

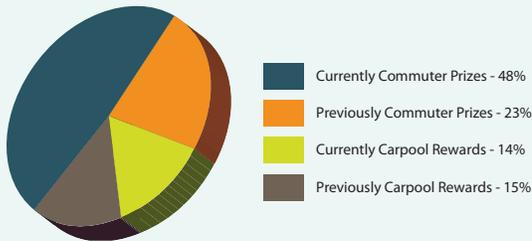


Survey Highlights

Commute Behavior

- 74% of respondents' current weekly commute trips are made using an alternative mode while 26% are made driving alone.
- 59% of survey participants reported using a new commute alternative, 3% reported increased use of commute alternatives.

2011 Commuter Rewards Survey Profile



Motivations

- 27% of respondents cited saving money while another 24% said the price of gas influenced their decision to start or increase the use of alternative modes.
- The majority of respondents stated the financial incentive was a motivator in encouraging them to join Commuter Prizes (66%) and Carpool Rewards (55%).

Participation in Commuter Rewards

- 65% of respondents reported logging their commute trips in the regional database during the past two months, an increase from 55% in 2006.
- Two-thirds (66%) of Commuter Prizes participants reported having won one of the monthly prize drawings, an increase from the 2006 in which 49% of respondents reported winning a prize drawing.
- One-third (35%) of Commuter Rewards participants reported previously participating in the Cash for Commuters (CFC) program, an increase from the 20% of respondents in the 2006 Commuter Rewards survey that reported previously participating in CFC.
- An overwhelming majority (99%) of Carpool Rewards participants reported they plan to continue carpooling after they complete the program.
- 98% of Carpool Rewards participants are aware they are eligible for the Commuter Prize program if they continue to carpool.

Image provided by The Clean Air Campaign

2011 Commuter Rewards Survey Preliminary Highlights

Overview

The Georgia Department of Transportation (GDOT), in cooperation with the U.S. Department of Transportation, sponsors the evaluation of Atlanta Transportation Demand Management (TDM) programs. TDM programs are designed to reduce reliance on single-occupant vehicles for travel and thereby reduce congestion and improve air quality.

The Center for Transportation and the Environment (CTE), on behalf of GDOT, conducts periodic assessments of regional TDM programs to evaluate their effectiveness. These assessments include the evaluation of the Commuter Rewards program. Commuter Rewards is a suite of financial incentives sponsored by GDOT and offered through The Clean Air Campaign (CAC). Commuter Rewards is comprised of three separate components- Cash for Commuters, Commuter Prizes and Carpool Rewards- each with their own set of rules, procedures, and participants. Commuter Prizes offers an entry into a random drawing for \$25 gift cards for each clean commute logged. Carpool Rewards provides up to 12 monthly gas cards to carpools with 3 or more riders that log their carpool trips. The Commuter Rewards survey focuses specifically on the evaluation of Commuter Prizes and Carpool Rewards. CTE evaluates Cash for Commuters, a program offering \$3 a day for commuters switching from drive alone to an alternative mode during a designated 90 day period, as part of a separate survey effort.

The goal of the Commuter Rewards Survey is to assess program effectiveness as well as travel behavior changes as a result of participation in the Commuter Prizes and Carpool Rewards program. This report presents highlights from the survey conducted from January- April of 2011.

The 2011 Commuter Rewards Survey included interviews of 2,240 program participants. This sample size provides a margin of error of +/-2% at a confidence level of 95%. CTE conducted one previous Commuter Rewards Survey in 2006. When variations appear, comparisons to the previous survey findings are presented.

Commuter Rewards Survey Profile

Survey respondents were first asked whether they were current participants or past participants in the Commuter Rewards programs. Respondents were allowed to report participation in multiple programs. Respondents included participants that have previously participated in Cash for Commuters or have never participated in Cash for Commuters, but excludes all current Cash for Commuters participants.

Nearly all (98%) survey respondents reported participating in the Commuter Prizes program while 28% of respondents reported participation in Carpool Rewards as well. In order to reduce the length of the questionnaire for those reporting involvement in both programs, Carpool Rewards participants did not take part in the portion of the survey related to Com-

muter Prizes, even though the vast majority of them previously or currently participate in the Commuter Prizes program.

As a result, the program status profile for the 2011 Commuter Rewards survey included 72% of respondents classified as Commuter Prize participants and 28% of respondents classified as Carpool Rewards participants. More than half of these respondents (68%) were classified as current participants in their respective programs.

In the sections that follow, unless otherwise specified, findings reported include all survey respondents regardless of program participation or program status.

Current Commute Behavior

The 2011 Commuter Rewards Survey participants were asked about changes in their travel behavior for the time periods before and after joining Commuter Prizes or Carpool Rewards.

Mode Split

Almost three-quarters (74%) of respondents' current weekly commute trips were made using an alternative mode while 26% were made driving alone. This was a slight increase from the 2006 survey in which 72% of weekly trips were made using alternative modes and 28% were made driving alone. Before joining Commuter Rewards, 41% of respondents weekly commute trips were made using an alternative mode and 59% were made driving alone.

Current Number of Commuters in Carpool or Vanpool

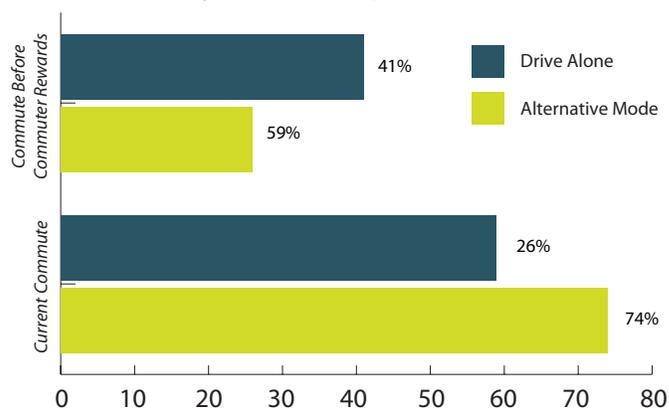
On average, respondents reported 2.5 riders in a carpool and 8.9 riders in a vanpool.

Distance from Home to Work

The 2011 survey participants reported an average one way

commute distance of 25.6 miles, similar to the 25.1 miles one way commute reported in the 2006 survey. This one-way commute distance is higher than the 17.5 miles reported in the 2010 Regional Commuter Survey indicating Commuter Rewards attracts participants with longer commute distances in the Atlanta region.

Figure 1: Commuter Rewards Mode Split
Percent of Weekly Commute Trips



Commute Changes

Respondents were asked a series of questions to identify the types and extent of commute travel changes they might have made to join or since joining Commuter Prizes or Carpool Rewards. More than half (59%) of survey participants reported using a new commute alternative after joining Carpool Rewards or Commuter Prizes, while 3% reported increased use of commute alternatives.

Factors that Led to Starting/Increasing the Use of Alternative Modes

Respondents who started or increased use of alternative modes were asked what motivated their decision to make the change. Multiple responses were allowed. Nearly three in ten (29%) respondents cited saving money as a reason, while another 26% said the price of gas influenced their decision to start or increase the use of alternative modes. Fifteen percent (15%) of respondents reported being influenced by their eligibility

for Carpool Rewards/Commuter Prizes and 13% said a friend, family member or coworkers wanted to carpool.

Importance of Commuter Prizes or Carpool Rewards in Decision to Start or Increase the Use of a Commute Alternative

About two in ten (22%) respondents who started or increased their use of an alternative mode said Commuter Prizes or Carpool Rewards was "very important" to their decision to make the change and 40% said the program was "somewhat important." About four in ten (39%) said the program was "not at all important" in their decision to start or increase use of commute alternatives.

Awareness and Participation in Cash for Commuters

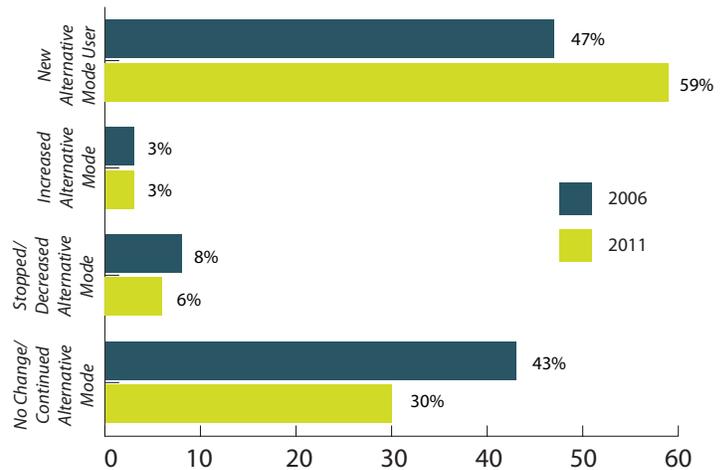
One-third (35%) of survey participants reported previously participating in the Cash for Commuters (CFC) program. This

is an increase from the 20% of respondents in the 2006 Commuter Rewards survey that reported previously participating in CFC.

Commuters who had not previously participated in CFC but who reported driving alone before joining Commuter Prize or Carpool Rewards were asked if they were aware of the CFC program. Commuter Prizes and Carpool Rewards are programs designed to encourage current alternative mode users to continue their use of commute alternatives. The 2006 survey unexpectedly found these programs were attracting new alternative mode users and not current alternative mode users as the programs were intended. The 2011 survey included a series of questions to help understand why drive alone commuters chose to join Commuters Prizes or Carpool Rewards and not participate in CFC. Three-quarters of these respondents (74%) reported they were aware of the CFC program. When these respondents were asked why they chose to join Commuter Prizes or Carpool Rewards rather than participating in Cash for Commuters, 32% stated they did not think

they would qualify or their current mode was ineligible for the program.

Figure 2: 2006 and 2011 Commute Changes Made by Commuter Rewards Participants



Logging Behavior

At the time of the survey, 65% of respondents reported logging their commute behavior in the regional database during the past two months, an increase from 55% in 2006. The remaining respondents were asked why they had not recently logged their commute. The most common reason, cited by 47% of non-loggers was that they were no longer in Carpool Rewards/Commuter Prizes. Another 22% cited forgetting to log, 13% stated it was too much trouble to report their commutes, and 12% reported logging takes too much time.

Improvements to Logging Process

All respondents were given the opportunity to provide input in ways the logging process could be improved. Six in ten (60%) respondents believed no improvement was needed, an increase from the 2006 survey in which 53% of respondents cited no improvements needed. Eight percent (8%) suggested

making it easier to get to the log screen and 6% suggested a function that would save their commute modes they typically use each day for reporting consistent days. Fewer respondents cited being able to log for more than the past 6 days (5%) than in the previous survey (12%).

Interest in Other Ways to Log Survey participants were asked to rate their interest in new options for logging their commutes. Respondents were given a scale of 1 to 5, with “1” indicating not at all interested and “5” indicating very interested. More than half of respondents (52%) stated they were not interested (“1 or 2”) submitting logs using a smart phone or mobile application, with 47% rating this option as a “1”. Thirty-nine percent (39%) of respondents cited interest (“4 or 5”) in an option to log using a mobile phone or application.

Commuter Prizes

The section below details responses of current or previous participants in the Commuter Prizes program.

Motivations to Join Commuter Prizes

Two-thirds (66%) of Commuter Prizes participants said the opportunity to receive financial incentives or a chance to win a drawing influenced their decision to join the program. Nine percent (9%) reported interest in the environment, 7% wanted to document their trips to work, 6% of respondents reported saving money, and another 6% stated a friend, family member or worker encouraged them to join the program.

Past Participants

Respondents who previously participated in Commuter Prizes participated an average of eight months. When asked why they no longer participate in Commuter Prizes, 40% reported it was too much trouble to log or they forgot to log, a significant

increase from the 21% of respondents in 2006 that cited this reason. Another 19% reported job or work schedule/location change, a decrease from the 27% of respondents citing this reason in 2006, while 13% of respondents stated losing their carpool/vanpool partner and 12% of respondents cited dissatisfaction with the program for never winning a prize.

Monthly Prize Winnings

Two-thirds (66%) of Commuter Prizes participants reported having won one of the monthly prize drawings. This is an increase from the 2006 survey in which 49% of respondents reported winning a prize drawing.

Satisfaction with Commuter Prizes Commuter Prizes participants were asked to rate their satisfaction with the program on a scale of 1 to 5, where “1” is not at all satisfied and “5” is very satisfied. Seventy-eight percent (78%) of

respondents rated satisfaction either a “4” or “5,” with 58% rating the program a “5,” very satisfied. Only 9% gave a rating of “1” or “2,” indicating dissatisfaction with the program, with over half (55%) of these respondents reporting dissatisfaction due to never winning a prize drawing, 17% reported not a big enough chance to win a drawing, and 14% said it was too much trouble to log.

Carpool Rewards

The section below details responses given by respondents that stated they currently or previously participated in the Carpool Rewards program.

Motivations to Join Carpool Rewards

More than half (55%) of Carpool Rewards participants reported receiving the financial incentive/gas cards was a motivation for them to join the program. Twenty percent (20%) of respondents reported saving money and/or reducing wear and tear on their car, 11% cited gas price, and 11% reported that a friend, family member or coworker encouraged them to join. Another 10% reported interest in the environment as a motivator for joining the program.

Past Participants

Carpool Rewards participants who had stopped participating in the program were asked why they stopped. More than a quarter (27%) of respondents said they lost a carpool partner or their carpool broke up. Twenty-four percent (24%) said it was too much trouble to log and 17% said their job or work schedule/location changed. About one in ten (12%) reported they no longer qualified for the incentive.

Missed Earning a Gas Card Since Joining Program

Nearly three-quarters (73%) of Carpool Rewards participants reported missing the opportunity to earn a gas card. When asked why they missed earning a gas card, 37% reported having fewer than 3 riders in the carpool, 37% reported members of the carpool forgot to log, and 36% said their carpool did not have enough carpool trips in that month.

Satisfaction with Carpool Rewards

Carpool Rewards participants were asked to rate their satis-

Improvements to Commuter Prizes

All Commuter Prizes participants were asked to provide suggestions for how to improve the program. Half (50%) of respondents reported no improvements were needed, while 12% cited more chances to win and 6% stated making the logging process easier. Ten percent (10%) of respondents said they did not know how to improve the program.

faction with the program on a scale of one to five, where “1” is not satisfied at all and “5” is very satisfied. Overall, 68% of Carpool Rewards participants were satisfied or very satisfied. This was a decrease from the 2006 survey, in which 76% of Carpool Rewards participants cited their satisfaction as a “4” or “5.” Fourteen percent (14%) of respondents reported their satisfaction with the program as a “1” or “2.”

Improvements to Carpool Rewards

Carpool Rewards participants cited multiple ways to improve the program. The most commonly reported suggestion was to make program eligibility more flexible, cited by 29% of respondents. Thirteen percent (13%) suggested making logging easier and 9% reported more chances to win. Twelve percent (12%) of respondents reported no improvements were needed and 17% said they didn’t know how the program could be improved.

Continued Participation in Carpool Rewards

Carpool Rewards participants who earn 12 gas cards or meet the 3-year time limit for the program can continue to receive gas card if they leave their current carpool and form a new carpool with two new riders. An overwhelming majority (99%) of Carpool Rewards participants reported they plan to continue carpooling after they complete the program. When asked how likely they would be to create a new carpool in order to continue in the program, the majority (64%) said they were not likely to start a new carpool.

Eligibility for Commuter Prizes

Nearly all (98%) Carpool Rewards participants were aware they were eligible for the Commuter Prizes program if they continue to carpool.

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