


Commuter Connections 2019 Guaranteed Ride Home Survey Highlights



Commuter Connections
Subcommittee
July 16, 2019
LDA Consulting
with
CIC Research





GRH Survey
Methodology

Survey Methodology

- Telephone survey of random sample of GRH registrants in the Washington and Baltimore/St. Mary's regional programs
- 7th triennial survey for Washington, 3rd for Baltimore/St. Mary's
- Samples: **Washington – 2,066**, **Baltimore/St. Mary's - 241**
- Combination of internet and telephone



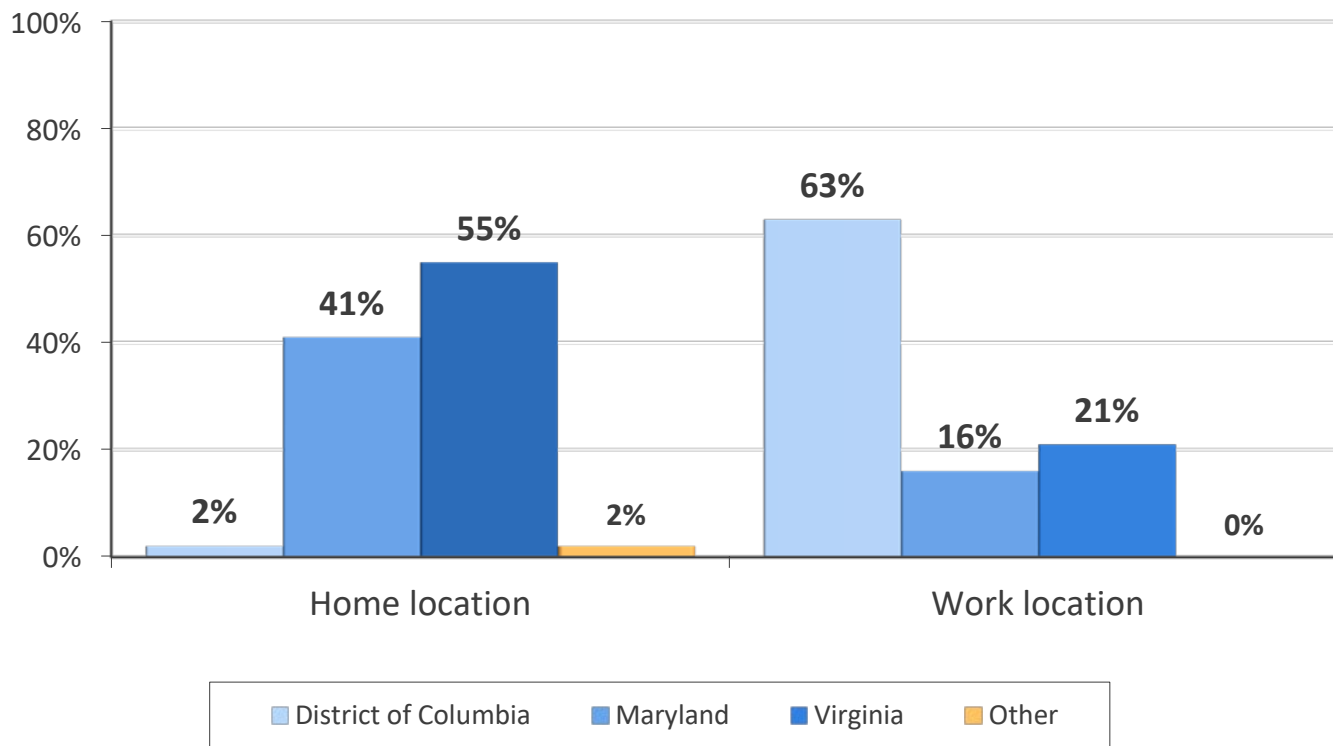
- Collect data for GRH program evaluation
 - Current, during, and pre-GRH travel patterns and travel changes
 - GRH influence on travel choices
 - Use of and satisfaction with GRH
 - Use of other CC services



Registration
and Advertising

Slightly More than Half of DC GRH Registrants Lived in Virginia, More than Six in Ten Worked in DC

The share of registrants who lived in Maryland has increased since 2010, from 32% to 41%; the Virginia share has declined from 65% to 55%.



Baltimore

Home:

MD – 85%

PA – 7%

VA – 4%

DC – 4%

Work:

MD – 96%

DC – 2%

(n = 241)

Most Current Participants Correctly Identified their GRH Status, but 60% of Past Registrants Thought they were Still Registered

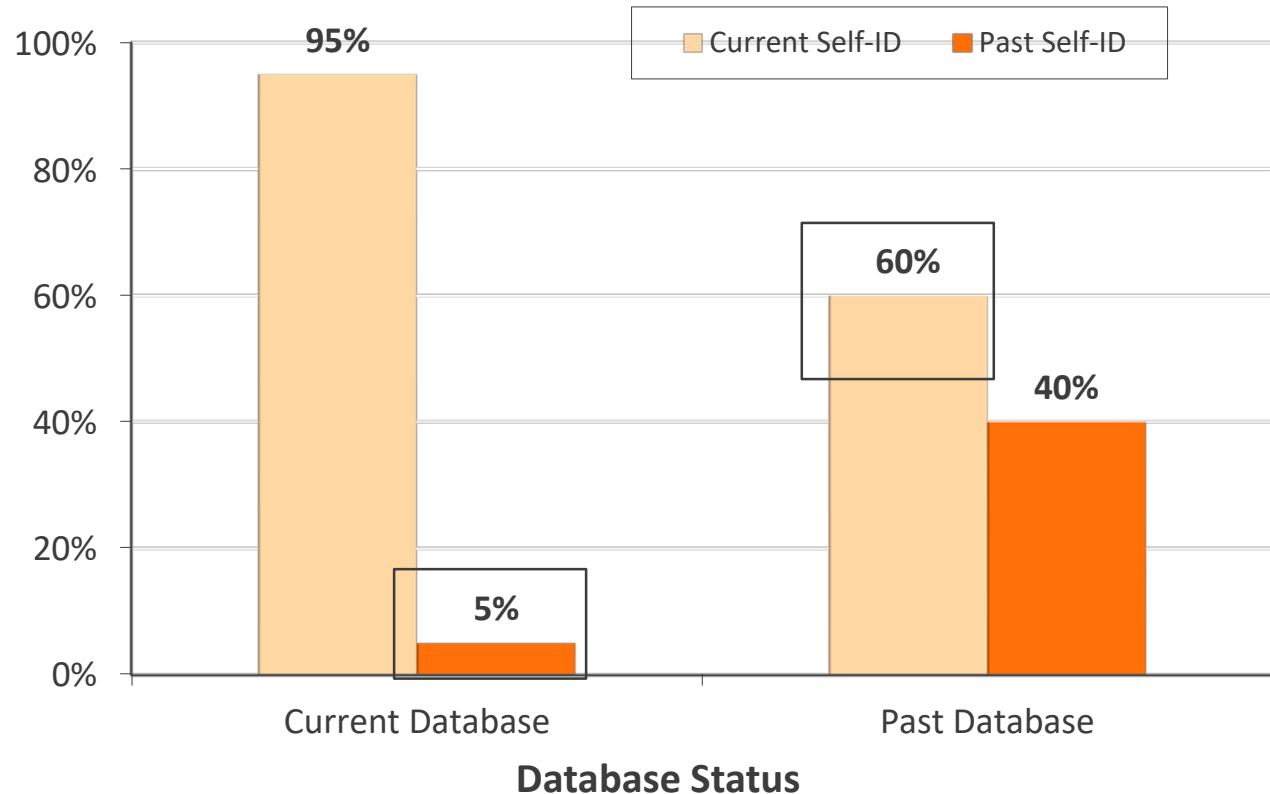
Baltimore

Very similar pattern

85% of current correctly identified

53% of past incorrectly identified as current

(Current n = 111
Past n = 130)



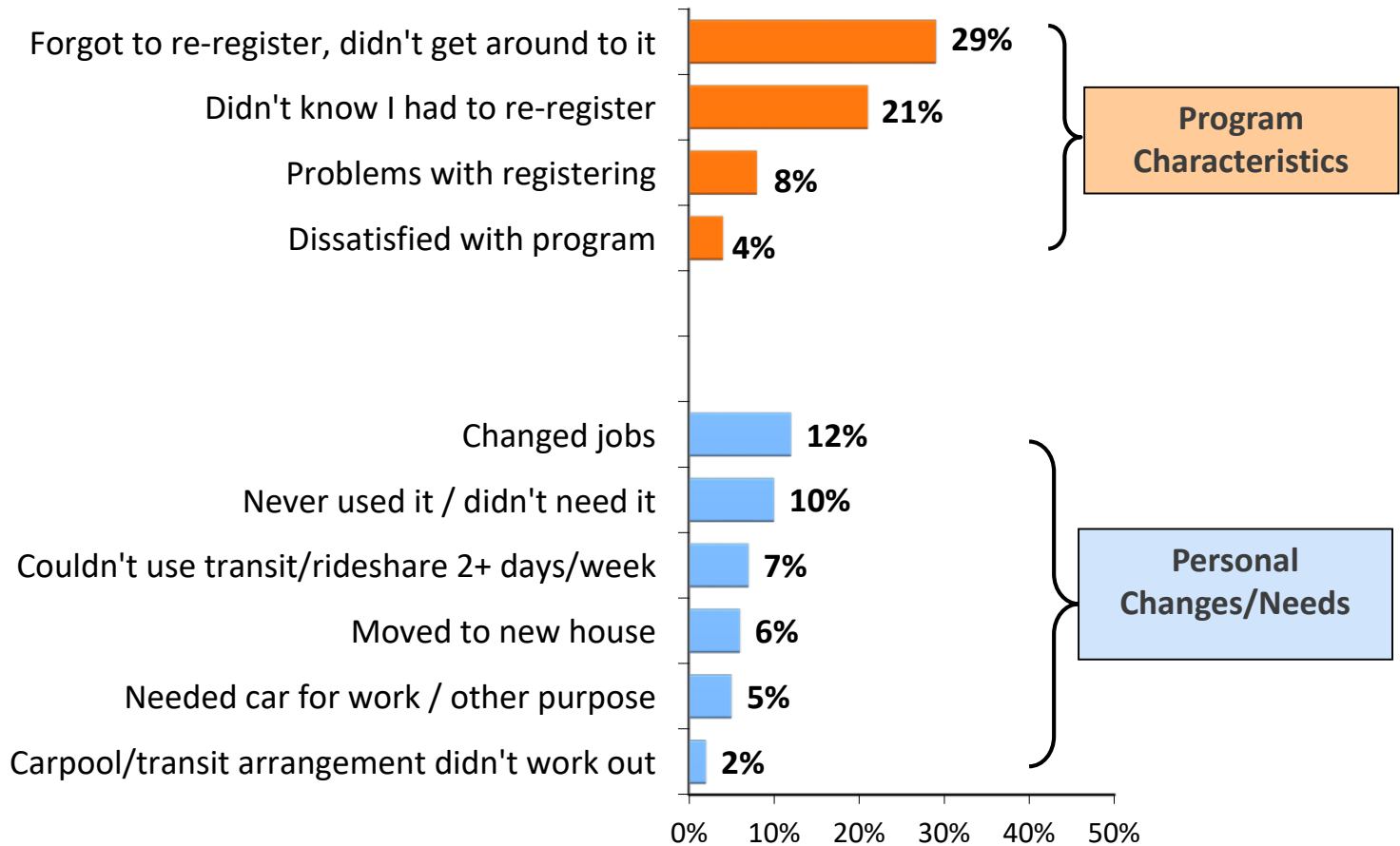
Washington GRH Database Status

Current
n = 957

Past
n = 1,109

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

59% of Registrants Participated 3 or More Years; Past Registrants Gave Both Personal and Program Reasons for Not Re-registering



Baltimore

Registered 3
years or more:

44%

n = 222

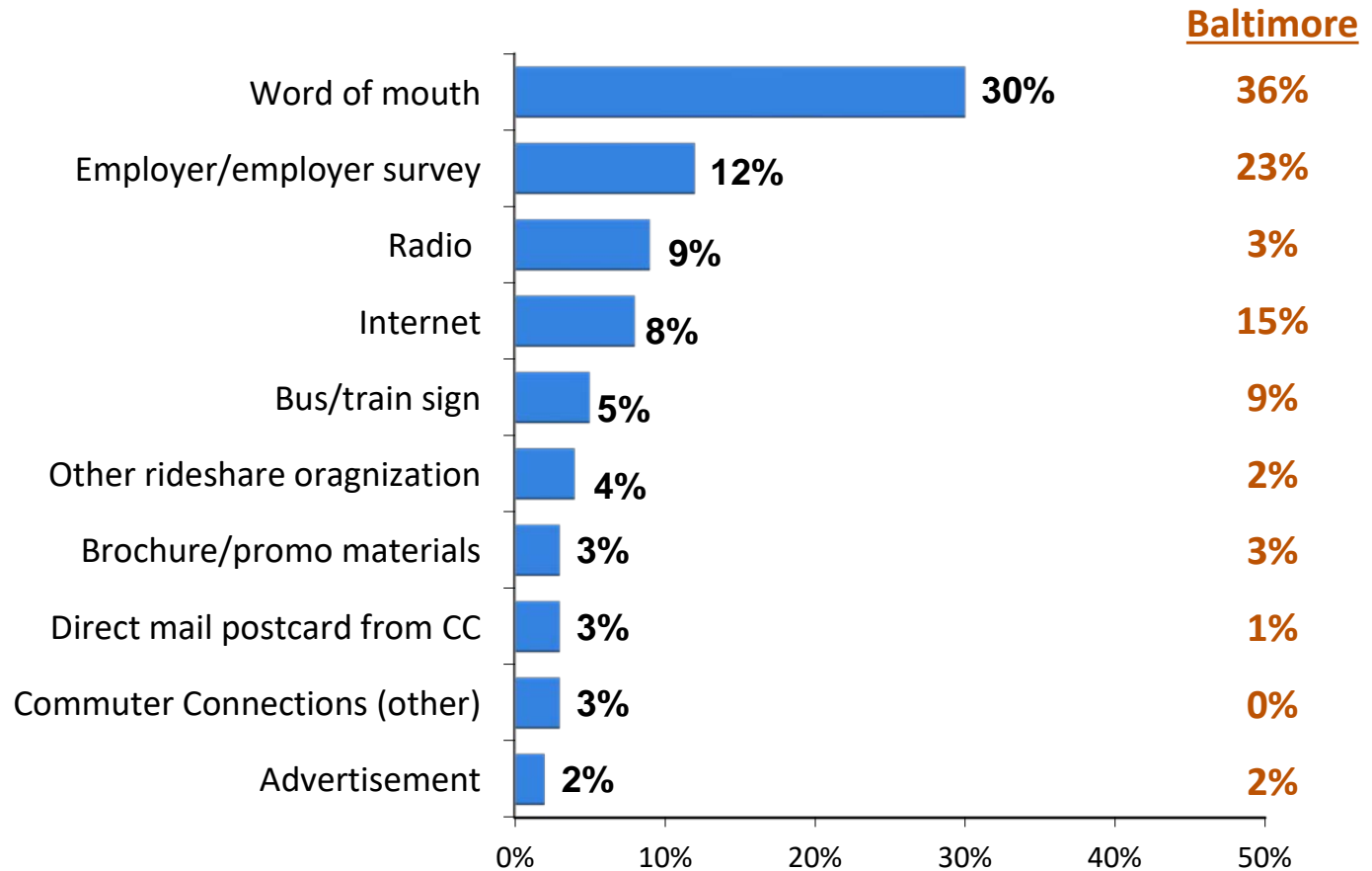
Washington GRH

Past Registrants
n = 362

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

Word of Mouth Continued to be the Way Most Registrants Learned About GRH

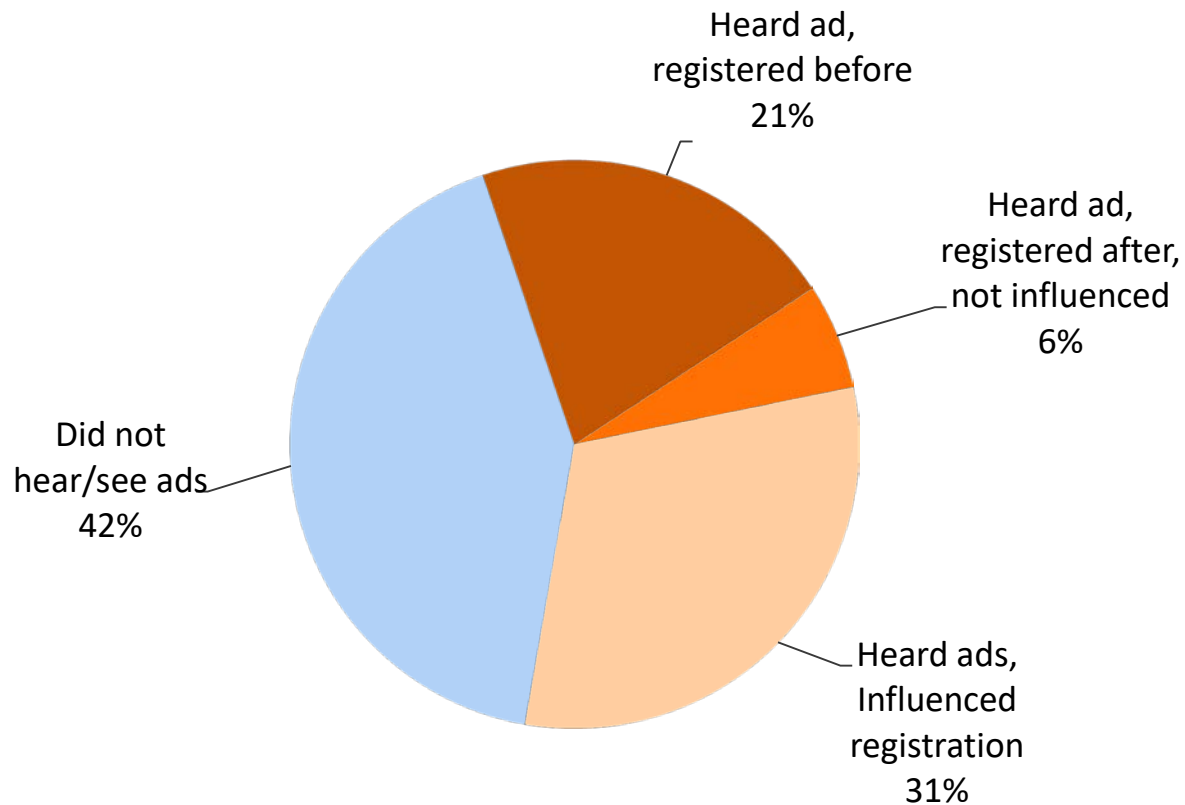
Similar sources to those mentioned in the 2013 and 2016 surveys



58% of All Participants Heard or Saw GRH Ads

31% Heard GRH Ads Before they Registered and Ads Influenced them to Register

Other participants did not hear ads (42%), registered before they heard the ads (21%), or heard the ads but were not influenced by the ad (6%)



Baltimore

Heard Ads

45%

Ads Influenced
registration

24%

(n = 241)

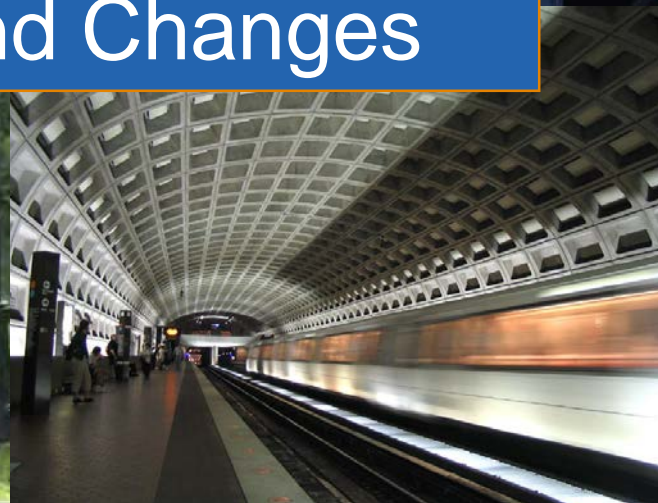
Washington GRH
n = 2,066

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

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



GRH Commute Patterns and Changes

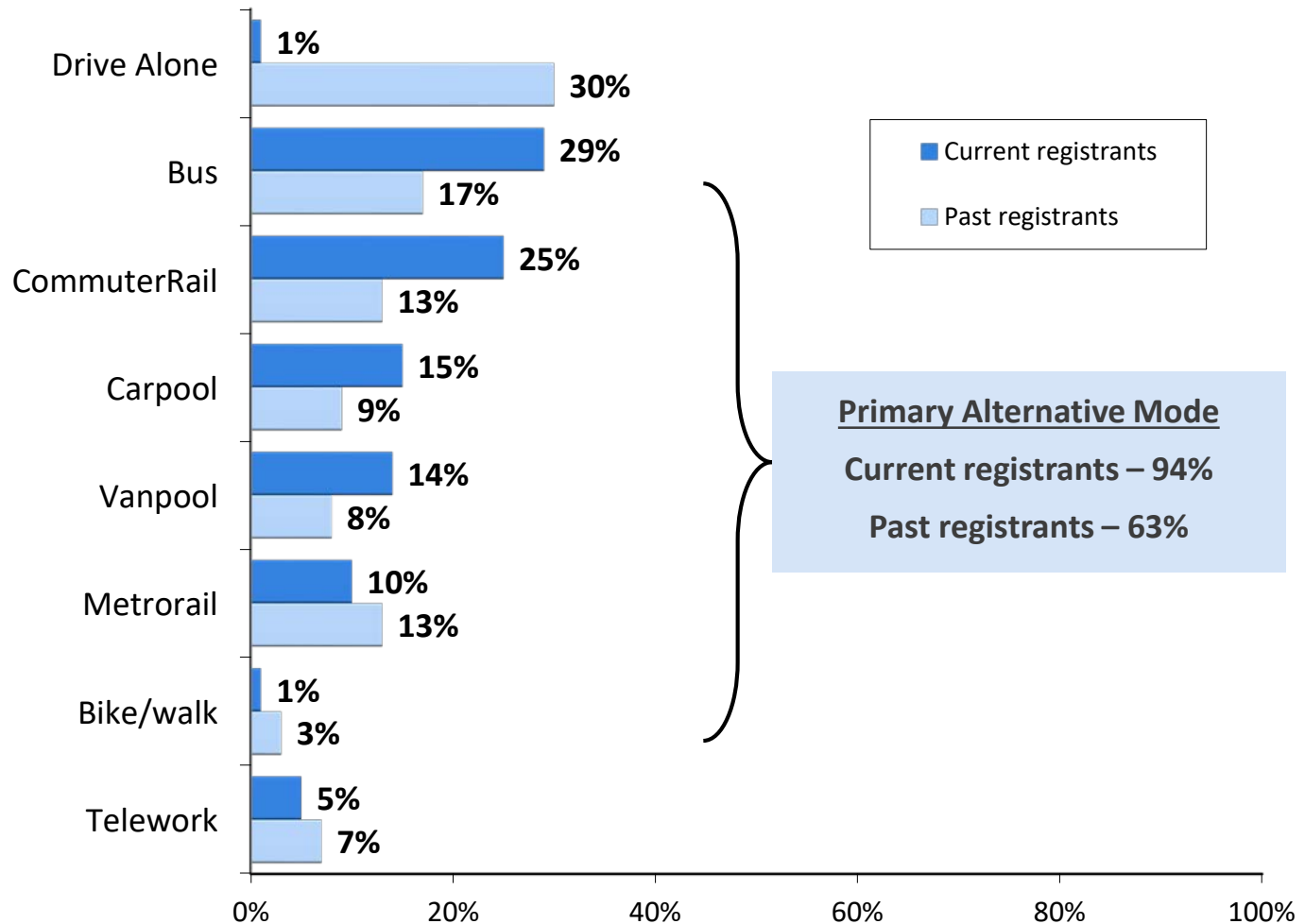




Washington Commute Patterns and Changes

Nearly All Current Washington Registrants Used an Alternative Mode as their Primary Mode

63% of PAST registrants also used alt modes



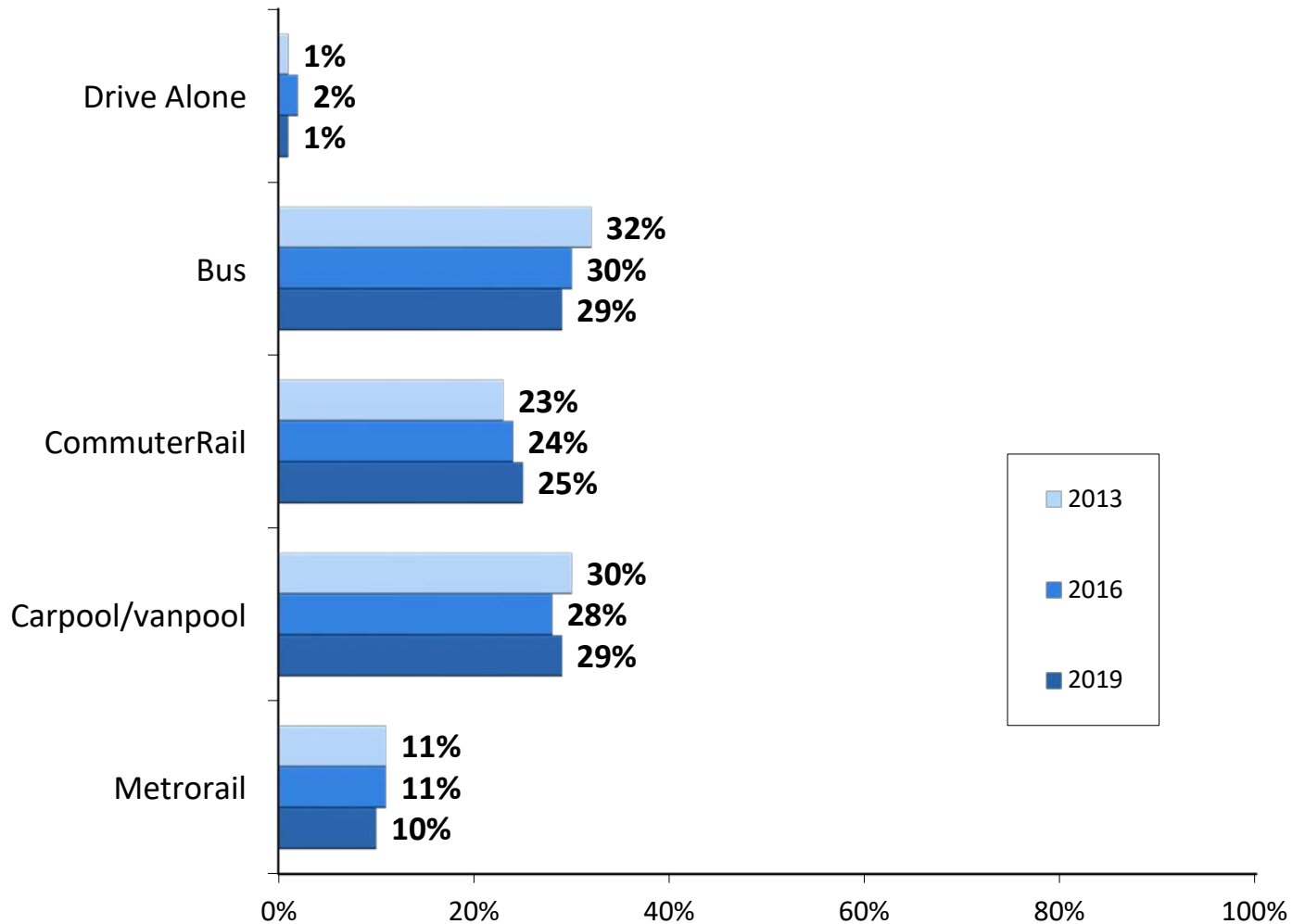
Washington GRH

Current registrants
n = 1,566

Past registrants
n = 496

Q14 Thinking about a TYPICAL week, how do you get to work, Monday through Friday?

The Distribution of Modes for Current Registrants has Remained Stable Since 2013



Washington GRH

2013
n = 1,773

2016
n = 1,670

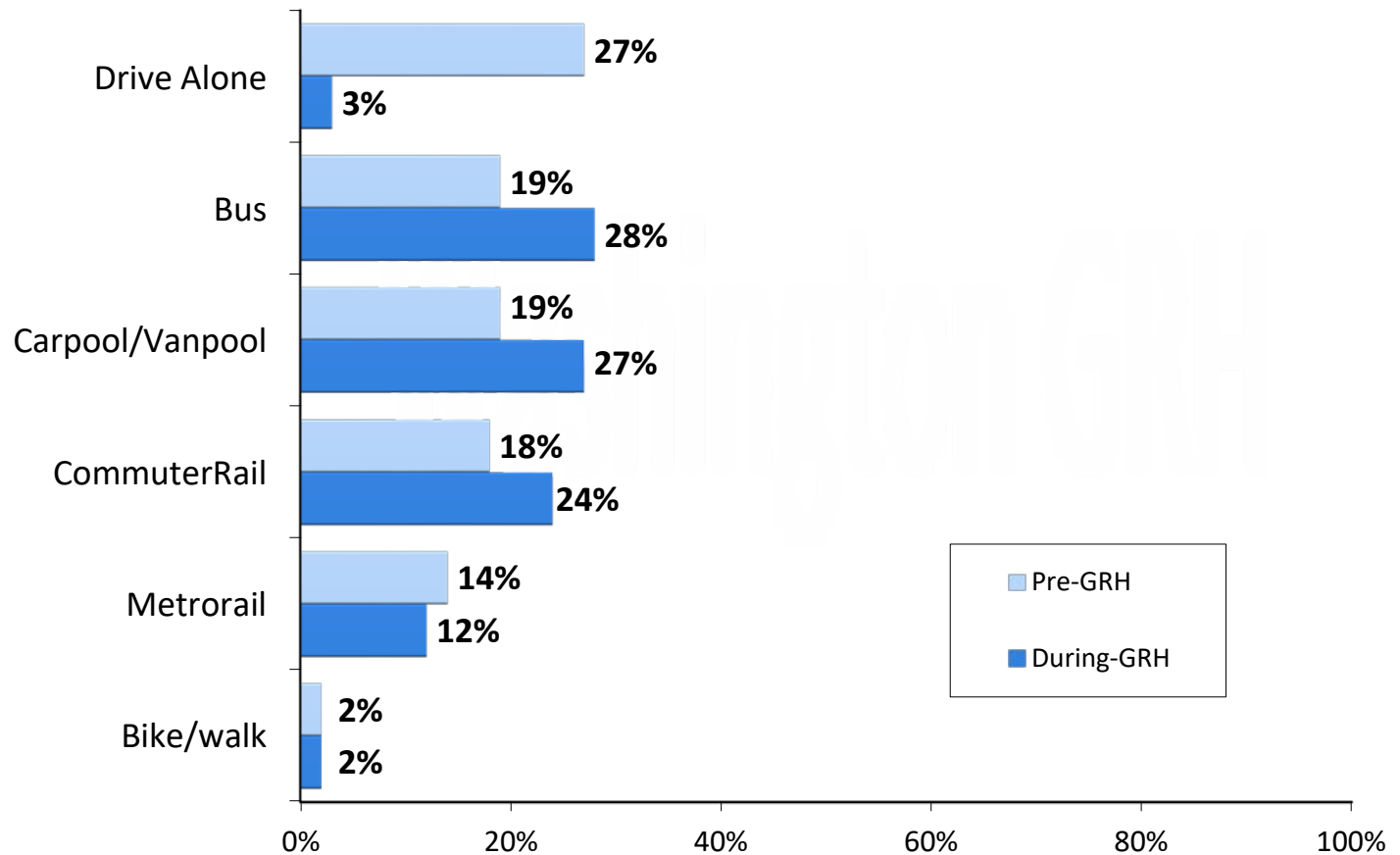
2019
n = 1,566

Chart excludes
telework primary
mode

Q14 Thinking about a TYPICAL week, how do you get to work, Monday through Friday?

27% Drove Alone Pre-GRH; 3% Drove Alone During-GRH; Mode Shares for Most Alt Modes Increased

Bus use rose from 19% to 28%, CP/VP increased from 19% to 27%, and commuter rail grew from 18% to 24%



Washington GRH

Pre GRH
n = 1,982

During GRH
n = 2,066

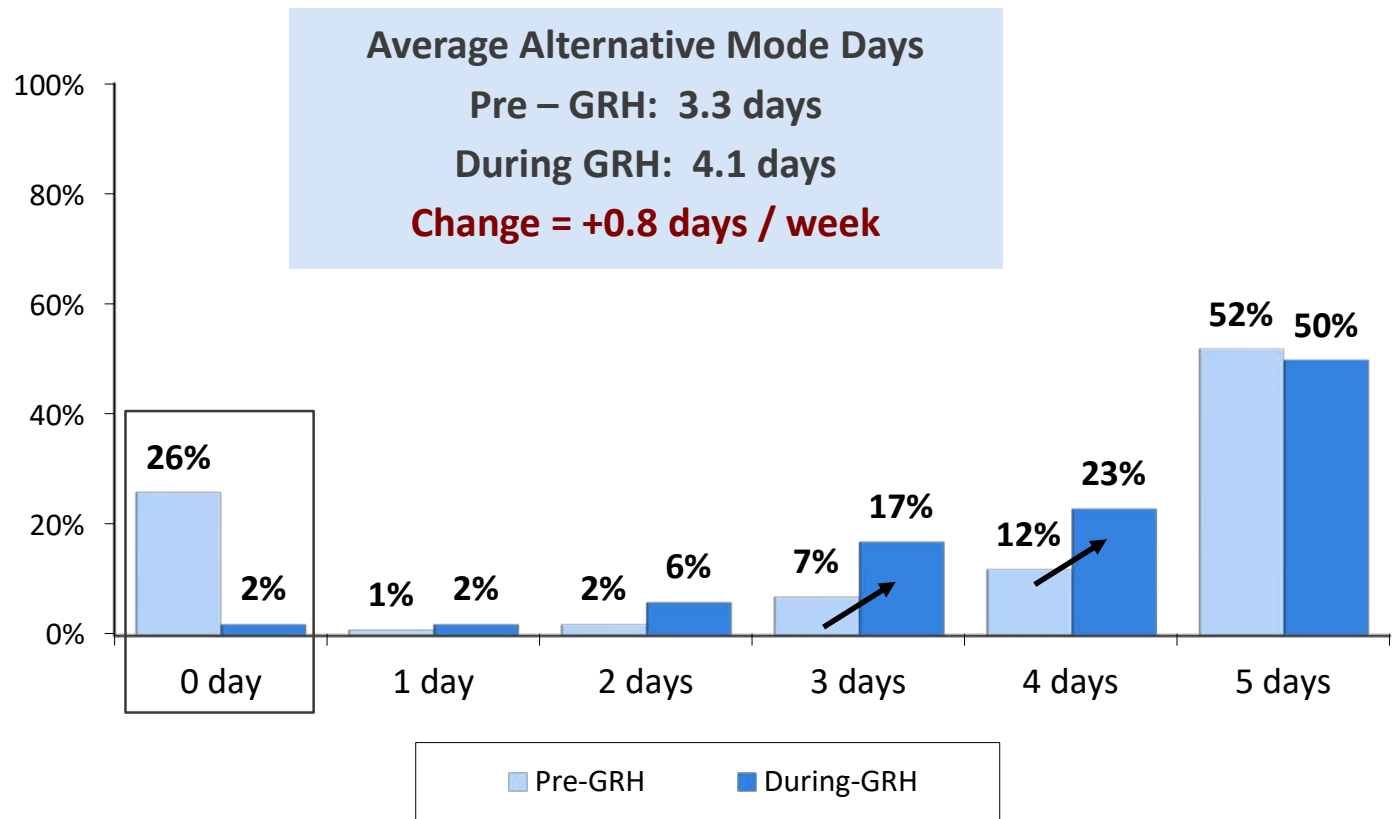
Chart excludes
telework primary
mode

Q23 And while you were <registered, eligible> for GRH, how did you get to work?

Q29 And before you registered for GRH, how did you get to work?

Average Alt Mode Use Increased from 3.3 Days per Week Pre-GRH to 4.1 Days per Week During-GRH

Increase in alt mode frequency was primarily from shifts from drive alone to alt modes, rather than from shifts among current alternative mode users



Washington GRH

Pre GRH
n = 1,982

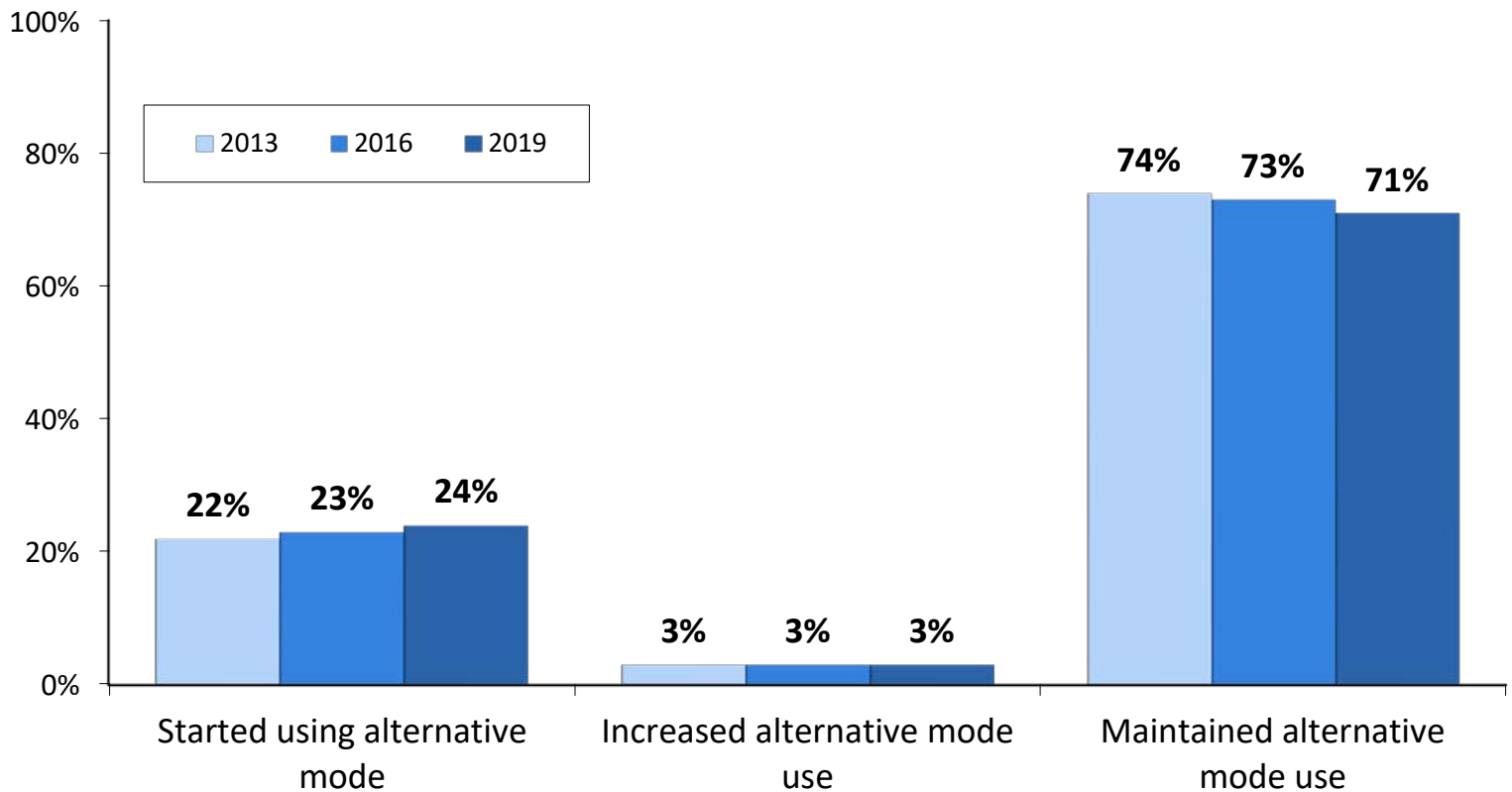
During GRH
n = 2,066

Q23 And while you were <registered, eligible> for GRH, how did you get to work?

Q29 And before you registered for GRH, how did you get to work?

24% of GRH Registrants Shifted from Driving Alone to Alternative Modes; 3% Increased Alt Mode Use After Joining

The proportions of alt mode changes have been consistent since 2010



Washington GRH

2013
n = 2,374

2016
n = 2,085

2019
n = 1,986

Totals will not add to 100% because some respondents said they did not use an alternative mode "During-GRH"

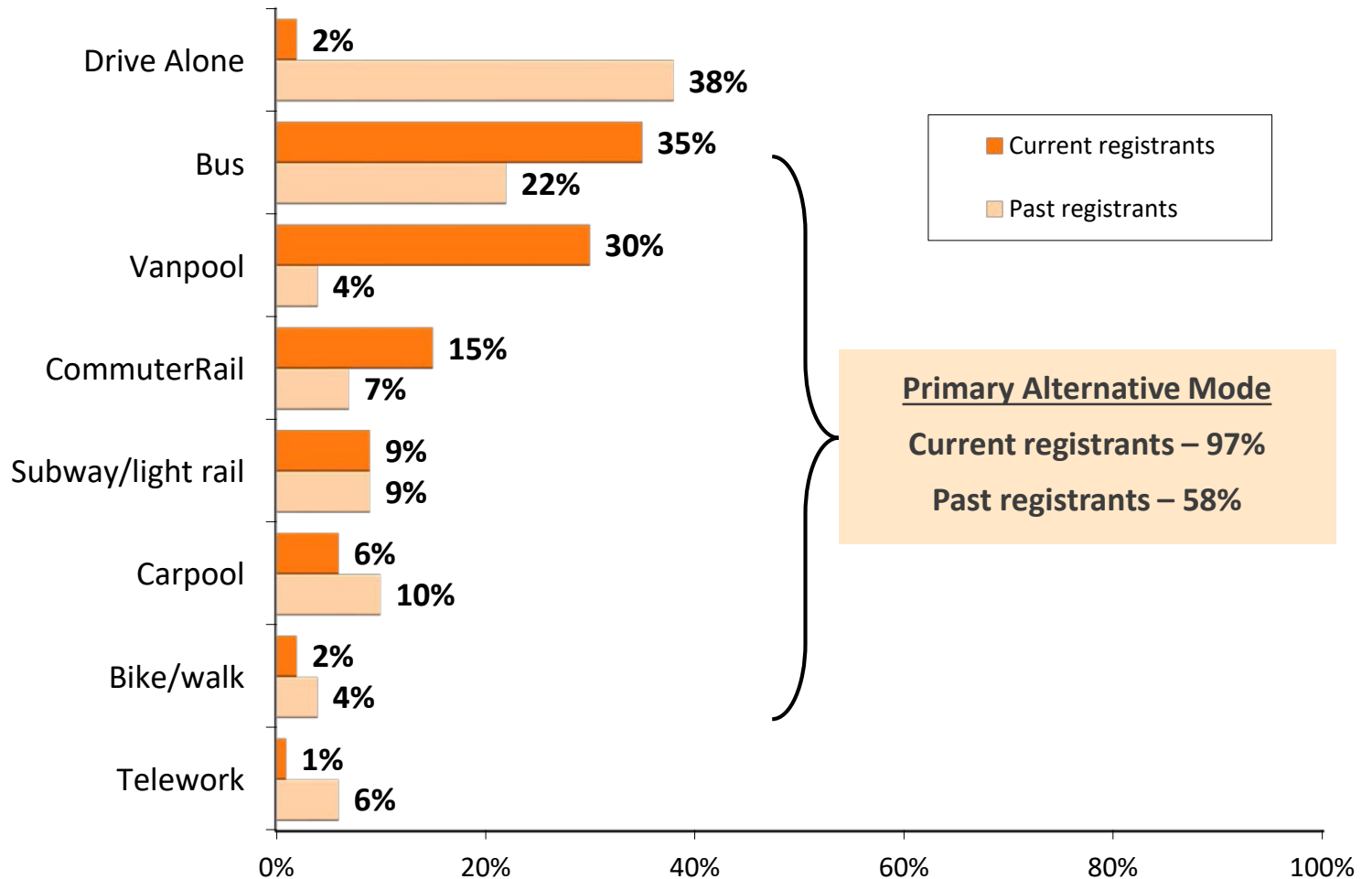
Derived from comparison of Pre-GRH and During-GRH modes



Baltimore Commute Patterns and Changes

Nearly All Current Baltimore Registrants Used an Alternative Mode as their Primary Mode

58% of PAST registrants also used alt modes



Baltimore GRH

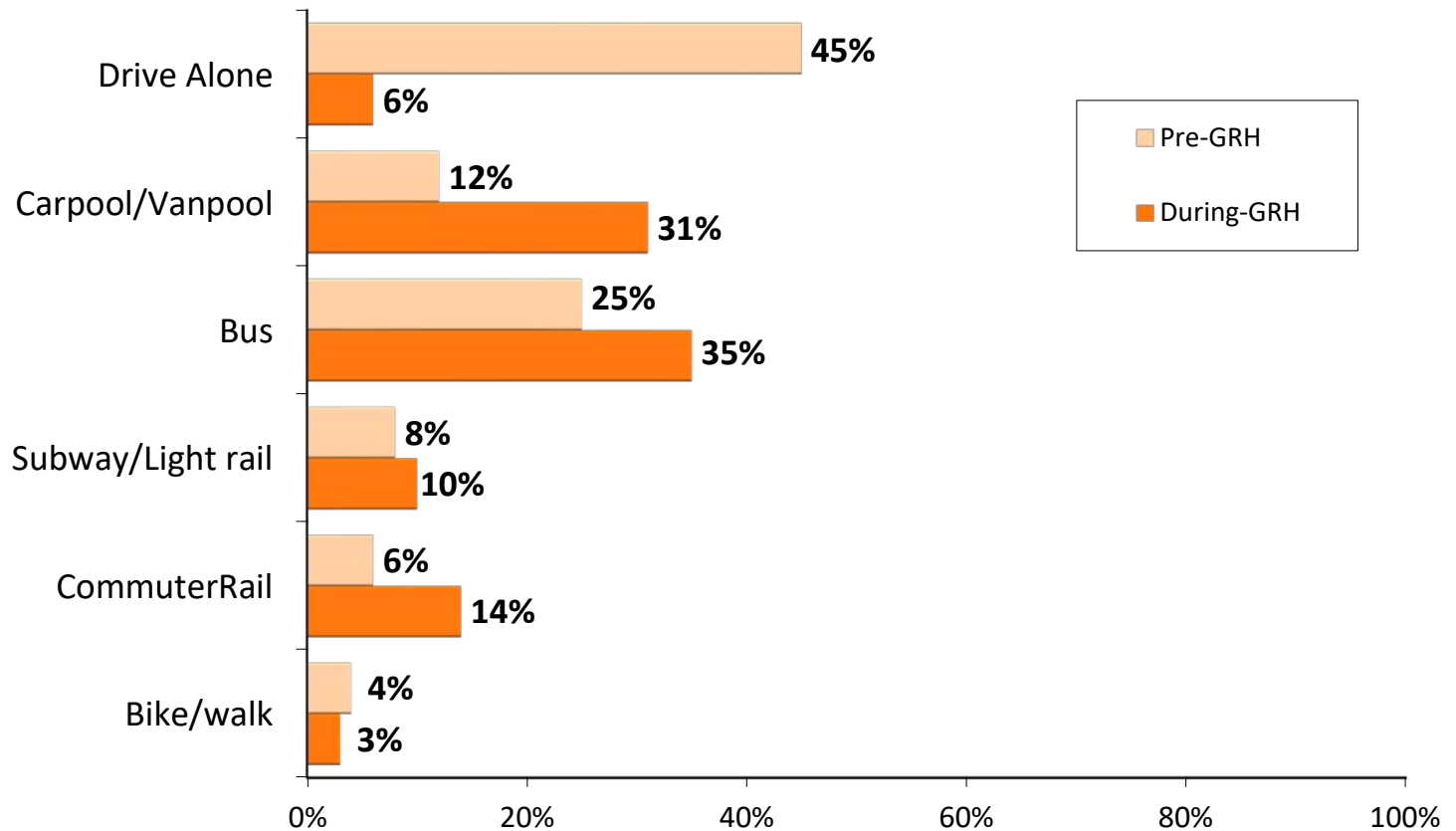
Current registrants
n = 163

Past registrants
n = 78

Q14 Thinking about a TYPICAL week, how do you get to work, Monday through Friday?

45% Drove Alone Pre-GRH; 6% Drove Alone During-GRH; Mode Shares for Most Alt Modes Increased

CP/VP increased from 12% to 31%, bus use rose from 25% to 35%, and commuter rail grew from 6% to 14%



Baltimore GRH

Pre GRH
n = 232

During GRH
n = 241

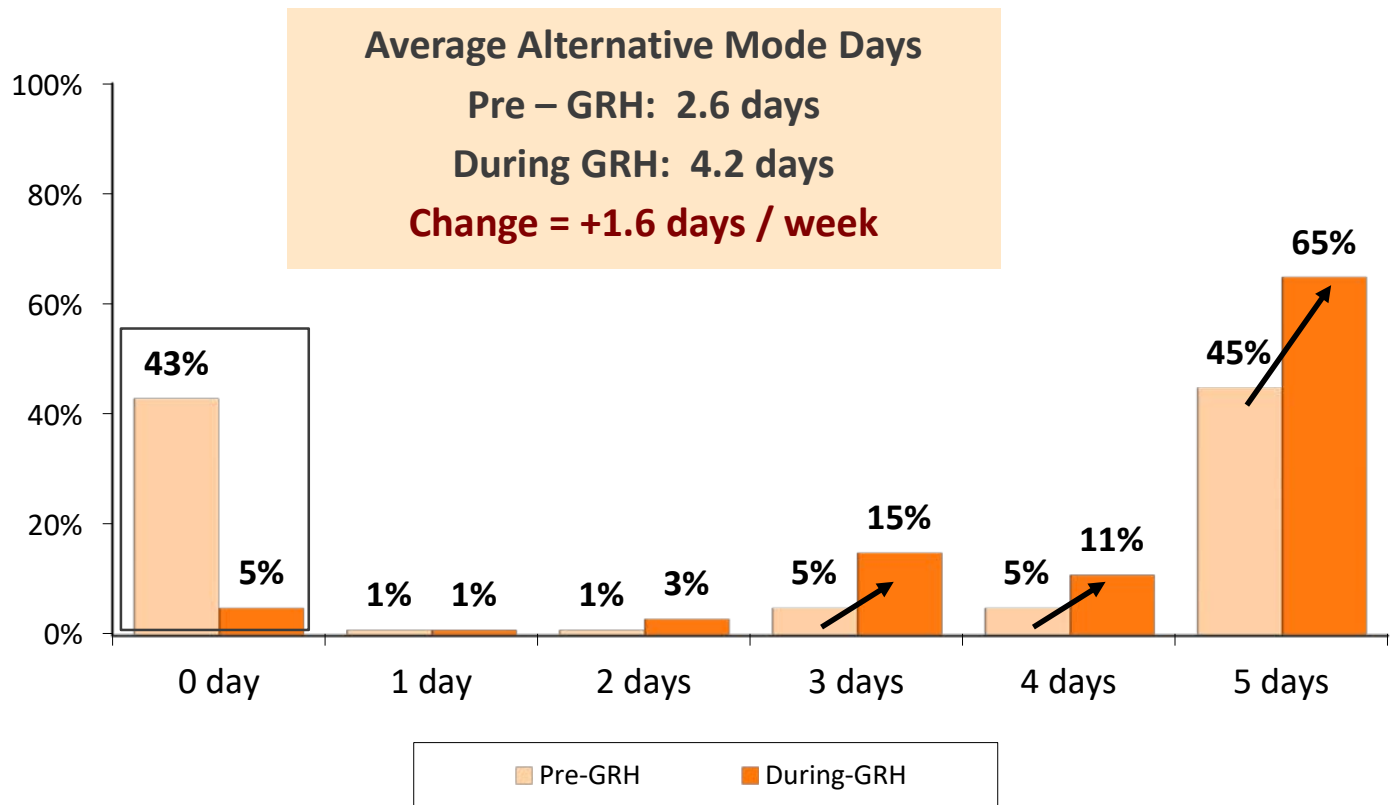
Chart excludes
telework primary
mode

Q23 And while you were <registered, eligible> for GRH, how did you get to work?

Q29 And before you registered for GRH, how did you get to work?

Average Alt Mode Use Increased from 2.6 Days per Week Pre-GRH to 4.2 Days per Week During-GRH

Increase in alt mode frequency was primarily from shifts from drive alone to alt modes, rather than from shifts among current alternative mode users



Baltimore GRH

Pre GRH
n = 232

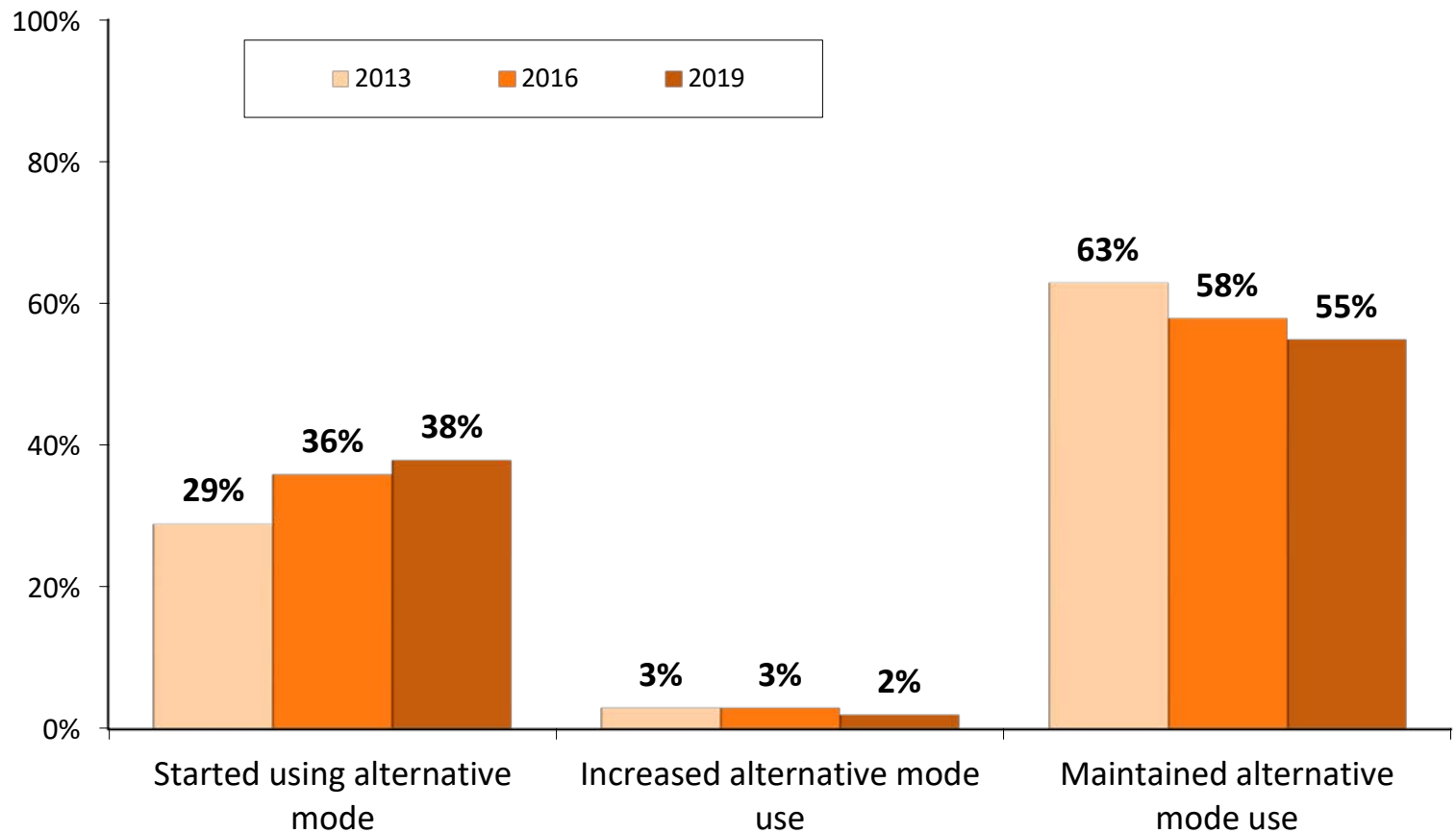
During GRH
n = 241

Q23 And while you were <registered, eligible> for GRH, how did you get to work?

Q29 And before you registered for GRH, how did you get to work?

38% of GRH Registrants Shifted from Driving Alone to Alternative Modes; 3% Increased Alt Mode Use After Joining

Shifts from driving alone to alternative modes have increased since 2013



2013
n = 530

2016
n = 318

2019
n = 233

Totals will not add to 100% because some respondents said they did not use an alternative mode "During-GRH"

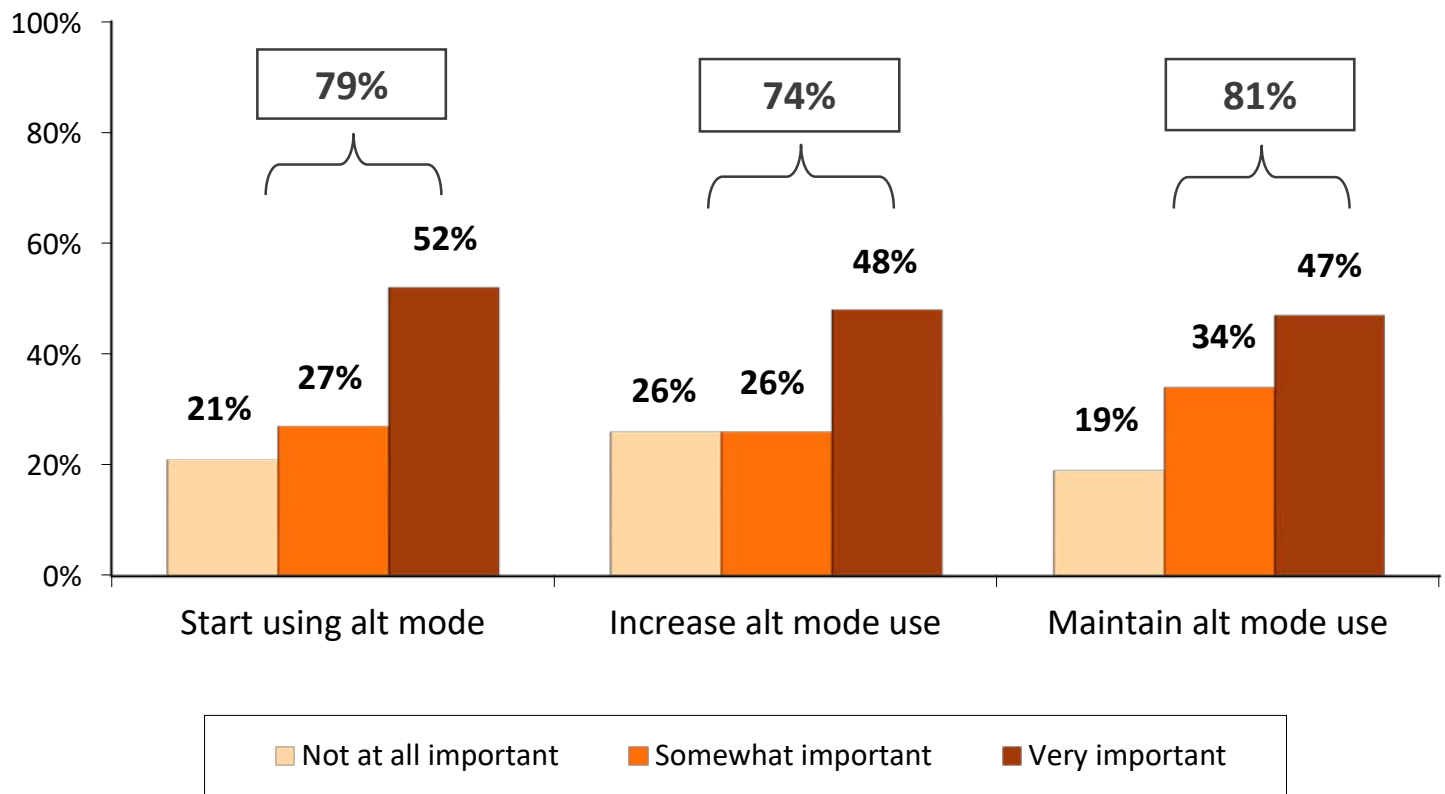
Derived from comparison of Pre-GRH and During-GRH modes



Change Motivations

About 8 in 10 Respondents said GRH was Important to Their Decisions to Start Using Alt Modes or Continue Existing Alt Mode Use

GRH seemed less important to respondents' decisions to increase alternative mode use



Baltimore

Importance to:

Start
79%

Maintain
84%

(Start n = 86;
Maintain = 126)

Washington GRH

Start alt mode
n = 479

Increase alt mode
n = 47

Maintain alt mode
n = 1,360

59% of Respondents who Started Using Alt Modes and 67% Who Increased Alt Mode Use Were Not Likely/Only Somewhat Likely to Switch without GRH

GRH was less valuable to maintaining use of existing alt mode

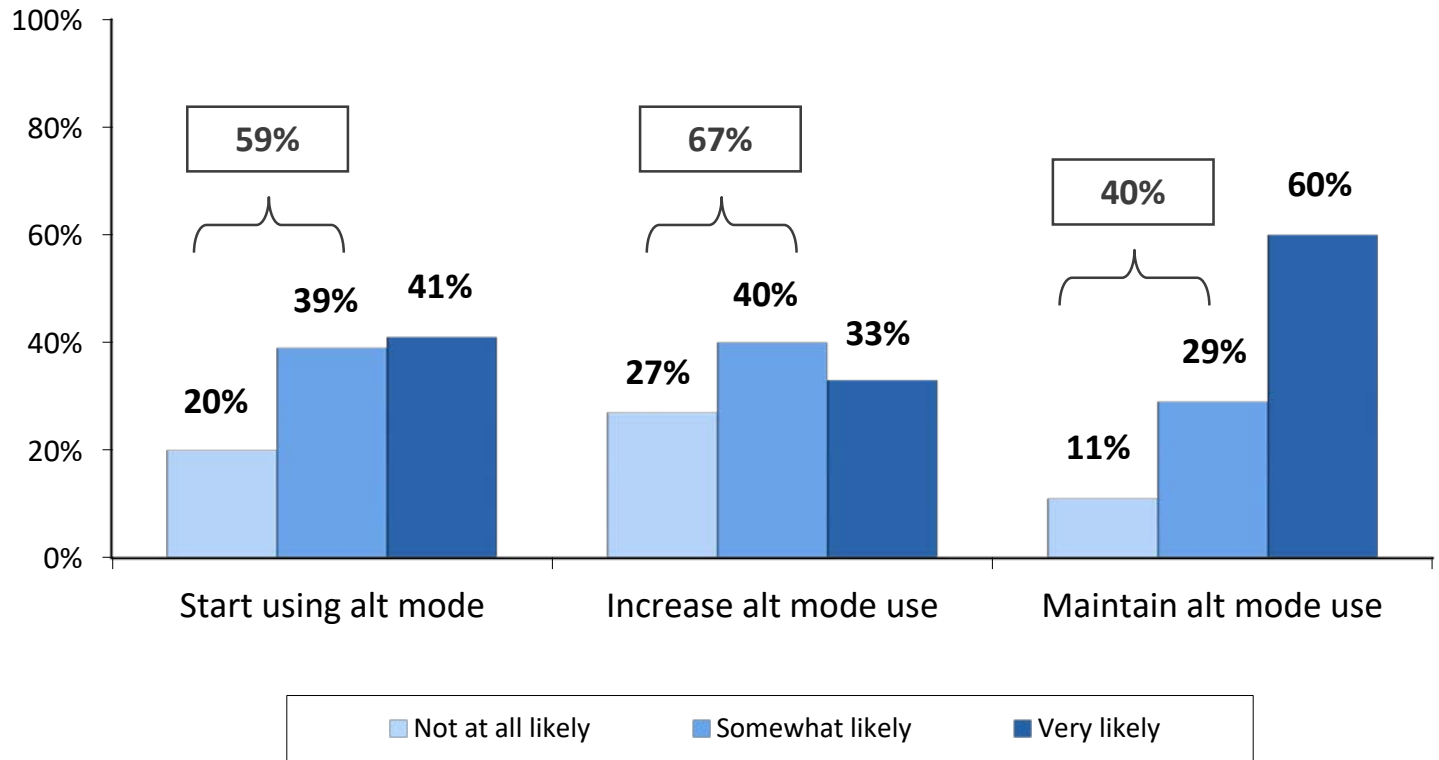
Baltimore

Not likely/
somewhat
likely to make
change without
GRH:

Start
47%

Maintain
35%

(Start n = 84;
Maintain = 123)



Washington GRH

Start alt mode
n = 463

Increase alt mode
n = 42

Maintain alt mode
n = 1,298

Q33/Q34/Q32 If GRH had not been available, how likely would you have been to (start, increase, continue) <mode>?

50% of GRH Registrants Received Other CC Services

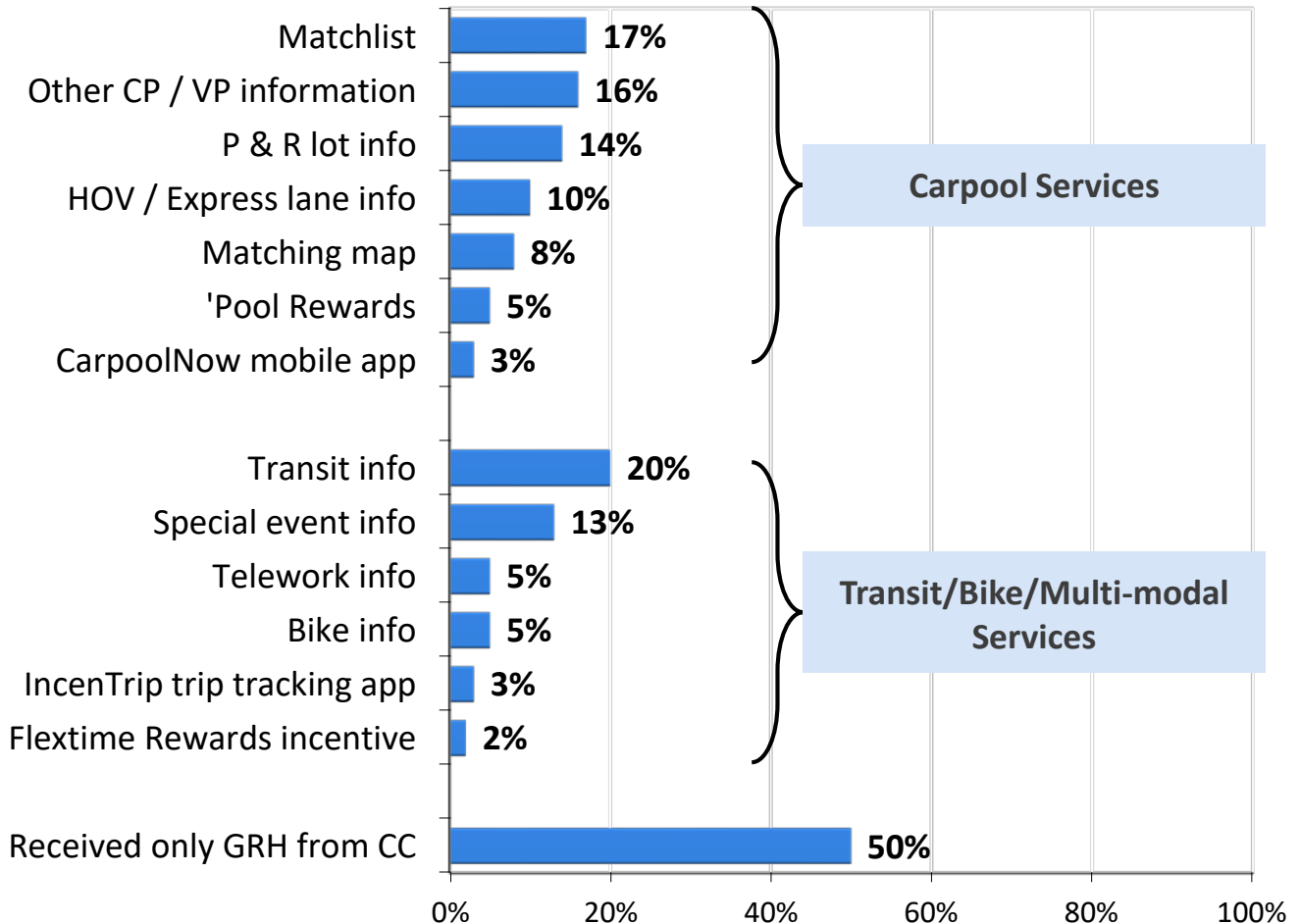
Most common – matchlist, transit info, other CP/VP info, P&R info
 But 79% of all respondents said GRH was the only service or the most important service they received from Commuter Connections

Baltimore

64% Received Only GRH

Other CC Services:

- Matchlist 13%
- Other CP/VP info 14%
- Transit 12%
- P&R 12%
- Matching map 8%
- Events 8%
- (n = 241)



Washington GRH

n = 1,984

Q44a. Do you recall receiving or accessing any of the following commute information or assistance services from Commuter Connections, in addition to GRH?



Use and Satisfaction

37% of GRH Registrants Made a Trip

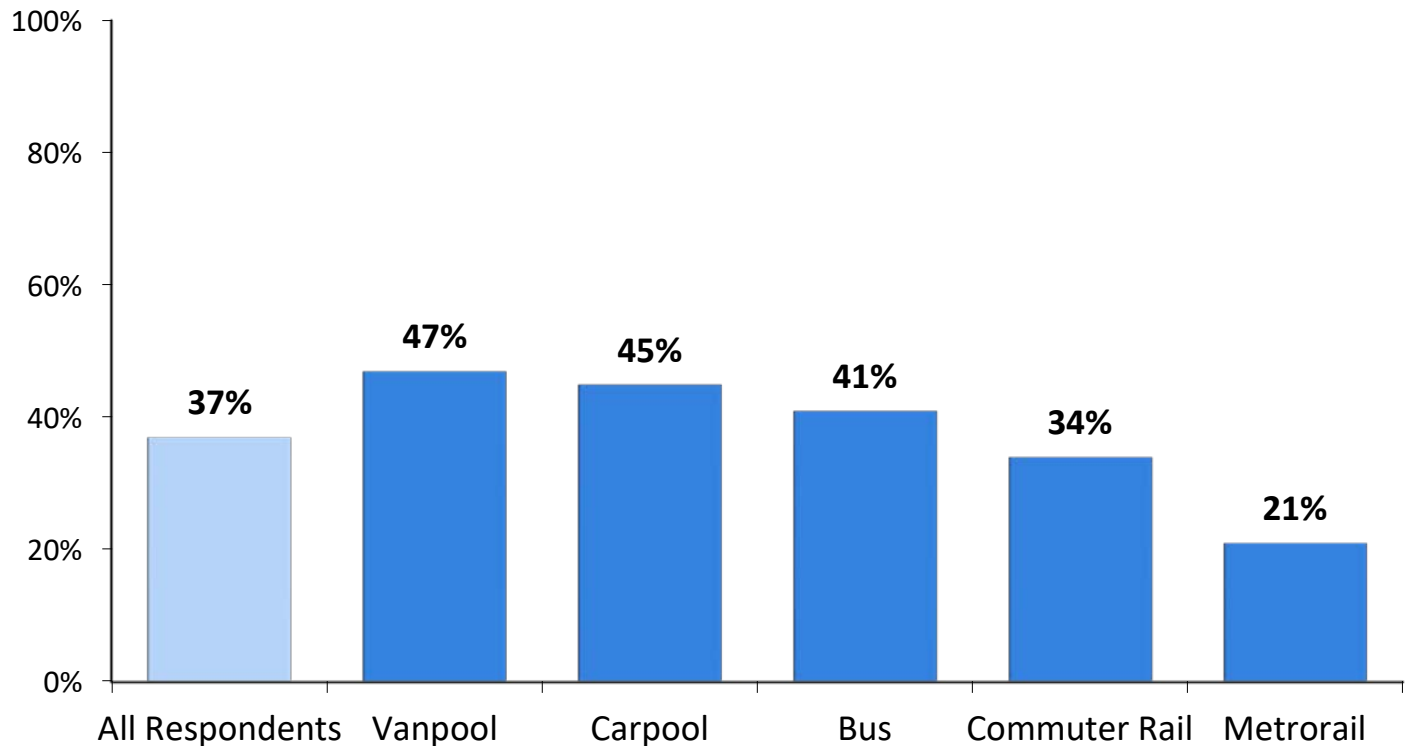
Vanpoolers and carpoolers were more likely to have used a GRH trip than were transit riders; registrants who commuted 20 or more miles also were more likely to have used a trip than were registrants with shorter commutes

Baltimore
Made GRH trip
30%
(n = 241)

Washington GRH
All respondents
n = 2,066

Mode During GRH

- Vanpool
n = 264
- Carpool
n = 135
- Bus
n = 581
- Commuter rail
n = 496
- Metrorail
n = 236



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

71% of GRH Trips were Taken To Address an Illness; 14% for Unscheduled Overtime

Respondents waited on average of 14 minutes for the taxi to arrive; 95% of respondents who used a trip said they were satisfied

Average wait time

Wash **14 min**

Baltimore

27 min

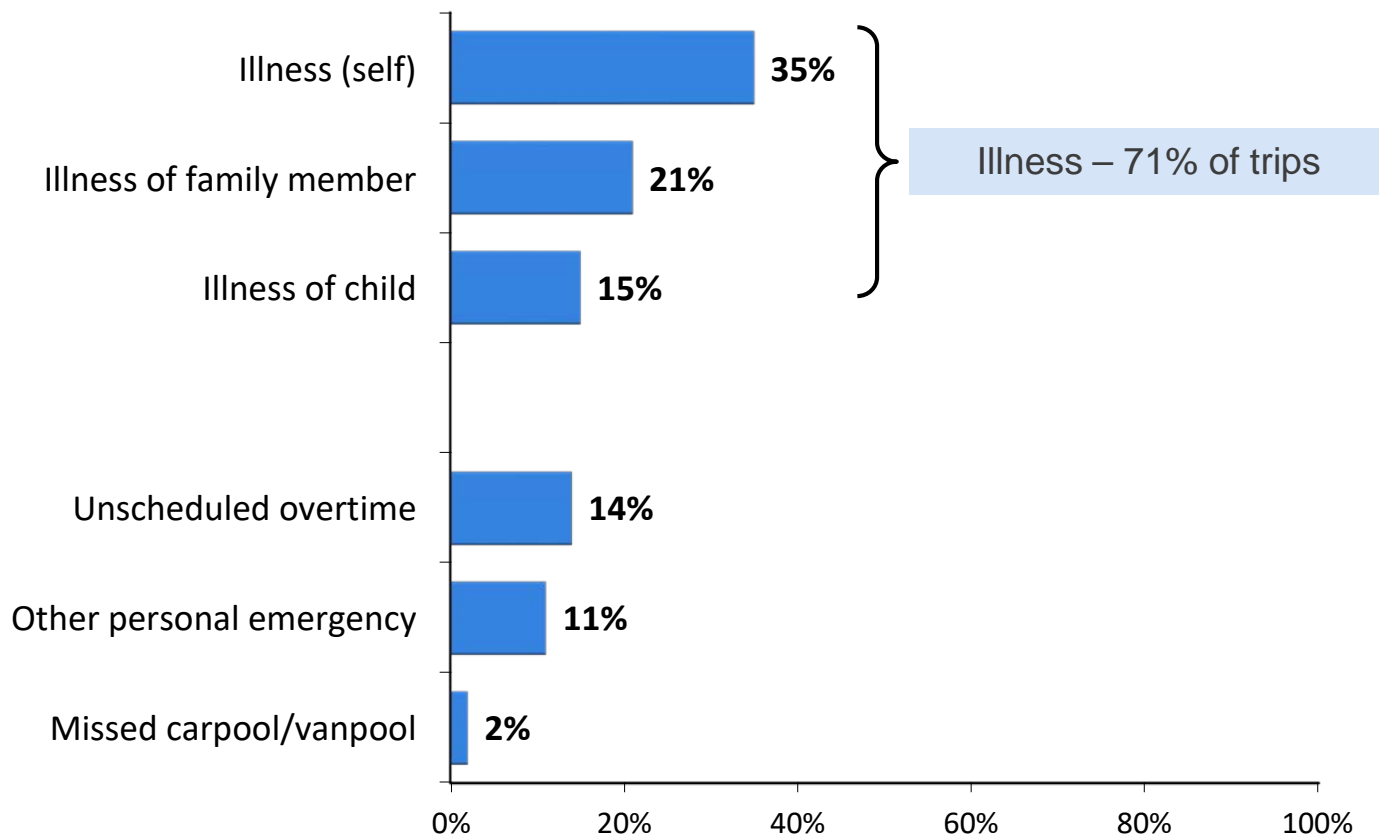
But

satisfaction

was similar:

Wash – **95%**

Balt – **88%**





Questions?

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