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### Questions and Answers #

**ADVERTISEMENT NUMBER:** DOT-RFP-20-5007-CAP

**DESCRIPTION:** Regional Commuter Assistance Program (reThink Your Commute)

**DATE:** May 7, 2020

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1. Will the technical and oral presentation scores be announced at the price proposal opening and scoring on July 22? Will the three scores be tallied to reveal an apparent ranking at that public meeting?

**Answer: Yes and Yes**

2. Are these items, with the approval of the project manager, allowable expenses?
  - a. Out-of-State Training and Travel Costs
  - b. All promotional and display items intended specifically for reThink outreach

**Answer: Yes and yes**

3. Could you please provide the full reporting of metrics provided to FDOT beyond the annual reports?

**Answer: The work plan consisting of the program goals and objectives is updated on a yearly basis.**

4. Can you please provide any relevant or original research that is currently being used to inform your decisions?

**Answer: Scope was written based on the Department's Commuter Assistance Program. The Commuter Assistance Program is authorized in Chapter 341, Florida Statutes and specific program guidelines are provided in FDOT Procedure Topic Number 725-030-008. The Center for Urban Transportation Research also performs periodic program evaluations to evaluate the effectiveness of the program. Attached to this document is the latest periodic analysis performed by CUTR to evaluate the effectiveness of the program.**

5. May we provide a link to a digital portfolio and not exceed page limits designated in the response?

Answer: No

6. Are the cover and tabs excluded from the page limits?

Answer: Yes

7. Is the intent to conduct oral presentations in-person?

Answer: At the current time, we are planning on them being in person in the District Office. However, we will be closely monitoring CDC guidelines and will post any changes to the procedure in an Addendum.

8. Will there be any restrictions on leave-behinds or visuals used during oral presentations?

Answer: A power point presentation may be used during oral presentations. The only leave-behinds permitted will be copies of the slides used during the presentation.

9. Is a cover letter permitted, and if so, does it count towards the page count?

Answer: A cover letter is not requested to be part of the proposal. If one is included, it will count toward the page count.

10. Does an 11x17 organizational chart count towards the 5% total allowed foldout pages?

Answer: No

# Florida Commuter Assistance Program Evaluation CY2017

Project Number

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# Commuter Assistance Program Evaluation

Commuters helped by the six Florida commuter assistance programs (CAPs) were surveyed to assess changes in travel behavior, societal benefits, and impacts. The following summarizes overall impacts. Subsequent sections contain summaries for each of the CAPs.

## Methodology

Most of the CAP customers took the survey online (see Appendix for the questionnaire) after being emailed the link at least twice. Commuter Services of North Florida and rideOn had significant portions of their customers who do not have an email address recorded with these CAPs, so postcards with a link to the survey were mailed. Table 1 summarizes the response rates and margins of error (MOE) from the sample population. Overall, the response rate was 10%. MOEs for two of the CAPs are larger than their respective estimates based on their low response rates. As a caution, we did not estimate impacts for these CAPs because they have questionable reliability. We do report the results from the surveys for each CAP.

**Table 1. Survey Response Rate.**

Survey Results	Survey Responses	Sample Population	Response Rate	MOE*
Commuter Services of Southwest Florida	57	598	9.5%	12.36%
Commuter Services of North Florida	122	1114	11.0%	8.38%
reThink Your Commute	748	8048	9.3%	3.41%
rideOn	32	494	6.5%	16.77%
South Florida Commuter Services	323	3465*	9.3%	5.19%
TBARTA Commuter Services	412	3296	12.5%	4.52%
<b>TOTAL</b>	<b>1694</b>	<b>17015</b>	<b>10.0%</b>	<b>2.26%</b>

\*Sample population for South Florida Commuter Services was 10% of the reported customer database.

## Results

Overall, the CAPs reduce almost 14,000 daily one-way trips. Collectively, they reduce over 750,000 vehicle miles of travel per day and over 137,000 minutes in delay (Table 2).

**Table 2. Impact of Changes to Single Occupant Travel.**

	District 3	District 5	District 4/6	District 7	
Impact of Auto-Drive Alone Travel (a negative value is a reduction)	Commuter Services of North Florida	reThink Your Commute	South Florida Commuter Services	TBARTA Commuter Services	Total
Change in Daily One-Way Trips	(25)	(1,610)	(11,537)	(653)	<b>(13,824)</b>
Change in Daily VMT	(3,572)	(128,194)	(577,894)	(42,750)	<b>(752,410)</b>
Change in Added Delay (minutes)	(1,040)	(12,689)	(110,061)	(13,545)	<b>(137,336)</b>
Change in Gasoline Consumption (gallons/day)	(198)	(7,122)	(32,105)	(2,375)	<b>(41,801)</b>

The estimated VMT reductions and mode split changes were used to estimate the change in social costs based on the methods used by the recently updated TRIMMS™ 4.0. These societal costs include air pollution, congestion, excess fuel consumption, global climate change, health and safety, and noise pollution. The methods use global and regional factors (e.g., mode splits, emission rates) for 99 MSAs. The changes in the daily social costs are shown in Table 3.

**Table 3. Change in Social Costs (\$, Daily).**

	District 3	District 5	District 4/6	District 7	
Change in Social Costs (\$, Daily) (negative value is a reduction)	Commuter Services of North Florida	reThink Your Commute	South Florida Commuter Services	TBARTA Commuter Services	Total
Air Pollution	\$ (0.56)	\$ (37.55)	\$ (314.15)	\$ (15.40)	\$ <b>(368)</b>
Congestion	\$ (33.89)	\$ (424.42)	\$ (3,748.90)	\$ (466.41)	\$ <b>(4,674)</b>
Excess Fuel Consumption	\$ (681.92)	\$ (17,317.52)	\$ (78,938.16)	\$ (5,283.34)	\$ <b>(102,221)</b>
Global Climate Change	\$ (8.69)	\$ (568.09)	\$ (4,540.16)	\$ (249.61)	\$ <b>(5,367)</b>
Health and Safety	\$ (84.88)	\$ (2,155.62)	\$ (9,825.94)	\$ (657.65)	\$ <b>(12,724)</b>
Noise Pollution	\$ (36.65)	\$ (1,449.28)	\$ (6,828.38)	\$ (423.01)	\$ <b>(8,737)</b>
<b>Total</b>	\$ <b>(846.59)</b>	\$ <b>(21,952.49)</b>	\$ <b>(104,195.69)</b>	\$ <b>(7,095.42)</b>	\$ <b>(134,090)</b>

The annualized benefits were compared to the annualized costs using the 2017 budgets from the FDOT Work Program for commuter ridematching and marketing. Overall, Florida's CAP programs yielded nearly \$31 million in benefits to almost \$6 million investment by FDOT yielding a Benefit to Cost ratio of 5.3.

**Table 4. Benefit/Cost Ratio.**

	District 3	District 5	District 4/6	District 7	
Program Benefits (a positive value is a benefit)	Commuter Services of North Florida	reThink Your Commute	South Florida Commuter Services	TBARTA Commuter Services	Total
Total Annual Benefits (B)	\$ 198,949	\$ 5,158,835	\$ 24,485,987	\$ 1,667,423	\$ 31,511,193
Total Annualized Cost (C)	\$ 200,800	\$ 1,183,421	\$ 3,165,978	\$ 1,381,906	\$ 5,932,105
Net Benefit (B-C)	\$ (1,851)	\$ 3,975,414	\$ 21,320,008	\$ 285,517	\$ 25,579,088
<b>Benefit to Cost Ratio (B/C)</b>	<b>1.0</b>	<b>4.4</b>	<b>7.7</b>	<b>1.2</b>	<b>5.3</b>

### Commute Demographics

CAP registrants generally speaking have longer commutes than their fellow MSA residents. For some CAPs it was considerably longer. For example, the average commute time of Tampa-St. Petersburg-Clearwater MSA residents is 27.2 minutes, but for TBARTA registrants, it is 47.2 minutes. For residents of the Miami-Fort Lauderdale-Pompano Beach MSA it is 29.6 minutes, but for SFCS registrants it is 44.8 minutes, and for residents of the Orlando-Kissimmee-Sanford MSA it is 28.7 minutes, but for reThink registrants it is 43.7 minutes. Registrants with Commuter Services of North Florida, rideOn, and Commuter Services for Southwest Florida have longer average commutes than their MSA counterparts although the differences are less stark. These general findings regarding travel times are not surprising. It is these long distance commuters who are the most likely to seek out the assistance of a CAP. Tables 5 and 6 show the average one-way commute distance and travel time to work for each of the CAPs.

**Table 5. Average One-Way Commute Distance.**

CAP	Distance
South Florida Commuter Services	24.6 miles
reThink	26.1 miles
Commuter Services of N Florida	16.0 miles
TBARTA	23.5 miles
Commuter Services for SW Florida	18.9 miles
rideOn	20.0 miles

**Table 6. Average Travel Time to Work.**

CAP	Time
South Florida Commuter Services	44.8 minutes
reThink	43.7 minutes
Commuter Services of North Florida	30.1 minutes
TBARTA	47.2 minutes
Commuter Services for Southwest Florida	29.5 minutes
rideOn	31.7 minutes

### Trial Use of Other Modes of Transportation

On average, about 25.6 percent of CAP registrants said they have tried a different mode of transportation in the past 12 months. The one exception was Commuter Services of Southwest Florida where only 8.7 percent reported trying a different mode. When those that had tried taking transit were

asked why they did not continue with it, the most common responses were that it took too much time, it was too inconvenient, circumstantial reasons (e.g., a vehicle became available), and needing a vehicle before or after work. When those that had tried carpooling or vanpooling were asked why they didn't continue with it, the responses were more varied. Circumstantial reasons (e.g., a vehicle became available) was frequently cited, and so was a change in job (either for the respondent or the respondent's carpool partner), and it took too much time.

### Influence of CAP on Mode Choice

In terms of what influence the CAPs have on respondents' mode choice, an average of 44.6 percent said the CAP had some degree of influence on their regular mode of travel from home to work, and an average of 42.5 percent said the CAP had some degree of influence on their decision to try a new mode in the past 12 months. With telecommuting, the degree of influence was much less. Only 20.4 percent said the CAP had any influence on their decision to try telecommuting. Table 7 shows the mode split of customers before and after contacting the CAPs.

**Table 7. Mode Split Before and After Contacting CAP.**

Commuter Mode	D1		D3		D3		D4/D6		D5		D7	
	Commuter Services of Southwest Florida	Commuter Services of North Florida	rideOn	South Florida Commuter Services	reThink Your Commute	TBARTA	Before	After	Before	After	Before	After
Driving alone	90.0%	70.2%	61.3%	59.1%	75.0%	65.7%	70.1%	36.8%	83.2%	63.2%	62.0%	42.2%
Carpool	10.0%	27.6%	14.9%	12.8%	10.0%	16.7%	5.4%	12.9%	4.1%	5.6%	5.1%	7.7%
Vanpool	0.0%	0.0%	1.0%	5.6%	0.0%	4.6%	0.9%	5.9%	1.6%	13.6%	0.7%	14.0%
Bus	0.0%	0.0%	9.9%	9.7%	10.0%	0.0%	10.4%	26.0%	3.4%	2.8%	19.5%	24.7%
Bicycle	0.0%	0.0%	9.9%	5.2%	5.0%	3.7%	0.9%	1.2%	0.9%	1.2%	3.4%	2.2%
Walked	0.0%	0.0%	1.0%	0.2%	0.0%	4.6%	0.0%	0.0%	0.2%	0.2%	1.0%	1.5%
Motorcycle	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.6%	0.0%	0.7%	0.0%
Railroad	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	9.0%	12.0%	2.2%	8.3%	0.3%	0.0%
Taxicab	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.4%	0.4%	0.7%	0.5%
TNC	0.0%	2.2%	0.0%	1.6%	0.0%	0.9%	0.5%	1.1%	0.6%	0.9%	1.0%	2.7%
Other method	0.0%	0.0%	1.0%	1.7%	0.0%	0.0%	1.8%	1.7%	2.0%	1.9%	3.9%	1.8%
Did not work	0.0%	0.0%	0.0%	3.7%	0.0%	0.9%	0.0%	0.9%	0.4%	0.4%	0.7%	0.7%
Overnight	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.1%	0.0%	0.0%
Telework	0.0%	0.0%	0.0%	0.4%	0.0%	0.9%	0.5%	1.1%	0.4%	1.2%	1.0%	2.0%
Compressed work week	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%

### Customer Satisfaction

The survey asked respondents to rate seven aspects of customer service on a scale of 1 to 10 with 10 being the best and 1 being the worst. These seven service aspects included: accuracy of the information provided, usefulness of the information, promptness with which it was provided, the courtesy and professional attitude of the CAP staff, handling of questions or problems, usefulness of the list of potential carpoolers or vanpoolers, and the usefulness of the transit information. With two exceptions, the statewide average ratings were 7.0 or higher. Courtesy and professional attitude rated the highest at 8.0. The exception was the rating for usefulness of the list of potential carpoolers and vanpoolers (6.0). There are two possibilities for the low score. One is that the contact information in the list of

potential carpoolers and vanpoolers is inaccurate (i.e., it includes names of people who do not wish to be in the database). However, considering that the survey respondents gave high marks to the service aspect “accuracy of the information provided”, that reason is unlikely. A more likely reason is that the lists of potential carpool and vanpool partners do not contain enough names for a person to find a match. On a related note, the survey revealed that only 17.1 percent of respondents reported being contacted by anyone to form a carpool or vanpool, and only 18.4 percent reported initiating contact themselves. Consequently, only 19.0 percent reported being successful in joining a carpool or vanpool.

**Table 8. How satisfied are you with CAPs performance overall?**

Customer Satisfaction Level	MIN	MAX
Completely satisfied	17.2%	27.9%
Mostly satisfied	7.0%	22.8%
Somewhat satisfied	0%	14.2%
Neither satisfied nor dissatisfied	14.2%	25.0%
Somewhat dissatisfied	0%	6.6%
Mostly dissatisfied	2.3%	9.2%
Completely dissatisfied	0%	7.3%
Do not know	12.3%	37.2%

**Table 9. On a scale of 1 to 10 where 1 is the lowest or worst rating and 10 is the highest or best rating, how would you rate Commuter Services on each of the following?**

Customer Service Aspect	MIN	MAX
Accuracy of the information provided	6.5	7.5
Usefulness of the information provided	6.6	7.3
Promptness with which they provided the information	6.9	7.7
Courtesy and professional attitude	7.1	8.9
Handling of any questions or problems that you had	6.8	7.9
Usefulness of the list of potential carpoolers or vanpoolers	5.3	6.6
Usefulness of transit information provided to you	6.6	7.4

## Market Segment Identification

One addition to the CAP survey was the inclusion of the questions from another CUTR project that successfully segments commuters in the United States. Segmentation can help CAPs maximize the impact of TDM marketing campaigns on changing travel behavior by tailoring messages and developing augmented products to facilitate changes in travel behavior. Introducing the questions into the CAP evaluation also reduces the need for the CAP to incur costs of customized segmentation studies.

Under this other project, a small set of questions was derived that accurately predict which of seven segments the commuters fell. From a long list of potential questions, linear discriminant analysis was used to obtain a small set of questions, referred to as ‘Golden Questions’ to be used to predict cluster membership for drivers and non-drivers/light drivers. The following summarizes the seven segments.

### Non-driver groups

Groups 1 through 3 are the non-driver groups and can be described as follows.



### Non-driver Group 1 – Open-minded and Practical Travelers

This group somewhat likes driving or traveling by car, truck, or van as a passenger. They also believe that people should be allowed to use their cars, trucks, or vans as much as they like. However, they are also open-minded about other modes of transportation. They have positive attitudes towards walking and biking and are aware of the health benefits from walking and biking. They understand that society is facing environmental problems, but do not have a strong drive to act on this situation. They do not like or dislike other modes of transportation such as bus, train, ferryboat, or subway.

### Non-driver Group 2 – Car-free Choosers

This group does not feel the need to own a car as they believe that public transportation, walking, and cycling are adequate for their daily life. They also think that owning a car, truck, or van is expensive, and therefore do not have any incentive to invest in them. As a result, they are unlikely to increase their driving frequency. However, they still enjoy traveling in car, truck, van as a passenger. They also have positive attitudes towards many types of public transportation such as bus, train, ferryboat, or subway. They love walking and biking and strongly believe that walking and biking are very healthy. They also pay a lot of attention to the environmental problems that society is facing and strongly believe that global warming is not an exaggerated threat. If this group dislikes any mode of transportation, it might be motorcycle.

### Non-driver Group 3 – Car Contemplators

This group loves traveling by car, truck, or van, whether they are driving or not. They do not like traveling by public transportation such as bus, train, ferryboat, or subway because they think that they are both slow and stressful. They believe that owning a car, truck, or van is a sign of success and they provide status and prestige to its owner. As a result, they feel that people should be allowed to drive as much as they would like. They do not like biking or walking as a way to get to places, but are aware of the health benefits. They are also aware of environmental problems and do not believe that global warming and climate change threats have been exaggerated. However, they do not feel that they need to personally act to solve these problems.

## Driver Groups

Groups 4 through 7 are the driver groups and can be described as follows.

### Driver Group 4 - Malcontented Motorists & Non-bikers

This group likes driving, but not as much as the car lovers and devoted drivers do. They agree that it is important to reduce the number of cars, trucks, and vans on the road due to traffic noise and odor. They also feel responsible about environmental problems and do not believe that climate change and global warming have been exaggerated. They somewhat believe that reducing car usage can help stop climate change. Nevertheless, they do not enjoy public transportation because driving is faster. Therefore, they do not have many options besides driving. A distinctive feature of this group is that they dislike bicycles and motorcycles, even though they acknowledge the health benefits of bicycling.

### Driver Group 5 – Car lovers / Devoted Drivers

This group really loves to drive and does not want to cut down their car/truck/van use, and believes that there is no realistic alternative to driving. They believe that driving is a way to express themselves. As a result, they strongly believe that people should be allowed to use their car, truck, or van as much as they like. They have very negative attitudes towards biking and walking even though they understand the health benefits of walking and biking. They also have very negative attitudes towards any kind of public transportation and believe that car, truck, and vans are faster and cheaper and safer. However, they do

not think that they are too dependent on car, truck, and van. They also do not enjoy carpooling. They do not agree that car, truck, or vans create noise and odor nuisance or lead to an unhealthy lifestyle. Regarding environmental issues and climate change, this group somewhat believes that environmental threats have been exaggerated.

#### Driver Group 6 – Active Aspirers

This group does not enjoy driving as much as people in other groups and would gladly cut down their car, truck, or van use if they could. They believe that driving is quicker than public transportation but not cheaper because owning a car, truck, or van is expensive. They do not like traveling by taxi cab and motorcycle. They have positive attitudes toward public transportation such as bus, subway, railroad, and ferryboat. They also enjoy biking and walking and highly appreciate the health benefits of biking and walking. They are highly aware of environmental responsibilities and climate change and would like to act on them. Therefore, this group believes that it is important to reduce the number of car, truck, or vans due to traffic noise and odor, and to solve environmental issues. If this group has to use a car to get to work, they would like to carpool.

#### Driver Group 7 – Open-minded car lovers

Just like the Car lovers/Devoted Drivers group, this group really loves to drive, and does not want to cut down their car, truck, or van use, and believe that there is no realistic alternative to driving. They strongly believe that people should be allowed to use their car/truck/van as much as they like and think that driving is a way to express themselves. Since they believe that driving is cheaper and quicker, they have unfavorable views toward public transportation. Nevertheless, they still like traveling by walking and biking and highly appreciate the health benefits of walking and biking. Despite their love for driving, this group feels responsible about environmental issues and does not believe that climate change and global warming have been exaggerated. Therefore, they think that it is important to reduce the number of car/truck/vans because of traffic noise and odor. This group is also open to carpooling.

Table 10 shows the distribution of the market segments of the current customer base and how it compares to the distribution of all of Florida. Customers were first asked to indicate how often they drive a vehicle. For the purposes of the segmentation, those customers that responded less than 1 day per week (average 18.8%) were classified as non-drivers, and the other 81.2 percent that responded 1 day per week or more were classified as drivers. The majority of CAP customers were classified as either Malcontented Motorists and Non-bikers (29.3%) or Active Aspirers (34.7%), both of which were driver segments. The largest non-driver segment was the Car-free Choosers, representing about 17.7 percent of CAP customers.

The use of the segmentation results should help Florida CAPs. The European implementation of segmentation on which the CUTR project was modeled yielded positive results. Seven cities reportedly ran three successful campaigns that resulted in a 10% overall mode shift in each of the cities.<sup>1</sup>

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<sup>1</sup> Segmented Marketing for Energy efficient Transport (SEGMENT)  
<https://ec.europa.eu/energy/intelligent/projects/en/projects/segment>

**Table 10. Distribution of Market Segments by CAP.**

Segment	Florida	D1 Commuter Services	D3 Commuter Services of N. Florida	D3 rideOn	D4/D6 SFCS	D5 reThink Your Commute	D7 TBARTA
<b>NON-DRIVERS</b>							
Open-minded and Practical Travelers	1.3%	0%	2.9%	0%	0.9%	1.2%	1.6%
Car-free Choosers	17.7%	0%	14.9%	15.0%	26.9%	13.4%	22.6%
Car Contemplators	3.5%	0%	0%	0%	5.8%	3.4%	3.9%
<b>DRIVERS</b>							
Malcontented Motorists & Non-bikers	29.3%	34.1%	25.7%	65.0%	22.6%	32.4%	26.5%
Car lovers/ Devoted Drivers	4.6%	15.9%	11.8%	0%	2.7%	3.8%	3.9%
Active Aspirers	34.7%	31.8%	37.6%	20.0%	36.7%	34.4%	34.0%
Open-minded car lovers	8.9%	18.2%	6.9%	0%	4.4%	11.3%	7.5%

## Findings and Recommendations

In general, the CAPs continue to provide value to Florida as evidenced by the statewide B/C of 5.3.

As with every survey today, we continue to be challenged with the low survey responses. All CAPs should be strongly encouraged to obtain email addresses for all current and future customers. Communicating regularly with customers via e-newsletters, for example, will help keep the customer base current. The introduction of potential incentives for participation will be explored with future evaluations.

The CAP evaluation will continue to depend on TRIMMS methods and factors to estimate societal benefits. As such, a future task should be to update global and regional parameters in TRIMMS to reflect changes (e.g., updating travel distances by mode) and developing new methods for addressing additional services.

Based on the European success of SEGMENT, FDOT should recommend that CAPs use the segmentation results to help design effective campaigns and products targeted to their customer segments.

Several of the CAPs have additional programs and service responsibilities beyond the core purposes (e.g., carpool and vanpool formation) that are not included in this evaluation. The Central Office may wish to expand this effort to determine if a more comprehensive evaluation (e.g., all uses of CAP funds) should be made (e.g., evaluation of School Pool, TMAs, etc.) or whether the CAP effort should be maintained to focus on the core purposes of CAPs.

The following section contains summaries for each of the CAPs.

## Commuter Services of Southwest Florida Survey Results

A total of 57 Commuter Services customers out of 598 responded to the survey for a response rate of 9.5 percent. That yields a confidence interval of  $\pm 12.36$  at the 95 percent confidence level. The tables of the survey results are at the back of this summary. Whenever possible, the survey results were compared to data from the 2016 American Community Survey for the Cape Coral-Fort Myers, Lakeland-Winter Haven, and North Port-Bradenton-Sarasota Metropolitan Statistical Areas (MSAs).

### **Commute Characteristics**

Commuter Services customers leave earlier for work than residents of the three MSAs. 85.1 percent of Commuter Services customers leave for work before 7:30 a.m. compared to only 47.8 percent on average for the three MSAs (Table 11). The amount of time it takes Commuter Services customers to travel from home to work is 29.5 minutes on average. That is slightly higher than the average commute time (26.2 minutes) reported in the ACS for the three MSAs (Table 12). The mean distance from home to work for Commuter Service customers is 18.9 miles (Table 13). The survey asked customers what their usual mode of commuting to work is now and also what it was before they contacted Commuter Services. The percentage who reported driving alone as their normal commute mode dropped from 90.0 percent to 70.2 percent while the percentage who said carpooling was their normal mode increased from 10.0 percent to 27.6 percent, and the percentage who reported using a transportation network company such as Uber or Lyft increased from 0 to 2.2 percent (Table 14).

### **Trial Use of Other Modes of Transportation**

When asked whether they had tried a different mode of transportation to work in the past 12 months, 8.7 percent said they had. Of those that had tried a different mode, 50.0 percent said they tried bicycling, and 16.7 percent each tried the bus, motorcycle, and compressed work week (Table 15). When the one person who tried taking the bus to work was asked why they didn't continue with it, they responded that they needed a vehicle during or after work (Table 16).

### **Carpooling and Vanpooling**

Commuter Services carpooler and vanpoolers have 2.1 passengers per vehicle on average (Table 18). "Fampools", carpools or vanpools where one or more of the passengers are family members, represent more than half (70.6%) of Commuter Service carpools and vanpools (Table 19). Although carpools and vanpools technically include child passengers (i.e. for the purposes of being able to use an HOV lane), only a small percentage of Commuter Services carpoolers and vanpoolers (11.8%) said that their carpool or vanpool included any passengers under age 16 (Table 20). When carpoolers and vanpoolers were asked how many days they were the driver, there was a dispersion of answers. 5.9 percent said they are never the driver, 17.7 percent said they are the driver one day a week, 11.8 percent said they are the driver two days a week, 23.5 percent said they are the driver three days per week, and 41.2 percent said they are the driver five days a week (Table 21). Survey respondents who recalled receiving the names of potential carpool and vanpool partners from Commuter Services or their employer were asked whether they were contacted by anyone, whether they contacted anyone themselves, and whether they were successful in forming a carpool or vanpool. 20.0 percent said that they were contacted, 2.2 percent said that they had tried to contact someone, and 15.9 percent of the total respondents said they were successful in actually forming or joining a carpool or vanpool (Table 22).

## **Telecommuting**

The survey included several questions related to working from home. Only 25.5 percent of Commuter Services customers indicated that they regularly do any paid work out of their home. Those who indicated that they did were pressed further on the nature of that work. Over three-quarters (78.6%) said they bring work home after normal work hours, which technically is not telecommuting. 14.3 percent said they sometimes work at home as an employee or contract worker during normal business, and 7.1 percent said they operate their business out of their home. On average, they telecommuted 1.7 days per month. When asked if they have tried telecommuting in the past 12 months, 8.7 percent of Commuter Services customers indicated they had done so. Of those, 25.0 percent said they have continued to work from home at least once per month while the other 75.0 percent said it was a temporary change. The latter category of respondents was asked why they discontinued telecommuting. There were only three responses, and all three respondents said they had a change in job requirements (Table 23).

## **Influence of Commuter Services on Mode Choice**

Respondents were asked a series of questions about the extent to which Commuter Services influenced their travel decisions. First, they were asked to what extent their normal mode of travel to work was influenced by Commuter Services. Putting aside those respondents who indicated they normally drive alone to work (because it is unlikely that such a person would have been influenced by Commuter Services), 45.5 percent said they were influenced to varying degrees by Commuter Services in their usual choice of travel mode to work. Next, respondents were asked to what extent their decision to try a new mode of travel to work in the past 12 months was influenced by Commuter Services. Again, the analysis of responses was limited to those who indicated something other than driving alone. Here 75.0 percent said they were influenced by Commuter Services. Finally, respondents who indicated they had tried telecommuting in the past 12 months were asked the extent to which Commuter Services had influenced that decision. Here it was 0 percent (Table 24). When asked which products and services they recalled receiving from Commuter Services, the majority did not recall receiving any products or services (22.9%), followed by emergency ride home or guaranteed ride home information (15.7%), and information on commuter benefits, such as preferred parking (13.3%) (Table 25).

## **Commuter Services Customer Demographics**

Commuter Services customers are much more likely to be female than residents of the three Metropolitan Statistical Areas (MSAs) as a whole. 58.1 percent of Commuter Services customers are female compared to 47.5 percent of residents of the Cape Coral-Fort Myers MSA, 47.5 percent of the North Port-Bradenton-Sarasota MSA, and 46.7 percent of the Lakeland-Winter Haven MSA (Table 26). In terms of access to vehicles, the percentage of 1-car, 2-car, and 3 or more-car households among Commuter Services customers is about the same as it is for the MSAs (Table 27). Commuter Services customers tend to be late middle-aged; 70.0 percent are between 45 and 64 years (Table 28). Commuter Services customers are twice as likely to have a bachelor's degree compared to MSA residents and more than twice as likely to have a postgraduate degree; 23.8 percent of Commuter Services customers have some level of postgraduate degree compared to just 9.5 percent of MSA residents on average (Table 29). In terms of employment, Commuter Services customers are much more likely than MSA residents to be government employees, local government employees in particular; 55.1% of Commuter Services customers are local government employees compared to just 7.5% of MSA residents on average (Table 30).

## **Customer Satisfaction**

In terms of satisfaction, 41.9 percent of the respondents said they were satisfied overall with Commuter Service's level of performance (Table 31). While that may seem low, it should also be pointed out that 18.6 percent were neither satisfied nor dissatisfied, and 37.2 percent said they did not know. Only 2.3 percent said they were dissatisfied. Commuter Service customers were asked to rate seven aspects of service on a scale of 1 to 10 with 1 the lowest score and 10 the highest. In regards to the accuracy of the information provided, the usefulness of the information provided, the promptness with which Commuter Services provided it, the staff's courtesy, and their handling of questions or problems, all of the scores were higher than 7. Courtesy of the staff was rated the highest at 8.9. However, the usefulness of the list of potential carpoolers and vanpoolers and the usefulness of transit information was rated lower at 6.6 and 6.9 respectively (Table 32). 51.2 percent of the respondents said they would recommend Commuter Services to a friend or relative, and 32.6 percent actually have done so (Tables 33 and 34). When asked how they heard about Commuter Services, the top four sources were work (i.e. co-workers), their employer, commuter fairs, and email (Table 35).

## **Customer Segments**

The survey included a set of 'golden questions' to determine how many Commuter Services customers fall into each of seven segment profiles. Customers were first asked to indicate how often they drive a vehicle, of which 78.3 percent of Commuter Services customers responded 5 to 7 days per week, 17.4 percent responded 2 to 4 days per week, 2.2 percent responded about 1 day per week, and 2.2 percent indicated less than 1 day per week. For the purposes of the segmentation, those customers that responded less than 1 day per week (2.2%) were classified as non-drivers, and the 97.8 percent that responded 1 day per week or more were classified as drivers. Only one respondent indicated that they were a non-driver, however, they did not complete the segmentation questions. Of the drivers, 34.1 percent were classified as malcontented motorists and non-bikers, 15.9 percent were car lovers/devoted drivers, 31.8 percent were active aspirers, and 18.2 percent were open-minded car lovers (Table 36).

## Commuter Services for Southwest Florida Survey Tables

**Table 11. When do you usually leave home for work?**

Departure Time	Commuter Services (2014)	Cape Coral-Fort Myers MSA (2012)*	North Port-Bradenton- Sarasota MSA (2012)*	Lakeland-Winter Haven MSA (2012)*	Commuter Services (2017)	Cape Coral-Fort Myers MSA (2016)*	North Port-Bradenton- Sarasota MSA (2016)*	Lakeland-Winter Haven MSA (2016)*
12:00 a.m. to 4:59 a.m.	2%	4%	3%	5%	2.1%	3.9%	3.2%	4.6%
5:00 a.m. to 5:29 a.m.	3%	3%	2%	5%	2.1%	3.7%	3.7%	3.8%
5:30 a.m. to 5:59 a.m.	3%	4%	3%	5%	8.5%	4.5%	3.7%	3.6%
6:00 a.m. to 6:29 a.m.	11%	8%	6%	10%	21.3%	11.0%	8.3%	8.9%
6:30 a.m. to 6:59 a.m.	15%	10%	9%	11%	14.9%	10.5%	9.6%	9.1%
7:00 a.m. to 7:29 a.m.	28%	14%	17%	17%	36.2%	16.1%	16.6%	18.6%
7:30 a.m. to 7:59 a.m.	19%	14%	15%	16%	10.6%	9.9%	12.4%	15.6%
8:00 a.m. to 8:29 a.m.	5%	12%	13%	8%	2.1%	12.1%	13.0%	9.3%
8:30 a.m. to 8:59 a.m.	3%	6%	6%	4%	0%	4.9%	5.5%	4.2%
9:00 a.m. to 11:59 a.m.	3%	25%	25%	20%	0%			
12:00 p.m. to 11:59 p.m.	9%	0%	0%	0%	2.1%	23.6%	24.0%	22.2%

\*2012 and 2016 American Community Survey 1-Year Estimates, Commuting Characteristics by Sex

**Table 12. How many minutes does it usually take you to travel from home to work in minutes (one way)?**

One-Way Travel Time to Work	Commuter Services (2014)	Cape Coral-Fort Myers MSA (2012)*	North Port-Bradenton-Sarasota MSA (2012)*	Lakeland-Winter Haven MSA (2012)*	Commuter Services (2017)	Cape Coral-Fort Myers MSA (2016)*	North Port-Bradenton-Sarasota MSA (2016)*	Lakeland-Winter Haven MSA (2016)*
Less than 10 minutes	17%	9%	11%	10%	8.5%	10.1%	9.2%	8.6%
10 to 14 minutes	7%	12%	15%	13%	14.9%	11.4%	14.2%	15.2%
15 to 19 minutes	12%	14%	16%	18%	4.3%	13.4%	16.4%	20.3%
20 to 24 minutes	12%	16%	19%	17%	19.2%	16.0%	19.5%	15.8%
25 to 29 minutes	11%	6%	6%	6%	10.6%	7.1%	5.7%	4.8%
30 to 34 minutes	7%	18%	17%	13%	8.5%	18.0%	17.5%	13.0%
35 to 44 minutes	15%	8%	5%	7%	12.8%	7.7%	5.9%	6.8%
45 to 59 minutes	13%	8%	6%	9%	12.8%	9.2%	5.4%	8.5%
60 or more minutes	5%	8%	4%	8%	8.5%	7.2%	6.1%	6.9%
Mean Travel Time to Work (minutes)	25.6	27.7	23.3	26.2	29.5	27.1	25.9	25.7

\*2012 and 2016 American Community Survey 1-Year Estimates, Commuting Characteristics by Sex

**Table 13. How many miles do you travel to get from home to work?**

Miles	Percent (2014)	Percent (2017)
0-5 miles	19%	26.1%
6-10 miles	20%	21.7%
11-15 miles	19%	15.2%
16-20 miles	11%	10.9%
21-25 miles	9%	4.4%
36-30 miles	6%	6.5%
31-35 miles	4%	4.4%
36-40 miles	5%	4.4%
41-45 miles	2%	0%
46-50 miles	1%	0%
>50 miles	4%	6.5%
Average	17.8 miles	18.9 miles



**Table 14. Mode of Commuting Before and After Contacting Commuter Services of SW Florida.**

Commute Mode	Before (2014)	After (2014)	Before (2017)	After (2017)
Driving alone	87%	82%	90.0%	70.2%
Carpool	7%	11%	10.0%	27.6%
Bus	2%	3%	0%	0%
Bicycle	2%	3%	0%	0%
Walked	1%	1%	0%	0%
Motorcycle	1%	0%	0%	0%
Vanpool	0%	1%	0%	0%
Railroad	0%	0%	0%	0%
Taxicab	0%	0%	0%	0%
Transportation Network Company	0%	0%	0%	2.2%
Did not work	0%	0%	0%	0%
Other method	0%	0%	0%	0%

**Table 15. What other method of transportation from home to work have you tried in the last 12 months?**

Mode Tried	N (2014)	Percent (2014)	N (2017)	Percent (2017)
Carpool	19	26%	0	0%
Driving alone	18	24%	0	0%
Bus	14	19%	1	16.7%
Bicycle	14	19%	3	50.0%
Walked	4	5%	0	0%
Motorcycle	3	4%	1	16.7%
Vanpool	2	3%	0	0%
Compressed Work Week	0	0%	1	16.6%
Total	74	100%	6	100%

**Table 16. What was the reason you discontinued traveling to work by bus or trolley bus?**

Reason	N (2014)	Percent (2014)	N (2017)	Percent (2017)
Took too much time	7	29%	0	0%
Circumstantial (e.g., car became available)	5	21%	0	0%
Need vehicle during or after work	4	17%	1	100%
Vehicle became unavailable or unreliable	3	13%	0	0%
Too inconvenient	2	8%	0	0%
I moved to a new location	1	4%	0	0%
Cost of gasoline too high	1	4%	0	0%
Wear and tear on my vehicle	1	4%	0	0%
Total	24	100%	1	100%

**Table 17. What was the reason you discontinued traveling to work by carpool or vanpool?**

Reason	N (2014)	Percent (2014)	N (2017)	Percent (2017)
Too inconvenient	5	21%	0	0%
My carpool partner's job changed - job, worksite, or schedule	3	13%	0	0%
Took too much time	3	13%	0	0%
Circumstantial (e.g., car became available)	2	8%	0	0%
Need vehicle during or after work	2	8%	0	0%
My job changed - job, worksite, or schedule	2	8%	0	0%
Cost of gasoline too high	2	8%	0	0%
Didn't like carpool or vanpool partners	2	8%	0	0%
My carpool partner moved	1	4%	0	0%
My vehicle became unavailable or unreliable	1	4%	0	0%
New or changes in employer program	1	4%	0	0%
Total	24	100%	0	0%

**Table 18. How many people including yourself usually ride with you to work in your carpool or vanpool?**

Number of Passengers	N (2014)	Percent (2014)	N (2017)	Percent (2017)
2	22	63%	15	88.2%
3	8	23%	2	11.8%
4	3	9%	0	0%
5	1	3%	0	0%
7	1	3%	0	0%
Total	35	100%	17	100%
Average	2.6 passengers		2.1 passengers	

**Table 19. How many of the other people in your carpool or vanpool are members of your household?**

Number of Family Members	N (2014)	Percent (2014)	N (2017)	Percent (2017)
0	12	34%	5	29.4%
1	14	40%	10	58.8%
2	7	20%	2	11.8%
3	1	3%	0	0%
4	1	3%	0	0%
Total	35	100%	17	100%

**Table 20. How many of the other people in your carpool or vanpool are children under age 16?**

Number of Passengers Under 16	N (2014)	Percent (2014)	N (2017)	Percent (2017)
0	32	91%	15	88.2%
1	2	6%	2	11.8%
2	1	3%	0	0%
Total	35	100%	17	100%

**Table 21. How many days are you the driver of your carpool or vanpool?**

Number of Days	N (2014)	Percent (2014)	N (2017)	Percent (2017)
0	9	24%	1	5.9%
1	0	0%	3	17.7%
2	8	22%	2	11.8%
3	2	5%	4	23.5%
4	2	5%	0	0%
5	14	38%	7	41.2%
6	2	5%	0	0%
Total	37	100%	17	100%

**Table 22. Questions related to forming carpools and vanpools.**

Question	N (2014)	Percent "Yes" (2014)	N (2017)	Percent "Yes" (2017)
Were you contacted for the purpose of forming a carpool or vanpool?	100/290	34%	9/45	20.0%
Did you attempt to contact anyone to form a carpool or vanpool?	35/293	12%	1/46	2.2%
Did you successfully form a carpool or vanpool?	20/299	7%	7/44	15.9%

**Table 23. What are the reason(s) you did not continue to work from home?**

Reason	N (2014)	Percent (2014)	N (2017)	Percent (2017)
Job requirements	5	83%	3	100%
Didn't like working from home	1	17%	0	0%
Total	6	100%	3	100%

**Table 24. To what extent did Commuter Services influence your decision to travel by your mode?**

Commuter Services' Level of Influence	Usual Travel Mode to Work (2014)*		Trial Travel Mode to Work (2014)*		Trial Tele-commuting (2014)		Usual Travel Mode to Work (2017)*		Trial Travel Mode to Work (2017)*		Trial Tele-commuting (2017)	
	N	%	N	%	N	%	N	%	N	%	N	%
Very Great Extent	5	9%	2	4%	0	0%	1	9.1%	0	0%	0	0%
To Some Extent	9	16%	11	20%	3	9%	2	18.2%	0	0%	0	0%
A Small Extent	9	16%	6	11%	3	9%	2	18.2%	3	75.0%	0	0%
Not At All	32	57%	36	64%	27	82%	6	54.5%	1	25.0%	4	100%
Do not know	1	2%	1	2%	0	0%	0	0%	0	0%	0	0%
Total	56	100%	56	100%	33	100%	11	100%	4	100%	4	100%

\* These responses exclude those who indicated a travel mode of drive alone

**Table 25. Which, if any, of the following products and services do you recall receiving from Commuter Services?**

Product/Service	N (2014)	Percent (2014)	N (2017)	Percent (2017)
None of the above	112	21%	19	22.9%
Emergency ride home or guaranteed ride home information	66	12%	13	15.7%
Helpful hints about travel options	56	11%	4	4.8%
Information on commuter benefits, such as preferred parking	55	10%	11	13.3%
Names and contact information of potential carpool or vanpool partners	52	10%	9	10.8%
Transit schedule	36	7%	2	2.4%
Park & Ride locations	32	6%	6	7.2%
Transit map	27	5%	2	2.4%
Bicycle map	27	5%	3	3.6%
Bicycle safety training	24	5%	3	3.6%
Information on discounted transit passes	16	3%	0	0%
Discounted transit passes	8	2%	1	1.2%
Travel training/ride-alongs	7	1%	0	0%
Bicycle group rides	6	1%	0	0%
Guidance on "How to approach your boss" about telework	5	1%	0	0%
Guidance on "How to approach your boss" on compressed work week	3	1%	0	0%
Tow To Go	0	0%	9	10.8%
Total	532	100%	83	100%

**Table 26. What is your gender?**

Gender	Commuter Services (2014)	Cape Coral-Fort Myers MSA (2012)*	North Port-Bradenton-Sarasota MSA (2012)*	Lakeland-Winter Haven MSA (2012)*	Commuter Services (2017)	Cape Coral-Fort Myers MSA (2016)*	North Port-Bradenton-Sarasota MSA (2016)*	Lakeland-Winter Haven MSA (2016)*
Male	36%	52%	50%	51%	34.9%	52.5%	52.5%	53.3%
Female	64%	48%	50%	49%	58.1%	47.5%	47.5%	46.7%
Prefer not to answer	Data not reported in 2014				7.0%	Data not available		

\*2012 and 2016 American Community Survey 1-Year Estimates, Commuting Characteristics by Sex

**Table 27. How many personal vehicles are kept at home for use by you or members of your household?**

Number of Vehicles	Commuter Services (2014)	Cape Coral-Fort Myers MSA (2012)*	North Port-Bradenton-Sarasota MSA (2012)*	Lakeland-Winter Haven MSA (2012)*	Commuter Services (2017)	Cape Coral-Fort Myers MSA (2016)*	North Port-Bradenton-Sarasota MSA (2016)*	Lakeland-Winter Haven MSA (2016)*
None	2%	4%	2%	3%	0%	2.1%	1.2%	2.5%
1 vehicle	22%	28%	26%	26%	16.7%	21.8%	20.8%	22.8%
2 vehicles	51%	47%	46%	46%	54.8%	44.4%	47.8%	46.7%
3 or more vehicles	25%	22%	26%	25%	28.6%	31.7%	30.2%	28.0%

\*2012 and 2016 American Community Survey 1-Year Estimates, Commuting Characteristics by Sex

**Table 28. Age groups of Commuter Services customers.**

<b>Age Group</b>	<b>N (2014)</b>	<b>Percent Response (2014)</b>	<b>N (2017)</b>	<b>Percent Response (2017)</b>
18 to 19 years	2	1%	0	0%
20 to 24 years	8	3%	0	0%
25 to 29 years	18	7%	2	5.0%
30 to 34 years	19	7%	1	2.5%
35 to 39 years	31	11%	4	10.0%
40 to 44 years	26	10%	2	5.0%
45 to 49 years	34	13%	9	22.5%
50 to 54 years	52	19%	7	17.5%
55 to 59 years	39	14%	5	12.5%
60 and 64 years	33	12%	7	17.5%
65 and 69 years	7	3%	2	5.0%
70 to 74 years	0	0%	1	2.5%
75 to 79 years	0	0%	0	0%
80 to 84 years	0	0%	0	0%
85 years and over	1	0%	0	0%
<b>Total</b>	<b>270</b>	<b>100%</b>	<b>40</b>	<b>100%</b>

**Table 29. What is the highest degree or level of school you have COMPLETED?**

	Commuter Services	Cape Coral-Fort Myers MSA (2012)*	North Port-Bradenton-Sarasota MSA (2012)*	Lakeland-Winter Haven MSA (2012)*	Commuter Services	Cape Coral-Fort Myers MSA (2016)*	North Port-Bradenton-Sarasota MSA (2016)*	Lakeland-Winter Haven MSA (2016)*
Less than 9th grade	0%	5%	4%	7%	0%	5.3%	3.4%	6.3%
9th to 12th grade, no diploma	0%	8%	7%	11%	0%	7.7%	5.9%	9.7%
High school graduate (includes equivalency)	8%	33%	31%	36%	14.3%	30.7%	30.3%	35.9%
Some college, no degree	27%	22%	22%	20%	19.1%	21.1%	21.1%	12.2%
Associate's degree	13%	8%	9%	8%	14.3%	8.5%	8.5%	8.2%
Bachelor's degree	32%	16%	17%	13%	28.6%	16.8%	18.6%	13.1%
Graduate or professional degree	20%	9%	11%	6%	23.8%	9.9%	12.1%	6.4%

\*2008-2012 and 2012-2016 American Community Survey 5-Year Estimates, Educational Attainment for the Population 25 Years and Over

**Table 30. Describe clearly your chief job activity or business last week.**

Type of Job Activity	Commuter Services	Cape Coral-Fort Myers MSA (2012)*	North Port-Bradenton-Sarasota MSA (2012)*	Lakeland-Winter Haven MSA (2012)*	Commuter Services	Cape Coral-Fort Myers MSA (2016)*	North Port-Bradenton-Sarasota MSA (2016)*	Lakeland-Winter Haven MSA (2016)*
Private for profit company employee	46%	67%	67%	71%	16.3%	69.6%	67.9%	72.9%
Private not for profit company employee	7%	7%	7%	6%	24.5%	7.0%	6.4%	6.6%
Local government employee	17%	8%	8%	10%	55.1%	7.0%	7.6%	7.9%
State government employee	8%	3%	2%	2%	2.0%	2.4%	2.1%	2.3%
Federal government employee	21%	1%	1%	1%	2.0%	1.1%	1.2%	1.1%
Self-employed in not incorporated business and unpaid family workers	1%	7%	7%	6%	0%	6.4%	7.3%	5.3%
Self-employed in incorporated business	1%	7%	8%	4%	0%	6.4%	7.4%	3.9%

\*2008-2012 and 2012-2016 American Community Survey 5-Year Estimates, Sex of Class of Worker for the Civilian Employed Population 16 Years and Older

**Table 31. How satisfied are you with Commuter Services performance OVERALL?**

Customer Satisfaction Level	N (2014)	Percent (2014)	N (2017)	Percent (2017)
Completely satisfied	48	18%	12	27.9%
Mostly satisfied	51	19%	3	7.0%
Somewhat satisfied	29	11%	3	7.0%
Neither satisfied nor dissatisfied	58	21%	8	18.6%
Somewhat dissatisfied	5	2%	0	0%
Mostly dissatisfied	7	3%	1	2.3%
Completely dissatisfied	3	1%	0	0%
Do not know	73	27%	16	37.2%
Total	274	100%	43	100%

**Table 32. On a scale of 1 to 10 where 1 is the lowest or worst rating and 10 is the highest or best rating, how would you rate Commuter Services on each of the following?**

Customer Service Aspect	Mean Score (2014)	Mean Score (2017)
Accuracy of the information provided	7.8	7.5
Usefulness of the information provided	7.1	7.0
Promptness with which they provided the information	7.7	7.7
Courtesy and professional attitude	8.4	8.9
Handling of any questions or problems that you had	7.6	7.9
Usefulness of the list of potential carpoolers or vanpoolers	6.0	6.6
Usefulness of transit information provided to you	6.9	6.9

**Table 33. If a friend or relative were to ask you about Commuter Services and whether they should use their services, would you....**

Response	N (2014)	Percent (2014)	N (2017)	Percent (2017)
Definitely recommend using this agency	73	27%	16	37.2%
Probably recommend using this agency	73	27%	6	14.0%
Maybe or Maybe not recommend using this agency	47	17%	5	11.6%
Probably not recommend using this agency	11	4%	4	9.3%
Definitely not recommend using this agency	3	1%	0	0%
Do not know	63	23%	12	27.9%
Total	270	100%	43	100%



**Table 34. Have you recommended Commuter Services to a friend or relative?**

Response	N (2014)	Percent (2014)	N (2017)	Percent (2017)
Yes	54	20%	14	32.6%
No	203	75%	27	62.8%
Don't know	15	5%	2	4.7%
Total	272	100%	43	100%

**Table 35. How did you hear about Commuter Services?**

Source	N (2014)	Percent (2014)	N (2017)	Percent (2017)
At work	104	28%	17	29.8%
Employer	92	25%	17	29.8%
Commuter Fair/Special event/transportation day	44	12%	7	12.3%
E-mail	42	11%	7	12.3%
Friends/co-workers/relatives	20	5%	0	0%
Do not know	18	5%	2	3.5%
Internet	9	2%	2	3.5%
At bus stop/on a bench	5	1%	0	0%
Sign at park-and-ride lot	4	1%	0	0%
On electronic or variable message signs along highways	4	1%	0	0%
On carpool/vanpool road signs	3	1%	0	0%
On the side of buses/vans	3	1%	0	0%
Social media (e.g., Facebook, Twitter, etc.)	3	1%	0	0%
News story	3	1%	0	0%
On billboards	3	1%	0	0%
Television advertisement	3	1%	0	0%
In the mail	2	1%	0	0%
Newspaper advertisement	2	1%	1	1.8%
Radio advertisement	1	0%	0	0%
Received a phone call	1	0%	1	1.8%
Telephone book/Yellow Pages	1	0%	0	0%
Other	1	0%	3	5.3%
Total	367	100%	57	100%

**Table 36. Commuter Services customer segments.**

Segment	N (2017)	Percent (2017)
<b><i>Non-Drivers</i></b>		
1 Open-minded and Practical Travelers	0	0%
2 Car-free Choosers	0	0%
3 Car Contemplators	0	0%
<i>Subtotal: Non-Drivers</i>	<i>0</i>	<i>0%</i>
<b><i>Drivers</i></b>		
4 Malcontented Motorists and Non-bikers	15	34.1%
5 Car Lovers/Devoted Drivers	7	15.9%
6 Active Aspirers	14	31.8%
7 Open-minded Car Lovers	8	18.2%
<i>Subtotal: Drivers</i>	<i>44</i>	<i>100%</i>
<b>Total</b>	<b>44</b>	<b>100%</b>

## Commuter Services of North Florida Survey Results

A total of 122 customers out of 1,114 responded to the survey for a response rate of 11.0 percent. That yields a confidence interval of  $\pm 8.38$  at the 95 percent confidence level. The tables of the survey results are at the back of this summary. Whenever possible, the survey results were compared to data from the 2016 American Community Survey for the Tallahassee Metropolitan Statistical Areas (MSA).

### Commute Characteristics

Commuter Services customers leave earlier for work than residents of the MSA. 75.2 percent of Commuter Services customers leave for work before 8:00 a.m. compared to only 56 percent of MSA residents (Table 37). The average amount of time it takes Commuter Services customers to travel from home to work is 30.1 minutes, compared to 22.6 minutes for MSA residents (Table 38). The mean distance from home to work for Commuter Service customers is 16.0 miles (Table 39). The survey asked customers what their usual mode of commuting to work is now and also what it was before they contacted Commuter Services. The percentage who reported driving alone as their normal commute mode dropped from 61.3 percent to 59.1 percent. The percentage who indicated that vanpooling was their normal mode increased from 1.0 percent to 5.6 percent (Table 40).

### Trial Use of Other Modes of Transportation

When asked whether they had tried a different mode of transportation to work in the past 12 months, 25 percent said they had. Of those that had tried a different mode, 23.4 percent said they tried the bus, 17.0 percent tried bicycling, and 14.9 percent tried walking (Table 41). When those who tried taking the bus to work were asked why they didn't continue with it, 18.5 percent stated that it took too much time, 18.5 percent indicated safety concerns, and 14.8 percent stated circumstantial reasons, such as a car became available (Table 42). When those that tried carpooling or vanpooling were asked the same question, 22.2 percent (2 responses each) said circumstantial reasons such as a car became available, their carpool partner's job changed, safety concerns, or it took too much time (Table 43).

### Carpooling and Vanpooling

Commuter Services carpooler and vanpoolers have 4.0 passengers per vehicle on average (Table 44). "Fampools", carpools or vanpools where one or more of the passengers are family members, represent 65.4 percent of Commuter Service carpools and vanpools (Table 45). Although carpools and vanpools technically include child passengers (i.e. for the purposes of being able to use an HOV lane), only a small percentage of Commuter Services carpoolers and vanpoolers (11.5%) said that their carpool or vanpool included any passengers under age 16 (Table 46). When carpoolers and vanpoolers were asked how many days they were the driver, 42.3 percent said they are never the driver, and 26.9 percent said that they are the driver 5 days per week. The remaining 30.8 percent were fairly evenly distributed between 1 to 4 days a week (Table 47). Survey respondents who recalled receiving the names of potential carpool and vanpool partners from Commuter Services or their employer were asked whether they were contacted by anyone, whether they contacted anyone themselves, and whether they were successful in forming a carpool or vanpool; 10.5 percent said that they were contacted, 17.3 percent said that they had tried to contact someone, and 14.6 percent said they were successful in actually forming or joining a carpool or vanpool (Table 48).

## **Telecommuting**

The survey included several questions related to working from home. Only 22.2 percent of Commuter Services customers indicated that they regularly do any paid work out of their home. Those who indicated that they did were pressed further on the nature of that work; 70.0 percent said they bring work home after normal work hours, which technically is not telecommuting. The remaining 30.0 percent said they sometimes work at home as an employee but work at home during normal business hours. On average, they telecommuted 6.0 days per month. When asked if they have tried telecommuting in the past 12 months, 21.2 percent indicated they had done so. Of those, 40.9 percent said they have continued to work from home at least once per month while the other 59.1 percent said it was a temporary change. The latter category of respondents were asked why they discontinued telecommuting. There were 17 responses. Seven said they had a change in job requirements, three said there were changes in their employer's work-at-home policy, one said it was too inconvenient, one said they didn't like working from home, and 5 provided "other" reasons (Table 49).

## **Influence of Commuter Services on Mode Choice**

Respondents were asked a series of questions about the extent to which Commuter Services influenced their travel decisions. First, they were asked to what extent their normal mode of travel to work was influenced by Commuter Services. Putting aside those respondents who indicated they normally drive alone to work (because it is unlikely that such a person would have been influenced by Commuter Services), 45.6 percent said they were influenced to varying degrees by Commuter Services in their usual choice of travel mode to work. Next, respondents were asked to what extent their decision to try a new mode of travel to work in the past 12 months was influenced by Commuter Services. Again, the analysis of responses was limited to those who indicated something other than driving alone. Here 36.3 percent said they were influenced by Commuter Services. Finally, respondents who indicated they had tried telecommuting in the past 12 months were asked the extent to which Commuter Services had influenced that decision. Here it was only 13.1 percent (Table 50). When asked which products and services they recalled receiving from Commuter Services, the majority did not recall receiving any products or services (30.6%), followed by emergency ride home or guaranteed ride home information (24.8%), and names and contact information of potential carpool or vanpool partners (8.3%) (Table 51).

## **Commuter Services Customer Demographics**

Commuter Services customers are much more likely to be female than residents of the Metropolitan Statistical Area (MSA). 62.5 percent of Commuter Services customers are female compared to 49.9 percent of residents of the Tallahassee MSA (Table 52). Most Commuter Services customers have access to at least one personal vehicle (92.6%), which is very similar to the MSA (Table 53). Commuter Services customers tend to be late middle-aged; 52.2 percent are between 50 and 64 years old (Table 54). Commuter Services customers are twice as likely to have a bachelor's degree compared to MSA residents and more than twice as likely to have a postgraduate degree. 35.5 percent of Commuter Services customers have some level of postgraduate degree compared to 16.0 percent of MSA residents on average (Table 55). In terms of employment, Commuter Services customers are more than three times as likely to be state government employees compared to MSA residents; 64.9 percent of Commuter Services customers are state government employees compared to 21.3 percent of Tallahassee MSA residents (Table 56).

## **Customer Satisfaction**

In terms of customer satisfaction, 42.7 percent of the respondents said they were satisfied overall with Commuter Service's level of performance, and 9.4 percent said that they were dissatisfied (Table 57). The rest either did not know or said they were neither satisfied nor dissatisfied. In regards to the accuracy of the information provided, the usefulness of the information provided, the promptness with which Commuter Services provided it, the staff's courtesy, and their handling of questions or problems, all of the scores were higher than 7. Courtesy of the staff was rated the highest at 8.4. However, the usefulness of the list of potential carpoolers and vanpoolers and the usefulness of transit information was rated lower at 5.7 and 6.6 respectively (Table 58). 53.6 percent of the respondents said they would recommend Commuter Services to a friend or relative, and 33.0 percent actually have done so (Tables 59 and 60). When asked how they heard about Commuter Services, most respondents stated that they did not know (20.8%). The next top four sources were work (14.4%), a commuter fair (12.8%), friends/coworkers (9.6%), and the Internet (9.6%) (Table 61).

## **Customer Segments**

The survey included a set of 'golden questions' to determine how many Commuter Services customers fall into each of seven segment profiles. Customers were first asked to indicate how often they drive a vehicle, of which 58.7 percent of Commuter Services customers responded 5 to 7 days per week, 16.4 percent responded 2 to 4 days per week, 6.7 percent responded about 1 day per week, 6.7 percent responded either 1 to 3 days per month or less than once a month, and 11.5 percent responded never. For the purposes of the segmentation, those customers that responded less than 1 day per week (18.2%) were classified as non-drivers, and the 81.8 percent that responded 1 day per week or more were classified as drivers. Of the non-drivers, 2.9 percent were classified as open-minded and practical travelers, and 14.9 percent were car-free choosers; none were classified as car contemplators. Of the drivers, 25.7 percent were classified as malcontented motorists and non-bikers, 11.8 percent were car lovers/devoted drivers, 37.6 percent were active aspirers, and 6.9 percent were open-minded car lovers (Table 62).

## Commuter Services of North Florida Survey Tables

**Table 37. When do you usually leave home for work?**

Departure Time	Commuter Services (2014)	Tallahassee MSA (2012)*	Commuter Services (2017)	Tallahassee MSA (2016)*
12:00 a.m. to 4:59 a.m.	1%	2%	0.9%	2.9%
5:00 a.m. to 5:29 a.m.	2%	1%	1.8%	1.4%
5:30 a.m. to 5:59 a.m.	8%	2%	6.4%	3.0%
6:00 a.m. to 6:29 a.m.	13%	5%	13.8%	5.1%
6:30 a.m. to 6:59 a.m.	26%	9%	11.9%	10.0%
7:00 a.m. to 7:29 a.m.	22%	17%	16.5%	17.2%
7:30 a.m. to 7:59 a.m.	11%	19%	23.9%	16.4%
8:00 a.m. to 8:29 a.m.	5%	13%	14.7%	11.9%
8:30 a.m. to 8:59 a.m.	6%	7%	3.7%	6.9%
9:00 a.m. to 11:59 a.m.	2%		4.6%	
12:00 p.m. to 11:59 p.m.	4%	24%	1.8%	25.0%

\*2012 and 2016 American Community Survey 1-Year Estimates, Commuting Characteristics by Sex

**Table 38. How many minutes does it usually take you to travel from home to work in minutes (one way)?**

One-Way Travel Time to Work	Commuter Services (2014)	Tallahassee MSA (2012)*	Commuter Services (2017)	Tallahassee MSA (2016)*
Less than 10 minutes	2%	11%	8.3%	10.3%
10 to 14 minutes	5%	16%	11.9%	14.0%
15 to 19 minutes	8%	20%	3.7%	21.0%
20 to 24 minutes	13%	16%	21.1%	16.9%
25 to 29 minutes	5%	7%	11.0%	8.6%
30 to 34 minutes	11%	15%	13.8%	14.9%
35 to 44 minutes	12%	6%	5.5%	5.3%
45 to 59 minutes	24%	5%	12.8%	5.7%
60 or more minutes	20%	4%	11.9%	3.2%
Mean Travel Time to Work (minutes)	38.0	22.2	30.1	22.6

\*2012 and 2016 American Community Survey 1-Year Estimates, Commuting Characteristics by Sex

**Table 39. How many miles do you travel to get from home to work?**

Miles	Percent (2014)	Percent (2017)
0-5 miles	19%	30.5%
6-10 miles	18%	22.9%
11-15 miles	16%	14.3%
16-20 miles	5%	4.8%
21-25 miles	6%	9.5%
36-30 miles	5%	6.7%
31-35 miles	6%	0%
36-40 miles	5%	1.9%
41-45 miles	4%	1.9%
46-50 miles	15%	1.9%
>50 miles	19%	5.7%
Average	23.9 miles	16.0 miles

**Table 40. Mode of Commuting Before and After Contacting Commuter Services.**

Commute Mode	Before (2014)	After (2014)	Before (2017)	After (2017)
Drive alone	64%	45%	61.3%	59.1%
Carpool	16%	19%	14.9%	12.8%
Bus	8%	9%	9.9%	9.7%
Bicycle	6%	7%	9.9%	5.2%
Vanpool	5%	14%	1.0%	5.6%
Walked	<1%	1%	1.0%	0.2%
Motorcycle	0%	0%	1.0%	0%
TNC (e.g., Uber, Lyft)	0%	0%	0%	1.6%
Telework	0%	0%	0%	0.4%
Did not work	0%	0%	0%	3.7%
Other method	<1%	5%	1.0%	1.7%

**Table 41. What other method of transportation from home to work have you tried in the last 12 months?**

Mode Tried	N (2014)	Percent (2014)	N (2017)	Percent (2017)
Carpool	22	27%	4	8.5%
Bus	20	25%	11	23.4%
Driving alone	19	23%	4	8.5%
Bicycle	11	14%	8	17.0%
Vanpool	4	5%	1	2.1%
Walked	2	2%	7	14.9%
Other method	2	2%	1	2.1%
Taxicab	1	1%	1	2.1%
Transportation Network Company	0	0%	5	10.6%
Telecommute	0	0%	4	8.5%
Motorcycle	0	0%	1	2.1%
Total	81	100%	47	100%

**Table 42. What was the reason you discontinued traveling to work by bus or trolley bus?**

Reason	N (2014)	Percent (2014)	N (2017)	Percent (2017)
Too inconvenient	9	41%	3	11.1%
Took too much time	6	27%	5	18.5%
Circumstantial (e.g., car became available)	2	9%	4	14.8%
Need vehicle during or after work	2	9%	2	7.4%
I moved to a new location	1	5%	0	0%
Cost of gasoline too high	1	5%	0	0%
Safety concerns	0	0%	5	18.5%
Wear and tear on my vehicle	1	5%	1	3.7%
Liability concerns	0	0%	1	3.7%
Vehicle became unavailable or unreliable	0	0%	1	3.7%
Parking costs too high	0	0%	1	3.7%
Too expensive	0	0%	1	3.7%
Other reasons	0	0%	3	11.1%
Total	22	100%	27	100%



**Table 43. What was the reason you discontinued traveling to work by carpool or vanpool?**

Reason	N (2014)	Percent (2014)	N (2017)	Percent (2017)
Need vehicle during or after work	8	22%	0	%
My job changed - job, worksite, or schedule	6	17%	0	%
Wear and tear on my vehicle	5	14%	0	%
Circumstantial (e.g., car became available)	4	11%	2	22.2%
Cost of gasoline too high	4	11%	0	%
I moved to a new location	2	6%	0	%
Too inconvenient	2	6%	0	%
My carpool partner's job changed - job, worksite, or schedule	1	3%	2	22.2%
Didn't like carpool or vanpool partners	1	3%	0	%
Parking costs too high	1	3%	0	%
Safety concerns	1	3%	2	22.2%
New or changes in employer program	1	3%	0	%
Took too much time	0	0%	2	22.2%
Other reasons	0	0%	1	11.2%
Total	36	100%	9	100%

**Table 44. How many people including yourself usually ride with you to work in your carpool or vanpool?**

Number of Passengers	N (2014)	Percent (2014)	N (2017)	Percent (2017)
2	22	38%	16	61.5%
3	6	10%	3	11.5%
4	7	12%	0	0%
5	9	16%	0	0%
More than 5	14	24%	7	27.0%
Total	58	100%	26	100%
Average	4.6 passengers		4.0 passengers	

**Table 45. How many of the other people in your carpool or vanpool are members of your household?**

Number of Family Members	N (2014)	Percent (2014)	N (2017)	Percent (2017)
0	36	62%	9	34.6%
1	17	29%	10	38.5%
2	3	5%	7	26.9%
3	1	2%	0	0%
6	1	2%	0	0%
Total	58	100%	26	100%

**Table 46. How many of the other people in your carpool or vanpool are children under age 16?**

Number of Passengers Under 16	N (2014)	Percent (2014)	N (2017)	Percent (2017)
0	56	97%	23	88.5%
1	2	3%	3	11.5%
Total	58	100%	26	100%

**Table 47. How many days are you the driver of your carpool or vanpool?**

Number of Days	N (2014)	Percent (2014)	N (2017)	Percent (2017)
0	18	31%	11	42.3%
1	6	10%	2	7.7%
2	8	14%	1	3.9%
3	7	12%	3	11.5%
4	8	14%	2	7.7%
5	11	19%	7	26.9%
Total	58	100%	26	100%

**Table 48. Questions related to forming carpools and vanpools.**

Question	N (2014)	Percent "Yes" (2014)	N (2017)	Percent "Yes" (2017)
Were you contacted for the purpose of forming a carpool or vanpool?	49/164	30%	11/105	10.5%
Did you attempt to contact anyone to form a carpool or vanpool?	66/172	38%	18/104	17.3%
Did you successfully form a carpool or vanpool?	50/173	29%	15/103	14.6%

**Table 49. What are the reason(s) you did not continue to work from home?**

Reason	N (2014)	Percent (2014)	N (2017)	Percent (2017)
Job requirements	6	60%	7	41.2%
Changes in employer-policy about work at home option	2	20%	3	17.6%
Too inconvenient	1	10%	1	5.9%
Circumstantial (e.g., car became available)	1	10%	0	0%
Didn't like working from home	0	0%	1	5.9%
Other reason	0	0%	5	29.4%
Total	10	100%	17	100%

**Table 50. To what extent did Commuter Services influence your decision to travel by your mode?**

Commuter Services' Level of Influence	Usual Travel Mode to Work* (2014)		Trial Travel Mode to Work* (2014)		Trial Tele-commuting (2014)		Usual Travel Mode to Work* (2017)		Trial Travel Mode to Work* (2017)		Trial Tele-commuting (2017)	
	N	Percent	N	Percent	N	Percent	N	Percent	N	Percent	N	Percent
Very Great Extent	12	13%	8	13%	0	0%	4	11.4%	1	4.5%	0	0%
To Some Extent	13	14%	10	16%	2	9%	6	17.1%	3	13.6%	1	4.4%
A Small Extent	17	18%	7	12%	1	4%	6	17.1%	4	18.2%	2	8.7%
Not At All	48	50%	34	56%	18	78%	18	51.4%	13	59.1%	18	78.3%
Do not know	5	5%	2	3%	2	9%	1	2.9%	1	4.5%	2	8.7%
Total	95	100%	61	100%	23	100%	35	100%	22	100%	23	100%

\* These responses exclude those who indicated a travel mode of drive alone

**Table 51. Which, if any, of the following products and services do you recall receiving from Commuter Services?**

Product/Service	N (2014)	Percent (2014)	N (2017)	Percent (2017)
Emergency ride home or guaranteed ride home information	92	30%	39	24.8%
Names and contact information of potential carpool or vanpool partners	43	14%	13	8.3%
None of the above	43	14%	48	30.6%
Information on commuter benefits, such as preferred parking	26	9%	6	3.8%
Helpful hints about travel options	21	7%	7	4.5%
Transit schedule	20	7%	9	5.7%
Park & Ride locations	16	5%	3	1.9%
Transit map	14	5%	8	5.1%
Bicycle safety training	7	2%	6	3.8%
Information on discounted transit passes	7	2%	6	3.8%
Discounted transit passes	6	2%	3	1.9%
Bicycle map	3	1%	2	1.3%
Guidance on "How to approach your boss" on compressed work weeks	2	1%	1	0.6%
Bicycle group rides	2	1%	2	1.3%
Guidance on "How to approach your boss" about telework	2	1%	1	0.6%
Travel training/ride-alongs	1	0%	1	0.6%
Other	0	0%	2	1.3%
Total	305	100%	157	100%

**Table 52. What is your gender?**

Gender	Commuter Services (2014)		Tallahassee MSA (2012)*		Commuter Services (2017)		Tallahassee MSA (2016)*	
	N	%	N	%	N	%	N	%
Male	55	35%	88,212	51%	32	33.3%	89,172	50.1%
Female	104	65%	84,523	49%	60	62.5%	88,717	49.9%
Prefer not to answer	Data not reported in 2014				4	4.2%	Data unavailable	
Total	159	100%	172,735	100%	96	100%	177,889	100%

\*2012 and 2016 American Community Survey 1-Year Estimates, Commuting Characteristics by Sex

**Table 53. How many personal vehicles are kept at home for use by you or members of your household?**

Number of Vehicles	Commuter Services (2014)	Tallahassee MSA (2012)*	Commuter Services (2017)	Tallahassee MSA (2016)*
None	4%	3%	7.4%	2.3%
1 vehicle	21%	24%	33.7%	24.6%
2 vehicles	53%	46%	37.9%	43.1%
3 or more vehicles	22%	28%	21.0%	30.0%
Total	100%	100%	100%	100%

\*2012 and 2016 American Community Survey 1-Year Estimates, Commuting Characteristics by Sex

**Table 54. Age Groups of Commuter Services Customers.**

Age Group	N (2014)	Percent (2014)	N (2017)	Percent (2017)
18 to 19 years	0	0%	0	0%
20 to 24 years	2	1%	1	1.1%
25 to 29 years	4	3%	5	5.4%
30 to 34 years	13	8%	4	4.4%
35 to 39 years	8	5%	8	8.7%
40 to 44 years	9	6%	11	12.0%
45 to 49 years	26	16%	11	12.0%
50 to 54 years	29	18%	13	14.1%
55 to 59 years	32	20%	19	20.7%
60 and 64 years	30	19%	16	17.4%
65 and 69 years	5	3%	4	4.4%
70 to 74 years	0	0%	0	0%
75 to 79 years	0	0%	0	0%
80 to 84 years	0	0%	0	0%
85 years and over	0	0%	0	0%
Total	158	100%	92	100%

**Table 55. What is the highest degree or level of school you have COMPLETED?**

Highest Education Level	Commuter Services (2014)		Tallahassee MSA (2012)*		Commuter Services (2017)		Tallahassee MSA (2016)*	
	N	%	N	%	N	%	N	%
Less than 9th grade	0	0%	7,275	3%	0	0%	7,129	3.1%
9th to 12th grade, no diploma	1	1%	18,155	8%	0	0%	16,806	7.2%
High school graduate (includes equivalency)	18	11%	55,771	25%	7	7.5%	54,008	23.4%
Some college, no degree	18	11%	45,692	21%	8	8.6%	45,965	19.9%
Associate's degree	9	6%	17,268	8%	6	6.5%	20,501	8.9%
Bachelor's degree	61	38%	46,041	21%	39	41.9%	49,522	21.5%
Graduate or professional degree	55	34%	32,819	15%	33	35.5%	36,846	16.0%
Total	162	100%	223,021	100%	93	100%	230,777	100%

\*2008-2012 and 2012-2016 American Community Survey 5-Year Estimates, Educational Attainment for the Population 25 Years and Over

**Table 56. Describe clearly your chief job activity or business last week.**

Type of Job Activity	Commuter Services (2014)		Tallahassee MSA (2012)*		Commuter Services (2017)		Tallahassee MSA (2016)*	
	N	%	N	%	N	%	N	%
Private for profit company employee	18	10%	88,156	51%	13	11.7%	93,856	53.2%
Private not for profit company employee	6	3%	13,191	8%	6	5.4%	13,105	7.4%
Local government employee	20	11%	14,974	9%	16	14.4%	15,690	8.9%
State government employee	130	72%	37,784	22%	72	64.9%	37,582	21.3%
Federal government employee	5	3%	3,018	2%	2	1.8%	3,097	1.8%
Self-employed in not incorporated business and unpaid family workers	1	1%	8,644	5%	0	0%	7,000	4.0%
Self-employed in incorporated business	1	1%	6,384	4%	2	1.8%	6,171	3.5%
Total	181	100%	172,151	100%	111	100%	176,501	100%

\*2008-2012 and 2012-2016 American Community Survey 5-Year Estimates, Sex by Class of Worker for the Civilian Employed Population 16 Years and Older

**Table 57. How satisfied are you with Commuter Services performance OVERALL?**

Customer Satisfaction Level	N (2014)	Percent (2014)	N (2017)	Percent (2017)
Completely satisfied	36	21%	17	17.7%
Mostly satisfied	42	25%	14	14.6%
Somewhat satisfied	21	12%	10	10.4%
Neither satisfied nor dissatisfied	22	13%	20	20.8%
Somewhat dissatisfied	9	5%	4	4.2%
Mostly dissatisfied	7	4%	3	3.1%
Completely dissatisfied	6	4%	2	2.1%
Do not know	27	16%	26	27.1%
Total	170	100%	96	100%

**Table 58. On a scale of 1 to 10 where 1 is the lowest or worst rating and 10 is the highest or best rating, how would you rate Commuter Services on each of the following?**

Customer Service Aspect	Mean Score (2014)	Mean Score (2017)
Accuracy of the information provided	8.3	7.3
Usefulness of the information provided	7.7	7.0
Promptness with which they provided the information	8.3	7.5
Courtesy and professional attitude	9.1	8.4
Handling of any questions or problems that you had	8.9	7.5
Usefulness of the list of potential carpoolers or vanpoolers	7.7	5.7
Usefulness of transit information provided to you	8.1	6.6

**Table 59. If a friend or relative were to ask you about Commuter Services and whether they should use their services, would you....**

Response	N (2014)	Percent (2014)	N (2017)	Percent (2017)
Definitely recommend using this agency	55	32%	27	27.8%
Probably recommend using this agency	56	33%	25	25.8%
Maybe or Maybe not recommend using this agency	18	11%	11	11.3%
Probably not recommend using this agency	15	9%	10	10.3%
Definitely not recommend using this agency	2	1%	2	2.1%
Do not know	24	14%	22	22.7%
Total	170	100%	97	100%

**Table 60. Have you recommended Commuter Services to a friend or relative?**

Response	N (2014)	Percent (2014)	N (2017)	Percent (2017)
Yes	74	44%	32	33.0%
No	88	52%	60	61.9%
Don't know	7	4%	5	5.1%
Total	169	100%	97	100%

**Table 61. How did you hear about Commuter Services?**

Source	N (2014)	Percent (2014)	N (2017)	Percent (2017)
Friends/co-workers/relatives	40	17%	12	9.6%
At work	34	14%	18	14.4%
Commuter Fair/Special event/transportation day	25	11%	16	12.8%
Internet	25	11%	12	9.6%
E-mail	24	10%	8	6.4%
Employer	23	10%	8	6.4%
Do not know	19	8%	26	20.8%
On billboards	9	4%	1	0.8%
On the side of buses/vans	9	4%	5	4.0%
On carpool/vanpool road signs	7	3%	2	1.6%
Social media (e.g., Facebook, Twitter, etc.)	5	2%	5	4.0%
News story	5	2%	0	0%
At bus stop/on a bench	4	2%	6	4.8%
Radio advertisement	2	1%	0	0%
Television advertisement	2	1%	0	0%
Newspaper advertisement	1	0%	1	0.8%
In the mail	1	0%	1	0.8%
On electronic or variable message signs along highways	1	0%	0	0%
Received a phone call	1	0%	0	0%
Sign at park-and-ride lot	1	0%	0	0%
Other	0	0%	4	3.2%
Total	238	100%	125	100%

**Table 62. Commuter Services customer segments.**

Segment	N (2017)	Percent (2017)
<b><i>Non-Drivers</i></b>		
1 Open-minded and Practical Travelers	3	2.9%
2 Car-free Choosers	15	14.9%
3 Car Contemplators	0	0%
<i>Subtotal: Non-Drivers</i>	<i>18</i>	<i>17.8%</i>
<b><i>Drivers</i></b>		
4 Malcontented Motorists and Non-bikers	26	25.7%
5 Car Lovers/Devoted Drivers	12	11.8%
6 Active Aspirers	38	37.6%
7 Open-minded Car Lovers	7	6.9%
<i>Subtotal: Drivers</i>	<i>83</i>	<i>82.2%</i>
Total	101	100%



## reThink Your Commute Survey Results

A total of 748 reThink Your Commute (reThink) customers out of 8,048 responded to the survey for a response rate of 9.3 percent. That yields a confidence interval of  $\pm 3.41$  at the 95 percent confidence level. The tables of the survey results are at the back of this summary. Whenever possible, the survey results were compared to data from the 2016 American Community Survey for the Orlando-Kissimmee-Sanford Metropolitan Statistical Areas (MSAs). Additionally, the data from the 2014 survey is included.

### Commute Characteristics

reThink customers leave earlier for work than residents of the Orlando-Kissimmee-Sanford Metropolitan Statistical Area (MSA) as a whole. 48.1 percent of reThink customers leave home for work before 7:00 a.m. compared to just 28.2 percent of MSA residents (Table 63). The amount of time it takes reThink customers to travel from home to work is 43.7 minutes, which is fifteen minutes longer than the 28.7 minute average travel time for MSA residents as a whole (Table 64). The mean distance from home to work for reThink customers is 26.1 miles (Table 65). These long travel times and distances are not a surprise given that long distance commuters are the ones most likely to reach out to a commuter assistance program. They survey asked reThink customers what their usual mode of commuting to work is now and also what it was before they contacted reThink. The percentage who reported driving alone as their normal commute mode dropped from 83.2 percent to 63.2 percent, while the percentage who said vanpooling was their normal mode increased from 1.6 percent to 13.6 percent, the percentage who reported rail increased from 2.2 to 8.3 percent, and the percentage who reported carpooling increased from 4.1 to 5.6 percent (Table 66).

### Trial Use of Other Modes of Transportation

When asked whether they had tried a different mode of transportation to work in the past 12 months, 21.6 percent said they had. Of those that had tried a different mode, 23.3 percent said they tried driving alone, 14.5 percent tried the train, 8.3 percent tried the bus, and 18.7 percent tried carpooling or vanpooling (Table 67). When those who tried taking the bus to work were asked why they didn't continue with it, the top reason given was due to circumstantial reasons (20.0%), followed by it took too much time (16.7%), their vehicle was needed during or after work (16.7%), and their vehicle became unreliable (16.7%) (Table 68). When those that tried carpooling or vanpooling were asked the same question, 19.3 percent responded that it was because either their own or their carpool partner's job changed, 19.3 percent said it was due to circumstantial reasons, 14.0 percent said it was because either they or their carpool partner moved, and another 8.8 percent said that they need their car during or after work (Table 69).

### Carpooling and Vanpooling

reThink carpooler and vanpoolers have 4.8 passengers per vehicle on average (Table 70). "Fampools", carpools or vanpools where one or more of the passengers are family members, represent just under a quarter (21.5%) of reThink carpools and vanpools (Table 71). Although carpools and vanpools technically includes child passengers (i.e. for the purposes of being able to use an HOV lane), only a very small percentage of reThink carpoolers and vanpoolers (6.2%) said that their carpool or vanpool included any passengers under age 16 (Table 72). When reThink carpoolers and vanpoolers were asked how many days they were the driver, there was a dispersion of answers. 36.7 percent said they are never the

driver, 19.1 percent each said they are the driver one day or five days a week, and the rest were somewhere in between (Table 73). Survey respondents who recalled receiving the names of potential carpool and vanpool partners from reThink or their employer were asked whether they were contacted by anyone, whether they contacted anyone themselves, and whether they were successful in forming a carpool or vanpool. About a quarter said that either they were contacted or they tried to contact someone, and 19.3 percent said they were successful in actually forming or joining a carpool or vanpool (Table 74).

### **Telecommuting**

The survey included several questions related to working from home. Only 26.6 percent of reThink customers indicated that they regularly do any paid work out of their home. Those who indicated that they did were pressed further on the nature of that work. More than half (54.4%) said they bring work home after normal work hours, which technically is not telecommuting. 39.8 percent said they sometimes work at home as an employee during normal business, and 3.4 percent said they operate their business out of their home. The average number of days per month that those telecommuting reThink customers actually do so is 4.1 days. When asked if they have tried telecommuting in the past 12 months, 24.2 percent of reThink customers indicated they had done so. Of those, 40.9 percent said they have continued to work from home at least once per month while the other 59.1 percent said it was a temporary change. The latter category of respondents was asked why they discontinued telecommuting. Over half (55.4%) responded that it was due to a change in job requirements (Table 75).

### **Influence of reThink on Mode Choice**

Respondents were asked a series of questions about the extent to which reThink influenced their travel decisions. First, they were asked to what extent their mode of travel to work last week was influenced by reThink. Putting aside those respondents who indicated that they drove alone to work last week (because it is unlikely that such a person would have been influenced by reThink), 56.7 percent said they were influenced to varying degrees by reThink in their choice of travel mode to work last week. Next, respondents were asked to what extent their decision to try a new mode of travel to work in the past 12 months was influenced by reThink. Again, the analysis of responses was limited to those who indicated something other than driving alone. Here 36.9 percent said they were influenced by reThink. Finally, respondents who indicated they had tried telecommuting in the past 12 months were asked the extent to which reThink had influenced that decision. Here it was only 18.9 percent (Table 76). When asked which products and services they recalled receiving from reThink, the majority did not recall receiving any products or services (24.0%), followed by emergency ride home or guaranteed ride home information (16.2%), and names and contact information of potential carpool or vanpool partners (11.2%) (Table 77).

### **reThink Customer Demographics**

reThink customers are much more likely to be female than residents of the Orlando-Kissimmee-Sanford Metropolitan Statistical Area (MSA) as a whole. While the gender split within the MSA is 52.9 percent male, 47.1 percent female, the gender split for reThink is 59.7 percent female, 37.7 percent male (Table 78). In terms of access to vehicles, the percentage of 1-car, 2-car, and 3 or more-car households among reThink customers is about the same as the MSA (Table 79). reThink customers tend to be middle-aged; 47.3 percent of respondents are between 45 and 59 years (Table 80). reThink customers are more likely to be college graduates than residents of the MSA. The strongest difference is at the graduate

level. 28.8 percent of reThink customers have a graduate degree (either a Masters or PhD) compared to just 9.7 percent of MSA residents (Table 81). In terms of employment, reThink customers are much more likely than MSA residents to be government employees, federal employees in particular (27.1% reThink vs. 1.4% MSA) (Table 82).

### **Customer Satisfaction**

Only 49.6 percent of the respondents said they were satisfied overall with reThink's level of performance, 21.4 percent were neither satisfied nor dissatisfied, 8.9 percent were dissatisfied, and 20.1 percent did not know (Table 83). They were asked to rate seven aspects of reThink's service on a scale of 1 to 10 with 1 being the lowest score and 10 the highest. reThink's courtesy and professional attitude received the highest rating at 8.1, followed by the promptness with which reThink provided information, the handling of questions or problems, the accuracy of the information provided, and the usefulness of the information provided, all of which received ratings of 7.0 or above (Table 84). 56.6 percent of the respondents said they would recommend reThink to a friend or relative, and 32.0 percent actually have done so (Tables 85 and 86). When asked how they heard about reThink, the top three sources were work (i.e. co-workers), their employer, and through email (Table 87).

### **Customer Segments**

The survey included a set of 'golden questions' to determine how many reThink customers fall into each of seven segment profiles. Customers were first asked to indicate how often they drive a vehicle, of which 58.9 percent of reThink customers responded 5 to 7 days per week, 18.66 percent responded 2 to 4 days per week, 4.3 percent responded about 1 day per week, and 18.2 percent indicated less than 1 day per week. For the purposes of the segmentation, those customers that responded less than 1 day per week (18.2%) were classified as non-drivers, and the 81.8 percent that responded 1 day per week or more were classified as drivers. Of the non-drivers, 1.2 percent were classified as open-minded and practical travelers, 13.4 percent were car-free choosers, and 3.4 percent were car contemplators. Of the drivers, 32.4 percent were classified as malcontented motorists and non-bikers, 3.8 percent were car lovers/devoted drivers, 34.4 percent were active aspirers, and 11.3 percent were open-minded car lovers (Table 88).

## reThink Your Commute Survey Tables

**Table 63. When do you usually leave home for work?**

Departure Time	reThink (2014)	Orlando-Kissimmee-Sanford MSA (2012)*	reThink (2017)	Orlando-Kissimmee-Sanford MSA (2016)*
12:00 a.m. to 4:59 a.m.	4%	4%	1.4%	4.3%
5:00 a.m. to 5:29 a.m.	2%	3%	4.9%	3.1%
5:30 a.m. to 5:59 a.m.	10%	4%	7.9%	3.5%
6:00 a.m. to 6:29 a.m.	17%	8%	14.9%	9.0%
6:30 a.m. to 6:59 a.m.	15%	8%	19.0%	8.3%
7:00 a.m. to 7:29 a.m.	23%	14%	17.7%	15.0%
7:30 a.m. to 7:59 a.m.	10%	12%	12.5%	10.6%
8:00 a.m. to 8:29 a.m.	6%	13%	6.5%	12.2%
8:30 a.m. to 8:59 a.m.	4%	6%	2.4%	5.8%
9:00 a.m. to 11:59 a.m.	3%	28%	3.8%	28.3%
12:00 p.m. to 12:59 p.m.	6%		9.2%	

\*2012 and 2016 American Community Survey 1-Year Estimates, Commuting Characteristics by Sex

**Table 64. How many minutes does it usually take you to travel from home to work in minutes (one way)?**

One-Way Travel Time to Work	reThink (2014)	Orlando-Kissimmee-Sanford MSA (2012)*	reThink (2017)	Orlando-Kissimmee-Sanford MSA (2016)*
Less than 10 minutes	12%	7%	1.7%	7.1%
10 to 14 minutes	3%	12%	3.3%	10.1%
15 to 19 minutes	5%	15%	4.9%	13.7%
20 to 24 minutes	7%	16%	8.7%	14.4%
25 to 29 minutes	8%	8%	6.5%	8.5%
30 to 34 minutes	11%	17%	11.8%	18.6%
35 to 44 minutes	13%	8%	15.0%	9.4%
45 to 59 minutes	20%	10%	25.5%	10.6%
60 or more minutes	21%	7%	22.7%	7.5%
Mean Travel Time to Work (minutes)	36.9	27.3	43.7	28.7

\*2012 and 2016 American Community Survey 1-Year Estimates, Commuting Characteristics by Sex

**Table 65. How many miles do you travel to get from home to work?**

Miles	Percent (2014)	Percent (2017)
0-5 miles	17%	8.3%
6-10 miles	10%	12.7%
11-15 miles	10%	13.7%
16-20 miles	12%	12.3%
21-25 miles	11%	12.5%
26-30 miles	10%	10.3%
31-35 miles	8%	6.2%
36-40 miles	5%	5.3%
41-45 miles	3%	5.8%
46-50 miles	3%	3.7%
>50 miles	10%	9.2%
Average	24.8 miles	26.1 miles

**Table 66. Mode of commuting before and after contacting reThink.**

Commute Mode	Before (2014)	After (2014)	Before (2017)	After (2017)
Driving alone	76%	58%	83.2%	63.2%
Vanpool	2%	15%	1.6%	13.6%
Carpool	8%	11%	4.1%	5.6%
Bus	9%	8%	3.4%	2.8%
Railroad	0%	4%	2.2%	8.3%
Bicycle	2%	2%	0.9%	1.2%
Walked	1%	1%	0.2%	0.2%
Motorcycle	0%	1%	0.7%	0%
Taxicab	0%	0%	0.4%	0.4%
TNC (e.g. Uber, Lyft)	0%	0%	0.7%	0.9%
Telework	0%	0%	0.4%	1.2%
Compressed Work Week	0%	0%	0%	0.2%
Overnight	0%	0%	0%	0.1%
Did not work	1%	0%	0.4%	0.4%
Other method	1%	0%	2.0%	1.9%

**Table 67. What other method of transportation from home to work have you tried in the last 12 months?**

Mode Tried	N (2014)	Percent (2014)	N (2017)	Percent (2017)
Driving alone	77	32%	45	23.3%
Bus	56	23%	16	8.3%
Carpool	45	19%	25	13.0%
Railroad	22	9%	28	14.5%
Vanpool	12	5%	11	5.7%
Bicycle	12	5%	13	6.7%
Motorcycle	7	3%	4	2.1%
Other method	5	2%	8	4.1%
Taxicab	4	2%	2	1.0%
Walked	2	1%	3	1.6%
TNC	0	0%	20	10.4%
Telecommute	0	0%	12	6.2%
Compressed Work Week	0	0%	6	3.1%
Total	242	100%	193	100%

**Table 68. What was the reason you discontinued traveling to work by bus or trolley bus?**

Reason	N (2014)	Percent (2014)	N (2017)	Percent (2017)
Took too much time	21	32%	5	16.7%
Too inconvenient	17	26%	4	13.3%
Circumstantial (e.g., car became available)	7	11%	6	20.0%
Need vehicle during or after work	6	9%	5	16.7%
My job changed - job, worksite, or schedule	3	5%	1	3.3%
Vehicle became unavailable or unreliable	3	5%	5	16.7%
Safety concerns	3	5%	0	0%
I moved to a new location	1	2%	1	3.3%
Parking costs too high	1	2%	0	0%
Cost of gasoline too high	1	2%	1	3.3%
Wear and tear on my vehicle	1	2%	1	3.3%
New or changes in employer program	1	2%	0	0%
Too expensive	0	0%	1	3.3%
Total	65	100%	30	100%

**Table 69. What was the reason you discontinued traveling to work by carpool or vanpool?**

Reason	N (2014)	Percent (2014)	N (2017)	Percent (2017)
My carpool partner's job changed - job, worksite, or schedule	16	24%	4	7.0%
Circumstantial (e.g., car became available)	8	12%	11	19.3%
Too inconvenient	8	12%	3	5.3%
My carpool partner moved	7	11%	2	3.5%
Took too much time	6	9%	3	5.3%
Need vehicle during or after work	6	9%	5	8.8%
My job changed - job, worksite, or schedule	4	6%	7	12.3%
I moved to a new location	4	6%	6	10.5%
Cost of gasoline too high	3	5%	4	7.0%
Didn't like carpool or vanpool partners	2	3%	1	1.8%
Safety concerns	2	3%	2	3.5%
Vehicle became unavailable	0	0%	3	5.3%
Wear and tear on my vehicle	0	0%	2	3.5%
Too expensive	0	0%	2	3.5%
Liability	0	0%	1	1.8%
Retired	0	0%	1	1.8%
Total	66	100%	57	100%

**Table 70. How many people including yourself usually ride with you to work in your carpool or vanpool?**

Number of Passengers	N (2014)	Percent (2014)	N (2017)	Percent (2017)
2	52	34%	43	28.9%
3	13	8%	14	9.4%
4	10	6%	19	12.8%
5	11	7%	26	17.5%
6	15	10%	15	10.1%
7	10	6%	4	2.7%
8	8	5%	11	7.4%
9	6	4%	4	2.7%
10 or more	30	19%	13	8.7%
Average	5.5 passengers		4.8 passengers	

**Table 71. How many of the other people in your carpool or vanpool are members of your household?**

Number of Family Members	N (2014)	Percent (2014)	N (2017)	Percent (2017)
0	113	73%	116	77.9%
1	33	21%	19	12.8%
2	7	5%	9	6.0%
3	0	0%	4	2.7%
4	1	1%	1	0.7%
Total	154	100%	149	100%

**Table 72. How many of the other people in your carpool or vanpool are children under age 16?**

Number of Passengers Under 16	N (2014)	Percent (2014)	N (2017)	Percent (2017)
0	151	98%	137	93.8%
1	2	1%	5	3.4%
2	1	1%	2	1.4%
3 or more	0	0%	2	1.4%
Total	154	100%	146	100%

**Table 73. How many days are you the driver of your carpool or vanpool?**

Number of Days	N (2014)	Percent (2014)	N (2017)	Percent (2017)
0	56	36%	54	36.7%
1	25	16%	28	19.1%
2	16	10%	16	10.9%
3	15	10%	13	8.8%
4	9	6%	8	5.4%
5	33	21%	28	19.1%
6	1	1%	0	0%
Total	155	100%	147	100%



**Table 74. Questions related to forming carpools and vanpools**

Question	N (2014)	Percent "Yes" (2014)	N (2017)	Percent "Yes" (2017)
Were you contacted for the purpose of forming a carpool or vanpool?	185/554	33%	150/602	24.9%
Did you attempt to contact anyone to form a carpool or vanpool?	177/568	31%	120/598	23.6%
Did you successfully form a carpool or vanpool?	133/585	23%	115/596	19.3%

**Table 75. What are the reason(s) you did not continue to work from home?**

Reason	N (2014)	Percent (2014)	N (2017)	Percent (2017)
Job requirements	22	45%	36	55.4%
Changes in employer-policy about work at home option	14	29%	9	13.8%
Didn't like working from home	4	8%	5	7.7%
Circumstantial (e.g., car became available)	4	8%	7	10.8%
Changes in work schedule	3	6%	1	1.5%
Too inconvenient	2	4%	3	4.6%
Moved home location	0	0%	2	3.1%
Worksite location changes	0	0%	2	3.1%
Total	49	100%	65	100%

**Table 76. To what extent did reThink influence your decision to travel by your mode?**

reThink's Level of Influence	Usual Travel Mode to Work*		Trial Travel Mode to Work*		Trial Tele-commuting		Travel Mode to Work Last Week*		Trial Travel Mode to Work*		Trial Tele-commuting	
	N	Percent	N	Percent	N	Percent	N	Percent	N	Percent	N	Percent
Very Great Extent	34	14%	18	11%	2	2%	36	24.0%	13	15.5%	8	5.6%
To Some Extent	36	15%	22	14%	4	4%	30	20.0%	8	9.5%	9	6.3%
A Small Extent	28	12%	30	19%	10	10%	16	10.7%	10	11.9%	10	7.0%
Not At All	135	56%	90	56%	88	85%	58	38.7%	49	58.3%	110	76.9%
Do not know	8	3%	0	0%	0	0%	10	6.6%	4	4.8%	6	4.2%
Total	241	100%	165	100%	104	100%	150	100%	84	100%	143	100%

\* These responses exclude those who indicated a travel mode of drive alone

**Table 77. Which, if any, of the following products and services do you recall receiving from reThink?**

Product/Service	N (2014)	Percent (2014)	N (2017)	Percent (2017)
None of the above	213	20%	250	24.0%
Emergency ride home or guaranteed ride home information	203	19%	168	16.2%
Names and contact information of potential carpool or vanpool partners	138	13%	116	11.2%
Information on commuter benefits, such as preferred parking	119	11%	92	8.8%
Park & Ride locations	92	8%	53	5.1%
Helpful hints about travel options	88	8%	102	9.8%
Transit schedule	71	7%	68	6.5%
Transit map	51	5%	49	4.7%
Information on discounted transit passes	33	3%	33	3.2%
Bicycle safety training	16	1%	18	1.7%
Bicycle map	13	1%	12	1.2%
Guidance on "How to approach your boss" about telework	12	1%	4	0.4%
Discounted transit passes	12	1%	23	2.2%
Travel training/ride-alongs	11	1%	13	1.3%
Bicycle group rides	10	1%	16	1.5%
Guidance on "How to approach your boss" on compressed work week	8	1%	6	0.6%
Tow to Go	0	0%	7	0.7%
Other	0	0%	10	9.6%
Total	1,090	100%	1,040	100%

**Table 78. What is your gender?**

Gender	reThink (2014)		Orlando-Kissimmee-Sanford MSA (2012)*		reThink (2017)		Orlando-Kissimmee-Sanford MSA (2016)*	
	N	%	N	%	N	%	N	%
Male	217	40%	524,926	52%	199	37.7%	611,210	52.9%
Female	332	60%	488,382	48%	315	59.7%	543,572	47.1%
Prefer not to answer	Data not reported in 2014				14	2.7%	Data not available	
Total	549	100%	1,013,308	100%	528	100%	1,154,782	100%

\*2012 and 2016 American Community Survey 1-Year Estimates, Commuting Characteristics by Sex

**Table 79. How many personal vehicles are kept at home for use by you or members of your household?**

Number of Vehicles	reThink (2014)	Orlando-Kissimmee-Sanford MSA (2012)*	reThink (2017)	Orlando-Kissimmee-Sanford MSA (2016)*
None	5%	3%	3.8%	2.3%
1 vehicle	26%	27%	22.5%	21.8%
2 vehicles	46%	48%	45.6%	44.2%
3 or more vehicles	23%	22%	28.1%	31.6%

\*2012 and 2016 American Community Survey 1-Year Estimates, Commuting Characteristics by Sex

**Table 80. Age groups of reThink customers.**

Age Group	N (2014)	Percent Response (2014)	N (2017)	Percent Response (2017)
18 to 19 years	0	0%	0	0%
20 to 24 years	13	2%	7	1.4%
25 to 29 years	35	7%	19	3.7%
30 to 34 years	46	9%	49	9.5%
35 to 39 years	39	7%	49	9.5%
40 to 44 years	66	12%	46	8.9%
45 to 49 years	85	16%	68	13.2%
50 to 54 years	96	18%	84	16.3%
55 to 59 years	71	13%	92	17.8%
60 and 64 years	63	12%	68	13.2%
65 and 69 years	14	3%	21	4.1%
70 to 74 years	3	1%	11	2.1%
75 to 79 years	0	0%	1	0.2%
80 to 84 years	1	0%	0	0%
85 years and over	0	0%	1	0.2%
Total	532	100%	516	100%

**Table 81. What is the highest degree or level of school you have COMPLETED?**

	reThink (2014)		Orlando-Kissimmee-Sanford MSA (2008-2012)*		reThink (2017)		Orlando-Kissimmee-Sanford MSA (2012-2016)*	
	N	%	N	%	N	%	N	%
Less than 9th grade	0	0%	66,251	5%	0	0%	68,125	4.3%
9th to 12th grade, no diploma	0	0%	108,308	8%	0	0%	111,318	7.1%
High school graduate (includes equivalency)	33	6%	407,517	29%	22	4.2%	430,468	27.5%
Some college, no degree	111	20%	302,479	21%	81	15.3%	327,433	20.9%
Associate's degree	86	15%	138,255	10%	85	16.1%	168,871	10.8%
Bachelor's degree	182	33%	260,923	18%	188	35.6%	309,611	19.7%
Graduate or professional degree	146	26%	128,234	9%	152	28.8%	152,269	9.7%
Total	558	100%	1,411,967	100%	528	100%	1,568,095	100%

\*2008-2012 and 2012-2016 American Community Survey 5-Year Estimates, Educational Attainment for the Population 25 Years and Over

**Table 82. Describe clearly your chief job activity or business last week.**

Type of Job Activity	reThink (2014)		Orlando-Kissimmee-Sanford MSA (2012)*		reThink (2017)		Orlando-Kissimmee-Sanford MSA (2016)*	
	N	%	N	%	N	%	N	%
Private for profit company employee	293	47%	744,722	74%	249	37.8%	810,745	73.8%
Private not for profit company employee	53	8%	62,834	6%	115	17.5%	71,298	6.5%
Local government employee	113	18%	70,216	7%	89	13.5%	69,822	6.4%
State government employee	42	7%	21,252	2%	24	3.7%	24,834	2.3%
Federal government employee	118	19%	15,424	2%	178	27.1%	15,922	1.4%
Self-employed in not incorporated business and unpaid family workers	3	0%	45,862	5%	2	0.3%	52,221	4.8%
Self-employed in incorporated business	3	0%	52,378	5%	1	0.2%	54,456	5.0%
Total	625	100%	1,012,688	100%	658	100%	1,099,298	100%

\*2008-2012 and 2012-2016 American Community Survey 5-Year Estimates, Sex by Class of Worker for the Civilian Employed Population 16 Years and Over

**Table 83. How satisfied are you with reThink's performance OVERALL?**

Customer Satisfaction Level	N (2014)	Percent (2014)	N (2017)	Percent (2017)
Completely satisfied	85	15%	102	18.5%
Mostly satisfied	109	19%	116	21.0%
Somewhat satisfied	55	10%	56	10.1%
Neither satisfied nor dissatisfied	113	20%	118	21.4%
Somewhat dissatisfied	23	4%	14	2.5%
Mostly dissatisfied	32	6%	18	3.3%
Completely dissatisfied	33	6%	17	3.1%
Do not know	115	20%	111	20.1%
Total	565	100%	552	100%

**Table 84. On a scale of 1 to 10 where 1 is the lowest or worst rating and 10 is the highest or best rating, how would you rate reThink on each of the following?**

Customer Service Aspect	Mean Score (2014)	Mean Score (2017)
Accuracy of the information provided	7.3	7.1
Usefulness of the information provided	6.6	7.0
Promptness with which they provided the information	7.3	7.6
Courtesy and professional attitude	7.9	8.1
Handling of any questions or problems that you had	7.1	7.6
Usefulness of the list of potential carpoolers or vanpoolers	5.2	6.0
Usefulness of transit information provided to you	6.2	6.7

**Table 85. If a friend or relative were to ask you about reThink and whether they should use their services, would you....**

Response	N (2014)	Percent (2014)	N (2017)	Percent (2017)
Definitely recommend using this agency	161	28%	155	28.6%
Probably recommend using this agency	135	24%	152	28.0%
Maybe or Maybe not recommend using this agency	109	19%	85	15.7%
Probably not recommend using this agency	41	7%	27	5.0%
Definitely not recommend using this agency	21	4%	15	2.8%
Do not know	99	17%	108	19.9%
Total	566	100%	542	100%

**Table 86. Have you recommended reThink to a friend or relative?**

Response	N (2014)	Percent (2014)	N (2017)	Percent (2017)
Yes	164	29%	173	32.0%
No	368	65%	326	60.2%
Don't know	36	6%	42	7.8%
Total	568	100%	541	100%

**Table 87. How did you hear about reThink?**

Source	N (2014)	Percent (2014)	N (2017)	Percent (2017)
At work	145	20%	165	24.4%
Employer	127	17%	167	24.7%
Internet	92	13%	45	6.7%
E-mail	73	10%	69	10.2%
Friends/co-workers/relatives	66	9%	51	7.5%
Commuter Fair/Special event/transportation day	53	7%	41	6.1%
Do not know	49	7%	65	9.5%
On carpool/vanpool road signs	24	3%	4	0.6%
At bus stop/on a bench	17	2%	10	1.5%
On the side of buses/vans	17	2%	11	1.6%
Social media (e.g., Facebook, Twitter, etc.)	14	2%	15	2.2%
News story	11	2%	4	0.6%
Sign at park-and-ride lot	11	2%	6	0.9%
On billboards	8	1%	5	0.7%
In the mail	6	1%	2	0.3%
Radio advertisement	5	1%	3	0.4%
Newspaper advertisement	4	1%	2	0.3%
Television advertisement	3	0%	4	0.6%
On electronic or variable message signs along highways	2	0%	4	0.6%
Received a phone call	1	0%	2	0.3%
Telephone book/Yellow Pages	0	0%	1	0.1%

**Table 88. reThink customer segments.**

Segment	N (2017)	Percent (2017)
<b><i>Non-Drivers</i></b>		
1 Open-minded and Practical Travelers	7	1.2%
2 Car-free Choosers	79	13.4%
3 Car Contemplators	20	3.4%
<i>Subtotal: Non-Drivers</i>	<i>106</i>	<i>18.2%</i>
<b><i>Drivers</i></b>		
4 Malcontented Motorists and Non-bikers	189	32.4%
5 Car Lovers/Devoted Drivers	22	3.8%
6 Active Aspirers	201	34.4%
7 Open-minded Car Lovers	66	11.3%
<i>Subtotal: Drivers</i>	<i>478</i>	<i>81.8%</i>
Total	584	100%

## rideOn Survey Results

A total of 32 rideOn customers out of 494 responded to the survey for a response rate of 6.5 percent. That yields a confidence interval of  $\pm 16.77$  at the 95 percent confidence level. The tables of the survey results are at the back of this summary. Whenever possible, the survey results were compared to data from the 2016 American Community Survey for the Pensacola-Ferry Pass-Brent and Panama City Metropolitan Statistical Areas (MSAs).

### **Commute Characteristics**

rideOn customers leave for work at about the same time as residents of the Pensacola-Ferry Pass-Brent and Panama City Metropolitan Statistical Areas (MSA) as a whole. The largest difference is that 22.7 percent of rideOn customers leave for work between 8:00 a.m. and 8:29 a.m., whereas only about 9 percent of MSA residents leave at this time (Table 89). The amount of time it takes rideOn customers to travel from home to work is 31.7 minutes. This is higher than the 22.5 minute average travel time for MSA residents (Table 90). The mean distance from home to work for rideOn customers is 20.0 miles (Table 91). These long travel times and distances are not a surprise given that long distance commuters are the ones most likely to reach out to a commuter assistance program. The survey asked rideOn customers what their usual mode of commuting to work is now and also what it was before they contacted rideOn. The percentage who reported driving alone as their normal commute mode dropped from 75.0 percent to 65.7 percent while the percentage who said vanpooling was their normal mode increased from 0.0 percent to 4.6 percent, and the percentage who reported carpooling increased from 10.0 to 16.7 percent (Table 92).

### **Trial Use of Other Modes of Transportation**

When asked whether they had tried a different mode of transportation to work in the past 12 months, 23.9 percent (5 respondents) said they had. Of those that had tried a different mode, 22.3 percent (2 respondents) said they tried carpooling, and 11.1 percent each (1 respondent each) said they tried driving alone, riding the bus, vanpooling, bicycling, walking, and telecommuting (Table 93). When the individual who tried taking the bus to work was asked why they didn't continue with it, they said that their job changed (Table 94). When those that tried carpooling or vanpooling were asked the same question, 20.0 percent each (1 respondent each) stated circumstantial reasons such as a car became available, their job changed, they need a vehicle during or after work, safety concerns, and a vehicle became unavailable or unreliable (Table 95).

### **Carpooling and Vanpooling**

rideOn carpooler and vanpoolers have 2.5 passengers per vehicle on average (Table 96). "Fampools", carpools or vanpools where one or more of the passengers are family members, represent a third (33.3%) of rideOn carpools and vanpools (Table 97). Although carpools and vanpools technically includes child passengers (i.e. for the purposes of being able to use an HOV lane), only a very small percentage of rideOn carpoolers and vanpoolers (16.7%) said that their carpool or vanpool included any passengers under age 16 (Table 98). When rideOn carpoolers and vanpoolers were asked how many days they were the driver, there was a dispersion of answers; 33.3 percent (2 respondents) said they are the driver 5 days per week, while 16.7 percent each (1 respondent each) said they are never the driver, they are the driver 1 day per week, they are the driver 2 days per week, and they are the driver 3 days



per week (Table 99). Survey respondents who recalled receiving the names of potential carpool and vanpool partners from rideOn or their employer were asked whether they were contacted by anyone, whether they contacted anyone themselves, and whether they were successful in forming a carpool or vanpool. About a third said that either they were contacted or they tried to contact someone, and 28.6 percent said they were successful in actually forming or joining a carpool or vanpool (Table 100).

### **Telecommuting**

The survey included several questions related to working from home. Only 22.7 percent (5 respondents) of rideOn customers indicated that they regularly do any paid work out of their home. Those who indicated that they did were pressed further on the nature of that work. Most (83.3%) said they bring work home after normal work hours, which technically is not telecommuting, and 16.7 percent (1 respondent) said they sometimes work at home as an employee during normal business. The average number of days per month that rideOn customers telecommute is 3.2 days. When asked if they have tried telecommuting in the past 12 months, 19.1 percent (4 respondents) of rideOn customers indicated they had done so. Of those, 25.0 percent (1 respondent) said they have continued to work from home at least once per month while the other 75.0 percent (3 respondents) said it was a temporary change. The latter category of respondents was asked why they discontinued telecommuting; 33.3 percent each (1 respondent each) said for circumstantial reasons such as a car became available, job requirements, and other reasons (Table 101).

### **Influence of rideOn on Mode Choice**

Respondents were asked a series of questions about the extent to which rideOn influenced their travel decisions. First, they were asked to what extent their normal mode of travel to work was influenced by rideOn. Putting aside those respondents who indicated they normally drive alone to work (because it is unlikely that such a person would have been influenced by rideOn), 33.3 percent (2 respondents) said they were influenced to varying degrees by rideOn in their usual choice of travel mode to work. Next, respondents were asked to what extent their decision to try a new mode of travel to work in the past 12 months was influenced by rideOn. Again, the analysis of responses was limited to those who indicated something other than driving alone. Here 25.0 percent (1 respondent) said they were influenced by rideOn. Finally, respondents who indicated they had tried telecommuting in the past 12 months were asked the extent to which rideOn had influenced that decision. Here it was 50.0 percent (2 respondents) (Table 102). When asked which products and services they recalled receiving from rideOn, the majority did not recall receiving any products or services (34.4%), followed by emergency ride home or guaranteed ride home information (25.0%), transit schedules (9.4%), and park and ride locations (9.4%) (Table 103).

### **rideOn Customer Demographics**

rideOn customers are much more likely to be female than residents of the Pensacola-Ferry Pass-Brent and Panama City Metropolitan Statistical Areas (MSA) as a whole. While the gender split average within the two MSAs is 53.9 percent male, 46.1 percent female, the gender split for rideOn is 70.0 percent female, and 25.0 percent male (5.0% preferred not to answer) (Table 104). In terms of access to vehicles, the percentage of 1-car, 2-car, and 3 or more-car households among rideOn customers is about the same as the two MSAs; the largest difference is that 35.0 percent of rideOn customers have access to 1 vehicle, compared to an average of 23.4 percent of MSA residents (Table 105). rideOn customers tend to be middle-aged; 59 percent of respondents are between 40 and 59 years (Table 106). rideOn customers are more likely to be college graduates than residents of the MSA. The strongest difference is

at the graduate level; 26.3 percent of rideOn customers have a graduate degree (either a Masters or Ph.D.) compared to an average of 8.6 percent of MSA residents (Table 107). In terms of employment, rideOn customers are much more likely than MSA residents to be government employees, state employees in particular (12.5% rideOn vs. 4.3% average MSA) (Table 108).

### **Customer Satisfaction**

In terms of customer satisfaction, 40.0 percent of the respondents said they were satisfied overall with rideOn's level of performance, 25.0 percent were neither satisfied nor dissatisfied, 10.0 percent were dissatisfied, and 25.0 percent did not know (Table 109). They were asked to rate seven aspects of rideOn's service on a scale of 1 to 10 with 1 the lowest score and 10 the highest. In regards to the usefulness of the information provided, the promptness with which rideOn provided information, their courtesy, the handling of questions or problems, and the usefulness of the transit information provided, all of the scores were higher than 7. However, the accuracy of the information provided was rated lower at 6.5, and the usefulness of the list of potential carpool and vanpool partners received the lowest rating at 5.9 (Table 110). 55.0 percent of the respondents said they would recommend rideOn to a friend or relative, and 30.0 percent actually have done so (Tables 111 and 112). When asked how they heard about rideOn, the top four sources were the Internet (25.0%), friends/coworkers/relatives (20.0%), and through the mail (10.0%) (Table 113).

### **Customer Segments**

The survey included a set of 'golden questions' to determine how many rideOn customers fall into each of seven segment profiles. Customers were first asked to indicate how often they drive a vehicle, of which 61.9 percent of rideOn customers responded 5 to 7 days per week, 14.3 percent responded 2 to 4 days per week, 4.8 percent responded about 1 day per week, and 19.1 percent responded never. For the purposes of the segmentation, those customers that responded less than 1 day per week (19.1%) were classified as non-drivers, and the 80.9 percent that responded 1 day per week or more were classified as drivers. Of the non-drivers, all (15.0%) were classified as car-free choosers; none were open-minded and practical travelers, or car contemplators. Of the drivers, 65.0 percent were classified as malcontented motorists and non-bikers, and 20.0 percent were active aspirers; none were car lovers/devoted drivers, or open-minded car lovers (Table 114).

## rideOn Survey Tables

**Table 89. When do you usually leave home for work?**

Departure Time	rideOn (2017)	Pensacola-Ferry Pass-Brent MSA (2016)*	Panama City MSA (2016)*
12:00 a.m. to 4:59 a.m.	4.6%	3.7%	3.9%
5:00 a.m. to 5:29 a.m.	9.1%	4.0%	3.8%
5:30 a.m. to 5:59 a.m.	4.6%	6.6%	4.5%
6:00 a.m. to 6:29 a.m.	0%	8.6%	11.3%
6:30 a.m. to 6:59 a.m.	13.6%	13.8%	11.5%
7:00 a.m. to 7:29 a.m.	18.2%	15.1%	14.5%
7:30 a.m. to 7:59 a.m.	18.2%	12.7%	13.3%
8:00 a.m. to 8:29 a.m.	22.7%	8.4%	9.6%
8:30 a.m. to 8:59 a.m.	0%	4.1%	4.6%
9:00 a.m. to 11:59 a.m.	4.6%		
12:00 p.m. to 11:59 p.m.	4.6%	23.1%	22.9%

\*2016 American Community Survey 1-Year Estimates, Commuting Characteristics by Sex

**Table 90. How many minutes does it usually take you to travel from home to work in minutes (one way)?**

One-Way Travel Time to Work	rideOn (2017)	Pensacola-Ferry Pass-Brent MSA (2016)*	Panama City MSA (2016)*
Less than 10 minutes	0%	10.2%	14.0%
10 to 14 minutes	4.6%	12.0%	15.1%
15 to 19 minutes	4.6%	19.9%	19.4%
20 to 24 minutes	27.8%	17.5%	16.2%
25 to 29 minutes	9.1%	8.7%	4.9%
30 to 34 minutes	18.2%	13.1%	16.9%
35 to 44 minutes	9.1%	6.9%	4.4%
45 to 59 minutes	18.2%	6.8%	4.5%
60 or more minutes	9.1%	4.9%	4.6%
Mean Travel Time to Work	31.7 minutes	24.5 minutes	22.5 minutes

\*2016 American Community Survey 1-Year Estimates, Commuting Characteristics by Sex

**Table 91. How many miles do you travel to get from home to work?**

Miles	Percent (2017)
0-5 miles	9.1%
6-10 miles	22.7%
11-15 miles	18.2%
16-20 miles	13.6%
21-25 miles	13.6%
36-30 miles	4.6%
31-35 miles	4.6%
36-40 miles	4.6%
41-45 miles	0%
46-50 miles	4.6%
>50 miles	4.6%
Average	20.0 miles

**Table 92. Mode of Commuting Before and After Contacting rideOn.**

Commute Mode	Before (2017)	After (2017)
Driving alone	75.0%	65.7%
Carpool	10.0%	16.7%
Vanpool	0%	4.6%
Bus	10.0%	0%
Railroad	0%	0%
Bicycle	5.0%	3.7%
Walked	0%	4.6%
Motorcycle	0%	0%
Taxicab	0%	0%
Trolley bus	0%	0%
Transportation Network Company	0%	0.9%
Compressed Work Week	0%	1.9%
Did not work	0%	0.9%
Other method	0%	1.9%

**Table 93. What other method of transportation from home to work have you tried in the last 12 months?**

Mode Tried	N (2017)	Percent (2017)
Driving alone	1	11.1%
Bus	1	11.1%
Carpool	2	22.3%
Railroad	0	0%
Vanpool	1	11.1%
Bicycle	1	11.1%
Motorcycle	0	0%
Other method – borrowed a vehicle	1	11.1%
Taxicab	0	0%
Walked	1	11.1%
Telecommute	1	11.1%
Total	9	100%

**Table 94. What was the reason you discontinued traveling to work by bus or trolley bus?**

Reason	N (2017)	Percent (2017)
Took too much time	0	0%
Too inconvenient	0	0%
Circumstantial (e.g., car became available)	0	0%
Need vehicle during or after work	0	0%
My job changed - job, worksite, or schedule	1	100%
Vehicle became unavailable or unreliable	0	0%
Safety concerns	0	0%
I moved to a new location	0	0%
Parking costs too high	0	0%
Cost of gasoline too high	0	0%
Wear and tear on my vehicle	0	0%
New or changes in employer program	0	0%
Total	1	100%

**Table 95. What was the reason you discontinued traveling to work by carpool or vanpool?**

Reason	N (2017)	Percent (2017)
My carpool partner's job changed - job, worksite, or schedule	0	0%
Circumstantial (e.g., car became available)	1	20.0%
Too inconvenient	0	0%
My carpool partner moved	0	0%
Took too much time	0	0%
Need vehicle during or after work	1	20.0%
My job changed - job, worksite, or schedule	1	20.0%
I moved to a new location	0	0%
Cost of gasoline too high	0	0%
Didn't like carpool or vanpool partners	0	0%
Safety concerns	1	20.0%
Vehicle became unavailable or unreliable	1	20.0%
Total	5	100%

**Table 96. How many people including yourself usually ride with you to work in your carpool or vanpool?**

Number of Passengers	N (2017)	Percent (2017)
2	4	66.7%
3	1	16.7%
4	1	16.6%
5	0	0%
6	0	0%
7	0	0%
8	0	0%
9	0	0%
10 or more	0	0%
Total	6	100%
Average	2.5 passengers	

**Table 97. How many of the other people in your carpool or vanpool are members of your household?**

Number of Family Members	N (2017)	Percent (2017)
0	4	66.7%
1	2	33.3%
2	0	0%
Total	6	100%

**Table 98. How many of the other people in your carpool or vanpool are children under age 16?**

Number of Passengers Under 16	N (2017)	Percent (2017)
0	5	83.3%
1	0	%
2	0	%
3	1	16.7%
Total	6	100%

**Table 99. How many days are you the driver of your carpool or vanpool?**

Number of Days	N (2017)	Percent (2017)
0	1	16.7%
1	1	16.7%
2	1	16.7%
3	1	16.6%
4	0	0%
5	2	33.3%
6	0	0%
Total	6	100%

**Table 100. Questions related to forming carpools and vanpools.**

Question	N "Yes" (2017)	Percent "Yes" (2017)
Were you contacted for the purpose of forming a carpool or vanpool?	3/21	14.3%
Did you attempt to contact anyone to form a carpool or vanpool?	5/21	23.8%
Did you successfully form a carpool or vanpool?	6/21	28.6%

**Table 101. What are the reason(s) you did not continue to work from home?**

Reason	N (2017)	Percent (2017)
Job requirements	1	33.4%
Changes in employer-policy about work at home option	0	0%
Didn't like working from home	0	0%
Circumstantial (e.g., car became available)	1	33.3%
Changes in work schedule	0	0%
Other reason	1	33.3%
Total	3	100%

**Table 102. To what extent did rideOn influence your decision to travel by your mode?**

rideOn's Level of Influence	Usual Travel Mode to Work (2017)*		Trial Travel Mode to Work (2017)*		Trial Telecommuting (2017)	
	N	Percent	N	Percent	N	Percent
Very Great Extent	1	16.7%	1	25.0%	1	25.0%
To Some Extent	0	0%	0	0%	0	0%
A Small Extent	1	16.6%	0	0%	1	25.0%
Not At All	4	66.7%	2	50.0%	2	50.0%
Do not know	0	0%	1	25.0%	0	0%
Total	6	100%	4	100%	4	100%

\* These responses exclude those who indicated a travel mode of drive alone

**Table 103. Which, if any, of the following products and services do you recall receiving from rideOn?**

Product/Service	N (2017)	Percent (2017)
None of the above	11	34.4%
Emergency ride home or guaranteed ride home information	8	25.0%
Transit schedule	3	9.4%
Park & Ride locations	3	9.4%
Information on commuter benefits, such as preferred parking	2	6.3%
Transit map	2	6.3%
Helpful hints about travel options	1	3.1%
Information on discounted transit passes	1	3.1%
Discounted transit passes	1	3.1%
Names and contact information of potential carpool or vanpool partners	0	0%
Bicycle safety training	0	0%
Bicycle map	0	0%
Guidance on "How to approach your boss" about telework	0	0%
Travel training/ride-alongs	0	0%
Bicycle group rides	0	0%
Guidance on "How to approach your boss" on compressed work week	0	0%
Total	32	100%



**Table 104. What is your gender?**

Gender	rideOn (2017)		Pensacola-Ferry Pass-Brent MSA (2016)*		Panama City MSA (2016)*	
	N	%	N	%	N	%
Male	5	25.0%	116,248	54.2%	47,887	53.6%
Female	14	70.0%	98,378	45.8%	41,379	46.4%
Prefer not to answer	1	5.0%	Data unavailable			
Total	20	100%	214,626	100%	89,266	100%

\*2016 American Community Survey 1-Year Estimates, Commuting Characteristics by Sex

**Table 105. How many personal vehicles are kept at home for use by you or members of your household?**

Number of Vehicles	rideOn (2017)	Pensacola-Ferry Pass-Brent MSA (2016)*	Panama City MSA (2016)*
None	0%	1.3%	2.1%
1 vehicle	35.0%	23.0%	23.8%
2 vehicles	30.0%	45.7%	45.3%
3 or more vehicles	35.0%	30.1%	28.9%

\*2016 American Community Survey 1-Year Estimates, Commuting Characteristics by Sex

**Table 106. Age Groups of rideOn Customers.**

Age Group	N (2017)	Percent Response (2017)
18 to 19 years	0	0%
20 to 24 years	1	5.9%
25 to 29 years	1	5.9%
30 to 34 years	0	0%
35 to 39 years	1	5.9%
40 to 44 years	2	11.8%
45 to 49 years	2	11.8%
50 to 54 years	3	17.7%
55 to 59 years	3	17.7%
60 and 64 years	1	5.9%
65 and 69 years	3	17.7%
70 to 74 years	0	0%
75 to 79 years	0	0%
80 to 84 years	0	0%
85 years and over	0	0%
Total	17	100%

**Table 107. What is the highest degree or level of school you have COMPLETED?**

	rideOn (2017)		Pensacola-Ferry Pass- Brent MSA (2016)*		Panama City MSA (2016)*	
	N	%	N	%	N	%
Less than 9th grade	0	0%	7,871	2.4%	3,841	2.7%
9th to 12th grade, no diploma	0	0%	23,712	7.2%	10,087	7.2%
High school graduate (includes equivalency)	1	5.3%	87,726	26.5%	46,036	32.7%
Some college, no degree	4	21.1%	78,966	23.9%	35,744	25.4%
Associate's degree	4	21.1%	42,684	12.9%	12,870	9.2%
Bachelor's degree	5	26.3%	57,440	17.4%	21,474	15.3%
Graduate or professional degree	5	26.3%	32,055	9.7%	10,546	7.5%
Total	19	100%	330,454	100%	140,598	100%

\*2012-2016 American Community Survey 5-Year Estimates, Educational Attainment for the Population 25 Years and Over

**Table 108. Describe clearly your chief job activity or business last week.**

Type of Job Activity	rideOn (2017)		Pensacola-Ferry Pass-Brent MSA (2016)*		Panama City MSA (2016)*	
	N	%	N	%	N	%
Private for profit company employee	12	50.0%	129,367	63.4%	59,869	68.2%
Private not for profit company employee	2	8.3%	20,816	10.2%	4,319	4.9%
Local government employee	3	12.5%	14,128	6.9%	5,090	5.8%
State government employee	3	12.5%	7,589	3.7%	4,269	4.9%
Federal government employee	4	16.7%	11,773	5.8%	5,282	6.0%
Self-employed in not incorporated business and unpaid family workers	0	0%	13,873	6.8%	5,557	6.3%
Self-employed in incorporated business	0	0%	6,497	3.2%	3,433	3.9%
Total	24	100%	204,043	100%	87,819	100%

\*2012-2016 American Community Survey 5-Year Estimates, Sex by Class of Worker for the Civilian Employed Population 16 Years and Older

**Table 109. How satisfied are you with rideOn's performance OVERALL?**

Customer Satisfaction Level	N (2017)	Percent (2017)
Completely satisfied	5	25.0%
Mostly satisfied	3	15.0%
Somewhat satisfied	0	0%
Neither satisfied nor dissatisfied	5	25.0%
Somewhat dissatisfied	0	0%
Mostly dissatisfied	1	5.0%
Completely dissatisfied	1	5.0%
Do not know	5	25.0%
Total	20	100%

**Table 110. On a scale of 1 to 10 where 1 is the lowest or worst rating and 10 is the highest or best rating, how would you rate rideOn on each of the following?**

Customer Service Aspect	Mean Score (2017)
Accuracy of the information provided	6.5
Usefulness of the information provided	7.1
Promptness with which they provided the information	7.6
Courtesy and professional attitude	7.5
Handling of any questions or problems that you had	7.6
Usefulness of the list of potential carpoolers or vanpoolers	5.9
Usefulness of transit information provided to you	7.0

**Table 111. If a friend or relative were to ask you about Commuter Services and whether they should use their services, would you....**

Response	N (2017)	Percent (2017)
Definitely recommend using this agency	8	40.0%
Probably recommend using this agency	3	15.0%
Maybe or Maybe not recommend using this agency	2	10.0%
Probably not recommend using this agency	1	5.0%
Definitely not recommend using this agency	1	5.0%
Do not know	5	25.0%
Total	20	100%

**Table 112. Have you recommended rideOn to a friend or relative?**

Response	N (2017)	Percent (2017)
Yes	6	30.0%
No	13	65.0%
Don't know	1	5.0%
Total	20	100%

**Table 113. How did you hear about rideOn?**

Source	N (2017)	Percent (2017)
Internet	5	25.0%
Friends/co-workers/relatives	4	20.0%
Do not know	2	10.0%
In the mail	2	10.0%
E-mail	1	5.0%
On billboards	1	5.0%
Commuter Fair/Special event/transportation day	1	5.0%
At work	1	5.0%
On carpool/vanpool road signs	1	5.0%
Sign at park-and-ride lot	1	5.0%
On the side of buses/vans	1	5.0%
Social media (e.g., Facebook, Twitter, etc.)	1	5.0%
CAP evaluation survey invitation	1	5.0%
News story	0	0%
At bus stop/on a bench	0	0%
Employer	0	0%
Radio advertisement	0	0%
Newspaper advertisement	0	0%
Television advertisement	0	0%
On electronic or variable message signs along highways	0	0%
Received a phone call	0	0%
Telephone book/Yellow Pages	0	0%
Total	20	100%

**Table 114. rideOn customer segments.**

Segment	N (2017)	Percent (2017)
<b><i>Non-Drivers</i></b>		
1 Open-minded and Practical Travelers	0	0%
2 Car-free Choosers	3	15.0%
3 Car Contemplators	0	0%
<i>Subtotal: Non-Drivers</i>	3	15.0%
<b><i>Drivers</i></b>		
4 Malcontented Motorists and Non-bikers	13	65.0%
5 Car Lovers/Devoted Drivers	0	0%
6 Active Aspirers	4	20.0%
7 Open-minded Car Lovers	0	0%
<i>Subtotal: Drivers</i>	17	85.0%
Total	20	100%

## South Florida Commuter Services Survey Results

A total of 323 South Florida Commuter Services (SFCS) customers out of 3,465 responded to the survey for a response rate of 9.3 percent. That yields a confidence interval of  $\pm 5.19$  at the 95 percent confidence level. The tables of the survey results are at the back of this summary. Whenever possible, the survey results were compared to data from the 2016 American Community Survey for the Miami-Fort Lauderdale-Pompano Beach Metropolitan Statistical Area (MSA).

### **Commute Characteristics**

SFCS customers leave earlier for work than residents of the MSA as a whole. 49.1 percent leave for work before 7:00 a.m. compared to just 26.1 percent of MSA residents (Table 115). The amount of time it takes SFCS customers to travel from home to work is 44.8 minutes on average, almost 15 minutes more than the 29.6 minute average commute time reported by MSA residents (Table 116). The mean distance from home to work for SFCS customers is 24.6 miles (Table 117). The survey asked customers what their usual mode of commuting to work is now and also what it was before they contacted Commuter Services. The percentage who reported driving alone as their normal commute mode dropped from 70.1 percent to 36.8 percent while the percentage who said carpooling was their normal mode increased from 5.4 percent to 12.9 percent. The percentage who reported bus increased from 10.4 to 26.0 percent, and the percentage who reported rail increased from 9.0 to 12.0 percent (Table 118).

### **Trial Use of Other Modes of Transportation**

When asked whether they had tried a different mode of transportation to work in the past 12 months, 30.9 percent said they had. Of those that had tried a different mode, 21.1 percent said they tried driving alone, while 20.2 percent tried rail, 12.8 percent tried the bus, and 11.0 percent tried carpooling. The rest tried some other mode (Table 119). When those who tried taking the bus or rail to work were asked why they didn't continue with it, the top three reasons given were that it took too much time (15.3% of responses), it was too inconvenient (12.9% of responses), and the cost of gasoline was too high (12.9% of responses) (Table 120). When those that tried carpooling or vanpooling were asked the same question, 12.8 percent responded that it took too much time, and 10.6 percent each responded circumstantial reasons such as a vehicle becoming available, or a vehicle became unavailable or unreliable (Table 121).

### **Carpooling and Vanpooling**

SFCS carpooler and vanpoolers have 4.1 passengers per vehicle on average (Table 122). "Fampools", carpools or vanpools where one or more of the passengers are family members, represent 44.8 percent of SFCS carpools and vanpools (Table 123). Although carpools and vanpools technically include child passengers (i.e. for the purposes of being able to use an HOV lane), only 9.0 percent of SFCS carpoolers and vanpoolers said that their carpool or vanpool included any passengers under age 16 (Table 124). When carpoolers and vanpoolers were asked how many days they were the driver, there was a fairly even distribution of answers. For example, 22.4 percent said they are never the driver, while 23.9 percent said they are the driver 5 days a week (Table 125). Survey respondents who recalled receiving the names of potential carpool and vanpool partners from SFCS or their employer were asked whether they were contacted by anyone, whether they contacted anyone themselves, and whether they were

successful in forming a carpool or vanpool; 13.9 percent said that they were contacted, 14.8 percent said that they had tried to contact someone, and 13.9 percent said they were successful in actually forming or joining a carpool or vanpool (Table 126).

### **Telecommuting**

The survey included several questions related to working from home. Only 29.3 percent of SFCS customers indicated that they regularly do any paid work out of their home. Those who indicated that they did were pressed further on the nature of that work. 46.6 percent said they bring work home after normal work hours, which technically is not telecommuting. 49.3 percent said they sometimes work at home as an employee or contract worker during normal business. On average, they telecommuted 4.4 days per month. When asked if they have tried telecommuting in the past 12 months, 27.4 percent of SFCS customers indicated they had done so. Of those, 64.7 percent said they have continued to work from home at least once per month while the other 35.3 percent said it was a temporary change. The latter category of respondents were asked why they discontinued telecommuting. 40.0 percent said they had a change in job requirements, and 26.7 percent said it was because of changes in their employer's work at home policy (Table 127).

### **Influence of Commuter Services on Mode Choice**

Respondents were asked a series of questions about the extent to which Commuter Services influenced their travel decisions. First, they were asked to what extent their normal mode of travel to work was influenced by SFCS. Putting aside those respondents who indicated they normally drive alone to work (because it is unlikely that such a person would have been influenced by SFCS), 39.6 percent said they were influenced to varying degrees by SFCS in their usual choice of travel mode to work. Next, respondents were asked to what extent their decision to try a new mode of travel to work in the past 12 months was influenced by SFCS. Again, the analysis of responses was limited to those who indicated something other than driving alone. Again, 39.6 percent said they were influenced by SFCS. Finally, respondents who indicated they had tried telecommuting in the past 12 months were asked the extent to which SFCS had influenced that decision. Here it was only 22.0 percent (Table 128). When asked which products and services they recalled receiving from SFCS, the largest number of respondents indicated receiving emergency ride home or guaranteed ride home information (23.4%), followed by park and ride locations (9.5%), and transit schedules (8.9%). A large number of respondents also indicated that they did not recall receiving any products or services (23.1%) (Table 129).

### **Commuter Services Customer Demographics**

SFCS customers are much more likely to be female than residents of the MSA. 59.2 percent of SFCS customers are female compared to 46.9 percent of MSA residents (Table 130). Similar to MSA residents, the overwhelming majority of SFCS customers have access to at least one personal vehicle (94.3% SFCS vs. 96.4% MSA) (Table 131). The ages of SFCS customers are widely distributed; 28.0 percent are between the ages of 30 and 39, and 29.5 percent are between the ages of 50 and 59 (Table 132). A larger percentage of SFCS customers have college degrees compared to MSA residents. Also, they are more than four times as likely to have a postgraduate degree; 41.6 percent of SFCS customers have some level of postgraduate degree compared to just 10.9 percent of MSA residents (Table 133). In terms of employment, SFCS customers are much more likely than MSA residents to be government employees. For example, local government employees represent only 7.0 percent of the MSA population but represent 14.9 percent of SFCS customers. Similarly, state and federal government

employees each represent less than 2 percent of the MSA population but about 10 percent each of SFCS customers (Table 134).

### **Customer Satisfaction**

With regards to customer satisfaction, 58.9 percent of the respondents said they were satisfied overall with SFCS's level of performance (Table 135). SFCS customers were asked to rate seven aspects of service on a scale of 1 to 10 with 1 the lowest score and 10 the highest. In regards to the accuracy of the information provided, its usefulness, the promptness with which SFCS provided it, the staff's courtesy, their handling of questions or problems, and the usefulness of the transit information provided, all of the scores were higher than 7. Courtesy and professional attitude of the staff was rated the highest at 7.7. However, the usefulness of the list of potential carpoolers and vanpoolers was rated low at 6.3 (Table 136). 67.0 percent of the respondents said they would recommend SFCS to a friend or relative, and 50.9 percent actually have done so (Tables 137 and 138). When asked how they heard about SFCS, the top three sources were friends/coworker/relatives, work, and their employer (Table 139). These three sources accounted for 44.4 percent of the responses.

### **Customer Segments**

The survey included a set of 'golden questions' to determine how many SFCS customers fall into each of seven segment profiles. Customers were first asked to indicate how often they drive a vehicle, of which 45.0 percent of SFCS customers responded 5 to 7 days per week, 15.6 percent responded 2 to 4 days per week, 7.1 percent responded about 1 day per week, and 13.5 percent responded 1 to 3 days per month, 10.1 percent responded less than once a month, and 8.8 percent responded never. For the purposes of the segmentation, those customers that responded less than 1 day per week (32.4%) were classified as non-drivers, and the 67.6 percent that responded 1 day per week or more were classified as drivers. Of the non-drivers, 0.9 percent were classified as open-minded and practical travelers, 26.9 percent were car-free choosers, and 5.8 percent were car contemplators. Of the drivers, 22.6 percent were classified as malcontented motorists and non-bikers, 2.7 percent were car lovers/devoted drivers, 36.7 percent were active aspirers, and 4.4 percent were open-minded car lovers (Table 140).



## South Florida Commuter Services Survey Tables

**Table 115. When do you usually leave home for work?**

Departure Time	Commuter Services (2014)	Miami-Fort Lauderdale-Pompano Beach MSA (2012)*	Commuter Services (2017)	Miami-Fort Lauderdale-Pompano Beach MSA (2016)*
12:00 a.m. to 4:59 a.m.	3%	3%	4.4%	3.2%
5:00 a.m. to 5:29 a.m.	4%	2%	6.6%	2.8%
5:30 a.m. to 5:59 a.m.	9%	3%	10.6%	3.0%
6:00 a.m. to 6:29 a.m.	12%	7%	12.8%	8.9%
6:30 a.m. to 6:59 a.m.	20%	8%	14.7%	8.2%
7:00 a.m. to 7:29 a.m.	18%	16%	13.9%	16.2%
7:30 a.m. to 7:59 a.m.	11%	12%	12.5%	9.6%
8:00 a.m. to 8:29 a.m.	7%	15%	9.5%	14.6%
8:30 a.m. to 8:59 a.m.	2%	7%	2.2%	6.2%
9:00 a.m. to 11:59 a.m.	7%		6.6%	
12:00 p.m. to 11:59 p.m.	6%	27%	6.2%	27.4%

\*2012 and 2016 American Community Survey 1-Year Estimates, Commuting Characteristics by Sex

**Table 116. How many minutes does it usually take you to travel from home to work in minutes (one way)?**

One-Way Travel Time to Work	Commuter Services (2014)	Miami-Fort Lauderdale-Pompano Beach MSA (2012)*	Commuter Services (2017)	Miami-Fort Lauderdale-Pompano Beach MSA (2016)*
Less than 10 minutes	3%	7%	2.1%	6.3%
10 to 14 minutes	1%	11%	2.1%	10.4%
15 to 19 minutes	2%	14%	3.2%	12.8%
20 to 24 minutes	6%	17%	3.9%	15.8%
25 to 29 minutes	6%	6%	2.9%	6.7%
30 to 34 minutes	9%	20%	12.5%	19.2%
35 to 44 minutes	14%	9%	12.1%	8.0%
45 to 59 minutes	21%	9%	19.2%	10.1%
60 or more minutes	38%	8%	42.0%	10.7%
Mean Travel Time to Work	50.5 minutes	28.0 minutes	44.8 minutes	29.6 minutes

\*2012 and 2016 American Community Survey 1-Year Estimates, Commuting Characteristics by Sex

**Table 117. How many miles do you travel to get from home to work?**

Miles	Percent (2014)	Percent (2017)
0-5 miles	8%	6.9%
6-10 miles	7%	11.9%
11-15 miles	13%	11.5%
16-20 miles	13%	10.0%
21-25 miles	15%	18.0%
36-30 miles	13%	9.6%
31-35 miles	9%	8.8%
36-40 miles	8%	5.4%
41-45 miles	5%	3.8%
46-50 miles	4%	5.8%
>50 miles	7%	8.4%
Average	26.9 miles	24.6 miles

**Table 118. Mode of Commuting Before and After Contacting South Florida Commuter Services.**

Commute Mode	Before (2014)	After (2014)	Before (2017)	After (2017)
Driving alone	70%	20%	70.1%	36.8%
Carpool	7%	21%	5.4%	12.9%
Vanpool	1%	8%	0.9%	5.9%
Bus	12%	32%	10.4%	26.0%
Trolley bus	0%	<1%	0.0%	0.0%
Railroad	6%	16%	9.1%	12.0%
Motorcycle	<1%	0%	0.5%	0.0%
Bicycle	<1%	1%	0.9%	1.2%
Walked	1%	<1%	0.0%	0.0%
TNC	0%	0%	0.5%	1.1%
Worked at home	0%	2%	0.5%	1.1%
Did not work	1%	0%	0.0%	0.9%
Overnight	0%	0%	0.0%	0.3%
Other method	1%	0%	1.8%	1.7%

**Table 119. What other method of transportation from home to work have you tried in the last 12 months?**

Mode Tried	N (2014)	Percent (2014)	N (2017)	Percent (2017)
Driving alone	126	46%	23	21.1%
Bus	56	20%	14	12.8%
Railroad	35	13%	22	20.2%
Carpool	30	11%	12	11.0%
Other method	11	4%	2	1.8%
Bicycle	7	3%	3	2.8%
Taxicab	5	2%	5	4.6%
Walked	3	1%	2	1.8%
Vanpool	2	1%	2	1.8%
Motorcycle	2	1%	1	0.9%
TNC	0	0%	12	11.0%
Telecommute	0	0%	9	8.3%
Compressed Work Week	0	0%	2	1.8%
Total	277	100%	109	100%

**Table 120. What was the reason you discontinued traveling to work by bus or rail?**

Reason	N (2014)	Percent (2014)	N (2017)	Percent (2017)
Took too much time	32	33%	13	15.3%
Too inconvenient	26	27%	11	12.9%
Circumstantial (e.g., car became available)	12	12%	7	8.2%
Need vehicle during or after work	10	10%	3	3.5%
Safety concerns	7	7%	4	4.7%
Vehicle became unavailable or unreliable	3	3%	2	2.4%
I moved to a new location	3	3%	4	4.7%
My job changed - job, worksite, or schedule	2	2%	4	4.7%
Liability concerns	1	1%	1	1.2%
Parking costs too high	1	1%	4	4.7%
New or changes in employer program	1	1%	1	1.2%
Cost of gasoline too high	0	0%	11	12.9%
Wear and tear on my vehicle	0	0%	9	10.6%
Too expensive	0	0%	4	4.7%
My carpool partner's job changed	0	0%	1	1.2%
Other reason	0	0%	6	7.1%
Total	98	100%	85	100%

**Table 121. What was the reason you discontinued traveling to work by carpool or vanpool?**

Reason	N (2014)	Percent (2014)	N (2017)	Percent (2017)
Too inconvenient	6	17%	3	6.4%
My carpool partner's job changed - job, worksite, or schedule	4	11%	3	6.4%
Need vehicle during or after work	4	11%	2	4.3%
I moved to a new location	3	8%	2	4.3%
Circumstantial (e.g., car became available)	3	8%	5	10.6%
Cost of gasoline too high	3	8%	4	8.5%
My job changed - job, worksite, or schedule	2	6%	2	4.3%
Vehicle became unavailable or unreliable	2	6%	5	10.6%
My carpool partner moved	2	6%	0	0%
Didn't like carpool or vanpool partners	2	6%	0	0%
Took too much time	2	6%	6	12.8%
New or changes in employer program	2	6%	2	4.3%
Parking costs too high	1	3%	2	4.3%
Wear and tear on my vehicle	0	0%	3	6.4%
Safety concerns	0	0%	2	4.3%
Too expensive	0	0%	4	8.5%
Other reason	0	0%	2	4.3%
Total	36	100%	47	100%

**Table 122. How many people including yourself usually ride with you to work in your carpool or vanpool?**

Number of Passengers	N (2014)	Percent (2014)	N (2017)	Percent (2017)
2	76	44%	38	56.7%
3	32	18%	10	14.9%
4	19	11%	6	9.0%
5	19	11%	3	4.5%
more than 5	28	16%	10	14.9%
Total	174	100%	67	100%
Average	3.5 passengers		4.1 passengers	

**Table 123. How many of the other people in your carpool or vanpool are members of your household?**

Number of Family Members	N (2014)	Percent (2014)	N (2017)	Percent (2017)
0	125	73%	37	55.2%
1	32	19%	22	32.8%
2	10	6%	4	6.0%
3	1	<1%	2	3.0%
4	3	2%	1	1.5%
6	1	<1%	1	1.5%
Total	172	100%	67	100%

**Table 124. How many of the other people in your carpool or vanpool are children under age 16?**

Number of Passengers Under 16	N (2014)	Percent (2014)	N (2017)	Percent (2017)
0	166	96%	61	91.0%
1	3	2%	3	4.5%
2	4	2%	1	1.5%
3	0	0%	1	1.5%
4	0	0%	1	1.5%
Total	173	100%	67	100%

**Table 125. How many days are you the driver of your carpool or vanpool?**

Number of Days	N (2014)	Percent (2014)	N (2017)	Percent (2017)
0	26	15%	15	22.4%
1	20	12%	12	17.9%
2	33	19%	10	14.9%
3	39	23%	7	10.5%
4	16	9%	5	7.5%
5	39	23%	16	23.9%
6	0	0%	2	3.0%
Total	173	100%	67	100%

**Table 126. Questions related to forming carpools and vanpools.**

Question	N (2014)	Percent "Yes" (2014)	N (2017)	Percent "Yes" (2017)
Were you contacted for the purpose of forming a carpool or vanpool?	139/552	25%	35/252	13.9%
Did you attempt to contact anyone to form a carpool or vanpool?	115/694	17%	37/250	14.8%
Did you successfully form a carpool or vanpool?	145/581	25%	35/251	13.9%

**Table 127. What are the reason(s) you did not continue to work from home?**

Reason	N (2014)	Percent (2014)	N (2017)	Percent (2017)
Job requirements	20	39%	12	40.0%
Changes in employer-policy about work at home option	11	22%	8	26.7%
Didn't like working from home	5	10%	1	3.3%
Circumstantial (e.g., car became available)	5	10%	3	10.0%
Worksite location changes	3	6%	0	0%
Changes in work schedule	3	6%	1	3.3%
Too inconvenient	2	4%	1	3.3%
Moved home location	2	4%	0	0%
Other reason	0	0%	4	13.3%
Total	51	100%	30	100%

**Table 128. To what extent did Commuter Services influence your decision to travel by your mode?**

Commuter Services' Level of Influence	Usual Travel Mode to Work (2014)*		Trial Travel Mode to Work (2014)*		Trial Tele-commuting (2014)		Usual Travel Mode to Work (2017)*		Trial Travel Mode to Work (2017)*		Trial Tele-commuting (2017)	
	N	Percent	N	Percent	N	Percent	N	Percent	N	Percent	N	Percent
Very Great Extent	114	24%	17	12%	7	8%	24	21.6%	7	14.6%	9	13.2%
To Some Extent	115	24%	26	18%	6	7%	10	9.0%	6	12.5%	6	8.8%
A Small Extent	76	16%	28	20%	7	8%	10	9.0%	6	12.5%	0	0%
Not At All	158	34%	67	47%	68	77%	56	50.5%	28	58.3%	52	76.5%
Do not know	7	2%	4	3%	0	0%	11	9.9%	1	2.1%	1	1.5%
Total	470	100%	142	100%	88	100%	111	100%	48	100%	68	100%

\* These responses exclude those who indicated a travel mode of drive alone

**Table 129. Which, if any, of the following products and services do you recall receiving from Commuter Services?**

Product/Service	N (2014)	Percent (2014)	N (2017)	Percent (2017)
Emergency ride home or guaranteed ride home information	383	30%	79	23.4%
Transit schedule	185	15%	30	8.9%
Park & Ride locations	132	10%	32	9.5%
Information on commuter benefits, such as preferred parking for carpools or vanpools	104	8%	26	7.7%
None of the above	101	8%	78	23.1%
Transit map	95	7%	13	3.8%
Information on discounted transit passes	78	6%	20	5.9%
Discounted transit passes	76	6%	20	5.9%
Names and contact information of potential carpool or vanpool partners	55	4%	12	3.6%
Helpful hints about travel options	42	3%	9	2.7%
Bicycle map	7	1%	3	0.9%
Travel training/ride-alongs	3	0%	0	0%
Bicycle safety training	3	0%	4	1.2%
Guidance on "How to approach your boss" about telework	3	0%	3	0.9%
Guidance on "How to approach your boss" on compressed work week schedules	2	0%	1	0.3%
Bicycle group rides	2	0%	3	0.9%
Tow To Go	0	0%	1	0.3%
Other	0	0%	4	1.2%
Total	1,271	100%	338	100%

**Table 130. What is your gender?**

Gender	Commuter Services (2014)		Miami-Fort Lauderdale-Pompano Beach MSA (2012)*		Commuter Services (2017)		Miami-Fort Lauderdale-Pompano Beach MSA (2016)*	
	N	%	N	%	N	%	N	%
Male	217	40%	1,357,063	53%	75	35.2%	1,518,785	53.1%
Female	326	60%	1,227,271	47%	126	59.2%	1,343,056	46.9%
Prefer not to answer	Data not reported in 2014				12	5.6%	Data unavailable	
Total	543	100%	2,584,334	100%	213	100%	2,861,841	100%

\*2012 and 2016 American Community Survey 1-Year Estimates, Commuting Characteristics by Sex

**Table 131. How many personal vehicles are kept at home for use by you or members of your household?**

Number of Vehicles	Commuter Services (2014)	Miami-Fort Lauderdale-Pompano Beach MSA (2012)*	Commuter Services (2017)	Miami-Fort Lauderdale-Pompano Beach MSA (2016)*
None	8%	4%	5.7%	3.6%
1 vehicle	26%	26%	22.8%	24.1%
2 vehicles	43%	44%	52.1%	43.5%
3 or more vehicles	23%	26%	19.4%	28.9%
Total	100%	100%	100%	100%

\*2012 and 2016 American Community Survey 1-Year Estimates, Commuting Characteristics by Sex

**Table 132. Age Groups of Commuter Services Customers.**

Age Group	N (2014)	Percent (2014)	N (2017)	Percent (2017)
18 to 19 years	2	0%	0	0%
20 to 24 years	20	4%	6	2.9%
25 to 29 years	28	5%	9	4.4%
30 to 34 years	40	8%	26	12.8%
35 to 39 years	41	8%	31	15.2%
40 to 44 years	67	13%	15	7.4%
45 to 49 years	81	15%	23	11.3%
50 to 54 years	85	16%	34	16.7%
55 to 59 years	97	18%	26	12.8%
60 and 64 years	40	8%	21	10.3%
65 and 69 years	25	5%	10	4.9%
70 to 74 years	0	0%	2	1.0%
75 to 79 years	1	0%	0	0%
80 to 84 years	0	0%	1	0.5%
85 years and over	0	0%	0	0%
Total	527	100%	204	100%



**Table 133. What is the highest degree or level of school you have COMPLETED?**

	Commuter Services (2014)		Miami-Fort Lauderdale-Pompano Beach MSA (2013)*		Commuter Services (2017)		Miami-Fort Lauderdale-Pompano Beach MSA (2016)*	
Less than 9th grade	0	0%	318,014	8%	0	0%	320,818	76.6%
9th to 12th grade, no diploma	6	1%	324,216	8%	0	0%	316,058	75.5%
High school graduate (includes equivalency)	34	6%	1,092,289	28%	10	4.8%	1,140,751	27.2%
Some college, no degree	102	19%	733,371	19%	26	12.4%	761,724	18.2%
Associate's degree	82	15%	341,081	8%	21	10.1%	386,916	9.2%
Bachelor's degree	176	32%	723,029	18%	65	31.1%	802,992	19.2%
Graduate or professional degree	150	27%	419,197	11%	87	41.6%	458,085	10.9%
Total	550	100%	3,951,197	100%	209	100%	4,187,345	100%

\*2009-2013 and 2012-2016 American Community Survey 5-Year Estimates, Educational Attainment for the Population 25 Years and Over

**Table 134. Describe clearly your chief job activity or business last week.**

Type of Job Activity	Commuter Services (2014)		Miami-Fort Lauderdale-Pompano Beach MSA (2012)*		Commuter Services (2017)		Miami-Fort Lauderdale-Pompano Beach MSA (2016)*	
Private for profit company employee	349	54%	1,769,429	69%	153	51.7%	2,155,515	77.5%
Private not for profit company employee	70	11%	138,419	5%	32	10.8%	140,102	5.0%
Local government employee	91	14%	205,827	8%	44	14.9%	194,521	7.0%
State government employee	63	10%	48,717	2%	28	9.5%	52,198	1.9%
Federal government employee	65	10%	42,281	2%	35	11.8%	41,071	1.5%
Self-employed in not incorporated business and unpaid family workers	6	1%	187,055	7%	1	0.3%	198,931	7.1%
Self-employed in incorporated business	2	0%	173,609	7%	3	1.0%	188,900	6.8%
Total	646	100%	2,565,337	100%	296	100%	2,782,338	100%

\*2008-2012 and 2012-2016 American Community Survey 5-Year Estimates, Sex by Class of Worker for the Civilian Employed Population 16 Years and Older

**Table 135. How satisfied are you with Commuter Services performance OVERALL?**

Customer Satisfaction Level	N (2014)	Percent (2014)	N (2017)	Percent (2017)
Completely satisfied	137	25%	48	21.9%
Mostly satisfied	190	34%	50	22.8%
Somewhat satisfied	80	14%	31	14.2%
Neither satisfied nor dissatisfied	48	9%	31	14.2%
Somewhat dissatisfied	21	4%	11	5.0%
Mostly dissatisfied	16	3%	12	5.5%
Completely dissatisfied	20	4%	9	4.1%
Do not know	44	8%	27	12.3%
Total	556	100%	219	100%

**Table 136. On a scale of 1 to 10 where 1 is the lowest or worst rating and 10 is the highest or best rating, how would you rate Commuter Services on each of the following?**

Customer Service Aspect	Mean Score (2014)	Mean Score (2017)
Accuracy of the information provided	7.8	7.2
Usefulness of the information provided	7.8	7.3
Promptness with which they provided the information	7.6	7.4
Courtesy and professional attitude	7.9	7.7
Handling of any questions or problems that you had	7.4	7.5
Usefulness of the list of potential carpoolers or vanpoolers	5.9	6.3
Usefulness of transit information provided to you	7.5	7.4

**Table 137. If a friend or relative were to ask you about Commuter Services and whether they should use their services, would you....**

Response	N (2014)	Percent (2014)	N (2017)	Percent (2017)
Definitely recommend using this agency	251	45%	87	40.5%
Probably recommend using this agency	174	31%	57	26.5%
Maybe or Maybe not recommend using this agency	59	11%	30	14.0%
Probably not recommend using this agency	17	3%	11	5.1%
Definitely not recommend using this agency	16	3%	7	3.3%
Do not know	42	7%	23	10.7%
Total	559	100%	215	100%

**Table 138. Have you recommended Commuter Services to a friend or relative?**

Response	N (2014)	Percent (2014)	N (2017)	Percent (2017)
Yes	341	61%	110	50.9%
No	197	35%	98	45.4%
Don't know	21	4%	8	3.7%
Total	559	100%	216	100%

**Table 139. How did you hear about Commuter Services?**

Source	N (2014)	Percent (2014)	N (2017)	Percent (2017)
Friends/coworker/relative	179	22%	47	13.9%
At work	141	18%	57	16.9%
Employer	106	13%	46	13.6%
Internet	68	8%	30	8.9%
On billboards	41	5%	15	4.4%
Carpool/vanpool road signs	39	5%	12	3.6%
Email	38	5%	17	5.0%
Bus stop/on bench	34	4%	12	3.6%
Do not know	31	4%	27	8.0%
Sign at park and ride lot	29	4%	15	4.4%
Side of buses/vans	26	3%	9	2.7%
Commuter fair/special event/transportation day	20	2%	15	4.4%
Television advertisement	10	1%	3	0.9%
Electronic or VMS signs	10	1%	6	1.8%
Radio advertisement	9	1%	6	1.8%
Newspaper	7	1%	0	0%
In the mail	5	1%	4	1.2%
Social media	4	0%	4	1.2%
News story	4	0%	2	0.6%
Telephone book/Yellow pages	1	0%	0	0%
Other	0	0%	11	3.3%
Total	802	100%	338	100%

**Table 140. Commuter Services customer segments.**

Segment	N (2017)	Percent (2017)
<b><i>Non-Drivers</i></b>		
1 Open-minded and Practical Travelers	2	0.9%
2 Car-free Choosers	61	26.9%
3 Car Contemplators	13	5.8%
<i>Subtotal: Non-Drivers</i>	76	33.6%
<b><i>Drivers</i></b>		
4 Malcontented Motorists and Non-bikers	51	22.6%
5 Car Lovers/Devoted Drivers	6	2.7%
6 Active Aspirers	83	36.7%
7 Open-minded Car Lovers	10	4.4%
<i>Subtotal: Drivers</i>	150	66.4%
Total	226	100%

## TBARTA Survey Results

A total of 412 TBARTA customers out of 3,296 responded to the survey for a response rate of 12.5 percent. That yields a confidence interval of  $\pm 4.52$  at the 95 percent confidence level. The tables of the survey results are at the back of this summary. Whenever possible, the survey results were compared to data from the 2016 American Community Survey for the Tampa-St. Petersburg-Clearwater Metropolitan Statistical Area (MSA).

### **Commute Characteristics**

TBARTA customers leave earlier for work than residents of the Tampa-St. Petersburg-Clearwater Metropolitan Statistical Area (MSA) as a whole. Close to 60 percent of TBARTA customers leave home for work before 7:00 a.m. compared to just 30.2 percent of MSA residents (Table 141). The average amount of time it takes TBARTA customers to travel from home to work is 47.2 minutes. This is almost double the 27.2 minute average travel time for MSA residents as a whole (Table 142). The mean distance from home to work for TBARTA customers is 23.5 miles (Table 143). These long travel times and distances are not a surprise given that long distance commuters are the ones most likely to reach out to a commuter assistance program. The survey asked customers what their usual mode of commuting to work is now and also what it was before they contacted TBARTA. The percentage who reported driving alone as their normal commute mode dropped from 62.0 percent to 42.2 percent while the percentage who said carpooling was their normal mode increased from 5.1 percent to 7.7 percent. The percentage who reported bus increased from 19.5 to 24.7 percent, and the percentage who reported vanpooling increased from 0.7 to 14.0 percent (Table 144).

### **Trial Use of Other Modes of Transportation**

When asked whether they had tried a different mode of transportation to work in the past 12 months, 26.5 percent said they had. Of those that had tried a different mode, 14.3 percent said they tried driving alone, 27.7 percent tried the bus, and 12.7 percent tried carpooling or vanpooling (Table 145). When those who tried taking the bus to work were asked why they didn't continue with it, the top two reasons given were that it was too inconvenient (24.3%), and that it took too much time (18.9%) (Table 146). When those that tried carpooling or vanpooling were asked the same question, 29.6 percent responded that it was because of a relocation or job change either on their part or the part of the carpool partner (Table 147).

### **Carpooling and Vanpooling**

TBARTA carpooler and vanpoolers have 4.3 passengers per vehicle on average (Table 148). "Fampools", carpools or vanpools where one or more of the passengers are family members, represent about 20 percent of TBARTA carpools and vanpools (Table 149). Although carpools and vanpools technically includes child passengers (i.e. for the purposes of being able to use an HOV lane), only a small percentage of TBARTA carpoolers and vanpoolers (1.2 percent) said that their carpool or vanpool included any passengers under age 16 (Table 150). When TBARTA carpoolers and vanpoolers were asked how many days they were the driver, there was a dispersion of answers. 27.9 percent said they are never the driver, 17.4 percent said they are the driver one day a week, and 20.9 percent said they are the driver five days a week. The rest were somewhere in between (Table 151).

Survey respondents who recalled receiving the names of potential carpool and vanpool partners from TBARTA or their employer were asked whether they were contacted by anyone, whether they contacted anyone themselves, and whether they were successful in forming a carpool or vanpool. 28.9 percent said that they attempted to contact someone, 18.7 percent said that they were contacted, and 21.7 percent said they were successful in actually forming or joining a carpool or vanpool (Table 152).

### **Telecommuting**

The survey included several questions related to working from home. Only 24.1 percent of TBARTA customers indicated that they regularly do any paid work out of their home. Those who indicated that they did were pressed further on the nature of that work. About half (49.0%) said they bring work home after normal work hours, which technically is not telecommuting. The remaining 51 percent do some form of telecommuting either as an employee (49.0%), a contract worker (1.0%), or they operate a full-time business out of their home (1.0%). The average number of days per month that those telecommuting TBARTA customers actually do so is 5.1 days. When asked if they have tried telecommuting in the past 12 months, 24.8 percent of TBARTA customers indicated they had done so. Of those, 55.4 percent said they have continued to work from home at least once per month while 44.6 percent said it was a temporary change. The latter category of respondents was asked why they discontinued telecommuting. Nearly half (42.0%) responded that it was due to a change in job requirements (Table 153).

### **Influence of TBARTA on Mode Choice**

Respondents were asked a series of questions about the extent to which TBARTA influenced their travel decisions. First, they were asked to what extent their normal mode of travel to work was influenced by TBARTA. Putting aside those respondents who indicated they normally drive alone to work (because it is unlikely that such a person would have been influenced by TBARTA), 46.9 percent said they were influenced to varying degrees by TBARTA in their usual choice of travel mode to work. Next, respondents were asked to what extent their decision to try a new mode of travel to work in the past 12 months was influenced by TBARTA. Again, the analysis of responses was limited to those who indicated something other than driving alone. Here 42.4 percent said they were influenced by TBARTA. Finally, respondents who indicated they had tried telecommuting in the past 12 months were asked the extent to which TBARTA had influenced that decision. Here it was only 18.4 percent (Table 154). When asked which products and services they recalled receiving from TBARTA, the majority did not recall receiving any products or services (24.3%), followed by emergency ride home or guaranteed ride home information (20.0%), and transit schedules (10.0%) (Table 155).

### **TBARTA Customer Demographics**

TBARTA customers are more likely to be female than residents of the Tampa-St. Petersburg-Clearwater Metropolitan Statistical Area (MSA) as a whole. While the gender split within the MSA is 51.6 percent male, 48.4 percent female, the gender split for reThink is 50.9 percent female, 45.4 percent male (Table 156). In terms of access to vehicles, the percentage of 1-car, 2-car, and 3 or more-car households among TBARTA customers is about the same as the MSA. The main difference is that 10.3 percent of TBARTA customers report having no access to a personal vehicle compared to just 2.8 percent of MSA residents (Table 157). TBARTA customers tend to be late middle-aged; 48 percent of respondents are between the ages of 50 and 64 years (Table 158). TBARTA customers are more likely to be college graduates than residents of the MSA. The strongest difference is at the graduate level. 33.3 percent of

TBARTA customers have a graduate degree (either a Masters or Ph.D) compared to just 10.0 percent of MSA residents (Table 159). In terms of employment, TBARTA customers are more likely to be government employees than MSA residents, and they are thirteen times more likely to be federal government employees (30.4% TBARTA vs. 2.3% MSA) (Table 160).

### **Customer Satisfaction**

46.9 percent of the respondents said they were satisfied overall with TBARTA's level of performance (Table 161). They were asked to rate seven aspects of TBARTA's service on a scale of 1 to 10 with 1 the lowest score and 10 the highest. In regards to the accuracy of the information provided, its usefulness, the promptness with which TBARTA provided the information, TBARTA's handling of questions or problems, and the usefulness of the transit information provided, all of the scores were between 6.6 and 6.9. The highest rating given by the respondents was for TBARTA's courtesy and professional attitude; the mean score was 7.4. However, the customer rating for the usefulness of the list of potential carpool and vanpool partners was a low 5.3 (Table 162). 68.5 percent of the respondents said they would recommend TBARTA to a friend or relative, and 46.3 percent actually have done so (Tables 163 and 164). When asked how they heard about TBARTA, the top three sources were the Internet, friends/co-workers/relatives, and at work (Table 165).

### **Customer Segments**

The survey included a set of 'golden questions' to determine how many TBARTA customers fall into each of seven segment profiles. Customers were first asked to indicate how often they drive a vehicle, of which 44.6 percent of TBARTA customers responded 5 to 7 days per week, 18.7 percent responded 2 to 4 days per week, 7.3 percent responded about 1 day per week, and 29.4 percent indicated less than 1 day per week. For the purposes of the segmentation, those customers that responded less than 1 day per week (29.4%) were classified as non-drivers, and the 70.6 percent that responded 1 day per week or more were classified as drivers. Of the non-drivers, 1.6 percent were classified as open-minded and practical travelers, 22.6 percent were car-free choosers, and 3.9 percent were car contemplators. Of the drivers, 26.5 percent were classified as malcontented motorists and non-bikers, 3.9 percent were car lovers/devoted drivers, 34.0 percent were active aspirers, and 7.5 percent were open-minded car lovers (Table 166).

## TBARTA Survey Tables

**Table 141. When do you usually leave home for work?**

Departure Time	TBARTA (2014)	Tampa-St. Petersburg-Clearwater MSA (2012)*	TBARTA (2017)	Tampa-St. Petersburg-Clearwater MSA (2016)*
12:00 a.m. to 4:59 a.m.	3%	3%	1.2%	3.7%
5:00 a.m. to 5:29 a.m.	5%	3%	6.9%	3.0%
5:30 a.m. to 5:59 a.m.	11%	4%	8.4%	4.2%
6:00 a.m. to 6:29 a.m.	20%	8%	21.7%	9.0%
6:30 a.m. to 6:59 a.m.	18%	10%	20.5%	10.3%
7:00 a.m. to 7:29 a.m.	14%	16%	15.6%	15.6%
7:30 a.m. to 7:59 a.m.	10%	12%	9.3%	11.2%
8:00 a.m. to 8:29 a.m.	7%	14%	3.8%	12.2%
8:30 a.m. to 8:59 a.m.	3%	7%	2.9%	5.3%
9:00 a.m. to 11:59 a.m.	3%		2.6%	
12:00 p.m. to 11:59 p.m.	6%	24%	7.2%	25.4%

\*2012 and 2016 American Community Survey 1-Year Estimates, Commuting Characteristics by Sex

**Table 142. How many minutes does it usually take you to travel from home to work in minutes (one way)?**

One-Way Travel Time to Work	TBARTA (2014)	Tampa-St. Petersburg-Clearwater MSA (2012)*	TBARTA (2017)	Tampa-St. Petersburg-Clearwater MSA (2016)*
Less than 10 minutes	3%	10%	3.7%	9.8%
10 to 14 minutes	3%	13%	2.0%	13.3%
15 to 19 minutes	4%	16%	4.3%	14.5%
20 to 24 minutes	6%	16%	5.4%	15.7%
25 to 29 minutes	7%	7%	3.7%	5.9%
30 to 34 minutes	10%	15%	9.7%	14.6%
35 to 44 minutes	14%	7%	14.6%	8.2%
45 to 59 minutes	28%	9%	27.8%	9.5%
60 or more minutes	23%	7%	28.7%	8.4%
Mean Travel Time to Work (minutes)	42.6	25.9	47.2	27.2

\*2012 American Community Survey 1-Year Estimates, Commuting Characteristics by Sex



**Table 143. How many miles do you travel to get from home to work?**

Miles	Percent (2014)	Percent (2017)
0-5 miles	9%	12.3%
6-10 miles	11%	13.5%
11-15 miles	16%	13.2%
16-20 miles	12%	11.7%
21-25 miles	15%	13.8%
26-30 miles	12%	10.5%
31-35 miles	6%	8.7%
36-40 miles	6%	5.4%
41-45 miles	3%	2.1%
46-50 miles	3%	3.6%
>50 miles	6%	5.4%
Average	23.6 miles	23.5 miles

**Table 144. Mode of Commuting Before and After Contacting TBARTA.**

Commute Mode	Before (2014)	After (2014)	Before (2017)	After (2017)
Driving alone	77%	51%	62.0%	42.2%
Carpool	6%	10%	5.1%	7.7%
Vanpool	1%	14%	0.7%	14.0%
Bus	11%	21%	19.5%	24.7%
Trolley bus	<1%	0%	0%	0%
Taxicab	<1%	0%	0.7%	0.5%
Railroad	0%	0%	0.3%	0%
Motorcycle	<1%	1%	0.7%	0%
Bicycle	2%	2%	3.4%	2.2%
Walked	1%	0%	1.0%	1.5%
Transportation Network Company	0%	0%	1.0%	2.7%
Worked at home	<1%	0%	1.0%	2.0%
Did not work	1%	0%	0.7%	0.7%
Other method	<1%	1%	4.0%	1.8%

**Table 145. What other method of transportation from home to work have you tried in the last 12 months?**

Mode Tried	N (2014)	Percent (2014)	N (2017)	Percent (2017)
Driving alone	110	40%	18	14.3%
Bus	63	23%	35	27.7%
Carpool	39	14%	14	11.1%
Bicycle	22	8%	8	6.3%
Vanpool	10	4%	2	1.6%
Taxicab	9	3%	4	3.2%
Walked	7	3%	7	5.5%
Other method	7	3%	4	3.2%
Motorcycle	5	2%	0	0%
TNC	0	0%	22	17.5%
Telecommute	0	0%	10	7.9%
Compressed Work Week	0	0%	1	0.8%
Railroad	0	0%	1	0.8%
Total	272	100%	126	100%

**Table 146. What was the reason you discontinued traveling to work by bus or trolley bus?**

Reason	N (2014)	Percent (2014)	N (2017)	Percent (2017)
Took too much time	25	25%	7	18.9%
Too inconvenient	21	21%	9	24.3%
Need vehicle during or after work	15	15%	1	2.7%
Circumstantial (e.g., car became available)	12	12%	6	16.2%
My job changed - job, worksite, or schedule	8	8%	3	8.1%
I moved to a new location	7	7%	2	5.4%
Safety concerns	4	4%	1	2.7%
Vehicle became unavailable or unreliable	2	2%	2	5.4%
Wear and tear on my vehicle	2	2%	0	0%
Didn't like carpool or vanpool partners	1	1%	0	0%
Cost of gasoline too high	1	1%	0	0%
New or changes in employer program	1	1%	0	0%
My carpool partner's job changed - job, worksite, or schedule	0	0%	4	10.8%
My carpool partner moved	0	0%	1	2.7%
Too expensive	0	0%	1	2.7%
Total	99	100%	37	100%

**Table 147. What was the reason you discontinued traveling to work by carpool or vanpool?**

Reason	N (2014)	Percent (2014)	N (2017)	Percent (2017)
My carpool partner's job changed - job, worksite, or schedule	12	22%	1	3.7%
My job changed - job, worksite, or schedule	7	13%	3	11.1%
My carpool partner moved	5	9%	1	3.7%
Circumstantial (e.g., car became available)	5	9%	3	11.1%
Need vehicle during or after work	5	9%	1	3.7%
I moved to a new location	4	7%	3	11.1%
New or changes in employer program	3	6%	1	3.7%
Parking costs too high	2	4%	0	0%
Cost of gasoline too high	2	4%	1	3.7%
Wear and tear on my vehicle	2	4%	0	0%
Too inconvenient	2	4%	3	11.1%
Safety concerns	2	4%	1	3.7%
Liability concerns	1	2%	0	0%
Vehicle became unavailable or unreliable	1	2%	5	18.5%
Didn't like carpool or vanpool partners	1	2%	1	3.7%
Too expensive	0	0%	3	11.1%
Total	54	100%	27	100%

**Table 148. How many people including yourself usually ride with you to work in your carpool or vanpool?**

Number of Passengers	N (2014)	Percent (2014)	N (2017)	Percent (2017)
2	43	28%	25	29.1%
3	12	8%	6	7.0%
4	24	15%	18	20.9%
5	26	17%	18	20.9%
6	21	13%	7	8.1%
7	14	9%	6	7.0%
8	8	5%	4	4.7%
9	0	0%	0	0%
10 or more	8	5%	21	2.3%
Average	4.6 passengers		4.3 passengers	

**Table 149. How many of the other people in your carpool or vanpool are members of your household?**

Number of Family Members	N (2014)	Percent (2014)	N (2017)	Percent (2017)
0	118	76%	70	81.4%
1	29	19%	10	11.6%
2	7	4%	4	4.7%
3	1	1%	2	2.3%
4	1	1%	0	0%
Total	156	100%	86	100%

**Table 150. How many of the other people in your carpool or vanpool are children under age 16?**

Number of Passengers Under 16	N (2014)	Percent (2014)	N (2017)	Percent (2017)
0	146	94%	85	98.8%
1	4	3%	1	1.2%
2	4	3%	0	0%
3	1	<1%	0	0%
8	1	<1%	0	0%
Total	156	100%	86	100%

**Table 151. How many days are you the driver of your carpool or vanpool?**

Number of Days	N (2014)	Percent (2014)	N (2017)	Percent (2017)
0	43	28%	24	27.9%
1	38	24%	15	17.4%
2	26	17%	16	18.6%
3	14	9%	9	10.5%
4	2	1%	3	3.5%
5	32	21%	18	20.9%
6	0	0%	1	1.2%
7	1	1%	0	0%
Total	156	100%	86	100%

**Table 152. Questions related to forming carpools and vanpools.**

Question	N (2014)	Percent "Yes" (2014)	N (2017)	Percent "Yes" (2017)
Were you contacted for the purpose of forming a carpool or vanpool?	188/615	31%	62/332	18.7%
Did you attempt to contact anyone to form a carpool or vanpool?	197/630	31%	94/325	28.9%
Did you successfully form a carpool or vanpool?	155/645	24%	71/327	21.7%

**Table 153. What are the reason(s) you did not continue to work from home?**

Reason	N (2014)	Percent (2014)	N (2017)	Percent (2017)
Job requirements	29	49%	21	42.0%
Changes in employer-policy about work at home option	13	22%	8	16.0%
Too inconvenient	6	10%	3	6.0%
Didn't like working from home	4	7%	4	8.0%
Worksite location changes	3	5%	0	0%
Circumstantial (e.g., car became available)	3	5%	3	6.0%
Changes in work schedule	1	2%	2	4.0%
Moved home location	0	0%	1	2.0%
Other	0	0%	8	16.0%
Total	59	100%	50	100%

**Table 154. To what extent did TBARTA influence your decision to travel by your mode?**

TBARTA's Level of Influence	Usual Travel Mode to Work*		Trial Travel Mode to Work*		Trial Tele-commuting		Travel Mode to Work Last Week*		Trial Travel Mode to Work*		Trial Tele-commuting	
	N	%	N	%	N	%	N	%	N	%	N	%
Very Great Extent	70	22%	18	12%	8	6%	30	21.0%	13	19.7%	8	9.8%
To Some Extent	62	19%	32	21%	8	6%	24	16.8%	9	13.6%	3	3.7%
A Small Extent	42	13%	22	14%	8	6%	13	9.1%	6	9.1%	4	4.9%
Not At All	13	4%	81	52%	103	81%	68	47.6%	33	50.0%	66	80.5%
Do not know	12	4%	3	2%	1	1%	8	5.6%	5	7.6%	1	1.2%
Total	31	9	15	6	128	100%	143	100%	66	100%	82	100%

\* These responses exclude those who indicated a travel mode of drive alone

**Table 155. Which, if any, of the following products and services do you recall receiving from TBARTA?**

Product/Service	N (2014)	Percent (2014)	N (2017)	Percent (2017)
Emergency ride home or guaranteed ride home information	262	22%	112	20%
None of the above	208	18%	136	24.3%
Transit schedule	130	11%	56	10%
Names and contact information of potential carpool or vanpool partners	121	10%	34	6.1%
Park & Ride locations	94	8%	46	8.2%
Information on commuter benefits, such as preferred parking	83	7%	35	6.3%
Transit map	80	7%	52	9.3%
Discounted transit passes	46	4%	25	4.5%
Information on discounted transit passes	44	4%	12	2.1%
Helpful hints about travel options	43	4%	18	3.2%
Bicycle map	19	2%	8	1.4%
Bicycle safety training	10	1%	6	1.1%
Travel training/ride-alongs	9	1%	4	0.7%
Bicycle group rides	7	1%	2	0.4%
Guidance on "How to approach your boss" about telework	7	1%	1	0.2%
Guidance on "How to approach your boss" on compressed work weeks	6	1%	0	0%
Tow to Go	0	0%	4	0.7%
Other	0	0%	9	1.6%
Total	1,169	100%	560	100%

**Table 156. What is your gender?**

Gender	TBARTA (2014)		Tampa-St. Petersburg-Clearwater MSA (2012)*		TBARTA (2017)		Tampa-St. Petersburg-Clearwater MSA (2016)*	
	N	%	N	%	N	%	N	%
Male	255	43%	1,353,458	48%	133	45.4%	705,392	51.6%
Female	344	57%	1,440,356	52%	149	50.9%	661,842	48.4%
Prefer not to answer	Data not reported in 2014				11	3.7%	Data unavailable	
Total	599	100%	2,793,814	100%	293	100%	1,367,234	100%

\*2012 and 2016 American Community Survey 1-Year Estimates, Commuting Characteristics by Sex

**Table 157. How many personal vehicles are kept at home for use by you or members of your household?**

Number of Vehicles	TBARTA (2014)	Tampa-St. Petersburg-Clearwater MSA (2012)*	TBARTA (2017)	Tampa-St. Petersburg-Clearwater MSA (2016)*
None	7%	3%	10.3%	2.8%
1 vehicle	26%	27%	23.8%	24.6%
2 vehicles	47%	48%	41.7%	46.6%
3 or more vehicles	21%	22%	24.1%	26.0%

\*2012 and 2016 American Community Survey 1-Year Estimates, Commuting Characteristics by Sex

**Table 158. Age Groups of TBARTA Customers.**

Age Group	N (2014)	Percent Response (2014)	N (2017)	Percent Response (2017)
18 to 19 years	1	0%	1	0.4%
20 to 24 years	10	2%	7	2.5%
25 to 29 years	29	5%	11	4.0%
30 to 34 years	60	10%	22	7.9%
35 to 39 years	49	8%	31	11.2%
40 to 44 years	69	12%	23	8.3%
45 to 49 years	78	13%	33	11.9%
50 to 54 years	95	16%	48	17.3%
55 to 59 years	123	21%	49	17.7%
60 and 64 years	52	9%	36	13.0%
65 and 69 years	15	3%	9	3.3%
70 to 74 years	5	1%	6	2.2%
75 to 79 years	1	0%	1	0.4%
80 to 84 years	0	0%	0	0%
85 years and over	1	0%	0	0%
Total	588	100%	277	100%

**Table 159. What is the highest degree or level of school you have COMPLETED?**

	TBARTA (2014)		Tampa-St. Petersburg- Clearwater MSA (2008-2012)*		TBARTA (2017)		Tampa-St. Petersburg- Clearwater MSA (2012-2016)*	
	N	%	N	%	N	%	N	%
Less than 9th grade	0	0%	83,300	4%	0	0%	82,207	3.9%
9th to 12th grade, no diploma	3	0%	166,930	8%	2	0.7%	81,768	3.9%
High school graduate (includes equivalency)	29	5%	601,818	31%	15	5.2%	614,189	29.4%
Some college, no degree	120	20%	425,749	22%	48	16.5%	439,977	21.1%
Associate's degree	69	11%	176,841	9%	44	15.1%	205,693	9.9%
Bachelor's degree	211	35%	337,994	17%	85	29.2%	381,859	18.3%
Graduate or professional degree	173	29%	172,181	9%	97	33.3%	208,720	10.0%
Total	605	100%	1,964,813	100%	291	100%	2,085,742	100%

\*2008-2012 and 2012-2016 American Community Survey 5-Year Estimates, Educational Attainment for the Population 25 Years and Over

**Table 160. Describe clearly your chief job activity or business last week.**

Type of Job Activity	TBARTA (2014)		Tampa-St. Petersburg- Clearwater MSA (2008-2012)*		TBARTA (2017)		Tampa-St. Petersburg- Clearwater MSA (2012-2016)*	
	N	%	N	%	N	%	N	%
Private for profit company employee	307	44%	864,932	70%	151	41.4%	934,116	71.2%
Private not for profit company employee	51	7%	82,315	7%	32	8.8%	84,634	6.5%
Local government employee	78	11%	96,919	8%	48	13.2%	91,388	7.0%
State government employee	50	7%	30,402	3%	19	5.2%	33,971	2.6%
Federal government employee	200	29%	28,211	2%	111	30.4%	30,787	2.3%
Self-employed in not incorporated business and unpaid family workers	5	1%	61,369	5%	4	1.1%	64,788	4.9%
Self-employed in incorporated business	7	1%	64,031	5%	0	0%	69,823	5.3%
Total	698	100%	1,229,909	100%	365	100%	1,311,353	100%

\*2008-2012 and 2012-2016 American Community Survey 5-Year Estimates, Sex by Class of Worker for the Civilian Employed Population 16 Years and Over



**Table 161. How satisfied are you with TBARTA's performance OVERALL?**

Customer Satisfaction Level	N (2014)	Percent (2014)	N (2017)	Percent (2017)
Completely satisfied	126	21%	52	17.2%
Mostly satisfied	136	22%	51	16.8%
Somewhat satisfied	59	10%	39	12.9%
Neither satisfied nor dissatisfied	98	16%	44	14.5%
Somewhat dissatisfied	22	4%	20	6.6%
Mostly dissatisfied	32	5%	28	9.2%
Completely dissatisfied	31	5%	22	7.3%
Do not know	108	18%	47	15.5%
Total	612	100%	303	100%

**Table 162. On a scale of 1 to 10 where 1 is the lowest or worst rating and 10 is the highest or best rating, how would you rate TBARTA on each of the following?**

Customer Service Aspect	Mean Score (2014)	Mean Score (2017)
Accuracy of the information provided	7.7	6.6
Usefulness of the information provided	7.2	6.6
Promptness with which they provided the information	7.6	6.9
Courtesy and professional attitude	8.1	7.4
Handling of any questions or problems that you had	7.6	6.8
Usefulness of the list of potential carpoolers or vanpoolers	5.6	5.3
Usefulness of transit information provided to you	6.9	6.7

**Table 163. If a friend or relative were to ask you about TBARTA and whether they should use their services, would you....**

Response	N (2014)	Percent (2014)	N (2017)	Percent (2017)
Definitely recommend using this agency	198	32%	87	28.9%
Probably recommend using this agency	153	25%	67	22.3%
Maybe or Maybe not recommend using this agency	86	14%	52	17.3%
Probably not recommend using this agency	46	8%	28	9.3%
Definitely not recommend using this agency	24	4%	20	6.6%
Do not know	105	17%	47	15.6%
Total	612	100%	301	100%

**Table 164. Have you recommended TBARTA to a friend or relative?**

Response	N (2014)	Percent (2014)	N (2017)	Percent (2017)
Yes	234	38%	137	46.3%
No	357	58%	152	51.3%
Don't know	25	4%	7	2.4%
Total	616	100%	296	100%

**Table 165. How did you hear about TBARTA?**

Source	N (2014)	Percent (2014)	N (2017)	Percent (2017)
Internet	136	17%	50	11.1%
Friends/co-workers/relatives	129	16%	71	15.7%
At work	123	15%	70	15.5%
Do not know	94	11%	48	10.6%
Employer	88	11%	42	9.3%
E-mail	61	7%	33	7.3%
On the side of buses/vans	37	4%	27	6.0%
At bus stop/on a bench	30	4%	29	6.4%
On carpool/vanpool road signs	24	3%	21	4.7%
Commuter Fair/Special event/transportation day	16	2%	6	1.3%
Sign at park-and-ride lot	15	2%	8	1.8%
Social media (e.g., Facebook, Twitter, etc.)	13	2%	6	1.3%
News story	13	2%	5	1.1%
On billboards	11	1%	8	1.8%
Newspaper advertisement	9	1%	2	0.4%
Radio advertisement	6	1%	2	0.4%
On electronic or variable message signs along highways	6	1%	2	0.4%
Television advertisement	5	1%	0	0%
In the mail	3	0%	3	0.7%
Received a phone call	3	0%	3	0.7%
Telephone book/Yellow Pages	1	0%	2	0.4%
Other	0	0%	13	2.9%
Total	823	100%	451	100%

**Table 166. TBARTA customer segments.**

Segment	N (2017)	Percent (2017)
<b><i>Non-Drivers</i></b>		
1 Open-minded and Practical Travelers	5	1.6%
2 Car-free Choosers	69	22.6%
3 Car Contemplators	12	3.9%
<i>Subtotal: Non-Drivers</i>	86	28.0%
<b><i>Drivers</i></b>		
4 Malcontented Motorists and Non-bikers	81	26.5%
5 Car Lovers/Devoted Drivers	12	3.9%
6 Active Aspirers	104	34.0%
7 Open-minded Car Lovers	23	7.5%
<i>Subtotal: Drivers</i>	220	71.9%
Total	306	100%

Appendix  
Survey Instrument

### **Information to Consider Before Taking Part in this Program Evaluation Study**

Researchers at the University of South Florida (USF) study many topics. To do this, we need the help of people who agree to take part in a program evaluation study. This form tells you about this study. We are asking you to take part in a study that is called: Florida Commuter Assistance Program Evaluation CY2017. The person who is in charge of this study is Philip Winters. This person is called the Principal Investigator. This study is sponsored by the Florida Department of Transportation.

### **Purpose of the Study**

This study is an evaluation of the effectiveness and impacts of six Commuter Assistance Programs (CAPs) which the Florida Department of Transportation funds to provide Florida commuters with mobility and congestion-reduction services. The Florida Department of Transportation has an interest in understanding how effective the programs are, what services are used most frequently in different parts of the state, and what effect the program services have on the transportation systems in the areas where the programs operate.

### **Why are you being asked to take part?**

We are asking you to take part in this program evaluation study because you are a current South Florida Commuter Services' (1-800-234-RIDE) customer.

### **Study Procedures**

If you take part in this study, you will be asked to complete an online survey about your experiences with CAP services. The survey will take approximately 15 minutes to complete, and the data will be collected anonymously.

### **Alternatives / Voluntary Participation / Withdrawal**

You have the alternative to choose not to participate in this study. You should only take part in this study if you want to volunteer; you are free to participate in this study or withdraw at any time. There will be no penalty or loss of benefits you are entitled to receive if you stop taking part in this study.

### **Benefits and Risks**

We are unsure if you will receive any benefits by taking part in this program evaluation study. This study is considered to be minimal risk.

### **Compensation**

We will not pay you for the time you volunteer while being in this study.

### **Privacy and Confidentiality**

We must keep your study records as confidential as possible. It is possible, although unlikely, that unauthorized individuals could gain access to your responses because you are responding online. Certain people may need to see your study records. By law, anyone who looks at your records must keep them completely confidential. The only people who will be allowed to see these records are:

- The study team, including the Principal Investigator, study coordinator, and all other study staff.
- Certain government and university people who need to know more about the study, and individuals who provide oversight to ensure that we are doing the study in the right way.
- Any agency of the federal, state, or local government that regulates this study.
- The sponsors of this study and contract research organization.

PLEASE CLICK NEXT TO PROCEED

(Continued)

It is possible, although unlikely, that unauthorized individuals could gain access to your responses. Confidentiality will be maintained to the degree permitted by the technology used. No guarantees can be made regarding the interception of data sent via the Internet. However, your participation in this online survey involves risks similar to a person's everyday use of the Internet. If you complete and submit an anonymous survey and later request your data be withdrawn, this may or may not be possible as the researcher may be unable to extract anonymous data from the database.

**Contact Information**

If you have questions regarding the study, please contact the Principal Investigator at (813) 974-9811 or contact by email at [winters@cutr.usf.edu](mailto:winters@cutr.usf.edu).

We may publish what we learn from this study. If we do, we will not let anyone know your name. We will not publish anything else that would let people know who you are. You can print a copy of this consent form for your records.

\* 1. I freely agree to take part in this study. I understand that by proceeding with this survey that I am agreeing to take part in this study and I am 18 years of age or older.

Yes

No

\* 2. In the past 12 months, did you work for pay at a job (or business)?

Yes

No - Did not work (or retired)

3. Which of the following best describes your chief job activity or business last week? If you had more than one job, choose the one at which you worked the most hours. If you had no job or business last week, give information for your last job or business.

- an employee of a PRIVATE FOR-PROFIT company or business, or of an individual, for wages, salary, or commissions
- an employee of a PRIVATE NOT-FOR-PROFIT, tax-exempt, or charitable organization
- a local GOVERNMENT employee (city, county, etc.)
- a state GOVERNMENT employee
- a Federal GOVERNMENT employee
- SELF-EMPLOYED in own NOT INCORPORATED business, professional practice, or farm
- SELF-EMPLOYED in own INCORPORATED business, professional practice, or farm
- working WITHOUT PAY in family business or farm



4. What time do you usually leave for work?

Left home at:

hh	mm	-
----	----	---

5. How many minutes does it usually take you to get to and from work?

From Home to Work in minutes (one-way)

From Work to Home in minutes (one-way)

6. How many miles do you travel to get from home to work?

7. In a typical week, how many days do you work? If you had more than one job, note the number of days for the one at which you worked the most hours.

- |                              |                              |
|------------------------------|------------------------------|
| <input type="radio"/> 0 days | <input type="radio"/> 4 days |
| <input type="radio"/> 1 day  | <input type="radio"/> 5 days |
| <input type="radio"/> 2 days | <input type="radio"/> 6 days |
| <input type="radio"/> 3 days | <input type="radio"/> 7 days |

8. Some people do some or all of their paid work out of their homes or other location, or bring work home with them to finish. In a typical month do you do any of your work (on your main job) at home?

Yes

No

9. Which of the following describes your work at home style? You may choose more than one. [Note: Normal business hours are the hours you are usually at your employer's workplace.]

- Bring work home after normal work hours
- Work as an employee but work at home during normal business hours one or more days/month
- Work as a contract worker but work at home during normal business hours one or more days/month
- Operate a business or profession at home

10. How many days per month do you "Work as an employee but work at home during normal business hours" *instead* of traveling to work?

\* 11. Last week, what type(s) of transportation did you use to commute TO your usual work location? Check all that apply.

- |  |  |
|--|--|
| <input type="checkbox"/> Drove alone (or with children under 16)     | <input type="checkbox"/> Walked  |
| <input type="checkbox"/> Carpooled (2 or more people age 16 or over) | <input type="checkbox"/> Rode a taxicab  |
| <input type="checkbox"/> Vanpooled                                   | <input type="checkbox"/> Rode in Transportation Network Company vehicle (e.g., Uber, Lyft, etc.) |
| <input type="checkbox"/> Rode a motorcycle                           | <input type="checkbox"/> Telecommuted/worked remotely/worked from home                           |
| <input type="checkbox"/> Rode a bus                                  | <input type="checkbox"/> Compressed work week day off  |
| <input type="checkbox"/> Rode the train/light rail/streetcar         | <input type="checkbox"/> Overnight business trip/out of town                                     |
| <input type="checkbox"/> Rode a bicycle                              | <input type="checkbox"/> Did not work (sick, vacation, etc.)                                     |
| <input type="checkbox"/> Other (please specify)                      |  |

12. Please mark the days last week that you used each type of transportation to commute to work. Please only choose one type of transportation per day. If you used more than one type, mark the type used for the LONGEST DISTANCE of your trip TO work.

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
Drove alone (or with children under 16)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Carpooled (2 or more people age 16 or over)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vanpooled	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Rode a bus	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Rode the train/light rail/streetcar	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Rode a bicycle	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Walked	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Rode a taxicab	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Rode in Transportation Network Company vehicle (e.g., Uber, Lyft, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Telecommuted/worked remotely/worked from home	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Compressed work week day off	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Overnight business trip/out of town	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
[Insert text from Other]	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Did not work (sick, vacation, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

13. Did you carpool or vanpool as part of your commute last week?

Yes

No



14. In a typical week, how many people, INCLUDING YOURSELF, usually ride with you to work in your carpool or vanpool?

15. How many of the other people in your carpool or vanpool are members of your household?

16. How many of the other people in your carpool or vanpool are children under age 16?

17. In a typical week, how many days are you the driver of your carpool or vanpool to and from work?

18. Which, if any, of the following products and services do you recall receiving from South Florida Commuter Services (1-800-234-RIDE)? (Choose all that apply)

- Guidance on "How to approach your boss" on compressed work week schedules
- Transit map
- Travel training/ride-alongs
- Transit schedule
- Park & Ride locations
- Helpful hints about travel options
- Information on commuter benefits, such as preferred parking for carpools or vanpools
- Bicycle map
- Bicycle safety training
- Discounted transit passes
- Bicycle group rides
- Information on discounted transit passes
- Guidance on "How to approach your boss" about telework
- Tow To Go
- Names and contact information of potential carpool or vanpool partners
- None of the above
- Emergency ride home or guaranteed ride home information

Other (please specify)

19. Which, if any, of the following products and services do you recall receiving from YOUR EMPLOYER?  
(Choose all that apply)

- |   |   |
|---|---|
| <input type="checkbox"/> Employer Shuttle   | <input type="checkbox"/> Names and contact information of potential carpool or vanpool partners |
| <input type="checkbox"/> Bicycle storage  | <input type="checkbox"/> Emergency ride home or guaranteed ride home information                |
| <input type="checkbox"/> Bicycle helmets  | <input type="checkbox"/> Transit map  |
| <input type="checkbox"/> Gas card raffle  | <input type="checkbox"/> Transit schedule   |
| <input type="checkbox"/> Travel training/ride-alongs  | <input type="checkbox"/> Helpful hints about travel options                                     |
| <input type="checkbox"/> Park & Ride locations  | <input type="checkbox"/> Bicycle map  |
| <input type="checkbox"/> Information on commuter benefits, such as preferred parking for carpools or vanpools | <input type="checkbox"/> Discounted transit passes  |
| <input type="checkbox"/> Bicycle safety training  | <input type="checkbox"/> Information on purchasing transit passes with my pre-tax income        |
| <input type="checkbox"/> Bicycle group rides  | <input type="checkbox"/> None of the above  |

Other (please specify)

20. Were you contacted by phone, text, or email from others for the purpose of starting or joining a carpool or vanpool?

- Yes - by phone or text only
- Yes - by email only
- Yes - by phone/text and email
- No
- Do not recall

21. Did you attempt to contact anyone by phone or email for the purpose of starting or joining a carpool or vanpool?

- Yes - by phone or text only
- Yes - by email only
- Yes - by phone/text and email
- No
- Do not recall

22. Did you successfully join a carpool or vanpool with someone you contacted or who contacted you?

- Yes, joined a carpool
- Yes, joined a vanpool
- No, joined neither a carpool nor vanpool
- Do not recall

23. To what extent was the type of transportation you used to travel from home to work influenced in some way by information or services provided by South Florida CommuterServices (1-800-234-RIDE)?

- Very Great Extent
- To Some Extent
- A Small Extent
- Not At All
- Do not know

24. To what extent was the type of transportation you used to travel from home to work influenced in some way by information or services provided by YOUR EMPLOYER?

- Very Great Extent
- To Some Extent
- A Small Extent
- Not At All
- Do not know

How were you influenced?

\* 25. Have you tried any other types of transportation from home to work in the last 12 months other than those types you reported using last week?

Yes

Do not know

No

26. Which other types of transportation from home to work did you try in the last 12 months besides those types you reported using last week?

- |   |  |
|---|--|
| <input type="checkbox"/> Drove alone (or with children under the age of 16) | <input type="checkbox"/> Rode a bicycle  |
| <input type="checkbox"/> Carpooled (2 or more people age 16 or over)        | <input type="checkbox"/> Walked  |
| <input type="checkbox"/> Vanpooled  | <input type="checkbox"/> Rode a taxicab  |
| <input type="checkbox"/> Rode a motorcycle                                  | <input type="checkbox"/> Rode in a Transportation Network Company vehicle (e.g., Uber, Lyft, etc.) |
| <input type="checkbox"/> Rode a bus   | <input type="checkbox"/> Telecommuted/worked remotely/worked from home                             |
| <input type="checkbox"/> Rode the train/light rail/streetcar                | <input type="checkbox"/> Compressed work week  |

Other (please specify)



27. What was the reason(s) that you changed your method of traveling to work? Mark all that apply.

- |  |   |
|--|---|
| <input type="checkbox"/> Liability concerns  | <input type="checkbox"/> Parking costs too high             |
| <input type="checkbox"/> Retired   | <input type="checkbox"/> Cost of gasoline too high          |
| <input type="checkbox"/> My job changed - job, worksite, or schedule                   | <input type="checkbox"/> Wear and tear on my vehicle        |
| <input type="checkbox"/> My carpool partner's job changed - job, worksite, or schedule | <input type="checkbox"/> Too inconvenient                   |
| <input type="checkbox"/> Vehicle became unavailable or unreliable                      | <input type="checkbox"/> Took too much time                 |
| <input type="checkbox"/> I moved to a new location                                     | <input type="checkbox"/> Safety concerns                    |
| <input type="checkbox"/> My carpool partner moved                                      | <input type="checkbox"/> Need vehicle during or after work  |
| <input type="checkbox"/> Didn't like carpool or vanpool partners                       | <input type="checkbox"/> New or changes in employer program |
| <input type="checkbox"/> Circumstantial (e.g., car became available)                   | <input type="checkbox"/> Too expensive                      |

Other (please specify)

28. If you tried another type of transportation other than driving alone in the past 12 months, then to what extent was your decision to try that type of transportation influenced in some way by information or services provided by South Florida Commuter Services (1-800-234-RIDE)?

- Very Great Extent
- To Some Extent
- A Small Extent
- Not At All
- Do Not Know

How were you influenced?

29. If you tried another type of transportation other than driving alone in the past 12 months, then to what extent was your decision to try that type of transportation influenced in some way by information or services provided by YOUR EMPLOYER?

- Very Great Extent
- To Some Extent
- A Small Extent
- Not At All
- Do Not Know

How were you influenced?

30. Have you tried working from home instead of traveling to work (e.g., telecommuting) in the last 12 months?

- Yes
- No
- Don't know

31. Was working from home during normal business hours instead of travelling to work a temporary change or have you continued to work from home at least once per month?

- Temporary change
- Continue to work from home at least once per month during normal business hours instead of travelling to work

32. What are the reason(s) that you did not continue to work from home? Check all that apply.

- |  |   |
|--|---|
| <input type="checkbox"/> Too inconvenient          | <input type="checkbox"/> Changes in employer-policy about work at home option |
| <input type="checkbox"/> Job requirements          | <input type="checkbox"/> Moved home location                                  |
| <input type="checkbox"/> Worksite location changes | <input type="checkbox"/> Didn't like working from home                        |
| <input type="checkbox"/> Changes in work schedule  | <input type="checkbox"/> Circumstantial (e.g., car became available)          |

Other (please specify)

33. To what extent was your decision to try working from home influenced by South Florida Commuter Services (1-800-234-RIDE)?

Very Great Extent

Not At All

To Some Extent

Do Not Know

A Small Extent

34. BEFORE you requested information on travel options to work from your employer or South Florida Commuter Services (1-800-234-RIDE), how did you usually get to work? If you usually used more than one type of transportation during the trip, check the one you used for most of the distance.

- Drove alone (or with children under age 16)
- Carpooled (2 or more people over age 16)
- Vanpooled
- Rode a motorcycle
- Rode a bus
- Rode the train/light rail/streetcar
- Rode a bicycle
- Walked
- Rode a taxicab
- Rode in a transportation network company vehicle (e.g., Uber, Lyft, etc.)
- Telecommuted/worked remotely/worked from home
- Was not working
- Do not recall ever requesting information from South Florida Commuter Services (1-800-234-RIDE)
- Other

\* 35. For all journeys combined, in the past 12 months, how frequently have you traveled by car, truck, or van as a driver?

- Never
- Less than once a month
- 1 to 3 days per month
- About 1 day per week
- 2 to 4 days per week
- 5 to 7 days per week



\* 36. Please say how much you agree/disagree with the following statements:

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
My employer reimburses bicycle commuting expenses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have no need to drive as public transport/walking/cycling are all adequate	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I like traveling by subway or elevated	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do NOT need to have a car/truck/van	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I like traveling by taxicab	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I like traveling by local bus or trolley bus	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Walking can be the quickest way to travel for short journeys	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
In general, I would rather walk than use the bus	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Traffic congestion is a problem in my local area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There are many problems with using public transportation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do NOT know anyone with whom to carpool	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I had a bad experience as a carpool passenger in the past	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Finding a parking space at work is difficult	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I like traveling by ferryboat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am NOT the kind of person to use public transportation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel a moral obligation to reduce the emission of greenhouse gases	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

\* 37. Please say how much you agree/disagree with the following statements:

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
I like traveling by bicycle	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reducing my car/truck/van use would make me feel good	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I like traveling by streetcar or trolley car	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Driving gives me a way to express myself	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would rather be a carpool passenger to read, use smartphones, or sleep on the way to work	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I like traveling by walking (to/from destination)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
In general, I would rather bicycle than use the bus	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If I could, I would gladly do without a car/truck/van	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am NOT the kind of person who rides a bicycle	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
People should be allowed to use their cars/trucks/vans as much as they like	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Environmental threats such as global warming have been exaggerated	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I tend NOT to walk much because I am not fit enough	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am NOT the kind of person to use public transportation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I like traveling by ferryboat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel a moral obligation to reduce the emission of greenhouse gases	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**The following information is related to your satisfaction with South Florida Commuter Services (1-800-234-RIDE).**

38. On a scale of 1 to 10 where 1 is the lowest or worst rating and 10 is the highest or best rating, how would you rate South Florida Commuter Services (1-800-234-RIDE) on each of the following:

	10 - Highest	9	8	7	6	5	4	3	2	1 - Lowest	N/A
Accuracy of the information provided (other than a list of potential carpoolers or vanpoolers)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Usefulness of the information provided (other than a list of potential carpoolers or vanpoolers)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Promptness with which they provided the information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Courtesy and professional attitude	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Handling of any questions or problems you had	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Usefulness of the list of potential carpoolers or vanpoolers they sent to you	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Usefulness of transit information provided to you	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

39. How satisfied are you with South Florida Commuter Services' (1-800-234-RIDE) performance OVERALL?

- |  |   |
|--|---|
| <input type="radio"/> Completely satisfied               | <input type="radio"/> Somewhat dissatisfied   |
| <input type="radio"/> Mostly satisfied                   | <input type="radio"/> Mostly dissatisfied     |
| <input type="radio"/> Somewhat satisfied                 | <input type="radio"/> Completely dissatisfied |
| <input type="radio"/> Neither satisfied nor dissatisfied | <input type="radio"/> Do not know             |

40. If a friend or relative were to ask you about South Florida Commuter Services (1-800-234-RIDE) and whether they should use their services, would you....

- |  |  |
|--|--|
| <input type="radio"/> Definitely recommend using this agency         | <input type="radio"/> Probably not recommend using this agency   |
| <input type="radio"/> Probably recommend using this agency           | <input type="radio"/> Definitely not recommend using this agency |
| <input type="radio"/> Maybe or Maybe not recommend using this agency | <input type="radio"/> Do not know                                |

41. Have you recommended South Florida Commuter Services (1-800-234-RIDE) to a friend or relative?

- Yes
- No
- Do not know

42. Please tell us which, if any, of the following commuter programs or services are available to you from your employer.

- |   |  |
|---|--|
| <input type="checkbox"/> Bicycle lockers  | <input type="checkbox"/> Change starting and quitting times on a daily basis                                   |
| <input type="checkbox"/> Shuttle bus  | <input type="checkbox"/> Compress workweek by working longer hours on fewer days for at least part of the year |
| <input type="checkbox"/> Discounts for transit fares  | <input type="checkbox"/> Work some regular paid hours at home occasionally                                     |
| <input type="checkbox"/> Discounts for vanpool fares  | <input type="checkbox"/> Work some regular paid hours at home on a regular basis                               |
| <input type="checkbox"/> Allows me to withhold funds from my paycheck to purchase fares for transit or vanpools without paying taxes on the withheld amount | <input type="checkbox"/> Carpool app (e.g., RideFlag)  |
| <input type="checkbox"/> Allows me to withhold funds from my paycheck to purchase parking without paying taxes on the withheld amount                       | <input type="checkbox"/> Bike/walk safety training   |
| <input type="checkbox"/> Periodically change starting and quitting times within some range of hours   | <input type="checkbox"/> Driver safety training  |

43. How did you hear about South Florida Commuter Services (1-800-234-RIDE)? (check all that apply)

- |   |   |
|---|---|
| <input type="checkbox"/> Newspaper advertisement                                | <input type="checkbox"/> Friends/co-workers/relatives                   |
| <input type="checkbox"/> Radio advertisement                                    | <input type="checkbox"/> Commuter Fair/Special event/transportation day |
| <input type="checkbox"/> Television advertisement                               | <input type="checkbox"/> Employer                                       |
| <input type="checkbox"/> At work  | <input type="checkbox"/> Telephone book/Yellow Pages                    |
| <input type="checkbox"/> In the mail  | <input type="checkbox"/> Social media (e.g., Facebook, Twitter, etc.)   |
| <input type="checkbox"/> On billboards  | <input type="checkbox"/> Internet                                       |
| <input type="checkbox"/> On electronic or variable message signs along highways | <input type="checkbox"/> E-mail   |
| <input type="checkbox"/> On carpool/vanpool road signs                          | <input type="checkbox"/> News story                                     |
| <input type="checkbox"/> Received a phone call                                  | <input type="checkbox"/> Sign at park-and-ride lot                      |
| <input type="checkbox"/> At bus stop/on a bench                                 | <input type="checkbox"/> Do not know                                    |
| <input type="checkbox"/> On the side of buses/vans                              |   |

Other (please specify)

44. Please share your comments on commuting and transportation issues in your area.



**We ask the following demographic questions for statistical purposes only. The more closely the demographic distribution of survey respondents matches the population, the more confidence we can have in the data. Thank you in advance for your cooperation.**

45. How many people 16 years or older are currently living at your residence?

Number of people at my residence =

46. How many personal vehicles are kept at home for use by you or members of your household?

- |                                  |  |
|----------------------------------|--|
| <input type="radio"/> None       | <input type="radio"/> 4 vehicles         |
| <input type="radio"/> 1 vehicle  | <input type="radio"/> 5 vehicles         |
| <input type="radio"/> 2 vehicles | <input type="radio"/> 6 or more vehicles |
| <input type="radio"/> 3 vehicles |  |

47. To which gender identity do you most identify?

- Female
- Male
- Prefer Not to Answer

48. What year were you born?

Year

Born in Year

49. What is the highest degree or level of school you have COMPLETED? Mark one circle. If currently enrolled, mark the previous grade or highest degree received.

- |   |   |
|---|---|
| <input type="radio"/> Grade 1 through 11                | <input type="radio"/> Bachelor's degree (for example: BA, BS)   |
| <input type="radio"/> High school graduate              | <input type="radio"/> Master's degree (for example: MA, MS, MEng, MEd, MSW, MBA)                          |
| <input type="radio"/> Some college, no degree           | <input type="radio"/> Professional degree beyond a bachelor's degree (for example: MD, DDS, DVM, LLB, JD) |
| <input type="radio"/> Associate's degree (occupational) | <input type="radio"/> Doctorate degree (for example: PhD, EdD)  |
| <input type="radio"/> Associate's degree (academic)     |   |

**Planning organizations at the local, county, and state levels are looking at people's transportation needs. As a further part of this study, we are putting together a panel of households in Florida, and the transportation patterns of the members of this panel will be studied over time. The information you provide as a panel member would be used to help us measure the impact and benefits of commuter assistance programs in Florida as well as plan for other transportation options. It is important that the panel be truly representative across the Florida. We would like to include your household as a member.**

**As a first step, all household members, age fifteen and older, will be asked to keep a record of their local trips for an assigned two-day period. Panel households may then be recontacted once or twice a year to update household member information or to be a part of additional transportation studies.**

50. Would you like to be considered for one of the Florida Transportation Panel households?

- Yes
- No
- Maybe

51. If you want to be considered as a member of the Florida Transportation Panel Survey, please provide contact information below. Please click "DONE" below to submit all your responses.

<b>Name:</b>	<input type="text"/>
<b>Address:</b>	<input type="text"/>
<b>Address 2:</b>	<input type="text"/>
<b>City/Town:</b>	<input type="text"/>
<b>State:</b>	<input type="text" value="-- select state --"/>
<b>ZIP:</b>	<input type="text"/>
<b>Email Address:</b>	<input type="text"/>
<b>Phone Number:</b>	<input type="text"/>