



**Commuter Connections Employer Satisfaction Survey Report**  
**Fiscal Year 2005**  
**November 15, 2005**

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## **INTRODUCTION**

At the conclusion of FY05, Commuter Connections conducted its sixth annual survey of employers participating in the Commuter Connections Employer Outreach program. The survey, the *Employer Satisfaction Survey*, is intended to measure the employer's use of and satisfaction with the products and services provided through Commuter Connections member organizations.

Employer survey candidates were selected from the regional employer database, which is electronically updated monthly by the local jurisdictions. The main criterion for the survey respondents' selection was the employers' basic contact with local sales jurisdictions. The surveys were mailed to the contacts listed for 1,308 employers region-wide on July 7, 2005. An incentive for response was offered for all on-time responses (the date for final responses was July 29<sup>th</sup>). The incentive given was a travel pack cooler with the Commuter Connections logo on the front cover or a compact portfolio that also had the Commuter Connections logo on it (the total incentive items sent was 68).

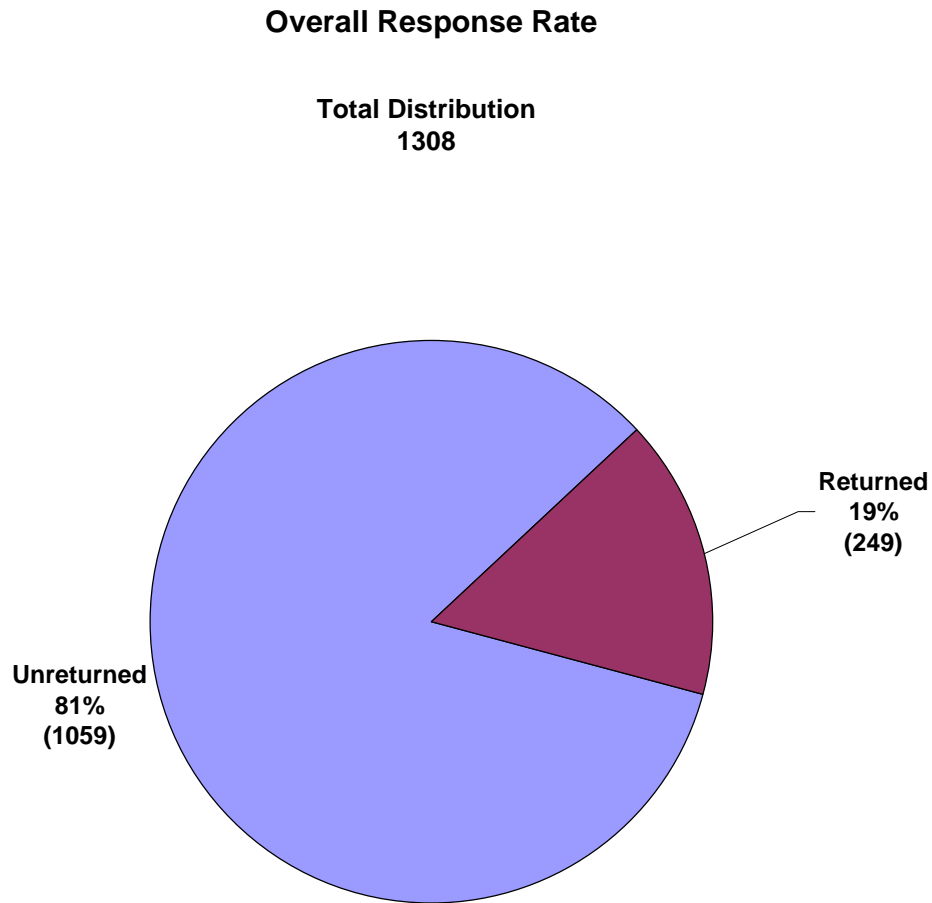
Response to the survey increased six percent over last year's response with 249 forms returned reflecting a 19 percent response rate for the survey. These responses provide a broad range of opinions in line with responses from previous years and provide informative data. The responses show specific employer reaction to Commuter Connections products and services and will be helpful in improving the individual and overall outreach efforts.

The Addendum contains a simple breakdown of surveys sent by jurisdiction and the rates of return and bad addresses. The Appendix contains a copy of the survey instrument and cover letter. The cover letter was customized for each jurisdiction. The letter listed the name of the local sales organizations and the names of the employer outreach representatives servicing that jurisdiction.

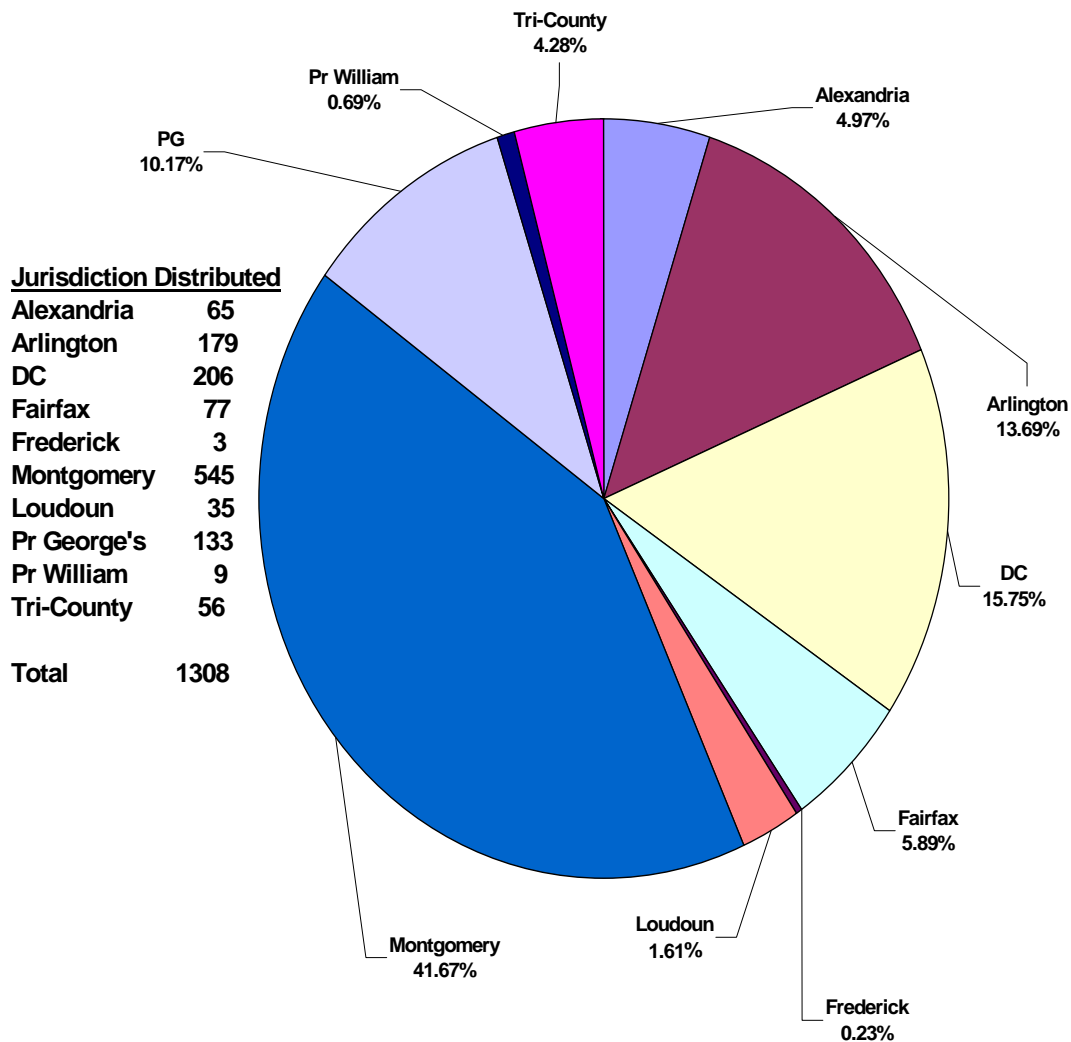
## DISCUSSION OF RESULTS

### RESPONSE:

A total of 1,308 surveys were distributed to all sales jurisdictions. A 19 percent response rate was achieved. The number of forms distributed in each jurisdiction depended on the number of employers contacted about Commuter Connections Employer Services programs. The next two graphs illustrate overall response and distribution by jurisdiction.



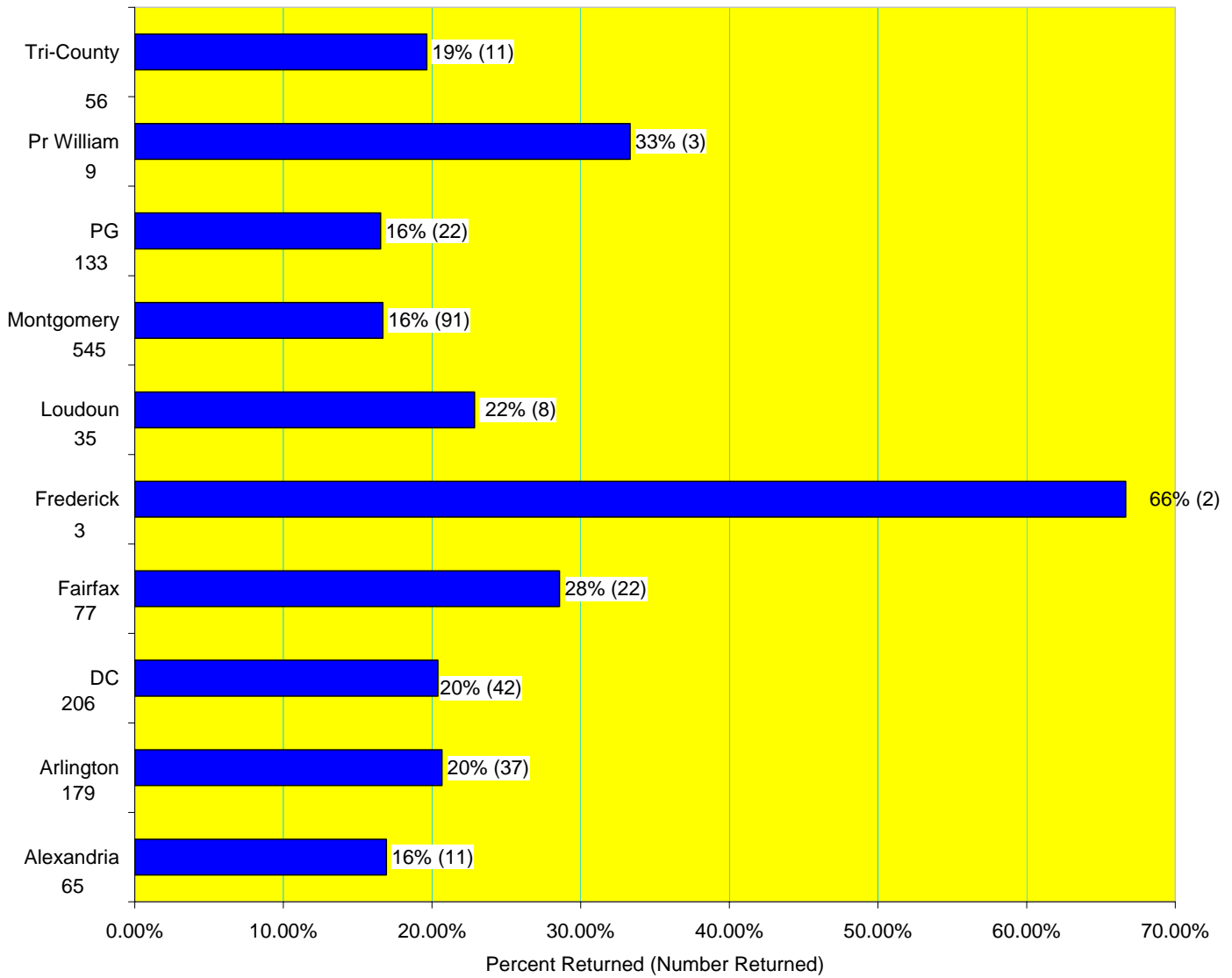
## Forms Distributed by Jurisdiction



### RESPONSE BY JURISDICTION:

This chart shows the percent of total forms returned (249) from each jurisdiction for the overall distribution of the survey. Response rates (forms returned from jurisdictions/forms distributed to jurisdiction) were also calculated for each jurisdiction relative to the number of surveys sent to each jurisdiction. For example, Alexandria achieved a 16 percent response rate with 65 surveys distributed in its jurisdiction and 11 forms returned.

Response Rate By Jurisdiction



## Question 1.

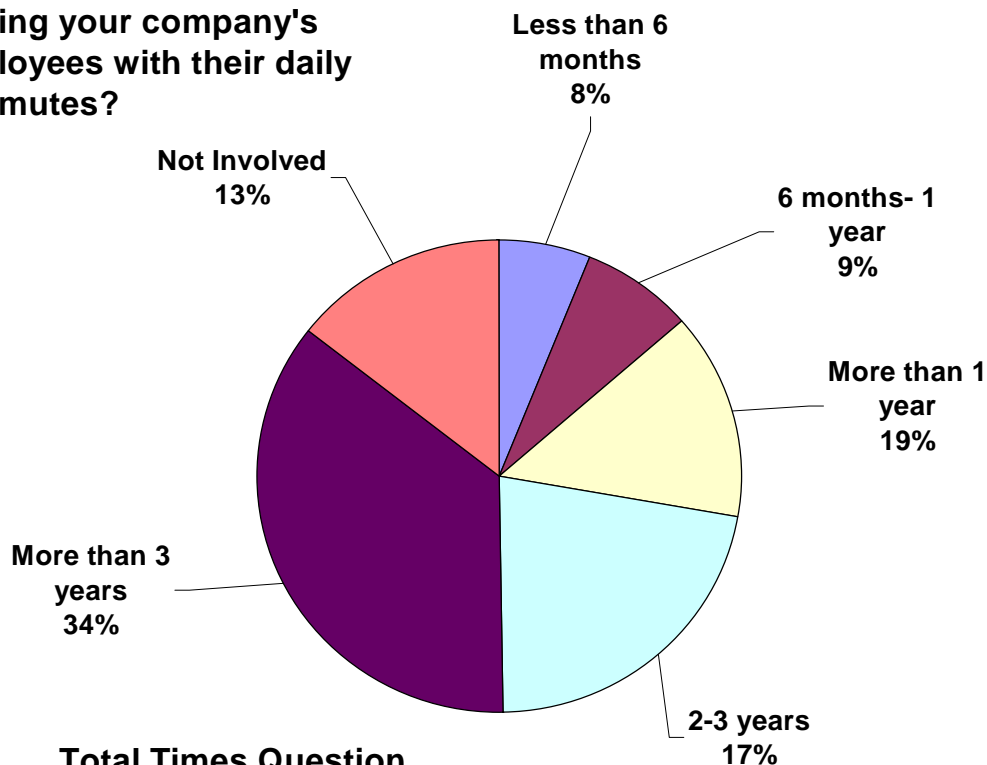
A question concerning the employer contact's length of involvement in assisting employers with their commutes to work was included to gauge the level of familiarity that Commuter Connections contacts have with the products and services associated with alternate commuting.

As the pie chart illustrates, a substantial proportion of respondents, 35 percent have been involved with assisting their employees with commuting options for over three years. This result suggests that significant turnover among employees tasked with coordinating employee transportation issues has decreased and combined with the percentage for two to three years participation (21 percent) shows that oversight of onsite programs has remained steady. This group of veteran TDM program coordinators for their respective employers suggests a healthy relationship with alternative commuting.

Nineteen percent of respondents indicated that they are not involved with helping their employees plan their commutes to work, which equaled FY03's survey result. Surveys were sent

### Respondent's Involvement with Assisting Employees with Daily Commutes

**Question 1. How long have you been involved with helping your company's employees with their daily commutes?**



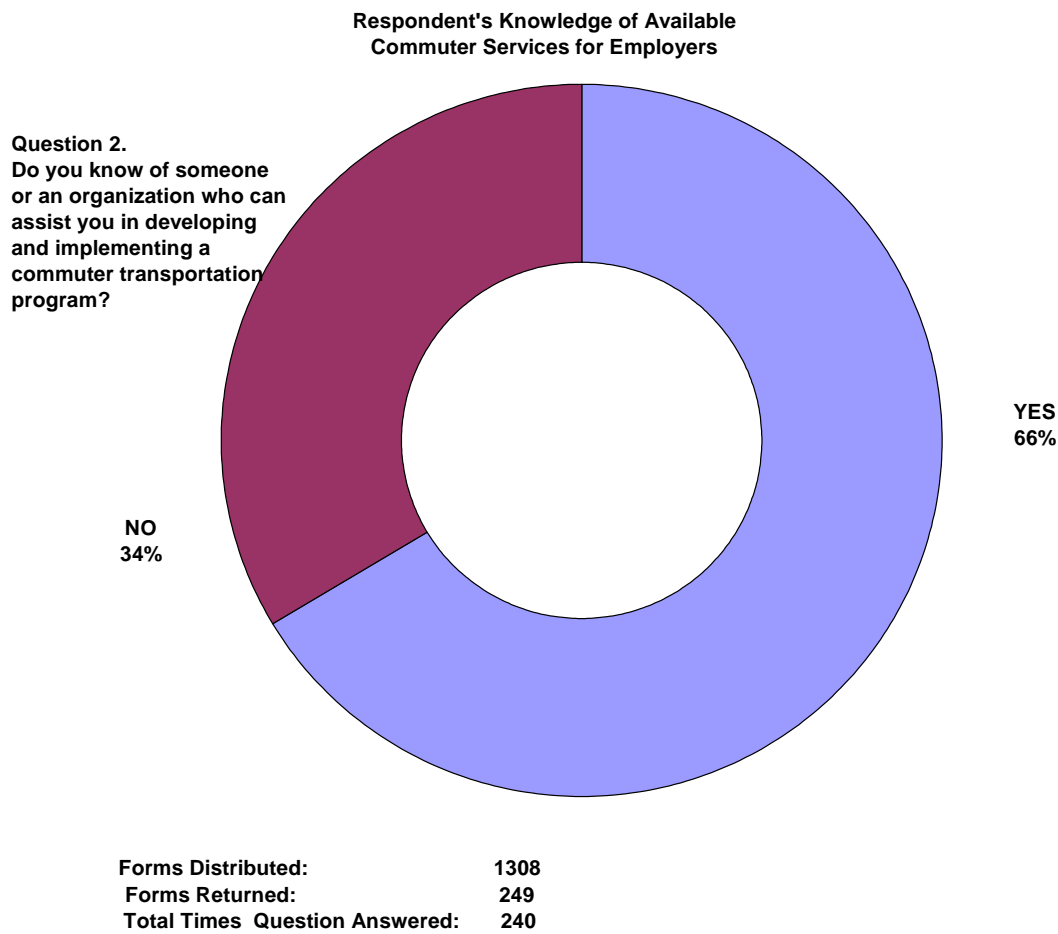
**Total Times Question Answered: 244**

only to contacts listed by outreach representatives.

Turnover is indicated with at least 17 percent of those involved with TDM programs having done so for one year or less. This information reinforces the importance of maintaining a current relationship between the outreach representatives and their Employee Transportation Coordinators (ETCs).

## Question 2.

The question concerning the respondent's knowledge of available commuter services for employers provides positive news for the outreach program as a whole. Sixty-six percent of respondents indicated that they had knowledge of a person or organization that could assist them in developing a commuter transportation program. This number has remained constant with last year's results that were at the same percentage. These responses suggest that a great majority of employers know that there are organizations that can help them develop a transportation management program at their worksite, and their relationships with their corresponding outreach representatives appear to be improving.





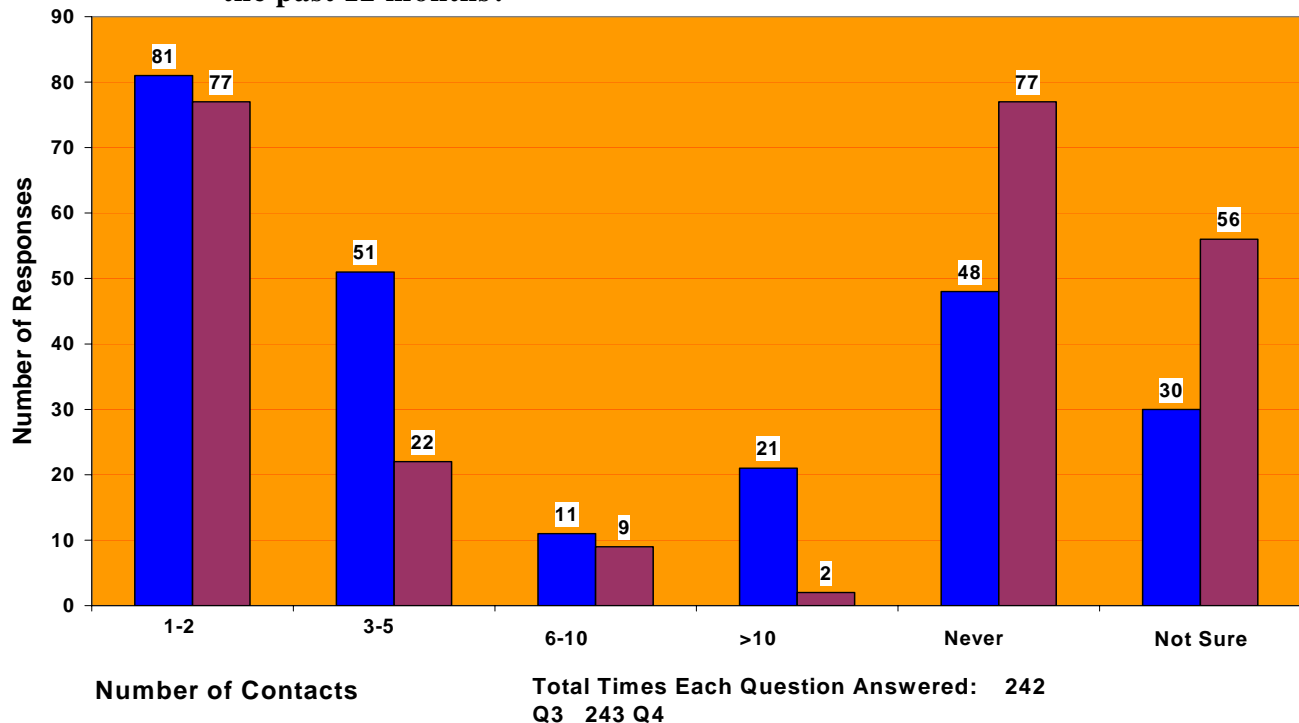
## Question 3 and Question 4.

These questions were included to measure the outreach representative's contact with employers. These are important measures of the effort expended by the regional sales force. The largest group of respondents (81 out of 242 for Question 3) for both questions overall contact and in-person contact indicated being contacted (approximately 33 percent). The next highest response was for those not being contacted, or never. Overall, the outreach effort shows a continued concentration on phone contact and there is also an increase of on-site employer visits that are viewed as having impact.

### Contact with Employer Outreach Representative

● **Question 3. How often were you contacted by a representative who can assist you in developing and implementing a commuter transportation program, during the past 12 months?**

■ **Question 4. How often were you contacted by your representative in person?**

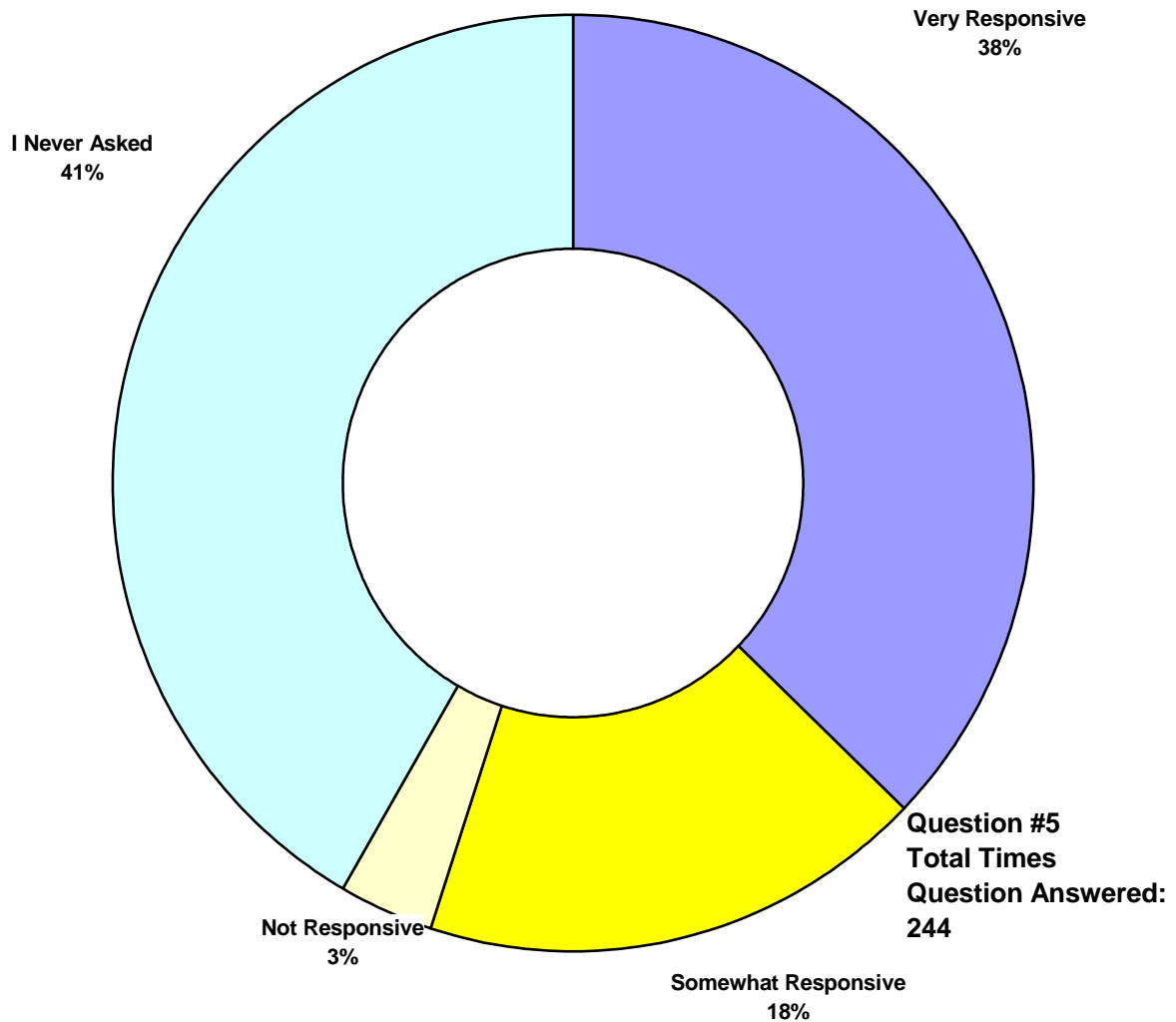


## Question 5.

An essential indicator, responsiveness, is measured in the next question. Again, the outreach effort is represented by the responses. As the chart shows, an almost equal amount of respondents that requested information reported their representative was very responsive (42 percent) to those who said they had never asked for assistance (46 percent). This emphatically suggests that not only that employers may not be fully aware of the information and assistance that is freely available to them, but that outreach efforts to contact them on a regular basis may not be occurring.

### Employer Representative's Responsiveness

Question 5. How Responsive is your representative to your questions, requests for informaton and assistance?

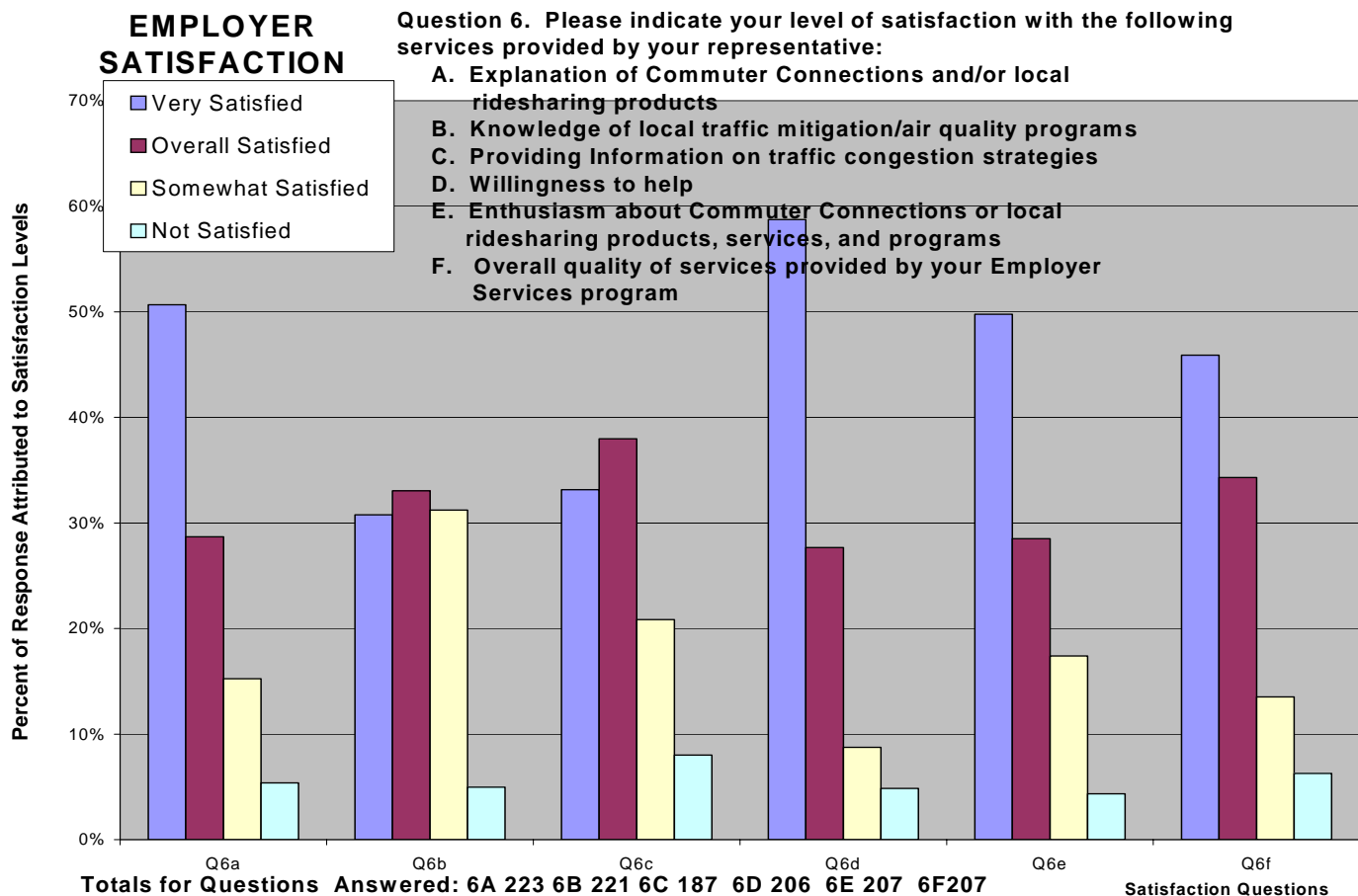


## Questions 6A-F.

This series of questions represents the heart of the survey and were included to measure employer satisfaction across a range of topic areas including: explanation of local rideshare products, knowledge of local traffic mitigation, traffic congestion strategies, and willingness to help, enthusiasm, and finally overall quality of their local employer services program. The responses show encouraging trends and several areas for improvement.

More than forty percent of respondents reported they were “Very Satisfied” in four (6A, 6D, 6E, and 6F) out of the six topic areas. To the all-important question of employer satisfaction with the overall quality of employer services (Question 6F), forty-six percent of respondents indicated that they were “Very Satisfied.”

Respondents were most satisfied with outreach representatives’ willingness to help (Question 6D) and the enthusiasm with which representative’s communicated the Commuter Connections message, with 58 percent of respondents choosing the highest level of satisfaction.



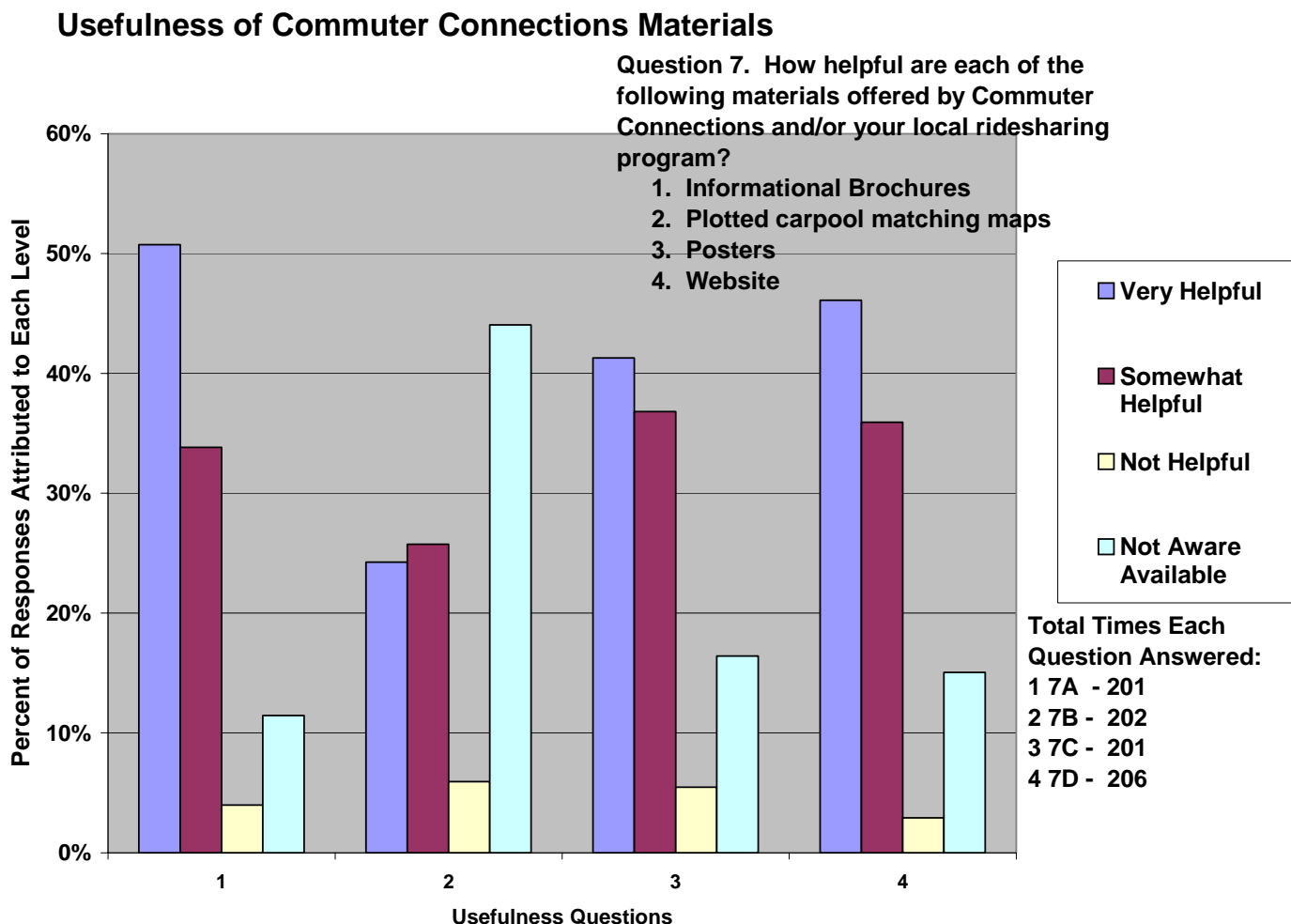
The next largest set of responses is in the “Overall Satisfied” category across the range of questions. For all questions, an average of 31 percent of employers expressed an overall

satisfaction about their outreach representative’s performance across these topic areas. This fact suggests that the employer contacts have continued to have sufficient interaction with their outreach representatives. The “Somewhat Satisfied” category increased slightly from the previous years’ with an average of seventeen percent for all services of employers responding. The overall average for the “Not Satisfied” category remained at five percent for a response this year.

### Questions 7A-7C.

With a great volume of Commuter Connections materials produced, the next series of questions attempts to measure the employer’s perception of the usefulness of these materials.

As the graph illustrates, most respondents reported that the informational brochures are seen as very helpful (51 percent). Plotted carpool matching maps received a slightly lower response with 24 percent reporting that they are very helpful and 26 percent that they are somewhat helpful. Posters were viewed in a better light with 41 percent of the employers responding said that they were very helpful and 37 percent seeing them as somewhat helpful. Overall, a fair number of responses indicated they were not aware on the usefulness of these products or that they did not know that the materials were available (21 percent).



## Question 8-8C.

This series of questions was included to measure the use of the commuter survey and the outreach representative's use of the statistical reports of the results. There were 59 Yeses, or 42 percent of the 140 responses to this question, show that the commuter survey was used at the worksite. The table below summarizes the results.

Table 1. Employer Commute Survey Use

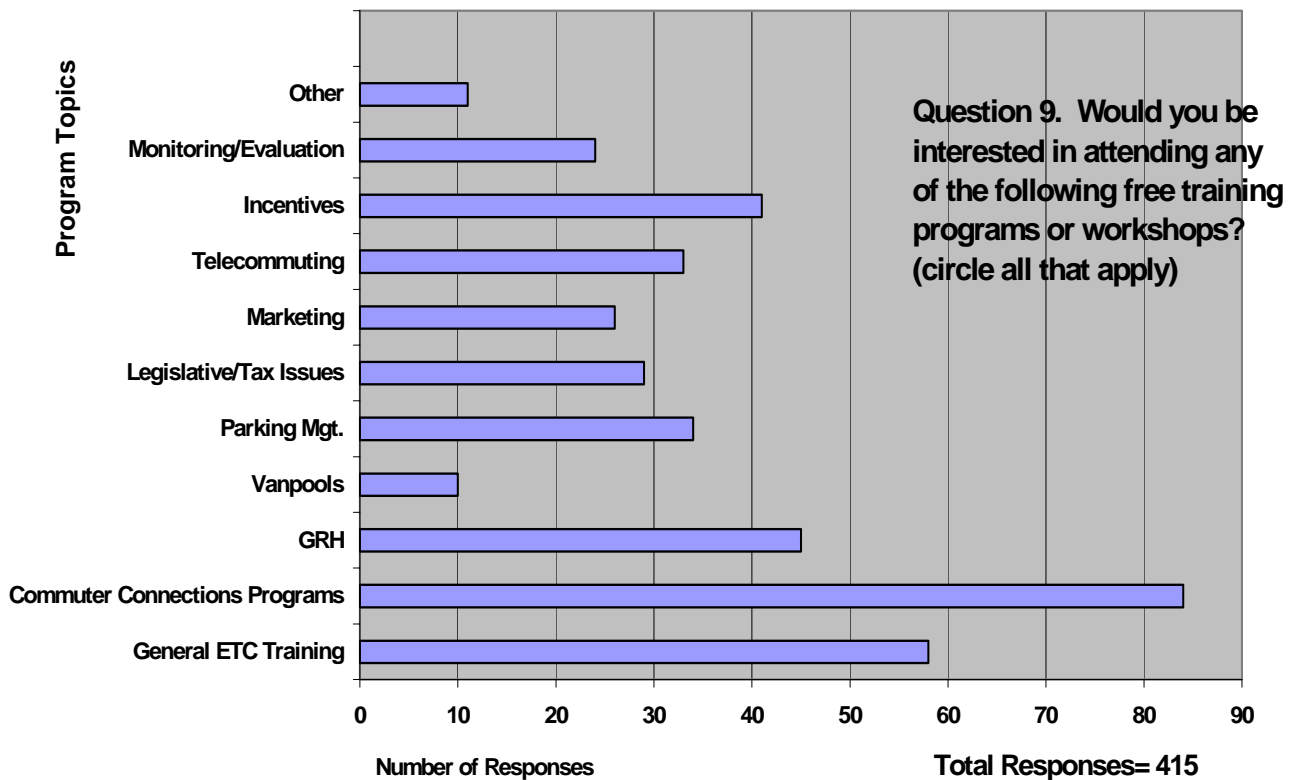
QUESTIONS	Possible Responses	# of Responses	Percent of Total
Q8. Did you participate in the Commuter Connections employee survey or another commuter Survey?	YES (answers 8A)	59	42 percent
	NO	56	40 percent
	NOT SURE	25	18 percent
	TOTAL RESPONSES	140	
Q8A. Did your representative give you a copy of the statistical summary of your employee Commute Survey?	YES (answers 8B)	27	39 percent
	NO	22	31 percent
	NOT SURE	21	30 percent
	TOTAL RESPONSES	70	
Q8B. Did Your Representative use your statistics to create an employee commute program or to promote ridesharing in general?	YES	11	42 percent
	NO	4	16 percent
	NOT SURE	11	42 percent
	TOTAL RESPONSES	26	

These results suggest that a fair amount of employers are not being surveyed, or they are unaware of their most recent completed survey. Of the employers that reported that a commuter survey had been conducted at their site, 39 percent of them had received a statistical analysis against 3 percent that did not receive a summary. This data shows that there is some room for growth in the area of surveying employers and supplying them with a free report of their employees commuting habits, which then could lead to the adoption of higher level transportation demand management programs. Of note, though, is the increase of commuter survey participation throughout the region over previous years'.

## Question 9.

The next question reveals a great deal about what type of informational seminars employers need to help them better assist their employees.

**Program Topics of Interest**



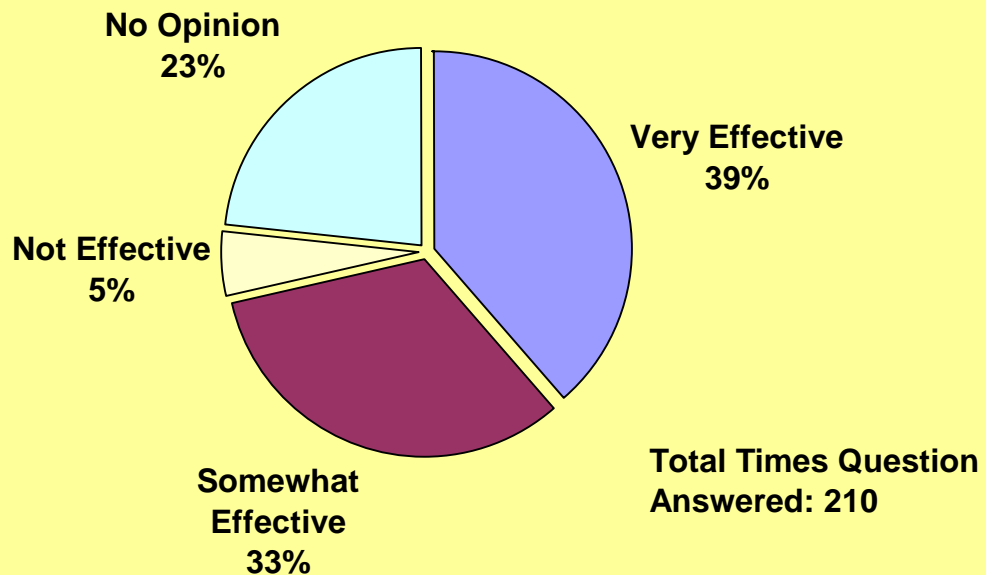
As the graph shows, the three most popular topic areas indicated were Commuter Connections programs, General ETC Training, and GRH. This mostly mirrors previous years' responses. In addition, commuting incentives are also becoming a major component of consideration for employers.

## Question 10.

Like the responsiveness and satisfaction measures, this question provides an overall indicator, effectiveness. As the graph illustrates, the responses to this question are unequally distributed between the categories.

### Representative's Effectiveness

**Question 10. Overall, how effective has your representative been in helping you and your organization to develop and implement employee commuter programs?**



As the pie chart illustrates, the largest group of respondents (39 percent) reported that the representatives were *very effective*. 33 percent indicated that their representative(s) is *somewhat effective*. Five percent said that their representative was *not effective*. The combination of the first two groups demonstrates that the majority of respondents (72 percent) find that the efforts of their outreach representative are effective in helping them implement commute programs at their worksites. 23 percent of the respondents indicated that they had *no opinion* about their representatives' effectiveness. Though this represents a drop in negative impressions, the numbers do represent challenges for the outreach representatives to translate their efforts to effective programs. Overall, this is a significant improvement in the measurement of the outreach effort's effectiveness.

### **Question 11.**

**Do you have any suggestions for improving Commuter Connections' effectiveness in promoting commuter programs and in assisting organizations such as yours in developing commuter programs?**

I think the development of "New Town Alexandria" will essentially gridlock the Eisenhower – Telegraph – Van Dorn corridors. No connection to Duke from Van Dorn to Telegraph. There is essentially a stop light on each corner of Duke and Eisenhower. See no relief for those who must drive and work in New and Old Town Alexandria.

I am new so I would like to meet a rep.

Increase Metrochek subsidies and have employers offer incentives.

More bus routes in Prince George's County.

Make Ride-On free countywide.



## Question 12.

**Please write in any additional comments you have about Commuter Connections Products, services, or your representative.**

My local representative is over attentive and we'd like to not have them contact us every month. It leaves a bad impression.

I like the programs offered, but our company is reluctant to implement any commuting options.

The District needs to begin a subsidy program for private sector employers to help encourage Metrochek use. Our firm is active in its efforts to encourage folks to move in from the suburbs and an incentive program is more attractive than a one-time tax break.

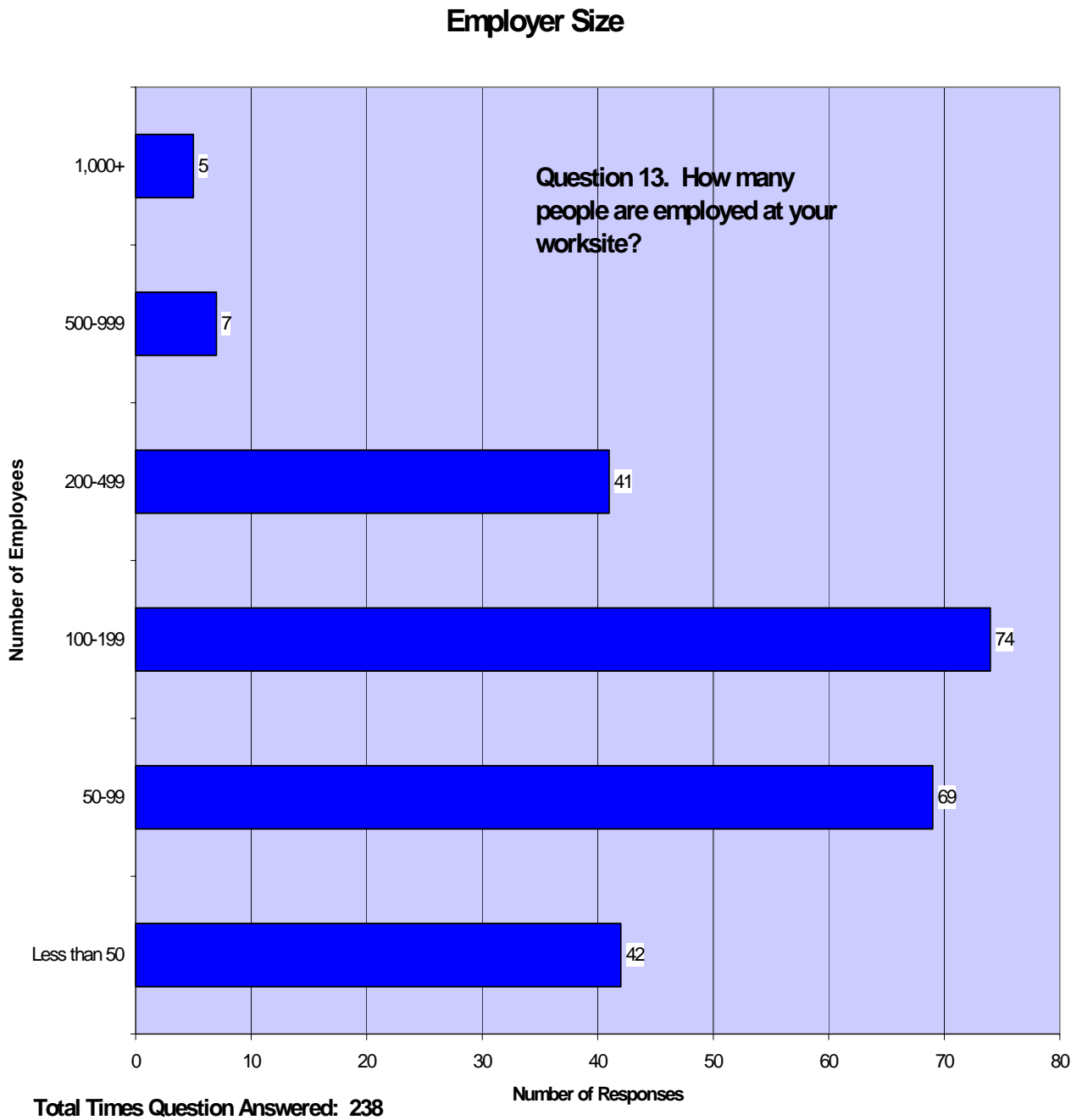
Stop sending me surveys and newsletters – I prefer the website for all of my information.

My representatives are professional and helpful – they are very willing to assist me with any questions or problems.

I don't know who my representative is, but I'm new.

## Questions 13 & 14.

Respondents represented a wide range of employers. The majority of industries represented included: consulting, health services, non-profit organizations, financial services, legal services, and computer services. The respondents are also employed by organizations of various sizes. See the bar graph below:



## Employer Size by Jurisdiction

### 1000 or more employees

Arlington	1
Fairfax	1
Montgomery	3

### 500 to 999 employees

Arlington	1
DC	1
Fairfax	1
Loudoun	2
Montgomery	2

### 200 to 499 employees

Alexandria	2
Arlington	9
DC	11
Fairfax	3
Loudoun	2
Montgomery	9
Prince George's	3
Prince William	2

### 100 to 199 employees

Alexandria	5
Arlington	17
DC	11
Fairfax	9
Frederick	1
Loudoun	4
Montgomery	20
Prince George's	3
Prince William	1
Tri-County	3

### 50 to 99 employees

Alexandria	2
Arlington	1
DC	10
Fairfax	4
Montgomery	44
Prince George's	8

### Less than 50 employees

Alexandria	6
Arlington	19
Fairfax	6
Montgomery	11

## CONCLUSIONS

With 19 percent of the surveyed employers responding this year, the Satisfaction Survey gives us some generalizations for use. The distribution of the responses among the jurisdictions lends credence of applying this information to the overall employer outreach effort.

It should be emphasized here that employers were not randomly selected from the universe of employers from the regional database. Employers were selected based on the fact that they have interacted with the local sales jurisdictions, which are indicated, by a level of service. This survey's purpose is to measure the satisfaction of employers that have encountered Commuter Connections Employer Services products. The information demonstrates employer reaction to Commuter Connections' products, services and outreach efforts. The news is encouraging for the most part, but some notes of disapproval and unawareness are noticeable.

The majority of employers continue to find the brochures very helpful. The survey responses show that employers are mostly satisfied with their outreach representative's willingness to help, enthusiasm with which outreach representatives approach them, and the overall quality of the service provided. A large number of the respondents had no opinion of their Employer Service representative's efforts. This possibly suggests that not enough contact between the employer and outreach representative is going on during the course of the year. The surveys do show that the responding employers are also interested in seminars focused on Transit Incentives, general Commuter Connection's programs and general Employee Transportation Coordinator Training/Networking.

The results also demonstrate some areas for improvement. Thirteen percent of the respondents indicated that they are not directly involved with assisting employees with their daily commutes—which is lower than last year, but still represents a double digit percentage of non-involvement. This suggests that outreach representatives should continue to raise their efforts in contacting the appropriate person at that employer site and building on that success will only enhance Commuter Connections Program awareness.

A fair amount of respondents selected the *no opinion* in rating the representative's effectiveness, which possibly suggests a lack of contact with employer representatives. The responses regarding the effectiveness measure of the Employer Outreach representatives show us that there has been improvement. Some 39 percent of respondents selected the highest level of effectiveness and another 33 percent indicated that their representative was *somewhat effective*. The 28 percent that expressed no opinion or indicated that their representative was not effective represent a diminishing number of those either unaware of who their representative is or whether they've ever been in contact with them.

Overall, the results provide a very favorable view of the employer outreach effort. The main indicators of responsiveness, satisfaction and effectiveness all reveal encouraging trends, but also show room for improvement. In each of these sets of measures, more respondents chose the highest level of satisfaction in rating the employer services program and/or their representative.

## Addendum to the Satisfaction Survey Report FY05

### CUSTOMER SERVICE SATISFACTION SURVEY 2005

Jurisdictions	Surveys sent	Responses	Returns	Percentage/Response	Percentage/Return
Alexandria	65	11	6	17%	9%
Arlington	179	37	12	21%	7%
DC	206	42	9	20%	4%
Fairfax	77	22	4	29%	5%
Frederick	3	2	0	67%	0%
Loudoun	35	8	1	23%	3%
Montgomery	545	91	27	17%	5%
Prince George's	133	22	3	17%	2%
PRTC	9	3	0	33%	0%
Tri-County	56	11	3	20%	5%
<b>Total Surveys sent</b>	<b>1308</b>	<b>249</b>	<b>65</b>	<b>19%</b>	<b>5%</b>

# Appendixes

## Employer Services Employer Satisfaction Survey

This survey is being conducted to find out about the use of and satisfaction with the products and services provided by Commuter Connections, and its member organizations, to help employers implement employee transportation programs.

**Your response to this survey is very important to us!** All information you provide will be confidential.

Please return your completed survey and gift request form by July 29th, 2005 to the Metropolitan Washington Council of Governments, c/o Commuter Connections, or, fax your completed survey to **202-962-3218**.

1. How long have you been involved with helping your company's employees with their daily commutes? *(Please circle one response)*
  - a. Less than 6 months
  - b. 6 months to 1-year
  - c. More than one-year
  - d. 2 to 3 years
  - e. More than 3 years
  - f. I am not involved
  
2. Do you know a person or organization that can assist you in developing and implementing a commuter transportation program for your employees?  
*(Please circle one response)*
  - a. Yes
  - b. No
  
3. How often were you contacted by a representative who can assist you in developing and implementing a commuter transportation program, during the past 12 months?  
*(Please circle one response)*
  - a. Once or twice
  - b. Three to five times
  - c. Six to ten times
  - d. More than ten times
  - e. Have never been contacted
  - f. Not sure
  
4. How often were you contacted by your representative in person?  
*(Please circle one response)*
  - a. Once or twice
  - b. Three to five times
  - c. Six to ten times
  - d. More than ten times
  - e. Have never been contacted
  - f. Not sure
  
5. How responsive is your representative to your questions, requests for information and assistance? *(Please circle one response)*
  - a. Very responsive
  - b. Somewhat responsive
  - c. Not at all responsive
  - d. I have never asked for information or assistance

6. Please indicate your level of satisfaction with the following services provided by your representative: *(circle the number under each response)*

	Very Satisfied	Overall Satisfied	Somewhat Satisfied	Not Satisfied
A. Explanation of Commuter Connections and/or local Ridesharing products	1	2	3	4
B. Knowledge of local traffic mitigation/air quality programs	1	2	3	4
C. Providing information on traffic congestion strategies	1	2	3	4
D. Willingness to help	1	2	3	4
E. Enthusiasm about Commuter Connections or local ridesharing products, services and programs	1	2	3	4
F. Overall quality of services provided by your Employer Services program	1	2	3	4

7. How helpful are each of the following materials offered by Commuter Connections and/or your local ridesharing program? *(circle the number under the most appropriate response)*

	Very Helpful	Somewhat Helpful	Not at all Helpful	Didn't know Available	No Opinion
A. Informational brochures and fact sheets	1	2	3	4	5
B. Plotted carpool matching maps	1	2	3	4	5
C. Posters	1	2	3	4	5
D. Web-Site	1	2	3	4	5

8. Have you ever used the Commuter Connections employee Commute Survey or another commute survey? *(please circle one response)*

- a. Yes (go to question 8a)    b. No (skip to question 9)    c. Not sure (skip to question 9)

8a. Did your representative give you a copy of the statistical summary of your employee Commute Survey? *(please circle one response)*

- a. Yes (go to question 8b and 8c)    b. No (skip to question 9)    c. Not sure (skip to question 9)

8b. Did your representative use your statistics to create an employee commute program or to promote ridesharing in general? *(please circle one response)*

- a. Yes                      b. No                      c. Not sure

8c. Please write in any additional comments you have about the statistics.

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9. Would you be interested in attending any of the following free training programs or workshops? *(circle all that apply)*

- a. General employee transportation benefits coordinator-training
- b. Briefing on Commuter Connections services and programs

Topic-specific workshops:

- c. Guaranteed Ride Home program
- d. Vanpool formation
- e. Parking management
- f. Legislation/tax issues
- g. Marketing
- h. Telecommuting
- i. Transit incentives
- j. Monitoring and evaluation
- k. Other (please specify) \_\_\_\_\_

10. Overall, how effective has your representative been in helping you and your organization to develop and implement employee commuter programs?  
*(please circle one response)*

- a. Very effective
- b. Somewhat effective
- c. Not at all effective
- d. No opinion

11. Do you have any suggestions for improving Commuter Connections' effectiveness in promoting commuter programs and in assisting organizations such as yours in developing commuter programs?

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12. Please write in any additional comments you have about Commuter Connections products, services, or your representative.

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13. How many people are employed at your worksite? *(please circle one response)*

- a. Less than 50
- b. 50 to 99
- c. 100 to 199
- d. 200 to 499
- e. 500 to 999
- f. 1,000 or more

14. Which of the following best describes the kind of work conducted at your worksite?  
*(please circle one response)*

- a. Biotechnology
- b. Commuter hardware/software
- c. Educational Services
- d. Finance, insurance, or real estate
- e. Government
- f. Health Services
- g. Manufacturing
- h. Retail trade
- i. Research and development
- j. Restaurant or Hotel
- k. Wholesale trade
- l. Other (please specify) \_\_\_\_\_

15. What is the zip code of your worksite? \_\_\_\_\_



**OPTIONAL— Gift Request Form**

We would like to thank you for participating in this survey. Please complete the items below and return with your completed survey and we will send you a **free GIFT**.

Your Name: \_\_\_\_\_

Title: \_\_\_\_\_

Employer Name: \_\_\_\_\_

Employer Address: \_\_\_\_\_

\_\_\_\_\_

Your Phone Number: \_\_\_\_\_

Again, thank you for taking the time to complete this survey. Please **FAX** to MWCOG, Commuter Connections at **202-962-3218** by **July 29, 2005**.

or mail:

MWCOG  
Commuter Connections  
ATTN: Satisfaction Survey Coordinator  
777 North Capitol Street, NE, Suite 300  
Washington, DC 20002



July 7, 2005

Dear Employer:

The Metropolitan Washington Council of Governments is conducting a survey of employers to find out about the use of and satisfaction with the products and services provided by Commuter Connections, and its member organizations, to help employers implement employee transportation programs.

Member Organization Serving You: Arlington Transportation Partners  
Your Employer Services Representative(s): Katie Sihler, Christina Gordon, and Kate Konrad

**Your response to this survey is very important to us!** All information you provide will be confidential.

The information you provide will be used to help us better understand your employee transportation needs and improve the products and services provided to employers by Commuter Connections and its member organizations.

Please take a few minutes of your time to complete and return the enclosed questionnaire by July 29, 2005. RETURN BY FAX OR MAIL:

**Fax#:** 202-962-3218  
**Mail:** MWCOG  
Commuter Connections  
ATTN: Satisfaction Survey Coordinator  
777 North Capitol Street, NE, Suite 300  
Washington, DC 20002

**Those responding by July 29 will RECEIVE A FREE GIFT compliments of Commuter Connections.**

If you have any questions, please call Mark Hersey at 202-962-3383.

Thank you for your cooperation,

**COMMUTER CONNECTIONS**