

Updates to the Commute Trip Reduction (CTR) survey

June 18, 2020

Today you will learn about:

- **Summary of engagement**
- **DRAFT recommendations**

Important notes

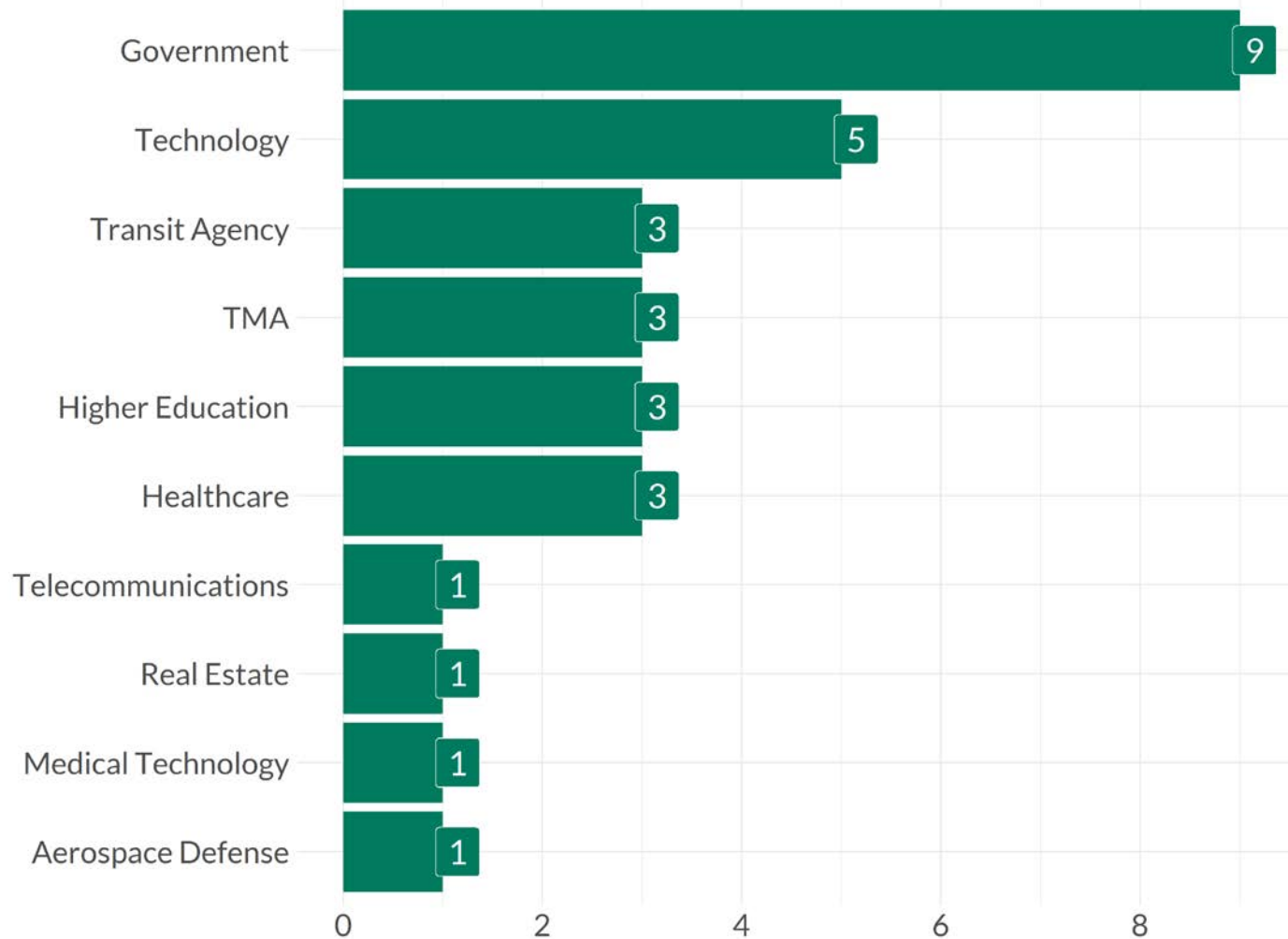
- **Draft recommendations based on stakeholder interviews.**
- **Program report will be reviewed and updated at a future date. Your input on program report changes will be appreciated and welcomed.**
- **Recommendations document is available for review:**
https://rpubs.com/wsdot_ptd/ctr_data_update_recommendations

Key takeaways

- **Streamline and modernize the survey**
- **Make the survey process environmentally friendly and more inclusive**
- **Update survey reporting and data access**

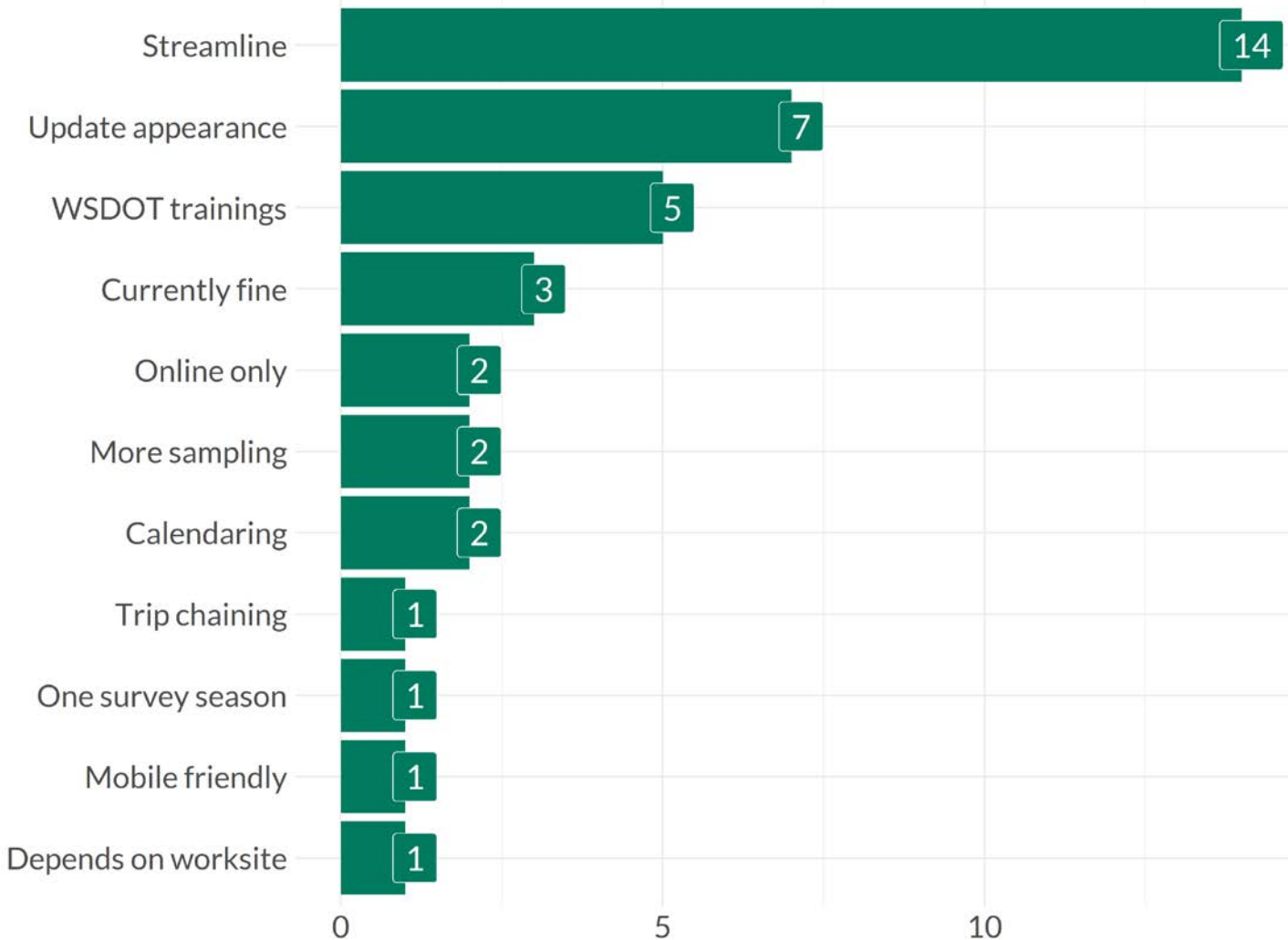
March interviews

Interviewees by industry type



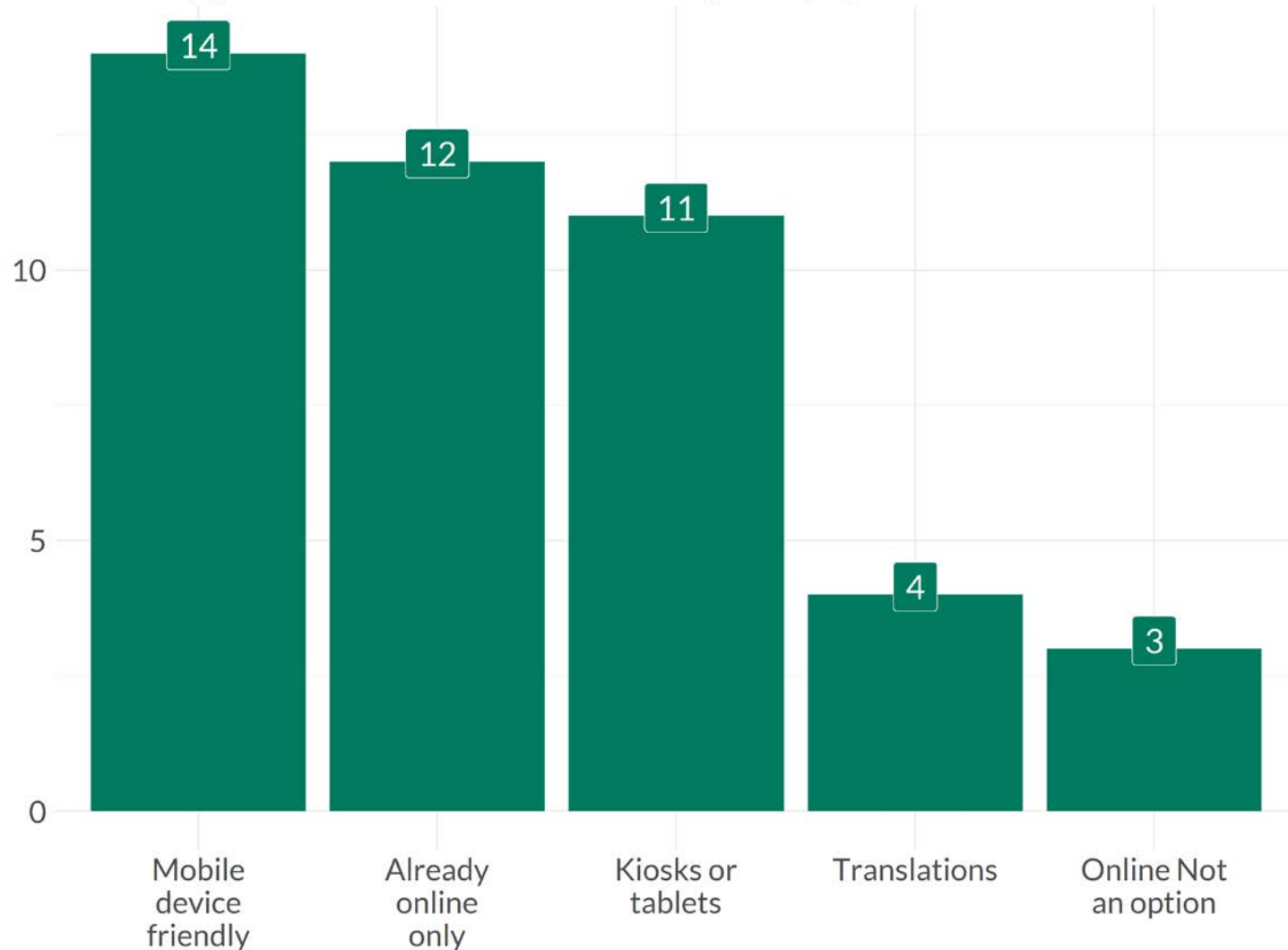
Desired changes

Describe your ideal CTR surveying experience.



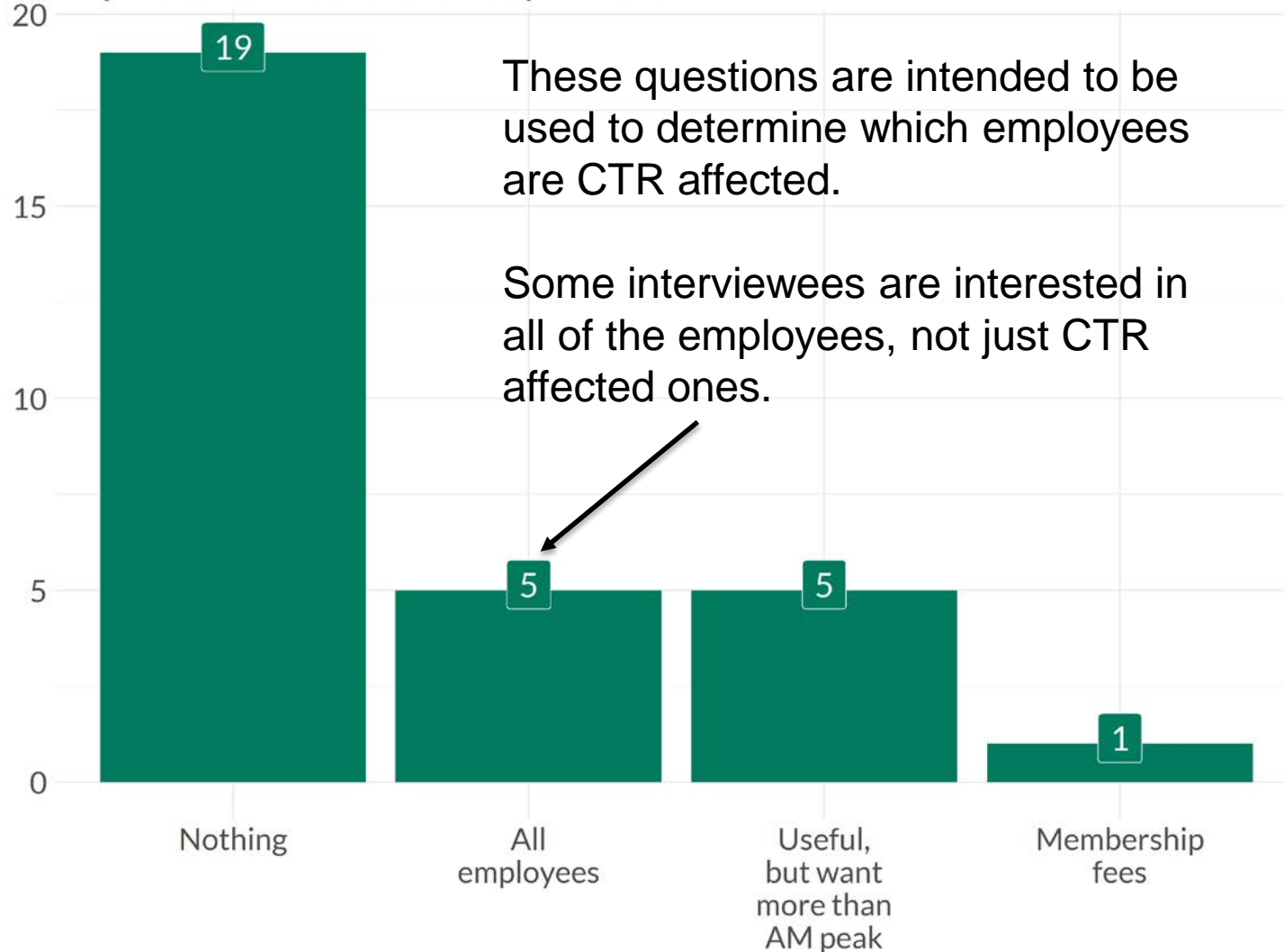
Transition away from Scantron

How can we help you make the transition to online only surveying?



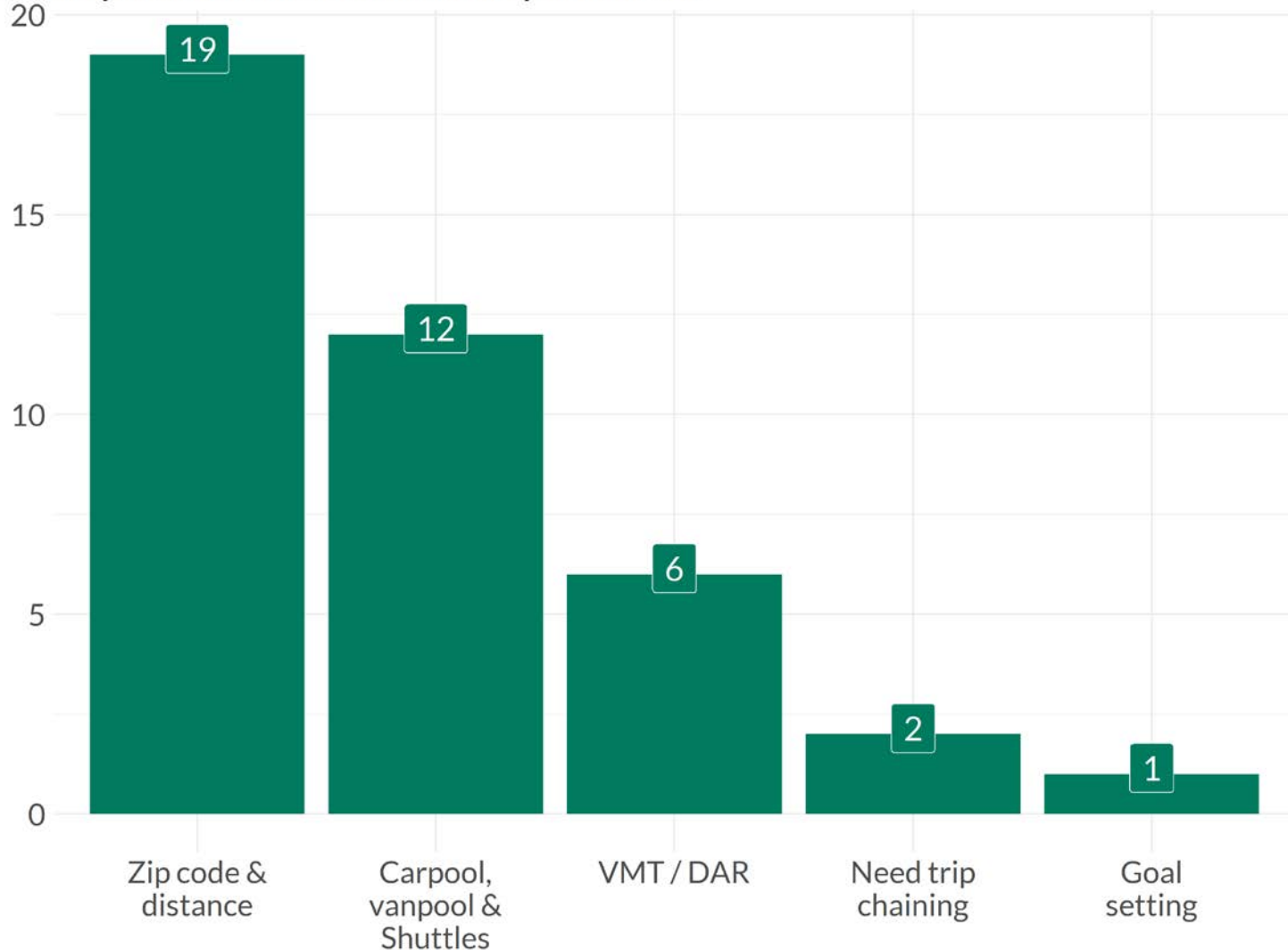
Survey questions

What do you do with the information in questions 1-2?



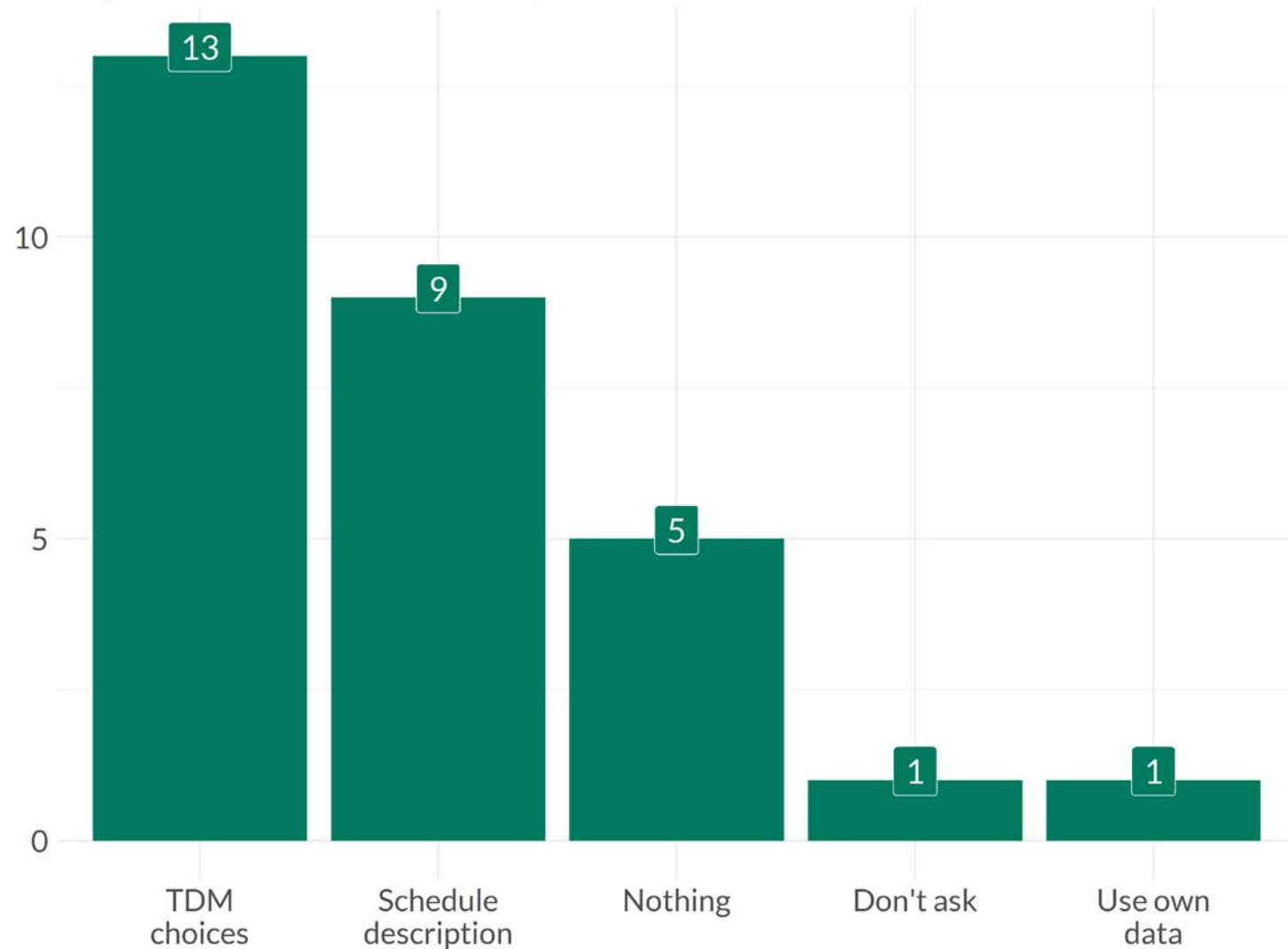
Survey questions

What do you do with the information in questions 3-6?



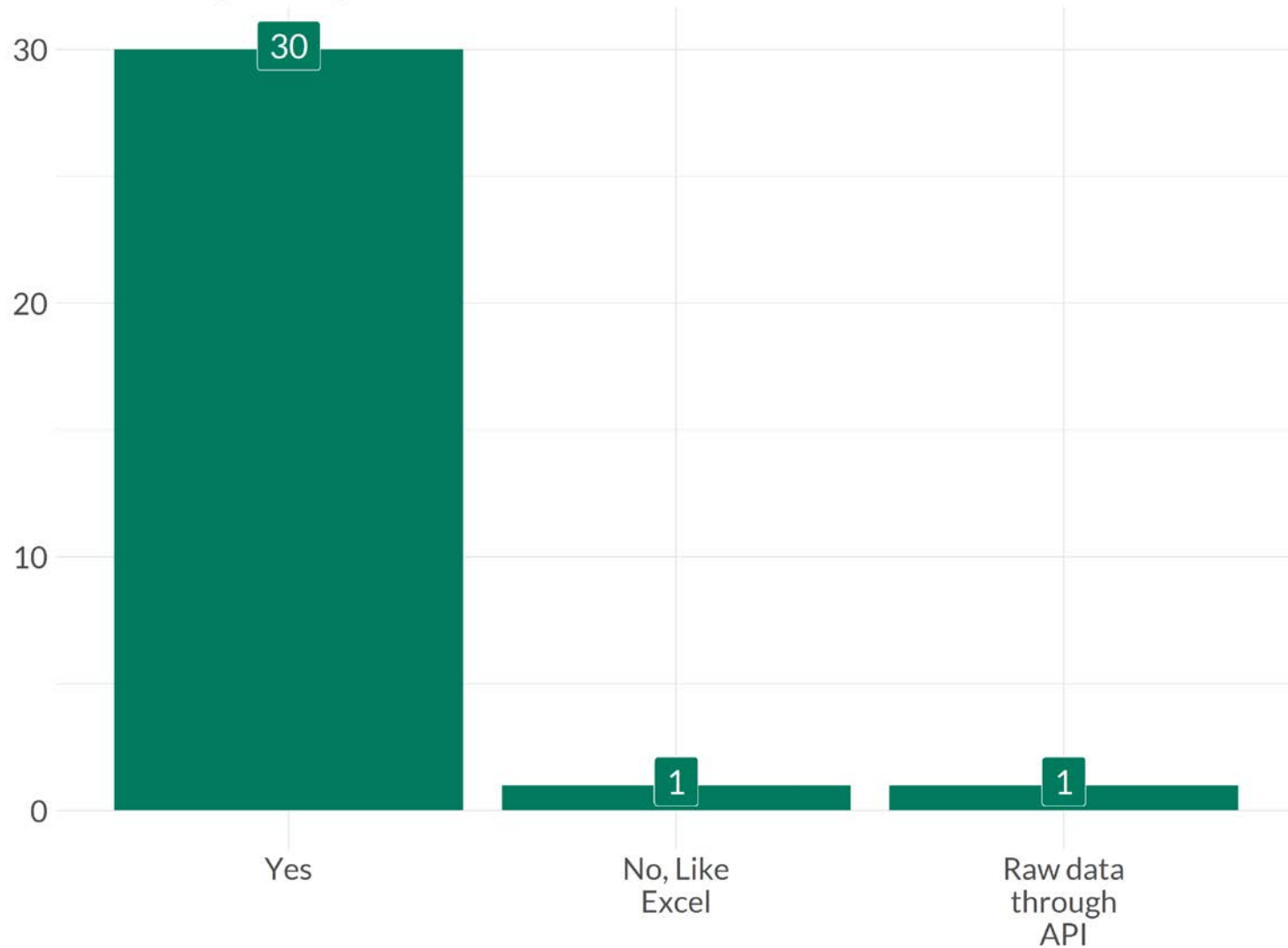
Survey questions

What do you do with the information in questions 7-12?



Data products

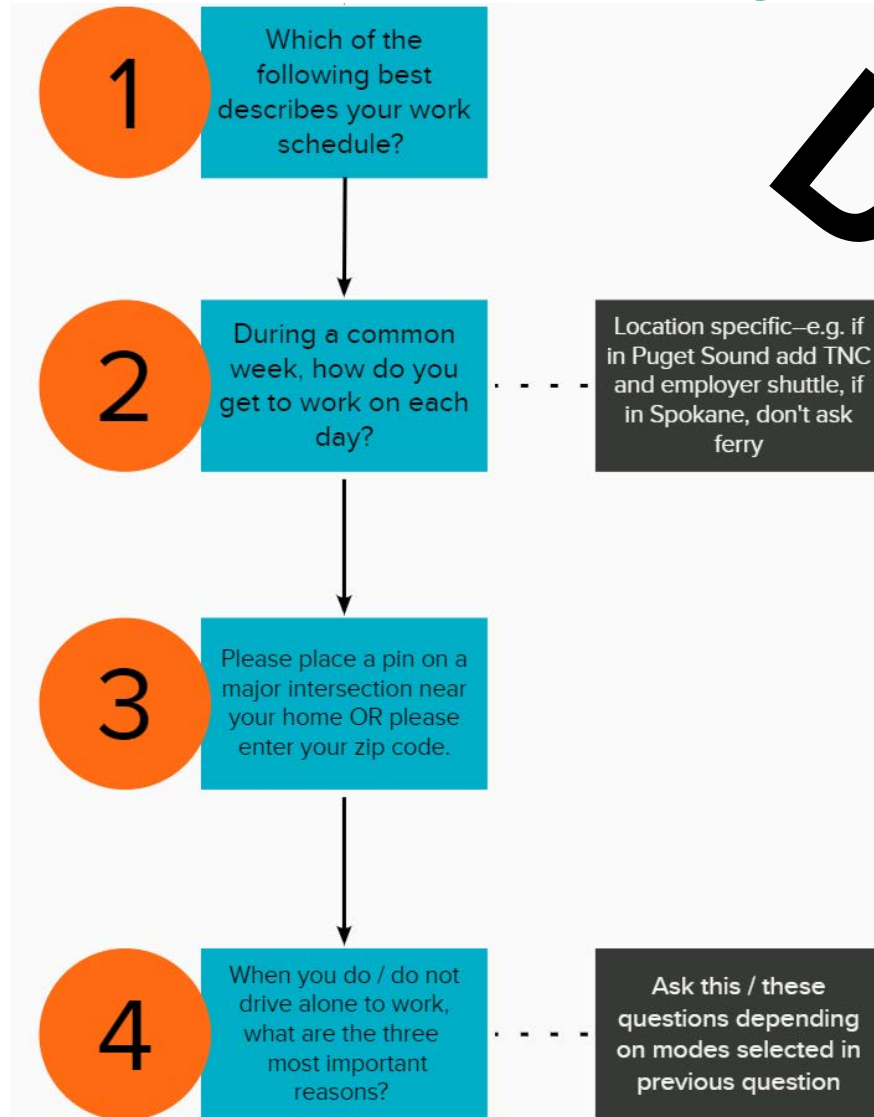
Should CTR survey data reports be more interactive and visual?



Proposed changes

- **New survey could be shorter, consisting of only four questions, with built in skip logic, and updated modes.**
- **New survey could be environmentally friendly, on-line only, mobile-device friendly, with translations built into the instrument.**
- **All reports could be displayed in a dashboard or other visual format, with simple download of raw data and graphics.**

Proposal: four survey questions



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Next steps

- The [recommended changes document](#) will be shared with you, interviewees, and program participants
- Please review and comment on the DRAFT by July 17.
- We will draft new recommendations based on your feedback and work to mock up, test, and revise these recommendations.
- We are developing a supplemental / proof-of-concept survey to test the questions AND provide flexibility in fall 2020 surveying.

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DRAFT recommendations document:

https://rpubs.com/wsdot_ptd/ctr_data_update_recommendations