STATEWIDE COMMUTER ASSISTANCE PROGRAM EVALUATION REPORT DATABASE SURVEY

Final Report
Results of Survey and Conclusions

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The opinions, findings and conclusions expressed in this publication are those of the authors and not necessarily those of the State of Florida Department of Transportation.

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Executive Summary

The purpose of this research project was to provide a systematic evaluation of the performance of Florida's Commuter Assistance Programs (CAP) from two perspectives:

- Impact on the commuting patterns and awareness of the general public, and

- Impact on the commuting patterns and awareness of each CAP database of commuters, which are comprised of commuters who have called or otherwise applied for commuting assistance and/or information.

In South Florida, 525 members of the South Florida Commuter Services database (350 who joined in the last year, 175 from more than a year ago) were interviewed by telephone, randomly selected from the database. In Tampa Bay, 428 members (257 members who joined in the last year and 171 from more than a year ago) were interviewed due to the smaller size of Bay Area Commuter Services (BACS) database.

In total, South Florida Commuter Services has an estimated 10,297 validated database members, and BACS has 2,493. The validation estimate is based in part on the number of invalid telephone numbers that were reached during the interview process.

Total alternative mode use for South Florida Commuter Services is at its highest point since the evaluations began in 1997. For both agencies, 48% of validated database members report using alternative modes. Each South Florida Commuter Services database member, on average, made 205 less trips in 2001 than they would have had they driven alone, and, on average, made 131 less trips due to South Florida Commuter Services' influence. This resulted in 4,309 less miles driven on average per database member, 2,996 of which were directly due to South Florida Commuter Services' influence. In total, this resulted in 1.3 million reduced trips and 30.8 million reduced miles that were due to South Florida Commuter Services' influence.

For BACS, the corresponding figures are 217 trips per database member (157 which BACS influenced) and 3,677 miles reduced per database member (2,701 due to BACS influence), for a total of 392,000 reduced trips and 5.7 million reduced miles due to BACS influence.

Bay Area Commuter Services has done a more effective job of communicating the name of the agency to their members (34% unaided awareness versus 16% for South Florida Commuter Services, 85% versus 63% aided awareness for South Florida Commuter Services), but the South

Florida Commuter Services database members are more aware of the existence of the 1-800 telephone number for rideshare assistance (virtually no unaided awareness for either, 77% aided for South Florida Commuter Services versus 43% for BACS).

In 2001, only 19% of South Florida Commuter Services database members received a "no match" letter, down significantly from 31% in the previous year. Most of this increase translated into a higher percentage (56%) of database members who received a list but took no action. The proportion that tried to use the list remained approximately steady at 12% of the database. For BACS, 36% of database members said they did not receive anything as noted above, and a further 16% received a no match letter, meaning that 50% of the applicants do not recall receiving any information that helped them match with a carpool partner. In spite of this, a much higher proportion actually tried to use the information: 18% of all database members and 36% of all of those who received usable information.

South Florida Commuter Services may want to examine how BACS provides their match information. BACS, on the other hand, may want to examine South Florida Commuter Services' procedures of information distribution, since many more people in the South Florida Commuter Services' database recall receiving information. It is also possible that South Florida Commuter Services recruits a wider base of commuters, including current transit riders, who are not really interested in matching but are mainly interested in the Emergency Ride Home (ERH) program.

To maximize the percentage of people using the list, both agencies should focus on the following items:
1. Re-examine the product. The fact that 82% of the people who received names in South Florida failed to take any action (and 64% of those in the BACS database) suggests that there could be something inhibiting them from taking action. For the fourth year in a row, the quality of the list has received the lowest rating of effectiveness by database members.
2. Conduct qualitative research (e.g. focus groups) with database members to identify factors that encourage or prohibit use of the match list.
3. Re-examine South Florida Commuter Services' level of assistance in the formation of carpools from match lists.

Both South Florida Commuter Services and BACS should take a great deal of pride in the high scores they receive in information accuracy, promptness, and courtesy.

Introduction

The Statewide Commuter Assistance Program (CAP) Evaluation Research Project was commissioned and funded by the Florida Department of Transportation's Research Ideas Program.

Purpose

The purpose of this research project was to provide a systematic evaluation of the performance of Florida's commuter assistance programs from two perspectives:

- Impact on the commuting patterns and awareness of the general public; and,
- Impact on the commuting patterns and awareness of each CAP database of commuters, which are comprised of commutes who have called or otherwise applied for commuting assistance and/or information.

Participation

Participation in the evaluation by each CAP was voluntary. Only three agencies agreed to participate in the project. South Florida Commuter Services of Fort Lauderdale, Florida (serving Broward, Miami-Dade, and Palm Beach counties), Metropolitan Commuter Assistance Program of Jacksonville, Florida (serving Duval county) and Bay Area Commuter Services of Tampa, Florida (serving Citrus, Hernando, Hillsborough, Pasco, and Pinellas counties) agreed to participate fully, providing database member contact information and specific survey questions related to their own market areas. Jacksonville's participation was somewhat salutary in that they did not really maintain a database of contacts and therefore had no commuters for us to survey. North Florida Commute Services (Tallahassee), West Florida Commuter Services (Pensacola), LYNX (Orlando), VOTRAN (Daytona), Suncoast Metropolitan & Rural Transportation Commuter Assistance Program (Sarasota), and SCAT (Melbourne) declined to participate.

Methodology

The original plan was to interview 525 members from each database of the CAP that agreed to participate – South Florida Commuter Services of Fort Lauderdale, Florida, and Bay Area Commuter Services (BACS) of Tampa, Florida. In each case, 350 interviews were planned with members who had joined in the last year, and 175 interviews were to be conducted with members who had been in the database for over a year. The BACS database had only 1,600 people who had been in the database in the last year. Generally, at least 10 respondents in a database are required to complete one interview successfully, because of refusals, people screening calls, people chronically not being available, etc. Because of the relatively short time frame for interviewing, and the small size of the BACS database (1,640 people, or a 5-to-1 ratio of people in the database to desired completed interviews, for those who had been in the database for less than a year), fewer interviews were completed in the BACS database – only 257 for those who had been in the database for a year.

Database Member Commuting Patterns

Part of the mission of Commuter Assistance Programs is to increase the number of commuters in the database. For this evaluation period, South Florida Commuter Services added 3,760 commuters in total to the database. However, about 12% of new database members contacted in this survey either said they had not signed up for Commuter Services or did not commute to either work or school. Therefore, the estimate of effective active members added in the evaluation period was revised to 3,316, and the total database size was reduced from 11,743 to 10,297.

For Bay Area Commuter Services, records submitted indicate 1,642 commuters were added to the database in the past year. However, about 32% of new database members contacted in this survey either said they had not signed up for ridematching or did not commute to either work or school. Therefore, the estimate of effective active members added in the evaluation period was revised to 1,113 and the total database size was reduced from 3,283 to 2,493.

In addition, the programs are attempting to maximize the use of commute alternatives by members of the database. Increasing both the size of the database and the rate of use of commuter alternatives by members of the database would be a formidable accomplishment. The comparison of alternative mode utilization rates is shown in Figure 1.
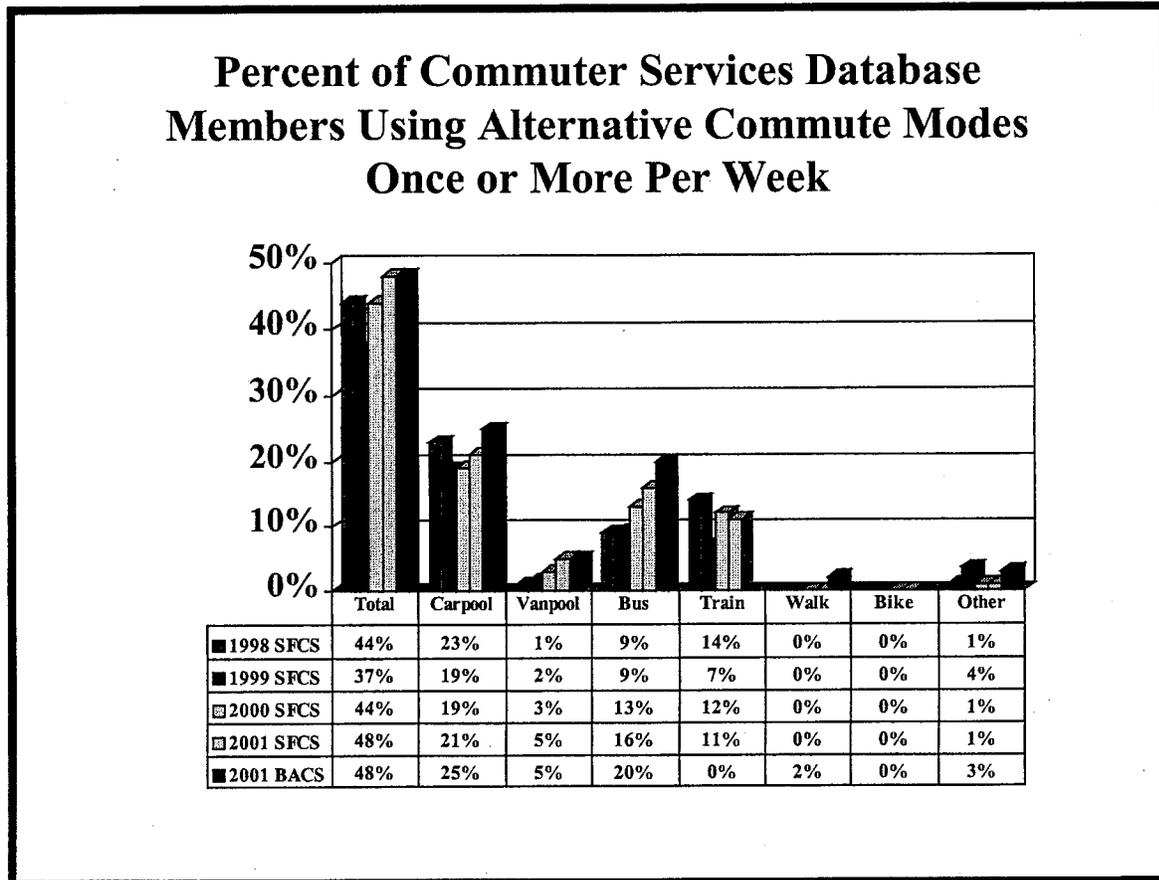
Percent of Commuter Services Database Members Using Alternative Commute Modes Once or More Per Week

	Total	Carpool	Vanpool	Bus	Train	Walk	Bike	Other
■ 1998 SFCS	44%	23%	1%	9%	14%	0%	0%	1%
■ 1999 SFCS	37%	19%	2%	9%	7%	0%	0%	4%
▥ 2000 SFCS	44%	19%	3%	13%	12%	0%	0%	1%
▥ 2001 SFCS	48%	21%	5%	16%	11%	0%	0%	1%
■ 2001 BACS	48%	25%	5%	20%	0%	2%	0%	3%

Figure 1: Percent of commuter services database members using alternative commute modes once or more per week.

Total alternative mode use for South Florida Commuter Services is at its highest point since the evaluations began. BACS has a similar level of alternative mode use. For both agencies, nearly half (48%) of validated database members report using alternative modes. For South Florida Commuter Services, transit is a major contributor (27%), whereas for BACS, use of transit is somewhat less common (20%), but use of carpooling is slightly more prevalent (25% for BACS versus 21% for South Florida Commuter Services).

The same results hold true for the percentage of trips conducted using alternative modes. The total percent of trips made by database members using alternative modes is at its highest point since evaluations began for South Florida Commuter Services, and BACS has approximately equal levels. Carpoolers are a higher share of BACS database members, whereas there are a higher proportion of transit users in South Florida Commuter Services' database.

Percent of Trips Made by Commuter Services Database Members Using Alternative Commute Modes

	Total	Carpool	Vanpool	Bus	Train	Walk	Bike	Other
■ 1998 SFCS	43%	20%	1%	8%	13%	0%	0%	0%
■ 1999 SFCS	35%	15%	2%	8%	7%	0%	0%	3%
▦ 2000 SFCS	44%	16%	3%	12%	11%	0%	0%	1%
▦ 2001 SFCS	48%	18%	5%	14%	10%	0%	0%	1%
■ 2001 BACS	47%	22%	5%	17%	0%	1%	0%	2%
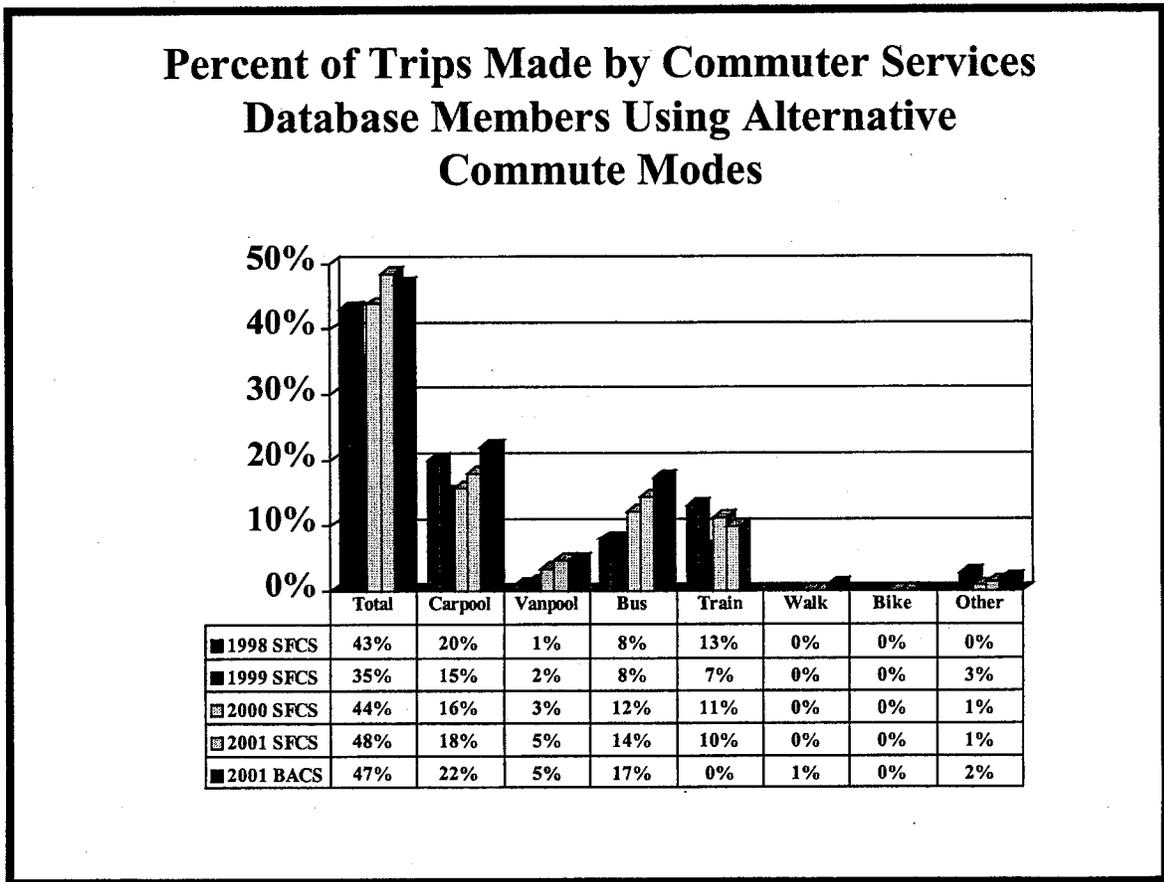
Figure 2: Percent of trips made by commuter services database members using alternative commute modes.

For 2001, the proportion of database members who have never used alternative commute modes remains at about the same level as 2000. Twenty-eight percent of South Florida Commuter Services database members have never used a commute alternative, and BACS has just about the same proportion (29%).

Percent of Commuter Services Database Members Who are Using or Have Used Alternative Commute Modes

	Never Used	Regularly use 2/week	Use Occasionally	Used in the past
■ 1998 SFCS	37%	30%	14%	19%
■ 1999 SFCS	48%	21%	13%	18%
▣ 2000 SFCS	30%	37%	14%	19%
■ 2001 SFCS	28%	28%	24%	19%
■ 2001 BACS	29%	27%	19%	26%
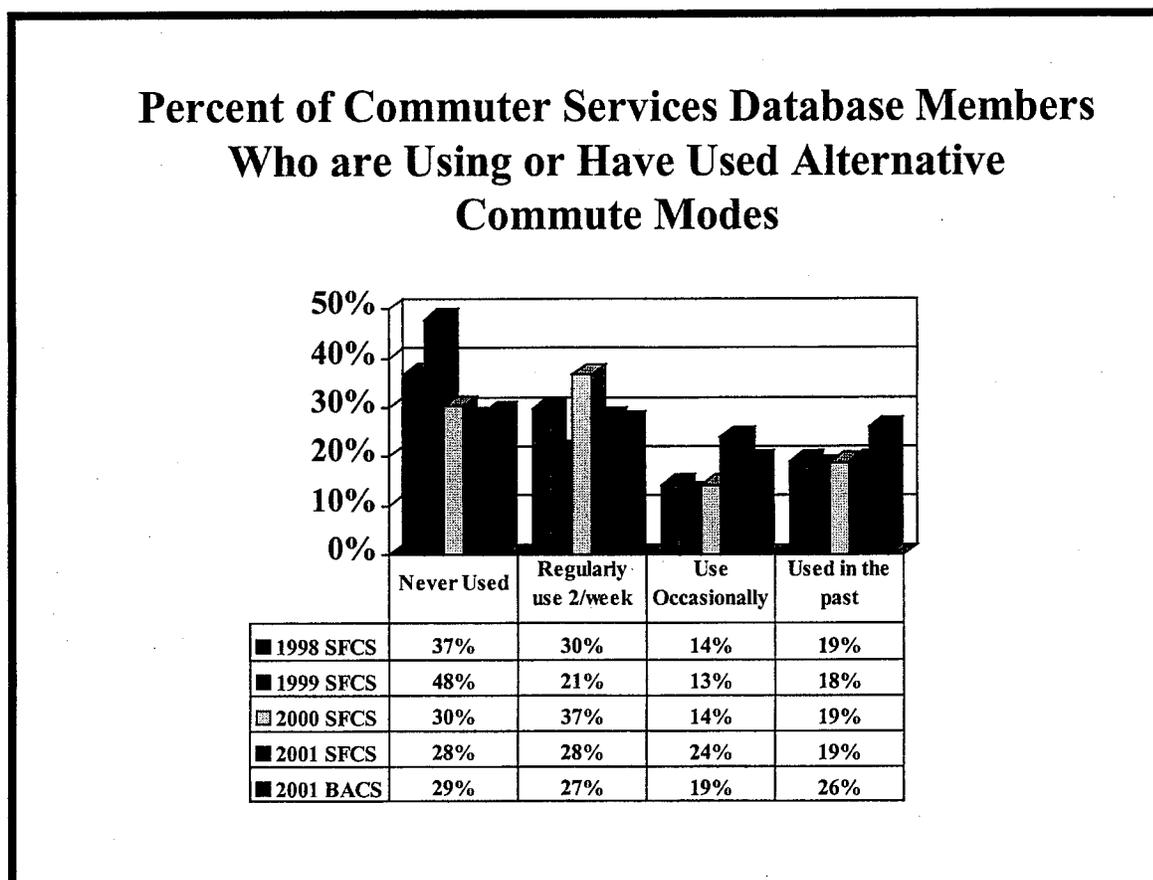
Figure 3: Percent of commuter services database members who are using or have used alternative commute modes.

Overall, use of alternative modes among commuters in the program databases remain at very healthy levels. For South Florida Commuter Services, the levels in 2001 are as high as they have ever been. For BACS, the levels are approximately equal to the levels in South Florida Commuter Services.

An important part of the effectiveness of commuter service agencies is achieving emissions reductions results, which in turn depends on the distances traveled by database members. For that reason, it is instructive to examine trip distances for database members. That data is summarized in the next chart.

Commute Distances for Commuter Services Database Members

	0 - 4 M	5 - 9 M	10 - 14 M	15 - 19 M	20 - 29 M	30 + M
■ 1998 SFCS	12%	16%	17%	16%	20%	19%
■ 1999 SFCS	13%	16%	21%	15%	17%	19%
▦ 2000 SFCS	14%	14%	18%	13%	20%	20%
■ 2001 SFCS	12%	16%	15%	14%	20%	23%
■ 2001 BACS	15%	16%	17%	13%	22%	18%
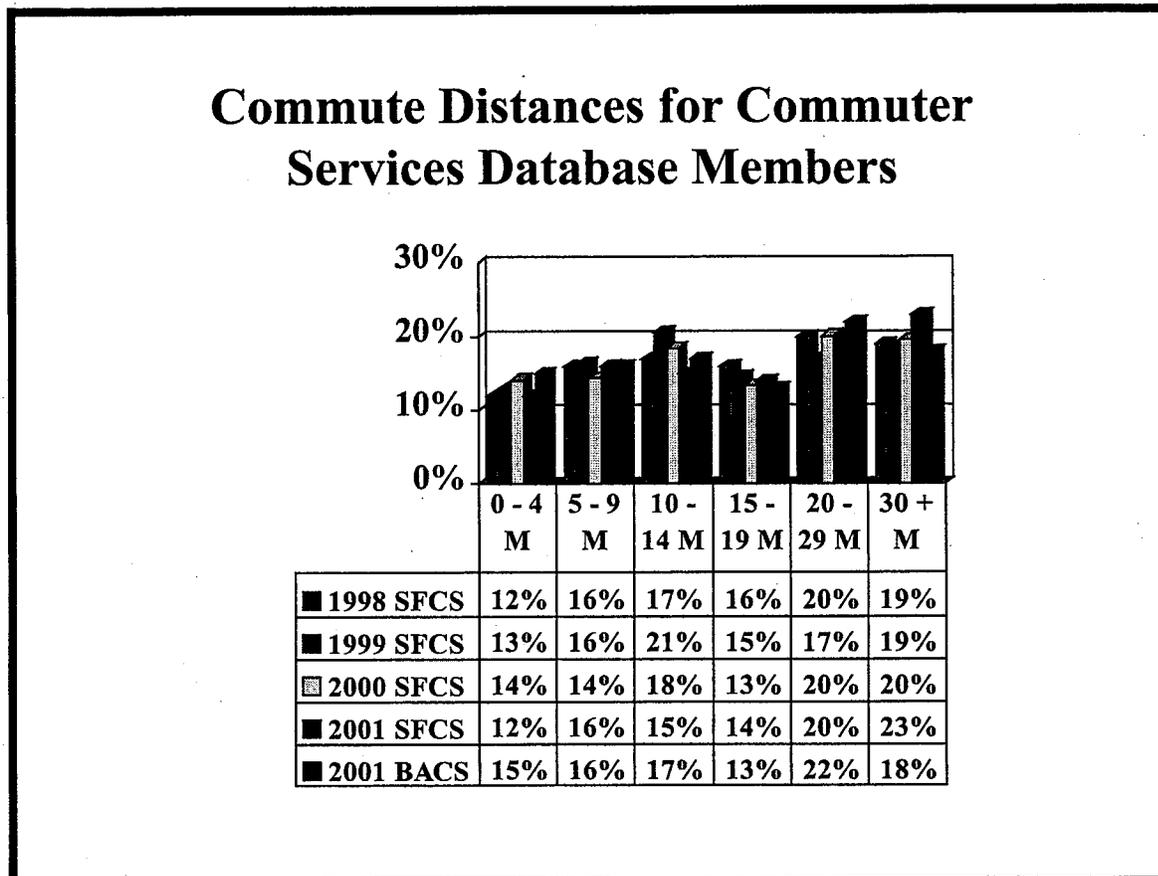
Figure 4: Percent of commuter services database members who are using or have used alternative commute modes.

As can be seen, distances continue to increase for members of South Florida Commuter Services from prior years, indicating a greater impact on miles reduced and overall emissions reduction for those who are ridesharing. For BACS database members, distances are not quite as long but are still comparable to South Florida Commuter Services. Compared to general public levels, BACS has 40% of database members with over 20 mile commutes, compared to 29% of the general public, and South Florida Commuter Services has 43% over 20 miles, compared to 25% of the general public.

Estimates of total trips reduced by mode and total vehicle miles reduced by mode for the past year were obtained by making the following assumptions:

1. Commuters work 49 weeks per year.
2. For all commuters who have not used an alternative mode for the last year, it is conservatively assumed that they have been using that mode for 4 months (for carpoolers and vanpoolers, the question was asked directly).
3. The number of trips reduced is 1, except for carpoolers and vanpoolers, where the number of trips reduced is:

   (number of passengers - 1) / number of passengers.

There were 525 valid responses in the survey of South Florida Commuter Services database members. This information is analyzed in two ways. The first is without respect to the mode that the commuters were using before they joined the database. This calculates the total difference between current commuting modes and what vehicle trips and miles would have been if everyone used a Single Occupant Vehicle (SOV) commute mode. This is the method that FDOT requires in its procedures for evaluating CAP performance.

Table 1 shows the statistics per commuter without reference to prior mode. For the figures in this table, there is a 95% probability that the true total number of trips reduced of the South Florida Commuter Services database population lies between 185.9 (205.3-19.4) trips annually and 224.7 (205.3+19.4) trips annually per commuter *without respect to prior mode.* In 2000, South Florida Commuter Services and FDOT can be 95% confident that the South Florida Commuter Services database population's true average reduction in vehicle miles of travel (VMT) ranges from 3,707 miles to 4,911 miles. Furthermore, there is a 95% probability that the true mean number of trips in an alternative to the SOV ranges from 215.5 trips to 257.5 trips per year per commuter.

Table 1

Total Annual Trips and VMT Reduced Per Commuter South Florida Commuter Services Database *Without* respect to prior mode								
Mode	**Mean Trips Reduced**		**95% C. I.**	**Mean Miles Reduced**		**95% C. I.**	**Mean Trips Provided**		**95% C. I.**
	2000	2001	2001	2000	2001	2001	2000	2001	2001
Carpool	51.4	52.8	±9.4	923	1119	±278	80.9	80.6	±13.8
Vanpool	11.8	18.2	±6.6	293	603	±247	13.6	21.1	±7.6
Transit	119.5	125.7	±16.9	2324	2403	±427	119.5	125.7	±17.0
All Other	12.3	8.6	±4.8	159	183	±165	12.3	8.6	± 4.8
Total Reduced	195.0	205.3	±19.4	3699	4309	±602	227 provided	236 provided	±21.5
Total Reduced – Commuter Services had influence	124.0	131.3	±17.6	2386	2996	±552	141.7 provided	152.8 provided	±20.0
Total Sample	486 total trips	489 total trips	±4.2	8278 total miles	9880 total miles	±742	486 total trips	489 total trips	±4.2

Table 2 takes into account the mode that commuters were using before they contacted the CAP, and thus shows only the difference between that mode and how database members commuted after contacting the CAP. In this table, only those commuters who joined in the last year are included. There is a 95% probability that the true total number of trips reduced of the south Florida Commuter Services database population lies between 79.4 and 115.2 trips annually per commuter *with respect to prior mode*; that the South Florida Commuter Services database population's true average reduction in vehicle miles of travel (VMT) ranges from 1,657 and 2,735 miles; and that the true mean number of trips in an alternative to the SOV ranges from 86.4 to 124.8 trips per year per commuter.

Table 2

Total Annual Trips and VMT Reduced Per Commuter South Florida Commuter Services Database *With* respect to prior mode								
Mode	**Mean Trips Reduced**		**95% C. I.**	**Mean Miles Reduced**		**95% C. I.**	**Mean Trips Provided**		**95% C. I.**
	2000	2001	2001	2000	2001	2001	2000	2001	2001
Carpool	16.1	15.2	±6.1	294	316	±140	25.0	20.8	±8.3
Vanpool	8.1	15.9	±7.2	184	582	±317	9.1	18.6	±8.4
Transit	74.4	60.8	±14.8	1372	1179	±342	74.4	60.8	±14.8
All Other	5.7	5.4	±5.0	63	119	±167	5.7	5.4	±5.0
Total Reduced	104.4	97.3	±17.9	1913	2196	±539	114.2 provided	105.6 provided	±19.2
Total Reduced– Commuter Services had influence	74.4	70.6	±15.5	1343	1735	±500	80.3 provided	76.9 provided	±17.0
Total Sample	486 total trips	489 total trips	±4.9	8278 total miles	10102 total miles	±976	486 total trips	489 total trips	±4.9

There were 427 valid responses in the survey of the Bay Area Commuter Services database members. Again, this information is analyzed in two ways. The first is without respect to the mode that the commuters were using before they joined the database. This calculates the total difference between current commuting modes and what vehicle trips and miles would have been if everyone used an SOV commute mode. This is the method that FDOT required by the procedures in evaluating CAP performance.

Table 3 shows the statistics per commuter without reference to prior mode. For the figures in this table, there is a 95% probability that the true total number of trips reduced within the Bay Area Commuter Services database population lies between 195.6 (216.7-22.1) trips annually and 238.8 (216.7+22.1) trips annually per commuter *without respect to prior mode.* In 2001, Bay Area Commuter Services and FDOT can be 95% confident that the Bay Area Commuter Services database population's true average reduction in vehicle miles of travel (VMT) ranges from 3,121 miles to 4,233 miles. Furthermore, there is a 95% probability that the true mean number of trips in an alternative to the SOV ranges from 241.1 trips to 292.9 trips per year per commuter.

Table 3

Total Annual Trips and VMT Reduced Per Commuter Bay Area Commuter Services Database *Without* respect to prior mode						
Mode	**Mean Trips Reduced**	**95% C. I.**	**Mean Miles Reduced**	**95% C. I.**	**Mean Trips Provided**	**95% C. I.**
	2001	2001	2001	2001	2001	2001
Carpool	76.8	11.7	1460	302	121.8	17.8
Vanpool	28.6	9.1	815	289	33.8	10.7
Transit	99.1	17.4	1274	283	99.1	17.4
All Other	12.3	5.7	129	102	12.3	5.7
Total Reduced	216.7	22.1	3677	556	267 provided	25.9
Total Reduced – BACS had influence	157.4	21.3	2701	507	194 provided	25.2
Total Sample	482 total trips	5.7	8141 total miles	587	482 total trips	5.7

Table 4 takes into account the mode that commuters were using before they contacted the CAP, and thus shows only the difference between that mode and how database members commuted after contacting the CAP. In this table, only those commuters who joined in the last year are included. There is a 95% probability that the true total number of trips reduced of the Bay Area Commuter Services Database population lies between 85.9 and 140.9 trips annually per commuter *with respect to prior mode*; that the Bay Area Commuter Services database population's true average reduction in vehicle miles of travel (VMT) ranges from 1,504 and 2,606 miles; and that the true mean number of trips in an alternative to the SOV ranges from 109.2 to 158.8 trips per year per commuter.

Table 4

Total Annual Trips and VMT Reduced Per Commuter Bay Area Commuter Services Database *With* respect to prior mode					
Mode	Mean Trips Reduced	95% C. I.	Mean Miles Reduced	95% C. I.	Mean Trips Provided	95% C. I.
	2001	2001	2001	2001	2001	2001
Carpool	30.7	10.6	576	255	41.5	14.4
Vanpool	24.7	10.9	691	350	29.4	12.9
Transit	53.7	17.4	659	294	53.7	17.4
All Other	9.3	5.6	129	127	9.3	5.6
Total Reduced	118.4	22.5	2055	551	134 provided	24.8
Total Reduced – BACS had influence	84.0	19.9	1427	450	94.6 provided	21.6
Total Sample	480 total trips	8.3	7801 total miles	759	480 total trips	8.3

Commuter Services Rideshare Database

Awareness of the CAP and the Ride Number is shown in two ways: unaided (unprompted) and aided. It is expected, since these people are members of a database, that a reasonable proportion would be able to come up with the name of the agency or the fact that there is a Ride Number without much help, and that certainly they should be able to do so in an aided fashion.

Unaided Awareness of South Florida Commuter Services/BACS and Ride Number

	Commuter Services	Ride Number	Either CS or Ride Number
■ 1998 SFCS	29%	3%	31%
■ 1999 SFCS	26%	2%	27%
▦ 2000 SFCS	18%	4%	19%
■ 2001 SFCS	16%	4%	21%
■ 2001 BACS	34%	0%	34%
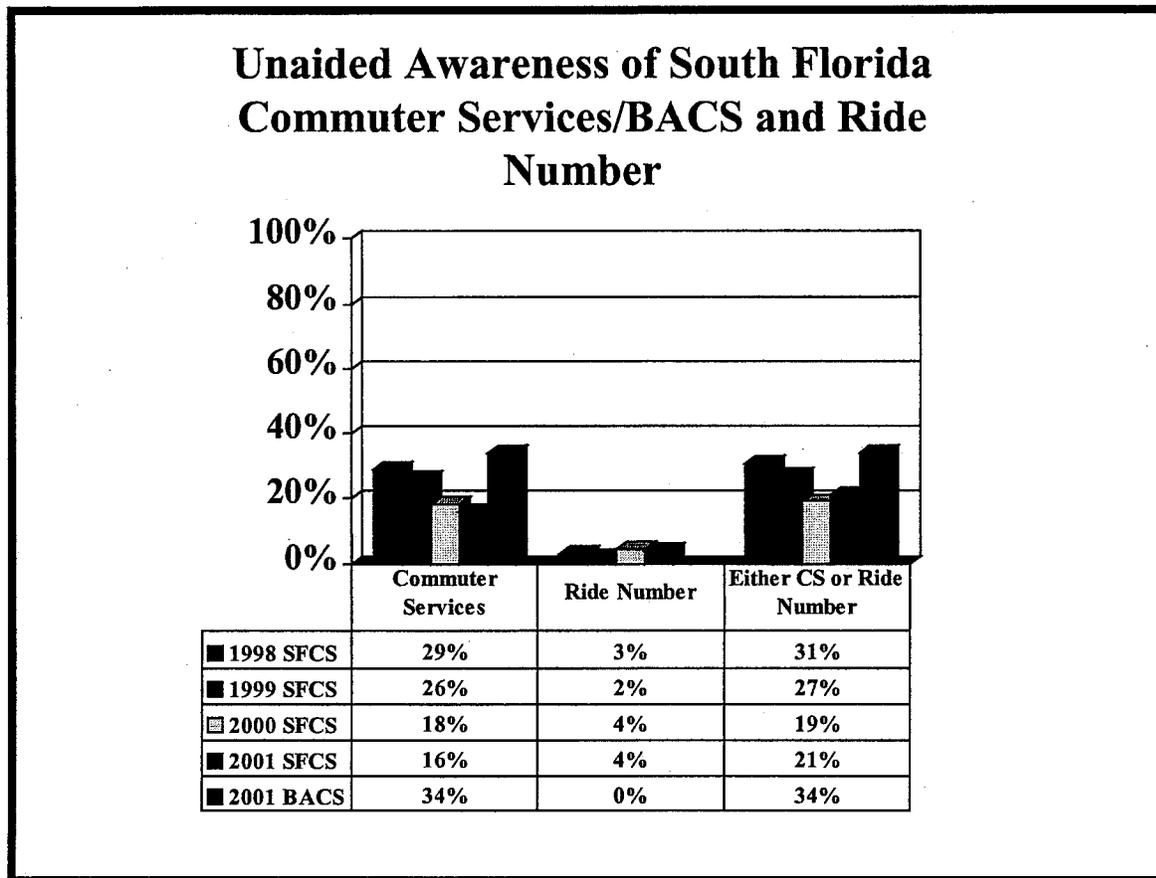
Figure 5: Unaided awareness of commuter services and Ride Number.

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Aided Awareness of South Florida Commuter Services/BACS (specifically) and Ride Number

	Commuter Services	Ride Number	Either CS or Ride Number
■ 1998 SFCS	47%	57%	77%
■ 1999 SFCS	61%	67%	83%
▥ 2000 SFCS	80%	74%	91%
■ 2001 SFCS	63%	77%	90%
■ 2001 BACS	85%	43%	90%
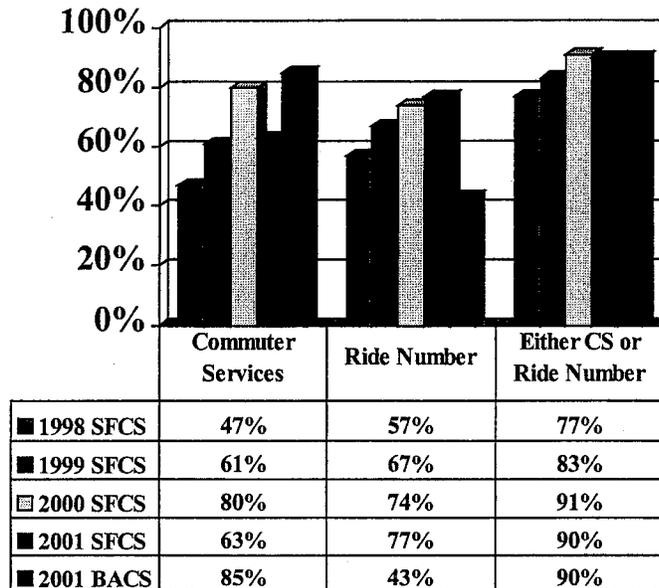
Figure 6: Aided awareness of commuter services and Ride Number.

South Florida Commuter Services generally focuses on communicating the existence of the ride telephone number, and not so much on the name of the agency. This is clearly demonstrated in the results, which show that Bay Area Commuter Services has done a more effective job of communicating the name of the agency to their members (34% unaided versus 16% for South Florida Commuter Services, 85% aided versus 63% for South Florida Commuter Services), but that South Florida Commuter Services database members are more aware of the existence of the Ride Number (virtually no unaided awareness for either, 77% aided for South Florida Commuter Services versus 43% for BACS).

Database members were asked how they had heard about the CAP or the Ride Number rather than what messages they might have recalled. This serves to give the agency an idea of what efforts have had the most impact among database members.

In 2000, the percentage of new South Florida Commuter Services database members that did not know where they heard about or were not aware of South Florida Commuter Services decreased

significantly from 51% to 21%. In 2001 this number rose back to 37%. About 40% of the database members heard about South Florida Commuter Services at work or, specifically, transportation days, down from 49%. Also, the number that said they heard about South Florida Commuter Services from friends dropped from 9% to 3%. Other figures stayed about the same.

For BACS, many more people reported hearing about the agency through work or at a transportation day (58%), and overall awareness is higher, as noted earlier, so far less people fall into the category of not being aware of the agency. Hearing about BACS from friends or through the Yellow Pages makes up most of the remainder of the results.

Where Database Members Heard About Commuter Services
(Base: members who joined in last 12 months)

	At Work or	High way signs	Bill-boards	Mail	Radio / TV	News paper	Friends	Yellow Page	Tri-rail	Don't know	Not aware of CS
■ 1998 SFCS	34%	1%	1%	2%	2%	4%				0%	53%
■ 1999 SFCS	38%	0%	1%	1%	2%	2%				13%	38%
▣ 2000 SFCS	49%	3%	6%	2%	7%	2%	9%	4%	3%	0%	21%
■ 2001 SFCS	39%	4%	4%	2%	7%	1%	3%	1%	0%	0%	37%
■ 2001 BACS	58%	0%	1%	1%	2%	4%	5%	5%	0%	0%	11%
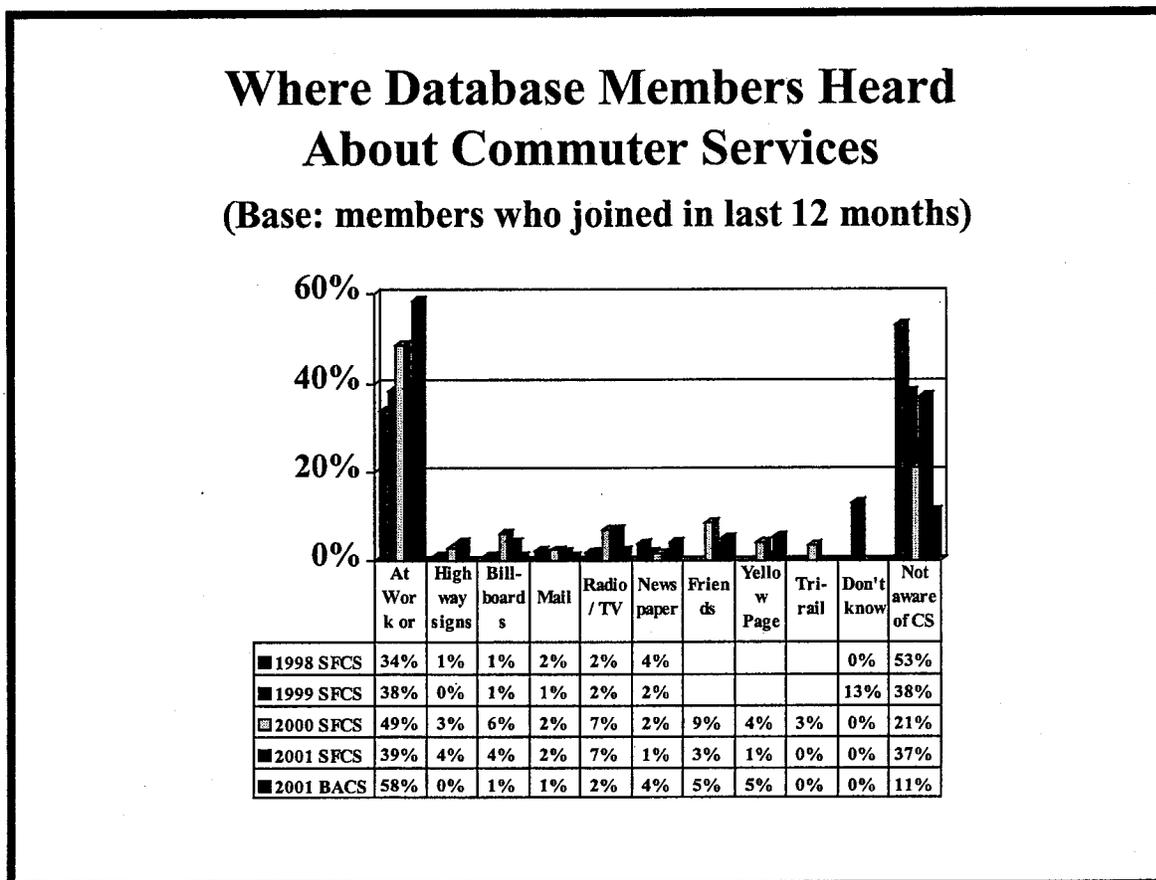
Figure 7: Where database members heard about commuter services.

For the Ride Number, results are similar, but there are far fewer people in South Florida who are not aware of the Ride Number. Most who have heard of it heard about the number at work or at a transportation day (38%), radio or TV (12%), highway signs (7%), billboards (7%) and so forth.

For BACS, awareness of the Ride Number is much lower, mainly developed through work or transportation day contacts.

Where Database Members heard About the Ride Number
(Base: members who joined in last 12 months)

	At Work or T-	Highway signs	Bill-boards	Mail	Radio/ TV	Newspaper	Bus /Bus stop/	Friends	Not aware of
■ 1998 SFCS	26%	2%	5%	7%	4%	4%			44%
■ 1999 SFCS	40%	1%	4%	5%	6%	3%			33%
□ 2000 SFCS	26%	3%	11%	7%	8%	1%	7%	5%	25%
■ 2001 SFCS	38%	7%	7%	5%	12%	2%	4%	4%	23%
■ 2001 BACS	19%	1%	3%	1%	4%	2%	3%	3%	57%
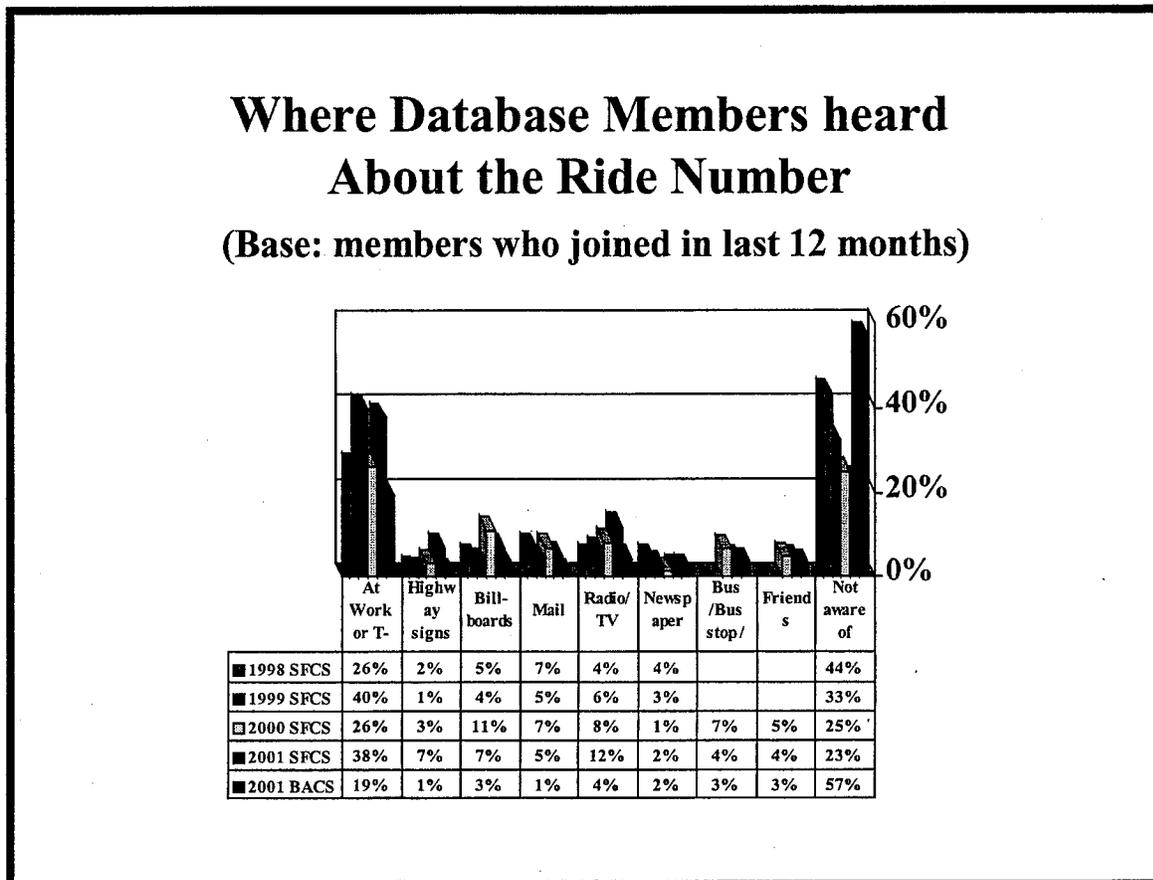
Figure 8: Where database members heard about the Ride Number.

The tremendous growth of the database in South Florida Commuter Services relative to BACS may in some part be due to concentrating on awareness of the Ride Number and not so much on the name of the agency. Awareness of the Ride Number is higher among the general public in South Florida (36%) compared to the Tampa/St. Petersburg area (23%). BACS may want to examine South Florida Commuter Services' strategies in this regard.

Stated Effect of Assistance Provided by Commuter Assistance Programs on Mode Choice

Database members were asked what effect the emergency ride home (ERH) or guaranteed ride home (GRH) information, and all of the information provided by the agency as a whole, had on their mode choice. The results are presented in the figures below.

Effect of Information on Mode Choice for Database Members

	Never did Rideshare	No Influence	Small Influence	Moderate Influence	Great Influence
■ 1998 SFCS	51%	24%	7%	8%	6%
■ 1999 SFCS	63%	16%	7%	7%	5%
▦ 2000 SFCS	46%	26%	7%	9%	11%
■ 2001 SFCS	35%	27%	10%	14%	13%
■ 2001 BACS	35%	34%	9%	10%	12%
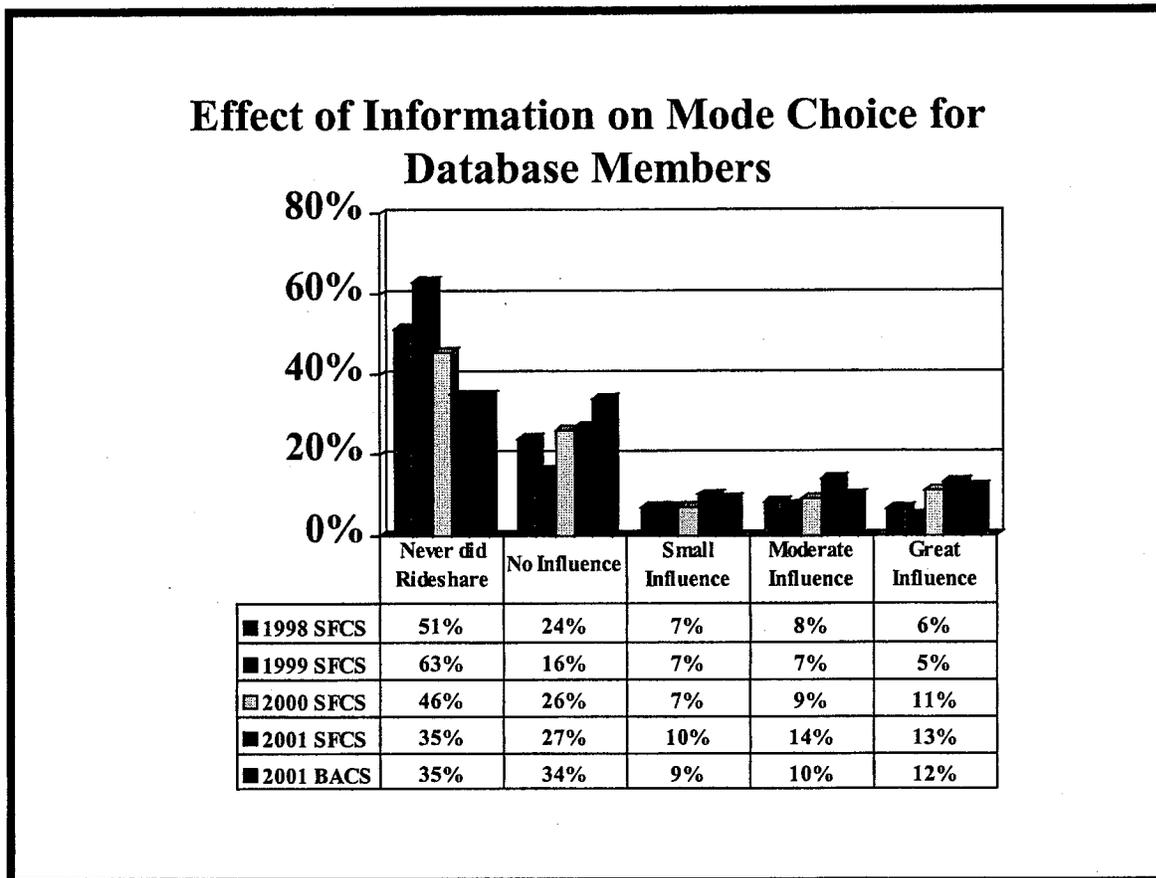
Figure 9: Effect of information on mode choice for database members.

The proportion that said the information had some influence (small, moderate, or great) rose from 27% in 2000 to 37% in 2001 for South Florida Commuter Services. Correspondingly, there was an 11% drop, from 46% to 35%. of database members who said they never did rideshare since they received the information. It should be noted that this is a different result from the 'used in the past' result earlier because some database members used alternative modes before joining the database but have not used the modes since they received information and assistance from the CAP.

For Bay Area Commuter Services, the results are similar. The proportion of database members who said they never did rideshare is identical to the South Florida Commuter Services results. For BACS database members, 31% said the information had some influence (versus 37% for South Florida Commuter Services).

Those results labeled "no influence" indicate the percentage of respondents who did try an alternative mode, but reported that advertising messages and information had no influence on their choice.

The proportion of South Florida Commuter Services database members saying that the ERH information had "some influence" on their choice of mode increased from 27% in 2000 to 35% in 2001. This continues a trend of the increasing importance of ERH to database members. For BACS, the results are very similar – 38% said the information had some influence on their mode choice.

Effect of Emergency Ride Home on Mode Choice for Database Members

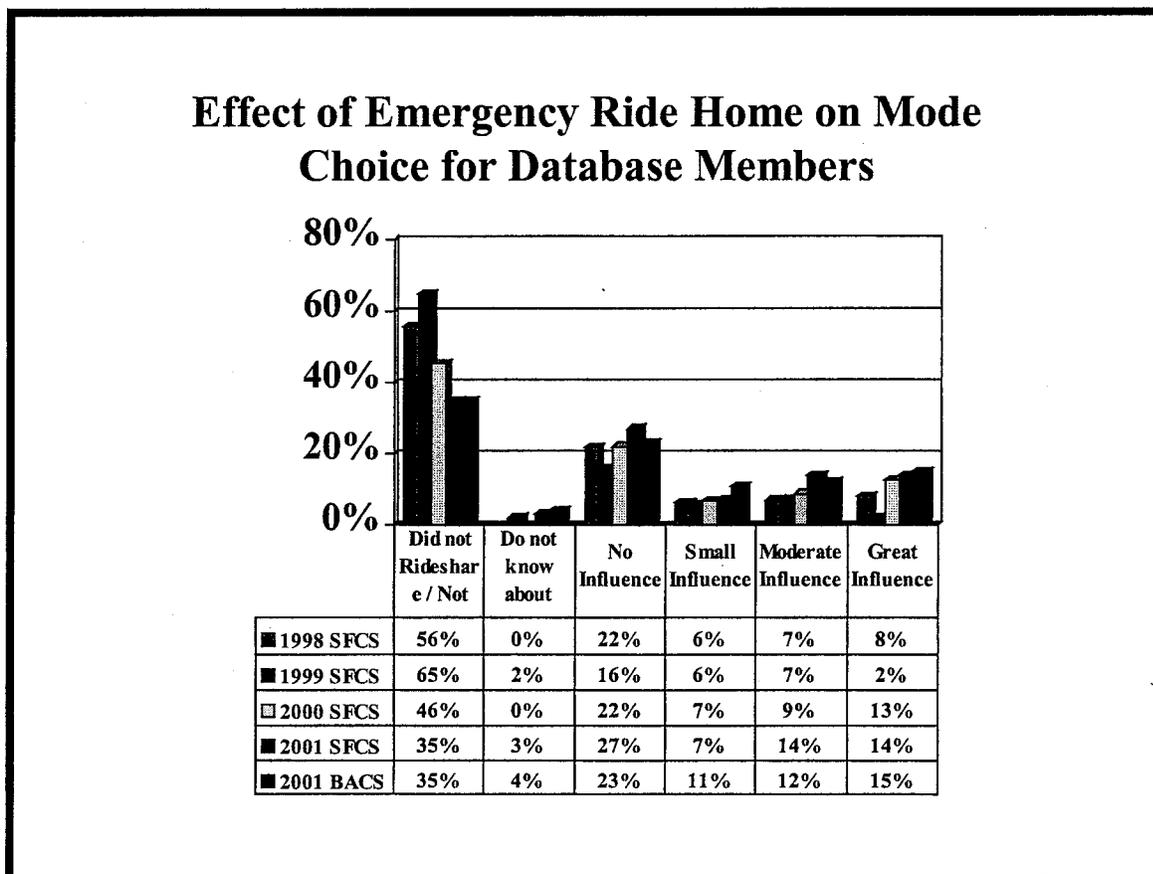|	Did not Rideshare / Not	Do not know about	No Influence	Small Influence	Moderate Influence	Great Influence
■ 1998 SFCS	56%	0%	22%	6%	7%	8%
■ 1999 SFCS	65%	2%	16%	6%	7%	2%
☐ 2000 SFCS	46%	0%	22%	7%	9%	13%
■ 2001 SFCS	35%	3%	27%	7%	14%	14%
■ 2001 BACS	35%	4%	23%	11%	12%	15%

Figure 10: Effect of ERH on mode choice for database members.

The number of database members receiving ERH information continues to increase, from 80% to 84% over the last year, a 22% increase over the last four years. For BACS, that number is 72%. See the next section for more details.

Evaluation of Commuter Assistance Programs by Database Members

Database members evaluated the performance of the commuter service agencies in two ways: responding to questions about specific actions the agency took or did not take, and providing subjective ratings on a 1-10 scale of their satisfaction with the agency. Database members were asked what types of assistance the agency had provided to them. Specifically, if the agency had provided tips on what to do next to start carpooling, information on the ERH program, and a list of potential car/vanpoolers (or a letter stating that there were no matches).

Assistance Provided by Commuter Services When Contacted by Database Members

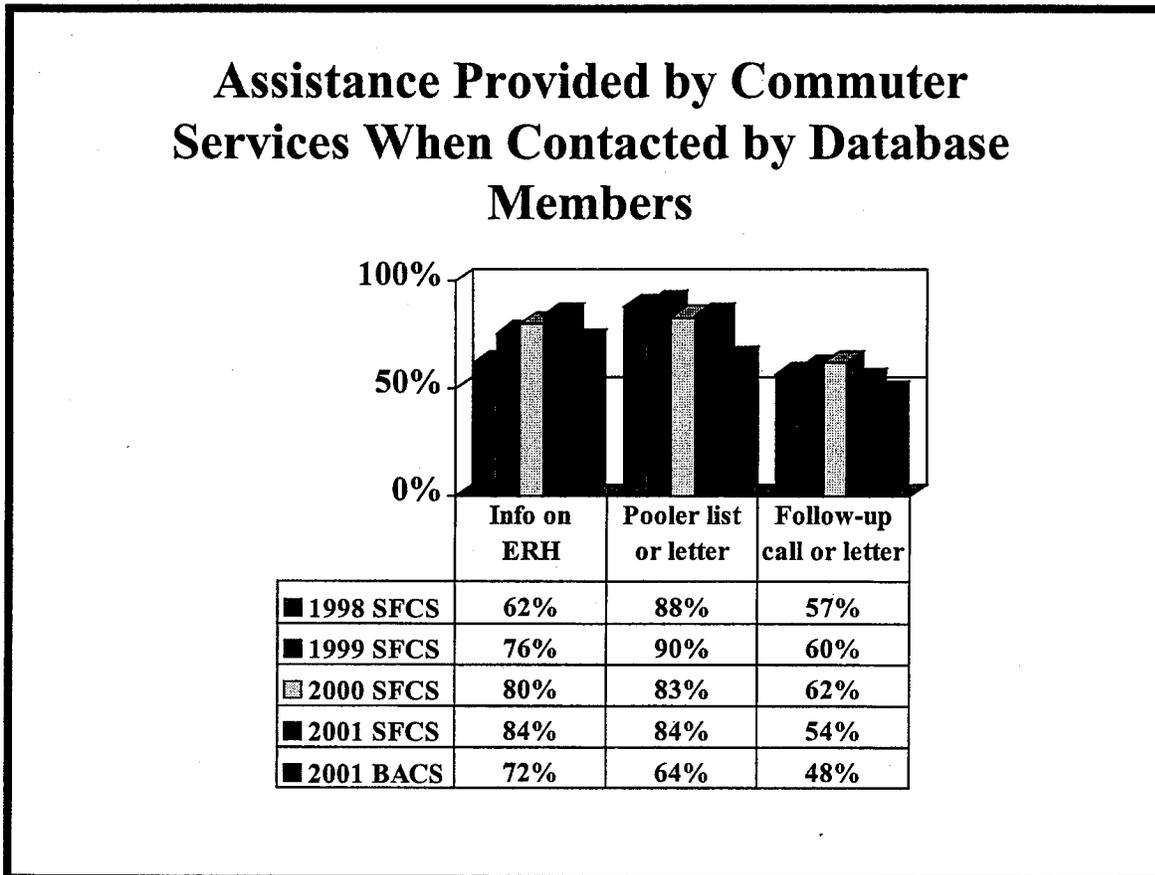|	Info on ERH	Pooler list or letter	Follow-up call or letter
■ 1998 SFCS	62%	88%	57%
■ 1999 SFCS	76%	90%	60%
▦ 2000 SFCS	80%	83%	62%
■ 2001 SFCS	84%	84%	54%
■ 2001 BACS	72%	64%	48%

Figure 11: Assistance provided by commuter services when contacted by database members.

The results of South Florida Commuter Services' efforts at following up with database members dropped off in the last year, down to 54% remembering that they had a follow-up call or letter.

The proportion receiving a list of potential carpoolers or vanpoolers held steady at 84%. All of these figures are slightly lower for BACS database members, with 64% reporting receiving a list of matches and 48% receiving a follow-up call.

In 2001, only 19% of South Florida Commuter Services database members received a "no match" letter, down significantly from 31% in the previous year. Unfortunately, most of this increase translated into a higher percentage (56%) of database members who received a list but took no action. The proportion that tried to use the list remained approximately steady at 12%.

For BACS, 36% said they did not receive anything as noted above, and a further 16% received a no match letter, meaning that 50% of the applicants do not recall receiving any information that helped them match with a carpool partner. In spite of this, a much higher proportion actually tried to use the information: 18% of all database members (compared to 12% for South Florida Commuter Services) and 36% of all of those who received useable information (compared to about 18% for South Florida Commuter Services).

Reception and Use of Match Information by Database Members

(Base: members who joined in last 12 months)

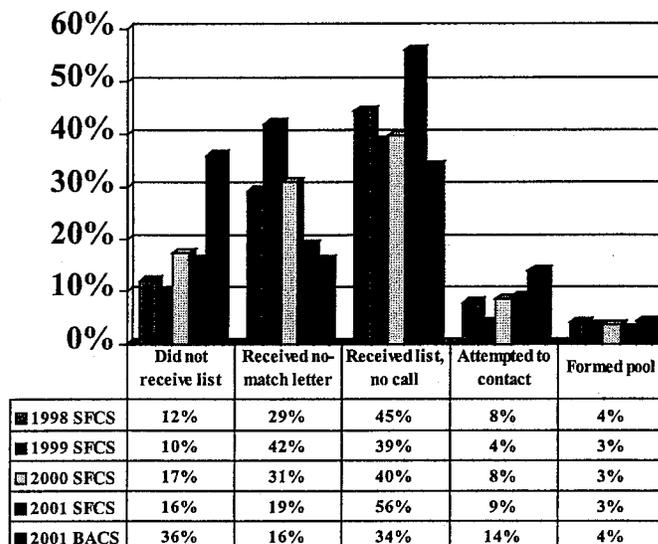|	Did not receive list	Received no-match letter	Received list, no call	Attempted to contact	Formed pool
1998 SFCS	12%	29%	45%	8%	4%
1999 SFCS	10%	42%	39%	4%	3%
2000 SFCS	17%	31%	40%	8%	3%
2001 SFCS	16%	19%	56%	9%	3%
2001 BACS	36%	16%	34%	14%	4%

Figure 12: Reception and use of match information by database members.

South Florida Commuter Services may want to examine how BACS provides their match information, since a much larger proportion of people who receive a match list use the information. BACS, on the other hand, may want to examine South Florida Commuter Services' procedures of information distribution, since many more people in the South Florida Commuter Services database recall receiving information. It is also possible that South Florida Commuter Services recruits a wider base of commuters, including current transit riders, who are not really interested in matching but are mainly interested in the ERH program.

To maximize the percentage of people using the list, both agencies should focus on the following items:

1. Re-examine the product. The fact that 82% of the people who receive names in South Florida fail to take any action (and 64% of those in the BACS database) suggests that there could be something inhibiting them from taking action. For the fourth year in a row, the quality of the list has received the lowest rating of effectiveness by database members.

2. Conduct qualitative research (e.g. focus groups) with database members to identify factors that encourage or prohibit use of the match list. If database members understand the steps necessary to form a carpool, what is preventing them from taking the initiative to act?

3. Re-examine the level of assistance in the formation of carpools from match lists. Do database members require greater assistance and follow-up to form carpools?

Database members were also asked to subjectively evaluate their agencies performance in a number of different areas based on their experiences. These results are shown below:
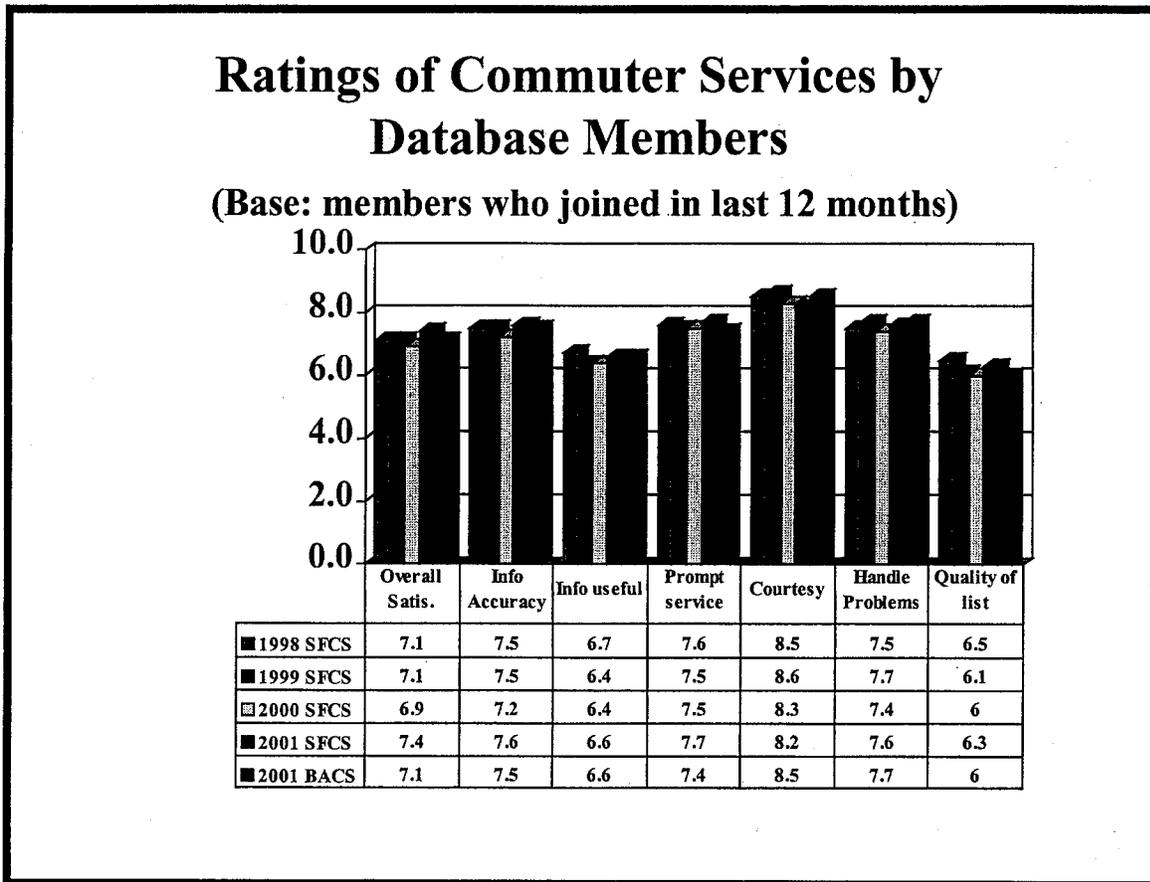
Ratings of Commuter Services by Database Members

(Base: members who joined in last 12 months)

	Overall Satis.	Info Accuracy	Info useful	Prompt service	Courtesy	Handle Problems	Quality of list
■1998 SFCS	7.1	7.5	6.7	7.6	8.5	7.5	6.5
■1999 SFCS	7.1	7.5	6.4	7.5	8.6	7.7	6.1
▦2000 SFCS	6.9	7.2	6.4	7.5	8.3	7.4	6
■2001 SFCS	7.4	7.6	6.6	7.7	8.2	7.6	6.3
■2001 BACS	7.1	7.5	6.6	7.4	8.5	7.7	6

Figure 13: Ratings of commuter services by database members.

As in previous years, the lowest scores continue to come on the usefulness of the information and the quality of the lists. Commuter service agencies can control the quality of the list by making sure the people on it are still interested in the service at periodic intervals, and ensuring that the addresses and telephone numbers are up-to-date. However, some elements, such as the quantity of matches provided, are to a large extent beyond the agency's control.

As a rule of thumb in these types of surveys, a result of 7.0-7.2 indicates a reasonably good score. Both South Florida Commuter Services and BACS should take a great deal of pride in the high scores they receive in information accuracy, promptness, and courtesy.

Finally, database members were asked if they would recommend South Florida Commuter Services or BACS to other people seeking assistance in carpooling or vanpooling. South Florida

Commuter Services' results rose to their highest levels, with 80% of the database members probably or definitely would recommend South Florida Commuter Services to others. For BACS, the number was similar, with 78% saying they would definitely or probably recommend BACS to others.

How Database Members Would Recommend Commuter Services to Others

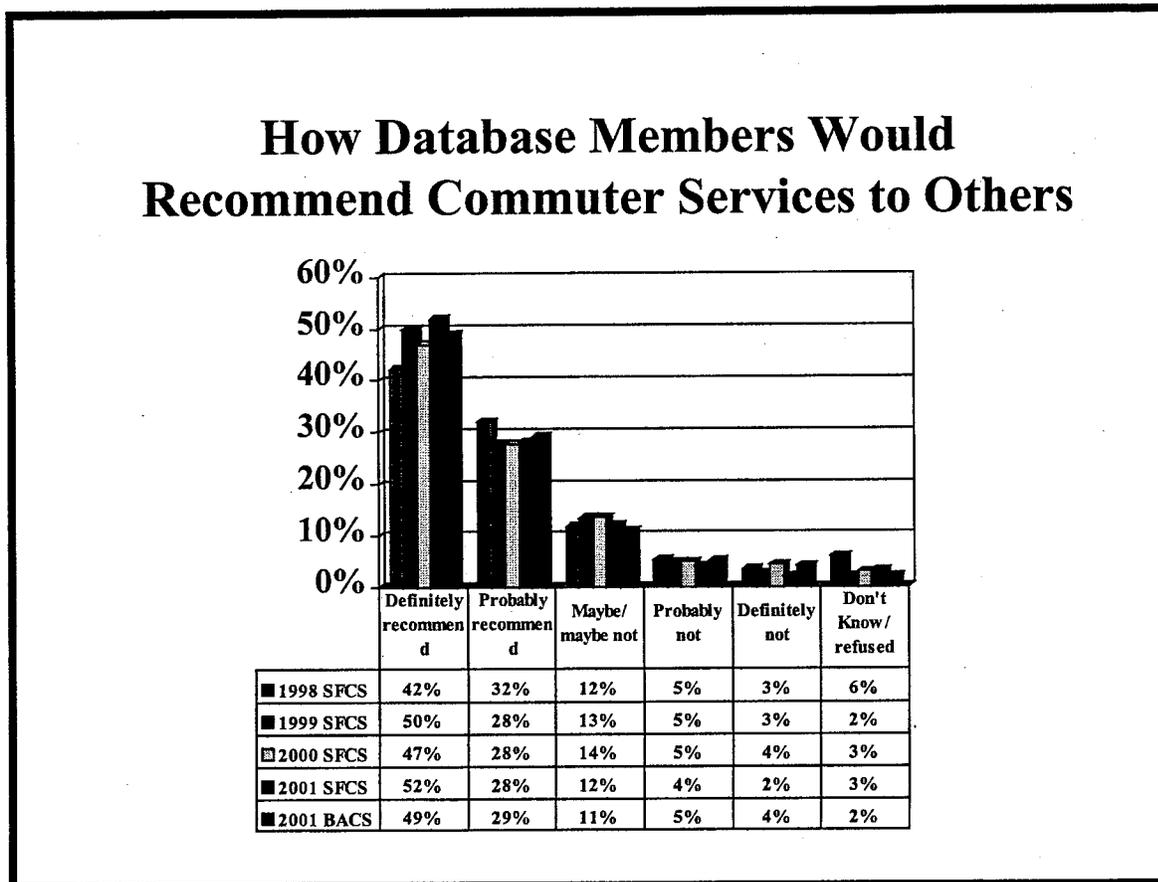|	Definitely recommend	Probably recommend	Maybe/ maybe not	Probably not	Definitely not	Don't Know/ refused
■ 1998 SFCS	42%	32%	12%	5%	3%	6%
■ 1999 SFCS	50%	28%	13%	5%	3%	2%
▣ 2000 SFCS	47%	28%	14%	5%	4%	3%
■ 2001 SFCS	52%	28%	12%	4%	2%	3%
■ 2001 BACS	49%	29%	11%	5%	4%	2%

Figure 14: How database members would recommend commuter services to others.

Conclusions and Recommendations

Total alternative mode use for South Florida Commuter Services is at its highest point since the evaluations began in 1998. For both agencies, 48% of validated database members report using alternative modes. For South Florida Commuter Services, transit is a major contributor (27%), whereas for BACS, use of transit is somewhat les common (20%) but use of carpooling is slightly more prevalent (25% for BACS versus 21% for South Florida Commuter Services).

An analysis of trip patterns and mode use reveals that each South Florida Commuter Services database member, on average, made 205 less trips in 2001 than they would have had they driven alone, and on average made 131 less trips due to South Florida Commuter Services' influence. This resulted in 4,309 less miles driven on average per database member, 2,996 of which were directly due to South Florida Commuter Services' influence. In total, this resulted in 1.3 million reduced trips and 30.8 million reduced miles that were due to South Florida Commuter Services' influence. For BACS, the corresponding figures are 217 trips per database member (157 which BACS influenced) and 3,677 miles reduced per database member (2,701 due to BACS influence), for a total of 392,000 reduced trips and 5.7 million reduced miles due to BACS influence.

South Florida Commuter Services generally focuses on communicating the existence of the Ride Number, and not so much on the name of the agency. This is clearly demonstrated in the results, which show that Bay Area Commuter Services has done a more effective job of communicating the name of the agency to their members (34% unaided versus 16% for South Florida Commuter Services, 85% aided versus 63% for South Florida Commuter Services), but that South Florida Commuter Services database members are more aware of the existence of the Ride Number (virtually no unaided awareness for either, 77% aided for South Florida Commuter Services versus 43% for BACS).

In 2001, only 19% of South Florida Commuter Services database members received a "no match" letter, down significantly from 31% in the previous year. Unfortunately, most of this increase translated into a higher percentage (56%) of database members who received a list but took no action. The proportion that tried to use the list remained approximately steady at 12% of the database.

For BACS, 36% said they did not receive anything as noted above, and a further 16% received a no match letter, meaning that 50% of the applicants do not recall receiving any information that

helped them match with a carpool partner. In spite of this, a much higher proportion actually tried to use the information: 18% of all database members (compared to 12% for South Florida Commuter Services) and 36% of all of those who received useable information (compared to about 18% for South Florida Commuter Services).

South Florida Commuter Services may want to examine how BACS provides their match information. BACS, on the other hand, may want to examine South Florida Commuter Services' procedures of information distribution, since many more people in the South Florida Commuter Services' database recall receiving information. It is also possible that South Florida Commuter Services recruits a wider base of commuters, including current transit riders, who are not really interested in matching but are mainly interested in the ERH program.

To maximize the percentage of people using the list, both agencies should focus on the following items:

1. Re-examine the product. The fact that 82% of the people who receive names in South Florida fail to take any action (and 64% of those in the BACS database) suggests that there could be something inhibiting them from taking action. For the fourth year in a row, the quality of the list has received the lowest rating of effectiveness by database members.
2. Conduct qualitative research (e.g. focus groups) with database members to identify factors that encourage or prohibit use of the match list.
3. Re-examine South Florida Commuter Services' level of assistance in the formation of carpools from match lists.

Both South Florida Commuter Services and BACS should take a great deal of pride in the high scores they receive in information accuracy, promptness, and courtesy.

Appendix A: Survey Instrument

Statewide Commuter Assistance Program Evaluation
Rideshare Database Survey (List)

Good morning/afternoon/evening My name is _____ and I am calling on behalf of the University of South Florida's Center for Urban Transportation Research.

This evening/today we are conducting a survey for the *Florida Department of Transportation* on commuting and traffic issues in the **(insert one of the following region names):** -

- A. Jacksonville Area – Duval County
- B. FDOT District Seven Area - Hillsborough, Pinellas, Pasco, Hernando, Citrus
- C. South Florida Area – Broward, Miami-Dade & Palm Beach Counties
- D. Pensacola and West Florida area - Bay, Calhoun, Escambia, Gulf, Holmes, Jackson, Okaloosa, Santa Rosa, Walton and Washington Counties

We are not attempting to sell you anything, we are only interested in your opinions.

(Ask to speak to person named on sample sheet - repeat intro if necessary)

1. How many days per week do you commute to work?

_____ - **IF 0 TERMINATE**

2. And about how far is your commute, one-way, in miles?

_____

2a. How many minutes does your commute usually take?

2b. What time do you usually leave home to go to work? _____ am/pm

2c. And what time do you usually leave work to go home? _____ am/pm

3. Are you aware of any organizations that promote carpooling or vanpooling or make it easier for commuters to carpool or vanpool, or not?

Yes	1		
No	2	-	**SKIP TO Q.5**
Don't Know/Refused	9	-	**SKIP TO Q.5**

4. Which organizations have you heard of? (probe: any others?) **(ALL THAT APPLY)** **(DO NOT READ LIST)**

South Florida Commuter Services or Commuter Services	*01*
Gold Coast Commuter Services	*02*
Bay Area Commuter Services	*03*
Commuter Services of North Florida	*04*
Metropolitan Commuter Assistance Program	*05*
West Florida Commuter services	*06*
1-800-234-RIDE (7433)	*11*
1-800-998-RIDE (7433)	*13*
(904) 633-RIDE (7433)	*15*
(800) 342-5557	*16*
Other specify_____	*97*

DO NOT ASK Q.5 IF LOCAL PROGRAM NAME MENTIONED IN Q.4

Use the following information to complete questions 5 – 11.

Survey Area	Program Name	Program Number
Jacksonville – Duval County	Metropolitan Commuter Assistance Program	(904) 633-RIDE (7433)
FDOT District Seven	Bay Area Commuter Services	1-800-998-RIDE (7433)
South Florida – Broward, Miami-Dade & Palm Beach Counties	South Florida Commuter Services	1-800-234-RIDE (7433)
Bay, Calhoun, Escambia, Gulf, Holmes, Jackson, Okaloosa, Santa Rosa, Walton and Washington Counties	West Florida Commuter Services	1-800-342-5557

5. **Have you ever heard of _____ (insert local Program Name based on database list being used)?**

Yes	1
No	2
Don't Know/Refused	9

DO NOT ASK Q.6 IF LOCAL PROGRAM NUMBER MENTIONED IN Q.4

6. Have you ever heard of the commuter information numbers "(insert local program number based on database)", or not?

Yes	1
No	2
Don't Know/Refused	9

IF SAMPLE=2 SKIP TO Q. 9
ASK Q.7 IF Q.5=1 OR LOCAL PROGRAM NAME MENTIONED IN Q4

7. How did you hear about (Insert Program name)? (CHECK ALL THAT APPLY)

a.	Newspaper	01
b.	Radio	02
c.	Television	03
d.	At work	04
e.	In the mail	05
f.	On billboards	06
g.	On road signs	07
h.	Received a phone call	08
i.	At bus stop/on a bench	09
j.	On the side of buses/vans	10
k.	Friends/co-workers/relatives	11
l.	Commuter Fair/Special event/ transportation day	12
m.	Employer	13
n.	*Telephone book/Yellow Pages*	*14*
o.	*Internet/Website*	*15*
p.	*Fax*	*16*
q.	*Other (SPECIFY: _____)*	*97*
r.	*Dk/Ref*	*99*

**ASK Q.8 IF Q.6=1 OR LOCAL NUMBER MENTIONED IN Q4

8.   How did you hear about the commuter information number?

a.	Newspaper	01
b.	Radio	02
c.	Television	03
d.	At work	04
e.	In the mail	05
f.	On billboards	06
g.	On road signs	07
h.	Received a phone call	08
i.	At bus stop/on a bench	09
j.	On the side of buses/vans	10
k.	Friends/co-workers/relatives	11
l.	Commuter Fair/Special event/ transportation day	12
m.	Employer	13
n.	*Telephone book/Yellow Pages*	*14*
o.	*Internet/Website*	*15*
p.	*Fax*	*16*
q.	*Other (SPECIFY: _____)*	*97*
r.	*Dk/Ref*	*99*

9.   Have you ever contacted (insert Program Name), (Insert Program number), or any other local group for carpool or vanpool information, or not?

Yes	1		
No	2	-	**SKIP TO Q.11**
Don't Know/Refused	9	-	**SKIP TO Q.11**

10. Whom did you contact? **(ALL THAT APPLY - DO NOT READ)**

South Florida Commuter Services or Commuter Services	*01*
Gold Coast Commuter Services	*02*
Bay Area Commuter Services	*03*
Commuter Services of North Florida	*04*
Metropolitan Commuter Assistance Program	*05*
West Florida Commuter services	*06*
1-800-234-RIDE (7433)	*11*
1-800-998-RIDE (7433)	*13*
(904) 633-RIDE (7433)	*15*
(800) 342-5557	*16*
Other specify_____	*97*

11. Have you ever signed up or had your name registered with (Insert Program Name here) or some other (Specify area from list) carpool/vanpool service, or not?

Yes	1	
No	2	**SKIP TO Q.14**
Don't Know/Refused	9	

12. Is your name still registered with that service, or is it no longer registered?

Yes, still registered	1	- **SKIP TO Q.14**
No, not registered	2	
Don't Know/refused	9	**SKIP TO Q.14**

13. Why did you decide to remove your name from that service? Any other reasons? **(PROBE - DO NOT READ) (ALL THAT APPLY)**

Didn't get any use out of it	1
Already got started in a carpool/vanpool	2
Didn't like carpooling/vanpooling	3
Didn't provide any names for carpooling/vanpooling	4
Only needed for emergencies	5
Moved	6
Changed jobs	7
Other reasons	8

IF Q.9 IS YES OR Q.11 IS YES, THEN CONTINUE.
IF Q.9 IS NOT YES AND Q.11 IS NOT YES, THEN TERMINATE.

NO Q.13a

For the next few questions, I'm going to ask you about how you commuted *before* you received information from the agency.

> **IF SAMPLE=2 SKIP TO Q. 24x**
> **Q.9 IS YES OR Q.11 IS YES, THEN CONTINUE.**
> **IF Q.9 IS NOT YES AND Q.11 IS NOT YES, THEN TERMINATE.**

---

14. Before you received the information from the agency, were you driving to work alone every day you worked, or not?

Yes	1	-	**CONTINUE**
No	2	-	**SKIP TO Q.15**
Don't Know/Refused	9		

14a. When you drove to work, did you ever carpool, that is, go to work with someone else in the car?

Yes	1	-	**CONTINUE WITH Q.15**
No	2	-	**GO TO Q.22**

15. How many days per week were you carpooling to work?

_____ **- IF 0, SKIP TO Q.17**

16. About how many people were usually in your carpool, including the driver?

_____

17. How many days per week were you vanpooling to work, that is, riding in a van with 7 to -14 other people?

_____ **- IF 0, SKIP TO Q.19**

18. About how many people were usually in your vanpool, including the driver?

_____

19. How many days per week were you riding the bus to work?

_____

20. How many days per week were you getting to work in some other way?

_____ **- IF 0, SKIP TO Q.22**

21. And how were you getting to work? (SPECIFY: _____)

22. Specifically, what types of assistance or information did the agency provide you with? **(PROBE - DO NOT READ) (ALL THAT APPLY)**

List of potential carpoolers	01
Bus schedules & routes	02
List of potential vanpoolers	03
Information about leasing vans for vanpools	04
Letter stating that no carpool/vanpool matches were found	05
Information about Park & Ride lots	06
Information about shuttle services	07
Information about Guaranteed (or Emergency) Ride Home program	08
Tips on what to do next to start carpooling/vanpooling	09
Information about the commuter club	10
Commuter Choice Program	11
New Job Commuting Brochure	12
Other (SPECIFY: _____)	97
Don't know/Refused	99

ASK Q.23a-b ONLY FOR THOSE NOT ALREADY MENTIONED IN Q.22

---

23. *Did they provide you with _____, or not?*

		Yes	No	Don't Know	Refused
b.	Information about the Guaranteed Ride Home program (in South Florida Emergency Ride Home Program)	1	2	8	9
c.	A list of potential carpool or vanpool PARTNERS;	1	2	8	9

IF Q.23c=2, ASK Q.23d

23d. Did they send a letter stating that no carpool or vanpool matches were found?

Yes	1
No	2

IF Q.23c=1 or Q.22=1 or Q.22=3, ASK Q.23e

23e. Thinking about the list of potential carpoolers or vanpoolers you were provided with, did you try to contact anybody on the list?

Yes	1
No	2

IF Q.23e=1, ASK Q.23f

23f. And did you successfully join a carpool or vanpool with someone from this list?

Yes	1 **skip to q. 25**
No	2

24x. **For the next few questions, I'm going to ask you about how you commuted since you received information from or contacted the agency.**

Since you received the information, did you drive to work alone every day you work, or not?

Yes	1	-	**CONTINUE**
No	2	-	**SKIP TO Q.24**
Don't Know/Refused	9		

24y. When you drove to work, did you ever carpool, that is, go to work with someone else in the car?

Yes	1	-	**SKIP TO Q.24a INSTRUCTION**
No	2	-	**GO TO Q.32**

24. Did you ever carpool to or from work after you received the information, or not?

Yes	1		
No	2	-	**SKIP TO Q.32**
Don't Know/Refused	9		

> **ASK Q.24a ONLY IF (EITHER Q.23c3 IS NOT YES OR Q.23f IS NO) AND (Q.24 IS YES OR Q24Y IS YES)**

24a. And how did you start this carpool?

_____

_____

_____

25. Are you still carpooling?

Yes	1		
No	2	-	**SKIP TO Q.29**
Don't Know/Refused	9		

26. About how many days per week are you carpooling both to and from work?

_____

> **ASK Q.26A ONLY IF Q.26 < Q1**

26a. And how many days do you carpool only one-way, either to or from work?

_____

27. About how many people are usually in your carpool, including the driver?

_____

28. About how long have you been carpooling?

_____ Days_____ Weeks _____Months _____Years

<div style="border:1px solid; text-align:center">SKIP TO Q.32</div>

29. About how long were you in your carpool?

_____ Days_____ Weeks _____Months _____Years

30. How many days per week were you carpooling?

_____

31. About how many people were usually in your carpool, including the driver?

_____

32. Did you ever vanpool to or from work, that is, ride in a van with 7 to 14 other people, after you received the information, or not?

Yes	1	
No	2	- **SKIP TO Q.40**
Don't Know/Refused	9	

33. Are you still vanpooling?

Yes	1	
No	2	- **SKIP TO Q.37**
Don't Know/Refused	9	

34. About how many days per week are you vanpooling both to and from work?

_____

<div style="border:1px solid; text-align:center">ASK Q.34A ONLY IF Q.34 < Q.1</div>

34a. And how many days per week are you vanpooling only one-way, either to or from work?

_____

35. About how many people are usually in your vanpool, including the driver?

_____

36. About how long have you been vanpooling?

_____ Days_____ Weeks _____Months _____Years

<div style="border:1px solid; text-align:center">SKIP TO Q.40</div>

37. About how long were you in your vanpool?

_____ Days_____ Weeks _____Months _____Years

38. How many days per week were you vanpooling?

_____

39. About how many people were usually in your vanpool, including the driver?

_____

40. Did you ever ride the bus (in South Florida add: or train) to or from work after you received the information, or not?

Yes	1	
No	2	- **SKIP TO Q.46**
Don't Know/Refused	9	

(Ask Q. 40a only if in South Florida)

40a. Would that be the bus or the train?

Bus	1
Train	2

41. Are you still riding the bus (In SF ask train if applicable)?

Yes	1	
No	2	- **SKIP TO Q.44**
Don't Know/Refused	9	

42. About how many days per week are you riding the (bus/train) both to and from work?

_____

ASK Q.42A ONLY IF Q.42 < Q.1

42a. And how many days per week are you riding the (bus/train) only one-way, either to or from work?

_____

43. About how long have you been riding the (bus/train)?

_____ Days_____ Weeks _____Months _____Years

<div style="border: 1px solid black; display: inline-block; padding: 4px;">

SKIP TO Q.46

</div>

44. About how long were you riding the (bus/train) to work?

_____ Days_____ Weeks _____Months _____Years

45. About how many days per week were you riding the (bus/train) to work?

_____

46. Is there any other way you used to get to work since you received the information?

Yes	1	
No	2	- **GO TO Q.53**
Don't Know/Refused	9	

47. How were you getting to work? (SPECIFY: _____)

48. And are you still getting to work by **(INSERT ANSWER TO Q.47)**?

Yes	1	
No	2	- **GO TO Q.51**
Don't Know/Refused	9	

49. About how many days per week are you **(INSERT ANSWER TO Q.47)** both to and from work?

_____

<div style="border: 1px solid black; padding: 4px;">

ASK Q.49A ONLY IF Q.49 < Q.1

</div>

49a. And how many days per week are you **(INSERT ANSWER TO Q.47)** only one-way, either to or from work?

_____ **(ENTER 0 IF QUESTION IS SKIPPED)**

50. About how long have you been **(INSERT ANSWER TO Q.47)**?

_____ Days_____ Weeks _____Months _____Years

<div style="border: 1px solid black; display: inline-block; padding: 4px;">

SKIP TO Q.53

</div>

51. About how long were you getting to work by **(INSERT ANSWER TO Q.47)**?

_____ Days_____ Weeks _____Months _____Years

52. About how many days per week were you getting to work by **(INSERT ANSWER TO Q.47)**?

_____

SKIP Q53A IF SAMPLE=2
53a. So, *before* you received information from the agency, you:
    (If q14=1) drove alone to work, without anyone else in the car, every day
    (if q14 ne 1):
        (if q15>0) carpooled **(q15)** days per week,
        (if q17>0) vanpooled **(q17)** days per week
        (if q19>0) rode the bus or train **(q19)** days per week
        (if q20>0) (q21) (q20) days per week
and *after* you received information from the agency, you:
    (If q24=2, q32=2, q40=2, q46=2 drove alone to work , without anyone else in the car,
        every day
        (if q24=1 and q26>0) carpooled to and from work **(q26)** days per week,
            (if q26a>0) carpooled one-way **(q26a)** days per week
        (if q24=1 and q30>0) carpooled **(q30)** days per week for **(q29)**
        (if q32=1 and q34>0) vanpooled to and from work **(q34)** days per week,
            (if q34a>0) vanpooled one-way **(q34a)** days per week
        (if q24=1 and q38>0) vanpooled **(q38)** days per week for **(q37)**
        (if q40=1 and q42>0) rode the bus (train) to and from work **(q42)** days per week,
            (if q42a>0) rode the bus (train) one-way **(q42a)** days per week
        (if q40=1 and q45>0) rode the bus(train) **(q45)** days per week for **(q44)**
        (if q46=1 and q49>0) (q47) to and from work **(q49)** days per week,
            (if q49a>0) (q47) one-way **(q49a)** days per week
        (if q46=1 and q52>0) (q47) (q52) days per week for **(q51)**

Is that correct?
        Yes   1   **Continue**
        No   2   **Insert corrections and continue**

ASK Q.53 IF Q.24, Q.32, Q.40 OR Q.46=1 ; OTHERWISE SKIP TO Q.55

Use the following information to complete questions 53 & 54.

Survey Area	Program Name	Program Number
Jacksonville – Duval County	Metropolitan Commuter Assistance Program	(904) 633-RIDE (7433)
FDOT District Seven	Bay Area Commuter Service	1-800-998-RIDE (7433)
South Florida – Broward, Miami-Dade & Palm Beach Counties	South Florida Commuter Services	1-800-234-RIDE (7433)
Bay, Calhoun, Escambia, Gulf, Holmes, Jackson, Okaloosa, Santa Rosa, Walton and Washington Counties	West Florida Commuter Services	1-800-342-5557

53.   **To what extent did information or assistance from (insert Program Name) influence your choice of how you commute to or from work? Did it...**

Have a great deal of influence	4
A moderate influence	3
A small influence, or	2
No influence at all	1
(DO NOT READ) Don't Know/Refused	9

54.   To what extent did the (insert program name) influence your choice of how you commute to or from work? Did it...

Have a great deal of influence	4
A moderate influence	3
A small influence, or	2
No influence at all	1
(DO NOT READ) Don't understand/know about the guaranteed/ emergency ride home program	8
(DO NOT READ) Don't Know/Refused	9

IF SAMPLE=2 SKIP TO Q. 58

55.   And after this group provided you with the information, did anyone from that group follow up with you by letter or phone call to see if you had any further questions or problems?

Yes	1
No	2

Don't know   8

Refused   9

56. For the next few questions, please respond by using a scale of 1 to 10, where 1 is the lowest or worst rating and 10 is the highest or best rating. Using this scale, how would you rate the agency on....

(ROTATE LIST)	Worst								Best		DK
a. The accuracy of the information they provided	1	2	3	4	5	6	7	8	9	10	99
b. The usefulness of the information they provided	1	2	3	4	5	6	7	8	9	10	99
c. The promptness with which they provided the information	1	2	3	4	5	6	7	8	9	10	99
d. Their courtesy and professional attitude	1	2	3	4	5	6	7	8	9	10	99
e. Their handling of any questions or problems you had	1	2	3	4	5	6	7	8	9	10	99
f. The quality and usefulness of the list of potential carpoolers or vanpoolers that they sent you.	1	2	3	4	5	6	7	8	9	10	99

ASK F ONLY IF Q.22-01 OR Q.22-03 MENTIONED OR Q.23C=1

57. And still using this scale, overall how satisfied are you with this agency's performance?

Not at all Satisfied							Very Satisfied		
1	2	3	4	5	6	7	8	9	10

58. And if a friend or relative were to ask you about this carpool/vanpool agency and whether they should use their services, would you....

Definitely recommend using this agency   5

Probably recommend using this agency   4

Maybe/maybe not recommend them   3

Probably not recommend them   2

or definitely not recommend them   1

(DO NOT READ) Don't know/refused   9

Now I just have a few questions remaining that are for statistical and classification purposes only. Your answer will remain completely anonymous and confidential.

d1. What is your marital status?

Single	1
Married	2
Divorced/Separated	3
Widowed	4
(DO NOT READ) Refused	9

d2. Do you have any children under the age of 6 in your household?

Yes	1
No	2
Refused	9

D4. How many working vehicles do you have in your household?
(Record exact #)

d3. Do you have any children aged 6-16 in your household?

Yes	1
No	2
Refused	9

d4. What is the highest level of education you have completed? **(DO NOT READ)**

Did not complete high school	1
High school graduate	2
Trade/technical school	3
Attended college/associate degree	4
College graduate	5
Post Graduate degree	6
Refused	9

d5.   What is your race or ethnicity?

White	1
African-American	2
Hispanic	3
Asian	4
American Indian	5
Other specify _____	6
Refused	9

d6.   Please stop me when I read the category that contains your age?

18 - 24 years old	1
25 - 34	2
35 - 44	3
45 - 54	4
55 - 64	5
65 or older	6
(DO NOT READ) Refused	9

d7.   Please stop me when I read the range that contains your household's total income, including yourself and anyone else in your household that worked, for the year 2000?

Under $10,000	1
$10,000 - $19,999	2
$20,000 - $29,999	3
$30,000 - $39,999	4
$40,000 - $49,999	5
$50,000 - $59,999	6
$60,000 - $69,999	7
$70,000 or more	8
(DO NOT READ) Refused	9

Thank you very much. That concludes our survey. For verification purposes, etc.

END: Thank you very much for your cooperation in this survey. Good night.