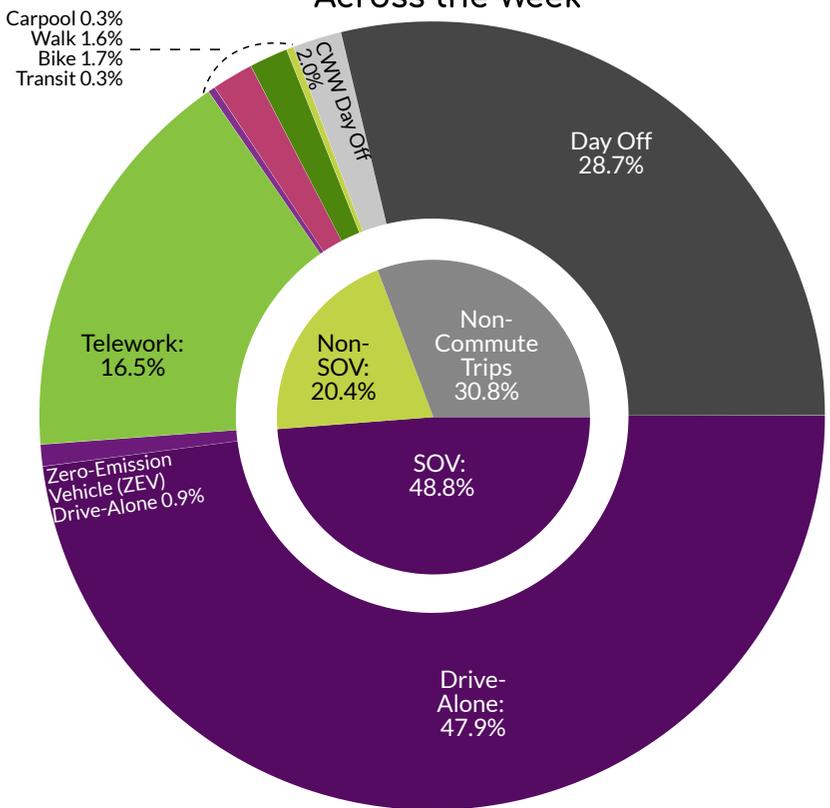




### Worksite-Based Trip Behavior Across the Week



In September 2021, the Example Employer participated in the North Metro Commuter Survey.

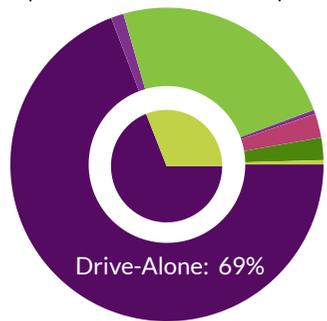
The survey captured 200 unique responses from commuting employees. 200 responses is very good for an organization with about 500 employees; the response was fairly random and the survey results are considered generally representative of the entire employee population.\*

### Insights

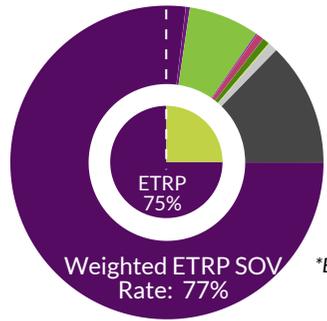
#1: Evaluated according to ETRP Standards, the Example Employer is very close to meeting the SOV Drive Rat goal that ETRP would have required. The Weighted SOV Drive Rate is 77%; the proposed rule would have required a 75% or less SOV Drive Rate, leaving a 2% "gap." A higher response rate would ensure compliance, as explained on Page 3.

#2: Generally, use of commute options was lower compared to the overall regional results. Teleworking is keeping the Unweighted and Conventional SOV Rates lower than the regional average, however.

### Working Days Only (Conventional SOV Rate)



### Weighted\* SOV Rate (ETRP) GAP TO COMPLIANCE: 2%



\*Explanation Page 3

### Average One-Way Trip in Miles

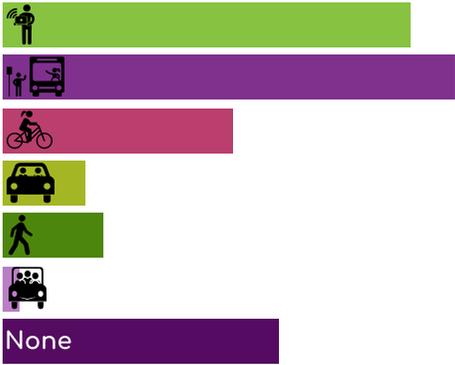


\*Survey invitations were distributed to all employees and achieved 200 responses after reminders. If this sample had been randomly selected, the sampling margin of error would be +/-5.4 percentage points at the 95 percent confidence level. Survey preparers believe the sample is a fair representation of the population because the responses were compared to the population and there appeared to be no response bias.



# Workplace

What one travel option would you be most interested in learning more about?



"I know someone in my office who could answer questions about transportation."



19%

## Insights

#3: Respondents generally have a strong interest in riding transit and biking to work, and this interest is stronger than the regional average.

#4: Respondents do not have strong confidence in who could answer their commute questions compared to the regional average (31%). This indicates an area of opportunity, to formalize an internal "Employee Transportation Coordinator" and ensure that staff know who to approach with commute questions. This would be especially beneficial at the worksite level.

#5: Respondents are using passive communication tools most reliably. This indicates that either these passive tools for communication are working, or else there is an opportunity for more targeted and strategic outreach to employees promoting commuting options.

#6: Employees are interested in (1) flexible schedule policy, (2) more opportunity to work a compressed work week, and (3) a guaranteed ride home. This interest mostly reflects the interest of the region, and are typical interest for employees (and something to consider when adjusting a commute program).

#1: Read an email



#2: Picked up a bike map



#3: RTD Schedule



Top 3 Most Used Programs

Top 3 Most Desired Workplace Policies



#1: Flexible Work Schedules



#2: Opportunity to work a compressed work week



#3: A guaranteed ride home

# ETRP Explanation

## Background

The Denver Region has been out of compliance with National Ambient Air Quality Standards since 1978. In 2020, the region was reclassified to "serious" nonattainment.

According to the Bureau of Transportation Statistics (BTS.gov), 15% of daily trips are taken for the purpose of commuting. While this is a relatively small portion of overall trips, commute trips contribute inordinately to peak congestion, which results in poor air quality.

Commute trips also represent a unique opportunity for targeted measurement and reduction. Employers play a significant role in employee commute choice. This is not only due to an employer's physical worksite location, but also how the employer operates. Employers can inform, encourage, and even incentivize commuters in order to influence their choice in commutes. Additionally, employers can establish workplace policies that make it easier for employees to avoid peak traffic, or stay off the road all together and complete work remotely.

In 2021, the Air Pollution Control Division, under the direction of the Air Quality Control Commission, outlined a proposed rule to require employers to measure employee mode share, and to eventually comply with goals to reduce drive-alone commuting (a worksite's "SOV Drive Alone Rate"). While the Division retracted this proposed rule in July 2021, due to the positive synergies related to employer-based trip reduction programs, similar rules may be proposed in the future. In anticipation, Smart Commute has conformed our data collection and data measurements to align with what this rule would have required.

With this information, Smart Commute can confidently prepare employers to understand how such a rule would effect their organization. It also prepares employers to investigate voluntary participation in a commuter trip reduction plan (the core of what the "ETRP Rule" would have required).

## Requirements

### #1 75% Response Rate goal.

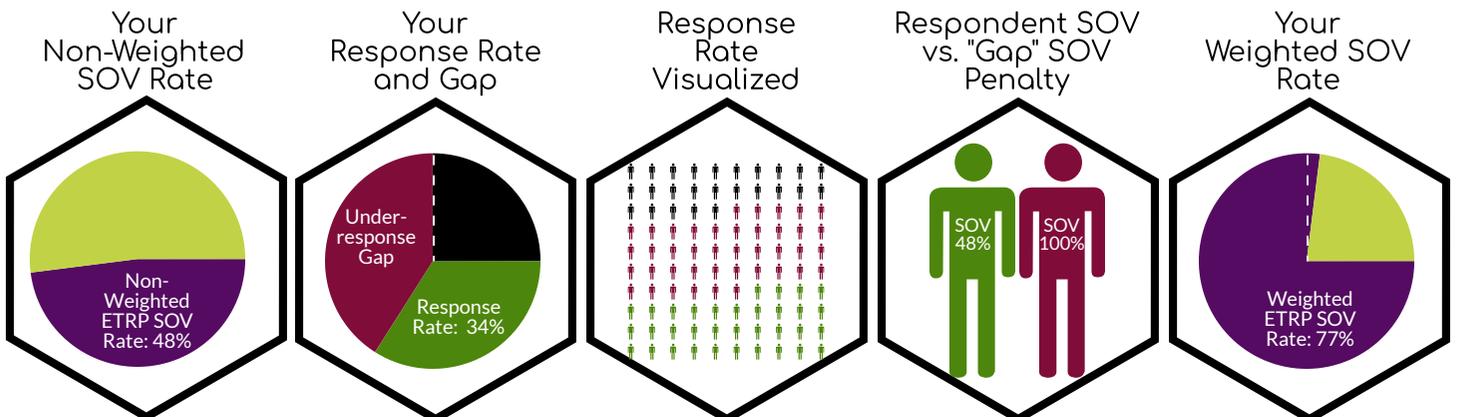
The proposed ETRP Rule required data collection for commute behavior across a seven-day week. This is how data has always been collected. However, the proposed rule required a very high response rate - 75 percent. The penalty for a lower-than-75%-response was that any response under the requirement was assumed to be for a person with a 100% Drive Alone commute - even through the weekend.

### #2 New methodology.

However, the proposed rule would have deviated from typical data measurement in two important ways: (1) measuring both working days and non-working days; and (2) measuring trips across a seven-day week, regardless of business hours. The net effect of these two deviations was a larger denominator by which the "SOV Rate" was calculated - and a larger denominator results in a smaller overall fraction, or percentage.

### #3 Reduction plan.

Following data collection, if an employer was over the required 75% SOV Drive Rate (calculated according to the new methodology, and with the under-response penalty trips incorporated), the Division would have required employers to develop a commuter trip reduction plan. This is essentially an annual or multi-year workplan to meet the proposed rules goal at a worksite.



# Exceptional Quotes

- "I would like to have a carpool sign up for my employer. It would be helpful to get to work with other people since we are all pretty much on the same shifts."
- "I thought I wasn't welcome to participate in Bike to Work Day activities since I walk to work. I think Bike to Work Day needs some rebranding."
- "I have asked for a compressed work week and my supervisor is not very accommodating. More training for supervisors around the benefits of less commuting would be good!"
- "Hate to say it, but if we're really going to tackle climate change and changing people's driving habits within our lifetime, we're going to need to get a lot more serious about the benefits and penalties of our travel choices. Preference (financial/administrative/benefits/etc.) has to be given to sustainable choices, and unsustainable choices need a substantial price tag attached in one way or another - simple as that."

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.

The North Denver Metro includes the communities of Adams County, Brighton, Broomfield, Commerce City, Dacono, Erie, Federal Heights, Firestone, Frederick, Lafayette, Longmont, Northglenn, Thornton, and Westminster.



[SmartCommuteMetroNorth.org](http://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.