Fall 2019 CTR Survey Training

Download a PDF of the presentation here.

View the webinar afterwards here.

Zoom Web Conference Instructions

Recommended Join by Computer: **https://zoom.us/j/173098185**

Dial by your location

+1 929 205 6099 US (New York)

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Meeting ID: 702 087 387

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Fall 2019 Commute Trip Reduction Survey

Survey Administration Training for ETCs

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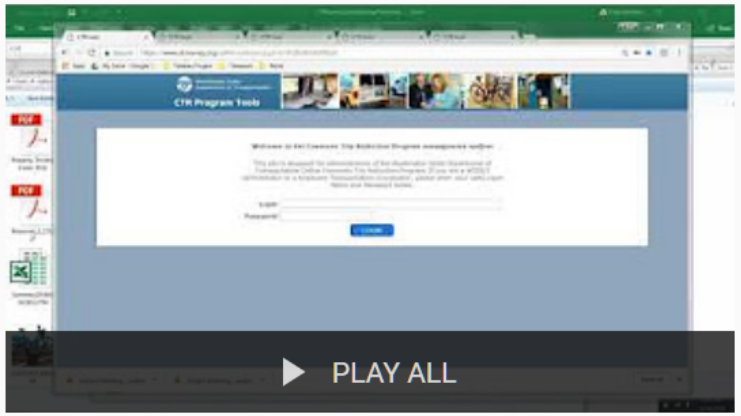

CTR Survey Process

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CTR Survey Process: Step 1 Logging in to the CTR Survey Tool

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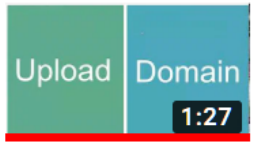
2 

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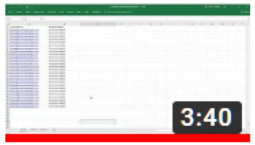
3 

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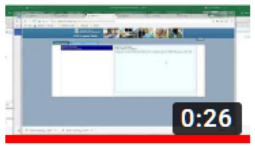
4 

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CTR Survey Process Step 3: Running Reports

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visit: http://bit.ly/CTRYouTube OR email: ctr@commuteseattle.com

Agenda

1. What is Commute Trip Reduction?
2. Importance of CTR Survey
3. Overview of CTR Survey Process
4. Who takes the CTR Survey?
5. Preparing the survey
6. Launching the survey
7. What makes the survey successful?
8. Frequently asked questions
9. CTR Survey Admin Portal
10. Post survey – what's next?

Commute Trip Reduction (CTR)

WHAT IS IT?

An employer with 100 or more employees who report to work at a single site between 6 a.m. and 9 a.m. is affected by the Washington State Commute Trip Reduction law.

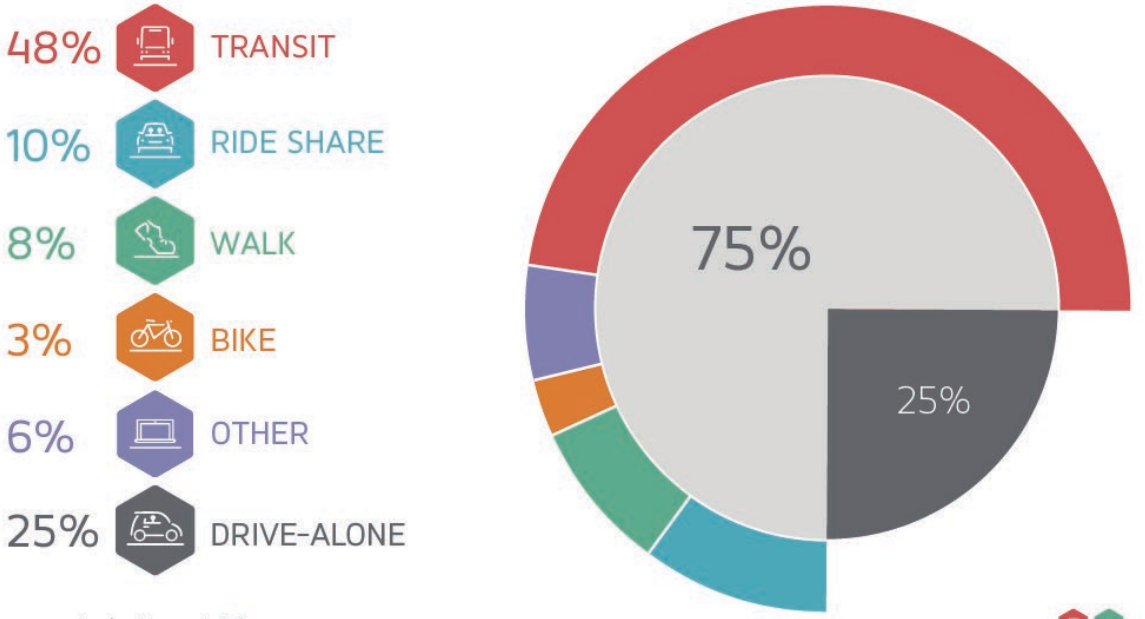
WHY IS IT IMPORTANT?

REDUCE TRAFFIC CONGESTION
IMPROVE AIR QUALITY
REDUCE GREENHOUSE GAS EMISSIONS
KEEP OUR BUSINESSES MOVING

2017 CTR Survey Modesplit

2017 COMMUTES
BY THE NUMBERS

How Commuters Got Downtown in 2017



Commuters surveyed arrived to work 6-9am
TRANSIT: Includes bus, rail, and walk-on ferry passengers.
RIDESHARE: Includes carpool and vanpool.
OTHER: Includes telecommute, compressed work week, and other as noted by survey participants.

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CTR Survey

OVERVIEW TO SURVEY PROCESS

1. ETC registers for survey window
2. Survey scheduled in CTR Tool
3. ETC sends survey to employees
4. ETC monitors survey response rate
5. Survey closes
6. Survey sent to WSDOT
7. Survey report sent to company
8. Survey results debriefed
9. CTR Tableau Dashboard updated
10. Company hones commuter programs

CTR Survey

WHO TAKES THE SURVEY?

Work at least **35 hours per week**

Arrive at the worksite between **6 a.m. and 9 a.m.**

Work **2 or more weekdays**

Job is intended to last at least **12 continuous months**

"CTR-AFFECTED EMPLOYEE"

CTR Survey

WHEN TO SURVEY EMPLOYEES?

Fall of Odd Years – e.g. Fall 2019, Fall 2021, etc.

Have you scheduled yet?

1. September 16 - 27
2. September 30 - October 11
3. October 14 - 25
4. October 28 - November 8
5. November 11 – 22*

BEST PRACTICIES:

Allow at least 2 weeks to prepare for the survey
Do not survey with a holiday during the window
*Companies that observe Veteran's Day are **not eligible** for this survey window

CTR Survey

4 WEEKS BEFORE PREPARE SURVEY TOOL (NOW)

Recommended: Upload

- Upload excel file with employee emails – template found here
- Only uploaded emails can access survey ☺
- Run a report on who **has not** taken survey and reach out to them and encourage their participation – boost that response rate! ☺

Domain

- All emails with @companyname.com domain have access
- Easy access and bulk administration ☺
- No targeted communication reports available ☹

CTR Survey Methods: Upload vs. Domain

SHARE THIS LINK WITH EMPLOYEES TO TAKE THE SURVEY

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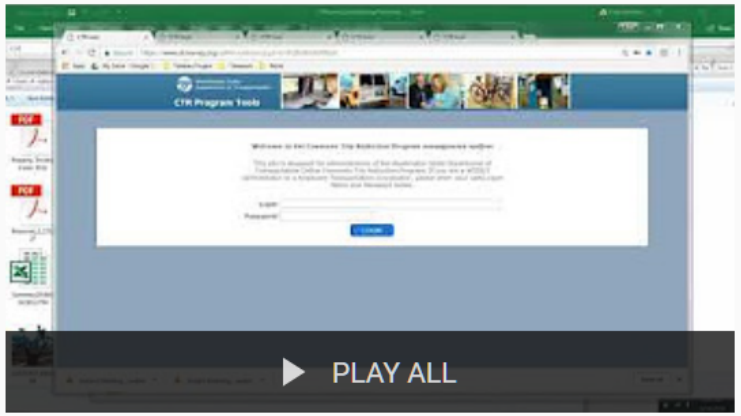
TMP Survey Proc...
CTR Survey Proc...
Transportation C...
Annual meeting v...
Transportation Fun



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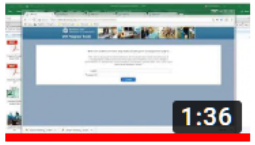
1 

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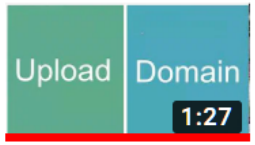
2 

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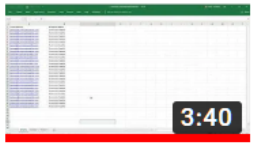
3 

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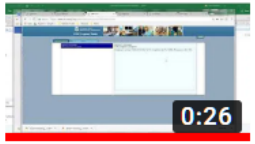
4 

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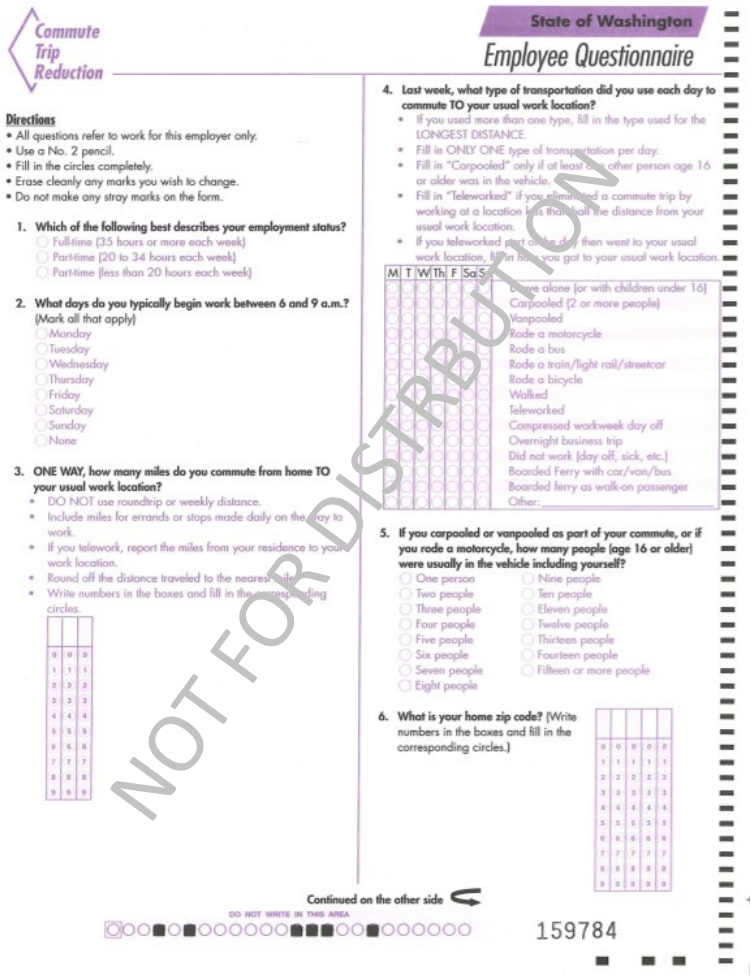
http://bit.ly/CTRYouTube

CTR Survey

PAPER METHOD TO SURVEYING

- Only available by request
- Additional administration needed – burdensome ☹
- Good for retail and service industries ☺
- Great for employees who have no computer access ☺
- No targeted communications ☹
- Translated surveys available ☺



Commute Trip Reduction

State of Washington
Employee Questionnaire

Directions
- All questions refer to work for this employer only.
- Use a No. 2 pencil.
- Fill in the circles completely.
- Erase cleanly any marks you wish to change.
- Do not make any stray marks on the form.

1. **Which of the following best describes your employment status?**
   - Full-time (35 hours or more each week)
   - Part-time (20 to 34 hours each week)
   - Part-time (less than 20 hours each week)

2. **What days do you typically begin work between 6 and 9 a.m.?** (Mark all that apply)
   - Monday
   - Tuesday
   - Wednesday
   - Thursday
   - Friday
   - Saturday
   - Sunday
   - None

3. **ONE WAY, how many miles do you commute from home TO your usual work location?**
   - DO NOT use roundtrip or weekly distance.
   - Include miles for errands or stops made daily on the way to work.
   - If you telework, report the miles from your residence to your work location.
   - Round off the distance traveled to the nearest mile.
   - Write numbers in the boxes and fill in the corresponding circles.

4. **Last week, what type of transportation did you use each day to commute TO your usual work location?**
   - If you used more than one type, fill in the type used for the LONGEST DISTANCE.
   - Fill in ONLY ONE type of transportation per day.
   - Fill in "Carpooled" only if at least one other person age 16 or older was in the vehicle.
   - Fill in "Teleworked" if you eliminated a commute trip by working at a location less than half the distance from your usual work location.
   - If you teleworked part of the day then went to your usual work location, fill in how you got to your usual work location.

M	T	W	Th	F	Sa	S	
							Drove alone (or with children under 16)
							Carpooled (2 or more people)
							Vanpooled
							Rode a motorcycle
							Rode a bus
							Rode a train/light rail/streetcar
							Rode a bicycle
							Walked
							Teleworked
							Compressed workweek day off
							Overnight business trip
							Did not work (day off, sick, etc.)
							Boarded Ferry with car/van/bus
							Boarded ferry as walk-on passenger
							Other:

5. **If you carpooled or vanpooled as part of your commute, or if you rode a motorcycle, how many people (age 16 or older) were usually in the vehicle including yourself?**
   - One person
   - Two people
   - Three people
   - Four people
   - Five people
   - Six people
   - Seven people
   - Eight people
   - Nine people
   - Ten people
   - Eleven people
   - Twelve people
   - Thirteen people
   - Fourteen people
   - Fifteen or more people

6. **What is your home zip code?** (Write numbers in the boxes and fill in the corresponding circles.)

Continued on the other side

DO NOT WRITE IN THIS AREA

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CTR Survey

COMMUNICATE TO LEADERSHIP

+/-Two weeks before survey:

Communicate importance of survey to leadership

1. Work with C-Suite Executives to send email about survey to all staff
2. Work with Middle Management and Supervisors to communicate survey during team meetings
3. Let IT know if necessary
4. Use our boilerplate communications to get started

BOILERPLATE COMMUNICATIONS AVAILABLE FOR DOWNLOAD HERE.

CTR Survey

PROMOTE SURVEY

BOILERPLATE COMMUNICATIONS AVAILABLE FOR DOWNLOAD HERE.

One week before survey:

1. Hang posters in common areas
2. Post on intranet
3. Purchase incentives
4. Plan a “Survey and Snack” event

Survey Block 1 Promotional Graphics

Survey Block 2 Promotional Graphics

Survey Block 3 Promotional Graphics

Survey Block 4 Promotional Graphics

Survey Block 5 Promotional Graphics

Commute Trip Reduction

State of Washington

Employee Questionnaire

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- ○ Part-time (less than 20 hours each week)

2. What days do you typically begin work between 6 and 9 a.m.? (Mark all that apply)

- ○ Monday
- ○ Tuesday
- ○ Wednesday
- ○ Thursday
- ○ Friday
- ○ Saturday
- ○ Sunday
- ○ None

3. ONE WAY, how many miles do you commute from home TO your usual work location?

- DO NOT use roundtrip or weekly distance.
- Include miles for errands or stops made daily on the way to work.
- If you telework, report the miles from your residence to your work location.
- Round off the distance traveled to the nearest mile.
- Write numbers in the boxes and fill in the corresponding circles.

0	0	0
1	1	1
2	2	2
3	3	3
4	4	4
5	5	5
6	6	6
7	7	7
8	8	8
9	9	9

4. Last week, what type of transportation did you use each day to commute TO your usual work location?

- If you used more than one type, fill in the type used for the LONGEST DISTANCE.
- Fill in ONLY ONE type of transportation per day.
- Fill in "Carpooled" only if at least one other person age 16 or older was in the vehicle.
- Fill in "Teleworked" if you eliminated a commute trip by working at a location less than half the distance from your usual work location.
- If you teleworked part of the day then went to your usual work location, fill in how you got to your usual work location.

M	T	W	Th	F	Sa	Su	
○	○	○	○	○	○	○	Drove alone (or with children under 16)
○	○	○	○	○	○	○	Carpooled (2 or more people)
○	○	○	○	○	○	○	Vanpooled
○	○	○	○	○	○	○	Rode a motorcycle
○	○	○	○	○	○	○	Rode a bus
○	○	○	○	○	○	○	Rode a train/light rail/streetcar
○	○	○	○	○	○	○	Rode a bicycle
○	○	○	○	○	○	○	Walked
○	○	○	○	○	○	○	Teleworked
○	○	○	○	○	○	○	Compressed workweek day off
○	○	○	○	○	○	○	Overnight business trip
○	○	○	○	○	○	○	Did not work (day off, sick, etc.)
○	○	○	○	○	○	○	Boarded Ferry with car/van/bus
○	○	○	○	○	○	○	Boarded ferry as walk-on passenger
○	○	○	○	○	○	○	Other: _____

5. If you carpooled or vanpooled as part of your commute, or if you rode a motorcycle, how many people (age 16 or older) were usually in the vehicle including yourself?

- ○ One person
- ○ Two people
- ○ Three people
- ○ Four people
- ○ Five people
- ○ Six people
- ○ Seven people
- ○ Eight people
- ○ Nine people
- ○ Ten people
- ○ Eleven people
- ○ Twelve people
- ○ Thirteen people
- ○ Fourteen people
- ○ Fifteen or more people

6. What is your home zip code? (Write numbers in the boxes and fill in the corresponding circles.)

0	0	0	0	0
1	1	1	1	1
2	2	2	2	2
3	3	3	3	3
4	4	4	4	4
5	5	5	5	5
6	6	6	6	6
7	7	7	7	7
8	8	8	8	8
9	9	9	9	9

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DO NOT WRITE IN THIS AREA

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7. Was last week a typical week for commuting?

- ○ Yes
- ○ No

8. Which of the following best describes your work schedule?

- ○ 5 days a week
- ○ 4 days a week (4/10s)
- ○ 3 days a week
- ○ 9 days in 2 weeks (9/80)
- ○ 7 days in 2 weeks
- ○ Other: _____

9. On the most recent day that you drove alone to work, did you pay to park? (Mark "yes" if you paid that day, if you prepaid, if you are billed later, or if the cost of parking is deducted from your paycheck.)

- ○ Yes
- ○ No
- ○ I don't drive alone

10. How many days do you typically telework?

- ○ I don't telework
- ○ Occasionally, on an as-needed basis
- ○ 1-2 days/month
- ○ 1 day/week
- ○ 2 days/week
- ○ 3 days/week

11. When you do not drive alone to work, what are the three most important reasons?

- ○ Financial incentives for carpooling, bicycling or walking
- ○ Free or subsidized bus, train, vanpool pass or fare benefit
- ○ Personal health or well-being
- ○ Cost of parking or lack of parking
- ○ To save money
- ○ To save time using the HOV lane
- ○ I have the option of teleworking
- ○ Driving myself is not an option
- ○ Emergency ride home is provided
- ○ I receive a financial incentive for giving up my parking space
- ○ Preferred/reserved carpool/vanpool parking is provided
- ○ Environmental and community benefits
- ○ Other: _____

12. When you drive alone to work, what are the three most important reasons?

- ○ Riding the bus or train is inconvenient or takes too long
- ○ I need more information on alternative modes
- ○ My job requires me to use my car for work
- ○ My commute distance is too short
- ○ Family care or similar obligations
- ○ I like the convenience of having my car
- ○ Bicycling or walking isn't safe
- ○ There isn't any secure or covered bicycle parking
- ○ Other: _____

Answer question 13 only if you rode transit (either bus or train), or boarded a ferry as a walk-on passenger, at least once last week.

13. Please indicate the number of one-way transit or walk-on ferry trips you took last week on each system listed below (for any purpose, not just getting to and from work)? Please select "Other" if your transit isn't listed. If you transferred between buses within the same system, count only one (1) ride on that system. If you transferred to another system, count a ride on each. Do not count ferry rides where you boarded with a motor vehicle. (Write numbers in the boxes and fill in the corresponding circles)

Community Transit	Everett Transit	Intercity Transit	King County Metro	Kitsap Transit	Pierce Transit	Sound Transit	Whatcom Transportation Authority	Ferry as walk-on	Other
0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0
1 1	1 1	1 1	1 1	1 1	1 1	1 1	1 1	1 1	1 1
2 2	2 2	2 2	2 2	2 2	2 2	2 2	2 2	2 2	2 2
3 3	3 3	3 3	3 3	3 3	3 3	3 3	3 3	3 3	3 3
4	4	4	4	4	4	4	4	4	4
5	5	5	5	5	5	5	5	5	5
6	6	6	6	6	6	6	6	6	6
7	7	7	7	7	7	7	7	7	7
8	8	8	8	8	8	8	8	8	8
9	9	9	9	9	9	9	9	9	9

Thank you for completing the survey!

SCANTRON Mark Reflex® EM-290841-1:654321 HR06

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FAQ ALERT!

How do people answer if they took Uber, Lyft, or an Employer Shuttle to work?

4. Last week, what type of transportation did you use each day to commute TO your usual work location?

- If you used more than one type, fill in the type used for the LONGEST DISTANCE.
- Fill in ONLY ONE type of transportation per day.
- Fill in "Carpooled" only if at least one other person age 16 or older was in the vehicle.
- Fill in "Teleworked" if you eliminated a commute trip by working at a location less than half the distance from your usual work location.
- If you teleworked part of the day then went to your usual work location, fill in how you got to your usual work location.

M	T	W	Th	F	Sa	Su	
○	○	○	○	○	○	○	Drove alone (or with children under 16)
○	○	○	○	○	○	○	Carpooled (2 or more people)
○	○	○	○	○	○	○	Vanpooled
○	○	○	○	○	○	○	Rode a motorcycle
○	○	○	○	○	○	○	Rode a bus
○	○	○	○	○	○	○	Rode a train/light rail/streetcar
○	○	○	○	○	○	○	Rode a bicycle
○	○	○	○	○	○	○	Walked
○	○	○	○	○	○	○	Teleworked
○	○	○	○	○	○	○	Compressed workweek day off
○	○	○	○	○	○	○	Overnight business trip
○	○	○	○	○	○	○	Did not work (day off, sick, etc.)
○	○	○	○	○	○	○	Boarded Ferry with car/van/bus
○	○	○	○	○	○	○	Boarded ferry as walk-on passenger
○	○	○	○	○	○	○	Other: _____

FAQ ALERT!

How do people answer if they took Uber, Lyft, or an Employer Shuttle to work?

COMMUNICATE TO STAFF

If you took a...	Answer
Shared Uber or Lyft	Carpool
Uber or Lyft by yourself	Drive Alone
Employer Shuttle	Other → Text enter

CTR Survey

LAUNCH THE SURVEY

Survey Start Date:

(e.g. November 11, 2019)

ETC Sends Survey Link

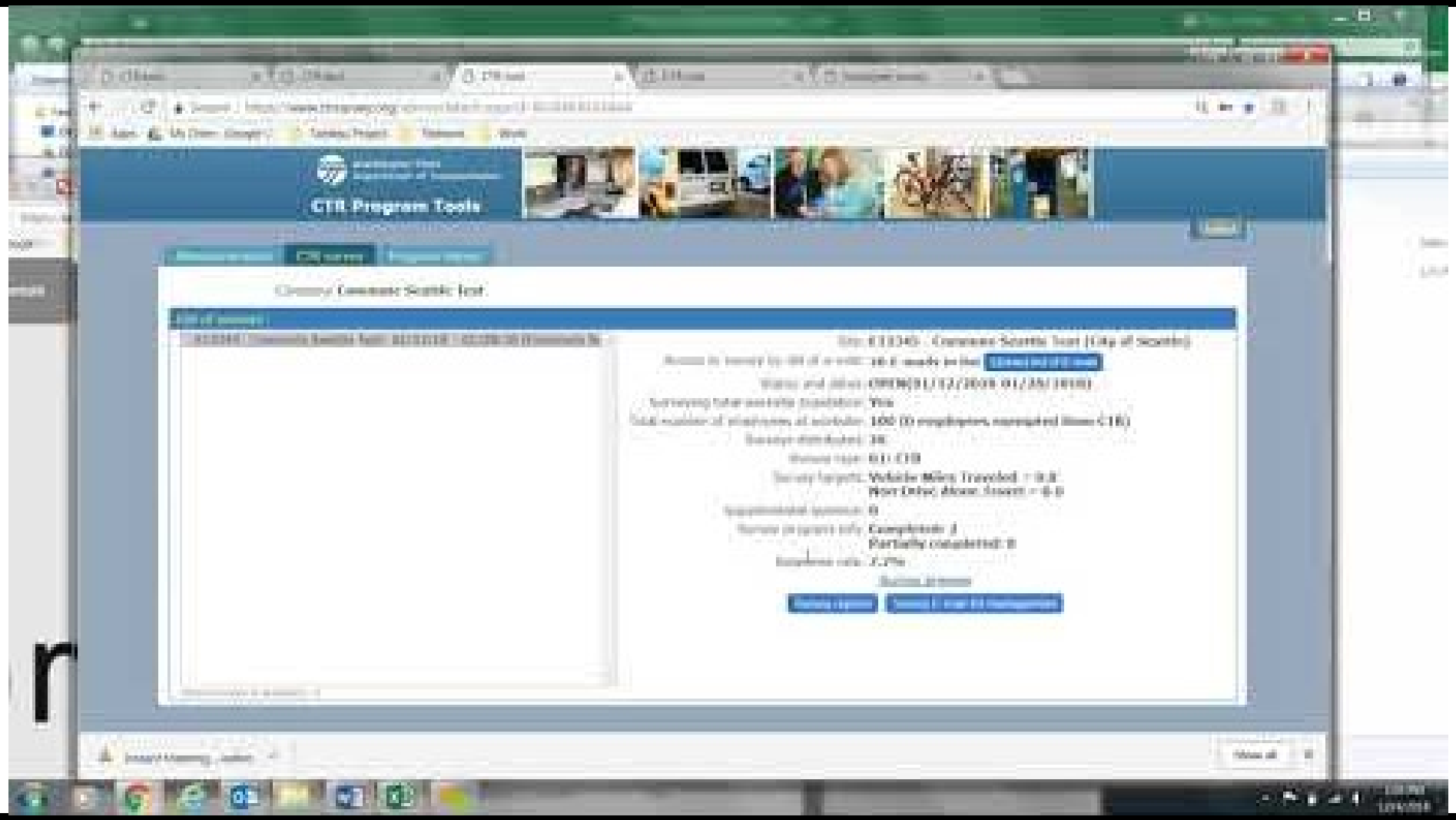
Link: https://ctrsurvey.org/survey/

Employees access survey with their work email address

Survey takes less than 5 minutes

CTR Survey Running Reports YouTube Tutorial
COMMUNICATIONS AND SURVEY OUTREACH TEMPLATE AVAILABLE FOR DOWNLOAD HERE.

CTR Survey



CTR Survey

MID SURVEY REMINDER

Mid Survey:

(e.g. November 14, 15, or 18, 2019)

ETC Sends Reminder

Check Response Rate in Survey Tool – should be over 25%

Upload Method: Run reports for targeted communications

CTR Survey Running Reports YouTube Tutorial

COMMUNICATIONS AND SURVEY OUTREACH TEMPLATE AVAILABLE FOR DOWNLOAD HERE.

CTR Survey

DAY BEFORE SURVEY CLOSES

Day Before Survey Closes:

(e.g. November 21, 2019)

ETC Sends Final Reminder

Check Response Rate in Survey Tool – should be near or already at 50%

Send a reminder: ‘Last chance to take survey!’

CTR Survey Running Reports YouTube Tutorial

COMMUNICATIONS AND SURVEY OUTREACH TEMPLATE AVAILABLE FOR DOWNLOAD HERE.

CTR Survey

WHAT MAKES THE SURVEY SUCCESSFUL?

Response Rate

- **50% Response Rate accepted**
- **70% Response Rate** – better data, 20% buffer
- **Log into CTR Tool** and check response rate **at least 2 times per week – Monday and Wednesday**

ETCs are KEY!

- **Communicate early and often**
- Share **posters in common areas**
- Post **intranet announcements** – schedule them if you can!
- Work with **middle management** to communicate in **team meetings**
- **Executive leadership** should communicate survey importance

TIPS AND TRICKS:

Make sure you are here for the survey! The survey can't administer itself; its needs you!

Message from CEO or executive – even a follow up as the survey deadline approaches gives staff an extra nudge to participate.

Incentives WORK! Offer small gift cards, free coffee or treat, or swag.

www.commuteseattle.com/ctr/survey

Frequently Asked Questions

Visit www.commuteseattle.com/ctr/survey/ to review our FAQ.

You can also contact the Commute Seattle CTR team at ctr@commuteseattle.com.

Washington State
Department of Transportation

CTR Program Tools

Welcome to the Commute Trip Reduction Program management system

This site is designed for administrators of the Washington State Department of Transportation Online Commute Trip Reduction Program. If you are a WSDOT administrator or a Employee Transportation Coordinator, please enter your valid Login Name and Password below.

Login

Password

LOGIN

If you forgot your login ID or password, please contact your jurisdiction representative (click here to see list) and/or WSDOT's CTR team (click here to send E-mail).

Log in to the CTR Survey Admin Portal here:

https://ctrsurvey.org/admin/

For a demo of the CTR Survey Admin Portal visit:

http://bit.ly/CTRYouTube

CTR Survey

WHAT HAPPENS AFTER YOU SURVEY?

WSDOT CTR Survey Analysis is available about 2-4 weeks after survey is complete. Commute Seattle CTR Tableau Dashboard updated after all surveys are complete and analyzed – early 2020.

OBTAIN YOUR COMPANY MODESPLIT
CHECK SURVEY RESPONSE RATE IS >50%
DIGEST YOUR CTR TABLEAU DASHBOARD
USE BEST PRACTICIES TO ACHIEVE GOAL
ACHIEVE YOUR CTR NETWORK GOAL

CTR Tableau Dashboard
Do you have your Access Code?
Contact ctr@commuteseattle.com if not!

CTR Tableau Dashboard YouTube Tutorial

Seattle Department of Transportation

commute seattle

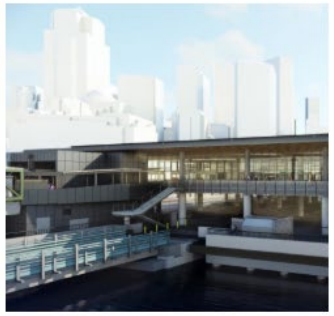
EMC research

2019 Seattle Center City Commute Mode Split Survey & CTR Survey Results

Coming Soon in January 2020

RSVP TODAY

2019 Transportation Transformations



September 19th, 2019
5:00 p.m. to 7:00 p.m.
Port of Seattle, Pier 69
East and West Atrium
http://bit.ly/transpotransformations

Upcoming events

WHEN: Thursday, September 19, 2019

5:00 p.m. to 7:00 p.m.

WHERE: Port of Seattle Pier 69, East and West Atrium

2711 Alaskan Way, Seattle, WA 98121

RSVP HERE:

http://bit.ly/transpotransformations

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