

WCCTAC Employee Transportation Survey

Final Report May 2016



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AIRQUALITY



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WCCTAC Employee Transportation Survey

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Executive Summary

Introduction

The West Contra Costa Transportation Advisory Committee (WCCTAC) promotes the use of ridesharing alternatives among employees of employers in West Contra Costa County. This region includes the cities of Richmond, Pinole, San Pablo, El Cerrito and Hercules. WCCTAC periodically surveys the employees to determine which ridesharing alternatives are being used, and how to encourage more employees to rideshare.

Methodology

In March 2016, approximately 60,000 employees were invited to take the survey. Respondents at most employers had the option of taking the survey online or on paper. Among 615 completed surveys, 603 were completed online and 12 on paper. The response rate of 10% is typical for a transportation survey of this nature.

To improve the response rate, employees who completed the survey could choose to be entered in a raffle for prizes. A list of participating employers is available from WCCTAC.

Data in this report is presented in tables. Percentages may not total 100% due to rounding. "Employees" refers to those who completed paper or online questionnaires. The questionnaire is included at the end of this report.

Key Findings and Recommendations

Most employees at large employers in Western Contra Costa County work full-time, at least 40 hours per week. The peak commute times are from 7:00-9:00 a.m.

Employees are most likely to live in the East Bay; top home locations include Richmond, Hercules, San Pablo, El Cerrito and Vallejo. Eight out of ten drive alone to work, most citing the inconvenience of transit and a challenging work schedule. A drive-alone rate of 78% is relatively low in the Bay Area; in Western Contra Costa County, one large employer has a strong carpool and vanpool program. These ridesharing alternatives affect the drive-alone rate for the whole region.

The most compelling ridesharing incentive, encouraging solo drivers to carpool, vanpool, bike, walk, and ride the shuttle, is a financial incentive. Commuters also want the ability to telecommute and a guaranteed ride home in case of emergencies.

Ridesharing varies among employers. Some employers have many transit riders while others have none. It's important to engage the employers in Transportation Demand Management efforts, as one size does not fit all.

Half of solo drivers cited at least one ridesharing alternative that they would try, and one-third applied for the "Drive Less" incentive. WCCTAC can further encourage ridesharing by educating solo drivers about existing popular incentives such as the Guaranteed Ride Home and the ridematching services offered by 511.org.

Home Location

Q1. What is your home postal ZIP code?

Employees are most likely to live in Richmond (8%), Hercules, San Pablo, El Cerrito and Vallejo (5% each). With the exception of San Francisco (2%) all of the top home locations are in the East Bay. Top home locations, representing 75% of the respondents, are shown in Table 1. A complete list of home locations is included in the Appendix.

Table 1 – Home Locations among Employees

Home Location	Percent
Richmond	8%
Hercules	5%
San Pablo	5%
El Cerrito	5%
Vallejo	5%
El Sobrante	4%
San Francisco	4%
Oakland	4%
Pinole	4%
Martinez	4%
Walnut Creek	4%
Concord	3%
Fairfield	3%
Pleasant Hill	2%
Berkeley	2%
Danville	2%
Vacaville	2%
Alameda	2%
Albany	2%
Benicia	2%
Piedmont	2%
Rodeo	2%

Distance

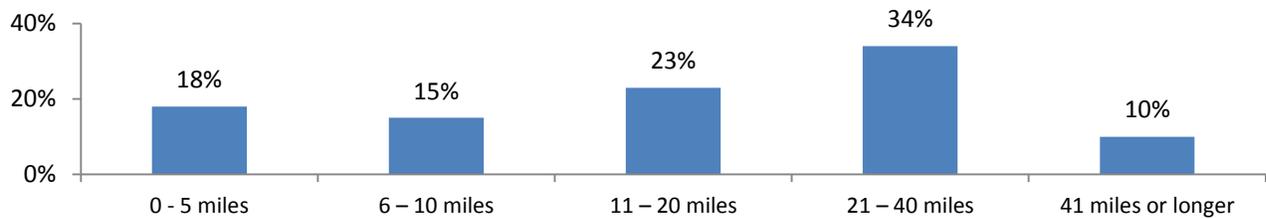
Q2. What is the distance one-way from your home to your workplace?

One-third of employees (34%) travel from 21-40 miles to work. The average distance is 21 miles. Table 2 shows distance to work.

Table 2 – Distance to Work

Distance	Percent
0 - 5 miles	18%
6 – 10 miles	15%
11 – 20 miles	23%
21 – 40 miles	34%
41 miles or longer	10%
Total	100%

Distance to Work



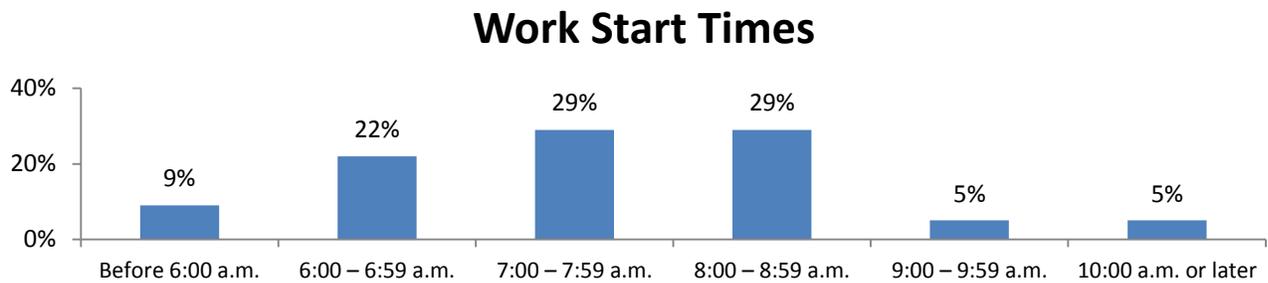
Work Start Time

Q3. What time do you usually start work?

Most (58%) start work in the two hours from 7:00 a.m. to 9:00 a.m. Table 3 shows work start times.

Table 3 - Work Start Times

Start time	Percent
Before 6:00 a.m.	9%
6:00 – 6:59 a.m.	22%
7:00 – 7:59 a.m.	29%
8:00 – 8:59 a.m.	29%
9:00 – 9:59 a.m.	5%
10:00 a.m. or later	5%
Total	100%



Work Schedule

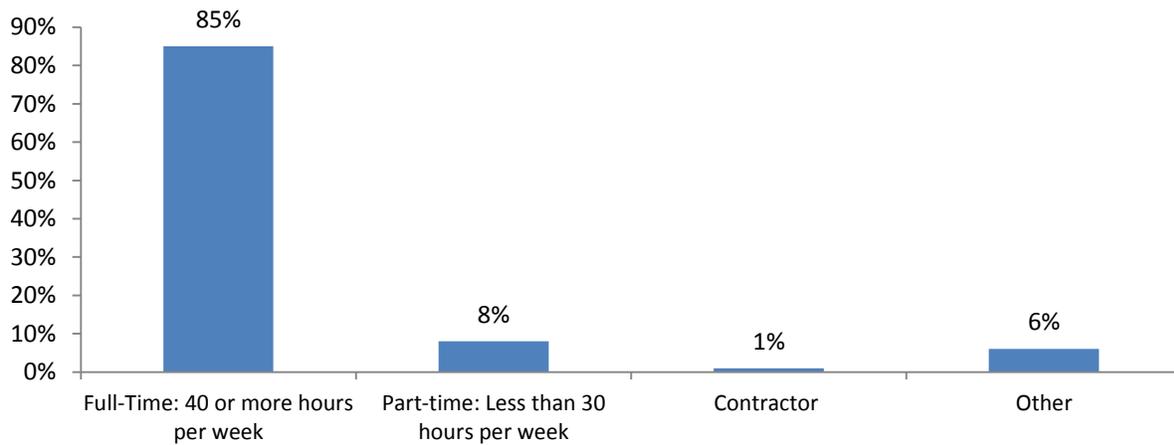
Q4. What is your usual work schedule?

Most employees (85%) work full-time. Most of the rest work part-time, less than 30 hours per week. Table 4 shows work schedules.

Table 4 – Work Schedule

Work Schedule	Percentage
Full-Time: 40 or more hours per week	85%
Part-time: Less than 30 hours per week	8%
Contractor	1%
Other	6%
Total	100%

Work Schedule



Commute Mode

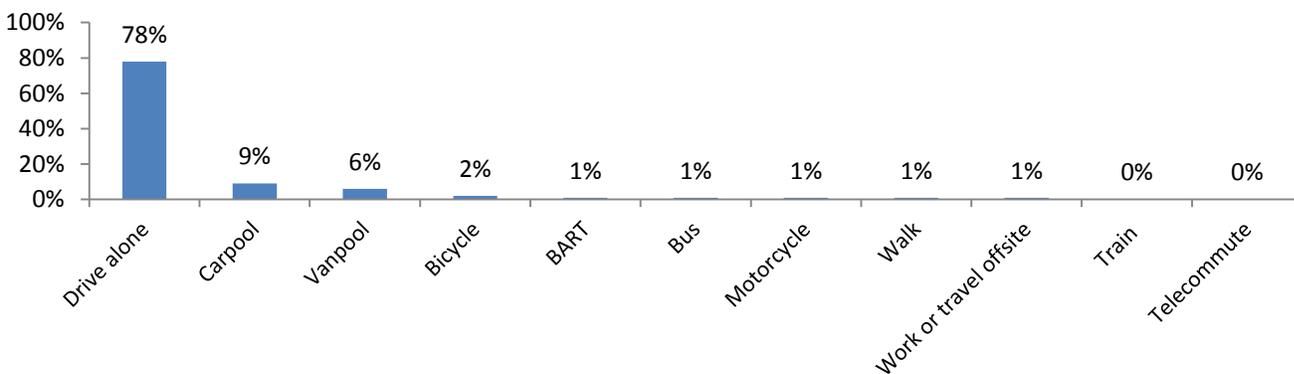
Q5. How do you usually travel to work each day of the week?

The incidence of solo driving among employees is 78%. Besides solo driving, the next most common commute mode is carpooling, at 9%. Six percent vanpool, and 2% bicycle. Friday has the lowest drive-alone rate. Table 5 shows daily commute modes among those who work each day.

Table 5– Monday-Sunday Commute Modes

Mode	M-F Avg	Mon	Tue	Wed	Thur	Fri	Sat	Sun
Drive alone	78%	78%	78%	79%	79%	77%	77%	79%
Carpool	9%	9%	9%	9%	9%	7%	3%	3%
Vanpool	6%	7%	7%	6%	7%	6%	0%	0%
Bicycle	2%	1%	2%	2%	1%	2%	2%	0%
BART	1%	1%	1%	1%	1%	1%	7%	3%
Bus	1%	1%	1%	1%	1%	2%	2%	2%
Motorcycle	1%	1%	1%	1%	1%	<1%	0%	0%
Walk	1%	<1%	1%	1%	1%	1%	2%	3%
Work or travel offsite	1%	1%	1%	<1%	1%	3%	8%	8%
Train	<1%	<1%	<1%	<1%	<1%	<1%	0%	0%
Telecommute	<1%	<1%	0%	0%	0%	2%	0%	0%

Commute Modes



Reasons for Solo Driving

Q6 If you usually drive alone to work, select the top three reasons you prefer to drive to work.

Solo drivers are most likely to say that transit is inadequate, or that their work schedule is challenging. One-fifth say they can't find others to rideshare, and another one-fifth say they can't get home in an emergency. Both of these issues can be addressed by WCCTAC. Table 6 shows the top reasons for driving alone.

Table 6– Reasons for Solo Driving

Reason	Percent
Transit service is not adequate	42%
Work late or irregular hours	40%
Prefer to drive my own car	29%
Difficult to find others to rideshare	21%
Cannot get home in an emergency	21%
Need to make stops en route	18%
Use my car on the job	11%
Poor bicycle/pedestrian access	10%
Other	17%

Preferred Ridesharing Alternative

Q7 If you usually drive alone to work, which of the following commute alternatives would you be willing to try?

Solo drivers are most interested in carpooling, followed by vanpooling. As many solo drivers also stated that they couldn't find carpool partners, there seems to be an opportunity. At least half of solo drivers cited at least one commute alternative that they would consider. Table 7 shows the preferred ridesharing alternatives among solo drivers.

Table 7– Ridesharing Alternatives

Mode	Percent
Carpool	42%
Vanpool	27%
BART	24%
Bus	18%
Bicycle	17%
Walk	6%
Other	9%

Reasons for Using Ridesharing Alternatives

Q8. If you usually drive alone to work, select the top three incentives that would encourage you to use a commute alternative.

Solo drivers find financial incentives, telecommuting and a Guaranteed Ride Home the most compelling ridesharing incentives. Several of the incentives, such as a Guaranteed Ride Home, are available to them; they just need to be educated.

Table 8 shows most compelling ridesharing incentives

Table 8 – Ridesharing Incentives

Reasons	Percent
Carpool/vanpool/transit financial incentives	35%
Telecommute Option	27%
Guaranteed Ride Home service for emergencies and overtime work	26%
Employer shuttle from nearest transit center (or Bart station)	24%
Flexible work hours	21%
Assistance finding a carpool/vanpool partner	17%
On-site services such as an ATM, dry-cleaning, food services, showers	8%
Transit ticket sales and information at the worksite	6%
Preferred parking for carpools and vanpools	6%
Bicycle lockers/Bicycle Racks	5%
Other	15%

Incentives Requested

Q9. WCCTAC/511 Contra Costa offers FREE incentives to commuters! Check the box or visit www.511contracosta.org to receive information on any of the following:

Commuters were consistent throughout the questionnaire, always preferring financial incentives. One-third would like an incentive to drive less. Also, 17% were interested in a Guaranteed Ride Home, and 15% wanted to carpool. WCCTAC will send information to all respondents who provided contact information.

Table 9 shows incentives requested.

Table 9 – Ridesharing Incentives

Reasons	Percent
Drive Less Commuter Incentive (\$50.00 check)	30%
Guaranteed Ride Home (free taxi ride, rental car, transportation network company (e.g. uber, lyft, etc.) trip home in the event of an emergency.	17%
Carpool Instead (Earn bonus cash and bridge toll rebates)	15%
Try Transit (Free Clipper Card)	11%
BOGO (Buy One Get One; purchase a monthly transit pass, get one free) on select transit systems	6%
Vanpool Start-up, Assistance, Maintenance and Incentives	5%
Transit info (Transit providers/route maps)	3%
Other	3%

QUESTIONNAIRE



2016 COMMUTER SURVEY

By promoting the use of alternative transportation, such as ridesharing, public transportation, bicycling and walking, we all contribute to improving the health of our community. Continuing to use or shifting to a commute alternative can help to eliminate traffic congestion and improve air quality.

Your responses to this survey will help us to:

- Evaluate the effectiveness of Employee Transportation Programs
- Identify who may want to participate in commute alternatives, such as:
 - carpooling and vanpooling
 - riding a bike to work
 - riding public transportation
 - telecommuting

1. What is your home postal ZIP code? _____

2. What is the distance one-way from your home to your workplace? _____ Miles

3. What time do you usually start work?

- | | | |
|---------------------------------------|---------------------------------------|--|
| <input type="checkbox"/> Before 6 am | <input type="checkbox"/> 7:00-7:59 am | <input type="checkbox"/> 9:00-9:59 am |
| <input type="checkbox"/> 6:00-6:59 am | <input type="checkbox"/> 8:00-8:59 am | <input type="checkbox"/> 10:00 am or later |

4. What is your usual work schedule?

- Full-time (40 hrs./wk.)
- Part-time (less than 30 hours/week)
- Other
- Contractor

5. How do you usually travel to work each day of the week?

From the list below, indicate the appropriate number **on the line** for each day of the week. If you used more than one means of transportation during the trip to work, choose the number that accounts for the longest distance of your trip. *If you don't usually work that day, leave the space blank.*

- | | | |
|----------------------------------|-----------------|-----------------------------|
| 1. Drive alone | 6. Bus | 11. Work or travel off-site |
| 2. Carpool (2-6 people) | 7. Motorcycle | |
| 3. Vanpool (7-15 people) | 8. Bicycle | |
| 4. BART | 9. Walk | |
| 5. Train (Caltrain, Amtrak, Ace) | 10. Telecommute | |

Monday Tuesday Wednesday Thursday Friday Saturday Sunday

6. *If you usually drive alone to work, select the top three reasons you prefer to drive to work.*
- 1 Transit service is not adequate
 - 2 Difficult to find others to rideshare
 - 3 Work late or irregular hours
 - 4 Cannot get home in an emergency
 - 5 Poor bicycle/pedestrian access
 - 6 Use my car on the job
 - 7 Need to make stops en route
 - 8 Prefer to drive my own car
7. *If you usually drive alone to work, which of the following commute alternatives would you be willing to try?*
- 1 Carpool
 - 2 Vanpool
 - 3 Bus
 - 4 BART
 - 5 Walk
 - 6 Bike
8. *If you usually drive alone to work, select the top three incentives that would encourage you to use a commute alternative.*
- 1 Carpool/vanpool/transit financial incentives
 - 2 Transit ticket sales and information at the worksite
 - 3 Preferred parking for carpools and vanpools
 - 4 Assistance finding a carpool/vanpool partner
 - 5 Flexible work hours
 - 6 Telecommute Option
 - 7 On-site services such as an ATM, dry-cleaning, food services, showers at work
 - 8 Bicycle lockers/Bicycle Racks
 - 9 Guaranteed Ride Home service for emergencies and overtime work
 - 10 Employer shuttle from nearest transit center (or Bart station)
9. **WCCTAC/511 Contra Costa** offers FREE incentives to commuters! Check the box or visit www.511contracosta.org to receive information on any of the following:
- Drive Less Commuter Incentive (\$50.00 check)
 - Carpool Instead (Earn bonus cash and bridge toll rebates)
 - Vanpool Start-up, Assistance, Maintenance and Incentives
 - Guaranteed Ride Home (free taxi ride, rental car, transportation network company (e.g. uber, lyft, etc.) trip home in the event of an emergency.
 - Try Transit (Free Clipper Card)
 - Transit info (Transit providers/route maps)
 - BOGO (Buy One Get One; purchase a monthly transit pass, get one free) on select transit systems

Send information to:

Name: _____ Email: _____

Phone number: _____

Supplemental Information – Optional

If you are interested in finding a carpool, bike buddy or joining a vanpool, complete the section below. Your information will be added to the regional 511.org ridematch database.

Name (please print) _____

Home address (kept confidential) _____ Apt. _____

Home city _____ Zipcode _____ Cross street _____

Employer _____ Email _____

Work address _____ Work city _____ Work Zipcode _____

Home phone (____) _____ Work phone (____) _____ Ext. _____

Work start time: ____:____ am pm (please circle) Work leave time: ____:____ am pm (please circle)

Are your hours flexible? No Yes If yes, by how much? _____(minutes)

Please check as many as apply:

- I want to add passengers to my car or share driving
- I want information about becoming a vanpool driver
- I want to join a carpool as a passenger
- I want to join a vanpool as a passenger
- I'd like more information about biking to work

Home Locations

Richmond	47	Castro Valley	4
Hercules	33	Dixon	4
San Pablo	32	Dublin	4
El Cerrito	31	Lafayette	4
Vallejo	28	Petaluma	4
El Sobrante	26	Crockett	3
San Francisco	25	Hayward	3
Oakland	24	Livermore	3
Pinole	24	Novato	3
Martinez	22	Tracy	3
Walnut Creek	22	Greenbrae	2
Concord	21	Mill Valley	2
Fairfield	20	Moraga	2
Pleasant Hill	14	Newark	2
Berkeley	13	Orinda	2
Danville	13	Sacramento	2
Vacaville	13	Alamo	1
Alameda	12	Cupertino	1
Albany	11	Daly City	1
Benicia	11	Fairfax	1
Piedmont	10	Larkspur	1
Rodeo	10	Millbrae	1
San Ramon	9	Milpitas	1
Pittsburg	8	Oakdale	1
Brentwood	7	Pleasanton	1
Suisun City	7	Ripon	1
Antioch	6	San Anselmo	1
Oakley	6	San Jose	1
San Rafael	6	Santa Rosa	1
Clayton	5	Sausalito	1
Emeryville	5	Stockton	1
Fremont	5	Sunnyvale	1
Napa	5	Windsor	1
San Leandro	5	Other	15
		Total	615