



M E M O R A N D U M

To: Commuter Connections Subcommittee

From: Douglas Franklin
Senior Marketing Manager, COG/TPB

Date: January 17, 2023

Re: GRH FY2022 Customer Satisfaction Survey Washington, DC Region

The intent of this correspondence is to communicate the status of the Guaranteed Ride Home (GRH) FY2022 Customer Satisfaction Survey Report for the Washington, DC Region.

The adopted FY2023 Commuter Connections Work Program (CCWP) calls for COG/TPB staff to produce a report based on findings of the GRH FY2022 Customer Satisfaction Survey for the Washington, DC Region. The report is based on analysis of data from monthly survey response collected for GRH trips taken during fiscal year FY2022; period of performance from July 1, 2021 through June 30, 2022. The purpose of the survey is to gauge the level of satisfaction from those who have used the program within the Washington, DC metropolitan region.

Unfortunately, only 14 surveys were returned in FY2022. In contrast, pre-pandemic, 300 surveys were completed in FY2019, providing robust data to quantify. The lack of survey responses in FY2022 is two-fold. The first six months of FY2022 fell within calendar year 2021, when many offices had not yet reopened due to the pandemic. The other factor was due to technical problems with the TDM system not displaying the GRH Satisfaction Survey link, which went undetected for approximately half of the fiscal year. The survey link has since been restored, and all GRH users who took trips during the system issues were resent an email and asked to take the survey. That make-good attempt only garnered two additional completed surveys for the Washington, DC region.

It is the opinion of COG/TPB staff that there is lack of sufficient response data to provide for statistically significant results. It is therefore recommended that no report be generated for the GRH FY2022 Customer Satisfaction Survey for the Washington, DC region.

Should you have further questions or need additional information, please feel free to contact me at 202 962-3792, or at dfranklin@mwkog.org.

cc: N. Ramfos, COG/TPB
D. Sheehan, COG/TPB

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