

# Commuter Connections 2021 Retention Rate Survey

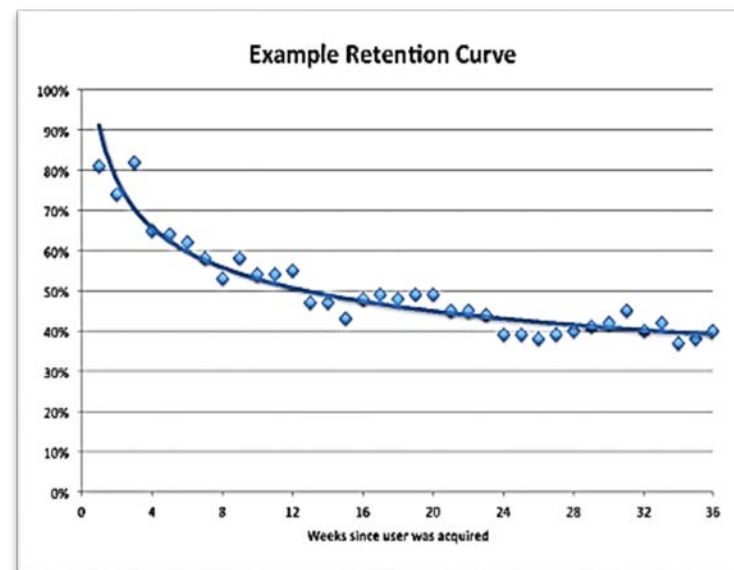
Retention Results



Commuter Connections  
Subcommittee

May 18, 2021

LDA Consulting  
with CIC Research

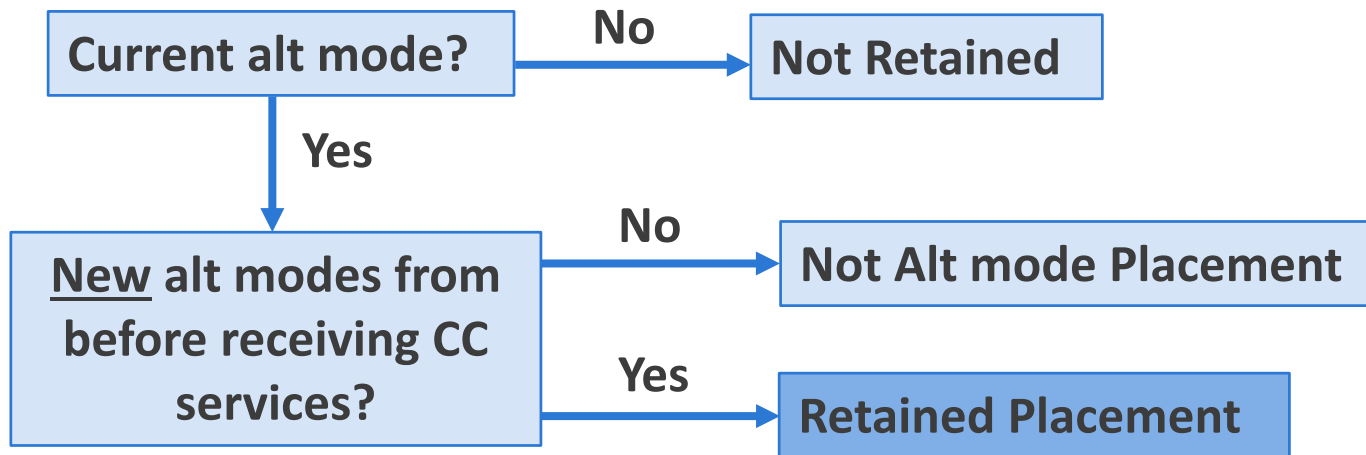


# Survey Objective – Define Alt Mode “Retention”

Survey of random sample of 1,321 commuters who last participated in GRH or received other CC services between July 2012-June 2018

**Retained Commuter** – Commuter changed to a new alternative mode with/after receiving CC services and continued using the new alt mode

## Two Tests



Collect data for FY 2021-FY 2023 TDM evaluation – additional credit for GRH and Commuter Operations Center for “retained” past placements



# Current/Pre-pandemic Commute Patterns





# Mode Data Collected for Multiple Time Period

Three time periods for analysis:

- Current/recent travel
- Before receiving services (GRH/non-GRH service)
- During service (if current travel is drive alone)

Coronavirus pandemic disrupted commute patterns, so modes used at the time of the survey were not expected to reflect either the recent travel or likely future commutes

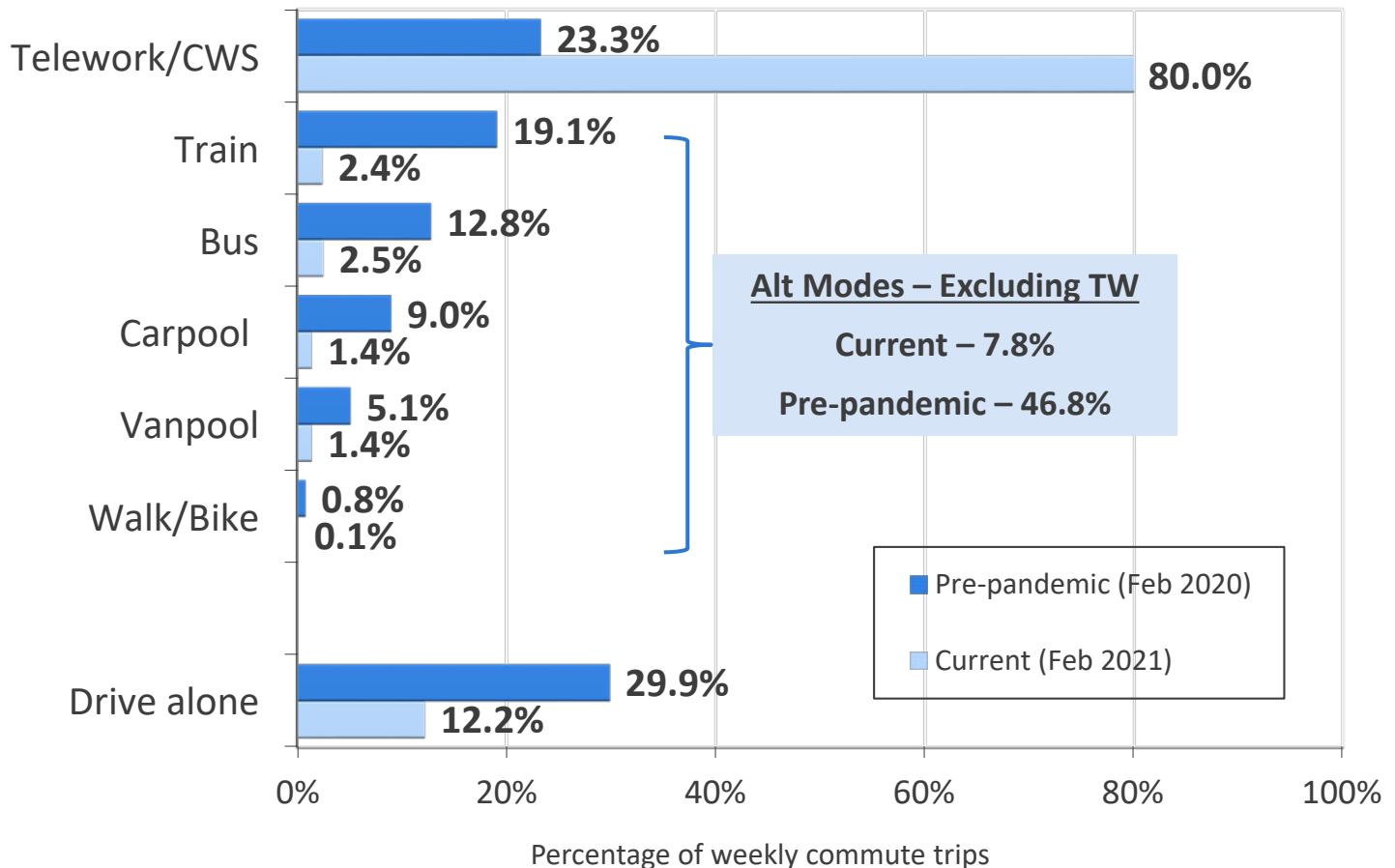
2021 survey asked about three recent commute travel cases

- Current travel – at the time of the survey (Nov 2020)
- Pre-pandemic travel – Feb 2020, before pandemic began
- Likely travel when pandemic is over

These three time periods were used to define the most likely recent “ongoing” commute for comparison with travel before receiving services

# In Feb 2021, TW Accounted for 80% of Weekly Commute Trips, 8% Was for Non-TW Alt Modes

Pre-pandemic, non-TW alt modes represented 47% of weekly trips.



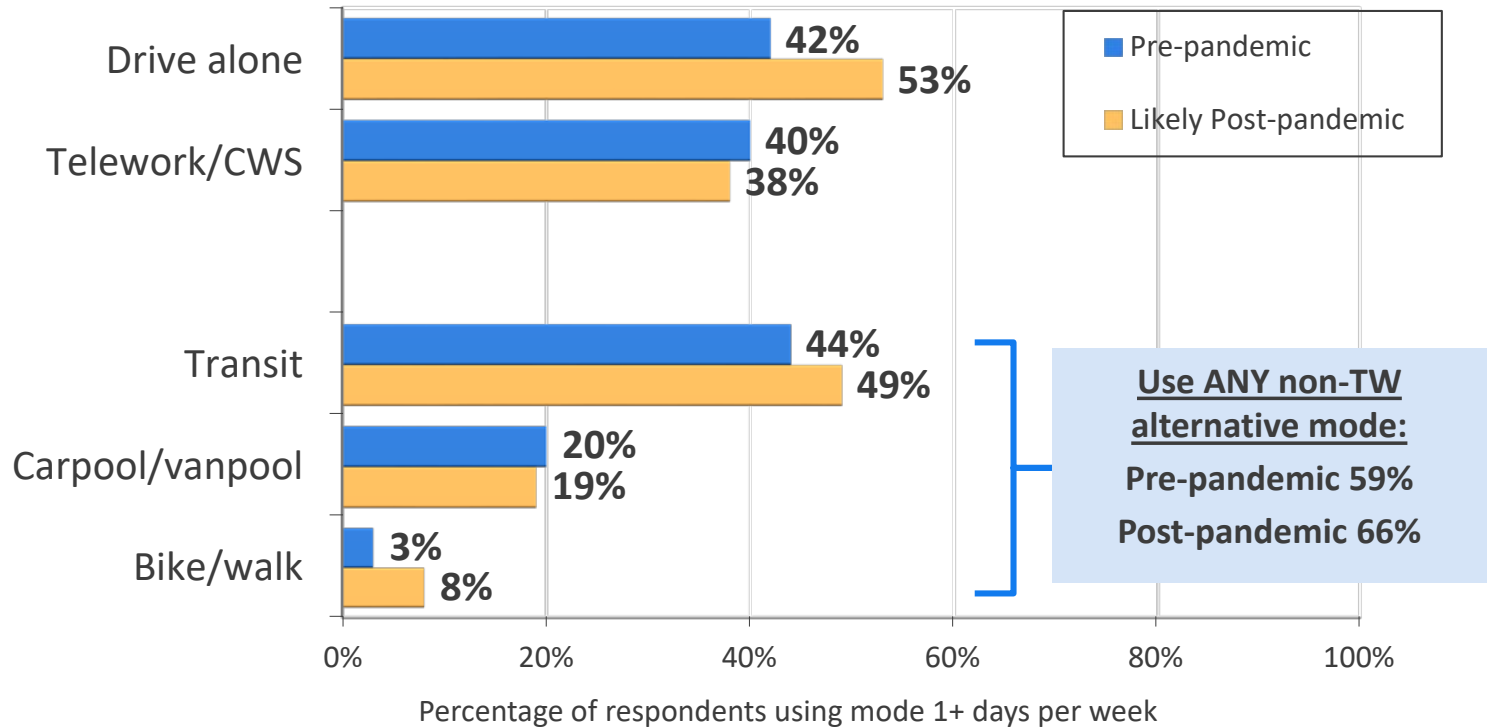
Q15 Thinking about a typical week, Monday through Friday, how do you get to work now? ...

Q16 How did you get to work before the coronavirus pandemic began?

# Likely Future Alt Mode Use Similar to Pre-pandemic Use

## – So Pre-pandemic Mode is Reasonable “Ongoing” Base for Retention Analysis

More respondents were likely to drive alone 1+ d/wk after the pandemic, but nearly all respondents who used alt modes pre-pandemic were likely to return to those modes.



**% of Alt Mode Respondents Likely to Return to Pre-pandemic Modes**


Bike/walk – 92%  
Transit – 89%  
CP/VP – 79%

**% of Respondents Using Mode**

n = 1,194

Q16 How did you get to work before the coronavirus pandemic began?

Q17a When the pandemic is over, which of following types of transportation do you expect you will use at least once per week for your trip to work?



# Analysis Divided Respondents into Categories by “Program Used” and “Last Activity” Date for Purpose of Calculating Retention Rates for GRH and Commuter Operations Center (COC)

## 2 programs

- GRH – two groups combined (67% of respondents)
  - GRH only – Received only GRH
  - GRH/Non-GRH – Received GRH AND non-GRH service
- Non-GRH only (COC) – Received only non-GRH service (33%)

## 3 last activity dates (Defined by database)

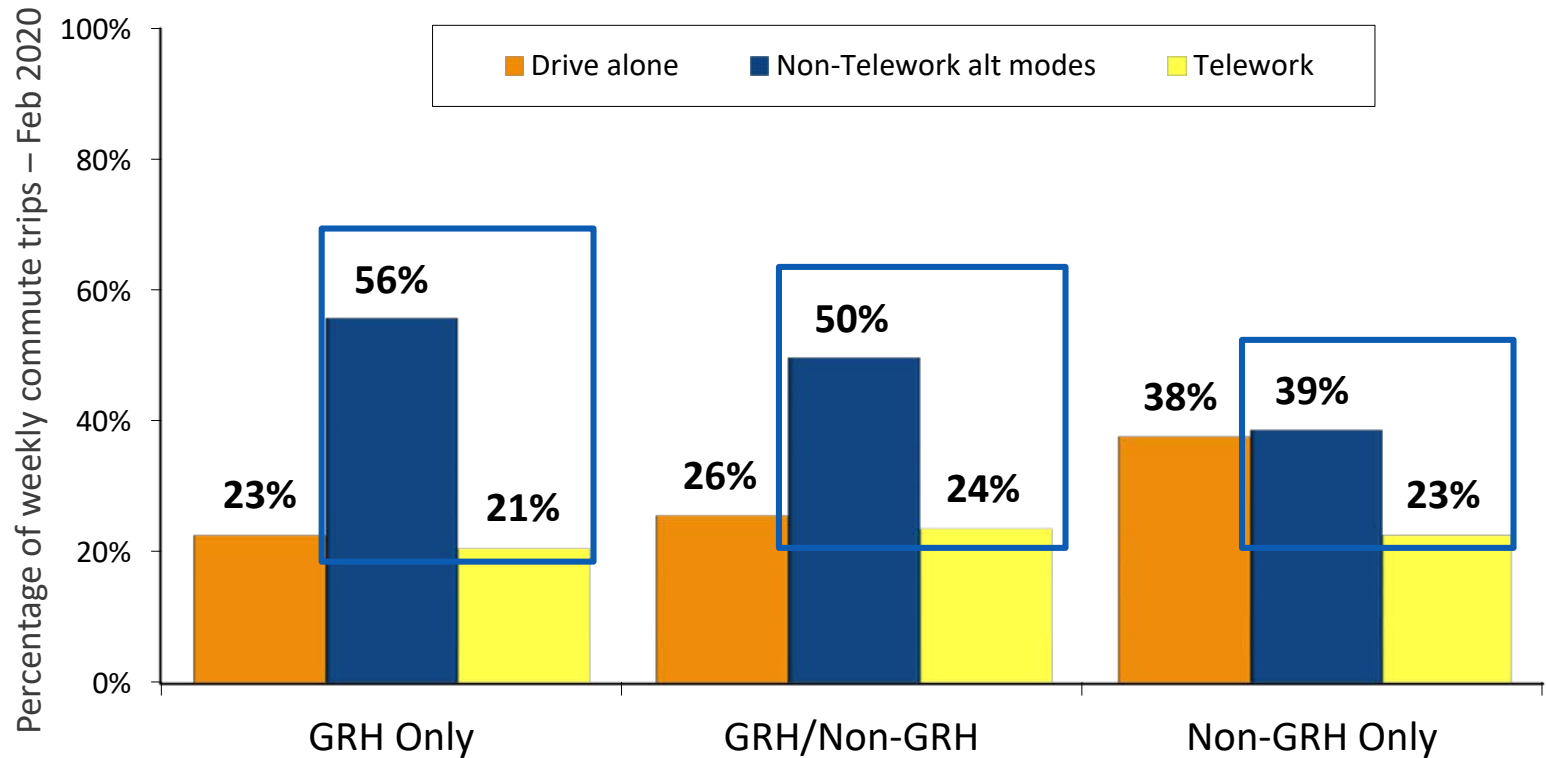
- 2012-2014
- 2015-2016
- 2017-2018

For each GRH and Non-GRH respondent – analysis defined:

- **Ongoing alt mode use?** = using AM in Feb 2020
- **Alt mode placement?** = start/increase AM since receiving CC services?

# Ongoing Alt Mode Use Was Higher Among Respondents Who Participated in GRH Than Among Non-GRH Only Users

Weekly share of trips by TW was about the same across the 3 groups



GRH Only  
n = 275

GRH/Non-GRH  
n = 622

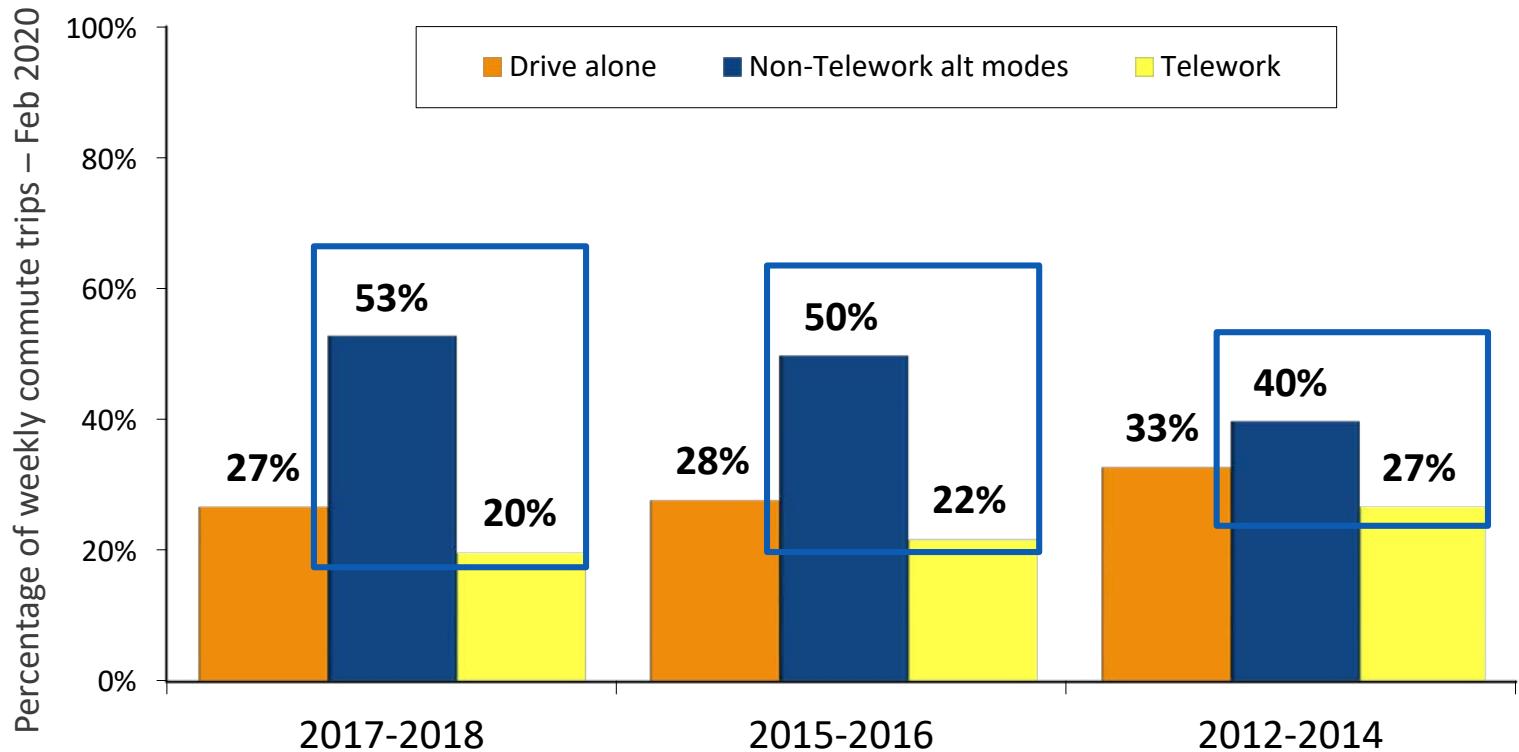
Non-GRH Only  
n = 419

Q1/Q2 Which of the following services have you accessed, received, or requested from Commuter Connections?  
Q16 How did you get to work before the coronavirus pandemic began?



# Ongoing Alt Mode Use Was Similar for Last Activity Dates of 2017-2018 and 2015-2016

AM Use Was Only Slightly Lower for the 2012-2014 Group, when Telework is Included as Alt Mode



2018-2018  
n = 489

2015-2016  
n = 508

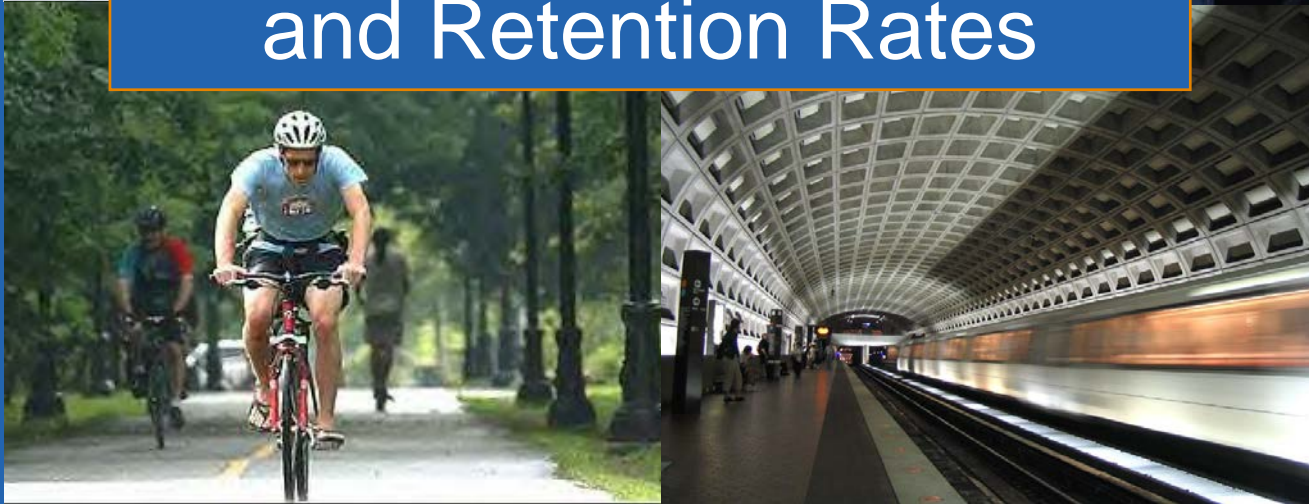
2012-2024  
n = 421

Database "last activity year"

Q16 How did you get to work before the coronavirus pandemic began?

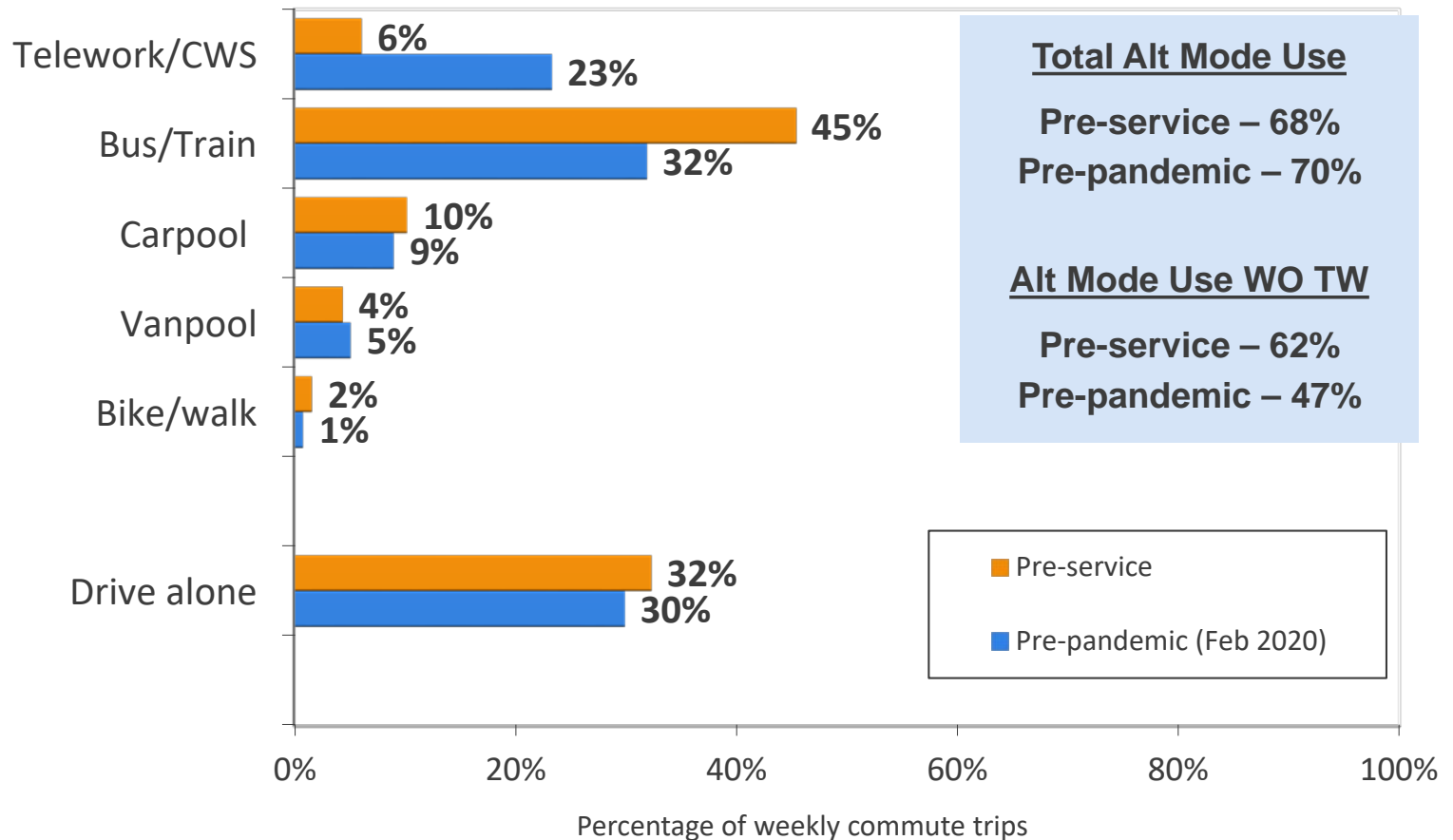


# Alt Mode Use Pre-service and Retention Rates



# Respondents Used Alt Modes More (70%) in Feb 2020 Than Before They Received Services (68%)

Non-TW alt mode use declined from 62% to 48%



Pre-Service  
n = 1,176

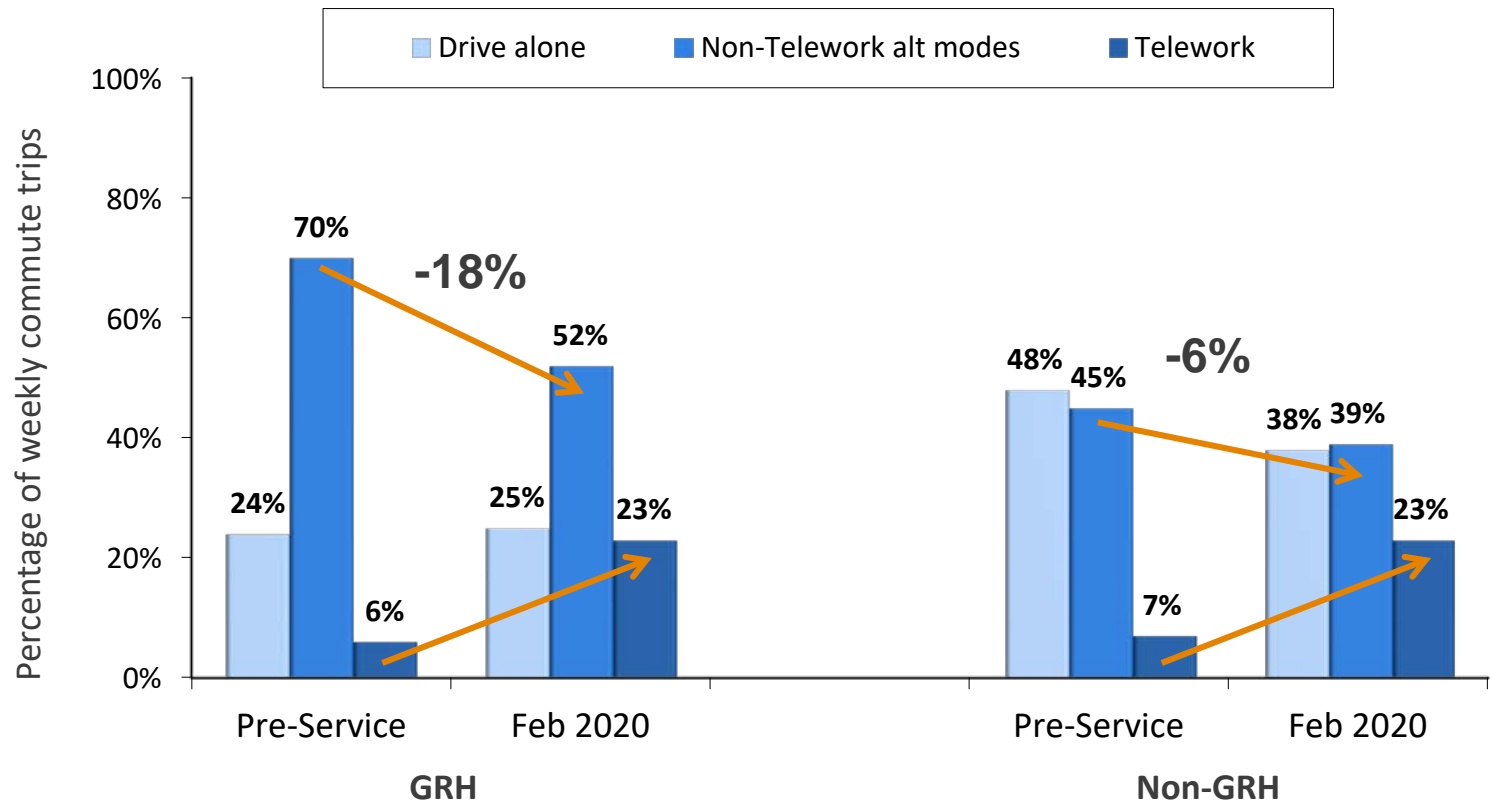
Feb 2020  
n = 1,255

Q16 How did you get to work before the coronavirus pandemic began?

Q24/Q25/Q30 Before you [registered for GRH, first got information from Commuter Connections] how many weekdays did you use each of the listed types of transportation to get to work?

# GRH Respondents Had Greater Alt Mode Drop from Pre-Service to Feb 2020 than Did Non-GRH Respondents, But They Started at Higher Level

Telework use grew about the same for both groups



CC Program Used

GRH  
n = 797

Non-GRH  
n = 375

Q16 How did you get to work before the coronavirus pandemic began?

Q24/Q25/Q30 Before you [registered for GRH, first got information from Commuter Connections] how many weekdays did you use each of the listed types of transportation to get to work?



# Retention Final Test – Previous AM Placement?

For each GRH and Non-GRH respondent – analysis defined:

- Ongoing alt mode use? = Feb 2020, pre-pandemic
- **Alt mode placement?** = Did respondent start/increase alt mode use since receiving CC services?

## 2 alt mode placement cases:

Ongoing AM use (Feb 2020), new alt mode since pre-service

- Drove alone before receiving CC services
- Used alt mode before receiving services, but different AM than Feb 2020

## 3 cases with NO AM placement:

Ongoing AM use (Feb 2020), but no new alt mode

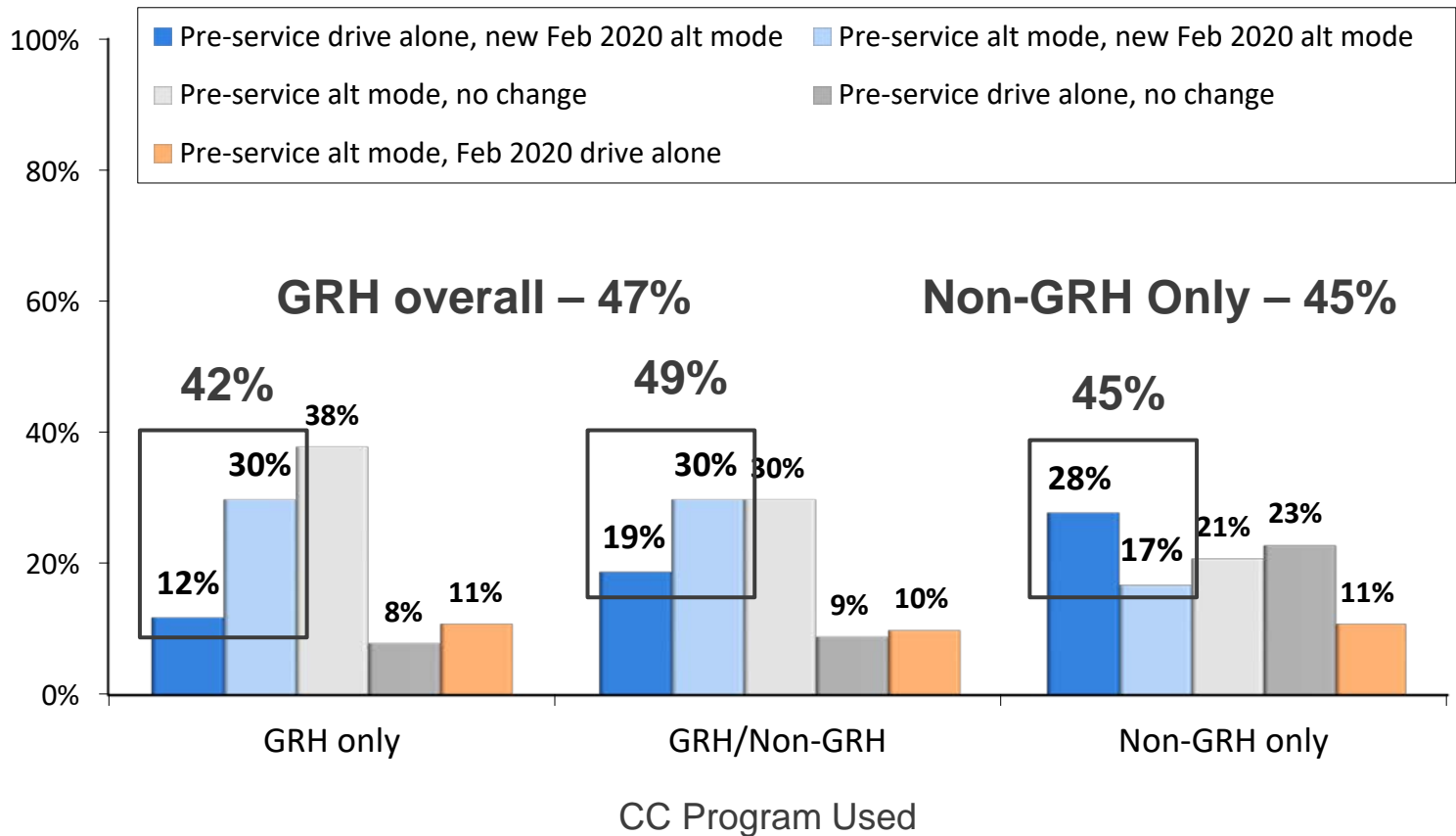
- Used alt mode before services, continued using the same alt modes

Drove alone in Feb 2020 (not ongoing alt mode user)

- Used alt mode before services, changed to drive alone
- Drove alone before services, still driving alone

# Retention Rates for GRH Users (47%) and Non-GRH Only Users (45%) Were Nearly the Same

Respondents who used both GRH/Non-GRH services had the highest rate (49%) and GRH Only had the lowest rate (42%)



## CC Program Used

GRH Only  
n = 240

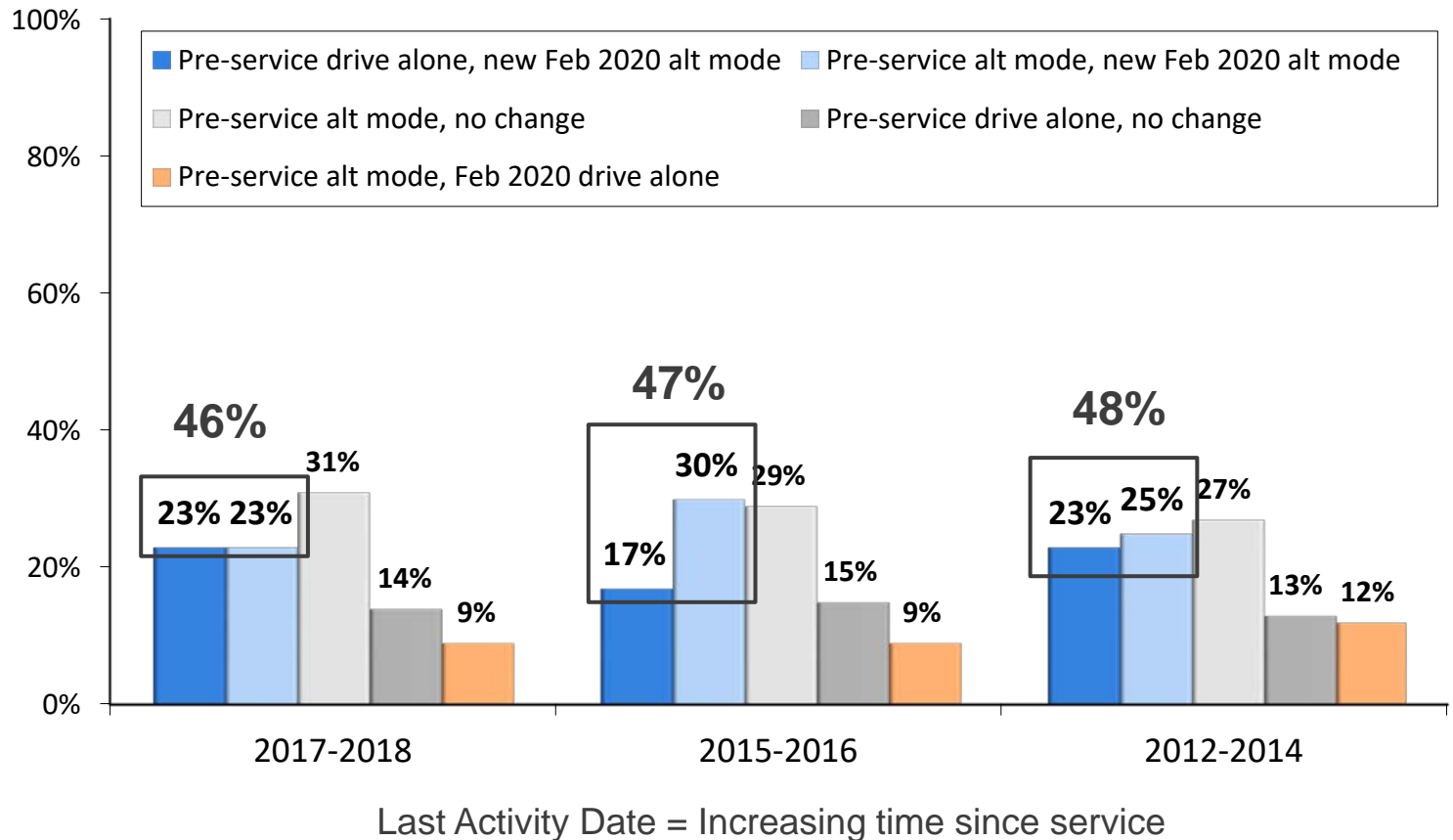
GRH/Non-GRH  
n = 528

Non-GRH Only  
n = 371

Q16 How did you get to work before the coronavirus pandemic began?

Q24/Q25/Q30 Before you [registered for GRH, first got information from Commuter Connections] how many weekdays did you use each of the listed types of transportation to get to work?

# Retention Rates Also Were Essentially the Same by Last Activity Year: 2017-2018 (46%), 2015-2016 (47%), 2012-2014 (48%)



## Last Activity Year

2017-2018  
n = 427

2015-2016  
n = 433

2012-2014  
n = 279

Q16 How did you get to work before the coronavirus pandemic began?

Q24/Q25/Q30 Before you [registered for GRH, first got information from Commuter Connections] how many weekdays did you use each of the listed types of transportation to get to work?



# Use of Retention Rates for the TDM Analysis

Retained placement rates will be applied to counts of GRH and Non-GRH past users to estimate total past users still in alt modes

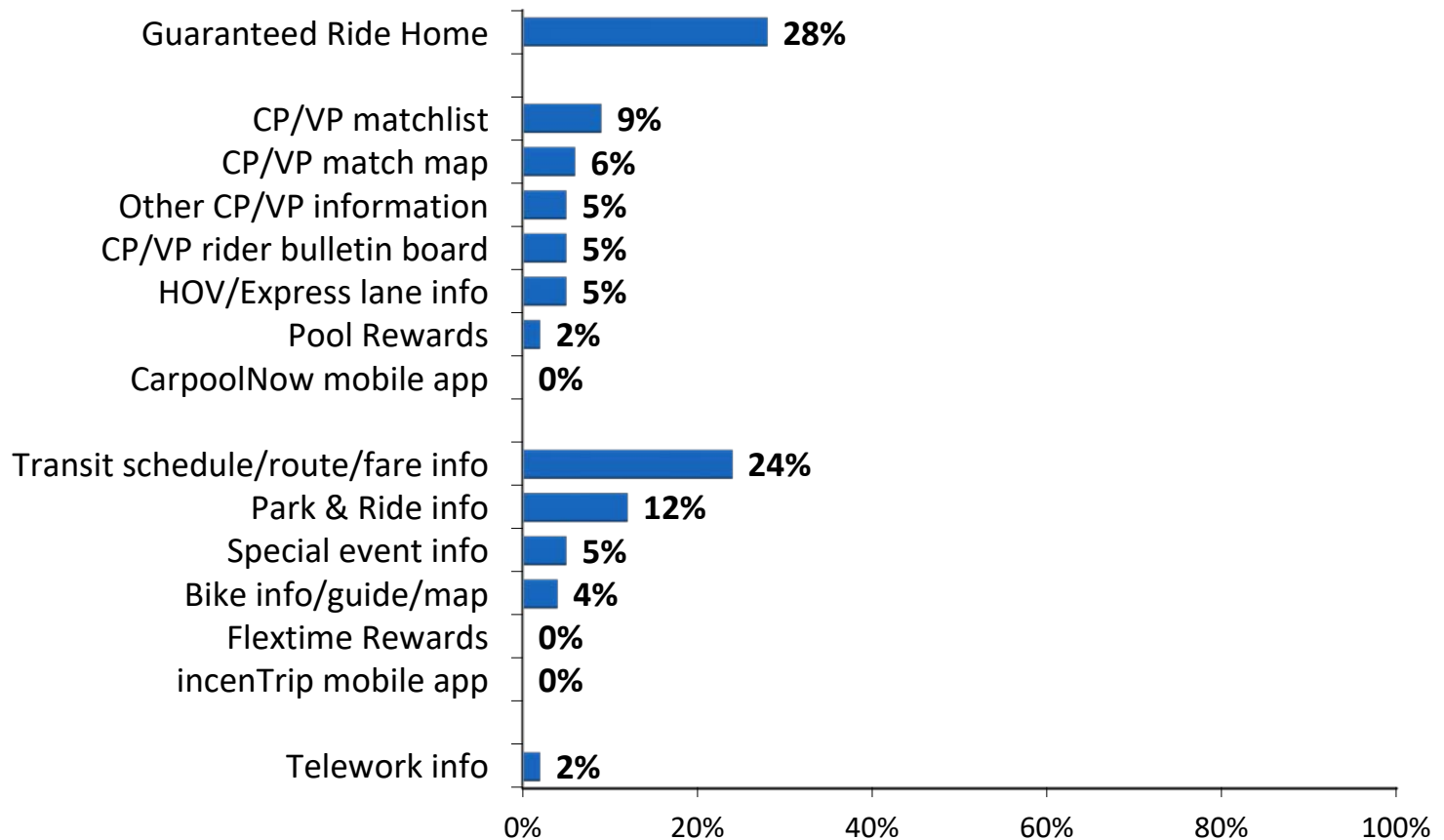
Need to make adjustments to ensure retention rates calculated from survey data don't overestimate the actual rates:

- Inability to reach many past users (retired or died, changed jobs, invalid contact info, perhaps moved out of area?) – **adjust base of past users to exclude those no longer commuting in DC region**
- Non-response among commuters with valid contact info perhaps because they were no longer using alt modes so thought the survey did not apply to them? – **create a composite rate that assumes lower continued alternative mode use among NON-surveyed commuters**



# 60% of Commuters Who Were Using Alternative Modes Said a Commuter Connections Service Influenced/Assisted Continued Use of Alt Modes

GRH and transit info were most common



Q51 You mentioned earlier that you accessed, requested, and/or received the commute information and assistance services shown below from Commuter Connections or from the Commuter Connections website. Did any of these services influence you or assist you to use carpool, vanpool, bus or train, or walk or bicycle for your trip to work?



## Questions?

Contact:

Lori Diggins

LDA Consulting

202-657-3752

LDACWDC@aol.com