



Annual Commuter Survey Results for Life Sciences Center

Spring 2011

Prepared for
**Great Seneca Science Corridor
Implementation Advisory Committee**

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Survey Approach

Survey Instrument

- Annual Commuter Survey (ACS) is used to establish NADMS baseline
- Subsequently used to monitor efforts towards achievement of TDM goals
- Also used to provide employers information and for future marketing/outreach efforts
- Developed with survey consultant and constantly refined over the years
- Incentives/prizes provided by CSS to encourage employee responses

Timeline

- ACS conducted every Spring throughout the County, including Transportation Management Districts
- Survey conducted over approximately 2 - 3 week period

Distribution Methodology

- ACS distributed to employers via email w/ link for online survey
- Employers asked to send link to employees with request for completion
- Employers provided tips on how to get high response rates
- Employers reminded of requirements in TMDs
- Paper copies also provided to employers for distribution to employees without access to computers

Data

- Information gathered is snapshot of commuters' daily mode choices over one week
- Analyzed re commuting patterns and preferences of employees in the County
- Also analyzed for information relevant to future marketing/outreach efforts
- Last portion of the instrument can be used by respondents to request for free carpool/vanpool matching, transit schedules and information on alternatives to driving alone. These are processed separately.

Sample Email to Employers

Dear Montgomery County Employer:

Montgomery County Commuter Services is conducting the **2011 Annual Commuter Survey** online! Doing the **Annual Commuter Survey** online is quick, easy and saves time and paperwork.

The Washington region faces immense traffic problems, which means we must find alternatives to solo driving.

- **The cost of traffic congestion in the Washington Metro area is among the highest in the nation.**
- **At its current rate of growth, traffic in Montgomery County will double in the next 15 years.**

We need and welcome employers such as you to assist us in reducing traffic congestion and air pollution. Your help in distributing the survey to employees provides valuable information used for transportation planning. Your employees may also wish to join a carpool or vanpool. Please assist us by alerting all employees at your work site. The attached **sample e-mail** and **tip sheet** will help you get the word out and encourage participation by your employees.

DIRECTIONS:

- Please **notify all of your employees (full and part-time) as soon as you receive it**. You can modify the attached e-mail template (sample 2011 Online Survey sample e-mail to employees.doc) to suit.
- Direct employees to the survey link <https://surveys.cicresearch.com/proj11872/surveyMC.asp?id=6> and to **complete the survey within two weeks** of being notified.
- The attached **Tip Sheet** provides some useful pointers on how to get a high return.

NOTE: For companies with 25 or more employees located in the **Silver Spring and Friendship Heights Transportation Management Districts (TMDs)**, participation in the commuter survey is a **mandatory** part of your Traffic Mitigation Plan.

As in previous years, we are offering **special incentives** for company representatives who help us attain a 75% or higher response rate. Everyone who completes a survey can enter the **Big Prize Drawing** for some terrific prizes, such as a digital camera.

Thank you! If you have any questions, please contact Mark Sofman by telephone, 240-777-8385; or by email, mcdot.css.survey@montgomerycountymd.gov.

Employer Tip Sheet

To Promote High Response Rates

Tips for High Employee Survey Response Rate

Thank you for participating in the Annual Commuter Survey! We appreciate your help in this valuable effort. One of the most important roles you can play in the survey process is to encourage and reward your employees.

Following are some ideas that might be useful to you in obtaining a high response rate from your employees.

Some suggestions for getting a high response rate from your employees –

1. Alert employees that the survey is coming

- Send an email notice and post flyers in employee break areas, elevators, other high traffic areas; include a mention in the employee newsletter or other company publication.
- Ask supervisors to announce the survey in staff meetings, safety briefings, or other meetings.
- To attract attention, have the notice come from a top manager at the worksite.

2. Reassure employees that their participation is needed and confidential

- Tell employees the survey is legitimate and that their input is valuable to the community.
- Describe how the information will be used – for example, to help improve transportation services.
- Assure employees that their responses are anonymous & confidential.
- Provide the name and email/phone number of a contact person if they have questions.

Employer Tip Sheet

To Promote High Response Rates (cont'd.)

3. Distribute the survey in a way to attract employees' attention

If you distribute the surveys by email:

- Send a second email to employees with an internet link to the questionnaire, letting them know the survey is starting and encouraging them to respond.
- Provide brief instructions for how to complete the questionnaire; if providing an incentive for completing the survey, have employees print receipt after submitting the questionnaire.

If you distribute paper surveys:

- Prepare the questionnaire packet with a brief cover memo from a top manager. Tell employees the survey is starting and encourage them to respond.
- In the cover memo, provide brief instructions for how to complete the questionnaire and tell employees when and how they are to return the completed questionnaire.

4. Make it easy for employees to complete and return the questionnaire

- Tell employees they may complete the questionnaire during work time. Let them know it will take only a few minutes to complete.
- If completing the questionnaire on-line, they only need to click a final “submit” button when finished.
- For paper questionnaires, provide a way for employees to return the completed form to you.
- If possible, collect questionnaires individually.
- Ask supervisors to have employees complete and return questionnaires during staff meetings or other employee meetings.
- Place questionnaire drop-boxes in easily accessible locations, such as outside the office of the survey coordinator

Employer Tip Sheet

To Promote High Response Rates (cont'd.)

5. Remind and reward employees

- Two or three days before questionnaires are due, send a reminder email to all employees who have not yet completed the questionnaire.
- If you do not know who has already participated, send the notice to all employees. Include the on-line link to the questionnaire in case employees have lost or deleted your previous notices.
- Ask supervisors to remind employees in group meetings.
- Post a reminder notice on bulletin boards, in lobbies, lunch or break rooms, and other common locations
- Hold a prize drawing, or provide a voucher for free coffee or donuts to employees who respond by turning in their “submitted” receipt (on-line) or a completed paper questionnaire.
- Sponsor an inter-departmental “challenge” for the highest response rate, with the winning department receiving a pizza lunch

Sample of Employee Email Notice To Be Sent by Employer

SAMPLE TEXT OR ATTACHED MEMORANDUM EMPLOYEE EMAIL NOTICE

Employers: Please personalize this communication with your organization's name and other identifying information where indicated below. To help ensure a high response rate, please send on behalf of a senior manager or other easily recognized source.

Please insert the text below in the body of the email notifying employees of the survey. They can then connect directly to the survey site using the hypertext URL link.

TO: All Employees at (work site address)
FROM: (manager or human resource director)
SUBJECT: Montgomery County 2011 Annual Commuter Survey

- This is an important message to **(your organization's name)** employees who work at this location.
- Each year Montgomery County Commuter Services distributes the ANNUAL COMMUTER SURVEY to selected employers in order to collect valuable information used for determining commuter driving and transit patterns and to assist the County with its planning for new services and transportation investments. You, our employees, are included in the survey.
- Your response to the survey is important. Montgomery County uses it to obtain valuable information, which is then used to plan and improve transportation services around our worksite. Below are some important things to remember when you take the survey:
- Please click this link: _____ to complete the survey within **two weeks** of receiving this notice.
- In field #1, **Employer** Information, please type "**(your organization's name)**" only in the field indicated on the survey. Please do not use any other department/division names or acronyms.
- If you wish to enter the prize drawing, please enter your name and phone number at the end of the survey. Your response is confidential and you will NOT be contacted for any other purposes.
- **Thank you for your support!** By participating in the Annual Commuter Survey, you are helping to improve Montgomery County's quality of life and making it an even better place to live and work.
- If you have any questions, please contact Mark Sofman at Montgomery County Commuter Services by phone, 240-777-8385, or by email, mcdot.css.survey@montgomerycountymd.gov.

2011 ANNUAL COMMUTER SURVEY

Montgomery County, with help from your employer, is conducting this survey to find ways to improve transportation services in the County. Your participation is valuable and your answers will be confidential. Please return the survey within 2 weeks to the person who gave it to you.



ENTER TO WIN A TERRIFIC PRIZE! Employees who complete the survey will be entered into a PRIZE DRAWING for a digital camera and other great prizes! To enter, include your name and contact information at the end of the survey.

THANK YOU – WE VALUE YOUR INPUT AND COMMENTS!

1.

Today's Date:	Employer/Organization Name:
Street Address of Regular Work Location:	Work Zipcode:

2. On the most recent day you worked at your regular work location, what time did you arrive at work and what time did you leave?

Arrived _____ AM PM (circle one) Left _____ AM PM (circle one)

3. Last week, how did you get TO work each day? For each day you worked at your regular work location, check the box in Section A, "How I traveled to work" for the type of transportation you used that day. If you used more than one type on any day, e.g., walked to a bus stop then rode the bus, check ONLY the box for the type you used for the longest distance part of your trip.

Section A How I traveled TO work	Days worked at regular work location last week						
	Mon	Tues	Wed	Thurs	Fri	Sat	Sun
Drove alone in a car, truck, or SUV							
Drove myself and others (carpool or vanpool driver)							
Rode with others (carpool or vanpool rider)							
Took Ride On							
Took Metrobus or commuter bus (e.g., Eyre, Dillon)							
Took Metrorail							
Took MARC or VRE commuter train							
Walked or bicycled (entire trip from home to work)							
Other _____							

For each day you did not work or did not work at this location, check one box in Section B, "Why I was not at my regular work location." For any day you are not scheduled to work (e.g., Sunday), check "Regular day off."

Section B Why I was NOT at my regular work location	Days NOT at regular work location last week						
	Mon	Tues	Wed	Thurs	Fri	Sat	Sun
Compressed schedule (e.g., 9/80 schedule) day off							
Regular day off							
Teleworked, worked at home or telework center all day							
Meeting out of office, sick, vacation, or holiday all day							

4. If you carpooled or vanpooled last week, how many people, including yourself, were usually in the vehicle?

☐ I did not carpool or vanpool last week _____ total number of people in the vehicle

5. Thinking back to one year ago, how did you USUALLY get to work? (If you used more than one type of transportation then, check the one you used most often).

☐ drive alone ☐ carpool ☐ vanpool ☐ Ride On ☐ Metrobus or commuter bus
☐ Metrorail ☐ MARC or VRE ☐ bicycle / walk ☐ Other _____

Did you work at your current work location one year ago? ☐ yes ☐ no

- 6 What is your home zip code? _____

Please continue to page 2



7. a. How many miles is it from your home to your regular work location? _____ miles
 b. How long does it typically take you to travel from home to this location? _____ minutes
 c. Last week, what was the longest time it took you to travel from home to work? _____ minutes

8. On days that you drive to work, even if you only drive occasionally, where do you park?

☐ I never drive to work

I park: ☐ in a lot/garage at my work location
☐ in a public lot/garage off-site
☐ on the street
☐ other _____

8a. How much do you pay to park at this location?

☐ No charge, I park for free
 \$_____ per: day / month (circle one)

9. Does your employer offer to help pay the cost of commuting by transit or vanpool; if so, do you currently receive these benefits?

Benefit for:	Employer <u>DOES NOT</u> offer benefit	Employer offers benefit	
		I <u>DO NOT RECEIVE</u> it	I <u>DO RECEIVE</u> it
Bus, Metrorail, or train			
Vanpool			

9a. How much do you receive each month?

☐ \$1-30 ☐ \$31-60 ☐ \$61-99 ☐ \$100+

10. Does your employer allow employees to pay the cost of commuting by transit or vanpool with pre-tax dollars through payroll deduction; if so, do you currently receive these benefits?

Pre-tax for:	Employer <u>DOES NOT</u> allow a pre-tax deduction	Employer allows pre-tax deduction	
		I <u>DO NOT RECEIVE</u> it	I <u>DO RECEIVE</u> it
Bus, Metrorail, or train			
Vanpool			

10a. How much do you receive each month?

☐ \$1-30 ☐ \$31-60 ☐ \$61-99 ☐ \$100+

11. Listed below are commuting services that could help you travel to work by carpool, vanpool, transit, or bicycle. For each service listed, please indicate if the service would encourage you to use the type of transportation noted. For example, check "Yes" for "Route/schedule information for transit," if that service would encourage you to use transit. If you already use the type of transportation noted, check the box "Use this type of transportation now."

Commuting Service	Would this service encourage you to carpool, vanpool, or use transit or bicycle to get to work?			
	Yes	Maybe	No	Use this type of transportation now
Assistance to form a <u>carpool or vanpool</u>				
Free parking for <u>carpools and vanpools</u>				
Monthly payment or reimbursement equal to your <u>vanpool</u> cost				
Monthly payment or reimbursement equal to your <u>transit</u> cost				
Pre-tax payroll deduction equal to your <u>transit</u> cost				
Pre-tax payroll deduction equal to your <u>vanpool</u> cost				
Guaranteed Ride Home in case of emergency for <u>carpool, vanpool and transit</u> users				
Route/schedule information for <u>transit</u>				
\$20 monthly subsidy for <u>bicycling</u> to work				
Secure locker or other storage for <u>bicycle</u>				



2011 ANNUAL COMMUTER SURVEY

ENTER TO WIN A TERRIFIC PRIZE! Employees who complete the survey will be entered into a PRIZE DRAWING for a digital camera and other great prizes! To enter, include your name and contact information below.

THANK YOU FOR COMPLETING THE SURVEY!

If you would like to be entered into our prize drawing, please complete the information below. Prize drawing entry forms will be separated from the survey forms to maintain confidentiality.

Name _____ Employer Name _____ Phone Number _____ Ext. _____

Email (if you would like to receive the Commuter Services e-Newsletter, transportation updates, etc.) _____

Please add your suggestions and comments on how Commuter Services can serve you better:

If you would like to receive free information on carpooling, vanpooling, transit, the Guaranteed Ride Home program (GRH) or other alternatives to driving alone, please complete this section.

Name _____

Home Address _____
Number/Street _____ Apt. # _____

City _____ State _____ Zip _____ County _____

Name of Employer/Agency _____

Work Address _____
Number/Street _____ Suite # _____

City _____ State _____ Zip _____ County _____

Work Phone Number _____ Fax Number _____

I start work at _____ a.m. I can arrive _____ minutes **before** and _____ minutes **after** my normal time.

I stop work at _____ p.m. I can leave _____ minutes **before** and _____ minutes **after** my normal time.

Please send me the following information / schedules (check all that interest you)

☐ Commuter Rail: MARC/VRE ☐ Metrorail ☐ Metrobus ☐ MD Transit ☐ Guaranteed Ride Program ☐ SmartBenefits

☐ Ride On ☐ Park & Ride lots ☐ Local/commuter bus ☐ Car sharing (Zipcar / Connect by Hertz)

☐ Other _____

Car / Vanpool Matchlist. I can / prefer to be a (check all that interest you)

Carpool: ☐ Driver ☐ Rider ☐ Alternate Driver ☐ Neither

Vanpool: ☐ Driver ☐ Rider ☐ Alternate Driver ☐ Neither

For a carpool/vanpool, please specify pickup location(s): _____

List the closest landmark to your home (i.e., mall, shopping center, school): _____

2011 ACS - Life Sciences Center

Q1: Overall Response Rate & Counts

	Sub Area Level #2
	Greater Shady Grove - MC - Life Sciences Center
SubArea Level 2 Response Rate (%)	13.76
Responses for SubArea Level 2	480
Total Employees for SubArea Level 2	3,488

2011 ACS - Life Sciences Center

Q 1: Counts by Employers

		Count	Col %
Employer Name	Shady Grove Adventist Hospital	130	27.1%
	Universities at Shady Grove	102	21.3%
	J. Craig Venter Institute	49	10.2%
	TLC The Katherine Thomas School	30	6.3%
	Bioqual Inc.	25	5.2%
	Novavax	22	4.6%
	JDA Software	22	4.6%
	Johns Hopkins University	15	3.1%
	Maryland Department of Health	13	2.7%
	Jinfonet Software	11	2.3%
	Ceros Financial Services	11	2.3%
	Top Down Systems Corp	10	2.1%
	Silynx Communications	7	1.5%
	Academy Child Development Center	7	1.5%
	Genesis Health Shady Grove	6	1.3%
	Cato Research Ltd.	5	1.0%
	Infinite Computer Solutions	4	.8%
	Universal Medical Exams, Inc.	3	.6%
	Chiesi Pharmaceuticals Inc.	3	.6%
	Tetracore Inc	1	.2%
	Power Tekcorp	1	.2%
	Metropolitan Ballet Theatre	1	.2%
	Genecopoeia	1	.2%
	DIGITALIBiz Inc.	1	.2%
	Total	480	100.0%

2011 ACS - Life Sciences Center

Q1: Employer Response Rates & Counts

	Responses for Employer	Total Employees for Employer	Employer Response Rate (%)
Academy Child Development Center	7	70	10.00
Bioqual Inc.	25	125	20.00
Cato Research Ltd.	5	70	7.14
Ceros Financial Services	11	11	100.00
Chiesi Pharmaceuticals Inc.	3	8	37.50
DIGITALiBiz Inc.	1	7	14.29
Genecopoeia	1	14	7.14
Genesis Health Shady Grove	6	220	2.73
Infinite Computer Solutions	4	15	26.67
J. Craig Venter Institute	49	245	20.00
JDA Software	22	30	73.33
Jinfony Software	11	21	52.38
Johns Hopkins University	15	50	30.00
Maryland Department of Health	13	130	10.00
Metropolitan Ballet Theatre	1	15	6.67
Novavax	22	120	18.33
Power Tekcorp	1	30	3.33
Shady Grove Adventist Hospital	130	2,000	6.50
Silynx Communications	7	14	50.00
Tetracore Inc	1	50	2.00
TLC The Katherine Thomas School	30	88	34.09
Top Down Systems Corp	10	26	38.46
Universal Medical Exams, Inc.	3	9	33.33
Universities at Shady Grove	102	120	85.00

2011 ACS - Life Sciences Center

Weekday Mode Split

Two-Hour Peak Period 7:00 – 8:59 A.M.

			Q2. Peak Period Commute (7:00am - 8:59am)		
			Peak Period Commuter	Off Peak Period Commuter	Total
Q3. Weekday Mode Split (Mon-Fri)	Drove alone	Trips	1,038	853	1,891
		Col%*	89.1%	86.8%	88.0%
	CP/VP driver	Trips	15	35	50
		Col%*	1.3%	3.6%	2.3%
	CP/VP rider	Trips	47	16	63
		Col%*	4.0%	1.6%	2.9%
	Ride-on	Trips	21	27	48
		Col%*	1.8%	2.7%	2.2%
	Metrobus/Commuter bus	Trips	4	9	13
		Col%*	.3%	.9%	.6%
	Metrorail	Trips	2	1	3
		Col%*	.2%	.1%	.1%
	MARC/VRE	Trips	4	0	4
		Col%*	.3%	.0%	.2%
	Walked /bicycled	Trips	0	2	2
		Col%*	.0%	.2%	.1%
	Compressed schedule day off	Trips	6	8	14
		Col%*	.5%	.8%	.7%
	Teleworked	Trips	28	32	60
		Col%*	2.4%	3.3%	2.8%
	Total	Trips	1,165	983	2,148
		Col%*	100.0%	100.0%	100.0%

* Percentages based on Trips/Responses.

2011 ACS - Life Sciences Center

Non-Auto Driver Mode Share

Two-Hour Peak Period 7:00 – 8:59 A.M.

		Q2. Peak Period Commute (7:00am - 8:59am)			
		Peak Period Commuter		Off Peak Period Commuter	
		TOTAL	Col %	TOTAL	Col %
NADMS including TW & CWS (Mon-Fri)	Non-Driver Modes	112	9.6%	95	9.7%
	Driver Modes	1,053	90.4%	888	90.3%
	Total	1,165	100.0%	983	100.0%

2011 ACS - Life Sciences Center Overall Weekday Mode Split

		Trips	Col %*
Q3. Weekday Mode Split (Mon-Fri)	Drove alone	1,895	88.1%
	CP/VP driver	50	2.3%
	CP/VP rider	63	2.9%
	Ride-on	48	2.2%
	Metrobus/Commuter bus	13	.6%
	Metrorail	3	.1%
	MARC/VRE	4	.2%
	Walked /bicycled	2	.1%
	Compressed schedule day off	14	.7%
	Teleworked	60	2.8%
	Total	2,152	100.0%

* Percentages based on Trips/Responses.

2011 ACS - Life Sciences Center

Previous Modes Used; Previous Worksite

		Count	Col %
Q5. Thinking back one year, how did you usually get to work?	REF/No Answer	4	.8%
	Drive alone	424	88.3%
	Carpool	22	4.6%
	Vanpool	1	.2%
	Ride-on	13	2.7%
	Metrobus/Commuter bus	4	.8%
	Metrorail	4	.8%
	MARC/VRE	1	.2%
	Bicycle/walk	1	.2%
	Other	6	1.3%
	Total	480	100.0%

		Count	Col %
Q5a. Did you work at your current work location one year ago?	REF/No Answer	1	.2%
	Yes	395	82.3%
	No	84	17.5%
	Total	480	100.0%

2011 ACS - Life Sciences Center Home County of Residence (ZIP Code)

		Count	Col %
Q6. County of Residence (from ZIP Code)	Washington, DC	8	1.7%
	Anne Arundel County, MD	5	1.1%
	Baltimore County, MD	8	1.7%
	Calvert County, MD	2	.4%
	Carroll County, MD	5	1.1%
	Frederick County, MD	56	11.8%
	Harford County, MD	1	.2%
	Howard County, MD	11	2.3%
	Montgomery County, MD	319	67.4%
	Prince Georges County, MD	13	2.7%
	Queen Annes County, MD	1	.2%
	Washington County, MD	10	2.1%
	Baltimore City, MD	1	.2%
	Chester County, PA	1	.2%
	Amherst County, VA	1	.2%
	Arlington County, VA	4	.8%
	Fairfax County, VA	16	3.4%
	Loudoun County, VA	3	.6%
	Prince William County, VA	2	.4%
	Manassas City, VA	1	.2%
	Berkeley County, WV	3	.6%
	Jefferson County, WV	2	.4%
	Total	473	100.0%

2011 ACS - Life Sciences Center Travel Distance/Travel Time

	Valid N	Missing	Mean	Median	Range
Q7a. How many miles is it from your home to your regular work location?	464	16	18.1	12.0	120
Q7b. How long does it typically take you to travel from home to this location?	474	6	34.9	30.0	147
Q7c. Last week, what was the longest time it took you to travel from home to work?	467	13	47.4	40.0	177

2011 ACS - Life Sciences Center Parking Location & Parking Charges

		Count	Col %
Q8. On days that you drive to work, even if you only drive occasionally, where do you park?	In a lot/garage at my work location	452	94.2%
	In a public lot/garage off-site	11	2.3%
	On the street	5	1.0%
	Other	1	.2%
	I never drive to work	11	2.3%
	Total	480	100.0%

		Count	Col %
Q8a. How much do you pay to park at this location?	REF/No Answer	21	4.5%
	No charge, I park for free	433	92.3%
	I pay to park	15	3.2%
	Total	469	100.0%

	Valid N	Missing	Mean	Median	Range
Q8a. Parking Charge per Month	15	465	\$59.66	\$44.00	161

2011 ACS - Life Sciences Center

Employer-Provided Commute Benefits

		Count	Col %
Q9. Does your employer offer to help pay the cost of commuting by transit?	REF/No Answer	48	10.0%
	Employer does NOT offer benefit	392	81.7%
	Offers, I do NOT receive it	38	7.9%
	Offers, I DO receive it	2	.4%
	Total	480	100.0%

		Count	Col %
Q9. Does your employer offer to help pay the cost of commuting by vanpool?	REF/No Answer	71	14.8%
	Employer does NOT offer benefit	377	78.5%
	Offers, I do NOT receive it	31	6.5%
	Offers, I DO receive it	1	.2%
	Total	480	100.0%

2011 ACS - Life Sciences Center

Employer-Provided Commute Benefits

		Count	Col %
Q10. Does your employer allow pre-tax payroll deduction to help pay the cost of commuting by transit?	REF/No Answer	64	13.3%
	Employer does NOT allow	366	76.3%
	Allow, I do NOT use it	46	9.6%
	Allow, I DO use it	4	.8%
	Total	480	100.0%

		Count	Col %
Q10. Does your employer allow pre-tax payroll deduction to help pay the cost of commuting by vanpool?	REF/No Answer	86	17.9%
	Employer does NOT allow	357	74.4%
	Allow, I do NOT use it	35	7.3%
	Allow, I DO use it	2	.4%
	Total	480	100.0%

2011 ACS - Life Sciences Center

Next Steps

- Further analysis of responses, including residential locations, transit access, potential for car/vanpools, additional transit service
- Additional efforts with employers/employees, including information on commuting benefits, new transit services (e.g., MTA ICC express buses)
- Meet with participating employers to discuss survey results
- Meet with low-response and non-participating employers to determine reasons for lack of participation
- Review survey approach
- Consider extending survey period to enable CSS to conduct survey-related outreach over longer period; potentially conduct contests
- Conduct events in large buildings during survey period with incentives to turn in surveys (e.g., food, prizes)
- Provide additional incentives during extended survey period, potentially with cooperation from employers/buildings
- More outreach/publicity to employers (and TBCs) to familiarize them with the survey and its purpose/benefits
- Other ideas?

Contact Information

Montgomery County Commuter Services

Division of Transit Services

Department of Transportation

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