

Commuter Trip Reduction (CTR) refresh update

March 11, 2021

Today we will discuss:

- Project timeline
- Starting development (designing and building the tool)
- Changes to the 22 decisions (approved Fall 2020)
- Next steps
- Requests:
 - Approve changes to decisions
 - Join sprint team

What is the CTR refresh?

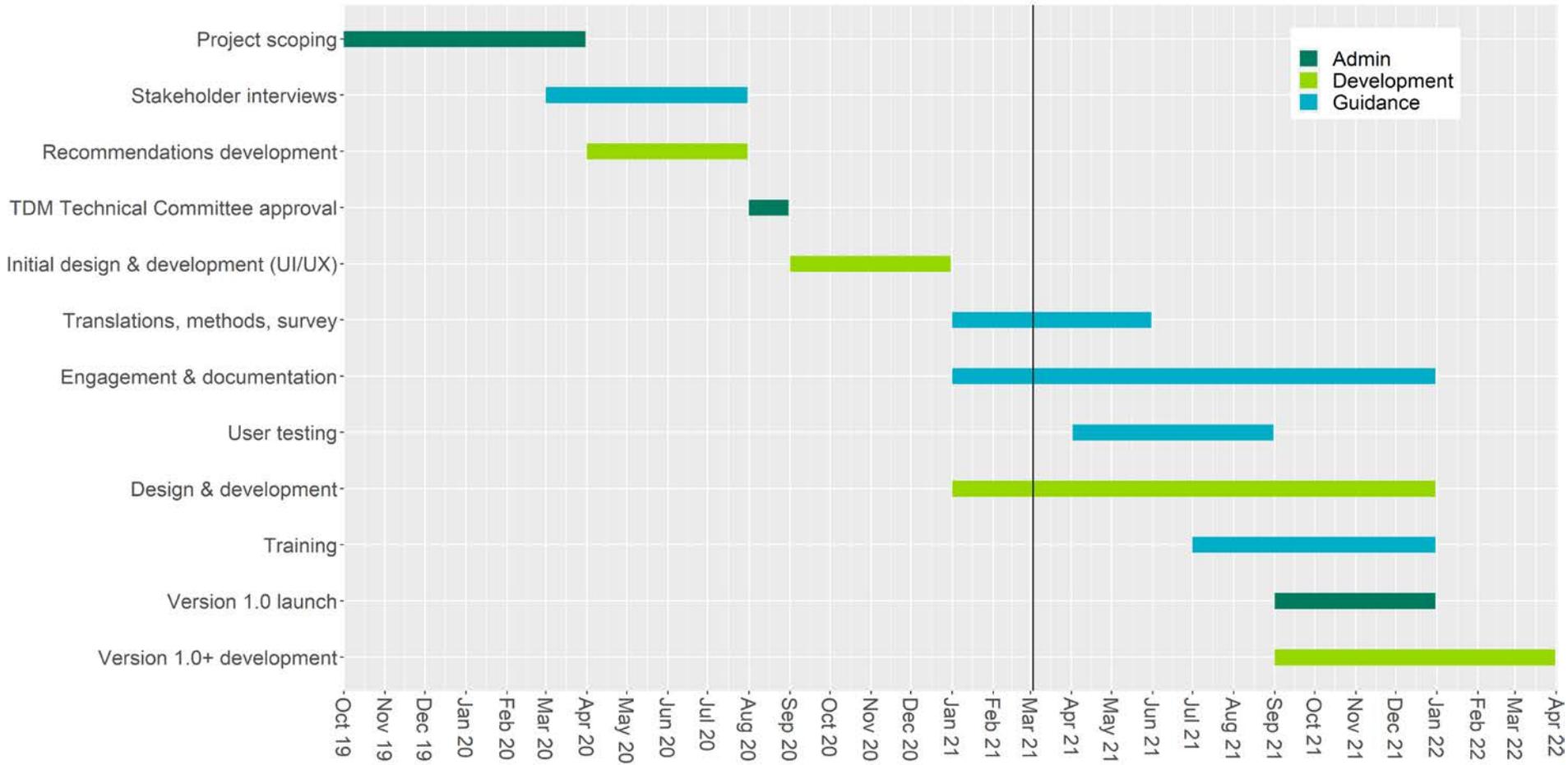
The **goals of this project** are to:

- Streamline CTR data processes to reduce administrative burden and modernize the tools, and
- Increase the use of data in designing and monitoring effective programmatic interventions that decrease VMT and increase non-drive alone trips.

Two **major milestones** for this project are:

- Spring 2021 user testing
- Fall 2021 launch version 1.0

Timeline



Requests from jurisdictions

Complete:

- Site lists
- Translation languages
- Draft survey questions

Sneak peak

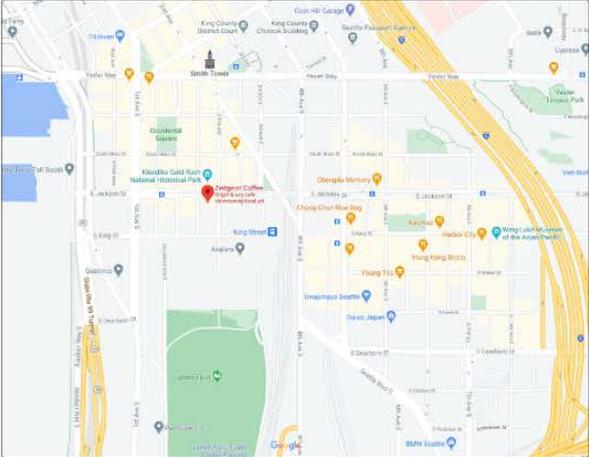
DRAFT

- **COMMUTE TRIP REDUCTION**
- Results
- Surveys ▾
- Start new survey
- Closed surveys
- Sites ▾
- Add new site

[worksite name] name name

Basic site information

Organization Name: info
Worksite ID: info
Address: 10099 northwest southwest drive
City: info
State: info
Zip: info
County: info
Total employees at worksite: info
CTR-Affected: info
Active in this survey cycle: info
Additional modal options: info
Industry type: info



Site Contact / Employee Transportation Coordinator

Contact Name: info
Contact Title: info
Email: info
Phone Number: info

[EDIT SITE INFORMATION](#)

[EXPORT DATA](#)



Changes to 22 decisions

Commute Trip Reduction Survey Refresh

Summary of proposed changes, as approved by TDM Technical Committee in September 2020

Status update for proposed changes as of February 2021

Background

In March 2020, WSDOT conducted 32 interviews related to the Commute Trip Reduction survey and data products. Based on those interviews a set of [draft recommendations](#) for changes were developed and released for a month-long comment period. Comments were received from the City of Bellevue, City of Kent, City of SeaTac, City of Seattle, Community Transit, Eastern Washington University, Greater Redmond TMA, Microsoft, Pierce County, and T-Mobile. The comments and draft recommendations were workshopped with a sprint team consisting of members of the TDM Technical Committee. The remainder of this document summarizes the revised draft recommendations **with updates to the planned work as of February 2021.**

Version 1.0 Project Description

The new CTR survey tool will be the place to administer your CTR survey, monitor your survey, and view your results as they come in. The CTR survey will be a 3-minute anonymous, mobile-friendly survey available in multiple languages. Any worksite added by the Jurisdictional representative can survey, but CTR-affected worksites must survey at least once a biennium. Paper surveying and equivalent data collection methods will be accepted if the data is inputted into a template. Please see **attached** survey question and answer proposal.

There are two major milestones for version 1.0 this year:

- Spring 2021 user testing
- Fall 2021 launch

Next steps

- Continued design & development
- Planning spring user testing
- Presenting at the Implementers' Roundtable (March 17)

What we need from you

1. Volunteers to participate in a 3-4 week sprint team focused on survey questions
 - Help us process feedback and produce a final draft of the new survey questions
 - Produce a recommendation to present to the full committee for approval in April 2021
 - ~1 hour of work/week

Contacts and information

CTR survey staff

CTRSurvey@WSDOT.WA.GOV

TDM Technical Committee Approved
Recommendations (September 2020)

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

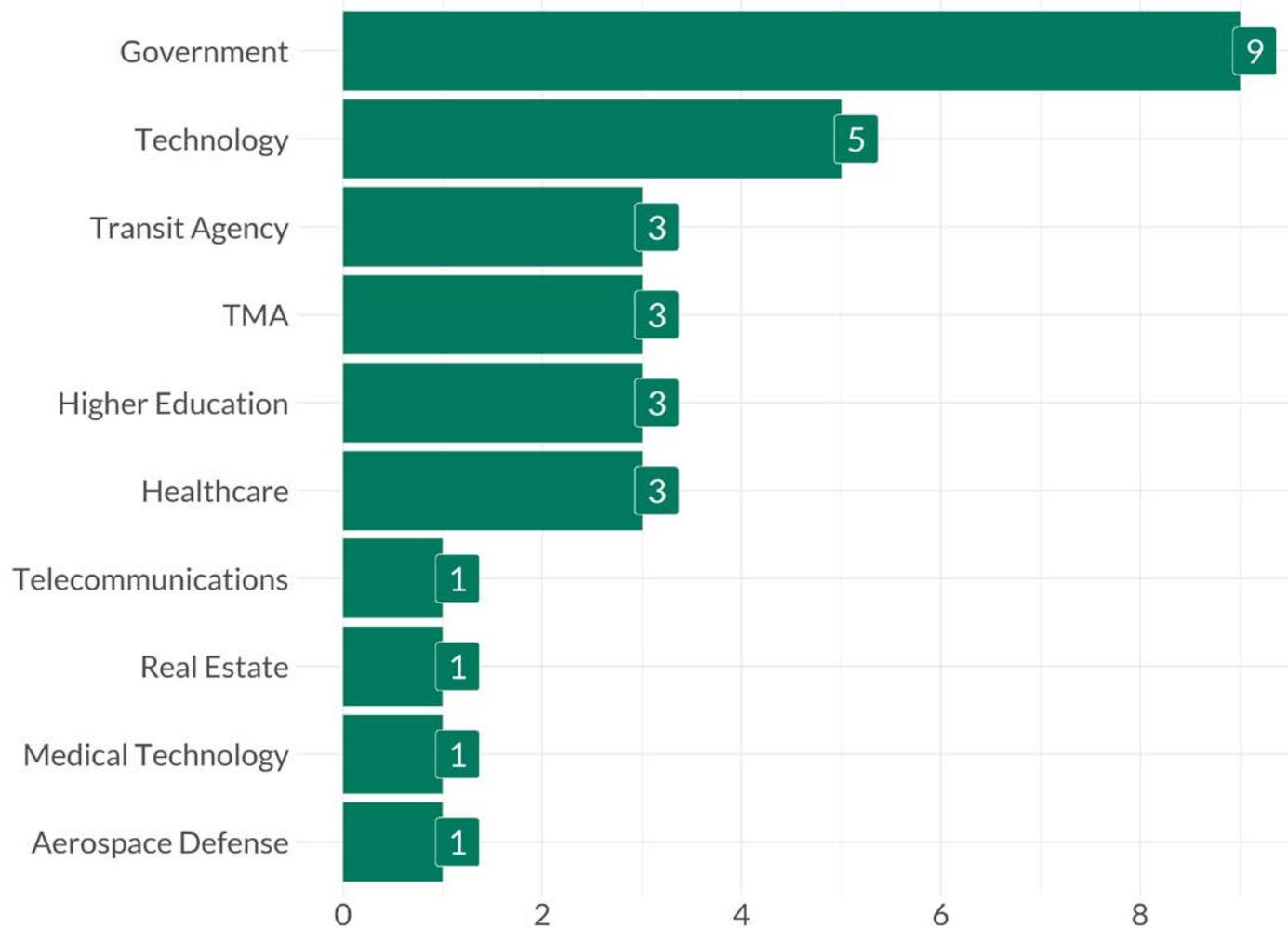
Initial DRAFT recommendations and
background document:

https://rpubs.com/wsdot_ptd/ctr_data_update_recommendations

Additional slides

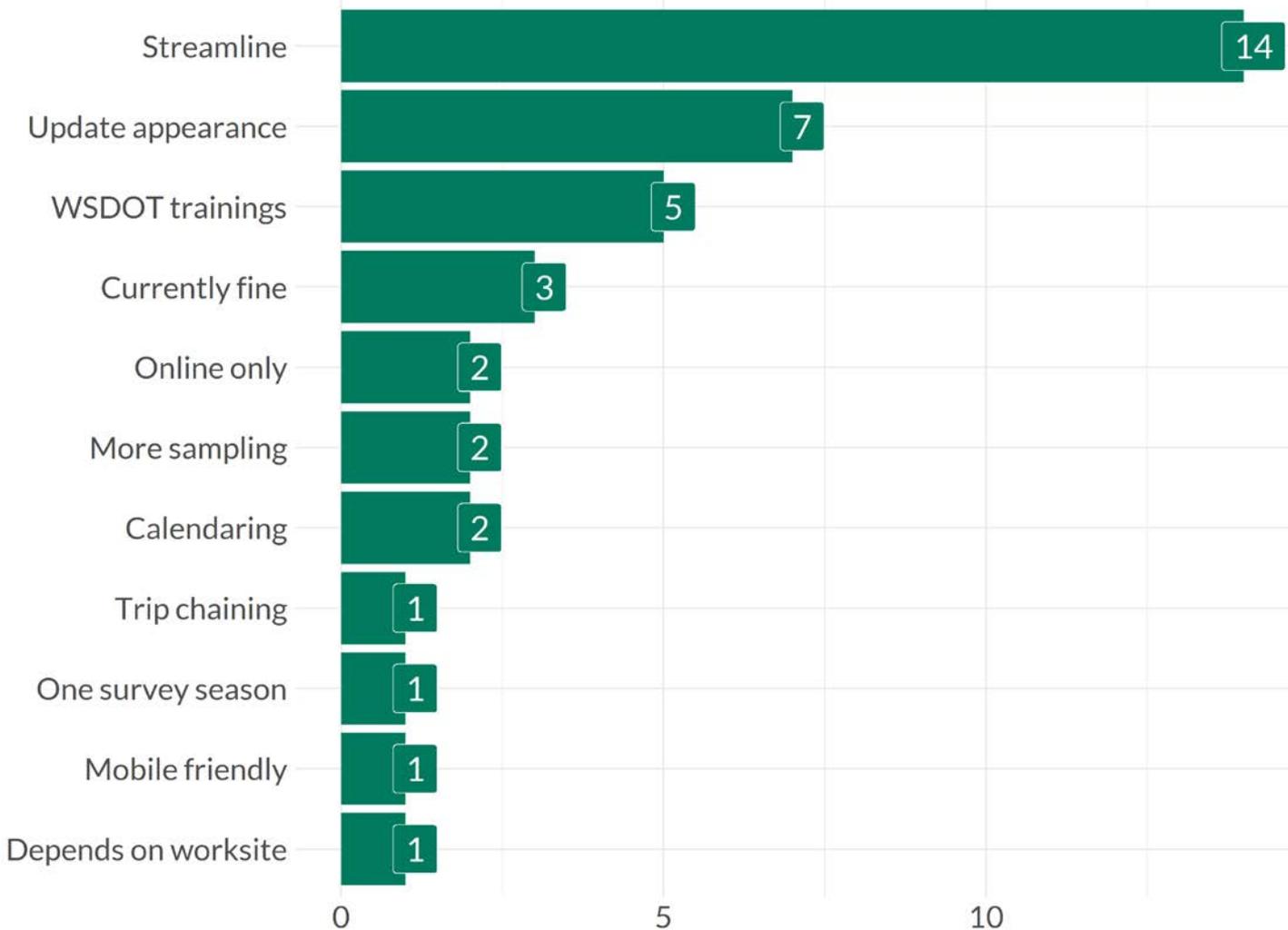
March 2020 interviews

Interviewees by industry type



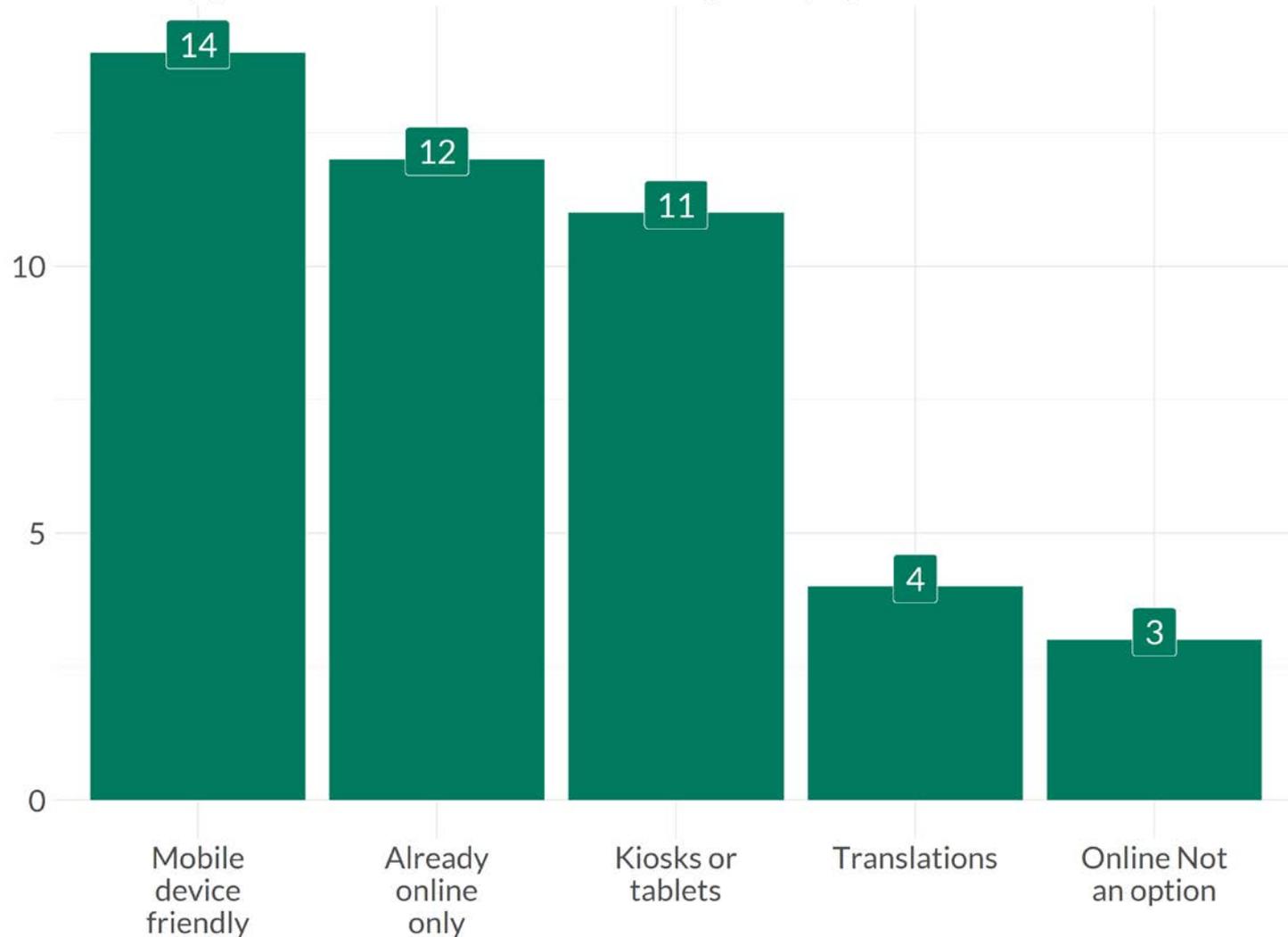
Desired changes

Describe your ideal CTR surveying experience.



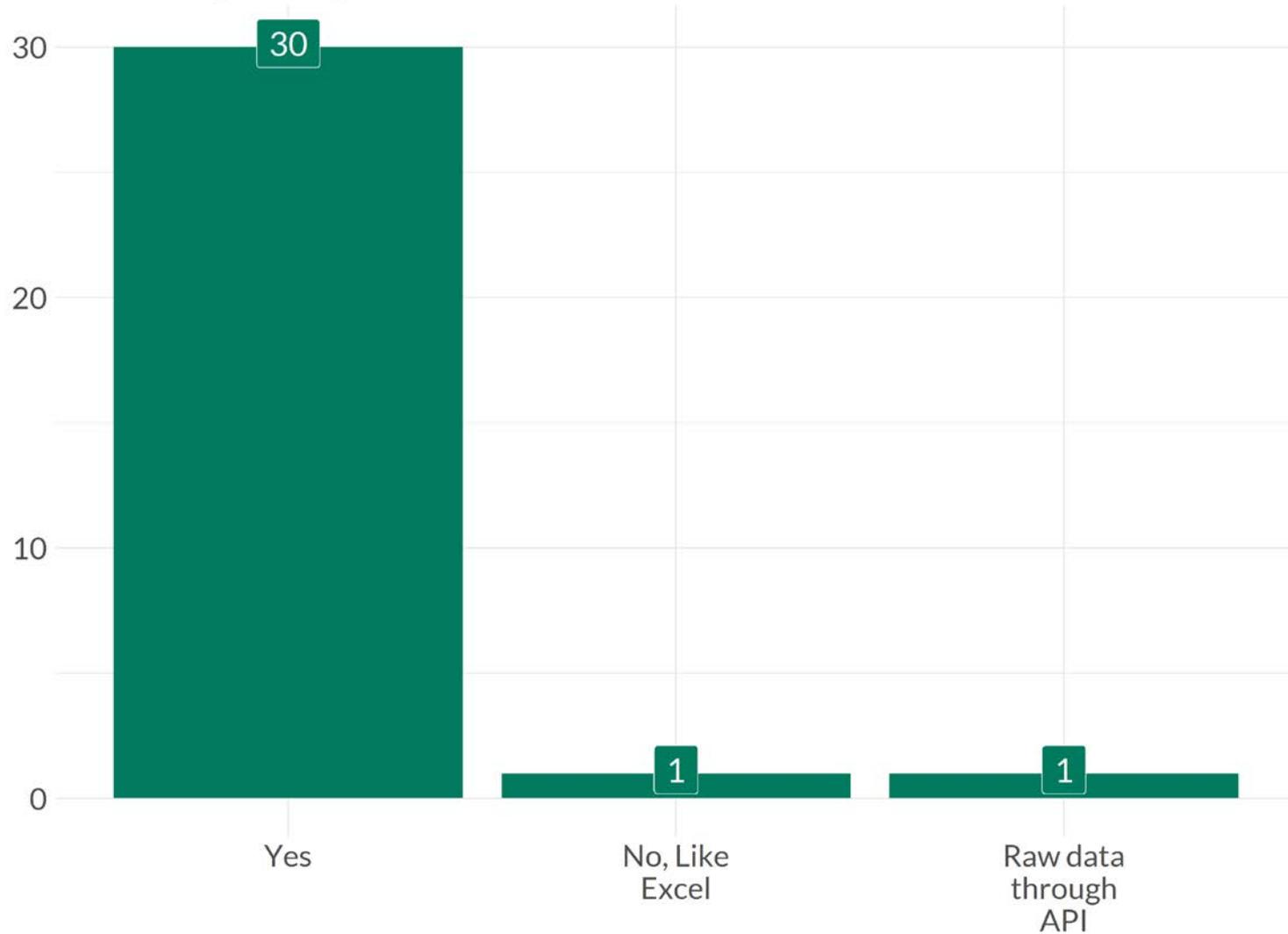
Transition away from Scantron

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



Data products

Should CTR survey data reports be more interactive and visual?



Proposed changes and 22 recommendations

- We proposed changes to the TDM Technical Committee and then compiled that into 22 recommendations that were approved in September 2020
- The new CTR survey tool will be the place to administer your CTR survey, monitor your survey, and view your results as they come in. The CTR survey will be a 3-minute anonymous, mobile-friendly survey available in multiple languages. Any worksite added by the Jurisdictional representative can survey, but CTR-affected worksites must survey at least once a biennium. Paper surveying and equivalent data collection methods will be accepted if the data is inputted into a template.

From 12 questions to 4

DRAFT

1

Which of the following best describes your work schedule?

2

During a typical week, how do you get to work on each day? *If you do not have a typical week, please report on last week.*

3

Please place a pin on a major intersection near your home. *If you'd prefer not to, please enter your home zip code.*

4

Which of the following would improve your commute?