

Commuter Connections 2023 Applicant Placement Survey

Incentive Program Users

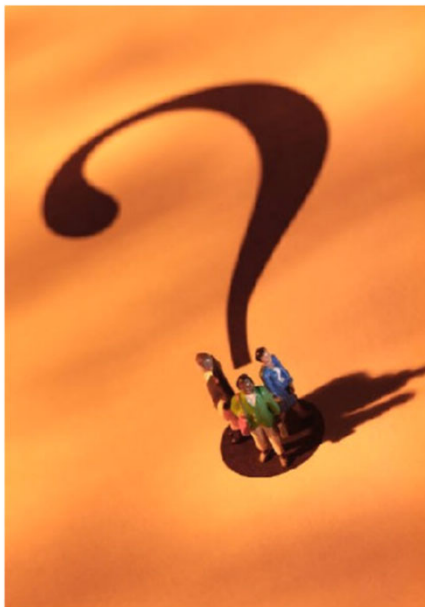
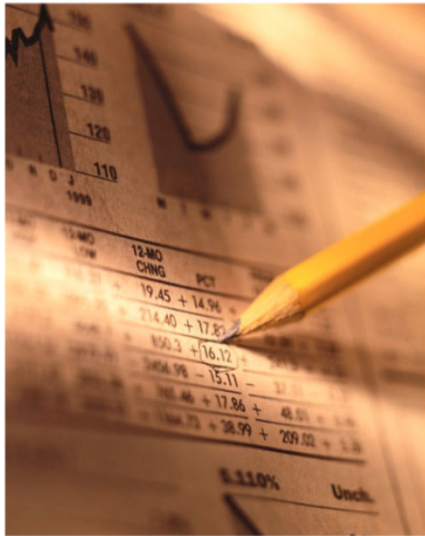


Presentation to
Commuter Connections
Subcommittee
March 19, 2024

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 (incentTrip, 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](#), [incentTrip](#), [Flextime Rewards](#)

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

	Incentive Applicants	Recent Applicants
Home - DC, Alexandria, Arlington	28%	11%
Home outside MWCOG region	28%	40%
Age – Under 35 years	24%	16%
Age – 35-54 years	57%	55%
Age – 55 years and older	19%	29%
Employer – Federal agency	35%	55%
Employer – Private sector	27%	22%
Employer – State/local agency	20%	11%
Employer – Non-profit	18%	12%

Incentive Applicants

Home

n = 122

Age n = 116

Employer

n = 115

Recent Applicants

Home

n = 279

Age n = 263

Employer

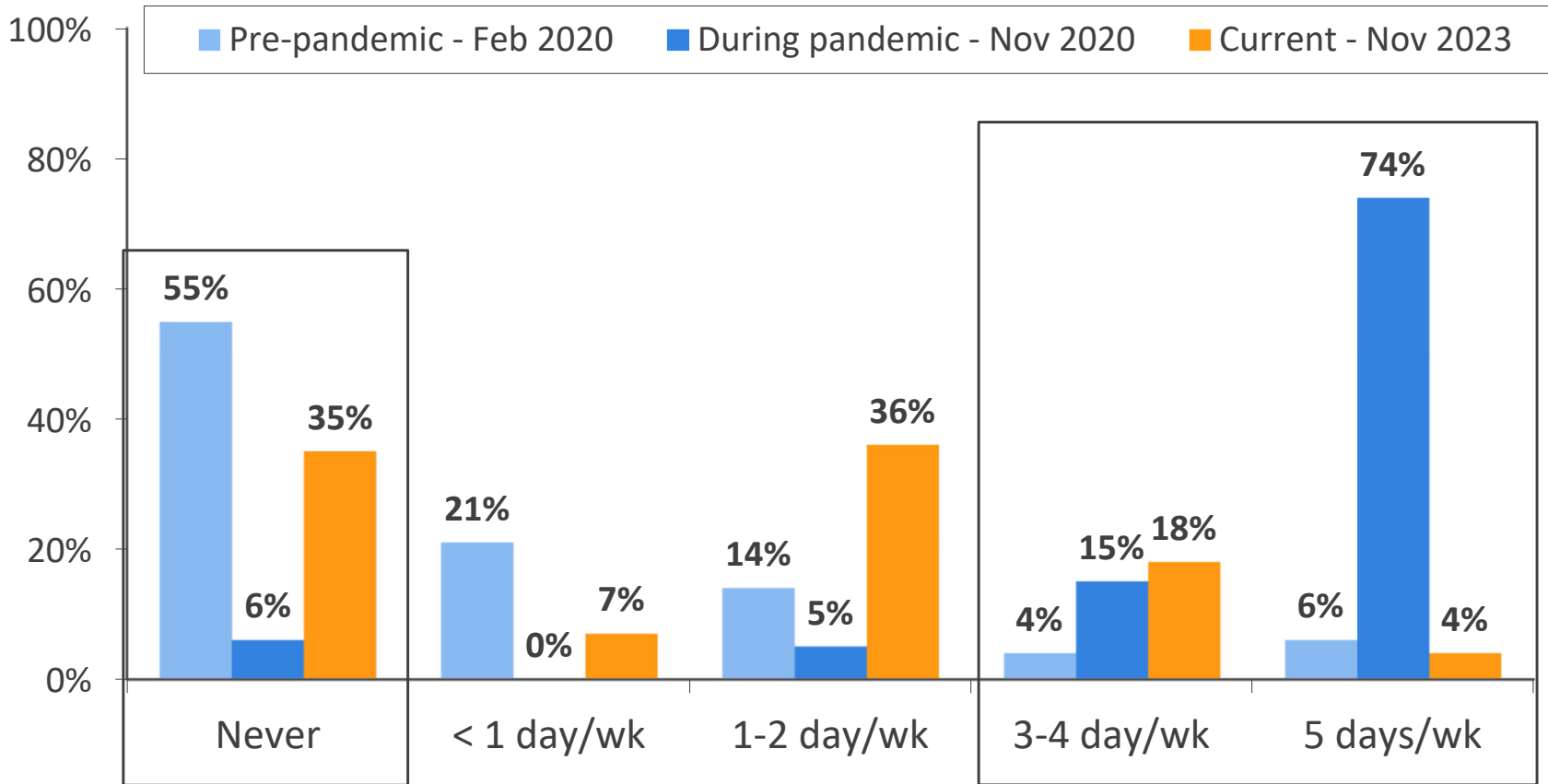
n = 258

Incentive Applicants Current Commuter Patterns



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

65% of incentive applicant 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.



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?

Feb 2020
Pre-pandemic
n = 121

Nov 2020
During pandemic
n = 145

Nov 2023
Current
n = 121

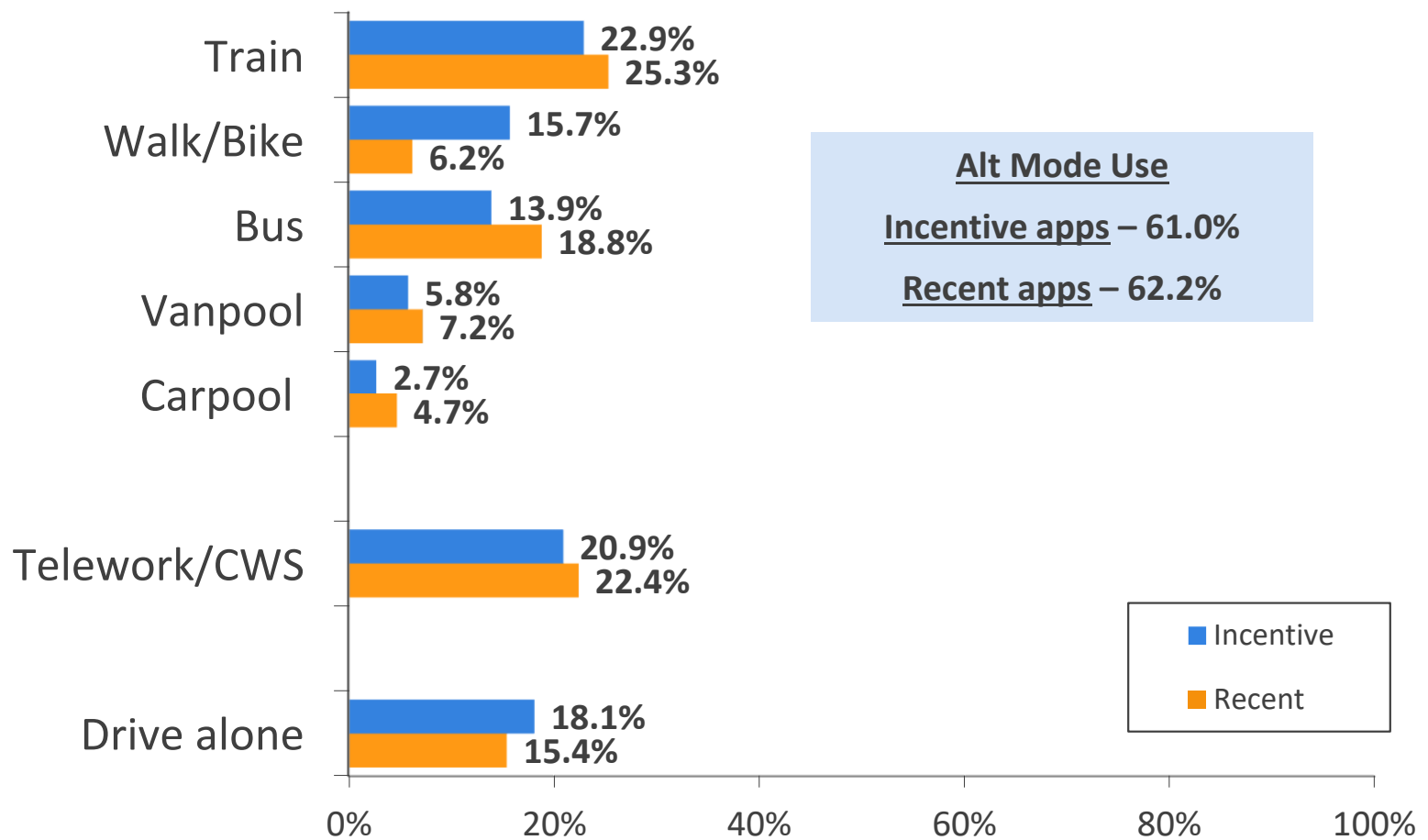
Incentive Applicants Made 61% of Commute Trips by Alt Modes, Comparable to Recent Applicants (62%)

Telework days accounted for 20.9% of Incentive applicants' weekly commute days, also similar to recent applicants (22.4%).

Commute Distance and Time

Incentive Applicants
23.8 miles
49 minutes

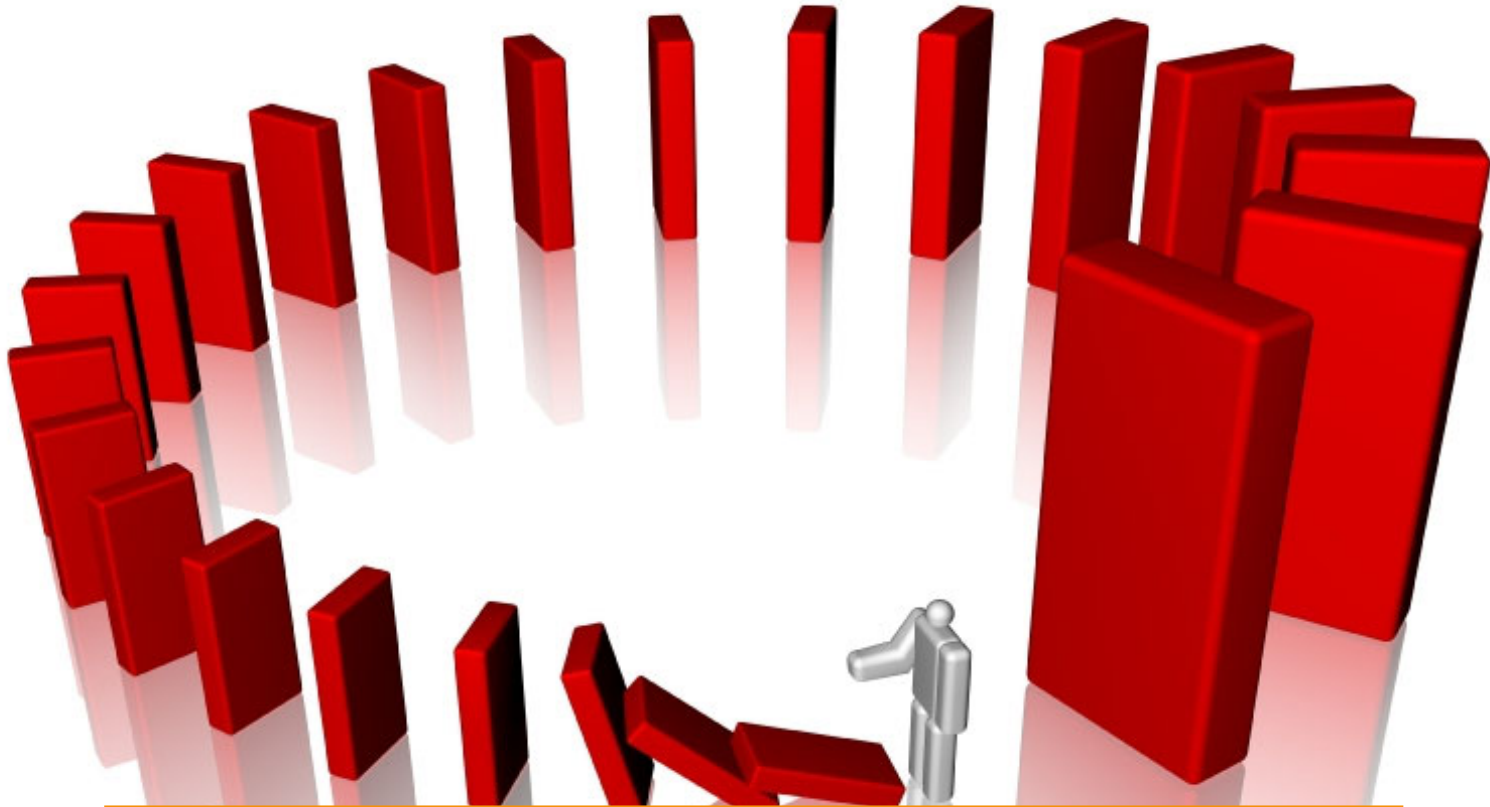
Recent Applicants
32.8 miles
63 minutes



Incentive applicants
n = 122

Recent applicants
n = 279

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



Commuter Travel Changes



Collect Information on Commute Changes Since Receiving / Accessing CC Services

- **Ask series of questions to define commute changes:**

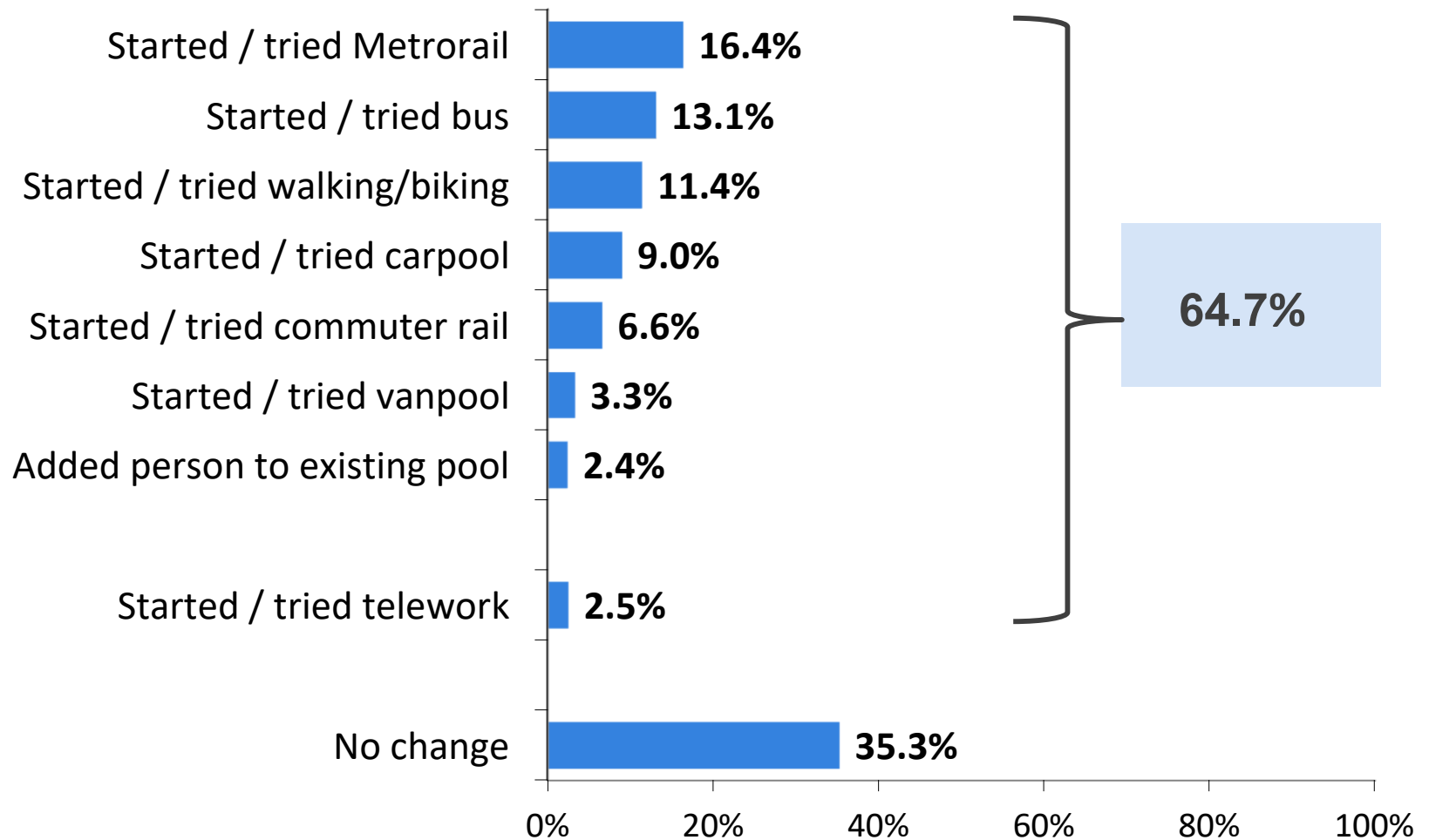
- Start new alt mode, even if only temporarily?
- Increase days per week using alt modes?
- Try other type of transportation to get to work, even if only once?
- Add / replace person in existing carpool or vanpool?
- If change made – how long did it last?



- 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

65% of Incentive Applicant Respondents Made a Commute Change After Receiving Services

More than one-third (36%) made a change to transit and about 15% made a change to start/try/expand a carpool or vanpool. One in ten (11%) started or tried walking or biking.



Recent Applicants

Overall Changes
60.2%

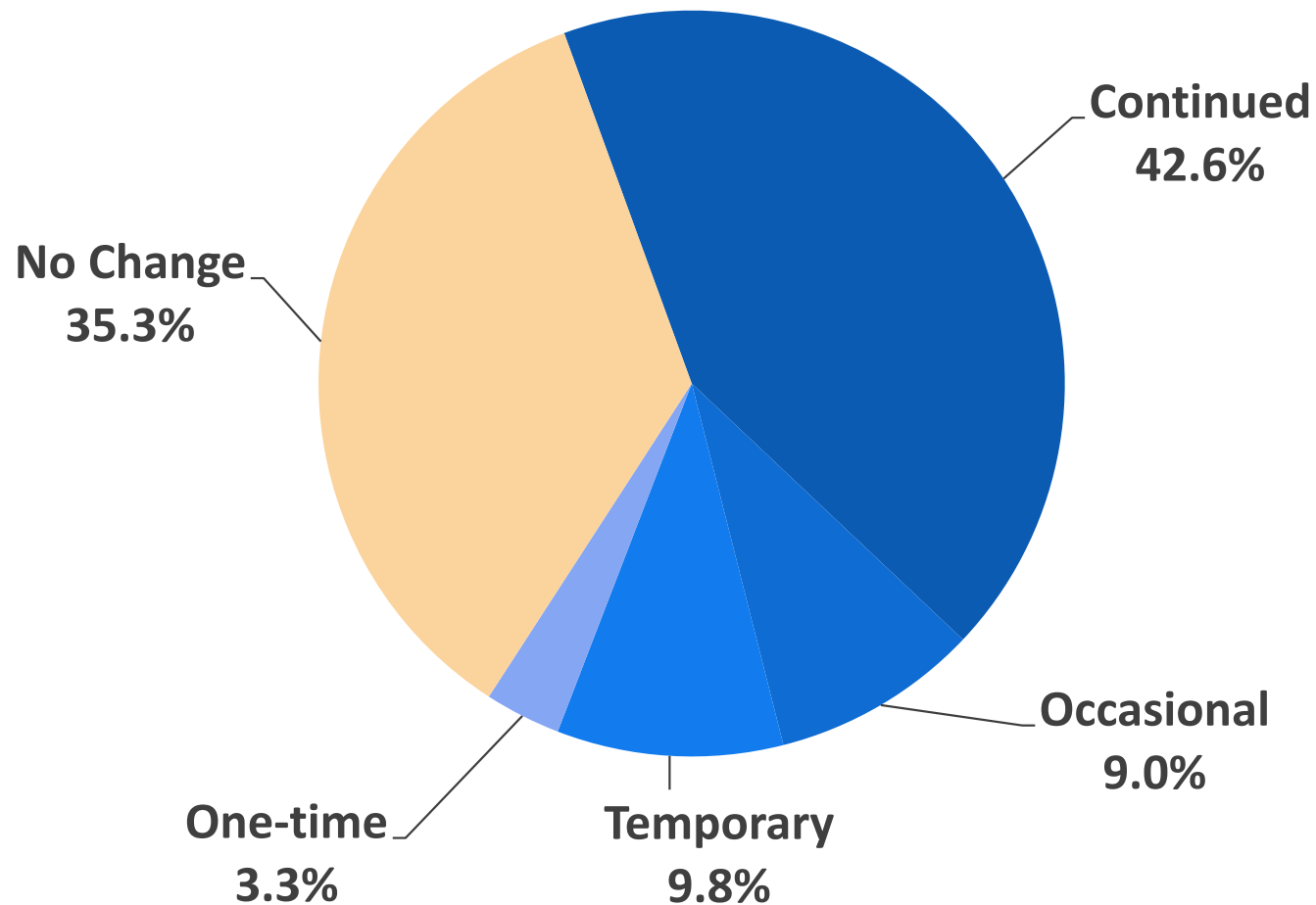
Transit shifts
28%

CP/VP shifts
17%

Bike/Walk shifts
5%

Incentive applicants
n = 122

52% of Respondents Made a Change to a Mode they were Still Using, but 9% Used the New Mode Only Occasionally (less than 1 day per week)

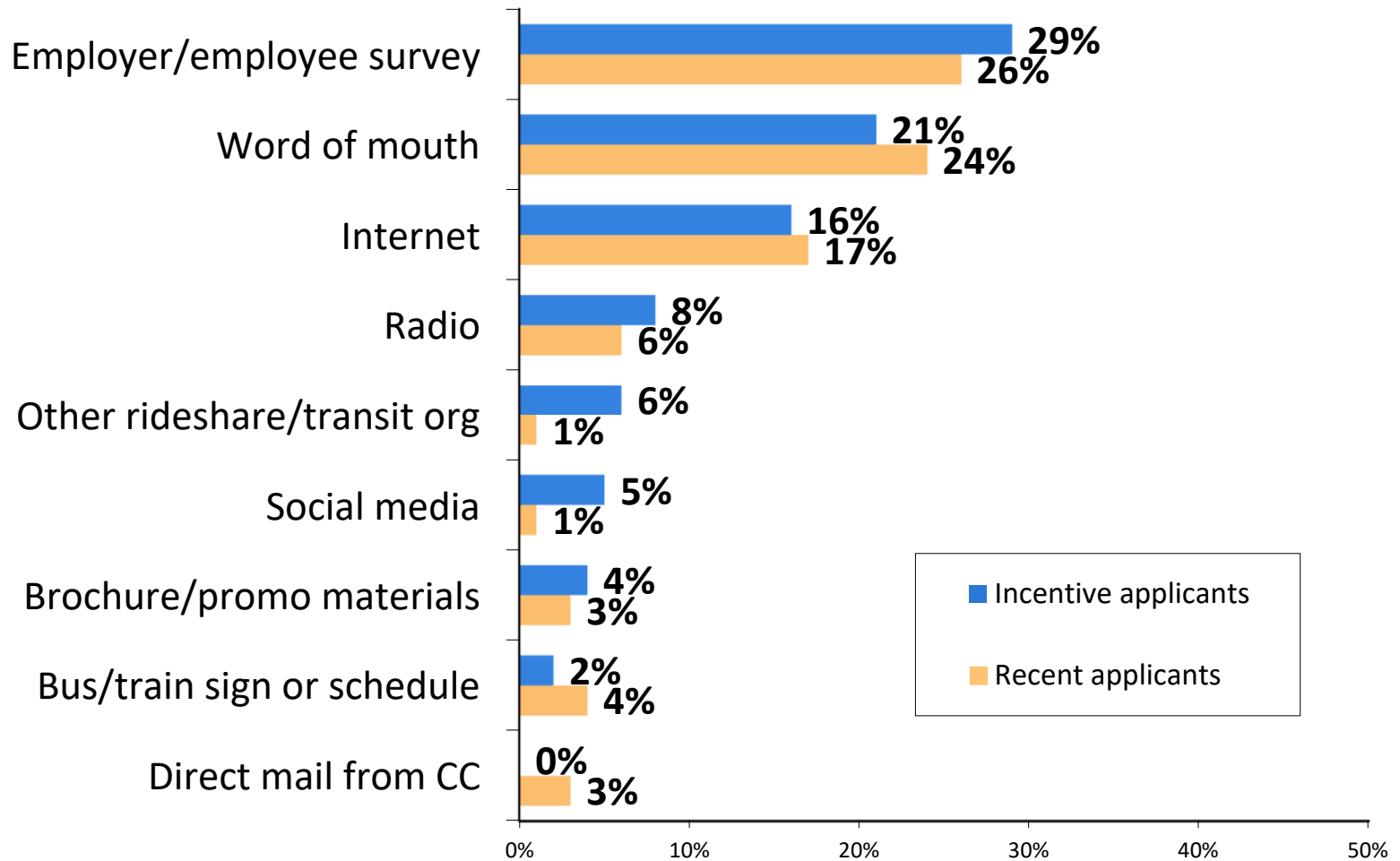


A photograph of several large satellite dishes silhouetted against a sunset sky. The sky transitions from a bright orange glow at the horizon to a dark blue at the top. A crescent moon and a few stars are visible in the upper portion of the sky. A blue rectangular text box with a thin orange border is positioned in the lower center of the image, containing white text. There are two orange squares in the top-left corner and two in the bottom-right corner of the overall blue background.

Source of Information and Services Received

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

But incentive applicants were more likely than recent applicants to mention social media and other rideshare/transit organizations as their source.

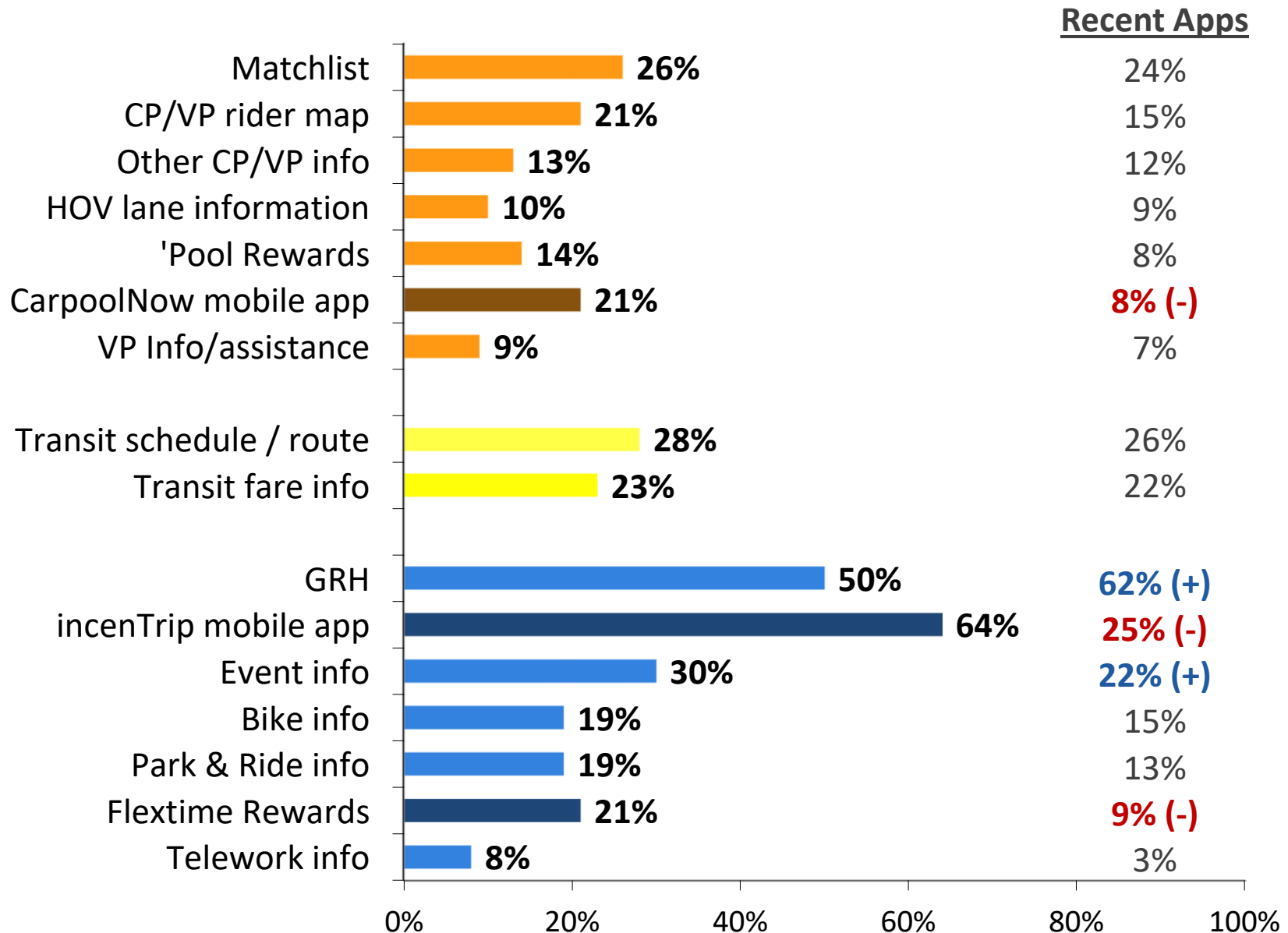


Q60 How did you learn about Commuter Connections and its programs and services?

Incentive
apps
n = 105

Recent
apps
n = 232

Incentive Applicants Used All CC Services but Used Incentives at Higher Rates than Did Recent Apps



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?

Incentive
apps
n = 122

Recent
apps
n = 279



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 Carpool App – 21% registered (25 respondents)

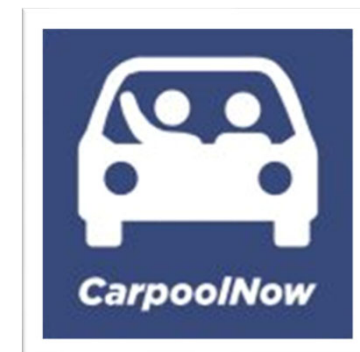
- Used app 1+ times 58%
- Used app 5+ times 33%

Of the 11 respondents who posted to the app:

- Tried to arrange commute trip 11 resp
- Always/only requested rides 5 resp
- Success in finding ride/rider 6 resp

Flextime Rewards Incentive – 21% registered (25 respondents)

- Received alert 2 resp
- Delayed departure 1 resp



64% of Incentive Applicants Had Used incenTrip

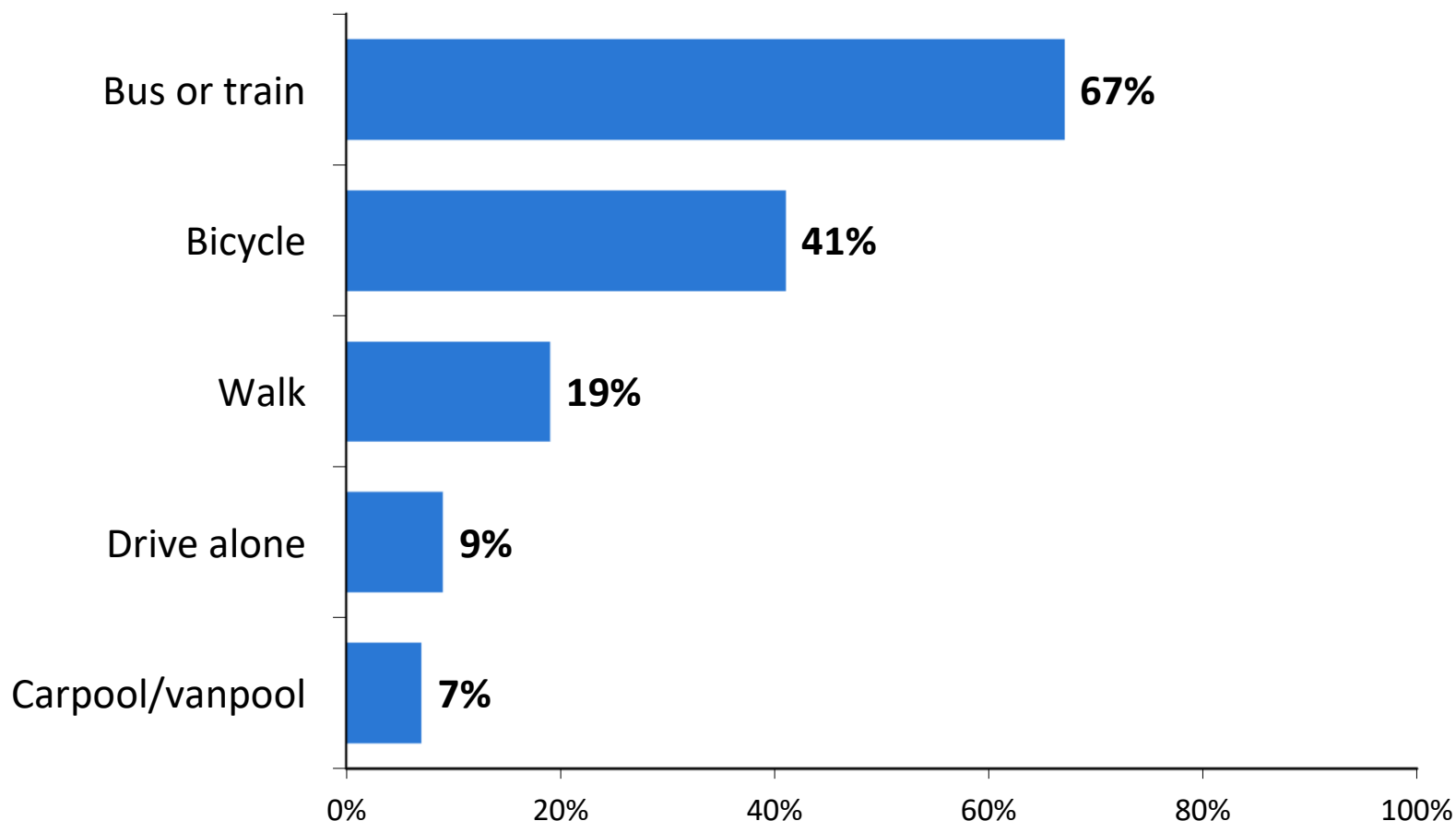
92% of incenTrip users logged a commute trip; Transit (67%) and bike (41%) were the most common commute trip modes logged

Trip purposes logged

- Commuter 92%
- Work-related meeting 15%
- Personal appt/errand 15%
- Social/recreation 14%

Registered for incenTrip n = 122

Modes for Commute trips n = 77

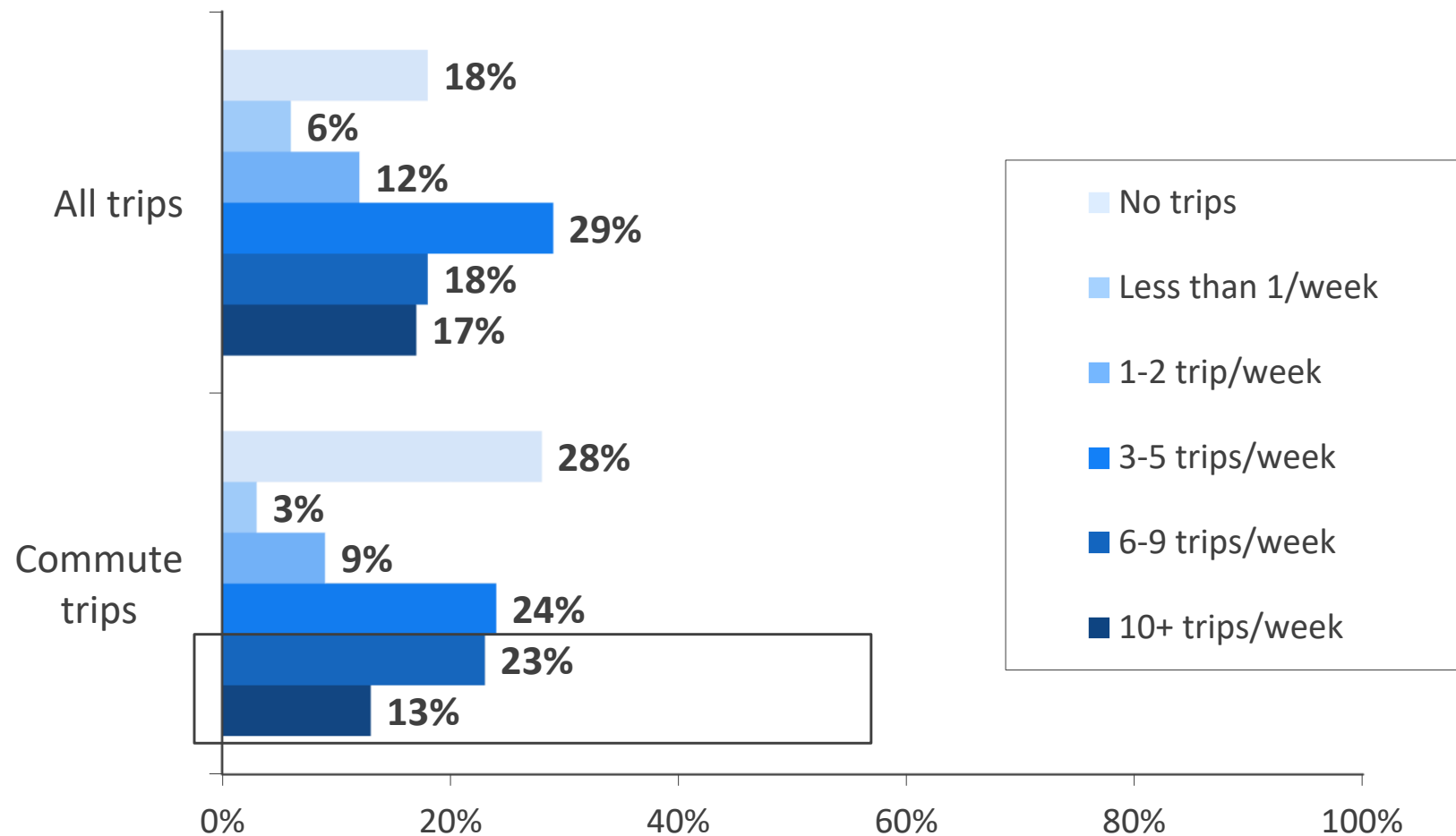


Q97 You said you have used or registered for Commuter Connections' incenTrip mobile trip tracking application. What types of trips have you logged through the app?

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

35% of incenTrip Users Were Frequent Loggers – Logging 6 or More Trips per Week

36% 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?

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