

Commuter Connections 2011 Applicant Placement Survey



Presentation to
Commuter Connections
Subcommittee
March 19, 2012

LDA Consulting
with
CIC Research, Inc. and
Base Technologies, Inc.





Methodology

Survey Overview



- Triennial applicant survey conducted in December 2011
- Surveyed random sample of 892 commuters who received services from Commuter Connections' website during July-Sept 2011
- Previously conducted surveys
 - 1997 – 1998 and 2000 – 2001 (quarterly surveys)
 - November 2003, 2004, 2005, 2008 – annual surveys
- Survey collects data for TERM evaluation and to identify possible program improvements

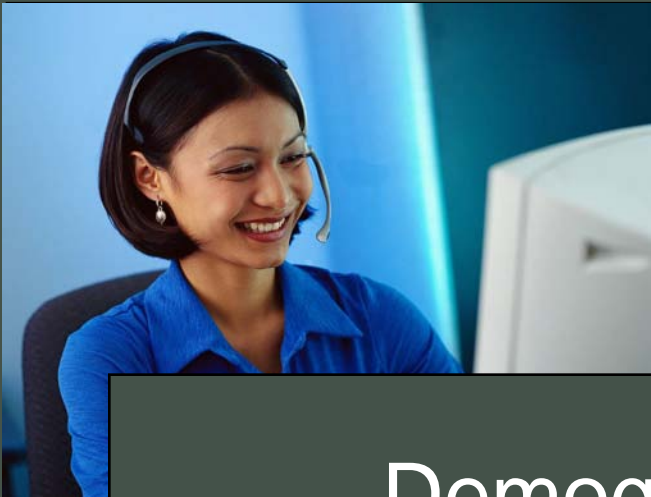
Survey Used Internet and Phone Interviews

- Internet – Applicants who provided email contact received emailed invitation to complete online survey → 775 completed interviews (10% response)
- Telephone – Applicants who provided only phone contact received postal mail alert letter and telephone call → 65 completed interviews (31% response)
- Telephone follow-up – Sample of Internet non-respondents who provided phone contact received follow-up call → 52 completed interviews (26% response)
- Results were weighted to adjust for interview method → **892 total interviews** from 8,831 applicants (10.1% response)

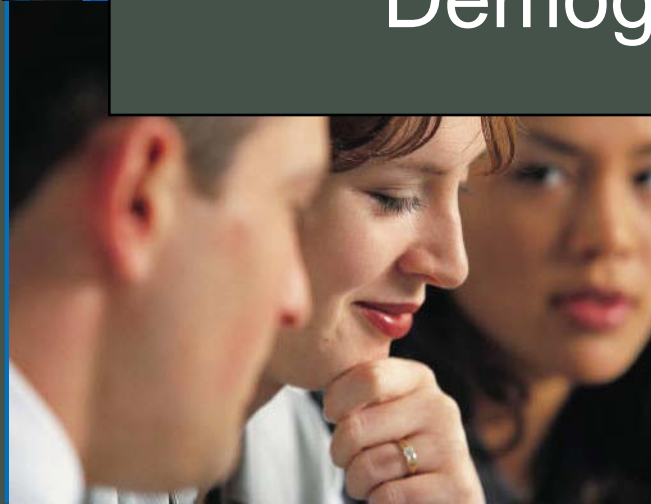
Collect Data for Program Management and for TERM Analysis

- CC services received / accessed
- Current commute patterns
- Travel changes since receiving services
- Previous commute patterns
- Motivations for change
- Use of CC services – **expanded in 2011**
 - CP/VP services – ridematch, carpool rider bulletin board, P&R, vanpool assistance, 'Pool Rewards
 - Transit services – fare, route / schedule
 - Other / multi-mode – bike/walk, telework, GRH, events

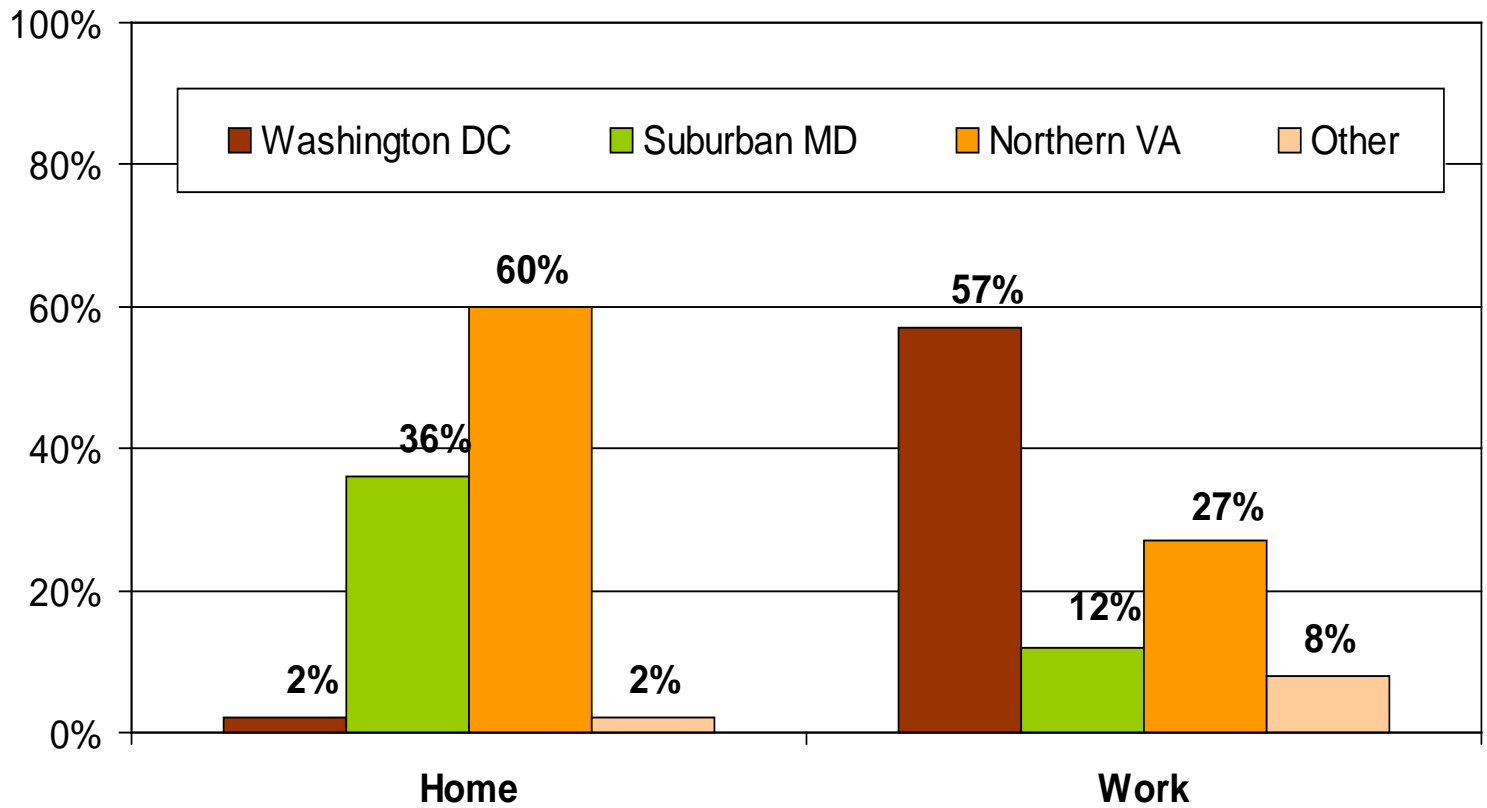




Demographics



The Majority of Respondents Live in Virginia, but the Majority Work in DC

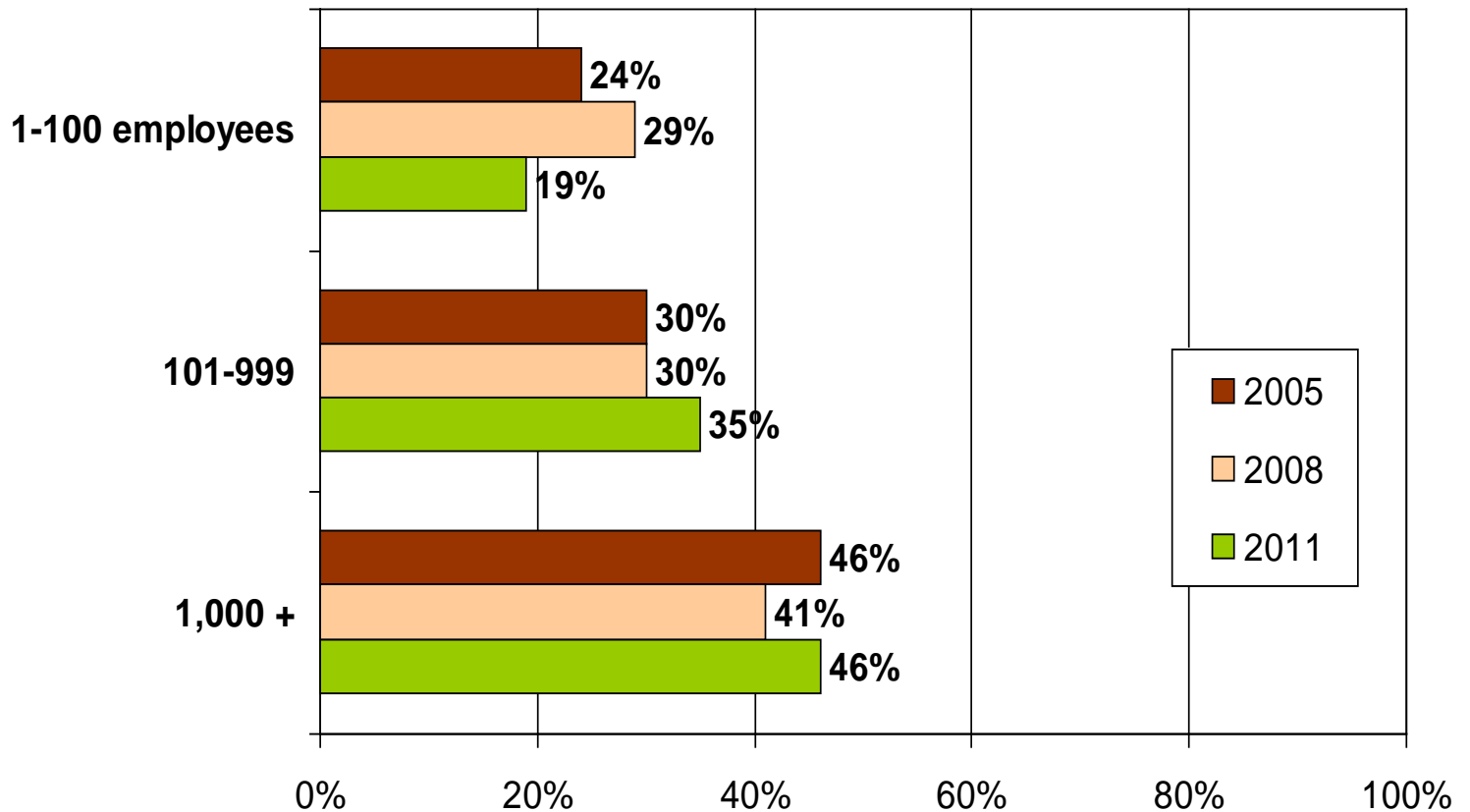


Home location
n = 887

Work
location
n = 869

Database variable

81% of Respondents Work for Employers with Over 100 Employees



2005
n = 690

2008
n = 691

2011
n = 877

Q105 About how many employees work at your worksite?

67% of Respondents Worked for a Federal Agency – an Increase over the 50% who Reported this Type in 2008

2008

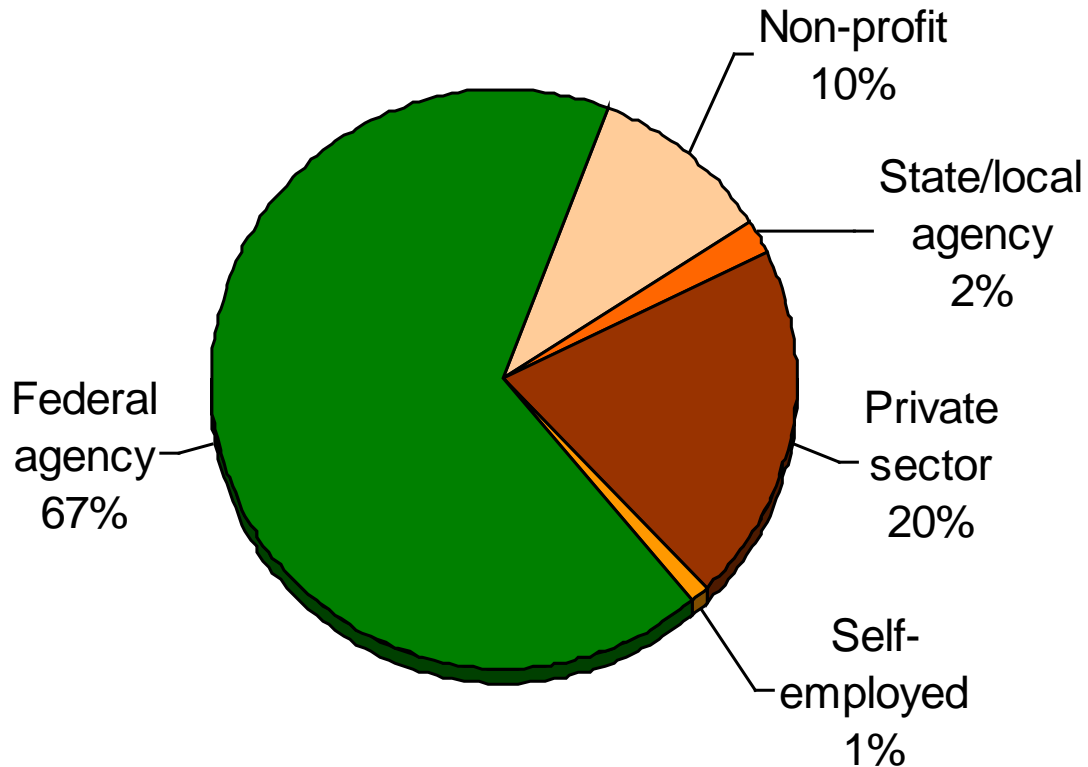
Federal = 50%

Private = 31%

Non-profit n = 10%

State/local = 9%

2008 n = 696



n = 848

Q107 What type of employer do you work for?

Ethnicity and Gender Distributions Generally Mirror 2005 and 2008 Results

	<u>2011</u>	<u>2008</u>	<u>2005</u>
<u>Gender</u>			
■ Female	52%	55%	58%
■ Male	48%	45%	42%
<u>Ethnic Group</u>			
■ White	69%	64%	65%
■ African-American	17%	20%	20%
■ Asian	7%	11%	8%
■ Hispanic / Latino	5%	5%	5%

Q109 Do you consider yourself to be Latino, Hispanic, or Spanish?
 Q110 Which of the following best describes your ethnic background?
 Q112 Are you male or female?

Gender

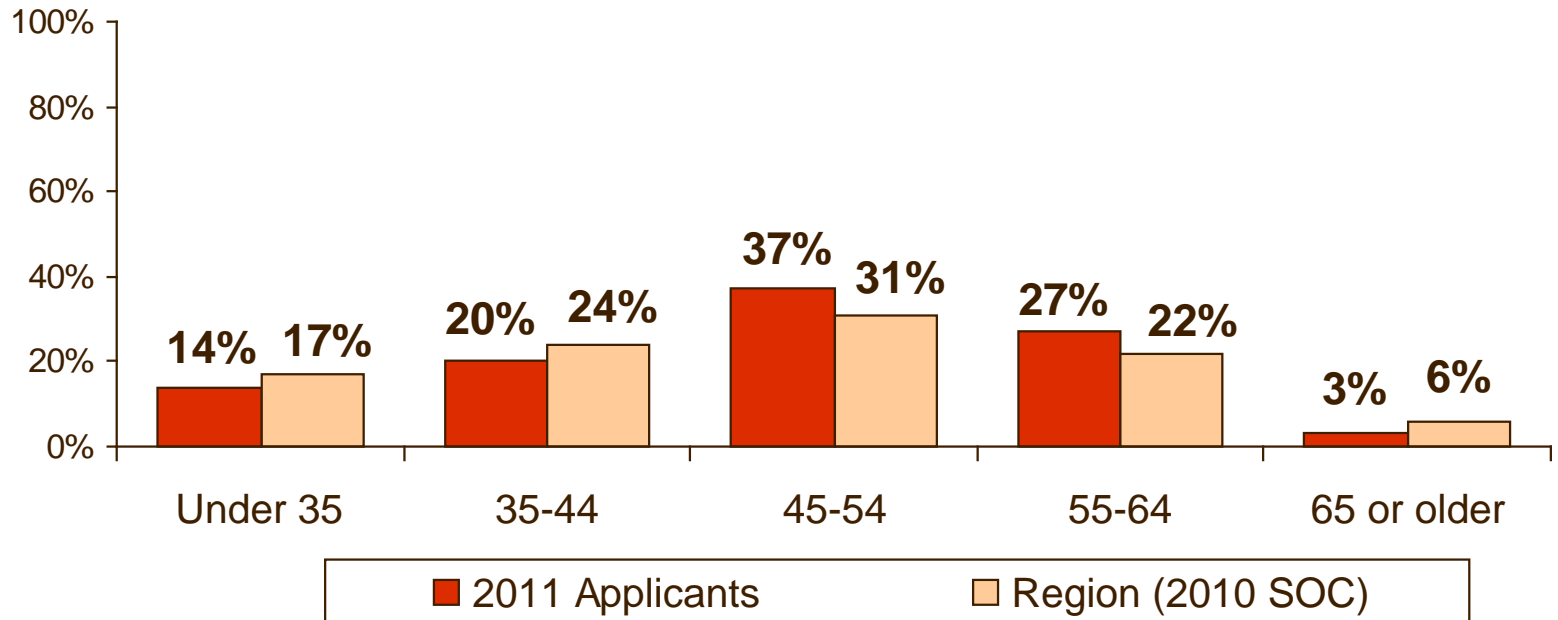
2005 n = 701
 2008 n = 703
 2011 n = 856

Ethnicity

2005 n = 665
 2008 n = 666
 2011 n = 768

The Age Distribution is Similar to that for the Regional Workforce

82% of Applicants are between 35-64 years old



2011
Placement
Survey
n = 868

2010 SOC
Survey
n = 6,506

Q108 Which of the following groups includes your age?



Current Commute Patterns





Key Findings

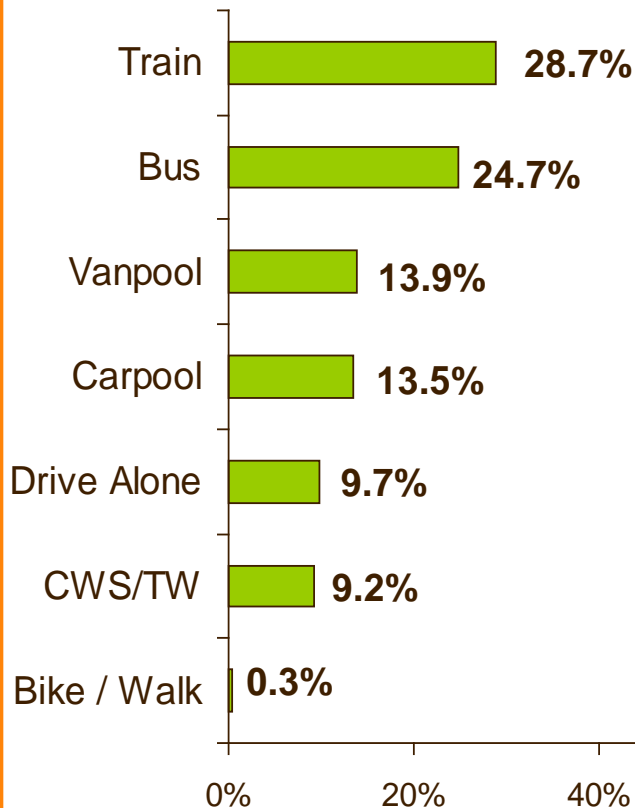
The mode profile of Commuter Connections service users is very different from that of the regional commute population.

The mode profile of users has changed substantially since 2005 – more transit use.

But other travel patterns – distance, pool occupancy - have remained stable.

Alternative Modes Accounted for 90% of Weekly Commute Trips

Applicants made less than 10% of trips by driving alone. Train and bus were the most popular alternative modes.



<u>Weekly Mode Distribution</u>		
	<u>2011 Applicants</u>	<u>2010 SOC</u>
- Transit	53.4%	20.2%
- Carpool/vanpool	27.4%	7.0%
- Drive alone	9.7%	64.2%
- Telework / CWS	9.2%	6.3%
- Bike/walk	0.3%	2.3%

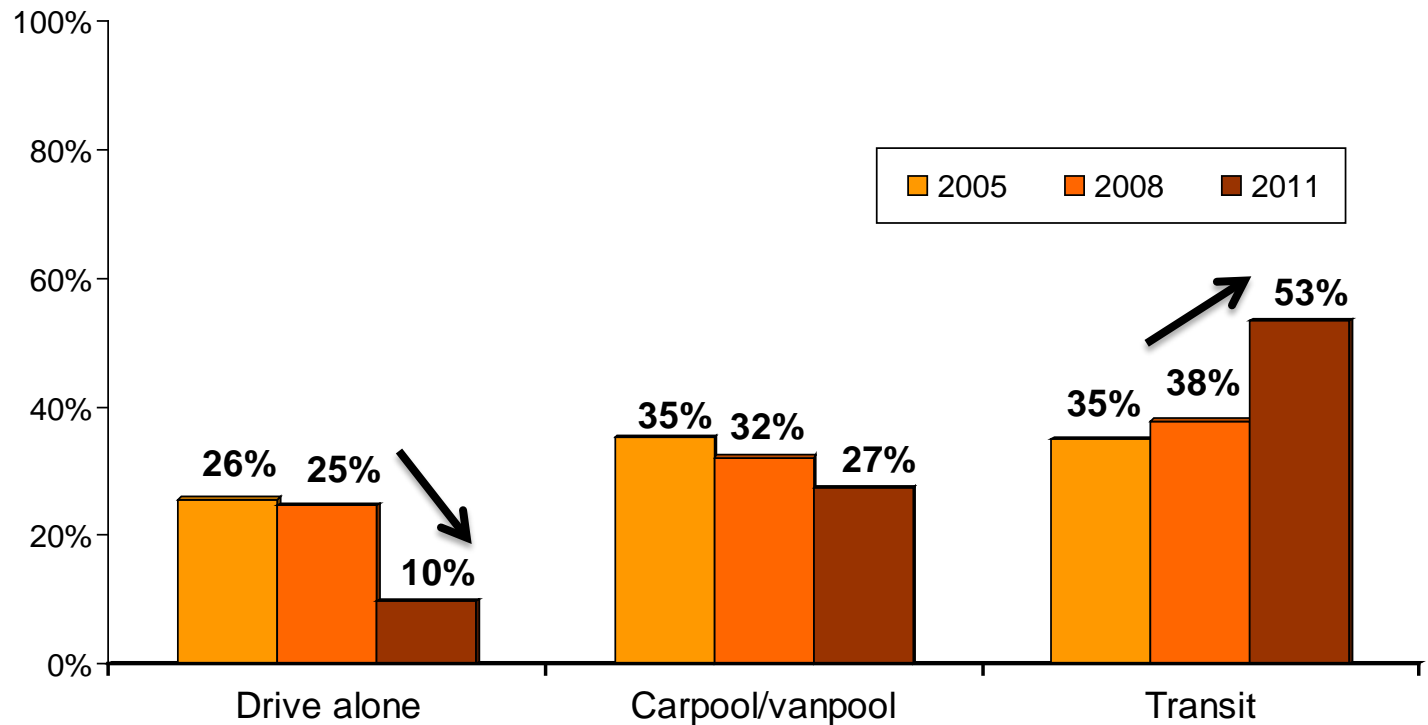
2011
Placement
Survey
n = 863

2010 SOC
n = 6,050

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

Mode Weekly Trips – 2005 - 2011

The drive alone percentage fell sharply from 2008 to 2011 and transit use increased dramatically, suggesting a significant shift in service users and services available.



2005
n = 701

2008
n = 703

2011
n = 863

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

Other Travel Characteristics in 2011 Were Very Similar to 2008 Results

	<u>2011</u>	<u>2008</u>
■ Travel distance	36.2 mi	36.3 mi
■ Travel time	63 min	63 min
■ Ave. CP size	3.1	2.9
■ Ave. VP size	9.9	10.3
■ % CP with co-worker	49%	40%
■ % DA access to alt mode	77%	77%
■ Access distance	6.9 mi	6.2 mi

Distance
n = 828

Travel time
n = 861

Carpool
n = 149

Vanpool
n = 155

Drive alone
access
n = 767

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>?



Change

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.





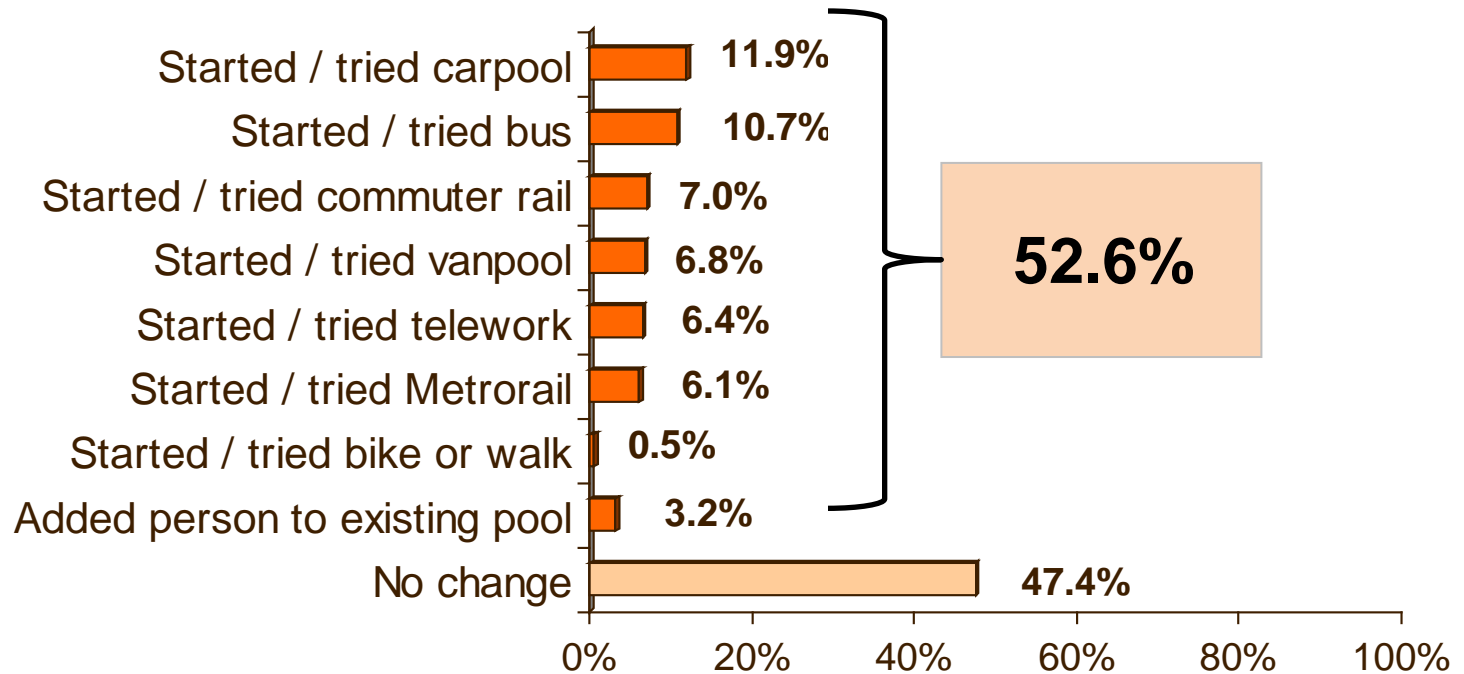
Key Findings

More than half of the applicants surveyed had made a change in their commute travel since receiving assistance.

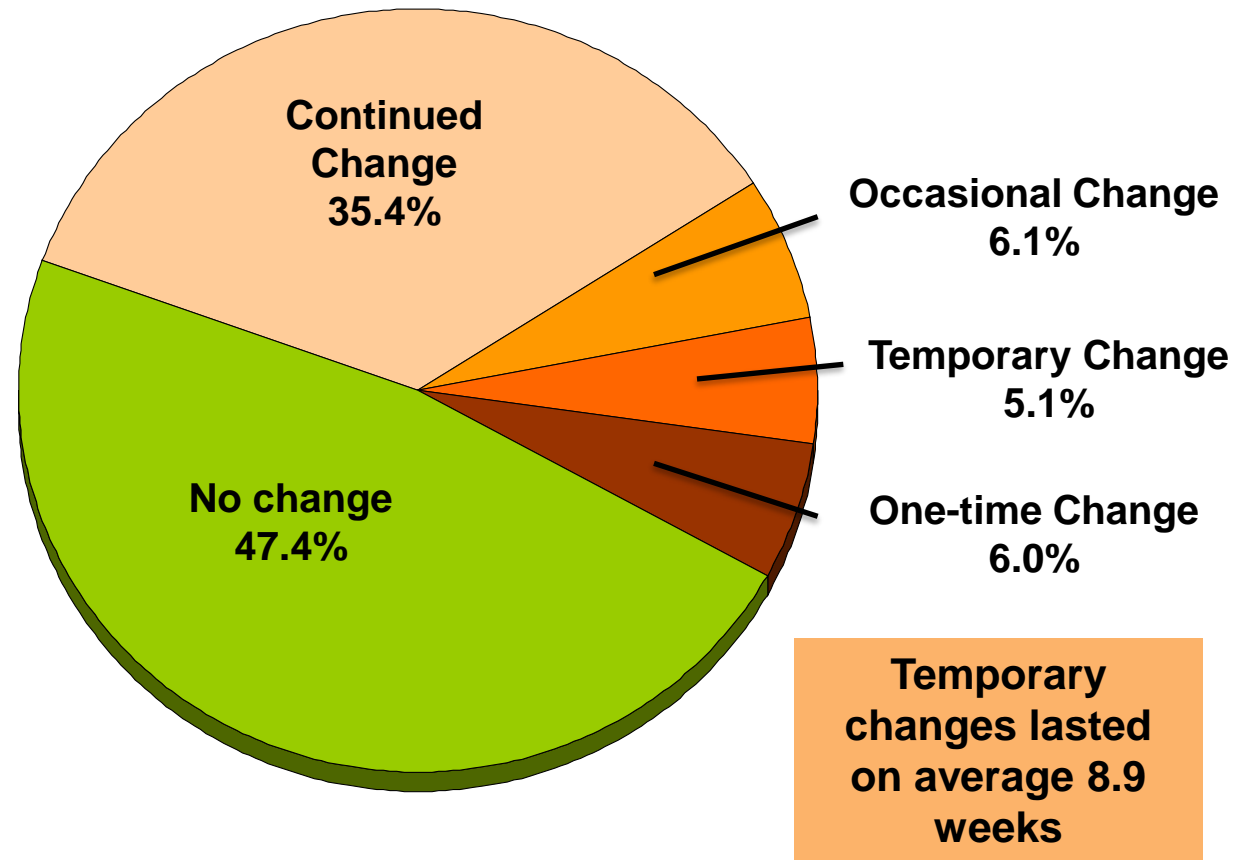
Cost, time, and circumstances were the primary motivations for making these changes but four in ten said a Commuter Connections service assisted or influence their change.

52.6% of Respondents Made a Commute Change After Receiving Services

The share of changes to transit (23.8%) exceeded carpool / vanpool changes (21.9%). This signifies a broadening of CC service effectiveness.



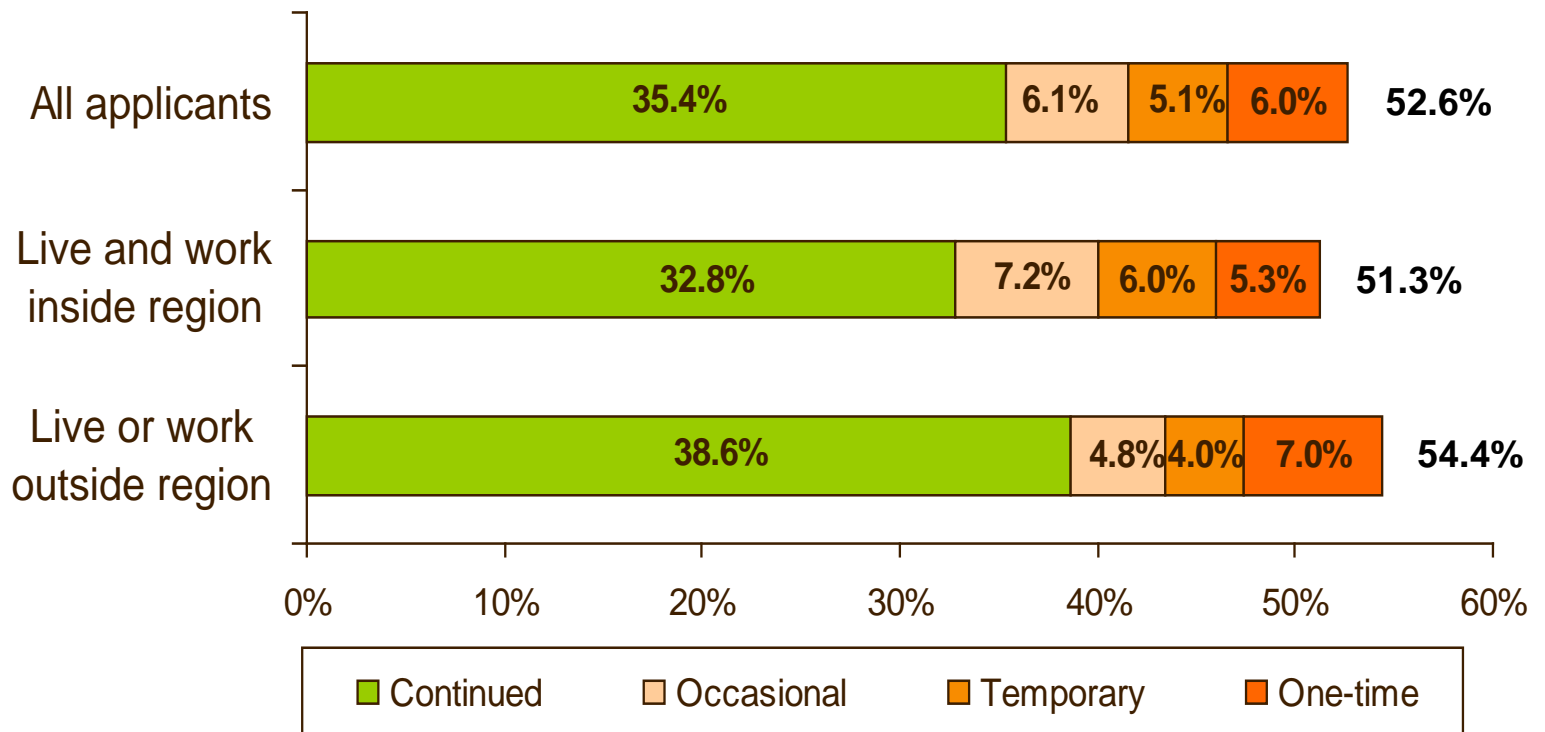
More than 4 in 10 Respondents Made a Change to a Mode they Still Used, but Some Used the New Mode Only “Occasionally”



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

Respondents who Live or Work Outside COG Region have Higher Overall Placement Rate

VMT reduction credit for “Outside Region” was discounted to credit only portion of travel occurred within the COG Ozone Non-Attainment Area.



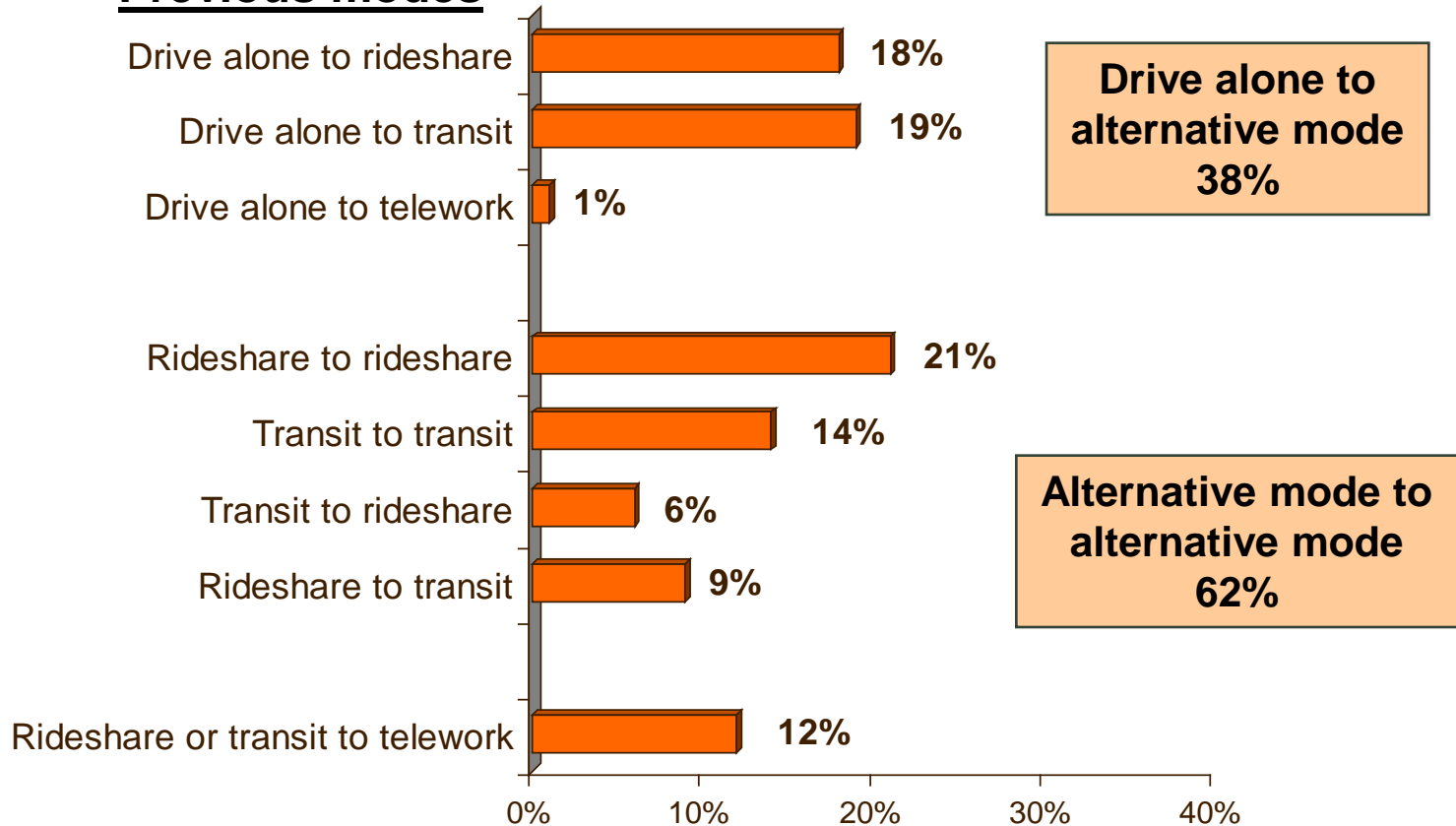
All applicants
n = 863

Live and work
inside region
n = 487

Live or work
outside region
n = 376

38% of Respondents who Made a Change Drove Alone Before Starting the New Mode

Previous modes



n = 363

Q52 Before you made the change to <New Mode>, how did you get to work? (mode grid by day)

The Percentage of Respondents who Made a Continued or Temporary Change Increased Slightly from 2008 to 2011

<u>Mode change</u>	<u>2011</u>	<u>2008</u>
■ Carpool change	9.0%	9.1%
■ Vanpool change	7.0%	4.9%
■ Transit / BW change	16.5%	12.3%
■ Telework change	4.8%	4.4%
■ Add person to CP/VP	3.2%	6.9%
Total Cont + Temp	<u>40.5%</u>	<u>37.7%</u>

2008
n = 703

2011
n = 863

Chart shows only continued and temporary changes; occasional and one-time changes were not measured in 2008

Cost, Time, and Circumstances Continue to be Primary Reasons for Change, but Respondents Also Note Commute Services

	<u>2011</u>	<u>2008</u>
■ Save money	17%	14%
■ Changed job/work hours	16%	23%
■ Save time	13%	12%
■ Tired of driving / reduce stress	11%	9%
■ Gas prices too high	9%	18%
■ New option became available	8%	<1%
■ Got financial incentive	6%	<1%
■ Employer permitted telework	6%	N/A

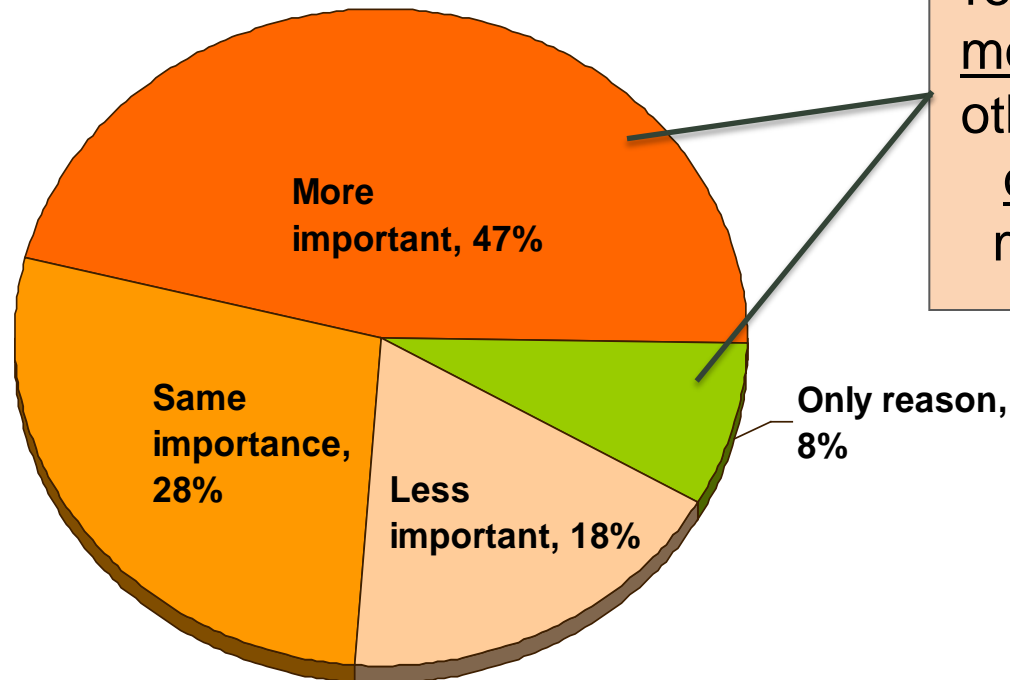
38% of applicants who made a change said CC services assisted or influenced their decision

2008
n = 276

2011
n = 238

Q54 What were the reasons that you made that change?

Economic Reasons were Important to Many Applicants in Motivating Travel Changes



64% said economic reasons were either more important than other reasons or the only reason they made the change

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





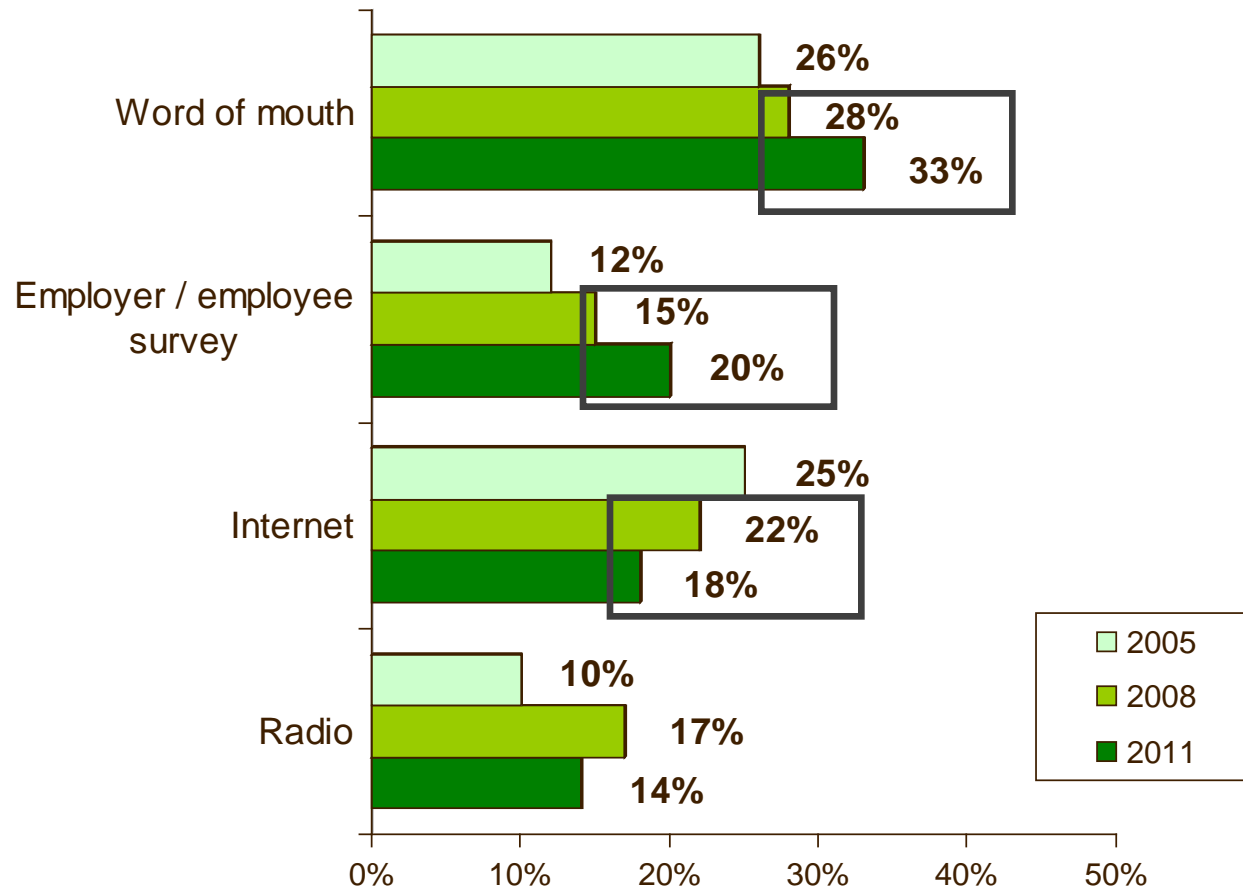
Key Findings

Word of mouth referrals remain the primary way that commuters learn about Commuter Connections.

Wider availability of transit information in the new online system is gaining a following of transit commuters; a much smaller share of applicants now request ridematch lists.

In 2011, Respondents Heard about CC Primarily from Referrals and Employers

Information sources have changed since 2005



2005
n = 701

2008
n = 703

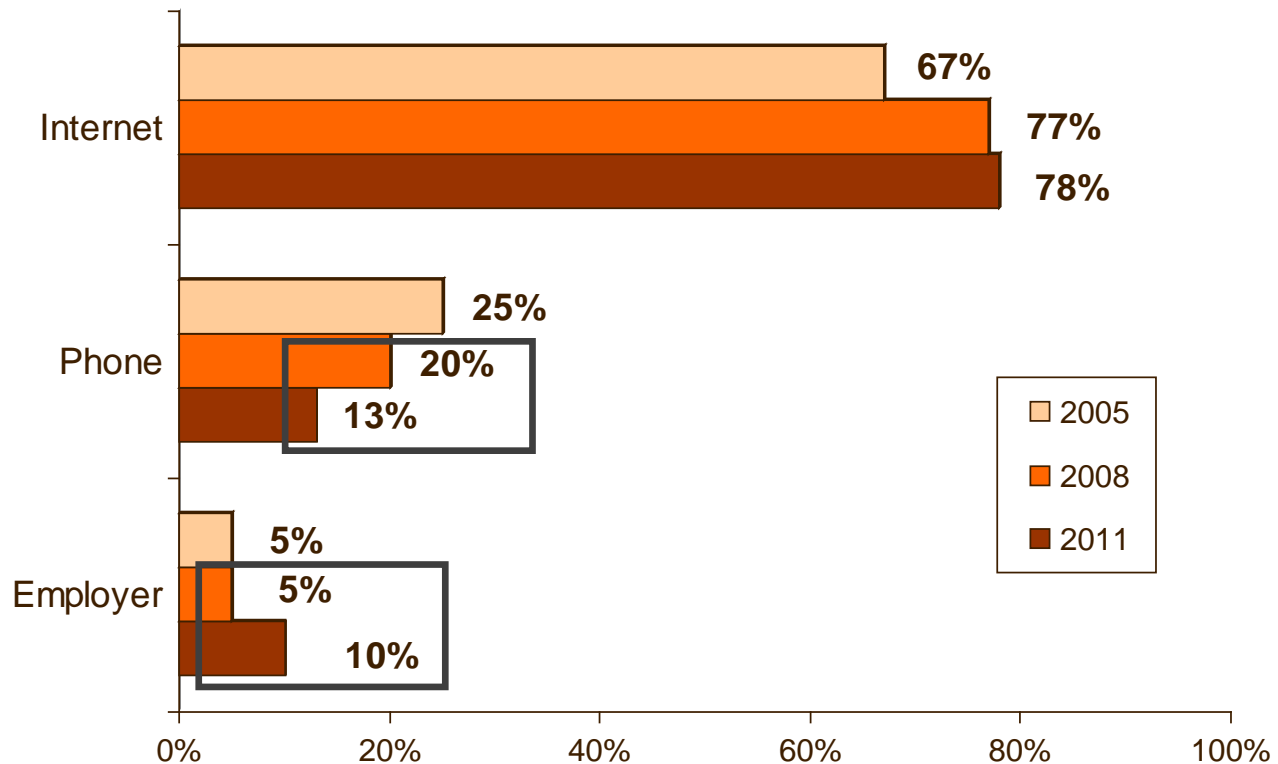
2011
n = 892

2008-2011
Significant
differences
highlighted

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

Source of Contact with CC – 2005-2011

The internet remained the dominant source of contact with Commuter Connections, but employers grew as a source. Only 13% of applicants contacted CC by phone.



2005
n = 701

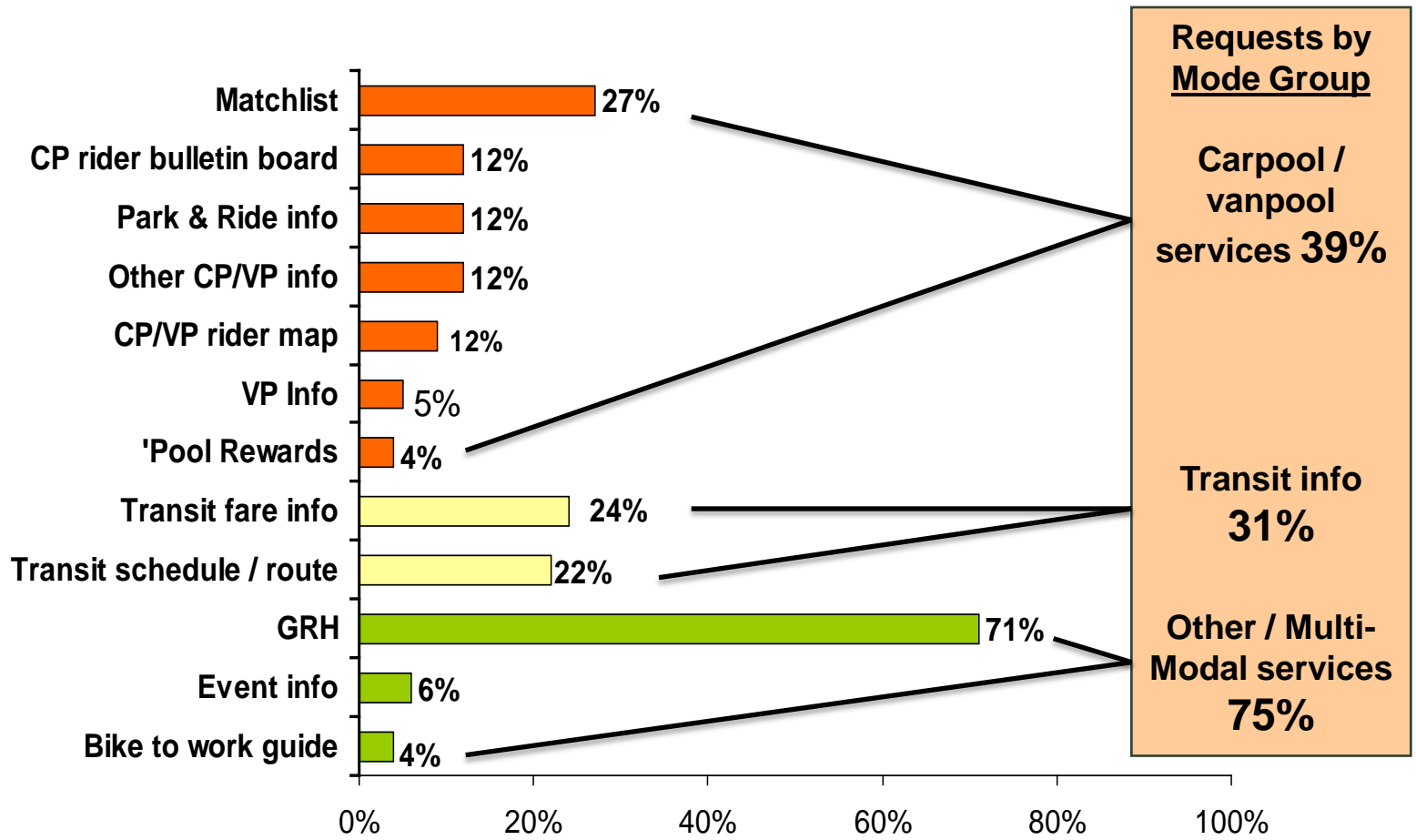
2008
n = 703

2011
n = 872

2008-2011
Significant
differences
highlighted

Q61 Which of the following sources did you use to contact Commuter Connections for assistance?

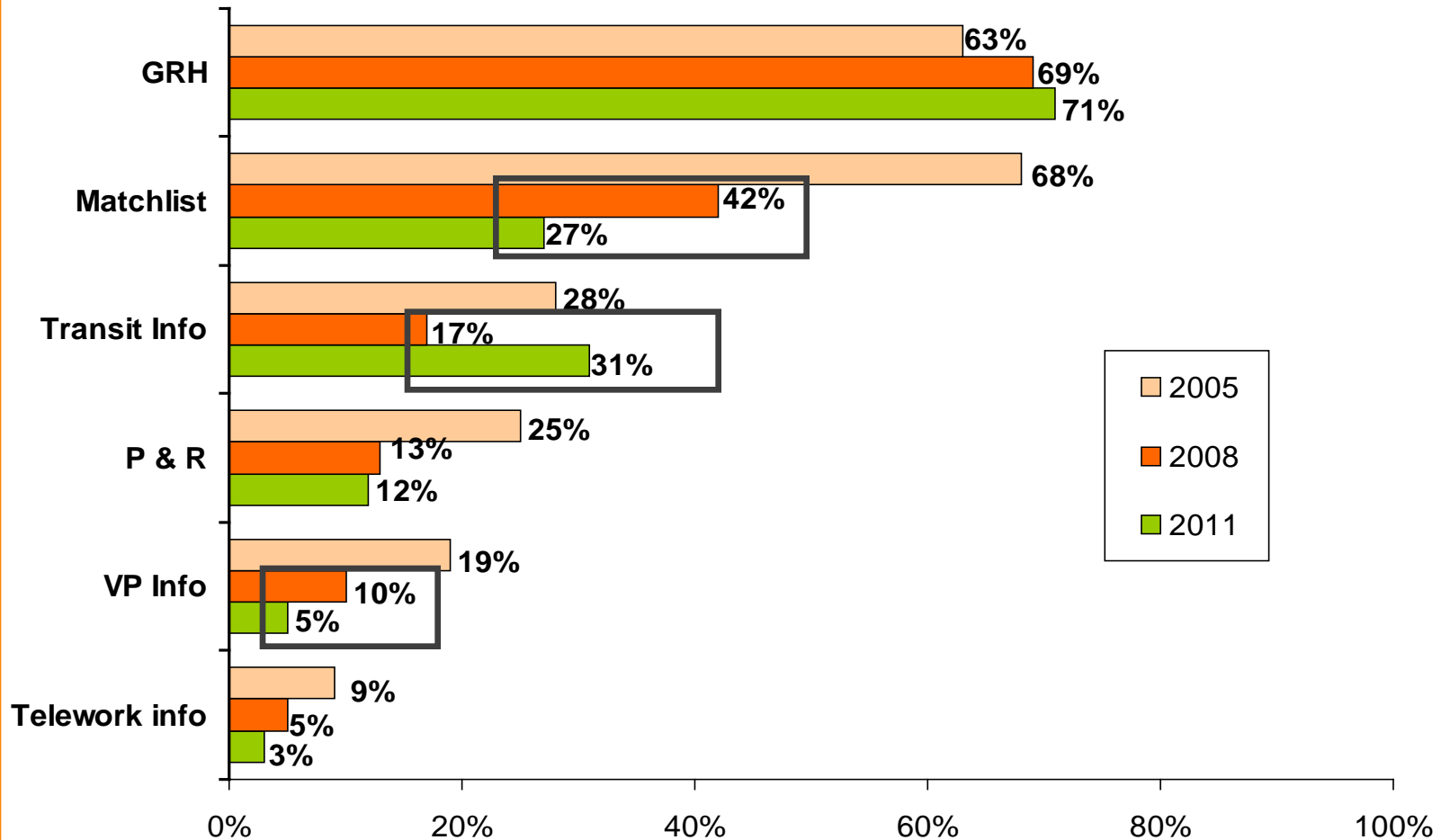
GRH was the Most Requested Service in 2011; 27% Sought a Matchlist and 22% Wanted Transit Route / Schedule Info



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?

Requests for Matchlists and P&R Info Down Since 2005 - Use of Transit Info has Grown



2005
n = 701

2008
n = 703

2011
n = 892

2008-2011
Significant
differences
highlighted

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?



Use of Commuter
Connections Services

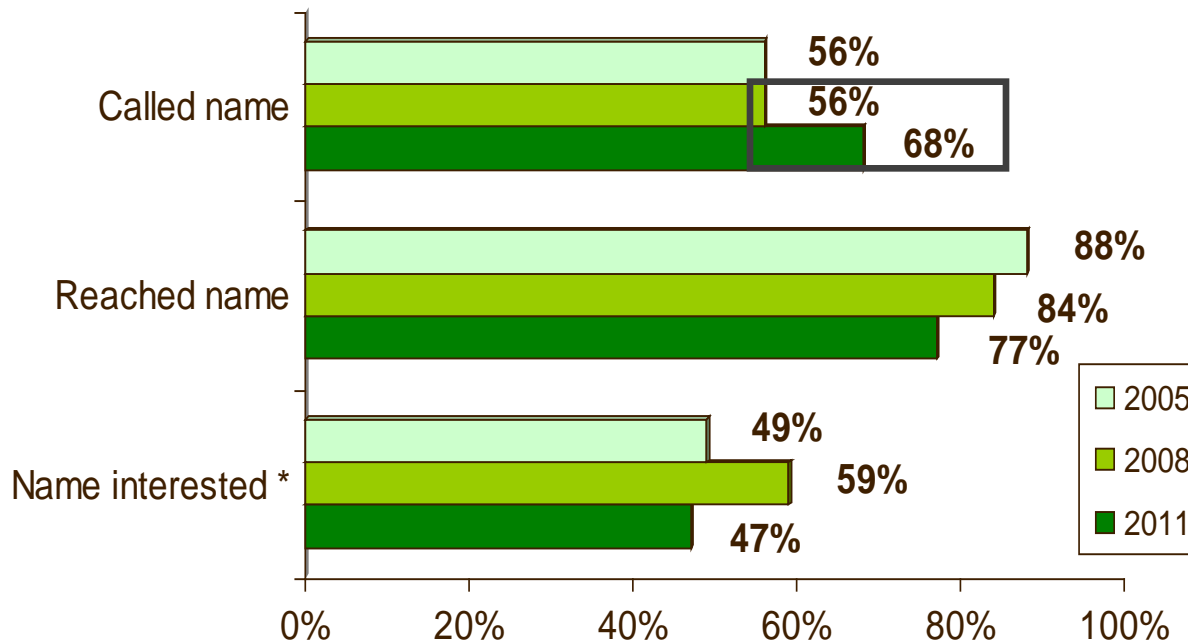


Key Findings

A large share of commuters who receive information from Commuter Connections follow-through and use the information.

68% of Matchlist Recipients Tried to Contact a Person on the List – 77% Reached Someone

A higher share of respondents used the list in 2011 vs 2008, but a smaller share reached a commuter who was interested in carpooling.



*** In 2011, an additional 18% of applicants were interested but schedules/locations were not compatible**

Called names
2005 n = 477
2008 n = 295
2011 n = 133

Reached name
2005 n = 265
2008 n = 165
2011 n = 90

Name interested
2005 n = 233
2008 n = 135
2011 n = 82

2008-2011
Significant differences highlighted

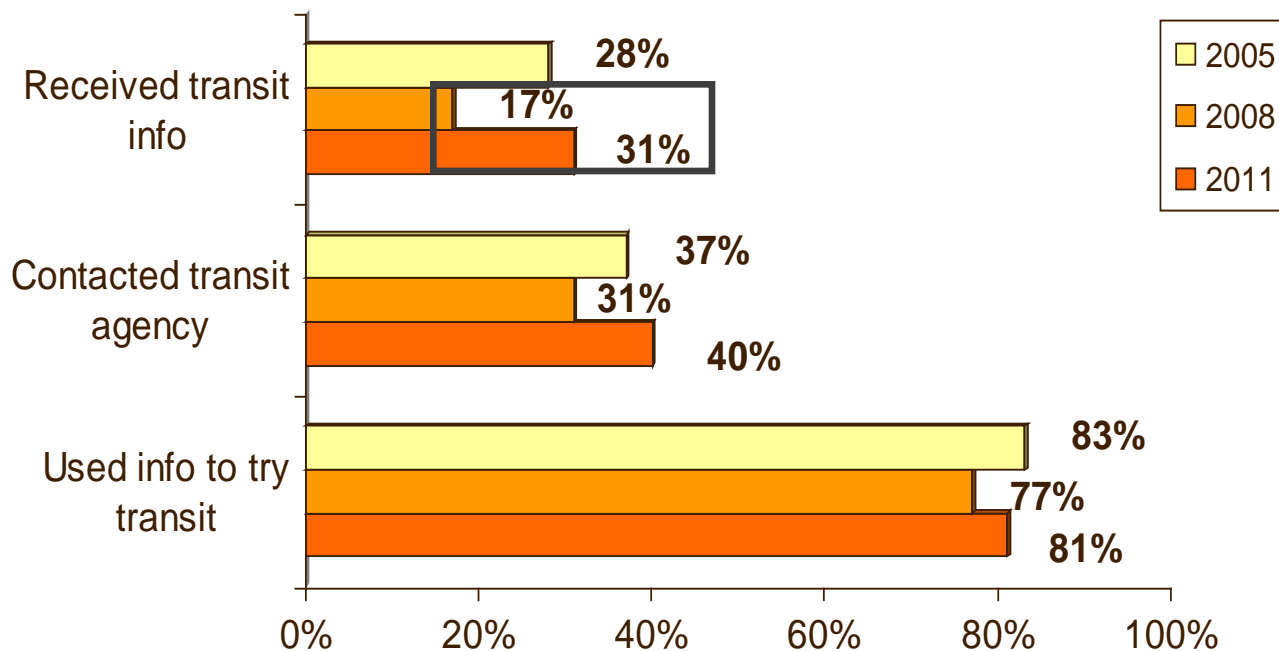
Q71 Did you try to contact any of these people?

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 was Both More Requested and More Widely Used in 2011 than in 2008

40% of applicants who received transit information contacted a transit agency and 81% of these applicants used the information to try transit.



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
 2005 n = 701
 2008 n = 703
 2011 n = 892

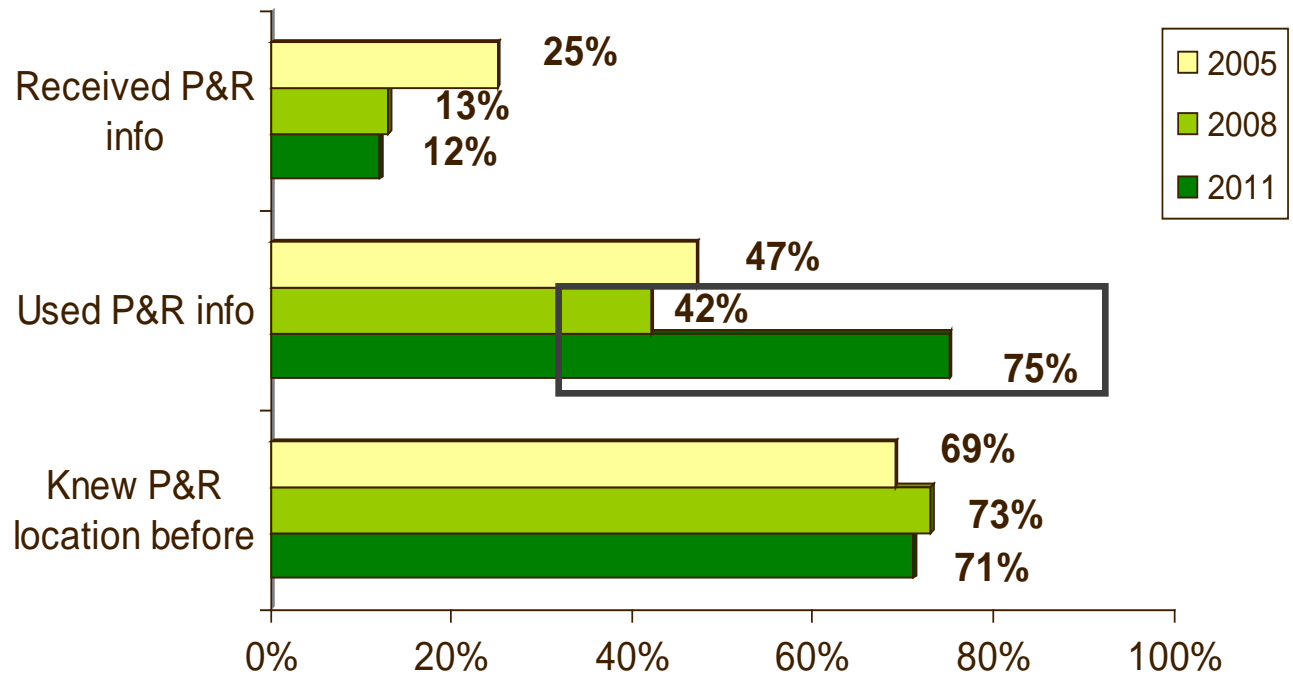
Contacted transit agency
 2005 n = 194
 2008 n = 120
 2011 n = 206

Use info to try transit
 2005 n = 72
 2008 n = 36
 2011 n = 68

2008-2011
 Significant differences highlighted

75% of Applicants Who Received P&R Info Used the Information – Higher than 2005/2008

But the share of applicants who already knew of the P&R lot was essentially the same as in 2005 and 2008, suggesting no greater need for this information in 2011.



Received P&R information
2005 n = 701
2008 n = 703
2011 n = 892

Used info
2005 n = 175
2008 n = 92
2011 n = 97

Used lot before
2005 n = 83
2008 n = 36
2011 n = 51

2008-2011
Significant
differences
highlighted

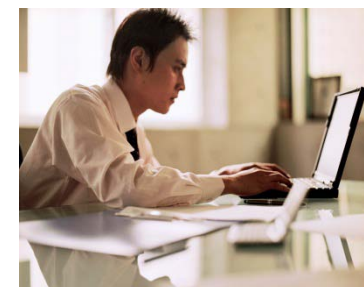
Q84 ... Have you used the Park & Ride lot listed in the information you received?
Q85 Were you aware of the lot before you received the information?

Use of GRH, Telework, and Bike Info - 2011

- **Received GRH info** 71%
 - Registered for program 96%



- **Received Telework info** 3%
 - Used info to talk to employer 55%
 - Used info to start/increase TW 18%



- **Received Bicycle info** 4%
 - Started biking to work 16%
 - Bike to work more often 11%
 - Bike more for non-work trips 10%



Received GRH info
2011 n = 892
Registered for program
n = 560

Received TW information
2011 n = 892
Used info
2011 n = 22

Received bike information
2011 n = 892
Used info
2011 n = 38

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?