



2014

Way to Go Vanpool Survey

Way to Go Program

Denver Regional Council of Governments

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BACKGROUND

The Way to Go vanpool program serves commuters who either live or work in the DRCOG region. The program consisted of 615 commuters riding in 105 vans, an average of 5.9 vanpoolers per vehicle, when the Way to Go vanpool survey was conducted in October of 2014.

The survey objectives were to measure:

- Vanpooler satisfaction
- Relative importance of vanpooling benefits
- Importance of employer subsidies
- Prevalence of flexible spending accounts
- Prevalence of employer-provided parking incentives to vanpool
- Sources of awareness of the Way to Go vanpool program
- Impact of vanpooling on vehicle miles of travel (VMT)
- Characteristics of vanpoolers

The survey was conducted using an online questionnaire during a two-week period in early October. Valid email addresses were available for 564 vanpoolers, all of whom were asked via email to complete the survey questionnaire. After sending the initial email invitation and two follow-up reminder emails, a total of 268 vanpoolers responded, for a response rate of 48 percent. No incentives were used to increase response. Vanpool drivers were 32 percent of respondents and passengers were 68 percent.

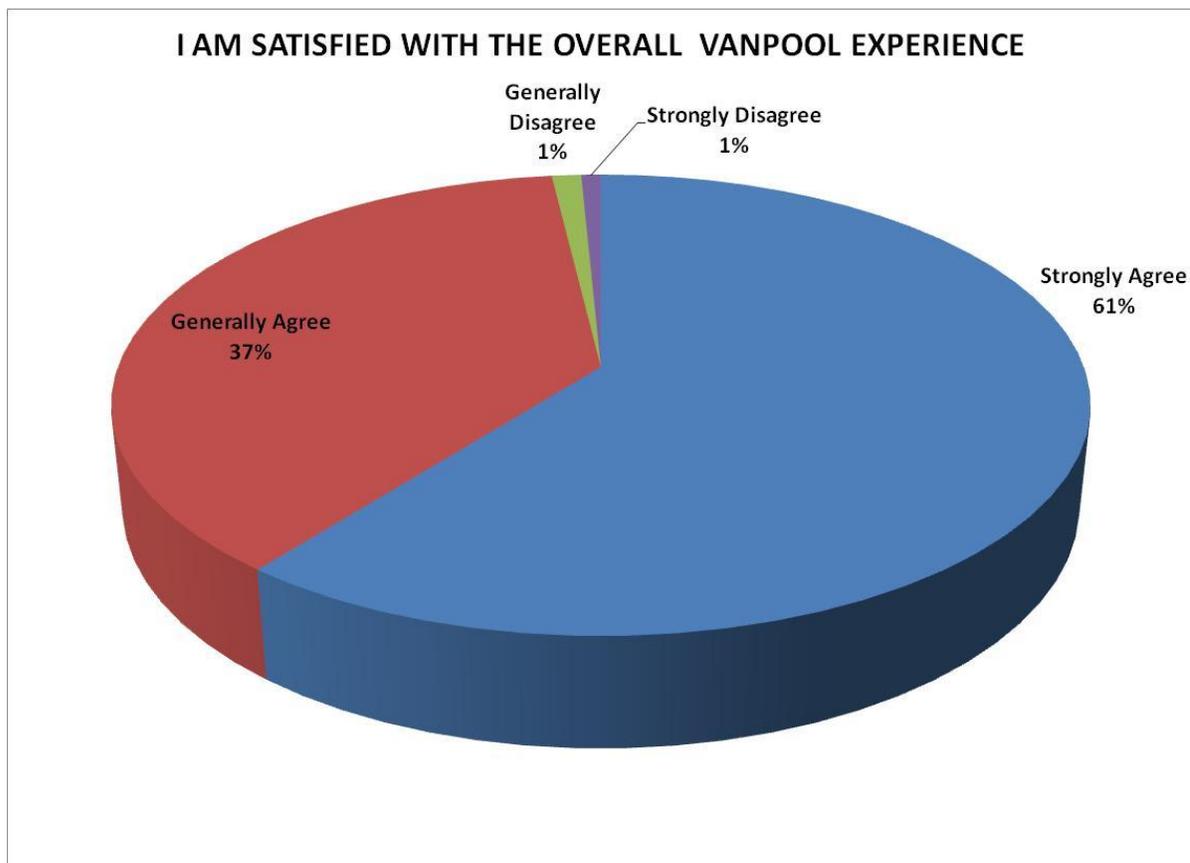
EXECUTIVE SUMMARY

- Overall satisfaction with the vanpool experience is high. More than 60 percent of vanpoolers surveyed strongly agree that they are satisfied with the overall vanpool experience, and nearly all (98%) said they strongly agree or generally agree.
- Eight-seven percent of Way to Go vanpoolers would be very likely to recommend vanpooling to a friend.
- Most Way to Go vanpoolers are very satisfied with most attributes of vanpool services. More than 60 percent strongly agreed that they are satisfied with the Guaranteed Ride Home, the van is mechanically reliable, and vRide staff provide timely and helpful assistance. Fifty percent or more strongly agreed that the vanpooling payment procedures are easy to use and that the cost of vanpooling is reasonable. Improvement may be needed in van seating comfort, with only 38 percent strongly agreeing that the van seating is comfortable. This measure should improve as SUVs in the fleet are replaced with larger minivans.
- Firestone and Mobile Fleet Maintenance were identified as the most frequently used van maintenance services. Mobile Fleet Maintenance earned the highest overall service rating, with 80 percent of Mobile Fleet Maintenance users rating the service as excellent. Only 46 percent of Firestone users gave Firestone an excellent rating.
- The majority of vanpoolers are happy with the vanpool driver and the group as a whole.
- Vanpooler understanding of critical procedures is high. About 88 percent of vanpoolers agreed that they understand how the Guaranteed Ride Home works, and 85 percent were familiar with vanpool emergency procedures.
- The two most important reasons for vanpooling are “it reduces the cost of my commute” and “it reduces wear and tear on my personal vehicle.” These benefits have universal appeal to all vanpoolers. They were rated very important by more than 90 percent of the Way to Go vanpoolers surveyed, regardless of employer type, occupation, education, race, income, age or gender.
- Nearly three quarters of vanpoolers received some sort of subsidy from their employers. Nearly half of the vanpoolers who receive employer subsidies would probably discontinue vanpooling if the subsidies ended. One fourth of vanpoolers who receive an employer subsidy said they would be very unlikely to continue vanpooling if the subsidy were discontinued and additional 20 percent would be generally unlikely to continue.
- Only 14 percent of vanpoolers said that their employers offered a flexible spending account that could be used to pay vanpool fares. Among vanpoolers who were offered flexible spending accounts, less than half of them (41%) used the account to pay fares.
- Very few vanpoolers (6%) work for employers who subsidize vanpool parking. Nearly a fourth of vanpoolers work for employers who offer preferred parking to vanpools.

- Word of mouth in the form of information and referrals from friends, coworkers and family members is by far the greatest source of vanpool program awareness. In 2014, 53 percent of vanpoolers said they first heard about the Way to Go vanpool program from a friend, coworker or family member. An additional 24 percent heard about the program through their employer.
- An average Way to Go vanpooler who is in a 6-person vanpool and commutes to work 48 weeks out of the year saves an estimated 15,745 vehicle miles of travel (VMT) per year. Besides vanpool size and the number of weeks worked each year, additional factors that impact the VMT savings include the number of vanpool commuting days per week (4.26 on average for Way to Go vanpoolers) and commute distance (46.2 average one-way miles for Way to Go vanpoolers).
- If vanpooling did not exist, 71 percent of current Way to Go vanpoolers would drive to work alone. The Way to Go vanpool program currently has 615 vanpoolers. If the program did not exist, about 437 of these vanpoolers would revert to driving alone, resulting in approximately 6.9 million (437 X 15,745) additional VMT on area roads each year.
- Vanpooling is a long-term commitment for many commuters. About two-thirds of Way to Go vanpoolers have been in their current vanpool for at least a year. Nearly three-quarters have been vanpooling in any vanpool for at least a year.
- Vanpoolers in the Way to Go program tend to be professional, managerial, administrative or technical workers, who are college-educated, earn more than \$52,000 annually, and are between 35 and 64 years of age.

OVERALL SATISFACTION WITH THE VANPOOL EXPERIENCE

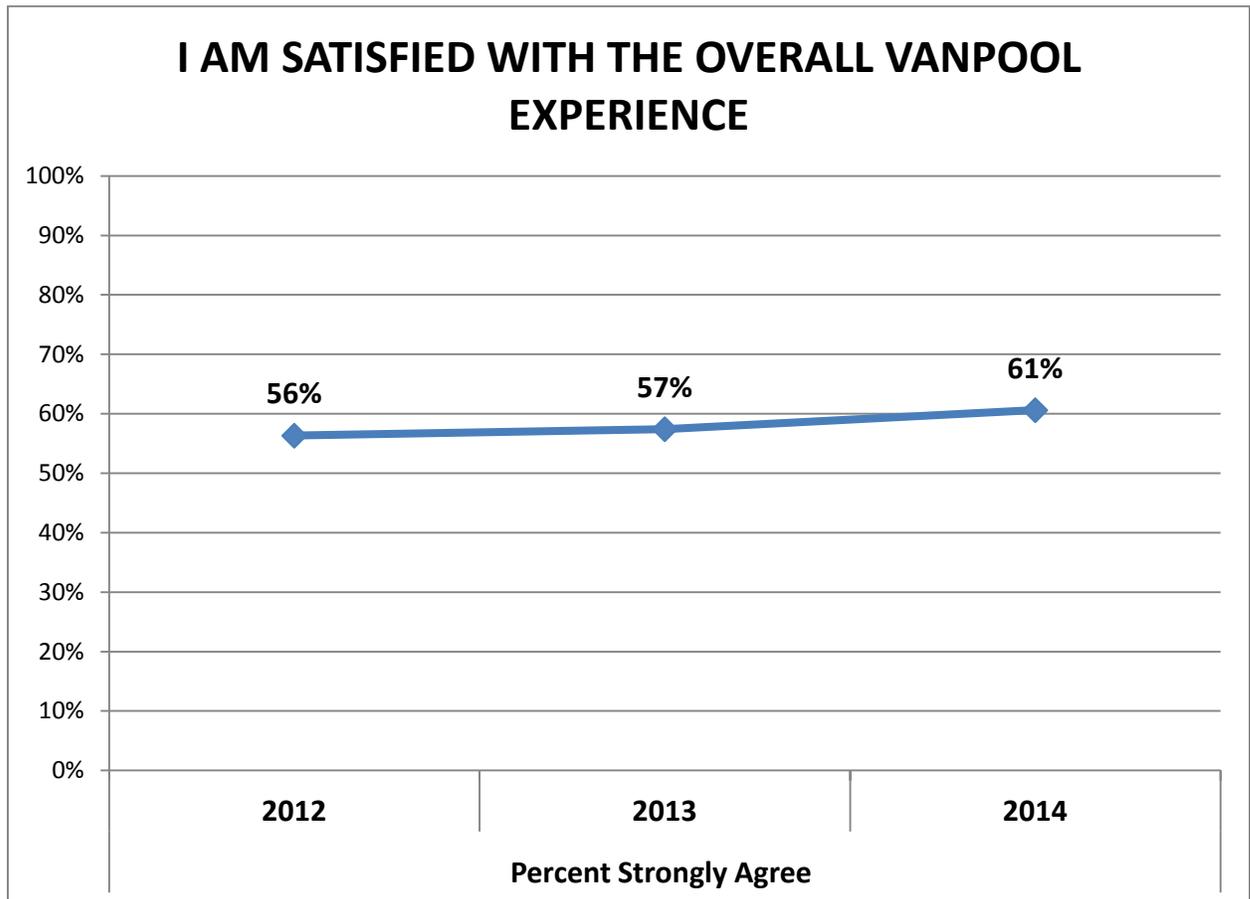
Overall satisfaction with the vanpool experience is high. The majority of vanpoolers surveyed strongly agree that they are satisfied with the overall vanpool experience, and nearly all said they strongly agree or generally agree.



Quote from a Way to Go vanpool participant:

“The vanpool has been fantastic, absolutely wonderful,” he said. “I consider myself a car guy. I enjoy driving and have a sports car, so I never would have guessed I would enjoy a vanpool as much as I do.”

Not only is satisfaction with the overall vanpool experience high, but it has also improved over the past two years. In 2012, 56 percent of vanpoolers strongly agreed that they were satisfied with the overall vanpool experience, improving slightly to 57 percent in 2013 and to 61 percent in 2014.



One of the most important measures of satisfaction with a product or service is intent to recommend that product or service to another person.

Nearly all Way to Go vanpoolers, 87 percent, would be very likely to recommend vanpooling to a friend, up from 83 percent in 2013 and 81 percent in 2012.

How likely or unlikely would you be to recommend vanpooling to a friend?

Way to Go Vanpool Program			
	2012	2013	2014
Very likely	81%	83%	87%
Generally likely	17%	17%	11%
Generally unlikely	2%	0%	1%
Very unlikely	0%	0%	0%
Not sure	0%	0%	1%

Another important measure of satisfaction is how the current product or service compares to a previously used product or service. In our case, we asked current vanpoolers who had previously ridden transit to compare their vanpool experience to transit. Only 26 percent of vanpoolers had commuted by transit before vanpooling, but a large majority of them (65%) greatly preferred vanpool over bus/light rail. Only a small percentage (12%) preferred bus/light rail over vanpool.

Did you ever ride a bus or light rail for your commute before joining a vanpool?

	2012	2013	2014
Yes	39%	32%	26%
No	61%	68%	74%
Don't recall	0%	0%	0%

How would you rate your vanpool experience compared to your experience commuting by bus or light rail?

	2012	2013	2014
Greatly prefer vanpool over bus/light rail	51%	58%	65%
Generally prefer vanpool over bus/light rail	17%	21%	19%
Generally prefer bus/light rail over vanpool	10%	11%	12%
Greatly prefer bus/light rail over vanpool	10%	5%	0%
No preference	12%	6%	5%

SATISFACTION WITH SPECIFIC VANPOOL PROGRAM ELEMENTS

Most Way to Go vanpoolers are very satisfied with most attributes of vanpool services. More than 60 percent strongly agreed that they are satisfied with the Guaranteed Ride Home, the van is mechanically reliable, and vRide staff provide timely and helpful assistance. Fifty percent or more strongly agreed that the vanpooling payment procedures are easy to use and that the cost of vanpooling is reasonable.

Improvement may be needed in van seating comfort, with only 38 percent strongly agreeing that the van seating is comfortable. This measure should improve as SUVs in the fleet are replaced with larger minivans.

2014 Satisfaction with Vanpool Services

	Strongly Agree	Generally Agree	Generally Disagree	Strongly Disagree
I am satisfied with the Guaranteed Ride Home service	67%	28%	3%	1%
The van is mechanically reliable	63%	37%	0%	0%
vRide staff provide timely and helpful assistance	61%	37%	1%	1%
The vanpooling payment procedures are easy to use	58%	38%	4%	1%
The cost of vanpooling (fare charged) is reasonable	50%	41%	8%	1%
The van seating is comfortable	38%	48%	9%	5%

Although further improvement is needed in van seating comfort, satisfaction has improved over 2013. Other areas where satisfaction has improved or remained the same include Guaranteed Ride Home, timely and helpful assistance from vRide staff, and vanpooling payment procedures.

Very slight declines occurred in satisfaction with cost, and in van mechanical reliability.

Trends in Satisfaction with Vanpool Services

	Percent Strongly Agree			
	2012	2013	2014	Change
I am satisfied with the Guaranteed Ride Home service	66%	61%	67%	6%
vRide staff provide timely and helpful assistance	60%	58%	61%	3%
The vanpooling payment procedures are easy to use	54%	57%	58%	1%
The cost of vanpooling (fare charged) is reasonable	48%	52%	50%	-1%
The van is mechanically reliable	65%	65%	63%	-2%
The van seating is comfortable	43%	35%	38%	4%

SATISFACTION WITH MAINTENANCE

Firestone and Mobile Fleet Maintenance were identified as the most frequently used van maintenance services. Mobile Fleet Maintenance earned the highest overall service rating, with 80 percent of Mobile Fleet Maintenance users rating the service as excellent. Only 46 percent of Firestone users gave Firestone an excellent rating.

Thinking about the last time that you had the van serviced, who serviced it?

	2012	2013	2014
Firestone	N/A	44%	48%
Goodyear	N/A	14%	6%
Mobile Fleet Maintenance	N/A	27%	25%
Pep Boys	N/A	1%	3%
Don't recall	N/A	13%	18%

Still thinking about the last time that you had the van serviced, what is your overall rating of the service provided?

Rating by vendor	Firestone	Goodyear	Mobile Fleet Maintenance	Pep Boys	Overall
Excellent	46%	60%	80%	50%	58%
Good	43%	20%	10%	0%	31%
Fair	3%	0%	5%	50%	4%
Poor	5%	20%	0%	0%	4%
Unacceptable	3%	0%	5%	0%	3%
Responses	37	5	20	2	64

SATISFACTION WITH DRIVER AND VANPOOL GROUP

The majority of vanpoolers are happy with the vanpool driver and the group as a whole. Furthermore, satisfaction has not changed dramatically from 2013 to 2014, with one exception. Vanpool drivers were more highly regarded as safe drivers in 2014 compared to 2013. Vanpoolers were much more likely in 2014 than in 2013 to strongly agree that their van driver is a safe driver, increasing from 53 percent strongly agree in 2013 to 62 percent strongly agree in 2014.

	Strongly Agree	Generally Agree	Generally Disagree	Strongly Disagree
Our vanpool group resolves issues in a reasonable manner	66%	31%	2%	1%
I have a good relationship with the members of my vanpool	63%	37%	0%	0%
I feel comfortable raising any concerns I may have with the driver (Drivers excluded)	62%	35%	2%	1%
The van driver is a safe driver (Drivers excluded)	62%	34%	2%	2%
I feel I am a good social fit with others in my vanpool	62%	36%	1%	0%
There is clear communication between the driver and riders	62%	36%	2%	0%
My van is usually on time for pickups and dropoffs	61%	36%	2%	1%
Our vanpool issues are predominantly decided by the driver	20%	36%	30%	14%

	Percent Strongly Agree			
	2012	2013	2014	Change
Our vanpool group resolves issues in a reasonable manner	60%	61%	66%	4%
I have a good relationship with the members of my vanpool	56%	62%	63%	1%
I feel comfortable raising any concerns I may have with the driver (Drivers excluded)	56%	62%	62%	0%
The van driver is a safe driver (Drivers excluded)	51%	53%	62%	9%
I feel I am a good social fit with others in my vanpool	54%	59%	62%	3%
There is clear communication between the driver and riders	61%	61%	62%	1%
My van is usually on time for pickups and dropoffs	63%	58%	61%	3%
Our vanpool issues are predominantly decided by the driver	16%	16%	20%	4%

UNDERSTANDING OF CRITICAL PROCEDURES

Vanpooler understanding of critical procedures is high, and has improved over 2013. About 88 percent of vanpoolers agreed that they understand how the Guaranteed Ride Home works, and 85 percent were familiar with vanpool emergency procedures. Strong agreement with understanding how the Guaranteed Ride Home works increased by 6 percentage points, and strong agreement with being familiar with vanpool emergency procedures increased by 8 percentage points.

	Strongly Agree	Generally Agree	Generally Disagree	Strongly Disagree
I understand how Guaranteed Ride Home works	48%	40%	9%	2%
I am familiar with the vanpool emergency procedures	41%	44%	11%	3%

	Percent Strongly Agree			
	2012	2013	2014	Change
I understand how Guaranteed Ride Home works	39%	43%	48%	6%
I am familiar with the vanpool emergency procedures	36%	33%	41%	8%

IMPORTANCE OF VANPOOL BENEFITS

The two most important reasons for vanpooling are “it reduces the cost of my commute” and “it reduces wear and tear on my personal vehicle.” These benefits have universal appeal to all vanpoolers. They were rated very important by more than 90 percent of the Way to Go vanpoolers surveyed, regardless of employer type, occupation, education, race, income, age or gender.

Although less important than the first two reasons for vanpooling, driving less by vanpooling also has fairly universal appeal. “I reduce the amount I have to drive” was rated very important by 66 percent of all vanpoolers.

The environmental, relaxation and social benefits of vanpooling seem to have greater appeal to female vanpoolers. Several benefits were more important to them:

- “It is better for the environment” was very important to 73 percent of female vanpoolers, compared to 50 percent of male vanpoolers.
- “My work commute is less stressful” was very important to 68 percent of female vanpoolers compared to 58 percent of male vanpoolers.
- “I have time to relax, read or work” was very important to 56 percent of female vanpoolers compared to 44 percent of male vanpoolers.
- “I can enjoy the company of my fellow passengers” was very important to 52 percent of female vanpoolers, compared to 38 percent of male vanpoolers.
- “My work commute is safer” was very important to 51 percent of female vanpoolers compared to 41 percent of male vanpoolers.

Comparing 2014 to 2013, the importance of only one benefit changed considerably. “I don’t have to worry about parking at work” was rated very important by 39 percent of vanpoolers in 2014, compared to 28 percent in 2013.

2014

Benefit	Very Important	Somewhat Important	Not at All Important	No Opinion / Not Applicable
It reduces the cost of my commute	93%	7%	0%	0%
It reduces wear and tear on my personal vehicle	93%	7%	0%	1%
My employer subsidizes the fare	68%	8%	3%	21%
I reduce the amount I have to drive	66%	24%	6%	4%
My work commute is less stressful	63%	28%	7%	3%
It is better for the environment	59%	31%	8%	2%
I have time to relax, read or work	48%	33%	8%	10%
My work commute is safer	46%	33%	10%	12%
I can enjoy the company of my fellow passengers	43%	36%	17%	3%
I don't have to worry about parking at work	39%	13%	39%	9%
I can pay for my fare with pretax income	23%	14%	11%	52%
I get to and from work faster because the vanpool uses HOV lanes	22%	9%	16%	53%

Percent Very Important

Benefit	2012	2013	2014	Change
It reduces the cost of my commute	91%	91%	93%	2%
It reduces wear and tear on my personal vehicle	94%	92%	93%	1%
My employer subsidizes the fare	56%	65%	68%	3%
I reduce the amount I have to drive	65%	62%	66%	4%
My work commute is less stressful	64%	61%	63%	2%
It is better for the environment	54%	54%	59%	5%
I have time to relax, read or work	45%	47%	48%	1%
My work commute is safer	46%	46%	46%	0%
I can enjoy the company of my fellow passengers	41%	45%	43%	-2%
I don't have to worry about parking at work	25%	28%	39%	11%
I can pay for my fare with pretax income	16%	19%	23%	4%
I get to and from work faster because the vanpool uses HOV lanes	19%	16%	22%	6%

IMPORTANCE OF EMPLOYER-PROVIDED SUBSIDIES

Nearly three quarters of vanpoolers received some sort of subsidy from their employers, compared to only 68 percent in 2013 and 62 percent in 2012. When employers subsidize fares, they are considered very important by the vanpoolers receiving them. Employer fare subsidies were rated very important by 88 percent of vanpoolers employed by the federal government or military where employer-provided subsidies are common, compared to 52 percent of those employed by state and local government, 26 percent of those employed by for-profit companies, and 20 percent of those employed by non-profit organizations where subsidies are less common.

Nearly half of the vanpoolers who receive employer subsidies would probably discontinue vanpooling if the subsidies ended. One fourth of vanpoolers who receive an employer subsidy said they would be very unlikely to continue vanpooling if the subsidy were discontinued, and additional 20 percent would be generally unlikely to continue.

Do you receive a subsidy from your employer for your vanpool fare?			
	2012	2013	2014
Yes	62%	68%	74%
No	38%	32%	27%

How likely or unlikely would you be to continue vanpooling if the subsidy from your employer were discontinued?			
	2012	2013	2014
Very likely	15%	15%	18%
Generally likely	29%	36%	25%
Generally unlikely	25%	16%	20%
Very unlikely	21%	24%	25%
Not sure	10%	9%	12%

FLEXIBLE SPENDING ACCOUNTS

Similar to the previous two years, only 14 percent of vanpoolers said that their employers offered a flexible spending account that could be used to pay vanpool fares. Among vanpoolers who were offered flexible spending accounts, less than half of them (41%) used the account to pay fares.

Does your employer offer a Flexible Spending Account?			
	2012	2013	2014
Yes	14%	17%	14%
No	51%	50%	50%
Don't know	35%	33%	35%

Do you use the Flexible Spending Account to pay your vanpool fare?			
	2012	2013	2014
Yes	42%	41%	41%
No	58%	59%	60%

EMPLOYER PARKING INCENTIVES

Similar to previous years, very few vanpoolers (6%) work for employers who subsidize vanpool parking. Nearly a fourth of vanpoolers work for employers who offer preferred parking to vanpools.

Does your employer offer subsidized or preferred parking for vanpoolers?			
	2012	2013	2014
Yes, subsidized	4%	5%	6%
Yes, preferred	16%	23%	24%
Not applicable, all parking is free	40%	33%	31%
No	35%	31%	31%
Don't know	4%	8%	9%

SOURCES OF AWARENESS

Word of mouth in the form of information and referrals from friends, coworkers and family members is by far the greatest source of vanpool program awareness. In 2014, 53 percent of vanpoolers said they first heard about the Way to Go vanpool program from a friend, coworker or family member. An additional 24 percent heard about the program through their employer.

How did you first hear about the vanpool program?			
	2012	2013	2014
From a friend, coworker or family member	50%	49%	53%
Through my employer	38%	27%	24%
Saw a vanpool van	27%	8%	8%
Referral from a current vanpooler	18%	6%	4%
Poster or flyer	6%	3%	3%
Other	2%	4%	3%
Internet search (e.g. Google, Yahoo, and Bing!)	5%	2%	2%
Highway sign	4%	1%	1%
Way to Go website	7%	0%	1%
Radio	2%	0%	0%
Received a mailing at home	0%	0%	0%
Received an email	3%	0%	0%
Through one of these Agencies	2%	1%	0%
Newspaper	0%	0%	0%
Billboard	1%	0%	0%
Social media (e.g. Facebook, Twitter, LinkedIn)	0%	0%	0%

IMPACT OF VANPOOLING ON VMT REDUCTION

An average Way to Go vanpooler who is in a 6-person vanpool and commutes to work 48 weeks out of the year saves an estimated 15,745 vehicle miles of travel (VMT) per year. Besides vanpool size and the number of weeks worked each year, additional factors that impact the VMT savings include the number of vanpool commuting days per week (4.26 on average for Way to Go vanpoolers) and commute distance (46.2 average one-way miles for Way to Go vanpoolers).

If vanpooling did not exist, 71 percent of current Way to Go vanpoolers would drive to work alone. The Way to Go vanpool program currently has 615 vanpoolers. If the program did not exist, about 437 of these vanpoolers would revert to driving alone, resulting in approximately 6.9 million (437 X 15,745) additional VMT on area roads each year.

On average, how many days per week do you vanpool?

	2012	2013	2014
1 day per week or less	0%	0%	2%
2 days per week	3%	3%	3%
3 days per week	10%	11%	18%
4 days per week	35%	30%	27%
5 or more days per week	51%	55%	51%
Average	4.34	4.36	4.26

If you were to drive by yourself to work instead of ride in the van, about how many miles would you drive, one way, from your home to work?

	2012	2013	2014
Average	40.7	38.9	46.2

If a vanpool program did not exist, how would you get to work?

Drive alone	71%
Carpool	23%
Bus or light rail	4%
Telework	1%
Other	1%

VANPOOL TENURE

Vanpooling is a long-term commitment for many commuters. About two-thirds of Way to Go vanpoolers have been in their current vanpool for at least a year. Nearly three-quarters have been vanpooling in any vanpool for at least a year.

How long have you been in your current vanpool?

	2012	2013	2014
Less than 1 year	N/A	28%	33%
At least 1 year but less than 3 years	N/A	46%	35%
At least 3 years but less than 5 years	N/A	13%	21%
5 or more years	N/A	13%	11%

Thinking about all the different vanpools and vanpool groups that you have been in, how long have you been vanpooling?

	2012	2013	2014
Less than 1 year	N/A	21%	26%
At least 1 year but less than 3 years	N/A	42%	32%
At least 3 years but less than 5 years	N/A	19%	23%
5 or more years	N/A	19%	20%

DEMOGRAPHICS

Vanpoolers in the Way to Go program tend to be professional, managerial, administrative or technical workers, who are college-educated, earn more than \$52,000 annually, and are between 35 and 64 years of age.

Which best describes your role in the vanpool?

	2012	2013	2014
I am a primary driver	27%	28%	32%
I am an alternate driver/passenger	73%	72%	68%

What category best describes your employer?

	2012	2013	2014
State or local government entity	N/A	12%	11%
Federal government or federal agency	N/A	55%	59%
Military	N/A	5%	7%
School or university	N/A	1%	1%
Non-Profit organization	N/A	N/A	2%
For-profit company (Private Sector before 2014)	N/A	28%	20%
Other (please specify)	N/A	0%	0%

What category best describes your occupation?

	2012	2013	2014
Professional/Managerial/Administrative/Technical	N/A	86%	92%
Sales/Clerical/Service	N/A	4%	2%
Laborer/Craftsman/Foreman	N/A	5%	2%
Other (please specify)	N/A	5%	4%

What is the highest level of education you have completed?

	2012	2013	2014
0 to 11 years, no diploma	0%	0%	0%
High school graduate or GED	6%	7%	5%
Some college, no degree	19%	20%	18%
Associate's degree	6%	7%	8%
Bachelor's degree	37%	32%	36%
Graduate degree	32%	33%	33%

How would you describe your race?

	2012	2013	2014
White/Caucasian only	79%	72%	73%
Hispanic Only	10%	12%	9%
Black or African American only	4%	9%	5%
Native American or Alaskan Native only	2%	2%	1%
Asian only	2%	3%	4%
Native Hawaiian or other Pacific Islander only	N/A	N/A	0%
Two or more races	N/A	N/A	7%
Other (please specify	3%	3%	2%

What is your annual salary? (Please include the value of any tips or commissions you receive)

	2012	2013	2014
\$20,800 per year or less	1%	0%	0%
\$20,801 to \$31,200 per year	3%	1%	1%
\$31,201 to \$52,000 per year	20%	18%	14%
\$52,001 to \$104,000 per year	57%	63%	60%
Over \$104,000 per year	20%	18%	25%

In which category is your age?

	2012	2013	2014
18-24 years	0%	0%	1%
25-34 years	10%	12%	11%
35-44 years	20%	23%	25%
45-54 years	35%	30%	33%
55-64 years	26%	28%	26%
65 years or older	9%	7%	5%

What is your gender?

	2012	2013	2014
Male	64%	54%	61%
Female	36%	46%	39%
