

Highlights from the Employer Satisfaction Survey 2014

Presentation to the Employer
Outreach Committee

July 15, 2014

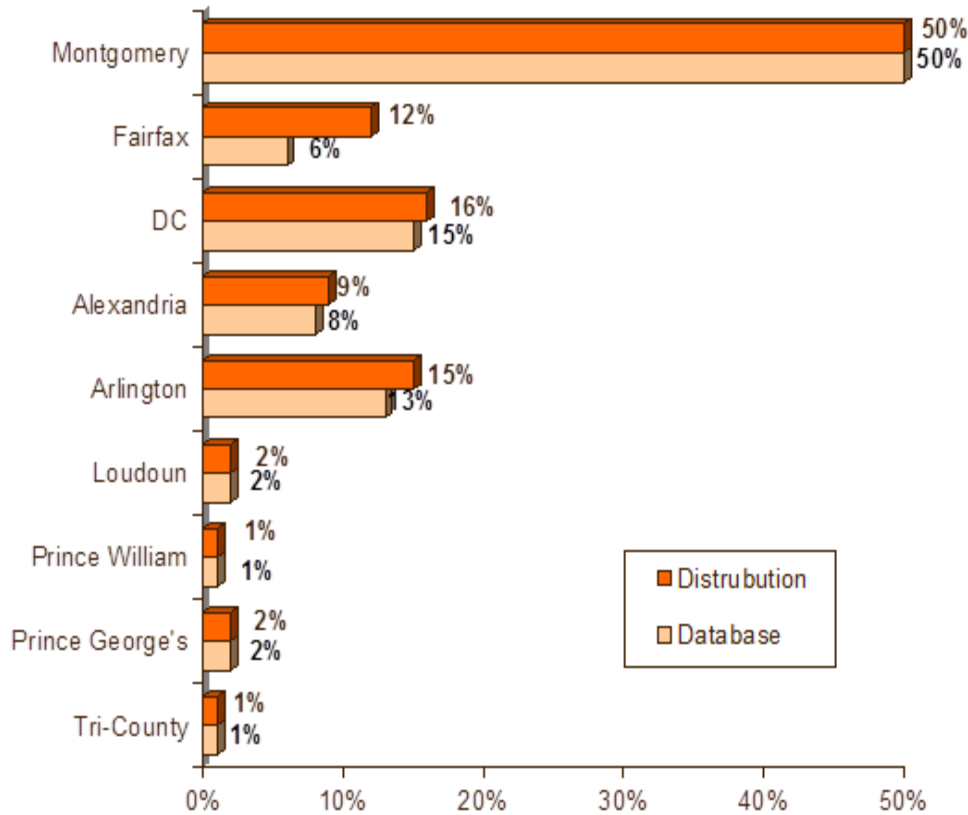
Methodology

- 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 (2,281)
 - Postal mail to non email clients (1,226)
 - Phone interviews of non-respondents (1,630)
- Rates of response
 - 205 returns for email
 - 73 returns for postal mail
 - 364 unsuccessful phone contact (bad number, fax, etc)
 - 398 replies by email/mail
 - 79 replies by phone survey (477 total)
 - Overall response rate was 29.3% confidence level 95%

Employer Locations

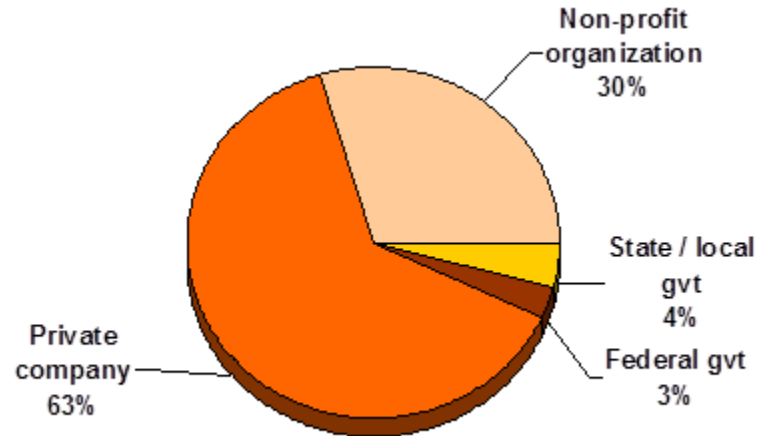


- Alexandria - 8 %
- Arlington -13%
- DC - 15%
- Fairfax – 6%
- Frederick – 1%
- Loudoun – 2%
- Montgomery – 50%
- Pr. George's – 2%
- Pr. William – 1%
- Tri-County – 1%

Employer Size and Type

- Range

1-25	26-99	100-250	251-999	1,000 +
36%	29%	17%	10%	8%



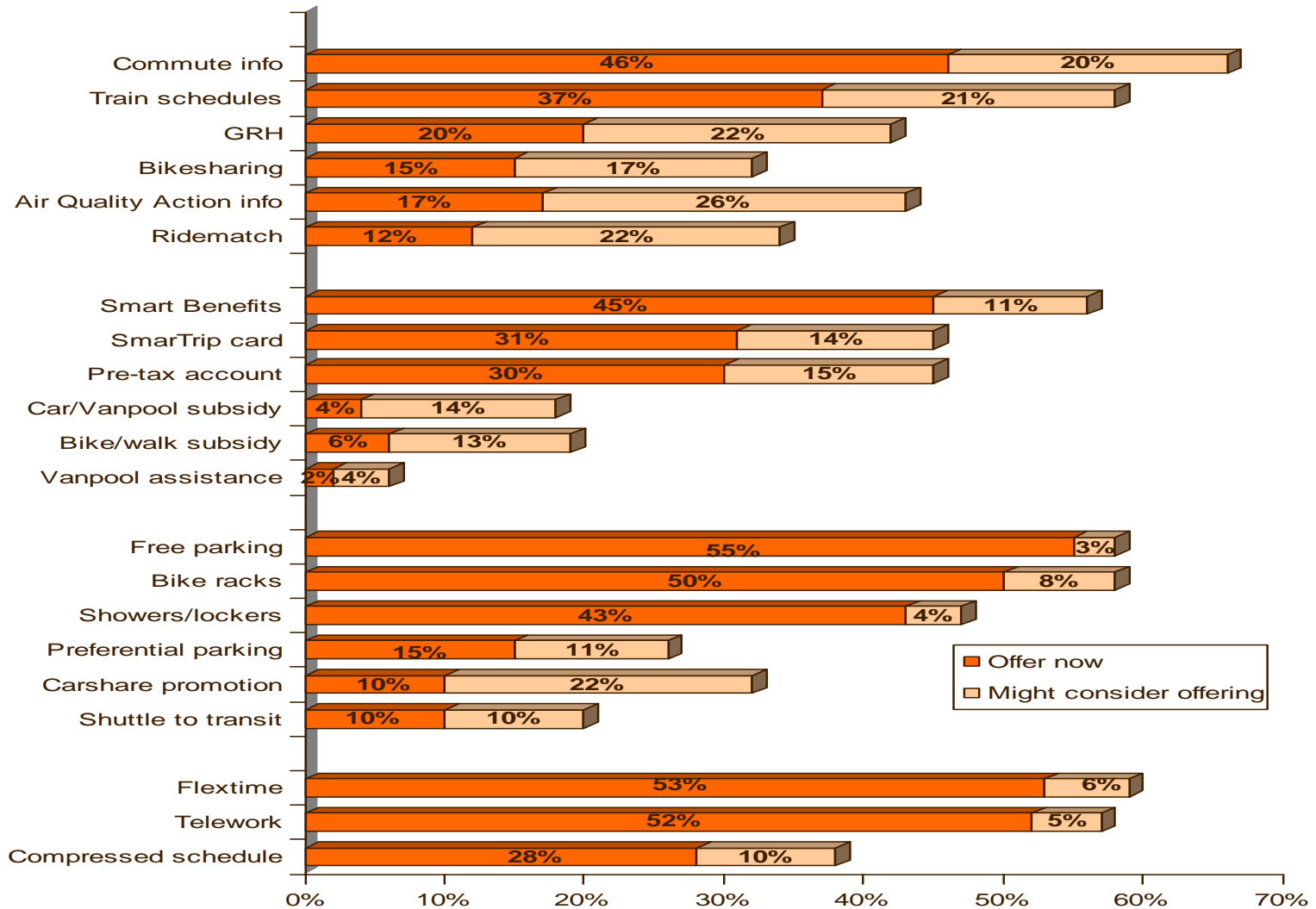
Role of Respondents

- Function of Client
 - Human Resources 42%
 - General mgmt/Office mgmt 29%
 - Senior mgmt 17%
 - Facilities mgmt 13%
 - Financial mgmt 9%
 - Administrative/Other 3%

Questions about Commuting Services

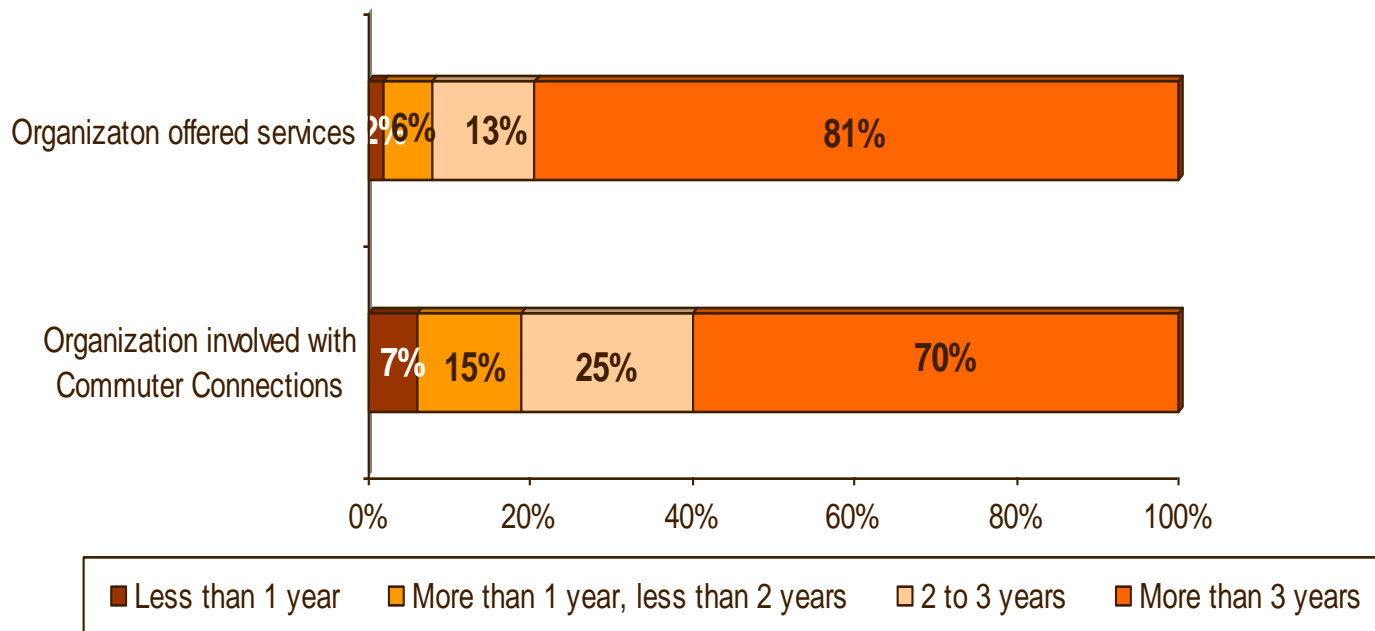
- A list of 21 commuting services covering
 - Information/support
 - Incentives (financial/other)
 - On-site amenities/facilities
 - Work scheduling
- Respondents were asked to select if they:
 - Service offered now
 - Do not offer but might in future
 - Do not offer and won't consider
 - Do not offer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

Current Programs and Possible Offerings

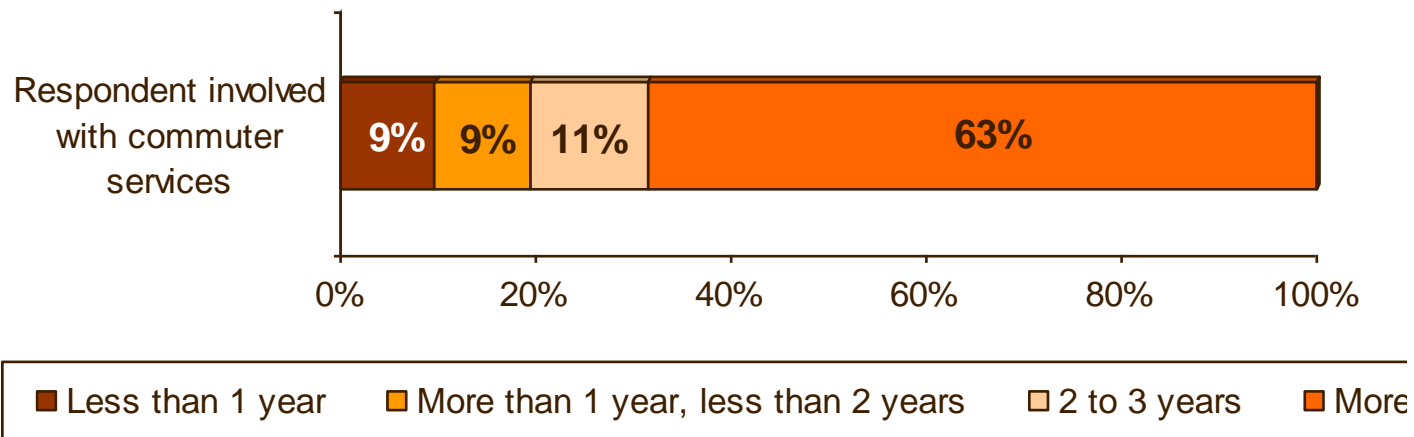


Length of Commuting Involvement

Over 90% of respondents have been offering commute assistance programs as well as being involved with Commuter Connections.



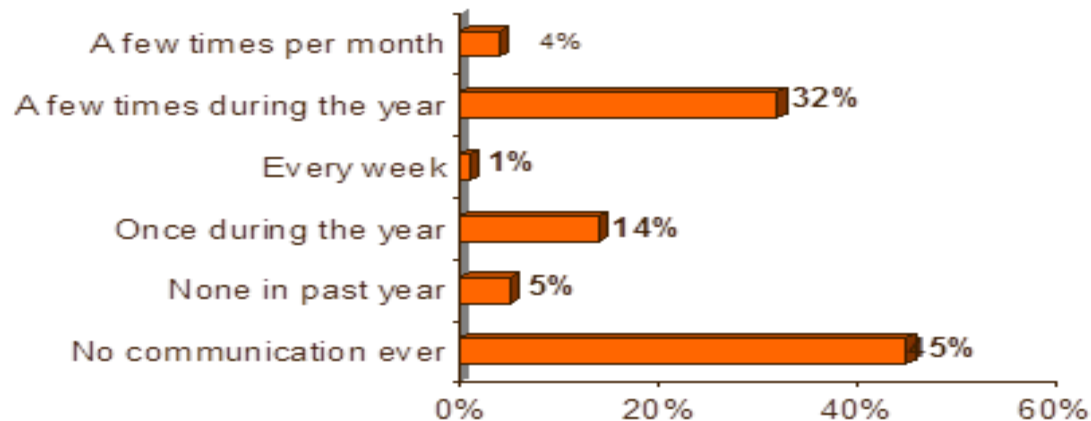
ETC involvement and Recall with CC sales representatives



At least 70% of respondents have been their role as ETC for at least 2 years. A surprising number of respondents, 73% did not recall their representative's name.

Contact with Outreach Representatives

- Around 50% reported that they have had some type of contact with sales rep.
- 45% stated that they had no contact at all



Frequency Rating and Preferred Contact Methods

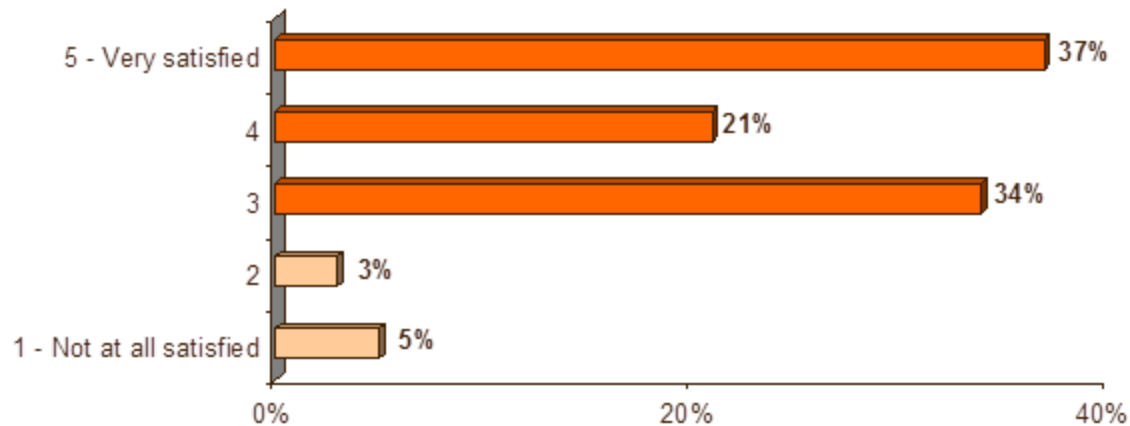
- A large majority of respondents, 73% were satisfied with the amount of contact made by their reps.
- About 20% reported that they would like an increase in contact by their reps.
- Less than 5% responded that their frequency of contact was too much.
- Email was the overwhelming preferred mode of contact with 81% stating that was the best way to contact them.

Rating the Representatives

The outreach representatives were regarded highly by the respondents with an average of 85% who rated their CC contact at least at a 4 or 5 (5 being the highest).

Overall Satisfaction

Almost 70% of respondents rated their experience with CC as satisfying (21%) or very satisfying (37%). This is a drop from the previous survey which was just over 70% as a rating.



Other Highlights

- Almost 60% reported that they would most likely recommend CC services and found the programs offered useful.
- Use of individual services averaged out at 64% (posters, brochures, website, events, CP/VP match plots, seminars, personal assistance).
- Those individual services that rated highest for usefulness were: brochures; website; and, events.

Other Highlights Continued

- Interest in training were highest among: tax/legislation; transit incentives; and overall CC services.
- The lowest levels of interest were: parking mgmt; marketing; and monitoring and evaluation.

Observations

- Commuter Connections remains a positive and effective network of providers that give employers in the region viable options for their worksite commutes.
- Email. The more that are in the database the better.
- Many of the anecdotal suggestions for improvement were related to transit and road improvements.