

## 2013 Guaranteed Ride Home Survey Overview of Changes from 2010 Survey

### Background on Past GRH Survey Method

- Four previous SOC surveys (2001, 2004, 2007, 2010)
- Primary objective is to assess impact of GRH program:
  - GRH influence to shift from drive alone to alternative mode
  - GRH influence to increase use of alternative mode
- Surveys sampled 1,000 GRH participants (current, past, one-time exceptions)
- Interview method:
  - In 2001, 2004, and 2007, interviews were conducted by telephone
  - In 2010, interviews were conducted by combination method – Internet and telephone

### Proposed 2013 GRH Survey Methodology

Two surveys – one for Washington metro region and a second for Baltimore metro region

- Surveys will be conducted simultaneously
- Survey questionnaires will be the same, except for minor modifications to reflect different modes available in the two regions
- Survey data will be analyzed separately

### Sample sizes for 2013

- Washington region – 1,000 (estimate of 15,000 total registrants)
- Baltimore region – estimated as 860 (estimate of 5,000 total registrants)

### Interview Method

- Conducted through combination of Internet and telephone, depending on the contact information in database and GRH registration status:

#### Current registrants / OTE with email address in GRH database:

- Registrants will receive emailed invitation, with link to an online survey. Telephone follow-up will be used, if needed, to complete the quota for this sample group.

#### Current registrants / OTE with no email contact:

- Registrants will receive alert letter through postal mail. The letter will provide the link to the online survey. Registrants who do not complete online survey will be called to complete the survey by telephone.

#### Past registrants:

- Registrants will receive alert letter through email or postal mail. They will then be called to complete the survey by telephone, since they do not have current GRH accounts.

## GRH Survey Question Patterns

Basic approach –

- Compare weekly travel pattern during GRH enrollment to travel pattern before GRH
- Determine role of GRH in influencing / supporting travel change
- Assess use of and satisfaction with GRH trips

Part 1 – Assess GRH status – current, past, one-time exception (OTE) (Q1-Q6)

Part 2 – Define CURRENT travel pattern – mode, distance, etc. (Q8-Q20)

Part 3 – Define DURING travel – travel during GRH

Current registrants – during travel = current travel

OTE – during travel = current travel

Past registrants – need to ask additional questions – Q21, Q23

Part 4 – Define PRE-GRH travel – travel before registering / hearing about GRH

Current registrants and Past registrants – travel before registering – Q27, Q29

OTE – travel before hearing about GRH – Q24, Q26

Part 5 – Compare DURING travel to PRE-GRH travel – define one of four cases:

- Shifted from driving alone to alt mode
- Used alt modes before, increased alt mode use
- Used alt modes before, continued alt mode use (no change)
- Reduced or stopped alt modes

Part 6 – Ask three questions of alt mode users who started, increased, or continued alt modes:

- Importance of GRH to decision to start, increase, or continue alt modes
- Likelihood to make the change if GRH were not available
- Other services / factors important to decision (Q45 – Q48)

Note slight wording differences by registration status (Current, Past, OTE)

- Started alt mode – previously drove alone all the time (2 questions from Q30 – Q34)
- Increased alt mode (2 questions from Q35 – Q39)
- Continued alt mode (2 questions from Q40 – Q44)

Part 7 – Ask about referral sources to GRH / GRH ad recall (Q49 – Q53)

Part 8 – Ask about use / satisfaction with GRH trip (Q54 – Q59)

Part 9 – Demographics (Q59a – Q64)

**MWCOG 2013 Guaranteed Ride Home Survey - Internet Version**  
**Draft V1- 11-1-12 – Washington Version**  
**Questions Only (excludes programming instructions)**  
**New questions highlighted in yellow**

**INTRODUCTION**

Commuter Connections is conducting this online survey of commuters who have registered for or participated in Commuter Connections' Regional Guaranteed Ride Home (GRH) program. Your answers will be confidential. It will take about \_\_\_ minutes. Please complete the survey and click on the "SUBMIT" button at the end. If you need to stop before you have finished the survey, your answers will be saved and you may come back and complete the remaining questions at a later time. Thank you for your participation

**REGISTRATION INFORMATION**

Define registration status – Current, Past, One-time Exception (OTE)

Q1. In what year did you first register for Commuter Connections' GRH program?

***If respondent does not recall registering, ASK Q1a***

Q1a Do you recall that you did register for the GRH program at some time?

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

Q3 Have you ever taken a GRH trip provided by Commuter Connections' GRH program?

***If OTE respondent did not register after taking GRH trip, ASK Q3a***

Q3a For what reason did you not register for the GRH program after you took this one-time GRH trip?

**If respondent has never registered and does not recall making a GRH trip, THANK AND TERMINATE**

**If respondent is currently or previously registered and / or has taken a GRH trip, CONTINUE**

***If respondent is a Past Registrant, ASK Q4 – Q5***

Q4 How long were you registered in the GRH program?

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

Q6 Did you participate in another GRH program before registering for Commuter Connections' GRH program?

***If respondent participated in another GRH program, ASK Q7***

Q7 Who offered/sponsored that program?

**CURRENT COMMUTE PATTERNS (Asked of all respondents)**

Q8 Next, think about your travel to work. First, in a TYPICAL week, how many weekdays (Monday-Friday) are you assigned to work? (0 – 5)

Q10 Which of the following best represents your work schedule? (Full-time, 5-day week, Part-time, 4/40, 9/80, 3/36, other)

Q10a Do you telecommute or telework. For purposes of this survey, “telecommuters” are defined as “wage and salary employees who at least occasionally work at home or at a telework or satellite center during an entire work day, instead of traveling to their regular work place.” Based on this definition, are you a telecommuter?

***If respondent teleworks, ASK Q10b***

Q10b How often do you usually telecommute?

Q10c In a typical week, how often are you away from your usual work location **for an entire day** for business / work travel (e.g., meetings/ visits to clients or customers)? (Never, Occasionally (less than 1 day per week), Regularly (1 or more days per week))

Q14 Thinking about a TYPICAL week, how do you get to work, Monday through Friday? In the table below, enter the number of weekdays you typically use each of the listed types of transportation. If you use more than one type on a single day (e.g., walk to the bus stop, then ride the bus), count only the type you use for the **longest distance part** of your trip.

Indicate also how many weekdays you do NOT travel to your usual work location and the reasons (e.g., regular day off, telecommute, compressed work schedule day off) for not traveling to work.

“For days that you were on business / work travel, please report the type of transportation you would have used to get to work if you had worked at your usual work location.”

Type of Transportation	Number of Days Used (0 to 5)
3 Drive alone in a car, truck, van, or SUV	
4 Motorcycle	
5 Carpool, including carpool w/family member, dropped off (ride or drive with others in a car, truck, van, or SUV)	
6 Casual carpool (slugging)	
7 Vanpool	
<del>8 Buspool</del> N/A – Don’t use	
9 Bus (public bus, shuttle, or buspool)	
10 Metrorail	
11 MARC (MD Commuter Rail)	
12 VRE	
13 AMTRAK / other train	
14 Bicycle (entire trip from home to work)	
15 Walk (entire trip from home to work)	
16 Taxi	

1 Compressed work schedule day off	
2 Telecommute/telework all day	
17 Regular day off	
21 Other (describe)	

***If respondent say he/she is currently registered for GRH, but does not report any alt modes, ASK Q14a***

Q14a <You said you're currently registered for the GRH Program but you typically drive alone all the days that you travel to work.> Do you occasionally use any of the following types of transportation to get to work? (carpool, casual carpool, vanpool, bus, train, bike, walk)

Q15 About how many miles do you usually travel from home to work one way?

Q16 And about how many minutes does it take you to get to work?

***If respondent currently uses any alternative mode to get to work, ASK Q17***

Q17 About how long have you been using < CMCA > for your trip to work?

***If respondent currently uses carpool or vanpool, ASK Q18***

Q18 Including yourself, how many people usually ride in your <carpool or vanpool>?

***If respondent currently uses carpool, vanpool, bus or train, ASK Q19-Q20***

Q19 How do you get from home to where you meet your <Q14 MODE: carpool, vanpool, bus, train>?

Q20 How many miles is it one way from your home to where you meet your < Q14 MODE: carpool, vanpool, bus, train >?

**MODE DURING GRH (Past Registrants ONLY)**

*Note – Current mode = Mode during GRH for Current Registrants and OTE*

***If respondent is a Past Registrant, ASK Q21, Q23***

Q21 Next, think back to the time that you were <registered, eligible> for the GRH program. During that time, how many days, Monday – Friday, were you assigned to work in a typical week?

Q23 And while you were <registered, eligible> for GRH, how did you get to work? Enter the number of days, Monday through Friday, that you typically used each of the listed types of transportation. If you used more than one type on a single day (e.g., walked to the bus stop, then rode the bus), count only the type you used for the **longest distance part** of your trip.

**MODE BEFORE HEARD ABOUT GRH (One-time Exception – OTE)**

***If respondent is a One-Time Exception, ASK Q24, Q26***

Q24 Think back to the time before you heard about the GRH program. At that time, how many days Monday – Friday were you assigned to work in a typical week?

Q26 And before you heard about GRH, how did you get to work? Enter the number of days, Monday through Friday, that you typically used each of the listed types of transportation. If you used more than one type on a single day (e.g., walked to the bus stop, then rode the bus), count only the type you used for the **longest distance part** of your trip.

## **MODE BEFORE REGISTERED FOR GRH (Current Registrants, Past Registrants)**

***If respondent is a Current Registrant OR Past Registrant, ASK Q27, Q29***

- Q27 Now, please think back to the time before you registered for the GRH program. At that time, how many days, Monday - Friday were you assigned to work in a typical week?
- Q29 And before you registered for GRH, how did you get to work? Enter the number of days, Monday through Friday, that you typically used each of the listed types of transportation. If you used more than one type on a single day (e.g., walked to the bus stop, then rode the bus), count only the type you used for the **longest distance part** of your trip.

## **GRH INFLUENCE IN STARTING, CONTINUING, OR INCREASING USE OF ALTERNATIVE MODES**

**Two questions asked of respondents who use / used alt modes while in GRH**

- Ask about the importance of GRH in their decision to start, increase, or continue alt mode use
- Ask about the likelihood of starting, increasing, or continuing alt mode use if GRH wasn't available

**Note slight wording differences by registration status (Current, Past, OTE)**

Started alt mode – previously drove alone all the time (Q30 – Q34)

- **Current registrants** who started alt mode (previous DA) – Q30 and Q33
- **Past registrants** who started alt mode (previous DA) – Q31 and Q34
- **OTE** who started alt mode (previous DA) – Q32 and Q33

Increased alt mode (Q35 – Q39)

- **Current registrants** who increased alt mode – Q35 and Q38
- **Past registrants** who increased alt mode – Q36 and Q39
- **OTE** who increased alt mode – Q37 and Q38

Continued alt mode (Q40 – Q44)

- **Current registrants** who continued alt mode – Q40 and Q43
- **Past registrants** who continued alt mode – Q41 and Q43
- **OTE** who continued alt mode – Q42 and Q44

## **START ALT MODE / SHIFT FROM DRIVING ALONE – GRH IMPORTANCE (Current, Past, OTE)**

***If respondent is a Current Registrant who always DA before GRH, ASK Q30, THEN SKIP TO Q33***

- Q30 You said that you regularly drove alone before you registered for GRH. How important was the availability of GRH to your decision to start <CMCA - carpooling, vanpooling, using transit, biking, or walking (FROM Q14)>? (Very important, somewhat important, not at all important)

***If respondent is a Past Registrant who always DA before GRH, ASK Q31, THEN SKIP TO Q34***

- Q31 You said that you regularly drove alone before you registered for GRH. How important was the availability of GRH to your decision to start <DMCA - carpooling, vanpooling, using transit, biking, or walking (FROM Q23)>? (Very important, somewhat important, not at all important)

***If respondent is a One-Time Exception who always DA before GRH, ASK Q32, THEN ASK Q33***

- Q32 You said that you regularly drove alone before you heard about GRH. How important was the availability of GRH to your decision to start <CMCA - carpooling, vanpooling, using transit, biking, or walking (FROM Q14)>? (Very important, somewhat important, not at all important)

**START ALT MODE / SHIFT FROM DRIVING ALONE – LIKELY TO SHIFT WITHOUT GRH (Current, Past, OTE)**

***If respondent is a Current Registrant or One-Time Exception who always DA before GRH, ASK Q33, THEN SKIP TO Q45***

- Q33 If GRH had not been available, how likely would you have been to start <CMCA - carpooling, vanpooling, using transit, biking, or walking (FROM Q14)>? (Very likely, somewhat likely, not at all likely)

***If respondent is a Past Registrant who always DA before GRH, ASK Q34, THEN SKIP TO Q46***

- Q34 If GRH had not been available, how likely would you have been to start <DMCA - carpooling, vanpooling, using transit, biking, or walking (FROM Q23)>? (Very likely, somewhat likely, not at all likely)

**INCREASED ALT MODE USE SINCE GRH – GRH IMPORTANCE (Current, Past, OTE)**

***If respondent is a Current Registrant who increased alt modes with GRH, ASK Q35, THEN SKIP TO Q38***

- Q35 You said that since you registered for GRH, you've increased the number of days per week that you use types of transportation OTHER than driving alone for your trip to work. How important was GRH to your decision to make this change? (Very important, somewhat important, not at all important)

***If respondent is a Past Registrant who increased alt modes with GRH, ASK Q36, THEN SKIP TO Q39,***

- Q36 You said that while you were registered for GRH, you increased the number of days per week that you used types of transportation OTHER than driving alone for your trip to work. How important was GRH to your decision to make this change? (Very important, somewhat important, not at all important)

***If respondent is a One-Time Exception who increased alt modes with GRH, ASK Q37, THEN SKIP TO Q38***

- Q37 You said that since you heard about GRH, you've increased the number of days per week that you use types of transportation OTHER than driving alone for your trip to work. How important was GRH to your decision to make this change? (Very important, somewhat important, not at all important)

**INCREASED ALT MODE USE SINCE GRH – LIKELY TO MAKE CHANGE WITHOUT GRH (Current, Past, OTE)**

***If respondent is a Current Registrant or One-time Exception who increased alt modes with GRH, ASK Q38, THEN SKIP TO Q45***

- Q38 If GRH had not been available, how likely would you have been to make this change? (Very likely, somewhat likely, not at all likely)

***If respondent is a Past Registrant who increased alt modes with GRH, ASK Q39, THEN SKIP TO Q46***

- Q39 If GRH had not been available, how likely would you have been to make this change? (Very likely, somewhat likely, not at all likely)

**CONTINUED ALT MODE USE SINCE GRH (NO CHANGE) – GRH IMPORTANCE (Current, Past, OTE)**

***If respondent is a Current Registrant who continued alt modes with GRH, ASK Q40, THEN SKIP TO Q43***

- Q40 You said that you were <BRMCA - carpooling, vanpooling, using transit, biking, or walking (FROM Q29)> before you registered for GRH. How important was the availability of GRH to your decision to continue using a type of transportation other than driving alone? (Very important, somewhat important, not at all important)

***If respondent is a Past Registrant who continued alt modes with GRH, ASK Q41, THEN SKIP TO Q43***

- Q41 You said that you were <BRMCA - carpooling, vanpooling, using transit, biking, or walking (FROM Q29)> before you registered for GRH. How important was the availability of GRH to your decision to continue using a type of transportation other than driving alone? (Very important, somewhat important, not at all important)

***If respondent is a One-Time Exception who continued alt modes with GRH, ASK Q42, THEN SKIP TO Q44***

- Q42 You said that you were <BHMCA - carpooling, vanpooling, using transit, biking, or walking (FROM Q26)> before you heard about GRH. How important was the availability of GRH to your decision to continue using a type of transportation other than driving alone? (Very important, somewhat important, not at all important)

**CONTINUED ALT MODE SINCE GRH (NO CHANGE) – LIKELY TO CONTINUE WITHOUT GRH (Current, Past, OTE)**

***If respondent is a Current Registrant or Past Registrant who continued alt modes with GRH, ASK Q43, THEN SKIP TO Q45***

- Q43 If GRH had not been available, how likely would you have been to continue? (Very likely, somewhat likely, not at all likely)

***If respondent is a One-Time Exceptions who continued alt modes with GRH, ASK Q44, THEN SKIP TO Q45***

- Q44 If GRH had not been available, how likely would you have been to continue? (Very likely, somewhat likely, not at all likely)

**OTHER SERVICES RECEIVED THAT COULD HAVE INFLUENCED DECISIONS (Current, Past, OTE)**

***If respondent is a Current Registrant or One-time Exception, ASK Q45***

- Q45 Did you receive any commute assistance or benefits, in addition to GRH, from any source, that influenced your decision to <CMCA - carpool, vanpool, use transit, bike, or walk (FROM Q14)>?

***If respondent is a Past Registrant, ASK Q46***

- Q46 Did you receive any commute assistance or benefits, in addition to GRH, from any source, that influenced your decision to <DMCA - carpool, vanpool, use transit, bike, or walk (FROM Q23)>?

***If respondent received assistance that influenced decision, ASK Q46a – Q47***

- Q46a Was any assistance or benefit you received more important than GRH to your decision?
- Q47 What assistance or benefit was more important than GRH?

Q47a Were any other factors or circumstances important to your decision?

***If any other factors were important to decision, ASK Q48***

Q48 What other factors or circumstances were important to your decision?

Q48a Do you recall receiving or accessing any of the following commute information or assistance services from Commuter Connections, in addition to GRH? (*list services*)

***If any other Commuter Connections services are checked and respondent is a Current Registrant or One-time Exception, ASK Q48b***

Q48b Was any of the information or assistance that you received from Commuter Connections in addition to GRH important to your decision to <CMCA - carpool, vanpool, use transit, bike, or walk (FROM Q14)>?

***If any other Commuter Connections services are checked and respondent is a Past Registrant,, ASK Q48b***

Q48c Was any of the information or assistance that you received from Commuter Connections in addition to GRH important to your decision to <DMCA - carpool, vanpool, use transit, bike, or walk (FROM Q23)>?

#### **REFERRAL SOURCES FOR GRH, GRH ADVERTISING RECALL**

Q49 How did you hear about the GRH Program?

Q50 Have you heard, seen, or read any advertising about GRH?

***If heard, saw, read GRH advertising, ASK Q52 – Q53***

Q52 Had you registered for GRH before you saw or heard this advertising?

***If had not registered for GRH before GRH advertising, ASK Q53***

Q53 Did the advertising encourage you to seek information about GRH or to register for GRH?

#### **USE OF GRH and SATISFACTION WITH GRH**

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

- 1 yes
- 2 no (**SKIP TO Q59**)
- 3 Don't know (**SKIP TO Q59**)

***If respondent took GRH trip, ASK Q55 – Q58***

Q55 For what reason did you take the trip? If you have taken more than one trip, report about the most recent trip.

Q56 Was the service satisfactory?

***If service was not satisfactory, ASK Q57***

Q57 Why was it not satisfactory?

Q58 About how long did you wait for the taxi to arrive?

Q59 In what ways could Commuter Connections improve the GRH program?

**DEMOGRAPHICS**

Now just a few last questions to help us group your answers with those of others.

Q59a Do you have access to the internet, either at your home or your work?

Q60 Which of the following groups includes your age?

Q61 Do you consider yourself to be Latino, Hispanic, or Spanish? (yes, no)

Q62 Which one of the following best describes your racial background. Is it . . .

Q63 Finally, please indicate the category that best represents your household's total annual income.

Q64 Are you female or male?

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