CTR Survey Tool

Summer 2024

EVERETT
WASHINGTON

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Introduction

- What is the CTR Survey?
- How do I use the new survey tool?
- Walkthrough opening a survey

What is the CTR Survey?

The CTR survey is required every two years to help:

- Employers understand and improve their employees' commutes.
- Cities, counties, transit agencies, and the state understand and improve commute patterns.
- Everett Transit understand and report reductions in air pollution and energy use, as well as monitor the effectiveness of CTR programs.

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How will survey results be used?

- Help employers provide employees with better commute options by providing data about what strategies are working, which ones aren't, and what might work better.
- Options an employer might provide include:
  - Flexible work schedules
  - Increasing transit pass subsidies
  - Having a car-share available
  - Installing bike racks and lockers
  - And more!

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What about teleworkers?

- While it might not be the first thing you think of, we define a commute as how you get to your work, not just your workplace!
- In fact, telework is one of the best ways to virtually get to work while saving time, money, and wear and tear on the roads, as well as your vehicle.
- Teleworking is a valuable strategy for supporting CTR goals, and it is important to know how many people telework.

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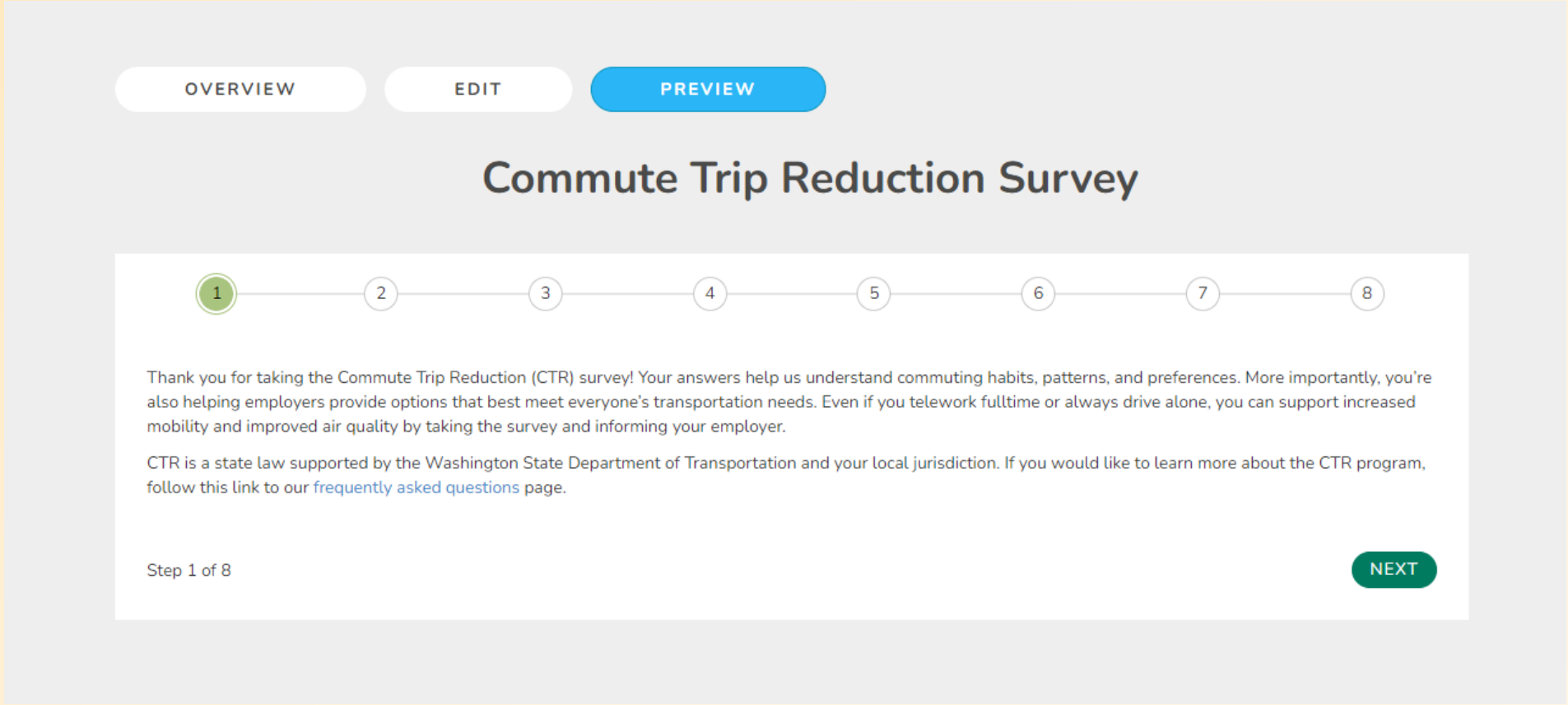
What are the survey questions?



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What about data privacy?

- Why do you ask me to specify an address or intersection near the beginning of my commute?
  - Allows Everett Transit to calculate an average commute distance for everyone at a worksite.
  - Provides insight on what corridors employees are using to get to work.
  - Helps the state improve system performance and reduce delays due to construction.
  - Informs local and regional planning and transportation investments.

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What about data privacy?

- **We do not collect any personally identifiable information.**
  All stored data is encrypted and protected.
- Your survey data is anonymous and may be shared with your employer, jurisdiction, and state government, after combining your data with others at your worksite, company, city, county, or state. Results are shared at an individual commuter level.
- When requested, the data may also be shared with transit agencies, community planners, research institutions (e.g., University of Washington), and others to offer insights into mobility and help make decisions about how to best improve the transportation network.

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Response rates

- Response rate ***suggestions*** are based on the size of a worksite.
- ***Suggestions are best practices*** so no need to resurvey if the target response rate is not met.
- Tool will display the current response rate while a survey is open.

Employee count	Target response rate
Under 200	70%
200-500	60%
501-1000	50%
1001-5000	30%
Over 5000	10%

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Survey timeline

- The City of Everett's survey period is Fall 2024 **between September 16 and November 15.**
- Survey asks for respondents' ***typical commutes*** which makes it less impactful to survey during times of inclement weather, holidays, vacations, and road construction.
- However, if an employee does not have a typical commute, they are asked to report on the previous week's commute.

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Survey tool reminders

- Survey tool software is new to everyone, at every level.
- Results are directly viewable to WSDOT, implementers and ETCs in real time.
- Worksites have been assigned new CTR IDs.
- You should survey ***all*** employees (not just CTR-affected employees).
- Remote workers count toward employee counts in most cases. (WSDOT Policy)
- Multiple ETCs can be added as managers to a single worksite.

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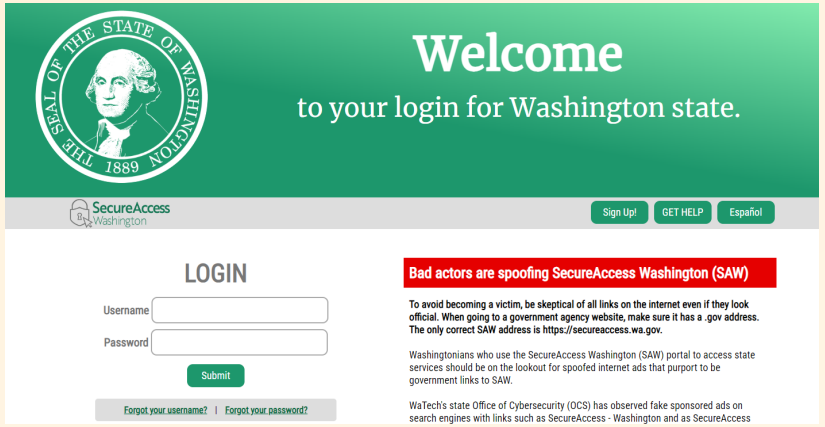
How to log in

1. Go to ctrsurvey.org
2. Click GET STARTED
3. Click SECURE ACCESS WASHINGTON.
   You will be routed to the SAW portal.
   i. If you have a SAW account, enter your Secure Access Washington credentials to log in.
   ii. If creating an account, **use your work email address** as it will be associated with your access and permissions.
4. Everyone try logging in! ☺



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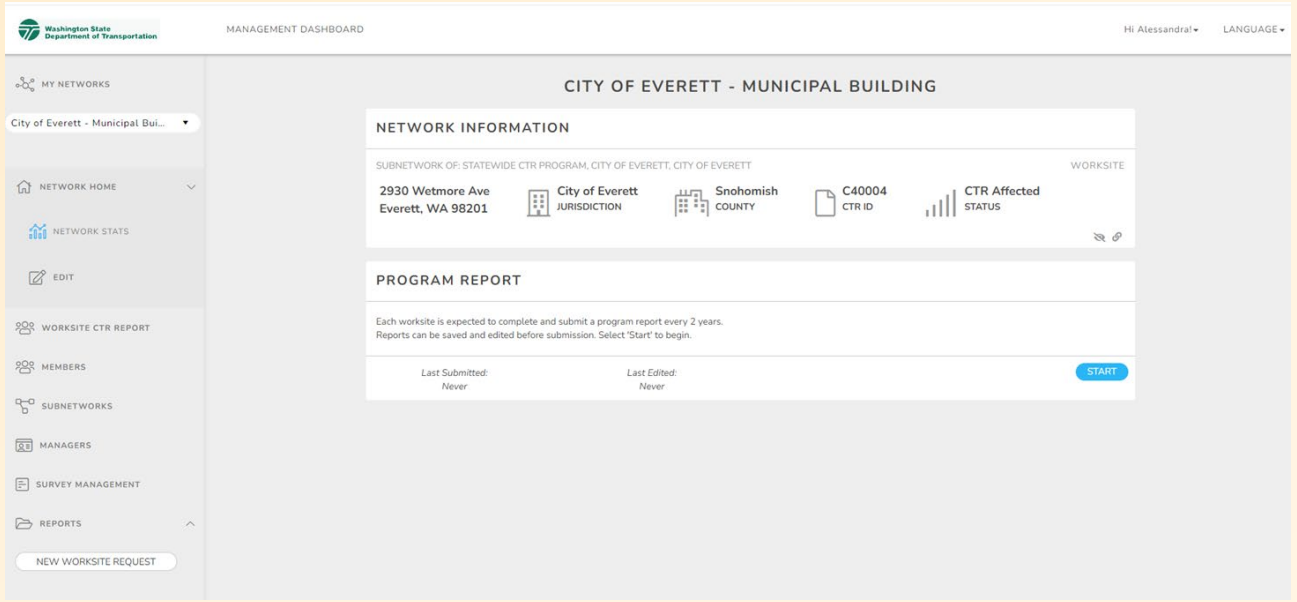
Set up a survey

1. Log in at ctrsurvey.org, click MANAGEMENT DASHBOARD to see MY NETWORKS.
2. Find the WORKSITE for which you are setting up a survey. *Verify that you are choosing a worksite rather than an organization or jurisdiction.*
3. Click the worksite name to navigate to the network information screen.



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Set up a survey

4. In the table of contents on the left, click SURVEY MANAGEMENT.
5. Find the NEW SURVEY dropdown menu.
6. Choose the **+ New Everett - CTR Survey** from the dropdown menu.

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Set up a survey

7. Change the survey title to something unique, including **employer name, worksite location and year.**
    i. Ex: PUD Paine Field CTR Survey 2024
8. In ADDITIONAL SURVEY INFORMATION, verify that the worksite location is correct. The system will use the worksite's address to calculate commute distances.
9. In DETAILS, verify the number of people surveying.
    i. This number is used to create the response rate and estimate the number of CTR-affected employees.

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Set up a survey

10. In DETAILS, edit the Survey Success Message.
    i. Provide a link to a website for commute information.
    ii. Ask survey respondents to email a screenshot of the completed survey as a raffle entry.
    iii. Provide a link/ email address for respondents to provide their email address.
11. Click SAVE CHANGES once you are done.
12. Click PREVIEW to “take” the survey without affecting the results.

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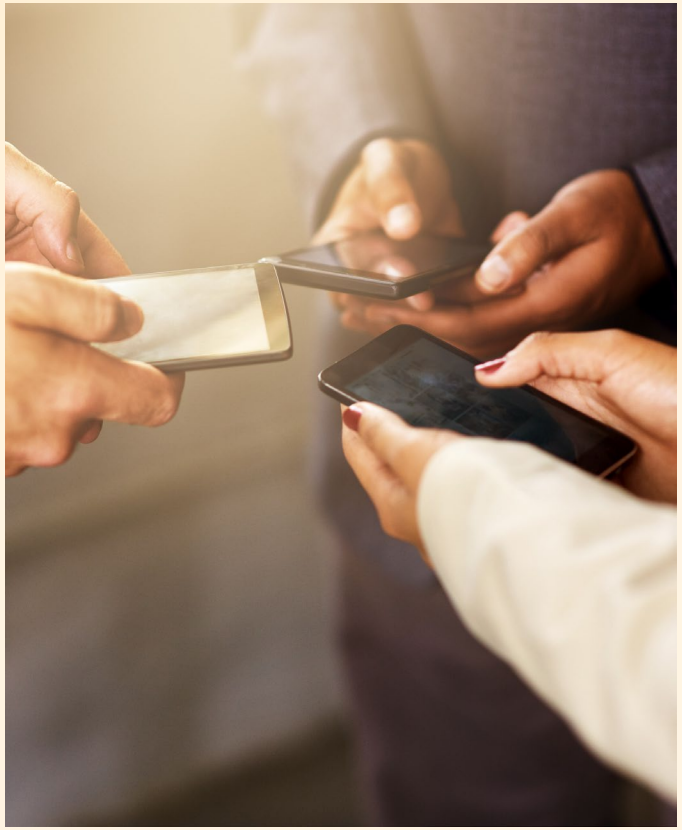
Distributing a survey

- **The new survey is entirely anonymous**.
  - You will send out the survey link(s) based on your own distribution lists.
  - Employees *could* take a survey multiple times (same as previous system and not statistically significant).
  - Some worksites rely on shared devices to complete the survey (i.e., tablets, desktop workstations).
  - The benefit of reducing barriers to increase our response rate outweighs the risk of employees taking the survey multiple times.



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Distributing a survey

- **Each worksite's survey will now have a unique URL link.**
  - For multiple worksites, a different location address will mean using a different survey.
- **CTR-affected employees vs. non-affected employees**
  - Aggregated results can be filtered when viewing results from multiple worksites. When analyzing response-level data for worksites with CTR-affected and non-affected employees, you will have responses for employee start times and can filter based on who has selected their start time between 6 a.m. and 9 a.m. to filter for CTR-affected employees.

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Monitor survey

1. Find the WORKSITE and click the worksite name.
2. Click SURVEY MANAGEMENT in the left navigation column.
3. The list of surveys will show whether the surveys are open or closed, and how many responses they have so far.

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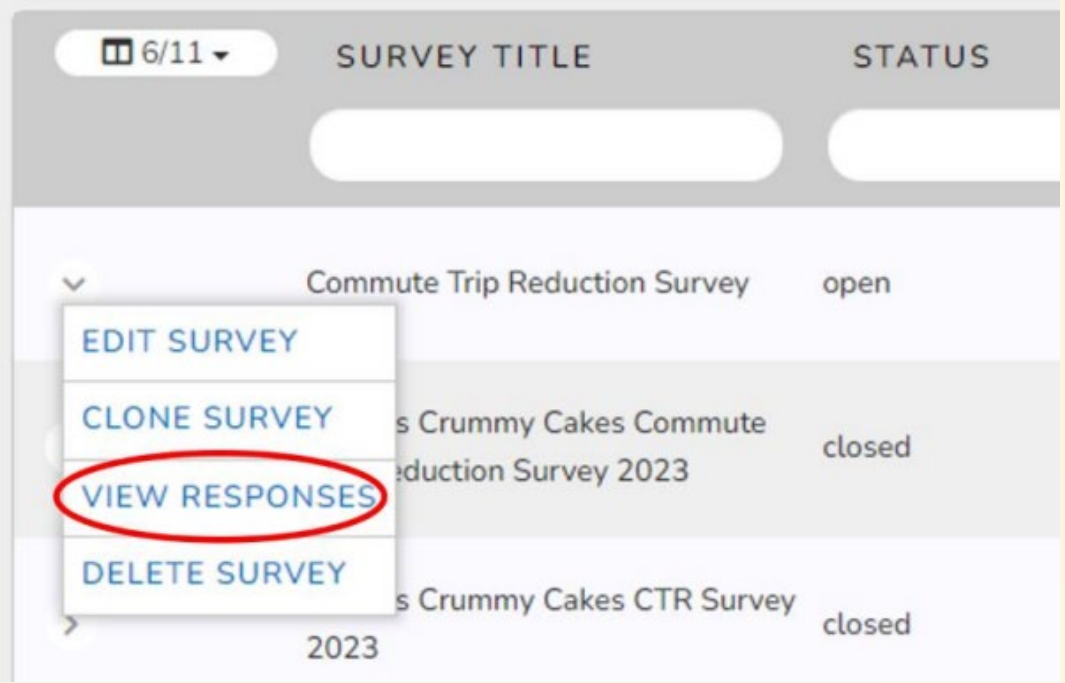
Monitor survey

4. Click the arrow next to a survey title.
5. VIEW RESPONSES > see individual responses to the survey.
6. EDIT SURVEY > view additional information for the survey such as:
   - Survey URL
   - Address used for distance calculations
   - Internal survey notes



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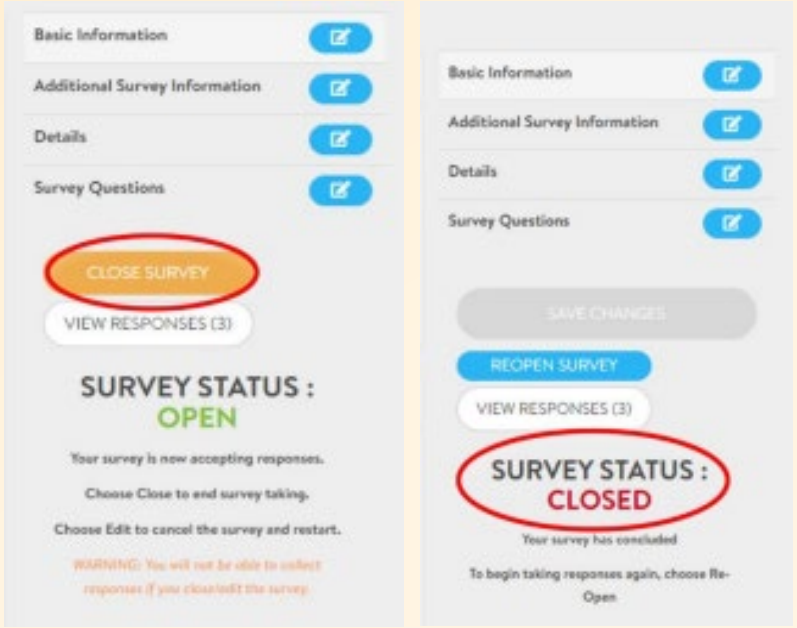
Close survey

1. Click SURVEY MANAGEMENT on the left.
2. Find the survey in the list and click on the dropdown arrow to see the menu of options.
3. Click EDIT SURVEY.
4. Click CLOSE SURVEY in the column on the right.
5. When the dialog box appears, click OK.
6. Confirm that the survey is closed by checking the status in the right column.



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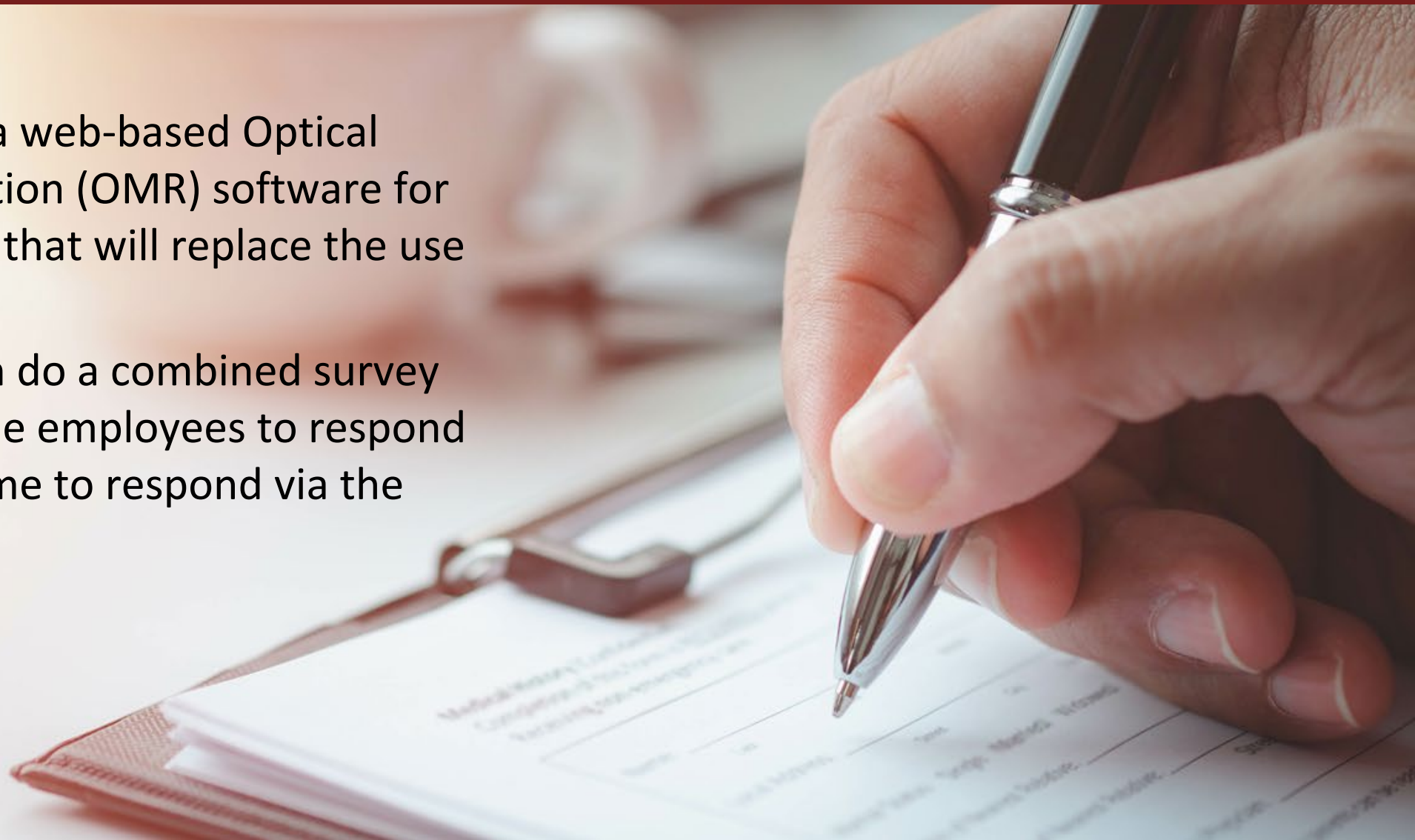
Paper surveys

- We are using a web-based Optical Mark Recognition (OMR) software for paper surveys that will replace the use of Scantrons.
- A worksite can do a combined survey and allow some employees to respond online and some to respond via the paper survey.



Paper surveys

Process:

1. Implementers/ETCs print paper surveys needed onsite.
2. Employees complete survey.
3. Implementers/ETCs scan and send surveys to WSDOT staff.
4. OMR software converts the results into a digital format to be uploaded into the RideAmigos platform.
5. Results are available alongside the results from online surveys.

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Languages available

- The survey is available in the languages in the chart.
- Change the language by selecting the “Languages” drop down
- You can do this at any point, and as many times as needed.

This table lists the languages currently available.

Language	Online Survey	Paper Survey
Amharic	✓	✓
Arabic	✓	✓
Chinese	✓	✓
English	✓	✓
Japanese	✓	✓
Korean	✓	✓
Lao	✓	
Punjabi	✓	
Russian	✓	✓
Somali	✓	
Spanish	✓	✓
Tagalog	✓	✓
Ukrainian	✓	
Vietnamese	✓	✓

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Final walkthrough

- Can everyone log in with a SAW account?
- Does everyone have management access for their corresponding worksites?
- Is everyone's worksite address correct for all locations?
- Is there any worksite information that isn't correct?
- Do you have any requests for additional language translations?

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Resources

- Ctrsurvey.org
- TDM Board Website
  - Survey tool FAQ
  - Survey explanation
  - How to log in video
  - How to set up a survey video

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Upcoming events

- Snohomish County Pool Party in August
- Sound Transit Lynnwood Link Light Rail Extension opens on Aug. 30
- Everett Transit service change on Sept. 8
- Community Transit and Sound Transit service change on Sept. 14

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Questions?

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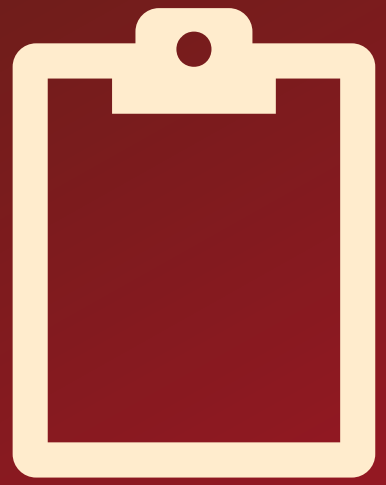
Survey



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Thank you!

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Washington State Department of Transportation

This Commute Trip Reduction Program brought to you by a partnership between WSDOT and Everett Transit.