



\$3 A DAY: Survey Key Findings

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 traffic congestion and improve air quality. The Center for Transportation and the Environment (CTE) conducts periodic surveys of regional programs, including the \$3 A Day incentive program (previously referred to as the Cash for Commuters incentive program) in order to evaluate program effectiveness. For the purposes of the report, the program is referred to as \$3 A Day, even though some survey respondents participated in the program when it was called Cash for Commuters.

The \$3 A Day Program is aimed at changing the behavior of drive alone commuters by providing an incentive to try an alternative commute mode (carpool, transit, vanpool, telework, bike, or walk) to travel to work. For a period of three months, participants log the modes they use to commute and receive \$3 for each day they use an alternative commute mode. Participants in the \$3 A Day Program are eligible to receive a maximum award of \$100.

CTE has conducted several evaluations of the \$3 A Day Program since its inception in October 2002. Participants in the first wave of the program (which ran from October 2002–March 2003) were surveyed three times: 3–6 months, 9–12 months, and 18–21 months after program completion. Participants in the second wave of the program (which ran from May 2003 – October 2003) were surveyed once, 3–6 months after participation. The program continued to run from May – December in 2004 and 2005; beginning in 2006, it became a year-round program. In 2009, CTE conducted a survey of participants from two program years—2007 and 2008. The participants from 2007 were surveyed 18–24 months after program completion and the 2008 participants were surveyed 3–6 months after program completion.

In 2013, CTE conducted the survey described in this report to measure commuter mode changes and influences to mode changes among participants in the \$3 A Day Program from two time periods—participants from 2012 and 2013 and 2009 and 2010 program years. \$3 A Day Program participants from 2012 and 2013 were surveyed 6 to 24 months after program completion. There were 988 participants in the \$3 A Day program for the 2012 and 2013 program years. The 2012 and 2013 program year sample of 216 represents a margin of error of $\pm 5.9\%$ at a confidence level of 95%. Participants from the 2009 and 2010 program years were surveyed three to four years after program completion. The 2009 program year had a total of 1,018 participants and the 2010 program year had 649 participants. The 2009 and 2010 program year sample of 403 represents a margin of error of $\pm 4.3\%$ at a confidence level of 95%.

CTE made slight modifications to the time period in which participants were surveyed compared to previous survey efforts for this program. CTE conducted previous surveys 3–6 months, 9–12 months, or 18–24 months following completion of the program, and no group of participants was surveyed more than 24 months following participation. Results from the earlier survey efforts remained fairly comparable regardless of the length of time after participation. During the period since the last survey in 2009, there was also a decline in the number of participants in the program. Grouping respondents allowed CTE to reach a sufficient number of respondents to obtain meaningful results. CTE also wanted to explore longer term impacts of the program on participants' commute behavior. For the first time, CTE included participants who had completed the program three to four years ago. The key findings from the 2013 \$3 A Day Program survey are presented on the following pages.

Commute Behavior

Alternative Mode Status – A very significant question CTE is trying to answer through these surveys is the extent to which participants continued using alternative modes after they completed the 90-day program period.

The 2012/2013 program participants completed the \$3 A Day Program six to 24 months before the survey. At the time of the survey, 85% of these respondents reported they were still using a commute alternative. This is the highest continued use of

alternative modes reported by any group of program participants in the \$3 A Day Program surveys conducted by CTE.

Table 1 shows the continued use of alternative modes after completion of the \$3 A Day Program for the three surveys of wave 1 participants, the two surveys of wave 2 participants, the surveys of the 2007 and 2008 program year participants, and the most recent survey of and 2012/2013 program year participants.

Table 1: Short and Long-Term Alternative Mode

Alternative Mode Status	CFC Wave 1			CFC Wave 2	2007 CFC Program Year	2008 CFC Program Year	2012/13 CFC Program Years
	3-6 months after program completion (n=302)	9-12 months after program completion (N=300)	18-21 months after program completion (N=308)	3-6 months after program completion (N=300)	18-24 months after program completion (N=237)	3-6 months after program completion (N=400)	6-24 months after Program completion (N=210)
Continued Use of Alternative Mode	71%	64%	57%	74%	74%	69%	85%
Stopped Use of Alternative Mode	29%	36%	43%	26%	26%	31%	15%

Participants from the 2009 and 2010 program years are not included in Table 1. 2009 and 2010 program participants completed the program three to four years before the survey. Due to this longer time period, the evaluation team was concerned about participants' ability to recall their behavior during the program and Table 1 is based on data that compares participants' current commute behavior to their behavior while they were participating in the program. However, these participants were asked about their current commute. At the time of the survey in 2013, 53% of 2009 program participants and 59% of 2010 program participants still reported using an alternative mode.

Participants from the 2012/2013 program years were asked to specify if they had increased, continued, decreased or stopped using alternative modes since completing the \$3 A Day Program. Table 2 shows the current alternative mode status percentages for participants from the 2012/2013 program years.

Due to concerns about participants from the 2009 and 2010 program years being able to accurately recall behavior prior to and during the program because of the time that had elapsed since participation, they were only asked about their current commute. However, participants from these program years who indicated they were no longer using a commute alternative were asked how long they continued using an alternative mode following completion of the program. Of the participants from the 2009 and 2010 program years that were no longer using an alternative mode, almost half (46%) reported they used an alternative mode for 12 months or more after

they completed the program, and almost one in five (18%) said they used an alternative mode for 24 months or more following completion of the program. The reasons for changes in mode status will be provided in detail in the technical report.

Table 3 (on the following page) shows the average number of alternative mode commute days for participants in the 2014 \$3 A Day survey compared to the previous surveys conducted by CTE. As seen in the table below, the 2012/2013 program year has the highest average number of alternative mode days at 3.38 days.

Table 2: Current Alternative Mode Status

Alternative Mode Status	2012/2013 Program Year (6-24 Months) (n=210)
Increased	4%
No Change	63%
Decreased	17%
Stopped	15%
Decreased	17%
Stopped	15%

Table 3: Average Alternative Mode Days Per Week

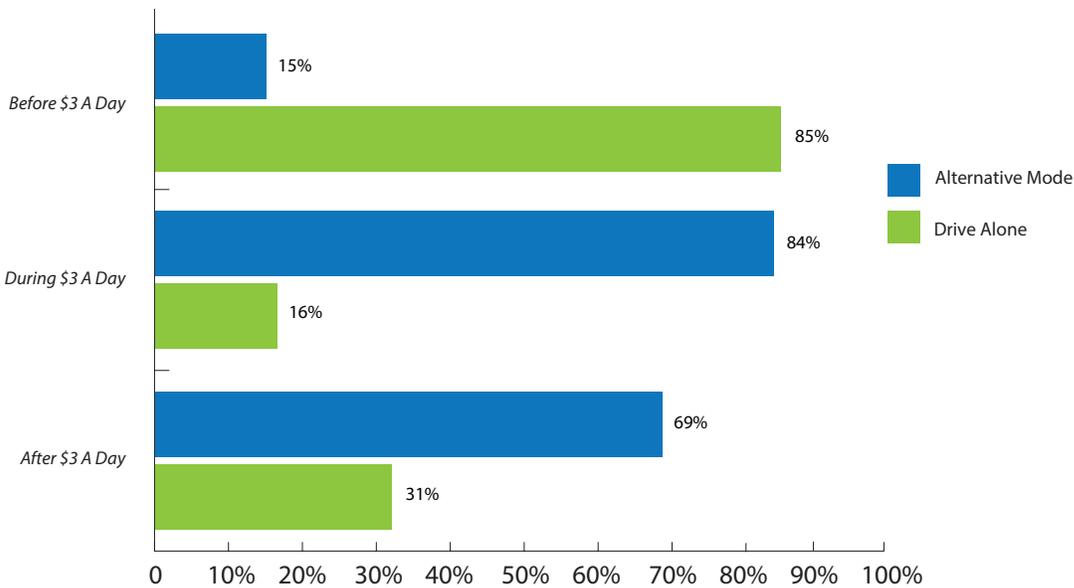
Time Period		Current Average Alternative Mode Days
2012/2013 Program Year	6-24 Months After Program Completion	3.38
2010 Program Year	3 Years After Program Completion	2.30
2009 Program Year	4 Years After Program Completion	1.94
2008 Program Year	3-6 Months After Program Completion	2.68
2007 Program Year	18-24 Months After Program Completion	2.94
CFC Wave 2	3-6 Months After Program Completion	3.08
CFC Wave 1	3-6 Months After Program Completion	3.12
	9-12 Months After Program Completion	2.46
	18-21 Months After Program Completion	2.35

Mode Split - The continued use of commute alternatives translated into fewer drive alone commute trips for \$3 A Day participants. All respondents were asked what types of transportation they were using to travel to work and how many days they used these modes in a typical week. Participants from the 2012/2013 program years were asked about their travel for three time periods: 1) before participating the \$3 A Day Program, 2) during the \$3 A Day Program, and 3) after completing the \$3 A Day Program. This information was used to determine the mode split for drive alone and alternative mode trips by participants in a typical week for each of

the three time periods. As previously mentioned, the length of time that had passed since the participants in the 2009/2010 program years were in the program created concerns regarding participant recall. These program participants were only asked about their current travel patterns.

Figure 1 presents the weekly commute trips made by driving alone for the three time periods for the 2012/2013 program years. 6 to 24 months after the completion of the \$3 A Day Program, drive alone trips accounted for only 31% of weekly trips made by the 2012/2013 respondents.

Figure 1: 2012/2013 Program Year Mode Split, Percent of Weekly Commute Trips



The 2009/2010 program participants drove alone for 55% of their weekly trips three to four years after completing the program.

Distance from Home to Work - Respondents from the 2009 program year reported an average one-way commute distance of 21 miles. The 2010 program participants reported an average one-way commute distance of 22 miles. 2012/2013

\$3 A Day Program participants reported an average one-way commute distance of 24 miles. These results were similar to the findings in previous \$3 A Day Program surveys. However, the one-way commute distances are higher than the 17.5 miles reported in the 2010 Regional Commuter Survey indicating the \$3 A Day program attracts participants with longer commute distances in the Atlanta region.

Factors that Led to Start Using Alternative Modes – Only participants from the 2012/2013 program years were asked about what factors led them to start using an alternative mode. Participants from the 2009 and 2010 program years were not asked this question because of concerns over their ability to recall the motivations after three to four years. The most prevalent response was to save money noted by 37% of the 2012/2013 program participants. The next most cited factor was gas prices (33%). Less frequent responses included convenience (18%), availability of the \$3 A Day Program (16%), reduce wear and tear on vehicle (14%), and friend, family member or co-worker (12%).

Table 4: Factors that Led to the Use of Alternative Modes

Factors that Led to the Start of Using Alternative Modes	2012/2013 Program Years (6 - 24 Months) (n =213)
Save money	37%
Gas prices	33%
Convenience	18%
\$3 incentive	16%
Reduce wear and tear on vehicle	14%
Friend, family member or co-worker	12%
Congestion level	8%
Save time	6%
Reduce congestion/help environment	4%
Less stressful than driving	3%

Other Incentive Programs

The \$3 A Day Program is one of three programs that make up the incentives programs offered through Georgia Commute Options. Each of these components, \$3 A Day (formally known as Cash for Commuters), \$40-\$60 Gas Cards (formally known as Carpool Rewards), and \$25 Prizes (formally known as Commuter Prizes), are separate programs with their own set of rules, procedures, and participants. \$40-\$60 Gas Cards, and \$25 Prizes offer incentives for commuters who use alternative modes to continue and increase use of these modes.

Awareness - All survey respondents were asked about their awareness of the two other incentive programs offered through Georgia Commute Options, \$40-\$60 Gas Cards and \$25 Prizes programs. Of the 2009 participants, 83% were familiar with the

other incentive programs while 86% of 2010 participants were aware of the programs. Almost all of the 2012/2013 participants were aware of the programs, with 96% noting familiarity with the other incentive programs.

All respondents aware of the other incentive programs were asked an open-ended question on how they learned about these programs. As presented in Table 5, responses varied among the different program year. Interestingly, fewer respondents from the 2012/2013 program years reported learning about the programs via the internet or emails compared to the 2009 and 2010 program years. Word of mouth and referral were cited more often by 2012/2013 program year participants than those in 2009 and 2010.

Table 5: How Commuters Learned About Other Incentive Programs

How Commuters Learned About Programs	2009 Program Year (n=136)	2010 Program Year (n=206)	2012/2013 Program Year (n=207)
The Clean Air Campaign*	15%	20%	16%
Employer	23%	12%	7%
Internet	20%	28%	15%
Word of mouth, referral	15%	11%	22%
Emails	24%	19%	10%
Log your commute website	3%	5%	13%
The Clean Air Campaign website	9%	9%	19%

*Respondents reporting The Clean Air Campaign did not specify the way (i.e. outreach event, email, smog alert, website) in which CAC introduced them to these programs.

Participation - All program participants aware of these programs were asked if they were currently participating in or had previously participated in the \$40-\$60 Gas Cards and \$25 Prizes programs.

Current Commute and Commuter Rewards/Carpool Rewards -The average number of alternative mode days for respondents based on participation in the \$25 Prizes and/or \$40-\$60 Gas Cards programs are presented in Table 6 and Table 7. Respondents that reported they are currently participating in either of these programs report higher use of alternative modes. For instance, the average alternative mode use for 2012/2013 respondents is 3.38 days per week; however, 2012/2013 respondents that are currently enrolled in the \$25 Prizes program report using an alternative mode an average of 4.0 days a week.

Figure 2: Participation in Other Incentive Programs

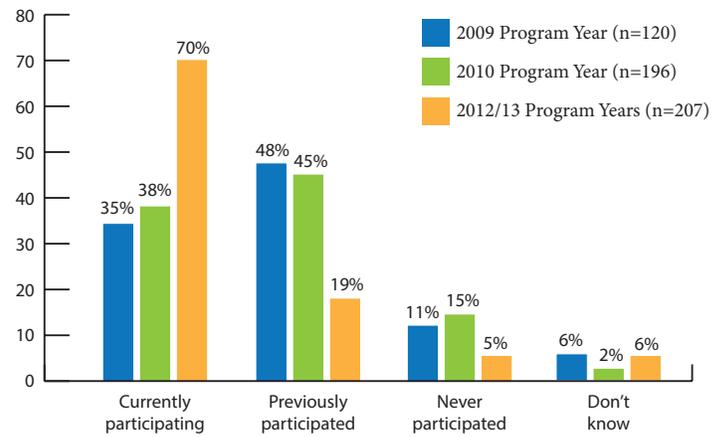


Table 6: Average Alt Mode Days Per Week- Participation in \$25 Prizes

Participation in \$25 Prizes	2009 & 2010 Program Years (36-48 Months) (n=305)	2012/2013 Program Years (6-24 Months) (n=195)
Currently Participating	3.6 days	4.0 days
Previously Participated	1.3 days	2.0 days
Never Participated	1.0 days	1.4 days

Table 7: Average Alt Mode Days Per Week- Participation in \$40-\$60 Gas Cards

Participation in \$40-\$60 Gas Cards	2009 & 2010 Program Years (36-48 Months) (n=258)	2012/2013 Program Years (6-24 Months) (n=187)
Currently Participating	4.7 days	4.0 days
Previously Participated	2.0 days	2.3 days
Never Participated	2.6 days	3.4 days

\$3/ A Day Participant Profile

Gender - Survey respondents were predominantly female. For 2009 respondents, 57% were female, 60% of 2010 respondents were female, and 66% of 2012/2013 survey respondents were female.

Age - The distribution of ages across survey respondents for the 2009, 2010, and 2012/2013 \$3/Day program years are shown in Table 8. These results are similar to findings in previous \$3/Day program evaluations.

Table 8: Age

Age	2009 Program Year (48 months) (n=162)	2010 Program Year (36 months) (n=235)	2012/2013 Program Years (6-24 Months) (n = 210)
18-24	N/A	1%	2%
25-34	24%	27%	25%
35-44	40%	32%	29%
45-54	22%	23%	27%
55-64	14%	16%	17%
65+	1%	2%	N/A

Ethnic Background - About two-thirds of respondents from the 2009, 2010, and 2012/2013 programs years are of Caucasian ethnicity. Slightly less than one-fourth of participants in 2009 (23%), 2010 (21%), and 2012/2013 (19%) are of African American ethnicity.

Employer Type - The majority of respondents to the 2013 survey worked in the private sector. Almost three-fourths (74%) of program participants from 2009 worked in the private sector while closer to two-thirds of respondents worked in the private sector from the 2010 program group (67%) and the 2012/2013 program group (63%). The percentage of workers in the private sector from 2009 participants was statistically significant from the 2012/2013 program participants. About one in five respondents from the 2012/2013 program group (19%) and the 2010 program group (22%) worked for state or local government. About 12% of the respondents from the 2009 program group reported working for state or local government, which a statistically significant difference when compared to the 2010 program group.

Average Household Annual Income - A majority of respondents from each program year reported an average annual household income of \$60,000 or more. The average household income reported in the 2013 \$3 A Day survey is slightly higher than the 2010 Regional Commuter Survey in which 63% of respondents reported an average household income of \$60,000 or more.

Overall Profile - The overall commuter profile for the 2009, 2010, and 2012/2013 participants were similar except as noted above. There were more statistical differences when compared to those profiles of participants in previous \$3/Day surveys. These differences will be highlighted in more detail in the technical report for the 2013 \$3/Day survey effort.

Mobile Device and Social Networking Preferences - Nearly nine in ten of respondents from each program year reported owning a smart phone, tablet, or other mobile/cellular device, and the majority of respondents were interested or very interested in a mobile app for submitting commute logs. The most commonly used social networks cited among all respondents were Facebook, followed by LinkedIn, Twitter, and Instagram.

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Table 9: Ethnic Background

Ethnic Group	2009 Program Year (48 months) (n=155)	2010 Program Year (36 months) (n=232)	2012/2013 Program Years (6-24 Months) (n = 201)
Caucasian	63%	69%	68%
African-American	23%	21%	19%
Asian American/Pacific Islander	13%	7%	6%
Hispanic	1.3%	2%	6%
American Indian/Native American	N/A	N/A	1%

Table 10: Annual Household Income

Income	2009 Program Year (48 months) (n=141)	2010 Program Year (36 months) (n=198)	2012/2013 Program Years (6-24 Months) (n = 165)
Less than \$60,000	23%	30%	35%
\$60,000-\$99,999	35%	35%	32%
More than \$100,000	43%	35%	34%

Table 11: Social Network Accounts

Social Network	2009 Program Year (48 months) (n=163)	2010 Program Year (36 months) (n=240)	2012/2013 Program Years (6-24 Months) (n = 216)
Facebook	68%	79%	70%
LinkedIn	53%	58%	51%
Google+	35%	33%	31%
Twitter	34%	35%	25%
Instagram	23%	23%	25%
Vine	N/A	6%	2%
None of these	3%	3%	6%
Other	2%	3%	N/A
Prefer not to answer	18%	11%	15%