

ETC Guide to the Fall 2020 CTR Survey

Welcome to the 2020 ONLINE CTR Survey

About this Year's Survey

While we understand that our region is being impacted by COVID-19, there is still much to learn about commute behaviors now and post-COVID in an effort to inform commute trip reduction programs in the future. With that in mind, we are following a WSDOT recommendation to move forward with a CTR Survey in the fall.

In an effort to meet WSDOT requirements and provide a better user experience, we have decided to implement a pilot CTR Survey created by WSDOT using SurveyMonkey. Not only is the user experience improved upon through the platform, it also allows participants to answer on their mobile device.

Additionally, this year's survey has questions related to teleworking and COVID-19, to provide an added layer of utility for your worksite.

Unlike in years past where the survey asked about the previous week's commute behavior, this year the survey asks participants to share how they get to work "during a common week." The participants should answer this question based on current conditions, what would be common as of the time they take the survey, not pre-COVID-19. Also, this year your worksite's response rate is a preferred target to be achieved based on employee totals. An added benefit to you, the ETC, is there will not be any extensive setup on the backend of the survey. We're hoping that with fewer steps for the ETCs to complete, this year's survey will be easier to implement.

At a high-level, ETCs will:

- Communicate with leadership and technical staff that the survey is coming and work together to decide on a survey week. Let Community Transit know if there are any issues using SurveyMonkey.
- Fill out a [CTR Survey Base Information](#) form by Sept. 18, 2020.
- Promote the survey, devise incentives if necessary, and launch the survey with your company.
- Work with Community Transit to receive updates on the response rate and determine when to stop surveying.

The Community Transit CTR Team will:

- Provide necessary information to guide ETCs through the process.
- Provide assistance with materials to promote the survey to employees.
- Provide support throughout the survey week.
- Be available to answer questions.
- Provide survey response rates as the survey week progresses.

Navigating the Survey Process

Test the Online Survey prior to launch to confirm there are no security issues with your worksite using SurveyMonkey

- Visit <https://www.surveymonkey.com/r/XXK9C75>.
- Enter “Test” for Company, and “123 Test Ave” for Address, then enter your City and Zip Code.
- Click “OK” and continue with the survey.

Provide Community Transit with the necessary details

- Submit the [CTR Survey Base Information](#) form for each site you represent in order to register your survey using SurveyMonkey with WSDOT.
- Provide the following information:
 - Worksite/Employer Name – Provide a name that your employees will recognize and can be used consistently. It is important that all employees use the same name so results will reflect your site accurately.
 - Worksite/Building Name – If you manage multiple sites at the same address, you will need to provide a name that your employees will recognize and can be used consistently at each site. That name will go in the “Building” field on the survey.
 - ETC name, phone number, and email.
 - The week you want employees to submit surveys.
 - The total number of employees.

Key Survey Procedures

- Craft emails or other communication pieces for employees to announce the upcoming survey. See examples in Resources section. We’ll also provide you with a QR code if that works for your site.
- Given directions, employees will record their **“common week”** of commuting under current conditions. If, with the current conditions, they do not have a "common week," have them record their commute trips one week prior to the launch of the survey.
- Employees complete and submit the Online Survey in about 2 minutes.
- Employee surveys are automatically captured by WSDOT through SurveyMonkey.
- You can receive updates from Community Transit to:
 - Track progress.
 - Send reminders.

Conduct the Survey

- You will have the week you requested as a survey week to launch and conduct the online survey. Provide easy instructions the first day of the survey week.
- Encourage employees to complete surveys within two days. If necessary, you'll have an additional week to follow up with employees to reach the desired response rate.
- Your Community Transit CTR Rep will stay in touch to communicate how your site is progressing with its response rate and help you determine if the survey should be closed at the end of the survey week. Response rates are scaled based on employee totals.

Follow Up

- SurveyMonkey will not keep track of employees who haven't completed the survey.
- WSDOT will provide Community Transit with periodic updates with the total number of those who have completed the survey.
- You can use this information to prepare reminder notices to employees as a general message to complete the survey.
- Ask that surveys be completed within two days after communicating with employees.

Response Rates

- Your worksite's response rate is a preferred target to be achieved based on the total number of employees. For Target Response Rates above 50%, we just hope you achieve 50% minimum.

Number of Employees	Target Response Rate
100 - 199	70%
200 - 249	66%
250 - 299	61%
300 - 349	56%
350 - 399	53%
400 - 449	49%
450 - 499	46%
500 - 549	44%
550 - 599	41%
600 - 699	39%
700 - 799	36%
800 - 899	33%
900 - 999	30%
1000 - 1249	28%
1250 - 1499	24%
1500 - 1749	20%
1750 - 1999	18%
2000 - 2499	16%
2500 - 2999	13%
3000+	11%

Recommended Timeline and Checklist for Conducting Survey

By September 18

- Confirm management and technical staff support surveying with SurveyMonkey. (See sample email to Management on Page. 7.
- Establish survey week.
- Test the survey.
- Submit [CTR Survey Base Information](#) form to Community Transit.

Three Weeks before Survey Week

- Communicate with management staff that the CTR Survey is upcoming and to communicate that with their teams.

Two Weeks before Survey Week

- Communicate with employees that the following week will be the week to track their commute trips if they do not have a “common” commute. (See [recommended](#) tracking document on Page 11.) If using incentives to encourage responses, purchase items.
- Keep communicating. There can never be too much communication around the CTR Survey.

One Week Before Survey Week

- Send email communication to managers and supervisors to remind their teams to document their commute trips if they do not have a “common” way of getting to work [under current conditions](#).
- Prepare a mass email to be send the following Monday morning when the Survey launches.

TIMELINE (Continued)

Survey Week

- **Monday:** Send survey announcement email to employees. Post the editable QR code poster in common areas if that makes sense for your worksite. There is an editable field on the poster where you can include your contact information. You'll find the sample poster on Page 12. There is a link to the editable poster attached to this email.
- **Wednesday:** Check your response rate with Community Transit to see if you are tracking toward your goal.
- **Friday:** Check your response rate with Community Transit to see if you have hit your goal and determine if the survey should be closed.

Week Following Survey Week – If Necessary

- **Monday:** Send a communication to all employees to remind non-respondents.
- **Wednesday:** Check your response rate with Community Transit to see if you are tracking toward your goal.
- **Friday:** Make decision to end the survey based on target response rate.

Completing the Online Survey

- Surveys should be completed by **October 31, 2020**.
- Your worksite's results will be available about two weeks after closing the survey.

For More Survey Information

Email your Community Transit CTR Team with any questions:

CTR@commtrans.org

Resources

Sample Email to Management/Dept. Managers from ETC *(for support of the survey process at your worksite)*

Date:

To: Manager's Name, Title

From: Your Name, Title

Re: Upcoming Commute Trip Reduction Survey

Washington State's Commute Trip Reduction (CTR) Law requires us to conduct a short employee survey at <worksite's name if company has more than one location> to measure our progress toward our CTR goals.

I am working with our CTR Team at Community Transit to implement the bi-annual CTR Survey, and am seeking your support to encourage employee participation in the upcoming online survey that is required by law.

I have attached a copy of an email for your review. We are planning to launch the survey on <date>, so I would appreciate your comments on the memo by <date>. The survey will run for one week, and will be extended if we feel we have not met our target response rate. That is why getting your support early and communicating with your staff often, will help us meet our goals by the end of the week.

We are hoping to hit our goal of <insert percentage provided by CTR Survey Guide> employees by <survey week end date>.

With the unique situation this year has presented, we will be surveying all employees even if employees are teleworking or working compressed work week schedules. These are considered commute options, and this information is important given this point in time. Our current situation is anything but common, however we're asking employees to record their "common" week of commuting. This is a current week. If they don't have common schedules, capturing their commute the week prior to launching the survey is acceptable.

Your support will greatly help increase employee participation, which will in turn help inform leadership as to how to improve our transportation programs as the region's population continues to grow.

I appreciate your support for this effort. If I can provide you with any additional information about the CTR survey or our CTR program, please give me a call at <phone number>. Thank you!

Sample Letter to Employees from President/CEO *(for support of upcoming **online** survey)*

Date:

Dear <company name> Employee:

Our region is a beautiful place in which to live and work. <Company name> is committed to preserving the quality of life we all enjoy by providing an effective Commute Trip Reduction program for our employees.

To help reduce the air pollution, traffic congestion and health risks caused by single occupancy vehicle (SOV) trips, Washington State adopted the Commute Trip Reduction (CTR) Law in 1991. <Company name> implemented our own commute trip reduction program, as required by law, to reduce the number of employees driving alone to work. Now, we must measure the success of this program.

Next week we will be asking you to complete a short online survey which will help us better understand your commute habits and transportation needs, as well as measure the effectiveness of our Commute Trip Reduction program for all employees. And although you may be teleworking, commute options include working remotely, as well as compressed work week schedules, so it is important to hear from our entire organization.

Your input will help us improve our company's CTR program with the intent to ultimately help you and the region's air quality.

Thank you for your assistance.

<President/CEO name>

<title>

Sample Newsletter Article for CTR Survey

Let's get ahead of our County's population growth and increased traffic

There's no doubt that traffic congestion contributes significantly to air pollution. Although the pandemic has reduced commute traffic, by the year 2030, the Puget Sound Region is expected to grow by at least one million people. Have we stopped to consider what traffic may look like then?

In the next few weeks, we will be asking you to complete a short online Commute Trip Reduction Survey. By completing the online survey, you can help <company name> and our region develop ways to protect our clean air and quality of life.

We will use the information from the survey to measure our progress toward meeting our commute trip reduction goals which were established in the Washington State Commute Trip Reduction Law. We'll also use the information to assess our current transportation program and make improvements where needed.

And although you may be teleworking, commute options include working remotely, as well as compressed work week schedules, so it is important to hear from our entire organization. This year is anything but common, however we'd like you to record what your "common" commute looks like now, not your pre-pandemic commute patterns.

"It would be great if everyone could take a few minutes to complete this Commute Trip Reduction survey," said <company executive name>. "Your input will help us provide you with better commute options and benefits."

For information about commuting options, or the upcoming survey, contact <ETC name>, your Employee Transportation Coordinator, at <ETC email>.

Watch for the survey during the week of <date of distribution>.

Sample Memo to Employees (*instructions to complete survey*)

Date: <date>

To: <employee's name or all employees>

From: <your name or department manager>

RE: Commute Trip Reduction Surveys Due <date>

As a major employer in our region, <company name> is committed to Washington State's Commute Trip Reduction Law that strives to meet the transportation needs of our employees while focusing on reducing traffic congesting and air pollution. One of the elements of the CTR program requires us to survey our employees about commuting habits and work schedules every two years.

Please take a few moments to complete the CTR Survey, as your answers will help us better understand your transportation needs and allow us to increase the effectiveness of our Commute Trip Reduction Program.

This year has presented us with a unique opportunity to record commute habits that include telework and compressed work weeks, so although you may be working remotely, telework and compressed work weeks are considered commute options. In addition, we want you to answer the survey by recording what your common commute to work has been lately. If you do not have a common commute, record how you got to work last week.

This year's CTR Survey is being conducted using SurveyMonkey. Please follow [this link](#) and complete all questions by <insert survey end date>.

Thank you in advance for your participation. If you have any questions, please contact me.

Commuter Survey

Coming the week of <start date>

Please help us by completing the online commuter survey next week.

Your answers will be kept strictly confidential and will help us to develop a commuter program that can work for all of us!

The upcoming survey will ask you about your “common” commute during a normal work week now. If you don’t have a “common” commute, please use this sheet to record your commute trips during the week prior to the launch of our survey.

You do not need to use this sheet. We’ve simply provided it as a useful tool.

One-way mileage: _____

How did you get to work? (work from home, public transportation, bike, walk, carpool, vanpool, rideshare alone, pooled rideshare, employer shuttle, compressed work week schedule, drive alone (automobile, motorcycle))

Monday: _____

Tuesday: _____

Wednesday: _____

Thursday: _____

Friday: _____

Saturday: _____

Sunday: _____

COMPLETE YOUR SURVEY NOW

Don't miss your chance to help us improve our transportation program to help you and your daily commute.

Scan here!



We've partnered with Community Transit to complete this Commute Trip Reduction Survey required by the State of Washington. If you have any questions about the survey, please ask

