

Commuter Connections

2014 Applicant Placement Survey

(Preliminary Highlights)



Presentation to
Commuter Connections
Subcommittee
January 20, 2015

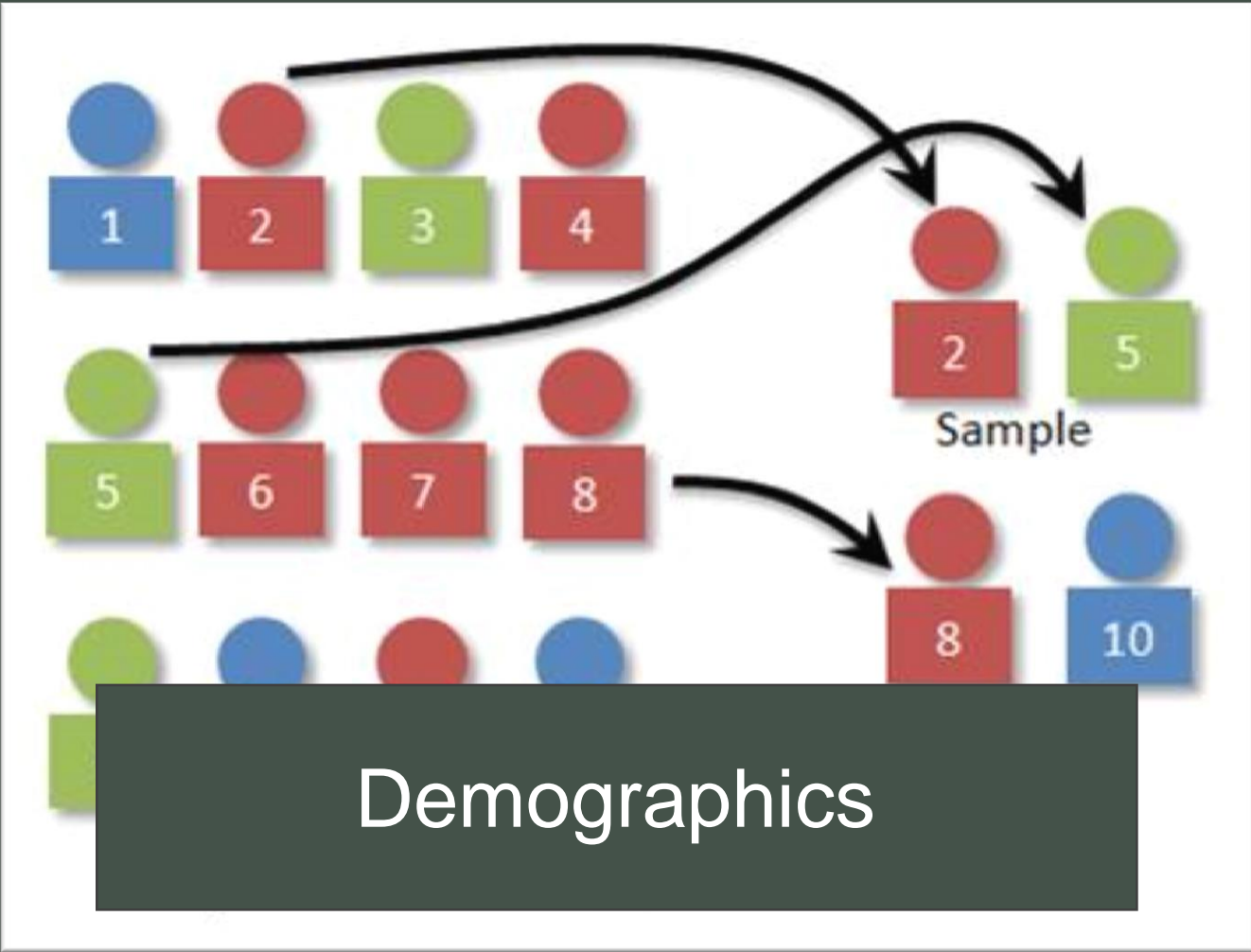
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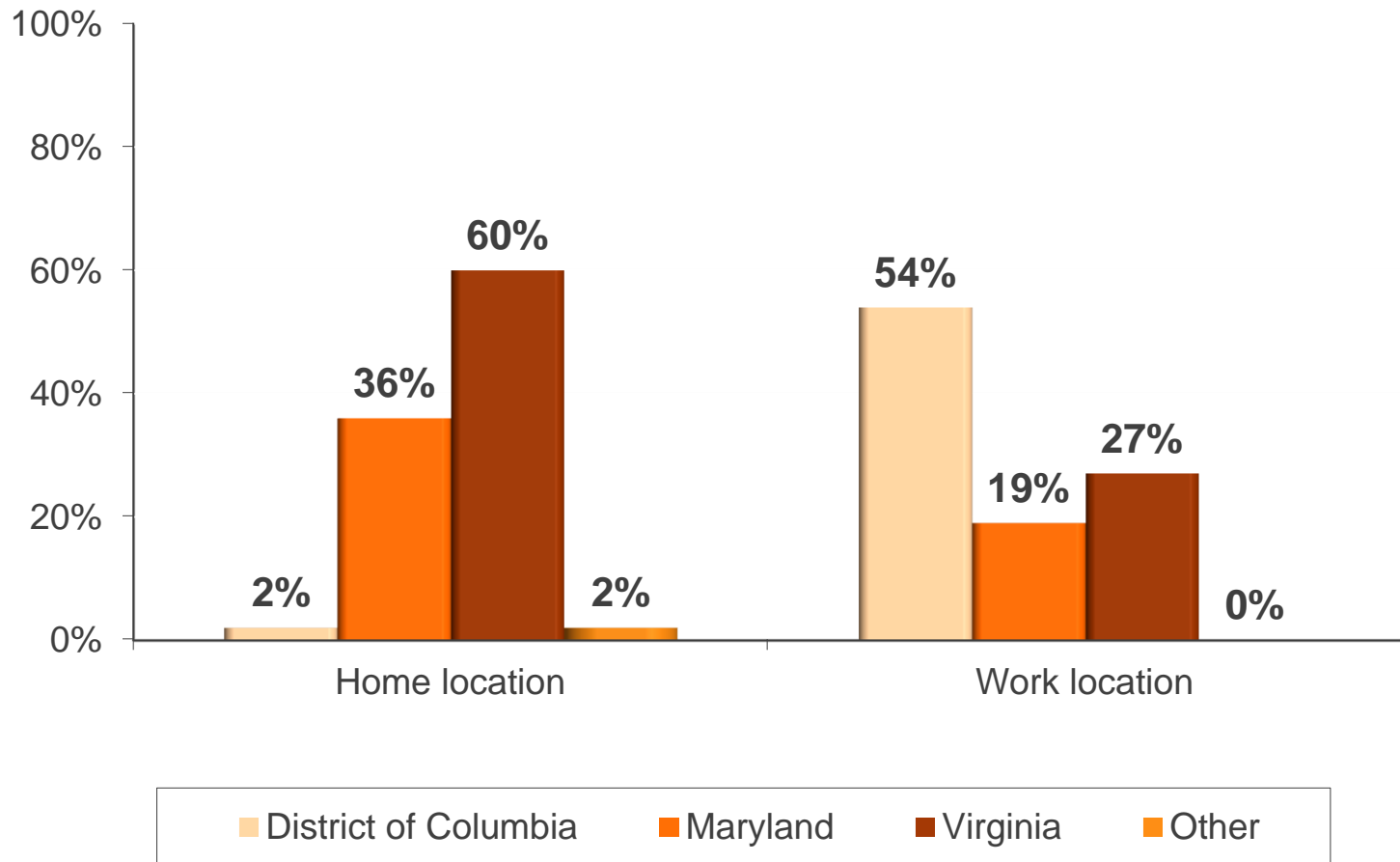
Survey Overview

- Triennial survey of Commuter Connections service users:
 - Internet and phone surveys
 - Telephone follow-up with Internet non-respondents
 - Survey conducted in Nov 2014
 - 716 completed interviews
- Asked about:
 - Current commute patterns
 - Travel changes
 - Previous commute patterns
 - Motivations for change
 - Services received or “accessed”
 - Use of CC services





60% of Respondents Lived in Virginia, but the Majority Worked in the District of Columbia

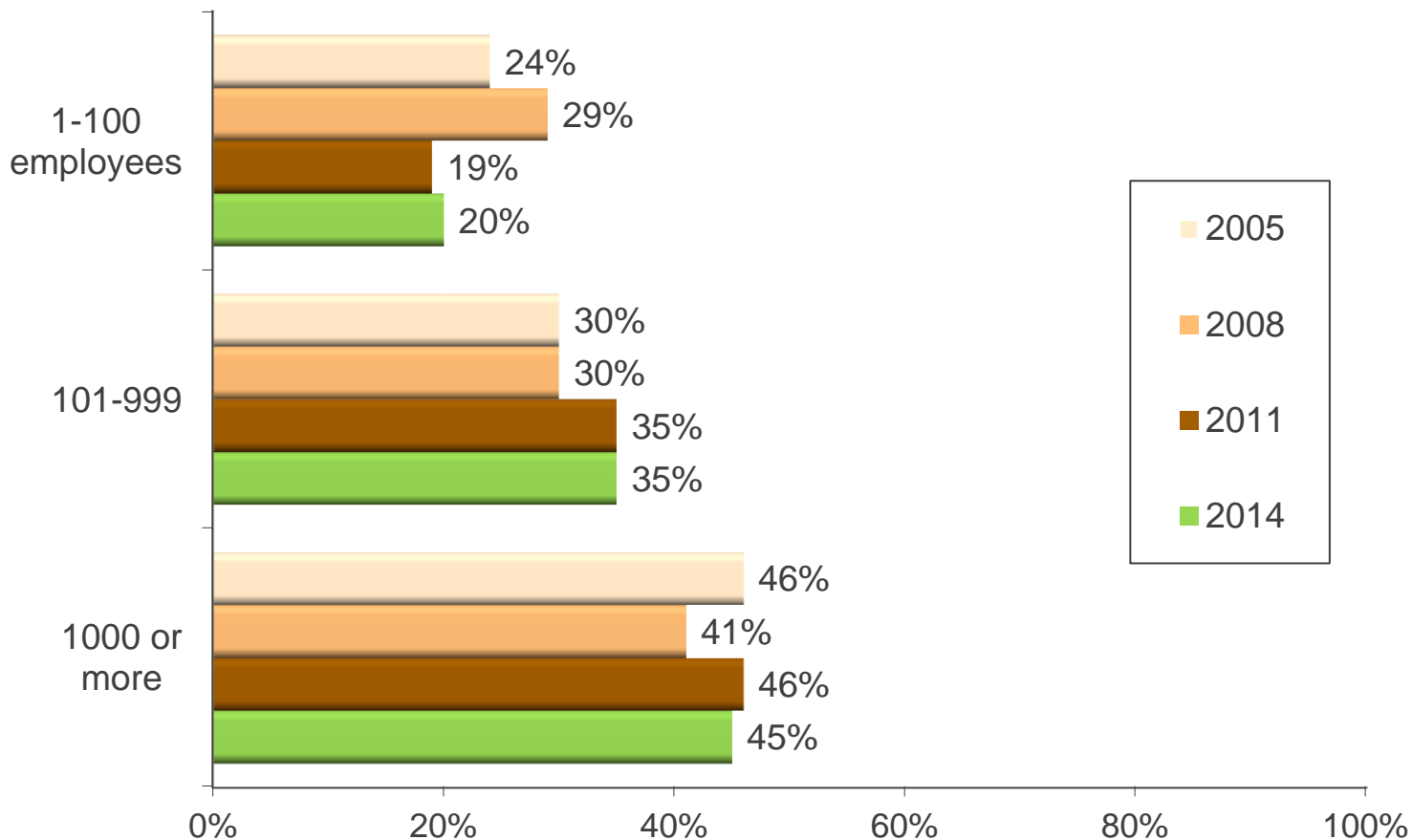


Home location
n = 714

Work location
n = 687

Database variable

80% of Respondents Worked for Employers with More than 100 Employees and Nearly Half Worked for Employers with 1,000 or More Employees



2005
n = 690

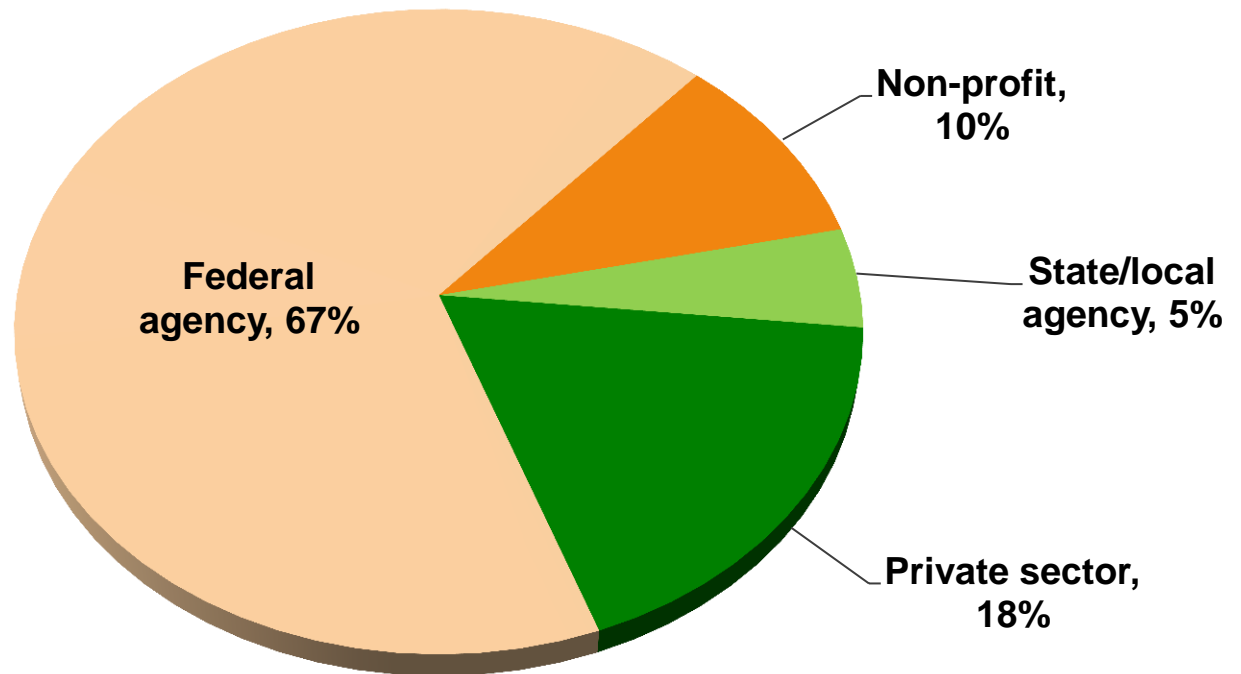
2008
n = 691

2011
n = 877

2014
n = 635

Q105 About how many employees work at your worksite?

67% of Respondents Worked for a Federal Agency – the Same Percentage who Reported this Type in 2011



2011

Federal =
67%

Private =
20%

Non-profit
n = 10%

State/local
= 2%

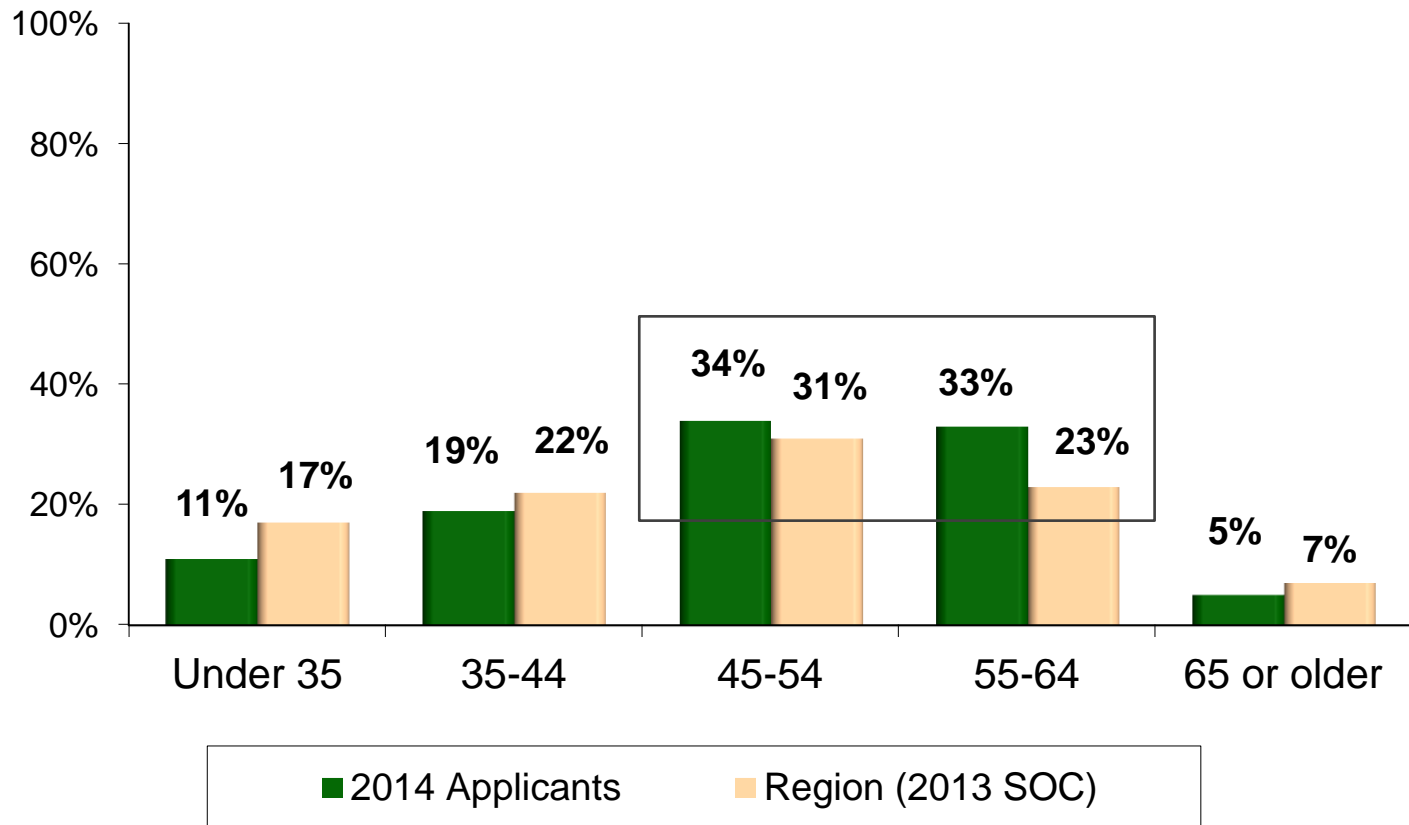
2011 n = 848

n = 624

Q107 What type of employer do you work for?

Commuter Connections Applicants Tended to be Older than the Regional Workforce Overall

67% of applicants were between 45 and 64 years old compared with 54% of regional workers



Q108 Which of the following groups includes your age?

2014 Placement Survey
n = 630

2013 SOC Survey
n = 6,165

Ethnicity and Gender Distributions Generally Mirrored 2011 and 2008 Results

	2014	2011	2008
Male	48%	48%	45%
Female	52%	52%	55%
White	68%	69%	64%
African-American	18%	17%	20%
Asian	5%	7%	11%
Hispanic / Latino	6%	5%	5%

Gender
2008 n = 703
2011 n = 856
2011 n = 621

Ethnicity
2008 n = 666
2011 n = 768
2014 n = 525

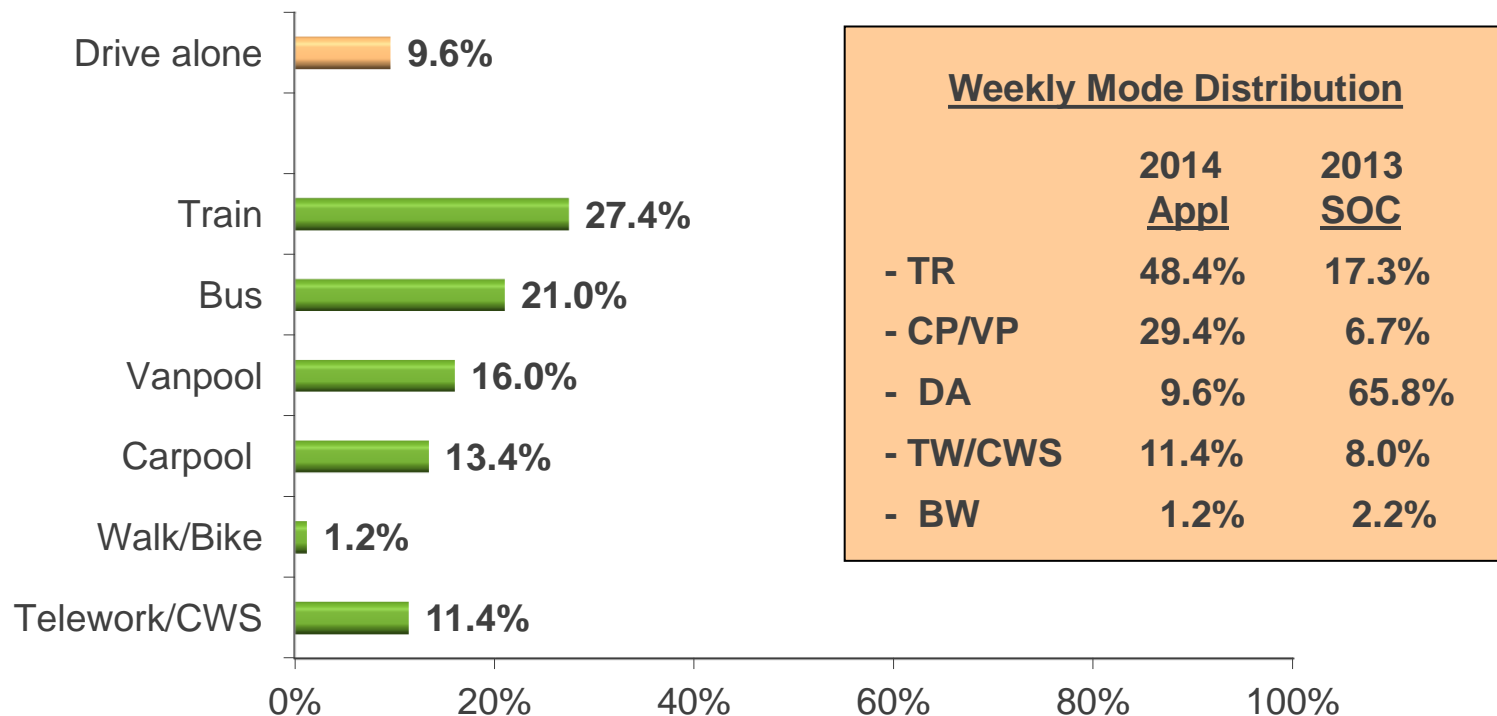
Q109 Do you consider yourself to be Latino, Hispanic, or Spanish?
Q110 Which of the following best describes your ethnic background?
Q112 Are you male or female?



Current Commute Patterns

Applicants Used Alternative Modes for 90% of Weekly Commute Trips

Train and bus were the most popular alternative modes; Vanpool use was well above the regional average (<1% region-wide)



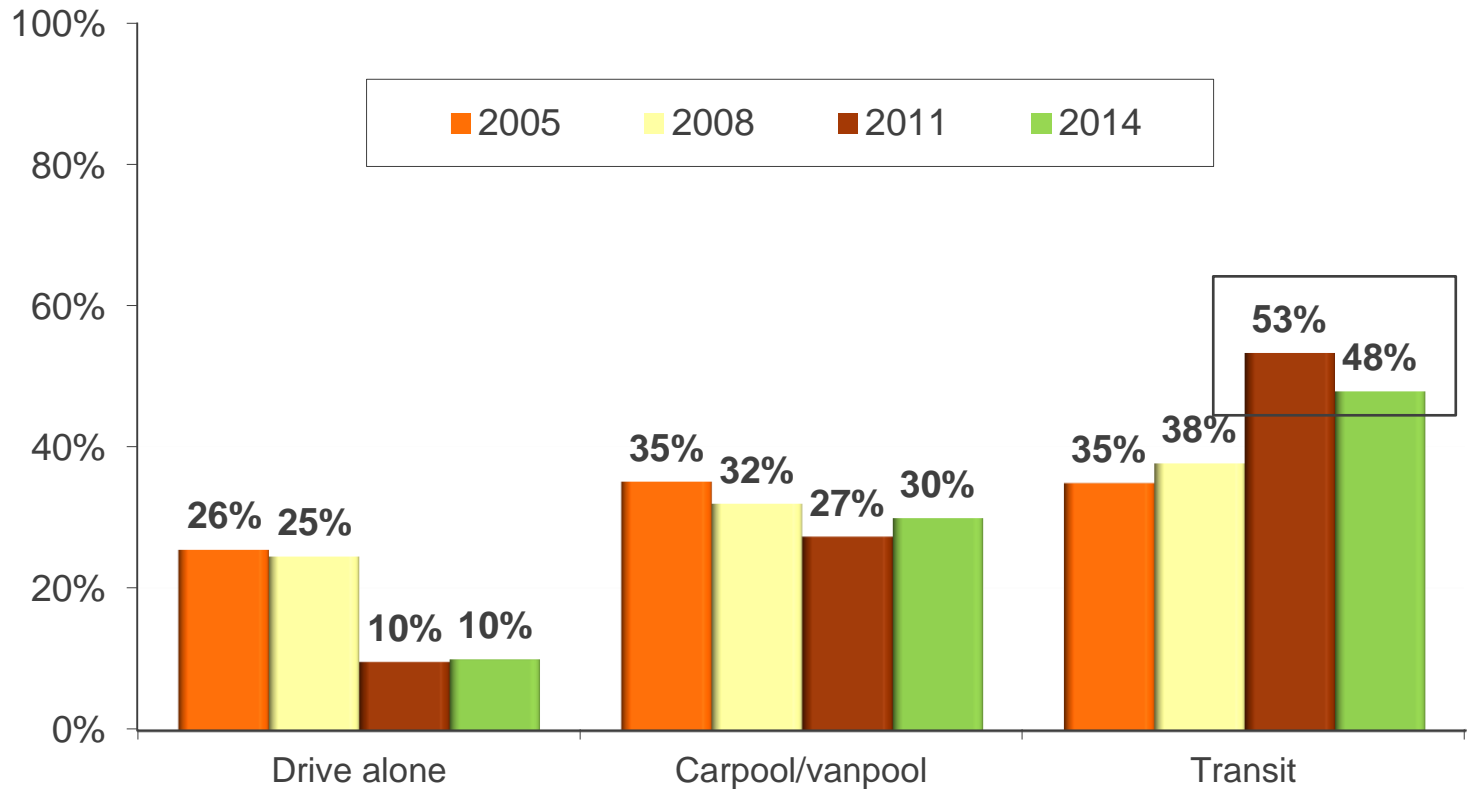
2014 Placement Survey
n = 690

2013 SOC
n = 5,882

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

Mode – Weekly Trips – 2005 to 2014

Transit use increased substantially from 2008 to 2011 and remained high in 2014, suggesting a significant shift in service users and services sought



2005
n = 701

2008
n = 703

2011
n = 863

2014
n = 690

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

Other Travel Characteristics in 2014 Were Generally Similar to 2011 and 2008 Results

	2014	2011	2008
Travel distance	36.2 mi	36.3 mi	36.2 mi
Travel time	66 min	63 min	63 min
Average carpool occupancy	3.1	3.1	2.9
Average vanpool occupancy	9.0	9.9	10.3
% who carpool with co-worker	56%	49%	40%
% drive alone to alt mode	74%	77%	77%
Drive alone access distance	6.8 mi	6.9 mi	6.2 mi

2014

Distance
n = 504

Travel time
n = 536

Carpool
n = 115

Vanpool
n = 104

Drive alone
access
n = 598

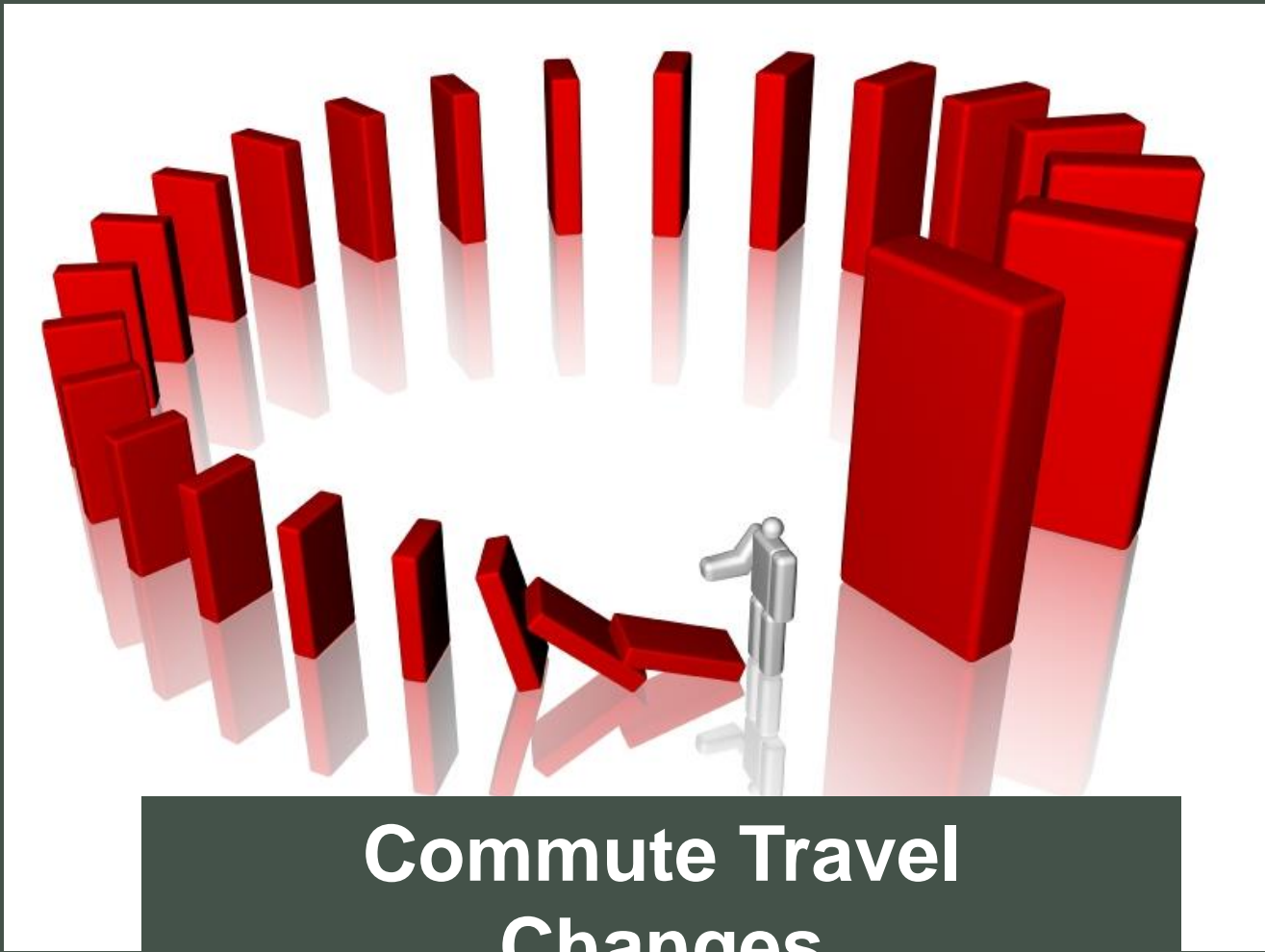
Q8 About how many miles do you usually travel from home to work one way?

Q9 And about how many minutes does it take you to get to work?

Q10 Including yourself, how many people usually ride in your <pool>?

Q13 How many are co-workers?

Q15 How do you get from home to where you meet your <MODE>?



Commuter Travel Changes

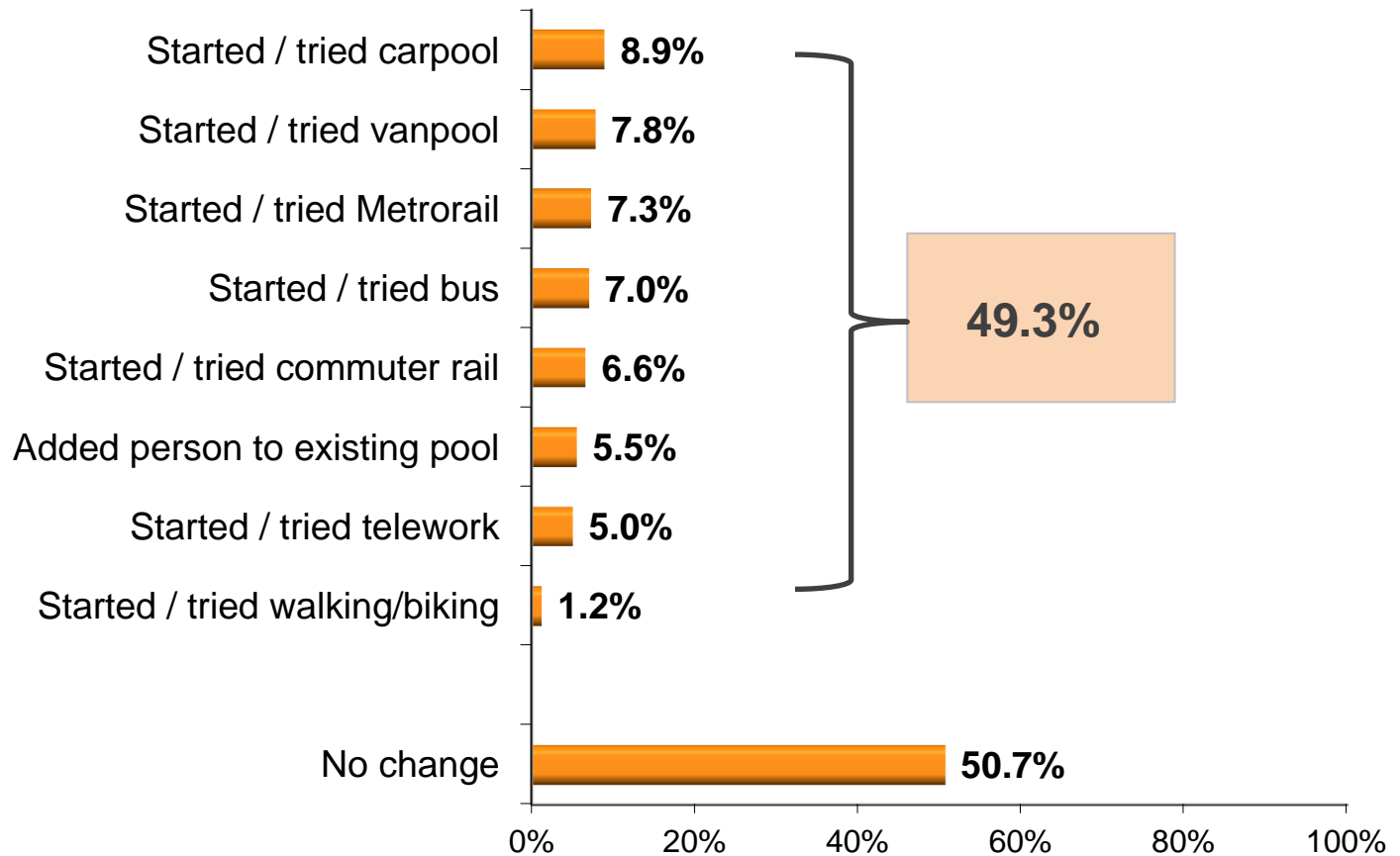
Collect Information on Commute Changes Since Receiving / Accessing CC Services

- **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 are asked follow-up questions about travel before the change



Half of All Respondents Made a Commute Change After Receiving Services

The share of changes to transit (20.9%) was nearly as high as the carpool / vanpool changes (22.2%). This signifies a broad range of CC service application



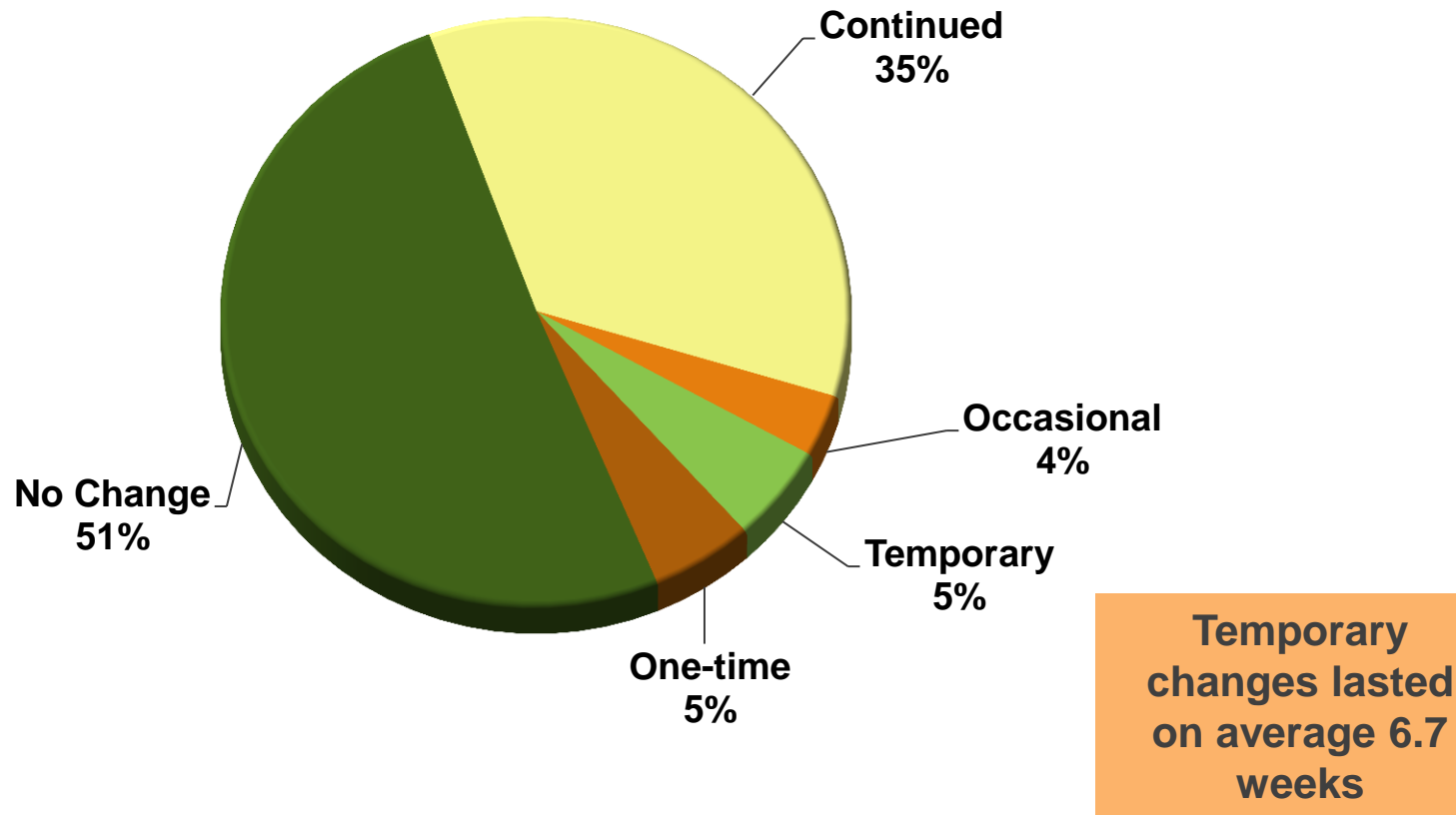
The Percentage of Respondents who Made a Change was Slightly Lower in 2014 than in 2011

<u>Mode change</u>	<u>2014</u>	<u>2011</u>
■ Transit change	20.9%	23.8%
■ Carpool change	8.9%	11.9%
■ Vanpool change	7.8%	6.8%
■ Add person to CP/VP	5.5%	3.2%
■ Telework change	5.0%	6.4%
■ Bike/walk change	1.2%	0.5%
Total Changes	<u>49.3%</u>	<u>52.6%</u>

2011
n = 863

2014
n = 690

Nearly 4 in 10 Respondents Made a Change to a Mode they Still Used, but Some Used the New Mode Only “Occasionally”



Q24 Was this a temporary change or do you still use the new type of transportation for your commute, even if only occasionally?

Cost, Time, and Circumstances Continued to be Primary Reasons for Change

	2014	2011
Changed jobs, work hours	18%	16%
Save money, reduce vehicle miles	18%	17%
Car/vanpool didn't work out	8%	5%
Save time	7%	13%
Dissatisfied with transit	6%	---
Tired of driving / reduce stress	4%	11%
Moved to new residence	4%	4%
Gas prices too high	2%	9%
Employer offered telework	2%	6%
Got financial incentive	1%	6%

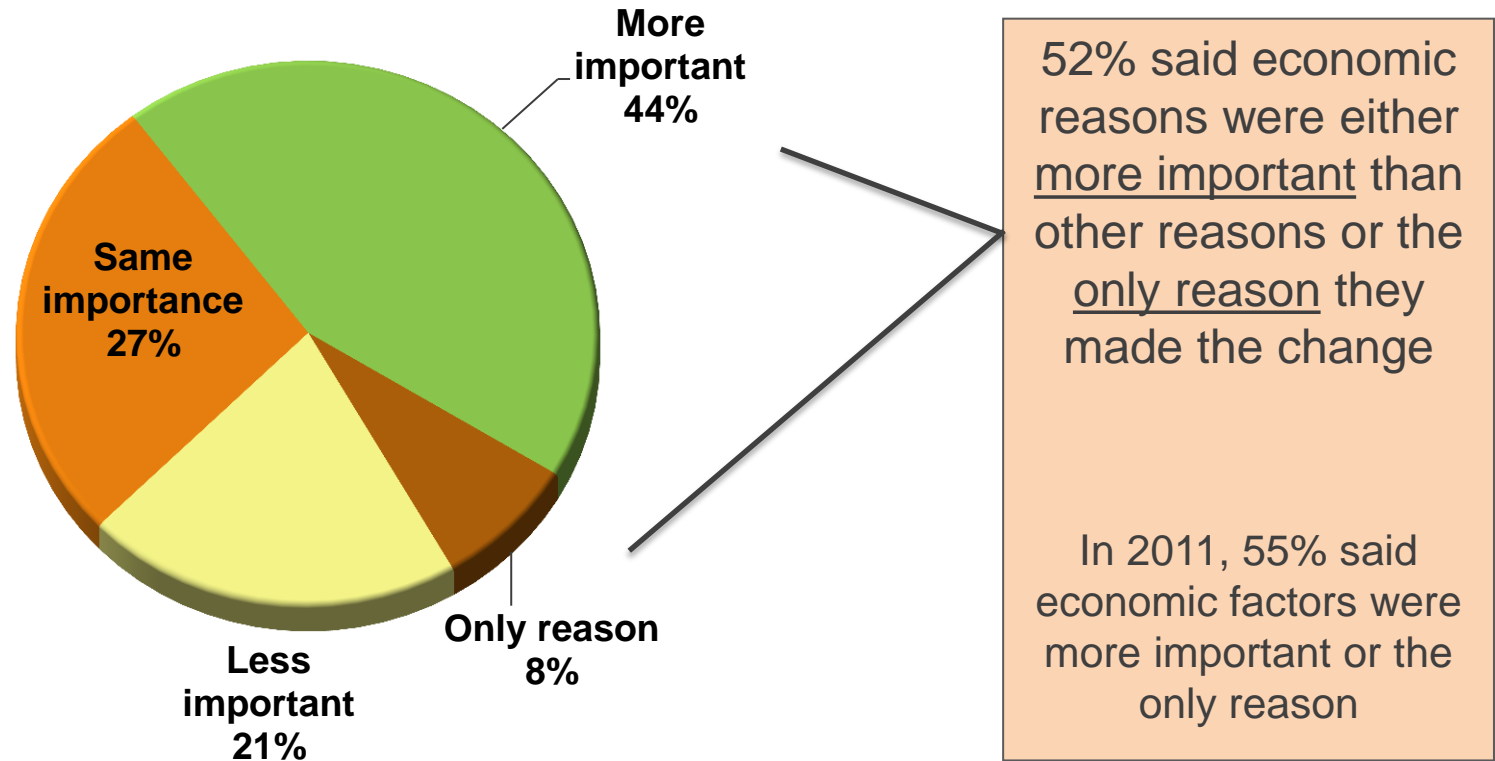
21% of applicants who made a change said CC services assisted or influenced their decision

2011
n = 238

2014
n = 294

Q54. What were the reasons that you made that change?

Economic Reasons Continued to Be Important Motivations for Many Applicants Who Made Commute Mode Changes



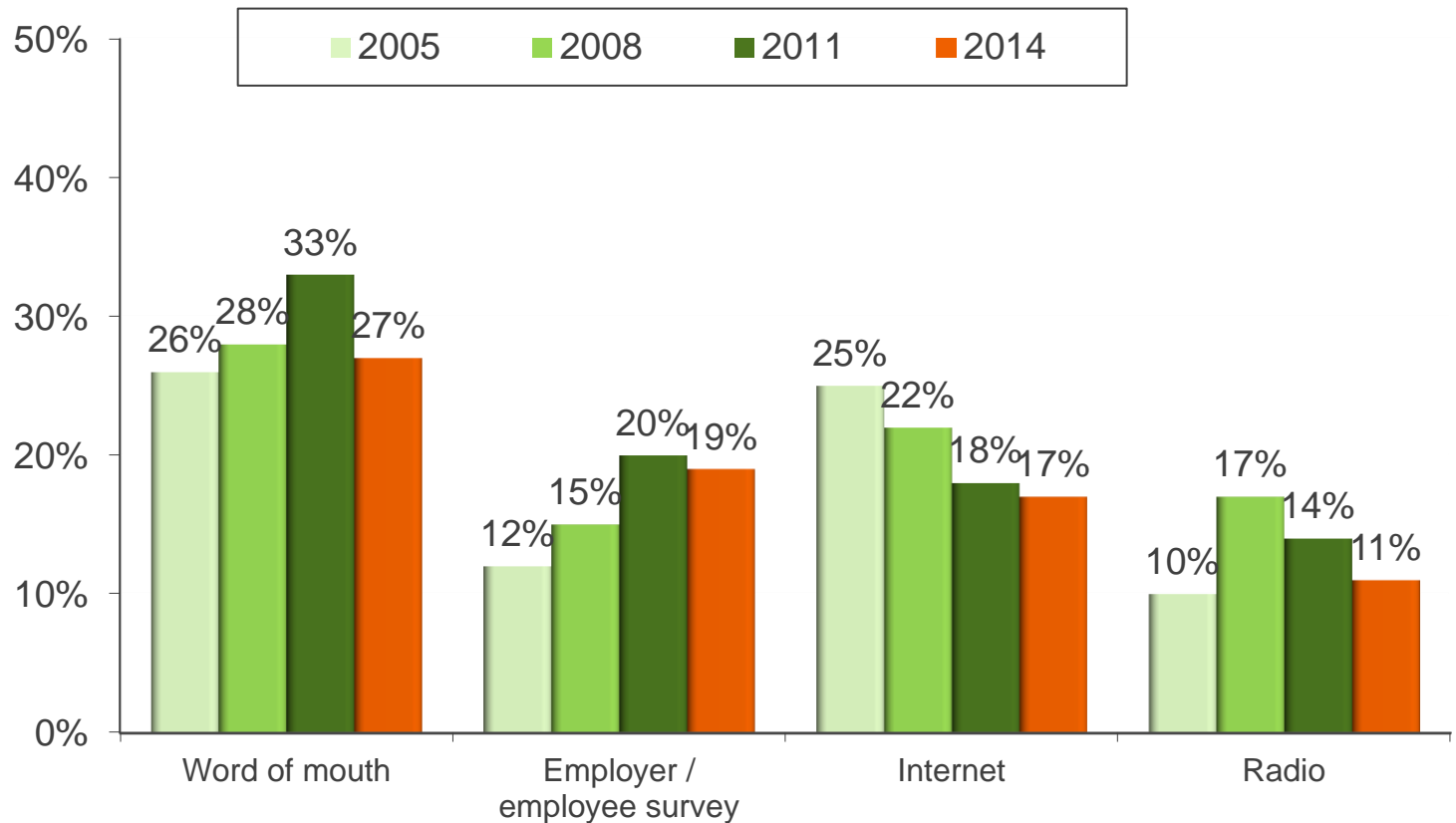
Q57 How important were economic reasons, such as saving money or reducing your gas expense, in motivating you to make the change, as compared to other reasons you mentioned?

Source of Information and Services Received



In 2014 Respondents Heard about CC Primarily from Referrals and Employers

Internet and radio have declined as info sources since 2005



2005
n = 701

2008
n = 703

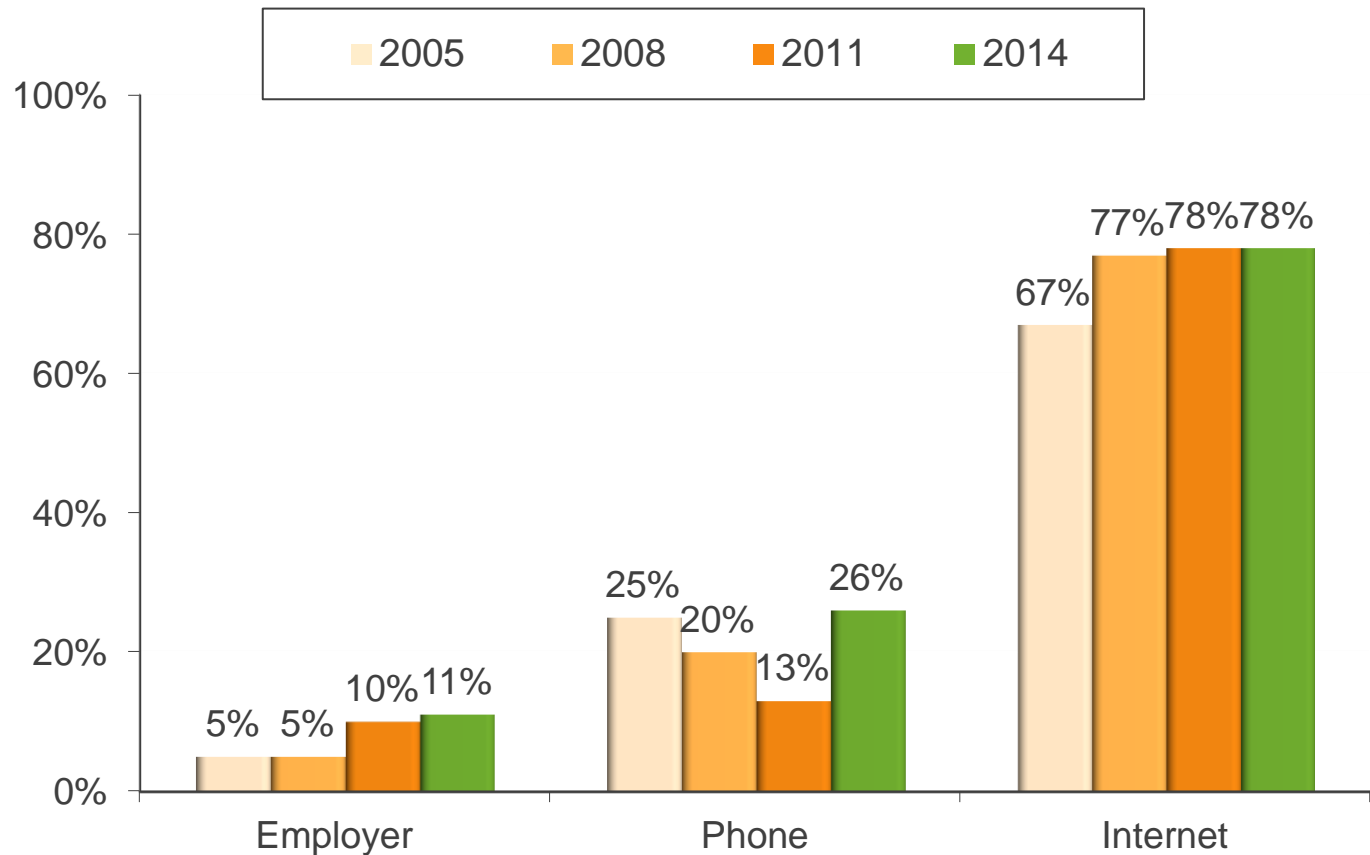
2011
n = 892

2014
n = 570

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

The Internet Remained the Dominant Source for Contacting Commuter Connections

And phone contacts grew in 2014



2005
n = 701

2008
n = 703

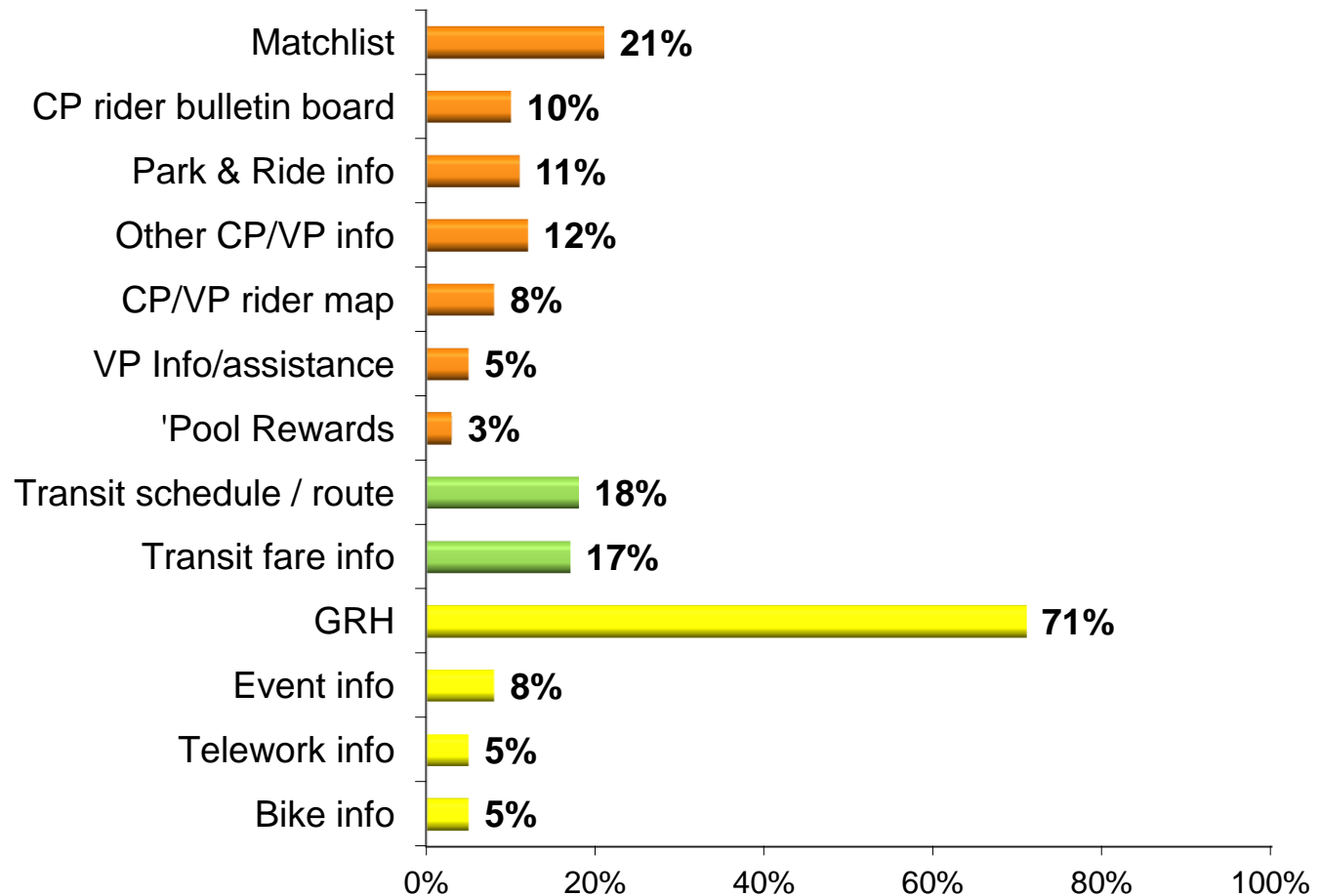
2011
n = 872

2014
n = 570

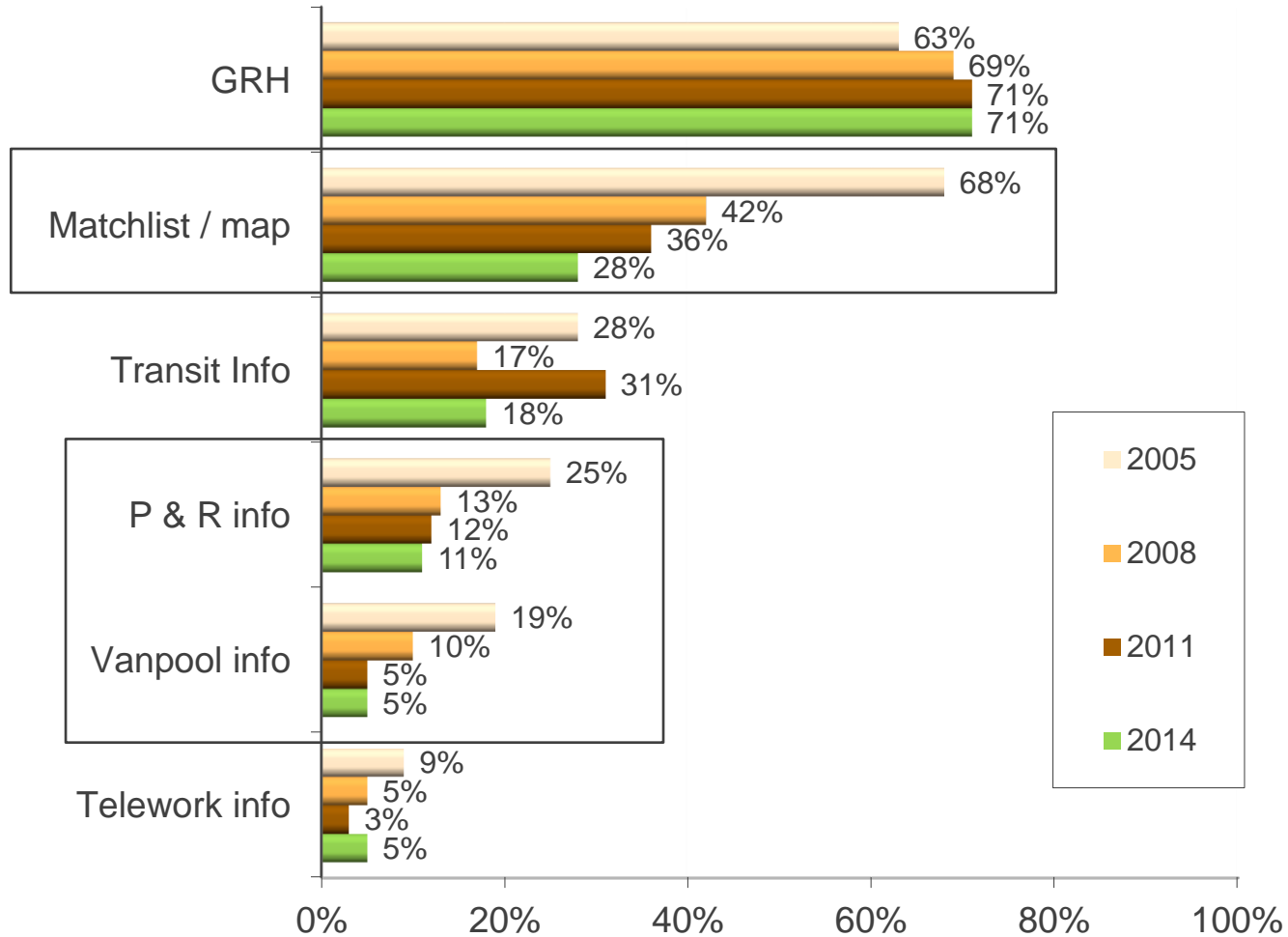
Q61 Which of the following sources did you use to contact Commuter Connections for assistance?

GRH was the Most Requested Service in 2014

21% Sought a Matchlist and 18% Wanted Transit Route / Schedule Info



Requests for Matchlists, P&R, and Vanpool Info Info have Fallen Since 2005 – GRH has Grown Slightly



2005
n = 701

2008
n = 703

2011
n = 892

2014
n = 697

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?



Use of Commuter
Connections Services

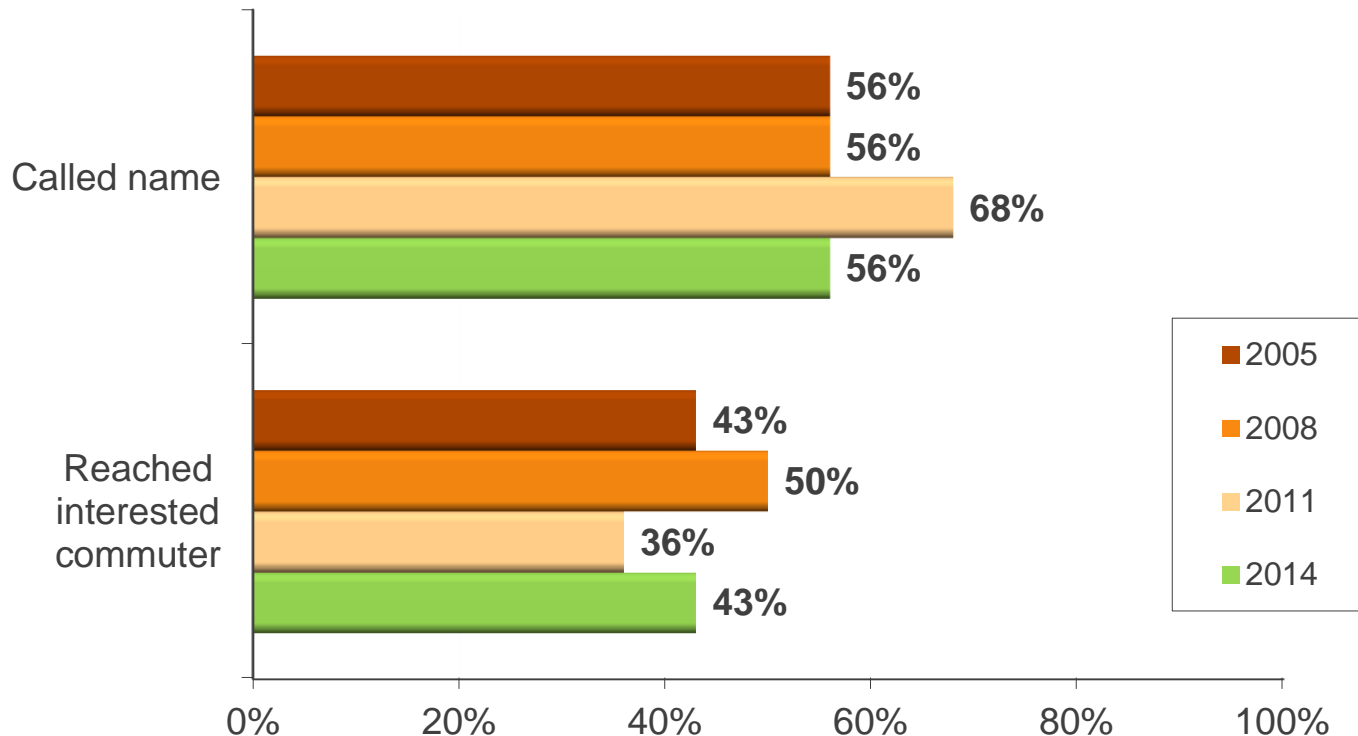


Survey Examined If and How CC Services were Used

- 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?
 - Carpool/Vanpool services – ride-wanted bulletin board, ridematch, and P&R
 - Transit schedule/route information
 - Other / multi-mode info – bike/walk, telework, GRH
-

56% of Matchlist Recipients Tried to Contact a Person on the List – About Half Reached an Interested Person

A smaller share of respondents used the list in 2014 vs 2011, but a larger share reached a commuter interested in carpooling



* In 2014, an additional 33% of applicants said they reached a person who was interested but schedules/locations were not compatible

Called names
2005 n = 477
2008 n = 295
2011 n = 133
2014 n = 145

Reached interested name
2005 n = 265
2008 n = 165
2011 n = 90
2014 n = 76

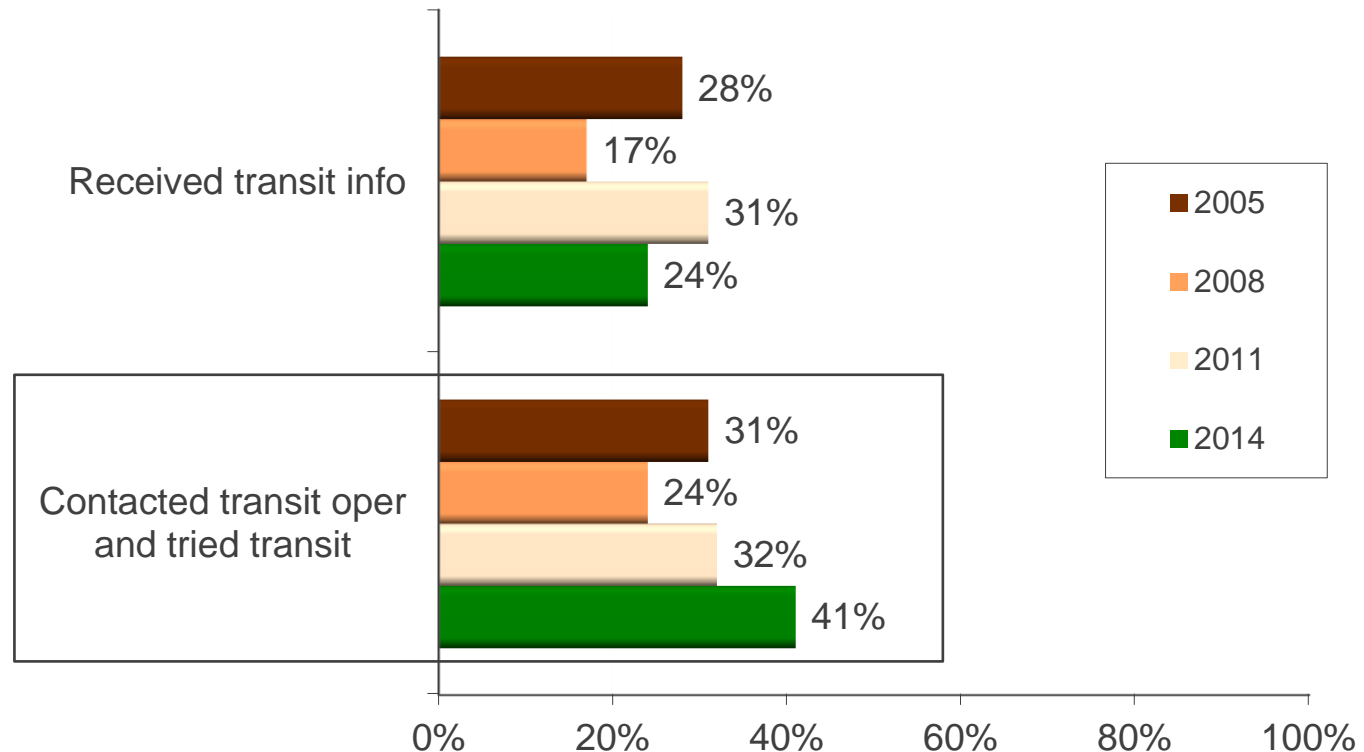
Q71 Did you try to contact any of these people?

Q72 Were you able to reach any of the people named?

Q73 Were any of the people you reached interested in forming a carpool or vanpool, if your travel destination and schedule were compatible?

Use of Transit Info Continued its Steady Increase

41% of applicants who received transit information contacted a transit agency and used the information to try transit, higher than the 32% of 2011 respondents who used the info



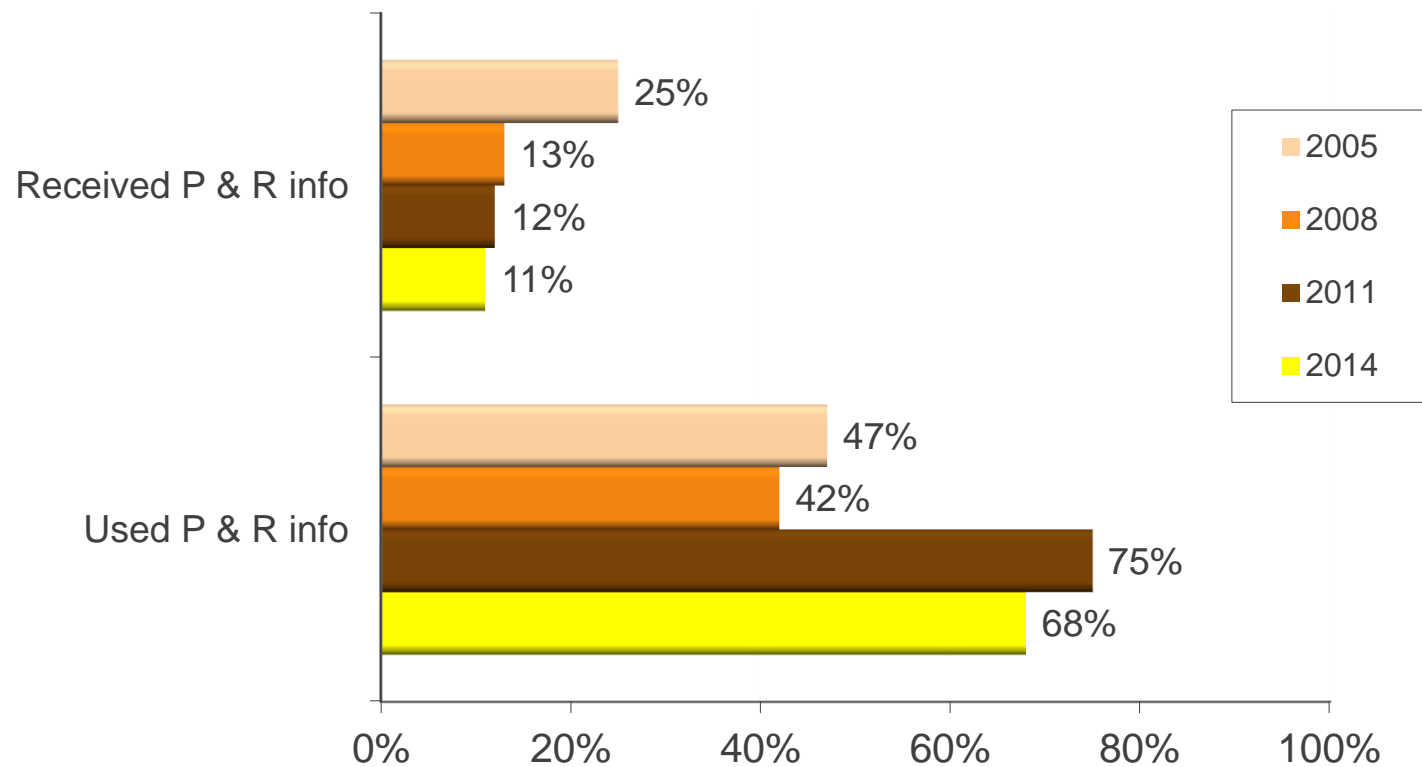
Received information
2005 n = 701
2008 n = 703
2011 n = 892
2014 n = 697

Contacted transit agency and tried transit
2005 n = 194
2008 n = 120
2011 n = 206
2014 n = 167

Q80 ... Did you contact a transit agency listed in the information you received?
Q81 Did you use the information from the transit agency to try transit?

68% of Applicants Who Received P&R Info Used the Information – About the Same Share as in 2011

About 4 in 10 P & R info recipients had not known the location of the lot before receiving the information



Received P&R information
2005 n = 701
2008 n = 703
2011 n = 892
2014 n = 697

Used info
2005 n = 175
2008 n = 92
2011 n = 97
2014 n = 76

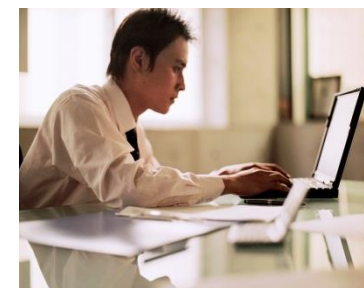
Q84 ... Have you used the Park & Ride lot listed in the information you received?
Q85 Were you aware of the lot before you received the information?

Use of GRH, Telework, and Bike Info - 2014

- **Received GRH info** 71%
 - Registered for program 97%

- **Received Telework info** 5%
 - Used info to talk to employer 27%
 - Used info to start/increase TW 22%

- **Received Bicycle info** 4%
 - Started biking to work 11%
 - Bike to work more often 11%
 - Bike more for non-work trips 35%



Received GRH
info
2014 n = 716
Registered for
program
n = 560

Received TW
information
2014 n = 716
Used info
2014 n = 32

Received bike
information
2011 n = 716
Used info
2011 n = 29

Q90 ... Since you received the bike information, have you taken any of the following actions?
Q95 ... Since you receive the telework information, have you taken any of the following actions?
Q101 Did you register for the GRH program?



Key Commute Mode Findings

The mode profile of CC applicants is very different from that of the regional commute population

The mode profile of users changed substantially after 2005 – more transit use

Pool occupancy continued to fall

Other travel patterns – distance, time, alt mode access remained stable



Key Change Findings

About half of the applicants surveyed had made a change in their commute travel since receiving assistance

Cost, time, and circumstances were the primary motivations for making these changes

21% of applicants who made a change said CC services assisted or influenced their decision

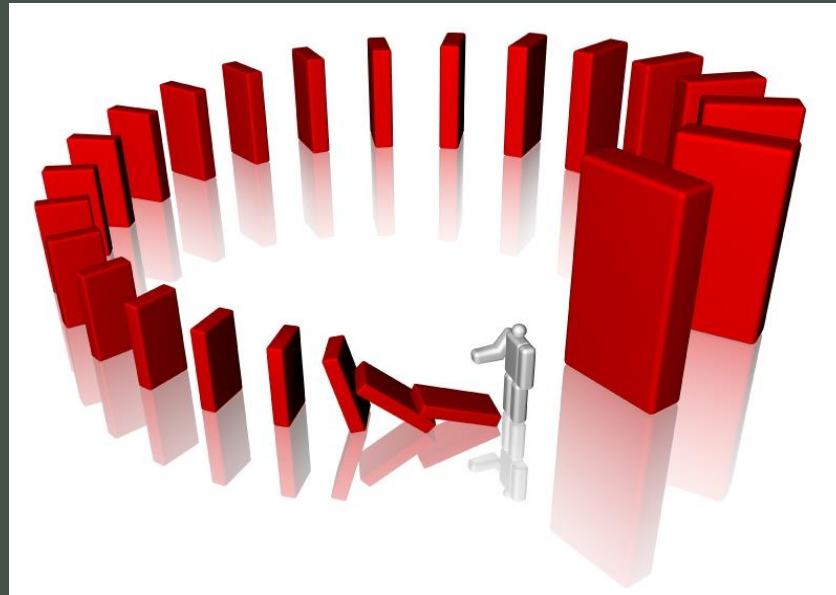


Key Service Request Findings

Word of mouth referrals remain the primary way that commuters learn about Commuter Connections.

Wider availability of transit information in the online system has gained a following of transit commuters

Ridematch requests have declined (21%), but an additional 8% of commuters received a carpool map and 10% used the ridematch bulletin board



Key Service Use Findings

A large share of commuters who receive information from Commuter Connections followed-through and used the information they received

Use of transit information continued to grow in 2014

Questions?

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