

# 2019 Regional Commuter Survey Technical Report

*Results for Regional Subarea*

*Perimeter Connects Service Area*

# PERIMETER CONNECTS



Atlanta Regional Commission



*Technical Report*

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*Results for Regional Subarea*

## *Perimeter Connects Service Area*

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## Overview of the Regional Commute Survey

The Georgia Commute Options (GCO) program, managed by the Atlanta Regional Commission (ARC), provides Transportation Demand Management (TDM) services for the Atlanta metropolitan region. The central goals of the regional TDM program are to:

- Increase the use of travel modes other than single-occupant vehicles (SOV);
- Keep the Atlanta Region economically competitive; and
- Expand travel options and regional accessibility.

Effective implementation of GCO will result in dispersing or decreasing peak period congestion, decreasing the share of SOV trips, reducing vehicle miles traveled (VMT), and reducing emissions from mobile sources (passenger vehicles and trucks) throughout the region. The regional TDM program is comprised of seven Transportation Management Associations (TMAs) – Livable Buckhead, Central Atlanta Progress (Downtown Connects TMA), Clifton Corridor TMA (CCTMA), Midtown Transportation, Perimeter Connects (PSTC), ASAP+, and AERO (Airport), focused on key regional employment centers, and the regional GCO program, which covers participating employers and employees outside the TMA service areas.

The Regional Commuter Survey (RCS) described in this report interviewed 5,100 employed adults who live in the 19-county Atlanta region on a range of commute topics. First, the RCS documents trends in commuting patterns and explores prevalent attitudes about transportation services that are available in the region. Second, the survey examines how commute alternative programs delivered through GCO and the TMAs and marketing efforts might influence commute travel behavior of workers in the region. Finally, the RCS examines the incentives for and barriers to alternative mode use.

The 2019 Regional Commuter Survey (RCS) is the fourth in a series of Atlanta commuter surveys; the RCS was previously conducted in 2007, 2010, and 2014. Whenever possible, questions used in previous RCS surveys were replicated in the 2019 survey to allow for trend analysis.

The survey collected data on the home area and work area of each commuter who was interviewed, making it possible to report results both by where workers lived and where they worked. A primary goal of the survey sampling plan was to collect sufficient interviews among commuters who worked in each of the TMA service areas to enable reporting of TMA-specific results. This report presents highlights of the results for interviews that were collected with 400 commuters who worked in the Perimeter Connects (Perimeter) service area.



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The highlights section within the report provide a snapshot of some of the more compelling outcomes from the 2019 RCS for Perimeter Connects. This is followed by three appendices that provide additional survey details on the survey methodology (Appendix A), procedures used to expand the individual commuter interviews to the commuter population in the region (Appendix B), and detail the questions asked in the survey (Appendix C).

A fourth appendix, Appendix D, presents a comprehensive set of results tables for individual questions for the Perimeter Connects data. As is described in Appendix B, the RCS data were “expanded” to represent the number of employed residents of the metropolitan region and to correct for under- or over-representation of some racial/ethnic groups and age groups in the sample. The expansion methodology allows the proper representation of employed residents in each of the sample areas and in the region overall. In Appendix D and in the highlight results that follows this introduction, each table and figure indicates the raw number of respondents (e.g., n=\_\_) who answered the question, but the percentage results presented in the tables and figures reflect the expanded percentages.

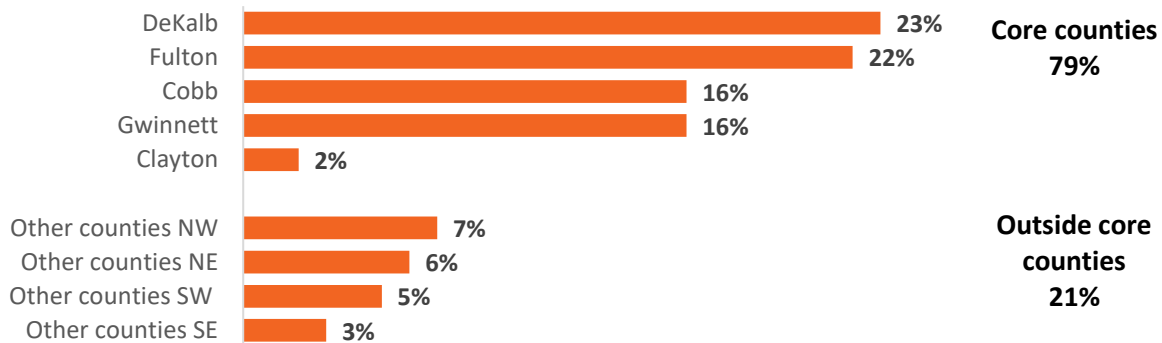


# Perimeter Connects - Survey Highlights

## Home Location of Workers

At the time of the survey, a total of 2.95 million Atlanta region residents were employed. About 8% of those workers were employed at worksites in the Perimeter Connects (Perimeter) service area. Almost eight in ten (79%) of these commuters lived in one of the five core counties of the region: DeKalb (23%), Fulton (22%), Cobb (16%), Gwinnett (16%), and Clayton (2%) (Figure 1). The remaining 21% lived outside these core counties.

Figure 1: Home Location Distribution (n = 400)

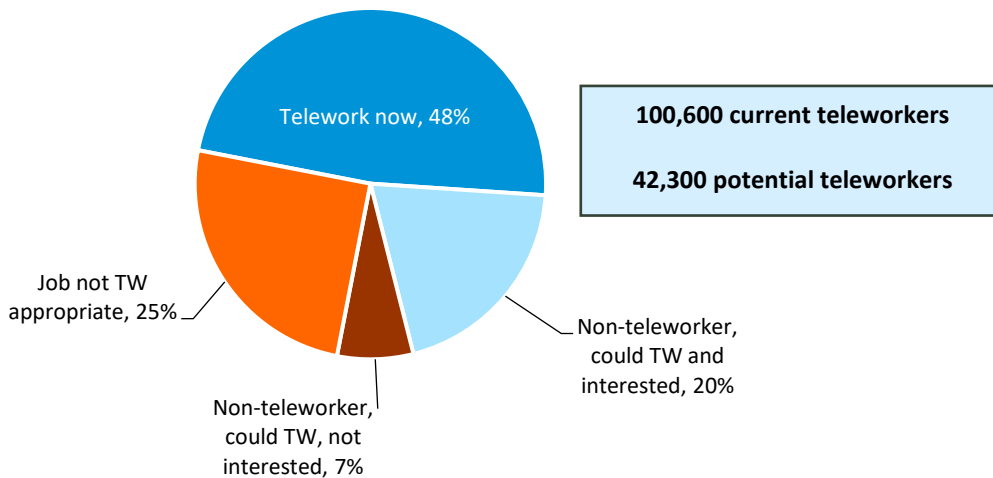


## Work Schedule and Telework

Nearly all (94%) Perimeter commuters worked a full-time schedule. The vast majority (89%) worked a “standard” five days per week schedule, but 5% worked a “compressed” schedule, in which they worked their full work week in fewer than five workdays, with longer workdays. Six percent worked part-time.

About half (48%) of Perimeter commuters said they teleworked; 23% teleworked one or more days per week and 25% teleworked occasionally, but less than one day per week (Figure 2).

Figure 2: Telework Status – Teleworkers, Non-teleworkers (n = 387)



Potential for additional telework in the Perimeter area was substantial. Over half (51%) of non-teleworkers said they had jobs they could perform away from their main workplace and 74% of these non-teleworkers were interested in teleworking, if their employers would permit them to do so. These commuters represented 20% of all the Perimeter commuters.

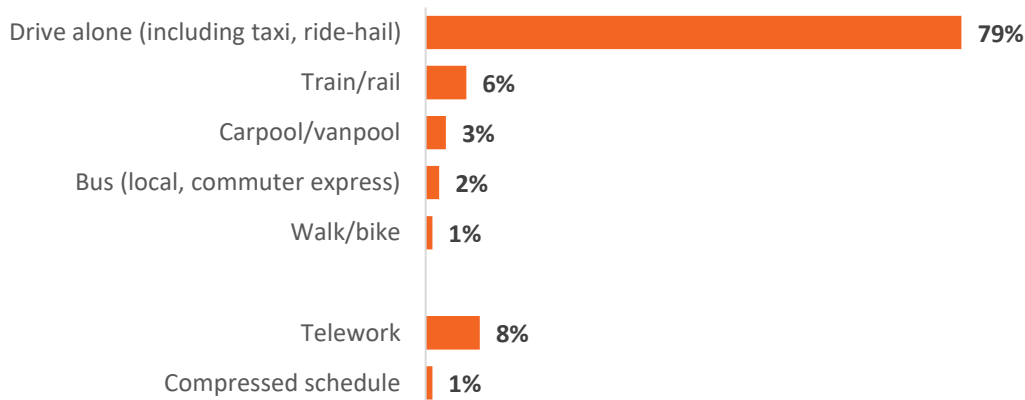
Among all Perimeter commuters, 65% said their employers permitted some employees to telework; 26% reported a formal telework program, while 39% said their employers allowed telework through informal arrangements with supervisors. Formal telework programs were much more available among respondents who actually teleworked. Four in ten (39%) of Perimeter teleworkers teleworked under a formal program. By contrast, only 14% of non-teleworker reported a formal telework program. And nearly two-thirds (65%) of non-teleworkers said teleworking was not available or not permitted.

### Commute Mode, Travel Time, and Travel Distance

Perimeter commuters drove alone or used a taxi or ride-hail service (e.g., Uber, Lyft) for 79% of their total trips to work (Figure 3). This drive alone share of trips was approximately equal to the regional average of 77%. Commuters who worked in Perimeter made about one in ten of their commute trips by an alternative mode: train (6%), carpool/vanpool (3%), bus (2%), and 1% by walking or biking.

Compressed work schedule days off and telework days eliminated 9% of weekly work trips. While these work location and schedule arrangements are not actually modes, they represent days that would be officially assigned as part of the work week and commuters would make commute trips if they did not use these work arrangements.

Figure 3: Commute Mode Distribution – Percentage of Weekly Trips (n = 396)



### Frequency of Mode Use

Table 1 shows the frequency distribution of mode use for each of the mode groups shown in Figure 3. As shown in the “Total using mode” column, 87% of all Perimeter commuters drove alone one or more days per week and 56% used this mode five days per week. Ten percent used public transit one or more days per week and 4% used transit five days per week. Carpool/vanpool, walk/bike, and taxi/Uber/Lyft were used, respectively, by 4%, 2%, and 1% of Perimeter commuters. Two in ten (21%) Perimeter commuters teleworked at least one day per week, but use was predominately in the one-day and two-day categories, indicating that few respondents used this as a “primary” mode. Similarly, commuters who worked a compressed schedule had only one or two compressed schedule days off per week.



Table 1: Number of Days (Mon-Fri) That Mode Was Used; Average Days per Week (n = 396)

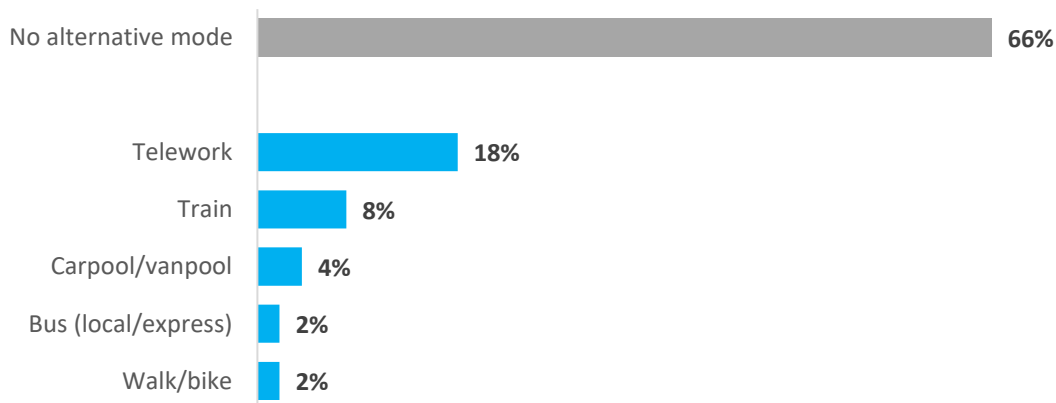
Commute Mode	Total Using Mode	1 day/ week	2 days/ week	3 days/ week	4 days/ week	5 days/ week	Average Days
Drive alone	87%	2%	3%	13%	13%	56%	4.4
Public transit	10%	1%	1%	2%	2%	4%	3.8
Carpool/Vanpool	4%	0%	1%	0%	1%	2%	3.9
Walk/bike	2%	1%	0%	0%	0%	1%	2.1
Taxi/Uber/Lyft	1%	0%	0%	1%	0%	0%	3.0
Telework	21%	10%	7%	2%	0%	2%	1.9
Compressed schedule	3%	1%	2%	0%	0%	0%	1.6

**Error! Reference source not found.** shows the average number of weekdays each mode was used, including both commuters who used the mode as their primary mode and those who used it as a secondary mode (one or two days per week). Perimeter commuters who drove alone to work used the mode an average of 4.4 days per week, nearly all of their workdays. Public transit, carpool/vanpool, and taxi/Uber/Lyft all were used at least three days per week on average. Walk/bike and telework were used slightly less often, 2.1 and 1.9 days per week, respectively, indicating a higher share of secondary use. Compressed schedule had the lowest average use, 1.6 days per week, but these days are days off, with most workers having just one day off per week.

Distribution of Alternative Mode Use

One-third (34%) of all Perimeter commuters reported using one or more alternative modes for commuting, at least one day per week. Among those who did so, telework and train were the most used alternative modes; these modes were used, respectively, by 16% and 8% of Perimeter commuters (**Error! Reference source not found.**4). Consistent with Figure 4, the alternative modes of carpool/vanpool (4%), bus (2%) and walk/bike (2%) were used by the fewest Perimeter commuters.

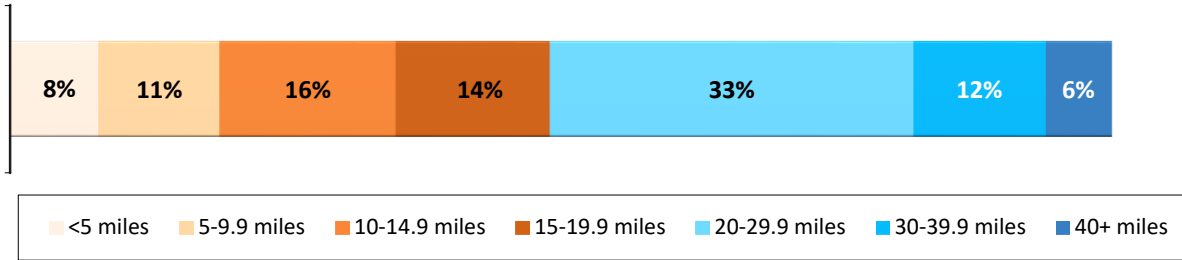
Figure 4: Primary Alternative Mode (n = 396)



## Travel Distance and Time

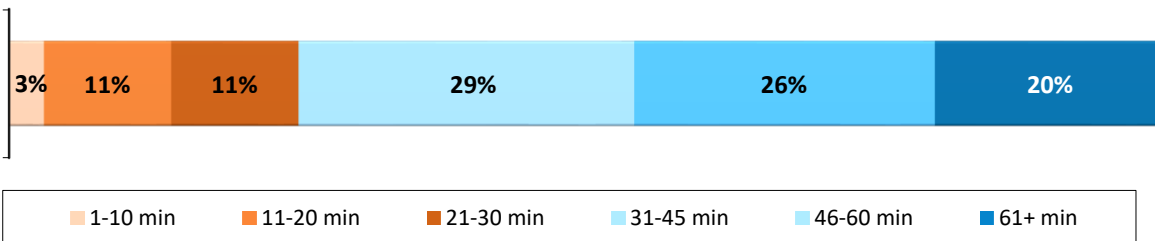
Commuters who worked in the Perimeter area traveled an average of 19.6 miles one-way to work. Two in ten (19%) traveled less than 10 miles and 30% traveled between 10 miles and 19.9 miles (Figure 5). Two in ten (18%) traveled 30 or more miles to work. The average commute distance for Perimeter commuters was slightly longer than the regional average commute distance of 18.8 miles one-way.

Figure 5: One-way Travel Distance (miles) (n = 362)



The average commute travel time for Perimeter commuters was 48 minutes. This was notably longer than the average regional travel time of 39 minutes one-way. One-quarter (25%) commuted 30 minutes or less and 26% commuted between 31 and 45 minutes. Twenty percent traveled more than one hour (Figure 6).

Figure 6: One-way Travel Time (minutes) (n = 373)



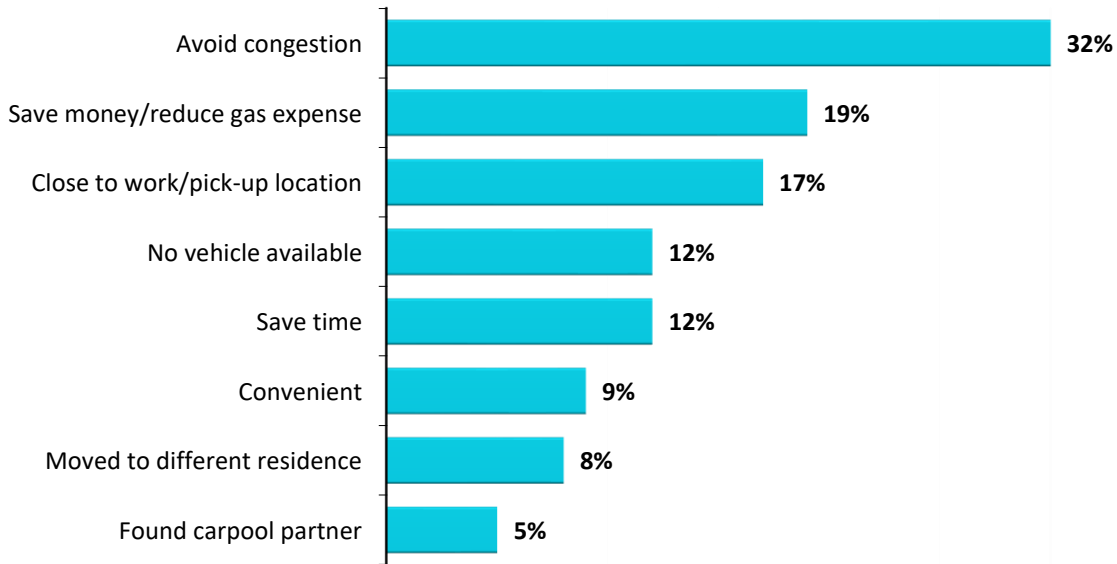
## Motivations for Alternative Mode Use

One in ten (10%) Perimeter commuters said they started using an alternative mode in the past three years. These commuters were asked what motivated them to make the switch. Commuters chose alternative modes because these options fit their commute circumstances and provided personal benefits that made their commuting easier and less stressful. The primary motivations were practical; 32% said they shifted to alternative modes to avoid congestion. Others shifted to save money/reduce gas expense (19%), to save time (12%), or because they did not have a personal vehicle available (12%) (Figure 7).

Seventeen percent chose alternative modes because they lived close to work or to a rideshare or transit pick-up location and 9% of commuters who shifted said alternative modes were convenient for their commute time and location. Eight percent made the shift when they moved to a new residence and 5% said they found a carpool partner.



Figure 7: Motivations to Start Using Current Alternative Mode (n = 35, multiple responses permitted)



Perimeter commuters who used alternative modes also were motivated by access to commute services. More than half (56%) of the commuters who used alternative modes had received at least one regional or local commute assistance service that encouraged them to try an alternative mode, such as a transit subsidy or discounted transit pass, help finding a carpool or vanpool partner, transit route or schedule information, or a Guaranteed Ride Home service.

## Potential for and Barriers to Alternative Mode Use

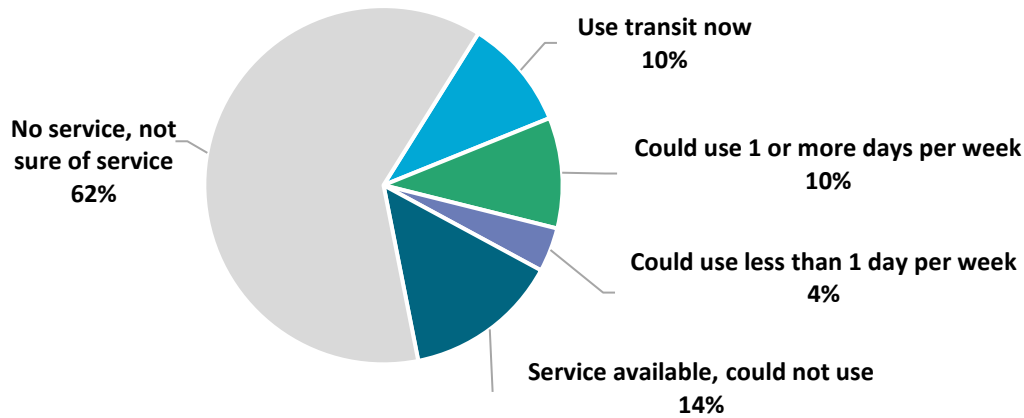
### Potential for and Barriers to Transit Use

Transit use among Perimeter commuters could be twice its current level. At the time of the survey 10% of Perimeter commuters were using a bus or train to get to work at least one day per week (Figure 8). Another 14%, who were not riding transit to commute, said they knew of a bus or train service available for their commute and would be able to use that service; 10% said they could use the service at least one day per week for their commute and 4% would be able to use transit occasionally to get to work. These transit-potential-respondents represented nearly 25,500 Perimeter workers.

The overwhelming barrier to greater transit use was the time it would take to commute. Almost six in ten (59%) non-transit users who had access to transit and said they could use it, did not ride transit because their commute trip would take too long. Related barriers included difficulty getting to transit, because the transit stop was too far from the home or work (50%) or needing to transfer buses or trains (25%). About one-quarter (27%) said transit was incompatible with their work schedules. A similar share (24%) said they needed a car for work or before or after work for personal reasons; presumably, these commuters might be able to use transit occasionally, but not regularly. One-quarter (26%) preferred their current mode, whether driving or another alternative mode, so were not inclined to try transit.



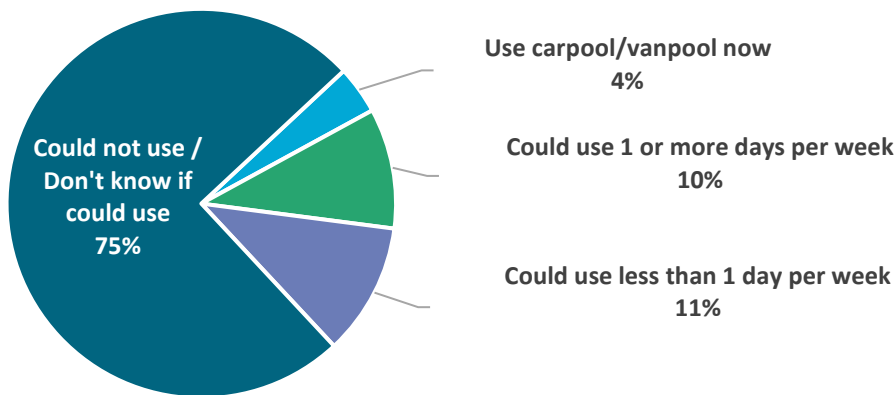
Figure 8: Current and Potential Transit Use (n = 347)



Potential for and Barriers to Carpool/Vanpool Commuting

Carpool/vanpool use also could rise substantially from its current level. About 4% of Perimeter commuters either carpooled or vanpooled to work at least one day per week at the time of the survey (Figure 9). But as was the case for transit, use of these modes could be much higher; 10% of respondents who did not carpool or vanpool said, taking their work schedules and personal needs into consideration, they would be able to carpool or vanpool to work at least one day per week and 11% would be able to carpool or vanpool occasionally, but less than one day per week.

Figure 9: Current and Potential Carpool/Vanpool Use (n = 387)



The most common barrier to carpooling/vanpooling, named by 59% of non-users, was that it would not be compatible with their work schedule. This most likely reflects respondents whose work hours or workdays vary across the week. About 29% said carpooling or vanpooling would take too long, compared with their current type of transportation, and 25% did not know how to find a carpool or vanpool partner. Commuters also expressed barriers related to personal preferences and travel needs; 35% preferred their current methods of getting to work and 29% needed a vehicle for personal trips or for work travel.

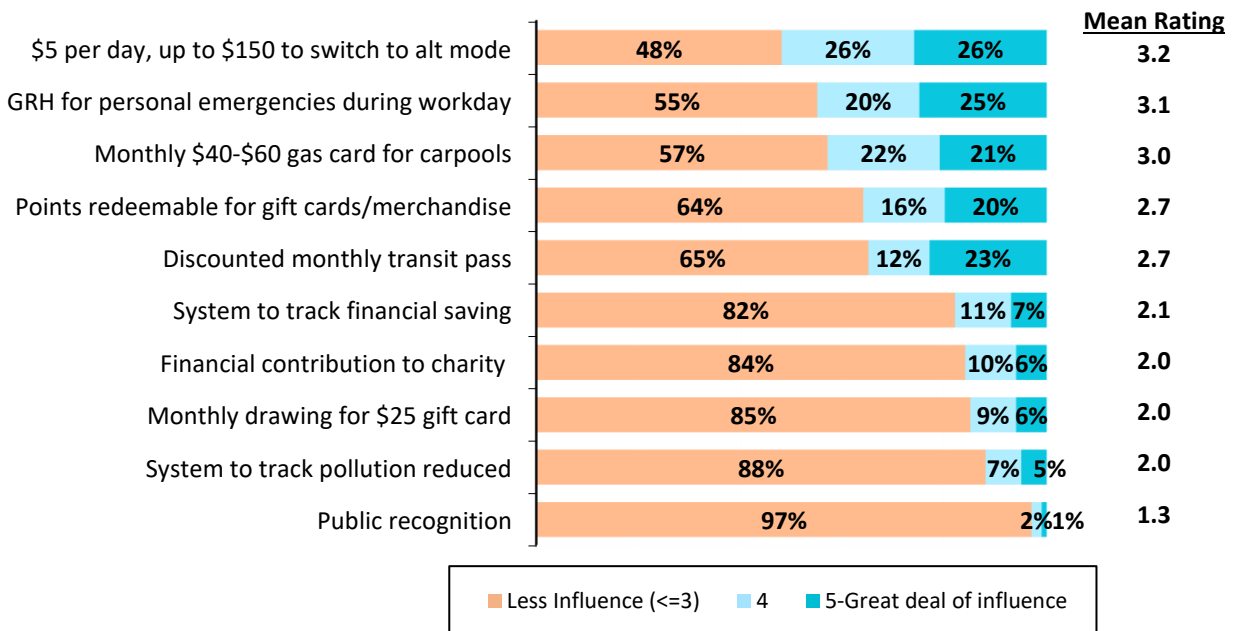


### What Would Encourage Greater Alternative Mode Use?

In choosing a travel mode, commuters consider many factors, including time, cost, convenience, and other factors. Commute services and benefits that make alternative modes more attractive can influence commuters who drive alone to shift to an alternative mode.

Many commuters who drove alone said a financial incentive would influence them to consider using an alternative mode (Figure 10). Over half (52%) of Perimeter commuters who were driving alone said a \$5 per day incentive would motivate them to start using an alternative mode, even if the incentive ended after 30 days. Four in ten (43%) would be influenced to try carpooling by a monthly gas card given to the carpool members, 35% would be influenced to try transit by a discounted monthly transit pass, and 36% would consider alternative modes if they could accumulate points redeemable for gift cards or merchandise. A Guaranteed Ride Home program that provided transportation in the event of an emergency during the workday would motivate 45% of drive alone respondents to try an alternative mode.

Figure 10: Services and Benefits to Motivate Alternative Mode Use Among Non-users (n = 313)

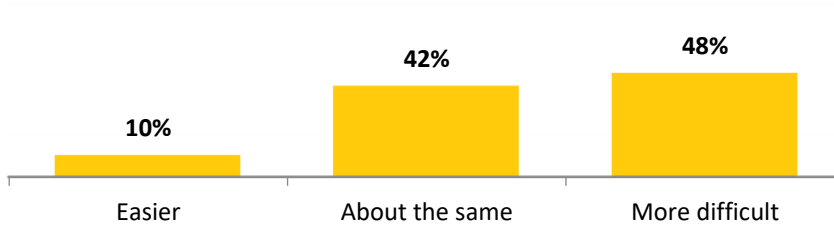


### Ease or Difficulty of Commute and Commuting as a Factor in Decisions to Move

One in ten (10%) Perimeter commuters said that their trip to work was easier than it had been one year ago and 42% said it was about the same (Figure 11). But nearly half (48%) of Perimeter commuters found their commute to be more difficult. Commuters who said their trip was easier primarily mentioned that it was faster (52%), less congested (39%), shorter distance (32%), or less stressful (26%). Commuters who had a more difficult commute overwhelmingly said their commute was more congested (91%) or was slower or took more time (80%). Half (50%) said the commute was more stressful and 51% reported a more difficult commute because there was construction activity along their route to work.



Figure 11: Ease or Difficulty of Commuting (n = 373)



### Commuting as a Factor in Work or Home Location Moves

Anecdotal reports suggest some commuters might move their residences and/or seek new jobs at least in part to make their commute easier or less costly. The RCS asked commuters if they had moved either their home or work in the past year and if they had, what commute, residential, and job factors they had considered in the move. Three in ten (29%) Perimeter commuters had changed either their home or work location in the past year; 22% said they changed their work location, suggesting some of these commuters might be new to the Perimeter area.

One-third (33%) said their expected commute at the new location was a factor they considered in their decision about the move. Three in ten (29%) considered the length or distance of their new commute and 22% thought about the commute ease or difficulty. One in ten (13%) factored the cost of the commute into their decision and 3% considered the travel options that would be available at the new location.

Forty-three percent had considered residential factors, such as the cost or size of housing or neighborhood amenities that would be available in the new area. Seven in ten (71%) considered job factors, such as income, job satisfaction, or career advancement. But commute factors were on a par with other factors for many Perimeter commuters who moved. Eight in ten said commuting factors were either more important than (29%) or at least as important as (51%) other factors in their decisions.

## Mode Choice Decision Factors and Benefits of Alternative Modes

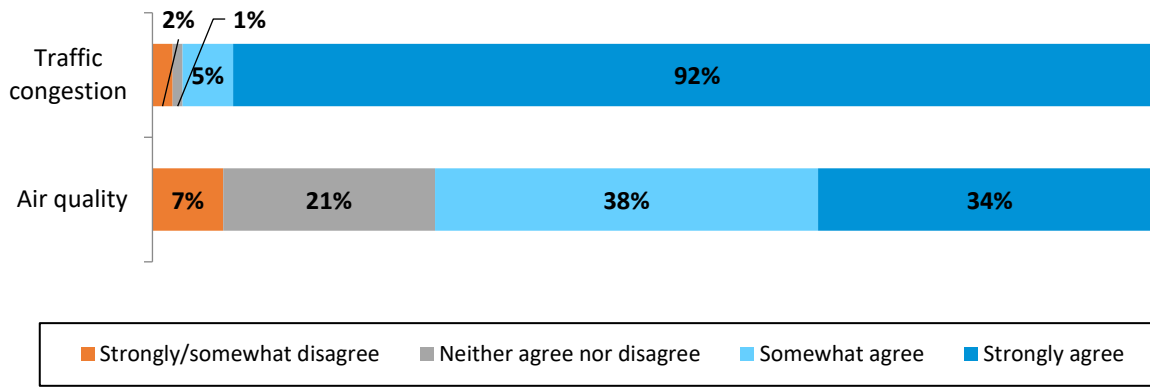
### Concern for Traffic Congestion and Air Quality

Nearly all (97%) Perimeter commuters said they agreed with the statement that traffic congestion is a serious problem in the Atlanta area; 92% said they strongly agreed. By contrast, only 72% agreed that air quality is a serious problem in the Atlanta area, with only 34% saying they strongly agreed (Figure 12).

These results were very similar to those for the region as a whole. Region-wide, 97% said that traffic congestion is a serious problem and 76% said that air quality is a serious problem.



Figure 12: Perceptions of Seriousness of Traffic Congestion and Air Quality in Atlanta Region (n = 375)



**Relative Influence of Travel Attributes in Choosing a Commute Mode**

When considering the travel attributes that influence their choice of type of transportation to get to work, Perimeter commuters rated three factors as particularly influential: dependability of the mode, total time to make the trip, and flexibility in when you travel. More than two-thirds of Perimeter commuters rated these factors as a “5” on a scale of 1 to 5, where “5” meant the attribute had a “great deal” of influence. These three attributes received average ratings of 4.7, 4.6, and 4.5, respectively (Table 2).

Table 2: Influence of Travel Attributes on Commute Mode Decisions  
Mean Rating on 5-Point Scale (5 = Great deal of Influence) (n = 377)

Travel Attribute	Perimeter % Rating Influence a 5	Perimeter Mean Rating	Regional Mean Rating	Perimeter vs Region
Dependability	79%	4.7	4.6	+ 0.1
Total time to make the trip	72%	4.6	4.4	+ 0.2
Flexibility in when you travel	69%	4.5	4.4	+ 0.1
Avoiding travel stress	55%	4.2	4.2	0.0
Travel comfort	49%	4.2	4.0	+ 0.2
Using travel time productively	37%	3.7	3.7	0.0
Cost of travel	34%	3.6	3.8	- 0.2

Note: The higher the number (closer to 5.0), the more influential that factor on a scale of 1 to 5.

The remaining four attributes were less influential to Perimeter commuters. Fifty-five percent gave a rating of 5 (great deal of influence) to avoiding travel stress (4.2 average rating) and half gave a very high rating for personal travel comfort (4.2). But only about one-third felt strongly about the opportunity to use travel time productively and the cost of travel; these attributes had average ratings of less than 4.0. The average ratings for Perimeter commuters did not differ substantially from the scores across the region, except that Perimeter commuters gave total time and travel comfort slightly higher overall ratings than did commuters region-wide and were less concerned with the cost of travel than were commuters overall.



## Perception of Societal and Personal Benefits of Alternative Mode Use

The RCS asked commuters if and how society or a community benefits when commuters use alternative modes for commuting. While some Perimeter commuters were not sure what benefits society gains, 62% cited at least one societal benefit. The most common included less traffic, noted by 53%, reduced air pollution, cited by 34%, and less stress or road rage (7%).

Commuters who used alternative modes were asked what benefits they personally received from use of these modes. Almost nine in ten (86%) Perimeter alternative mode commuters said they benefitted personally. The most common personal benefit was avoiding stress, named by 44% of alternative mode commuters. Sizeable shares of commuters also mentioned saving money (28%), using travel time productively (26%), getting exercise (15%), having a faster commute (13%), and avoiding traffic congestion (12%).

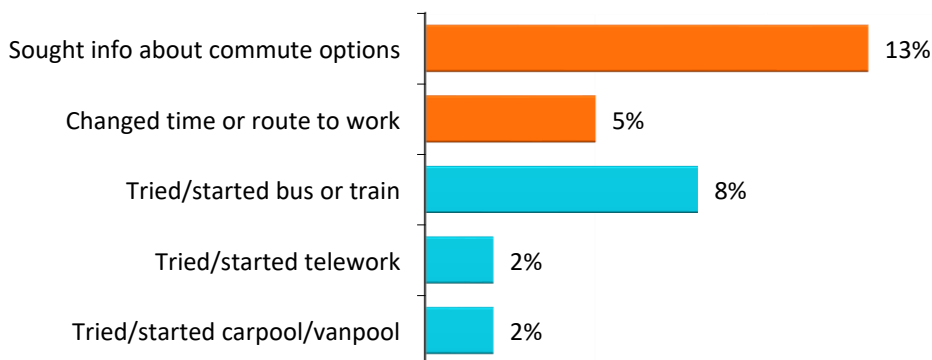
## Awareness of Transportation and Commute Information Messaging

The RCS also examined commuters' responses to recent messaging and reports about transportation. About one-third (36%) of Perimeter commuters recalled seeing or hearing advertising or news reports about transportation in the Atlanta region in the year prior to the survey. Most cited traditional mass media sources: 46% said they heard the messages on the radio, 19% said the source was television, and 19% mentioned a roadside billboard. But a notable share cited digital media sources, such as social media (23%), employer intranet (15%), email (14%), websites (11%), and Pandora or Waze (10%).

About half (49%) of commuters who had heard or seen messaging could recall the specific topic. The most common messages that commuters recalled related to reports about regional transportation infrastructure, appeals to use alternative modes, and information about commute resources that were available in the region. Twelve percent recalled a general message about *expanding transit in the region* or a specific message to *vote for MARTA expansion*. One in ten (8%) commuters recalled a message to *consider or try using a carpool, vanpool, or public transit* and 12% recalled commute options that might be available to them. Four percent had heard a message about a financial subsidy offered to alternative mode users.

Transportation messaging encouraged some commuters to try alternative travel options. One-quarter (26%) of Perimeter commuters who recalled specific transportation messaging took an action to try to change how they traveled around the Atlanta region after seeing or hearing the messages (Figure 13).

Figure 13: Travel Change Actions Taken After Hearing/Seeing Transportation Messaging (n = 119 commuters who recalled messaging; multiple responses permitted)



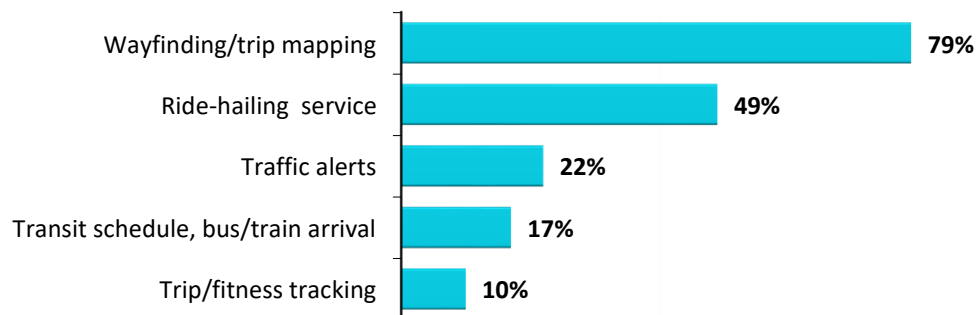
Ten percent of the commuters who recalled messages tried or started using one or more alternative modes, such as public transit, carpool/vanpool, or telework. This represented about 6,800 of commuters who worked in the Perimeter area. About 13% sought more information on commuting options or services that were available in the region and 5% changed the time they traveled to work or the route they used, perhaps to use transit or to avoid congested times and routes.

### Use of Trip/Travel Information Applications

Region-wide, 84% of Atlanta commuters used smartphones and other mobile devices to access travel information before they started a trip and/or to make travel changes in real time while they were on their way. Use of these applications was slightly higher among Perimeter commuters; 89% said they used at least one such application.

The most common application was for wayfinding or mapping applications, such as Google maps and Waze; 79% of Perimeter commuters had used this type of application (Figure 14). Half (49%) had used an application for a ride-hail service such as Uber or Lyft. Two in ten (22%) had used traffic alerts delivered via text message or other means and 17% had used an application that tracked transit schedules or provided “next bus/train” information on arrival time and. Ten percent had used a trip or fitness tracking application.

*Figure 14: Travel/Trip Information Applications – Percent of Commuters Using in 2019 (n = 398; multiple responses permitted)*



## Awareness and Use of Regional and TMA Commute Assistance Resources

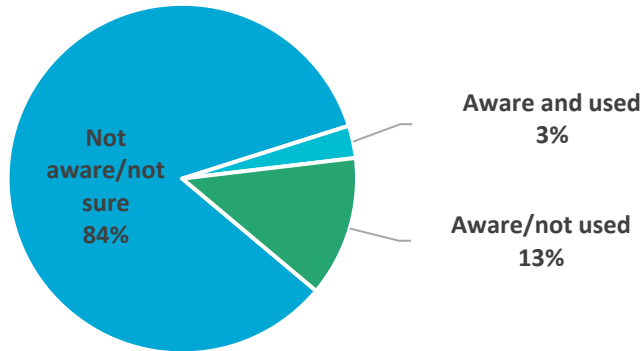
Commuters in the Atlanta region have access to many organizations and services that help with finding travel options for commuting, but many respondents were not aware of them. When asked about such organizations, without naming any organization names, 37% of Perimeter commuters said they knew or had heard that such an organization existed. One in ten (12%) could name a specific organization; they named more than 15 organizations.

### Georgia Commute Options

When asked in a prompted follow-up question specifically about Georgia Commute Options (GCO), the organization that provides and coordinates commuter services in the region, 16% said they had heard of GCO (Figure 15). About two in ten (19%) Perimeter commuters who knew of GCO had used a GCO service; these commuters represented 3% of all Perimeter commuters.

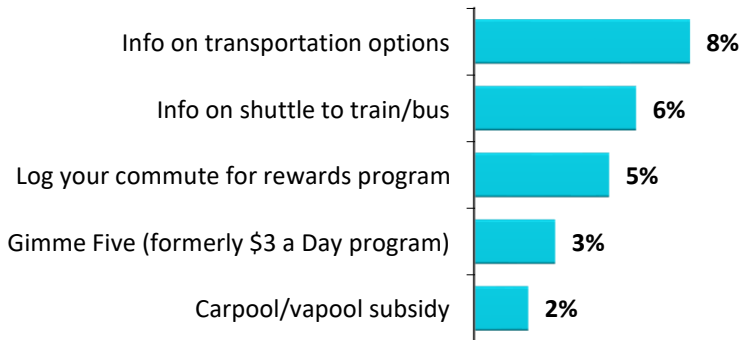


Figure 15: Summary of Awareness and Use of Georgia Commute Options (n = 372)



The top GCO service noted by commuters was information on transportation options the commuter could use; 8% of Perimeter commuters who knew of GCO had used this service (Figure 16). Six percent obtained information on shuttle buses to MARTA or other locations and 5% had used the program that provides financial rewards to commuters who log clean commute trip. Three percent used the “Gimme Five” rewards program, which offered \$5 for each day a drive alone commuters switched to an alternative mode and 2% had obtained a carpool or vanpool subsidy.

Figure 16: Georgia Commute Options Services Used – Among Commuters who Knew of GCO (n = 70, multiple responses permitted)

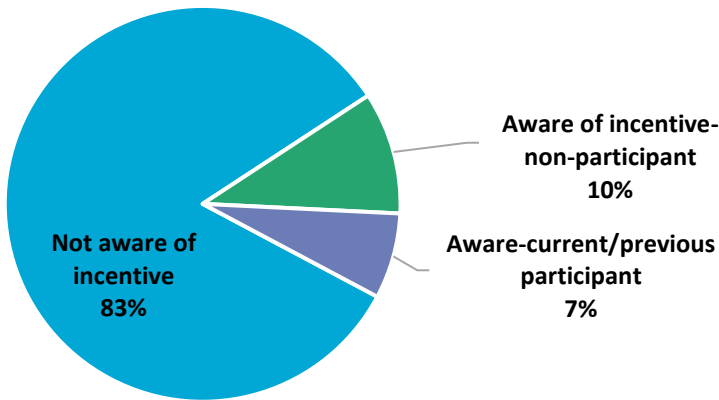


Georgia Commute Options also administers several financial incentive programs for commuters in the region. When asked about their awareness of these programs, 17% of Perimeter commuters had heard of at least one of the seven GCO financial incentives that are now or were previously offered to encourage commuters to start using alternative modes for commuting. The most widely known was the regional Guaranteed Ride Home program, which provides transportation to transit, carpool, and vanpool riders who have an emergency during the workday; 10% of all Perimeter commuters knew of this service. Smaller shares of commuters knew of each of the other incentives listed: Carpool Rewards (6%), \$25 Prizes (5%), Gimme Five (2%), \$40/\$60 Gas Cards (4%), \$3 A Day program (3%), and Commuter Prizes (2%).

More than four in ten Perimeter commuters who had heard of any of the incentives said they currently (16%) or previously (27%) participated in one of the programs. These commuters represented about 7% of all commuters in the Perimeter area (Figure 17).



Figure 17: Awareness and Participation in Regional Financial Incentives Programs (n = 399)



The primary reasons cited by Perimeter commuters who knew of the incentives but who had not participated was that they had childcare or other scheduling issues; 29% of non-participants mentioned this reason. Other reasons related to personal travel needs or situations, such as needing a car for work (16%). One in ten (13%) said they did not need it or that the program did not apply to their situations and 12% said they were not eligible, perhaps because they could not use an alternative mode. Five percent said they liked their current travel mode or were otherwise just not interested. A very small percentage mentioned a program rule as an impediment, such as finding the application too cumbersome to complete (3%) and feeling that the award or incentive was not sufficiently motivating (6%).

#### TMA Awareness and Use

The survey also asked commuters if they had heard of the TMA organization that served the area where they worked. One in ten (13%) commuters who worked in the Perimeter Connects service area had heard of the organization. Fourteen percent of those who knew of the organization had used its services. This level of name awareness was fairly consistent with that for other TMAs in the region.

### Employer Commute Assistance

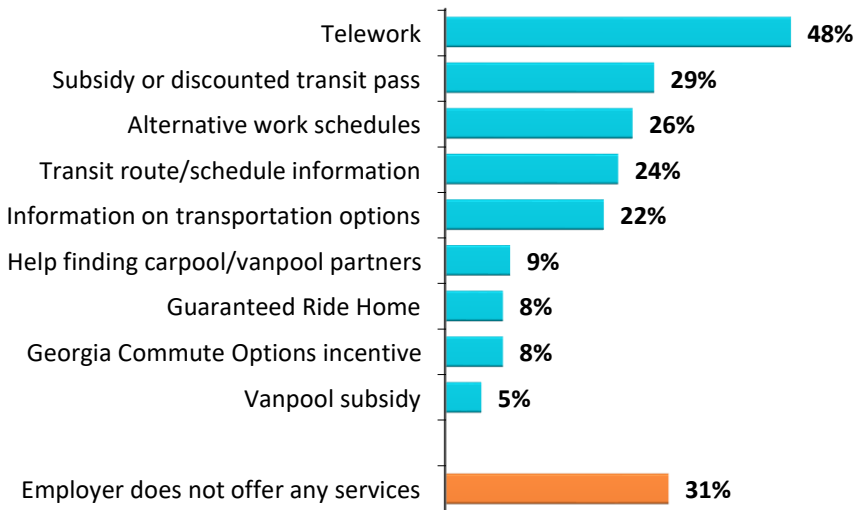
Region-wide, 82% of workers said they had free parking at work. Among Perimeter area workers, free parking was nearly universally available; 97% of Perimeter commuters said their employers offered free parking to all employees and 1% said their employers did not provide free parking to all employees, but that they personally had free parking. Two percent of employees had to pay to park.

Nearly seven in ten (69%) Perimeter commuters said their employers offered one or more commute assistance services to employees at their worksites. This was well above the 57% of all regional commuters who reported having access to services.

Alternative work location and hours were very common alternative mode benefits or services offered by employers (Figure 18). Nearly half (48%) Perimeter commuters said their employers offered employees an opportunity to telework and 26% said their employers offered alternative work schedules. Another common benefit was a transit subsidy or discounted transit pass; 29% said they had access to this service. About one-quarter (24%) of commuters had access to transit route and schedule information and 22% said their employers offered general information on transportation options that were available in the area.

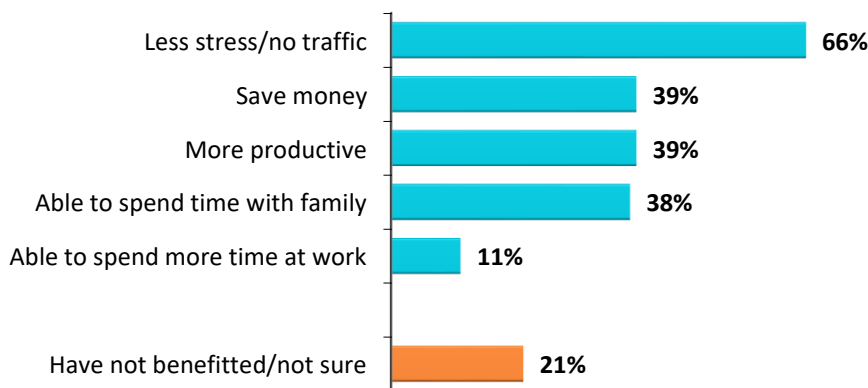


Figure 18: Percentage of Commuters with Commute Services at Work (n = 387, multiple responses permitted)



Seventy-six percent of Perimeter commuters who said their employers offered commute services had used one or more of the services and 79% of these commuters said they benefitted from using them. Two-thirds (66%) said they had less stress or avoided traffic and 39% said the services the employer provided helped them save money (Figure 19). Four in ten (39%) said they were more productive at work and 11% said they could spend more time at work, as a result of the services. Four in ten (38%) benefitted by spending more time with family.

Figure 19: Benefits of Using TDM Services (n = 216, multiple responses permitted)



Overall, three-quarters of Perimeter commuters said they felt it was somewhat important (25%) or very important (52%) for employees to have access to services that make it easier to carpool or ride transit to work. They also felt that employers had a role in providing these services; 21% said it was somewhat important for employers to offer these services and 56% said it was very important for employers to do so.



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## Appendix A Survey and Sampling Methodology

### Overview

The 2019 survey was conducted as a web-based survey of the 19 county ARC region. This component used an address-based sampling (ABS) method to select the sample of potential respondents, a postcard survey invitation sent through postal mail to selected addresses, and an Internet interview format for respondents to complete the survey. The survey was conducted with employed adult residents. The survey sample plan set a minimum target of 5,000 region-wide, with separate targets for individual jurisdictions in the study area. Due to higher-than-anticipated response to the Internet survey, a total of 5,100 interviews were completed for the survey. Upon completion of the interviews, responses were expanded to represent the commute patterns of residents in the counties that make up the ARC region.

The survey was designed to meet multiple objectives, including commute trend analysis and evaluation of Transportation Demand Management (TDM) services administered by ARC's Georgia Commute Options Program. Wherever possible, questions used in previous regional commute surveys (RCS) were replicated to allow for trend analysis.

### Questionnaire Design

The research team and ARC staff prepared the survey questionnaire. The 2019 RCS questionnaire was based on the questionnaire used in the 2014 RCS survey. Wherever possible, the study team retained the 2014 questions to allow trend analysis, but changes were made when the revisions were expected to add substantially to the accuracy of the data or to update question or response language for 2019. A small number of questions were deleted from the 2014 survey to make room for new questions of current topical interest, such as use of ride-hailing services, and trip/travel information applications.

The research team developed an online questionnaire using Voxco's Computer Aided Web Interviewing (CAWI) software. The online questionnaire was thoroughly tested by the research team and ARC staff to ensure correct programming. When the questionnaire was finalized, it was translated into Spanish. The Spanish version of the questionnaire was made available to respondents by a toggle switch in the introduction to the online survey. To answer any queries regarding the survey, provision was made for contacting the research team to answer any concerns or questions regarding the survey.

### Sample Areas and Sampling Methodology

The survey was conducted using a random selection of residents of the 19 counties in the ARC region. Eligible respondents were at least 18 years old, employed, and living within the study area. The research team set a minimum target of 50 completions for each of the 19 jurisdictions, with a total across the region of 4,814. The final jurisdiction targets were broken down by two sub-regions:

- Inner Core area (Clayton, Cobb, DeKalb, Fulton, and Gwinnett) – Minimum of 300 completed interviews in each of these jurisdictions, for a minimum sub-region total of 3,100
- Outer area (NE (Barrow, Forsyth), NW (Bartow, Cherokee, Paulding), SE (Henry, Newton, Rockdale, Spalding, Walton), SW (Carroll, Coweta, Douglas, Fayette)) – Minimum of 300 completed interviews in each of these jurisdictions, for a minimum sub-region total of 1,714

Conservatively, the intended sample size of 4,814 completed surveys represented the same number of completed surveys from the 2014 RCS. The intent for doing so was to ensure that a minimum the research



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team met the targets from the 2014 RCS. The final number of completed valid surveys were 5,100. This represented an increase of six percent in the number of completed surveys.

In addition to breaking it down by residence counties, the research team also took workplace into account (from the LEHD) and developed survey completion requirements for each of the TMAs as well as work destinations outside the TMAs. This was done to identify the minimum viable number of completions for each TMA and ensure that sample selection process was able to meet the same.

### Internet Survey

Potential Internet survey respondents were requested to participate in the survey through a postcard, sent through the U.S. mail service. The postcard described the survey and requested their participation, provided the URL address for the survey website and two entry passwords. The postcard also informed residents that ARC was offering a drawing for fifty \$250.00 Amazon gift cards to residents completed the survey.

To achieve a balanced sample of responses throughout the region as well as to meet the jurisdictional targets, the consultants used an address-based method to select a random sample of households to receive the survey invitation. The address-based list included both physical mailing addresses and post-office box addresses for residents who receive their mail at central post office locations. Household addresses were chosen randomly by jurisdiction from the ABS database maintained by Marketing Systems Group (MSG). The total number of addresses needed was determined by dividing the desired final sample by the anticipated response rate of two percent. The survey was conducted in three waves along with a pilot survey. The pilot survey was conducted with a postcard mailing of 10,000. Wave 1 was the main survey with a postcard mailing of 150,000 and Wave 3 with a postcard mailing of 150,000.

Between the first and the third wave, wave 2 was conducted. As part of wave 2, residents of the region who had participated in the 2017 National Household Travel Survey (NHTS) Georgia add-on and agreed to participate in future data collection efforts were contacted via email and invited to participate in the internet survey. The participation of these respondents helped achieve the survey targets.

### Survey Administration

Preparation for the Internet survey included design and printing of high-quality, two-color 4.25" x 6" survey invitation postcards. The wording on the postcards invited employed persons 18 years of age or older to participate in the survey by accessing the survey website link, [www.RegionalCommuterSurvey.com](http://www.RegionalCommuterSurvey.com) and entering one of the two passwords printed on the card. Two passwords were provided to permit two adults in the household to take the survey. The invitation to take the survey was also printed in Spanish. To reduce postal costs, ARC staff used its non-profit postal rates and arranged for printing and mailing of the postcards by a local firm.

Because response rates could differ by jurisdiction, the mailing of the Internet survey invitation was accomplished in two waves. An initial order of 149,350 postcards was mailed out on March 6, 2019. Based upon the sampling plan, 112,820 post cards were mailed to households in the Inner Core area; and 36,530 were mailed to the Outer area.

The pilot survey was conducted in 2018 which was a full-scale effort and involved mailing out 10,000 postcards. The results of the pilot survey resulted in 114 completed surveys which were included in the main survey.

The data collection period for Wave 1 began on March 7, 2019 and ended on March 31, 2019. On April 1, the first wave results were tallied and yielded 2,176 completed surveys. Although Wave 1 postcards cited



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March 31 as the survey end date, the survey website remained open throughout Wave 2, so Wave 1 respondents were able to complete surveys after March 31. An additional 61 Wave 1 respondents completed the survey, for a total of 2,237 Wave 1 surveys, and an overall response rate of 1.5 percent.

The Wave 2 respondents were contacted via email towards the end of March and invited to participate in the survey. Their responses kept coming over April and May leading to 130 completions.

Before purchasing addresses from MSG for Wave 3, the distribution of completed interviews from Wave #1 was analyzed to account for varying response rates by jurisdiction. The Wave 3 mailing would adjust the distribution of postcards mailed to increase the percentage of postcards sent to low-response areas and decrease the percentage sent to high-response areas. The Wave 1 response rates were used as an indicator of Wave 3 completion rates.

Wave 3 targets were set and a total of 149,554 unique, de-duplicated, addresses were purchased with a distribution of 99,720 to the Inner Core area, and 49,834 postcards to the Outer area. Wave 3 postcards were printed and distributed by postal mail on June 3rd. The Wave 3 data collection period extended from June 3, 2019 through June 30, 2019. By the Wave 3 cut-off date of June 30, a total of 2,619 interviews were completed for a Wave 3 response rate of 1.75 percent.

Wave 1 and Wave 3 combined produced 4,856 completed Internet interviews. On the postcard base of 316,928, this resulted in an overall response rate 1.62 percent. As noted earlier, to boost survey response rates, survey respondents were offered the opportunity to participate in a random drawing for one of fifty \$250 Amazon gift cards. Following each survey wave, 25 names were drawn from respondents who had completed the survey and agreed to participate in the gift card drawing. Each winner was emailed a gift card voucher.

## Weighting of the Survey Data

Because the jurisdiction-level samples were not collected proportionately, the internet survey results were expanded at the jurisdiction level to match counts of employed residents in each sample jurisdictions. The results also were adjusted to align survey results to known race/ethnicity and age distributions. The age distribution in the 2019 survey over-represented older respondents and under-represented young respondents.

Population statistics from the U.S. Census Bureau's American Community Survey (ACS) for combinations of employment status, race/ethnicity, and age by jurisdiction were used to calculate expansion values for each jurisdiction in the survey sample. Age categories included 18-34 years, 35-44 years, 45-54 years, and 55 years and older. Race/ethnicity categories included Hispanic, Non-Hispanic Black, Non-Hispanic White, and Other. Details of the weighting/expansion process are found in Appendix B.



## Appendix B Survey Data Weighting and Expansion

The 2019 RCS Survey was conducted using an address-based sample (ABS), distributed to residential addresses in the 19 county ARC area. Survey responses were expanded numerically by jurisdiction-level expansion factors to align them with published employment, race/ethnicity and age group statistics for the region and individual jurisdictions in the study area. The procedure for the expansion is detailed below.

The first step in the expansion process was to align the counts of persons interviewed in each jurisdiction with the total number of employed persons in those jurisdictions. Table 0.1 shows the number of employed workers living in each of the 9 areas and the number of employed persons interviewed. These figures were used in computing the initial expansion factors applied to each survey response. The U.S. Census American Community Survey (ACS) data were used to calculate the expansion factor of employed persons by race/ethnicity and by age group. Dividing the ACS estimate for employed residents by the number of interviews yields the expansion factor by jurisdiction. These factors were then applied to each survey response, allowing the survey results to be expanded to the employment totals for each of the 9 regions.

**Table 0.1** Estimate of Workers by Survey Area and Expansion Factors

Region	Estimated Employed Workers Total from 2013 – 2017 ACS	Number of Employed Persons Surveyed	Initial Adjustment and Expansion Factors
Clayton	129,731	327	396.73
Cobb	402,521	628	640.96
DeKalb	375,922	750	501.23
Fulton	511,730	1,425	359.11
Gwinnett	478,832	519	922.61
NE	140,337	330	425.26
NW	245,347	356	689.18
SE	253,979	392	647.91
SW	240,419	373	644.55
Total	2,778,818	5,100	544.87

The research team carried out a series of chi-squared statistical analysis calculations to test the survey sample distribution for race/ethnicity and age groups against published statistics for these groupings. The majority of race/ethnicity and age distributions by jurisdictions were found to be significantly different when compared to the published ACS tables. Based upon these results, adjustments to account for race/ethnicity and age groups were added to the initial expansion factors applied to the survey results to expand the survey responses to the employed population of the region.



Three tables from ACS were used for the development of expansion factors: Tables B01001, B23002, and C23002. Table B01001 contained more complete information for all jurisdiction residents by race/ethnicity and by age groups for persons 18 year of age and older, however not by employed persons. Table B23002 contained information for employed residents for persons 16 years of age and older, and race/ethnicity broken down by age groups, but some race/ethnicity groups were missing, and age categories were not completely broken down into the desired age groups. By using a third table, Table C23002, some missing data was infilled for race/ethnicity and age categories.

Using Table B01001 as the base, a percentage of employment was developed from Tables B23002 and C23002 for each race/ethnicity by age groups by jurisdiction and applied to Table B01001 counts. The resulting estimates of employment for residents 18 years of age and over by race/ethnicity were finalized and applied to the RCS responses. The final expansion factors are shown in Table B-2 below.

**Table 0.2 Race/Ethnicity and Age Weighting Factors by Survey Area**

<b>Region</b>	<b>Race</b>	<b>18 – 34</b>	<b>35 – 44</b>	<b>45 – 54</b>	<b>55+</b>
Clayton	African American	770.67	399.63	361.62	214.11
Cobb	African American	2,056.14	1,027.79	695.30	402.83
DeKalb	African American	2,056.14	766.58	674.08	501.96
Fulton	African American	1,087.99	617.06	586.59	401.87
Gwinnett	African American	2,056.14	1,087.38	827.18	573.29
NE	African American	750.33	247.56	274.29	169.67
NW	African American	2,056.14	1,526.00	505.29	630.17
SE	African American	1,378.56	707.71	566.27	366.70
SW	African American	2,056.14	623.54	954.71	360.71
Clayton	Hispanic	2,361.37	1,934.08	1,061.56	721.22
Cobb	Hispanic	2,361.37	1,934.08	1,061.56	721.22
DeKalb	Hispanic	2,361.37	1,934.08	1,061.56	721.22
Fulton	Hispanic	979.63	748.71	434.38	317.09
Gwinnett	Hispanic	2,361.37	1,934.08	1,061.56	721.22
NE	Hispanic	2,361.37	1,934.08	1,061.56	721.22
NW	Hispanic	2,361.37	1,934.08	1,061.56	721.22
SE	Hispanic	2,361.37	1,934.08	1,061.56	721.22
SW	Hispanic	2,361.37	1,934.08	1,061.56	721.22
Clayton	Other	2,420.24	673.67	1,072.00	1,283.50
Cobb	Other	1,430.77	1,334.60	805.64	502.90
DeKalb	Other	1,120.47	620.00	449.93	374.20



Region	Race	18 – 34	35 – 44	45 – 54	55+
Fulton	Other	637.78	363.41	437.69	245.96
Gwinnett	Other	2,420.24	1,967.69	1,108.00	979.80
NE	Other	2,420.24	482.57	371.11	233.71
NW	Other	2,420.24		362.71	266.00
SE	Other	2,420.24	539.17	1,471.00	505.60
SW	Other	2,420.24	1,967.69	1,211.67	264.00
Clayton	White	592.17	165.54	189.31	144.06
Cobb	White	1,004.43	529.35	480.33	292.24
DeKalb	White	470.41	338.32	294.40	191.09
Fulton	White	332.89	278.81	264.36	194.38
Gwinnett	White	1,142.30	827.40	746.66	356.46
NE	White	933.03	526.50	374.11	237.69
NW	White	1,465.68	799.55	620.95	367.26
SE	White	1,600.26	1,137.00	814.84	376.90
SW	White	1,600.26	725.75	632.16	307.22



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## Appendix C      Survey Questionnaire

Following are the questions asked in the 2019 Regional Commute Survey. For simplicity of presentation, this appendix excludes most question response lists, and the detailed instructions provided to the survey programmer for online programming of the questionnaire. Readers who desire a complete copy of the questionnaire may obtain it upon request from ARC.

### Atlanta Regional Commute Survey Questionnaire – Internet Version – FINAL

**Note: Programming instructions have been removed for ease of review**

#### QUALIFICATION AND CATEGORIZATION SCREENERS

- S1      Are you an employed person who is 18 years of age or older? By employed, we mean a wage or salaried employee, military, or self-employed.
- S3      Which of the following best describes your employment status? If you work more than one job, please respond for your primary job. (Employed full-time, employed part-time, not employed, other, don't know)
- S4A    What is your home zip code?
- S5      In what county do you live?
- S6      What is your zip code at work? If you work in multiple locations, please report the zip code where you work most days.
- S7      And, which of the following best describes the area where you work?

#### WORK SCHEDULE AND WORK DAYS

- 1      First, in a TYPICAL week, how many days are you assigned to work?
- 1a     How many of those days are weekdays (Monday-Friday)?
- 2      And in a typical week, how many of those days do you commute to a work location outside your HOME?

***IF Q2 = 0 (respondent does not work outside the home any days), ASK Q3-Q3B***

- 3      To clarify, you work at home every day you work. Is that right?
- 3a     In a typical week, how many days do you commute to a work location outside your HOME?
- 3b     Which of the following best describes your work situation? (self-employed, work at home, telework)
  
- 6a     Which of the following best reflects your work schedule?

#### TELEWORK

- 7      Next, please answer a few questions about telework. For purposes of this survey, telework means working a regular work day at home for the entire work day, instead of traveling to your regular work place. Based on this definition, do you telework, even if only occasionally?

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***IF respondent teleworks, ASK Q8- Q10***

- 8 How often do you usually telework?
- 10 Does your employer have a formal teleworking program at your workplace or do you telework under an informal arrangement between you and your supervisor?

***IF respondent does not telework, ASK Q15- Q17***

- 15 Does your employer have a formal teleworking program at your workplace or permit employees to telework under an informal arrangement with the supervisor?
- 16 Considering your job responsibilities and assuming your employer would permit it, how often would you be able to work remotely at home or another location other than your main work place?
- 17 Would you be interested in teleworking?

**COMMUTE TRAVEL PATTERNS**

- 20 In a typical week, what type of transportation do you use on each of the weekdays (Monday-Friday) that you work? If your travel to work varies from week to week, report for travel for the MOST TYPICAL week. (Show mode list with check boxes for days of the week)

***IF respondent carools, ASK Q21 – Q23***

- 21 You said you typically carpool to work one or more days per week. Including yourself, how many people usually ride in your carpool?
- 22 Does your carpool include a family or household member 16 years or older AND/OR a co-worker?
- 23 Did you use any carpool ridematch service to find a current carpool partner?

***IF respondent vanpools, ASK Q25***

- 25 You said you typically vanpool to work. Including yourself, how many people usually ride in your vanpool?

***IF respondent uses any of carpool, vanpool, transit, ASK Q27 – Q27a***

- 27 How do you typically get from home to where you meet your carpool, vanpool, bus, or train (FROM Q20)?
- 27a How many miles is it one way from your home to where you meet your carpool, vanpool, bus, or train <Q20 MODE>?
- 28 How many miles is it one-way from your home to your usual work location?
- 29 How many minutes does it typically take to make this trip from home to work?

**MODE DURATION, RECENT CHANGES, AND COMMUTE MOTIVATIONS**

- 30 How long have you been using the types or types of transportation shown below to get to work? [Q20 MODE: *driving alone, carpooling, vanpooling, riding an express bus, riding a local bus, riding a MARTA train, walking, bicycling, riding in a taxi/Uber/Lyft*]

***IF respondent started using any alternative mode within the past 3 years, ASK Q31 – Q33***

- 31 What prompted you to start using <Q30 RECENT AM: carpool, vanpool, bus, MARTA, walk, or bike> for your trip to work?

- 
- 32 Did you receive any of the following information or service from your employer or from an organization that provides commute assistance to help you start <Q30 RECENT alt mode: carpooling, vanpooling, riding a bus, riding MARTA, walking, or biking>?
- 33 Before starting to [RECENT alt mode: carpool, vanpool, ride an express bus, ride a local bus, ride a MARTA train, walk, bicycle] to work, what type or types of transportation were you using to get to work?

***IF respondent does not use bus/train now, ASK Q40***

- 40 You didn't mention using bus or train. Do any of the following transit operators offer service you could use for this trip? (Commuter Bus, Local Bus, MARTA train)

***IF respondent does not use bus/train now, ASK Q40a***

- 40a Considering your work and personal schedules, how often might you be able to use a bus or train to get to work?
- 40a What reasons keep you from using a bus or train for your trip to work?

***IF respondent DOES not use carpool and/or vanpool, ASK Q42a and 42b***

- 42a You didn't mention using a carpool or vanpool to get to work. Considering your work and personal schedules, how often might you be able to one of these options to get to work?
- 42b What reasons keep you from using a carpool or vanpool for your trip to work?

***IF respondent uses an alternative mode Less than 2 days per week, ASK Q44***

- 44 The table below shows several benefits that might encourage or assist you to use transportation options other than driving alone for your trip to work. Using a scale from 1 to 5, please indicate how much each service would influence you to try another type of transportation. (e.g., discounted monthly transit pass, public recognition, etc)
- 45 Next, please provide your opinions on some transportation issues. First, would you say your trip to work is easier, more difficult, or about the same now as it was one year ago?

***IF commute is easier or more difficult, ASK Q46 or Q47 (as appropriate)***

- 46 In what way is it easier?
- 47 In what way is it more difficult?
- 47a In the past year, have you changed either your work or home location?

***IF respondent moved, ASK Q47b - Q47d***

- 47b Was your previous location also in the Atlanta metropolitan region or somewhere else?
- 47c What factors did you consider in your decision to make this work/home location change?
- 47d How important to your decision was the length or ease of your commute compared with the other factors you just mentioned?
- 48 How strongly do you agree with the following statement: "Traffic congestion is a serious problem in the Atlanta area."
- 49 How strongly do you agree with the statement: "Air quality is a serious problem in the Atlanta area."

- 
- 50 How important is each of the following travel attributes to you in choosing the type of transportation you use to get to work. (e.g., cost of travel, travel comfort, total time, etc)
- 52 Next, consider the benefits of traveling by carpool, vanpool, bus, or train. What impact or benefit does a community or region receive when people use these types of transportation?

***IF respondent uses any alternative mode, ASK Q53***

- 53 You said you [bicycle, walk, carpool, vanpool, ride public transportation] to work some days. What benefits have you personally received from traveling to work this way?

**COMMUNICATIONS / AD MESSAGE AWARENESS**

- 55 Next, do you recall seeing or hearing any advertising or news reports in the Atlanta region in the past year about transportation services or information that could assist you with your travel to and from work?

***IF respondent recalls any advertising/news report, ASK Q55a – Q57***

- 55a Where did you hear or see the advertising or news report?
- 56 What did the advertising or news report say, or what messages do you recall?
- 57 After seeing or hearing this ad or news report, did you take any of the following actions to try to change how you travel around the Atlanta area? (list of actions including seeking information and trying/starting use of alternative modes).
- 60 Do you know of any programs, organizations, phone numbers, or websites in the Atlanta region that provide information or resources to help with travel to work? (if yes, please specify name)
- 62 Do you know of any programs in the Atlanta region that offer financial incentives to commuters who carpool, vanpool, ride a train or bus, or walk or bicycle to work? ? (if yes, please specify name)
- 63a Have you heard of any of the following incentive programs? (list of past and current programs)

***IF respondent knows of any of the incentive programs in Q63a, ASK Q63b***

- 63b Are you currently participating or did you previously participate in any of these programs?

***IF respondent knows incentive program and did not participate, ASK Q63c***

- 63c You said you were aware of these programs but never participated. For what reasons didn't you participate?
- 66 Have you heard of a program in the Atlanta region called Georgia Commute Options or GCO?

***IF respondent knows of GCO, ASK Q67***

- 67 How did you learn about Georgia Commute Options?
- 69 Have you used any services from Georgia Commute Options?

***IF respondent used GCO services, ASK Q69a -Q70***

- 69a What services have you used from Georgia Commute Options?
- 70 Overall, how satisfied were you with the information and/or services you received?

***IF respondent was not satisfied with GCO services, ASK Q70a***

- 70a Why were you not satisfied?

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**ASK ALL RESPONDENTS ABOUT LOCAL TMA PROGRAMS IN HOME AND WORK AREAS – Q72**

72 Have you heard of an organization called <Q72 ORGANIZATION>, which provides transportation information and assistance in the area where you work?

***IF respondent knows local program, ASK Q73***

73 Have you used any services from this organization/program in the past year?

***IF respondent has used local program, ASK Q73a - Q74***

73a What services have you used from this organization/program?

74 Overall, how satisfied were you with the information and services you received?

***IF respondent has used regional OR local program, ASK Q75***

75 After using the transportation information or services you mentioned, did you take any of the following actions to try to change how you travel to work? (list of actions including seeking information and trying/starting use of alternative modes).

**EMPLOYER PROVIDED SERVICES**

80 Finally, please answer a few questions about commute services that your employer might make available to you. Does your employer make free on-site parking available to all employees at your worksite?

***IF employer does not offer free parking to all employees, ASK Q80a***

80a Does your employer make free on-site parking available to you?

***IF employer does not offer free parking to employees, ASK Q81***

81 Does your employer pay or reimburse part of your parking cost or do you or would you have to pay the entire cost if you drove to work?

83 Shown below are some other services or benefits that your employer might make available to help you with your commute. For each service, please indicate if: It is available and you have used it, It is available and you have NOT used it, It is NOT available (e.g., help finding a carpool/vanpool partner, transit route or schedule information, etc)

***IF respondent has used any employer service, ASK Q85***

85 In what ways have you benefited personally or professionally from using these services offered by your employer?

86 How important do you think it is for employees to have access to services and benefits that make it easier to carpool or ride transit to work?

86a How important do you think it is for employers to offer these types of services and benefits to their employees?

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## DEMOGRAPHICS

- 90a Which of the following social networking websites do you currently have an account with? (e.g., Facebook, Linked in, Instagram, etc)
- 90b Which of the following types of travel or trip applications have you used? (e.g., traffic alerts, ride-hailing apps, transit schedule, bus/arrival apps, etc)
- 91 In total, how many motor vehicles, in working condition, including automobiles, trucks, vans, and highway motorcycles are owned or leased by members of your household?
- 91a Including yourself, how many persons live in your home? Please count yourself, family and friends, and anyone who may be unrelated to you such as live-in housekeepers, roommates, or boarders.
- 91b Including yourself, how many household members are 18 or older?
- 91c Including yourself, how many household members are employed, either full-time or part-time?
- 92 What is your occupation?
- 93 For what type of employer do you work?
- 94 About how many employees work at your worksite?
- 95 In what year were you born?
- 96 Are you female or male?
- 97 Which one of the following best describes your racial background?
- 98 In 2017, was your approximate annual household income less than \$60,000 or \$60,000 or more?
- 98a/b Which category best represents your annual household income? (Detail on income category)

**END**

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## Appendix D      Survey Results Tables for Perimeter Connects

Appendix D provides expanded survey results for the 400 survey respondents who worked in the Perimeter Connects service area. Using the expansion and weighting procedures defined in Appendices A and B, results for these individual commuters were expanded to the total population of workers in the Perimeter Connects area. The “expanded frequency” counts and the “percentage” results presented in each table reflect the expanded populations. The “sample size n =” indicates the actual number of commuters who answered the question.

**Appendix D - 2019 RCS Data Tables for:**

**Perimeter Connects**

**S5. In what county do you live?**

S5. Home location	Expanded Frequency (Count)	Percentage
1 Barrow	238	0.1%
2 Bartow	621	0.3%
3 Carroll	361	0.2%
4 Cherokee	14249	6.5%
5 Clayton	4606	2.1%
6 Cobb	34217	15.5%
7 Coweta	1358	0.6%
8 DeKalb	50447	22.9%
9 Douglas	3624	1.6%
10 Fayette	5335	2.4%
11 Forsyth	13814	6.3%
12 Fulton	49036	22.2%
13 Gwinnett	35314	16.0%
15 Henry	3645	1.7%
16 Newton	708	0.3%
17 Paulding	1378	0.6%
18 Rockdale	1451	0.7%
19 Spalding	0	0.0%
20 Walton	0	0.0%
Total	220401	100.0%
Sample size n =	400	

**S5. Survey sample group within the Region (home area)?**

S5. Home location - sample group	Expanded Frequency (Count)	Percentage
1 Core	173619	78.8%
2 NW (outside core)	16248	7.4%
3 NE (outside core)	14052	6.4%
4 SE (outside core)	5804	2.6%
5 SW (outside core)	10678	4.8%
Total	220401	100.0%
Sample size n =	400	

**Q1. In a typical week, how many days are you assigned to work?**

Q1. Days assigned to work	Expanded Frequency (Count)	Percentage
1 1 day	0	0.0%
2 2 days	292	0.1%
3 3 days	9806	4.4%
4 4 days	8785	4.0%
5 5 days	197908	89.8%
6 6 days	1496	0.7%
7 7 days	2113	1.0%
Total	220401	100.0%
Sample size n =	400	

**Q1a. How many of those days are weekdays (Monday-Friday)?**

	Expanded Frequency (Count)	Percentage
Q1a. M-F assigned to work		
1 1 day	0	0.0%
2 2 days	3966	1.8%
3 3 days	12203	5.6%
4 4 days	11688	5.3%
5 5 days	191529	87.3%
Total	219386	100.0%
Sample size n =	396	

**Q2. How many of those weekdays do you go to a work location outside your home?**

	Expanded Frequency (Count)	Percentage
Q2. M-F days work outside home		
1 1 day	2260	1.0%
2 2 days	7360	3.4%
3 3 days	21818	10.1%
4 4 days	33712	15.6%
5 5 days	150668	69.8%
Total	215819	100.0%
Sample size n =	387	

**Q6a. Grouped work schedule**

	Expanded Frequency (Count)	Percentage
Q6a. Work schedule - grouped		
1 Standard - 5+ days per week	192948	89.4%
2 Compressed schedule	10440	4.8%
3 Part-time	12491	5.8%
Total	215878	100.0%
Sample size n =	390	

94% Total full-time

**Telework Status**

	Expanded Frequency (Count)	Percentage
Q7/Q16/Q17. Telework status		
1 Current frequent (1+ day per week)	47282	22.4%
2 Current infrequent (Less than 1 day per week)	51221	24.2%
3 Current DK (Telework, unknown frequency)	2056	1.0%
TOTAL teleworkers	100559	47.6%
5 Incompatible job	53530	25.3%
6 Non teleworker, not interested in telework	8962	4.2%
7 Non-teleworker, interested in telework (potential TW)	42330	20.0%
9 Non-teleworker, DK if interested in telework	5886	2.8%
Total	211268	100.0%
Sample size n =	387	

**Q7. Do you telework, even if only occasionally?**

	Expanded Frequency (Count)	Percentage
Q7. Telework, even if only occasionally		
1 Yes	98829	45.3%
2 No	119142	54.7%
Total	217971	100.0%
Sample size n =	394	

**Q8. How often do you usually telework?**

	Expanded Frequency (Count)	Percentage
Q8. Telework frequency		
1 1 day per week	21606	21.5%
2 2 days per week	14409	14.3%
3 3 days per week	5478	5.4%
4 4 days per week	1395	1.4%
5 5 or more days per week	4395	4.4%
6 Less than 1 time per month	15866	15.8%
7 1-3 times per month	35355	35.2%
97 Other (specify)	2056	2.0%
Total	100559	100.0%
Sample size n =	205	

**Q10. Does your employer have a formal teleworking program at your workplace or do you telework under an informal arrangement between you and your supervisor?**

	Expanded Frequency (Count)	Percentage
Q10. Formal/informal TW - among teleworkers		
1 Formal program	37444	38.9%
2 Informal arrangement with supervisor	58713	61.1%
Total	96158	100.0%
Sample size n =	197	

**Q15. Does your employer have a formal teleworking program at your workplace or permit employees to telework under an informal arrangement with the supervisor?**

	Expanded Frequency (Count)	Percentage
Q15. Formal/informal TW - among non-teleworkers		
1 Formal program	16445	14.4%
2 Informal arrangement with supervisor	23446	20.5%
3 No telework program / telework not allowed	74405	65.1%
Total	114296	100.0%
Sample size n =	180	

**Q10/Q15. Formal TW program? (ALL commuters, both teleworkers and non-teleworkers)**

	Expanded Frequency (Count)	Percentage
Q10/Q15. Formal/informal TW (ALL commuters)		
1 Formal	53889	25.6%
2 Informal	82159	39.0%
3 No program	74405	35.4%
Total	210453	100.0%
Sample size n =	377	

65% Allow TW

**Q16. How often would you be able to work remotely at home or another location other than your main work place?**

	Expanded Frequency (Count)	Percentage
Q16. Possible telework frequency (non-TW)		
1 Never	54535	48.9%
2 Less than once per month	11616	10.4%
3 1-3 days per month	17061	15.3%
4 1-2 days per week	14166	12.7%
5 3 or more days per week	14097	12.6%
Total	111476	100.0%
Sample size n =	182	

**Q17. Would you be interested in teleworking?**

	Expanded Frequency (Count)	Percentage
Q8. Telework frequency		
1 Yes	42330	74.0%
2 No	8962	15.7%
88 Not sure	5886	10.3%
Total	57179	100.0%
Sample size n =	94	

**Q20. Mode - PERCENTAGE of weekly trips (INCLUDING TW/CWS)**

	Expanded Frequency (Count)	Percentage
Mode Split - Percentage of weekly commute trips (INCL TW/CWS)		
Compressed schedule (day off)	12119	1.1%
Telework	87101	8.2%
Drive alone	834715	78.2%
Taxi, Uber, Lyft	5802	0.5%
Carpool	29925	2.8%
Vanpool	4248	0.4%
Commuter express bus	9519	0.9%
Local bus	16006	1.5%
Train/rail	59014	5.5%
Walk	5600	0.5%
Bicycle	3611	0.3%
Other	0	0.0%
Total (weekly trips)	1067660	100.0%
Sample size n =	396	

**Q20. Mode - PERCENTAGE of weekly trips (EXCLUDING TW/CWS)**

Mode Split - Percentage of weekly commute trips (EXCL TW/CWS)	Expanded Frequency (Count)	Percentage
Drive alone	834715	86.2%
Taxi, Uber, Lyft	5802	0.6%
Carpool	29925	3.1%
Vanpool	4248	0.4%
Commuter express bus	9519	1.0%
Local bus	16006	1.7%
Train/rail	59014	6.1%
Walk	5600	0.6%
Bicycle	3611	0.4%
Other	0	0.0%
Total (weekly trips)	968440	100.0%
Sample size n =	396	

**Q20. Current Commute Days Use - CWS (days mode is used per week)**

Q20. Current Commute Days Use - CWS.	Expanded Frequency (Count)	Percentage
0	211974	96.6%
1	2705	1.2%
2	4707	2.1%
3	0	0.0%
4	0	0.0%
5	0	0.0%
Total	219386	100.0%
Sample size n =	396	

**Q20. Current Commute Days Use - Telework (days mode is used per week)**

Q20. Current Commute Days Use - Telework	Expanded Frequency (Count)	Percentage
0	173159	78.9%
1	21131	9.6%
2	16538	7.5%
3	4611	2.1%
4	674	0.3%
5	3273	1.5%
Total	219386	100.0%
Sample size n =	396	

**Q20. Current Commute Days Use - Drive Alone (days mode is used per week)**

Q20. Current Commute Days Use - Drive Alone	Expanded Frequency (Count)	Percentage
0	28077	12.8%
1	4957	2.3%
2	5966	2.7%
3	27516	12.5%
4	29072	13.3%
5	123798	56.4%
Total	219386	100.0%
Sample size n =	396	

**Q20. Current Commute Days Use - Taxi, Uber, Lyft (days mode is used per week)**

Q20. Current Commute Days Use - Taxi, Uber, Lyft	Expanded Frequency (Count)	Percentage
0	217452	99.1%
1	0	0.0%
2	0	0.0%
3	1934	0.9%
4	0	0.0%
5	0	0.0%
Total	219386	100.0%
Sample size n =	396	

**Q20. Current Commute Days Use - Carpool (days mode is used per week)**

Q20. Current Commute Days Use - Carpool	Expanded Frequency (Count)	Percentage
0	211587	96.4%
1	374	0.2%
2	1417	0.6%
3	696	0.3%
4	1931	0.9%
5	3381	1.5%
Total	219386	100.0%
Sample size n =	396	

**Q20. Current Commute Days Use - Vanpool (days mode is used per week)**

Q20. Current Commute Days Use - Vanpool	Expanded Frequency (Count)	Percentage
0	218324	99.5%
1	0	0.0%
2	0	0.0%
3	0	0.0%
4	1062	0.5%
5	0	0.0%
Total	219386	100.0%
Sample size n =	396	

**Q20. Current Commute Days Use - Commuter Express Bus (days mode is used per week)**

Q20. Current Commute Days Use - Commuter Express Bus	Expanded Frequency (Count)	Percentage
0	217348	99.1%
1	0	0.0%
2	0	0.0%
3	0	0.0%
4	666	0.3%
5	1371	0.6%
Total	219385	100.0%
Sample size n =	396	

**Q20. Current Commute Days Use - Local Bus (days mode is used per week)**

Q20. Current Commute Days Use - Local Bus	Expanded Frequency (Count)	Percentage
0	216024	98.5%
1	0	0.0%
2	0	0.0%
3	402	0.2%
4	0	0.0%
5	2960	1.3%
Total	219386	100.0%
Sample size n =	396	

**Q20. Current Commute Days Use - Train or Rail (days mode is used per week)**

Q20. Current Commute Days Use - Train or rail	Expanded Frequency (Count)	Percentage
0	202702	92.4%
1	1213	0.6%
2	3129	1.4%
3	2922	1.3%
4	4318	2.0%
5	5101	2.3%
Total	219385	100.0%
Sample size n =	396	

**Q20. Current Commute Days Use - Walk (days mode is used per week)**

Q20. Current Commute Days Use - Walk	Expanded Frequency (Count)	Percentage
0	218265	99.5%
1	0	0.0%
2	0	0.0%
3	0	0.0%
4	0	0.0%
5	1120	0.5%
Total	219385	100.0%
Sample size n =	396	

**Q20. Current Commute Days Use - Bike (days mode is used per week)**

Q20. Current Commute Days Use - Bike	Expanded Frequency (Count)	Percentage
0	216039	98.5%
1	3083	1.4%
2	264	0.1%
3	0	0.0%
4	0	0.0%
5	0	0.0%
Total	219386	100.0%
Sample size n =	396	

**Q20. Current Commute Days Use - Other Mode (days mode is used per week)**

Q20. Current Commute Days Use - Other Mode	Expanded Frequency (Count)	Percentage
0	219386	100.0%
1	0	0.0%
2	0	0.0%
3	0	0.0%
4	0	0.0%
5	0	0.0%
Total	219386	100.0%
Sample size n =	396	

**Q20. Current Commute Days Use - ALL Bus - Local and Express (days mode is used per week)**

Q20. Current Commute Days Use - ALL Bus (local and express)	Expanded Frequency (Count)	Percentage
0	213986	97.5%
1	0	0.0%
2	0	0.0%
3	402	0.2%
4	666	0.3%
5	4331	2.0%
Total	219385	100.0%
Sample size n =	396	

**Q20. Current Commute Days Use - Public Transit - ALL Bus/Train (days mode is used per week)**

Q20. Current Commute Days Use - Public Transit (ALL bus/train)	Expanded Frequency (Count)	Percentage
0	197302	89.9%
1	1213	0.6%
2	3129	1.4%
3	3324	1.5%
4	4984	2.3%
5	9432	4.3%
Total	219384	100.0%
Sample size n =	396	

**Q20. Current Commute Days Use - Self-employed Work at home (days mode is used per week)**

Q20. Current Commute Days Use - Self-employed, work at home	Expanded Frequency (Count)	Percentage
0	219091	99.9%
1	0	0.0%
2	0	0.0%
3	0	0.0%
4	0	0.0%
5	294	0.1%
Total	219385	100.0%
Sample size n =	396	

**Q20. Current Commute Days Use - Regular Weekdays Off (days mode is used per week)**

Q20. Current Commute Days Use - Regular Weekdays Off	Expanded Frequency (Count)	Percentage
0	200400	91.3%
1	10177	4.6%
2	8809	4.0%
3	0	0.0%
4	0	0.0%
5	0	0.0%
Total	219386	100.0%
Sample size n =	396	

**Q20. Current Primary Mode (Mode used most days of the week)**

Q20. Current primary mode	Expanded Frequency (Count)	Percentage
2 Telework	3890	1.8%
3 Drive Alone	185144	84.5%
15 Taxi, Uber, Lyft	1934	0.9%
4 Carpool	6619	3.0%
5 Vanpool	1062	0.5%
6 Commuter express bus	2037	0.9%
7 Local bus	3362	1.5%
8 Train or rail	13202	6.0%
9 Walk	1120	0.5%
10 Bicycle	721	0.3%
99 No Primary Mode	0	0.0%
Total	219091	100.0%
Sample size n =	395	

**Q20. Current Primary Alternative Mode - INCLUDING TW as alt mode**

Q20. Current primary alt mode (incl TW)	Expanded Frequency (Count)	Percentage
2 Telework	38806	17.7%
4 Carpool	7799	3.6%
5 Vanpool	1062	0.5%
6 Commuter express bus	2037	0.9%
7 Local bus	3362	1.5%
8 Train or rail	16684	7.6%
9 Walk	1120	0.5%
10 Bicycle	3347	1.5%
99 No Alternate Mode(s)	145168	66.2%
Total	219386	100.0%
Sample size n =	396	

**Q20. Current Primary Alternative Mode - EXCLUDING TW as an alt mode**

	Expanded Frequency (Count)	Percentage
Q20. Current primary alt mode (excl TW)		
4 Carpool	7799	3.6%
5 Vanpool	1062	0.5%
6 Commuter express bus	2037	0.9%
7 Local bus	3362	1.5%
8 Train or rail	16684	7.6%
9 Walk	1120	0.5%
10 Bicycle	3347	1.5%
99 No Alternate Mode(s)	183974	83.9%
Total	219386	100.0%
Sample size n =	396	

**Q20. Current Commute - Total Number of Alternative Mode Days**

	Expanded Frequency (Count)	Percentage
Q20. Total alt mode days (excluding TW)		
0	183974	83.9%
1	4670	2.1%
2	4811	2.2%
3	4021	1.8%
4	7976	3.6%
5	13933	6.4%
Total	219386	100.0%
Sample size n =	396	

3.61 Ave days

**Q20. Current Commute - Total Number of Alternative Mode Days -with TW as alt mode**

	Expanded Frequency (Count)	Percentage
Q20. Total alt mode days (including TW)		
0	145168	66.2%
1	19402	8.8%
2	18377	8.4%
3	8659	3.9%
4	6004	2.7%
5	21775	9.9%
Total	219386	100.0%
Sample size n =	396	

2.90 Ave days

**Q21. You said you typically carpool to work one+ days per week. Including yourself, how many people usually ride in your carpool?**

	Expanded Frequency (Count)	Percentage
Q21. Carpool occupancy		
2	6764	86.7%
3	696	8.9%
4	338	4.3%
5	0	0.0%
Total	7799	100.0%
Sample size n =	13	

2.18 Ave occupancy

Caution: Small sample

**Q27a. Alt Mode Access Distance (Grouped)**

	Expanded Frequency (Count)	Percentage
Q27a. Access dist to alt mode		
1 Less than 1 mile	2699	20.2%
2 1.0 – 2.9 miles	1912	14.3%
3 3.0 – 4.9 miles	1141	8.5%
4 5.0 - 9.9 miles	862	6.5%
5 10.0 - 14.9 miles	4956	37.1%
6 15.0 or more miles	1787	13.4%
Total	13357	100.0%
Sample size n =	25	

**Q28. Travel Distance (Grouped)**

	Expanded Frequency (Count)	Percentage
Q28. Travel Distance (Grouped)		
1 Less than 5 miles	15256	7.5%
2 5.0 - 9.9 miles	21791	10.7%
3 10.0 - 14.9 miles	32697	16.1%
4 15.0 – 19.9 miles	29064	14.3%
5 20.0 – 29.9 miles	66792	32.9%
6 30.0 – 39.9 miles	24295	12.0%
7 40.0 or more miles	13015	6.4%
Total	202910	100.0%
Mean	19.6	
Median	20.0	
Sample size n =	362	

**Q29. Travel Time (Grouped)**

	Expanded Frequency (Count)	Percentage
Q29. Travel Time (Grouped)		
1 1 - 10 minutes	6347	3.0%
2 11 - 20 minutes	23354	11.2%
3 21 - 30 minutes	22935	11.0%
4 31 - 45 minutes	60102	28.7%
5 46 - 60 minutes	54404	26.0%
6 61 + minutes	42213	20.2%
Total	209355	100.0%
Mean	48.3	
Median	45.0	
Sample size n =	373	

**Q31. Motivation for Using Alternate Modes (Grouped)**

	Expanded Frequency (Count)	Percentage
Q31. Motivations to start alt mode (Grouped)		
1 Work / home / personal changes	2656	11.8%
2 Cost / expense	5511	24.4%
3 No vehicle	2649	11.7%
4 Traffic, congestion, tired of driving	7557	33.4%
5 Convenient	2088	9.2%
6 Other personal	7427	32.9%
9 Other / DK	1576	7.0%
Total	22596	
Sample size n =	35	

Multiple responses permitted

**Q31. What prompted you to start [Q30Recent] for your trip to work?**

	Expanded Frequency (Count)	Percentage
Q31. What motivated use of alt mode		
1 Changed jobs/work hours, spouse started new job	264	1.2%
2 Moved to a different residence	1754	7.8%
3 Employer or worksite moved	638	2.8%
4 Save money	3010	13.3%
5 Reduce gas expense, high gas prices	2501	11.1%
6 Save time	2773	12.3%
7 Tired of driving	279	1.2%
8 Safety	0	0.0%
9 No vehicle available	2649	11.7%
12 Avoid congestion, traffic was worse	7278	32.2%
13 Always used	0	0.0%
14 Close to work or transportation pick up/ drop off location	3931	17.4%
15 Stress	724	3.2%
17 Convenient	2088	9.2%
20 Found carpool / vanpool partner	1202	5.3%
39 Word of mouth / recommendation	374	1.7%
40 Concerned about the environment, reduce carbon footprint	0	0.0%
41 Avoid construction	529	2.3%
42 Health/get exercise	0	0.0%
97 Other (specify)	0	0.0%
Total	22596	
Sample size n =	35	

Multiple responses permitted

**Q32. Received information to start/increase alt mode use**

	Expanded Frequency (Count)	Percentage
Q32. Received info to start alt mode		
1 Yes	12746	56.4%
2 No	9850	43.6%
Total	22596	100.0%
Sample size n =	35	

**Q33. Previously Used Alternate Mode-before current alt mode**

	Expanded Frequency (Count)	Percentage
Q33. Previous Used Alt Mode		
1 Yes	1784	9.7%
2 No-prev DA/TW/CWS only	15584	84.3%
3 Alt mode only type used - No other mode	1120	6.1%
Total	18489	100.0%
Sample size n =	30	

**Q40. Transit Available for Trip to Work?**

	Expanded Frequency (Count)	Percentage
Q40. Transit service available		
1 Bus Only	22698	11.7%
2 Train Only	19887	10.3%
3 Bus and train	21173	10.9%
4 No transit	105959	54.7%
5 DK Transit	24018	12.4%
Total	193735	100.0%
Sample size n =	347	

**Q40a. How often might you be able to use a bus or train to get to work? (Of commuters with transit available)**

	Expanded Frequency (Count)	Percentage
Q40a. Possible frequency of transit use (when transit is available)		
1 Never	29464	51.7%
2 Less than once per month	4617	8.1%
3 1 to 3 days per month	2364	4.2%
4 1 to 2 days per week	5684	10.0%
5 3 or more days per week	14810	26.0%
Total	56939	100.0%
Sample size n =	101	

**Q40/Q40a. Potential for Transit Use (Of ALL commuters)**

	Expanded Frequency (Count)	Percentage
Q40/40a. Potential for use of transit (Of ALL commuters)		
1 No Service	105959	50.7%
2 Use Now	22083	10.6%
3 Potential 1+ day/week	20494	9.8%
4 Potential less than 1 day/week	6981	3.3%
5 Never	29464	14.1%
9 Don't know	24018	11.5%
Total	208999	100.0%
Sample size n =	376	

**Q40b. Reasons for not using transit (Respondents with transit available)**

	Expanded Frequency (Count)	Percentage
Q40b. Reasons for not using transit (when transit is available)		
2 Transit too far from home/work	31931	50.1%
3 Have to transfer	16116	25.3%
4 Take too long, distance too far	37374	58.6%
5 Not compatible with work hours/schedule	17392	27.3%
6 Need car (for work, before/after work)	15161	23.8%
7 Prefer to drive, prefer current mode	16411	25.7%
8 Other	11228	17.6%
Total	63759	
Sample size n =	112	Multiple responses permitted

**Q42a. How often might you be able to use carpool or vanpool to get to work?**

	Expanded Frequency (Count)	Percentage
Q42a. Possible frequency of CP/VP		
1 Never	114888	71.5%
2 Less than once per month	17215	10.7%
3 1 to 3 days per month	5939	3.7%
4 1 to 2 days per week	10678	6.6%
5 3 or more days per week	12020	7.5%
Total	160740	100.0%
Sample size n =	304	

**Q42a. Potential for Carpool / Vanpool (Of ALL commuters)**

	Expanded Frequency (Count)	Percentage
Q42a. Potential for use of CP/VP (of ALL commuters)		
2 Use Now	8861	4.1%
3 Potential 1+ day/week	22699	10.5%
4 Potential less than 1 day/week	23154	10.7%
5 Never	114888	53.2%
9 Don't know	46218	21.4%
Total	215819	100.0%
Sample size n =	387	

**Q42b. Reasons for not using carpool/vanpool**

	Expanded Frequency (Count)	Percentage
Q42b. Reasons for not using CP/VP		
1 Cannot find partner(s)	49399	24.6%
2 Would cost too much	8478	4.2%
3 Live too close to work	16122	8.0%
4 Take too long/distance too far	57413	28.6%
5 Not compatible with work hours/schedule	118177	58.9%
6 Need car (for work, before/after work)	57239	28.5%
7 Prefer current mode/dont want to ride with strangers	70418	35.1%
8 Other	920	0.5%
Total	200772	
Sample size n =	365	Multiple responses permitted

**Q44. Benefit Influence Mode Choice - You could accumulate points redeemable for gift cards and merchandis**

Q44. Benefit influence - Accumulate points	Expanded Frequency (Count)	Percentage
1 1 - No influence	64324	36.4%
2 2	20539	11.6%
3 3	28307	16.0%
4 4	28894	16.3%
5 5 - A great deal of influence	34869	19.7%
Total	176932	100.0%
Sample size n =	319	

2.7 Ave rating

**Q44. Benefit Influence Mode Choice - Discounted monthly transit pass**

Q44. Benefit influence - Discount transit pass	Expanded Frequency (Count)	Percentage
1 1 - No influence	60177	34.1%
2 2	27361	15.5%
3 3	27324	15.5%
4 4	21567	12.2%
5 5 - A great deal of influence	40111	22.7%
Total	176540	100.0%
Sample size n =	320	

2.7 Ave rating

**Q44. Benefit Influence Mode Choice - Public recognition**

Q44. Benefit influence - Public recognition	Expanded Frequency (Count)	Percentage
1 1 - No influence	144399	81.6%
2 2	18866	10.7%
3 3	9907	5.6%
4 4	2861	1.6%
5 5 - A great deal of influence	1013	0.6%
Total	177047	100.0%
Sample size n =	317	

1.3 Ave rating

**Q44. Benefit Influence Mode Choice - GRH if you have a personal emergency during the workday.**

Q44. Benefit influence - Public recognition	Expanded Frequency (Count)	Percentage
1 1 - No influence	48690	27.3%
2 2	18336	10.3%
3 3	31037	17.4%
4 4	35365	19.8%
5 5 - A great deal of influence	44853	25.2%
Total	178281	100.0%
Sample size n =	322	

3.1 Ave rating

**Q44. Benefit Influence Mode Choice - Entry into a monthly drawing for \$25 gift card**

	Expanded Frequency (Count)	Percentage
Q44. Benefit influence - Monthly drawing		
1 1 - No influence	97896	54.2%
2 2	28729	15.9%
3 3	27583	15.3%
4 4	15650	8.7%
5 5 - A great deal of influence	10824	6.0%
Total	180682	100.0%
Sample size n =	324	

2.0 Ave rating

**Q44. Benefit Influence Mode Choice - Financial contribution to a charity of your choice**

	Expanded Frequency (Count)	Percentage
Q44. Benefit influence - Charity contribution		
1 1 - No influence	92973	51.5%
2 2	32069	17.8%
3 3	27018	15.0%
4 4	18525	10.3%
5 5 - A great deal of influence	9847	5.5%
Total	180432	100.0%
Sample size n =	324	

2.0 Ave rating

**Q44. Benefit Influence Mode Choice - Monthly \$40-\$60 gas cards for carpools**

	Expanded Frequency (Count)	Percentage
Q44. Benefit influence - Monthly gas card		
1 1 - No influence	49188	27.4%
2 2	23415	13.0%
3 3	30493	17.0%
4 4	38561	21.5%
5 5 - A great deal of influence	38044	21.2%
Total	179701	100.0%
Sample size n =	323	

3.0 Ave rating

**Q44. Benefit Influence Mode Choice - System that tracks the pollution you reduce by not driving alone**

	Expanded Frequency (Count)	Percentage
Q44. Benefit influence - Track pollution		
1 1 - No influence	82630	47.5%
2 2	39257	22.5%
3 3	30816	17.7%
4 4	12206	7.0%
5 5 - A great deal of influence	9186	5.3%
Total	174096	100.0%
Sample size n =	316	

2.0 Ave rating

**Q44. Benefit Influence Mode Choice - \$5 per day, up to \$150, to switch from driving alone to alt mode for travel to work**

	Expanded Frequency (Count)	Percentage
Q44. Benefit influence - \$5 per day		
1 1 - No influence	36664	20.6%
2 2	25721	14.4%
3 3	24099	13.5%
4 4	45486	25.5%
5 5 - A great deal of influence	46399	26.0%
Total	178369	100.0%
Sample size n =	321	

3.2 Ave rating

**Q44. Benefit Influence Mode Choice - System that tracks your financial savings when you chose not to drive alone to work.**

	Expanded Frequency (Count)	Percentage
Q44. Benefit influence - Track financial saving		
1 1 - No influence	74546	42.6%
2 2	36697	21.0%
3 3	31782	18.2%
4 4	19644	11.2%
5 5 - A great deal of influence	12419	7.1%
Total	175088	100.0%
Sample size n =	313	

2.2 Ave rating

**Q45. Would you say your trip to work is easier, more difficult, or about the same now as it was one year ago?**

	Expanded Frequency (Count)	Percentage
Q45. Commute easier, more difficult		
1 Easier	21001	10.1%
2 More difficult	99124	47.7%
3 About the same	87733	42.2%
Total	207859	100.0%
Sample size n =	373	

**Q46. In what way is your commute easier?**

	Expanded Frequency (Count)	Percentage
Q46. Why is commute easier		
1 Commute is shorter distance	6747	32.1%
2 Commute trip is faster, takes less time	10920	52.0%
3 Commute route is less congested	8237	39.2%
4 Started carpooling/vanpooling to work	988	4.7%
5 Started using bus, train to work	2980	14.2%
6 Started driving alone to work	1681	8.0%
7 Started walking or bicycling to work	0	0.0%
8 Commute is less stressful	5524	26.3%
9 Peach Pass/Express lane/Toll roads	3106	14.8%
10 Added lines on route	374	1.8%
11 New bike lanes	0	0.0%
12 Beltline	0	0.0%
13 Telework more	0	0.0%
Total	21001	
Sample size n =	39	

Multiple responses permitted

**Q47. In what way is your commute more difficult?**

	Expanded Frequency (Count)	Percentage
Q47. Why is commute more difficult		
1 Commute is longer distance	22777	23.0%
2 Commute trip is slower, takes more time	79564	80.4%
3 Commute route is more congested	89753	90.7%
4 Started carpooling/vanpooling to work	234	0.2%
5 Started using bus, train to work	0	0.0%
6 Started driving alone to work	502	0.5%
7 Started walking or bicycling to work	0	0.0%
8 Commute is more stressful	49442	50.0%
9 Construction along commute route	50735	51.3%
10 MARTA operational issues, unreliable, too far away	1889	1.9%
11 Poor road conditions-potholes, road repairs needed	0	0.0%
97 Other (specify)	0	0.0%
Total	98929	
Sample size n =	190	Multiple responses permitted

**Q47a. In the past year, have you changed either your work or home location?**

	Expanded Frequency (Count)	Percentage
Q47a. Moved home/work		
1 Yes, changed home location	15319	7.4%
2 Yes, changed work location	33602	16.2%
3 Yes, changed both home and work locations	11893	5.7%
4 No, did not change either home or work location	146768	70.7%
Total	207582	100.0%
Sample size n =	373	

**Q47c. What factors did you consider in your decision to make this work/home location change?**

	Expanded Frequency (Count)	Percentage
Q47c. Factors in decision to move		
1 Length of commute (distance or time)	17969	29.9%
2 Ease or difficulty of commute	13255	22.0%
3 Cost of commuting	7726	12.8%
4 Commuting options that would be available (e.g., transit)	1715	2.8%
5 Cost of living, cost of housing	21937	36.4%
6 Size of house	13856	23.0%
7 Quality of neighborhood	12826	21.3%
8 Closeness to family or friends	5249	8.7%
9 Entertainment, shopping, services nearby	6605	11.0%
10 Quality of schools	945	1.6%
11 Income, salary	24302	40.4%
12 Job satisfaction	21219	35.3%
13 Career advancement, job opportunities	29016	48.2%
14 Office was relocating / moved to stay with my employer	4546	7.6%
97 Other (specify)	0	0.0%
Total	60189	
Sample size n =	93	Multiple responses permitted

**Q47c. Considered any commute factor in location change**

	Expanded Frequency (Count)	Percentage
Q47c. Considered any commute factor		
1 Yes	19775	32.5%
2 No/DK	41039	67.5%
Total	60814	100.0%
Sample size n =	95	

**Q47c. Considered any residential factor in location change**

	Expanded Frequency (Count)	Percentage
Q47c. Considered any residential factor		
1 Yes	26277	43.2%
2 No/DK	34537	56.8%
Total	60814	100.0%
Sample size n =	95	

**Q47c. Considered any job location factor in location change**

	Expanded Frequency (Count)	Percentage
Q47c. Considered any job factor		
1 Yes	43402	71.4%
2 No/DK	17412	28.6%
Total	60814	100.0%
Sample size n =	95	

**Q47d. How important to your decision was length/ease of your trip to work compared with other factors you mentioned?**

	Expanded Frequency (Count)	Percentage
Q47d. Import commute length/ease		
1 Less important	11797	19.8%
2 More important	14273	24.0%
3 About the same importance	30478	51.3%
4 Commute ease/difficulty/length was only factor mentioned	2887	4.9%
Total	59435	100.0%
Sample size n =	93	

**Q48. How strongly do you agree with the statement: Traffic congestion is a serious problem in the Atlanta area**

	Expanded Frequency (Count)	Percentage
Q48. Traffic congestion is serious		
1 Strongly agree	199183	92.3%
2 Somewhat agree	9639	4.5%
3 Neither agree nor disagree	1652	0.8%
4 Somewhat disagree	1320	0.6%
5 Strongly disagree	4024	1.9%
Total	215819	100.0%
Sample size n =	387	

**Q49. How strongly do you agree with the statement: Air quality is a serious problem in the Atlanta area**

	Expanded Frequency (Count)	Percentage
Q49. Air quality is serious		
1 Strongly agree	70312	33.9%
2 Somewhat agree	79429	38.3%
3 Neither agree nor disagree	42863	20.7%
4 Somewhat disagree	9868	4.8%
5 Strongly disagree	4739	2.3%
Total	207211	100.0%
Sample size n =	375	

**Q50. Travel attribute influence: Cost of travel**

	Expanded Frequency (Count)	Percentage
Q50. Travel attribute influence - Cost		
1 1 - No influence	23671	11.3%
2 2	23376	11.1%
3 3	42674	20.3%
4 4	48054	22.9%
5 5 - A great deal of influence	72346	34.4%
Total	210122	100.0%
Sample size n =	377	

3.6 Ave rating

**Q50. Travel attribute influence: Travel comfort.**

	Expanded Frequency (Count)	Percentage
Q50. Travel attribute influence - Comfort		
1 1 - No influence	7979	3.7%
2 2	5262	2.5%
3 3	32855	15.4%
4 4	63498	29.8%
5 5 - A great deal of influence	103307	48.5%
Total	212902	100.0%
Sample size n =	380	

4.2 Ave rating

**Q50. Travel attribute influence: Flexibility in when you travel**

	Expanded Frequency (Count)	Percentage
Q50. Travel attribute influence - Flexibility		
1 1 - No influence	2976	1.4%
2 2	9036	4.2%
3 3	9344	4.4%
4 4	45842	21.4%
5 5 - A great deal of influence	146615	68.6%
Total	213813	100.0%
Sample size n =	382	

4.5 Ave rating

**Q50. Travel attribute influence: Total time to make the trip**

	Expanded Frequency (Count)	Percentage
Q50. Travel attribute influence - Total time		
1 1 - No influence	1805	0.8%
2 2	2127	1.0%
3 3	15659	7.4%
4 4	39102	18.4%
5 5 - A great deal of influence	153928	72.4%
Total	212621	100.0%
Sample size n =	381	

4.6 Ave rating

**Q50. Travel attribute influence: Dependability.**

	Expanded Frequency (Count)	Percentage
Q50. Travel attribute influence - Dependability		
1 1 - No influence	307	0.1%
2 2	2100	1.0%
3 3	5169	2.5%
4 4	36042	17.1%
5 5 - A great deal of influence	167304	79.3%
Total	210922	100.0%
Sample size n =	380	

4.7 Ave rating

**Q50. Travel attribute influence: Avoiding travel stress.**

	Expanded Frequency (Count)	Percentage
Q50. Travel attribute influence - Avoid stress		
1 1 - No influence	4524	2.1%
2 2	6899	3.2%
3 3	36294	17.0%
4 4	49518	23.1%
5 5 - A great deal of influence	116828	54.6%
Total	214063	100.0%
Sample size n =	383	

4.2 Ave rating

**Q50. Travel attribute influence: Using travel time productively.**

	Expanded Frequency (Count)	Percentage
Q50. Travel attribute influence - Use time productively		
1 1 - No influence	16517	7.8%
2 2	16162	7.6%
3 3	58283	27.4%
4 4	43915	20.6%
5 5 - A great deal of influence	77844	36.6%
Total	212721	100.0%
Sample size n =	380	

3.7 Ave rating

**Q52. Reported community / societal benefits of commuters' use of alt modes (Of all commuters)**

	Expanded Frequency (Count)	Percentage
Q52. Reported any societal benefit		
1 Yes	134351	62.3%
2 No/Not sure	81467	37.7%
Total	215819	100.0%
Sample size n =	387	

**Q52. What impact or benefit does a community or region receive when people use these types of transportation?**

	Expanded Frequency (Count)	Percentage
Q52. Community/regional impacts		
1 Less traffic, less congestion	106305	52.9%
2 Reduce air pollution, help the environment	68100	33.9%
3 Reduce greenhouse gases, reduce carbon footprint	6961	3.5%
5 Less wear and tear on roads	4641	2.3%
6 Reduce accidents, improve travel safety	9834	4.9%
7 Reduce government costs	0	0.0%
8 Less stress, less road rage	14595	7.3%
9 Companionship/Socialization/Sense of community	11357	5.6%
10 Better quality of life/more transit options	4880	2.4%
11 Shorter commute time, quicker	11129	5.5%
12 Saves gas/less energy consumption	246	0.1%
13 Saves money, cost savings	7627	3.8%
14 Economy/creates jobs	4326	2.2%
15 Access to more places	1649	0.8%
16 More parking available/don't have to worry about parking	1748	0.9%
17 Health	333	0.2%
95 No benefits	3154	1.6%
97 Other (specify)	0	0.0%
98 Not sure	63542	31.6%
Total	201048	
Sample size n =	360	Multiple responses permitted

**Q53. Reported personal benefits of use of alternative modes (Of alt mode users)**

	Expanded Frequency (Count)	Percentage
Q53. Reported any personal benefit		
1 Yes	30590	86.4%
2 No/Not sure	4821	13.6%
Total	35411	100.0%
Sample size n =	58	

**Q53. What benefits have you personally received from traveling to work this way? (Alt mode users)**

	Expanded Frequency (Count)	Percentage
Q53. Personal benefits (Alt mode users)		
1 Save money	10061	28.4%
2 Avoid stress	15692	44.3%
3 Not need to have a car	0	0.0%
4 Less wear and tear on car	2000	5.6%
5 Use travel time productively (e.g., read, work, sleep)	9162	25.9%
6 Have companionship when they travel	2246	6.3%
7 Arrive at work on time, less likely to be late	1014	2.9%
8 Get exercise, health benefits	5122	14.5%
9 Help the environment	194	0.5%
10 Reduce greenhouse gases, reduce carbon footprint	400	1.1%
11 Can use HOV lane	400	1.1%
12 Subsidized	0	0.0%
13 Don't have to park, look for parking, worry about parking	0	0.0%
14 Free parking, convenient parking, priority parking	0	0.0%
15 Less traffic/congestion/don't have to deal with it	4095	11.6%
16 Travel flexibility, comes frequently, always running, reliable	264	0.7%
17 Safer/safety/no road rage, no accidents	596	1.7%
18 Faster, saves time	4685	13.2%
88 Not sure	4052	11.4%
95 No benefits	505	1.4%
97 Other (specify)	0	0.0%
Total	35411	
Sample size n =	58	Multiple responses permitted

**Q55. Do you recall seeing/hearing advertising/news reports in the Atlanta region in the past year about transportation services or information that could assist you with your travel to and from work?**

	Expanded Frequency (Count)	Percentage
Q55. Recall hearing/seeing ads		
1 Yes	66980	36.3%
2 No	117362	63.7%
Total	184343	100.0%
Sample size n =	343	

**Q55a. Where did you hear or see the advertising or news report?**

	Expanded Frequency (Count)	Percentage
Q55a. Where heard/saw ad		
1 Social media	15120	23.1%
3 Radio	30251	46.2%
4 Billboard	12359	18.9%
5 Email	9226	14.1%
6 Website	7467	11.4%
7 Video (YouTube or promotional video)	721	1.1%
8 Newspaper	8390	12.8%
9 Employer/Break room poster	15492	23.6%
10 Employer intranet	10050	15.3%
11 TV News Report	12437	19.0%
12 Pandora or Waze	6239	9.5%
13 On the bus/train/public transit	361	0.6%
15 Uber/Lyft	0	0.0%
16 Direct mail	0	0.0%
88 Not sure	2494	3.8%
97 Other (specify)	1106	1.7%
Total	65515	
Sample size n =	120	Multiple responses permitted

**Q56. Ad Messages Grouped**

	Expanded Frequency (Count)	Percentage
Q56. Ad messages recalled		
1 Consider/try options	5289	7.9%
3 Help environment, reduce traffic	194	0.3%
4 Save money, save time, other personal benefits	194	0.3%
5 Financial subsidy programs	2615	3.9%
6 Other commute options	8327	12.4%
7 Contact MARTA, MARTA ad	0	0.0%
8 Contact region/local commute organization	0	0.0%
10 Expanding transit, vote MARTA expansion	8282	12.4%
11 Public transit (NET)	13898	20.7%
13 Other	4916	7.3%
99 Don't know	34308	51.2%
Total	66980	
Sample size n =	58	Multiple responses permitted

**Q57. Actions taken after hearing ad Messages (Grouped)**

	Expanded Frequency (Count)	Percentage
Q57. Actions after hearing/seeing ads - grouped		
1 No action	49373	73.7%
2 Started/increased alternative mode use (incl TW)	6797	10.1%
3 Sought alternative mode info	8666	12.9%
4 Took non-alternative mode action	4754	7.1%
Total	66980	
Sample size n =	121	Multiple responses permitted

**Q57. After seeing/hearing this ad/news report, did you take any actions to try to change how you travel around the Atlanta area?**

	Expanded Frequency (Count)	Percentage
Q57. Actions after hearing/seeing ads		
1 Didn't take any of these actions	48708	73.4%
2 Tried or started driving alone	662	1.0%
3 Changed commuting route or time (e.g., go to work earlier)	3471	5.2%
4 Sought more travel info (Internet/referral friend/family)	933	1.4%
5 Sought more travel info (transit/commute org, employer)	7733	11.7%
6 Tried, started, increased use of carpool or vanpool	1385	2.1%
7 Tried, started, increased use of bus or train	5217	7.9%
8 Tried, started, increased use of bicycling or walking	0	0.0%
9 Tried, started, or increased use of teleworking	1486	2.2%
10 Used express lanes	621	0.9%
11 Voted/tried convincing people for MARTA expansion	0	0.0%
97 Other action (specify)	0	0.0%
Total	66314	
Sample size n =	119	Multiple responses permitted

**Q60. Do you know any programs, organizations, numbers, or websites in Atlanta region that provide information or resources to help with travel to work?**

	Expanded Frequency (Count)	Percentage
Q60. Know any regional commute info resource		
Don't know any program, organization, number, or website	136621	62.5%
Employer	194	0.1%
1-87-RIDEFIND	0	0.0%
MARTA	8588	3.9%
Clean Air Campaign, 1-877-CLEANAIR	1048	0.5%
Buckhead Area TMA (BATMA)	0	0.0%
Central Atlanta Progress (Downtown TMA)	0	0.0%
Clifton Corridor TMA (CCTMA)	0	0.0%
CobbRides/LocalZoom	529	0.2%
Midtown Transportation	264	0.1%
Perimeter Transportation and Sustainability Coalition	5439	2.5%
Atlantic Station/ASAP+	0	0.0%
Georgia Department of Transportation	976	0.4%
Atlanta Regional Commission	0	0.0%
Georgia Regional Transportation Authority (GRTA)	489	0.2%
XPRESS	0	0.0%
Gwinnett County Transit (GCT)	0	0.0%
Cobb Community Transit (CCT)	246	0.1%
Douglas County Rideshare	0	0.0%
Georgia Commute Options, 1-877-9GA-OPTIONS	5783	2.6%
Uber/Lyft	813	0.4%
Waze/Google maps	3009	1.4%
TV/radio	0	0.0%
Rideshare	621	0.3%
Peach pass	0	0.0%
Atlanta Bike Coalition	333	0.2%
Have heard such resource exists, but don't know the name	54829	25.1%
Other (specify)	1167	0.0%
Total	218421	
Sample size n =	397	Multiple responses permitted

**Q63a. Knows any regional incentive (from GCO)**

	Expanded Frequency (Count)	Percentage
Q63a. Know any regional incentives		
1 Yes	37525	17.0%
2 No/DK	182876	83.0%
Total	220401	100.0%
Sample size n =	400	

**Q63a. Have you heard of any of the following incentive programs?**

	Expanded Frequency (Count)	Percentage
Q63a. Know regional incentives		
1 Gimme Five	4624	2.1%
3 \$25 Prizes	9819	4.5%
4 \$40/\$60 Gas Cards	8004	3.7%
5 Guaranteed Ride Home program (GRH)	20962	9.6%
6 \$3 A Day program	6601	3.0%
7 Commuter Prizes	4398	2.0%
8 Carpool Rewards	12025	5.5%
9 No, have not heard of any of these programs	164797	75.5%
88 Not sure	16022	7.3%
Total	218345	
Sample size n =	399	Multiple responses permitted

**Q63b. Are you currently participating/previously participated in any of these programs? (of commuters who knew of incentive)**

	Expanded Frequency (Count)	Percentage
Q63b. Participate in regional incentives		
1 Currently participating in one of the programs	6186	16.5%
2 Previously participated in one of the programs	10119	27.0%
3 No, never participated in any of the programs	21220	56.5%
Total (commuters who knew of incentive)	37525	100.0%
Sample size n =	71	

**Q63b. Are you currently participating or did you previously participate in any of these programs? (of ALL commuters)**

	Expanded Frequency (Count)	Percentage
Q63b. Participate in regional incentives		
1 Currently participating in one of the programs	6186	2.8%
2 Previously participated in one of the programs	10119	4.6%
3 No, never participated in any of the programs	202040	92.5%
Total (ALL commuters)	218345	100.0%
Sample size n =	399	

**Q63a/Q63b. Know of / Use any GCO incentive program? (Of ALL commuters)**

	Expanded Frequency (Count)	Percentage
Q63a/Q63b. Know/Use regional incentives (Of ALL commuters)		
Not aware/not sure if aware of any incentive	180820	82.8%
Aware / current or past participant	16305	7.5%
Aware / non-participant	21220	9.7%
Total	218345	100.0%
Sample size n =	399	

**Q63c. You said you were aware of these programs but never participated. For what reasons didn't you participate?**

	Expanded Frequency (Count)	Percentage
Q63c. Why not use incentives		
1 Application was too cumbersome to fill out	480	3.4%
3 I have kids/scheduling issues	3999	28.7%
4 I enjoy driving alone	617	4.4%
6 Didn't understand rules of the program	0	0.0%
7 Wasn't eligible	1660	11.9%
10 Didn't like the awards offered, incentives not motivating	808	5.8%
11 Couldn't find carpool/vanpool partner	0	0.0%
12 No transit access	374	2.7%
13 Takes too much time	194	1.4%
14 Too much personal information needed	0	0.0%
15 Never got around to it	264	1.9%
16 Not interested/Don't want to/Like current commute	749	5.4%
17 Need car for work	2200	15.8%
18 Telecommute	191	1.4%
19 Inconvenient	587	4.2%
20 Don't need it/doesn't apply to me or my situation	1812	13.0%
97 Other (specify)	0	0.0%
Total	13936	
Sample size n =	28	Multiple responses permitted

**Q66. Have you heard of a program in the Atlanta region called Georgia Commute Options?**

	Expanded Frequency (Count)	Percentage
Q66. Know of GCO		
1 Yes	33529	16.3%
2 No	172057	83.7%
Total	205586	100.0%
Sample size n =	372	

**Q67. How did you learn about Georgia Commute Options? (Commuters who know of GCO)**

	Expanded Frequency (Count)	Percentage
Q67. How learned about GCO (commuters who know of GCO)		
1 TV	5089	15.2%
2 Magazine or newspaper ad or article	1142	3.4%
5 Sign/billboard	3136	9.4%
9 Radio	14574	43.5%
10 Employer	9279	27.7%
13 Word of mouth (family, friend, co-worker)	5837	17.4%
14 Internet/Web/table or smart phone text	3314	9.9%
18 Commuter assistance organization (specify)	0	0.0%
21 Social media (Facebook, Twitter, etc.)	1435	4.3%
22 Email, newsletter	1562	4.7%
23 Pandora	279	0.8%
88 Not sure	3371	10.1%
97 Other (specify)	0	0.0%
Total	33529	
Sample size n =	71	Multiple responses permitted

**Q69. Have you used any services from Georgia Commute Options? (Of commuters who know of GCO)**

	Expanded Frequency (Count)	Percentage
Q69. Use GCO service (Commuters who know of GCO)		
1 Yes	6035	19.1%
2 No	25600	80.9%
Total	31634	100.0%
Sample size n =	66	

**Q69a. What services have you used from Georgia Commute Options? (Of commuters who used GCO)**

	Expanded Frequency (Count)	Percentage
Q69a. GCO services used (commuters who used GCO)		
1 No, did not use any services	25600	76.8%
2 Information on transportation options I could use	2586	7.8%
3 Help finding CP/VP partner, ridematch assistance, matchlist	0	0.0%
5 Gimme Five, formerly \$3 A Day program	1068	3.2%
8 Vanpool or carpool subsidy	794	2.4%
12 Information on shuttle bus to MARTA or other location	2087	6.3%
13 Guaranteed ride home GRH	0	0.0%
14 Log your commute for rewards program	1807	5.4%
88 Not sure	1700	5.1%
97 Other (specify)	0	0.0%
Total	33335	
Sample size n =	70	Multiple responses permitted

**Q70. How satisfied were you with the services and/or information you received?**

	Expanded Frequency (Count)	Percentage
Q70. Satisfied with GCO service		
1 Very satisfied	4606	76.3%
2 Somewhat satisfied	648	10.7%
3 Somewhat unsatisfied	502	8.3%
4 Not satisfied	279	4.6%
Total	6035	100.0%
Sample size n =	13	Caution: Small sample

**Q66/Q69. Summary - Heard of Georgia Commute Options / Used GCO? (Of ALL Commuters)**

	Expanded Frequency (Count)	Percentage
Q66/Q69. Know of GCO/Used GCO (Of ALL Commuters)		
Aware/use	6035	2.9%
Aware/not use	27494	13.4%
Not aware	172057	83.7%
Total	205586	100.0%
Sample size n =	372	

**Q72. Have you heard of an organization called <TMA Name>, which provides transportation information and assistance in the area where you work?**

	Expanded Frequency (Count)	Percentage
Q72. Know TMA		
1 No	173240	87.1%
2 Yes	25712	12.9%
Total	198952	100.0%
Sample size n =	361	

**Q73. Have you used any services from this organization/program in the past year? (Commuters who know TMA)**

	Expanded Frequency (Count)	Percentage
Q73. Used any TMA service (Commuters who know TMA)		
1 Yes	3563	14.0%
2 No	21854	86.0%
Total	25418	100.0%
Sample size n =	51	

**NOTE: Q73a.** (What services have you used) is not shown due to very small sample size

**NOTE: Q74.** (How satisfied with services used) is not shown due to very small sample size

Sample size n =	10
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**Q80/Q80a/Q801. Free parking/parking cost at worksite**

	Expanded Frequency (Count)	Percentage
Q80/Q80a/Q81. Parking cost at work		
1 Free parking for all employees	210096	97.3%
2 Free parking some employees	855	0.4%
3 Employer and employee share parking cost	557	0.3%
4 Employee pays all parking cost	4117	1.9%
9 Not sure/unknown	194	0.1%
Total	215819	100.0%
Sample size n =	387	

**Q83. Employer offers TDM services (including TW, CWS)**

	Expanded Frequency (Count)	Percentage
Q83. Employer offers any service		
1 Yes	149412	69.2%
2 No	66406	30.8%
Total	215819	100.0%
Sample size n =	387	

**Q83. Employer Services Offered**

	Expanded Frequency (Count)	Percentage
Q83. Employer service		
1 Help finding carpool or vanpool partner	20319	9.4%
2 Georgia Commute Options incentive	17612	8.2%
3 Subsidy or discounted transit pass	62299	28.9%
4 GRH	16775	7.8%
5 Information on types of transportation	46786	21.7%
6 Transit route or schedule info	51457	23.8%
7 Telework	103855	48.1%
8 Vanpool subsidy	10665	4.9%
9 Alternative work schedule	56767	26.3%
10 Employer does not offer any services	66406	30.8%
Total	215819	
Sample size n =	387	Multiple response permitted

**Q83 Respondent has used any worksite commute service (Of commuters with services available)**

	Expanded Frequency (Count)	Percentage
Q83. Use any employer service		
1 Yes	113855	76.2%
2 No	35558	23.8%
Total	149412	100.0%
Sample size n =	279	

**Q83 Respondent has used any worksite commute service (of ALL commuters)**

	Expanded Frequency (Count)	Percentage
Q83. Use any employer service		
1 Yes	113855	52.8%
2 No	35558	16.5%
3 No services offered	66406	30.8%
Total	215819	100.0%
Sample size n =	387	

**Q85. In what ways have you benefited personally or professionally from using these services offered by your employer**

	Expanded Frequency (Count)	Percentage
Q83. Benefits from receiving employer service		
Reported any benefit	88619	79.2%
<u>Benefits reported</u>		
1 Able to spend more time with family	42532	38.0%
2 Able to spend more time at work	12745	11.4%
3 Saving money	43277	38.7%
4 More productive	43741	39.1%
5 Less stress/no traffic	74203	66.3%
6 Get exercise/health benefits	0	0.0%
7 Less wear and tear on car	0	0.0%
8 No need for car	0	0.0%
87 Have not benefitted	20304	18.1%
88 Not sure	3025	2.7%
Total	111948	
Sample size n =	216	Multiple response permitted

**Q86. How important do you think it is for employees to have access to services and benefits that make it easier to carpool or ride transit to work?**

	Expanded Frequency (Count)	Percentage
Q86. Important to have services		
1 1 - Not at all important	10403	5.0%
2 2	3391	1.6%
3 3	34305	16.5%
4 4	51182	24.6%
5 5 - Very important	108433	52.2%
Total	207714	100.0%
Sample size n =	375	

4.2 Ave rating

**Q86a. How important do you think it is for employers to offer these types of services and benefits to their employees?**

	Expanded Frequency (Count)	Percentage
Q86a. Important for employers to offer services		
1 1 - Not at all important	11959	5.7%
2 2	7758	3.7%
3 3	29527	14.1%
4 4	43443	20.8%
5 5 - Very important	116330	55.7%
Total	209018	100.0%
Sample size n =	376	

4.2 Ave rating

**Q90a. Respondent used any social networking app**

	Expanded Frequency (Count)	Percentage
Q90a. Use any social networking app		
1 Yes	203052	92.5%
2 No	16484	7.5%
Total	219535	100.0%
Sample size n =	398	

**Q90a. Which of the following social networking applications do you currently have an account with?**

	Expanded Frequency (Count)	Percentage
Q90a. Social networking app		
1 Facebook	165849	75.5%
2 Twitter	82753	37.7%
3 LinkedIn	152761	69.6%
6 Instagram	120052	54.7%
7 Snapchat	50292	22.9%
8 Nextdoor	83144	37.9%
77 None of these, I don't use social networking	16484	7.5%
Total	219535	
Sample size n =	398	

Multiple response permitted

**Q90b. Respondent used any travel/trip info app**

	Expanded Frequency (Count)	Percentage
Q90b. Use any travel/trip info app		
1 Yes	196199	89.4%
2 No	23261	10.6%
Total	219460	100.0%
Sample size n =	398	

**Q90b. Which of the following types of travel or trip applications have you used?**

	Expanded Frequency (Count)	Percentage
Q90b. Travel/trip info app		
1 Traffic alerts (ex., GA 511)	47256	21.5%
2 Ridehailing apps (ex., Uber, Lyft)	106698	48.6%
3 Wayfinding apps (ex., Waze, Google maps)	174059	79.3%
4 Trip/fitness tracking apps (ex., Stava, Map My Ride)	21730	9.9%
5 Transit schedule, bus/train arrival mobile app (ex. Next Bus)	38265	17.4%
6 WSB traffic app	0	0.0%
7 Tv/radio	0	0.0%
77 None of these, I don't use those types of applications	23261	10.6%
97 Other (specify)	1591	0.7%
Total	219460	
Sample size n =	398	Multiple response permitted

**Q91/Q91b. Vehicles per adult in the household-grouped**

	Expanded Frequency (Count)	Percentage
Q91/Q91b. Vehicles per adult in HH-grouped		
1 0 vehicles	1924	0.9%
2 0.1-0.5 veh per adult	20002	9.5%
3 0.51-0.99 veh per adult	8534	4.0%
4 1.0 or more veh per adult	180893	85.6%
Total	211353	100.0%
Sample size n =	379	

**Q92. What is your occupation?**

Q92. Occupation	Expanded Frequency (Count)	Percentage
1 Agricultural/Farmer	333	0.2%
2 Artistic/Crafts	1804	0.8%
3 General Business (middle mgmt, analyst, programmer, etc.)	91684	42.9%
4 Government/Public Services	0	0.0%
5 Healthcare - Medical Services and Products	22147	10.4%
6 Laborer (hourly worker, machine operator, etc.)	0	0.0%
7 Office Worker (clerical, secretary, word processor, data entry)	9060	4.2%
8 Manufacturing - Consumer/Industrial Goods	470	0.2%
9 Professional/Technical	45646	21.3%
10 Real Estate Services/Property Management	1841	0.9%
11 Sales (salesperson, broker, etc.)	12818	6.0%
12 Services (retail sales, clerk, etc.)	11151	5.2%
13 Skilled Trade (electrician, plumber, construction, etc.)	3904	1.8%
14 Teacher/Educator	8656	4.0%
15 Transportation Services	3576	1.7%
16 Utilities/Energy	529	0.2%
17 Student	333	0.2%
Total	213951	100.0%
Sample size n =	388	

**Q93. For what type of employer do you work?**

Q93. Employer Type	Expanded Frequency (Count)	Percentage
1 Federal agency	771	0.4%
2 State or local government agency	8705	4.0%
3 Non-profit organization or association	20637	9.5%
4 Private company	187253	86.1%
Total	217366	100.0%
Sample size n =	398	

**Q94. About how many employees work at your worksite?**

Q94. Employer Size	Expanded Frequency (Count)	Percentage
1 1 - 25	38331	18.5%
2 26 - 50	12458	6.0%
3 51 - 100	26709	12.9%
4 101 - 250	33137	16.0%
5 251 - 999	34252	16.6%
6 1,000 or more	61919	29.9%
Total	206805	100.0%
Sample size n =	378	

**Q95. Age (Grouped)**

Q95. Age (Grouped)	Expanded Frequency (Count)	Percentage
1 18 - 24	4844	2.6%
2 25 - 34	61760	32.6%
3 35 - 44	40688	21.5%
4 45- 54	47107	24.8%
5 55 - 64	27499	14.5%
6 65 – 74	7051	3.7%
7 75 or older	696	0.4%
Total	189645	100.0%
Sample size n =	349	

**Q97. Which one of the following best describes your racial background?**

Q97. Race/Ethnicity	Expanded Frequency (Count)	Percentage
1 African-American or Black	65882	31.8%
3 Asian	17759	8.6%
4 Hispanic	25549	12.3%
6 White, non-Hispanic	97362	47.1%
7 Other/Mixed (specify)	363	0.2%
Total	206915	100.0%
Sample size n =	380	

**Q98c. Which category includes your annual household income?**

Q98c. Income	Expanded Frequency (Count)	Percentage
1 Less than \$10,000	3510	1.8%
2 \$10,000 to \$19,999	5935	3.0%
3 \$20,000 to \$29,999	7937	4.0%
4 \$30,000 to \$39,999	8447	4.2%
5 \$40,000 to \$49,999	15906	8.0%
6 \$50,000 to \$59,999	12651	6.4%
7 \$60,000 to \$79,999	25525	12.8%
8 \$80,000 to \$99,999	31395	15.8%
9 \$100,000 to \$119,999	19774	9.9%
10 \$120,000 to \$139,999	16623	8.3%
11 \$140,000 to \$159,999	12764	6.4%
12 \$160,000 or more	38692	19.4%
Total	199159	100.0%
Sample size n =	362	

**Q96. Are you female or male?**

Q96. Gender	Expanded Frequency (Count)	Percentage
1 Female	112552	53.3%
2 Male	96097	45.5%
3 Other	2554	1.2%
Total	211202	100.0%
Sample size n =	388	