

## Transportation Demand Management (TDM)

# Employee Survey Template

### **How to use this template:**

The survey provided in this toolkit is a sample. We encourage all employers to read the survey carefully, consider whether all aspects of the survey apply to your organization and transportation options in your area, and modify the survey as necessary to reflect your employees and what you'd like to achieve and find out with respect to TDM. Be sure to consider what you'd like to find out from conducting a survey and make sure the survey asks about what you want to know. Tips for analyzing and using the results of the survey are included on page 4.

### **How to distribute this survey:**

There are a few options for distribution. Many employers today share surveys on an online platform like Survey Monkey. They send their employees a link to the survey through a special companywide email or a regular e-newsletter. The survey template below can be easily pasted or uploaded into Survey Monkey or other online tool with some minor editing for various response types. For example, options may need to be customized for open ended questions versus multiple choice. You can also print the survey and distribute paper copies to your employees. Consider whether your employees use their email regularly or whether their jobs require them to spend more time away from a computer, in which case paper surveys may be more effective. Be sure to leave the survey "open" for at least two weeks, and send reminders asking employees to complete it.

\*A Word version of this survey may be downloaded at <http://scta.ca.gov/NqX27>. \*

### Work Schedule

1. What is your primary work location?

*(Choose one)*

- List work sites for specific employer if applicable

2. What is your affiliation with [insert company name]?

*(Choose one)*

- Full-time employee  
 Part-time employee  
 Contractor/vendor  
 Volunteer  
 Other *Specify:* \_\_\_\_\_

3. What time did you start and end work or classes on a typical day this week? *(Enter time and circle am or pm)*

Start: \_\_\_\_\_ am/pm

End: \_\_\_\_\_ am/pm

4. Which days per week do you usually come to your work site? *(Circle all that apply)*

Su Mo Tu We Th Fr Sa

5. What department do you work in?

[insert names of applicable departments within your organization]

### Current Commute Mode

6. How do you most often travel to work? *(Choose one. If you use more than one mode of transportation each day, please select the mode on which you travel the furthest.)*

- Drive alone in a car  
 Drive or ride in a carpool/vanpool  
 Motorcycle/moped  
 Public bus  
 SMART  
 Other shuttle service  
 Bicycle  
 Walk  
 Dropped off  
 Taxi/Uber/Lyft or similar service  
 Other *Specify:* \_\_\_\_\_

7. If you drive to work, how many days a week do you normally drive alone to and from work? *(Circle one)*

0 1 2 3 4 5 6+

8. If you drive, where do you park?

- On-campus garage or lot

TDM Employee Survey

[INSERT COMPANY NAME]

- Off-campus garage or lot
- On street. *How many blocks from campus?*  
\_\_\_\_\_
- Other *Specify:*\_\_\_\_\_

9. If you drive or ride in a carpool or vanpool, how many people (including the driver) are typically in the vehicle?

Number of people: \_\_\_\_\_

**Midday Trips**

10. Do you typically make off-site trips during the work day?

- Yes, for work/meetings
- Yes, for personal/leisure purposes
- No

11. If yes, how do you typically make those trips? (*Choose one*)

- Drive
- Public transportation
- Bicycle
- Walk
- Pick-up/drop-off
- Taxi/Uber/Lyft

12. Do these midday trips affect your decision to commute by personal vehicle to work?

- Yes, definitely
- Yes, somewhat
- No

**Travel Choice and Preferences**

13. Which factors are most important to you when selecting a commute mode? (*Choose up to 3*)

- Travel time
- Trips during the day
- Transporting children
- Privacy
- Cost
- Getting around in case of an emergency
- Easy to use
- Safety
- Convenience
- Environmental impacts
- Exercise/Improved health

14. What would encourage you to use an alternative to driving alone? (*Choose up to 3*)

- Monthly subsidy to use other modes (How much? \$\_\_\_\_\_)
- Help finding a carpool match
- Help finding a public bus or train route

## TDM Employee Survey

[INSERT COMPANY NAME]

- Preferred parking for carpools/vanpools
- Secure, convenient bicycle parking
- Prizes, drawings, etc.
- Higher parking fee (How much? \$\_\_\_\_\_)
- Guaranteed Ride Home program (which provides transportation in the case of an emergency)
- Other *Specify*: \_\_\_\_\_

15. Of the commute modes listed below, which would you most likely use if you couldn't drive? (*Choose up to 3*)

- Carpool
- Vanpool
- Public bus or SMART train
- Bicycle
- Walk
- Taxi, Uber, Lyft
- Other *Specify*: \_\_\_\_\_

16. Which of the following transportation programs appeal to you? (Select all that apply.)

[Employers should only list programs they are seriously considering from the list in the TDM brochure. Below is a sample list but does not include all of the potential programs.]

- Subsidized transit passes program
- Parking cash-out (financial incentives not to drive)
- Preferred parking for carpools/vanpools
- Secure bicycle parking
- Incentives to ride with a colleague
- A shuttle to/from the SMART station
- Other (please specify): \_\_\_\_\_

## How to analyze and use the results of your employee survey:

Now that you have distributed and received the results from your employee survey, let's talk about how to analyze and synthesize the results into key findings.

Online platforms like Survey Monkey are helpful in providing basic analysis of each question in your survey. If an online platform is not used, organizations may consider inputting results into Microsoft Excel or a similar program in order to create graphs or group findings.

### The sample survey includes four sections: **Work Schedule, Current Commute Mode, Midday Trips, and Travel Choice and Preferences.**

1. Questions within the **Work Schedule** section help you understand where your employees work (if you have multiple work sites), what days and times they work, and what departments within your organization they may work. This informs if certain parts of your organization were more represented than others in the survey, and can inform the times that some potential TDM programs might be needed.
2. The second section, **Current Commute Mode**, asks questions related to how your employees currently get to and from work. More specific questions related to how often they drive.
3. Questions related to **Midday Trips** are particularly helpful in understanding if some employees are electing to drive alone to work because they need to run midday errands or make business trips during the day. If the results show this is the case for your employees, solutions such as providing on site car share services or pool vehicles may be suited to your organization.
4. Finally, the **Travel Choices and Preferences** section asks employees why they select a certain transportation mode and what alternatives they may be interested in. Each of the questions in this section can help inform the types of TDM programs that your employees may be interested in. The most direct question, which asks employees about specific TDM programs, can be used to gauge interest in these programs. However, the other questions are also useful. For example, if the highest percentage of employees say they would carpool with a colleague if they are unable to drive alone, your employees may respond well to an incentive program for carpooling. And if, for example, a large number of respondents say that cost is a top factor when selecting a commute mode, subsidized transit passes may have high appeal while charging for parking would discourage driving. A guaranteed ride home program (which provides transportation in the case of an emergency) is a good complement to any of the alternative commute incentives, so consider enrolling in an existing program or creating one for your organization.

Remember -- the survey questions help inform both TDM program development and an approach to marketing and communications. Use the findings to tailor your employee communications regarding TDM programs to highlight the issues that matter to them.

### Want to keep going?

A second level of analysis includes looking at the responses of certain groups of employees. If you're keen to do more analysis, consider isolating the responses to the survey based on the response to certain questions. For example, you may find it useful to review the responses of employees who work at a certain site or in a certain department. Or you may want to pull out the programs that appeal only to employees who say they currently drive alone to work. This can be done by adding filters to your results in Excel or building Pivot tables.