Commuter Connections TERM Evaluation Project 2013 State of the Commute Survey

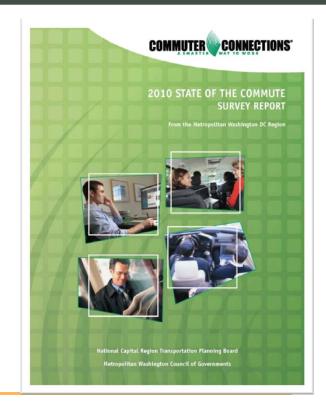
Highlight Results

July 16, 2013

LDA Consulting

with

ESTC, CIC Research, CUTR







Survey Methodology

- Fifth triennial survey (2001, 2004, 2007, 2010, 2013)
- Telephone survey of 6,335 randomly-selected employed residents of COG region (95% ± 1.2%)
- 575 in each of 11 jurisdictions (95% ± 4.1%)



- Included 1,034 cell phone interviews to ensure "cell phone only" households were surveyed
- County level results were expanded to the regional population of workers
- Data also were weighted to adjust sample for ethnicity and cell phone / landline availability

SOC Survey Topics

Continued tracking questions

- Current and past commute patterns
- Telecommuting experience
- Awareness/access to transit, HOV, P&R
- Transportation satisfaction, benefits of alternative mode use
- Mass marketing awareness and influence
- Awareness of CC, regional and local commute services
- Employer commute assistance

New questions in 2013

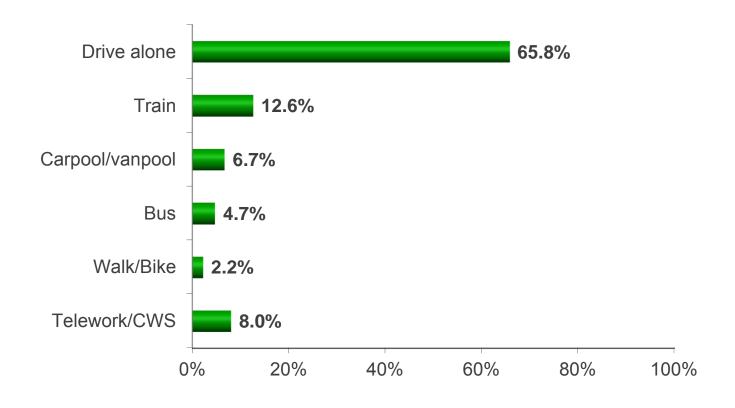
- Roads used along commuting route
- Work activities performed during commute
- Interest in dynamic rideshare services







17% of weekly commute trips are made by transit; Telework and compressed schedules eliminate 8% of weekly trips



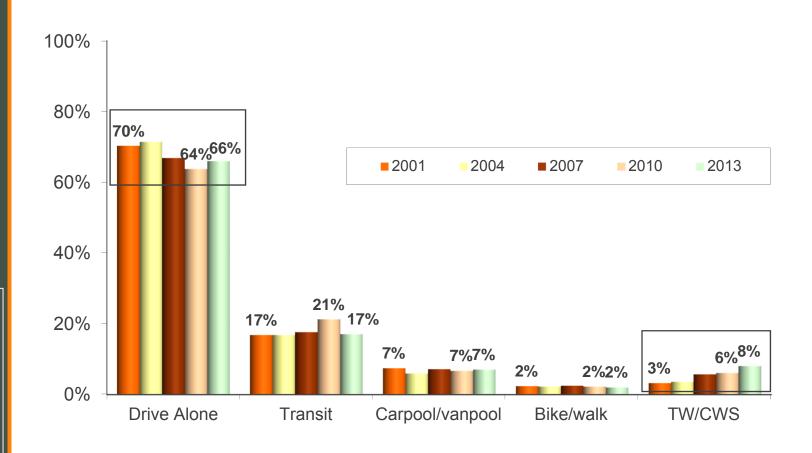
2013 SOC n = 5,892

Excludes employees who are self-employed, with only work location at home

Q15. Now thinking about LAST week, how did you get to work each day. ...



Telework has gained mode share since 2001; other modes remained essentially unchanged



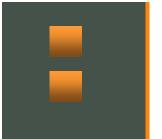
n = 6,924 2004 SOC n = 6,851 2007 SOC n = 6,168 2010 SOC n = 6,050

2013 SOC

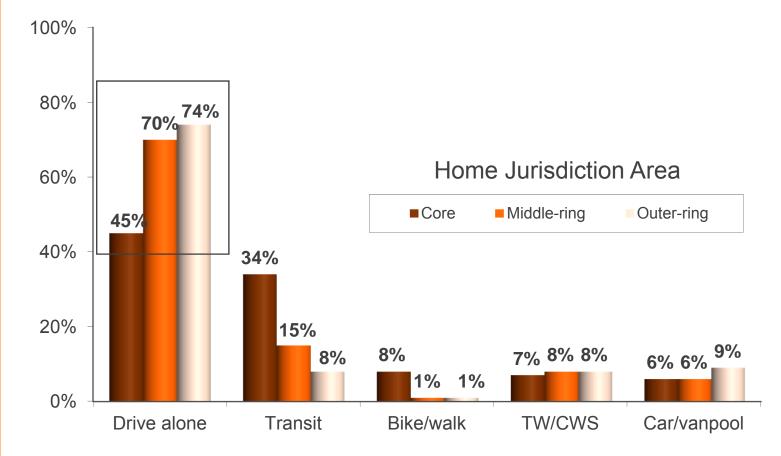
N = 5.892

2001 SOC

Q15. Now thinking about LAST week, how did you get to work each day. $\, \dots \,$



Fewer than Half of "Inner Core" Area Commuters Drive Alone, compared with 70% of Commuters in the "Middle Ring" and 74% of Commuters in the "Outer Ring" Area



Inner Core

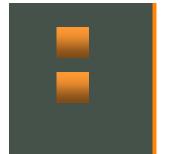
Home Location

(Alexandria, Arlington, DC) n = 1,592

Middle Ring (Fairfax, Montgomery, Prince George's) ___n = 1,617

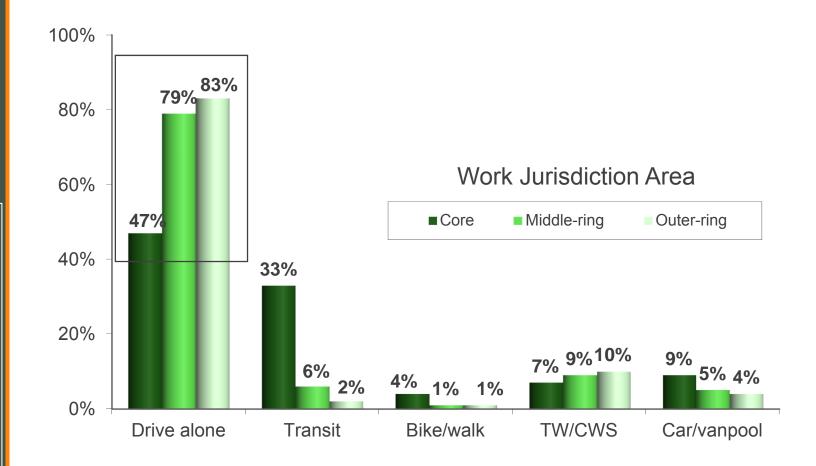
Outer Ring (Calvert, Charles, Frederick, Loudoun, Prince William) n = 2,699

Q15. Now thinking about LAST week, how did you get to work each day. . Q2 Home jurisdiction area..



Commuters who Work in the Core Area Use Transit at a Much Higher Rate than do Commuters who Work in the Middle-Ring or Outer Ring

Core workers also bike/walk and carpool/vanpool at a higher rate



Q15. Now thinking about LAST week, how did you get to work each day. . Q3 Work jurisdiction area..

Work Location

Inner Core (Alexandria, Arlington, DC) n = 2,485

Middle Ring (Fairfax, Montgomery, Prince George's) n = 1.931

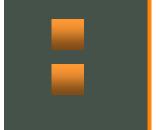
Outer Ring (Calvert, Charles, Frederick, Loudoun, Prince William) n = 1,470



78% of Commuters Use the Same Commute Mode 4+ Days Per Week

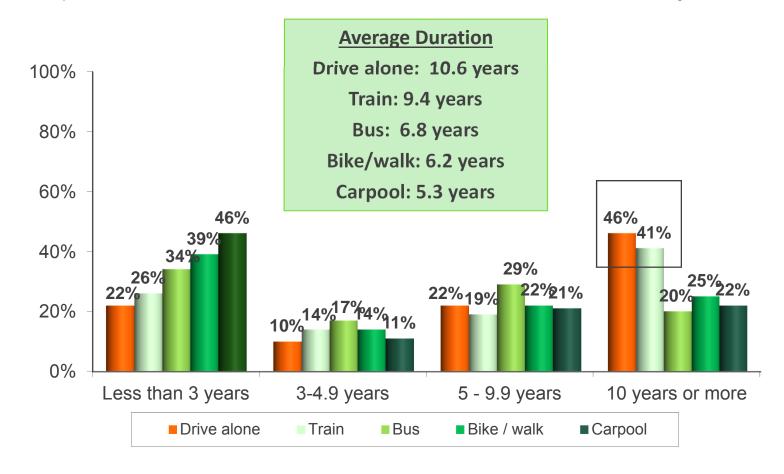
Alt mode users have slightly less frequent use of their primary modes than do drive alone commuters, thus, there is modest potential for greater alt mode use by **current** alt mode users

Modes Used for Travel to Work	Primary	1+ Day / Week	Secondary Use
Drive alone	67%	71%	4%
Metrorail/Commuter Rail	13%	15%	1%
Carpool/vanpool	7%	8%	1%
Bus	5%	5%	<1%
Bicycle / walk	2%	3%	1%
Telework	5%	15%	10%



Commuters who Drive Alone or Ride a Train have Used these Modes Longer than Other Commuters – About 9-10 Years on Average

More than half of commuters who ride a bus, bike/walk, or carpool to work have used these modes for less than 5 years



Drive alone n = 3,123

Train n = 665

Bus n = 302

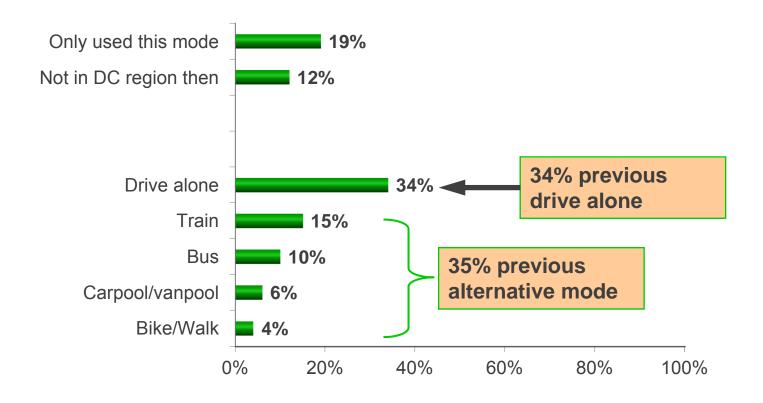
Carpool n = 390

Bike/walk n = 171

Q18 How long have you been using <MODE Q15> to get to work?



31% always/only used their current mode or didn't live or work in the Washington region before



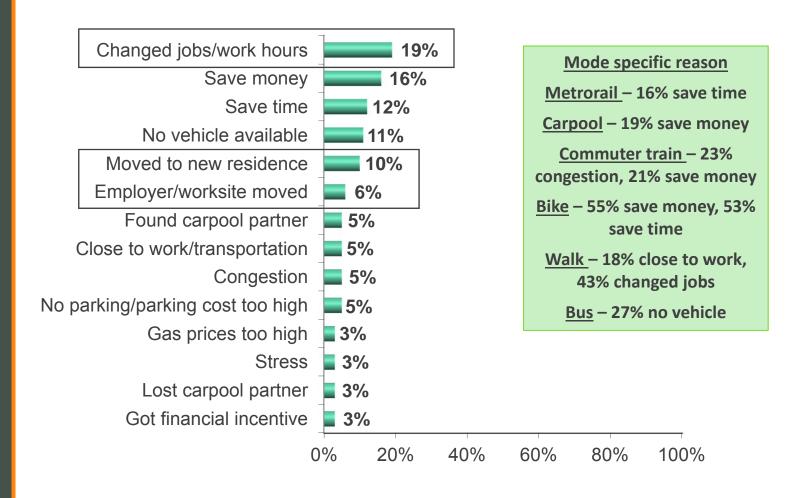
Q19a – Before starting to <RECENT MODE> to work, what type or types of transportation did you use to get to work?

n = 686

Includes
respondents who
did not live in the
metro region
before starting
their current
alternative mode
and those who
"always used" their
current mode

19% of Respondents Who Commute by an Alternative Mode Started Using the Modes because they Changed Jobs / Work Hours;

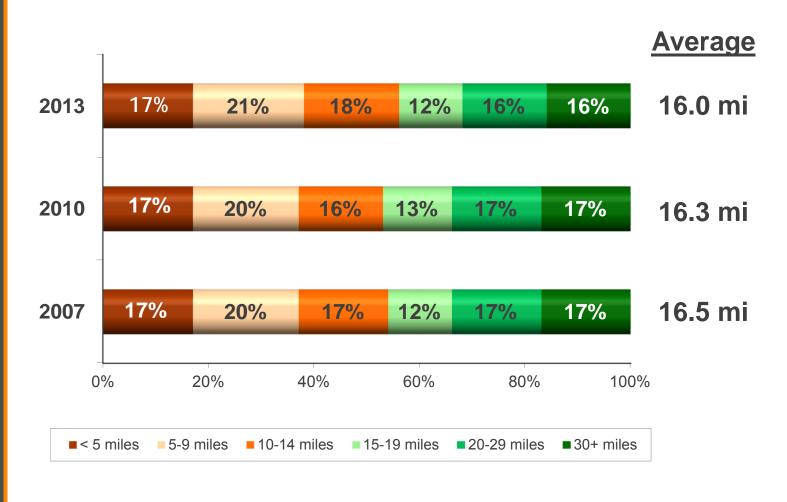
10% moved to a new residence and 6% said their worksite moved





The 2013 Average Commute Distance (16.0 mi) is Less than 2010 (16.3 mi) and than 2007 (16.3 mi)

More than a third of respondents traveled fewer than 10 miles, but 32% traveled 20 miles or more



n = 5.1222010 SOC n = 5,5332007 SOC n = 5,465

2013 SOC

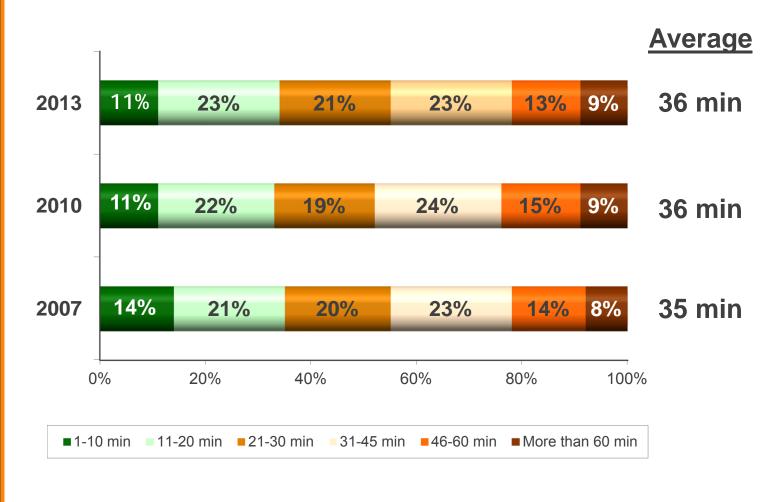
Q17 How long is your typical daily commute one way? How many miles?



The Average Commute <u>Time</u> is the Same in 2013 as in 2010 was about the same (36 min) as in 2007

About a third of respondents traveled 20 minutes or less to work.

About one in ten traveled 60 minutes or more.



2013 SOC n = 5,605 2010 SOC n = 5,533 2007 SOC

n = 5.465

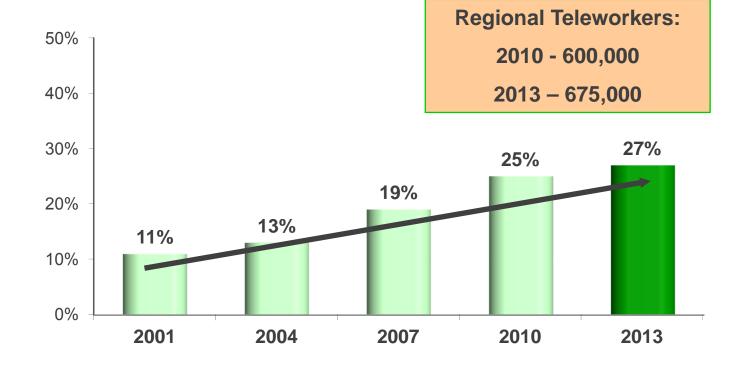
Q16 How long is your typical daily commute one way? How many minutes?





Telework Growth Continued Between 2010 - 2013, although at a Less Dramatic Rate

The region added 75,000 new teleworkers for a 2013 total of 675,000



Q13 Now I want to ask you about telecommuting, also called teleworking. For purposes of this survey, "telecommuters" are defined as "wage and salary employees who at least occasionally work at home or at a telework or satellite center <u>during</u> an entire work day, instead of traveling to their regular work place." Based on this definition, are you a telecommuter?

2001 SOC n = 6.924

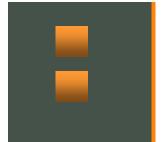
2004 SOC n = 6,851

2007 SOC n = 6,168

2010 SOC n = 6,050

2013 SOC n = 5,892

Excludes workers who are selfemployed and work only at home



Most of the Telework Growth in the Region has been Generated by Federal Agencies

Federal agencies increased their telework from <u>16%</u> of federal workers in 2007 to <u>38%</u> in 2013

2007 SOC State/local n = 756 Private n = 3,027 Non-profit n = 635 Federal n = 1.337

2010 SOC State/local n = 858 Private n = 2,599 Non-profit n = 771 Federal n = 1,602

2013 SOC State/local n =764 Private n = 2,519 Non-profit n = 625 Federal n = 1,417

Excludes workers who are selfemployed and work only at home

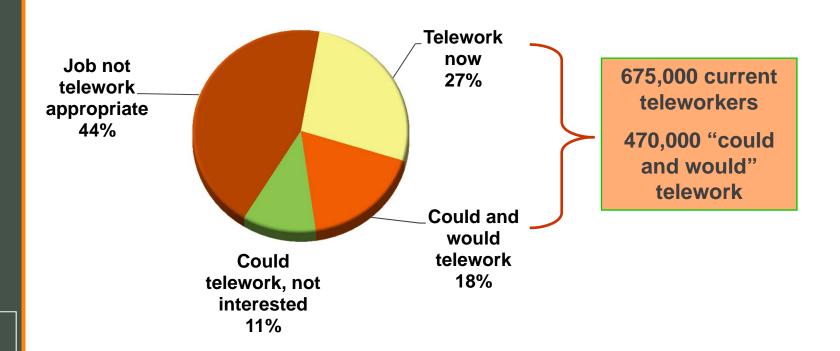


Q13 Now I want to ask you about telecommuting, also called teleworking. For purposes of this survey, "telecommuters" are defined as "wage and salary employees who at least occasionally work at home or at a telework or satellite center <u>during</u> <u>an entire work day</u>, instead of traveling to their regular work place." Based on this definition, are you a telecommuter?



470,000 Non-telework Commuters have Job Responsibilities that Could be Performed through Telework and Would Like to Telework

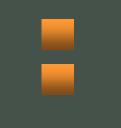
Six in ten interested workers would like to telework "regularly" and four in ten would like to telework "occasionally"



2013 n = 5.892

Excludes workers who are selfemployed and work only at home

Q14e Would your job responsibilities allow you to work at a location other than your main work place at least occasionally? Q14f Would you be interested in telecommuting on an occasional or regular basis?

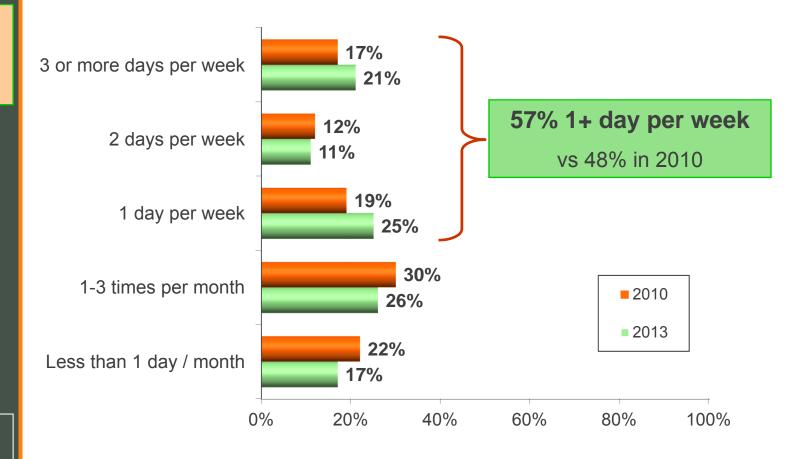


Full-time Telework

3%

57% of Teleworkers Telework at Least One Day per Week and 21% Telework 3+ Days per Week

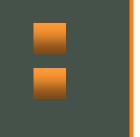
The average telework frequency is <u>1.4 days per week</u>, an increase over the 2010 frequency of 1.3 days per week



2013 n =1,559

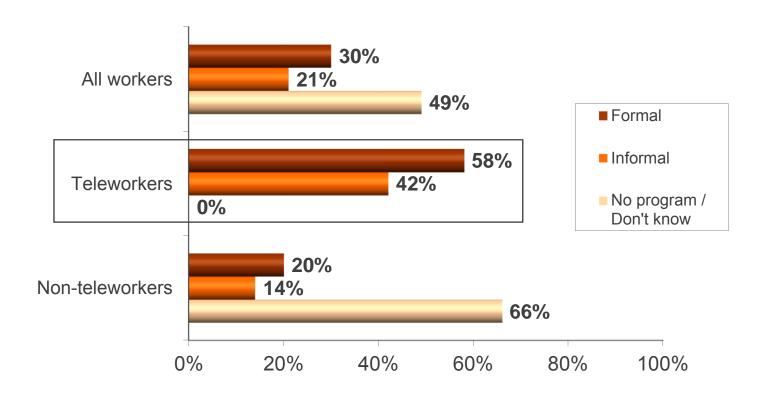
2010 n = 1,529

Q14 How often do you usually telecommute?



Three in Ten Workers Said Their Employer has a Formal Telework Program; About Half Said the Employer Does not Allow Telework

But nearly six in ten teleworkers telework under a formal program



All workers n = 5.892

Teleworkers n = 1,573

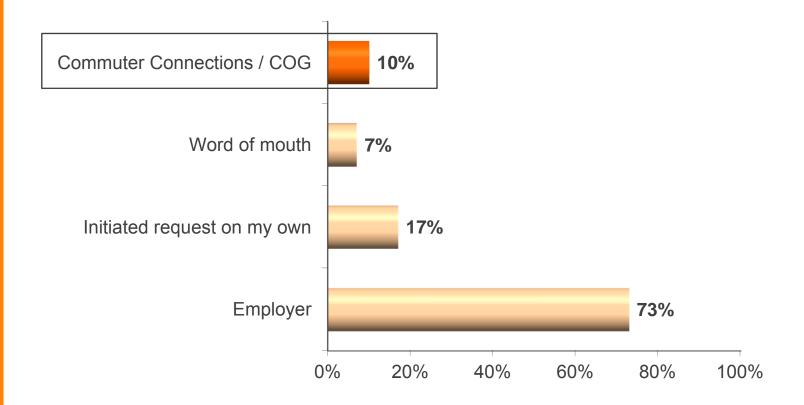
Non-teleworkers n = 4,319

Q13a Does your employer have a formal telecommuting program at your workplace or do you telecommute under an informal arrangement between you and your supervisor?

Q14d Does your employer have a formal telecommuting program at your workplace or permit employees to telecommute under an informal arrangement with the supervisor?

One in Ten Teleworkers Received Telework Information from Commuter Connections / COG

Most learned about telework from their employer



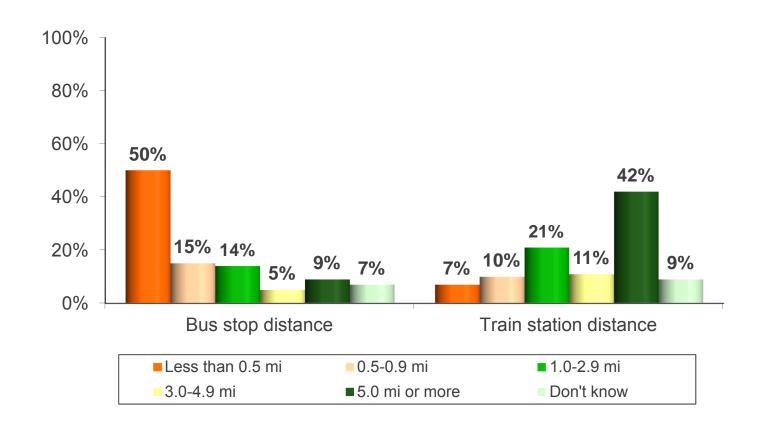
Q42 How did you find out about telecommuting?

Q43 Did you receive any information about telecommuting from Commuter Connections or from the Telework Resource Center at the Council of Governments?





Train station access is less convenient; only 17% live less than 1 mile from a train station



Bus distance n = 5,718

Train distance n = 5.718

Q44a About how far from your home is the nearest bus stop? Q44b How far from your home is the nearest train station?



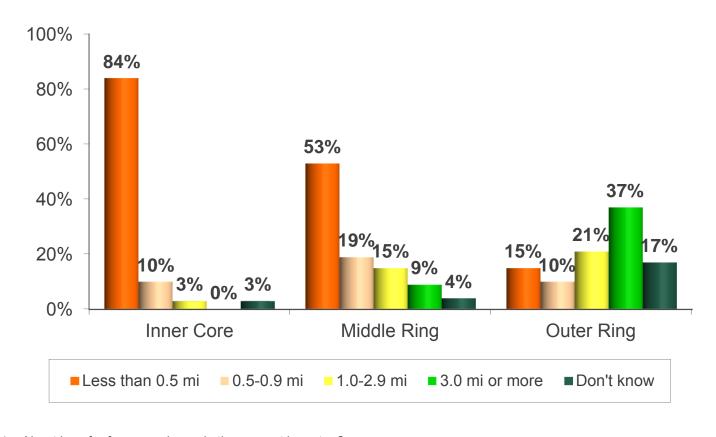
84% of "Core" Area Respondents Live Less than ½ Mile from a Bus Stop

In the "Middle Ring" area, 53% have a bus stop within ½ mile; only 15% of "Outer Ring" respondents have close bus access



Middle Ring (Fairfax, Montgomery, Prince George's) n = 1,560

Outer Ring (Calvert, Charles, Frederick, Loudoun, Prince William) n = 2,607



Q44a About how far from your home is the nearest bus stop? Q44b How far from your home is the nearest train station?



The Drive Alone Rate Increases and Transit Use Decreases as the Distance from Home to Bus Stop Increases



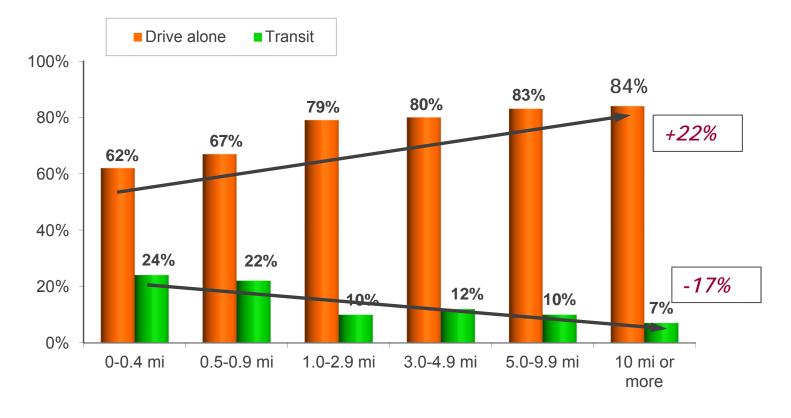
0.5-0.9 min = 657

1.0-2.9 min = 749

3.0-4.9 min = 337

5.0-9.9 min = 454

10.0 mi or more n = 441

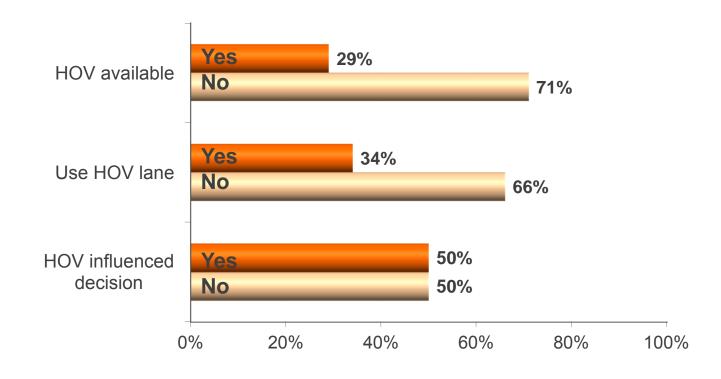


Q15. Now thinking about LAST week, how did you get to work each day ...? Q44a About how far from your home is the nearest bus stop?



Three in Ten Commuters Said there is an HOV / Express Lane Along their Route to Work

A third of these commuters used the lanes and half (50%) of HOV users said availability of the HOV lane influenced their decision to use an alternative mode



HOV lane available n = 5.718

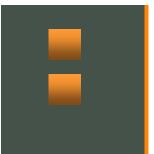
Use HOV lane n = 1.578

HOV lane influenced decision n = 538

Q46 Is there a special HOV (High Occupancy Vehicle) lane that can be used only by carpools, vanpools and buses along your route to work?

Q47 Do you ever use the HOV lane to get to or from work?

Q51 Did the HOV lane influence your decision to use your current way of commuting?



Average Travel Time Saving

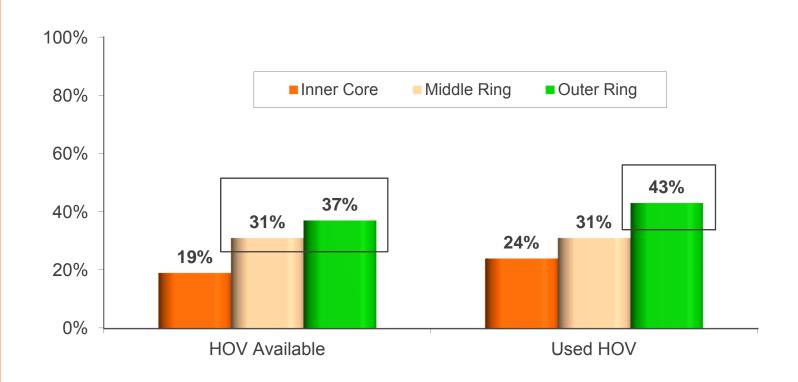
24 minutes

HOV lane
available
Core
n = 1,551
Middle Ring
n = 1,560
Outer Ring
n = 2,607

Use HOV lane
Core
n = 421
Middle Ring
n = 453
Outer Ring
n = 704

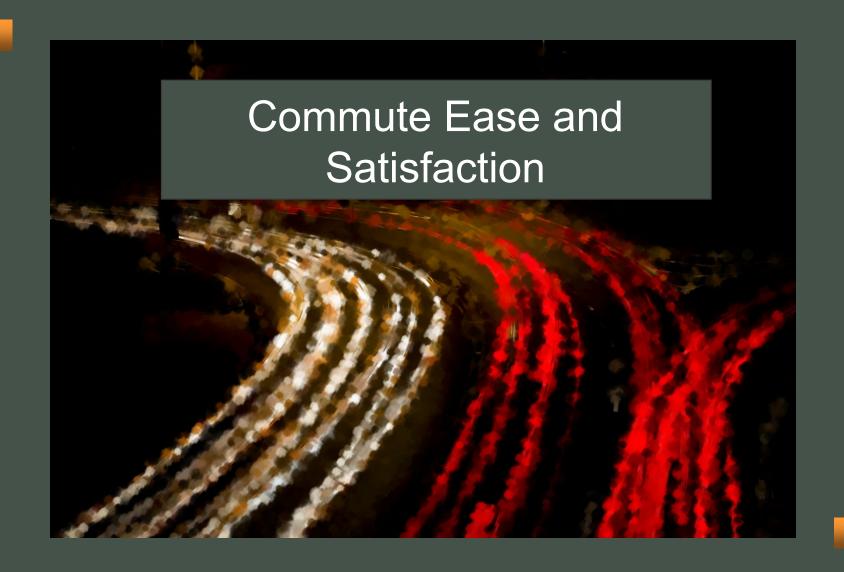
Middle Ring and Outer Ring Commuters are More Likely than are Core Area Commuters to have HOV / Express Lanes Available

"Outer Ring" commuters use HOV / Express lanes at a very high rate when they are available

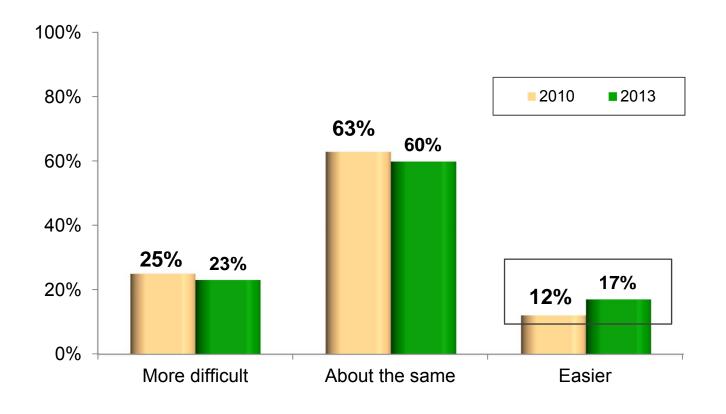


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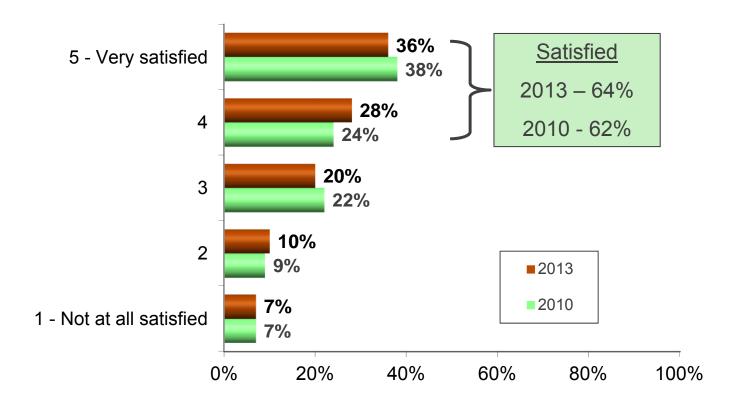


2013 n = 5,717 2010 n = 6,049

Q57 – Would you say your commute is easier, more difficult, or about the same now as it was one year ago?



Commute satisfaction is related to ease of commuting - 74% of respondents whose commute is easier than last year and 71% whose commute is the same are satisfied with their commute, compared to 34% whose commute is more difficult



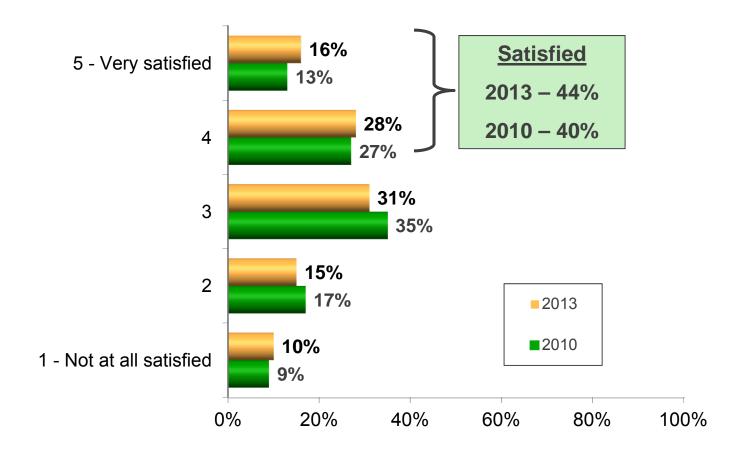
2013 n = 5,692

2010 n = 6.033

Q56f - Overall, how satisfied are you with your trip to work?



Only 44% are satisfied (rating of 4 or 5) and a quarter (25%) said they are not satisfied (rating of 1 or 2)



2013n = 5,486

2010 n = 6,420

Q56e How satisfied you are with the transportation $\underline{\text{system}}$ in the Washington metropolitan region?



Three survey questions:

- What impact or benefit does a <u>community or region</u> receive when people use these types of transportation?
- You said you [bicycle, walk, carpool, vanpool, ride public transportation] to work some days. What benefits have you personally received from traveling to work this way?
- On days that you [carpool, vanpool, ride public transportation] to work, how often do you do you read or write <u>work-related</u> material or check work messages <u>on the way to work</u>?







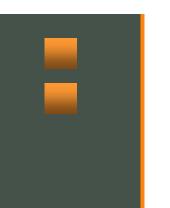


Personal health

Economics

Congestion

Sustainability



81% of Respondents Cite <u>Societal Benefits</u> from Ridesharing

59% of respondents said use of alternative modes could reduce traffic or congestion and 47% said it could reduce pollution or reduce greenhouse gases

Other 2013 Benefits

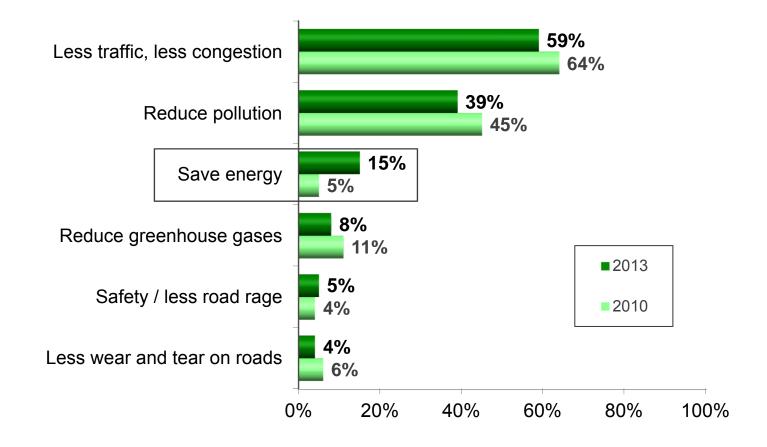
Companionship, socialization, sense of community 3%

Reduce accidents, improve traffic safety – 2%

Good for economy, creates jobs – 2%

Reduce government costs – 1%

No need to build more parking – 1%



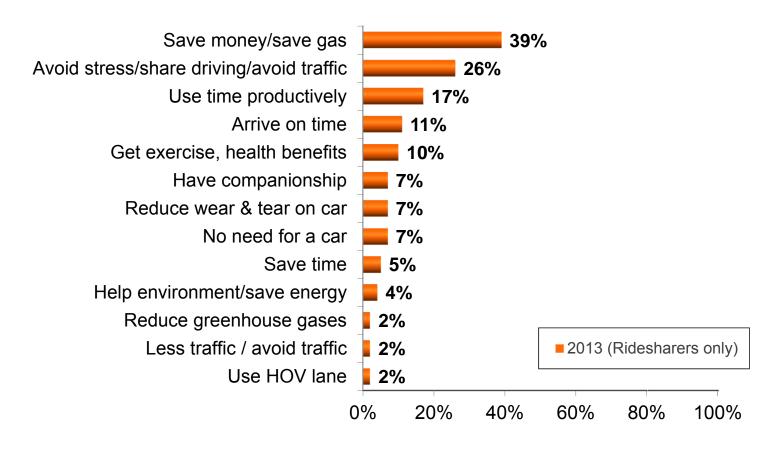
2013 n = 5,718

2010 n = 6,050

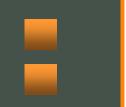
Q56a. What impact or benefit does a community or region receive when people use these types of transportation?



Respondents mentioned saving money, but also avoiding stress, using time productively, arrive on time, and exercise as benefits



Q56b. You said you (bicycle, walk, carpool, vanpool, ride public transportation) to work some days. What benefits have you personally received from traveling to work this way?



Respondents Who Use Different Alternatives Cite Different Personal Benefits

Transit riders and bike/walk commuters particularly mention quality of life benefits

Personal Benefit	Carpool/ Vanpool	Bus	Train	Bike/Walk
Save money	45%	43%	32%	38%
Avoid stress, relax	13%	29%	32%	34%
No need for a car	3%	9%	9%	10%
Use travel time productively	8%	19%	24%	5%
Less wear and tear on car	10%	6%	6%	4%
Get exercise	0%	4%	6%	80%
Save time, travel faster	9%	2%	4%	2%
Help the environment	2%	2%	1%	8%
Have companionship during commute	17%	2%	2%	1%
Arrive at work on time	16%	7%	11%	11%

Carpool/Vanpool n = 363 Bus n = 298

Train n = 678

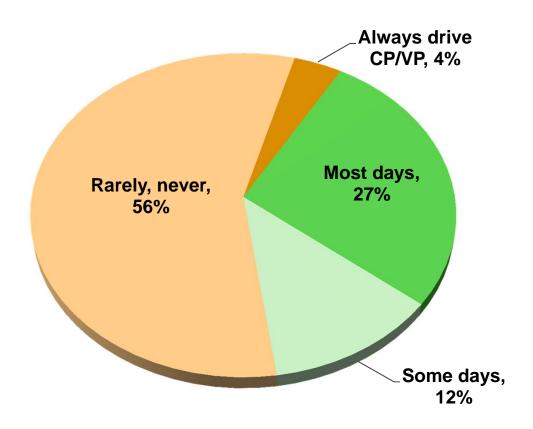
Bike/Walk n = 150

Q56b. You said you (bicycle, walk, carpool, vanpool, ride public transportation) to work some days. What benefits have you personally received from traveling to work this way?



Four in Ten Commuters who Use Alternative Modes Perform Work-related Tasks During their Commute at Least Some Days

27% perform work-related tasks "most days"





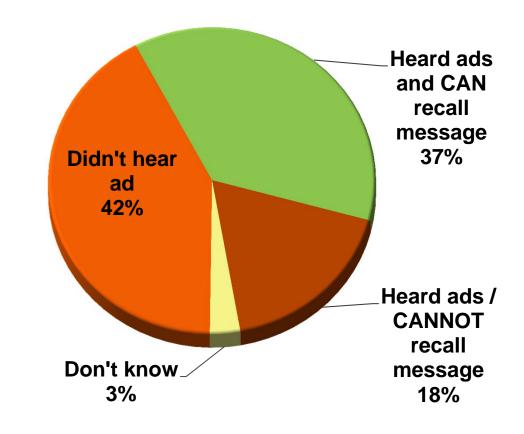


55% of Respondents Recalled Hearing/Seeing Commute Ads in the Past Year

About the Same Share as the 58% Noted in the 2010 Survey

Location / Source:

- Radio 33%
- Newspaper 20%
- On train/bus 20%
 - TV 18%
 - Billboard 9%
- Mail postcard 5%
- Train station 5%



Q61 Have you heard, see, or read any advertising about commuting in the past year?

Q62 What messages do you recall from this advertising?

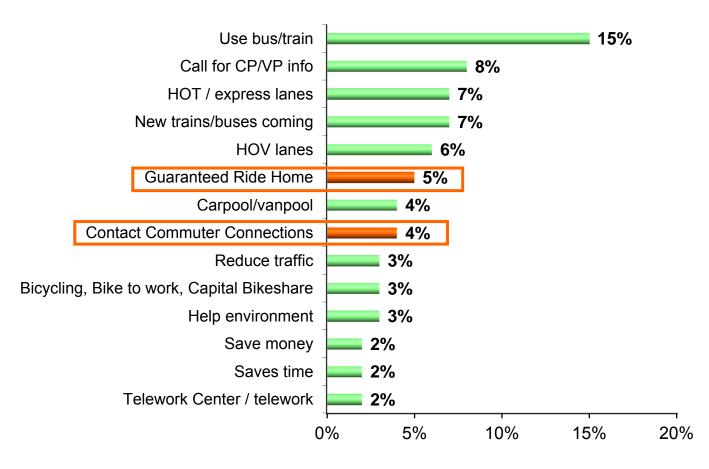
Q63 What organization or group sponsored the ad you recall?

67% of Respondents who were Aware of Ads Could Name a Specific Message

Most cited general rideshare/transit messages or messages about benefits of alternative mode use; 5% mentioned GRH and 4% said "contact Commuter Connections"

Name the sponsor:

- 17% named WMATA
- 12% named Commuter Connections or COG

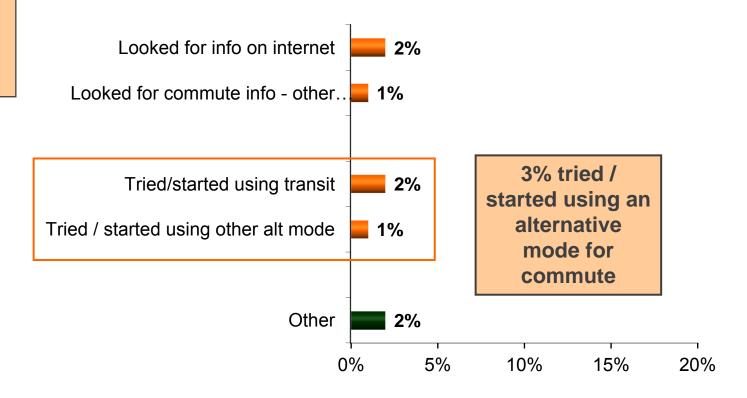


Q62 What messages do you recall from this advertising

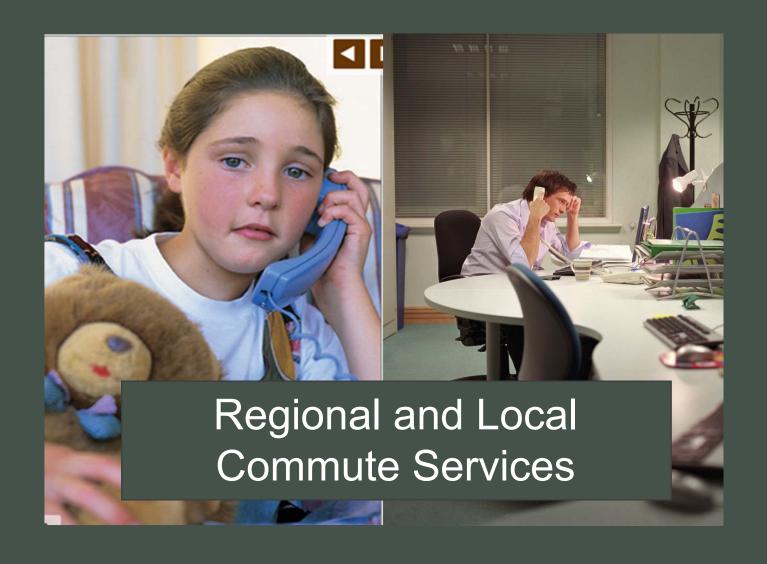
7% of Respondents who Recalled Messages Took an Action to Try to Change their Commute

3% tried or started using an alternative mode for their commute

84% who took action said the ad encouraged the action



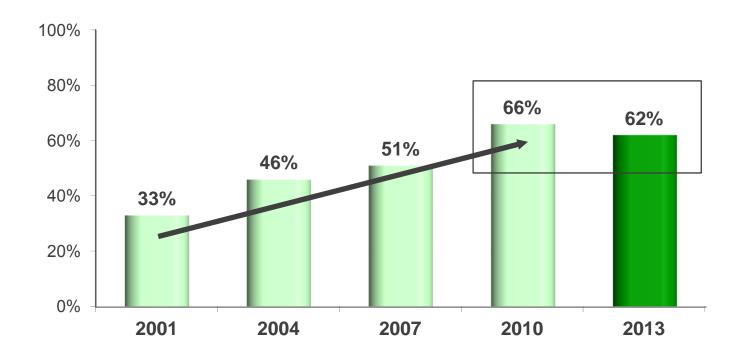
Q66 After seeing or hearing this advertising, did you take any actions to try to change how you commute? Q68. Did the advertising you saw or heard encourage you to take this action?





62% of Respondents Said there is a Telephone Number or Website for Commute Information

Awareness of regional commute information resources fell slightly since 2010, but is still higher than in 2007



2001 SOC N = 7,200 2004 SOC N = 7,200 2007 SOC n = 6,600 2010 SOC n = 6,629 2013

n = 6,335

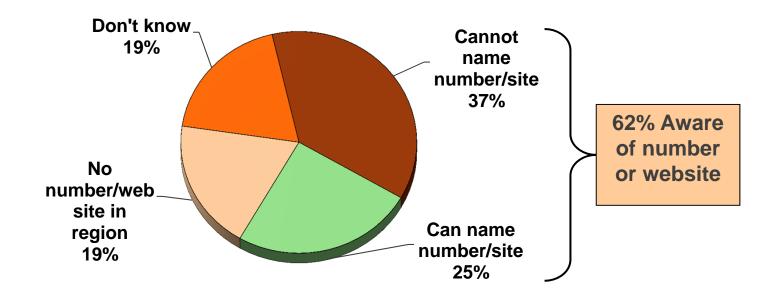
Q81 Is there a phone number or website you can use to obtain information on ridesharing, public transportation, HOV lanes, and telecommuting in the Washington region?



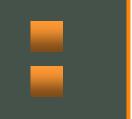
16% named a Metro/WMATA number/website, <u>3% named a</u>

<u>Commuter Connections</u> number/website, and 2% named a

Commuter Connections partner number/website

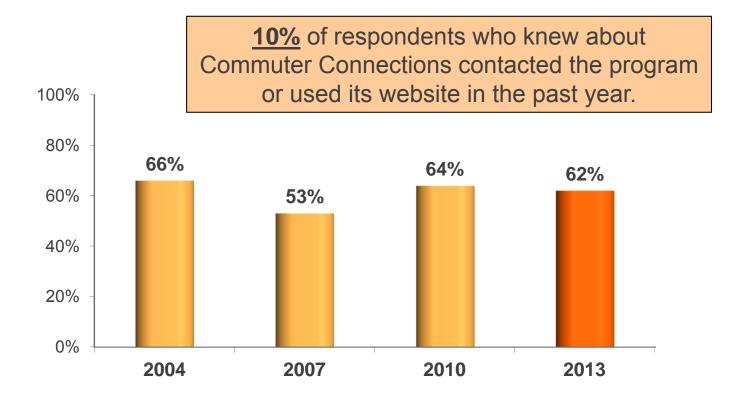


Q81 Is there a phone number or website you can use to obtain information on ridesharing, public transportation, HOV lanes, and telecommuting in the Washington region?



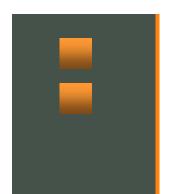
62% of Regional Employees Know of Commuter Connections; a Slight Decline Since 2010

<u>USE</u> of Commuter Connections increased from 5% to 6% of the employed residents of the region



2004 SOC n = 7,200 2007 SOC n = 6,600 2010 SOC n = 6,629 2013 SOC n = 6,335

Q86 Have you heard of an organization in the Washington region called Commuter Connections?



Of commuters who said there is a GRH program,

28% named
Commuter
Connections
as the sponsor

56% didn't know the sponsor

2004 SOC n = 6,867

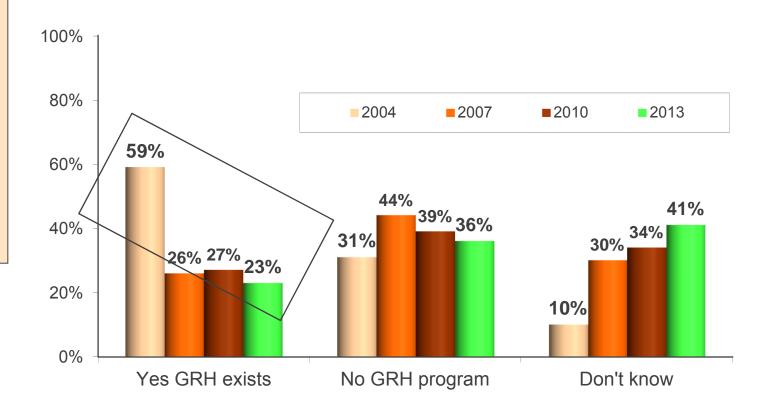
2007 SOC n = 6.071

2010 SOC n = 6,084

2013 SOC n = 5.738

23% of all Respondents Know There is a Regional GRH Program

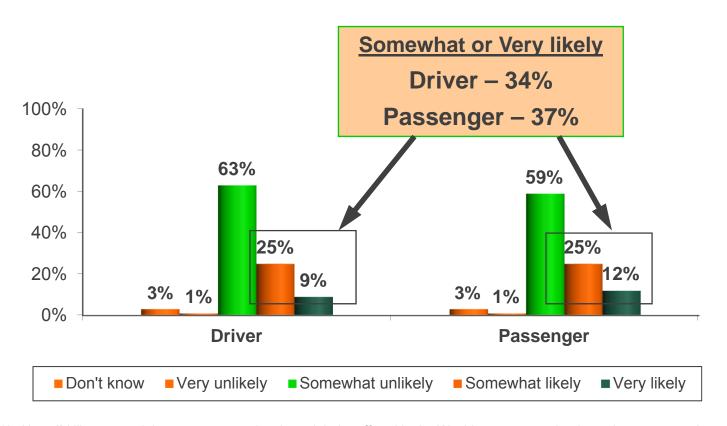
Slightly less than knew of GRH in 2010 (27%) and 2007 (26%), but a large decrease from 2004, when 59% knew of GRH



Q102 Do you know if there is a regional GRH or Guaranteed Ride Home program available in the event of unexpected emergencies and unscheduled overtime for commuters who rideshare or use public transportation?



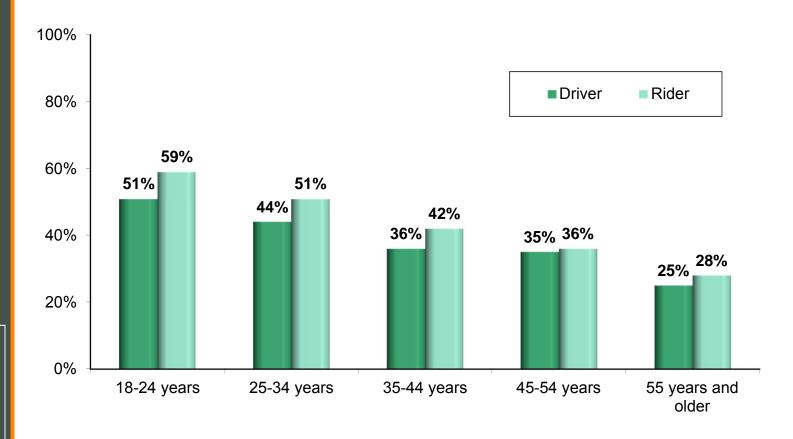
Commuters are slightly more interested in using the service as a <u>passenger</u> than driver, even with a \$0.20 per mile charge



88h Now, I'd like your opinion on a new service that might be offered in the Washington area – that is, an instant carpool service that would make it easy for you to arrange to share a ride for a single trip on short notice. Registered members who want to share a ride would post a request to a Smart phone-accessible application. Other members would be notified of requests through email or texts and could respond for rides they are willing to share. If a service like this was available in the region and drivers were paid \$0.20 per mile when they provide a ride, how likely would you be to use it when you are the driver?

Q88k How likely would you be to use it when you are a rider or passenger, if you had to pay \$0.20 per mile?





88h Now, I'd like your opinion on a new service that might be offered in the Washington area – that is, an instant carpool service that would make it easy for you to arrange to share a ride for a single trip on short notice. Registered members who want to share a ride would post a request to a Smart phone-accessible application. Other members would be notified of requests through email or texts and could respond for rides they are willing to share. If a service like this was available in the region and drivers were paid \$0.20 per mile when they provide a ride, how likely would you be to use it when you are the driver?

Q88k How likely would you be to use it when you are a rider or passenger, if you had to pay \$0.20 per mile?

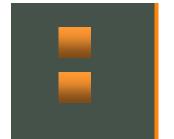
18-24 years n = 193

25-34 years n = 665

35-44 years n = 1,319

45-54 years n =1,884

55 year and older n = 2,066



Awareness of Local Services Ranges from 11% to 56%; Use Ranges from 1% to 18%



Frederick n = 594

Arlington n = 851

Loudoun n = 635

Southern Maryland n = 1,170

Prince George's n = 859

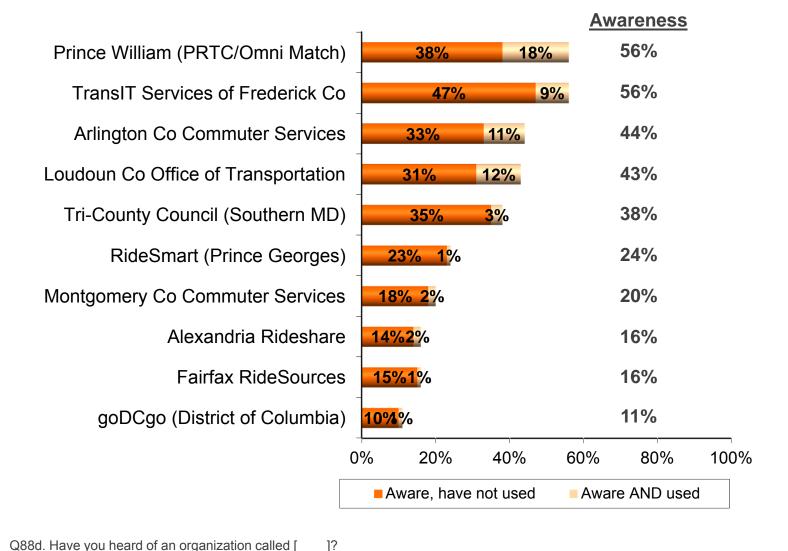
Montgomery n = 868

Alexandria n = 728

Fairfax n =1,200

District of Columbia n = 1,940

Q88e. Have you contacted [



In the past year or visited a website sponsored by this organization?

Use of Local Services

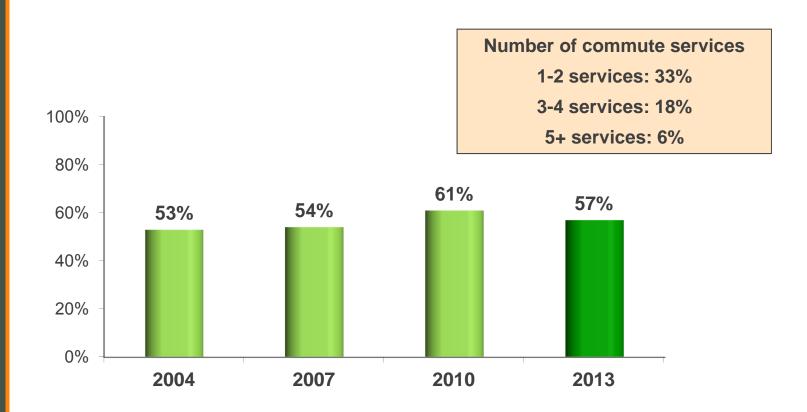
- Generally higher for programs in <u>outer jurisdictions</u>.
 Possibly because outer jurisdiction commuters encounter more congestion in their travel and have longer commute distances, which would encourage them to seek options for travel to work.
- Use also higher for programs associated with <u>transit</u> <u>agencies</u> (Frederick, Loudoun, Prince William).
 - This connection might be due to higher visibility of the services or to the concentrated nature of the services offered by the organization.
 - In the inner jurisdictions, transit assistance is provided by transit organizations that are separate from the local commute assistance program.





57% of Respondents who are Not Self-Employed said their Employers Offer Commute Incentives or Support Services

This is a slight drop from the 61% availability in 2010; possibly due to recession cost-cutting



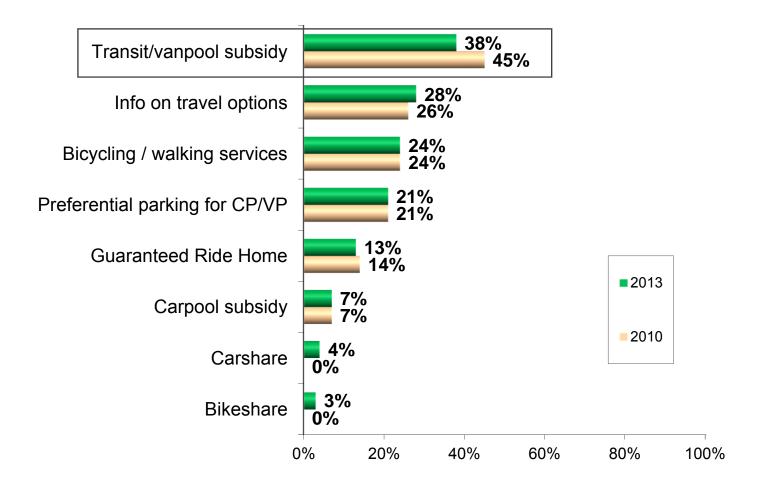
2013 SOC n = 5,524 2010 SOC n = 5,899 2007 SOC n = 6,071 2004 SOC n = 6,866

Q89 Next please tell me if your employer makes any of the following commute services or benefits available to you and, if they are available, have you used them. How about....,?



The Most Widely <u>Available</u> Service in 2013 is a Transit/Vanpool Subsidy (38% of Respondents)

But <u>fewer</u> respondents have this subsidy <u>now</u> than in 2010; Availability of other services has remained the same



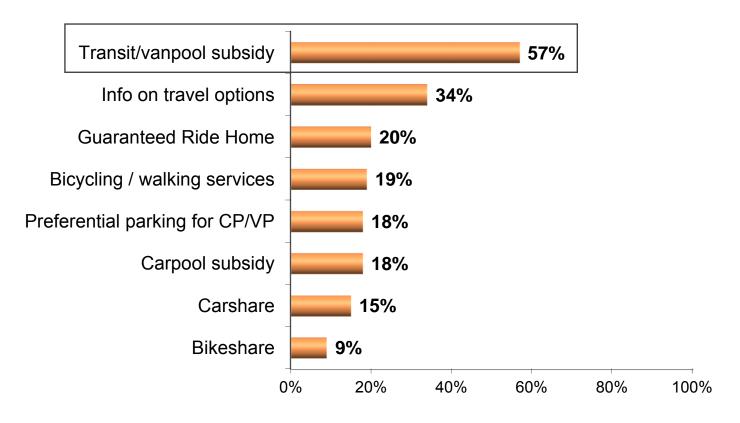
2013 SOC n = 5,524

2010 SOC n = 5,899

Q89 Next please tell me if your employer makes any of the following commute services or benefits available to you.



34% of respondents with access had used travel option information; other services used by two in ten with access

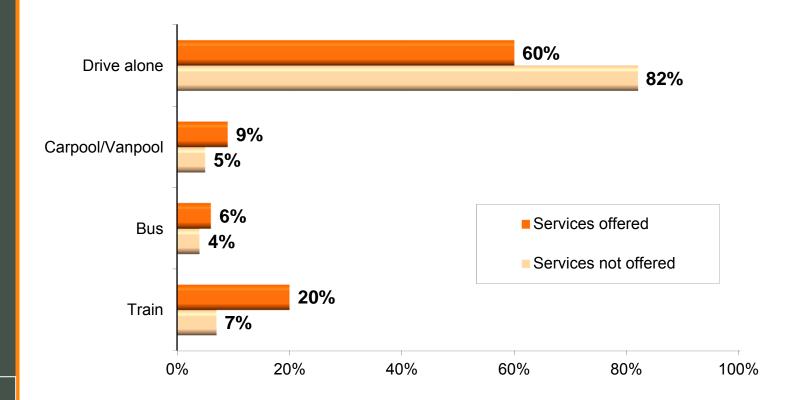


2013 SOC n = 5,524

Q89a Which of those services have you used?



The transit share is particularly high for these respondents



Services offered n = 3,080

Services not offered n = 2,426

Q89a Which of those services have you used?





Commute Key Findings

66% of regional commuters drive alone to work – a slight increase from the 64% in 2010

Commuters who <u>live or work in the "Core" area</u> drive alone at a much lower rate than do other commuters

34% of commuters who use alternative modes <u>previously drove</u> <u>alone</u>; 35% shifted from another alternative mode

The average <u>commute distance has fallen</u> since 2010, from 16.3 miles to 16.0 miles one way, but the average commute time remained steady at 36 minutes



Telework Key Findings

Telework growth has continued since 2010, but at a slower rate – from 25% in 2010 to 27% in 2013

More than half of regional teleworkers telework 1+ days per week - the <u>average telework frequency</u> increased from 1.3 days per week in 2010 to 1.4 days per week in 2013

10% of teleworkers received telework Info from COG

470,000 additional commuters "could and would" telework if given the opportunity



Commute Satisfaction Key Findings

17% of commuters report that their <u>commute is easier</u> now than a year ago; 23% said it is more difficult

64% of commuters are <u>satisfied with their commute</u>; but only 44% are satisfied with transportation in the metro region

81% of all commuters recognize that <u>ridesharing offers societal</u> benefits – reduced traffic, pollution

90% of ridesharers cite <u>personal benefits</u> of using alternative modes – reduced cost, stress; productive use of time

39% of ridesharers perform work tasks during their commute



Commute Service Key Findings

62% of commuters said <u>commute info number/website</u> is available, but only 25% can name a specific number/site

62% of commuters know of Commuter Connections and 6% of all regional commuters have used a CC service

Awareness of <u>local commute</u> services ranged from 11% to 56%

A third of commuters are somewhat or very likely to use an "instant carpool" service as either a driver or passenger

57% of employers offer workplace commute services, a drop from 61% in 2010, likely due to recession cost-cutting

Questions?

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