

TDM Evaluation Work Group

# HANDOUTS

from previous meeting



February 17, 2004

**ITEM #2**

**TERM Analysis 2003-2005**  
**Task B – Evaluation Framework Update**  
**Summary of Changes**  
**February 17, 2004**

**Overall Objective of Evaluation:**

To measure of the impacts of the TERMS implemented by Commuter Connections and provide useful information back to program managers and policy-makers.

**TERMs to be Evaluated:**

- Telework Resource Center
- Guaranteed Ride Home
- Integrated Rideshare – software upgrades
- Integrated Rideshare – kiosks
- Employer Outreach – jurisdiction sales and Metrochek
- Employer Outreach for Bicycling
- Commuter Operations Center
- Mass Marketing (new)

**Plan Organization**

- **Section 1 - Introduction**
- **Section 2 – Evaluation Objectives and Issues:** defines evaluation objectives and issues guiding the process
- **Section 3 – Performance Measures:** enumerates performance measures to be used in assessing program effectiveness and cost effectiveness.
- **Section 4 – Evaluation Components of Each TERM:** discusses evaluation components specific to each TERM (TERM description, goals defined by TPB for the TERM for 2005, nature of the evaluation, performance measures recommended for the TERM, and data needed to measure TERM impacts and recommended data sources)
- **Section 5 – Description of Data Sources:** describes the data sources and data collection tools to be used to collect evaluation data
- **Section 6 – Basic Method for Calculating Program Impacts:** outlines the method to calculate travel, air quality, energy, and consumer cost impacts of the TERMS
- **Section 7 – Recommended Evaluation Schedule and Responsibilities:** presents recommendations for the evaluation schedule, responsibilities, and reporting of results to maintain and utilize information produced through the evaluation process

## Summary of Changes to Methodology – FY 2003-2005

### General

1. Update evaluation framework to reflect methods in 2002 TERM analysis for each TERM
2. Add new TERM evaluation component for Mass Marketing (attached handout)
3. Review basic evaluation objectives, issues and performance measures
4. Delineate new data collection activities, schedule, and any modified roles and responsibilities

### Performance Measures

Added two new measures for awareness and attitude change (Mass Marketing TERM)

- Awareness – Proportion of residents and commuters who recognize the Commuter Connections “branding” and CC services and are aware of transportation facilities available to them.
- Attitudes – Attitudes toward commuting and solutions to congestion: commute frustration levels, perceptions of congestion severity, and attitudes toward a range of possible alternatives

Retained other performance measures: program participation, utilization, and satisfaction, and program impacts (e.g., vehicle trips reduced, VMT reduced, emissions reduced, etc.)

### Data Collection Tools and Tracking Systems:

Summarized changes in data collection tools and described new tools

- Surveys
  - FY 04
    - Employee survey (voluntary administration by employers)
    - Telework center occupancy and telecenter users travel pattern surveys
    - State of the Commute survey (modified for Mass Marketing TERM)
    - Guaranteed Ride Home survey
    - Annual Commuter Connections applicant Placement Rate survey (also FY 05)
  - FY 05
    - TRC assisted-employer follow-up survey
    - Bike-to-Work Day participant follow-up survey
    - Metrochek employer survey
    - Update vanpool survey (New for 2005)
    - Mini Household survey (New for 2005)

- Databases/other tracking data
  - ACT! Employer Contact database
  - Metrochek employer data records/Metrochek sales information
  - Telework (TRC) employer contact records
  - Bike to Work Day participant records
  - Commuter Connections applicant database (COC, GRH, kiosk, internet applicants)
  - Commuter Operations Center activity tracking

## **Mass Marketing TERM (excerpt from Section 3 – Components of Individual TERMS)**

### Program Description

Objectives of the Mass Marketing TERM are to:

- Raise regional awareness about the Commuter Connections program
- Address commuters' growing frustration with congestion
- Induce commuters to try and adopt alternative commute modes

### Stated Goals

COG has defined the following regional goals for Mass Marketing for **2005**

- Induce 15,547 commuters to switch modes
- Reduce 16,223 daily vehicle trips
- Reduce 163,855 daily vehicle miles of travel
- Reduce 0.2788 daily tons of NO<sub>x</sub>
- Reduce 0.149 daily tons of VOC

### Nature of Evaluation

Two populations of interest:

- 1) all commuters in the Commuter Connections service area and
- 2) program clients who may have been influenced by the marketing campaign to act or request additional services.

Overall Approach:

- Track changes in the volume of info/service requests for CC programs and compare requests during a period of media activity to the same period one year before without the ads. Increases in service provision and increases in placements, will result in increased trip, VMT and emissions reduction.
- Probe for Mass Marketing influence on commuters through SOC survey questions. Examine incidence of mode shifting in the region and probe *WHY* commuters who made a mode shift have done so. Credit campaign with changes attributed to specific MM messages.
- If multiple influences, (e.g., advertising and another TERM service), credit either given to MM, other TERM, or split between TERMS (if credit is assigned to other TERM, document "contributory" credit to MM)

### Performance Measures

Six levels of possible effects include:

1. Increase Awareness – Did the campaign capture and retain the attention of commuters? This can be measured as the proportion of commuters aware of Commuter Connections, of the campaign, its messages, and specific advertisements and the change in this proportion over time.
2. Change Attitude – Did it influence commuter’s opinion of traffic and frustration levels? Did it create a willingness and desire to try an alternative mode? This can be measured as levels of and changes in opinions on key issues related to traffic, frustration, and perceptions on possible solutions.
3. Provide Information – Did it adequately convey information on the available information, services and resources on commute alternatives? This can be measured as commuter recall of specific services offered by Commuter Connections and its partners.
4. Prompt Contact – Did it influence commuters to contact Commuter Connections and ask for information or access services? This can be measured by tracking increase in call volumes, web hits, registrants, and even increases in employer worksites requesting outreach services.
5. Encourage Trial Use – Did it influence commuters to try an alternative mode? This can be measured as trial use among all commuters and its resulting trip, VMT and emission reduction.
6. Encourage Permanent Behavior Change – Did campaign influence commuters to permanently shift to an alternative mode? Again, this will be measured using the common measures of trip, VMT and emission reduction.

### Data Needs

#### **Assess changes in awareness, attitudes, information:**

*Population-at-large:*

- In modified State of Commute (SOC) survey - capture awareness and recall of specific marketing message and awareness of regional commuter assistance services, particularly Commuter Connections as information/assistance source

*Commuter Connections clients (e.g., COC applicants, GRH registrants):*

- Ask referral source at time of contact (where they heard about these services).
- In client surveys (e.g., placement survey), ask about awareness and relative influence of the marketing campaign

#### **Assess increase in contacts:**

*Population-at-large/Commuter Connections clients:*

- Monitor inquiry contact volumes to program info sources (phone, internet) corresponding to mass marketing waves

- Ask callers about referral source and attitudes toward travel/alternative modes
- In SOC survey, ask about use of regional services in SOC survey – correspond to awareness of marketing campaign

**Assess trial and permanent behavior change:**

*Population-at-large:*

- In SOC survey, assess travel behavior changes among commuters who recall hearing message and cite influence of marketing campaign. Also compare incidence of change with and without TERM influence. Need to correct for double counting with commuters who also cite influence of other TERM on change.
- Track changes in call and internet request volumes to COC and assign incremental increase in placements to Mass Marketing TERM.

*Data Needs*

*Data Source*

- |  |                             |
|--|-----------------------------|
| • Proportion aware of campaign and message | SOC survey                  |
| • Attitudes of commuters                   | SOC survey                  |
| • Proportion knowledgeable about services  | SOC survey                  |
| • Proportion contacting COC or others      | SOC survey and COC tracking |
| • Trial use (# and type)                   | SOC survey and COC tracking |
| • Permanent shift (# and type)             | SOC survey and COC tracking |

## Appendix A

### Results from November 2002 and November 2003 Database Applicant Placement Surveys - Comparison on Key Questions

#### Current Travel Information

**Table A-1**  
**Current Mode Split – Weekly Trips**  
**All Modes (including compressed work schedule and telework days)**  
 (n=700)

	<u>2003</u>	<u>2002</u>
<b>CWS</b>	<b>2.8%</b>	<b>2.6%</b>
<b>Telework</b>	<b>1.2%</b>	<b>1.2%</b>
<b>DA/Motorcycle</b>	<b>24.9%</b>	<b>30.0%</b>
<b>CP</b>	<b>17.9%</b>	<b>23.0%</b>
Regular CP	13.4%	17.4%
Slug	4.5%	5.6%
<b>VP</b>	<b>9.1%</b>	<b>12.7%</b>
<b>Bus</b>	<b>9.5%</b>	<b>10.1%</b>
Buspool	0.9%	0.4%
Bus	8.6%	9.7%
<b>Train</b>	<b>34.2%</b>	<b>20.0%</b>
Metrorail	12.8%	12.4%
<b>MARC</b>	<b>9.5%</b>	<b>2.6%</b>
<b>VRE</b>	<b>11.9%</b>	<b>4.8%</b>
AMTRAK	0.0%	0.2%
<b>B/W</b>	<b>0.2%</b>	<b>0.3%</b>
Bicycle	0.1%	0.2%
Walk	0.1%	0.2%

**Table A-2**  
**Current mode split – Weekly Trips**  
**Mode Groups (excluding CWS and TW days)**  
 (n=700)

	<u>2003</u>	<u>2002</u>
DA/Motorcycle	26.0%	31.1%
CP	18.7%	23.9%
VP	9.5%	13.2%
Bus	9.9%	10.5%
<b>Train</b>	<b>35.7%</b>	<b>20.8%</b>
B/W	0.2%	0.5%

**Table A-3**  
**Work Non-standard/Flexible Work Schedules**  
 (n=700)

	<u>2003</u>	<u>2002</u>
No	69%	63%
Yes	31%	37%
4/40	1.7%	1.7%
9/80	13.1%	14.8%
Flextime	15.8%	20.3%

**Table A-4**  
**Average Length of Commute (Distance and Time)**

	<u>2003</u>	<u>2002</u>
<b>Distance</b>	<b>35.6 miles</b>	<b>31.6 miles</b>
<b>Time</b>	66 minutes	57 minutes

**Table A-5**  
**Carpool/Vanpool Occupancy**

	<u>2003</u>	<u>2002</u>
Carpool/slug	2.9	2.9
Vanpool	10.5	11.4

**Table A-6**  
**Frequency of Driving Among Carpool/Vanpool Respondents**

	<u>2003</u>	<u>2002</u>
(n=___)	211	282
Always drive	9%	12%
Sometimes drive	43%	45%
Never drive	48%	43%

**Table A-7**  
**Access Mode and Distance to Rideshare or Transit Meeting Points**

	<u>2003</u>	<u>2002</u>
(n=___)	511	463
Picked-up at home	7%	8%
Drive to driver's home	2%	4%
Drive to central location	74%	72%
Another pool/dropped off	3%	2%
Walk	11%	10%
Drive CP/VP	1%	1%
Bus/transit	3%	3%
<b>Average access distance</b>	6.2 miles	5.6 miles

## Travel Changes

**Table A-8**  
**Made Travel Change Since Receiving Information/Assistance**

	<u>2003</u>	<u>2002</u>
(n=___)	700	700
Joined/created new CP/tried CP	10.2%	14.3%
Joined/created new VP/tried VP	5.1%	4.6%
Started using or tried transit/bike/walk	15.0%	18.3%
Started teleworking/CWS	2.2%	4.1%
Increased days/week using alt modes	0.0%	1.9%
Added person to existing CP	0.0%	2.1%
Added person to existing VP	0.0%	0.4%
<b>TOTAL</b>	<b>32.5%</b>	<b>45.7%</b>

**Table A-9**  
**Reasons for Making Change\***

	<u>2003</u>	<u>2002</u>
(n=____)	223	332
Save time	22%	17%
Save money	19%	12%
Changed jobs	14%	22%
Circumstances (e.g., no vehicle)	14%	13%
Moved residence	11%	8%
Tired of driving	10%	7%
Reduce congestion/pollution	5%	4%
Metrochek/financial incentive	3%	2%
CP/VP partner became available	2%	9%
Just to try it	2%	2%
Use HOV lane	2%	2%
Save wear and tear on car	2%	2%
Safety	2%	1%
Too stressful/traffic	1%	3%
Parking cost too high	0%	2%
Other	10%	11%

\* Multiple responses permitted

**Table A-10**  
**Was Change Temporary or Continued?**

	<u>2003</u>	<u>2002</u>
(n=____)	224	332
Continued	62.8%	61.2%
Temporary	37.2%	39.8%

**Table A-11**  
**Continued and Temporary Placement Rates**  
**And VTR Factors**

	<u>2003</u>	<u>2002</u>
Continued placement rate	20.4%	28.0%
Temporary placement rate	12.1%	17.7%
Continued VTR	-0.44	-0.40
Temporary VTR	-0.42	-0.57
Average duration of temporary change	4.3 weeks	4.2 weeks

## Information Received

**Table A-12**  
**How Contact Was Made with Commuter Connections**  
(n=700)

	<u>2003</u>	<u>2002</u>
CC page on Internet	64%	52%
Called CC directly	24%	26%
Employer/turned in form at work	8%	12%
Another internet site	2%	2%
Local jurisdiction program	1%	3%

**Table A-13**  
**Information Requested From Commuter Connections**  
(n=700)

	<u>2003</u>	<u>2002</u>
Rideshare	59%	86%
- Carpool only	6%	11%
- Vanpool only	4%	6%
- Carpool and vanpool	49%	69%
Transit	12%	7%
Guaranteed Ride Home	66%	47%

**Table A-14**  
**Types of Information Received from Commuter Connections**  
 (n=700)

	<u>2003</u>	<u>2002</u>
GRH info	61%	49%
GRH registration	52%	31%
Matchlist	48%	64%
Transit info	33%	27%
Vanpool assistance	22%	18%
P&R info	21%	20%
GRH trip	14%	6%
Telecommute	9%	8%
HOV lane info	8%	7%

**Table A-15**  
**Types of Information Received from Employer \***  
 (n=700)

	<u>2003</u>	<u>2002</u>
Discount/free transit pass	58%	47%
Matchlist	9%	5%
Transit info	4%	2%
Other cash incentive	3%	4%
Federal tax benefit	3%	3%
Preferential parking	3%	2%
CP/VP parking discount	3%	2%
SmartTag Subsidy	1%	3%
Referred to CC	1%	1%
None	30%	37%

\* Multiple responses permitted

**Table A-16**  
**Employer Services New Within Past Year?**

	<u>2003</u>	<u>2002</u>
(n=____)	490	441
Yes	9%	11%
No	91%	89%

**Table A-17**  
**Received Information from Other Organization**  
 (n=700)

	<u>2003</u>	<u>2002</u>
Yes	5%	5%
No	95%	95%

**Table A-18**  
**Improvements Desired of Commuter Connections \***  
 (n=700)

	<u>2003</u>	<u>2002</u>
None needed	40%	37%
Transit improvements	7%	8%
More current info	6%	12%
Better fit in matches	6%	10%
More match names	6%	8%
More advertising	5%	5%
GRH suggestions	4%	3%
Quicker response	3%	5%
Use internet/website	3%	4%
Vanpool resources/assistance	2%	4%
Matches more interested in RS	2%	2%
More follow-up assistance	1%	3%
Better transit info	1%	2%

\* Multiple responses permitted

## Use/Influence of Information Received

**Table A-19**  
**Received Matchnames**  
 (n=700)

	<u>2003</u>	<u>2002</u>
Yes	48%	64%
No	52%	36%

**Table A-20**  
**Try to reach People Named on the List**

	<u>2003</u>	<u>2002</u>
(n=___)	332	459
Yes	49%	53%
No	51%	47%

**Table A-21**  
**Able to Reach People on List?**

	<u>2003</u>	<u>2002</u>
(n=___)	161	242
Yes	89%	89%
No	11%	11%

**Table A-22**  
**Commuters Reached Interested in Ridesharing?**

	<u>2003</u>	<u>2002</u>
(n=___)	141	216
Yes	45%	44%
No	21%	21%
Schedule/locations not compatible	34%	35%

**Table A-23**  
**Reasons for Not trying to Reach Commuters**

	<u>2003</u>	<u>2002</u>
(n=___)	171	220
Work hours not compatible	25%	24%
Locations not compatible	23%	23%
Didn't want to RS	17%	12%
Already found RS arrangement	15%	25%
Haven't gotten to it	10%	10%
No names on ML	10%	4%
Changed jobs	2%	2%
Changed residence	2%	<1%

**Table A-24**  
**Did Respondent Contact Transit Agency?**  
**(Asked of Respondents Who Said They Received Transit Information)**

	<u>2003</u>	<u>2002</u>
(n=____)	229	184
Yes	32%	30%
No	68%	70%

**Table A-25**  
**Did Respondent Use Information to Try Transit?**

	<u>2003</u>	<u>2002</u>
(n=____)	41	35
Yes	88%	77%
No	12%	23%

**Table A-26**  
**Why Did Respondent Decide Not to Contact Transit Agency? \***

	<u>2003</u>	<u>2002</u>
(n=____)	160	129
Wasn't interested	34%	15%
Prefer other modes/current mode	18%	28%
Already had info	16%	13%
Too far from home/work	12%	12%
Never got around to it	7%	10%
Already using transit	4%	4%
Routes/times not convenient	4%	4%
Didn't need to/CC sent info	2%	4%
Would never use transit	2%	3%

\* Multiple responses permitted



**Table A-27**  
**Did Respondent Use Park & Ride Information?**  
**(Asked of Respondents Who Said They Received P&R Information)**

	<u>2003</u>	<u>2002</u>
(n=____)	96	91
Yes	47%	44%
No	53%	56%

**Table A-28**  
**Use Park & Ride Lot Before Receiving Information?**

	<u>2003</u>	<u>2002</u>
(n=____)	45	40
Yes	50%	43%
No	50%	57%

**Table A-29**  
**Aware of Park & Ride Lot Before Receiving Information?**

	<u>2003</u>	<u>2002</u>
(n=____)	45	40
Yes	69%	65%
No	31%	35%

**Table A-30**  
**Did Information Respondent Received Influence Decision to Make Commute Change**

	<u>2003</u>	<u>2002</u>
(n=____)	264	343
Yes	32%	27%
No	68%	73%

2003 Influences

Matchlist (11%), transit info (10%), Metrochek/transit discount (7%), VP assistance (3%), P&R info (3%), GRH (5%),

2002 Influences

Matchlist (14%), transit info (6%), Metrochek/transit discount (4%), VP assistance (2%), P&R info (2%), GRH (3%),

**Guaranteed Ride Home (GRH)**

**Table A-31  
Mode Used When Requesting GRH Information**

	<u>2003</u>	<u>2002</u>
(n=___)	464	352
DA/Motorcycle	21%	28%
CP	15%	20%
VP	11%	14%
Bus/train	52%	38%

**Table A-32  
Register for GRH?**

	<u>2003</u>	<u>2002</u>
(n=___)	464	352
<b>Yes</b>	<b>74%</b>	<b>63%</b>
No	26%	37%

**Table A-33  
Likely to Start Using Alternative Mode Without GRH**

	<u>2003</u>	<u>2002</u>
(n=___)	135	113
Very likely	52%	51%
Somewhat likely	23%	26%
Not at all likely	25%	23%

**Table A-34  
Likely to Continue Using Alternative Mode Without GRH**

	<u>2003</u>	<u>2002</u>
(n=___)	194	91
Very likely	73%	79%
Somewhat likely	22%	14%
Not at all likely	5%	7%

**Table A-35**  
**Importance of GRH to Decision to Continue Using Alternative Mode**

	<u>2003</u>	<u>2002</u>
(n=____)	194	91
Very important	35%	43%
Somewhat important	39%	25%
Not at all important	27%	32%

**Table A-36**  
**Respondent Used GRH Trip**

	<u>2003</u>	<u>2002</u>
(n=____)	350	219
Yes	14%	19%
No	86%	81%

**Greater Washington, D.C., State of the Commute Survey – FY04**  
Draft 18-clean – 2/12/04

**INTRODUCTION**

Hello. My name is \_\_\_\_\_. I'm calling (from CIC Research) on behalf of the Metropolitan Washington Council of Governments. We're talking to residents of Maryland, Virginia, and the District of Columbia about their travel to work. (IF NECESSARY: This is a genuine survey. No attempt will be made to sell you anything. Your answers will be kept completely confidential and will be used only together with those of other respondents.). Is now a good time? (ARRANGE CALL BACK)

QS1. Is anyone in your household employed? By employed, I mean a wage or salaried employee, military or self-employed...

(INTERVIEWERS: SCREEN OUT KEEPING OWN HOUSE (HOUSEWIFE), DISABLED, RETIRED, STUDENT, VOLUNTEER OR UNEMPLOYED-LOOKING FOR WORK)

1. yes (SKIP to QS4)
2. no (ASK QS2)

QS2. How many persons live in your home? Please count yourself, family and friends, and anyone who may be unrelated to you such as live-in housekeepers or boarders.

\_\_\_\_\_ persons

88. Don't know

99. Refuse

QS3. In what county (or Independent City) do you live now? (DO NOT READ)

1. Alexandria City, VA
2. Arlington Co., VA
3. Calvert Co., MD
4. Charles Co., MD
5. Washington, DC (District of Columbia)
6. Fairfax Co., VA (City of Falls Church, City of Fairfax)
7. Frederick Co., VA (City of Frederick)
8. Loudoun Co., VA
9. Montgomery Co., MD (City of Rockville, City of Gaithersburg, City of Takoma Park)
10. Prince George's Co., MD (City of Greenbelt, City of College Park, City of Bowie)
11. Prince William Co., VA (City of Manassas, City of Manassas Park)
12. Stafford Co., VA
13. Other (SPECIFY) \_\_\_\_\_
88. Don't know
99. Refused

**RECORD INFORMATION AND THEN, THANK & TERMINATE**

QS4. Are you an employed person who is at least 16?

1. yes (SKIP TO Q1)
2. no (ASK QS5)

QS5. Is anyone else in your household employed either full-time or part-time?

1. yes (ASK FOR THAT PERSON AND REPEAT INTRO, THEN GO BACK TO QS4 OR ARRANGE CB)
2. no (GO BACK TO QS2)

Q1. What is your employment status right now -- are you employed 35 hours or more per week, or less than 35 hours?

1. Employed full-time (35 hours or more) (CONTINUE)
2. Employed part-time (less than 35 hours) (CONTINUE)
3. Not employed, keeping house, retired, disabled, full-time student, looking for work (GO BACK TO QS5)
88. Don't know (THANK & TERMINATE)
99. Refuse (THANK & TERMINATE)

QUOTA SCREENER – NEED 600 IN EACH OF 12 AREAS

Q2. In what county (or Independent City) do you live now? (DO NOT READ)

1. Alexandria City, VA
  2. Arlington Co., VA
  3. Calvert Co., MD
  4. Charles Co., MD
  5. Washington, DC (District of Columbia)
  6. Fairfax Co., VA (City of Falls Church, City of Fairfax)
  7. Frederick Co., VA (City of Frederick)
  8. Loudoun Co., VA
  9. Montgomery Co., MD (City of Rockville, City of Gaithersburg, City of Takoma Park)
  10. Prince George's Co., MD (City of Greenbelt, City of College Park, City of Bowie)
  11. Prince William Co., VA (City of Manassas, City of Manassas Park)
  12. Stafford Co., VA
  13. Other (SPECIFY) \_\_\_\_\_
  88. Don't know
  99. Refused
- } (THANK & TERMINATE)

Q3. In what county (or independent city) do you work? (IF "ALL OVER", ASK: Where do you work the most?)

- |  |                              |
|--|------------------------------|
| 1. Alexandria City (VA)                  | 12. Loudoun Co. (VA)         |
| 2. Anne Arundel Co. (MD)                 | 13. Manassas City (VA)       |
| 3. Arlington Co. (VA)                    | 14. Manassas Park City (VA)  |
| 4. Calvert Co. (MD)                      | 15. Montgomery Co. (MD)      |
| 5. Charles Co. (MD)                      | 16. Prince George's Co. (MD) |
| 6. Washington, DC (District of Columbia) | 17. Prince William Co. (VA)  |
| 7. Fairfax Co. (VA)                      | 18. Stafford Co. (VA)        |
| 8. Fairfax City (VA)                     | 19. Baltimore County (MD)    |
| 9. Falls Church City (VA)                | 20. Carroll County (MD)      |
| 10. Frederick Co. (MD)                   | 21. Other _____              |
| 11. Howard Co. (MD)                      | 88. Don't know               |
|  | 99. Refuse                   |

## COMMUTE PATTERNS

Now, I'd like to ask you some questions about your commute to and from work. If you have more than one job, just tell me about your primary job.

Q4. First, in a TYPICAL week, how many days are you assigned to work?  
\_\_\_\_\_ days \_\_\_\_\_ "0", not currently working (GO BACK TO QS5)

Q5. How many of those days are weekdays (Monday-Friday)?  
\_\_\_\_\_ days \_\_\_\_\_ "0", (CODE AS WKALL, THEN SKIP TO Q57)

Q6. And how many weekdays do you commute to a work location outside your home?  
(IF RESPONDENT SAYS, "VARIES BY WEEK" OR "DON'T KNOW", PROMPT "WHAT WOULD YOU SAY WOULD BE MOST TYPICAL?" IF RESPONDENT STILL SAYS "DON'T KNOW," CODE AS 8)

- |                       |                             |
|-----------------------|-----------------------------|
| 10. None (SKIP TO Q8) | 4. Four                     |
| 1. One                | 5. Five                     |
| 2. Two                | 8. Don't know (SKIP TO Q61) |
| 3. Three              | 9. Refuse (SKIP TO Q61)     |

Q7. At what time do you usually arrive at work?

- |                       |                         |
|-----------------------|-------------------------|
| 1. 5 am to 5:29 am    | 9. 9 am to 9:29 am      |
| 2. 5:30 am to 5:59 am | 10. 9:30 am to 9:59 am  |
| 3. 6 am to 6:29 am    | 11. 10 am to 5:59 pm    |
| 4. 6:30 am to 6:59 am | 12. 6 pm to 12 midnight |
| 5. 7 am to 7:29 am    | 13. 12:01 am to 4:59 am |
| 6. 7:30 am to 7:59 am | 88. Don't know          |
| 7. 8 am to 8:29 am    | 99. Refuse              |
| 8. 8:30 am to 8:59 am |                         |

SKIP TO Q11

Q8. So to be sure I understand, you work at home every weekday you work. Is that right?

- 1 Yes (CONTINUE)
- 2 No (INTERVIEWER PROMPT, "SO YOU COMMUTE TO A WORK LOCATION OUTSIDE YOUR HOME ONE OR MORE WEEKDAYS, IS THAT CORRECT?") GO BACK TO Q5)

Q9. Are you self-employed with your primary work location at home?

- 1 Yes (PROGRAMMER, CODE AS HOMEALL) (SKIP TO Q61)
- 2 No (CONTINUE)

Q10. Do you telecommute every weekday you work?

- 1 Yes (PROGRAMMER, CODE AS TELEALL, SKIP TO Q34)
- 2 No (SPECIFY SITUATION, THEN THANK AND TERMINATE)

Q11. Do you work a compressed or flexible work schedule, for example, a full-time work week in fewer than five days or a schedule with flexible start and end times?



(IF RESPONDENT MENTIONS "SICK, VACATION, HOLIDAY" (RESPONSE 17) FOR ANY DAY, CODE RESPONSE 17, THEN ASK "If you had worked that day, how would you likely have traveled to work?" AND CODE ADDITIONAL MODE RESPONSE FOR THAT DAY.

Mode/Day of Week	Go to Work				
	Mon	Tues	Wed	Thur	Fri
1. compressed work schedule day off	1	1	1	1	1
2. telecommute/telework	2	2	2	2	2
3. drive alone in your car, taxi	3	3	3	3	3
4. motorcycle	4	4	4	4	4
5. carpool, including carpool w/family member, dropped off	5	5	5	5	5
6. casual carpool (slugging)	6	6	6	6	6
7. vanpool	7	7	7	7	7
8. buspool	8	8	8	8	8
9 rode a bus (public Bus, shuttle)	9	9	9	9	9
10. Metrorail	10	10	10	10	10
11. MARC (MD Commuter Rail)	11	11	11	11	11
12. VRE	12	12	12	12	12
13. AMTRAK/other train	13	13	13	13	13
14. bicycle	14	14	14	14	14
15. walk	15	15	15	15	15
16. regular day off (non-CWS)	16	16	16	16	16
17. sick, vacation, holiday, work out of area, etc. (prompt for travel on non sick, vacation day)	17	17	17	17	17
18. work at home – self-employed	18	18	18	18	18
19. N/A					
20. N/A					
88. N/A					

Q16. How long is your typical daily commute one way? Please tell me both how many minutes and how many miles. First, how many minutes?

Number of minutes \_\_\_\_\_  
 Time varies \_\_\_\_\_  
 888. Don't know                      999. Refuse

Q17. And how many miles? (IF LESS THAN 1 MILE, RECORD AS "1")

Number of miles \_\_\_\_\_  
 888. Don't know                      999. Refuse

(If Q15 = 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, or 15 ASK ABOUT MOST COMMON ALTERNATIVE <MODE Q15>. OTHERWISE, SKIP TO Q21)

Q18. You said that you <MODE Q15>. How long have you been using <MODE Q15> to commute to work? **(DO NOT READ) (ADD TO BRIEFING DOCUMENT INSTUCTIONS IF RESPONDENT SAYS, "DO YOU MEAN HOW LONG HAVE I BEEN USING THIS MODE OR HOW LONG I'VE BEEN IN THIS PARTICULAR ARRANGEMENT," INTERVIEW SHOULD SAY, "USING THIS TYPE OF TRANSPORTATION")**

\_\_\_\_\_ months (CONVERT YEARS TO MONTHS)  
 \_\_\_\_\_ Don't know

Q19a. Before starting to <MODE Q15> to work, what type or types of transportation did you use to get to work? (PROGRAMMER, LIST MODES FOR USE IN Q19b)

FOR EACH MODE MENTIONED IN Q19a, ASK,...

Q19b. About how many days per week did you use <MODE FROM Q19a>?

(IF SUM OF DAYS FROM Q19b NE Q5, ASK) "And how did you commute on other days you were assigned to work?" – ACCEPT OPTION OF "didn't work, regular day off."

(IF Q12 = 1, 2, OR 3 AND RESPONDENT DOES NOT MENTION "CWS day off" (RESPONSE 1), ASK:) "You said you typically work a compressed work schedule now. Did you work a compressed schedule at that time?"

(IF Q14 = 3, 4, OR 5 AND RESPONDENT DOES NOT MENTION "Telecommute" (RESPONSE 2), ASK: "You said you typically telecommute one or more days per week now. Did you telecommute at that time?"

<u>Mode/Day typically used per week</u>	<u>Number of days using mode</u>				
1. compressed work schedule day off	1	2	3	4	5
2. telecommute	1	2	3	4	5
3. drive alone in your car, taxi	1	2	3	4	5
4. motorcycle	1	2	3	4	5
5. carpool, including carpool with family member, dropped off	1	2	3	4	5
6. casual carpool (slugging)	1	2	3	4	5
7. vanpool	1	2	3	4	5
8. buspool	1	2	3	4	5
9. bus	1	2	3	4	5
10. Metrorail	1	2	3	4	5
11. MARC	1	2	3	4	5
12. VRE	1	2	3	4	5
13. AMTRAK, other train	1	2	3	4	5
14. bicycle	1	2	3	4	5
15. walk	1	2	3	4	5
16. didn't work, regular days off	1	2	3	4	5
17. N/A					
18. N/A					
19. always used <MODE Q15>					5
20. not working then, not in DC area then					5
99. don't know, refused					5

Q20. What were the reasons you began using <MODE Q15>? **(DO NOT READ; CHECK ALL THAT APPLY) (Probe for the 3 most important and only record 3)**

Personal circumstances/preferences

1. changed jobs/work hours
2. moved to a different residence
3. employer or worksite moved
4. spouse started new job
5. save money
6. save time
7. tired of driving
8. prefer to drive, wanted to drive
9. safety
10. no vehicle available
11. car became available, additional car in household
12. to stay with family/children
13. congestion
14. always used
15. close to work or transportation pick up/drop off location
16. afraid of or didn't like previous form of transportation
17. stress
18. weather
19. convenient (NOT AN ANSWER, PROBE FOR WHY IT'S CONVENIENT)
20. to get exercise

Commute Services/Programs

21. new option that became available
22. special program at work
23. pressure or encouragement from employer
24. GRH
25. Ozone action/Code Red days
26. no parking, parking expense
27. found carpool partner
28. NuRide (VA carpool incentive)
29. Metrochek, SmartTrip, transit subsidy, vanpool subsidy

Information/Promotion

30. advertising
31. initiated request/looked for information on my own
32. info. from Commuter Connections/Council of Governments/COG/800 number
33. Commuter Connections Website
34. other Website
35. word of mouth/recommendation
36. information from transit agency
37. saw highway sign
38. yellow pages
39. Other \_\_\_\_\_
88. Don't know
99. Refuse

SKIP TO Q22



Q25 How many days would you say you now < Q23LONG> in a typical month?

\_\_\_\_\_ DAYS PER MONTH

Q26. What prompted you to use or try this type of transportation? **(DO NOT READ; CHECK ALL THAT APPLY) (Probe for the 3 most important and only record 3)**

Personal circumstances/preferences

1. changed jobs/work hours
2. moved to a different residence
3. employer or worksite moved
4. spouse started new job
5. save money
6. save time
7. tired of driving
8. prefer to drive, wanted to drive
9. safety
10. no vehicle available
11. car became available, additional car in household
12. to stay with family/children
13. congestion
14. always used
15. close to work or transportation pick up/ drop off location
16. afraid of or didn't like previous form of transportation
17. stress
18. weather
19. convenient (NOT AN ANSWER, PROBE FOR WHY IT'S CONVENIENT)
20. to get exercise

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24. GRH
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29. Metrochek, SmartTrip, transit subsidy, vanpool subsidy

Information/Promotion

30. advertising
31. initiated request/looked for information on my own
32. info. from Commuter Connections/Council of Governments/COG/800 number
33. Commuter Connections Website
34. other Website
35. word of mouth/recommendation
36. information from transit agency
37. saw highway sign
38. yellow pages
39. Other \_\_\_\_\_
88. Don't know
99. Refuse

IF Q23 = Q15, ANY DAY, ANY MODE, OR Q24 = STILL USING, SKIP TO Q28

Q27. Why didn't you continue < Q23LONG>? **(DO NOT READ; CHECK ALL THAT APPLY)**

1. too inconvenient
2. cost too much
3. took too much time
4. safety concerns
5. job changes - job, work site, schedule
6. need vehicle during or after work
7. vehicle became unavailable/unreliable
8. moved home location
9. didn't like pool partners
10. new/changes in employer program
11. bus or rail schedule or route change
12. child-related activities (e.g., school)
13. circumstantial (e.g., car became available)
14. used only temporarily (e.g., car in shop)
15. weather related
16. parking issue
17. lost carpool partner
18. bought a hybrid or compressed natural gas (CNG) vehicle
19. Other (SPECIFY) \_\_\_\_\_

#### ALTERNATIVE MODE PATTERNS

(IF Q15 = 5, 6, 7, CONTINUE, OTHERWISE, SKIP TO Q29)

Q28. Now I'd like to ask you about your current car/van pool (FROM Q15). Including yourself, how many people usually ride in your carpool or vanpool? (If more than 1 answer in Q15, select 1 using this priority: vanpool, carpool, casual carpooling/slug.)

\_\_\_\_\_ total people in pool (must be more than 1)

(IF Q15 = 5, 6, 7, 8, 9, 10, 11, 12, OR 13, CONTINUE USING THE MOST COMMON ALTERNATIVE MODE, OTHERWISE, SKIP TO INTRO BEFORE Q31)

Q29. How do you get from home to where you meet the <Q15 MODE>?

1. picked up at home by car/van pool or driver (SKIP TO INTRO BEFORE Q31)
2. drive alone to driver's home or drive alone to passenger's home
3. drive to a central location, like park & ride, or train or subway station
4. dropped off or another car/van pool
5. bicycle
6. motorcycle
7. walk
8. driver of car pool/van pool (SKIP TO Q21)
9. bus/transit
10. other (SPECIFY) \_\_\_\_\_

Q30. How many miles is it one way from your home to where you meet your carpool, vanpool, buspool, or public transportation <Q15 MODE>? (IF LESS THAN 1 MILE, ENTER A "1")

\_\_\_\_\_ miles (no decimals)

TELECOMMUTE

INTRO BEFORE Q31: Now I have a few more questions about telecommuting.

IF Q13 = 1 OR Q15 = 2 any day, SKIP TO Q34

Q31. You said earlier that you do not telecommute now. Would your job responsibilities allow you to work at a location other than your main work place at least occasionally?

1. yes
2. no (SKIP TO Q33)
9. DK/Ref (SKIP TO Q33)

Q32. Would you be interested in telecommuting on an occasional or regular basis?

1. yes, occasional basis
2. yes, regular basis
3. no
9. DK/Ref

Q33. Does your employer have a formal telecommuting program at your workplace or permit employees to telecommute under an informal arrangement with the supervisor?

1. yes, formal program
2. yes, informal arrangement
3. N/A
9. DK/Ref

(NOW SKIP TO INTRO BEFORE Q43)

Q34. How long have you been telecommuting?

\_\_\_\_\_ months (CONVERT YEARS TO MONTHS)  
999. Don't know/refused

Q35. Does your employer have a formal telecommuting program at your workplace or do you telecommute under an informal arrangement between you and your supervisor?

1. yes, formal program
2. yes, informal arrangement
3. N/A
9. DK/Ref

IF TELEALL, SKIP TO Q40

Q36. Where do you work when you telecommute? Do you work at home, in a telework center, a satellite office provided by your employer, or someplace else? (IF NECESSARY: Telework Centers are federally funded facilities located around the Washington area that allow government and non-government employees to work closer to home some or all of the time.)

1. Home (SKIP TO Q40)
2. Telework Center (ENTER NUMBER FROM LIST) \_\_\_\_\_ (IF RESPONDENT DOES NOT KNOW LOCATION, ASK STATE \_\_\_\_\_)

3. Both home and Telework Center (ENTER TELEWORK CENTERS NUMBER FROM LIST)\_\_\_\_\_ (IF RESPONDENT DOES NOT KNOW LOCATION, ASK STATE \_\_\_\_\_)
4. Satellite office provided by employer
5. Both home and satellite office
6. Business service center (Kinkos) or other "retail" location
7. Both home and business service center (Kinkos) or other "retail" location
8. Library or community center
9. Both home and library or community center
10. Executive office suites (WHAT STATE) \_\_\_\_\_
11. Both home and executive office suites (IN WHAT STATE IS EXECUTIVE OFFICE SUITE) \_\_\_\_\_
12. other location (SPECIFY) \_\_\_\_\_

**Maryland**

1. Bowie State University Telecommuting Center (White Oak)
2. Frederick Telework Center
3. Hagerstown Telework Center
4. Laurel Lakes Telecommuting Center
5. Calvert Telecommuting Center (Prince Frederick Telecommuting)
6. Waldorf Telecommuting Center (Charles County)

**Virginia**

7. GMU (George Mason University) Fairfax Telework and Training Center
8. Fredericksburg Regional Telework Center (Fredericksburg)
9. GMU Herndon Telework and Training Center
10. Manassas Telecommuting Center
11. Fredericksburg Regional Telework Center (Stafford)
12. GMU Sterling Telework and Training Center
13. Shenandoah Valley Telecommuting Center (NetTech Center of Winchester)
14. Woodbridge Telework Center

**Washington, D.C.**

15. Executive Office Club

**West Virginia**

16. Jefferson County TeleCenter (BIZTECH, The Telecenter at the Business and Technology Community Center of Jefferson County)

99. Don't know (ASK STATE)

(IF Q36 = 3, 5, 7, 9, OR 11, CONTINUE, OTHERWISE, SKIP TO Q38)

Q37. How many days per week, on average, do you telecommute from the location outside your home?

\_\_\_\_\_ days per week

Q38. How many miles is it one way from your home to this location? (IF LESS THAN ONE MILE, RECORD "1")

\_\_\_\_\_ miles (no decimals)

Q39. And how do you get from home to this location?

1. N/A
2. N/A
3. drive alone, taxi
4. motorcycle
5. carpool, including carpool with family member, dropped off
6. casual carpool (slugging)
7. vanpool
8. buspool
9. bus
10. Metrorail
11. MARC
12. VRE
13. AMTRAK, other train
14. bicycle
15. walk
16. N/A
17. N/A
18. N/A
19. N/A
20. N/A
99. DK/Ref

Q40. Why did you start to telecommute? (DO NOT READ) (ALLOW MULTIPLE ANSWERS)

1. changed jobs/work hours
2. save money
3. save time
4. new option that became available
5. advertising
6. special program at work
7. moved to a different residence
8. pressure or encouragement from employer
9. safety
10. no vehicle available
11. tired of driving
12. initiated request on my own
13. info. From Commuter Connections / COG (Council of Governments) / Web (SKIP TO Q43)
14. employer or worksite moved
15. get more work done
16. quiet, uninterrupted
17. stay with family or children
18. avoid congestion
19. convenient
20. personal circumstances (weather, repair man, sick)
21. other (SPECIFY) \_\_\_\_\_
99. DK/Ref

Q41. Did you receive any information about telecommuting from Commuter Connections or from the Telework Resource Center at the Council of Governments?

1. yes (SKIP TO Q43)
2. no
9. DK/Ref

(IFQ40 = 5, 6, 12, OR 13 SKIP TO Q43, OTHERWISE, CONTINUE)

Q42. How did you find out about telecommuting? (DO NOT READ)

1. advertising (radio, newspaper or TV)
2. special program at work/employer provided information
3. initiated request on my own
4. information from Commuter Connections / COG (Council of Governments)
5. word of mouth
6. newspaper or magazine article
7. Commuter Connections Website
8. Other Website
9. County or jurisdiction program
10. other (SPECIFY) \_\_\_\_\_
99. DK/Ref

#### AVAILABILITY OF TRANSPORTATION OPTIONS

(IF TELEALL, SKIP TO Q61)

INTRO BEFORE Q43: Next, I want to ask you about transportation services available in your area.

(IF Q15 = 9, 10, 11, 12, or 13 , SKIP TO Q45)

Q43. Regardless of whether or not you use it, can you tell me if public transportation such as buses or trains provide service from the area where you live to the area where you work?

1. Yes, there is
  2. No, there isn't
  8. Don't know
  9. Refuse
- } (Skip to Q46)

Q44. What train or bus companies are those? (DO NOT READ; PROBE WELL; ACCEPT MULTIPLE RESPONSES)

- |                         |                                  |
|-------------------------|----------------------------------|
| 1. Alexandria DASH      | 10. Omni Ride                    |
| 2. AMTRAK/ACELA         | 11. Ride On                      |
| 3. Fairfax Connector    | 12. "The Bus"                    |
| 4. Fairfax Cue          | 13. TransIT Bus                  |
| 5. Loudoun Commuter Bus | 14. Virginia Railway Express     |
| 6. MARC                 | 15. Bus (PROBE FOR NAME) _____   |
| 7. Metrobus             | 16. Train (PROBE FOR NAME) _____ |
| 8. MetroRail/subway     | 17. Other (SPECIFY) _____        |
| 9. MTA bus              | 99. Don't know/Refused           |

(NOW, SKIP TO Q46)

Q45. What train or bus companies provide service from the area where you live? (DO NOT READ CHOICES; PROBE WELL FOR NAME OF BUS OR TRAIN COMPANY; CHECK ALL THAT APPLY BELOW)

- |                         |                                    |
|-------------------------|------------------------------------|
| 1. Alexandria DASH      | 10. Omni Ride                      |
| 2. AMTRAK/ACELA         | 11. Ride On                        |
| 3. Fairfax Connector    | 12. "The Bus"                      |
| 4. Fairfax Cue          | 13. TransIT Bus                    |
| 5. Loudoun Commuter Bus | 14. Virginia Railway Express (VRE) |
| 6. MARC                 | 15. Bus (PROBE FOR NAME) _____     |
| 7. Metrobus             | 16. Train (PROBE FOR NAME) _____   |
| 8. MetroRail/subway     | 17. Other (SPECIFY)                |
| 9. MTA bus              | 99. Don't know/Refused             |

Q46. Is there a special HOV (High Occupancy Vehicle) lane that can be used only by carpools, vanpools and buses along your route to work?

1. Yes
2. No (SKIP TO Q52)
9. Refuse/Don't know (SKIP TO Q52)

(IF Q15 = 14, 15, ALL DAYS, SKIP TO Q54)

Q47. Do you use the HOV lane to get to or from work?

1. Yes
2. No (SKIP TO Q52)
9. Refused/Don't know (SKIP TO Q52)

IF Q47 = 1 AND Q15 = 3 (DRIVE ALONE), ALL DAYS, ASK Q48, OTHERWISE, SKIP TO Q49

Q48. Do you drive an alternative fuel vehicle to work, for example, an electric or hybrid vehicle or one that uses compressed natural gas instead of gasoline?

1. Yes
2. No
9. Refused/Don't know

Q49. About how many days per week do you use the HOV lane for commuting?

1. One
2. Two
3. Three
4. Four
5. Five
6. Varies from one week to another
9. Refused/Don't know (SKIP TO Q52)

Q50. How much time does the HOV lane save you in your one-way trip to or from work?

\_\_\_\_\_ minutes  
999 DK/Ref.

Q51. Did the HOV lane influence your decision to use your current way of commuting?

1. Yes
2. No
9. Refused/Don't know

Q52. Do you know the locations of Park 'n Ride lots along the route that you take to work?

1. yes
2. no (SKIP TO Q54)
3. there aren't any (SKIP TO Q54)
8. Don't know (SKIP TO Q54)
9. Refuse (SKIP TO Q54)

Q53. In the past year have you used Park 'n Ride lots when commuting to work?

1. yes
2. no
9. DK/Ref.

#### ATTITUDES TOWARD TRANSPORTATION MODES

(IF Q15 = 8, 9, **OR** Q23 = 8, 9, **OR** Q29 = 9, SKIP TO Q55) (IF Q43 = NO, SKIP TO Q56)

Q54. You said earlier that you do not ride the bus regularly for your commute to work. Why don't you ride the bus? (DO NOT READ, ACCEPT MULTIPLE RESPONSES)

1. No bus service available (in home area or in work area/bus too far away)
2. Don't know if service is available/don't know location of bus stops
3. Need my car for work
4. Need car before or after work
5. Need car for emergencies/overtime
6. It might not be safe/I don't feel safe (on bus or at bus stops)
7. Bus is unreliable/late
8. Trip is too long/distance too far
9. Takes too much time
10. Don't like to ride with strangers
11. Prefer to be alone during commute
12. Work schedule irregular
13. Too expensive
14. Too uncomfortable/crowded
15. Buses too dirty
16. Have to transfer/too many transfers
17. Had a bad experience with the bus in the past
18. Have to wait too long for the bus or between buses
19. Other (specify) \_\_\_\_\_
99. DK/Ref

(IF Q15= 10, 11, 12, 13 (TRAIN), **OR** Q23 = 10, 11, 12, 13, SKIP TO Q56)

Q55. You said that you do not ride the train to work. Why not? (DO NOT READ, ACCEPT MULTIPLE RESPONSES)

1. No train service available (in home area or in work area)/train too far away
2. Don't know if service is available/don't know location of train stations
3. Need my car for work
4. Need car before or after work
5. Need car for emergencies/overtime
6. It might not be safe/I don't feel safe (on train or at train stations)
7. Train is unreliable/late
8. Trip is too long/distance too far
9. Takes too much time
10. Don't like to ride with strangers
11. Prefer to be alone during commute
12. Work schedule irregular
13. Too expensive
14. Too uncomfortable/crowded
15. Train too dirty
16. Have to transfer/too many transfers
17. Had a bad experience with the train in the past
18. Have to wait too long for the train or between trains
19. Other (specify) \_\_\_\_\_
99. DK/Ref

(IF Q15 = 5, 6, 7 **OR** Q23 = 5, 6, 7 **OR** Q29 = 1, 4, OR 8 SKIP TO Q57)

Q56. You said that you do not use a carpool or vanpool for your trip to work. Why don't you carpool or vanpool? (DO NOT READ, ACCEPT MULTIPLE RESPONSES)

1. Don't know anyone to carpool/vanpool with
2. Need my car for work
3. Need car before or after work
4. Need car for emergencies/overtime
5. It might not be safe/I don't feel safe
6. Carpool/vanpool partners are/could be unreliable/late
7. Trip is too long/distance too far
8. Takes too much time
9. Doesn't save time
10. Don't like to ride with strangers
11. Prefer to be alone during commute
12. Work schedule irregular
13. Too expensive
14. Had a bad experience with carpooling/vanpooling in the past
15. Other (specify) \_\_\_\_\_
99. DK/Ref

Q57. Would you say your commute is easier, more difficult, or about the same now as it was one year ago?

1. easier (ASK Q58)
2. more difficult (ASK Q59)
3. about the same (SKIP TO Q61)
4. not applicable (SKIP TO Q61)
9. DK/Ref (SKIP TO Q61)

Q58. In what way is it easier?

1. shorter distance
2. trip is faster, takes less time
3. route is less congested
4. started carpooling/vanpooling to work
5. started using bus, train to work
6. started driving alone to work
- 7 less stressful
8. bought a hybrid or compressed natural gas (CNG) vehicle
9. started using HOV lanes
10. other \_\_\_\_\_
19. refused/Don't know

Q59. In what way is it more difficult?

1. longer distance
2. trip is slower, takes more time
3. more congested
4. started carpooling/vanpooling to work
5. started using bus, train to work
6. started driving alone to work
- 7 more stressful
8. other \_\_\_\_\_
9. DK/Ref.

Q60. Have you changed your work or home location in the last year?

- 1 Yes
- 2 No
- 9 DK/Ref.

#### AWARENESS OF COMMUTE PROGRAMS/SERVICES

Q61. Have you heard, seen, or read any advertising about commuting in the past 6 months?

1. yes
2. no (SKIP TO Q73)
9. DK/Ref (SKIP TO Q73)

Q62. What messages do you recall from this advertising? (DON'T READ, ACCEPT MULTIPLE RESPONSES)

1. none (SKIP TO Q73)
2. that you should rideshare, carpool, vanpool) (NOT ACCEPTABLE ANSWER; PROBE FOR WHY AND RECORD ELSEWHERE.)
3. that new trains and/or buses are coming
4. that you can call for carpool or vanpool info
5. call 1-800-745-RIDE / call Commuter Connections
6. contact the Commuter Connections website (www.commuterconnections.org, www.commuterconnections.com)
7. it saves money
8. it saves time
9. it is less stressful
10. guaranteed ride home (GRH) (ASK Q79)
11. employer would give me MetroChek benefits, SmartTrip benefits
12. it would help the environment
13. it reduces traffic
14. it saves wear and tear on the car
15. Ozone Action Days / Code Red Days
16. Telework Center / telecommuting
17. HOV lanes
18. regional services/programs are available to help with commute
19. Springfield interchange reconstruction
20. Wilson bridge reconstruction, Bridge Bucks
21. use the bus or train, use Metrobus
22. other (SPECIFY) \_\_\_\_\_
99. DK/Ref. (SKIP TO Q73)

Q63. What organization or group sponsored the ad you recall? (DO NOT READ, ACCEPT MULTIPLE RESPONSES)

1. Commuter Connections
2. Metropolitan Washington Council of Governments, MWCOG, COG
3. Metro, WMATA
4. MARC, Maryland Commuter Rail
5. VRE, Virginia Railway Express
6. VDOT (Virginia Department of Transportation)
7. DDOT (District of Columbia Department of Transportation)
8. MDOT (Maryland Department of Transportation)
9. VDRPT, Virginia Department of Rail and Public Transportation
10. Maryland State Highway Administration
11. MTA, Maryland Mass Transit Administration
12. Maryland Department of the Environment
13. WABA, Washington Area Bicycling Association
14. other (specify) \_\_\_\_\_
99. DK/Ref.

Q64. And where did you see, hear, or read this advertisement? (DO NOT READ, ACCEPT MULTIPLE RESPONSES)

1. Commuter Connections website
2. other website, internet
3. radio
4. TV
5. postcard in mail
6. newspaper
7. other (\_\_\_\_\_)
9. DK/Ref.

IF HOMEALL, SKIP TO Q81

IF WKALL, SKIP TO Q81

Attitude changes/actions taken after hearing ads

Q65. After seeing or hearing this advertising, were you more likely to consider ridesharing or public transportation, ?

1. yes
2. no (SKIP TO Q73)
9. DK/Ref (SKIP TO Q73)

Q66. After seeing or hearing this advertising, did you take any actions to try to change how you commute? IF YES... "What actions did you take? (DO NOT READ)

No action

1. didn't take any action (SKIP TO Q73)

Sought information

2. looked for commute information on the internet
3. asked friend, family member, or co-worker for commute information (referral)
4. contacted a local or regional organization for commute information
5. looked for a carpool or vanpool partner
6. called a transit operator to ask about schedules or routes
7. asked employer about telecommuting opportunities
8. asked employer about Metrochek or SmartTrip
9. looked for information about guaranteed ride home (GRH) program
10. looked for information about HOV lanes

Started participating in commute service/program

11. registered for guaranteed ride home (GRH) program
12. purchased alternative fuel vehicle (e.g., electric car, hybrid car, CNG-fueled vehicle)
13. started using HOV lane to get to work

Changed personal situation, work schedule, or commute route

14. moved my home or job location, changed jobs
15. started going to work earlier or later
16. changed or reduced number of days I work
17. changed route to work

Tried another way of getting to work, started using another form of transportation

18. tried or started driving alone to work
19. tried or started carpooling to work
20. tried or started vanpooling to work
21. tried or started using bus to get to work
22. tried or started using train to get to work
23. tried or started bicycling or walking to work
24. tried or started telecommuting/teleworking

Other

25. other action (specify \_\_\_\_\_) (SKIP TO Q73)
99. DK/Ref (SKIP TO Q73)

*(Autocode reasons for change for respondent currently using alt mode (Q15) named in Q66)*

- IF Q66 = 19 AND Q15 = 5 OR 6, CODE Q67 = Q20, DO NOT ASK Q67  
IF Q66 = 20 AND Q15 = 7, CODE Q67 = Q20, DO NOT ASK Q67  
IF Q66 = 21 AND Q15 = 8 OR 9, CODE Q67 = Q20, DO NOT ASK Q67  
IF Q66 = 22 AND Q15 = 10, 11, 12, OR 13, CODE Q67 = Q20, DO NOT ASK Q67  
IF Q66 = 23 AND Q15 = 14 OR 15, CODE Q67 = Q20, DO NOT ASK Q67  
IF Q66 = 24 AND Q15 = 2, CODE Q67 = Q20, DO NOT ASK Q67

*(Autocode reasons for change for respondent who tried alt mode named in Q66 within past two years (Q23))*

- IF Q66 = 19 AND Q23 = 5 OR 6, CODE Q67 = Q26, DO NOT ASK Q67  
IF Q66 = 20 AND Q23 = 7, CODE Q67 = Q26, DO NOT ASK Q67  
IF Q66 = 21 AND Q23 = 8 OR 9, CODE Q67 = Q26, DO NOT ASK Q67  
IF Q66 = 22 AND Q23 = 10, 11, 12, OR 13, CODE Q67 = Q26, DO NOT ASK Q67  
IF Q66 = 23 AND Q23 = 14 OR 15, CODE Q67 = Q26, DO NOT ASK Q67  
IF Q66 = 24 AND Q23 = 2, CODE Q67 = Q26, DO NOT ASK Q67

Q67. What were the reasons you decided to take this action? **[DO NOT READ, ALLOW MULTIPLE RESPONSES]**

Personal circumstances/preferences

1. changed jobs/work hours
2. moved to a different residence
3. employer or worksite moved
4. spouse started new job
5. save money
6. save time
7. tired of driving
8. prefer to drive, wanted to drive
9. safety
10. no vehicle available
11. car became available, additional car in household
12. to stay with family/children
13. congestion
14. always used
15. close to work or transportation pick up/drop off location
16. afraid of or didn't like previous form of transportation
17. stress
18. weather
19. convenient (NOT AN ANSWER, PROBE FOR WHY IT'S CONVENIENT)
20. to get exercise

Commuter Services/Programs

21. new option that became available
22. special program at work
23. pressure or encouragement from employer
24. GRH
25. Ozone action/Code Red days
26. no parking, parking expense
27. found carpool partner
28. NuRide (VA carpool incentive)
29. Metrochek, SmartTrip, transit subsidy, vanpool subsidy

Information/Promotion

30. advertising
31. initiated request/looked for information on my own
32. info. From Commuter Connections/Council of Governments/COG/800 number
33. Commuter Connections Website
34. other Website
35. word of mouth/recommendation
36. information from transit agency
37. saw highway sign
38. yellow pages
39. Other \_\_\_\_\_
99. Don't know, refused

IF Q67 = 30 (advertising), CODE Q68 = 1, DO NOT ASK Q68

Q68 Did the advertising you saw or heard encourage you to take this action?

1. yes
2. no (SKIP TO Q70)
9. DK/Ref (SKIP TO Q70)

IF Q68 = 1 AND RESPONDENT MENTIONED MORE THAN ONE MESSAGE IN Q62, ASK Q69, OTHERWISE, SKIP TO Q70

Q69 You mentioned that you recall several advertising messages. Which message was most important in encouraging you to start or try this type of transportation? Was it ... (READ RESPONSES FROM Q62)

\_\_\_\_\_ message from Q62

IF Q66 = 2, 3, 4, 5, 6, 7, 8, 9, OR 10, AND Q66 NE 19, 20, 21, 22, 23, OR 24 ASK Q70, OTHERWISE, SKIP TO Q71

Q70. How likely is it that you will try another type of transportation for your commute to work, other than driving alone, taxi, or motorcycle, within the next year? Would you say it is ... (READ RESPONSES 1-3. DO NOT READ RESPONSE 9.)

1. very likely
2. somewhat likely
3. not likely
9. DK/Ref

Collect info on mode/modes used before trying/starting new alt mode – skip out respondents who did not try alt mode and respondents who answered this question in Q19  
IF Q66 NE 19, 20, 21, 22, 23, OR 24, SKIP TO Q73

(Autofill previous modes for respondents currently using alternative mode (Q15) named in Q66)  
IF Q66 EQ 19 AND Q15 = 5 OR 6, AUTOFILL Q72 = Q19, THEN SKIP TO Q73  
IF Q66 EQ 20 AND Q15 = 7, AUTOFILL Q72 = Q19, THEN SKIP TO Q73  
IF Q66 EQ 21 AND Q15 = 8 OR 9, AUTOFILL Q72 = Q19, THEN SKIP TO Q73  
IF Q66 EQ 22 AND Q15 = 10, 11, 12, 13, AUTOFILL Q72 = Q19, THEN SKIP TO Q73  
IF Q66 EQ 23 AND Q15 = 14,15, AUTOFILL Q72 = Q19, THEN SKIP TO Q73  
IF Q66 EQ 24 AND Q15 = 2, AUTOFILL Q72 = Q19, THEN SKIP TO Q73

(Autofill duration for respondents who tried alt mode named in Q66 in past two years (Q23))  
IF Q66 = 19 AND Q23 = 5 OR 6, ANY DAY, AUTOFILL Q71 = Q24, THEN ASK Q72  
IF Q66 = 20 AND Q23 = 7, ANY DAY, AUTOFILL Q71 = Q24, THEN ASK Q72  
IF Q66 = 21 AND Q23 = 8 OR 9, ANY DAY, AUTOFILL Q71 = Q24, THEN ASK Q72  
IF Q66 = 22 AND Q23 = 10, 11, 12, OR 13, ANY DAY, AUTOFILL Q71 = Q24, THEN ASK Q72  
IF Q66 = 23 AND Q23 = 14 OR 15, ANY DAY, AUTOFILL Q71 = Q24, THEN ASK Q72  
IF Q66 = 24 AND Q23 = 2, ANY DAY, AUTOFILL Q71 = Q24, THEN ASK Q72

Q71. How long did you <ALT MODE FROM Q66> to work? (IF MORE THAN ONE ALT MODE NOTED IN Q66, ASK DURATION FOR ALL)  
\_\_\_\_\_ months (CONVERT YEARS TO MONTHS)  
\_\_\_\_\_ less than one month  
\_\_\_\_\_ occasionally (tried one, emergency use) (SKIP TO Q73)  
\_\_\_\_\_ still using  
999. DK/Ref.

IF Q66 = 19, 20, 21, 22, 23, 24 (MORE THAN ONE OF THESE), THEN CHOOSE ALT MODE USED LONGEST TIME FOR Q72. IF MORE THAN ONE ALT MODE USED SAME AMOUNT OF TIME, CHOOSE IN ORDER: TRAIN, BUS, VANPOOL, CAPOOL, BIKE/WALK, TELECOMMUTE.

Q72a. Before trying <ALT MODE FROM Q66> to work, what type or types of transportation did you use to get to work? (PROGRAMMER, LIST MODES FOR USE IN Q72b)

FOR EACH MODE MENTIONED IN Q72a, ASK...

Q72b. About how many days per week did you use <MODE FROM Q72a>??

(IF SUM OF DAYS FROM Q72b NE Q5, ASK) “And how did you commute on other days you were assigned to work?” – ACCEPT OPTION OF “didn’t work, regular day off.”

(IF Q7 = 1, 2, OR 3 AND RESPONDENT DOES NOT MENTION "CWS day off" (RESPONSE 1), ASK:) “You said you typically work a compressed work schedule now. Did you work a compressed schedule before trying <ALT MODE FROM Q66>?”

(IF Q14 = 3, 4, OR 5 AND RESPONDENT DOES NOT MENTION "Telecommute" (RESPONSE 2), ASK: “You said you typically telecommute one or more days per week now. Did you telecommute before trying <ALT MODE FROM Q66>?”

<u>Mode/Day typically used per week</u>	<u>Number of days using mode</u>				
1. compressed work schedule day off	1	2	3	4	5
2. telecommute	1	2	3	4	5
3. drive alone in your car, taxi	1	2	3	4	5
4. motorcycle	1	2	3	4	5
5. carpool, including carpool with family member, dropped off	1	2	3	4	5
6. casual carpool (slugging)	1	2	3	4	5
7. vanpool	1	2	3	4	5
8. buspool	1	2	3	4	5
9. bus	1	2	3	4	5
10. Metrorail	1	2	3	4	5
11. MARC	1	2	3	4	5
12. VRE	1	2	3	4	5
13. AMTRAK, other train	1	2	3	4	5
14. bicycle	1	2	3	4	5
15. walk	1	2	3	4	5
16. didn't work, regular days off	1	2	3	4	5
17. N/A					
18. N/A					
19. N/A					
20. not working then, not in DC area then					5
99. don't know, refused					5

IF Q66 = 24, SKIP TO Q79

IF Q62 = 16, CODE Q73 = 1, THEN SAY "You mentioned that you saw or heard advertising for telecommuting," THEN SKIP TO Q76, OTHERWISE, CONTINUE

Q73. Have you heard, seen, or read any advertising about telecommuting/telework in the past 6 months?

1. yes
2. no (SKIP TO Q79)
9. DK/Ref (SKIP TO Q79)

IF Q15 = 2, ANY DAY OR TELEALL, ASK Q74, OTHERWISE, SKIP TO Q76

Q74. Were you telecommuting before you saw or heard the telecommute advertising?

1. yes (SKIP TO Q79)
2. no (CONTINUE)
9. DK/Ref (SKIP TO Q79)

Q75. Did the advertising encourage you to start telecommuting?

1. yes
2. no
9. DK/Ref

SKIP TO Q79

Q76. After seeing or hearing this advertising, were you more likely to consider telecommuting?

1. yes
2. no (SKIP TO Q79)
9. DK/Ref (SKIP TO Q79)

IF Q66 = 7, SKIP TO Q79

Q77. Did you ask your employer about telecommuting opportunities at your work place?

1. yes
2. no (SKIP TO Q79)
9. DK/Ref (SKIP TO Q79)

Q78. Did you try telecommuting?

1. yes
2. no
9. DK/Ref

IF Q66 = 9 OR 11, SKIP TO Q80

IF Q62 = 10, CODE Q79 = 1, THEN SAY, "You mentioned that you saw or heard advertising for Guaranteed Ride Home." THEN SKIP TO Q79a

Q79. Have you heard, seen, or read any advertising about Guaranteed Ride Home or GRH in the past 6 months?

1. yes
2. no (SKIP TO Q80)
9. DK/Ref (SKIP TO Q80)

Q79a. After seeing or hearing this ad, did you seek information about GRH or register for a GRH program?

1. yes, sought information about GRH from regional program or from employer
2. yes, registered for GRH
3. no
9. DK/Ref

IF Q66 = 10 OR 13, SKIP TO Q81

IF Q62 = 17, ASK Q80, OTHERWISE, SKIP TO Q81

Q80. You mentioned that you saw or heard advertising for HOV lanes. Did you seek information about HOV lanes or start using HOV lanes for your commute after hearing or seeing the ad?

1. yes, sought information about HOV lanes
2. yes, started using HOV lanes for commuting
3. no
9. DK/Ref

Q81. Is there a phone number or website you can use to obtain information on ridesharing, public transportation, HOV lanes, and telecommuting in the Washington region?

1. Yes (SKIP TO Q83)
2. No (ASK Q82)
9. DK/Ref (ASK Q82)

Q82. If you wanted to find this type of information for the Washington region, where would you look? (ACCEPT MULTIPLE RESPONSES)

- |                                      |   |
|--------------------------------------|---|
| 1. TV                                | 11. library                                   |
| 2. magazine                          | 12. phonebook, yellow pages                   |
| 3. newspaper ad                      | 13. word of mouth (family, friend, co-worker) |
| 4. newspaper article                 | 14. internet/web                              |
| 5. sign/billboard                    | 15. InfoExpress kiosks                        |
| 6. mail/postcard                     | 16. N/A                                       |
| 7. brochure                          | 17. other _____                               |
| 8. transportation fair/special event | 88. Don't know                                |
| 9. radio                             | 99. Refuse                                    |
| 10. employer                         |   |

SKIP TO Q86

Q83. What is it? (DON'T READ, ACCEPT MULTIPLES)

- |   |  |
|---|--|
| 1. 800-745-RIDE (7433)  | Commuter Connections (COG)                       |
| 2. 888-730-6664   | Potomac Rappahannock Transportation              |
| 3. 703-324-1111   | Fairfax County Ridesources                       |
| 4. 301-565-5870   | Montgomery Transit Information Call Center       |
| 5. 202-637-7000   | METRO (Washington Metro. Area Transit Authority) |
| 6. <a href="http://www.mwcog.org">www.mwcog.org</a>                                   | Commuter Connections (COG)                       |
| <a href="http://www.commuterconnections.org">www.commuterconnections.org</a>          | Commuter Connections (COG)                       |
| <a href="http://www.commuterconnections.com">www.commuterconnections.com</a>          | Commuter Connections (COG)                       |
| 7. <a href="http://www.vre.org">www.vre.org</a>                                       | Virginia Railway Express (VRE)                   |
| 8. <a href="http://www.commuterdirect.com">www.commuterdirect.com</a>                 | Arlington  |
| <a href="http://www.commuterpage.com">www.commuterpage.com</a>                        | Arlington  |
| 9. <a href="http://www.springfieldinterchange.com">www.springfieldinterchange.com</a> | Springfield Interchange (VDOT)                   |
| 10. <a href="http://www.maryland.com">www.maryland.com</a>                            | Maryland Mass Transit Admin. (MTA)               |
|   | MARC Commuter Rail                               |
| 11. <a href="http://www.wmata.com">www.wmata.com</a>                                  | WMATA, Metro                                     |
| 12. <a href="http://www.HOVcalculator.com">www.HOVcalculator.com</a>                  | VDOT   |
| 13. Other (SPECIFY) _____   |  |

Q84. Have you used this number or website in the past year? (CHECK FOR ALL RESPONSES IN Q83)

1. Yes
2. No
8. Don't know
9. Refuse

IF Q83 = ONLY 2, 3, 4, 5, 7, 8, 9,10, 11, 12, 13, SKIP TO Q86

Q85. How did you find out about this number or website? (DO NOT READ; RECORD FIRST MENTION ONLY)

- |                                      |   |
|--------------------------------------|---|
| 1. TV                                | 11. library                                   |
| 2. magazine                          | 12. phonebook, yellow pages                   |
| 3. newspaper ad                      | 13. word of Mouth (family, friend, co-worker) |
| 4. newspaper article                 | 14. internet/Web                              |
| 5. sign/billboard                    | 15. InfoExpress kiosks                        |
| 6. mail/postcard                     | 16. Ozone Action/Code Red days                |
| 7. brochure                          | 17. other _____                               |
| 8. transportation fair/special event | 88. Don't know                                |
| 9. radio                             | 99. Refuse                                    |
| 10. employer                         |   |

IF Q83 = 1,6, CODE Q86 = 1, THEN SKIP TO Q87

Q86. Have you heard of an organization in the Washington region called Commuter Connections?

1. yes
2. no (SKIP TO Q89)
8. Don't know (SKIP TO Q89)
9. Refuse (SKIP TO Q89)

Q87. How did you learn about Commuter Connections? (DO NOT READ; ACCEPT MULTIPLE RESPONSES)

- |                                      |   |
|--------------------------------------|---|
| 1. TV                                | 11. Library                                   |
| 2. magazine                          | 12. phonebook, yellow pages                   |
| 3. newspaper ad                      | 13. word of mouth (family, friend, co-worker) |
| 4. newspaper article                 | 14. internet/Web                              |
| 5. sign/billboard                    | 15. InfoExpress kiosks                        |
| 6. mail/postcard                     | 16. Ozone Action/Code Red days                |
| 7. brochure                          | 17. Other _____                               |
| 8. transportation fair/special event | 88. Don't know                                |
| 9. radio                             | 99. Refuse                                    |
| 10. employer                         |   |

Q88. What services does Commuter Connections provide? (DO NOT READ, ACCEPT MULTIPLE RESPONSES)

1. guaranteed ride home
2. rideshare (carpool/vanpool) information
3. help finding carpool/vanpool partners, matchlists
4. transit schedule/route information
5. HOV lane information
6. park & ride lot information, parking information
7. telecommute information
8. bicycle/walking information
9. road construction information
10. kiosks, InfoExpress
11. Metrochek, SmartTrip
12. other (specify) \_\_\_\_\_
88. don't know
99. Refuse

## EMPLOYER SERVICES

(IF HOMEALL SKIP TO Q105)  
(IF TELEALL SKIP TO Q105)

Q89. Next, please tell me if your employer makes any of the following commute services or benefits available to you. How about information on commuter transportation options?

1. yes
2. no SKIP TO Q90)
9. Don't know/Ref (SKIP TO Q90)

Q89a. Have you received or used this information from your employer?

1. yes
2. no
9. DK/Ref

Q90. What about free on-site parking? Does your employer make that available to all employees at your worksite?

1. yes
2. no (SKIP TO Q91)
9. Don't know/Ref (SKIP TO Q93)

Q90a. Have you used this free parking?

1. yes
2. no
9. DK/Ref

SKIP TO Q93

Q91. Does your employer pay part of your parking cost or do you have to pay the entire cost if you drive to work?

1. employer pays part/employee pays part
2. employee pays all
3. free offsite parking
9. DK/Ref

Q92. Does your employer offer parking discounts for carpools or vanpools?

1. yes
2. no (SKIP TO Q93)
9. Don't know/Ref (SKIP TO Q93)

Q92a. Have you used this parking discount?

1. yes
2. no
9. DK/Ref

Q93. Does your employer set aside special parking spaces for carpools or vanpools?

1. yes
2. no (SKIP TO Q94)
9. Don't know/Ref (SKIP TO Q94)

Q93a. Have you used one of these special spaces?

1. yes
2. no
9. DK/Ref

Q94. Does your employer offer MetroChek, SmarTrip, or other subsidies for public transportation or vanpooling?

1. yes
2. no (SKIP TO Q95)
9. Don't know/Ref (SKIP TO Q95)

Q94a. Have you used the transit or vanpool subsidy?

1. yes
2. no
9. DK/Ref

Q95. Does your employer offer cash payments or other subsidies for carpooling?

1. yes
2. no (SKIP TO Q96)
9. Don't know/Ref (SKIP TO Q96)

Q95a. Have you used the carpool subsidy?

1. yes
2. no
9. DK/Ref

Q96. Does your employer offer any facilities or programs to employees who bike or walk to work?

1. yes
2. no (SKIP TO Q97)
9. Don't know/Ref (SKIP TO Q97)

Q96a. Have you used any of these facilities or programs?

1. yes
2. no (SKIP TO Q97)
9. DK/Ref (SKIP TO Q97)

Q96b. What have you used? (DO NOT READ)

1. Bike lockers or racks
2. Personal shower or lockers
3. Cash or subsidies for bike or walk
4. Bike club
5. Bike equipment or clothing
6. Participation in Bike to Work Day
7. Other \_\_\_\_\_
9. DK/Ref

Q97. And last, does your employer provide guaranteed rides (GRH) home in case of emergencies or unscheduled overtime? (NOTE: DOESN'T HAVE TO BE A PART OF A FORMAL GRH PROGRAM)

1. yes
2. no (SKIP TO Q102)
9. Don't know/Ref (SKIP TO Q102)

Q97a. Have you used this service or have you participated in this program? (DO NOT READ)

1. yes, used GRH trip / participate in the program (e.g., registered/signed up for, eligible for)
2. no
9. DK/Ref

#### GUARANTEED RIDE HOME

**IF Q79 = 1 (YES, SEEN ADVERTISING), THEN AUTO FILL Q102 = 1, AND SKIP TO Q103.**

Q102. Do you know if there is a regional GRH or Guaranteed Ride Home program available in the event of unexpected emergencies and unscheduled overtime for commuters who rideshare or use public transportation?

1. yes, there is
2. no , there isn't (SKIP TO Q105)
3. DK/Ref (SKIP TO Q105)

IF Q97 = 1, 2, OR 3, CODE Q103 = 1, CODE Q104 = 2, THEN SKIP TO Q105

Q103. In the past two years, have you registered for or used any guaranteed Ride Home service?

1. Yes
  2. No
  9. DK/Ref
- } SKIP TO Q105

Q104. Who sponsored or offered the service? (DONOT READ)

1. Commuter Connections/Council of Governments/COG
2. Employer
3. VRE
4. TMA (TyTran)
5. Other \_\_\_\_\_
9. Don't know/Refuse

## KIOSKS

Q105. Have you ever seen any self-service computer kiosks, located in shopping malls and other public places in the Washington area, which offer information on transit and ridesharing, and other travel information?

- 1. Yes
  - 2. No
  - 9. DK/Ref.
- } SKIP TO Q113

Q106. In the past two years, have you used one of these kiosks to obtain commute or other transportation information, other than to purchase transit or train tickets?

- 1. Yes
  - 2. No
  - 9. DK/Ref.
- } SKIP TO Q113

Q107. Where was the kiosk that you used located? (READ ONLY IF NECESSARY; CHECK ALL THAT APPLY)

- 1. Ballston Common Mall
- 2. Fair Oaks Mall
- 3. La Promenda at L'Enfant Plaza
- 4. National Foreign Service Training Center – Arlington, VA
- 5. Pentagon
- 6. Reston Town Center
- 7. Springfield Mall
- 8. Tysons Corner Center
- 9. United States Department of State (State Department)
- 10. Union Station
- 11. Montgomery County (White Flint Mall, County Executive Building)
- 12. Fairfax County (libraries, government center, etc.)
- 13. Other \_\_\_\_\_
- 99. DK/Ref.

Q108. What information did you obtain from the kiosk? (DO NOT READ, CHECK ALL THAT APPLY; GET TOP 3 ANSWERS ONLY)

- 1. general rideshare information
- 2. carpool/vanpool matchlist
- 3. transit route/schedule info
- 4. P&R info
- 5. GRH information or registration
- 6. telecommuting information
- 7. HOV lane information
- 8. Mall/retail center information
- 9. Weather information
- 10. Traffic information (SmartTraveler)
- 11. Fairfax County Information
- 12. Maps and guides
- 13. Springfield Interchange construction information
- 14. Ozone Action/Code Red days
- 15. Other \_\_\_\_\_

IF TELEALL OR HOMEALL, SKIP TO Q113

Q109. Did any of the information you received encourage you to use or try another type of transportation, other than driving alone, even if only temporarily, for your commute to work?

- |        |            |                |
|--------|------------|----------------|
| 1. Yes | 2. No      | } SKIP TO Q113 |
|        | 9. DK/Ref. |                |

Q110. What was that type of transportation? (DO NOT READ; CHECK ALL THAT APPLY) (NOTE: DRIVE ALONE IS NOT A VALID ANSWER; PROBE FOR OTHER ANSWER. IF DRIVE ALONE IS ONLY ANSWER, SNAP BACK AND CHANGE Q109 TO "NO.")

- |                                  |                         |
|----------------------------------|-------------------------|
| 1. N/A                           | 12. VRE                 |
| 2. N/A                           | 13. AMTRAK, other train |
| 3. drive alone in your car (N/A) | 14. bicycle             |
| 4. motorcycle (N/A)              | 15. walk                |
| 5. carpool                       | 16. N/A                 |
| 6. casual carpool (slugging)     | 17. N/A                 |
| 7. vanpool                       | 18. N/A                 |
| 8. buspool                       | 19. N/A                 |
| 9. bus                           | 20. N/A                 |
| 10. Metrorail                    | 21. N/A                 |
| 11. MARC                         | 22. other _____         |

Q111. How long did you use or have you used that type of transportation?

\_\_\_\_\_ months (CONVERT YEARS TO MONTHS)

Q112. How did you usually travel to work before you obtained information from the kiosk?

- |                              |                         |
|------------------------------|-------------------------|
| 1. N/A                       | 12. VRE                 |
| 2. N/A                       | 13. AMTRAK, other train |
| 3. drive alone in your car   | 14. bicycle             |
| 4. motorcycle                | 15. walk                |
| 5. carpool                   | 16. N/A                 |
| 6. casual carpool (slugging) | 17. N/A                 |
| 7. vanpool                   | 18. N/A                 |
| 8. buspool                   | 19. N/A                 |
| 9. bus                       | 20. N/A                 |
| 10. Metrorail                | 21. N/A                 |
| 11. MARC                     | 22. other _____         |

#### DEMOGRAPHICS

Q113 . In total, how many motor vehicles, in working condition, including automobiles, trucks, vans, and highway motorcycles are owned or leased by members of your household?

\_\_\_\_\_

Q114. How many persons live in your home? Please count yourself, family and friends, and anyone who may be unrelated to you such as live-in housekeepers or boarders.

\_\_\_\_\_ persons (IF ONE, SKIP TO Q118)

88. Don't know (SKIP TO Q118)

99. Refuse (SKIP TO Q118)

Q115. How many of these household members are employed outside the home? (INCLUDING RESPONDENT)

\_\_\_\_\_ employed

888. Don't know

999. Refuse

} (SKIP TO Q118)

Q116. How many work at outside job or jobs 35 hours or more per week?

\_\_\_\_\_ household members (IF = Q115, SKIP TO Q118)

888 Don't know

999 Refuse

Q117. And how many work at outside job or jobs less than 35 hours per week?

\_\_\_\_\_ household members

889 Don't know

999 Refuse

(IF TELEALL OR HOMEALL SKIP TO Q119)

Now I have a few last questions for classification purposes.

Q118. First, About how many employees work at your worksite? Is it . . . (READ CHOICES)

1. 1 – 25

3. 51-100

5. 251-999

9. DK/Ref.

2. 26-50

4. 101-250

6. 1,000 or more

Q119. What is your occupation? \_\_\_\_\_

IF HOMEALL SKIP TO Q121, AUTO CODE "5" IN Q120

Q120. What type of employer do you work for? Is your employer a federal agency, a state or local government agency, a non-profit organization or association, a private employer, or are you self-employed?

1. federal agency

2. state, or local government agency

3. non-profit organization/association

4. private sector employer

5. self-employed

6. other (SPECIFY) \_\_\_\_\_

9. DK/Ref.

Q121. Which of the following groups includes your age? (READ CHOICES)

- |             |            |                        |
|-------------|------------|------------------------|
| 1. under 18 | 4. 35 - 44 | 7. 65 or older         |
| 2. 18 - 24  | 5. 45 - 54 | 9. Refused (DON'TREAD) |
| 3. 25 - 34  | 6. 55 - 64 |                        |

Q122. Do you consider yourself to be Latino, Hispanic, or Spanish?

- |        |            |
|--------|------------|
| 1. Yes | 2. No      |
|        | 9. DK/Ref. |

Q123. Now I want to ask you about your race. Which one of the following best describes your racial background. Is it . . . (READ CHOICES 1-5; SELECT ONE RESPONE ONLY)

- |                                     |  |
|-------------------------------------|--|
| 1. White                            | 5. Native Hawaiian or Other Pacific Islander |
| 2. Black or African-American        | 6. Other (SPECIFY) _____                     |
| 3. American Indian or Alaska Native | 9. Refused                                   |
| 4. Asian                            |  |

Q124. Finally, please stop me when I reach the category that best represents your household's total annual income. Is it . . . (READ CHOICES)

- |                        |                          |
|------------------------|--------------------------|
| 1. less than \$20,000  | 7. \$100,000 - \$119,999 |
| 2. \$20,000 - \$29,999 | 8. \$120,000 - \$139,999 |
| 3. \$30,000 - \$39,999 | 9. \$140,000 - \$159,999 |
| 4. \$40,000 - \$59,999 | 10. \$160,000 or more    |
| 5. \$60,000 - \$79,999 | 99. Refused (DON'T READ) |
| 6. \$80,000 - \$99,999 |                          |

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Thank you very much for your time and cooperation!

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(RECORD SEX:)    1 male        2 female

(RECORD LANGUAGE OF INTERVIEW:) 1 English        2 Spanish

**MWCOG GRH Survey - #885  
Draft – 02/16/04**

Hello. May I speak to \_\_\_\_\_. My name is \_\_\_\_\_. I'm calling from CIC Research on behalf of Commuter Connections. We're surveying people who have registered for or participated in Commuter Connections' Regional Guaranteed Ride Home (GRH) program. It takes less than \_\_\_ minutes. Is now a good time?

**REGISTRATION INFORMATION**

Q1. In what year did you first register for Commuter Connections' GRH program?

- 1 Before 1997
- 2 1997
- 3 1998
- 4 1999
- 5 2000
- 6 2001
- 7 2002
- 8 2003
- 9 2004

- 107 Don't remember/don't know
- 118 Never registered (SKIP TO Q2)

Q1a. Are you currently registered for Commuter Connections' GRH program?

- 1 yes (SKIP TO Q4)
- 2 no (SKIP TO Q3)
- 9 DK (CONTINUE)

Q2. Have you ever taken a GRH trip provided by Commuter Connections' GRH program?

- 1 yes (SKIP to Q5)
- 2 no (THANK and TERMINATE)

Q3. How long were you registered in the GRH program?

- 1 Less than 1 year
- 2 1 year
- 3 2 years
- 4 ~~more than 32~~ years
- 5 more than 3 years
- 96 Don't remember/don't know

Q3a. Why did you not re-register when your registration expired?

- 1 changed job/work hours
- 2 moved to a different residence
- 3 joined a program offered by employer
- 4 joined a program offered by TMA or other group
- 5 couldn't use transit or rideshare at least 2 days per week
- 6 couldn't continue using carpool/vanpool/transit didn't work out
- 7 needed my car for work or other purpose (had to start driving alone)
- 8 too much effort to use the program
- 9 did not know I had to re-register
- 99 other (SPECIFY)

Q4. Did you participate in another GRH program before registering for Commuter Connections' GRH program?

- 1 yes (ASK Q4a)                      2 no (SKIP TO Q5)

Q4a. Who offered/sponsored that program?

- 1 My employer  
 2 Local government program (i.e., Fairfax County, Montgomery County)  
 3 VRE  
 9 Other \_\_\_\_\_

**COMMUTE PATTERNS**

Q5. Next, I'd like to ask you about your commute. First, in a TYPICAL week, how many weekdays (Monday-Friday) do you work? \_\_\_\_\_ Days

Q6. Would you consider last week to be a typical week?

- 1 yes (ASK Q7, THEN SKIP TO Q8)                      2 no (SKIP TO Q7a)

Q7. Then thinking just about LAST week, how did you get to work each day. Let's start with Monday? . . . How about Tuesday? . . . Wednesday? . . . Thursday? . . . Friday?

<u>Mode/Day of Week</u>	<u>Go to Work</u>				
	<u>Mon</u>	<u>Tues</u>	<u>Wed</u>	<u>Thur</u>	<u>Fri</u>
1. drove alone in your car	1	2	3	4	5
2. carpool, including carpool w/family	1	2	3	4	5
3. vanpool	1	2	3	4	5
4. buspool	1	2	3	4	5
5. casual carpooling (slugging)	1	2	3	4	5
6. rode a bus/shuttle	1	2	3	4	5
7. Metrorail	1	2	3	4	5
8. MARC (MD Commuter Rail)	1	2	3	4	5
9. VRE	1	2	3	4	5
10. AMTRAK/other train	1	2	3	4	5
11. bicycle	1	2	3	4	5
12. motorcycle	1	2	3	4	5
13. walk	1	2	3	4	5
14. telecommute	1	2	3	4	5
15. day off/compressed work schedule	1	2	3	4	5
16. sick, vacation, etc.	1	2	3	4	5

Q7a. Then thinking about a TYPICAL week, how many weekdays do you . . . ?

Mode/days typically used per week	Go to Work - no. of days				
	1	2	3	4	5
1. drove alone in your car	1	2	3	4	5
2. carpool, including carpool w/family	1	2	3	4	5
3. vanpool	1	2	3	4	5
4. buspool	1	2	3	4	5
5. casual carpooling (slugging)	1	2	3	4	5
6. rode a bus/shuttle	1	2	3	4	5
7. Metrorail	1	2	3	4	5
8. MARC (MD Commuter Rail)	1	2	3	4	5
9. VRE	1	2	3	4	5
10. AMTRAK/other train	1	2	3	4	5
11. bicycle	1	2	3	4	5
12. motorcycle	1	2	3	4	5
13. walk	1	2	3	4	5
14. telecommute	1	2	3	4	5
15. day off/compressed work schedule	1	2	3	4	5
16. sick, vacation, etc.	1	2	3	4	5

Q8. About how many miles do you usually travel from home to work one way?  
 \_\_\_\_\_ miles one way

Q8a. And about how many minutes does it take you to get to work? \_\_\_\_\_ minutes

(IF Q7 OR Q7a = 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, OR 13, ASK Q9, OTHERWISE, SKIP TO Q10)

Q9. About how long have you been carpooling, vanpooling, using transit, biking, or walking  
 (FROM Q7 or Q7a)?

- \_\_\_\_\_ months (CONVERT YEARS TO MONTHS)
- \_\_\_\_\_ Don't know
- \_\_\_\_\_ 1 Less than 3 months \_\_\_\_\_ 5 2-3 years
- \_\_\_\_\_ 2 4-6 months \_\_\_\_\_ 6 More than 3 years
- \_\_\_\_\_ 3 7-12 months \_\_\_\_\_ 7 Don't remember/don't know
- \_\_\_\_\_ 4 1-2 years

(IF Q7 or Q7a =2, 3, or 5, ASK Q10, OTHERWISE SKIP TO Q11a or Q11b)

Q10. Including yourself, how many people usually ride in your <carpool or vanpool>? (If more than 1 answer in Q7 or 7a, select 1 using this priority: vanpool, carpool, casual carpooling.)  
 \_\_\_\_\_ total people in pool

**PREVIOUS MODE**

(IF Q1a = 2 or 9, ASK Q11a.. IF Q1a=1, SKIP TO Q12. IF Q1 = 7 or 8, SKIP TO Q11b)

*(Past Registrants)*

Q11a. Next I'd like you to think back to the time that you were registered for the GRH program. At that time, how did you travel to work? In a typical week, how many weekdays did you. . . ?

(NOW SKIP TO Q12)

*(One-Time Exceptions)*

Q11b. Now, please think back to the time before you heard about the GRH program. At that time, how did you travel to work? In a typical week, how many weekdays did you. . . ?

<u>Mode/days typically used per week</u>	<u>Go to Work - no. of days</u>				
	1	2	3	4	5
1. drive alone (in your car or motorcycle)	1	2	3	4	5
2. carpool or vanpool including carpool w/family and casual carpool (slugging)	1	2	3	4	5
3. ride a bus or train	1	2	3	4	5
4. bicycle or walk	1	2	3	4	5
5. other _____	1	2	3	4	5

(NOW SKIP TO Q13)

Q12. Now, please think back to the time before you registered for the GRH program. At that time, how did you travel to work? In a typical week, how many weekdays did you?

<u>Mode/days typically used per week</u>	<u>Go to Work - no. of days</u>				
	1	2	3	4	5
1. drive alone (in your car or motorcycle)	1	2	3	4	5
2. carpool or vanpool including carpool w/family and casual carpool (slugging)	1	2	3	4	5
3. ride a bus or train	1	2	3	4	5
4. bicycle or walk	1	2	3	4	5
5. other _____	1	2	3	4	5

**GRH INFLUENCE IN STARTING, CONTINUING, OR INCREASING USE OF ALTERNATIVE MODES**

(IF Q1a =1 AND IF Q7 or Q7a =2, 3, 4, 5, 6, 7, 8, 9, 10, 11 OR 13 AND Q12 NE 2, 3, or 4, ASK Q13a1.

IF Q1a =2 or 9 AND IF Q11a =2, 3, or 4 AND Q12 NE 2, 3, or 4, SKIP TO Q13a2.

IF Q1 = 7 or 8 AND IF Q7 or Q7a=2, 3, 4, 5, 6, 7, 8, 9, 10, 11 OR 13 AND Q11b NE 2, 3, or 4, ASK Q13a3.

ALL OTHERS, SKIP TO Q14a1)

*(Current Registrants who always drove alone to work before registering)*

Q13a1. You said that you regularly drove alone before you registered for GRH. How important was the availability of GRH to your decision to start carpooling, vanpooling, using transit, biking, or walking (FROM Q7 or Q7a)?

(NOW SKIP TO Q13B1)

*(Past Registrants who always drove alone to work before registering)*

Q13a2. You said that you regularly drove alone before you registered for GRH. How important was the availability of GRH to your decision to start carpooling, vanpooling, using transit, biking, or walking (FROM Q11a)?

(NOW SKIP TO Q13B2)

*(One-Time Exceptions who always drove alone to work before learning about GRH)*

Q13a3. You said that you regularly drove alone before you heard about GRH. How important was the availability of GRH to your decision to start carpooling, vanpooling, using transit, biking, or walking (FROM Q7 or Q7a)?

1 very important

2 somewhat important

3 not at all important

9 DK/REFUSED

(CONTINUE WITH Q13B1)

*(Current Registrants or One-Time exceptions who always drove alone to work before registering)*

Q13b1. If GRH had not been available, how likely would you have been to start carpooling, vanpooling, using transit, biking, or walking (FROM Q7 or Q7a)?

1 very likely

2 somewhat likely

3 not at all likely

4 don't know

(NOW SKIP TO Q16)

*(Past Registrants who always drove alone to work before registering)*

Q13b2. If GRH had not been available, how likely would you have been to start carpooling, vanpooling, using transit, biking, or walking (FROM Q11a)?

1 very likely

2 somewhat likely

3 not at all likely

4 don't know

(NOW SKIP TO Q16)

(IF **Q1a=1** and IF Q7 or Q7a = 2, 3, 4, 5, 6, 7, 8, 9, 10, 11 OR 13 AND THE FREQUENCY OF Q7 or Q7a = 1 IS LESS THAN THE FREQUENCY OF Q12 = 1, ASK Q14a1 AND Q14b1.

IF **Q1a=2 or 9** and IF Q11a = 2, 3, or 4 AND THE FREQUENCY OF Q11= 1 IS LESS THAN THE FREQUENCY OF Q12 = 1, ASK Q14a2 AND Q14b2.

IF Q1= 7 or 8 and IF Q7 or Q7a = 2, 3, 4, 5, 6, 7, 8, 9, 10, 11 OR 13 AND THE FREQUENCY OF Q7 or Q7a = 1 IS LESS THAN THE FREQUENCY OF Q11b = 1, ASK Q14a3 AND Q14b1. ALL OTHERS SKIP TO Q15a1)

*(Current Registrants who increased use of alternative modes after registering)*

Q14a1. You said that you now drive alone to work fewer days per week than you did before you registered for GRH. How important was GRH to your decision to drive alone less often?

- |                      |                        |
|----------------------|------------------------|
| 1 very important     | 3 not at all important |
| 2 somewhat important |                        |

(NOW SKIP TO Q14b1)

*(Past Registrants who increased use of alternative modes after registering)*

Q14a2. You said that while you were registered for GRH, you drove alone to work fewer days per week than you did before you registered for GRH. How important was GRH to your decision to drive alone to work less often?

- |                      |                        |
|----------------------|------------------------|
| 1 very important     | 3 not at all important |
| 2 somewhat important |                        |

(NOW SKIP TO Q14b2)

*(One-Time Exceptions who increased use of alternative modes after registering)*

Q14a3. You said that you now drive alone to work fewer days per week than you did before you heard about GRH. How important was GRH to your decision to drive alone less often?

- |                      |                        |
|----------------------|------------------------|
| 1 very important     | 3 not at all important |
| 2 somewhat important |                        |

(CONTINUE WITH Q14b1)

*(Current Registrants or Past Registrants)*

Q14b1. If GRH had not been available, how likely would you have been to increase the number of days you carpool, vanpool, use transit, bike, or walk (FROM Q7 or Q7a)?

- |                   |                     |
|-------------------|---------------------|
| 1 very likely     | 3 not at all likely |
| 2 somewhat likely | 4 don't know        |

(SKIP TO Q16)

*(One-Time Exceptions)*

Q14b2. If GRH had not been available, how likely would you have been to increase the number of days you carpool, vanpool, use transit, bike, or walk (FROM Q11a)?

- |                   |                     |
|-------------------|---------------------|
| 1 very likely     | 3 not at all likely |
| 2 somewhat likely | 4 don't know        |

(SKIP TO Q16)

(IF Q1a=1 AND Q7 or Q7a = 2, 3, 4, 5, 6, 7, 8, 9, 10, 11 OR 13 AND Q12 = 2, 3, OR 4, ASK Q15a1.

IF Q1a=2 or 9 and Q11a = 2, 3, or 4 and Q12 = 2, 3, OR 4, ASK Q15a2.

IF Q1=7 or 8 and Q7 or Q7a = 2, 3, 4, 5, 6, 7, 8, 9, 10, 11 OR 13 AND Q11b = 2, 3, OR 4, ASK Q15a3.

ALL OTHERS, SKIP TO Q16a1)

*(Current Registrants who were ridesharing/using transit at least some days before registering)*  
Q15a1. You said that you were carpooling, vanpooling, using transit, biking, or walking (FROM Q12) before you registered for GRH. How important was the availability of GRH to your decision to continue carpooling, vanpooling, using transit, biking, or walking (FROM Q12) at that time?

- |                      |                        |
|----------------------|------------------------|
| 1 very important     | 3 not at all important |
| 2 somewhat important |                        |

(NOW SKIP TO Q15b1)

*(Past Registrants who were ridesharing/using transit at least some days before registering)*  
Q15a2. You said that you were carpooling, vanpooling, using transit, biking, or walking (FROM Q12) before you registered for GRH. How important was the availability of GRH to your decision to continue carpooling, vanpooling, using transit, biking, or walking (FROM Q12) at that time?

- |                      |                        |
|----------------------|------------------------|
| 1 very important     | 3 not at all important |
| 2 somewhat important |                        |

(NOW SKIP TO Q15b2)

*(One-Time Exceptions who were ridesharing/using transit at least some days before registering)*  
Q15a3. You said that you were carpooling, vanpooling, using transit, biking, or walking (FROM Q11b) before you heard about GRH. How important was the availability of GRH to your decision to continue carpooling, vanpooling, using transit, biking, or walking (FROM Q11b) at that time?

- |                      |                        |
|----------------------|------------------------|
| 1 very important     | 3 not at all important |
| 2 somewhat important |                        |

(CONTINUE WITH Q15b1)

*(Current Registrants or Past Registrants)*  
Q15b1. If GRH had not been available, how likely would you have been to continue carpooling, vanpooling, using transit, biking, or walking (FROM Q12) at that time?

- |                   |                     |
|-------------------|---------------------|
| 1 very likely     | 3 not at all likely |
| 2 somewhat likely | 4 don't know        |

(NOW SKIP TO Q16)

(One-Time Registrants)

Q15b2. If GRH had not been available, how likely would you have been to continue carpooling, vanpooling, using transit, biking, or walking (FROM Q11a) at that time?

- |                   |                     |
|-------------------|---------------------|
| 1 very likely     | 3 not at all likely |
| 2 somewhat likely | 4 don't know        |

(IF Q1a =1 or Q2=1 ASK Q16a1)

(Current Registrants or One-Time Exceptions)

Q16a1. Did you receive any commute assistance or benefits, in addition to GRH, from any source, that influenced your decision to carpool, vanpool, use transit, bike, or walk (FROM Q7 or Q7a)?

(NOW SKIP TO Q16b)

(IF Q1a =2 or 9 ASK Q16a2)

(Past Registrants)

Q16a2. Did you receive any commute assistance or benefits, in addition to GRH, from any source, that influenced your decision to carpool, vanpool, use transit, bike, or walk (FROM Q11a)?

- |       |                     |
|-------|---------------------|
| 1 yes | 2 no (SKIP TO Q16c) |
|-------|---------------------|

Q16b. What assistance or benefit was more important to your decision than GRH?

- |  |                                     |
|--|-------------------------------------|
| 1 matchlist                            | 8 employer GRH                      |
| 2 transit route/schedule info          | 9 CP/VP preferential parking        |
| 3 P&R info                             | 10 parking fees                     |
| 4 vanpool assistance                   | 11 carpool/vanpool discount parking |
| 5 HOV lane specs                       | 12 assistance from employer         |
| 6 discount/free transit pass/Metrochek | 13 no assistance more important     |
| 7 other cash incentive                 | 99 other _____                      |

Q16c. Were any other factors or circumstances important to your decision?

- 1 changed jobs or work hours
- 2 moved to a different residence
- 3 save money
- 4 save time
- 5 didn't want to drive
- 6 no longer had a car available for commuting
- 7 needed my car for work or other purpose (had to start driving alone)
- 8 family obligations
- 88 other (SPECIFY) \_\_\_\_\_
- 99 no other factor or circumstance was important

(IF Q1=7 or 8 ASK Q16d, THEN SKIP TO Q23)

(One-Time Exceptions)

Q16d. Earlier you mentioned that you had taken a GRH trip. For what reason did you take the trip?

- |                            |                              |
|----------------------------|------------------------------|
| 1 illness (self)           | 6 illness of carpool partner |
| 2 illness of family member | 7 unscheduled overtime       |
| 3 other personal emergency | 8 missed CP/VP               |
| 4 illness of child         | 9 other (SPECIFY) _____      |
| 5 child care problem       |                              |

SKIP TO Q23

REFERRAL SOURCES FOR GRH/GRH ADVERTISING RECALL

Q17. How did you hear about the GRH Program?

- 1 Brochure/promo materials
- 2 Bus/train schedule
- 3 Bus/train sign
- 4 Direct mail/postcard from COG/CC
- 5 Employer/employer survey
- 6 Fair/on-site event
- 7 Highway sign
- 8 Internet
- 9 Newsletter
- 10 Newspaper (regional or local)
- 11 Other rideshare/transit organization
- 12 Radio
- 13 TV
- 14 Word of mouth
- 15 Info Kiosk
- 16 Yellow Pages (One Book or Verizon)
- 17 Other (specify) \_\_\_\_\_

Q18. Have you heard, seen, or read any advertising about GRH in the past 6 months?

- 1. yes
- 2. no (SKIP TO Q21)
- 9. DK/Ref (SKIP TO Q21)



Q25. About how long did you wait for the taxi to arrive? (IF DK, ASK FOR BEST GUESS)

\_\_\_\_\_ minutes

Q26. In what ways could Commuter Connections improve the GRH program? (CHECK ALL THAT APPLY)

- 1 quicker response for GRH ride requests
- 2 don't require registration
- 3 allow use of GRH if ridesharing/using transit less than twice per week
- 4 allow more GRH trips in a year
- 5 easier/faster approval process
- 6 wider area for trips
- 88 no improvement needed
- 99 other (SPECIFY)
- 98 DK

### **DEMOGRAPHICS**

Now just a few last questions to help us group your answers with those of others.

Q27. Which of the following groups includes your age? (READ CHOICES)

- |            |           |           |
|------------|-----------|-----------|
| 1 under 18 | 3 35 - 44 | 6 65+     |
| 2 18 - 24  | 4 45 - 54 | 9 Refused |
| 2 25 - 34  | 5 55 - 64 |           |

Q28. Which of the following best describes your ethnic background. Is it . . . (READ CHOICES)

- |                          |                         |
|--------------------------|-------------------------|
| 1 Hispanic               | 5 American Indian       |
| 2 White                  | 6 mixed                 |
| 3 African-American       | 7 other (SPECIFY) _____ |
| 4 Asian/Pacific Islander |                         |

Q29. Finally, please stop me when I reach the category that best represents your household's total annual income. Is it . . . (READ CHOICES)

- |                       |                       |
|-----------------------|-----------------------|
| 1 less than \$20,000  | 5 \$60,000 - \$79,999 |
| 2 \$20,000 - \$29,999 | 6 \$80,000 - \$99,999 |
| 3 \$30,000 - \$39,999 | 7 \$100,000 +         |
| 4 \$40,000 - \$59,999 |                       |

Thank you very much for your time and cooperation!

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(RECORD SEX:)    1 male    2 female