



**NATIONAL CAPITAL REGION
TRANSPORTATION PLANNING BOARD
COMMUTER CONNECTIONS PROGRAM**

**EMPLOYER SATISFACTION SURVEY
2014
DRAFT**

Prepared for:



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SECTION 1 INTRODUCTION

Overview and Survey Objectives

This report presents results of an employer satisfaction survey of a random sample of employers that participate in the Employer Outreach program administered by the Commuter Connections Program of the National Capital Region Transportation Planning Board (TPB) at the Metropolitan Washington Council of Governments (COG). This survey was the eighth annual employer satisfaction survey conducted by Commuter Connections.

The primary purpose of conducting this survey was to collect data to document the attitudes, opinions and satisfaction of employers toward the products and services provided by Commuter Connections and local member organizations that are part of the Commuter Connections employer and commuter assistance network in the Washington, DC metropolitan region. The survey described in this report has been conducted on previous occasions and the questionnaire adapted from this study.

Survey Methodology Summary

Sample Frame and Sample Selection – The survey described in this report was conducted with employers whose organizations were included in Commuter Connections’ regional Employer Outreach ACT! Customer Relationship Management database. Commuter Connections maintains this contact management database with monthly updates by local jurisdictions for employers located in their jurisdictions. The main criteria for the survey respondents’ selection was the employers’ basic contact with local sales jurisdictions and the availability within the database of contact and employer size data about the employer. Employers that met these criteria were included in the sample frame.

CIC Research, one of the hired subcontractors for the project, received a total of 1,994 sample points from the database. After cleaning the sample points, 364 sample points were removed due to duplicates, or no telephone number, leaving 1,630 starting sample points.

Questionnaire Design –To allow comparison with previous survey, the 2014 questionnaire was based on the 2009 questionnaire. Several new questions were added and some existing questions were changed to improve the clarity of the questions. The draft questionnaire was reviewed by the Commuter Connections TDM Evaluation Group. The questionnaire was prepared in written/paper form and was programmed for both internet application and telephone administration using a CATI system.

Survey Administration – In past years, paper format surveys were mailed to the selected employers with mail or fax-back options for survey submittal. Response rates for this survey method averaged about 10 to 15%. To improve the response rate, the 2009 and 2014 surveys employed a combination method of administration, as described below:

- Email distribution with link to internet submittal website
- Postal mail distribution of paper form with options for mailed response or internet submittal
- Telephone administration

For the first stage of the data collection, an email alert letter was sent to all employers in the database that had provided an e-mail address among the contact information. The letter included a link to the survey website. A total of 2,281 e-mail alert letters were sent out by COG on February 24, 2014. The letter informed potential respondents of the survey and requested their participation. COG staff sent reminder e-mail alerts to each of these employers on March 3, 2014, stating a reply deadline of March 10, 2014.

In the second stage of data collection, the 1,226 employers that had not provided an e-mail address in the database but that had provided a postal address. The 1,226 hard copy alert letters were sent out by Commuter Connections operations staff on February 20th with a deadline of March 3rd.

In the final stage of data collection, employers that had not responded to the e-mail or postal mail survey options were then contacted by telephone. There were 1,994 employers selected for the telephone survey. The telephone survey attempted to contact these employers to complete a survey with them via the phone. If the contact person listed in the database was no longer involved in the commuter program, CIC interviewers attempted to identify and make contact with person who assumed responsibility for the program. Telephone interviewing was initiated on March 18th, 2014 and was completed on April 1, 2014.

At the conclusion of the survey administration period, a total of 79 interviews were completed. Appendix B presents the dialing disposition for the sample frame. Of the original 1,994 sample points, 364 represented invalid contact information (number not in service, wrong number, fax, or other language), leaving 1,630 sample points with valid contact information. The 79 represents a response rate of 4.8%. The number of respondents to the email and mail survey effort was 398 (24.4%). Overall, the total response rate was 29.3%.

Level of Confidence for Analysis

The level of confidence for analysis of the data with a population of 1,630 is equal to 95% + 4.5 %. Note that some questions were answered by smaller numbers of respondents. The confidence level for these questions will be lower for these questions. To encourage responses, Commuter Connections offered each respondent who completed the survey a free gift, which was a Commuter Connections pen-light. Close to half (45%) of respondents said they would like the free gift.

SECTION 2 SURVEY RESULTS

This section presents an overview of the survey findings. The findings shown in this section are presented for the frequencies of respondents. The numbers of respondents who answered each question are shown as (n=___).

The survey collected data in several primary topic areas. Results for these topics are presented below:

- Company background
- Worksite commute program services offered
- Awareness of an satisfaction with Commuter Connections representative
- Level and form of communication with Commuter Connections
- Use of and value of Commuter Connections employer assistance services
- Use of Commuter Connections employee survey
- Interest in Commuter Connections training opportunities

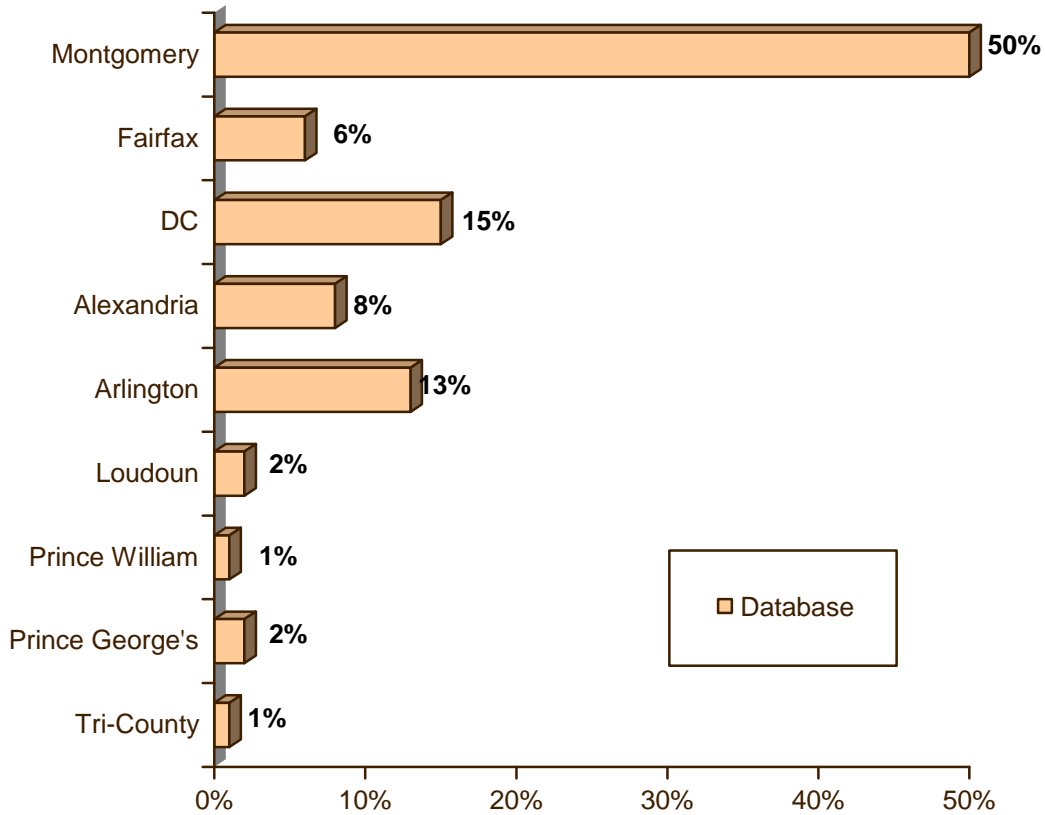
Company Background

Respondents were asked several questions to define various characteristics of their employer. These included: work location, company size, organization type and primary business activity, number of worksites in the Washington region, and the role or function of the respondent in his or her company. Responses to these questions are presented in Figures 1 through 7 below.

Work Location – Respondents were asked in what county or independent city their work location was sited. Figure 1 shows that 50% of the survey respondents were located in Montgomery County, MD, 15% were located in the District of Columbia, and 13% said their work location was in Arlington County, VA. Smaller percentages of respondents reported worksites in other jurisdictions.

The figure also presents the work location distribution of the 3,874 employers in the original sample frame selected from the database. As shown, the sample distribution was very close to the actual distribution of the employers in the database; 60% were located in Montgomery County, Fairfax was home to 15% of the employers, and 11% were located in the District of Columbia.

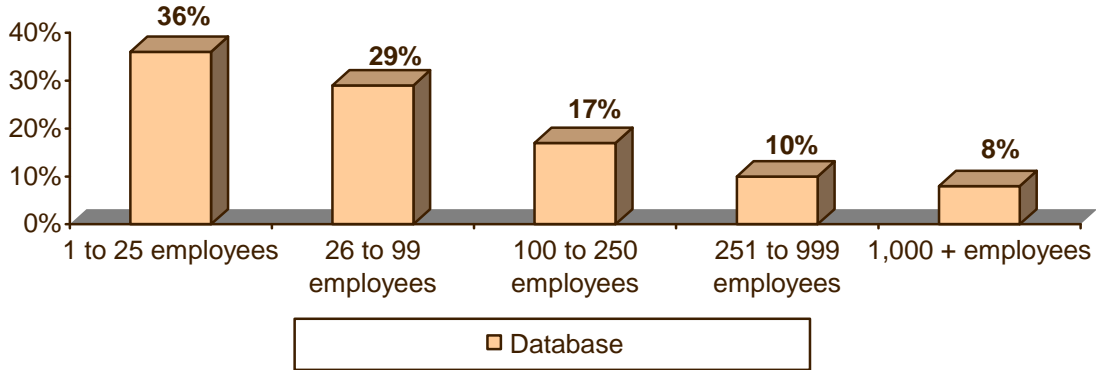
Figure 1
Respondent Work Location – Survey Sample and Employer Database
 (Database = 3874)



Employer Size –Figure 2 presents the distribution of company size for the sample of respondents and for all employers in the database. About 60% of the respondents said their company employed fewer than 100 employees in the Washington region; 36% said the firm employed between one and 25 employees and 29% employed between 26 and 99 employees. About a quarter had between 100 and 250 employees and 17% employed 251 or more employees.

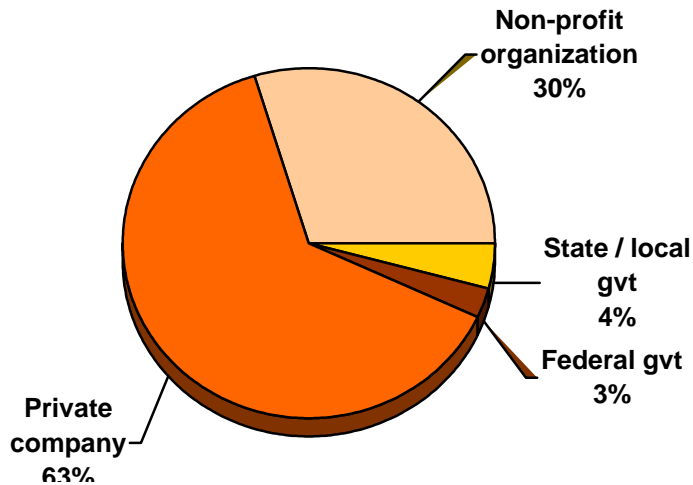
As was noted in the location distribution, the size distribution for respondents was very close to that for the overall database population. The respondent sample slightly underrepresented employers with between 1 and 25 employees and overrepresented companies with 26 to 99 employees. But other categories were very similar in their percentage share of the total.

Figure 2
Employer Size – Employees in All Worksites in Metropolitan Washington Region
 (Database = 3874)



Employer Type – The overwhelming majority of respondents worked either for a private company (63%) or a non-profit organization or association (30%). Only seven percent worked for a government agency. The very small share of government employers reflects the focus of the Employer Outreach program on non-governmental employers.

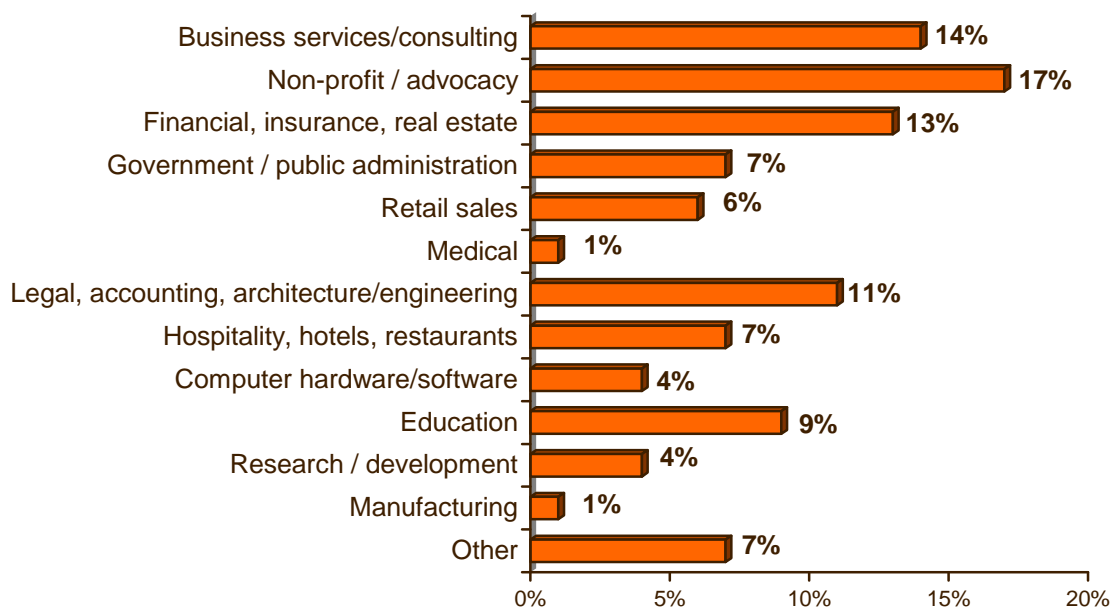
Figure 3
Distribution by Employer Type
 (n = 476)



Primary Business – Respondents were asked to describe the primary type of work conducted by the organization. As indicated by the results in Figure 4, many industries were represented. Four industries accounted for about half of the employers in the sample: non-profit or advocacy firms (17%); business services / consulting (14%); financial, insurance, and real estate employers (13%); and legal/accounting, architecture/engineering (11%).

Figure 4
Primary Business

(n = 390)

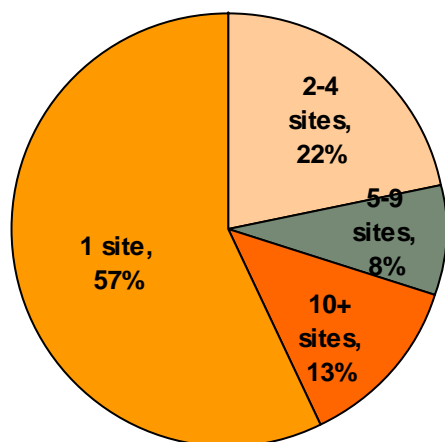


* Each response in Other category was mentioned by fewer than 2% of respondents.

Number of Worksites – Respondents were asked how many worksites their organizations maintained in the Washington DC metropolitan region. Over half (57%) said they had only one site in the region. Almost a quarter (22%) had between two and four sites. Only 21% had five or more sites.

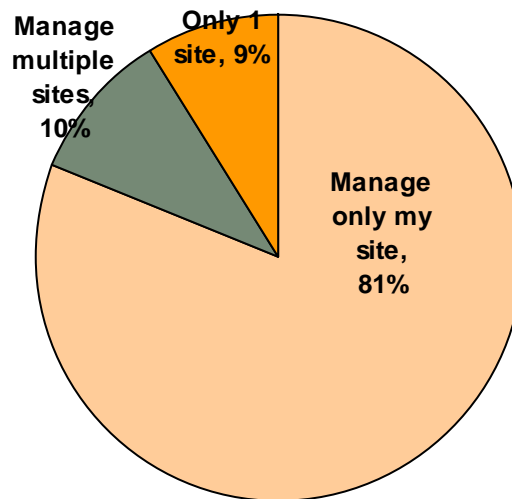
Figure 5
Number of Worksites in the Washington Metropolitan Region

(n = 432)



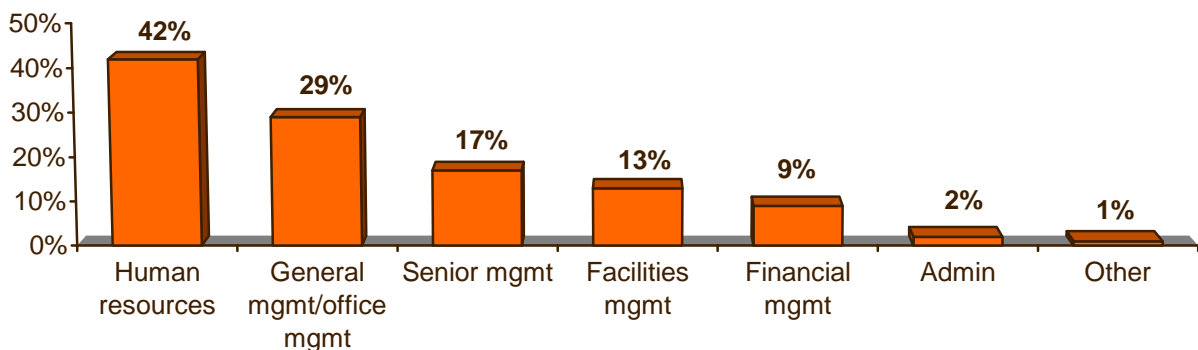
Number of Commute Programs Managed – Respondents that said they had more than one worksite in the Washington region were asked a follow-up question; “do you manage or administer commuter services only for the worksite where your office is located or for multiple worksites in the Washington metropolitan region?” About two-thirds said they managed the commuter program only for the site where they worked and the remaining one-third said they managed commuter services for multiple sites. When these results were combined with those of the previous question about the number of worksites in the region, 82% of employers managed commuter services for just one site and 18% managed commuter services for more than one site. These results are presented in Figure 6.

Figure 6
Number of Worksites for Which Respondent Managed Commute Program
 (n = 417)



Respondents' Roles or Functions in the Organization – An important question in employer outreach is who at a company is the most likely representative to contact about commuter service assistance. The survey illustrated that respondents represent varied organizational roles, as shown in Figure 7.

Figure 7
Organizational Role/Function of Respondent
 (n = 361)



The most common functional roles were human resources, cited by about four in ten respondents and general management or office management, named by 29% of respondents. Seventeen percent said they were senior managers and 13% said their role was facilities management. Nine percent named financial management or accounting and two percent said they were administrative employees.

Worksite Commuter Services Offered

A second broad section of the questionnaire queried respondents about commuter assistance services their firms offered to employees.

Respondents were given a list of 21 commuter assistance services in four broad categories:

- Financial incentives
- Information / support
- On-site facilities
- Work schedule options

For each of the 21 services, respondents were asked to check one of four situations:

- Service is available to employees now
- Service is not available but the employer might consider offering it to employees
- Service is not available and employer would not consider offering it to employees
- Service is not available and employer does not know if they would consider offering it

Figure 8 displays the results for each service.

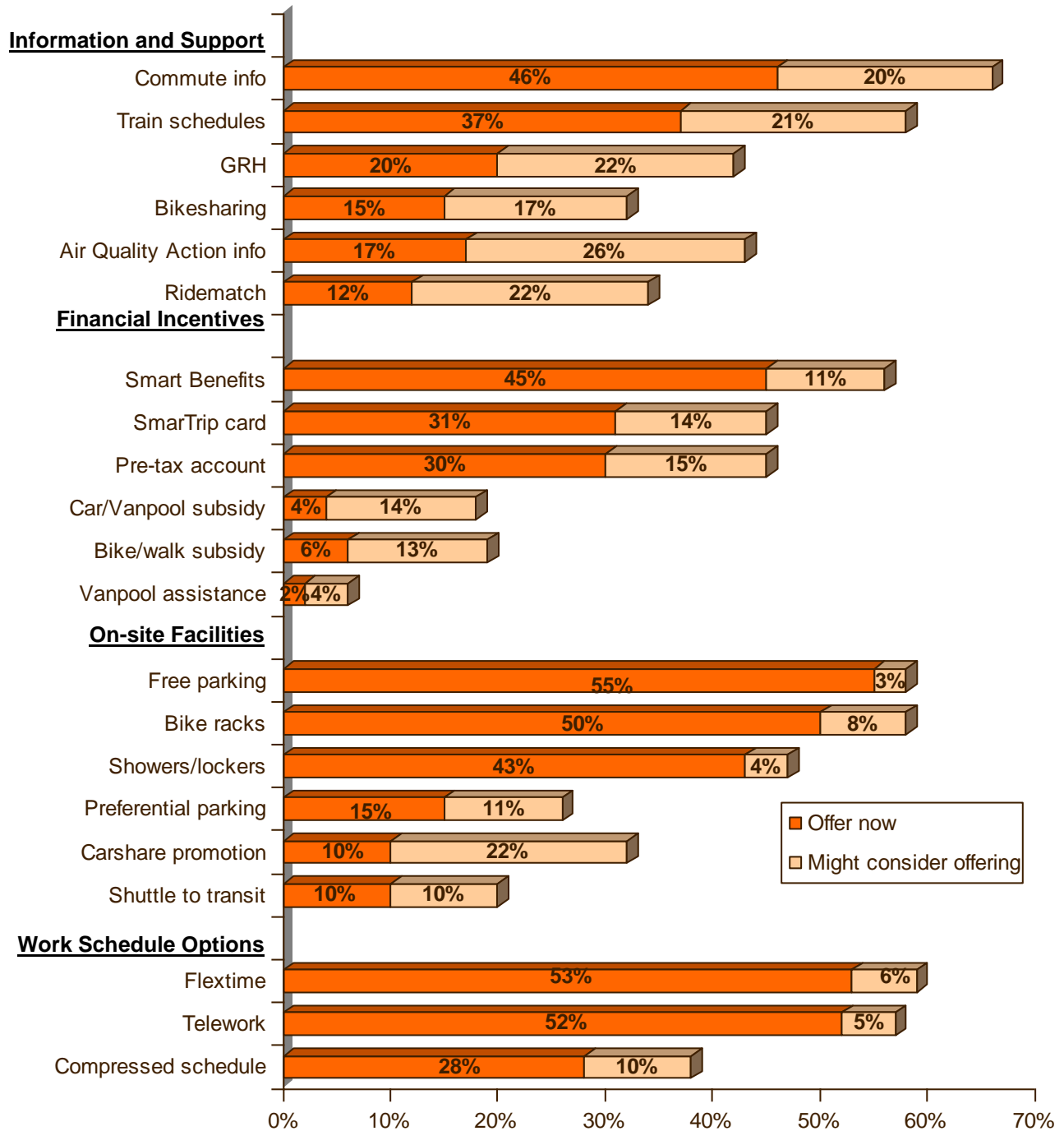
Information and Support – The services that were most commonly available now fell primarily in the information and support category. Almost five in ten (46%) respondents said employees had access to general commute info, 37% said transit schedules were available, and a 20% cited Guaranteed Ride Home. About a fifth named Air Quality Action information (17%) and 12% for ridematching.

There also is substantial additional potential for these services. In almost all selections for information and support there was at least 20% interest in providing some type of service for their employees.

Financial Incentives – Almost half of the employers (45%) said they currently offered SmartBenefits. Other services that were commonly available now were SmarTrip cards, offered by (31%) employers, and pre-tax accounts, offered by three in ten (30%). About 4% of respondents said carpool and vanpool subsidies were available to their employees now. Six percent said they currently offered bike or walk incentives and two percent said they provided assistance with vanpooling.

Nearly all of these services exhibited significant potential for greater application. An additional 11% said they might consider offering SmartBenefits service to employees, 14% said they would consider offering SmarTrip cards, 15% would consider allowing employees to set-aside a portion of their salary in a pre-tax transportation account, and 13% would consider providing a carpool/vanpool subsidy. Interest in a bike/walk incentive was relatively the same as with the last survey.

Figure 8
Worksite Commuter Services
Services Available to Employees Now and Services Employer Might Consider Offering
(n = 375 to 384)



Onsite Facilities – The next category of commuter services included facilities at the worksite, such as bike racks. The most common onsite facility was free parking, available at 55% of the worksites. This service is not typically counted as part of a commuter program, but was included here to be inclusive of services that might influence employees’ travel choices.

Two other facilities, bike racks and showers / personal lockers, were named by at least four in ten respondents. The remaining facilities on the list, preferential parking for carpools and vanpools, promotion of carsharing, and shuttle to transit stop or station, were available to at least 10% of respondents. Additional potential was modest for most of these services. But 22% of respondents said they might consider promoting carsharing and 11% said they might consider offering preferential parking.

Work Schedule Options – Finally, respondents were asked if they made any of three work schedule options available. Just over half, (53%) said employees at their worksite were permitted some flexibility in their work start and stop times. More than half said employees at their location were permitted to telework and over a quarter said compressed work schedules were available. We note, however, that these schedules might not be made available to all employees at the location. So “availability” might actually be less than these figures suggest.

About 10% of respondents said they might consider implementing a compressed work schedule, but fewer than 7% of respondents said they would consider either flextime or telework.

Duration of Commute Service Involvement – Commuter Connections has administered the Employer Outreach program since 1997 and many of the employers surveyed have been long-time participants in both commuter services and the Commuter Connections program. Figure 9 shows results for two questions:

- Length of time the organization has offered commuter services to employees
- Length of time the organization has been involved in the Commuter Connections program

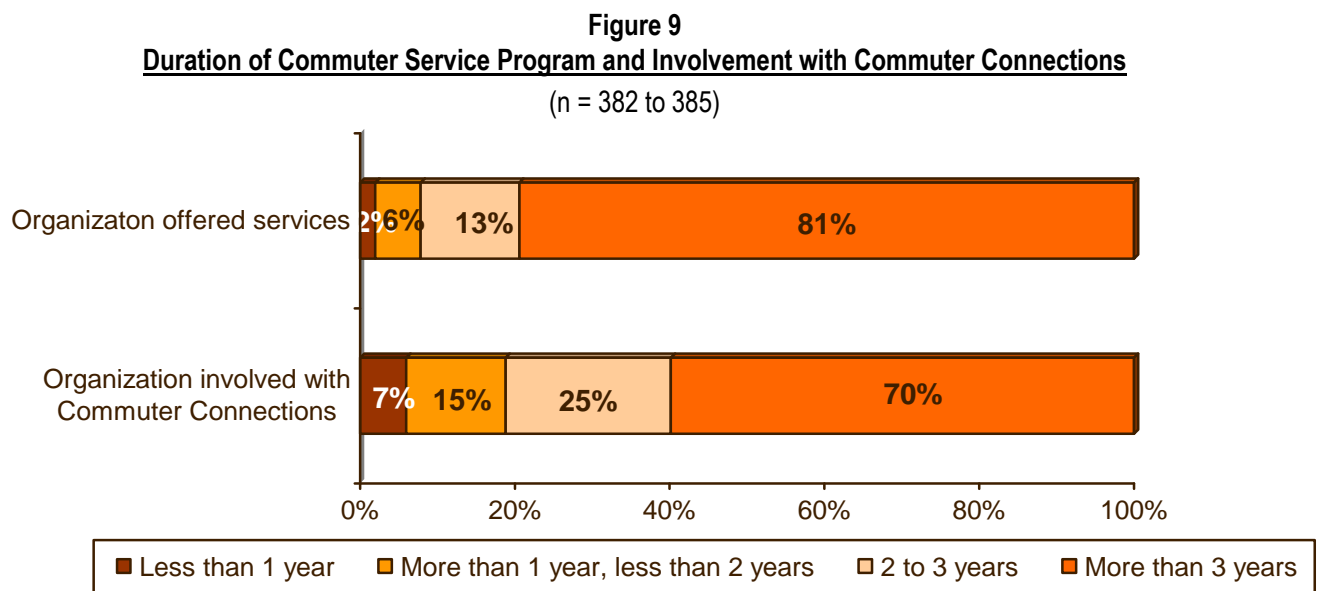


Figure 9 shows that respondents' companies typically were long-time participants in both commute services and Commuter Connections Employer Outreach. As shown by the top bar, 81% of respondents' companies had offered commute services three years or longer and 94% offered them for at least two years. Only two percent said they started offering commuter services within the past year.

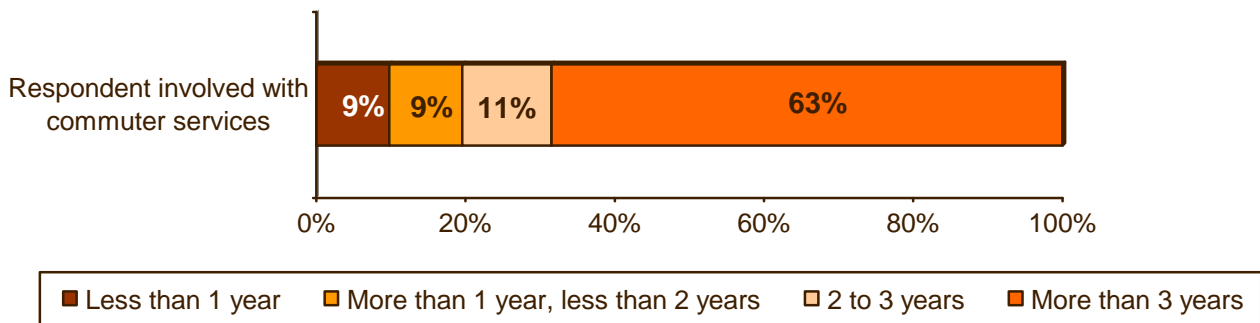
Respondents also appeared to have a relatively long history with the Commuter Connections Employer Outreach network; almost three quarters had been involved with Commuter Connections for three years and 25% had participated for at least 2 years.

Awareness and Satisfaction with Commuter Connections' Network Representative

The next section of the survey explored respondents' awareness of and satisfaction with their Commuter Connections' network representative. Because the Commuter Connections Employer Outreach program is administered jointly by Commuter Connections staff and by staff from local jurisdiction "network" partners, respondents whose contact is with the local representative could mistakenly believe they are not involved in Commuter Connections. For this reason, the survey presents a broad definition of "representative," as follows: "a representative from Commuter Connections or from a local member organization of the Commuter Connections network."

Respondents' Involvement with Worksite Commuter Services – As shown in Figure 10, more than seven in ten respondents said they had been involved in or responsible for managing or delivering commuter services at their worksite for at least two years. One in ten respondents said they were quite new to this responsibility, with less than one year of experience.

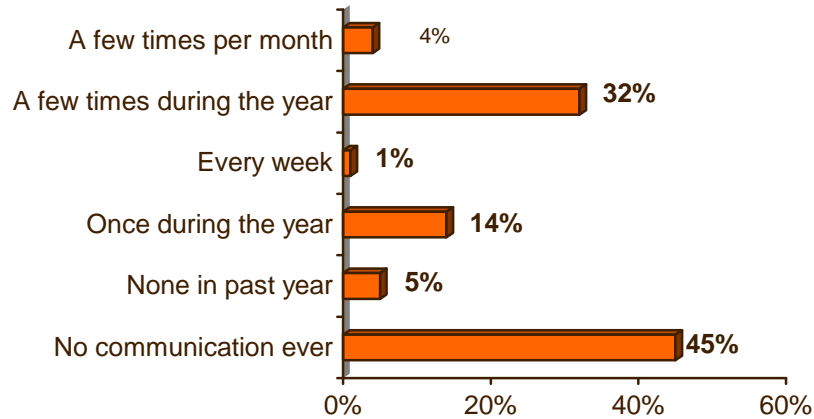
Figure 10
Duration of Respondents' Involvement with Managing Worksite Commuter Services
 (n = 383)



Respondents' Awareness of Commuter Connections Representative – Despite respondents' relatively long association with commuter services, only 27% could name their Commuter Connections network representative. The remaining 73% said they did not know the name of their representative.

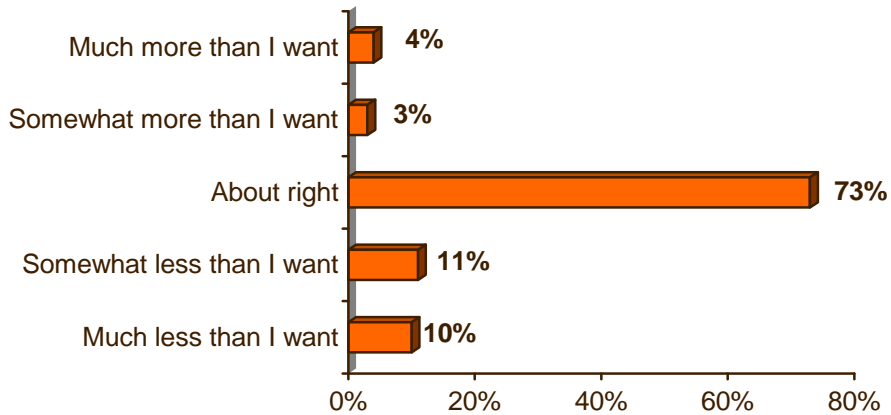
Level of Contact with Commuter Connections Representative – Almost 50% of the respondents said they had some form of communication with their CC representative in the past year, including telephone, postal mail, email, or personal visit. A surprising number (45%) said they had never had any contact with their representative. These results are presented in Figure 11.

Figure 11
Number of Contacts with Commuter Connections Representative in Past Year
 (n = 365)



As presented in Figure 12, the large majority (73%) of respondents’ said they were satisfied with the level of contact that they had with their Commuter Connections network representative, rating it “about right”. About four percent said the number of contacts was either somewhat or much more than they wanted. Only 11% said they wanted a higher level or greater frequency of contact. Only 11% said they wanted a higher level or greater frequency of contact.

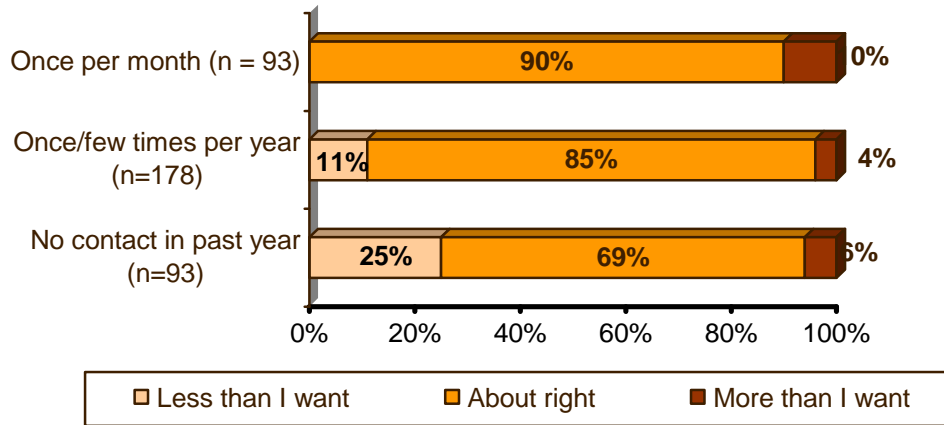
Figure 12
Rating for Level of Contact with Commuter Connections Representative
 (n = 346)



Not surprisingly, respondents’ ratings on their satisfaction with the level of contact differed by how much contact they had with the representative. As illustrated in Figure 13, 90% of respondents who had

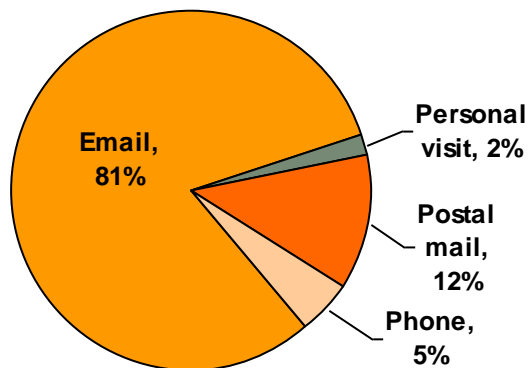
at least one contact per month and 85% of those with at least one contact during the year said they thought the level of contact was “about right.” By contrast, 25% of respondents who had not had a contact in the past year said the level of contact was less than they wanted. But the fact that 71% of these respondents said having no contact was “about right” indicates that some respondents did not feel it necessary to hear from or see their representatives.

Figure 13
Rating for Level of Contact with Commuter Connections Representative by Frequency of Contact



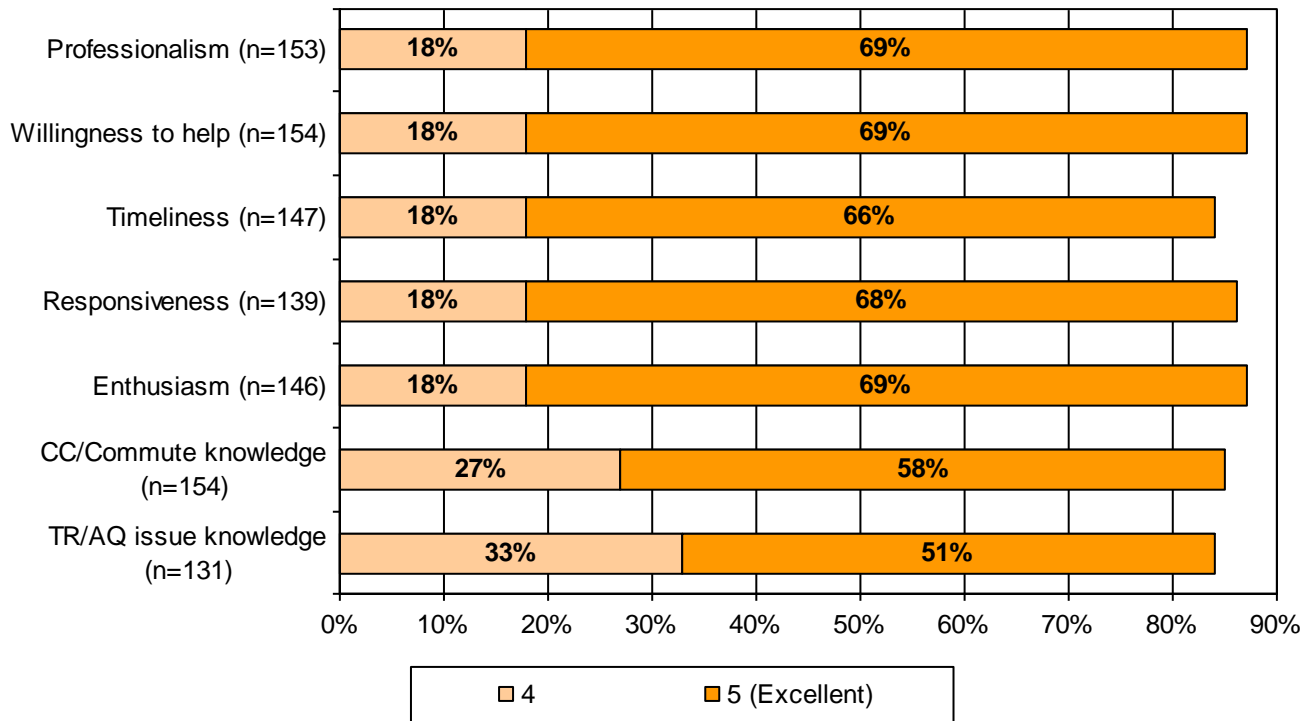
Preferred Form of Contact with Commuter Connections Representative – Respondents were asked form of communication they would “most prefer” for contacts with their representative. Figure 14 portrays these results. Three-quarters of respondents said they would prefer email for communications with/from their Commuter Connections network representative. The remaining employers were divided between postal mail (12%) and phone (10%).

Figure 14
Preferred Form of Contact with Commuter Connections Representative
 (n = 356)



Ratings for Customer Service Features – When asked to rate their Commuter Connections network representative on a variety of features, respondents gave uniformly high marks for all customer service features. At least eight in ten respondents rated their representative a 4 or 5 (excellent) on a 1 to 5 point scale for professionalism (87%), willingness to help (87%), timeliness of service delivery (84%), responsiveness to their requests/questions (86%), enthusiasm about commuter Connections and its products and programs (87%), knowledge of Commuter Connections and/or local ridesharing and transit products (85%), and their ability to provide information that is helpful to the company and employees (85%). Representatives also received high scores for knowledge of local transportation and air quality issues (84% rating of 4 or 5).

Figure 15
Commuter Connections Representatives – Ratings on Customer Service Features
Percentage of Respondents Giving Ratings of 4 or 5 (Highest)

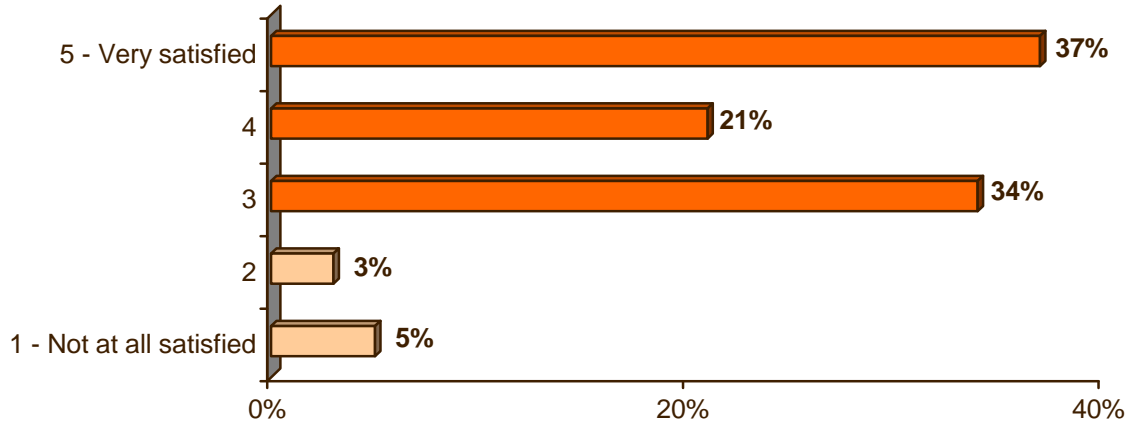


Use of and Satisfaction with Commuter Connections Services

Several questions on the survey explored respondents’ overall satisfaction with Commuter Connections and any issues or problems they had experienced. These results are summarized below.

Overall Satisfaction – As shows in Figure 16, seven in ten respondents said they were satisfied overall with the services they received from Commuter Connections; 37% gave an overall rating of “5” on a 5-point scale (very satisfied) and 21% gave a rating of “4.”

Figure 16
Overall Satisfaction with Commuter Connections
(n = 298)



About three in ten (34%) rated the service a “3.” Only four percent said they were unsatisfied with Commuter Connections’ services (rating of 1 or 2). When asked why they gave the ratings they did, respondents reported mostly positive reasons. A small percentage of respondents reported neutral or negative reasons, as listed below.

Positive Reasons

- Representative is prompt, responsive, available 11%
- Representative is helpful, knowledgeable 8%
- Representative is pleasant, enthusiastic, professional 7%
- Representative keeps me informed, up to date 7%
- Generally good program, good service 7%
- Program offers useful information, informative service 4%
- Program offers information for employees, employees like it 3%

Neutral / Negative Reasons

- Have little contact with program / just get newsletter 7%
- No contact with representative 5%
- Service is okay or just adequate 4%
- Few employees can use alternative modes 2%

Most of the reasons focused on customer service features exhibited by the Commuter Connections network representative, such as being helpful, prompt, responsive, enthusiastic, and professional. Respondents also noted that the service was useful to their company or to their employees.

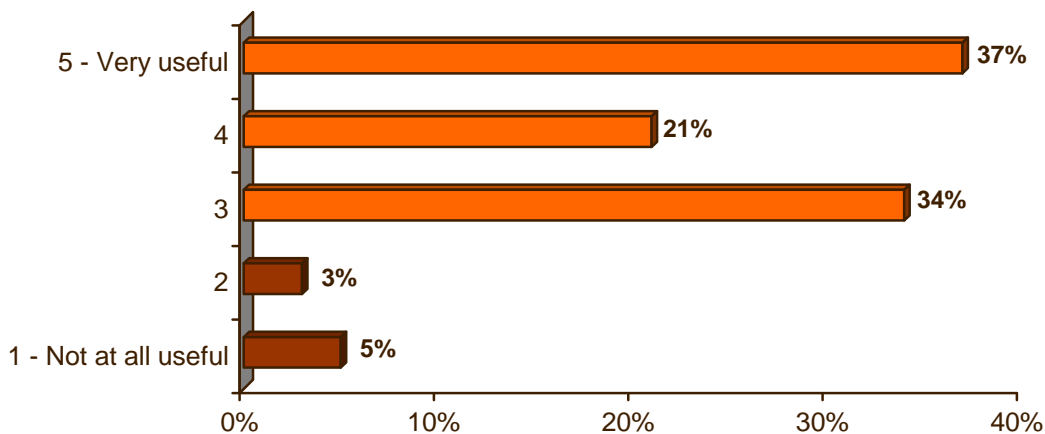
Likely to Recommend – A good amount of respondents also mentioned they were likely to recommend Commuter Connections services to another employer that needed assistance with commute services; 35% said they were very likely to recommend the service and 26% said they were somewhat likely to recommend. Only five percent said they were unlikely or very unlikely.

Desired Improvements – A few respondents cited specific suggestions for program improvements they believed would enhance Commuter Connections’ effectiveness in promoting commuter programs and in assisting organizations to develop commuter programs. These suggestions are summarized below:

- No suggestions 88%
- More communication with employers 5%
- Transit improvements 8%
- Conduct more marketing 3%
- Use email more for contacts 3%
- Offer more materials, tool kits 1%
- Provide commute subsidy enhancements 2%

Usefulness of Services – The survey also asked how useful Commuter Connections services had been to their companies in developing or implementing commuter services at their worksites. As indicated in Figure 17, more than half of the employers said Commuter Connections’ services had been either useful (21%) or very useful (37%). Two in ten said they had not been useful.

Figure 17
Overall Usefulness of Commuter Connections Services
 (n = 298)

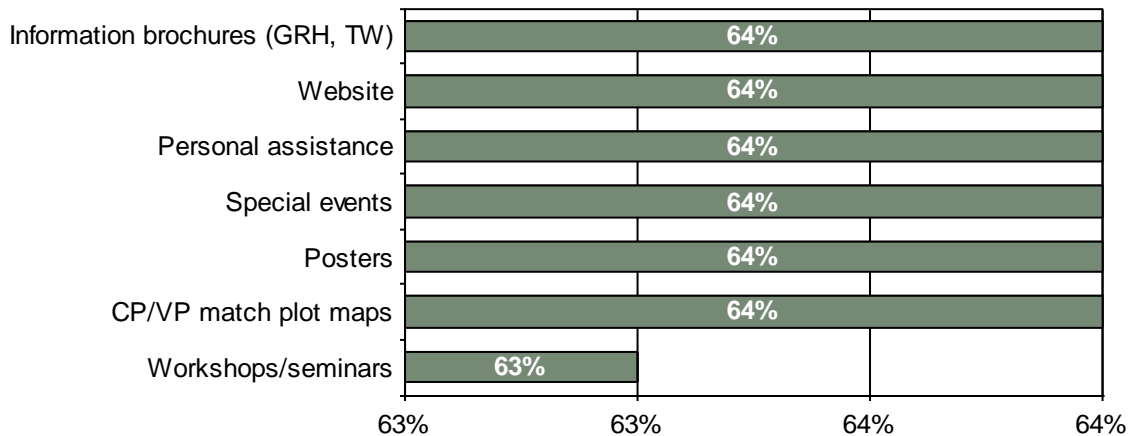


When asked what features about the services made them useful, respondents cited the following factors. Several focused on individual services provided by the program (bus schedules) while others focused on the results the employer was able to achieve (saved money, keeps me informed).

- Good information 16%
- Employees can use or benefit from the information 14%
- Offered new ideas, tips, suggestions 9%
- Keeps me informed 7%
- Offers bus schedules 7%
- Saved us money 6%
- Offers information materials / brochures 5%
- Provides information on Smart Benefits 4%
- Provided assistance on pre-tax 4%
- Answered my questions 3%
- Offer information for employees, employees like it 3%

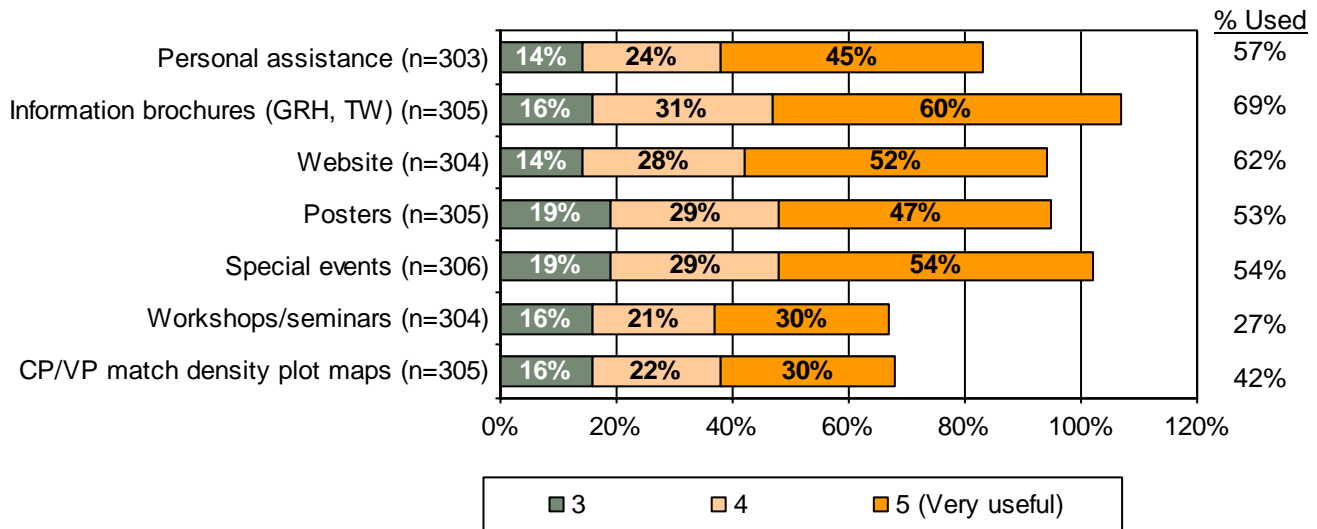
Use and Usefulness of Individual Services – Respondents were asked to indicate which of seven Commuter Connections services they had used and how useful the services they had used had been to their worksite commuter program. Figure 18 presents results on use of services and figure 19 portrays results on service usefulness.

Figure 18
Use of Individual Commuter Connections Services
 (n = 306)



Six services had been used by at least half of the organizations: info brochures (64%), website (64%), personal assistance from a representative (64%), special events, such as Bike to Work events (64%), posters (64%) and, carpool/vanpool match plot maps.

Figure 19
Usefulness of Individual Commuter Connections Services



Employee Commute Survey – One service offered by Commuter Connections is the employee travel survey that employers can use to identify how employees travel to work. Commuter Connections assists the employer by summarizing the survey data and assisting employers to interpret the data and apply the results to develop worksite commuter services.

About one in ten (8%) respondents said their organizations had used a Commuter Connections employee survey in the past year. Employers in Frederick, Montgomery, Arlington, Prince George’s, and Prince William Counties were the respondents who stated they had conducted an employee commute survey.

Though the percentage is lower than in past years it is encouraging that there are more surveys being conducted in a larger reach throughout the region.

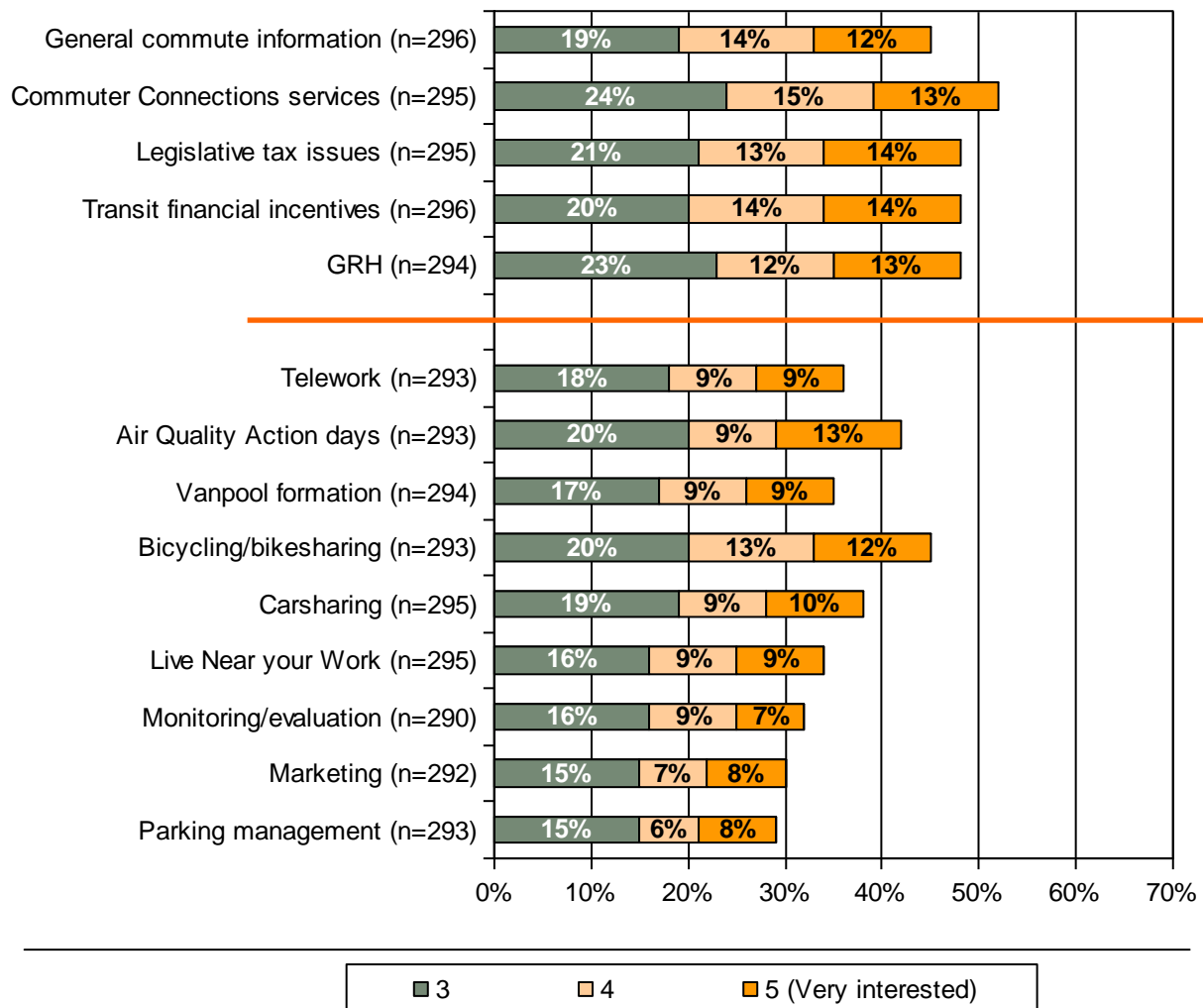
Interest in Training Opportunities Sponsored by Commuter Connections

Finally, the survey asked respondents how interested they would be in workshops, seminars, or other training opportunities offered by Commuter Connections, by rating each topic on a scale of 1 to 5, with 1 meaning “not at all interested” and 5 meaning “very interested.” The percentages of respondents who gave ratings of 3, 4, or 5 are shown in Figure 20.

At least a quarter of employers expressed substantial interest (rating of 4 or 5) in training on: general information on commute program management (26%), information on Commuter Connections services that were available to employers and commuters (28%), legislative and tax issues related to travel and commuting (27%), and transit financial incentives (28%). About two in ten respondents said they had moderate interest (rating of 3) on each of these services.

A second tier of services garnered substantial support from about two in ten respondents. These topics included telework (17%), Air Quality Action days (23%), vanpool formation assistance (18%), Live Near Your Work (18%), and monitoring and evaluation (16%). Another two in ten respondents reported moderate interest in these topics.

Figure 20
Interest in Commuter Connections Training Opportunities



APPENDICES

Appendix A – Survey Questionnaire

Appendix B – Survey Dialing Disposition



Employer Survey

This survey is being conducted to find out about your satisfaction with the products and services provided by Commuter Connections and local member organizations that are part of the Commuter Connections network, 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 February 28, 2014. Or if you would rather complete this survey online, enter your responses on the Internet at the following web address:

<https://www.surveymonkey.com/s/HCZN7RV> *Thanks for your help.*

1 Which of the following best describes your organization type?

- | | |
|---|--|
| <input type="checkbox"/> State or local government agency | <input type="checkbox"/> Federal government agency |
| <input type="checkbox"/> Non-profit organization or association | <input type="checkbox"/> Private company |
| <input type="checkbox"/> Other _____ | |

2 Which of the following best describes the kind of work conducted by your organization.

- | | |
|---|---|
| <input type="checkbox"/> Government / public administration | <input type="checkbox"/> Non profit advocacy, trade association |
| <input type="checkbox"/> Computer hardware/software | <input type="checkbox"/> Construction |
| <input type="checkbox"/> Business or personnel services, professional consulting | <input type="checkbox"/> Legal, accounting, architecture, engineering |
| <input type="checkbox"/> Medical / health services | <input type="checkbox"/> Hospitality, restaurant, or hotel |
| <input type="checkbox"/> Education | <input type="checkbox"/> Manufacturing |
| <input type="checkbox"/> Wholesale trade, warehousing | <input type="checkbox"/> Retail trade |
| <input type="checkbox"/> Banking, finance, insurance, or real estate | <input type="checkbox"/> Research and development |
| <input type="checkbox"/> Public utilities, telecommunications, water, electricity | <input type="checkbox"/> Transportation / delivery |
| <input type="checkbox"/> Other _____ | |

2a How many worksites does your organization have in the Washington metropolitan region?

2b Do you manage or administer commuter services only for the worksite where your office is located or for multiple worksites in the Washington metropolitan region?

- Only for the worksite where my office is located
- For multiple worksites in the Washington region (please specify the number of worksites)

3 Approximately how many people are employed at the worksite or worksites for which you administer or manage commuter services?

4 Which of the following best describes your role or function in your organization?

- | | |
|--|---|
| <input type="checkbox"/> Human resources | <input type="checkbox"/> Facilities management |
| <input type="checkbox"/> General management, office management | <input type="checkbox"/> Financial management, accounting |
| <input type="checkbox"/> Information technology (IT) | <input type="checkbox"/> Senior management (e.g., managing partner, owner, CEO) |
| <input type="checkbox"/> Other _____ | |

5 Following is a list of transportation information services or benefits that you or another organization might make available to employees at your worksite to help with their travel to work. In the **first column**, check all the services or benefits that are **available to your employees**. For those that are **not available now**, check the second, third, or fourth column to indicate if you might consider, would not consider offering it, or don't know if you would consider offering it.

Service or Benefit	Available to employees now	Not available but might consider offering	Not available and <u>would not</u> consider offering	Not available, don't know if would consider offering
1 Transit schedules				
2 Information on types of transportation employees could use to reach your worksite				
3 Bicycle lockers or racks				
4 On-site Shower and/or locker facilities				
5 Guaranteed Ride Home for employees who don't drive alone to work and have a personal emergency during the work day				
6 Work schedules that permit employees to choose their work arrival and departure times (flex-time)				
7 Compressed workweek, in which employees work a <u>full-time</u> schedule in fewer than five days per week				
8 Allowing some or all employees to work at home at least occasionally (telework)				
9 Reserved or preferential parking for employees who carpool or vanpool				
10 Free parking for all or some employees				
11 Smartbenefits or other financial benefit for employees who ride trains, buses, or vanpools to work				
12 Cash incentive (eg. 'Pool Rewards) or other financial benefit for employees who carpool or vanpool to work				
13 Assistance finding a partner for a carpool or vanpool (ridematching)				
14 Pre-tax account employees can use to pay transportation costs ("Commuter Choice")				
15 SmarTrip cards for easy electronic payment on Metrorail, Metrobus or Metro parking.				
16 Information distribution on Air Quality Action Days				
17 Promotion / organization or provision of carsharing				
18 Employee shuttle service to and from bus stops or train stations				
19 Company-owned or leased vehicles for vanpooling				
20 Financial incentives for employees who bicycle or walk to and from work				
21 Promotion/organization or provision of Bikesharing				

5a Do you offer any other commute assistance services not listed above?

No other services (**skip to Q6**)

Other → (please describe)

- 6 How long has your organization offered information or other services to employees to help them get to work?
- Less than 1 year More than 1 year, but less than 2 years
 2 to 3 years More than 3 years Don't know
- 6a How long have **you** been involved with or responsible for managing or delivering these services at your worksite?
- Less than 1 year More than 1 year, but less than 2 years
 2 to 3 years More than 3 years Don't know

- 7 When did your organization first have contact with a representative from Commuter Connections or from a local member organization of the Commuter Connections network or begin to participate in Commuter Connections programs?
- Within the past year More than 1 year ago, but less than 2 years ago
 2 to 3 years ago More than 3 years ago Don't know

8 What is the name of your Commuter Connections representative or your Commuter Connections network representative?

- 9 In the past year, how often did you communicate with, hear from, or contact this representative?
- Not at all (**skip to Q10**) No communication with my representative since service started (**skip to Q10**)
- Every week, most weeks
 A few times per month
 A few times during the year
 Once during the year
- }

→

9a How many times did the representative contact you in person?

- 10 How would you rate the level of contact you've received in the past year?
- Much more than I want Somewhat more than I want About right
 Somewhat less than I want Much less than I want

- 11 What form of communication would you **most prefer** for communication with your Commuter Connections network representative? (Please check only one answer)
- Postal mail Email Personal phone calls Personal visits
 Other _____

12 Please rate this representative on each of the following service characteristics. Please use a scale of 1 to 5 for your answer, where "1" means "poor" and "5" means "excellent."

Representative Service Characteristic	Poor 1	2	3	4	Excellent 5	Don't know 9
1 Knowledge of Commuter Connections and or local ridesharing and transit products/services	1	2	3	4	5	9
2 Knowledge of local transportation and air quality issues	1	2	3	4	5	9
3 Ability to provide information that is helpful your organization or your employees	1	2	3	4	5	9
4 Willingness to help	1	2	3	4	5	9
5 Professionalism	1	2	3	4	5	9
6 Responsiveness to your requests/questions	1	2	3	4	5	9
7 Timeliness of service	1	2	3	4	5	9
8 Enthusiasm about Commuter Connections or local commuter/rideshare products, services, and programs	1	2	3	4	5	9

13 How satisfied have you been overall with the services you have received from Commuter Connections? Please use a scale of 1 to 5, where “1” means “not at all satisfied” and “5” means “very satisfied.”

- 1 – Not at all satisfied 2 3 4 5 – Very satisfied

13a For what reasons do you give Commuter Connections’ services this rating?

14 How useful have Commuter Connections’ services been to your organization in developing and / or implementing commuter programs or services for your employees? Please use a scale of 1 to 5, where “1” means not at all useful and “5” means “very useful.”

- Have not used any Commuter Connections services (**skip to Q15**)
- 1 – Not at all useful (**skip to Q15**) 2 3 4 5 – Very useful

14a In what ways have the services been useful to your organization?

15 Please indicate how useful each of the following Commuter Connections services has been to your organization. Please use a scale of 1 to 5 for your answer, where “1” means “not at all useful” and “5” means “very useful.” For any services that you have not used, please check “have not used.”

Commuter Connections Services	Not at all useful 1	2	3	4	Very useful 5	Have not used 8	Don't know 9
1 Information brochures for programs such as Guaranteed Ride Home, Bicycling, and Telework	1	2	3	4	5	8	9
2 Plotted carpool/vanpool matching maps	1	2	3	4	5	8	9
3 Posters	1	2	3	4	5	8	9
4 Website	1	2	3	4	5	8	9
5 Workshops or seminars such as Live Near Your Work or Bicycling	1	2	3	4	5	8	9
6 Personal assistance from representative	1	2	3	4	5	8	9
7 Special events such as Bike to Work Day, Car Free Day or Employer Recognition Awards	1	2	3	4	5	8	9

16 Have you used the Commuter Connections employee Commute Survey or another commute survey during the past year?

- Yes No (**skip to Q17**) Don't know (**skip to Q17**)

16a Did your representative give you a copy of the statistical summary of your survey?

- Yes No Was not a Commuter Connections survey

16b Did your representative use your survey statistics to create an employee commute program or to promote ridesharing in general?

- Yes No Was not a Commuter Connections survey

16c Please write in any additional comments you have about the survey or the statistics.

17 How interested would you be in attending any of the following free training programs or workshops? Please use a scale of 1 to 5, where "1" means "not at all interested" and "5" means "very interested."

Training / Workshop Topics	Not at all interested 1	2	3	4	Very interested 5	Don't know 9
1 General information on employee transportation benefits, commute program management	1	2	3	4	5	9
2 Information on Commuter Connections services	1	2	3	4	5	9
3 Guaranteed Ride Home	1	2	3	4	5	9
4 Legislative / tax issues related to travel/commute	1	2	3	4	5	9
5 Transit/ridesharing financial incentives	1	2	3	4	5	9
6 Vanpool formation	1	2	3	4	5	9
7 Marketing	1	2	3	4	5	9
8 Monitoring and evaluation	1	2	3	4	5	9
9 Parking management	1	2	3	4	5	9
10 Telework/telecommuting	1	2	3	4	5	9
11 Air Quality Action Days	1	2	3	4	5	9
12 Live Near Your Work	1	2	3	4	5	9
13 Carsharing	1	2	3	4	5	9
14 Bicycling/bikesharing	1	2	3	4	5	9
15 Other _____	1	2	3	4	5	9

18 How likely are you to recommend Commuter Connections' services to other organizations?

Very unlikely
 Somewhat unlikely
 Neither unlikely nor likely
 somewhat likely
 Very likely

19 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? Please provide them below.

20 What is the zip code of your worksite?

Thank you for participating in this survey. We appreciate your input.

OPTIONAL— Gift Request Form

We would like to send you a free gift to thank you. If you would like to receive the gift, please complete the contact information below and return with your completed survey.

Your Name: _____
Address: _____
Phone: _____ Email _____

**Please mail to: Metropolitan Washington Council of Governments, Commuter Connections Program
ATTN: Employer Survey Coordinator
777 North Capitol Street, NE, Suite 300, Washington, DC 20002**

OR

Fax the completed form with a cover sheet to (202)962-3218

APPENDIX B – SURVEY DIALING DISPOSITION

<u>Call Result</u>	<u>Number</u>	<u>Percent</u>
Starting Sample Frame	1,994	
Telephone Results		
Number not in service	85	
Wrong number	85	
No longer with the company	23	
Not aware of CC programs/services	150	
Fax	18	
Other language	3	
Available for contact	1,630	
Completed interviews via phone	79	4.8%
Completed interviews via web/mail	<u>398</u>	<u>24.4%</u>
Total completed	477	29.3%
Refusals	194	
Mid-term terminates	1	
Company policy against surveys	13	
Answering machine (direct line and/or through reception)	907	
Callback appointment	98	
Referred to corporate headquarters	67	
No answer	197	
Respondent never available	45	
Busy number	19	
Completed survey on-line	2	
Prefer to do survey on-line	8	
Numbers not dialed	1,655	

Total Dialings: 4,776

Average Number of Dialings per Complete: 60.5