

FY 2014 'Pool Rewards Participant Survey Results

Commuter Connections Subcommittee
November 18, 2014

Background

- * Commuter Connections is a regional TDM program in the National Capitol Region and encompasses DC, Northern Virginia, and Suburban Maryland
- * The region is home to 5.3 million people and 2.7 million workers.
- * January 2009 – Analysis Report released on implementing a carpool financial incentive program
 - * Research on the subject is examined and past and present incentive programs in the country are investigated.
 - * The report selects corridors in the region that may benefit from an incentive program and details possible commute behavior impacts in those corridors. The study recommends three corridors for program implementation.

Get back up to \$130!



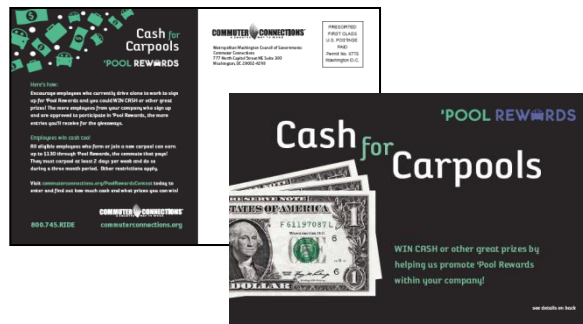
Carpool just two days a week & earn up to \$130 with 'Pool Rewards - the commute that pays!
Sponsored by Commuter Connections.

Background (con't)

- * Program is launched in October 2010
- * Goal: 1,000 commuters to participate in the program
- * Marketing Campaign - built upon the recognition of the Commuter Connections brand as an umbrella resource committed to improving traffic congestion and air quality in the metropolitan Washington DC region.
 - * Outreach to employers and commuter's (FB, direct mail, radio, web, newsletter)

Background (con't)

- * Program corridors are dropped due to low participation rates and program is expanded to include vanpools
 - * NTD Reporting for Vanpools Begins in FY 2012



Trip Tracking Software

The screenshot shows the user interface for the Pool Rewards program. At the top, the Commuter Connections logo is displayed with '4 YEARS' and navigation links for 'Commuting', 'Employers', 'News and Media', and 'About Us'. A user is logged in as 'STEPHEN FINAFROCK'. The main content area is titled 'WELCOME TO POOL REWARDS' and includes a 'POOL REWARDS' logo and a welcome message. A 'Pool Rewards Status' section indicates the user is eligible for rewards, with details for Pool Name, ID, Start Date, and End Date. A 'Carpool Member Information' table lists members and their contact details. On the right, there are links for 'EDIT PROFILE', 'RIDESHARING', 'GUARANTEED RIDE HOME', 'SPECIAL EVENTS', 'POOL REWARDS', 'FEEDBACK', and 'COMMUTE LOG'. Below these are sections for 'INCENTIVES MENU', 'PROGRAM REQUIREMENTS', 'LOG MY COMMUTE', and 'INVITE MEMBERS'. A 'Pool Rewards' banner at the bottom right features the logo and the slogan 'It Pays to Rideshare'. A 'Cost of Commuting Calculator' link is also visible.

WELCOME TO POOL REWARDS

POOL REWARDS

Welcome to your 'Pool Rewards account!

Pool Rewards Status: Eligible for Rewards

Pool Name: POOL REWARDS
Pool ID: 153243
Start Date: 07/21/2014
End Date: 10/31/2014

Carpool Member Information

Member Name:	Registered As:	Home Phone:	Cell Phone:	Work Phone:
POOL REWARDS	Primary Driver	444-444-4444	555-555-5555	222-222-2222
ROSS EDGAR	Member	301-592-1442	717-793-7042	202-962-3285
STEPHEN FINAFROCK	Member	703-820-0044	202-841-0161	202-962-3385

- EDIT PROFILE
- RIDESHARING
- GUARANTEED RIDE HOME
- SPECIAL EVENTS
- POOL REWARDS
- FEEDBACK
- COMMUTE LOG

INCENTIVES MENU

PROGRAM REQUIREMENTS

LOG MY COMMUTE

INVITE MEMBERS

- Start carpooling and you'll be on your way to earning dollars!
- Remember you must submit your commute logs to qualify. For all the rules, click Eligibility Guidelines.
- Log in weekly and submit your commute log. Earn rewards for every five days you carpool within a 90-day period, and you can receive exciting rewards.

Pool Rewards

POOL REWARDS

It Pays to Rideshare

Cost of Commuting Calculator

Trip Tracking Software

COMMUTER CONNECTIONS
4 YEARS

Logout
Help
HIDE TOOLTIPS

Welcome STEPHEN FINAROCK
Questions? Call 1-800-745-RIDE (7433)

Commuting Employers News and Media About Us

POOL REWARDS - INVITE CARPOOL MEMBER(S)

POOL REWARDS

CARPOOL INFORMATION
Carpool ID: 153243
Carpool Nickname: POOL REWARDS

Enter your carpool partners information below. An email invitation will be sent to them to join the program.

CARPOOL PARTNER 1 * Required for the program

First Name:
Last Name:
E-mail:

CARPOOL PARTNER 2 * Optional since only HOV-2 is required for the program

First Name:
Last Name:
E-mail:

CARPOOL PARTNER 3 * Optional since only HOV-2 is required for the program

First Name:
Last Name:
E-mail:

CARPOOL PARTNER 4 * Optional since only HOV-2 is required for the program

First Name:
Last Name:
E-mail:

* Required Fields Invite Member(s) Clear

- EDIT PROFILE
- RIDESHARING
- GUARANTEED RIDE HOME
- SPECIAL EVENTS
- POOL REWARDS
- FEEDBACK
- COMMUTE LOG

INCENTIVES MENU

PROGRAM REQUIREMENTS

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Pool Rewards

'POOL REWARDS

It Pays to Rideshare

Cost of Commuting Calculator

How much does it cost to drive?
How much does it cost to ride?
How much does it cost to carpool?
Cost of driving a vehicle per month

Estimated monthly cost Calculate Estimated yearly cost

Latest News

Trip Tracking Software

The screenshot displays the 'POOL REWARDS - COMMUTE LOGS' page. At the top, the 'COMMUTER CONNECTIONS' logo features a '4 YEARS' anniversary badge. Navigation links include 'Commuting', 'Employers', 'News and Media', and 'About Us'. A user greeting reads 'Welcome STEPHEN FINAROCK' with contact information 'Questions? Call 1-800-745-RIDE (7433)'. A 'Logout' and 'Help' link is in the top right. A 'HIDE TOOLTIPS' button is also present.

The main content area is titled 'POOL REWARDS - COMMUTE LOGS'. It includes instructions: 'Please log your commute methods. You are eligible to receive \$1.00 for each leg (morning and evening) your commute. You may only log your commute method for trips taken within the last seven days. You are only eligible to receive incentives for your trips that have been logged using your Commuter Connections online comm.' Below this, it says: 'Click on the image [calendar icon] in the calendar to select the log date, select the commute mode used and miles for each trip and click on 'Save Logs' button.'

The interface features a calendar for July 2014. The 23rd, 24th, and 25th are highlighted with blue icons and 'Edit Log' links. The 28th, 29th, 30th, and 31st are highlighted with red icons and 'Enter Log' links. To the right of the calendar, there are two 'Daily Commute Log' sections. Each section has a 'Trip Date' field (set to 08/01/2014), a 'Mode' dropdown (set to CARPOOL), and a 'Distance' input field (set to 8 miles). The first section is for 'Trip 1: Home to Work' and the second for 'Trip 2: Work to Home'. A checkbox is labeled 'Check here if you were the driver of the carpool.' A 'Save Logs' button is at the bottom of the log sections.

On the right sidebar, there is an 'INCENTIVES MENU' with links for 'EDIT PROFILE', 'RIDESHARING', 'GUARANTEED RIDE HOME', 'SPECIAL EVENTS', 'POOL REWARDS', 'FEEDBACK', and 'COMMUTE LOG'. Below this is a 'PROGRAM REQUIREMENTS' section with a 'LOG MY COMMUTE' button. A 'Pool Rewards' banner features the text 'It Pays to Rideshare'. Further down is a 'Cost of Commuting Calculator' with a 'Calculate' button and 'Estimated monthly cost' and 'Estimated yearly cost' labels. At the bottom of the sidebar is a 'Latest News' section.

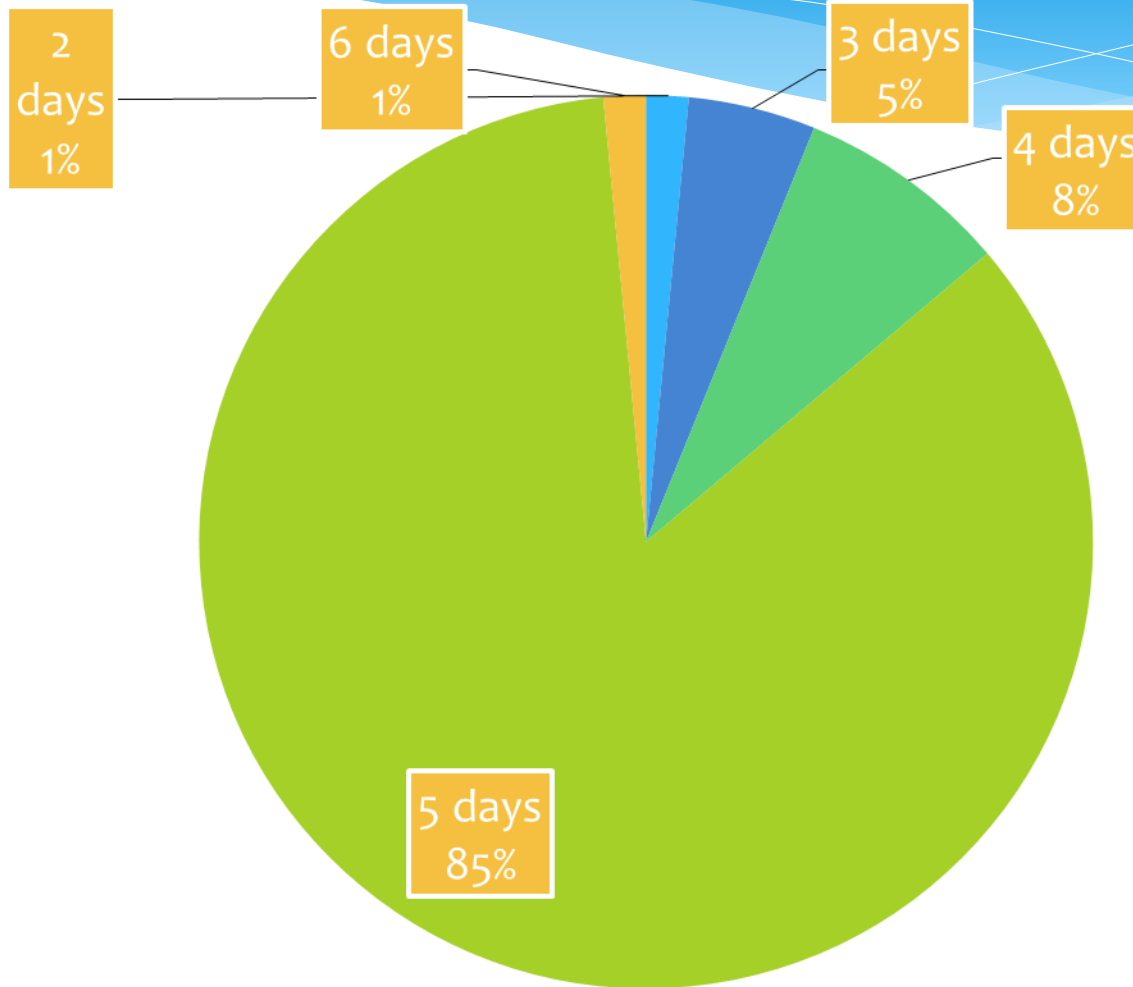
'POOL REWARDS
it pays to rideshare

COMMUTER CONNECTIONS
A SMARTER WAY TO WORK

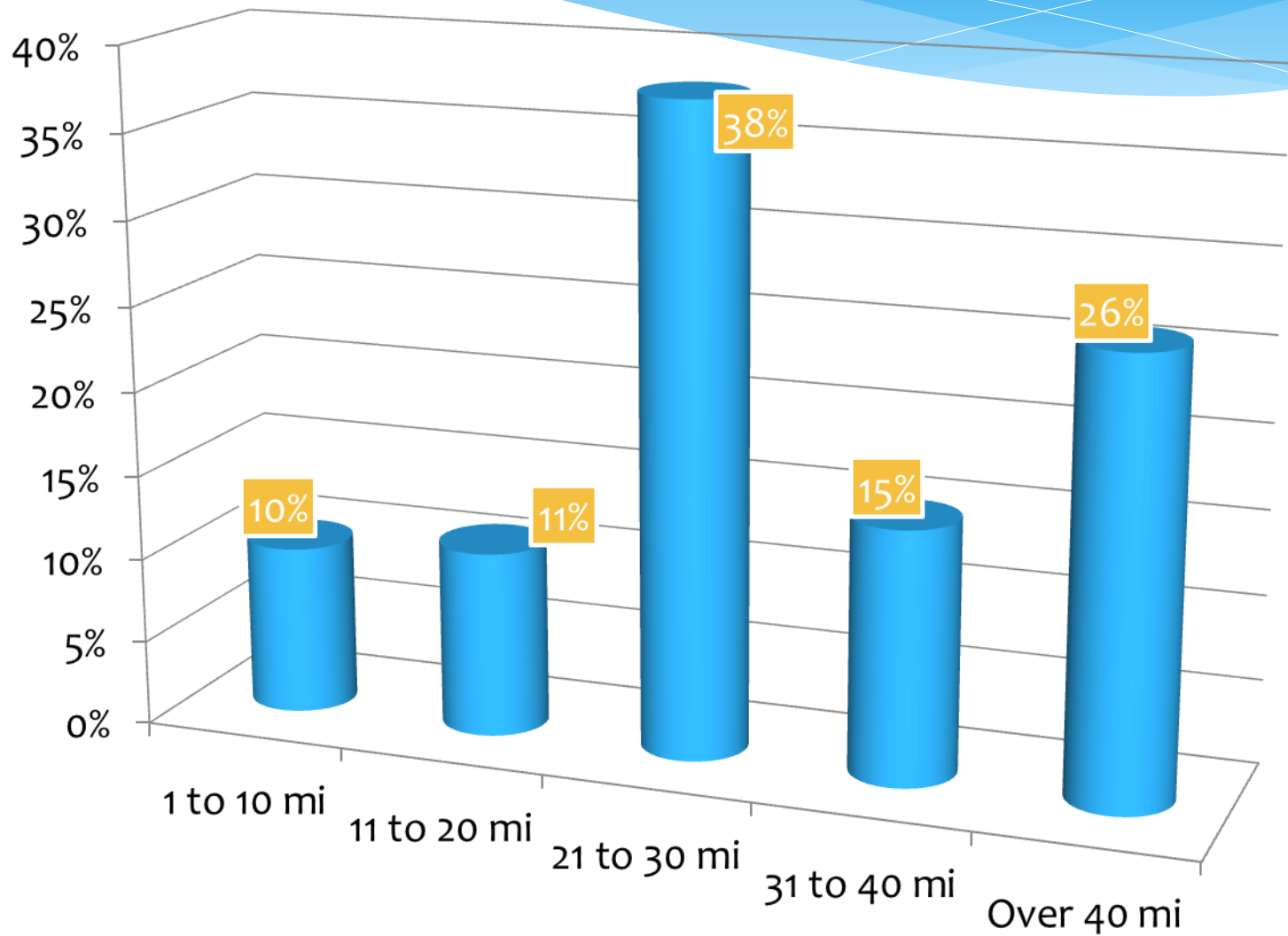
2014 Survey Results

- * All participants who **completed** the program and were paid beginning with the pilot through May 31, 2014.
- * Survey focus:
 - * Carpool Retention
 - * Impacts on Congestion and Air Quality
 - * Program structure

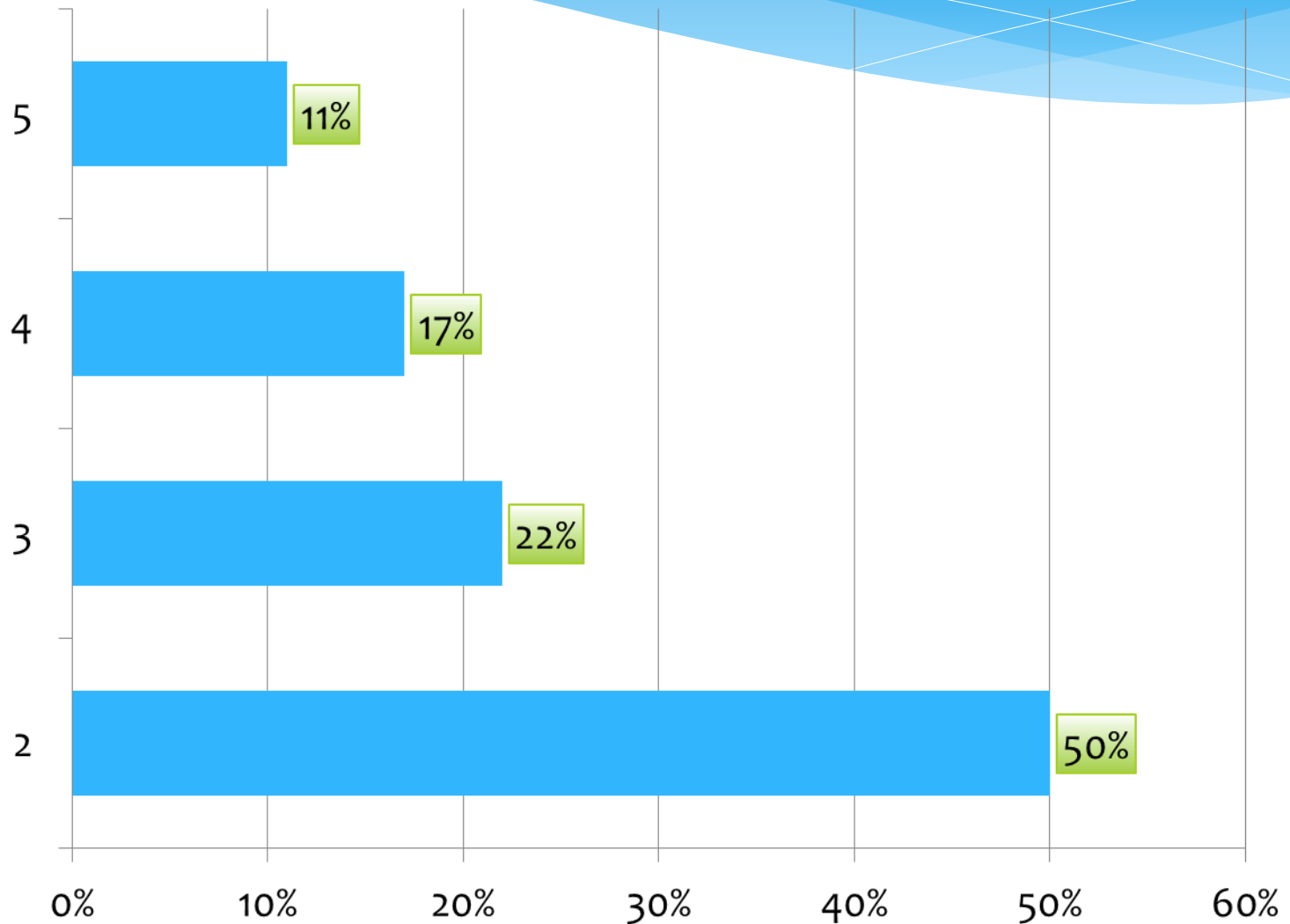
2014 Survey Results: Days Assigned to Work



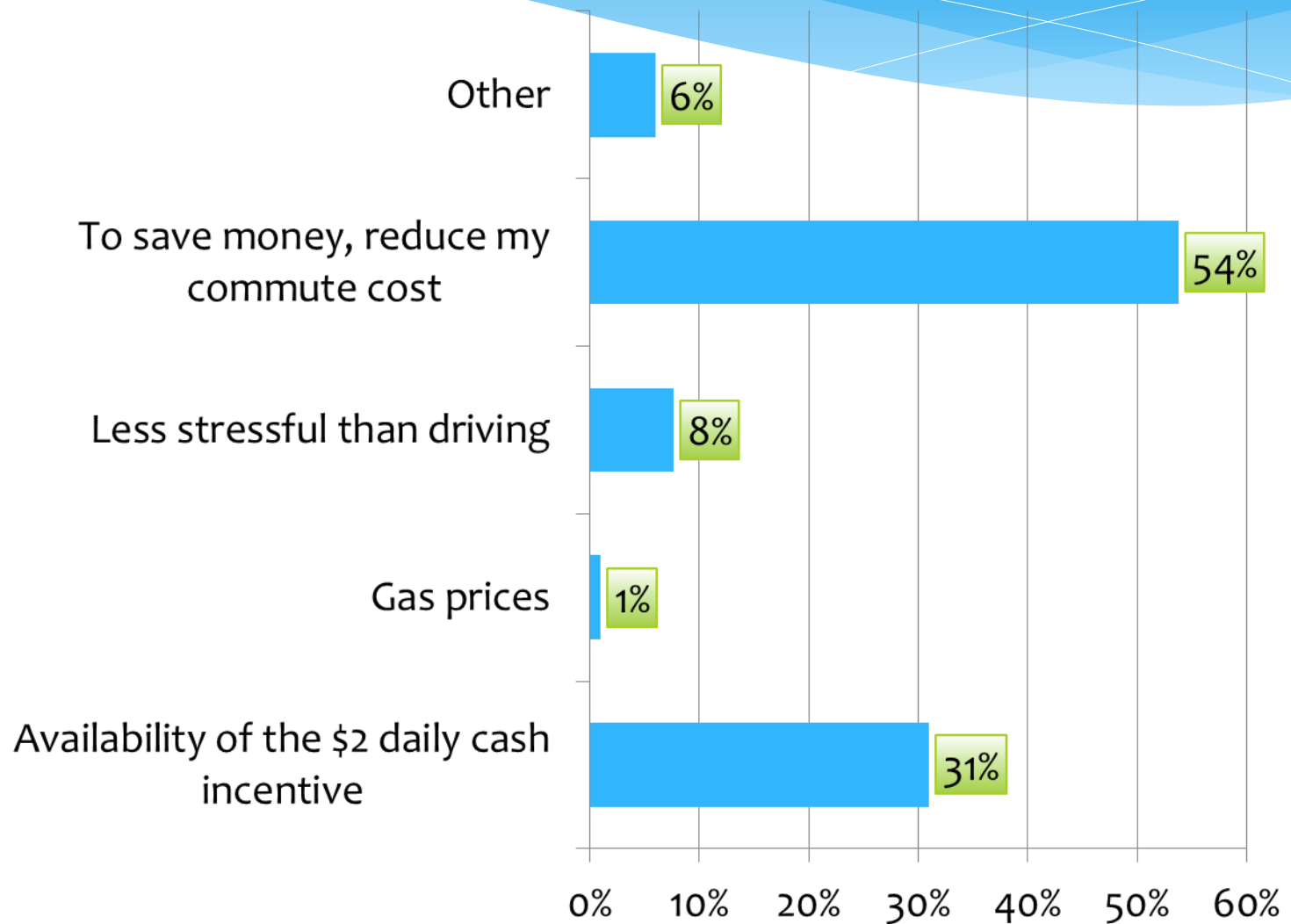
2014 Survey Results: One-Way Distance From Home to Work?



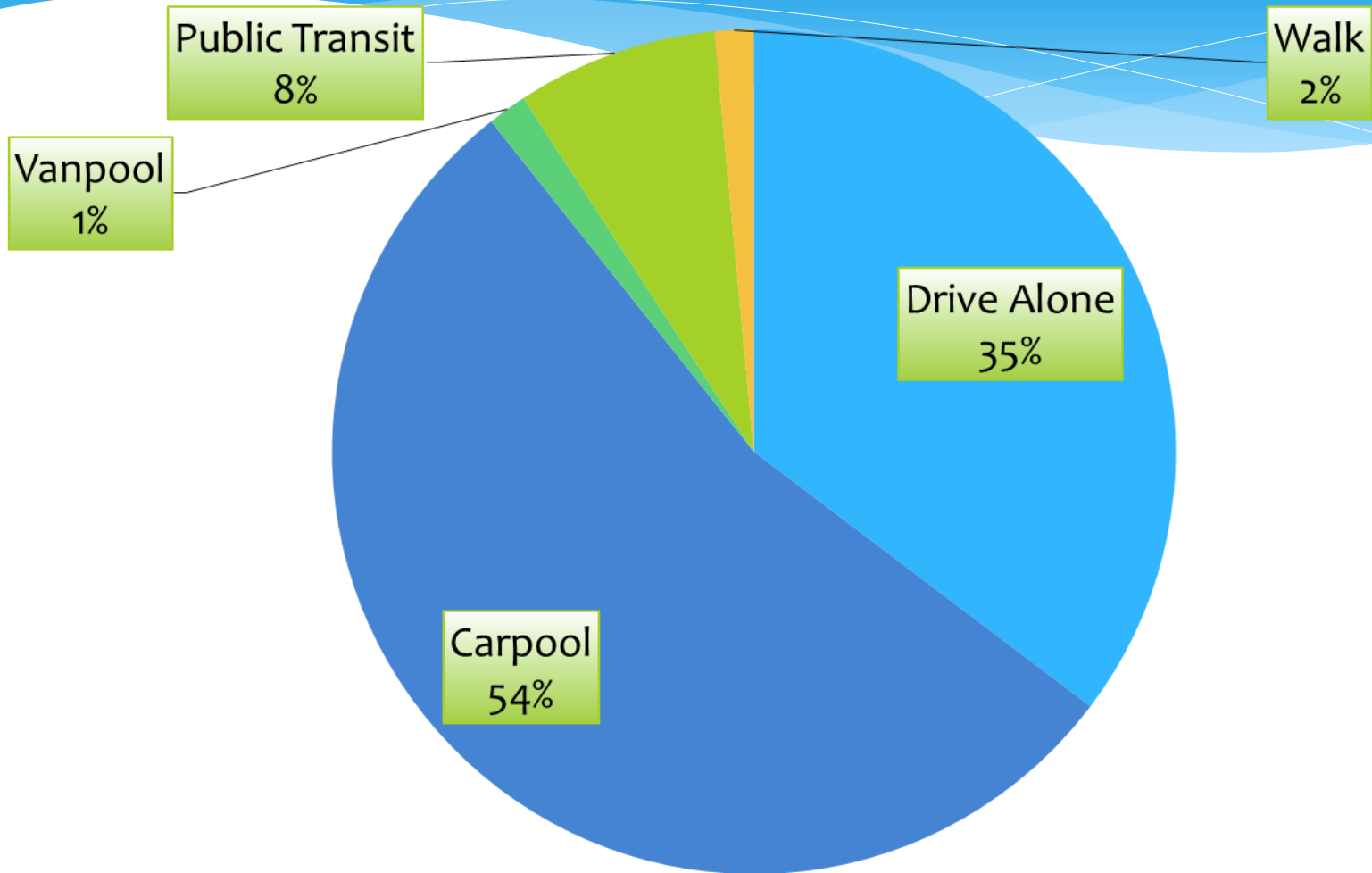
2014 Survey Results: Including yourself, how many people typically rode in your carpool while you were participating in the 'Pool Rewards program?



2014 Survey Results: What was the most important factor that led you to start carpooling in the 'Pool Rewards program?

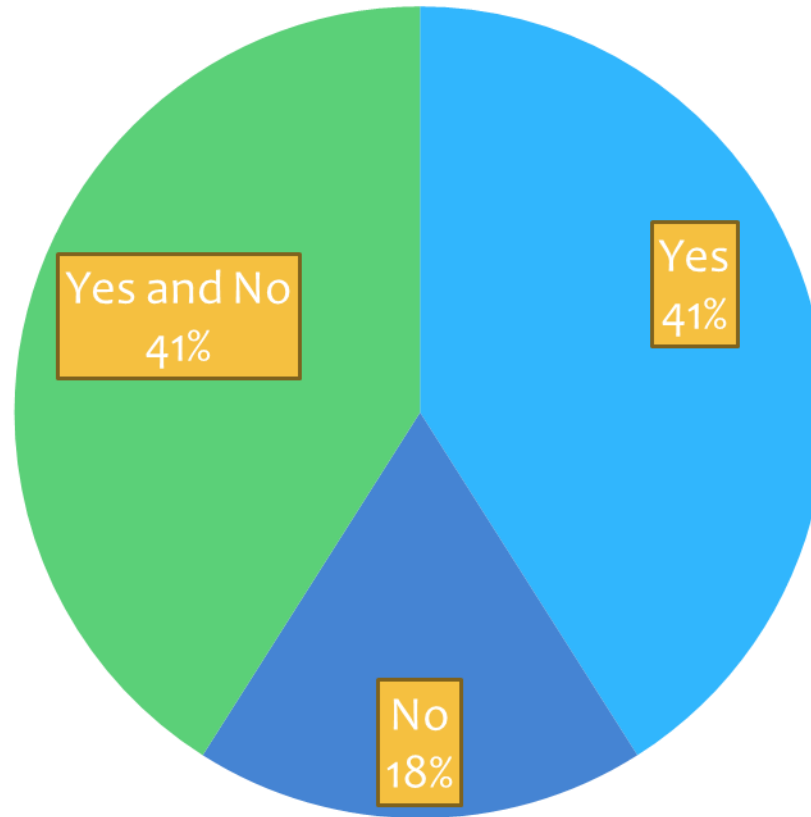


2014 Survey Results: Current Daily Work Trip Mode

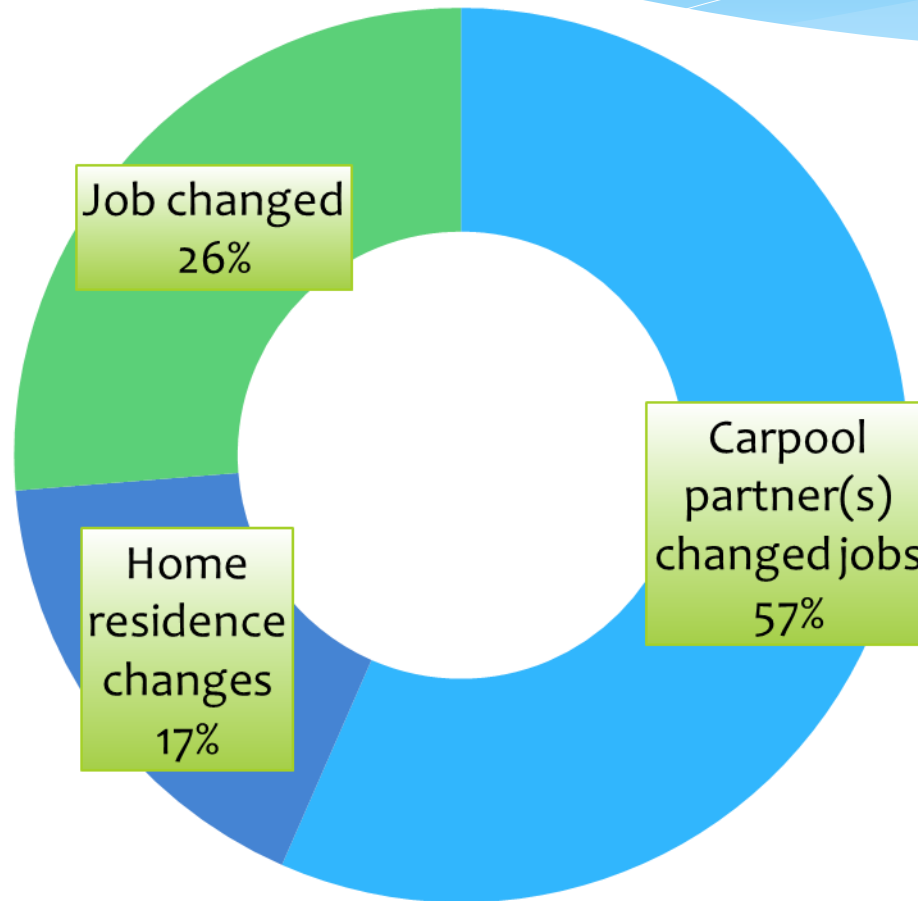


Q. Thinking about a typical week, how many days per week do you usually use each of the following types of transportation to get to work? (Note: If you use more than one type of transportation mode on a single day (i.e. walk to the bus stop, then ride the bus, count only the type you use for the largest distance of your trip.

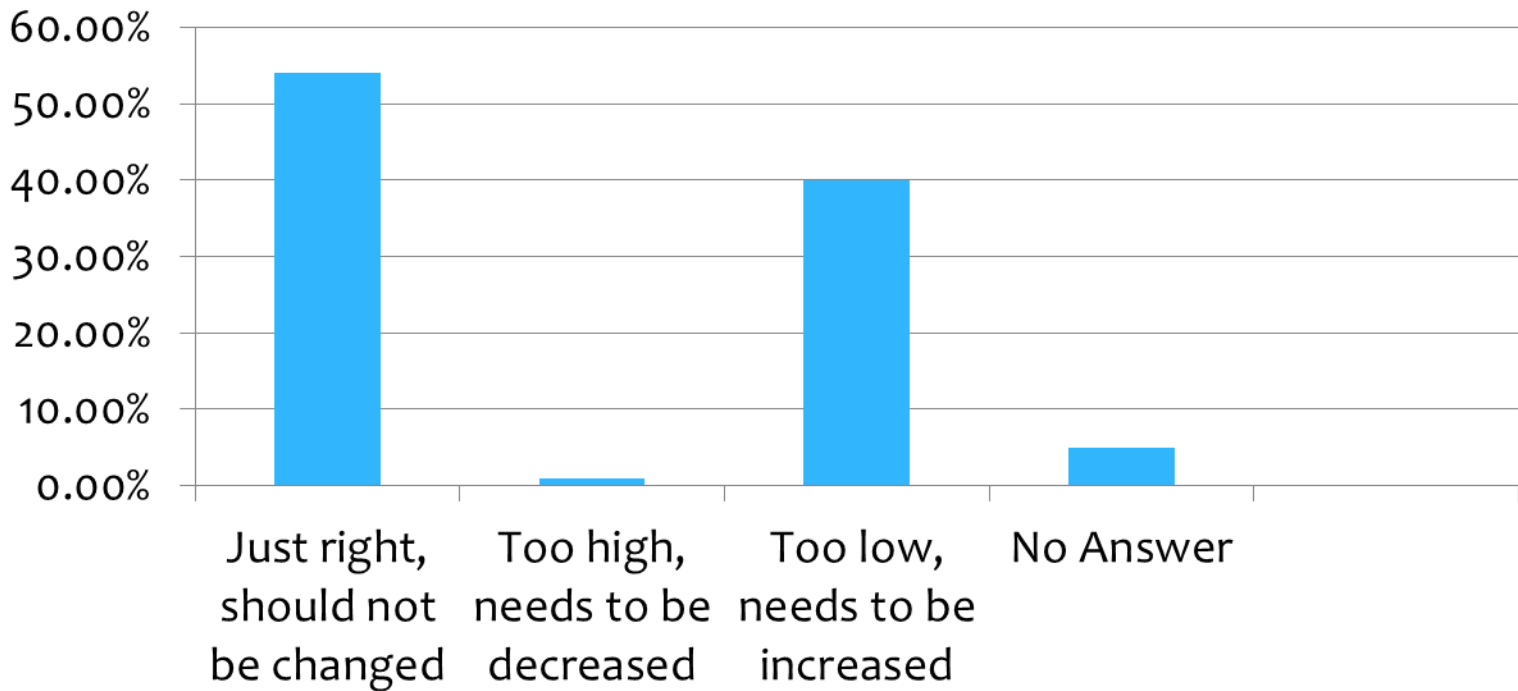
2014 Survey Results: Are your current carpool members the same people who were in your 'Pool Rewards carpool?



2014 Survey Results: Why did you stop carpooling?



2014 Survey Results: Do you think that the \$2/day 'Pool Rewards Incentive was (Choose one)?



A Snapshot of 'Pool Rewards Participation as of FY 2014

- 374 applicants not accepted
- 155 applicants need partners
- 185 total carpools
- 430 carpoolers have participated
- 202 carpoolers have been paid
- 24 additional participants are eligible for rewards
- 142 carpoolers did not complete the program
- 62 participants completed the program, but were not paid (survey completion, employer verification)

Next Steps

- * Trip Tracking will be available electronically for all vanpool groups through the Commuter Connections software system
- * Trip tracking will also be part of a mobile application for both carpoolers and vanpoolers
- * Results from the most recent survey will be used to make structural changes to the CCWP incentive budget beginning in FY 2016.
- * Additional incentive will be provided to I-95 Express Lane users

Questions?



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