



Example Employer | Employee Commute Report

In September 2020, Example Employer participated in the North Metro Commuter Survey. The survey captured 300 unique responses from commuting employees.

300 responses is exceptional for an organization with about 1,000 employees; the response was fairly random and the survey results are considered generally representative of the entire employee population.*

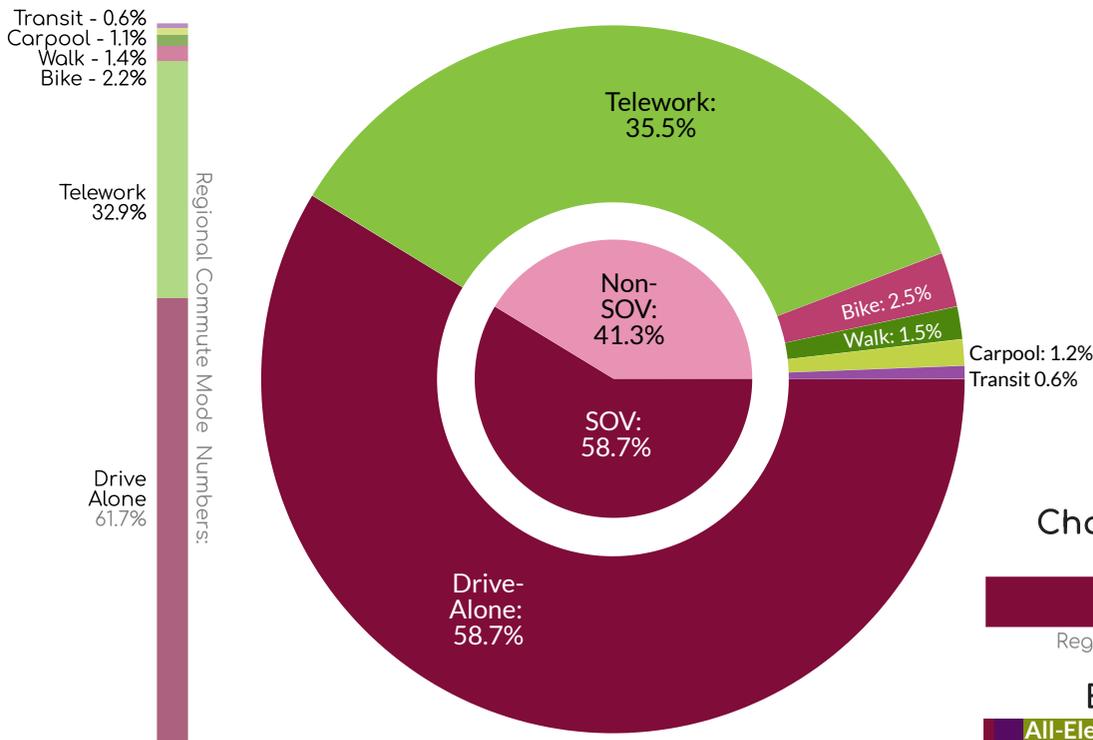
This survey report compares Example Employer results with the overall "Regional" averages for the north metro. Unless marked "Regional" in the report, the data is specifically for this organization's commuters.

With this data, Smart Commute can make specific and targeted recommendations for programs for your commuters, which we will review with you in a one-on-one meeting.

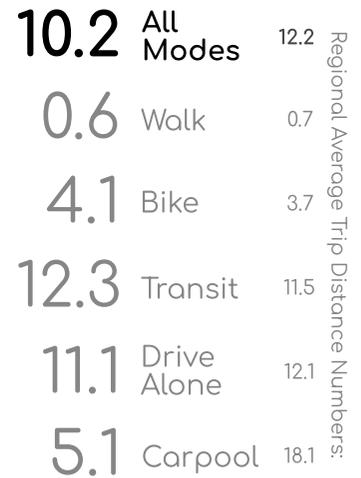


Commute

Mode Split



Average One-Way Trip in Miles



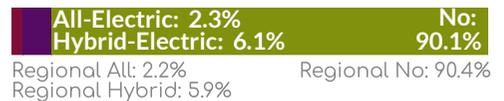
Chauffeur kids?



Compressed Work Week?



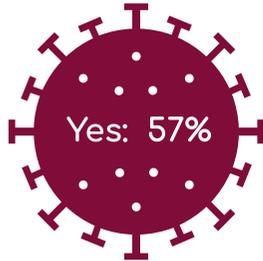
Electric Vehicle?



*A randomly selected sample of 300 responses, randomly drawn from a population of 1000 employees, yields a sampling error margin of +/- 4.74 percentage points at 95 percent confidence.

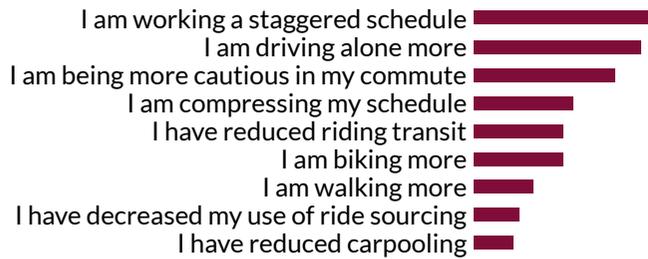
COVID-19

Has your commute changed due to COVID-19?

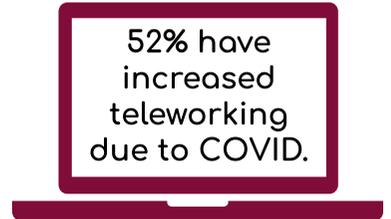


Regional: 55%

How Has COVID Changed Your Commute?



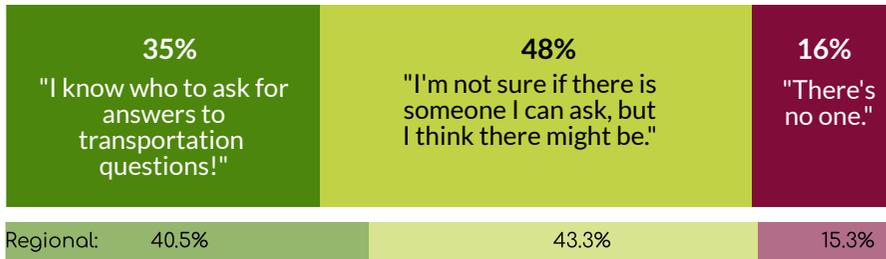
Regionally Descending; out of Descending Order Shows Standout from Regional Results



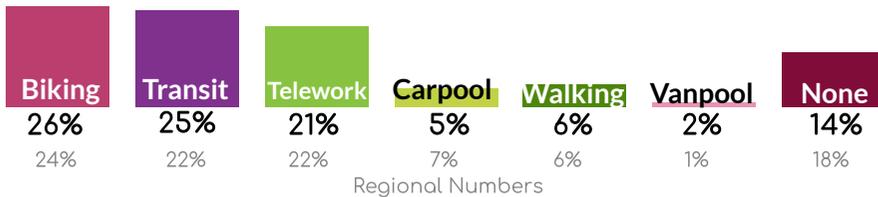
Regional: 48%

Workplace

In-Office Transportation Helper



Most Interested In Learning About...



Smart Commute Program Participation



Top 3 Desired Policies



#1: Flexible Work Schedules

Regional: #1



#2: A transit pass program (EcoPass/FlexPass) or a transit subsidy/discount.

Regional: #2



#3: Opportunity to work a compressed work week.

Regional: #3

Exceptional Comments



Unique Insights



Respondents travel less distance to get to work, three miles less on average, than the average regional commuter.



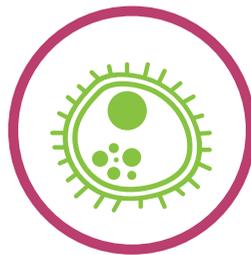
Transit commutes represent only 1% of reported commutes, while transit is the second most mode of interest.



Respondents were slightly less confident in who they could ask for transportation-related issues and questions compared to the region.



While data shows that teleworking is strong, comments and interest indicators demonstrate desire for more codified teleworking, compressed work week, and flexible schedule policy.



The COVID-19 Pandemic has had a slightly lower influence on commuting compared to the regional average.



There is significant interest in riding transit among employees - this should be a focus in 2020, especially with commuter rail launching service via the N-Line.

Act Now: Get a Survey Report for your Organization!



Smart Commute works with employers across the north metro region to implement smart commuting policies, education, encouragement, and programs. Our annual survey happens every September, and you should get on our list as early as possible to take advantage of this regional effort.

Smart Commute can also survey your workforce at other times of the year and compare your results to the most recent regional results. Interested? Contact Smart Commute.

info@smartcommutemetronorth.org

North
Metro
Commuter
Survey



What do these results tell us?
Why are they important?

Smart Commute conducts an annual regional survey in order to track changes in commuting behavior and interests over time. This information is important, and not only helps us to evaluate programmatic effectiveness, it also helps us to make the case to decision makers for increased investment in transportation.



SmartCommuteMetroNorth.org

Would you like to get more involved?
There are three ways to help:

One: Become a Transportation Coordinator where you work, volunteer or live. We will provide you with education and support to help you help others where you work and live to connect to our transportation network.

Two: Write for Smart Commute. We love to feature real stories from commuters highlighting the benefits, and challenges, in commuting by RTD, carpool, bike, etc.

Three: Join Smart Commute's newsletters and social media, and help forward on information and news that is pertinent to your network.

Prepared: 12/4/2020