

Updates to the Commute Trip Reduction (CTR) survey

August 24, 2020

Agenda:

Discuss recommendations and request consent on:

- 1. CTR survey update**
- 2. Timeline for future survey cycles**

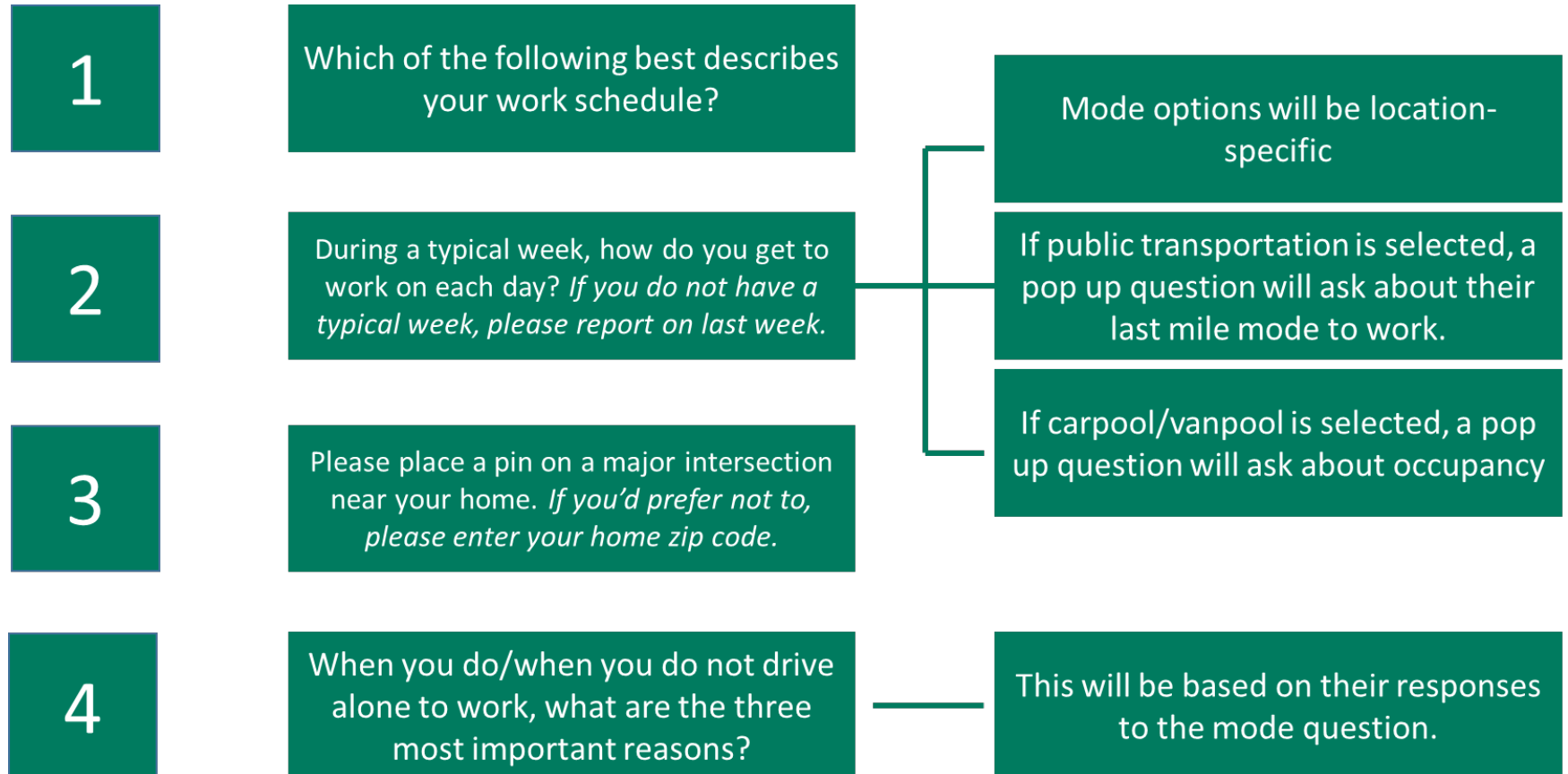
Background:

- **32 spring interviews**
- **22 draft recommendations**
- **11 set of comments**
- **Sprint team review and edits**
- **Current recommendations**
- **Tentative launch of new system in fall 2021**

Key takeaways

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

Question changes



Format changes

- Ability to survey more frequently
- Anonymous
- Open-ended comment box
- ScanTron not compatible; alternate paper option
- Guidance for alternative data collection
- Some sites could be exempt from surveying
- Remove response rate requirements; add sample size information

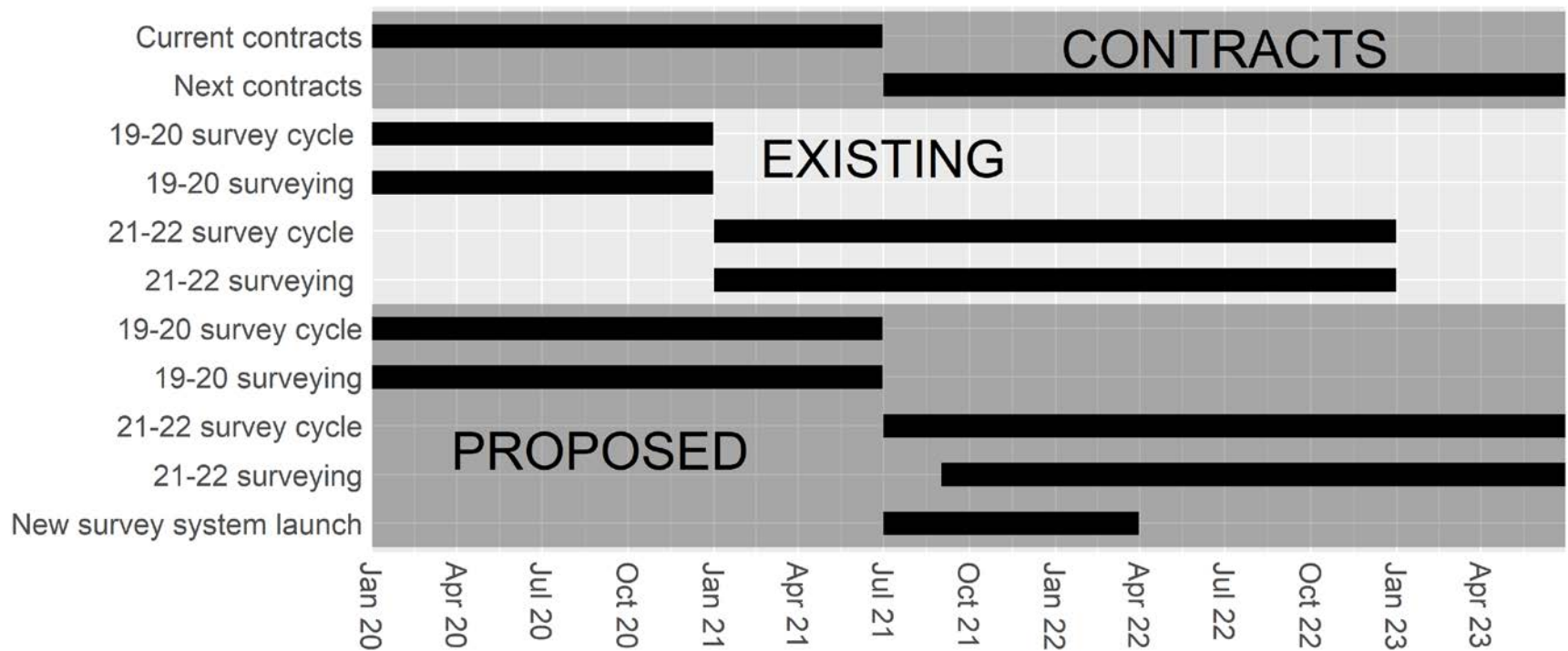
Product changes

- Interactive dashboards
- For each site, provide:
 - Peer comparisons
 - TDM suggestions based on location
 - Origin-destination heat maps
- In addition to traditional reporting, provide raw data
- New trainings

Proposal

- Proceed with building a new survey tool
- Pilot the new survey tool in Spring 2021
- Edit the tool in Summer 2021
- Launch new survey tool Fall 2021

Survey cycle timeline



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BACKGROUND MATERIALS:

CTR survey proposed changes:

https://www.dropbox.com/s/a8ikwgxocldkby/Commute_Trip_Reduction_survey_recommendations_for_updates.docx?dl=0

Initial DRAFT recommendations and background document:

https://rpubs.com/wsdot_ptd/ctr_data_update_recommendations

Survey timeline proposal:

https://www.dropbox.com/s/yyusrljdk52tqqr/Proposal_to_delay_2021-22_CTR_survey.docx?dl=0