

EMPLOYER COMMUTER SURVEY

New Survey Instrument for Evaluating Program Impacts

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Context

- Off-the-shelf survey tool free to Commuter Connections Network Members
- Proven, tested survey instrument
- Best utilized to evaluate TDM interventions
 - Feeds into TDM Analysis
 - Measures opinions about TDM strategies
- Can double as a marketing tool
- Online and paper surveys available
 - Alert jdavenport@mwcog.org if you wish to conduct a survey
 - LINK: <https://forms.office.com/r/sYnnwt0tuz>

Alexandria City Public Schools

For questions 4 through 17 you will be asked how you typically get TO work each day.

For each day of the week you will first be asked "Did you travel TO your regular work location?" Depending on your answer, you will then be asked "How I traveled to work" or "Why I was not at my regular work location."

If you used more than one mode of transportation any day, e.g., you walked to a bus stop then rode a bus, check ONLY the box for the type you used for the longest distance part of your trip.

For each day you did not work or did not work at this location, check one box in "Why I was not at my regular work location."

For any day you are not scheduled to work (e.g., Sunday), check "Regular day off."

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For each day of the week you will first be asked "Did you travel TO your regular work location?" Depending on your answer, you will then be asked "How I traveled to work" or "Why I was not at my regular work location."

*** 4. Did you travel TO your regular work location on Monday?**

☒ Yes☐ No

Travel Diary (Old Survey)

*** 5. How I traveled TO work on Monday**

- ☐ Drove alone in a car, truck, or SUV
- ☐ Drove myself and others (car/vanpool/slug)
- ☐ Rode with others (car/vanpool/slug)
- ☐ Metrobus or other bus (transit)
- ☐ Metrorail, MARC, Amtrak, VRE train (transit)
- ☐ Walked or bicycled (entire trip)
- ☐ Other

*** 5. Why I was NOT at work on Monday**

- ☐ Compressed schedule (e.g. 9/80 schedule)
- ☐ Regular day off
- ☐ Teleworked, worked at home or telework center all day
- ☐ Meeting out of office, sick, vacation, or holiday all day

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Travel Diary (New Survey)

1. How do you typically get to work each day?

For each day you worked, check the box for the type of transportation you used that day. If you used more than one type on any day, e.g., you walked to a bus stop then rode the bus, check ONLY the box for the type you used for the longest distance part of your trip.

For each day you did not work, leave all boxes unchecked.

	Drive Alone or take Lyft/Taxi/Uber	Drove Myself and Others (carpool/slug /vanpool)	Rode with Others (carpool/slug /vanpool)	Bus (transit)	Train, including Metrorail, Amtrak, MARC, VRE (transit)	Walked or Biked (entire trip only)	Teleworked/ Worked from Home
Monday	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tuesday	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Wednesday	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Thursday	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Friday	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Saturday	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sunday	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Tips for Conducting The Survey

DO

- Provide incentive(s) for completed employer surveys
- Use a sampling method at very large employer sites
- Plan for employees without internet access
- Schedule promotions/announcements ahead of survey release

DON'T

- Allow more than one response per employee
- Conduct the survey without a follow-up plan
- Ignore privacy issues

Results

- Evaluate data that can help form optimal TDM investments
 - Example: Use arrival and departure times to form carpools and vanpools
 - Identify top TDM strategies ranked by respondents
- Evaluate impact of TDM strategies by releasing survey before new strategies are implemented, and three months after initial implementation
- Commuter Connections incorporates results into overall program impact report (e.g., TDM Analysis)

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