

Commuter Connections 2022 Guaranteed Ride Home Survey Highlights

Commuter
Connections
Subcommittee

July 19, 2022

LDA Consulting
with

WBA Research





GRH Survey Methodology



Survey Methodology

- Telephone survey of random sample of GRH registrants in the Washington and Baltimore/St. Mary's regional programs
- 8th triennial survey for Washington, 4th for Baltimore/St. Mary's
- Samples: **Washington – 1,370**, **Baltimore/St. Mary's – 96**
- Combination of internet, with telephone follow-up to non-respondents
- Both current and past registrants were eligible for the survey
- Collect data for GRH program evaluation
 - Current, during, and pre-GRH travel
 - Travel changes
 - GRH influence on travel choices
 - Use of and satisfaction with GRH
 - Use of other CC services



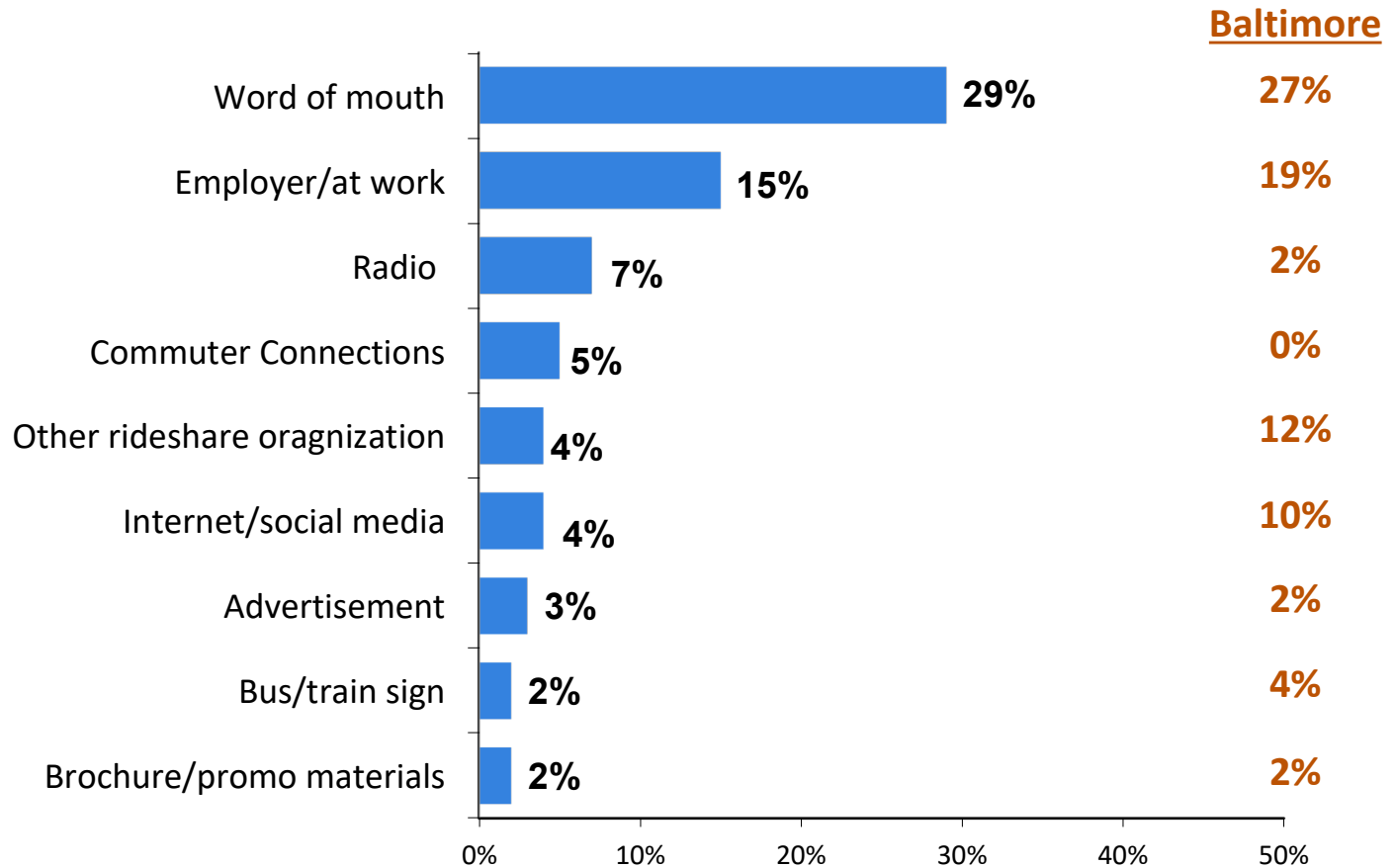


Registration
and Advertising



Most Registrants Learned About GRH through Word of Mouth

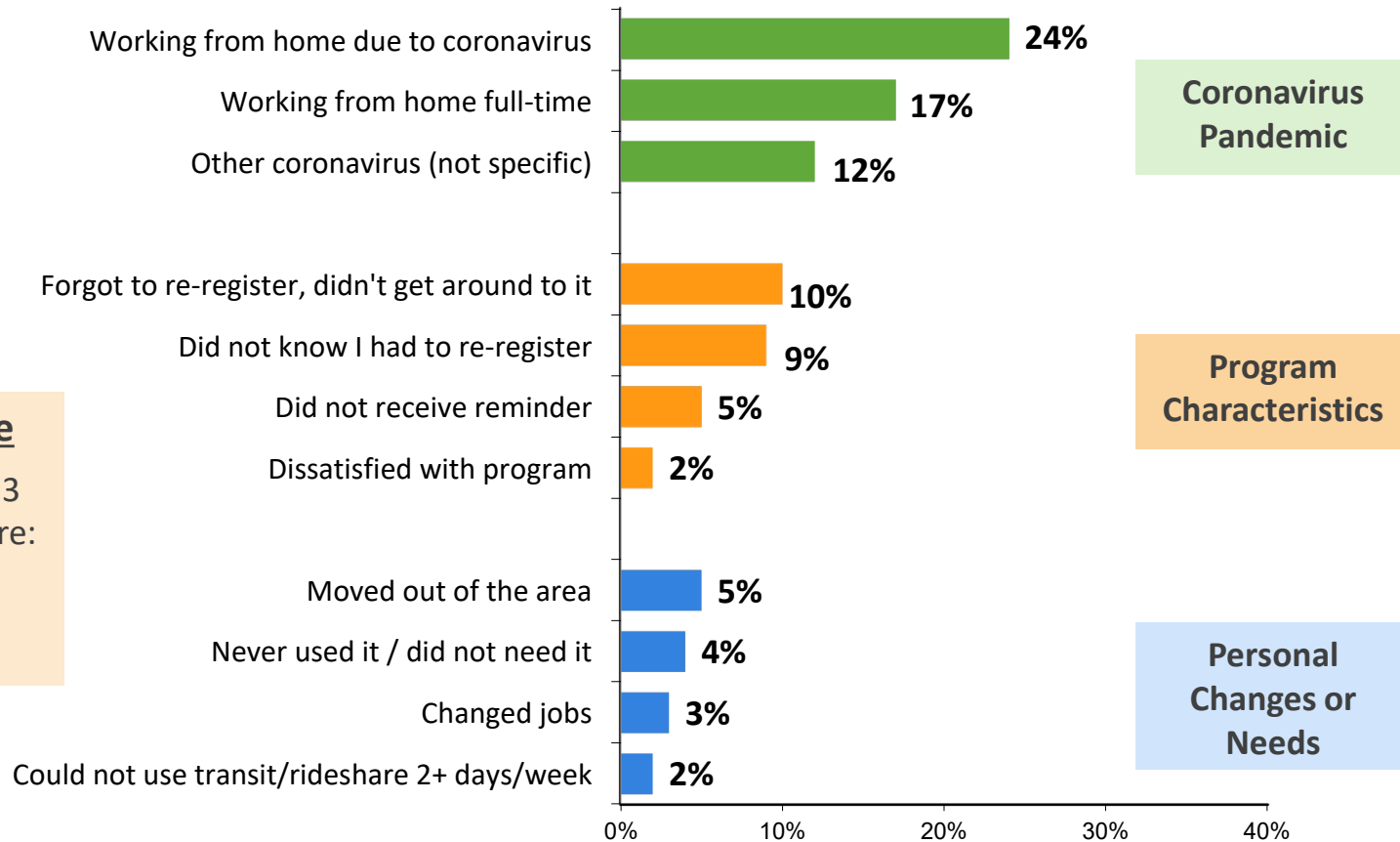
Similar sources to those mentioned in past surveys, except that work/employer has increased as a source since 2010 and radio and Internet have declined.



Q49 How did you hear about the GRH Program?

82% of Registrants Participated 3 or More Years;

More than half of past registrants cited a pandemic-related reason for why they did not re-register; but some mentioned reasons related to the GRH program.



Baltimore

Registered 3 years or more:

80%

(n = 75)

Washington GRH

Past Registrants
n = 549

Q5 Why did you not re-register when your registration expired?

In 2022, 32% of Current Participants Said They Were No Longer Registered; 28% of Past Registrants Thought they Were Current

Baltimore 2022

Similar pattern

81% of current correctly identified

28% of past incorrectly identified as current

(Current n = 16,
Past n = 80)

Registration Status Defined in GRH Database	Registration Status Perceived by Respondent	
	Current	Past
2022 GRH Survey		
Current registrants	68%	32%
Past registrants	28%	78%
2019 GRH Survey		
Current registrants	95%	5%
Past registrants	60%	40%

Washington
GRH
Database
Status

2022

Current
n = 280

Past
n = 1,087

2019

Current
n = 957

Past
n = 1,109

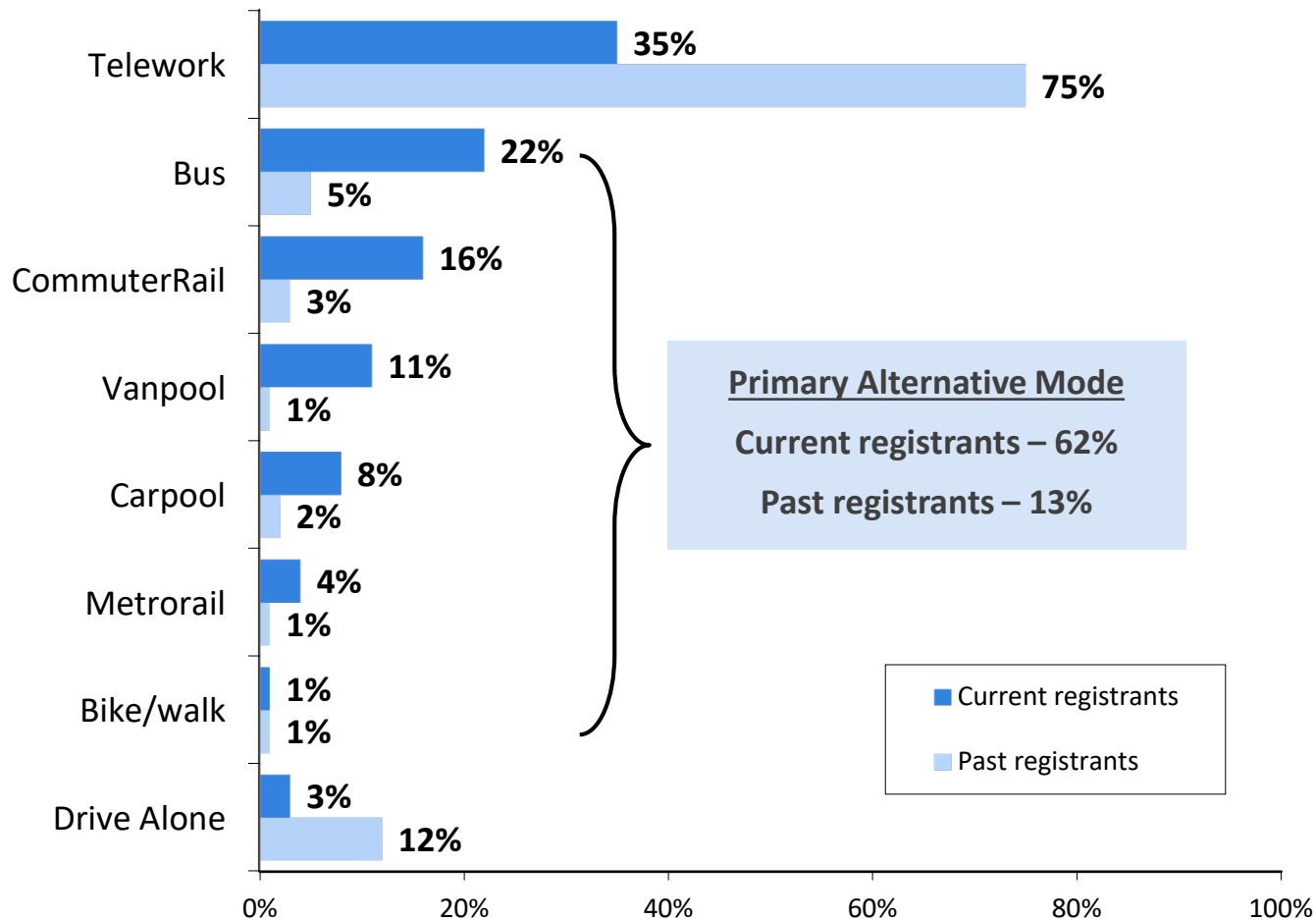
Q2 Are you currently registered for Commuter Connections' GRH program?



Washington Program Commute Patterns and Changes

Six in Ten Current Washington Registrants Used an Alternative Mode as their Primary Mode; 35% Primarily Teleworked

13% of PAST registrants also used alt modes; 75% of past registrants primarily teleworked and 12% primarily drove alone



87% who TW full-time would use alt mode if not teleworking

- Transit – 65%
- Carpool – 19%
- Vanpool – 17%
- Bike/walk – 9%

Primary Alternative Mode
 Current registrants – 62%
 Past registrants – 13%

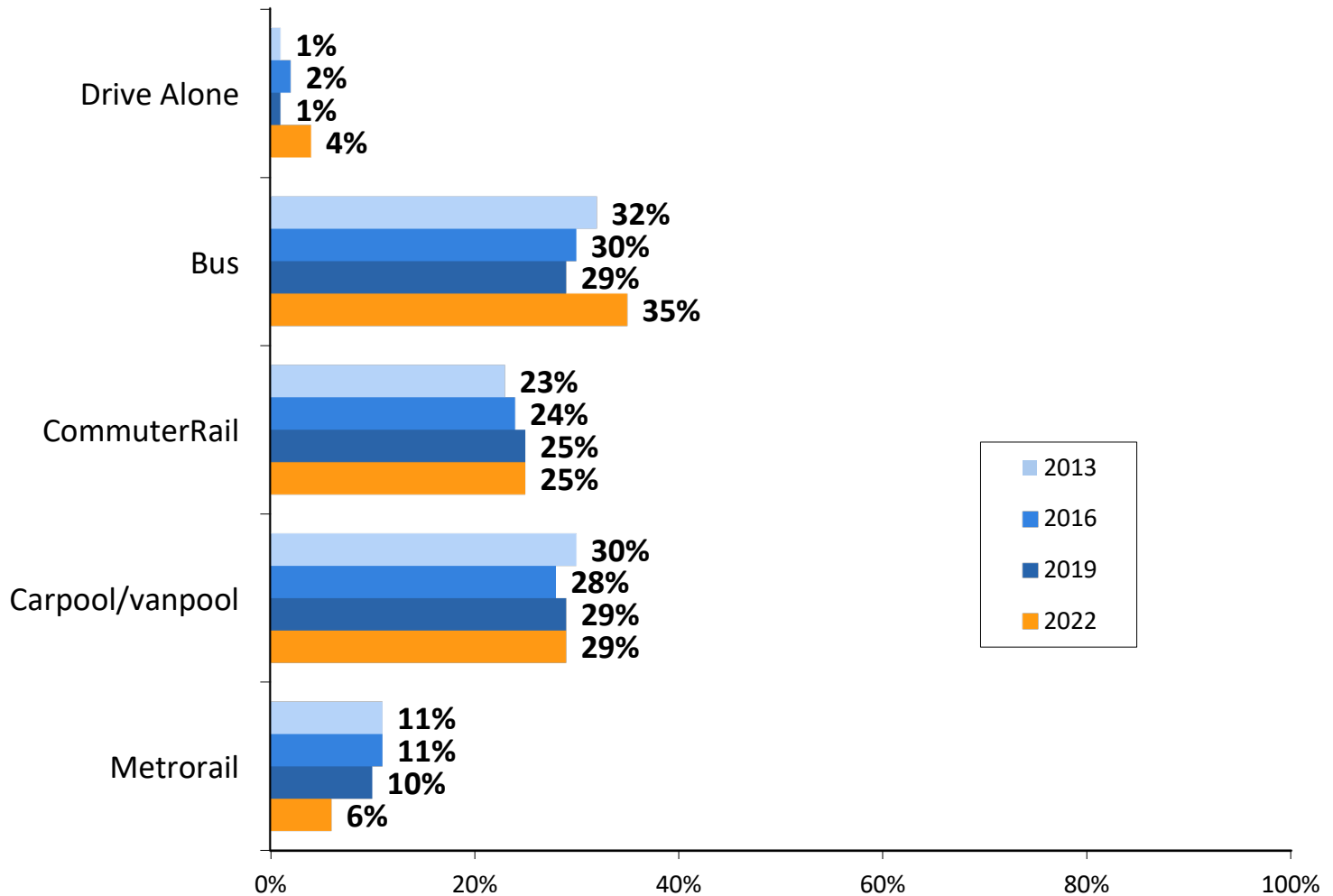
Washington GRH

Current registrants
 n = 497

Past registrants
 n = 873

Q14 Thinking about a TYPICAL week, how do you get to work, Monday through Friday?

If Telework is Excluded, the Distribution of Modes for Current Registrants has Shifted Only Slightly Since 2013



Washington
GRH

2013
n = 1,773

2016
n = 1,670

2019
n = 1,566

2022
n = 325

Chart
excludes
telework
primary
mode

Q14 Thinking about a TYPICAL week, how do you get to work, Monday through Friday?

Three GRH Research Questions Are Examined for the Evaluation of GRH Program Impacts

Did GRH:

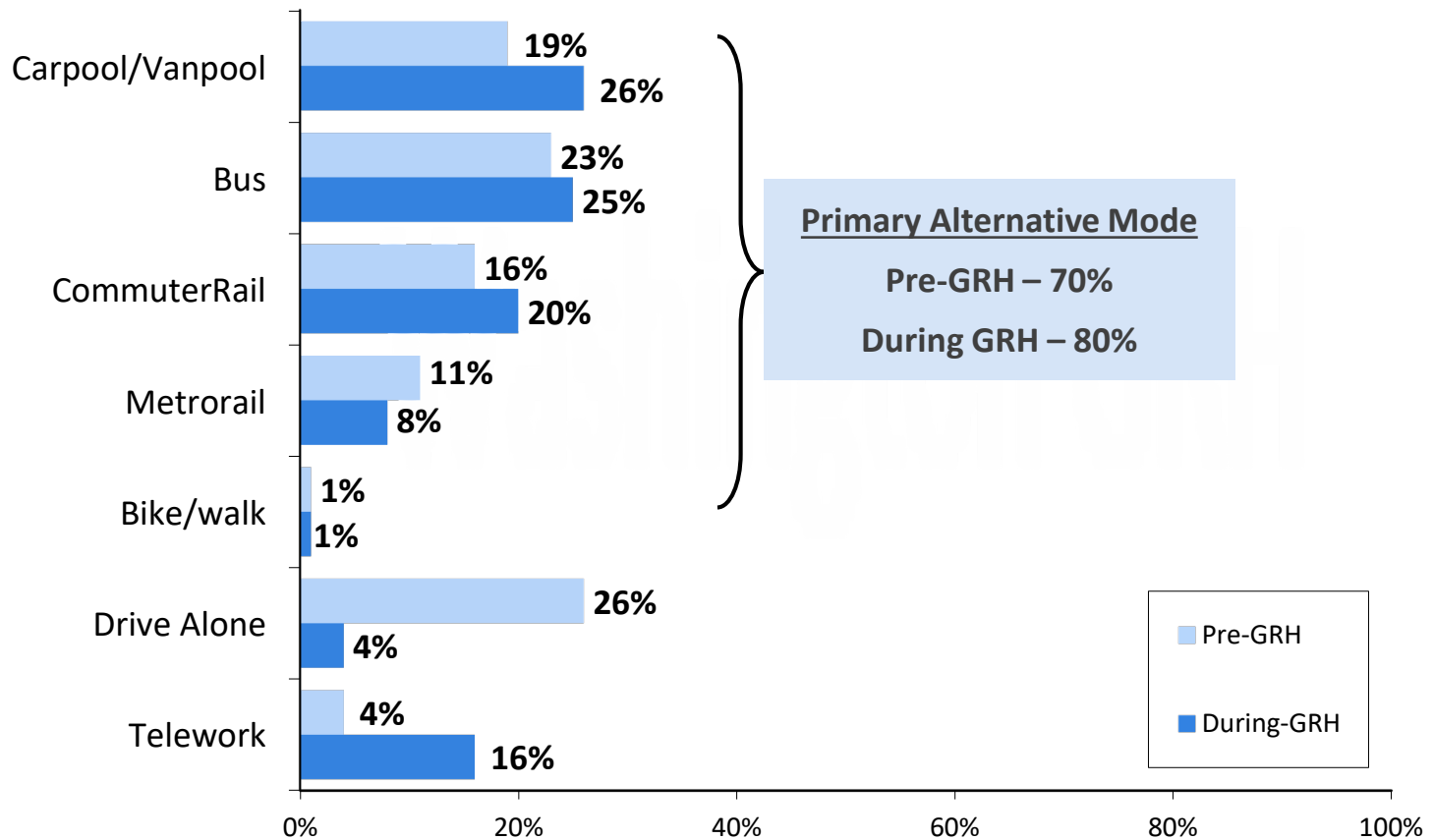
- Encourage shifts from SOV to alt modes?
- Encourage more frequent use of alt modes?
- Extend duration of alt mode use?

And how important was GRH relative to other factors in influencing shifts?



26% Drove Alone Pre-GRH; 4% Drove Alone During-GRH; Mode Shares for Most Alt Modes Increased Slightly

Primary telework for the During-GRH period likely is due to registrants reporting TW because they were still registered when the pandemic began.



Washington
GRH

Pre GRH
n = 1,298

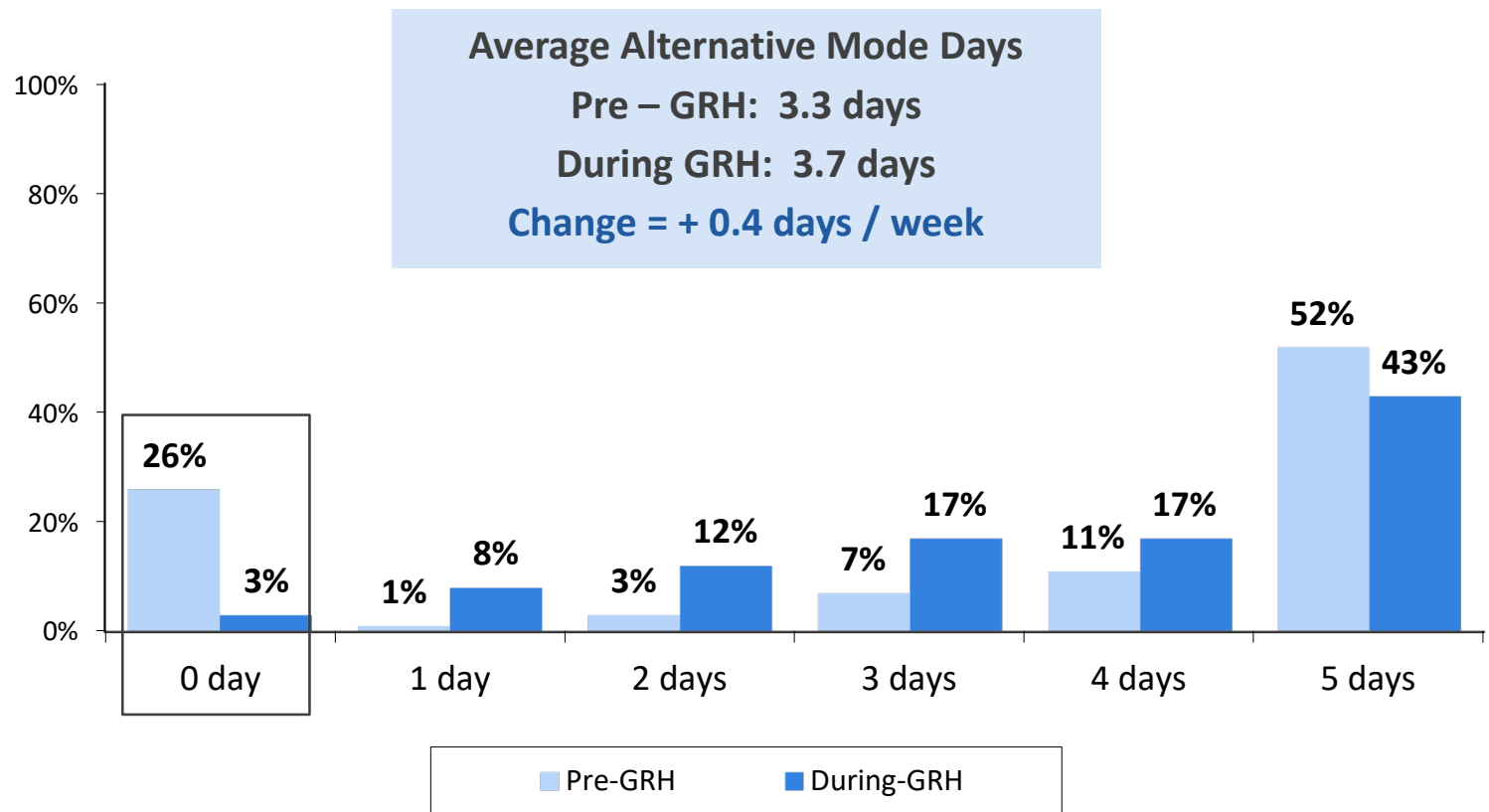
During GRH
n = 1,369

Q23 And while you were <registered, eligible> for GRH, how did you get to work?

Q29 And before you registered for GRH, how did you get to work?

Average Alt Mode Use Increased from 3.3 Days per Week Pre-GRH to 3.7 Days per Week During-GRH

Increase in alt mode frequency was primarily from shifts from drive alone to alt modes, rather than from shifts among current alternative mode users



Washington
GRH

Pre GRH
n = 1,298

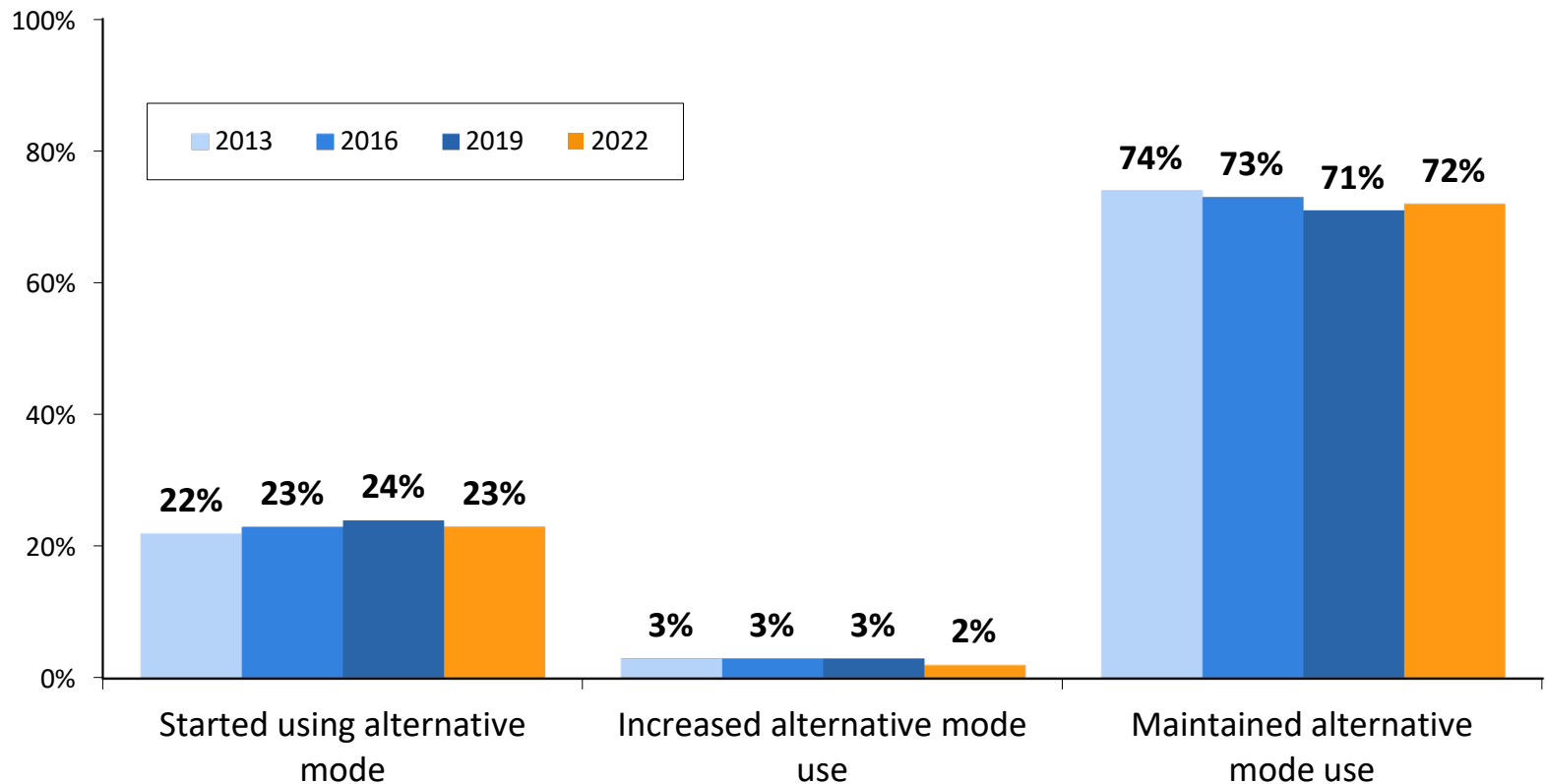
During GRH
n = 1,369

Q23 And while you were <registered, eligible> for GRH, how did you get to work?

Q29 And before you registered for GRH, how did you get to work?

23% of GRH Registrants Shifted from Driving Alone to Alternative Modes; 2% Increased Alt Mode Use After Joining

The proportions of alt mode changes have been consistent since 2013



Derived from comparison of Pre-GRH and During-GRH modes

Washington
GRH

2013
n = 2,374

2016
n = 2,085

2019
n = 1,986

2022
n = 1,298

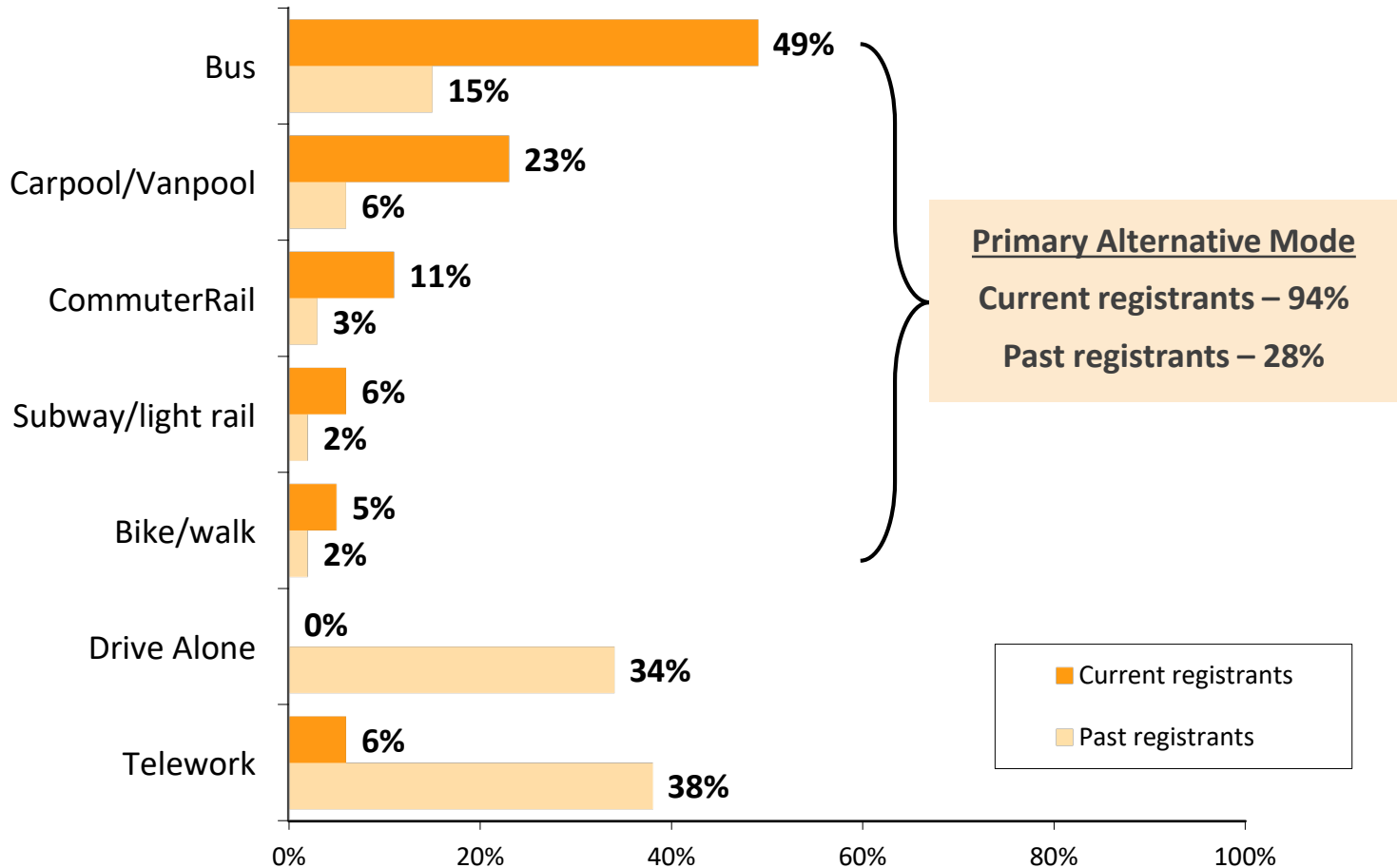
Totals will not add to 100% because some respondents said they did not use an alternative mode "During-GRH"



Baltimore Program Commute Patterns and Changes

Nearly All Current Baltimore Registrants Used an Alternative Mode as their Primary Mode

28% of PAST registrants also used alt modes; Both drive alone and telework were common primary modes for past registrants



Q14 Thinking about a TYPICAL week, how do you get to work, Monday through Friday?

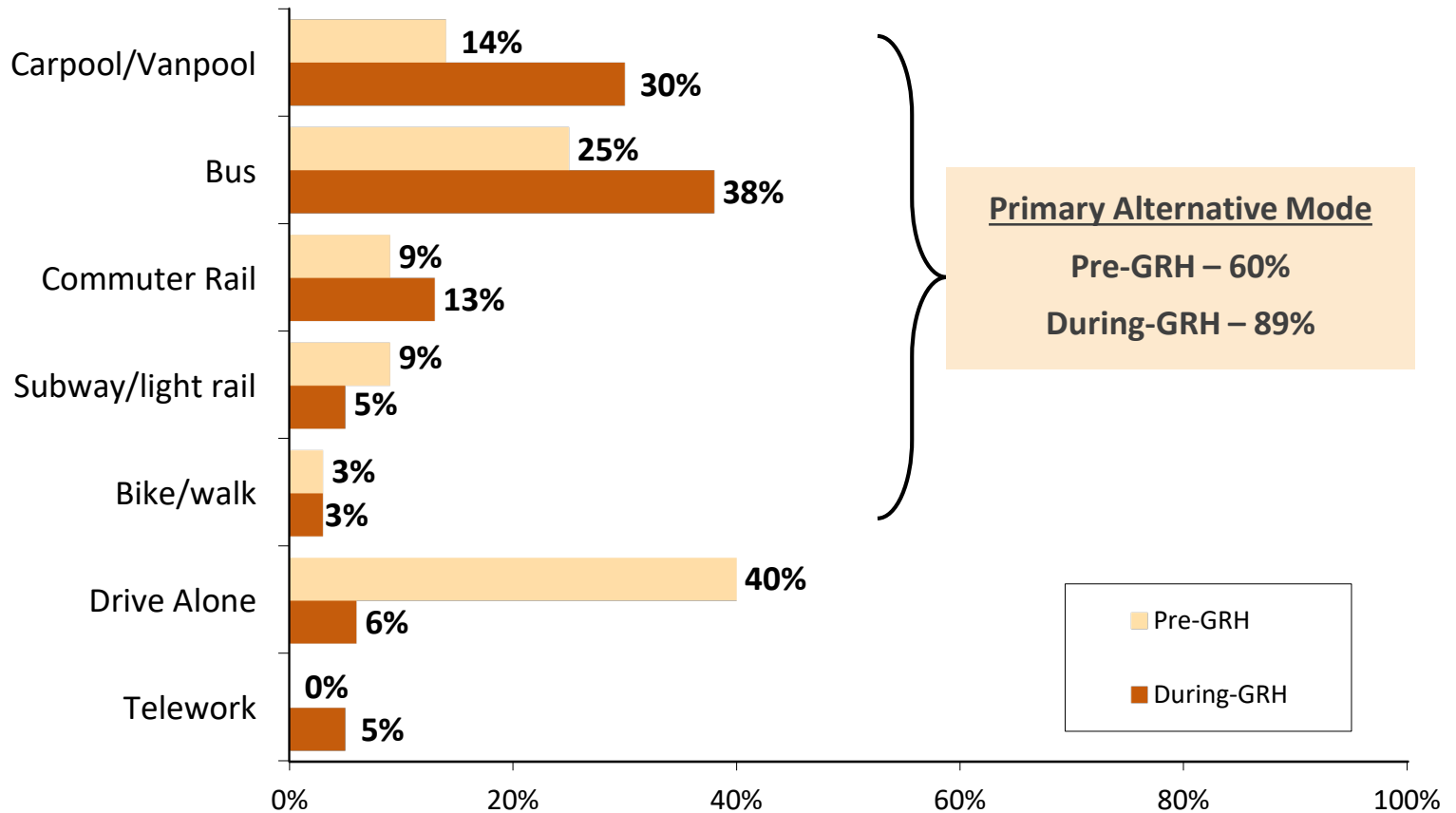
Baltimore GRH

Current registrants n = 35

Past registrants n = 61

40% Drove Alone Pre-GRH; 6% Drove Alone During-GRH; Mode Shares for Several Alt Modes Increased

CP/VP increased from 14% to 30% and bus use rose from 25% to 38%



Baltimore GRH

Pre GRH
n = 96

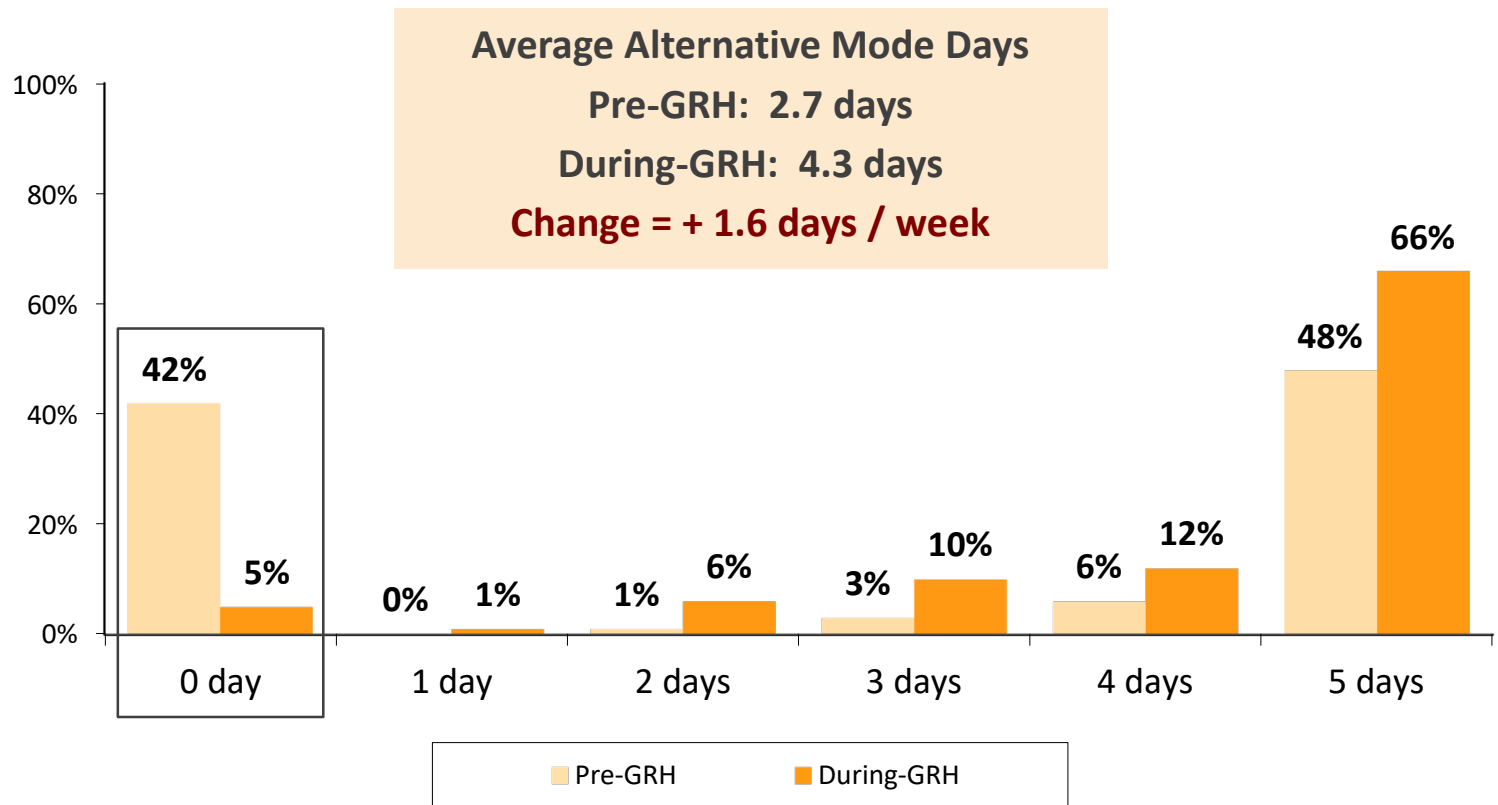
During GRH
n = 92

Q23 And while you were <registered, eligible> for GRH, how did you get to work?

Q29 And before you registered for GRH, how did you get to work?

Average Alt Mode Use Increased from 2.7 Days per Week Pre-GRH to 4.3 Days per Week During-GRH

Increase in alt mode frequency was primarily from shifts from drive alone to alt modes, rather than from shifts among current alternative mode users



Baltimore
GRH

Pre GRH
n = 92

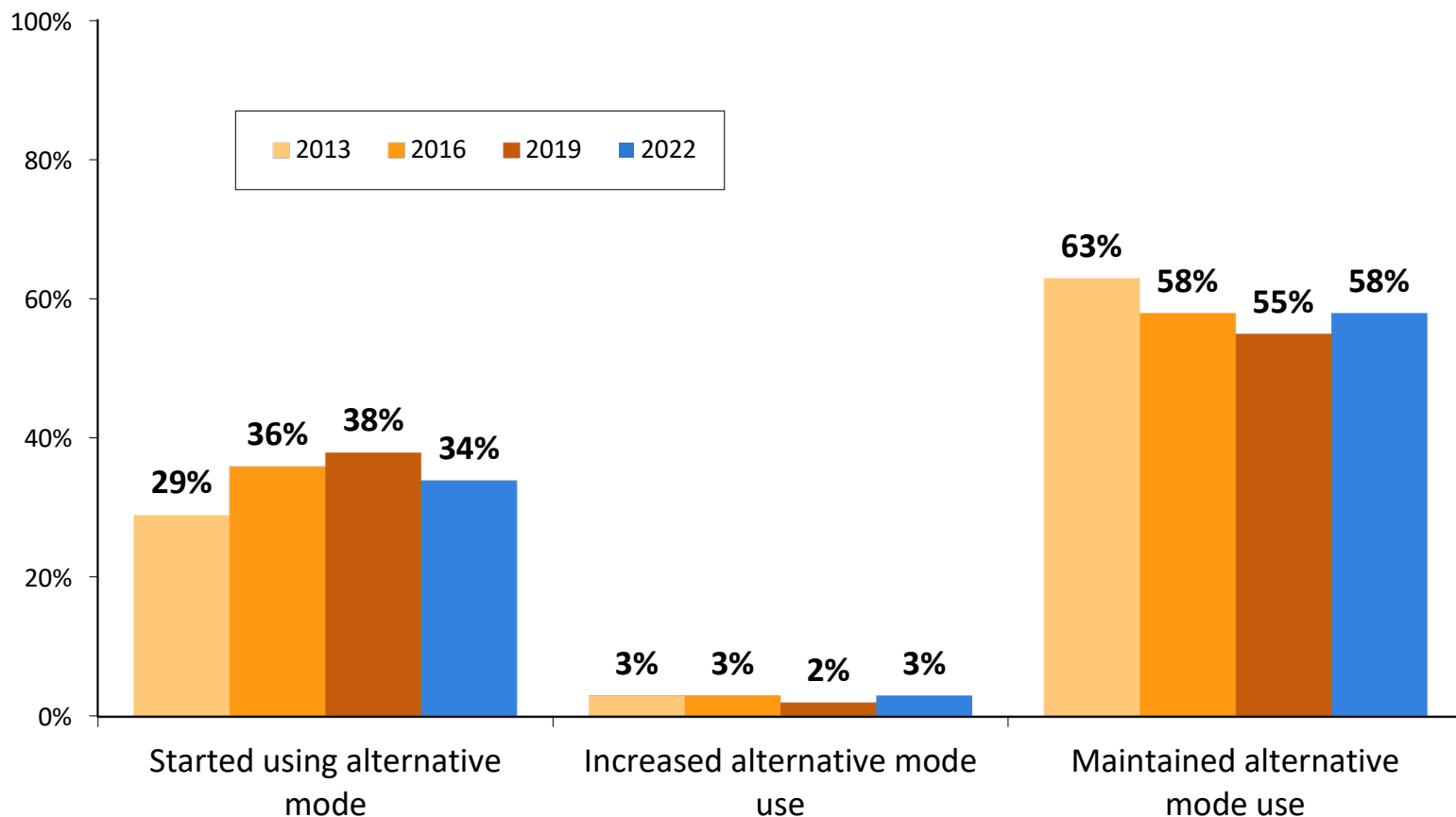
During GRH
n = 96

Q23 And while you were <registered, eligible> for GRH, how did you get to work?

Q29 And before you registered for GRH, how did you get to work?

34% of GRH Registrants Shifted from Driving Alone to Alternative Modes; 3% Increased Alt Mode Use After Joining

The distribution of mode changes is statistically the same as in 2019



Derived from comparison of Pre-GRH and During-GRH modes

2013
n = 530

2016
n = 318

2019
n = 233

2022
n = 92

Totals will not add to 100% because some respondents said they did not use an alternative mode "During-GRH"



Importance of GRH in
Mode Decisions

More than 8 in 10 Respondents said GRH was Important to Their Decisions to Start Using Alt Modes or Maintain Alt Mode Use

GRH seemed slightly less important to decisions to increase alternative mode use

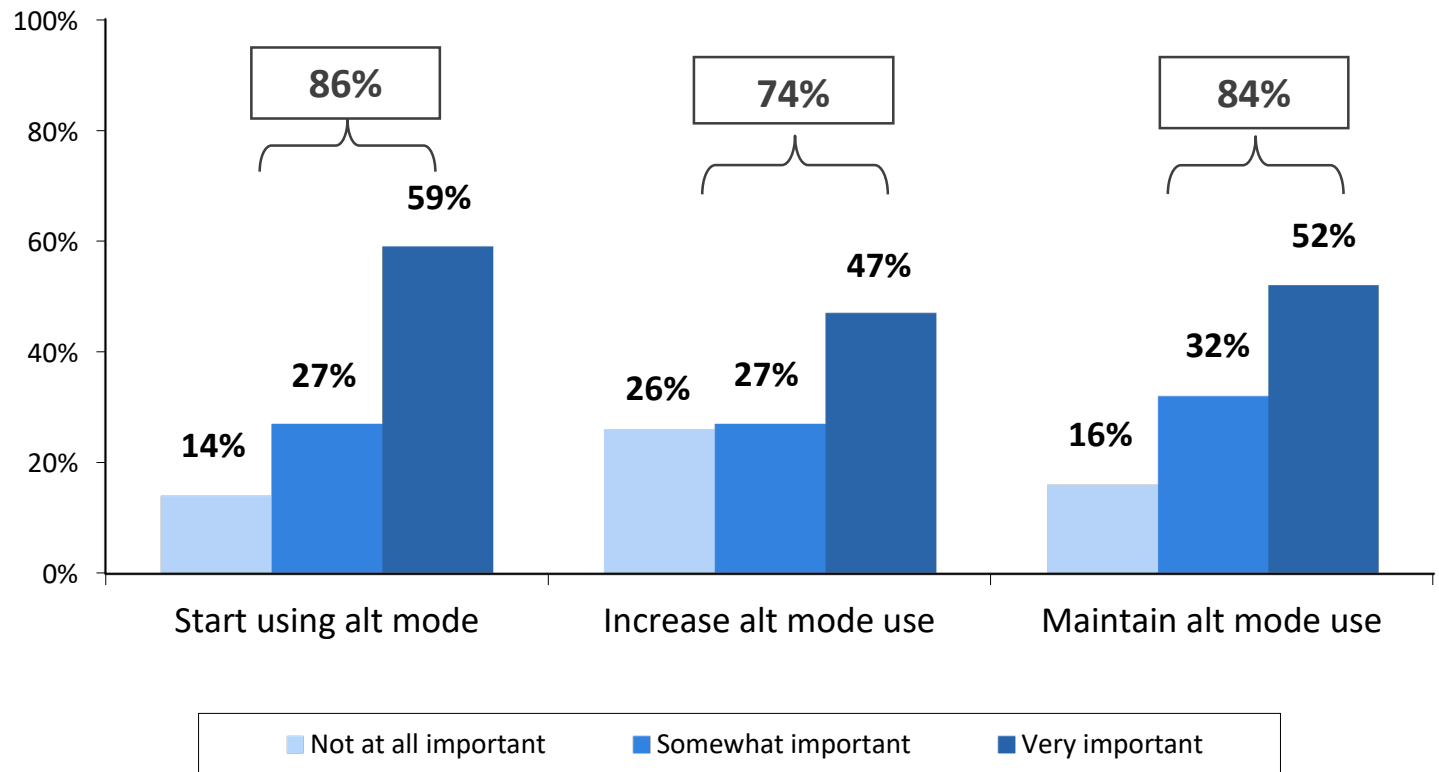
Baltimore

Importance to:

Start
87%

Maintain
88%

(Start n = 31;
Maintain = 51)



Washington
GRH

Start alt
mode
n = 291

Increase alt
mode
n = 26

Maintain alt
mode
n = 890

Q30/Q31/Q32 How important was the availability of GRH to your decision to (start, increase, continue) <mode>?

60% of Respondents who Started Using Alt Modes and 65% Who Increased Alt Mode Use Were Not Likely/Only Somewhat Likely to Switch without GRH

GRH was less valuable to maintaining use of existing alt mode

Baltimore

Not likely/
somewhat
likely to make
change without
GRH:

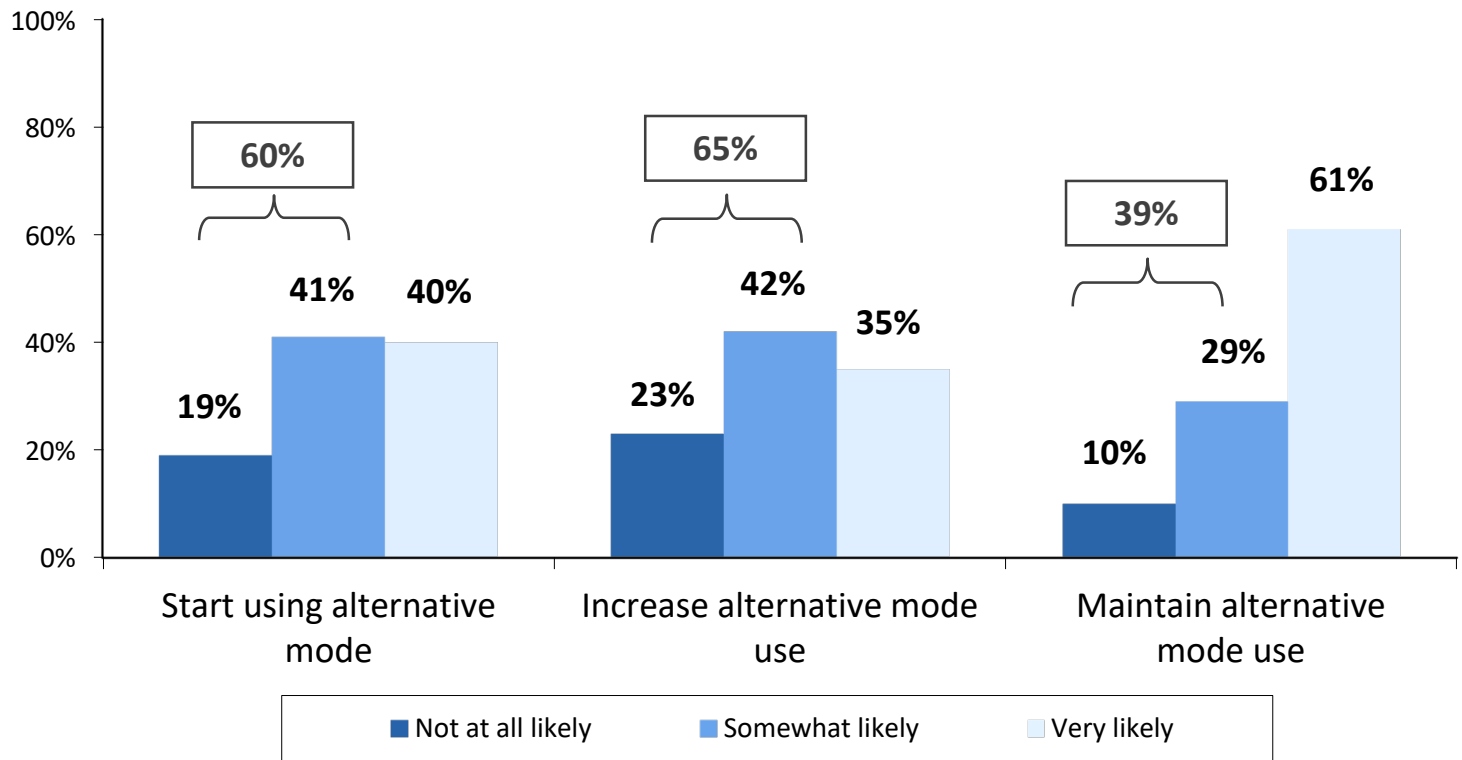
Start

47%

Maintain

46%

(Start n = 30;
Maintain = 50)



Washington
GRH

Start alt
mode
n = 463

Increase alt
mode
n = 42

Maintain alt
mode
n = 1,298

Q33/Q34/Q32 If GRH had not been available, how likely would you have been to (start, increase, continue) <mode>?

56% of GRH Registrants Received Other CC Services

Most common – P&R info, matchlist, transit info, other CP/VP info, events info;
But 74% of all respondents said GRH was the only service or the most important service they received from Commuter Connections

Baltimore

43% Received Only GRH

Other CC Services:

P&R 13%

Matchlist 9%

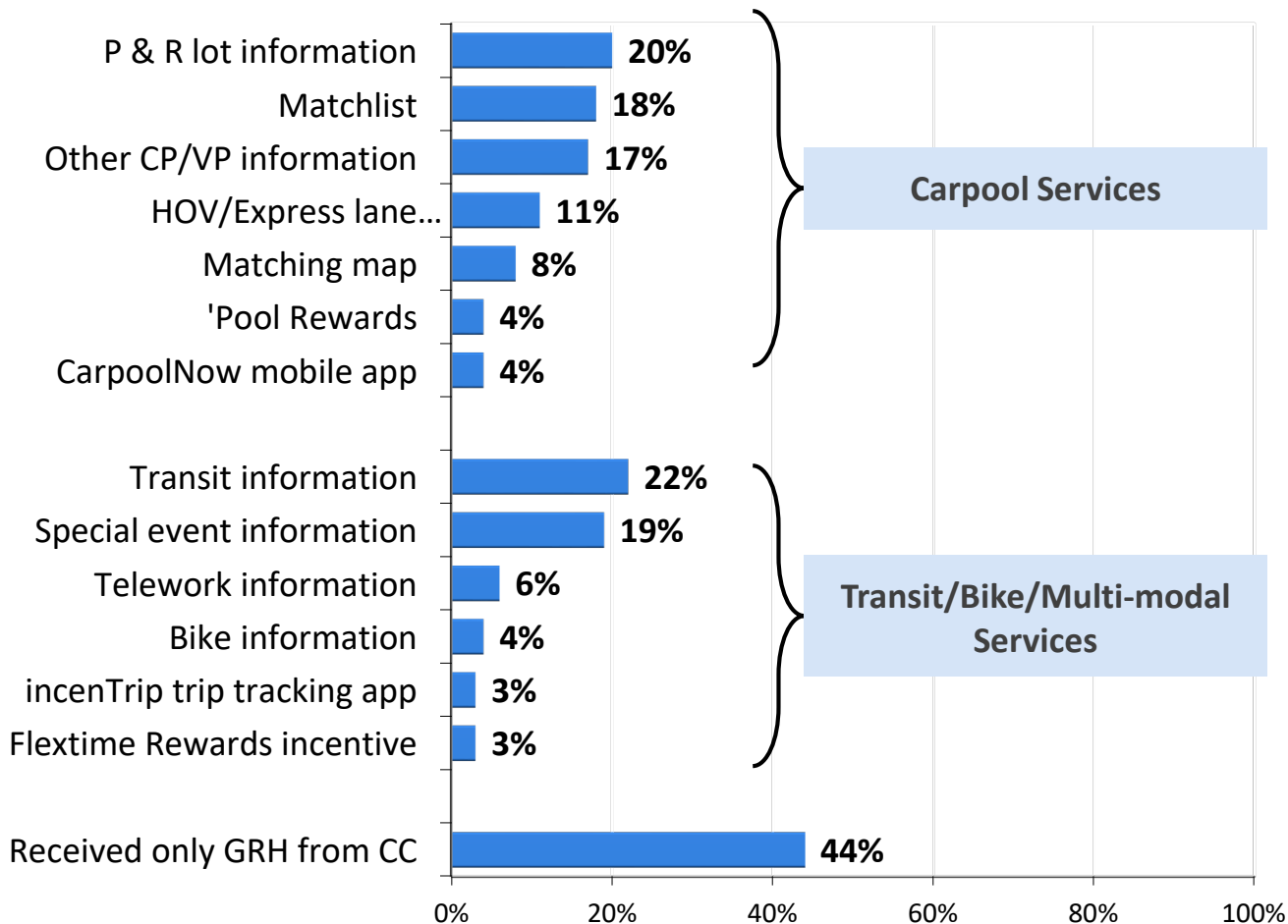
Other CP/VP info 11%

Transit 30%

Events 18%

'Pool Rewards 10%

(n = 91)



Q44a. Do you recall receiving or accessing the following commute information or assistance services from Commuter Connections, in addition to GRH?



GRH Use and Satisfaction

40% of GRH Registrants Made a Trip

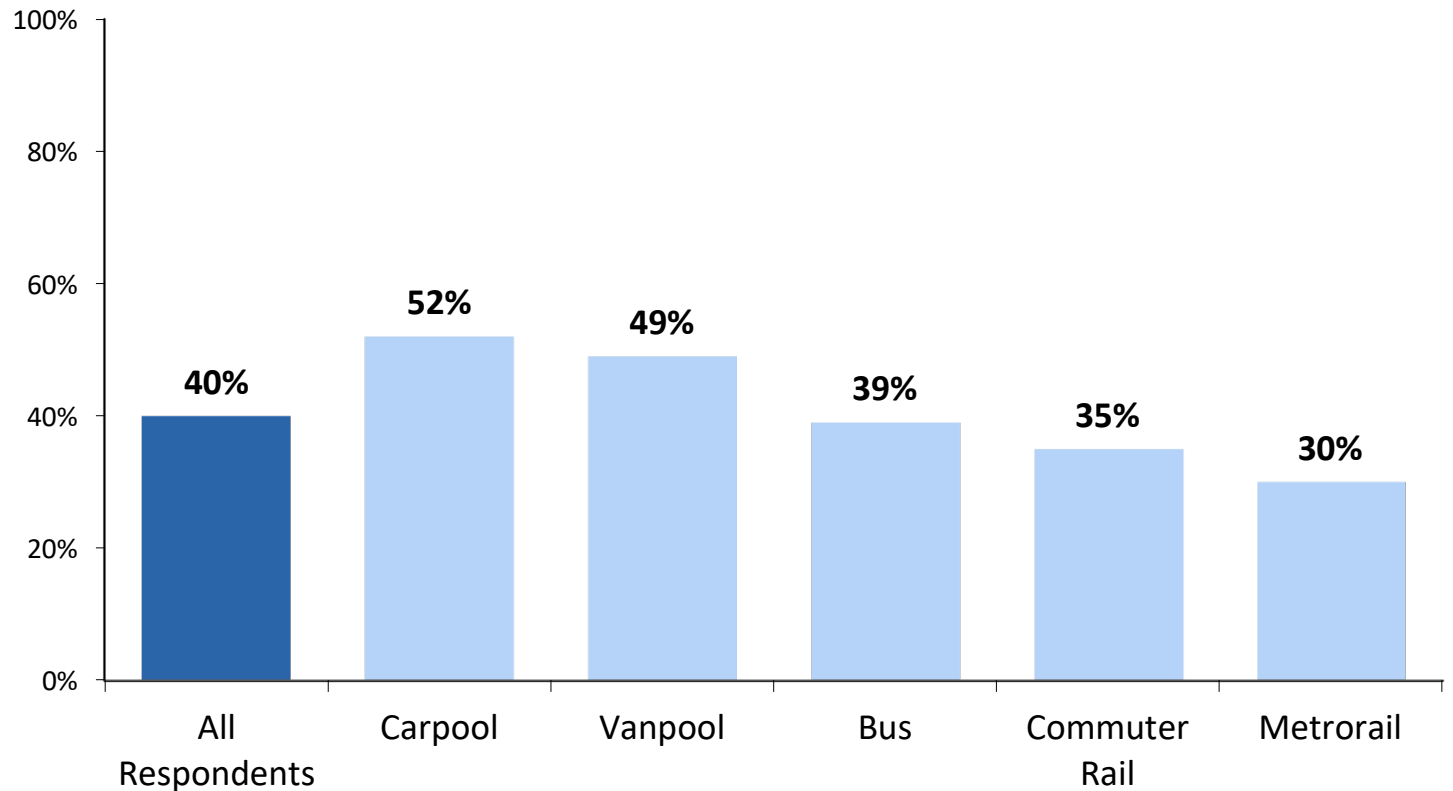
Carpoolers and vanpoolers were more likely to have used a GRH trip than were transit riders; registrants who commuted 20 or more miles also were more likely to have used a trip than were registrants with shorter commutes

Baltimore

Made GRH trip

30%

(n = 95)



Q54 Have you taken a GRH trip since you registered for GRH?

Washington GRH

All respondents n = 1,370

Mode During GRH

Carpool n = 144

Vanpool n = 188

Bus n = 343

Commuter rail n = 264

Metrorail n = 101

75% of GRH Trips were Taken To Address an Illness; 13% for Unscheduled Overtime

Respondents waited on average of 19 minutes for the taxi to arrive; 97% of respondents who used a trip said they were satisfied

Average wait time

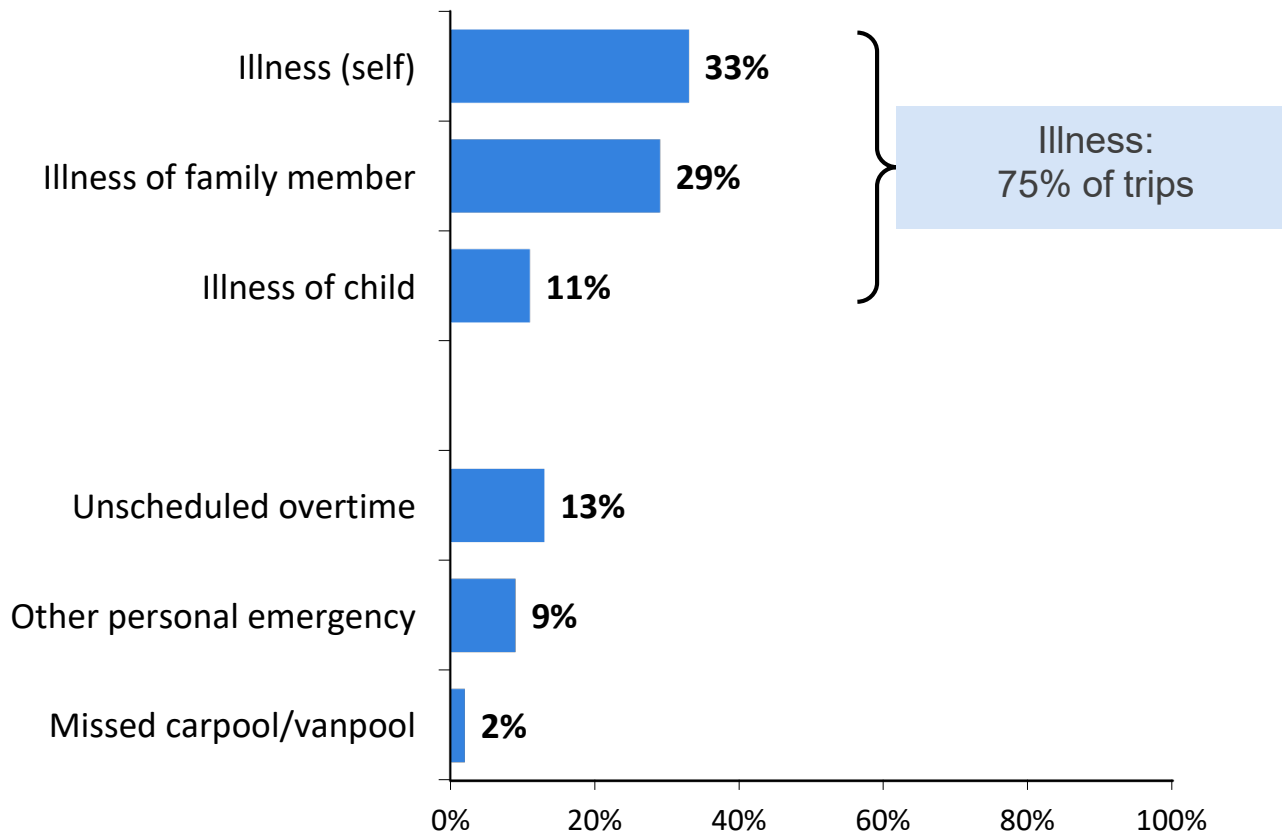
Wash **19 min**

Baltimore
36 min

But satisfaction
was similar:

Wash – **97%**

Balt – **85%**





Questions?

Contact:

Lori Diggins

LDA Consulting

202-657-3752

LDACWDC@aol.com

