

# Commute Trip Reduction (CTR) Paper Survey

## Instructions

Your jurisdiction's Commute Trip Reduction (CTR) Ordinance and Washington State Law RCW 70.94.521-551 require that you conduct a biennial measurement of your worksite's progress towards reducing:

- NDAT (Non Drive Alone Trips) rate for the worksite
- VMT (Vehicle Miles Traveled one way) per employee

The following instructions provide a step-by-step guide to help you conduct a successful CTR survey. Please review these instructions carefully before you begin distributing survey questionnaires to employees.

### WHICH EMPLOYEES MUST BE SURVEYED?

According to the *CTR Task Force Guidelines*, employees are considered CTR-affected and are required to be surveyed if they meet all of the following criteria:

- Work 35 hours or more in a week (Monday through Sunday)
- Are scheduled to report to a single worksite between 6 and 9 am
- Work on two or more weekdays (Monday through Friday)
- Work in a position intended to last 12 continuous months

**All employees who meet or may meet the definition of “affected employee” must be surveyed.**

Employers have the option of surveying all employees at the worksite if they believe that the commuting characteristics of the total employee population are significantly different than those of the affected employee population. If an employer chooses to survey all employees at the worksite, it must survey the total worksite population. This includes **all** of the following groups:

- all CTR-affected employees,
- all other employees on the company payroll (i.e.: night shift, part time and teleworking employees), and
- all persons not on the company payroll but who work at the site and are eligible to take advantage of the benefits of the worksite's CTR program. This may include: contract employees, cafeteria staff, janitorial staff, etc.

➤ **Before receiving these surveys you indicated on your Survey Response Form (SRF) which employee population your company decided to survey and the number of employees in that population. That number is the minimum number of surveys you're expected to distribute and the population you will survey. If you need to make a change in the survey population or the number of employees in that population, please contact your Employer Transportation Representative (ETR).**

### 1. DETERMINE YOUR DISTRIBUTION AND COLLECTION STRATEGY

Each questionnaire is sequentially numbered. You can use these numbers as a tool for tracking which surveys were sent to each person, workgroup, or department. As surveys are returned, you will know who has responded and which employees, work groups or departments require additional prompting or follow-up. *The tracking strategy you use will depend largely upon the unique characteristics of your organization and may be the largest factor affecting your response rate.*

## Effective ways to distribute the questionnaires include:

- Distribute through interoffice mail
- Hold meetings where non-office personnel can complete the questionnaires
- Have supervisors or administrative assistants personally distribute and collect them at staff meetings

Regardless of the method you choose, keep the following handling instructions in mind:

### HANDLING THE QUESTIONNAIRES

The questionnaires require special care because they are processed by a high-speed optical scanner. Keep the following in mind when handling the forms:

- ◆ Forms must be completed with No 2 pencil.
- ◆ Do not rubber band, staple, clip, or tape, tear, bend or fold the forms.
- ◆ Do not make photocopies. Use only the original forms. The optical scanner cannot read photocopies.
- ◆ **Do not use questionnaires left over from previous surveys.** If you have any remaining surveys from previous years, recycle them NOW. They are not compatible with the current process despite appearing very similar.
- ◆ Do not use sticky labels/post-it-notes anywhere on the forms.
- ◆ Do not allow questionnaires to get wet.

Please inform your employees of these handling limitations.

## 2. DECIDE “WHEN” TO DISTRIBUTE

- The State CTR Task Force Guidelines require that you survey employees following a FULL five-day workweek.
- According to the state guidelines, you may not distribute the questionnaires following a workweek in which a holiday occurred.
- Record the date distributed on the “Employer Identification Sheet”. If the questionnaires were distributed over multiple days, record the first date.

## 3. DECIDE UPON A DUE DATE

- A week to ten days is usually sufficient time for employees to return completed surveys to you. Our experience shows that a longer time frame generally will not increase the return rate.
  - A five-week time period has been reserved for you to return your questionnaires for processing.
- **Surveys are due for processing by the date indicated on your “Employer Identification Sheet”. If you are not able to meet this deadline, please contact your Employer Transportation Representative (ETR).**

## 4. INFORM ALL EMPLOYEES / PREPARE A COVER LETTER

A week or two prior to distributing the surveys, you may want to inform employees of the upcoming survey and why their prompt response is important. Many ETCs arrange to speak about the survey at staff meetings or send an email to all employees.

Many ETCs include a cover memo with the actual survey. To download our sample letter from our website, go to: <http://www.kingcounty.gov/commutesolutions>. Click on “[CTR Survey](#)” on the left sidebar, and then click on the link to “[Paper Survey](#)”. If you use a cover letter, please do not staple it to the form. One suggestion is to print the cover memo on 11”x 17” paper, fold it in half, and insert questionnaire/survey form inside.

**If you design your own cover letter, be sure to include all of the following:**

- Why the survey is being conducted and how to complete the questionnaire.
- The handling limitations mentioned in Step 1.
- State the due date, collection method, and whom to contact with questions.

## **5. DISTRIBUTE THE QUESTIONNAIRES**

➤ **Distribute questionnaires to the entire employee population indicated on your Survey Response Form.**

If you have any questions about the distribution requirements or need additional questionnaires, contact your ETR.

## **6. COLLECT THE EMPLOYEE QUESTIONNAIRES / DETERMINE YOUR \*RESPONSE RATE**

Make your collection method as easy as possible for employees. This will increase the number of questionnaires returned. Some suggestions are:

- a) Have them collected personally by supervisors, or collect them yourself.
- b) Use inter-office mail and ask employees to return them to you.
- c) Set up a well-marked Survey Collection Box.
- d) Send out a follow-up reminder shortly before the due date.

➤ **Determine your Response Rate (see shaded box below). If your response rate is less than 70% (.7), use your tracking system to determine who hasn't returned a survey. Follow-up with that group of employees. You may provide new surveys to those that have misplaced them.**

### **\* REQUIRED MINIMUM RESPONSE RATES:**

Response rate is calculated by dividing the number of questionnaires completed and returned by the number distributed. The number of *surveys distributed* must be greater than or equal to the number you indicated on your Survey Response Form. If you have less than a 70% response rate, the difference between your actual response rate and 70% will be *filled in* with all drive-alone responses. If "*fill-in*" is used, it is likely that your survey will show a higher percentage of people commuting alone and a longer average commute distance. The results of your survey, including *fill-in*, will be used to assess your organization's progress toward its CTR goal.

Example: You have 100 employees and distribute 100 surveys. You receive 50 surveys back from employees. You have a 50% Response Rate. If you turn in your surveys for processing you will have 20% fill-in to bring your Response Rate up to 70%. In this case, your fill-in would be the equivalent of 20 employees completing a survey with drive-alone responses.

**The state also requires a *minimum* response rate of 50% on all surveys for the survey to be considered valid. Employers who do not meet this minimum response rate will need to re-survey their employees during the same survey cycle.**

## **7. CHECK YOUR COMPLETED QUESTIONNAIRES FOR DAMAGE**

Damaged questionnaires or questionnaires completed in ink cannot be optically scanned and therefore will not count toward your response rate.

- Questionnaires completed in ink may be salvaged by 'pencilling over' the ink markings with a number 2 pencil.

- If the questionnaire has been stapled, clipped, folded, photocopied, has something stuck to it or shows signs of moisture damage, transfer the responses from that form to a blank, undamaged form.
- Be careful when transferring the responses from the original damaged form to a blank one. Record each response the same way the employee responded, and retain the damaged forms in your file.

## 8. COMPLETE THE EMPLOYER IDENTIFICATION SHEET

Complete one Employer Identification Sheet for each worksite surveyed. If you are responsible for surveying more than one worksite, make sure that the worksite information on the Employer Identification sheet matches the corresponding completed questionnaires. Contact your ETR for tips on keeping returned surveys separated by worksite.

Use the Employer Identification Sheet to complete the survey process. The Employer Identification Sheet:

- a) Identifies the worksite to which the questionnaires correspond.
- b) Displays the date you agreed to distribute the questionnaires and your scheduled pick up date.
- c) Has blank lines for you to enter the number of surveys/questionnaires distributed, the number completed, the resulting response/return rate, and the actual date the survey was conducted.
- d) Provides a checklist for you to assure you've completed the process before having the surveys picked-up.

## 9. PACKAGE THE QUESTIONNAIRES FOR PROCESSING

- Stack the questionnaires face-up and all in one direction.
- Return ALL of the questionnaires at one time.
- Place the brightly colored Employer Identification Sheet on top of the stack of questionnaires.
- Use an adequate envelope or box to package the questionnaires for shipping.
- Fill in any additional space with *crumpled paper only* to prevent damage to the questionnaires.
- **Do not use foam-packing chips** for packaging, they stick to the questionnaires and interfere with the optical scanner.
- Tape the box or envelope closed and affix the return label provided.

## 10. SEND EMAIL FOR PICK-UP

- Upon completion of your surveys, please send an email to [Employer.Services@kingcounty.gov](mailto:Employer.Services@kingcounty.gov) and provide the following information:
  - Include your name; telephone number; CTR-ID; worksite name and branch and address.
  - State the location, (i.e. desk, lobby, or area) where the package will be waiting for pickup at your worksite, and the approximate size of the package (whether it is in a box or manila envelope).
- King County Metro will arrange for your surveys to be picked up by a courier. The State of Washington provides processing of the completed questionnaires by the University of Washington, free of charge.

## 11. GETTING YOUR SURVEY RESULTS BACK

Approximately 4 to 6 weeks after your questionnaires are picked up for processing, you will receive your *CTR Results Survey Report* and a letter describing your next steps. The report will summarize your employees' responses to the survey and your resulting commute mode splits, Non Drive Alone Trip rate and Vehicle Miles Traveled per employee. If this is not your baseline survey, the report will also compare your Non Drive Alone Trip rate and Vehicle Miles Traveled to your goals.

Your Employer Transportation Representative can help you interpret and use these results to improve your worksite's employee transportation program.