EMPLOYER COMMUTER SURVEY

New Survey Instrument for Evaluating Program Impacts

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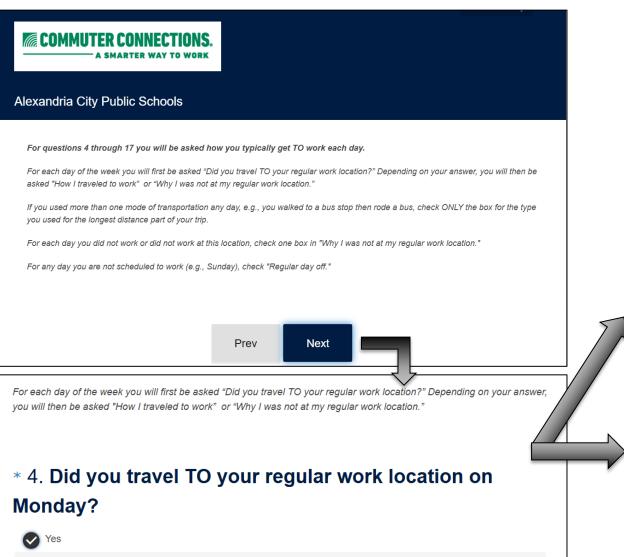
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Context

- 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 <u>jdavenport@mwcog.org</u> if you wish to conduct a survey
 - LINK: https://forms.office.com/r/sYnnwt0tuz







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								
	* 5. Why I was NOT at work on Monday Compressed schedule (e.g. 9/80 schedule)								
	Compressed schedule (e.g. 9/80 schedule)								
	Compressed schedule (e.g. 9/80 schedule) Regular day off								
	Compressed schedule (e.g. 9/80 schedule) Regular day off Teleworked, worked at home or telework center all day								
	Compressed schedule (e.g. 9/80 schedule) Regular day off Teleworked, worked at home or telework center 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/Ube r	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	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\circ
Tuesday	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\circ
Wednesday	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\circ
Thursday	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc
Friday	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\circ
Saturday	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc
Sunday	\bigcirc	\circ	\bigcirc	\circ	\bigcirc	\circ	\circ



Tips for Conducting The Survey

<u>DO</u>

- 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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