



Highlights from the Employer Satisfaction Survey 2019

Presentation to the Employer
Outreach Committee

July 16, 2019

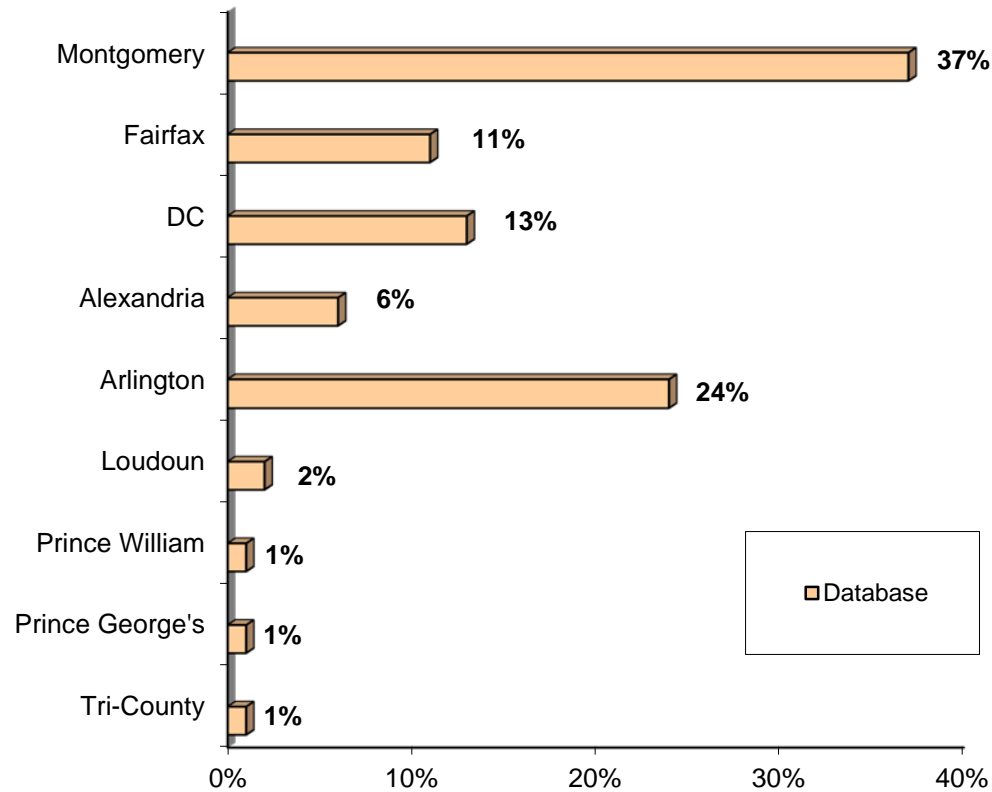
Methodology

- Objective: Examine satisfaction with CC programs and identify areas for improvement.
- Background
 - Company vitals
 - Programs offered onsite
 - Ratings for CC outreach personnel
 - Level of communication
 - Value and use of outreach services
 - Interest in possible training

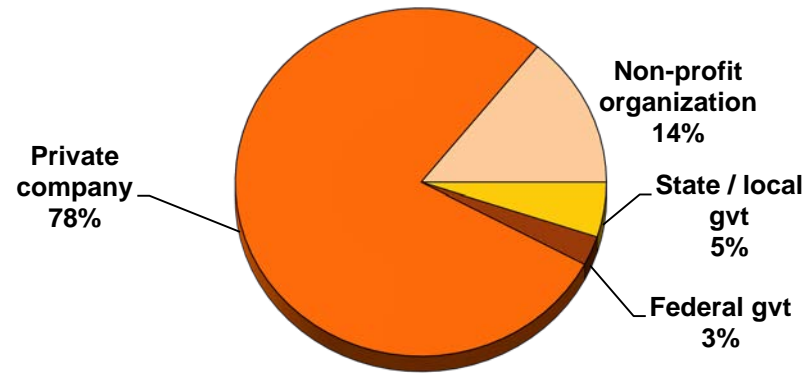
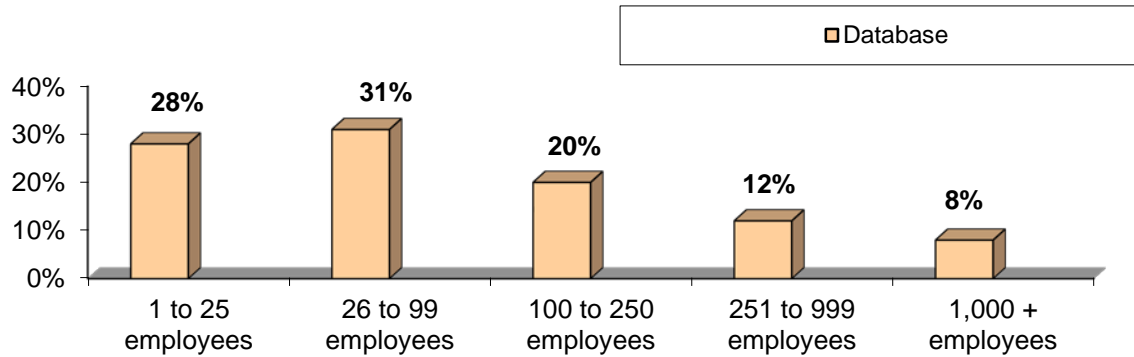
Survey Method

- Three step process
 - Email to clients (3,430)
 - Phone interviews of non-respondents (3,844)
- Rates of response
 - 205 returns for email
 - 421 email bounces
 - 1,680 unsuccessful phone contact (bad number, fax, etc)
 - 199 replies by email/mail
 - 105 replies by phone survey (477 total)
 - Overall response rate was 7.% confidence level 95%

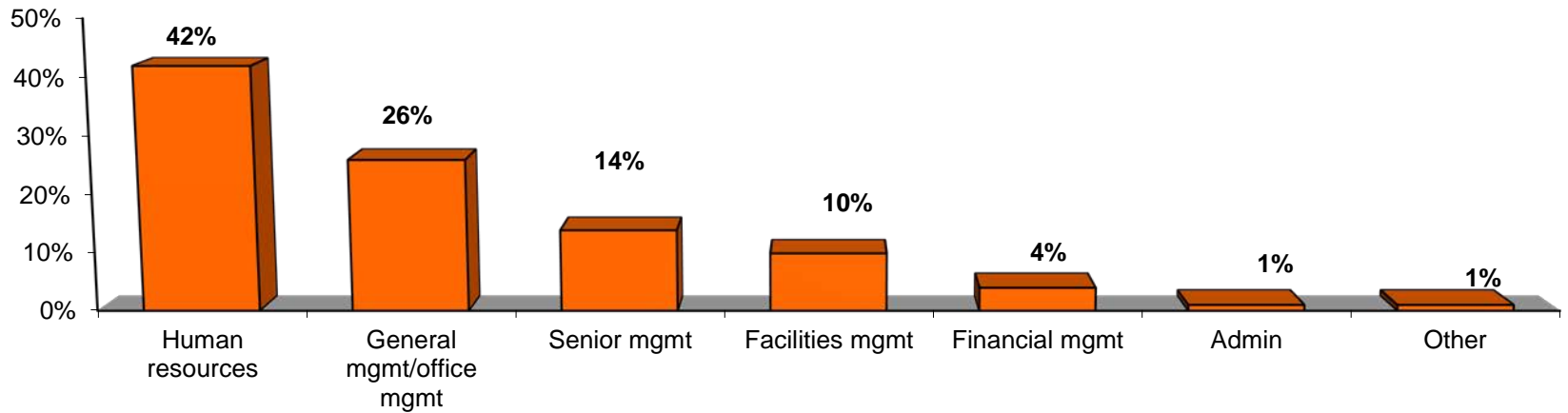
Employer Locations



Employer Size and Type



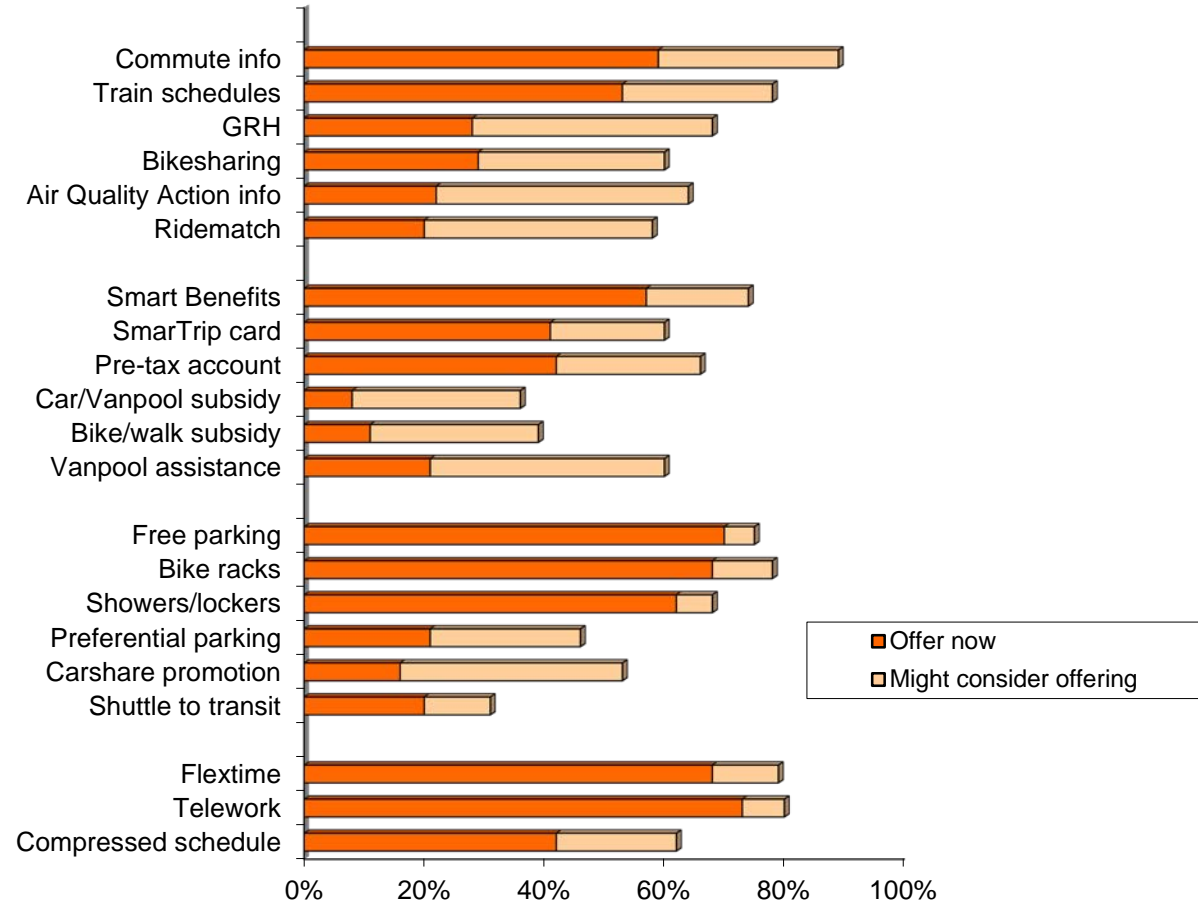
Role of Respondents



Questions about Commuting Services

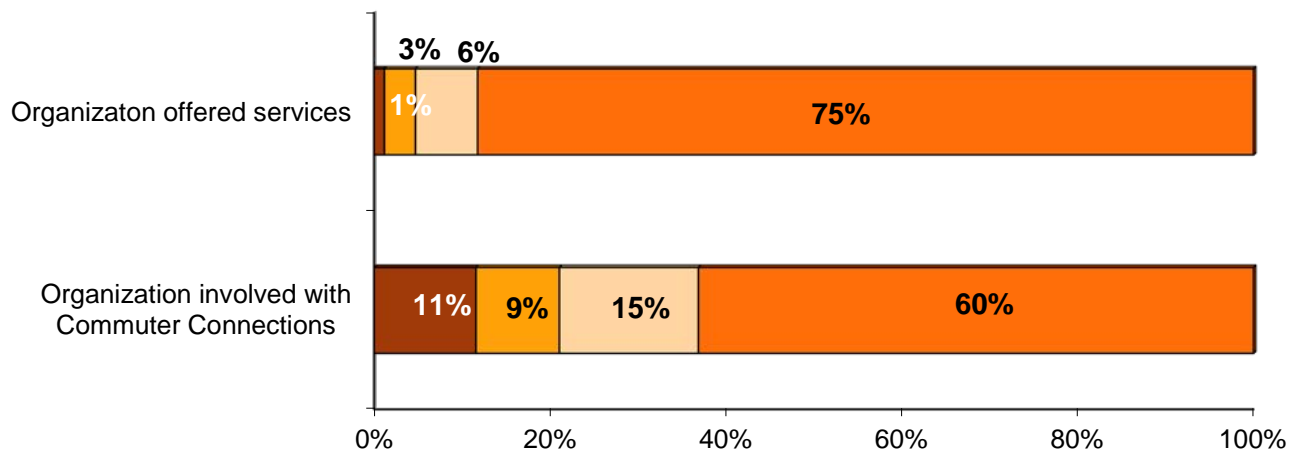
- A list of 21 commuting services covering
 - Information/support
 - Incentives (financial/other)
 - On-site amenities/facilities
 - Work scheduling
- Respondents were asked to select if they:
 - Service offered now
 - Do not offer but might in future
 - Do not offer and won't consider
 - Do not offer and do not know if they will consider to

Current Programs and Possible Offerings



Length of Commuting Involvement

Over 70% of respondents have been offering commute assistance programs as well as being involved with Commuter Connections for 2 or more years.



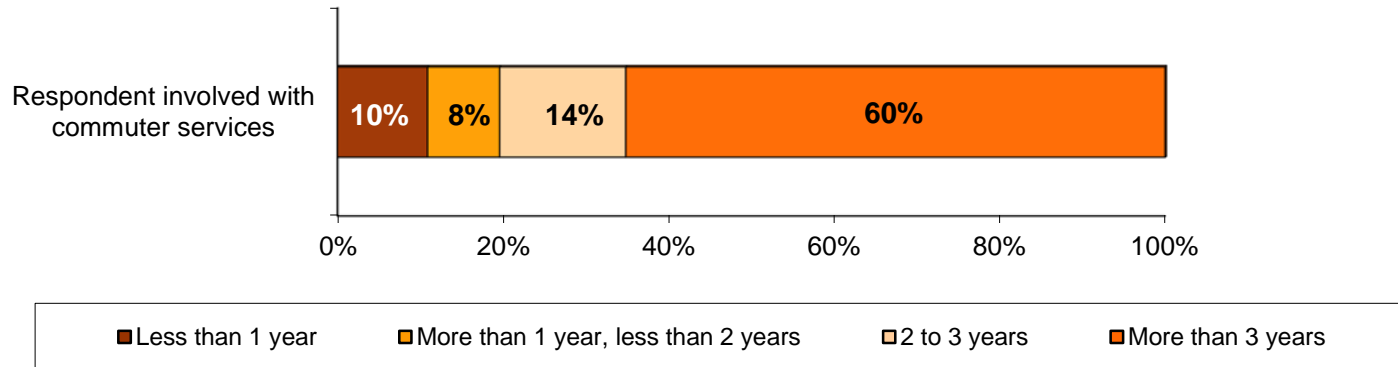
■ Less than 1 year

■ More than 1 year, less than 2 years

■ 2 to 3 years

■ More than 3 years

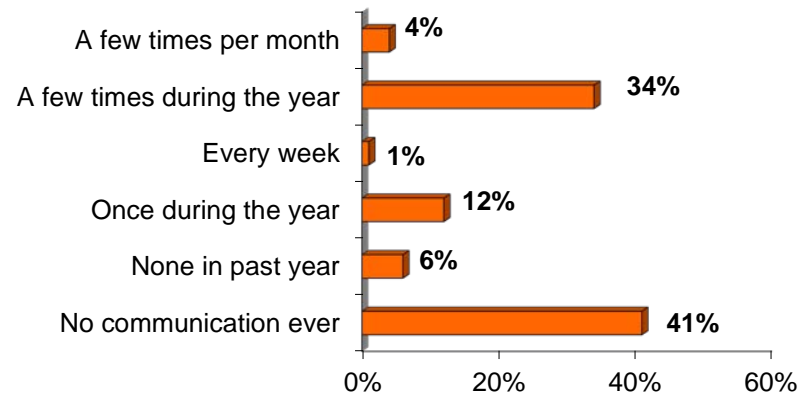
ETC involvement and Recall with CC sales representatives



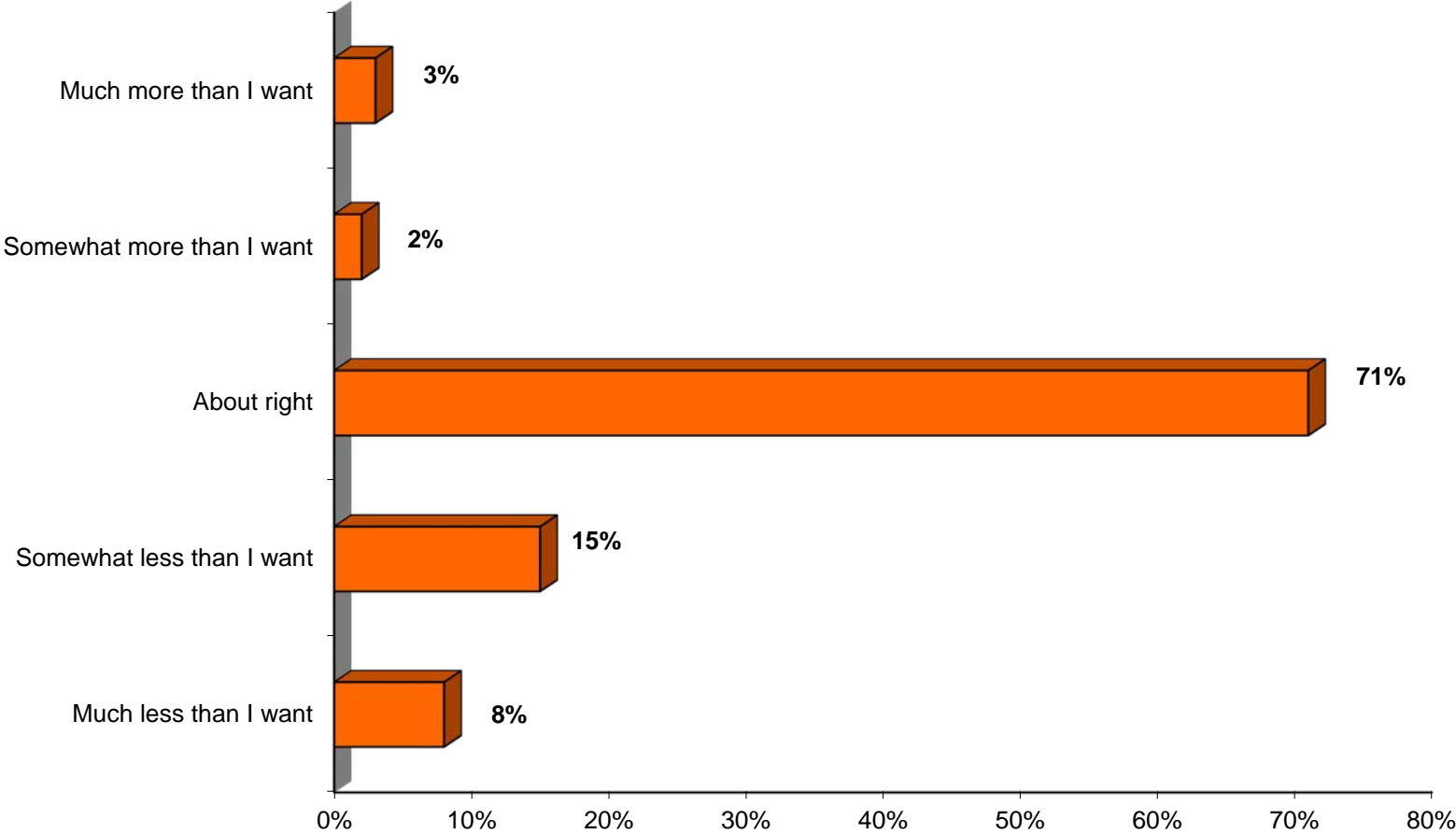
At least 60% of respondents have been their role as ETC for at least 2 years.

Contact with Outreach Representatives

- Almost 50% reported that they have had some type of contact with sales rep.
- 41% stated that they had no contact at all

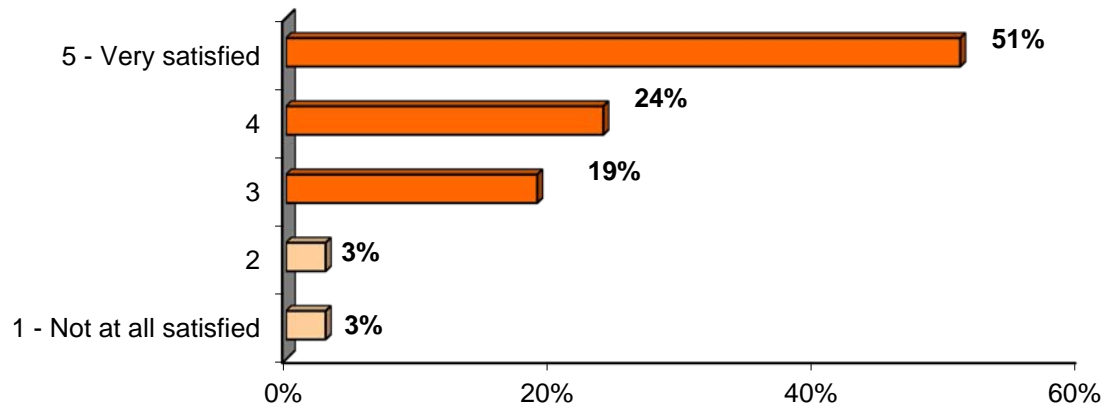


Frequency Rating and Preferred Contact Methods

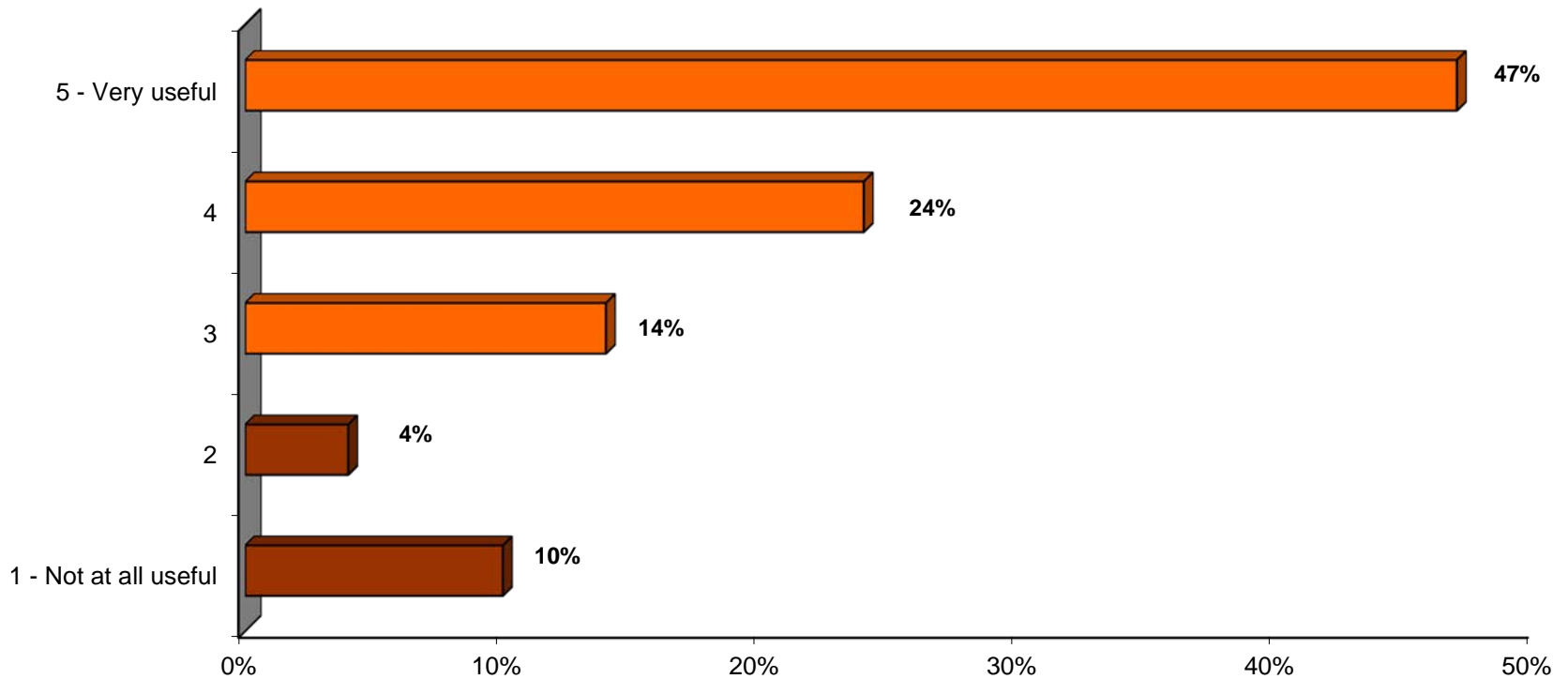


Rating the Representatives

The outreach representatives were regarded highly by the respondents with an average of 75% who rated their CC contact at least at a 4 or 5 (5 being the highest).



Usefulness of Commuter Connections



Other Highlights

- Almost 30% reported that they would most likely recommend CC services and found the programs offered useful.
- Use of individual services averaged out at 60% (posters, brochures, website, events, CP/VP match plots, seminars, personal assistance).
- Those individual services that rated highest for usefulness were: brochures; website; and, events.

Observations

- Though the survey revealed an overall satisfaction with Commuter Connections many respondents had no idea who their rep was
- A lot of basic information (address etc) was not up to date
- Many of the anecdotal suggestions for improvement were related to platform shutdowns and transit hours.