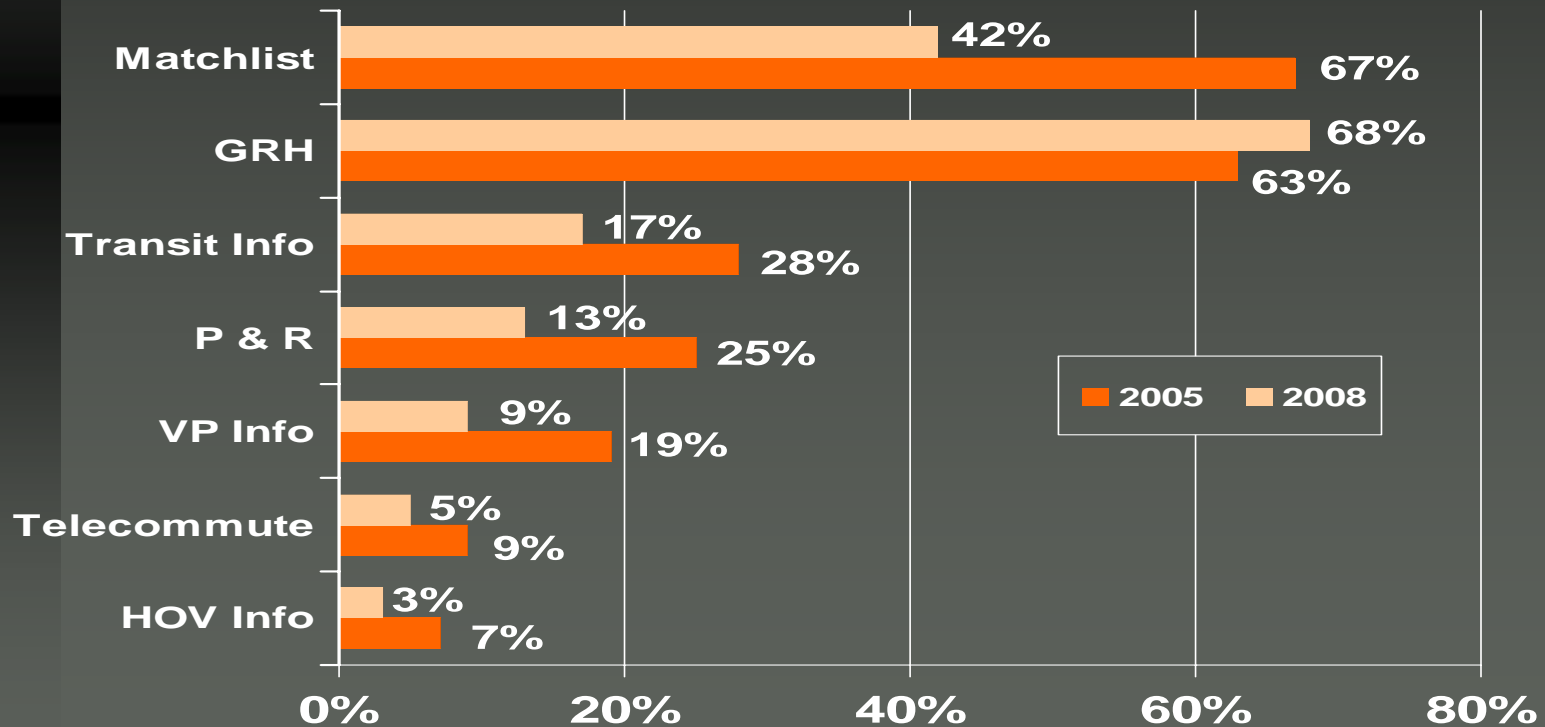
Source of Contact with CC – 08, 05

The internet continued to grow as the primary source of contact with CC. This source accounted for 77% of contacts in 2008.



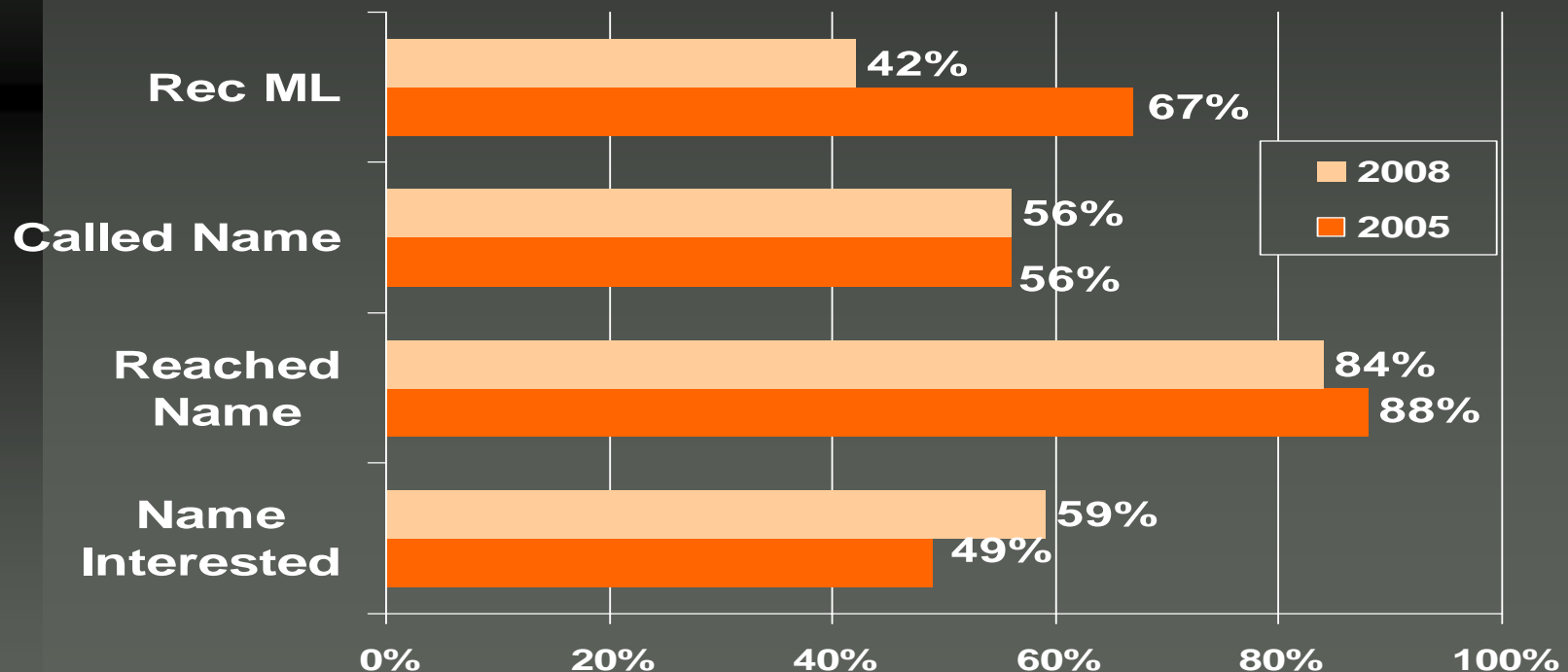
Info Received from CC - 2008, 2005

Lower percentages of 2008 survey respondents reported receiving most CC services, compared to 2005 survey respondents. But GRH was named by a higher share of respondents in 2008.



Use of Matchlist Info – 2008, 2005

The percentage of respondents who received a matchlist dropped between 2005 (67%) and 2008 (42%). But respondents who received a matchlist in 2008 were equally likely to use the list as were respondents surveyed in 2005



Use of Transit / P&R Info

	<u>2008</u>	<u>2005</u>
▪ Received transit info	17%	28%
▪ Contacted tran agency	31%	37%
▪ Tried transit	77%	83%
▪ Received P&R info	13%	25%
▪ Used P&R info	42%	54%
▪ Knew P&R lot before	73%	67%
▪ Used P&R lot before	48%	53%
▪ Info influenced travel change	30%	33%

CC Improvements Desired

	<u>2008</u>	<u>2005</u>
■ No improvement needed	38%	42%
■ More current information	7%	10%
■ Matches fit travel better	7%	8%
■ Internet suggestions	4%	7%
■ More match names	7%	6%
■ More advertising	4%	6%
■ Transit improvements	3%	4%
■ GRH suggestions	4%	3%
■ VP resources/assistance	2%	2%