



NATIONAL CAPITAL REGION
TRANSPORTATION PLANNING BOARD
COMMUTER CONNECTIONS PROGRAM

EMPLOYER SATISFACTION SURVEY
2019
DRAFT

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SECTION 1 INTRODUCTION

Overview and Survey Objectives

This report presents results of an employer satisfaction survey of a random sample of employers that participate in the Employer Outreach program administered by the Commuter Connections Program of the National Capital Region Transportation Planning Board (TPB) at the Metropolitan Washington Council of Governments (COG). This survey was the eighth annual employer satisfaction survey conducted by Commuter Connections.

The primary purpose of conducting this survey was to collect data to document the attitudes, opinions and satisfaction of employers toward the products and services provided by Commuter Connections and local member organizations that are part of the Commuter Connections employer and commuter assistance network in the Washington, DC metropolitan region. The survey described in this report has been conducted on previous occasions and the questionnaire updated for this study.

Survey Methodology Summary

Sample Frame and Sample Selection – The survey described in this report was conducted with employers whose organizations were included in Commuter Connections’ regional Employer Outreach ACT! Customer Relationship Management database. Commuter Connections maintains this contact management database with monthly updates by local jurisdictions for employers located in their jurisdictions. The main criteria for the survey respondents’ selection was the employers’ basic contact with local sales jurisdictions and the availability within the database of contact and employer size data about the employer. Employers that met these criteria were included in the sample frame.

CIC Research, one of the hired subcontractors for the project, received a total of 4,522 sample points from the database. After cleaning the sample points, 677 sample points were removed due to duplicates, no longer with the company, not aware of the program, fax number, non-English respondent, or no telephone number, leaving 3,844 starting sample points.

Questionnaire Design –To continue comparison with the previous surveys, the 2019 questionnaire was based on the 2014 questionnaire. Some existing questions were changed to allow for respondent feedback on new commute programs and services. The draft questionnaire was reviewed by the Commuter Connections TDM Evaluation Group. The questionnaire was prepared in written/paper form and was programmed for both internet application and telephone administration using a CATI system.

Survey Administration – In past years, paper format surveys were mailed to the selected employers with mail or fax-back options for survey submittal. Response rates for this survey method averaged about 10 to 15%. To improve the response rate, the 2009 and 2014 surveys employed a combination method of administration, as described below:

- Email distribution with link to internet submittal website
- Postal mail distribution of a postcard with information for the survey link
- Telephone administration

The letter included a link to the survey website. A total of 2,281 e-mail alert letters were sent out by COG on January 25, 2019. The letter informed potential respondents of the survey and requested their participation. COG staff sent reminder e-mail alerts to each of these employers on February 1st, February 8th, February 15th, and April 1st with the deadline set for March 15th with an extension to April 8th.

In the final stage of data collection, employers that had not responded to the e-mail or postal mail survey options were then contacted by telephone. There were 3,844 employers selected for the telephone survey. The telephone survey attempted to contact these employers to complete a survey with them via the phone. If the contact person listed

in the database was no longer involved in the commuter program, CIC interviewers attempted to identify and make contact with person who assumed responsibility for the program.

At the conclusion of the survey administration period, a total of 199 interviews were completed by telephone, 105 surveys were completed by email. Appendix B presents the dialing disposition for the telephone sample frame. Of the original 4,522 sample points, 678 represented invalid contact information (number not in service, wrong number, fax, or other language), leaving 3,844 sample points with valid contact information. The total response rate for both the web completions and the telephone interviews was 7.9%.

Level of Confidence for Analysis

The level of confidence for analysis of the data with a population of 3,844 is equal to 95% + 5.4 %. Note that some questions were answered by smaller numbers of respondents. The confidence level for these questions will be lower for these questions. To encourage responses, Commuter Connections offered each respondent who completed the survey a free gift, which was a \$100 Amazon gift card. More than three-quarters (78%) of respondents said they would like the free gift.

SECTION 2 SURVEY RESULTS

This section presents an overview of the survey findings. The findings shown in this section are presented for the frequencies of respondents. The numbers of respondents who answered each question are shown as (n=___).

The survey collected data in several primary topic areas. Results for these topics are presented below:

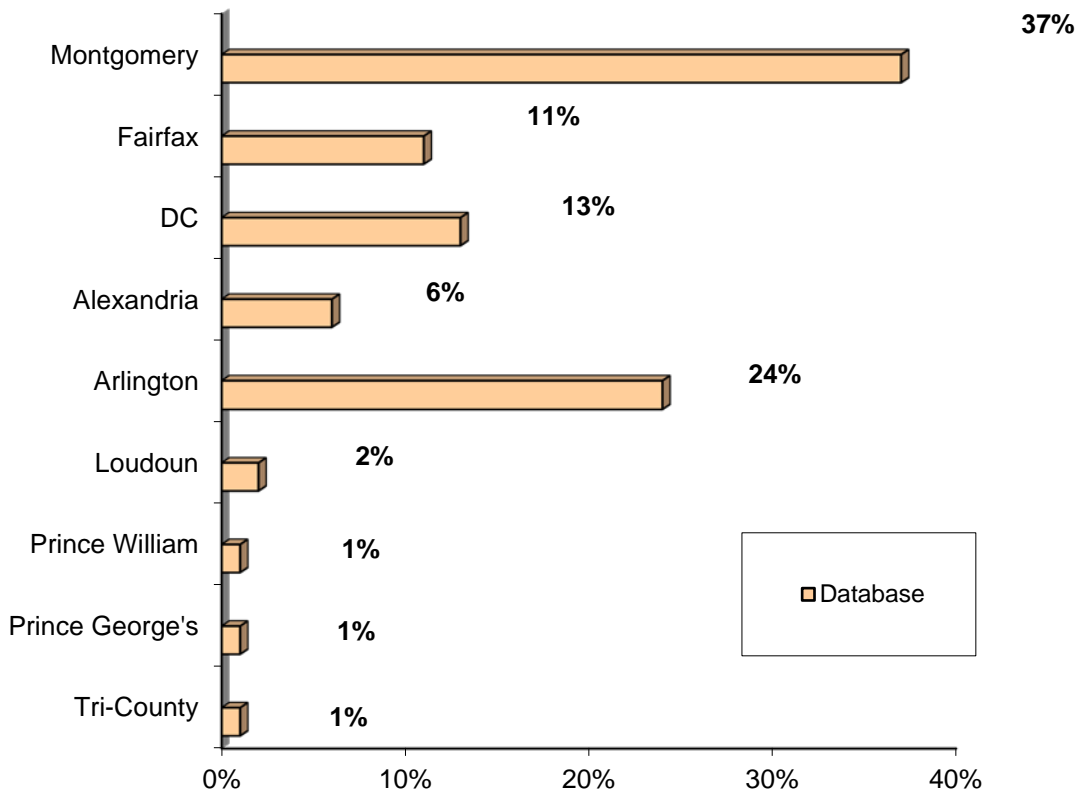
- Company background
- Worksite commute program services offered
- Awareness of and satisfaction with Commuter Connections representative
- Level and form of communication with Commuter Connections
- Use of and value of Commuter Connections employer assistance services
- Use of Commuter Connections employee survey
- Interest in Commuter Connections training opportunities

Company Background

Respondents were asked several questions to define various characteristics of their employer. These included: work location, company size, organization type and primary business activity, number of worksites in the Washington region, and the role or function of the respondent in his or her company. Responses to these questions are presented in Figures 1 through 7 below.

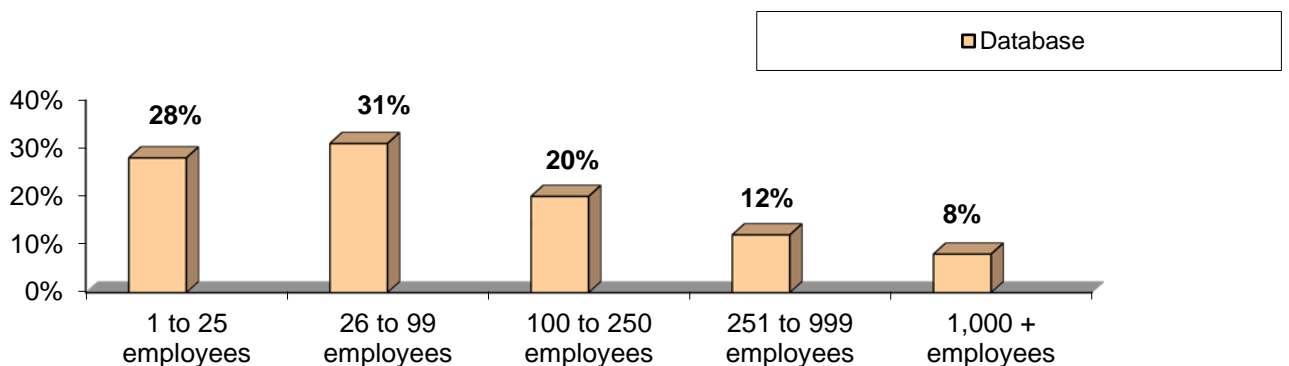
Work Location – Respondents were asked in what county or independent city their work location was sited. Figure 1 shows that 37% of the survey respondents were located in Montgomery County, MD, 13% were located in the District of Columbia, and 24% said their work location was in Arlington County, VA. Smaller percentages of respondents reported worksites in other jurisdictions.

Figure 1
Respondent Work Location – Survey Sample and Employer Database
 (Responses 291)



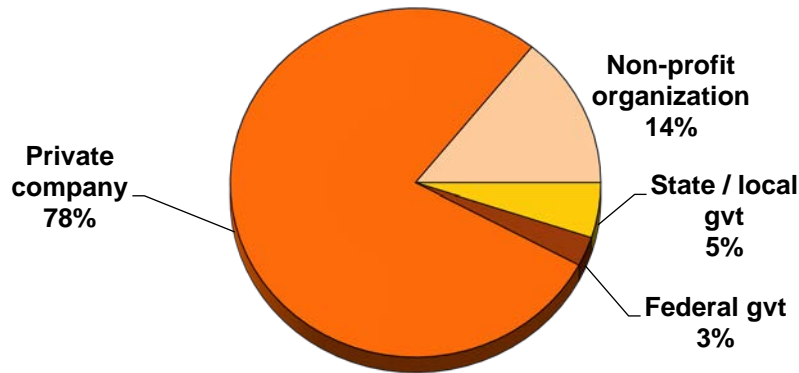
Employer Size –Figure 2 presents the distribution of company size for the sample of respondents and for all employers in the database. Over 60% of the respondents said their company employed fewer than 100 employees in the Washington region; 28% said the firm employed between one and 25 employees and 31% employed between 26 and 99 employees. About a fifth had between 100 and 250 employees and 20% employed 251 or more employees.

Figure 2
Employer Size – Employees in All Worksites in Metropolitan Washington Region
 (Responses 287)



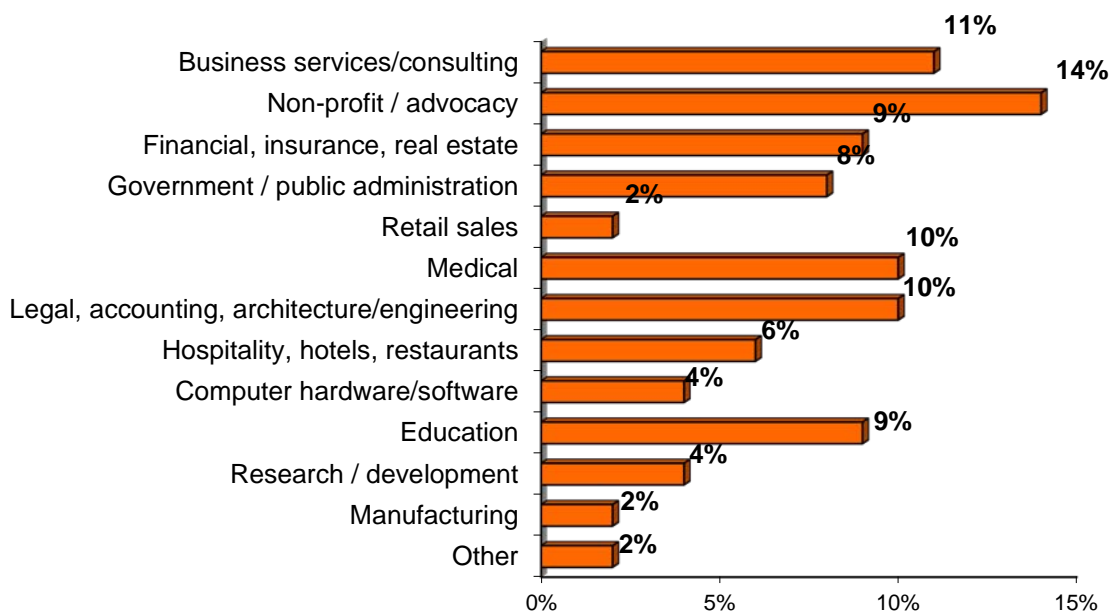
Employer Type – The overwhelming majority of respondents worked either for a private company (78%) or a non-profit organization or association (14%). Only eight percent worked for a government agency. The very small share of government employers reflects the focus of the Employer Outreach program on non-governmental employers.

Figure 3
Response by Employer Type
 (n = 297)



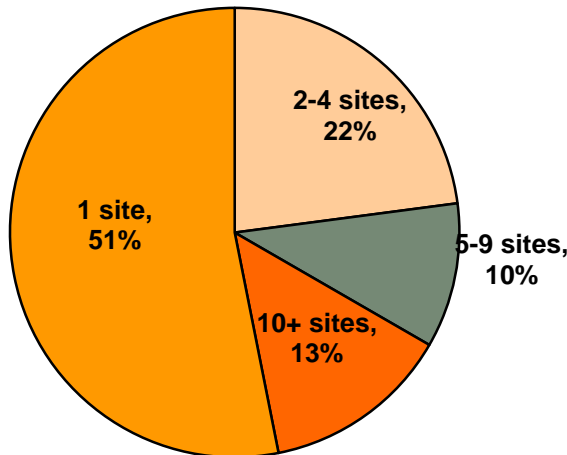
Primary Business – Respondents were asked to describe the primary type of work conducted by the organization. As indicated by the results in Figure 4, many industries were represented. Four industries accounted for about half of the employers in the sample: non-profit or advocacy firms (14%); business services / consulting (11%); financial, insurance, and retail trade employers (10%); and legal/accounting, architecture/engineering (9%).

Figure 4
Primary Business
 (n = 297)



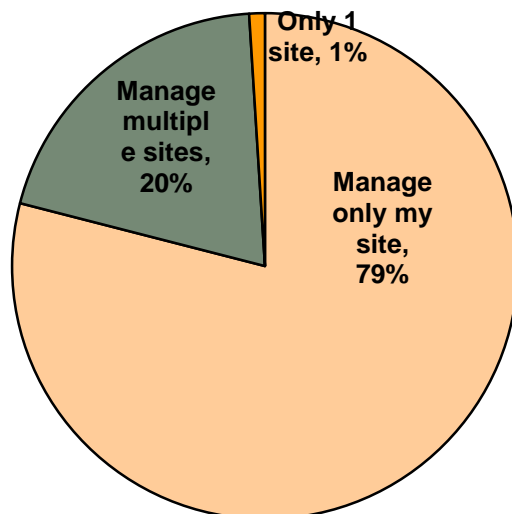
Number of Worksites – Respondents were asked how many worksites their organizations maintained in the Washington DC metropolitan region. Over half (51%) said they had only one site in the region. Almost a quarter (22%) had between two and four sites. Only 23% had five or more sites.

Figure 5
Number of Worksites in the Washington Metropolitan Region
(n = 432)



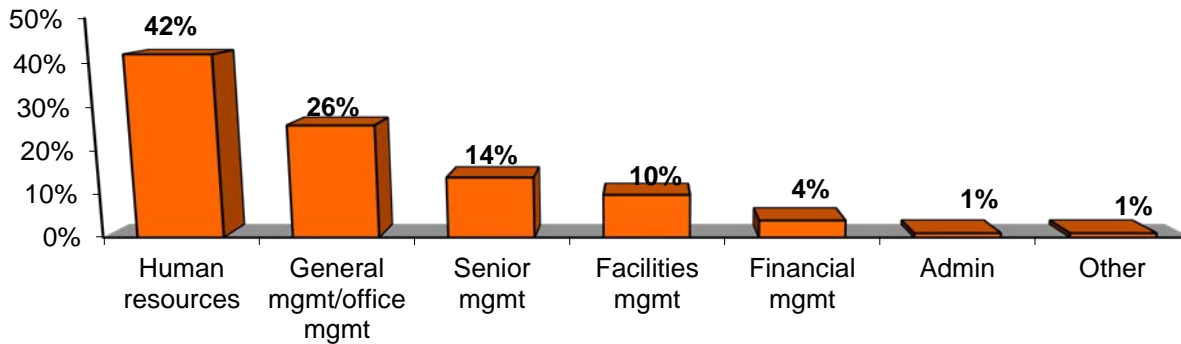
Number of Commute Programs Managed – Respondents that said they had more than one worksite in the Washington region were asked a follow-up question; “do you manage or administer commuter services only for the worksite where your office is located or for multiple worksites in the Washington metropolitan region?” Eighty percent said they managed the commuter program only for the site where they worked and the remaining one-fifth said they managed commuter services for multiple sites. When these results were combined with those of the previous question about the number of worksites in the region, 81% of employers managed commuter services for just one site and 17% managed commuter services for more than one site. These results are presented in Figure 6.

Figure 6
Number of Worksites for Which Respondent Managed Commute Program
(n = 297)



Respondents' Roles or Functions in the Organization – An important question in employer outreach is who at a company is the most likely representative to contact about commuter service assistance. The survey illustrated that respondents represent varied organizational roles, as shown in Figure 7.

Figure 7
Organizational Role/Function of Respondent
(n = 364)



The most common functional roles were human resources, cited by about four in ten respondents and general management or office management, named by 26% of respondents. Fourteen percent said they were senior managers and 10% said their role was facilities management. Four percent named financial management or accounting and one percent said they were administrative employees.

Worksite Commuter Services Offered

A second broad section of the questionnaire queried respondents about commuter assistance services their firms offered to employees.

Respondents were given a list of 21 commuter assistance services in four broad categories:

- Financial incentives
- Information / support
- On-site facilities
- Work schedule options

For each of the 21 services, respondents were asked to check one of four situations:

- Service is available to employees now
- Service is not available but the employer might consider offering it to employees
- Service is not available and employer would not consider offering it to employees
- Service is not available and employer does not know if they would consider offering it

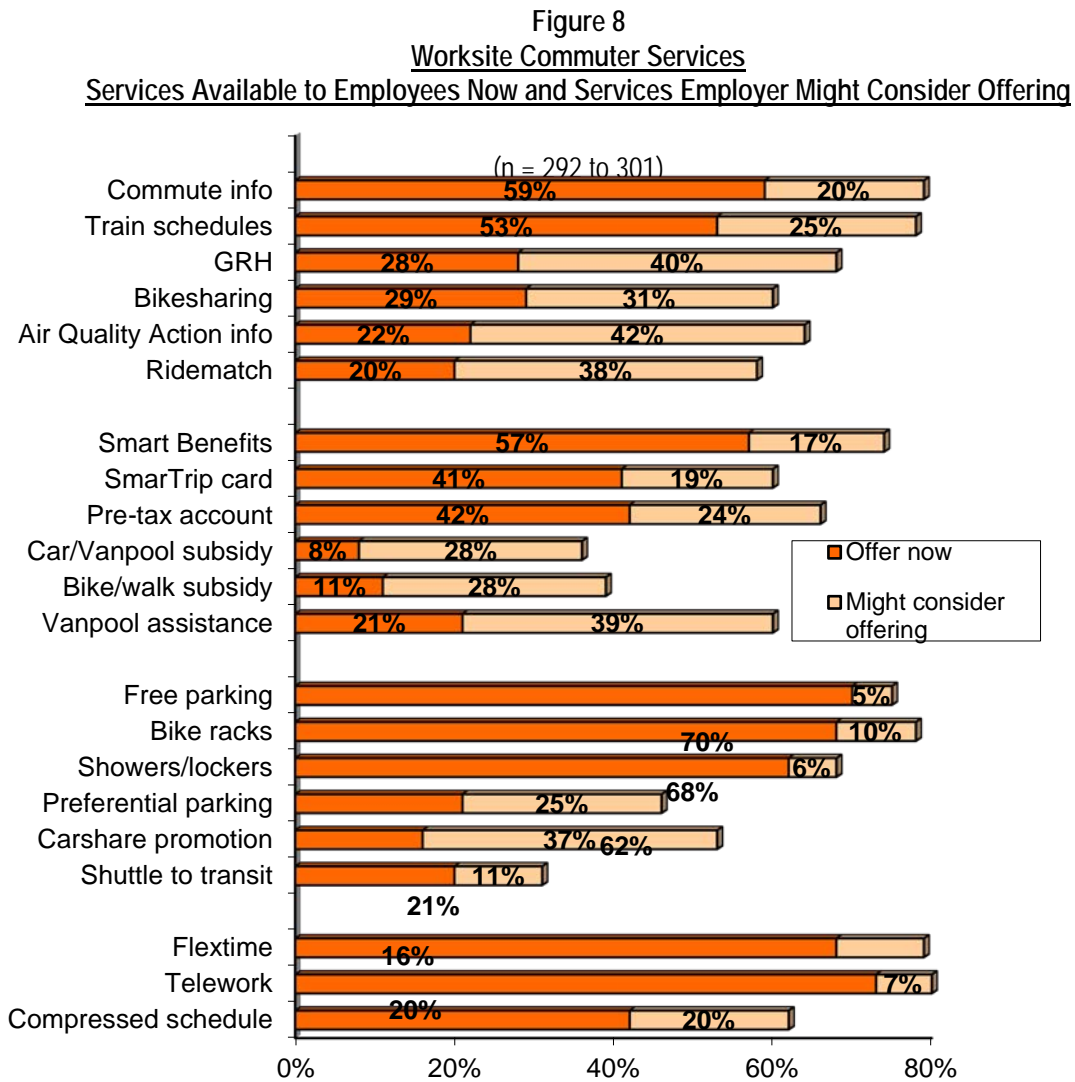
Figure 8 displays the results for each service.

Information and Support – The services that were most commonly available now fell primarily in the information and support category. Five in ten (52%) respondents said employees had access to general commute info, 25% said transit schedules were available, and a 28% cited Guaranteed Ride Home. Over a fifth named Air Quality Action information (22%) and 20% for ridematching.

There also is substantial additional potential for these services. In almost all selections for information and support there was at least 20% interest in providing some type of service for their employees.

Financial Incentives – More than half of the employers (57%) said they currently offered SmartBenefits. Other services that were commonly available now were SmarTrip cards, offered by (42%) employers, and pre-tax accounts, offered by four in ten (41%). About 21% of respondents said carpool and vanpool subsidies were available to their employees now. Eleven percent said they currently offered bike or walk incentives and two percent said they provided assistance with vanpooling.

Nearly all of these services exhibited significant potential for greater application. An additional 17% said they might consider offering SmartBenefits service to employees, 19% said they would consider offering SmarTrip cards, 25% would consider allowing employees to set-aside a portion of their salary in a pre-tax transportation account, and 13% would consider providing a carpool/vanpool subsidy. Interest in a bike/walk incentive was relatively the same as with the last survey.



Onsite Facilities – The next category of commuter services included facilities at the worksite, such as bike racks. The most common onsite facility was free parking, available at 70% of the worksites. This service is not typically counted as part of a commuter program, but was included here to be inclusive of services that might influence employees’ travel choices.

Two other facilities, bike racks and showers / personal lockers, were named by at least six in ten respondents. The remaining facilities on the list, preferential parking for carpools and vanpools, promotion of carsharing, and shuttle to transit stop or station, were available to at least 20% of respondents. Additional potential was modest for most of these services. But 37% of respondents said they might consider promoting carsharing and 25% said they might consider offering preferential parking.

Work Schedule Options – Finally, respondents were asked if they made any of three work schedule options available. Over half, (67%) said employees at their worksite were permitted some flexibility in their work start and stop times. More than half said employees at their location were permitted to telework and over a quarter said compressed work schedules were available. We note, however, that these schedules might not be made available to all employees at the location. So “availability” might actually be less than these figures suggest.

About 20% of respondents said they might consider implementing a compressed work schedule, but fewer than 9% of respondents said they would consider either flextime or telework.

Duration of Commute Service Involvement – Commuter Connections has administered the Employer Outreach program since 1997 and many of the employers surveyed have been long-time participants in both commuter services and the Commuter Connections program. Figure 9 shows results for two questions:

- Length of time the organization has offered commuter services to employees
- Length of time the organization has been involved in the Commuter Connections program

Figure 9
Duration of Commuter Service Program and Involvement with Commuter Connections
 (n = 273)

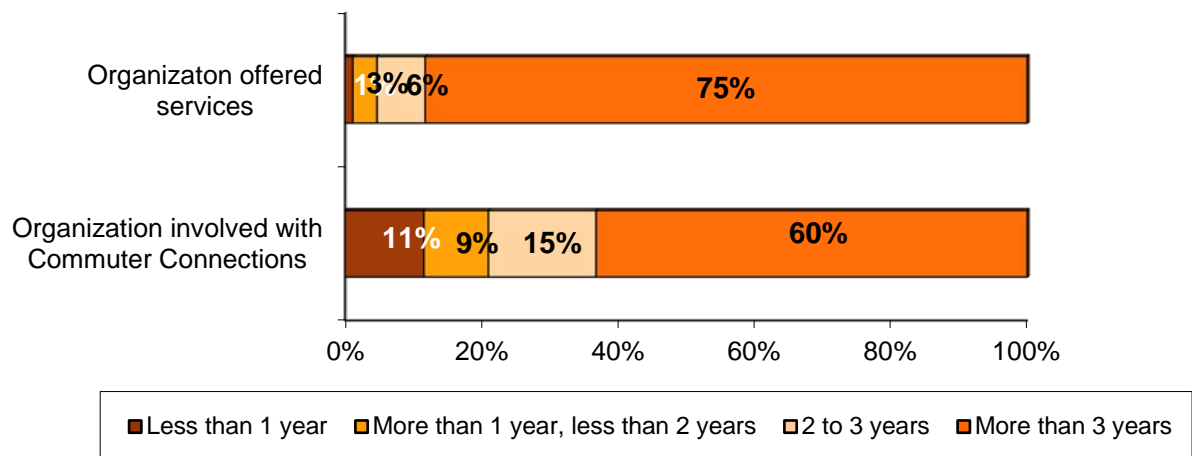


Figure 9 shows that respondents’ companies typically were long-time participants in both commute services and Commuter Connections Employer Outreach. As shown by the top bar, 75% of respondents’ companies had offered commute services three years or longer and 81% offered them for at least two years. Only one percent said they started offering commuter services within the past year.

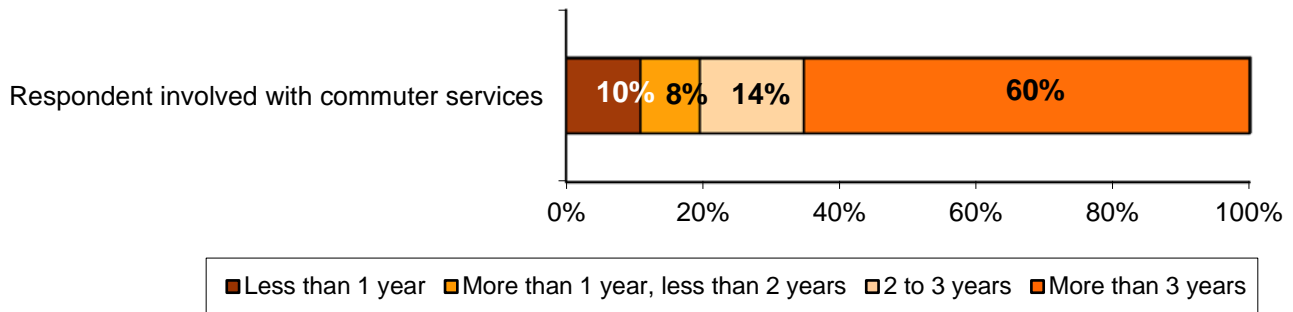
Respondents also appeared to have a relatively long history with the Commuter Connections Employer Outreach network; sixty percent had been involved with Commuter Connections for three years or more and 15% had participated for at least 2 years.

Awareness and Satisfaction with Commuter Connections’ Network Representative

The next section of the survey explored respondents’ awareness of and satisfaction with their Commuter Connections’ network representative. Because the Commuter Connections Employer Outreach program is administered jointly by Commuter Connections staff and by staff from local jurisdiction “network” partners, respondents whose contact is with the local representative could mistakenly believe they are not involved in Commuter Connections. For this reason, the survey presents a broad definition of “representative,” as follows: “a representative from Commuter Connections or from a local member organization of the Commuter Connections network.”

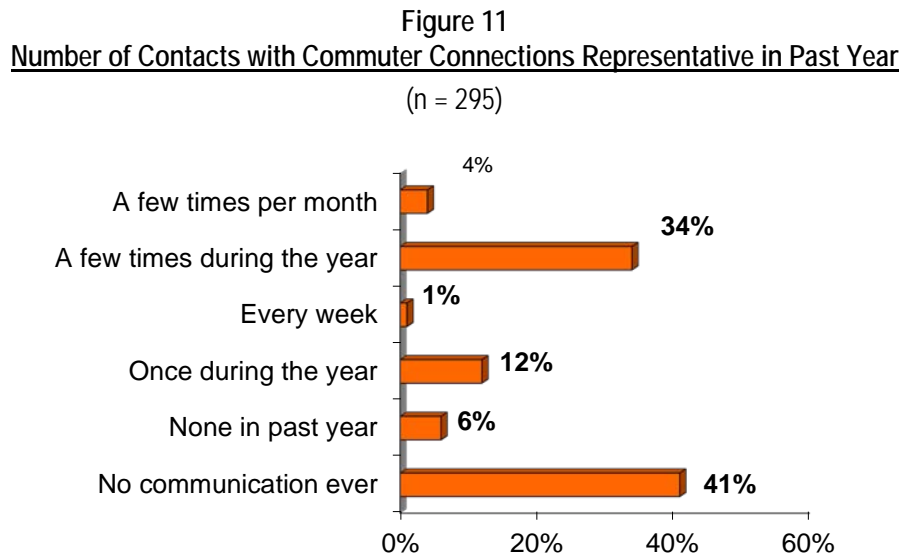
Respondents' Involvement with Worksite Commuter Services – As shown in Figure 10, more than seven in ten respondents said they had been involved in or responsible for managing or delivering commuter services at their worksite for at least two years. One in ten respondents said they were quite new to this responsibility, with less than one year of experience.

Figure 10
Duration of Respondents' Involvement with Managing Worksite Commuter Services
(n = 286)

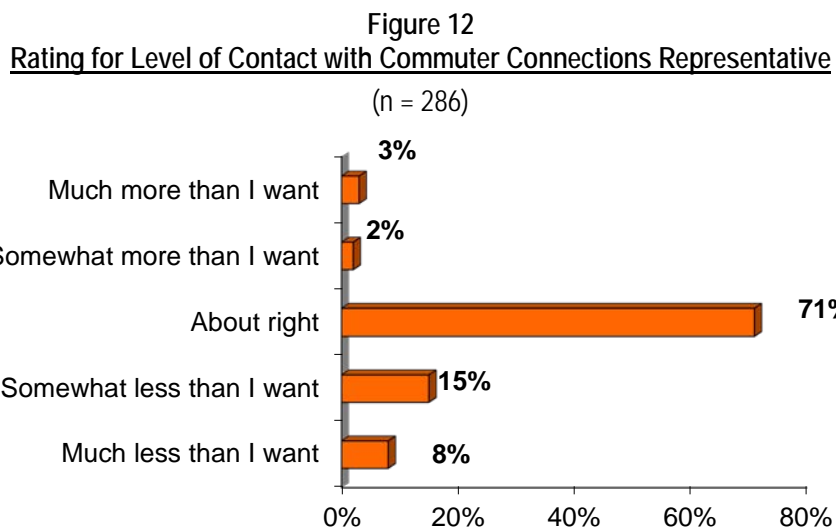


Respondents' Awareness of Commuter Connections Representative – Despite respondents' relatively long association with commuter services, only 27% could name their Commuter Connections network representative. The remaining 73% said they did not know the name of their representative.

Level of Contact with Commuter Connections Representative – Almost 50% of the respondents said they had some form of communication with their CC representative in the past year, including telephone, postal mail, email, or personal visit. A surprising number (41%) said they had never had any contact with their representative. These results are presented in Figure 11.

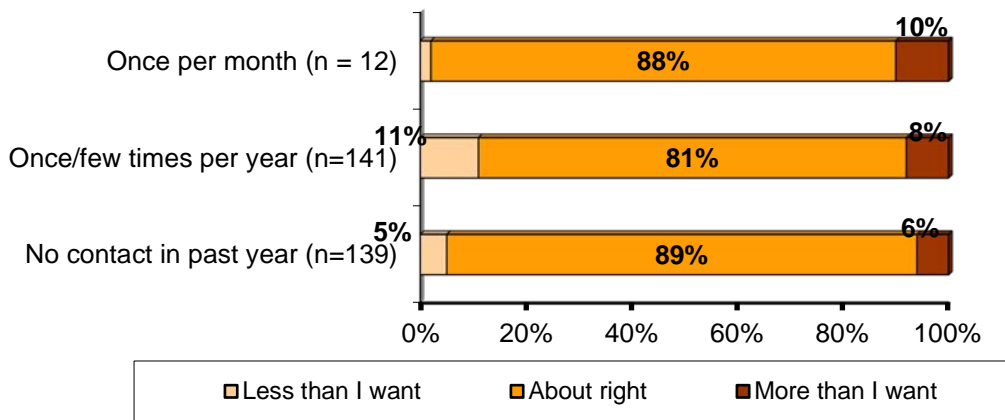


As presented in Figure 12, the large majority (71%) of respondents said they were satisfied with the level of contact that they had with their Commuter Connections network representative, rating it “about right”. About five percent said the number of contacts was either somewhat or much more than they wanted. Twenty three percent said they wanted a higher level or greater frequency of contact.



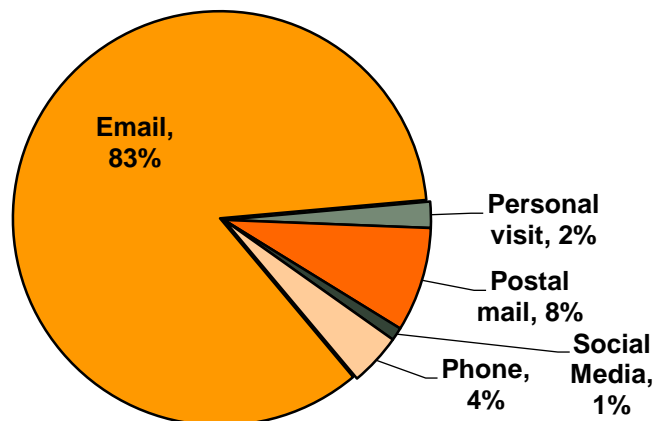
Not surprisingly, respondents’ ratings on their satisfaction with the level of contact differed by how much contact they had with the representative. As illustrated in Figure 13, 88% of respondents who had at least one contact per month and 71% of those with at least one contact during the year said they thought the level of contact was “about right.” By contrast, 5% of respondents who had not had a contact in the past year said the level of contact was less than they wanted. But the fact that 89% of these respondents said having no contact was “about right” indicates that some respondents did not feel it necessary to hear from or see their represent.

Figure 13
Rating for Level of Contact with Commuter Connections Representative by Frequency of Contact



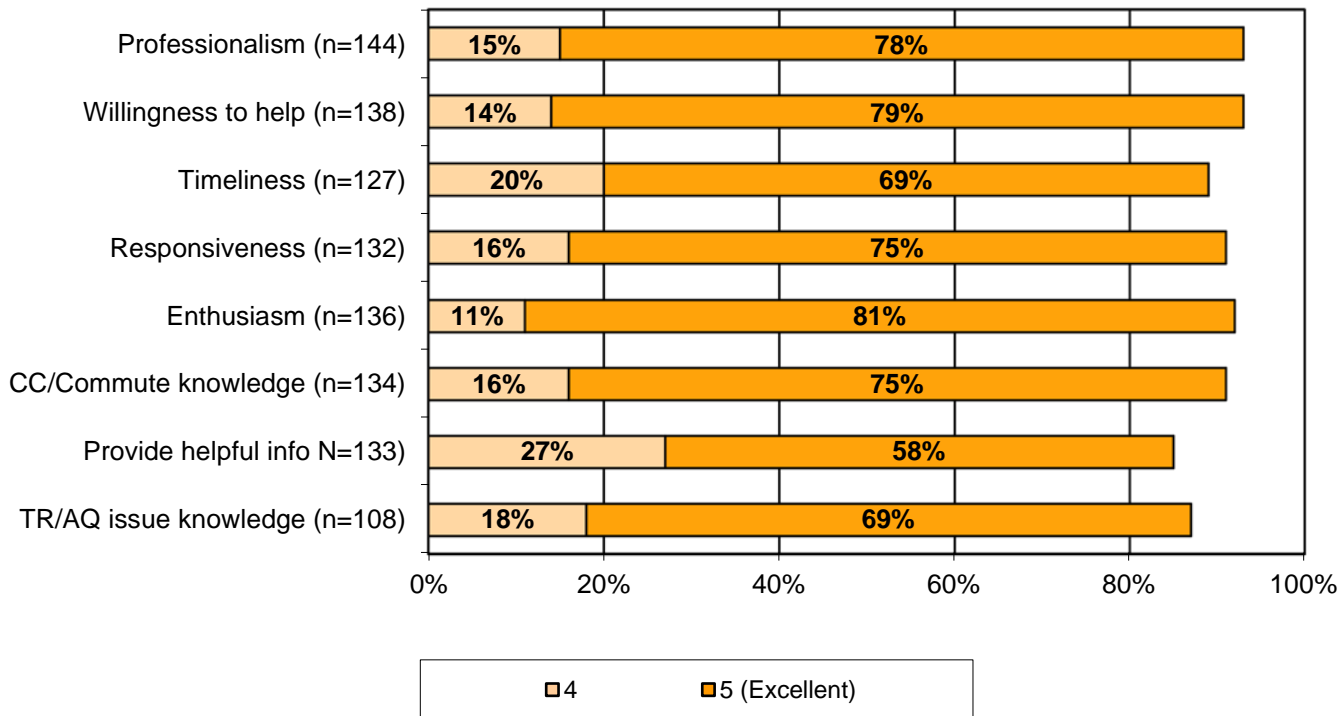
Preferred Form of Contact with Commuter Connections Representative – Respondents were asked the form of communication they would “most prefer” for contacts with their representative. Figure 14 portrays these results. Over 80 % of respondents said they would prefer email for communications with/from their Commuter Connections network representative. The remaining employers were divided between postal mail (8%), and phone (4%).

Figure 14
Preferred Form of Contact with Commuter Connections Representative
 (n = 298)



Ratings for Customer Service Features – When asked to rate their Commuter Connections network representative on a variety of features, respondents gave uniformly high marks for all customer service features. At least seven in ten respondents rated their representative a 4 or 5 (excellent) on a 1 to 5 point scale for professionalism (78%), willingness to help (78%), timeliness of service delivery (70%), responsiveness to their requests/questions (75%), enthusiasm about commuter Connections and its products and programs (75%), knowledge of Commuter Connections and/or local ridesharing and transit products (80%), and their ability to provide information that is helpful to the company and employees (71%). Representatives also received high scores for knowledge of local transportation and air quality issues (85% rating of 4 or 5).

Figure 15
Commuter Connections Representatives – Ratings on Customer Service Features
Percentage of Respondents Giving Ratings of 4 or 5 (Highest)

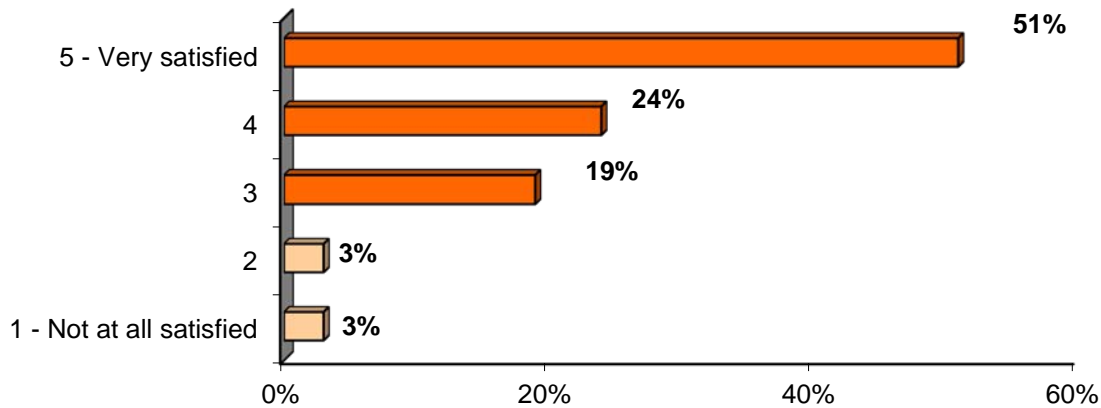


Use of and Satisfaction with Commuter Connections Services

Several questions on the survey explored respondents’ overall satisfaction with Commuter Connections and any issues or problems they had experienced. These results are summarized below.

Overall Satisfaction – As shows in Figure 16, seven in ten respondents said they were satisfied overall with the services they received from Commuter Connections; 51% gave an overall rating of “5” on a 5-point scale (very satisfied) and 24% gave a rating of “4.”

Figure 16
Overall Satisfaction with Commuter Connections
(n = 226)



About two in ten (19%) rated the service a “3.” Only six percent said they were unsatisfied with Commuter Connections’ services (rating of 1 or 2). When asked why they gave the ratings they did, respondents reported mostly positive reasons. A small percentage of respondents reported neutral or negative reasons, as listed below.

Positive Reasons

- Representative is prompt, responsive, available 8%
- Representative is helpful, knowledgeable 5%
- Representative is pleasant, enthusiastic, professional 6%
- Representative keeps me informed, up to date 7%
- Generally good program, good service 8%
- Program offers useful information, informative service 42%
- Program offers information for employees, employees like it 4%

Neutral / Negative Reasons

- Have little contact with program / just get newsletter 17%
- No contact with representative 21%
- Service is okay or just adequate 6%
- Few employees can use alternative modes 3%

Most of the reasons focused on customer service features exhibited by the Commuter Connections network representative, such as being helpful, prompt, responsive, enthusiastic, and professional. Respondents also noted that the service was useful to their company or to their employees.

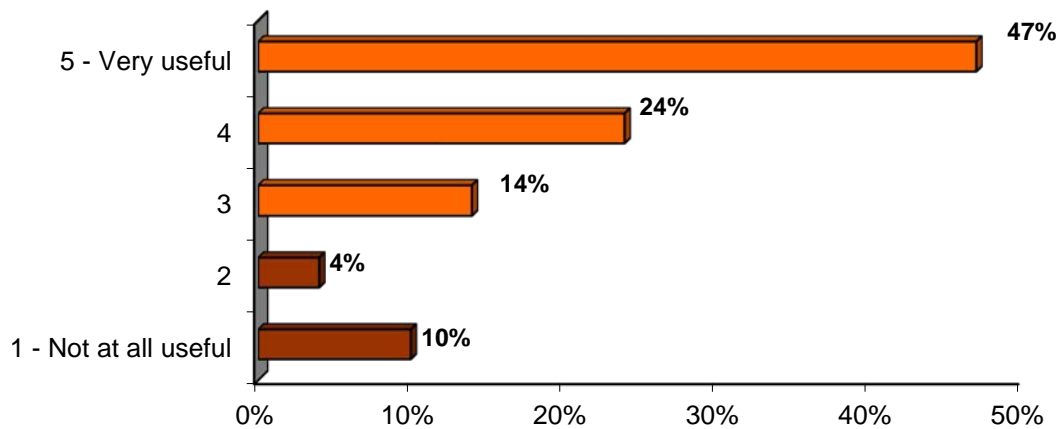
Likely to Recommend – A good amount of respondents also mentioned they were likely to recommend Commuter Connections services to another employer that needed assistance with commute services; 30% said they were very likely to recommend the service and 27% said they were somewhat likely to recommend. Only five percent said they were unlikely or very unlikely.

Desired Improvements – A few respondents cited specific suggestions for program improvements they believed would enhance Commuter Connections’ effectiveness in promoting commuter programs and in assisting organizations to develop commuter programs. These suggestions are summarized below:

- No suggestions 83%
- More communication with employers 4%
- Transit improvements 10%
- Conduct more marketing 3%
- Use email more for contacts 3%
- Offer more materials, tool kits 2%
- Provide commute subsidy enhancements 4%

Usefulness of Services – The survey also asked how useful Commuter Connections services had been to their companies in developing or implementing commuter services at their worksites. As indicated in Figure 17, more than half of the employers said Commuter Connections’ services had been either useful (24%) or very useful (47%). Six in ten said they had not been useful.

Figure 17
Overall Usefulness of Commuter Connections Services
 (n = 106)



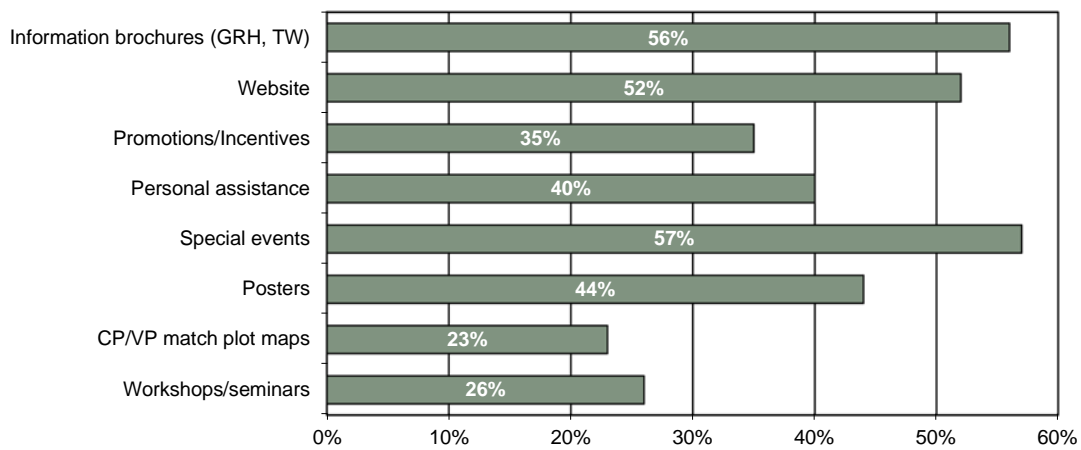
When asked what features about the services made them useful, respondents cited the following factors. Several focused on individual services provided by the program (bus schedules) while others focused on the results the employer was able to achieve (saved money, keeps me informed).

- Good information 17%
- Employees can use or benefit from the information 11%
- Offered new ideas, tips, suggestions 8%
- Keeps me informed 7%
- Offers bus schedules 5%
- Saved us money 5%

- Offers information materials / brochures 3%
- Provides information on Smart Benefits 8%
- Provided assistance on pre-tax 9%
- Answered my questions 4%
- Offer information for employees, employees like it 5%

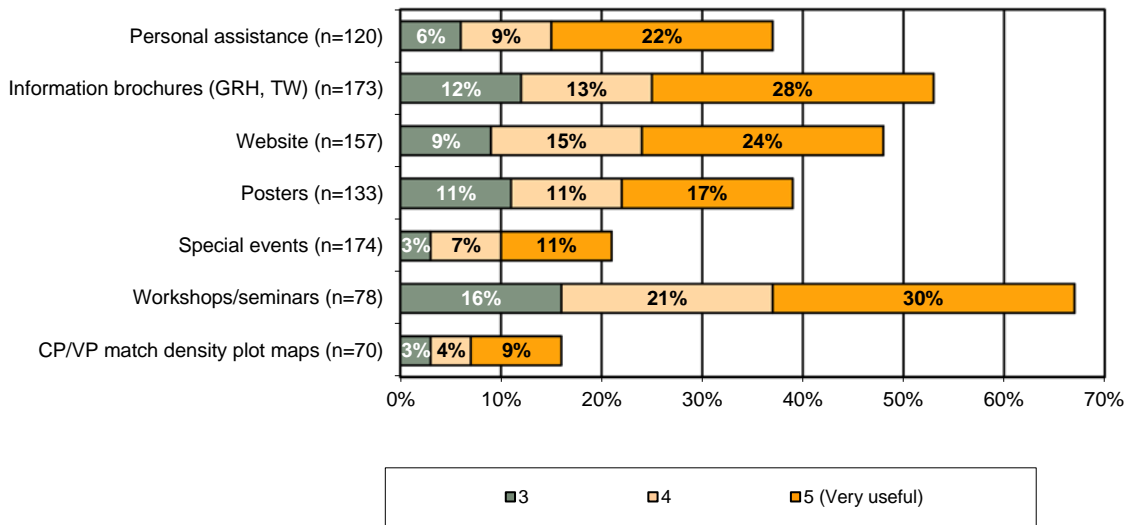
Use and Usefulness of Individual Services – Respondents were asked to indicate which of seven Commuter Connections services they had used and how useful the services they had used had been to their worksite commuter program. Figure 18 presents results on use of services and figure 19 portrays results on service usefulness.

Figure 18
Use of Individual Commuter Connections Services
 (n = 306)



Three services had been used by at least 60% of the organizations: info brochures (56%), website (52%), and special events (57%).

Figure 19
Usefulness of Individual Commuter Connections Services



Employee Commute Survey – One service offered by Commuter Connections is the employee travel survey that employers can use to identify how employees travel to work. Commuter Connections assists the employer by summarizing the survey data and assisting employers to interpret the data and apply the results to develop worksite commuter services.

About one in ten (8%) respondents said their organizations had used a Commuter Connections employee survey in the past year. Employers in Fairfax, Montgomery, Arlington, Frederick, and Prince William Counties were the respondents who stated they had conducted an employee commute survey. Over 25% related that they received a copy of their statistical summary of the employee travel survey, and 30% mentioned that they used the survey as a means of implementing worksite commuting alternatives.

The percentage is higher than in past years it is encouraging that there are more surveys being conducted in a larger reach throughout the region.

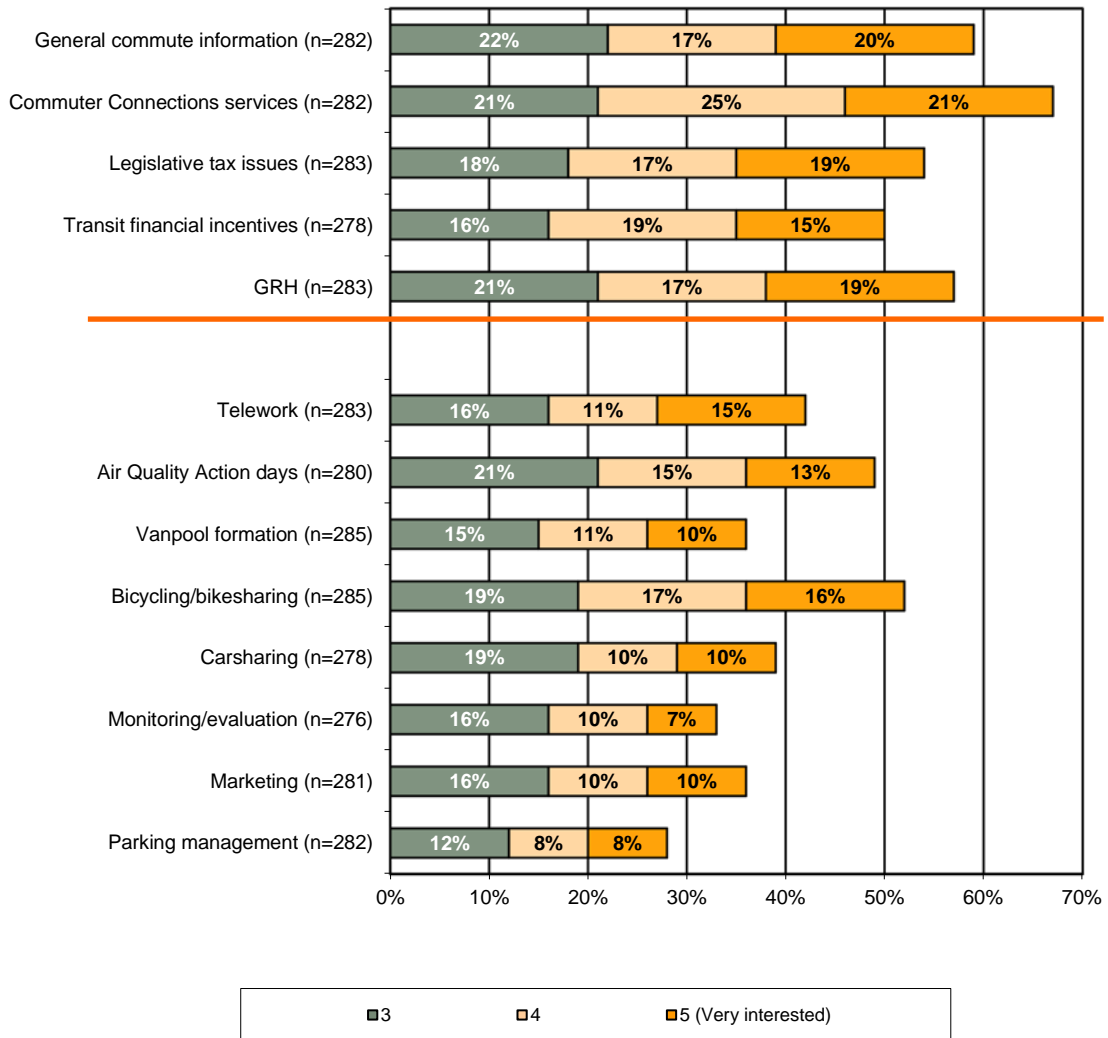
Interest in Training Opportunities Sponsored by Commuter Connections

Finally, the survey asked respondents how interested they would be in workshops, seminars, or other training opportunities offered by Commuter Connections, by rating each topic on a scale of 1 to 5, with 1 meaning “not at all interested” and 5 meaning “very interested.” The percentages of respondents who gave ratings of 3, 4, or 5 are shown in Figure 20.

Around a third of employers expressed substantial interest (rating of 4 or 5) in training on: general information on commute program management (31%), information on Commuter Connections services that were available to employers and commuters (41%), legislative and tax issues related to travel and commuting (34%), and transit financial incentives (33%). About two in ten respondents said they had moderate interest (rating of 3) on each of these services.

A second tier of services garnered substantial support from about two in ten respondents. These topics included telework (18%), Air Quality Action days (26%), Carsharing (20%), General Commuter Information (19%), Telework (24%), and Vanpool formation (20%). Another two in ten respondents reported moderate interest in these topics.

Figure 20
Interest in Commuter Connections Training Opportunities



APPENDICES

Appendix A – Survey Questionnaire

Appendix B – Survey Disposition

Appendix A

MWCOG 2019 Employer Outreach Satisfaction Survey
Internet Version – v3
12-12-18

INTRODUCTION

Commuter Connections is conducting this online survey to find out about your satisfaction with the products and services provided by Commuter Connections and local member organizations that are part of the Commuter Connections network, to help employers implement employee transportation programs. Your response to this survey is very important to us and all information you provide will be confidential. Thank you!

Commuter Connections is offering a drawing for two \$50 Amazon gift cards for commuters who complete the survey. If you would like to be entered into the drawing for one of the gift cards, please provide your name and email address at the end of the survey.

INFORMATION ABOUT YOUR ORGANIZATION

- 1 Which of the following best describes your organization type?
 - 1 State or local government agency
 - 2 Federal government agency
 - 3 Non-profit organization or association
 - 4 Private company
 - 9 Other (please describe)_____

 - 2 Which of the following best describes the kind of work conducted by your organization.
 - 1 Government / public administration
 - 2 Non-profit advocacy, trade association
 - 3 Computer hardware/software
 - 4 Construction
 - 5 Business or personnel services, professional consulting
 - 6 Legal, accounting, architecture, engineering
 - 7 Medical / health services
 - 8 Hospitality, restaurant, or hotel☐
 - 9 Education
 - 10 Manufacturing
 - 11 Wholesale trade, warehousing
 - 12 Retail trade
 - 13 Banking, finance, insurance, or real estate
 - 14 Research and development
 - 15 Public utilities, telecommunications, water, electricity
 - 16 Transportation / delivery
 - 19 Other (please describe)_____

 - 2a How many worksites does your organization have in the Washington metropolitan region? _____

 - 2b Do you manage or administer commuter services only for the worksite where your office is located or for multiple worksites in the Washington metropolitan region?
 - 1 Only for the worksite where my office is located
 - 2 For multiple worksites in the Washington region (please specify the number of worksites) _____

 - 3 Approximately how many people are employed at the worksite or worksites for which you administer or manage commuter services? _____
-

4 Which of the following best describes your role or function in your organization?

- 1 Human resources
- 2 Facilities management
- 3 General management, office management
- 4 Financial management, accounting
- 5 Information technology (IT)
- 6 Senior management (e.g., managing partner, owner, CEO)
- 9 Other (please describe) _____

COMMUTE ASSISTANCE SERVICES AVAILABLE TO YOUR EMPLOYEES

5 Following is a list of transportation information services or benefits that you or another organization might make available to employees at your worksite to help with their travel to work. In the first column, check all the services or benefits that are available to your employees. For those that are not available now, check the second, third, or fourth column to indicate if you might consider offering it, would not consider offering it, or don't know if you would consider offering it.

NOTE – Table is now divided into 3 sections, with services grouped

Commute Information and Support Service or Benefit	Available now	Not available, <u>might consider</u>	Not available, <u>would not consider</u>	Not available, don't know if would consider
1 Transit schedules				
2 Information on types of transportation em-				
3 Guaranteed Ride Home for employees who don't drive alone to				
4 Reserved or preferential parking for car-				
5 Assistance finding carpool/vanpool partners				
6 Information distribu-				
7 Promotion/organiza-				
8 Promotion/organiza-				
Financial Incentives Services or Benefits	Available now	Might consider	Would not consider	Don't know if would consider
9 Free parking for all or				
10 Smartbenefits or other financial benefit for employees who ride				
11 Cash incentive (eg. 'Pool Rewards, Flex-time Rewards, Incentive Trip) or other financial				
12 Pre-tax account employees can use to pay				

13 SmarTrip cards for easy electronic payment on				
14 Financial incentives for employees who bicycle				
On-site Facilities and Work Schedules	Available now	Might consider	Would not consider	Don't know if would consider
15 Bicycle lockers or racks				
16 On-site shower and/or				
17 Employee shuttle service to/from bus stops				
18 Company-owned or				
19 Work schedules that permit employees to choose their work arri-				
20 Compressed work-week, in which employ-				
21 Allowing some or all employees to work at				

5a Do you offer any other commute assistance services not listed above?

- 1 No other services (**SKIP TO Q6**)
- 9 Other (please describe) _____

6 How long has your organization offered information or other services to help employees get to work?

- 1 Less than 1 year
- 2 More than 1 year, but less than 2 years
- 3 to 3 years
- 4 More than 3 years
- 9 Don't know

6a How long have you been involved with or responsible for managing or delivering these services at your worksite?

- 1 Less than 1 year
- 2 More than 1 year, but less than 2 years
- 3 to 3 years
- 4 More than 3 years
- 9 Don't know

YOUR COMMUTER CONNECTIONS REPRESENTATIVE AND SERVICES

7 When did your organization first have contact with a representative from Commuter Connections or from a local member organization of the Commuter Connections network or begin to participate in Commuter Connections programs?

- 1 Within the past year
- 2 More than 1 year ago, but less than 2 years ago
- 3 to 3 years ago
- 4 More than 3 years ago
- 9 Don't know

8 What is the name of your Commuter Connections representative or your Commuter Connections network representative?

9 In the past year, how often did you communicate with, hear from, or contact this representative?

- 1 Not at all (**SKIP TO Q10**)
- 2 No communication with my representative since service started (**SKIP TO Q10**)
- 3 Every week, most weeks
- 4 A few times per month
- 5 A few times during the year
- 6 Once during the year

9a How many times did the representative contact you in person?

10 How would you rate the level of contact you've received in the past year?

- 1 Much more than I want
- 2 Somewhat more than I want
- 3 About right
- 4 Somewhat less than I want
- 5 Much less than I want

11 What form of communication would you most prefer for communication with your Commuter Connections network representative? (Please check only one answer)

- 1 Postal mail
- 2 Email
- 3 Personal phone calls
- 4 Personal visits
- 5 Social media (Twitter, Facebook, Instagram, LinkedIn, etc)
- 9 Other (please describe) _____

12 Please rate this representative on each of the following service characteristics. Please use a scale of 1 to 5 for your answer, where “1” means “poor” and “5” means “excellent.”

Representative Service Characteristic	Poor 1	2	3	4	Excellent 5	Don't know 9
1 Knowledge of Commuter Connections and or local ridesharing and transit products/services	1	2	3	4	5	9
2 Knowledge of local transportation and air quality issues	1	2	3	4	5	9
3 Ability to provide information that is helpful your organization or your employees	1	2	3	4	5	9
4 Willingness to help	1	2	3	4	5	9
5 Professionalism	1	2	3	4	5	9
6 Responsiveness to your requests/questions	1	2	3	4	5	9
7 Timeliness of service	1	2	3	4	5	9
8 Enthusiasm about Commuter Connections or local commuter/rideshare products, services, and programs	1	2	3	4	5	9

13 How satisfied have you been overall with the services you have received from Commuter Connections? Please use a scale of 1 to 5, where “1” means “not at all satisfied” and “5” means “very satisfied.”

- 1 1 – Not at all satisfied
- 2 2
- 3 3
- 4 4
- 5 5 – Very satisfied

13a For what reasons do you give Commuter Connections’ services this rating?

14 How useful have Commuter Connections’ services been to your organization in developing and/or implementing commuter programs or services for your employees? Please use a scale of 1 to 5, where “1” means not at all useful and “5” means “very useful.

- 1 1 – Not at all useful (**SKIP TO Q15**)
- 2 2
- 3 3
- 4 4
- 5 5 – Very useful
- 8 Have not used any Commuter Connections services (**SKIP TO Q15**)

14a In what ways have the services been useful to your organization?

15 Please indicate how useful each of the following Commuter Connections services has been to your organization. Please use a scale of 1 to 5 for your answer, where “1” means “not at all useful” and “5” means “very useful.” For any services that you have not used, please check “have not used.”

Commuter Connections Services	Not at all useful 1	2	3	4	Very useful 5	Have not used 8	Don't know 9
1 Information brochures for programs such as Guaranteed Ride Home, Bicycling, and Telework	1	2	3	4	5	8	9
2 Plotted carpool/vanpool matching maps	1	2	3	4	5	8	9
3 Posters	1	2	3	4	5	8	9
4 Website	1	2	3	4	5	8	9
5 Workshops or seminars such as Live Near Your Work or Bicycling	1	2	3	4	5	8	9
6 Personal assistance from representative	1	2	3	4	5	8	9
7 Special events such as Bike to Work Day, Car Free Day or Employer Recognition Awards	1	2	3	4	5	8	9
8 Promotional information on incentive programs (e.g., 'Pool Rewards, Flextime Rewards, IncenTrip)	1	2	3	4	5	8	9

16 Have you used the Commuter Connections employee Commute Survey or another commute survey during the past year?

- 1 Yes, Commuter Connections employee Commute Survey
- 2 Yes, another commute survey (SKIP TO Q17)
- 3 No (SKIP TO Q17)
- 9 Don't know (SKIP TO Q17)

16a Did your representative give you a copy of the statistical summary of your survey?

- 1 Yes
- 2 No
- 3 Was not a Commuter Connections survey

16b Did your representative use your survey statistics to create an employee commute program or to promote ridesharing in general?

- 1 Yes
- 2 No
- 3 Was not a Commuter Connections survey

16c Please write in any additional comments you have about the survey or the statistics.

17 How interested would you be in attending any of the following free training programs or workshops? Please use a scale of 1 to 5, where “1” means “not at all interested” and “5” means “very interested.”

Training / Workshop Topics	Not at all interested 1	2	3	4	Very interested 5	Don't know 9
1 General information on employee transportation benefits, commute program management	1	2	3	4	5	9
2 Information on Commuter Connections services	1	2	3	4	5	9
3 Guaranteed Ride Home	1	2	3	4	5	9
4 Legislative / tax issues related to travel/commute	1	2	3	4	5	9
5 Transit/ridesharing/flextime financial incentives	1	2	3	4	5	9
6 Vanpool formation	1	2	3	4	5	9
7 Marketing	1	2	3	4	5	9
8 Monitoring and evaluation	1	2	3	4	5	9
9 Parking management	1	2	3	4	5	9
10 Telework/telecommuting	1	2	3	4	5	9
11 Air Quality Action Days	1	2	3	4	5	9
12 Live Near Your Work	1	2	3	4	5	9
13 Carsharing	1	2	3	4	5	9
14 Bicycling/bikesharing/dockless bikes/e-scooters	1	2	3	4	5	9
15 Other _____	1	2	3	4	5	9

18 How likely are you to recommend Commuter Connections’ services to other organizations?

- 1 Very unlikely
- 2 Somewhat unlikely
- 3 Neither unlikely nor likely
- 4 somewhat likely
- 5 Very likely

19 Do you have any suggestions for improving Commuter Connections’ commuter programs or assisting organizations such as yours in developing commuter programs? Please provide them below.

20 What is the zip code of your worksite? _____

21 Commuter Connections is offering a drawing for five \$50 Amazon gift cards. If you would like to be entered into the drawing for one of these gift cards, please provide your name and email address. Please be assured that we will not sell or use your information for anything other than entering you in the drawing. Would you like to participate in the drawing?

- 1 Yes, I would like to be entered in the drawing (ASK Q22)
- 2 No, I do not want to be entered in the drawing (SKIP TO END)
- 89 Left blank (SKIP TO END)

22 Please provide your name and email address so we can contact you if you are one of the winners.

First Name:
Last Name:
Email Address:

END

Thank you for taking the time to fill out our survey. Your input is very important to us!

Please click on "SUBMIT" to submit your responses.

AFTER SUBMIT, REDIRECT TO COMMUTER CONNECTIONS HOME PAGE.

APPENDIX B – SURVEY DISPOSITION

This appendix presents the results of the disposition of the original employer database sample and the response rate achieved for sample points with valid contact information. For each employer record, the database included up to three possible contact methods: email address, telephone number, and postal mail address. The survey researchers attempted to contact each employer by as many methods as were available for the employer listed.

Some contact information was found to be incorrect, either for the employer overall or for the specific contact person named. For example, some postal mail alert letters were returned by the US Postal Service with no forwarding address, some email addresses “bounced back” as not deliverable, and some phone numbers were found to be out of service, to ring to a different business, or to be incorrect for the contact person with no forwarding number available. These contact methods were deemed “undeliverable” and therefore, invalid. Employer contacts with no valid contact methods were removed from the sample base.

Additionally, some employer contacts had invalid telephone and email contacts but the postal alert letter was not returned, suggesting the mail address was valid, at least for the employer. Because the survey was attempting to reach a specific contact person, these were not considered valid contacts, unless the employer contact completed the survey by accessing the survey website that was provided in the letter. A small number of employers fell into this category and were included in both the completes count and the base of valid sample points.

A total of 304 employers completed the survey. On a base of 3,844 valid sample points, the survey response rate was 7.9%. The calculation of response rate and disposition of sample points are shown below.

Response Rate Calculation

Usable Customer Base after Telephone Fieldwork	4,522
Sample Removed from Base as Undeliverable*	<u>-678</u>
Valid Customer Base	3,844
Total Completed Interviews	304
Total Response Rate	7.9%
Survey Confidence Level	95% ± 5.4%

<u>Sample Point Disposition</u>	<u>Number</u>
Total Customer Base	4,289
Duplicate records removed	- 44
Add Secondary Contacts (2 contacts for an employer)	<u>+277</u>
Initial Usable Customer Base	4,522
Internet Completes	<u>199</u>
Completed Interviews Prior to Telephone Survey	199
Remaining Sample Points Available for Telephone Survey	4,246
(Excluding 199 Internet completes and 77 sample points with no telephone number)	

<u>Telephone Dialing Results</u>	<u>Number</u>
Number of Sample Points Attempted to Contact	4,246
(All telephone sample points were called 4 or more times)	
Telephone Numbers Active But Not Connected	2,461
Answering machine (direct line and/or through reception)	1,506
Callback appointment (not completed)	9

No answer	864
Busy number	82

Telephone Numbers Disqualified/Dead 1,680

Refusals	317
Mid-term terminates	141
Respondent never available	112
Company policy against surveys	8
Referred to corporate headquarters	70
Prefer to do survey on-line	<u>14</u>
	662

Number not in service	521
Wrong number	138
No longer with the company	213
Not aware of CC programs/services	97
Fax/modem	21
Blocked Telephone Number	9
Not located in DC/MD/VA	3
Retired/not currently working	4
Other language	<u>12</u>
	1,018

Interviews Completed By Telephone 105

Dialing Information:

Total Dialings:	16,018
Average Number of Dialings per Complete:	152.6
Average Number of Dialings per Sample Used:	3.8
Average Completion Rate:	0.3 hours/completed interview
Average Length of Interview:	23.5 minutes

* **Sample points** were removed from the base when there was no clear way to reach the contact named:

- 1) Address, phone, and email all were incorrect or missing
- 2) Address was "Assumed correct" (employer likely still at that address) or "Forwarded" BUT
 - a) Phone was "Incorrect" or "Unknown" or "No phone" AND
 - b) Email was "Incorrect" or "No email"