



**Commuter Connections Employer Satisfaction Survey  
Fiscal Year 2003  
Draft Report  
November 18, 2003**

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## INTRODUCTION

At the conclusion of FY03, Commuter Connections conducted its sixth annual survey of employers participating in the Commuter Connections Employer Outreach program. The survey, the *Employer Satisfaction Survey*, is intended to measure the employer's use of and satisfaction with the products and services provided by Commuter Connections and its member organizations.

Employer survey candidates were selected from the regional employer database, which is electronically updated monthly by the local jurisdictions by way of their ACT! databases. The main criterion for selection was basic contact with local sales jurisdictions determined by the Level of Effort (1-4) indicated in the database. The surveys were mailed to the contacts listed for 3137 employers region-wide on June 29, 2003. An incentive for response was offered for all on-time responses (the date for final responses was July 18<sup>th</sup>). The incentive given was a compact business portfolio with the Commuter Connections logo on the front cover (the total sent was 203).

Response to the survey decreased 3% over last year's response with 221 or 7% of the forms returned\*. These responses provide a broad range of opinions in line with responses from previous years and provide informative data. The responses show specific employer reaction to Commuter Connections products and services and will be helpful in improving our outreach efforts.

The Addendum contains a simple breakdown of surveys sent by jurisdiction and the rates of return and bad addresses. The Appendix contains the survey instrument and cover letter. The cover letter was customized for each jurisdiction. The letter listed the name of the local sales organizations and the names of the employer outreach representatives in that jurisdiction.

*\*(Though this is a lower response rate than for previous years, the total number of responses is the largest ever recorded for the Satisfaction Survey).*

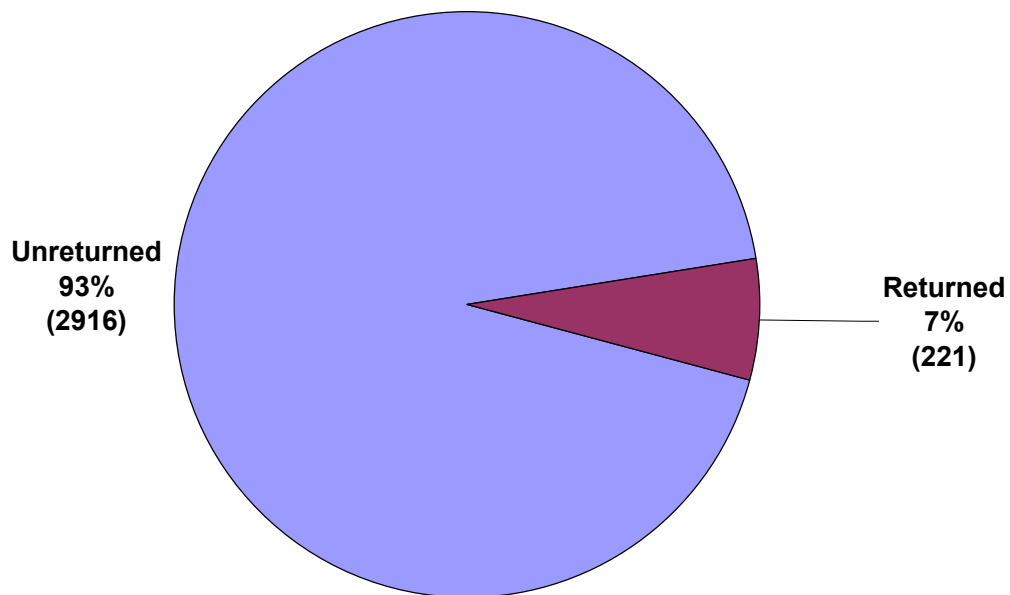
## DISCUSSION OF RESULTS

### RESPONSE:

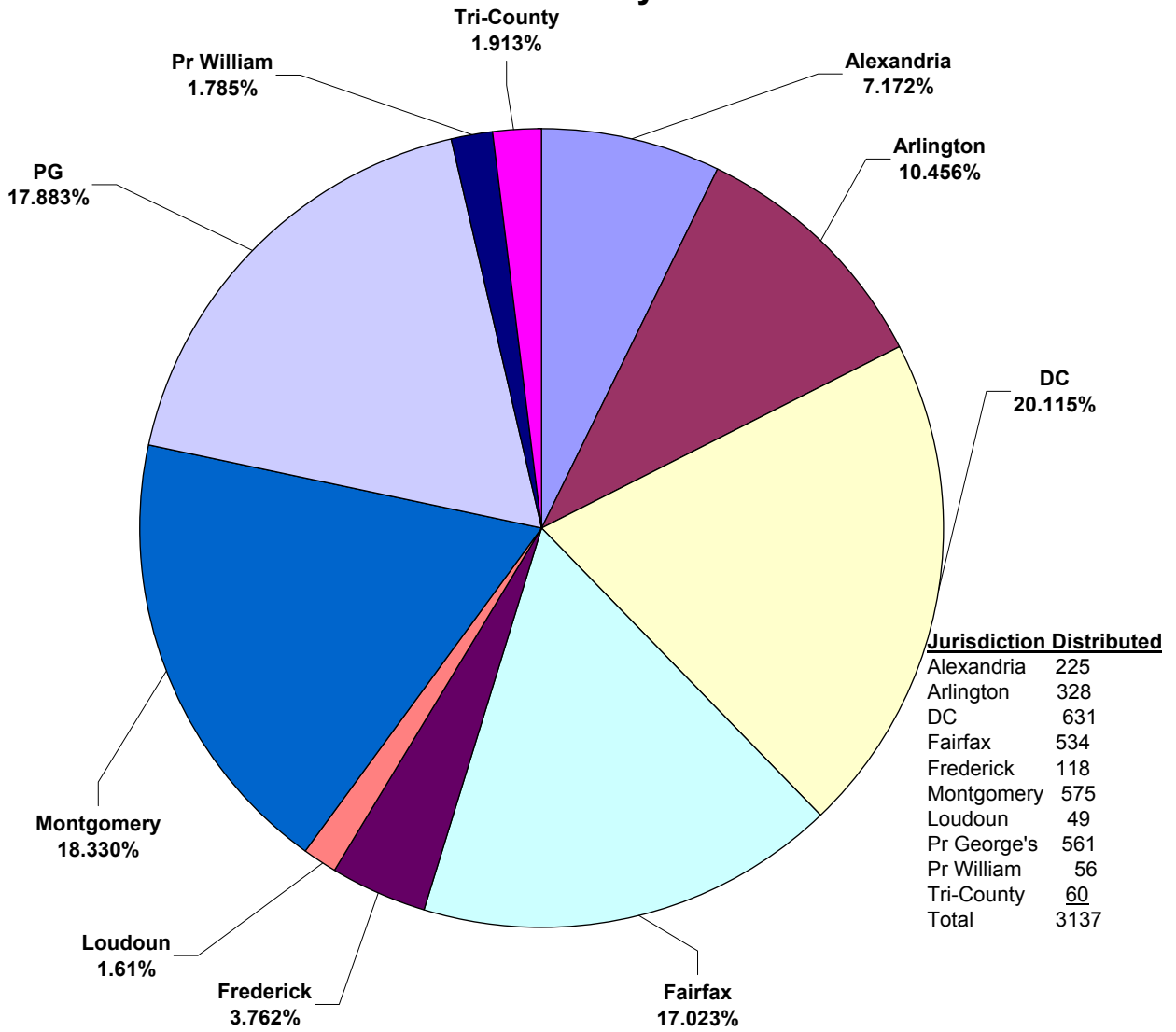
A total of 3137 surveys were distributed to all sales jurisdictions. A 7 percent response rate was achieved. The number of forms distributed in each jurisdiction depended on the number of employers contacted about Commuter Connections Employer Services programs indicated by employer level of effort (1-4). The next two graphs illustrate overall response and distribution by jurisdiction.

### Overall Response Rate

Total Distribution  
3137

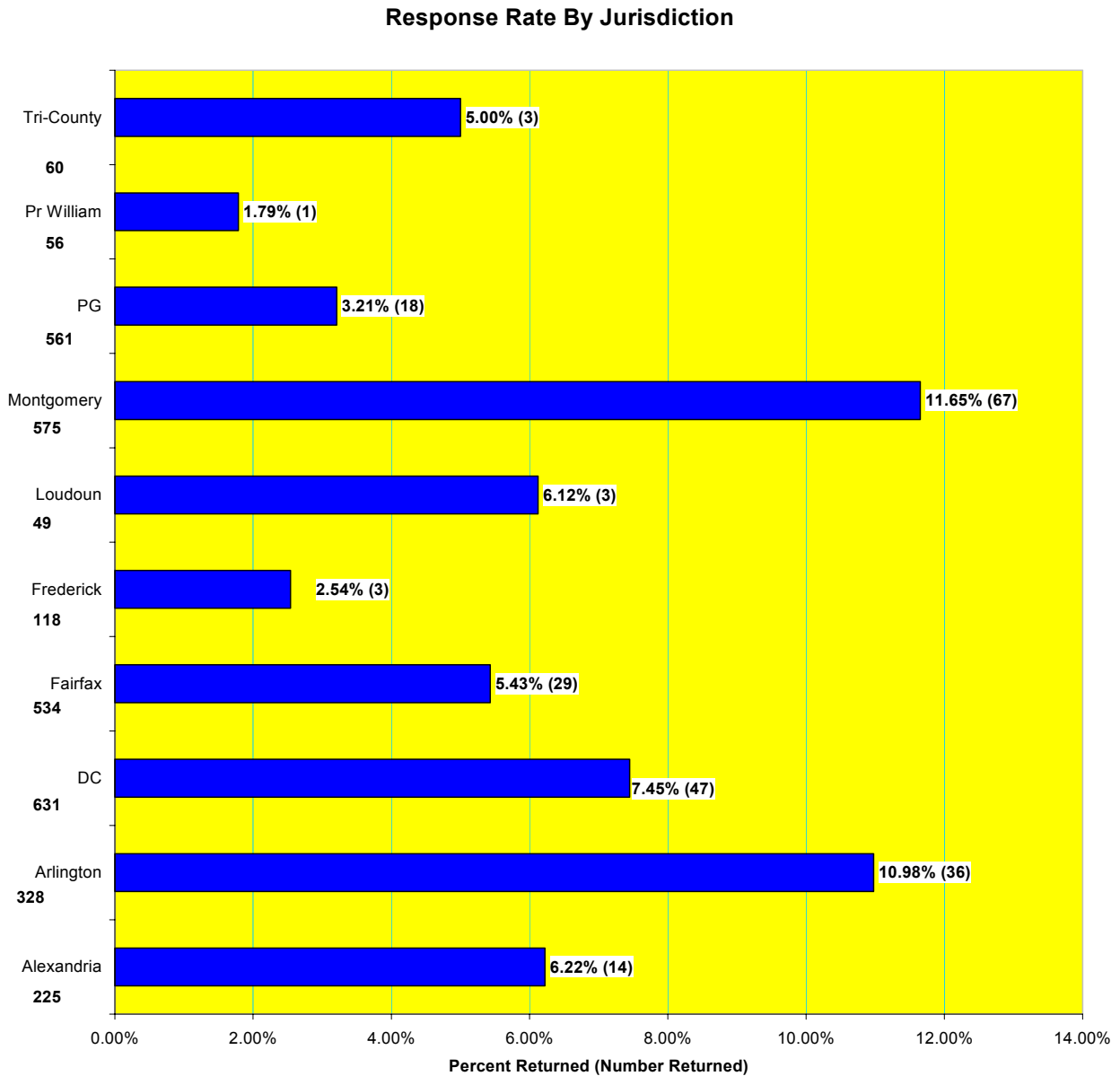


## Forms Distributed by Jurisdiction



## RESPONSE BY JURISDICTION:

This chart shows the percent of total forms returned (221) from each jurisdiction for the overall distribution of the survey. Response rates (forms returned from jurisdictions/forms distributed to jurisdiction) were also calculated for each jurisdiction relative to the number of surveys sent to each jurisdiction. For example, Alexandria achieved a 6.22 percent response rate with 225 surveys distributed in its jurisdiction and 14 forms returned.



## Question 1.

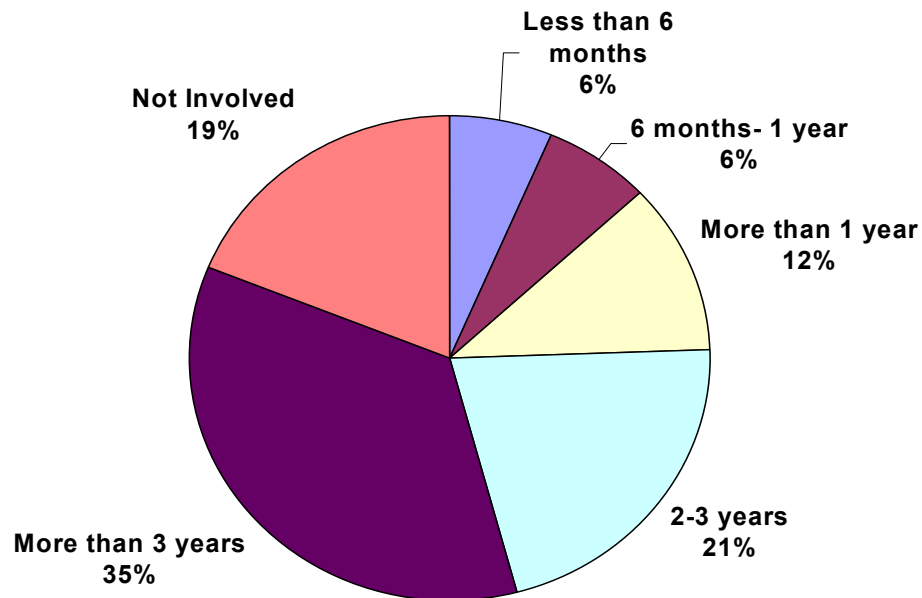
A question concerning the employer contact's length of involvement in assisting employers with their commutes to work was included to gauge the level of familiarity that Commuter Connections contacts have with the products and services associated with alternate commuting.

As the pie chart illustrates, a substantial proportion of respondents, thirty-five percent have been involved with assisting their employees with commuting options for over three years. This result suggests that significant turnover among employees tasked with coordinating employee transportation issues has decreased and combined with the percentage for two to three years participation (21percent) shows that oversight of onsite programs has remained steady. This group of veteran TDM program coordinators for their respective employers suggests a healthy relationship with alternative commuting.

Nineteen percent of respondents indicated that they are not involved with helping their employees plan their commutes to work, which represents a significant drop from fourteen percent for FY02. As the surveys were sent only to contacts listed by outreach representatives.

### Respondent's Involvement with Assisting Employees with Daily Commutes

Question 1. How long have you been involved with helping your company's employees with their daily commutes?

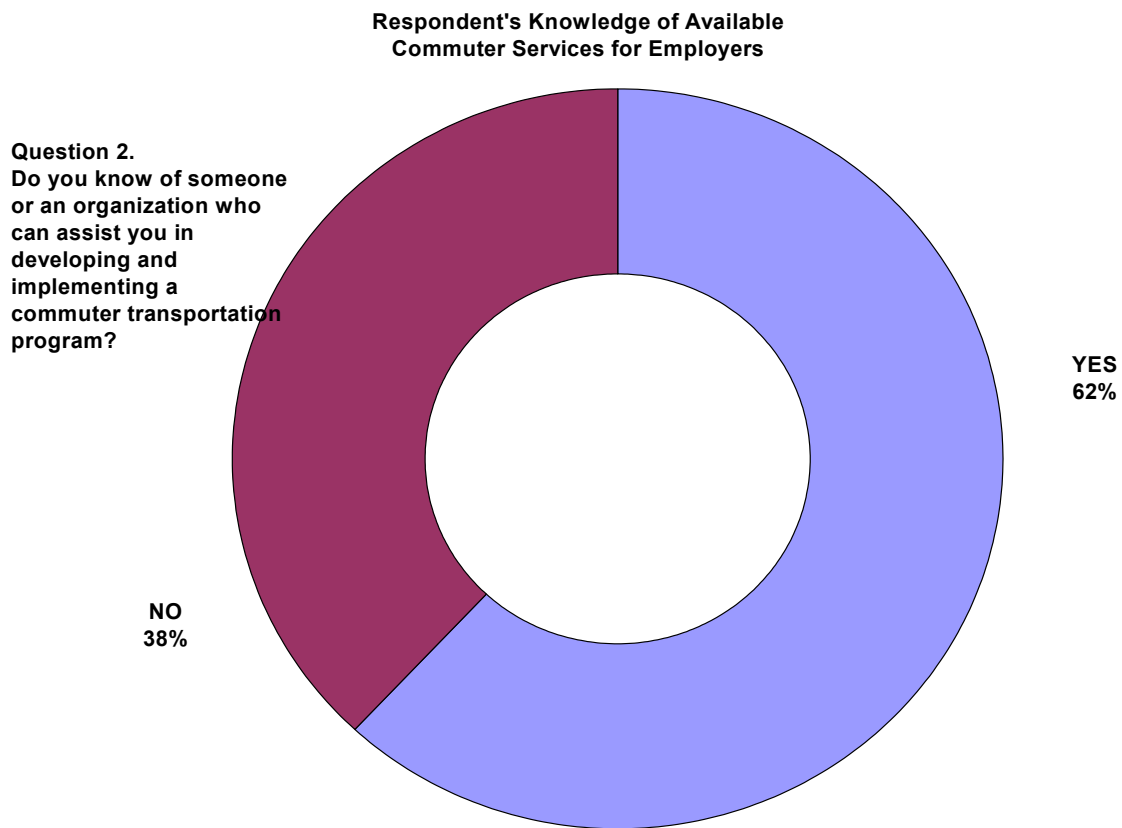


Total Times Question Answered: 216

Turnover is still of concern for these positions with at least 12% of those involved with TDM programs have done so for one year or less. This information reinforces the importance of maintaining a current relationship between the outreach representatives and their Employee Transportation Coordinators (ETCs).

## Question 2.

The question concerning the respondent's knowledge of available commuter services for employers provides encouraging news for the outreach program as a whole. Sixty-two percent of respondents indicated that they had knowledge of a person or organization that could assist them in developing a commuter transportation program. This number is down 8 percentage points from last year's survey. These responses suggest that a great majority of employers know that there are organizations that can help them develop a transportation management program at their worksite, and their relationships with their corresponding outreach representatives appear to be improving.



Forms Distributed:	3137
Forms Returned:	221
Total Times Question Answered:	213



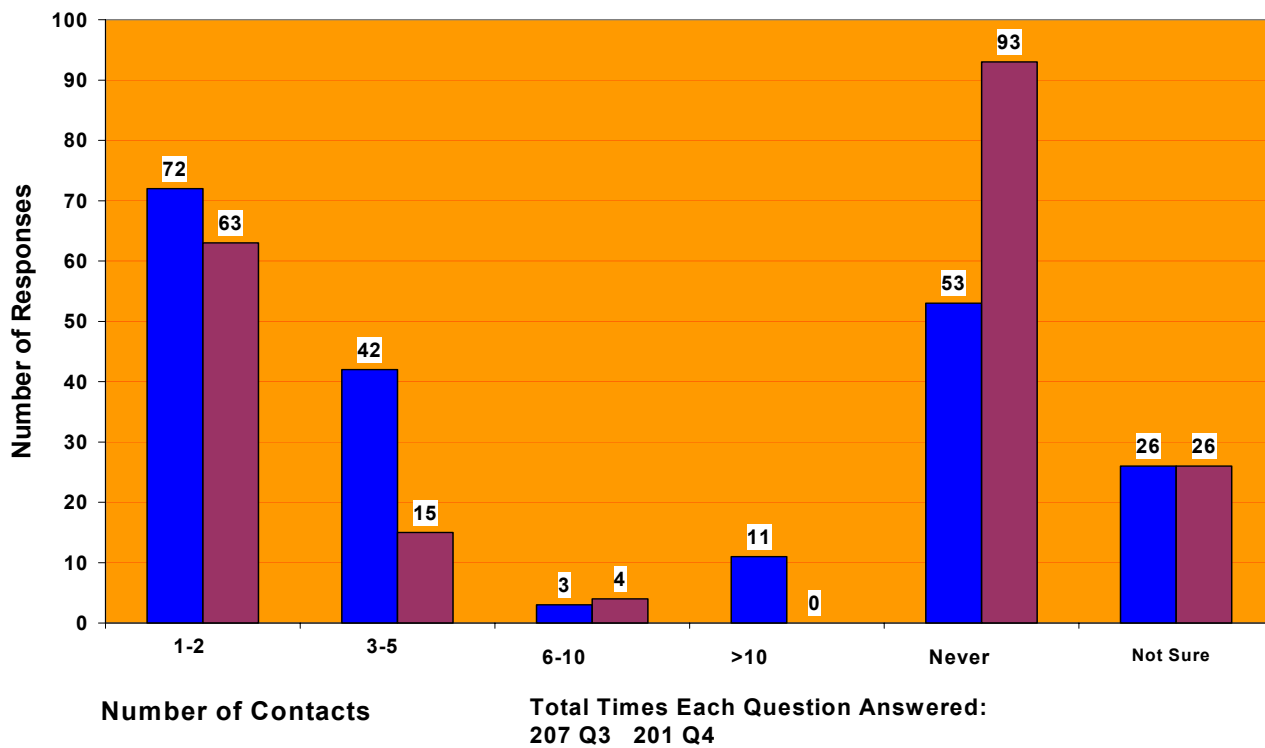
## Question 3 and Question 4.

These questions were included to measure the outreach representative's contact with employers. These are important measures of the effort expended by the regional sales force. The largest group of respondents (93 out of 201 for Q4) for both questions overall contact and in-person contact indicated never being contacted [approximately 46%]. The next highest response was for those being contacted 1-2 times per year (72 and 63 out of 207 and 201, or 34% and 31% respectively). The differential from the never being contacted has reversed for question 3 whereas the differential for question 4 has remained the same in comparison to FY02. Given the percentages from question one; this is particularly significant since employer outreach representatives' performances are measured by their efforts in contacting new and existing employers.

### Contact with Employer Outreach Representative

● **Question 3. How often were you contacted by a representative who can assist you in developing and implementing a commuter transportation program, during the past 12 months?**

■ **Question 4. How often were you contacted by your representative in person?**

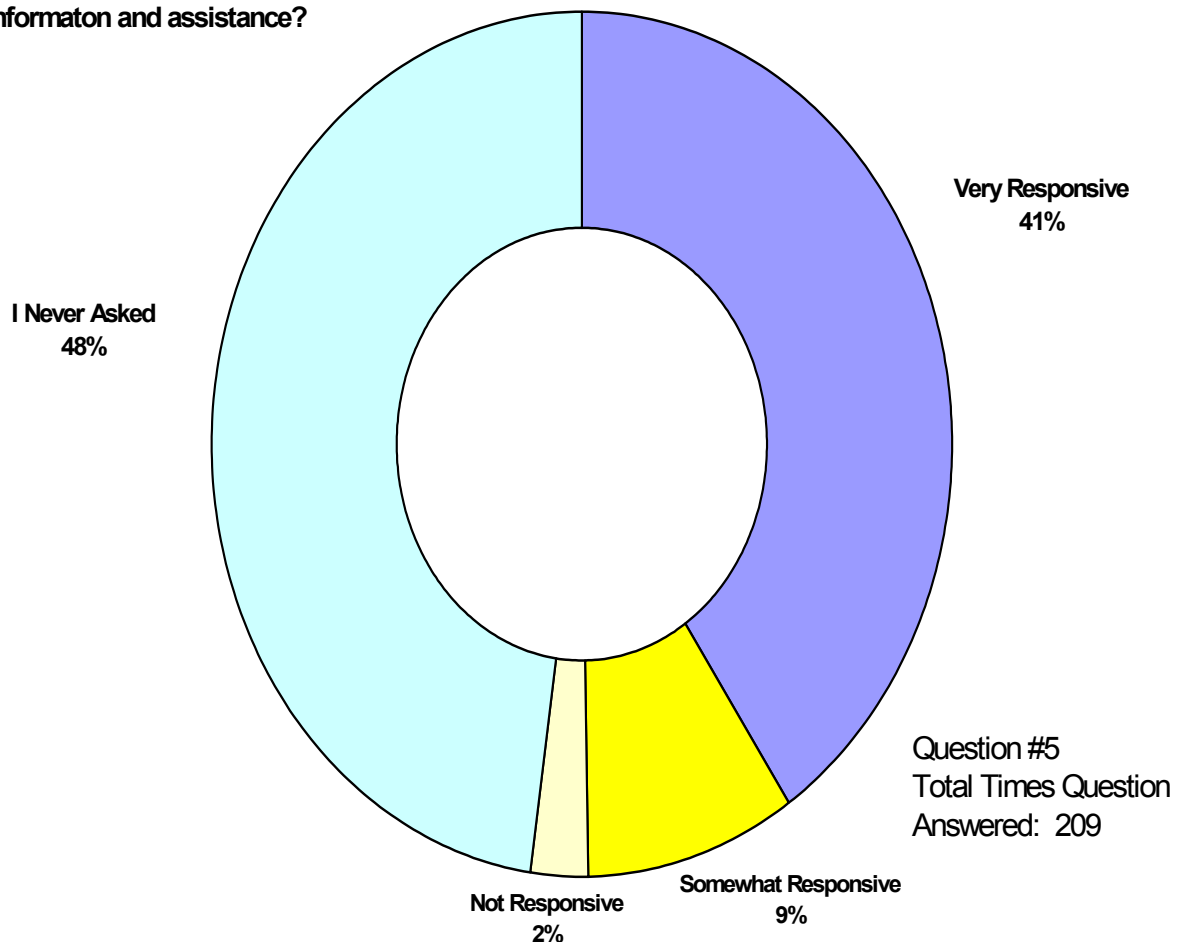


## Question 5.

An essential indicator, responsiveness, is measured in the next question. Again, outreach efforts are represented by the responses. As the chart shows, an almost equal amount of respondents that requested information reported that their representative was very responsive (41 percent) to those who said that they had never asked for assistance (48 percent). This emphatically suggests that not only that employers may not be fully aware of the information and assistance that is freely available to them, but that outreach efforts to contact them on a regular basis are not occurring.

### Employer Representative's Responsiveness

Question 5. How Responsive is your representative to your questions, requests for information and assistance?

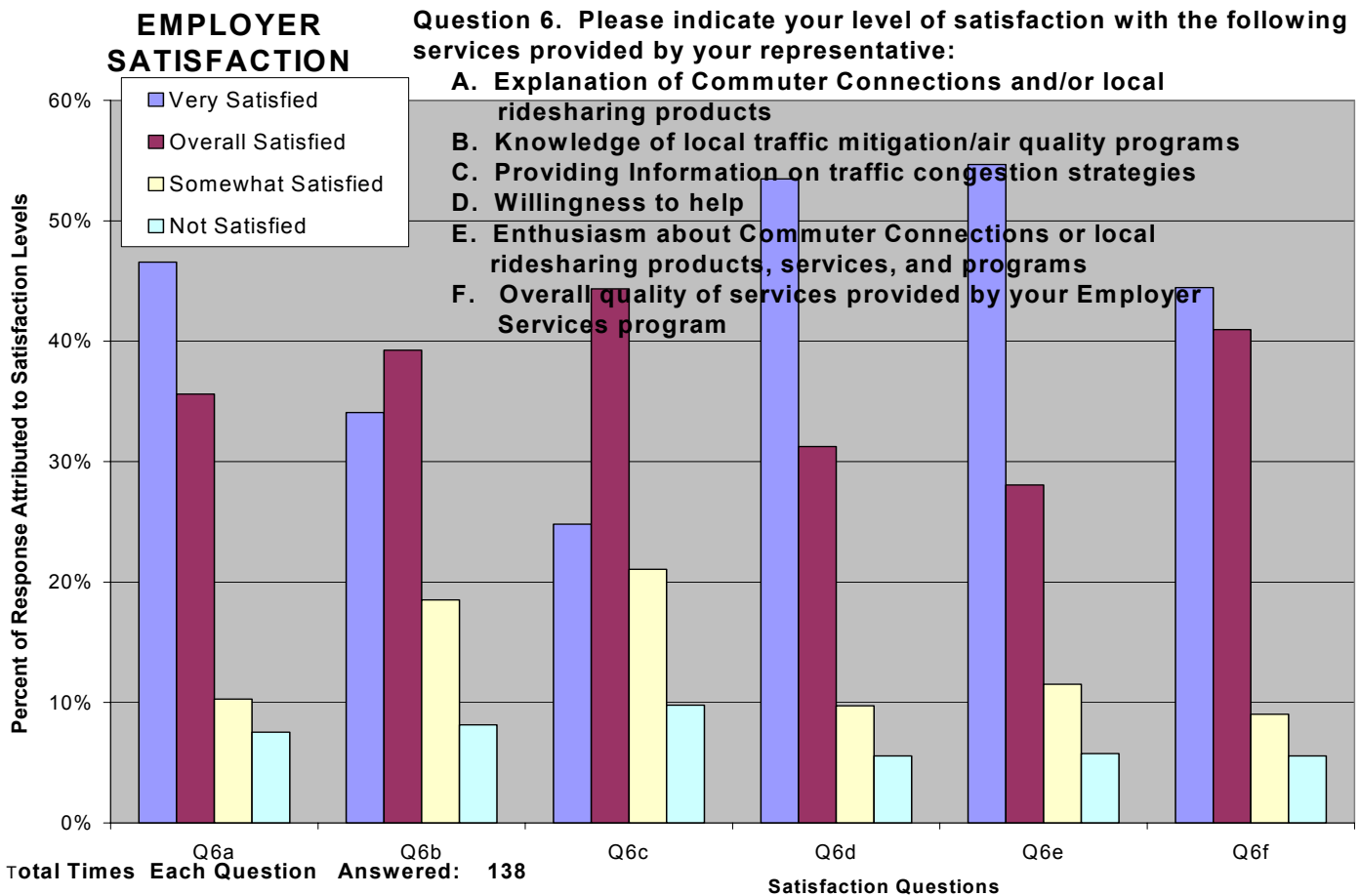


## Questions 6A-F.

This series of questions represents the heart of the survey and were included to measure employer satisfaction across a range of topic areas including: explanation of local rideshare products, knowledge of local traffic mitigation, traffic congestion strategies, willingness to help, enthusiasm, and finally overall quality of their local employer services program. The responses show encouraging trends and several areas for improvement.

More than 40 percent of respondents reported that they were “Very Satisfied” in four (6A, 6D, 6E, and 6F) out of the six topic areas. To the all-important question of employer satisfaction with the overall quality of employer services (Question 6F), 43 percent of respondents indicated that they were “Very Satisfied.”

Respondents were most satisfied with outreach representatives’ willingness to help (Questions 6D and 6E) and the enthusiasm with which representative’s communicated the Commuter Connections message, with 45 percent and 50 percent of respondents choosing the highest level of satisfaction, respectively.

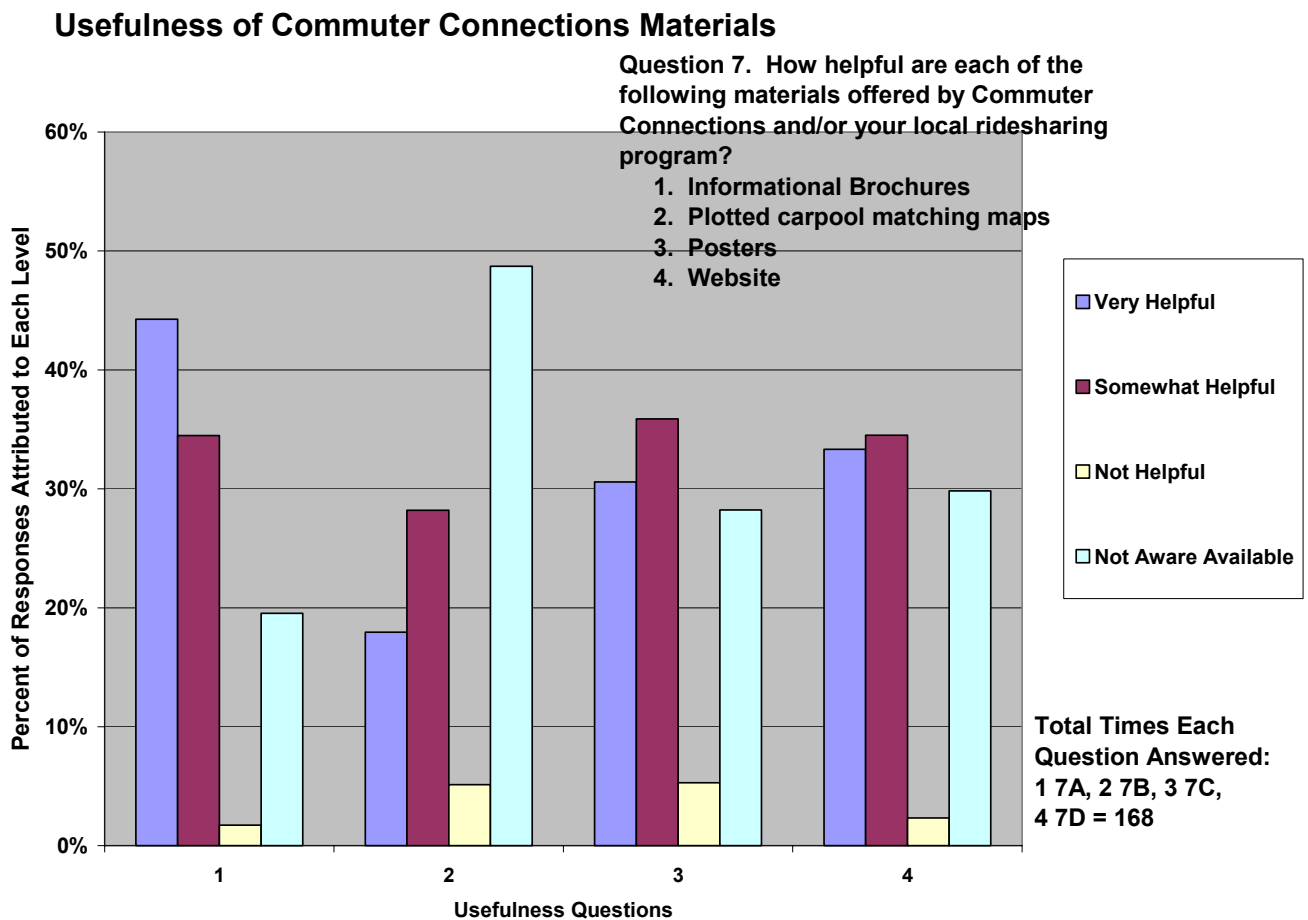


The next largest set of responses is in the “Overall Satisfied” category across the range of questions. For all questions, an average of 30% of employers expressed an overall satisfaction about their outreach representative’s performance across these topic areas. This fact suggests that the employer contacts have had sufficient interaction with their outreach representatives. The “Somewhat Satisfied” category dropped from the previous years’ with an average of 13% of employers responding (instead of 15% being the average). The “Not Satisfied” category rose from 2% last year coming in at 6% for a response.

### Questions 7A-7C.

With a great volume of Commuter Connections materials produced, the next series of questions attempts to measure the employer’s perception of the usefulness of these materials.

As the graph illustrates, most respondents reported that the informational brochures are seen as helpful (43 percent). Plotted carpool matching maps received a less warm response with 18 percent reporting that they are very helpful and 28 percent that they are somewhat helpful. Posters were viewed in a better light with 30 percent of the employers responding said that they were very helpful and 37 percent seeing them as somewhat helpful. Overall, a large number of responses indicated they were not aware on the usefulness of these products or that they did not know that the materials were available (around 21%).



## Question 8-8C.

This series of questions was included to measure the use of the commuter survey and the outreach representative's use of the statistical reports of the results. Twenty-Four, or 40 percent of the 60 responses to this question, show that the commuter survey was used at the worksite. The table below summarizes the results.

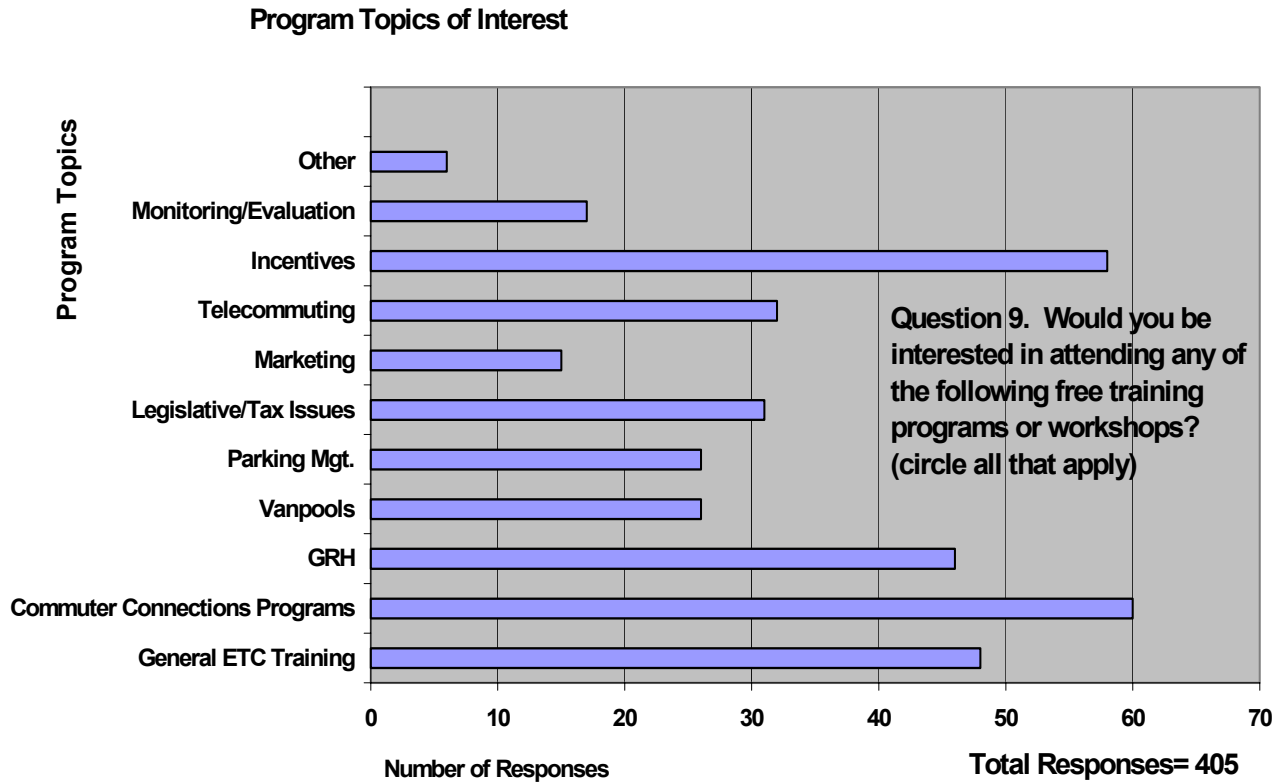
Table 1. Employer Commute Survey Use

QUESTIONS	Possible Responses	# of Responses	Percent of Total
Q8. Did you participate in the Commuter Connections employee survey or another commuter Survey?	YES (answers 8A)	24	40%
	NO	28	47%
	NOT SURE	8	13%
	TOTAL RESPONSES	60	
Q8A. Did your representative give you a copy of the statistical summary of your employee Commute Survey?	YES (answers 8B)	9	28%
	NO	15	47%
	NOT SURE	8	25%
	TOTAL RESPONSES	32	
Q8B. Did Your Representative use your statistics to create an employee commute program or to promote ridesharing in general?	YES	6	33%
	NO	7	39%
	NOT SURE	5	28%
	TOTAL RESPONSES	18	

These results suggest that many of employers are not being surveyed, or they are unaware of their most recent completed survey. Of the employers that reported that a commuter survey had been conducted at their site, 47 percent of them had not received a statistical analysis against 28% that did receive a summary. This data shows that there is some room for growth in the area of surveying employers and supplying them with a free report of their employees commuting habits, which then could lead to the adoption of higher level transportation demand management programs.

## Question 9.

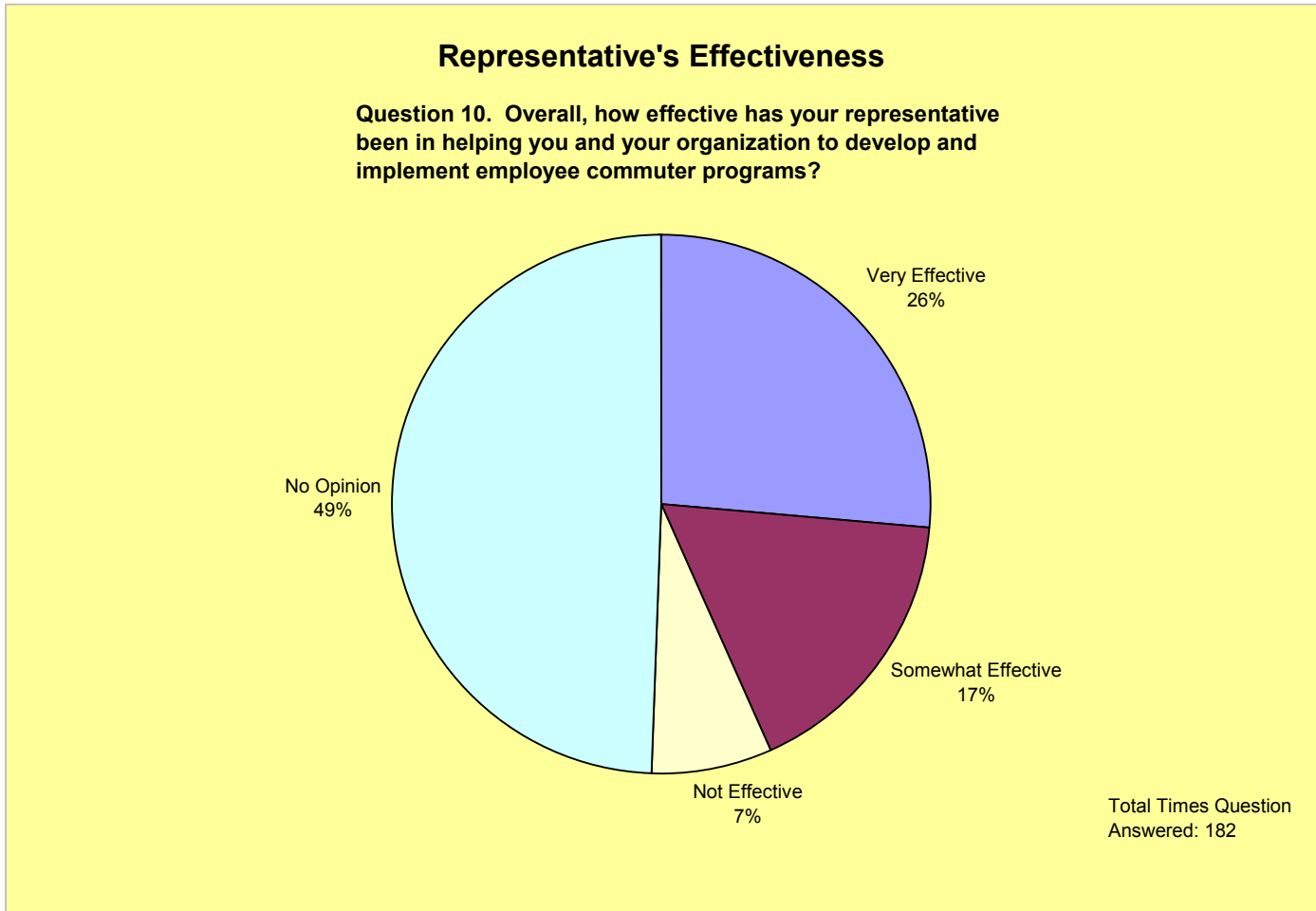
The next question reveals a great deal about what type of informational seminars employers need to help them better assist their employees.



As the graph shows, the three most popular topic areas indicated were Commuter Connections programs, Transit Incentives, and General ETC Training. This mostly mirrors. In addition, telecommuting is fast becoming a major component of consideration for employers. The TPE, and Telework Virginia Incentive Programs are great avenues for this interest. Another surprising result is the increased interest in Legislative/Tax Issues. This may be explained by recent legislation passed in Montgomery County in regards to traffic mitigation.

## Question 10.

Like the responsiveness and satisfaction measures, this question provides an overall indicator, effectiveness. As the graph illustrates, the responses to this question are unequally distributed between the categories.



As the pie chart illustrates, the largest group of respondents (49 percent) reported that they had *no opinion*. Twenty-six percent indicated that their representative(s) is *very effective*. Seventeen percent said that their representative was *somewhat effective* so that the combination of these two groups demonstrates that the minority of respondents (43 percent) finds that the efforts of their outreach representative are effective in helping them implement commute programs at their worksites. The 7 percent of the people that indicated that the representative has not been effective along with the 49 percent (which totals 56%) that expressed no opinion represent significant challenges for the outreach representatives to translate their efforts to effective programs. Using these numbers in comparison with last years (26% *very effective*, 17% *somewhat effective*, 7% *not effective*, and 49% *no opinion*) shows that the overall effectiveness of the employer outreach effort is relatively stable, but a qualification is in order, some of the employers who responded were unaware of who was their Outreach Representative due to a new position and also to survey apathy.

## Question 11.

**Do you have any suggestions for improving Commuter Connections' effectiveness in promoting commuter programs and in assisting organizations such as yours in developing commuter programs?**

“This organization does not yet participate in Commuter Connections programs, but we plan to before year's end.”

“Keep up the ad spots so people know about free Ride Home. We have lots of loyal Metro riders, carpoolers, and walkers. I'd love to hear statistics about the use of the program or real life stories.”

“No. We have vanpools, carpools, and discounts on public transportation – these are working well for us.”

“Just keep the communication and services going.”

“I have never been contacted by a Commuter Connections Representative.”

“Work with organizations to promote and educate.”

“It was frustrating to find out after the fact that our \$20,000 check (would have all been fair share except for budget issues) had to be 2 \$10,000 checks. As a result of not being told about the fair share versus the full (or super) fare share issues, our employees didn't get their orders on time. This was reflected in my performance evaluation so I feel that your communication is poor.”

“Keep up the good work!”

“We are very grateful for Fare Share at our company.”

“Posters for worksite and a small kit for employees.”

“A more hands-on approach with businesses of a certain size would make options more readily knowable – e.g. On site meetings with employees, your surveys may get thrown in the trash!”

“When a new coordinator begins work at a jurisdiction, it can be very useful and important to make sure the coordinator gets briefings and trainers on what Commuter Connections expects from the coordinator on a monthly, quarterly, and annual basis. Quarterly orientation sessions may be helpful.”

“Article and promotions for our company newsletter.”



“We have requested funds to assist in our Telework and transportation subsidies, but every year there are no funds available.”

“I contacted Commuter Connections, it would have been nice to have it the other way around. And, we really don’t have a representative per-se.”

“Stronger follow-up support after program implementation. Maybe annual contact to suggest follow-up employee surveys, program updates, or ‘re-enrollment’ fairs to continue to promote the programs after initial kickoff.”

## Question 12.

**Please write in any additional comments you have about Commuter Connections Products, services, or your representative.**

“We do participate in the Guaranteed Ride Home program.”

“This program was set up by a previous HR manager. Unfortunately, they did not have anything up and running before they left. I am not sure of just what the benefits are of the program. It would be helpful to be introduced to the representatives who are assigned to my organization.”

“This comment is regarding our representatives. They are always there for us to introduce new products, services, and sharing in our promotions days. Many thanks to Peggy Schwartz, Mirza Morris, and Francine Waters for servicing the USNRC for so many years.”

“I would like to thank Muriel Bowser and Shelia Wilson for sharing all of their knowledge and providing our staff with excellent service. Thank you.”

“Many staff work late – live in suburbs and not too many late buses run from Metro stations, Metrobuses, and RideOn Services.”

“Never heard about this before!”

“I don’t believe that anyone from Commuter Connections has ever contacted our company. If they have, we have not received any information from them.”

“Linda Provost is a professional.”

“Bethesda Transportation is excellent!”

“Pleased with rapid response to purchasing Metrocheks.”

“Find the Commuter Connections newsletter very helpful and informative to our employees. Guaranteed Ride Home is a good benefit.”

“Some emails have been sent with emergency information regarding September 11 issues.”

“We did not receive the correct recognition last year. We have three programs – Telework, Metrochek, and Carpool subsidies. We were only recognized as having one program. Our representative did not check with us.”

“We don’t really have a representative assigned to the County that I know of. I would like to know how to refer employees carpool/vanpool questions, such as how to get in one, etc.”

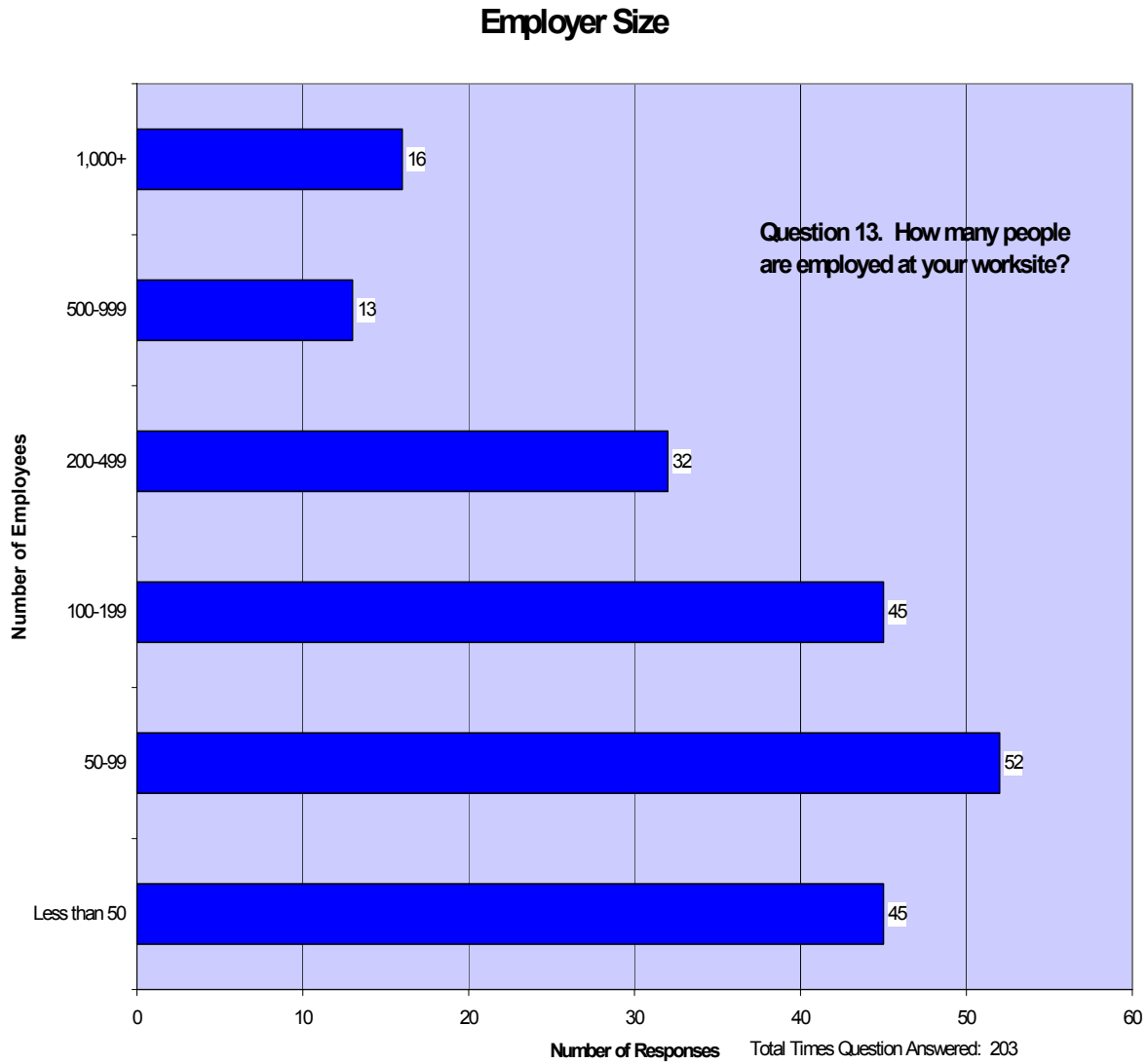
“I would like to hear more about tax benefits for the employers.”

“Although our representative is enthusiastic, they have bugged me to death when I have told them I will respond when our company objectives have been met.”

“We needed someone who could help our staff change their commutes as our offices are moving from Fairfax and Greenbelt to Bethesda – because your representatives only stay in their locales, this was difficult. The representatives had very little knowledge of an inter-county commute.”

## Questions 13 & 14.

Respondents represented a wide range of employers. The industries represented include: consulting, health services, non-profit organizations, financial services, legal services, and computer services. The respondents are also employed by organizations of various sizes. See the bar graph below:



## CONCLUSIONS

With 10 percent of the selected sample of employers responding this year, the Satisfaction Survey gives us some generalizations for use. The distribution of the responses among the jurisdictions lends credence of applying this information to the overall employer outreach effort.

It should be emphasized here that employers were not randomly selected from the universe of employers from the regional database. Employers were selected based on the fact that they have interacted with the local sales jurisdictions, which are indicated, by a level of service (1-4). This survey's purpose is to measure the satisfaction of employers that have encountered Commuter Connections Employer Services products. The information demonstrates employer reaction to Commuter Connections' products, services and outreach efforts. The news is enheartening for the most part, but some notes of disapproval and unawareness are very noticeable.

There was a slight increase in the amount of returned mail because of address inaccuracies, with more than 9 percent being returned to sender. \*See *addendum*.

The majority of employers continue to find the brochures very helpful. The survey responses show that employers are mostly satisfied with their outreach representative's willingness to help, enthusiasm with which outreach representatives approach them, and the overall quality of the service provided. A large majority of the respondents' had no opinion of their Employer Service representative's efforts. This possibly suggests that not enough contact between the employer and outreach representative is going on during the course of the year. The surveys do show that the responding employers are also interested in seminars focused on Transit Incentives, General Commuter Connection's programs and General Employee Transportation Coordinator Training/Networking.

The results also demonstrate areas for improvement. Nineteen percent of the respondents indicated that they are not directly involved with assisting employees with their daily commutes—up from 12 percent last year. This fact suggests that outreach representatives need to redouble their efforts in contacting the appropriate person at that employer site and building on that success will only enhance Commuter Connections Program awareness.

A large amount of respondents selected the *no opinion* in rating the representative's effectiveness, which possibly suggests a lack of substantial contact with employer representatives. This is a surprising element due to the large amount of respondents that have been in an ETC capacity for more than one year. The responses regarding the effectiveness measure of the Employer Outreach representatives show us that there is room for improvement. Twenty-six percent of respondents selected the highest level of effectiveness and another seventeen percent indicated that their representative was *somewhat effective*. The forty-eight percent that expressed no opinion or indicated that their representative was not effective represent a large group to which outreach efforts may not have had the expected impact.

Overall, the results provide a favorable view the employer outreach effort. The main indicators of responsiveness, satisfaction and effectiveness all reveal encouraging trends, but also show room for improvement. In each of these sets of measures, more respondents chose the highest

level of satisfaction in rating the employer services program and/or their representative. The employer outreach effort, however, remains troubled by a consistent and sizable set of employers that have not been fully engaged by the effort, evidenced by both the no opinion responses and the small group of responses that show dissatisfaction with Commuter Connections services.

This report was prepared by COG staff including, Mark Hersey and Nicholas Ramfos. Input was also received from the Commuter Connections Subcommittee and the Commuter Connections Employer Outreach Ad Hoc Group.

## Addendum to Satisfaction Survey Report FY03

### CUSTOMER SERVICE SATISFACTION SURVEY 2003

Jurisdictions	Surveys			Percentage/	Percentage/
	sent	Responses	Returns	Response	Return
Alexandria	225	14	11	6%	5%
Arlington	328	36	21	11%	6%
DC	631	47	59	7%	9%
Fairfax	534	29	89	5%	17%
Frederick	118	3	9	3%	8%
Loudoun	49	3	6	6%	12%
Montgomery	575	67	31	12%	5%
Prince George's	561	18	41	3%	7%
PRTC	56	1	3	2%	5%
Tri-County	60	3	2	5%	3%
<b>Total Surveys sent</b>	<b>3137</b>	<b>221</b>	<b>272</b>	<b>7%</b>	<b>9%</b>

# Appendixes

## Employer Services Employer Satisfaction Survey

This survey is being conducted to find out about the use of and satisfaction with the products and services provided by Commuter Connections, and its member organizations, to help employers implement employee transportation programs.

**Your response to this survey is very important to us!** All information you provide will be confidential.

Please return your completed survey and gift request form by July 18th to the Metropolitan Washington Council of Governments, c/o Commuter Connections, or, fax your completed survey to **202-962-3218**.

1. How long have you been involved with helping your company's employees with their daily commutes? *(Please circle one response)*
  - a. Less than 6 months
  - b. 6 months to 1-year
  - c. More than one-year
  - d. 2 to 3 years
  - e. More than 3 years
  - f. I am not involved
  
2. Do you know a person or organization that can assist you in developing and implementing a commuter transportation program for your employees?  
*(Please circle one response)*
  - a. Yes
  - b. No
  
3. How often were you contacted by a representative who can assist you in developing and implementing a commuter transportation program, during the past 12 months?  
*(Please circle one response)*
  - a. Once or twice
  - b. Three to five times
  - c. Six to ten times
  - d. More than ten times
  - e. Have never been contacted
  - f. Not sure
  
4. How often were you contacted by your representative in person?  
*(Please circle one response)*
  - a. Once or twice
  - b. Three to five times
  - c. Six to ten times
  - d. More than ten times
  - e. Have never been contacted
  - f. Not sure
  
5. How responsive is your representative to your questions, requests for information and assistance? *(Please circle one response)*
  - a. Very responsive
  - b. Somewhat responsive
  - c. Not at all responsive
  - d. I have never asked for information or assistance



6. Please indicate your level of satisfaction with the following services provided by your representative: *(circle the number under each response)*

	Very Satisfied	Overall Satisfied	Somewhat Satisfied	Not Satisfied
A. Explanation of Commuter Connections and/or local Ridesharing products	1	2	3	4
B. Knowledge of local traffic mitigation/air quality programs	1	2	3	4
C. Providing information on traffic congestion strategies	1	2	3	4
D. Willingness to help	1	2	3	4
E. Enthusiasm about Commuter Connections or local ridesharing products, services and programs	1	2	3	4
F. Overall quality of services provided by your Employer Services program	1	2	3	4

7. How helpful are each of the following materials offered by Commuter Connections and/or your local ridesharing program?

*(circle the number under the most appropriate response)*

	Very Helpful	Somewhat Helpful	Not at all Helpful	Didn't know Available	No Opinion
A. Informational brochures and fact sheets	1	2	3	4	5
B. Plotted carpool matching maps	1	2	3	4	5
C. Posters	1	2	3	4	5
D. Web-Site	1	2	3	4	5

8. Have you ever used the Commuter Connections employee Commute Survey or another commute survey? *(please circle one response)*

- a. Yes (go to question 8a)    b. No (skip to question 9)    c. Not sure (skip to question 9)

8a. Did your representative give you a copy of the statistical summary of your employee Commute Survey? *(please circle one response)*

- a. Yes (go to question 8b and 8c)    b. No (skip to question 9)    c. Not sure (skip to question 9)

8b. Did your representative use your statistics to create an employee commute program or to promote ridesharing in general? *(please circle one response)*

- a. Yes    b. No    c. Not sure

8c. Please write in any additional comments you have about the statistics.

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9. Would you be interested in attending any of the following free training programs or workshops? *(circle all that apply)*

- a. General employee transportation benefits coordinator-training      b. Briefing on Commuter Connections services and programs
- Topic-specific workshops:
- c. Guaranteed Ride Home program      f. Legislation/tax issues      i. Transit incentives  
d. Vanpool formation      g. Marketing      j. Monitoring and evaluation  
e. Parking management      h. Telecommuting      k. Other (please specify) \_\_\_\_\_

10. Overall, how effective has your representative been in helping you and your organization to develop and implement employee commuter programs?  
*(please circle one response)*

- a. Very effective      c. Not at all effective  
b. Somewhat effective      d. No opinion

11. Do you have any suggestions for improving Commuter Connections' effectiveness in promoting commuter programs and in assisting organizations such as yours in developing commuter programs?

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12. Please write in any additional comments you have about Commuter Connections products, services, or your representative.

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13. How many people are employed at your worksite? *(please circle one response)*

- a. Less than 50      c. 100 to 199      e. 500 to 999  
b. 50 to 99      d. 200 to 499      f. 1,000 or more

14. Which of the following best describes the kind of work conducted at your worksite?  
*(please circle one response)*

- a. Biotechnology      e. Government      i. Research and development  
b. Commuter hardware/software      f. Health Services      j. Restaurant or Hotel  
c. Educational Services      g. Manufacturing      k. Wholesale trade  
d. Finance, insurance, or real estate      h. Retail trade      l. Other (please specify) \_\_\_\_\_

15. What is the zip code of your worksite? \_\_\_\_\_

**OPTIONAL— Gift Request Form**

We would like to thank you for participating in this survey. Please complete the items below and return with your completed survey and we will send you a **free GIFT**.

Your Name: \_\_\_\_\_

Title: \_\_\_\_\_

Employer Name: \_\_\_\_\_

Employer Address: \_\_\_\_\_

\_\_\_\_\_  
Your Phone Number: \_\_\_\_\_

Again, thank you for taking the time to complete this survey. Please **FAX** to MWCOG, Commuter Connections at **202-962-3218** by **July 18, 2003**.

or mail:

MWCOG  
Commuter Connections  
ATTN: Satisfaction Survey Coordinator  
777 North Capitol Street, NE, Suite 300  
Washington, DC 20002



June 28, 2003

Dear Employer:

The Metropolitan Washington Council of Governments is conducting a survey of employers to find out about the use of and satisfaction with the products and services provided by Commuter Connections, and its member organizations, to help employers implement employee transportation programs.

Member Organization Serving You: Arlington Transportation Partners  
Your Employer Services Representative(s): Katie Sihler

**Your response to this survey is very important to us!** All information you provide will be confidential.

The information you provide will be used to help us better understand your employee transportation needs and improve the products and services provided to employers by Commuter Connections and its member organizations.

Please take a few minutes of your time to complete and return the enclosed questionnaire by July 18, 2003. RETURN BY FAX OR MAIL:

**Fax#:** 202-962-3218  
**Mail:** MWCOG  
Commuter Connections  
ATTN: Satisfaction Survey Coordinator  
777 North Capitol Street, NE, Suite 300  
Washington, DC 20002

**Those responding by July 18th will RECEIVE A FREE GIFT compliments of Commuter Connections.**

If you have any questions, please call Mark Hersey at 202-962-3383.

Thank you for your cooperation,

**COMMUTER CONNECTIONS**