

Commuter Trip Reduction Interview Summary

March 2020 interviews

- Invited all grantees and jurisdiction reps, and asked them to suggest ETCs and others
- 32 Interviews
 - 28 in-person
 - 4 written responses
- Heard from:
 - 17 employers
 - 11 jurisdictions
 - 2 TMAs & 1 TMP
- Interviews from six counties:
 - King, Kitsap, Pierce, Snohomish, Spokane, and Thurston
- Positive energy & feeling of data being useful
- Following slides include themes for further discussion
- Not yet at generating solutions

Four focus areas emerged

- Survey questions
- Survey format
- Data products
- Policy/Overall/Other

Survey questions

- Tension between simplifying/shortening and getting additional information
 - e.g. remove questions 7-12 VS add trip-chaining and supplemental questions
- Clarify questions
 - Add more options for amount of telework
 - Build in logic to help accurately capture telework and compressed work weeks in mode choice
 - Update modes with Puget Sound focused options—e.g. TNCs and employer shuttles
 - Add skip logic
- Survey everyone at a worksite?
 - Remove questions 1-2 that determine CTR-affected status?

Survey format

- Improve user experience and interface
- Provide many options when we eliminate ScanTron (current) paper surveys
 - Mobile device friendly
 - Kiosks/Tablets
 - Additional translations (and on-line)
 - Won't work for all
 - Exempt some sites from surveying requirement (not CTR program)
- Survey more frequently?
- More passive collection options

(Equivalent data already accepted)

Data products

- More visual; dashboards
- Add peer-to-peer comparisons
- Add heat maps
- Make available TDM suggestions and strategies at the worksite level
- Data should be available
 - Quickly
 - Raw (already is, but not in an easy to understand format)

Other themes

- Role of survey?
 - Engagement VS data collection VS performance improvement
- Who should survey?
 - Everyone at a site?
 - All CTR affected sites?
 - TMPs?
- Make more training and FAQs available

Next steps

- Based on the information gathered, staff to develop recommendations
- Test recommendations with a work group
- Will host focus groups with anyone interested through spring (April/May) on
 - Questions
 - Format
 - Products
- Discuss proposed solutions (May/June)

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