

# Commuter Connections

## 2023 Recent Applicant Placement Survey

(Preliminary Results)

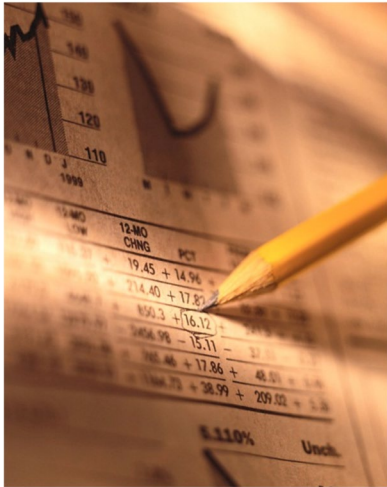


Presentation to  
Commuter Connections  
Subcommittee  
January 16, 2024

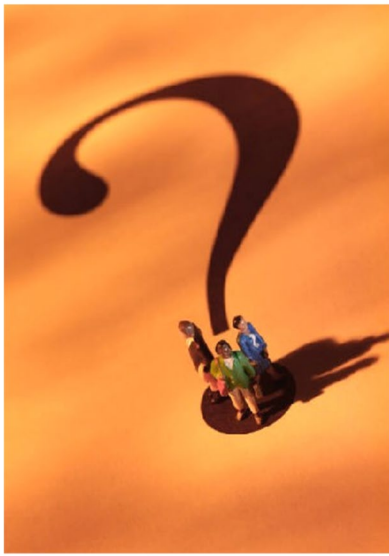
LDA Consulting  
with  
WBA Research and  
Media Beef



# Survey Overview



- Triennial survey conducted in Nov-Dec 2023 – surveyed:
  - 279 commuters who received CC services during July-Sept 2023
  - 122 commuters who participate(d) in a CC incentive program (incenTrip, Flextime Rewards, CarpoolNow)
- Survey collects data for TDM evaluation and to identify possible program improvements
  - Travel patterns and mode changes
  - Motivations for change
  - CC services received
  - Use of CC services - ridematch, GRH, transit info, telework info, bike info, P&R lot info, CarpoolNow, incenTrip, Flextime Rewards

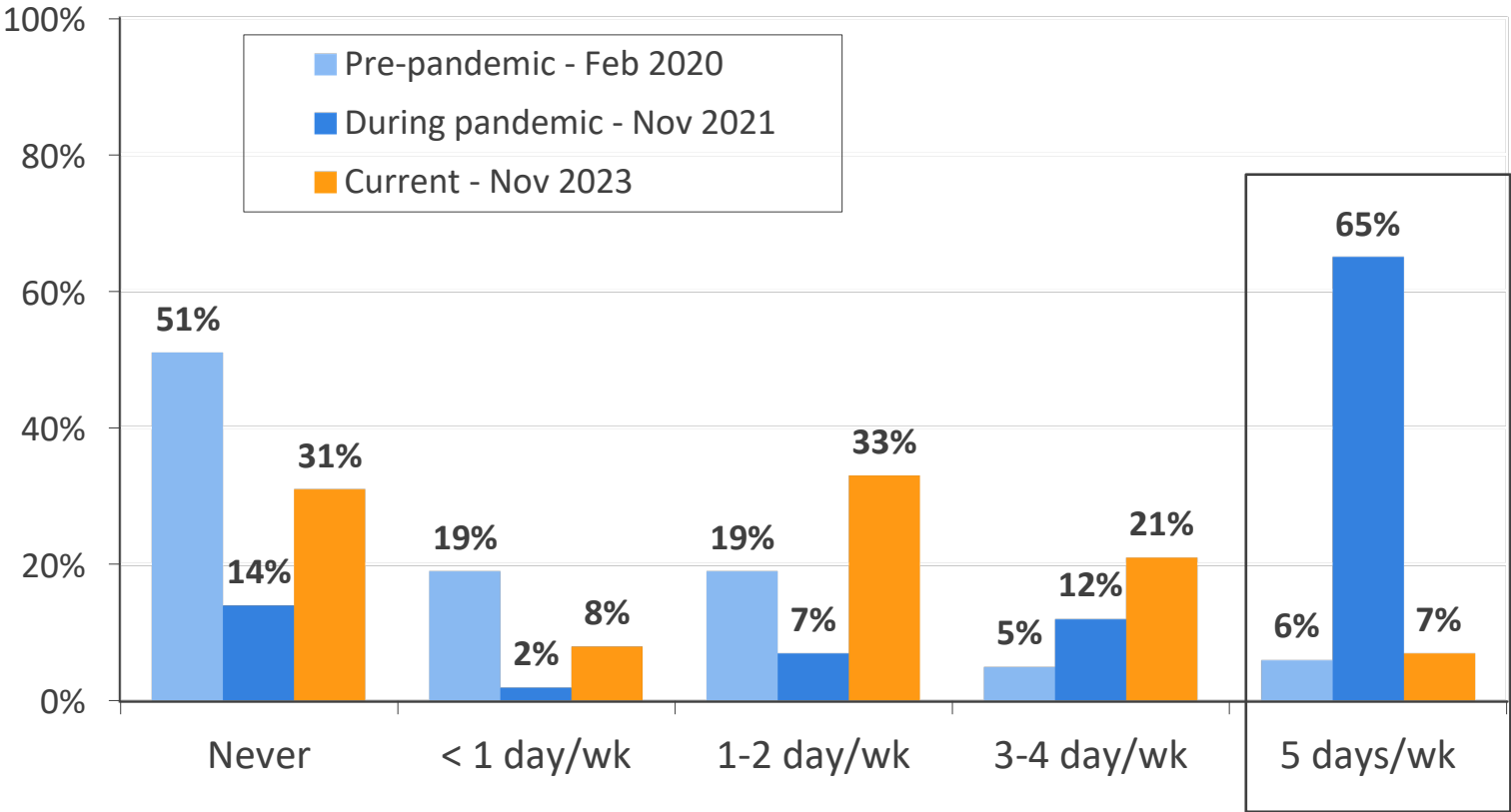


# Recent Applicants Current Commuter Patterns



# Telework Before, During, and Post-Pandemic (2023)

69% of respondents teleworked at least occasionally at the time of the 2023 survey. Both incidence and frequency of telework use has increased since Feb 2020 (pre-pandemic), but full-time TW among CC applicants, which exploded during the pandemic, has returned to pre-pandemic level.



2020 survey  
During pandemic  
n = 281

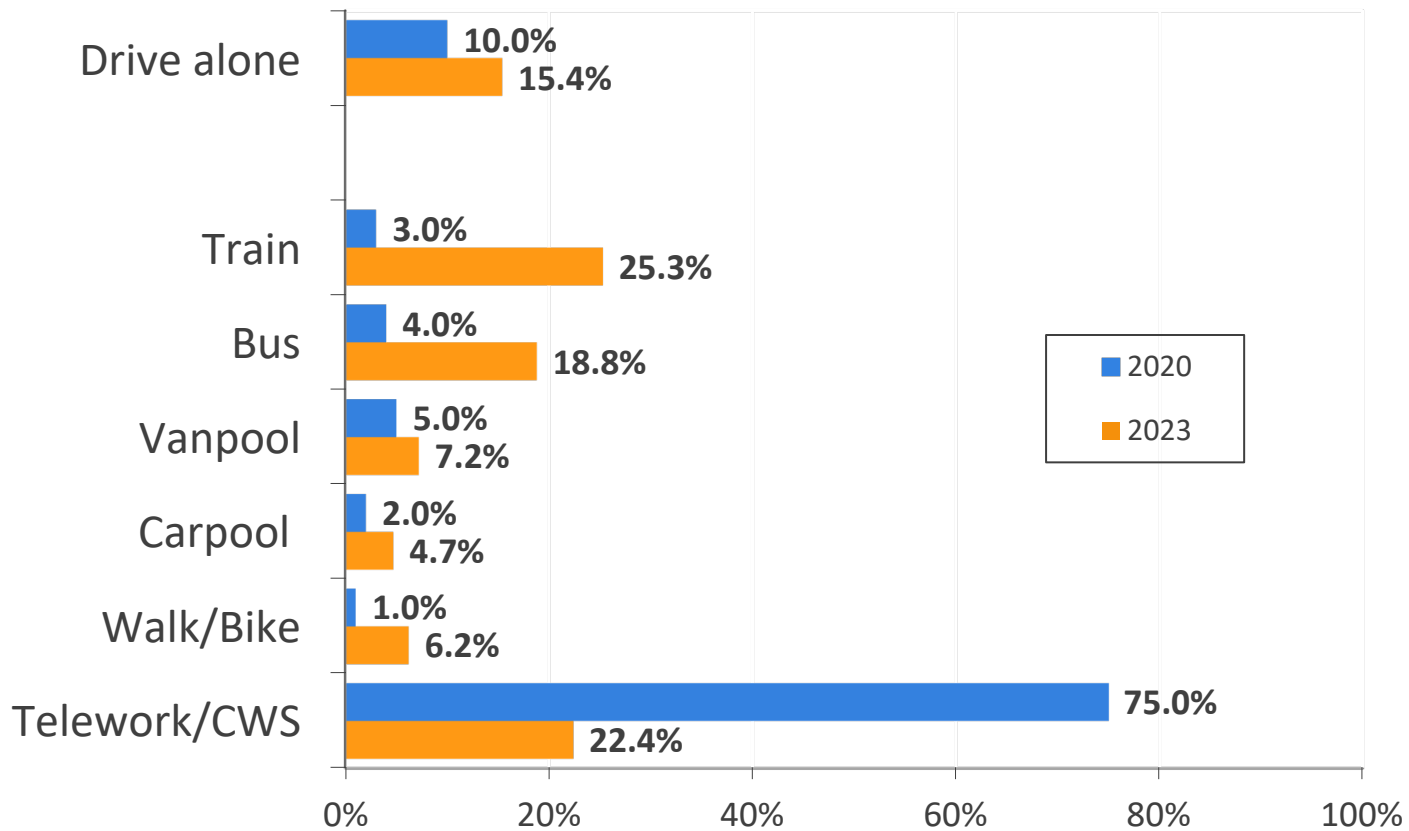
2023 survey  
Pre-pandemic  
n = 276

Current  
n = 279

Q4 How often do you usually telecommute?  
Q4a1 How often did you usually telecommute/work from home in February 2020, before the coronavirus pandemic began?

# In 2023, 62% of Commute Trips were Made by Alternative Modes; 15% were Made by Driving Alone

Telework days accounted for 22% of weekly commute days in 2023, a drop from 75% in 2020, when many commuters teleworked due to the pandemic.



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

2020  
Placement  
Survey  
n = 282

2023  
Placement  
Survey  
n = 279

# Other Travel Characteristics in 2023 Were Generally Similar to Past Years' Results, Including 2020

	2023	2020	2017	2014	2011
<b>Travel distance</b>	32.8 mi	39.2 mi	35.1 mi	36.2 mi	36.3 mi
<b>Travel time</b>	64 min	54 min	66 min	66 min	63 min
<b>Average carpool occupancy</b>	3.3	3.4	3.0	3.1	3.1
<b>Average vanpool occupancy</b>	----	----	<b>7.9</b>	<b>9.0</b>	<b>9.9</b>
<b>% carpool with co-worker</b>	<b>59%</b>	<b>48%</b>	<b>51%</b>	<b>56%</b>	<b>49%</b>
<b>% drive alone to alt mode</b>	64%	75%	74%	74%	77%
<b>Drive alone access distance</b>	6.1 mi	6.5 mi	6.2 mi	6.8 mi	6.9 mi

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>?

2023 survey

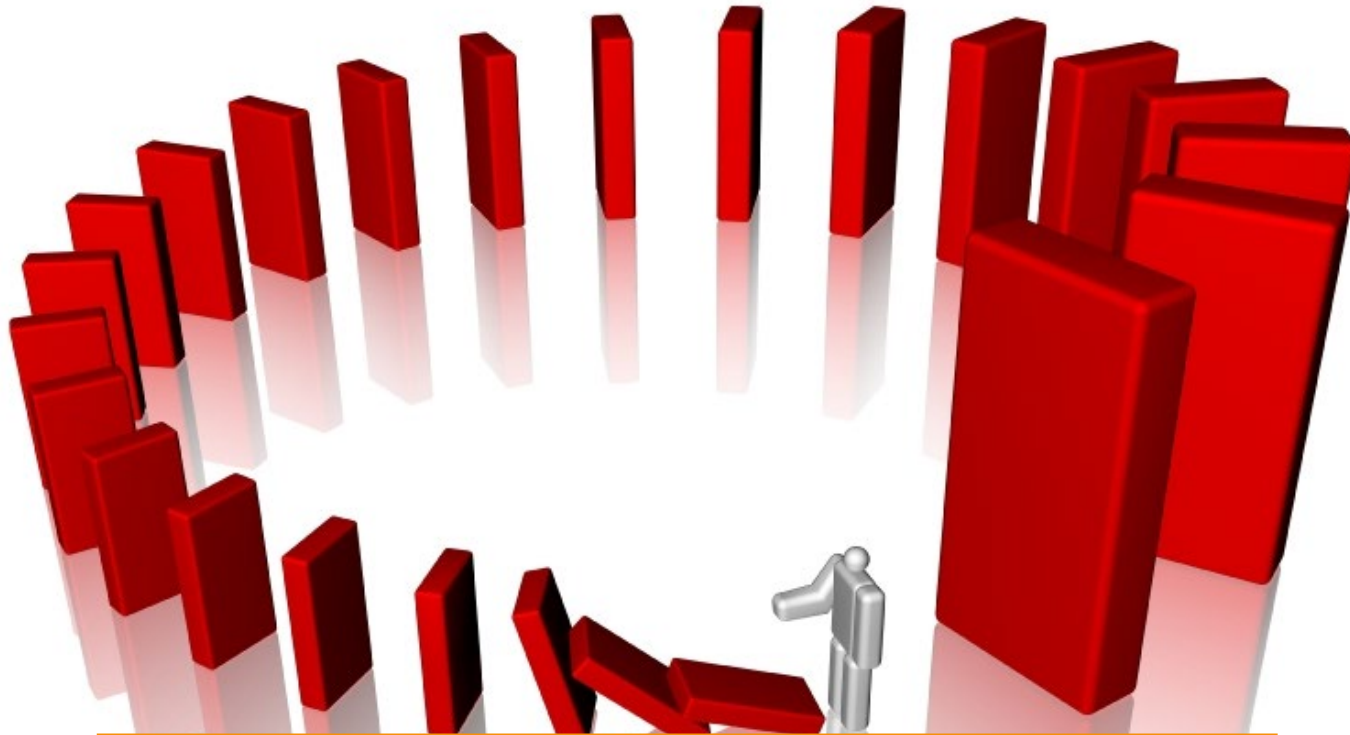
Distance  
n = 253

Travel time  
n = 260

Carpool  
n = 34

Drive alone  
access  
n = 189





# Commute 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?

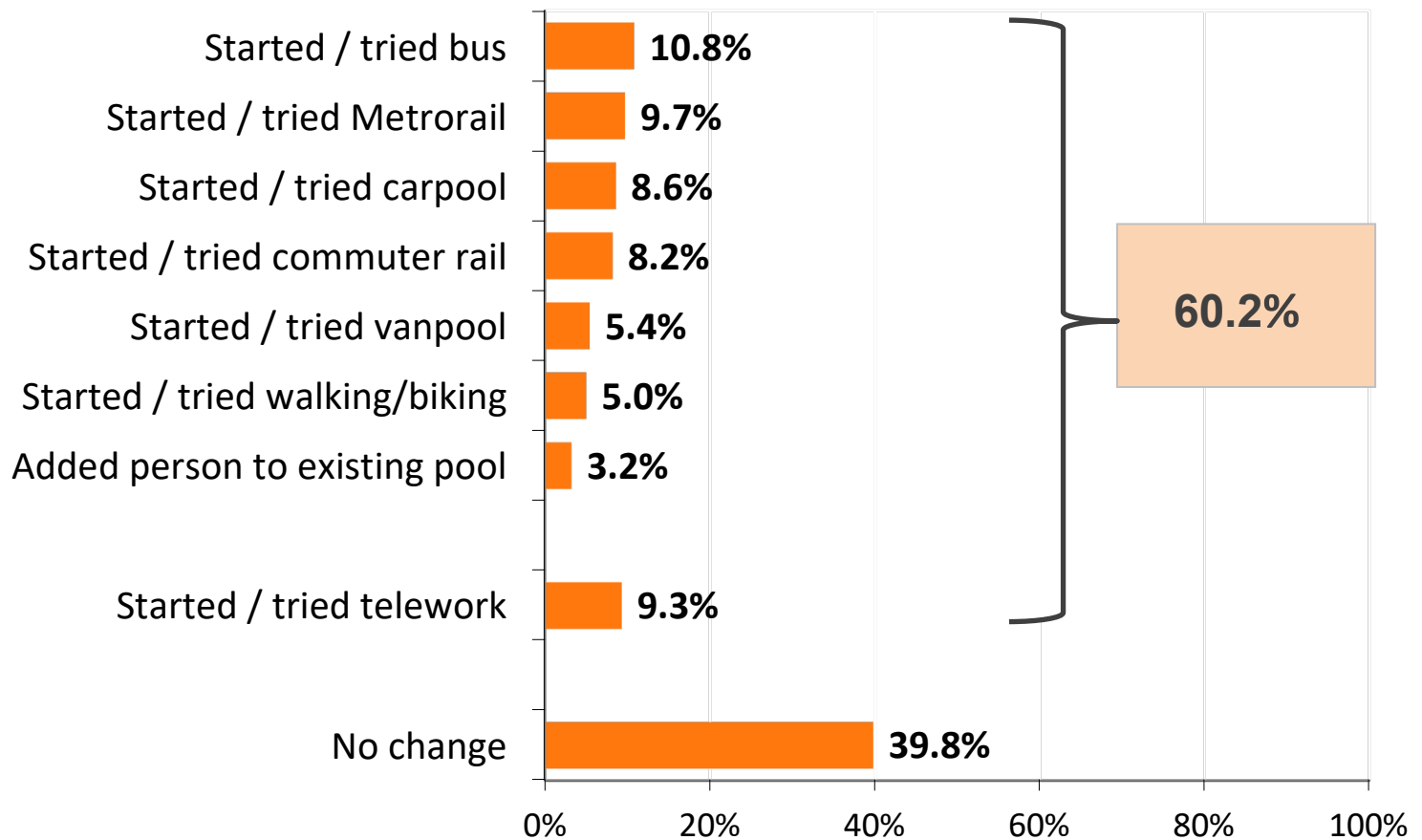


- Using the responses to these questions, applicants are classified into “change” categories: **Continued, Occasional, Temporary, One-time, or No Change**
- Applicants who made a change were asked follow-up questions about travel before the change







# In 2023, Six in Ten Respondents Made a Commute Change After Receiving Services

About three in ten made a change to transit (28.7%) and 17% made a change to start/try/expand a carpool or vanpool. One in ten (9.3%) started or tried teleworking.



Mode Changes in 2023 Were More Similar to 2017 than 2020. Fewer Commuters Made TW Changes than in 2020. Changes to Transit, Carpool, and Bike/Walk Increased vs 2020

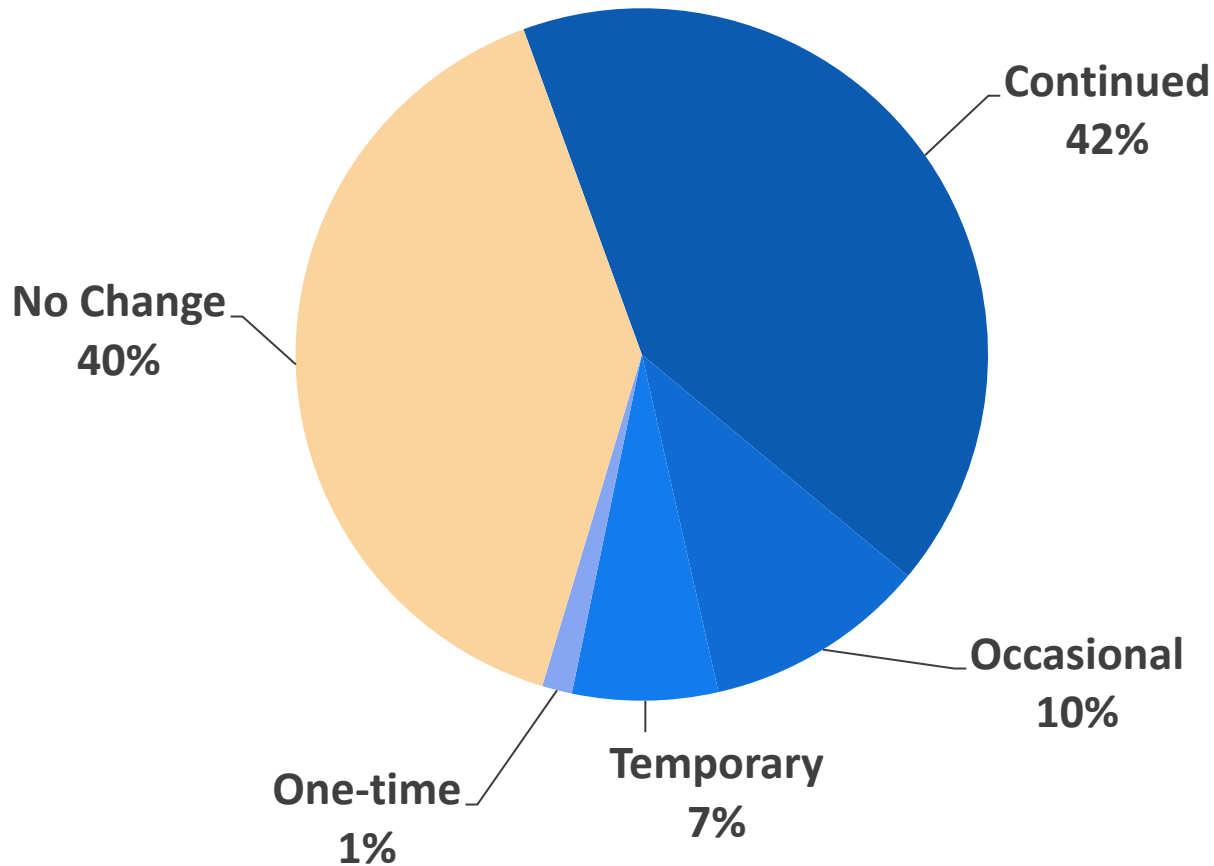
<u>Mode change</u>	<u>2023</u>	<u>2020</u>	<u>2017</u>
<ul style="list-style-type: none"> <li>▪ Transit change </li> <li>▪ Carpool change </li> <li>▪ Bike/walk change </li> <li>▪ Vanpool change</li> <li>▪ Add person to CP/VP</li> <li>▪ Telework change </li> </ul>	<p><b>28.7%</b></p> <p><b>8.6%</b></p> <p><b>5.0%</b></p> <p>5.4%</p> <p>3.2%</p> <p><b>9.3%</b></p>	<p><b>9.6%</b></p> <p><b>4.3%</b></p> <p>1.1%</p> <p>6.0%</p> <p>3.9%</p> <p><b>37.2%</b></p>	<p><b>19.3%</b></p> <p><b>9.4%</b></p> <p>1.0%</p> <p>7.5%</p> <p>4.9%</p> <p><b>7.8%</b></p>
<b>Total Changes</b>	<b><u>60.2%</u></b>	<b><u>62.1%</u></b>	<b><u>49.9%</u></b>

2017  
n = 706

2020  
n = 282

2020  
n = 279

52% of Respondents Made a Change to a Mode they were Still Using, but 10% Used the New Mode Only “Occasionally”



# Reasons for Making Changes Followed 2017 Patterns, Except that Respondents Were Less Concerned with Saving Time than in 2017

	2023	2020	2017
<b>Save money, reduce vehicle miles</b>	<b>19%</b>	9%	<b>22%</b>
<b>Changed jobs, work hours</b>	<b>19%</b>	3%	<b>14%</b>
<b>Moved to new residence</b>	<b>9%</b>	1%	<b>5%</b>
<b>Save time</b>	<b>6%</b>	7%	<b>18%</b>
Car/vanpool didn't work out	5%	1%	4%
Easy/convenient	5%	----	----
Tired of driving / reduce stress	3%	5%	6%
Got financial incentive	3%	2%	2%
<b>Coronavirus pandemic</b>	<b>2%</b>	<b>50%</b>	----
Use HOV lane	2%	4%	----

**26%** of applicants who made a change said CC services assisted or influenced their decision

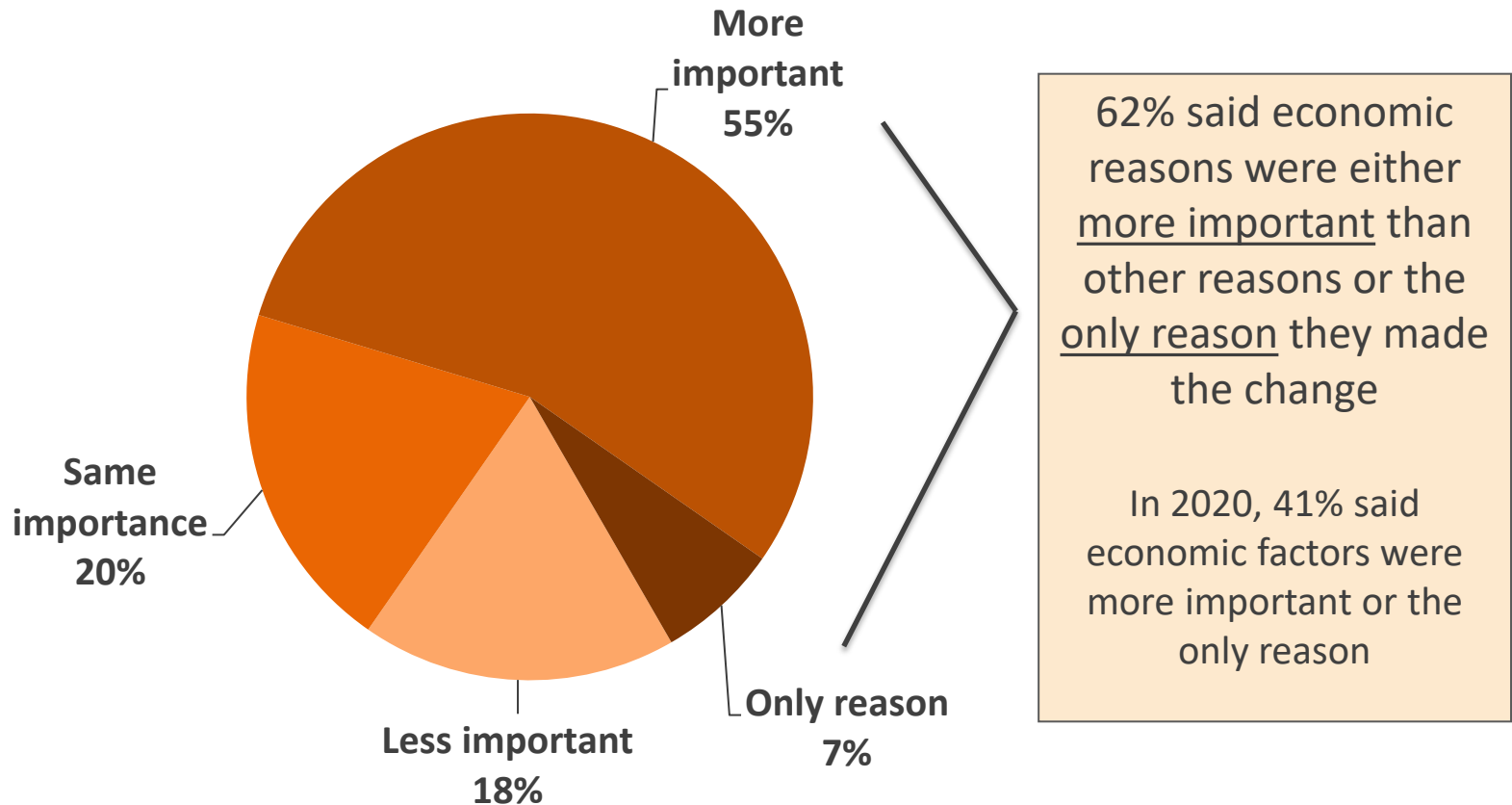
2017  
n = 253

2020  
n = 147

2023  
n = 129

Q54 What were the reasons that you made that change?

# Economic Reasons Returned as a Motivation to Make Commute Mode Changes, More So than in 2020



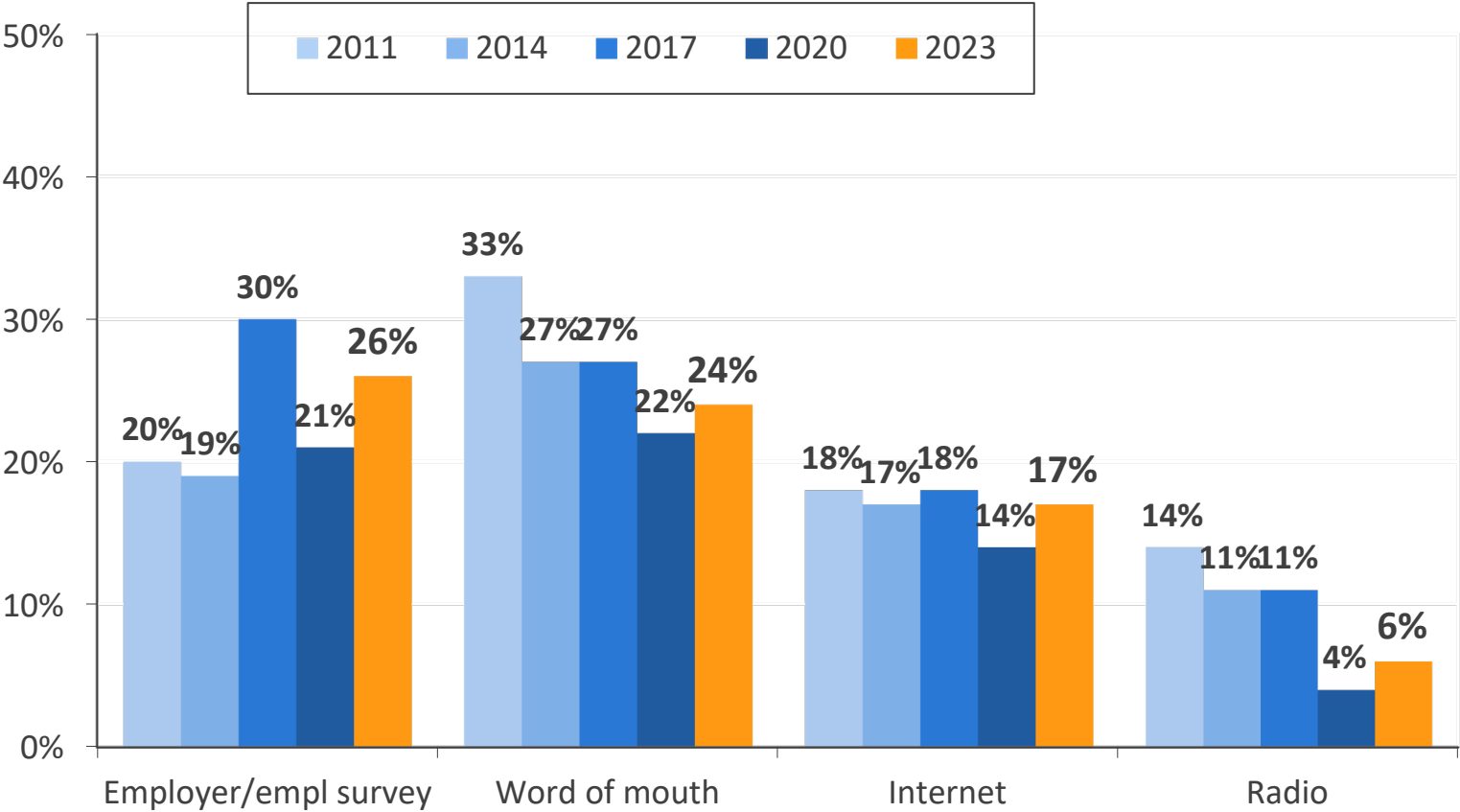
Q57 How important were economic reasons, such as saving money or reducing your gas expense, in motivating you to make the change, as compared to other reasons you mentioned?

A photograph of several large satellite dishes silhouetted against a sunset sky. The sky transitions from a bright orange glow at the horizon to a dark blue at the top. A crescent moon and a few stars are visible in the upper portion of the sky. A blue rectangular text box with a thin orange border is positioned in the lower center of the image, containing white text. The entire scene is set against a solid blue background.

# Source of Information and Services Received



# In 2023 Respondents Heard about CC Primarily from Referrals and Employers, but Internet/Tech Sources also Generate Awareness.



2011  
n = 892

2014  
n = 570

2017  
n = 537

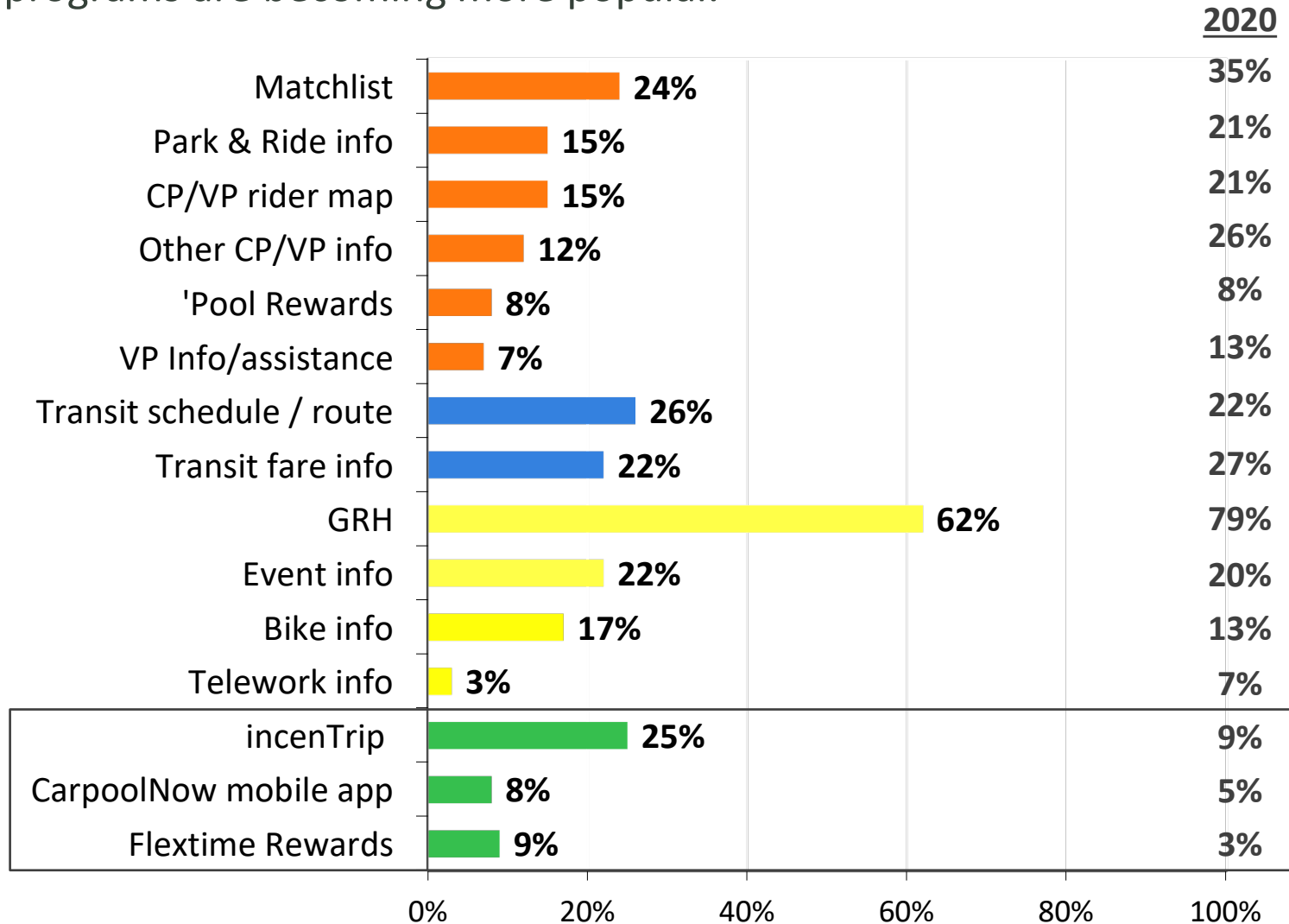
2020  
n = 244

2023  
n = 232

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

# GRH Was the Most Requested Service in 2023

Traditional rideshare and transit support also is still common and incentive programs are becoming more popular.



2020  
survey  
n = 282

2023  
survey  
n = 279

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



# Survey Examined If and How CC Services were Used

- Survey asked respondents about use of Commuter Connections services:
  - Did they use them?
  - Did use of the services assist or influence travel change?
  - Did they receive services from employer / other organization that helped with commute?
- Carpool/Vanpool services – ridematch and P&R
- Transit schedule/route information
- Other / multi-mode info – bike/walk, telework, GRH
- Incentive programs – incenTrip, CarpoolNow, Flextime Rewards

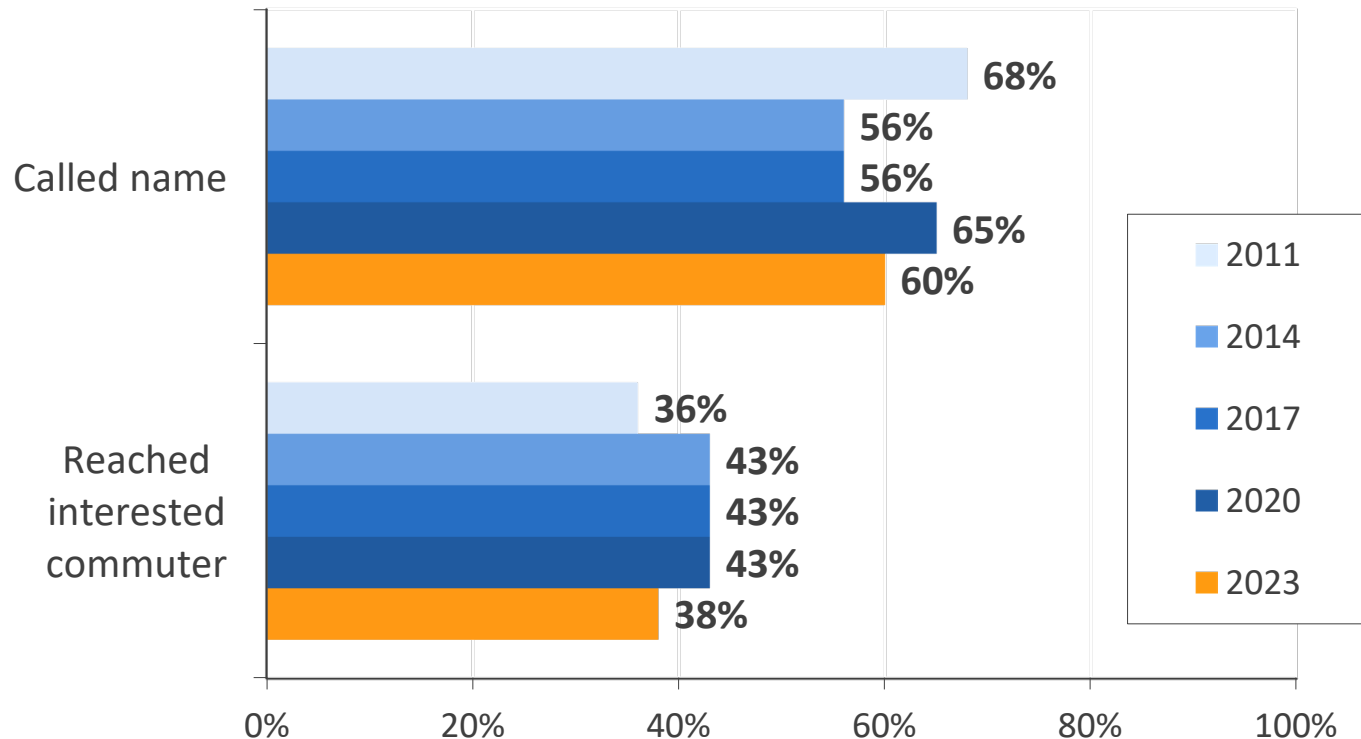
# 60% of Matchlist Recipients Tried to Contact a Matchname – 38% Reached an Interested Person

The results were about the same as in past years.

\* In 2023, an additional 8% of applicants said they reached interested person but schedules/ locations were not compatible

Called names  
 2011 n = 133  
 2014 n = 145  
 2017 n = 172  
 2020 n = 93  
 2023 n = 40

Reached interested name  
 2011 n = 90  
 2014 n = 76  
 2017 n = 97  
 2020 n = 54  
 2023 n = 24



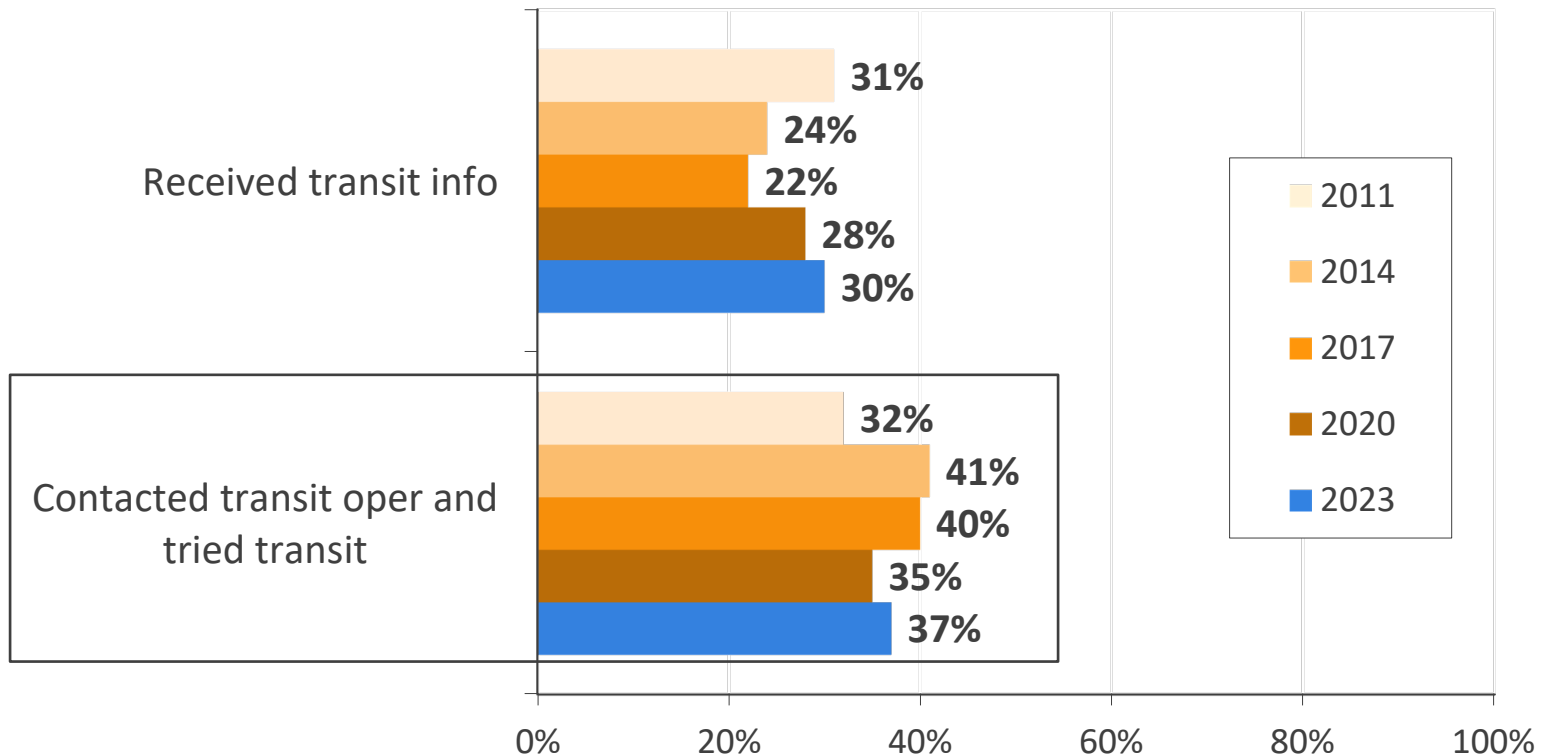
Q71 Did you try to contact any of these people?

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 Also Continued to Be Used

37% of applicants who received transit information contacted a transit agency and used the information to try transit, similar to the shares of respondents in 2020 (35%), 2017 (40%) and 2014 (41%).



Received information  
2011 n = 892  
2014 n = 697  
2017 n = 706  
2020 n = 282  
2023 n = 279

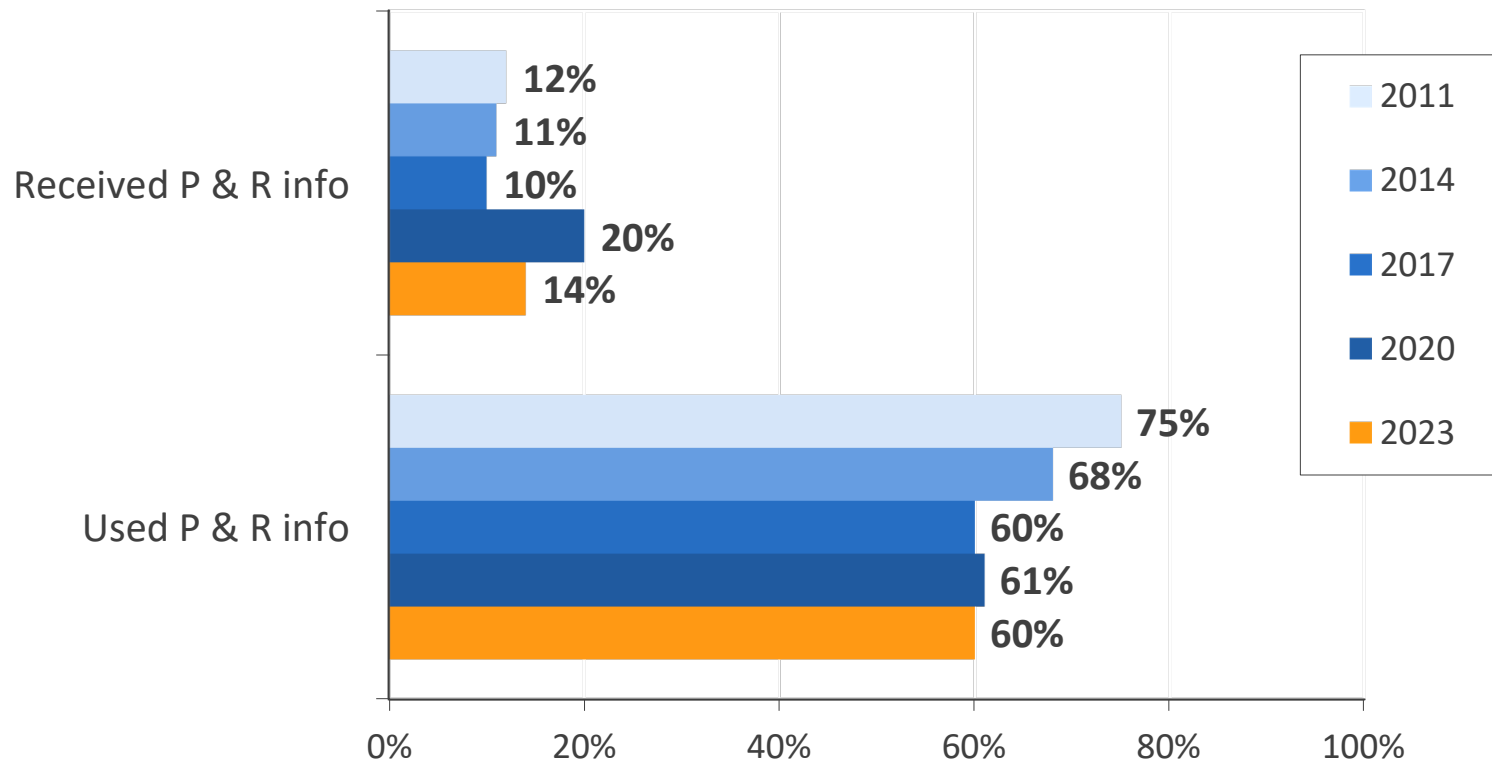
Contacted transit agency/  
tried transit  
2011 n = 206  
2014 n = 167  
2017 n = 155  
2020 n = 79  
2023 n = 84

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?



# 60% of Applicants Who Received P&R Info Used the Information – The Same Share as in 2020 and 2017

Half of P&R info recipients had not known the location of the lot before receiving the information



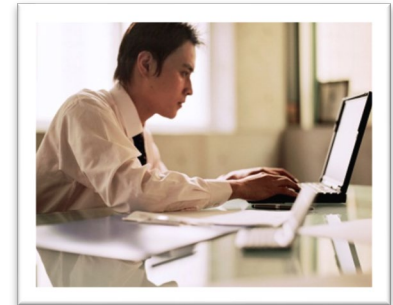
Received P&R information  
 2011 n = 892  
 2014 n = 697  
 2017 n = 706  
 2020 n = 282  
 2023 n = 279

Used info  
 2011 n = 97  
 2014 n = 76  
 2017 n = 73  
 2020 n = 55  
 2023 n = 40

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 - 2023

- **Received GRH info** **62%**
  - Registered for program 88%
  - Previous drive alone commuters 16%
  
- **Received Telework info** **3%**
  - Used info to start/increase TW 14%
  
- **Received Bicycle info** **17%**
  - Started biking to work 15%
  - Bike to work more often 24%
  - Bike more for non-work trips 26%



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?

Received Information  
n = 279

Registered for GRH  
n = 162

Used TW information  
n = 7

Used bike information  
n = 34



## Questions?

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