

Commuter Connections 2020 Applicant Placement Survey Incentive Program Users



Presentation to
Commuter Connections
Subcommittee
March 16, 2021

LDA Consulting
with
CIC Research, Inc. and
Media Beef



Survey Overview



- Triennial survey conducted in Nov-Dec 2020 – surveyed:
 - 282 commuters who received CC services during July-Sept 2020
 - 145 commuters who participate(d) in a CC incentive program (incentTrip, Flextime Rewards, CarpoolNow)
- Survey collects data for TDM evaluation and to identify possible program improvements
 - Travel patterns, mode changes, motivations for change
 - Added new questions to examine telework changes related to coronavirus pandemic and likelihood to return to worksite after pandemic is over
 - CC services received and use of services - ridematch, GRH, transit info, telework info, bike info, P&R lot info, CarpoolNow, incentTrip, Flextime Rewards



Incentive Applicants Were Demographically Similar to Other CC Applicants – Except Younger

	Incentive Applicants	Recent Applicants
Home - DC, Alexandria, Arlington	25%	8%
Home outside MWCOG region	22%	51%
Age – Under 35 years	28%	12%
Age – 35-54 years	51%	51%
Age – 55 years and older	21%	37%
Employer – Federal agency	41%	69%
Employer – Private sector	33%	22%
Employer – State/local agency	11%	3%
Employer – Non-profit	15%	8%

Incentive Applicants

Home n = 145
 Age n = 144
 Employer n = 142

Recent Applicants

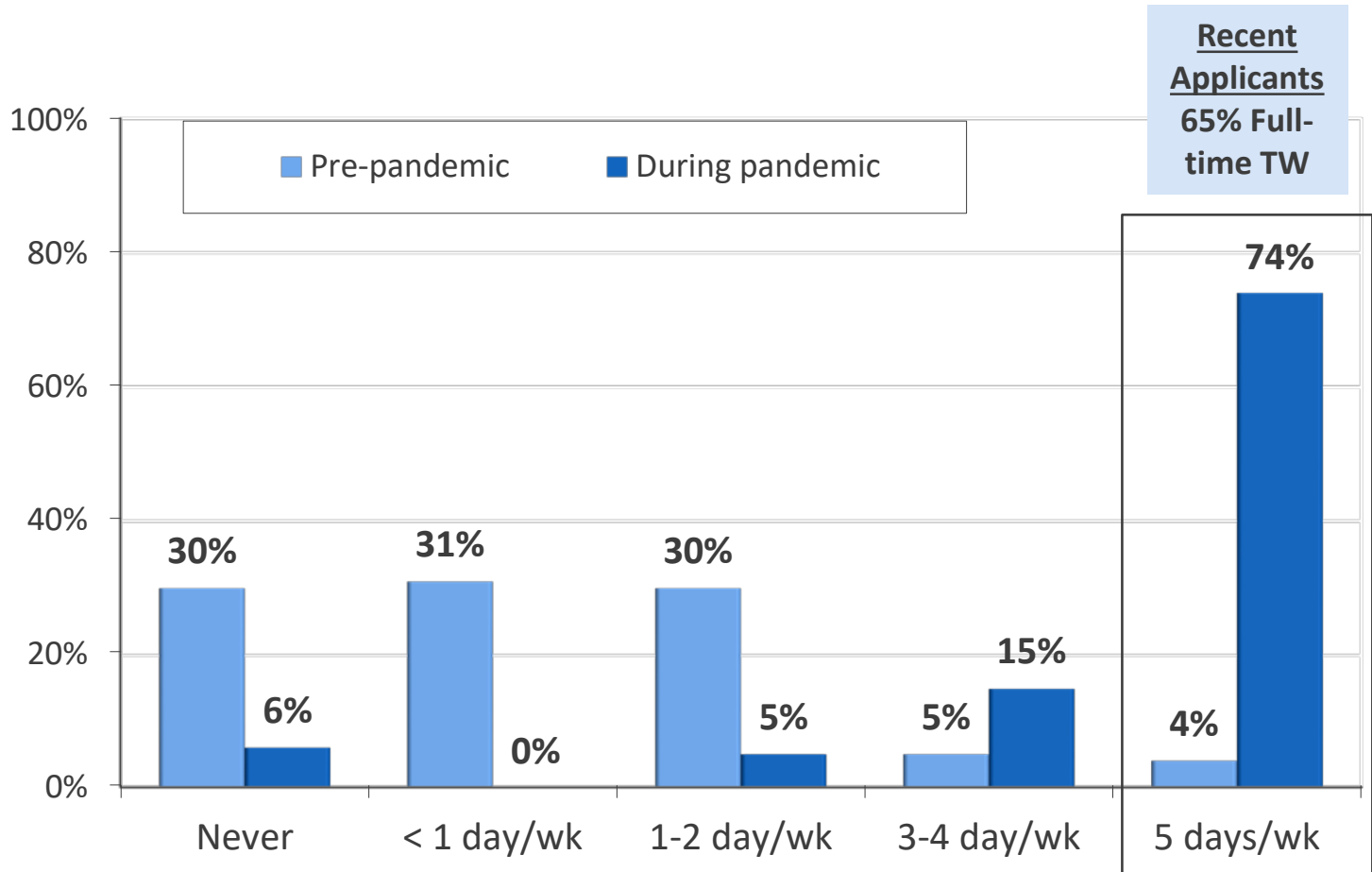
Home n = 282
 Age n = 278
 Employer n = 278

Current Commute Patterns



Telework Before Pandemic and During Pandemic

74% of Incentive respondents teleworked full-time at the time of the survey. Prior to the start of the pandemic, only 4% teleworked full-time.



Pre-pandemic
n = 144

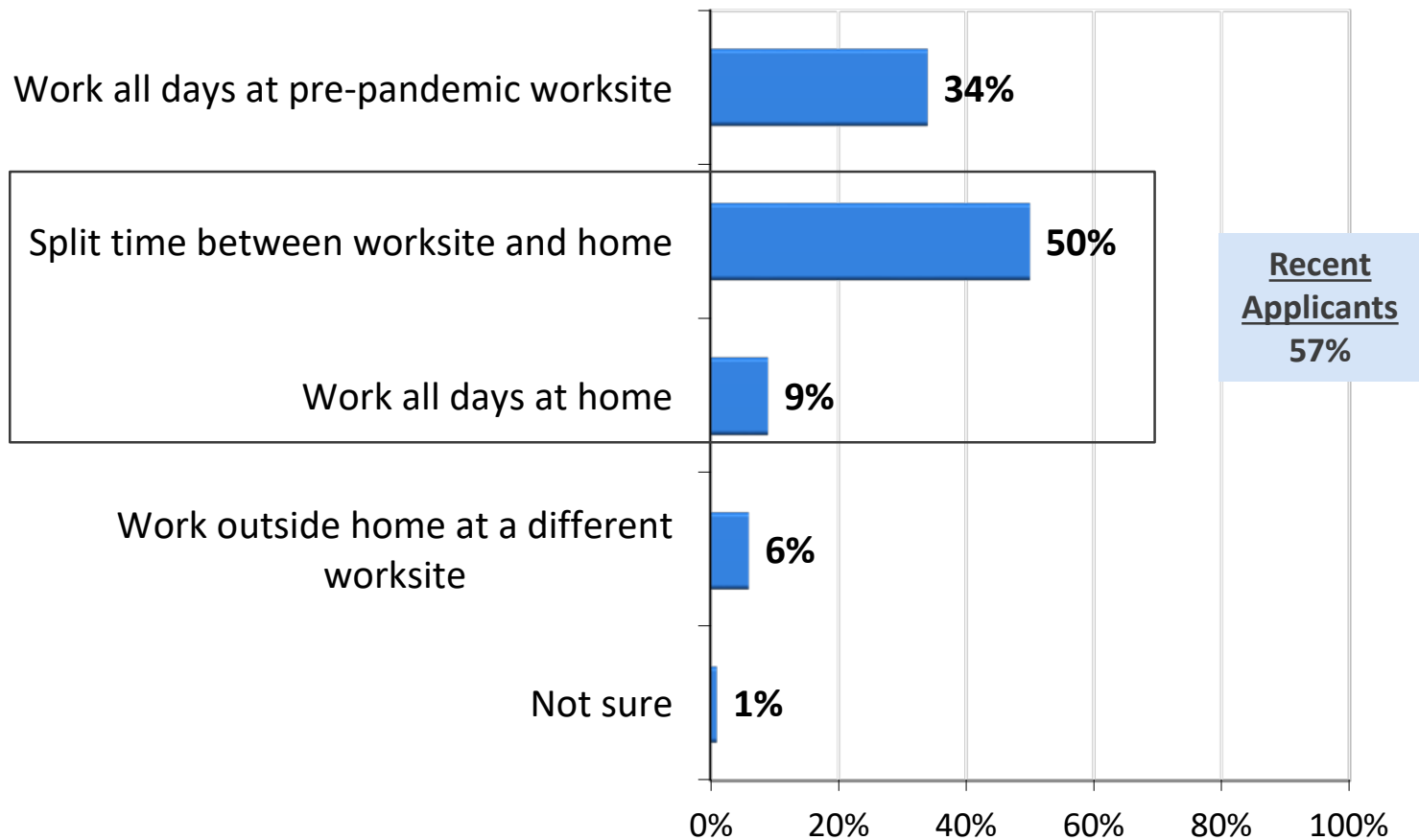
During
pandemic
n = 145

Q4 How often do you usually telecommute?

Q4a1 How often did you usually telecommute/work remotely in February 2020, before the coronavirus pandemic began?

Likely to Telework After Pandemic?

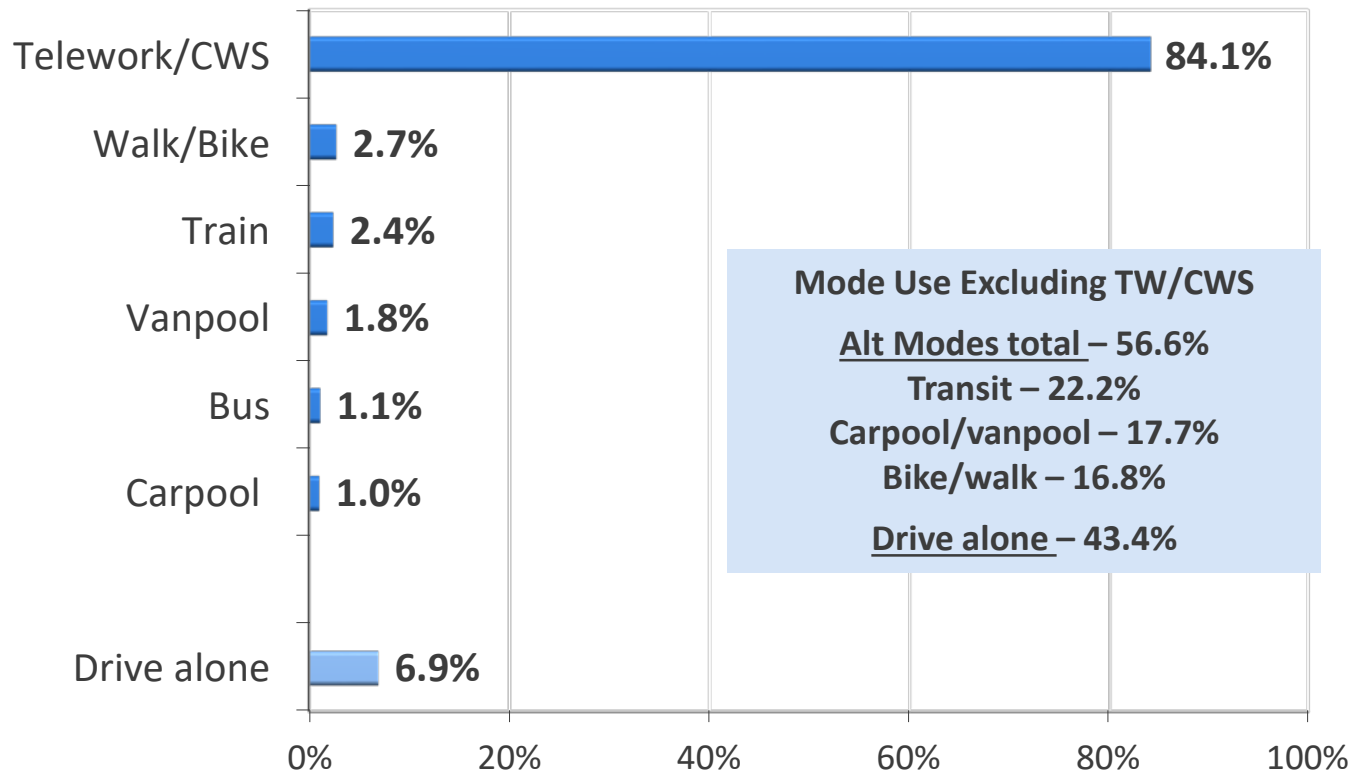
More than half of Incentive respondents expected to continue some telework after the pandemic ends; 9% expect to telework full-time and 50% expect to split their time between home and the main worksite.



Incentive Applicants
n = 141

Telework Days Accounted for 84% of Weekly Commute “Trips” by Incentive Applicants

About 7% of commute trips were made by driving alone and 9% were made by alternative modes



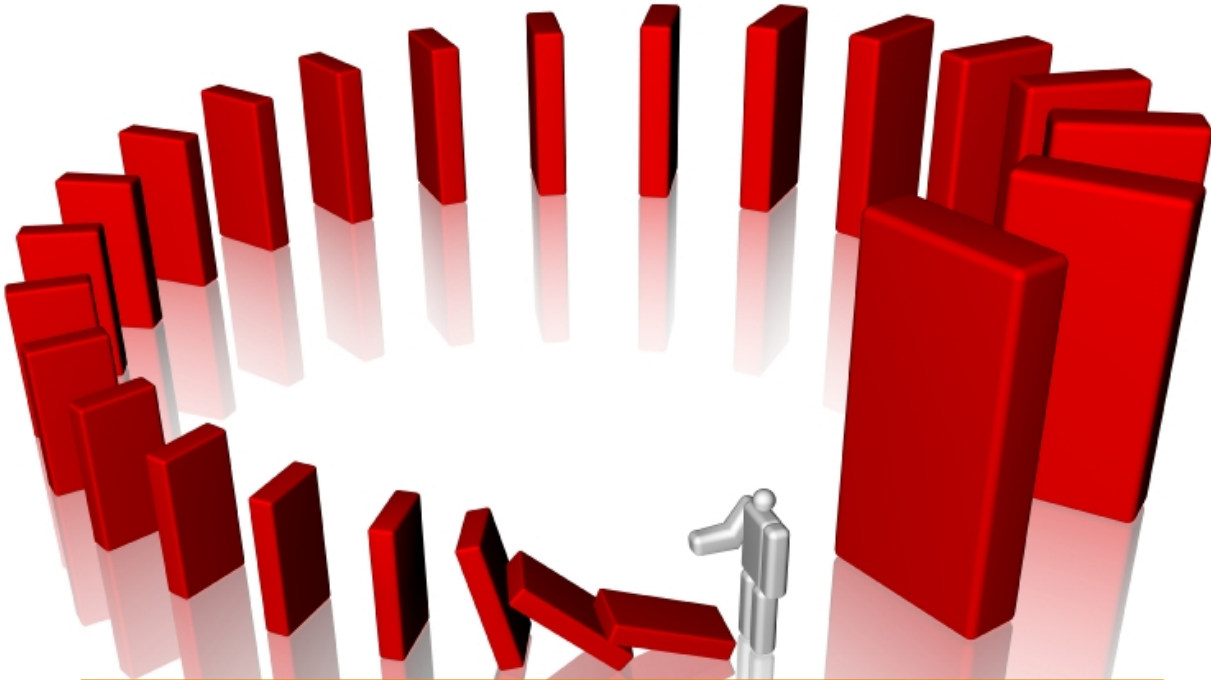
Q5 Thinking about a typical week, Monday through Friday, how do you get to work? ...

Commute Distance and Time

Incentive Applicants
24.7 miles
44 minutes

Recent Applicants
39.2 miles
54 minutes

Incentive Applicants
n = 145



Commuter Travel Changes

Collect Information on Commute Changes Since Receiving / Accessing CC Services

- **Asked 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



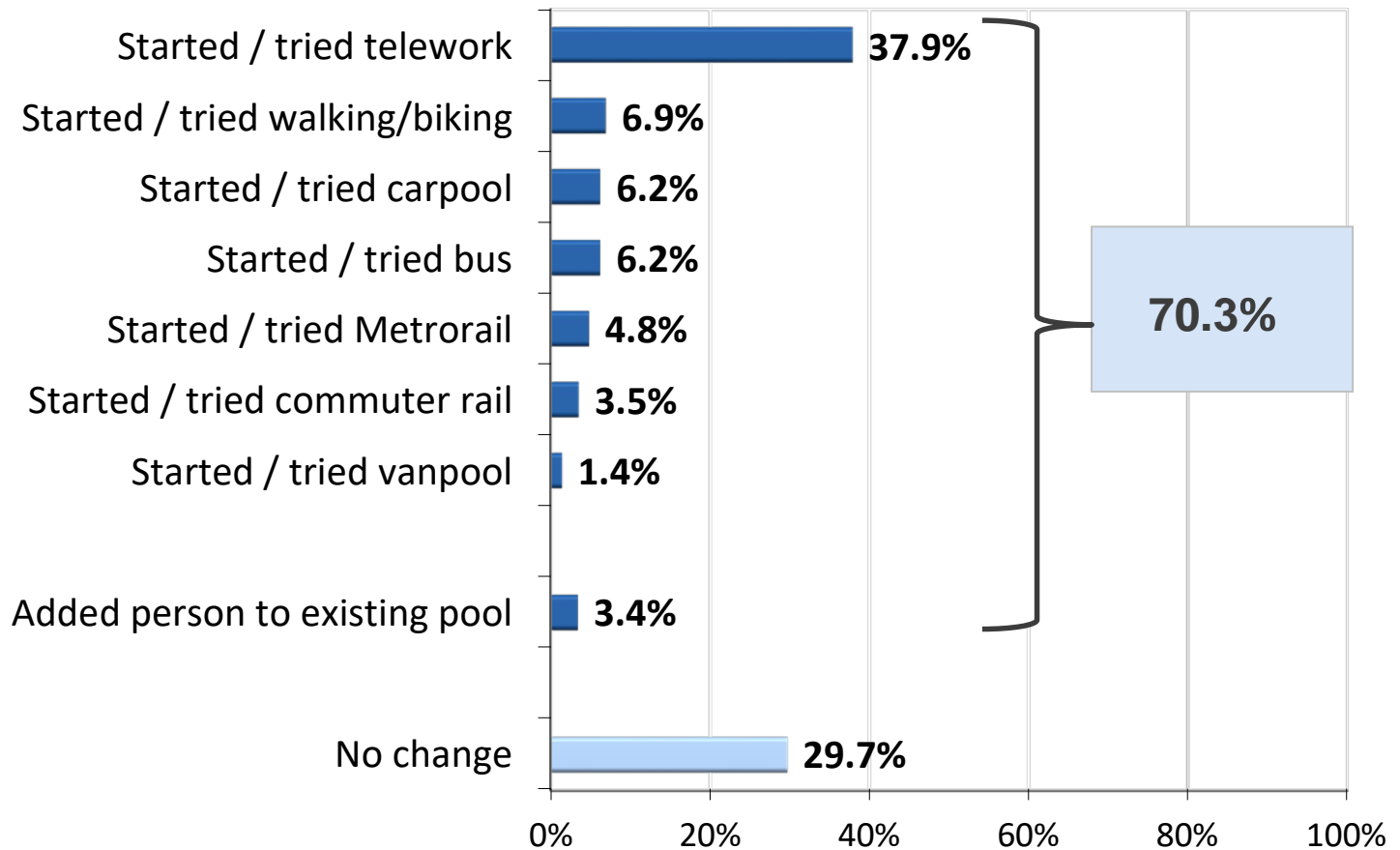
Seven in Ten Incentive Applicants Made Commute Change After Receiving Services – Most to Telework

14.5% made a change to transit and one in ten made a carpool or vanpool change (11.0%).

Recent Applicants

Overall Changes
62.1%

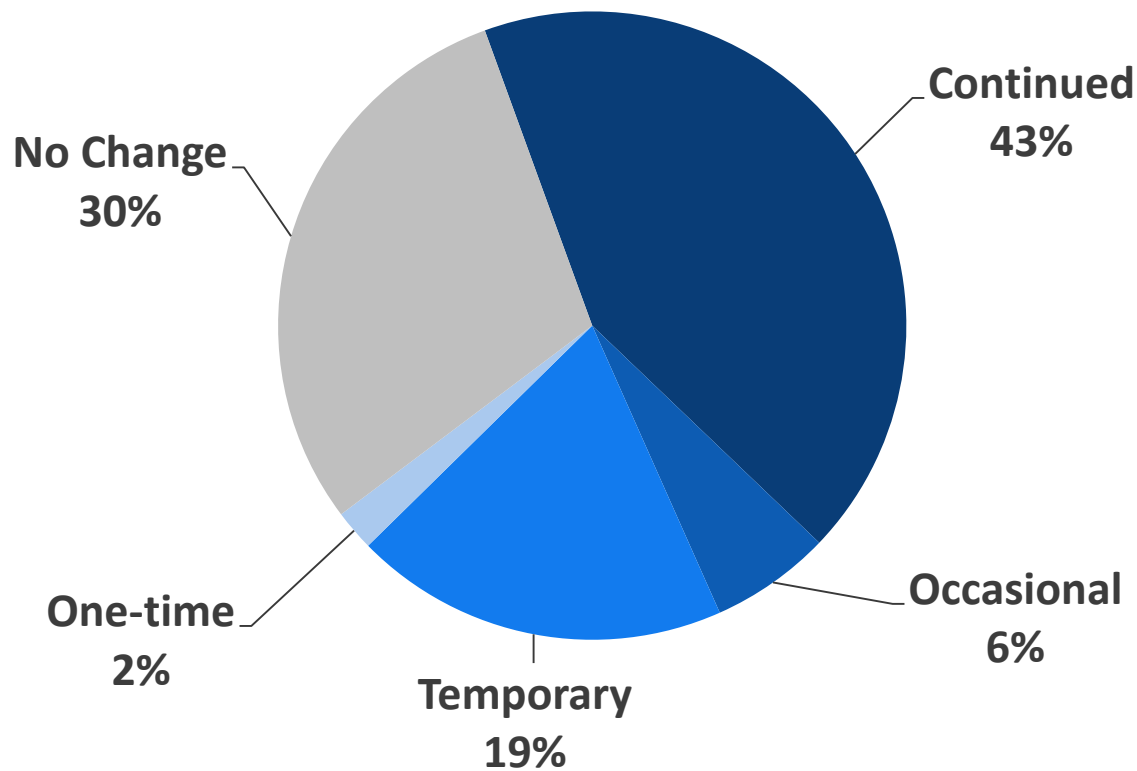
Shifts to
TW 37.2%



Incentive Applicants
n = 145

Half of Respondents Made a Change to a Mode they Still Used; 43% Used the New Mode 1+ Day per Week, 6% Used it Only “Occasionally”

Two in ten made a temporary or one-time change

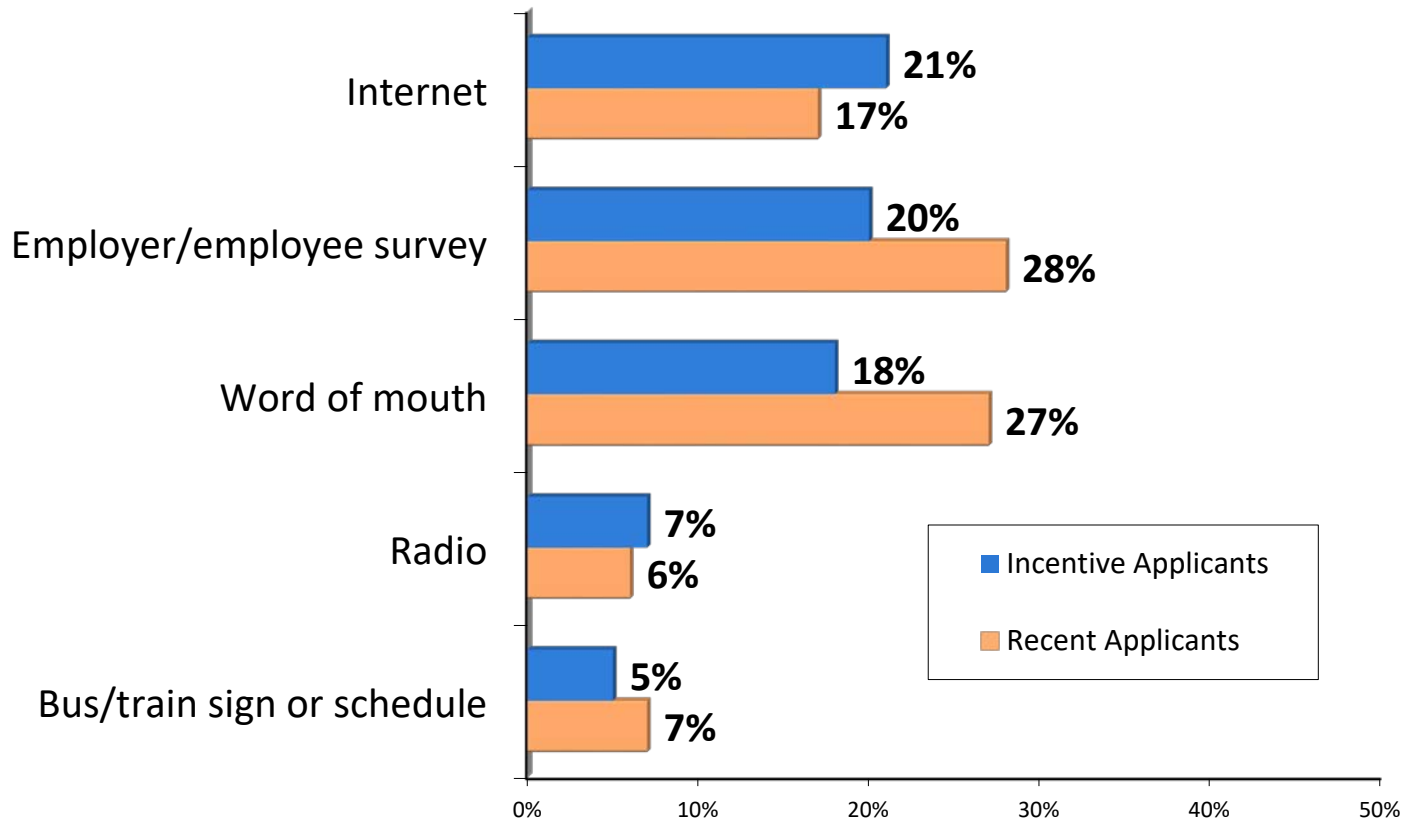




Source of Information and
Services Received

Top Sources of Learning About CC Were the Same for Incentive Applicants and Recent Applicants

Incentive applicants were less likely to learn about CC from employer or word of mouth.

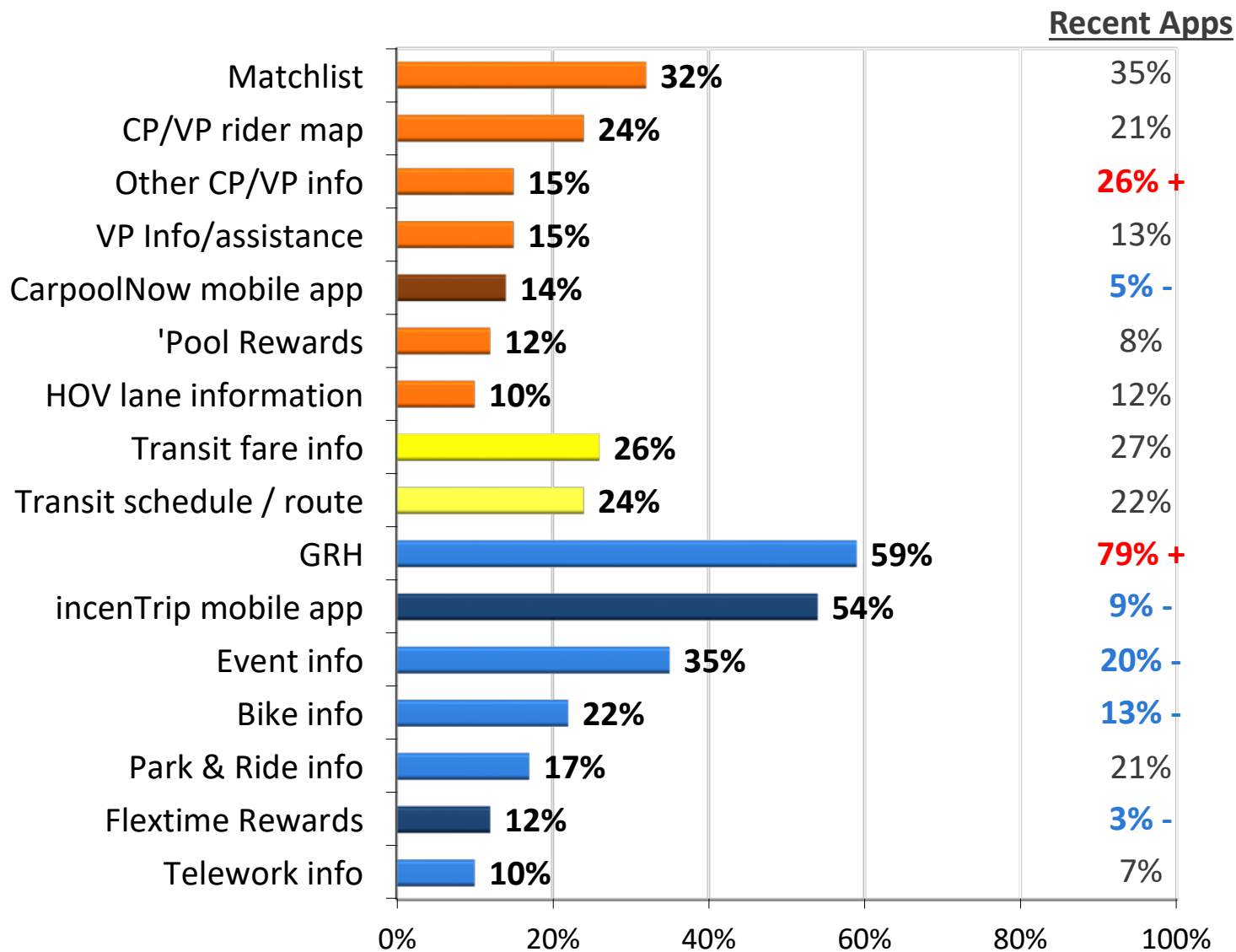


Incentive apps
n = 122

Recent apps
n = 254

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

GRH and incenTrip Were Most Used Services



Incentive apps
n = 145

Recent apps
n = 282

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 their 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?
- [CarpoolNow](#)
- [Flextime Rewards](#)
- [IncenTrip](#)

Use of CarpoolNow and Flextime Rewards

CarpoolNow Dynamic CP App – 12% registered (18 respondents)

- Used app 1+ times 50%
- Used app 5+ times 22%

Of the 9 respondents who used app:

- Tried to arrange commute trip 8 resp
- Always/only requested rides 6 resp
- Success in finding ride/rider 2 resp

Flextime Rewards Incentive – 12% registered (17 respondents)

- Received alert 2 resp
- Delayed departure 1 resp



54% of Incentive Applicants Used incenTrip

91% of incenTrip users logged a commute trip; Transit was the most common commute trip mode logged (76%)

Trip purposes logged

Commute 91%

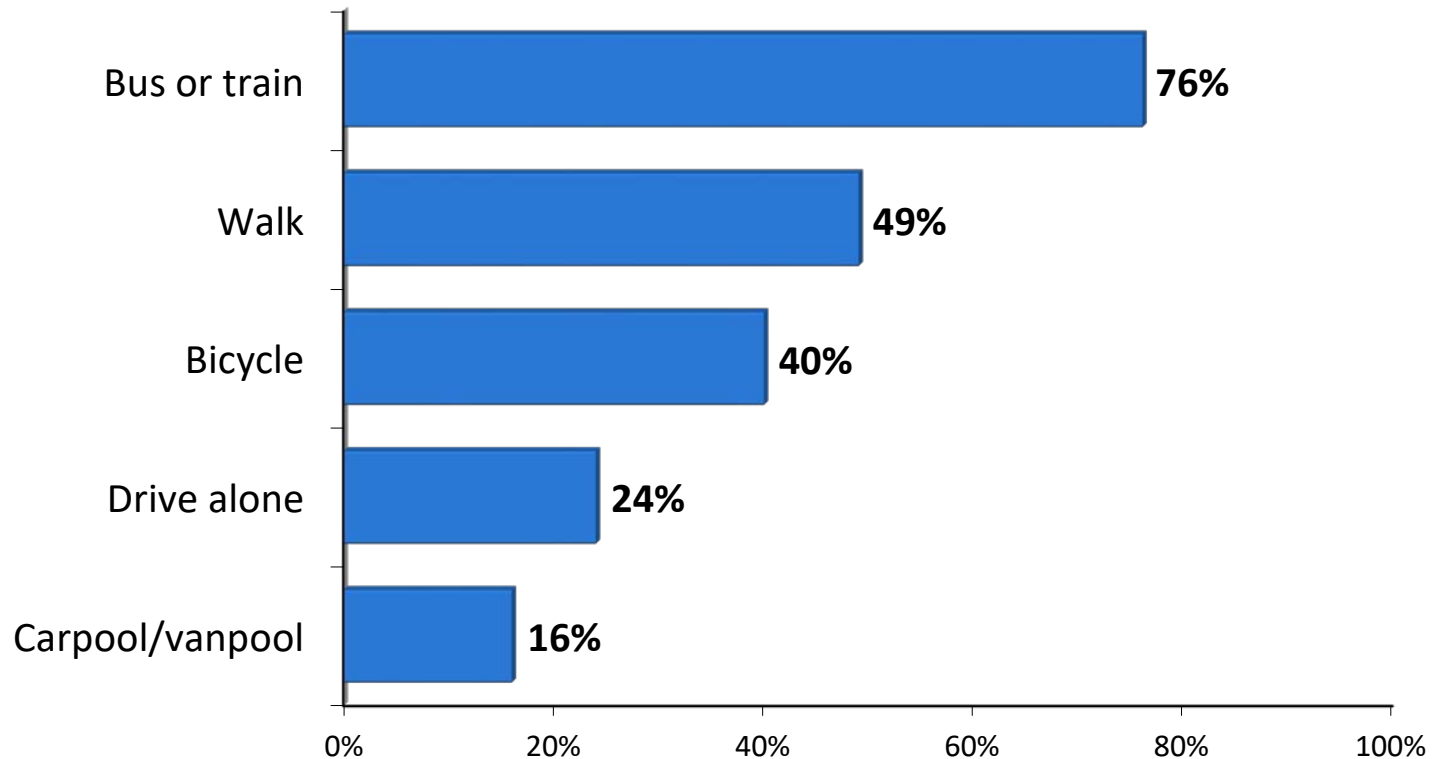
Work-related meeting 40%

Personal appt/errand 47%

Social/recreation 41%

Registered for incenTrip n = 145

Modes for Commute trips n = 55

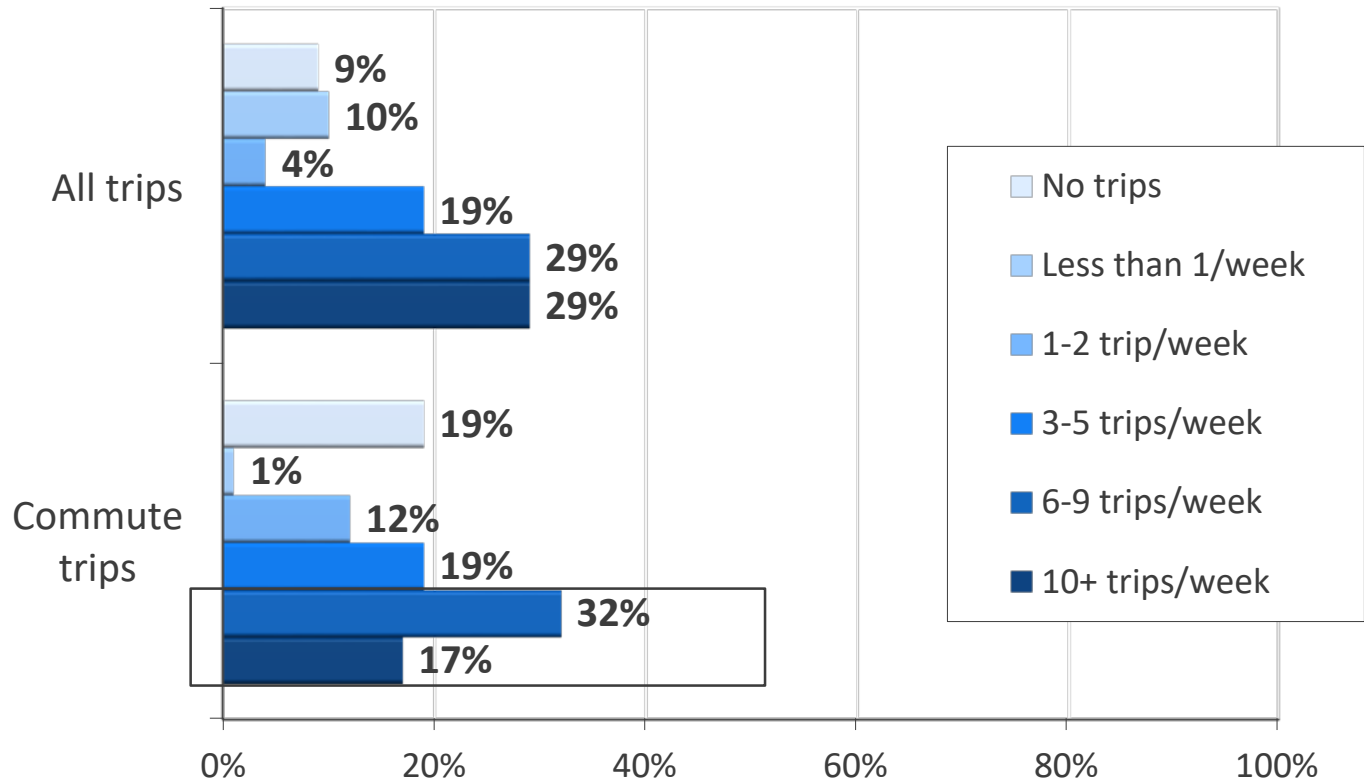


Q97 You said you have used or registered for Commuter Connections' incenTrip mobile trip tracking application. What types of trips have you logged through the app?

Q97c Which of the following types of transportation have you logged for trips to or from work or school?

58% of incenTrip Users Were Frequent Loggers – Logging 6 or More Trips per Week

49% typically log six or more commute trips per week



Q97a In a typical week, about how many total trips do you log?

Q97b How many do you log for getting to/from work or school?



Questions?

Contact:

Lori Diggins

LDA Consulting

202-657-3752

LDACWDC@aol.com