EVALUATION OF THE EFFECTIVENESS OF PROGRAMS CONTAINED IN THE "FRAMEWORK FOR COOPERATION TO REDUCE TRAFFIC CONGESTION AND IMPROVE AIR QUALITY"

Phase Two Appendices

GDOT Research Project Number 9906
March 2002
FY2001 GDOT Final Report

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FY2001 GDOT Final Report
Phase Two

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Regional Transportation Surveys: Methodology and Findings

May 2001
Regional Transportation Survey

PERSONAL/CONFIDENTIAL
WIRTHLIN WORLDWIDE
1363 Beverly Road
McLean, Virginia 22101
703-556-0001

CONGESTION AND AIR QUALITY SEGMENTATION STUDY
DRAFT #9
5/7/2001 2:33 PM

Hello. I'm _____ of Decima Research, a national research firm. We're talking with people in Metro Atlanta today about transportation issues and would like to ask you your opinions on a confidential basis. I am not selling anything, nor will I ask you for a donation. For quality control purposes, my supervisor may monitor this call.

SCREENER

A. Are you a driver 18 years of age or older?

MAY 01	
100%	YES **[CONTINUE SURVEY]**
-	NO **[ASK Q.B]**
-	REFUSED **[ASK Q.B]**

B. **[ASK IF A=2 OR 3:]** May I speak with someone else in your household who is a driver at least 18 years of age?

MAY 01

YES **[REPEAT INTRO AND Q.A WITH NEW PERSON. IF UNAVAILABLE, ARRANGE FOR CALLBACK.]**
NO, NOT AVAILABLE [**ARRANGE FOR CALLBACK.]**
NO, REFUSED **[THANK, EXIT AND REPORT AS REFUSAL]**
NO ONE 18 OR OLDER **[THANK AND TERMINATE]**
YES **[REPEAT INTRO AND Q.A WITH NEW PERSON. IF UNAVAILABLE, ARRANGE FOR CALLBACK.]**

C. Gender **[BY OBSERVATION]**

FEB 00	JUNE 00	SEPT 00	NOV 00	MAY 01	
48%	48%	48%	48%	50%	MALE
52%	52%	52%	52%	50%	FEMALE

D. Which of the following best describes the area where you live?

[ROTATE AND READ MAJOR HEADINGS. READ MINOR HEADINGS ONLY FOR CLARIFICATION, FOR CODING "OTHER SPECIFIES," OR IF RESPONDENT CANNOT DECIDE ON A NEIGHBORHOOD.]

MAY 01	
2%	BUCKHEAD (Includes Buckhead, Lenox and Phipps)
9%	CUMBERLAND (Includes Cumberland, Galleria, Vinings, Dobbins Air Force Base and Marietta)
15%	TOWN CENTER (Includes Town Center, Kennesaw and Acworth)
7%	AIRPORT (Includes Hartsfield, College Park and Forest Park)
4%	PERIMETER (Includes Perimeter, Dunwoody, Sandy Springs and Brookhaven)
17%	DECATUR (Includes Clifton, Emory, Decatur, Druid Hills, Inman Park, Little 5 Points, Oakhurst and Virginia Highlands)
1%	MIDTOWN (Includes Midtown, Georgia Tech and Colony Square)
1%	DOWNTOWN (Includes Downtown, CNN Center, Federal/State Office Buildings, Georgia State University, The Capitol, 5 Points, Underground and Peachtree Center)
7%	NORTH FULTON (Includes Roswell, Alpharetta, North Fullerton, Crabapple and Mountain Park)
15%	NORCROSS (Includes Norcross, Duluth, Berkeley Lake, Peachtree Corners and Mechanicsville)
23%	OTHER **[SPECIFY:]** _____
	DON'T KNOW/REFUSED

G. Which of the following best describes your employment status?

[MAY ACCEPT TWO RESPONSES IF ONE IS PUNCH 3.]

FEB 00	JUNE 00	SEPT 00	NOV 00	MAY 01	
74%	**74%**	**74%**	**80%**	**69%**	**TOTAL WORKING**
66%	66%	67%	73%	62%	EMPLOYED FULL-TIME
8%	8%	7%	7%	7%	EMPLOYED PART-TIME
3%	3%	4%	4%	6%	FULL-TIME OR PART-TIME STUDENT
23%	**23%**	**22%**	**17%**	**25%**	**NOT EMPLOYED**
12%	10%	8%	7%	11%	RETIRED
7%	8%	9%	6%	7%	HOMEMAKER
2%	2%	2%	2%	2%	DISABLED
2%	3%	3%	2%	5%	NOT EMPLOYED OUTSIDE THE HOME
0%	1%	1%	0%	*	DON'T KNOW/REFUSED **[DO NOT READ]**

[ASK IF Q.G=1-2]

H. And, which of the following best describes the area where you work?

[CHECK QUOTAS.]

[ROTATE AND READ MAJOR HEADINGS. READ MINOR HEADINGS ONLY FOR CLARIFICATION, FOR CODING "OTHER SPECIFIES," OR IF RESPONDENT CANNOT DECIDE ON A NEIGHBORHOOD.]

MAY 01	
7%	BUCKHEAD (Includes Buckhead, Lenox and Phipps)
7%	CUMBERLAND (Includes Cumberland, Galleria, Vinings, Dobbins Air Force Base and Marietta)
7%	TOWN CENTER (Includes Town Center, Kennesaw and Acworth)
7%	AIRPORT (Includes Hartsfield, College Park and Forest Park)
7%	PERIMETER (Includes Perimeter, Dunwoody, Sandy Springs and Brookhaven)
7%	DECATUR (Includes Clifton, Emory, Decatur, Druid Hills, Inman Park, Little 5 Points, Oakhurst and Virginia Highlands)
7%	MIDTOWN (Includes Midtown, Georgia Tech and Colony Square)
7%	DOWNTOWN (Includes Downtown, CNN Center, Federal/State Office Buildings, Georgia State University, The Capitol, 5 Points, Underground and Peachtree Center)
7%	NORTH FULTON (Includes Roswell, Alpharetta, North Fullerton, Crabapple and Mountain Park)
7%	NORCROSS (Includes Norcross, Duluth, Berkeley Lake, Peachtree Corners and Mechanicsville)
33%	OTHER **[SPECIFY:]** _____
-	DON'T KNOW/REFUSED

SECTION ONE: AIR QUALITY AND TRAFFIC

1. I would like to know how concerned you are about air quality problems in Atlanta? Using a scale of “1” to “10,” how would you rate your own concern about air quality problems in Atlanta, with a “1” meaning air quality is not at all an important issue, and a “10” meaning air quality is an extremely important issue.

FEB 00 (Benchmark)	MAY 01	
42%	33%	Top Box (10)
66%	63%	8-10
26%	29%	5-7
8%	7%	1-4
0%	*	Don't Know/Refused
8.0	7.8	Mean

Now, I’d like to ask you about traffic here in Atlanta …

2. Again, using a “1” to “10” scale, how important is traffic congestion as a problem. A “1” means congestion is not at all an important issue, and “10” means congestion is an extremely important issue.

FEB 00 (Benchmark)	MAY 01	
55%	57%	Top Box (10)
80%	83%	8-10
15%	12%	5-7
5%	4%	1-4
0%	*	Don't Know/Refused
8.6	8.8	Mean

SECTION TWO: COMMUTING PATTERNS

Now, I'd like you to think about your personal commuting situation.

[ASK IF Q.G=1, 2 OR 3; ALL OTHERS, SKIP TO SECTION THREE:]

3. About how many miles is your ONE-WAY commute from home to work? **[IF STUDENT, SUBSTITUTE SCHOOL]**

FEB 00	JUNE 00	SEPT 00	NOV 00	MAY 01	
64%	74%	76%	72%	68%	20 MILES OR LESS
30%	23%	21%	25%	23%	21 – 40 MILES
6%	3%	2%	2%	6%	41 – 60 MILES
1%	-	1%	2%	1%	60 MILES OR MORE
-	-	-	-	2%	Don't Know/Refused

*2000 values are estimated by minutes from home to work, using a model based on 2001 data.

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4. On average, how many minutes is your ONE WAY commute from home to work **[IF STUDENT, SUBSTITUTE FROM HOME TO SCHOOL]** each day?

FEB 00	JUNE 00	SEPT 00	NOV 00	MAY 01	
40%	51%	56%	48%	40%	20 MINUTES OR LESS
28%	25%	21%	24%	29%	21 – 40 MINUTES
22%	19%	17%	21%	23%	41 – 60 MINUTES
7%	2%	3%	2%	6%	61 – 90 MINUTES
3%	3%	2%	3%	3%	OVER 90 MINUTES
35.7	30.5	27.8	31.0	31.7	MEAN (IN MINUTES)

4A. And on average, how many minutes is your ONE WAY commute from work to home **[IF STUDENT, SUBSTITUTE FROM SCHOOL TO HOME]** each day?

FEB 00	JUNE 00	SEPT 00	NOV 00	MAY 01	
38%	48%	54%	46%	31%	20 MINUTES OR LESS
26%	24%	21%	26%	30%	21 – 40 MINUTES
24%	21%	18%	20%	27%	41 – 60 MINUTES
8%	4%	4%	4%	7%	61 – 90 MINUTES
3%	3%	2%	3%	4%	OVER 90 MINUTES
37.3	31.4	27.7	31.4	34.1	MEAN (IN MINUTES)

Next, I'd like you to think about your schedule last week.

5. How did you get to work **[IF STUDENT, SUBSTITUTE SCHOOL]** each day last week?

WEEKDAYS

[ACCEPT MULTIPLE PUNCHES]

Mon.	Tues.	Wed.	Thurs.	Fri.	
80%	79%	79%	79%	75%	Drove alone in my car
8%	9%	9%	9%	9%	Rode in a car pool or rode with a co-worker, another person who works nearby, a family member or friend
*	*	*	2%	*	Rode in a van pool
2%	1%	2%	*	1%	Rode MARTA Train
1%	1%	1%	1%	*	Rode a MARTA or Cobb Community Transit (CCT)
1%	1%	1%	1%	1%	Walked, Biked, Rollerbladed or some similar means of transportation **[**
2%	2%	2%	2%	2%	Teleworked or worked from home
6%	6%	6%	6%	10%	Did Not Work
1%	1%	1%	1%	1%	DK/Refused **[DO NOT READ]**

DAILY COMMUTE AVERAGES:

MAY 01	
78.6%	Drove alone
8.8%	Rode in a car pool or rode with a co-worker, another person who works nearby, a family member or
0.2%	Rode in a van pool
1.6%	Rode MARTA Train
1.0%	Rode a MARTA or Cobb Community Transit (CCT) Bus
1.0%	Walked, Biked, Rollerbladed or some similar means of transportation
2.0%	Teleworked or worked from home
6.8%	Did Not Work

WEEKENDS

[ACCEPT MULTIPLE PUNCHES]

Sat.	Sun.	
17%	11%	Drove alone in my car
2%	1%	Rode in a car pool or rode with a co-worker, another person who works nearby, a family member or friend
*	-	Rode in a van pool
*	*	Rode MARTA Train
*	*	Rode a MARTA or Cobb Community Transit (CCT)
*	*	Walked, Biked, Rollerbladed or some similar means of transportation **[**
*	*	Teleworked or worked from home
78%	86%	Did not Work
2%	1%	Don't Know/Refused **[DO NOT READ]**

WEEKEND COMMUTE AVERAGES:

MAY 01	
14.0%	Drove alone
1.5%	Rode in a car pool or rode with a co-worker, another person who works nearby, a family member or
0.5%	Rode in a van pool
0.5%	Rode MARTA Train
0.5%	Rode a MARTA or Cobb Community Transit (CCT) Bus
0.5%	Walked, Biked, Rollerbladed or some similar means of transportation
0.5%	Teleworked or worked from home
82.0%	Did Not Work

SUMMARY TABLE: WEEKLY COMMUTING HABITS:

FEB 00	JUNE 00	SEPT 00	NOV 00	MAY 01	
63%	61%	66%	66%	78%	Always Drive Alone
17%	15%	12%	13%	13%	Sometimes car pool with a co-worker, another person who works nearby, a family member or friend
				*	Sometimes van pool
5%	7%	7%	9%	2%	Sometimes ride MARTA Train
				1%	Sometimes ride MARTA or Cobb Community Transit (CCT) Bus
				2%	Sometimes walk, bike, rollerblade or some similar means of transportation
18%	18%	17%	19%	4%	Sometimes teleworked or worked from home

*In 2000, carpool and vanpool data are collected together, as well as MARTA train and MARTA/CCT bus data.

SUMMARY TABLE: COMMUTING HABITS

FEB 00	JUNE 00	SEPT 00	NOV 00	MAY 01	
38%	33%	36%	36%	29%	Never Tried Alternatives/Always Drive Alone
37%	35%	29%	34%	36%	Ever Tried or Sometimes Car Pool
				2%	Ever Tried or Sometimes Van Pool
14%	22%	20%	22%	13%	Ever Tried or Sometimes Ride MARTA Train
				9%	Ever Tried or Sometimes Ride MARTA or Cobb Community Transit (CCT) Bus
				7%	Ever Tried or Sometimes Use Transportation Alternatives (Walk, Bike, Rollerblade or Some Similar Means_
39%	43%	42%	39%	23%	Ever Tried or Sometimes Telework
				34%	Ever Tried or Sometimes Work an Alternate Schedule

*In 2000, carpool and vanpool data are collected together, as well as MARTA train and MARTA/CCT bus data.

Next, I'd like you to think back over the past year. Please tell me if in the past year you EVER traveled to work **[IF STUDENT, SUBSTITUTE SCHOOL]** by the following means: **[RANDOMIZE QS.12-16]**

12. Riding in a car pool or riding with a co-worker, another person who works nearby, a family member or friend

MAY 01	
28%	YES
72%	NO **[GO TO Q.13]**
-	DON'T KNOW/REFUSED **[DO NOT READ. GO TO Q.13]**

12A. How often do you typically ride in a car pool to work?
[BASE = CARPOOLERS, 407 in May 2001]

FEB 00	JUNE 00	SEPT 00	NOV 00	MAY 01	
29%	21%	24%	18%	20%	5-7 DAYS PER WEEK (5+ times last week)
6%	9%	5%	9%	7%	3-4 DAYS PER WEEK (3-4 times last week)
9%	14%	11%	11%	9%	1-2 DAYS PER WEEK (1-2 times last week)
				16%	1-3 TIMES PER MONTH (0 times last week)
55%	56%	60%	62%	24%	LESS THAN ONCE PER MONTH
				15%	IN EMERGENCIES ONLY
				7%	DON'T KNOW/REFUSED **[DO NOT READ]**

*2000 values for each range are presented in parenthesis; 1 - 3 times per month, less than once per month, and emergencies only categories are combined as 0 times last week.

In 2000, carpool and vanpool data are collected together.

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13. Riding in a van pool

MAY 01	
2%	YES
98%	NO **[GO TO Q.14]**
-	DON'T KNOW/REFUSED **[DO NOT READ. GO TO Q.14]**

13A. How often do you typically ride in a van pool to work?
[BASE = 23 VAN POOLERS]

MAY 01	
31%	5-7 DAYS PER WEEK
3%	3-4 DAYS PER WEEK
13%	1-2 DAYS PER WEEK
18%	1-3 TIMES PER MONTH
12%	LESS THAN ONCE PER MONTH
12%	IN EMERGENCIES ONLY
12%	DON'T KNOW/REFUSED **[DO NOT READ]**

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14. Riding MARTA Train

MAY 01	
11%	YES
89%	NO **[GO TO Q.15]**
-	DON'T KNOW/REFUSED **[DO NOT READ. GO TO Q.15]**

14A. How often do you typically ride MARTA train to work?
[BASE = MARTA RIDERS, 144 in May 2001]

FEB 00	JUNE 00	SEPT 00	NOV 00	MAY 01	
19%	13%	16%	27%	20%	5-7 DAYS PER WEEK (5+ times last week)
5%	4%	2%	3%	10%	3-4 DAYS PER WEEK (3-4 times last week)
11%	16%	18%	10%	9%	1-2 DAYS PER WEEK (1-2 times last week)
				15%	1-3 TIMES PER MONTH (0 times last week)
64%	66%	63%	60%	26%	LESS THAN ONCE PER MONTH
				15%	IN EMERGENCIES ONLY
				6%	DON'T KNOW/REFUSED **[DO NOT READ]**

*2000 values for each range are presented in parenthesis; 1 - 3 times per month, less than once per month, and emergencies only categories are combined as 0 times last week.

In 2000, MARTA train and MARTA/CCT bus data are collected together.

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15. Riding a MARTA or Cobb Community Transit (CCT) Bus

MAY 01	
8%	YES
92%	NO **[GO TO Q.16]**
*	DON'T KNOW/REFUSED **[DO NOT READ. GO TO Q.16]**

15A. How often do you typically ride MARTA or CCT bus to work?
[BASE = 106 MARTA OR CCT BUS RIDERS]

MAY 01	
23%	5-7 DAYS PER WEEK
7%	3-4 DAYS PER WEEK
13%	1-2 DAYS PER WEEK
13%	1-3 TIMES PER MONTH
28%	LESS THAN ONCE PER MONTH
12%	IN EMERGENCIES ONLY
4%	DON'T KNOW/REFUSED **[DO NOT READ]**

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16. Walking, Biking, Rollerblading or some similar means of transportation

MAY 01	
6%	YES
94%	NO **[GO TO Q.17]**
-	DON'T KNOW/REFUSED **[DO NOT READ. GO TO Q.17]**

16A. How often do you typically walk, bike or rollerblade to work?
[BASE = 80 ALTERNATIVE MEANS USERS]

MAY 01	
19%	5-7 DAYS PER WEEK
4%	3-4 DAYS PER WEEK
24%	1-2 DAYS PER WEEK
19%	1-3 TIMES PER MONTH
17%	LESS THAN ONCE PER MONTH
9%	IN EMERGENCIES ONLY
8%	DON'T KNOW/REFUSED **[DO NOT READ]**

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17. In the past year, have you ever teleworked or telecommuted, either working from home or from a telecommuting center?

JUNE 00	SEPT 00	MAY 01	
31%	30%	21%	YES
69%	70%	79%	NO **[GO TO Q.18]**
-	-	*	DON'T KNOW/REFUSED **[DO NOT READ. GO TO Q.18]**

17A. How often do you typically telecommute or telework?
[BASE = TELECOMMUTERS, 255 in May 2001]

FEB 00	JUNE 00	SEPT 00	NOV 00	MAY 01	
23%	22%	19%	21%	12%	5-7 DAYS PER WEEK (5+ times last week)
10%	10%	9%	11%	12%	3-4 DAYS PER WEEK (3-4 times last week)
14%	10%	13%	16%	27%	1-2 DAYS PER WEEK (1-2 times last week)
				25%	1-3 TIMES PER MONTH (0 times last week)
54%	58%	58%	52%	17%	LESS THAN ONCE PER MONTH
				6%	IN EMERGENCIES ONLY
				1%	DON'T KNOW/REFUSED **[DO NOT READ]**

*2000 values for each range are presented in parenthesis; 1 - 3 times per month, less than once per month, and emergencies only categories are combined as 0 times last week.

18. Have you considered asking your boss about telecommuting or teleworking, either from home or from another location?

[BASE = 964 RESPONDENTS EMPLOYED FULL OR PART TIME OR STUDENTS WHO HAVE NEVER TELEWORKED]

JUNE 00	SEPT 00	NOV 00	MAY 01	
11%	13%	13%	8%	YES, TAKEN THIS ACTION
8%	7%	10%	8%	CONSIDERED TAKING THIS ACTION BUT HAVE NOT TAKEN IT YET
81%	80%	77%	81%	NO, HAVE NOT CONSIDERED TAKING THIS ACTION
			3%	DON'T KNOW/REFUSED **[DO NOT READ]**

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19. And, the past year, have you ever worked an alternate work schedule?

MAY 01	
34%	YES
65%	NO **[GO TO Q.20]**
1%	DON'T KNOW/REFUSED **[DO NOT READ. GO TO Q.20]**

19A. How often do you typically work an alternate work schedule?

[BASE = 395 RESPONDENTS WHO WORKED AN ALTERNATE WORK SCHEDULE]

MAY 01	
35%	5-7 DAYS PER WEEK
12%	3-4 DAYS PER WEEK
12%	1-2 DAYS PER WEEK
20%	1-3 TIMES PER MONTH
11%	LESS THAN ONCE PER MONTH
4%	IN EMERGENCIES ONLY
7%	DON'T KNOW/REFUSED **[DO NOT READ]**

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20. Have you considered asking your boss about working an alternate work schedule?

[BASE = 725 RESPONDENTS EMPLOYED FULL OR PART TIME WHO HAVE NEVER WORKED AN ALTERNATE SCHEDULE]

MAY 01	
6%	YES, TAKEN THIS ACTION
6%	CONSIDERED TAKING THIS ACTION BUT HAVE NOT TAKEN IT YET
84%	NO, HAVE NOT CONSIDERED TAKING THIS ACTION
4%	DON'T KNOW/REFUSED **[DO NOT READ]**

SECTION THREE: NON-STOP AND MULTIPLE REASON TRIPS

[ASK ALL]

Now I'd like you to think about **NON-WORK RELATED TRIPS.** Non-work travel means all trips except for commuting to work or school.

21. Thinking about yesterday, how many separate or different non-work related trips did you make?

FEB 00	JUNE 00	SEPT 00	NOV 00	MAY 01	
9%	5%	5%	4%	1%	8 or More
16%	11%	11%	11%	3%	5 - 7
35%	30%	30%	32%	12%	3 - 4
22%	27%	26%	25%	20%	2
16%	21%	23%	22%	32%	1
2%	4%	5%	5%	29%	None
3.4	2.9	2.8	2.8	1.4	Mean (Number of Errands)

*In 2000, the question was asked about a typical weekday, and a typical weekend day. The numbers above for 2000 are weighted average of a typical day.

---

22. And how many minutes did you spend in your car yesterday, not counting time spent commuting to and from work?

MAY 01	
9%	OVER 90 MINUTES
6%	61 – 90 MINUTES
15%	41 – 60 MINUTES
18%	21 – 40 MINUTES
13%	11 – 20 MINUTES
8%	10 MINUTES OR LESS
31%	NO TIME
1%	DON'T KNOW/REFUSED **[DO NOT READ]**
49.7	MEAN (IN MINUTES)

---

23. And in the last week, how many non-work trips did you make using some form of transportation other than driving in your car alone? **[PROBE: WHAT TYPE OF TRANSPORTATION DID YOU USE? HOW MANY TIMES DID YOU USE IT?]**

PERCENT USED EACH TYPE OF TRANSPORTATION

FEB 00	JUNE 00	SEPT 00	NOV 00	MAY 01	
14%	9%	8%	7%	3%	11 or More
7%	5%	5%	5%	3%	8 – 10
9%	8%	7%	8%	6%	5 – 7
10%	9%	8%	8%	9%	3 – 4
10%	13%	17%	15%	11%	1 – 2
49%	52%	52%	54%	69%	None
4.7	3.6	3.0	2.8	1.5	Mean (Number of Errands)

Still thinking about last week, please tell me on how many days you used the following means of transportation for **NON WORK-RELATED TRAVEL. [IF STUDENT, SUBSTITUTE NON SCHOOL-RELATED TRAVEL]**

[CLARIFY IF NEEDED: IF YOU TYPICALLY DROP CHILDREN OFF AT DAYCARE ON YOUR WAY TO WORK AND PICK THEM UP ON YOUR WAY HOME FROM WORK, WE ARE INTERESTED IN OTHER TYPES OF TRIPS.]

[RANDOMIZE QS.24-27]

24. A car pool

FEB 00	JUNE 00	SEPT 00	NOV 00	MAY 01	
44%	**36%**	**38%**	**37%**	**17%**	**TOTAL USED**
6%	4%	4%	3%	2%	FREQUENT USE (6-7) DAYS
3%	2%	1%	2%	2%	5 DAYS
7%	6%	4%	5%	1%	4 DAYS
7%	4%	6%	6%	3%	3 DAYS
8%	9%	7%	7%	4%	2 DAYS
13%	11%	16%	13%	5%	1 DAY
54%	**60%**	**58%**	**60%**	**83%**	**DID NOT USE**
1.3	1.1	1.0	1.0	0.5	MEAN (NUMBER OF DAYS)
2%	3%	4%	3%	*	DON'T KNOW/REFUSED **[DO NOT READ]**

*In 2000, carpool and vanpool data are collected together. Also, in 2000, the question was asked as how many times did you used following means of transportation for non-work trips in a typical week. The scores for 2000 were calculated by dividing number of trips in a week by specified means of transportation by number of trips in a typical day.

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25 A van pool

MAY 01	
3%	**TOTAL USED**
*	FREQUENT USE (6-7) DAYS
*	5 DAYS
*	4 DAYS
*	3 DAYS
1%	2 DAYS
1%	1 DAY
97%	**DID NOT USE**
0.1	MEAN (NUMBER OF DAYS)
*	DON'T KNOW/REFUSED **[DO NOT READ]**

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26. MARTA Train

FEB 00	JUNE 00	SEPT 00	NOV 00	MAY 01	
4%	**6%**	**5%**	**5%**	**6%**	**TOTAL USED**
1%	1%	1%	1%	*	FREQUENT USE (6-7) DAYS
*	-	*	-	*	5 DAYS
*	1%	1%	*	*	4 DAYS
*	*	*	*	1%	3 DAYS
1%	8%	*	1%	1%	2 DAYS
2%	3%	3%	3%	3%	1 DAY
94%	**91%**	**91%**	**92%**	**94%**	**DID NOT USE**
0.1	0.2	0.1	0.1	0.1	MEAN (NUMBER OF DAYS)
2%	3%	4%	3%	-	DON'T KNOW/REFUSED **[DO NOT READ]**

*In 2000, MARTA train and MARTA/CCT bus data are collected together. Also, in 2000, the question was asked as how many times did you used following means of transportation for non-work trips in a typical week. The scores for 2000 were calculated by dividing number of trips in a week by specified means of transportation by number of trips in a typical day.

---

27. MARTA or Cobb Community Transit (CCT) Bus

MAY 01	
3%	**TOTAL USED**
*	FREQUENT USE (6-7) DAYS
*	5 DAYS
*	4 DAYS
*	3 DAYS
1%	2 DAYS
1%	1 DAY
97%	**DID NOT USE**
0.1	MEAN (NUMBER OF DAYS)
*	DON'T KNOW/REFUSED **[DO NOT READ]**

AVERAGE NUMBER OF TRIPS BY TYPE OF TRANSPORTATION

FEB 00	JUNE 00	SEPT 00	NOV 00	MAY 01	
1.3	1.1	1.0	1.0	0.5	Rode in a car pool or rode with a co-worker, another person who works nearby, a family member or
				0.1	Rode in a van pool
0.1	0.2	0.1	0.1	0.1	Rode MARTA Train
				0.1	Rode a MARTA or Cobb Community Transit (CCT) Bus

*In 2000, carpool and vanpool data are collected together, as well as MARTA train and MARTA/CCT bus data.

Now, please think back over the past YEAR and tell me if you have EVER used the following means of transportation for **NON WORK-RELATED travel.**

[CLARIFY IF NEEDED: IF YOU TYPICALLY DROP CHILDREN OFF AT DAYCARE ON YOUR WAY TO WORK AND PICK THEM UP ON YOUR WAY HOME FROM WORK, WE ARE INTERESTED IN OTHER TYPES OF TRIPS.]

[RANDOMIZE QS.28-31]

28. A car pool

JUNE 00	SEPT 00	NOV 00	MAY 01	
35%	34%	33%	35%	YES
65%	66%	67%	65%	NO
			*	DON'T KNOW/REFUSED **[DO NOT READ]**

*In 2000, carpool and vanpool data are collected together.

29. A van pool

MAY 01	
6%	YES
93%	NO
*	DON'T KNOW/REFUSED **[DO NOT READ]**

---

30. MARTA Train

MAY 01	
45%	YES
55%	NO
*	DON'T KNOW/REFUSED **[DO NOT READ]**

*In 2000, MARTA train and MARTA/CCT bus data are collected together.

---

31. MARTA or Cobb Community Transit (CCT) Bus

MAY 01	
20%	YES
80%	NO
*	DON'T KNOW/REFUSED **[DO NOT READ]**

NON-WORK TRANSPORTATION SUMMARY

FEB 00	JUNE 00	SEPT 00	NOV 00	MAY 01	
47%	29%	42%	43%	40%	Never tried alternatives to SOV
	35%	34%	33%	35%	Sometimes car pool
				6%	Sometimes van pool
				45%	Sometimes ride MARTA Train
				20%	Sometimes ride a MARTA or Cobb Community Transit (CCT) Bus

*In 2000, carpool and vanpool data are collected together, as well as MARTA train and MARTA/CCT bus data.

---

32. And last week, how many times did you use the Internet to shop or gather information instead of making a trip in your car to obtain information or shop?

FEB 00	JUNE 00	SEPT 00	NOV 00	MAY 01	
56%	**66%**	**66%**	**65%**	**52%**	**TOTAL USED INTERNET**
7%	9%	12%	10%	6%	Used Once
9%	14%	14%	12%	10%	Used Twice
14%	18%	14%	17%	13%	Used Three-Four Times
12%	15%	14%	14%	13%	Used Five-Seven Times
6%	3%	7%	6%	4%	Used Eight-Ten Times
5%	4%	1%	4%	4%	Used 11 – 20 Times
3%	3%	3%	2%	2%	Used 21 or More Times
44%	**34%**	**32%**	**34%**	**47%**	**DID NOT USE INTERNET**
3.8	3.6	3.5	3.6	3.3	Average Number of Times Used the Internet
*	*	2%	1%	1%	DON'T KNOW/REFUSED **[DO NOT READ]**

SECTION FOUR: EMOTIONAL DRIVERS

33. Now, please think for a moment about carpooling or riding to work with a coworker, another person who works nearby, a family member or friend. Which of the following reasons would **YOU** say is the most important or most convincing reason to carpool. If there is another reason other than what I mention, just tell me what that reason is.

[RANDOMIZE AND READ RESPONSES. PROBE FOR TOP TWO REASONS.]

MAY 01	
24%	CARPOOLING REDUCES POLLUTION
22%	CARPOOLING REDUCES TRAFFIC AND CONGESTION
21%	CARPOOLING SAVES MONEY
11%	CARPOOLING MEANS I DON'T HAVE TO DRIVE EVERY DAY
7%	CARPOOLING SAVES TIME
3%	CARPOOLING LETS ME AVOID TRAFFIC
2%	CARPOOLING GIVES ME THE CHANCE TO GET TO KNOW INTERESTING PEOPLE WHO LIVE AND WORK NEAR ME
4%	OTHER **[SPECIFY:]** _____
5%	NONE/NO GOOD REASON **[DO NOT READ]**
1%	DK/REFUSED **[DO NOT READ]**

34. TOTAL MENTIONS:

MAY 01	
46%	CARPOOLING REDUCES POLLUTION
41%	CARPOOLING SAVES MONEY
38%	CARPOOLING REDUCES TRAFFIC AND CONGESTION
22%	CARPOOLING MEANS I DON'T HAVE TO DRIVE EVERY DAY
14%	CARPOOLING SAVES TIME
7%	CARPOOLING LETS ME AVOID TRAFFIC
6%	CARPOOLING GIVES ME THE CHANCE TO GET TO KNOW INTERESTING PEOPLE WHO LIVE AND WORK NEAR ME
6%	OTHER **[SPECIFY:]** _____
9%	NONE/NO GOOD REASON **[DO NOT READ]**
8%	DK/REFUSED **[DO NOT READ]**

---

35. And which of the following reasons explain why **[RESPONSE TO Q.33]** is important to you?

[RANDOMIZE AND READ RESPONSES. ACCEPT ONLY ONE RESPONSE.]

MAY 01		
29%	I AM DOING MY PART TO IMPROVE THE QUALITY OF LIFE IN THE ATLANTA AREA	I AM I LIFE
19%	I HAVE MORE MONEY TO SPEND ON OTHER THINGS	
14%	ATLANTA IS A HEALTHIER PLACE TO LIVE	
8%	I CAN BE MORE PRODUCTIVE	
6%	I HAVE MORE CONTROL OVER MY DAY	
2%	I CAN LEARN NEW THINGS AND IMPROVE MYSELF	
12%	OTHER **[SPECIFY:]** _____	
4%	NONE/NO GOOD REASON **[DO NOT READ]**	
1%	DK/REFUSED **[DO NOT READ]**	

---

36. And why is **[MOST IMPORTANT RESPONSE FROM Q.35**] important to you?

[RANDOMIZE AND READ RESPONSES. ACCEPT ONLY ONE RESPONSE.]

MAY 01	
15%	MY HEALTH IS BETTER
12%	I FEEL GOOD ABOUT MY CHOICE
12%	I FEEL LESS PRESSURED AND STRESSED-OUT
6%	I'M MORE RELAXED
5%	I GET MORE DONE
5%	I WORRY LESS
5%	I'M IN A BETTER MOOD
3%	I'LL HAVE A BETTER DAY
2%	I INTERACT WELL WITH OTHERS
2%	I DO A BETTER JOB
1%	I THINK MORE CLEARLY
8%	OTHER **[SPECIFY:]** _____
1%	NONE/NO GOOD REASON **[DO NOT READ]**
1%	DK/REFUSED **[DO NOT READ]**

[ASK Q.37A IF ANY ONE OF QS.5-11=2]

37A. And based on your experience carpooling or riding to work with a friend or family member, will you continue to carpool in the future?

[BASE = 134 CARPOOLERS]

MAY 01	
86%	YES
13%	NO
1%	DON'T KNOW/REFUSED **[DO NOT READ]**

[ASK Q.37B IF Q.12=2-3]

37B. And based on what you know now, would you be willing to try carpooling in the future?

[BASE = 713 WHO HAVE NEVER TRIED CARPOOLING]

MAY 01	
59%	YES
36%	NO
5%	DON'T KNOW/REFUSED **[DO NOT READ]**

---

38. Now please think for a moment about vanpooling. Which of the following reasons would **YOU** say is the most important or most convincing reason to vanpool. If there is another reason other than what I mention, just tell me what that reason is.

[RANDOMIZE AND READ RESPONSES. PROBE FOR TOP TWO REASONS.]

MAY 01	
24%	VAN POOLING REDUCES TRAFFIC AND CONGESTION
20%	VAN POOLING REDUCES POLLUTION
14%	VAN POOLING MEANS I DON'T HAVE TO DRIVE EVERY DAY
13%	VAN POOLING SAVES MONEY
6%	VAN POOLING LETS ME AVOID TRAFFIC
6%	VAN POOLING SAVES TIME
2%	VAN POOLING GIVES ME THE CHANCE TO GET TO KNOW INTERESTING PEOPLE WHO LIVE AND WORK NEAR ME
3%	OTHER **[SPECIFY:]** _____
9%	NONE/NO GOOD REASON **[DO NOT READ]**
3%	DK/REFUSED **[DO NOT READ]**

---

39. TOTAL MENTIONS:

MAY 01	
41%	VAN POOLING REDUCES POLLUTION
41%	VAN POOLING REDUCES TRAFFIC AND CONGESTION
27%	VANPOOLING SAVES MONEY
25%	VAN POOLING MEANS I DON'T HAVE TO DRIVE EVERY DAY
13%	VAN POOLING SAVES TIME
11%	VAN POOLING LETS ME AVOID TRAFFIC
8%	VAN POOLING GIVES ME THE CHANCE TO GET TO KNOW INTERESTING PEOPLE WHO LIVE AND WORK NEAR ME
3%	OTHER **[SPECIFY:]** _____
13%	NONE/NO GOOD REASON **[DO NOT READ]**
5%	DK/REFUSED **[DO NOT READ]**

---

40. And which of the following reasons explain why **[RESPONSE TO Q.38]** is important to you?

[RANDOMIZE AND READ RESPONSES. ACCEPT ONLY ONE RESPONSE.]

MAY 01	
74%	SAVES ON FUEL COSTS
28%	I AM DOING MY PART TO IMPROVE THE QUALITY OF LIFE IN THE ATLANTA AREA
17%	ATLANTA IS A HEALTHIER PLACE TO LIVE
12%	I HAVE MORE MONEY TO SPEND ON OTHER THINGS
11%	I CAN BE MORE PRODUCTIVE
5%	I HAVE MORE CONTROL OVER MY DAY
4%	I CAN LEARN NEW THINGS AND IMPROVE MYSELF
9%	OTHER **[SPECIFY:]** _____
2%	NONE/NO GOOD REASON **[DO NOT READ]**
1%	DK/REFUSED **[DO NOT READ]**

---

41. And why is **[MOST IMPORTANT RESPONSE FROM Q.40]** important to you?

[RANDOMIZE AND READ RESPONSES. ACCEPT ONLY ONE RESPONSE.]

MAY 01	
16%	MY HEALTH IS BETTER
12%	I FEEL LESS PRESSURED AND STRESSED-OUT
11%	I FEEL GOOD ABOUT MY CHOICE
7%	I'M MORE RELAXED
6%	I GET MORE DONE
5%	I'M IN A BETTER MOOD
4%	I WORRY LESS
3%	I'LL HAVE A BETTER DAY
2%	I DO A BETTER JOB
2%	I INTERACT WELL WITH OTHERS
2%	I THINK MORE CLEARLY
6%	OTHER **[SPECIFY:]** _____
1%	NONE/NO GOOD REASON **[DO NOT READ]**
*	DK/REFUSED **[DO NOT READ]**

[ASK Q.42A IF ANY ONE OF QS.5-11=3]

42A. And based on your experience vanpooling, will you continue to vanpool in the future?

[BASE = 1 VANPOOL RIDER]

MAY 01	
100%	YES
-	NO
-	DON'T KNOW/REFUSED **[DO NOT READ]**

[ASK Q.42B IF Q.13=2-3]

42B. And based on what you know now, would you be willing to try vanpooling in the future?

[BASE = 1094 WHO HAVE NEVER TRIED VANPOOLING]

MAY 01	
58%	YES
35%	NO
7%	DON'T KNOW/REFUSED **[DO NOT READ]**

---

43. Now, please think for a moment about riding transit to work, such as MARTA train or bus. Which of the following reasons would **YOU** say is the most important or most convincing reason to use transit. If there is another reason other than what I mention, just tell me what that reason is.

[RANDOMIZE AND READ RESPONSES. PROBE FOR TOP TWO REASONS.]

MAY 01	
21%	IT REDUCES TRAFFIC AND CONGESTION
16%	IT REDUCES POLLUTION
16%	IT LETS ME AVOID TRAFFIC
11%	IT MEANS I DON'T HAVE TO DRIVE EVERY DAY
8%	IT SAVES MONEY
7%	IT SAVES TIME
2%	IT GIVES ME THE CHANCE TO GET TO KNOW INTERESTING PEOPLE WHO LIVE AND WORK NEAR ME
6%	OTHER **[SPECIFY:]** _____
10%	NONE/NO GOOD REASON **[DO NOT READ]**
3%	DK/REFUSED **[DO NOT READ]**

---

44. TOTAL MENTIONS:

MAY 01	
35%	IT REDUCES POLLUTION
35%	IT REDUCES TRAFFIC AND CONGESTION
24%	IT LETS ME AVOID TRAFFIC
20%	IT MEANS I DON'T HAVE TO DRIVE EVERY DAY
19%	IT SAVES MONEY
17%	IT SAVES TIME
5%	IT GIVES ME THE CHANCE TO GET TO KNOW INTERESTING PEOPLE WHO LIVE AND WORK NEAR ME
9%	OTHER **[SPECIFY:]** _____
16%	NONE/NO GOOD REASON **[DO NOT READ]**
5%	DK/REFUSED **[DO NOT READ]**

---

45. And which of the following reasons explain why **[RESPONSE TO Q.43]** is important to you?

[RANDOMIZE AND READ RESPONSES. ACCEPT ONLY ONE RESPONSE.]

MAY 01	
22%	I AM DOING MY PART TO IMPROVE THE QUALITY OF LIFE IN THE ATLANTA AREA
17%	ATLANTA IS A HEALTHIER PLACE TO LIVE
11%	I CAN BE MORE PRODUCTIVE
9%	I HAVE MORE MONEY TO SPEND ON OTHER THINGS
8%	I HAVE MORE CONTROL OVER MY DAY
3%	I CAN LEARN NEW THINGS AND IMPROVE MYSELF
12%	OTHER **[SPECIFY:]** _____
3%	NONE/NO GOOD REASON **[DO NOT READ]**
2%	DK/REFUSED **[DO NOT READ]**

---

46. And why is **[MOST IMPORTANT RESPONSE FROM Q.45]** important to you?

[RANDOMIZE AND READ RESPONSES. ACCEPT ONLY ONE RESPONSE.]

MAY 01	
14%	MY HEALTH IS BETTER
13%	I FEEL LESS PRESSURED AND STRESSED-OUT
9%	I FEEL GOOD ABOUT MY CHOICE
6%	I'M MORE RELAXED
6%	I GET MORE DONE
5%	I'M IN A BETTER MOOD
4%	I WORRY LESS
4%	I'LL HAVE A BETTER DAY
2%	I THINK MORE CLEARLY
1%	I DO A BETTER JOB
1%	I INTERACT WELL WITH OTHERS
5%	OTHER **[SPECIFY:]** _____
*	NONE/NO GOOD REASON **[DO NOT READ]**
*	DK/REFUSED **[DO NOT READ]**

[ASK Q.47A IF ANY ONE OF QS.5-11=4]

47A. And based on your experience riding transit to work, will you continue to ride transit in the future?

[BASE = 23 TRANSIT RIDERS]

MAY 01	
100%	YES
-	NO
-	DON'T KNOW/REFUSED **[DO NOT READ]**

[ASK Q.47B IF Q.14=2-3]

47B. And based on what you know now, would you be willing to try using transit in the future?

[BASE = 962 WHO HAVE NEVER TRIED TRANSIT]

MAY 01	
63%	YES
31%	NO
6%	DON'T KNOW/REFUSED **[DO NOT READ]**

---

48. Now, please think for a moment about teleworking, either from home or from a teleworking site. Which of the following reasons would **YOU** say is the most important or most convincing reason to telework. If there is another reason other than what I mention, just tell me what that reason is.

[RANDOMIZE AND READ RESPONSES. PROBE FOR TOP TWO REASONS.]

MAY 01	
19%	IT MEANS I DON'T HAVE TO DRIVE EVERY DAY
15%	IT SAVES TIME
14%	IT REDUCES TRAFFIC AND CONGESTION
13%	IT LETS ME AVOID TRAFFIC
10%	IT REDUCES POLLUTION
7%	IT SAVES MONEY
1%	IT GIVES ME THE CHANCE TO GET TO KNOW INTERESTING PEOPLE WHO LIVE AND WORK NEAR ME
9%	OTHER **[SPECIFY:]** _____
7%	NONE/NO GOOD REASON **[DO NOT READ]**
5%	DK/REFUSED **[DO NOT READ]**

49. TOTAL MENTIONS:

MAY 01	
29%	IT MEANS I DON'T HAVE TO DRIVE EVERY DAY
28%	IT SAVES TIME
28%	IT REDUCES TRAFFIC AND CONGESTION
25%	IT REDUCES POLLUTION
21%	IT LETS ME AVOID TRAFFIC
19%	IT SAVES MONEY
3%	IT GIVES ME THE CHANCE TO GET TO KNOW INTERESTING PEOPLE WHO LIVE AND WORK NEAR ME
14%	OTHER **[SPECIFY:]** _____
12%	NONE/NO GOOD REASON **[DO NOT READ]**
7%	DK/REFUSED **[DO NOT READ]**

---

50. And which of the following reasons explain why **[RESPONSE TO Q.48]** is important to you?

[RANDOMIZE AND READ RESPONSES. ACCEPT ONLY ONE RESPONSE.]

MAY 01	
21%	I CAN BE MORE PRODUCTIVE
21%	I HAVE MORE CONTROL OVER MY DAY
14%	I AM DOING MY PART TO IMPROVE THE QUALITY OF LIFE IN THE ATLANTA AREA
11%	ATLANTA IS A HEALTHIER PLACE TO LIVE
6%	I HAVE MORE MONEY TO SPEND ON OTHER THINGS
2%	I CAN LEARN NEW THINGS AND IMPROVE MYSELF
8%	OTHER **[SPECIFY:]** _____
3%	NONE/NO GOOD REASON **[DO NOT READ]**
1%	DK/REFUSED **[DO NOT READ]**

---

51. And why is **[MOST IMPORTANT RESPONSE FROM Q.50]** important to you?

[RANDOMIZE AND READ RESPONSES. ACCEPT ONLY ONE RESPONSE.]

MAY 01	
13%	I GET MORE DONE
13%	I FEEL LESS PRESSURED AND STRESSED-OUT
10%	MY HEALTH IS BETTER
8%	I'M MORE RELAXED
7%	I FEEL GOOD ABOUT MY CHOICE
5%	I'LL HAVE A BETTER DAY
5%	I'M IN A BETTER MOOD
4%	I WORRY LESS
4%	I DO A BETTER JOB
2%	I THINK MORE CLEARLY
*	I INTERACT WELL WITH OTHERS
4%	OTHER **[SPECIFY:]** _____
*	NONE/NO GOOD REASON **[DO NOT READ]**
*	DK/REFUSED **[DO NOT READ]**

[ASK Q.52A IF ANY ONE OF QS.5-11=7]

52A. And based on your experience teleworking, either from home or from a teleworking center, will you continue to telework in the future?

[BASE = 38 TELEWORKERS]

MAY 01	
91%	YES
9%	NO
-	DON'T KNOW/REFUSED **[DO NOT READ]**

[ASK Q.52B IF Q.17=2-3]

52B. And based on what you know now, would you be willing to try teleworking, either from home or from a teleworking center, in the future?

[BASE = 845 WHO HAVE NEVER TRIED TELEWORKING]

MAY 01	
67%	YES
28%	NO
5%	DON'T KNOW/REFUSED **[DO NOT READ]**

SECTION FIVE: TRANSPORTATION ALTERNATIVES

[ASK IF Q.G=1,2 OR 3:]

If available, how likely would you be to use the following means of transportation at least once per week for your commute to and from work **[IF STUDENT, SUBSTITUTE SCHOOL]**.

[RANDOMIZE]

53. Riding in a car pool with a co-worker, another person who works nearby, a family member or friend

MAY 01	
41%	**TOTAL LIKELY**
10%	CERTAIN
32%	HIGH CHANCE
22%	EVEN CHANCE
36%	**TOTAL UNLIKELY**
16%	LOW CHANCE
19%	NO CHANCE
*	DON'T KNOW/REFUSED **[DO NOT READ]**

---

54. Riding in a van pool

MAY 01	
23%	**TOTAL LIKELY**
5%	CERTAIN
18%	HIGH CHANCE
18%	EVEN CHANCE
59%	**TOTAL UNLIKELY**
21%	LOW CHANCE
38%	NO CHANCE
*	DON'T KNOW/REFUSED **[DO NOT READ]**

---

55. Riding MARTA Train

MAY 01	
29%	**TOTAL LIKELY**
9%	CERTAIN
21%	HIGH CHANCE
14%	EVEN CHANCE
57%	**TOTAL UNLIKELY**
16%	LOW CHANCE
40%	NO CHANCE
1%	DON'T KNOW/REFUSED **[DO NOT READ]**

---

56. Riding MARTA or Cobb County Transit (CCT) Bus

MAY 01	
22%	**TOTAL LIKELY**
5%	CERTAIN
16%	HIGH CHANCE
12%	EVEN CHANCE
65%	**TOTAL UNLIKELY**
21%	LOW CHANCE
44%	NO CHANCE
1%	DON'T KNOW/REFUSED **[DO NOT READ]**

---

57. Walking, Biking, Rollerblading, or some similar form of transportation

MAY 01	
12%	**TOTAL LIKELY**
4%	CERTAIN
7%	HIGH CHANCE
8%	EVEN CHANCE
80%	**TOTAL UNLIKELY**
16%	LOW CHANCE
63%	NO CHANCE
1%	DON'T KNOW/REFUSED **[DO NOT READ]**

---

58. Telecommute or telework, either from home or from a teleworking center.

MAY 01	
49%	**TOTAL LIKELY**
16%	CERTAIN
33%	HIGH CHANCE
13%	EVEN CHANCE
37%	**TOTAL UNLIKELY**
9%	LOW CHANCE
28%	NO CHANCE
2%	DON'T KNOW/REFUSED **[DO NOT READ]**

---

59. Work an alternative or flexible work week.

MAY 01	
44%	**TOTAL LIKELY**
13%	CERTAIN
31%	HIGH CHANCE
19%	EVEN CHANCE
35%	**TOTAL UNLIKELY**
10%	LOW CHANCE
25%	NO CHANCE
2%	DON'T KNOW/REFUSED **[DO NOT READ]**

---

60. Given the requirements of your job, class schedule or lifestyle, how many days per week COULD you use one of the commuting alternatives just described to get to and from work or school?

MAY 01	
66%	**TOTAL WOULD USE**
5%	FREQUENT USE (6-7) DAYS
26%	5 DAYS
4%	4 DAYS
9%	3 DAYS
11%	2 DAYS
11%	1 DAY
33%	**ZERO/COULD NOT USE**
2.4	MEAN (NUMBER OF DAYS)
1%	DON'T KNOW/REFUSED **[DO NOT READ]**

---

61. Which of the commuting alternatives would you be MOST likely to use to get to and from work or school?

MAY 01	
51%	RIDING IN A CARPOOL WITH A CO-WORKER, ANOTHER PERSON WHO WORKS NEARBY, A FAMILY MEMBER OR FRIEND
5%	RIDING IN A VAN POOL
20%	RIDING MARTA TRAIN
4%	RIDING MARTA OR CCT BUS
7%	WALKING, BIKING ROLLERBLADING, OR SIMILAR FORM OF TRANSPORTATION
13%	DON'T KNOW/REFUSED **[DO NOT READ]**

[ASK Q.62 IF Q.61=3-4:]

62. How would you get to the station or stop?

[BASE = 266 POTENTIAL TRANSIT USERS]

MAY 01	
21%	RIDING IN A CARPOOL WITH A CO-WORKER, ANOTHER PERSON WHO WORKS NEARBY, A FAMILY MEMBER OR FRIEND
1%	RIDING IN A VAN POOL
3%	RIDING MARTA TRAIN
10%	RIDING MARTA OR CCT BUS
24%	WALKING, BIKING ROLLERBLADING, OR SIMILAR FORM OF TRANSPORTATION
36%	OTHER MEANS
5%	DON'T KNOW/REFUSED **[DO NOT READ]**

[ASK ALL]

If available, how likely would you be to use the following means of transportation at least once per week for NON WORK-RELATED trips.

[RANDOMIZE]

63. Riding in a car pool with someone who lives nearby, a family member or friend

MAY 01	
38%	**TOTAL LIKELY**
9%	CERTAIN
29%	HIGH CHANCE
23%	EVEN CHANCE
38%	**TOTAL UNLIKELY**
18%	LOW CHANCE
20%	NO CHANCE
*	DON'T KNOW/REFUSED **[DO NOT READ]**

---

64. Riding in a van pool

MAY 01	
12%	**TOTAL LIKELY**
2%	CERTAIN
9%	HIGH CHANCE
14%	EVEN CHANCE
73%	**TOTAL UNLIKELY**
24%	LOW CHANCE
40%	NO CHANCE
1%	DON'T KNOW/REFUSED **[DO NOT READ]**

---

65. Riding MARTA Train

MAY 01	
25%	**TOTAL LIKELY**
5%	CERTAIN
19%	HIGH CHANCE
17%	EVEN CHANCE
57%	**TOTAL UNLIKELY**
22%	LOW CHANCE
36%	NO CHANCE
1%	DON'T KNOW/REFUSED **[DO NOT READ]**

---

66. Riding MARTA or Cobb County Transit (CCT) Bus

MAY 01	
15%	**TOTAL LIKELY**
3%	CERTAIN
12%	HIGH CHANCE
15%	EVEN CHANCE
70%	**TOTAL UNLIKELY**
24%	LOW CHANCE
46%	NO CHANCE
*	DON'T KNOW/REFUSED **[DO NOT READ]**

---

67. Given the nature of your non-work trips and considering your lifestyle, how many days per week COULD you use at least one of the commuting alternatives just described?

MAY 01	
70%	**TOTAL WOULD USE**
4%	FREQUENT USE (6-7) DAYS
6%	5 DAYS
3%	4 DAYS
11%	3 DAYS
19%	2 DAYS
26%	1 DAY
30%	**ZERO/COULD NOT USE**
1.7	MEAN (NUMBER OF DAYS)
*	DON'T KNOW/REFUSED **[DO NOT READ]**

---

68. Which of the commuting alternatives would you be MOST likely to use for non-work related trips?

1

MAY 01	
51%	RIDING IN A CARPOOL WITH A CO-WORKER, ANOTHER PERSON WHO WORKS NEARBY, A FAMILY MEMBER OR FRIEND
3%	RIDING IN A VAN POOL
26%	RIDING MARTA TRAIN
7%	RIDING MARTA OR CCT BUS
5%	WALKING, BIKING ROLLERBLADING, OR SIMILAR FORM OF TRANSPORTATION
9%	DON'T KNOW/REFUSED **[DO NOT READ]**

[ASK Q.69 IF Q.68=3-4:]

69. How would you get to the station or stop?

[BASE = 481 POTENTIAL TRANSIT USERS]

MAY 01	
28%	RIDING IN A CARPOOL WITH A CO-WORKER, ANOTHER PERSON WHO WORKS NEARBY, A FAMILY MEMBER OR FRIEND
1%	RIDING IN A VAN POOL
2%	RIDING MARTA TRAIN
8%	RIDING MARTA OR CCT BUS
25%	WALKING, BIKING ROLLERBLADING, OR SIMILAR FORM OF TRANSPORTATION
32%	OTHER MEANS
3%	DON'T KNOW/REFUSED **[DO NOT READ]**

Now, I'd like to ask you whether it is convenient for you to use public transportation.

70. Approximately how far is the nearest public transportation station, such as a bus stop or train station from your residence?

MAY 01	
9%	ONE BLOCK OR LESS
2%	MORE THAN ONE BLOCK, BUT LESS THAN TWO
3%	TWO BLOCKS, BUT LESS THAN THREE
8%	THREE BLOCKS, BUT LESS THAN ONE MILE
74%	ONE MILE OR MORE
3%	DON'T KNOW/REFUSED **[DO NOT READ]**

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71. Approximately how far is the nearest public transportation station, such as a bus stop or train station from your work **[IF STUDENT, SUBSTITUTE SCHOOL]**?

MAY 01	
23%	ONE BLOCK OR LESS
4%	MORE THAN ONE BLOCK, BUT LESS THAN TWO
4%	TWO BLOCKS, BUT LESS THAN THREE
9%	THREE BLOCKS, BUT LESS THAN ONE MILE
52%	ONE MILE OR MORE
7%	DON'T KNOW/REFUSED **[DO NOT READ]**

SECTION SIX: UNAIDED AD AWARENESS

Now, I'd like you to think about what you may have seen, read or heard about the quality of life in the Atlanta area. When you think about living in the Atlanta area, there are many different things that can affect your quality of life. I'd like you to think about advertising you've seen, read or heard in the past six months.

72. Do you remember seeing, hearing or reading any advertising about an issue that affects the quality of life in the Atlanta area?

JUNE 00	SEPT 00	NOV 00	MAY 01	
45%	45%	43%	63%	YES **[ASK Q.73]**
53%	55%	56%	36%	NO **[GO TO Q.74]**
1%	1%	1%	1%	DON'T KNOW/REFUSED **[DO NOT READ. GO TO Q.74]**

[IF Q.72=1, ASK:]

73. What was the issue you saw, read or heard advertised? **[DO NOT READ LIST. ACCEPT MULTIPLE RESPONSES.]** **[BASE = 940 RESPONDENTS WHO REMEMBER ADVERTISING]**

JUNE 00	SEPT 00	NOV 00	MAY 01	
				Air Quality/Environmental Issues
46%	36%	37%	57%	Air Quality/Pollution
3%	1%	2%	1%	Water Pollution
3%	1%	1%	1%	Water (General)
2%	-		1%	Water Restrictions
				Traffic/Congestion
23%	31%	36%	32%	Traffic/Congestion
4%	1%	5%	3%	Growth/Development
				Alternatives to SOV Commute
3%	8%	11%	8%	Public Transportation or Transit
1%	5%	7%	5%	Carpooling
-	-		*	Van pooling
-	1%	1%	1%	Telecommuting or Teleworking
-	*		-	Combining Errands
-	*		*	Using Technology
				Other Issues
6%	5%	2%	7%	Crime/Violence
-	3%	*	-	Racial Problems
-	2%	*	-	Police Brutality
2%	-		*	Moving/Living Somewhere Else
22%	22%	29%	15%	Other **[SPECIFY:]**
3%	6%	5%	5%	Don't Know/Refused **[DO NOT READ]**

SECTION SEVEN: AIDED AD AWARENESS

Please tell me if you recall seeing, hearing or reading any advertising in the past six months about …

[RANDOMIZE QS.74-75; 76-77; 78-79]

74. Public transportation or transit in the Atlanta area

JUNE 00	SEPT 00	NOV 00	MAY 01	
72%	75%	79%	55%	YES **[ASK QS.75A-B]**
28%	24%	21%	44%	NO **[GO TO Q.76]**
*	1%	1%	2%	DON'T KNOW/REFUSED **[DO NOT READ. GO TO Q.76]**

[IF Q.73=3, OR Q.74=1, ASK QS.75A-B]

75A. You said you saw advertising for public transportation or transit in the Atlanta area. Please tell me who the sponsor of the advertising was? **[DO NOT READ] [BASE = 830 RESPONDENTS WHO REMEMBER TRANSIT OR PUBLIC TRANSPORTATION ADVERTISING.]**

NOV 00	MAY 01	
53%	56%	MARTA
4%	4%	TV NEWS
6%	2%	Clean Air Campaign
*	2%	CCT
6%	1%	Department of Transportation
4%	1%	Transit Authority
1%	1%	Atlanta Regional Transportation
3%	1%	Newspapers/Atlanta Constitution
4%	*	Rideshare/Carpooling
*	*	Atlanta Regional Commission
4%	*	Radio
10%	5%	Other **[SPECIFY:]**
19%	27%	Don't Know/Refused **[DO NOT READ]**

75B. Being as specific as you can, what do you remember about the advertising you saw? That is, can you describe what was said or shown in the advertising for me? **[PROBE:]** What was the message of the advertising? **[DO NOT READ]** **[BASE = 830 RESPONDENTS WHO REMEMBER TRANSIT OR PUBLIC TRANSPORTATION ADVERTISING.]**

NOV 00	MAY 01	
51%	19%	Alternative Transportation [NET]
16%	13%	Use Mass Transit
36%	7%	Encourage Carpooling
	2%	Encourage Van Pooling
10%	1%	Encourage Telecommuting
25%	39%	MARTA Related
12%	8%	Pollution/Environmental Factors
8%	8%	Routes/Traffic Related
1%	6%	Convenience/Efficiency of Public Transit
3%	3%	Price/Cost Issues
18%	6%	Other **[SPECIFY:]**
4%	22%	Don't Know/Refused **[DO NOT READ]**

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76. Telecommuting or teleworking

JUNE 00	SEPT 00	NOV 00	MAY 01	
41%	65%	68%	36%	YES **[ASK QS.77A-B]**
58%	34%	32%	63%	NO **[GO TO Q.78]**
1%	1%	*	1%	DON'T KNOW/REFUSED **[DO NOT READ. GO TO Q.78]**

[IF Q.73=13 OR Q.76=1, ASK QS.77A-B]

77A. You said you saw advertising for telecommuting or teleworking. Please tell me who the sponsor of the advertising was? **[DO NOT READ] [BASE = 536 RESPONDENTS WHO REMEMBER TELEWORKING OR TELECOMMUTING ADVERTISING.]**

MAY 01	
6%	TV NEWS
5%	Clean Air Campaign
3%	Radio News
2%	Department of Transportation
2%	MARTA
1%	Ga. Department of Highways
1%	Transit Authority
1%	Bell South
1%	AT&T
1%	Newspapers/Atlanta Constitution
*	Rideshare/Carpooling
*	Atlanta Regional Commission
*	CCT
*	Atlanta Regional Transportation
10%	Other **[SPECIFY:]**
66%	Don't Know/Refused **[DO NOT READ]**

77B. Being as specific as you can, what do you remember about the advertising you saw? That is, can you describe what was said or shown in the advertising for me? **[PROBE:]** What was the message of the advertising? **[DO NOT READ]** **[BASE = 536 RESPONDENTS WHO REMEMBER TELEWORKING OR TELECOMMUTING ADVERTISING.]**

MAY 01	
54%	Commute Alternatives [NET]
47%	Encourage Telecommuting
6%	Encourage Carpooling
3%	Use Mass Transit
1%	Encourage Van Pooling
11%	Pollution/Environmental Factors
9%	Routes/Traffic Related
4%	Convenience/Efficiency of Public Transit
2%	Price/Cost Issues
1%	MARTA Related
*	Phone Number
9%	Other **[SPECIFY:]**
22%	Don't Know/Refused **[DO NOT READ]**

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78. Carpooling or vanpooling

JUNE 00	SEPT 00	NOV 00	MAY 01	
60%	79%	84%	44%	YES **[ASK QS.79A-B]**
40%	20%	16%	54%	NO **[GO TO Q.80]**
-	-	*	2%	DON'T KNOW/REFUSED **[DO NOT READ. GO TO Q.80]**

[IF Q.73=4-5, ASK QS.79A-B]

79A. You said you saw advertising for carpooling or vanpooling. Please tell me who the sponsor of the advertising was? **[DO NOT READ] [BASE = 699 RESPONDENTS WHO REMEMBER CARPOOLING OR VAN POOLING ADVERTISING.]**

MAY 01	
8%	Department of Transportation
7%	MARTA
6%	TV NEWS
5%	Clean Air Campaign
3%	Rideshare/Carpooling
2%	Ga. Department of Highways
1%	CCT
1%	Atlanta Regional Commission
1%	My Job/Employer
1%	Radio News
1%	City of Atlanta
*	Atlanta Regional Transportation
*	Transit Authority
*	Newspapers/Atlanta Constitution
*	Bell South
*	IBM
7%	Other **[SPECIFY:]**
51%	Don't Know/Refused **[DO NOT READ]**

79B. Being as specific as you can, what do you remember about the advertising you saw? That is, can you describe what was said or shown in the advertising for me? **[PROBE:]** What was the message of the advertising? **[DO NOT READ]** **[BASE = 699 RESPONDENTS WHO REMEMBER CARPOOLING OR VAN POOLING ADVERTISING.]**

MAY 01	
50%	Alternative Transportation [NET]
42%	Encourage Carpooling
12%	Encourage Van Pooling
3%	Use Mass Transit
2%	Encourage Telecommuting
14%	Pollution/Environmental Factors
5%	Routes/Traffic Related
3%	Convenience/Efficiency of Public Transit
2%	Price/Cost Issues
2%	MARTA Related
4	Other **[SPECIFY:]**
19%	Don't Know/Refused **[DO NOT READ]**

80. The Atlanta region has an organization, the Clean Air Campaign, that provides education, advertising and services related to improving air quality and reducing traffic congestion by promoting alternative transportation options.

Have you heard of this organization?

MAY 01	
49%	YES **[ASK Q.81]**
50%	NO **[GO TO Q.82]**
1%	DON'T KNOW/REFUSED **[DO NOT READ. GO TO Q.82]**

[ASK IF Q.80=1:]

81. And how valuable do you personally find an organization such as this? Do you find it **[ROTATE FROM BOTTOM TO TOP AND FROM TOP TO BOTTOM AND READ:] [BASE = 731 RESPONDENTS WHO HAVE HEARD OF THE CLEAN AIR CAMPAIGN.]**

MAY 01	
82%	**TOTAL VALUABLE**
39%	EXTREMELY VALUABLE
43%	SOMEWHAT VALUABLE
16%	**TOTAL NOT VALUABLE**
10%	OF LITTLE VALUE
5%	NOT VALUABLE AT ALL
2%	DON'T KNOW/REFUSED **[DO NOT READ]**

SECTION EIGHT: DEMOGRAPHICS

Finally, I have a few questions to ask you for statistical purposes.

82. And, what is your age, please?

FEB 00	JUNE 00	SEPT 00	NOV 00	MAY 01	
10%	12%	12%	9%	11%	18 - 24
21%	23%	20%	27%	20%	25 - 34
26%	22%	28%	27%	27%	35 - 44
22%	23%	24%	20%	21%	45 - 54
21%	19%	17%	16%	20%	55 AND OLDER
1%	2%	2%	1%	1%	REFUSED **(DO NOT READ)**

83. Do you have any children under the age of 18 living in your home, or any children in college living at home?

FEB 00	JUNE 00	SEPT 00	NOV 00	MAY 01	
37%	32%	38%	36%	34%	YES, CHILDREN UNDER 18 LIVING AT HOME
2%	4%	4%	2%	2%	YES, COLLEGE AGE CHILDREN LIVING AT HOME
2%	3%	3%	3%	1%	BOTH
58%	61%	56%	59%	62%	NO
*	*	*	*	*	REFUSED **(DO NOT READ)**

84. What is the last grade of formal education you completed? (READ CHOICES)

FEB 00	JUNE 00	SEPT 00	NOV 00	MAY 01	
5%	4%	3%	4%	3%	LESS THAN HIGH SCHOOL
23%	18%	20%	17%	19%	HIGH SCHOOL GRADUATE
8%	8%	7%	7%	5%	TECHNICAL/VOCATIONAL
24%	26%	22%	23%	24%	SOME COLLEGE
25%	29%	32%	31%	32%	COLLEGE GRADUATE
15%	15%	16%	19%	15%	POST-GRADUATE
*	*	*	*	1%	REFUSED **(DO NOT READ)**

85. Are you married, separated, divorced, or single and never been married?

FEB 00	JUNE 00	SEPT 00	NOV 00	MAY 01	
60%	56%	55%	58%	57%	Married
2%	1%	2%	1%	2%	Separated
12%	13%	13%	11%	13%	Divorced
21%	24%	24%	24%	24%	Single, and Never Been Married
4%	5%	5%	4%	4%	Widowed
*	*	-	*	*	Engaged to Be Married **[DO NOT READ]**
*	*	-	-	*	Living with Significant Other **[DO NOT READ]**
*	1%	2%	2%	1%	Refused **[DO NOT READ]**

[ASK IF Q.G= 1 OR 2]

86. Which of the following best describes your occupation?

FEB 00	MAY 01	
36%	40%	PROFESSIONAL
22%	15%	COMPANY MANAGER, OFFICIAL OR BUSINESS OWNER
12%	13%	CLERICAL/SALES
14%	12%	IT OR TECHNICAL
5%	7%	OPERATOR/LABORER/MANUFACTURING
6%	5%	SERVICE INDUSTRY WORKER
4%	4%	CRAFTSMAN/FOREMAN
*	*	FARMING/RANCHING/AGRICULTURE
1%	3%	DON’T KNOW/REFUSED **[DO NOT READ]**

[ASK IF Q.G= 1 OR 2]

87. Which of the following best describes your employer?

[ROTATE AND READ:]

My employer is a private or non-government organization

My employer is a local, state or federal government organization **[SPECIFY LOCAL, STATE OR FEDERAL GOVERNMENT]**

MAY 01	
80%	**TOTAL PRIVATE**
79%	PRIVATE ORGANIZATION
1%	OTHER
18%	TOTAL GOVERNMENT
9%	LOCAL GOVERNMENT
6%	STATE GOVERNMENT
3%	FEDERAL GOVERNMENT
2%	DON'T KNOW/REFUSED **[DO NOT READ]**

[ASK IF Q.G=1 OR 2]

88. And which of the following sentences best describes your daily work hours:

FEB 00	MAY 01	
30%	30%	I START AND FINISH WORK AT A SET OR FIXED TIME EVERY DAY.
34%	35%	I USUALLY START AND FINISH WORK AT A SET OR FIXED TIME EACH DAY, BUT I OCCASIONALLY START OR FINISH A LITTLE EARLIER OR LATER.
36%	35%	MY DAILY WORK SCHEDULE IS VARIABLE, AND I USUALLY START AND FINISH WORK AT DIFFERENT TIMES EACH DAY.
*	*	DON'T KNOW/REFUSED **[DO NOT READ]**

[ASK IF Q.G=1 OR 2]

89. Do you primarily work at one work site all day, or do you travel around to different locations?

FEB 00	MAY 01	
71%	69%	ONE SITE
29%	29%	TRAVEL TO MULTIPLE SITES
-	1%	DEPENDS **[DO NOT READ]**
*	*	DON'T KNOW/REFUSED **[DO NOT READ]**

---

90. How long have you lived in the Atlanta area?

FEB 00	MAY 01	
7%	11%	0 – 2 YEARS
8%	9%	3 – 4 YEARS
10%	9%	5 – 7 YEARS
8%	9%	8 – 10 YEARS
66%	62%	11 OR MORE YEARS
*	1%	DON'T KNOWK/REFUSED **[DO NOT READ]**
22.1	21.3	AVERAGE LENGTH OF TIME IN ATLANTA

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91. How many working vehicles are there available in your household?

MAY 01	
22%	ONE
49%	TWO
18%	THREE
7%	FOUR
2%	FIVE
1%	SIX
1%	SEVEN OR MORE
1%	NO VEHICLES/NO WORKING VEHICLES
*	DON'T KNOW/REFUSED **[DO NOT READ]**

---

92. How many licensed drivers are currently living in your household?

MAY 01	
22%	ONE
59%	TWO
13%	THREE
5%	FOUR
1%	FIVE
*	SIX OR MORE
1%	DON'T KNOW/REFUSED **[DO NOT READ]**

---

93. What is your total annual family income? Please stop me when I reach your income? **(READ CATEGORIES)**

FEB 00	JUNE 00	SEPT 00	NOV 00	MAY 01	
18%	16%	20%	16%	12%	UNDER $30,000
14%	15%	10%	13%	10%	$30,000 BUT LESS THAN $40,000
12%	12%	12%	10%	10%	$40,000 BUT LESS THAN $50,000
18%	17%	17%	19%	15%	$50,000 BUT LESS THAN $70,000
30%	27%	30%	32%	36%	$70,000 OR MORE
9%	12%	13%	11%	17%	REFUSED **(DO NOT READ)**

---

94. What is your MAIN ethnic or racial heritage? **(READ CATEGORIES -- ACCEPT ONE RESPONSE ONLY) [IF THEY GIVE MORE THAN ONE ANSWER, ASK THEM WHICH ONE THEY ASSOCIATE WITH MOST]**

FEB 00	JUNE 00	SEPT 00	NOV 00	MAY 01	
18%	22%	24%	22%	21%	African American / Black American
73%	68%	66%	70%	69%	Caucasian / White
9%	8%	8%	7%	7%	Other **(DO NOT SPECIFY) (DO NOT READ)**
*	2%	2%	2%	3%	Refused **(DO NOT READ)**

---

95. May I have your name in case my supervisor needs to call you back to verify my work? (If needed: may have at least you first name?) _____

PRIZM GROUP CLASSIFICATION

MAY 01	
28%	**S1 – Elite Suburbs**
7%	Winner's Circle
2%	Executive Suites
19%	Kids & Cul-de-Sacs
21%	**S2 – The Affluentials**
3%*	Young Influentials
1%	New Empty Nests
3%	Boomers & Babies
9%	Suburban Sprawl
5%	Blue Chip Blues
7%	**S3 – Inner Suburbs**
5%	New Beginnings
2%	Mobility Blues
5%	**U1-3 – Urbans**
*	Young Literati
*	Bohemian Mix
1%	Mid City Mix
4%	Inner Cities
9%	**C1-3 – 2nd Cities**
1%	Upward Bound
5%	Boomtown Singles
2%	Starter Families
*	Sunset City Blues
1%	Southside City
16%	**Landed Gentry**
1%	Country Squires
14%	God's Country
1%	Greenbelt Families
10%	**Exurban Blues**
1%	New Homesteaders
9%	Middle America
2%	**Working Towns**
2%	Norma Rae-Ville
3%	**R1-3 – Rural/Rustic**
2%	Big Sky Families
1%	Shotguns & Pickups
*	Scrub Pine Flats

THANK YOU FOR YOUR TIME!

TO	Kevin Shannon
FROM	Jean Statler, Mary Ellen Carter
SUBJECT	Key Findings: 2001 Survey
DATE	August 16, 2001

Wirthlin Worldwide completed a survey of 1,501 adults living in the 13-County Atlanta metropolitan region. Sampling quotas guaranteed completion of 100 interviews with people who work in each of the TMAs. The final data set was then weighted regionally based on Census data to ensure a representative sample.

Wirthlin Worldwide typically uses qualitative (percentages or proportions) and quantitative (averages or means) measures in its survey designs. In general, for a qualitative measure, the margin of error for a sample size of 1,501 is $\pm$ 2.53 percentage points in 95 out of 100 cases. It should be understood, however, that this margin of error only applies when measuring a proportion based on the total sample. Margins of error will be different for comparisons between subsamples and for quantitative measures, such as means derived from rating scales.

Current Commute Behavior

Residents report longer commute times when compared with 2000 data.

- Excluding February 2000 data, when the average commute from home to work took 35.7 minutes, the average commute from home to work has increased from 30.5 minutes in June 2000, to 31.7 minutes today.

- Again excluding February 2000 data, when the average commute from work to home took 37.3 minutes, the average commute from work to home has increased from 31.4 minutes in June 2000, to 34.1 minutes today.

- Differences between commute times in the February 2000 survey and other surveys could well be due to the time of year. Other surveys have been completed in June, September, November and May – all months with less potential for weather delays.

- The increased commute times could well be reflected in increased concern about traffic/congestion, which is up significantly since February 2000.

- On any given day, 78% of Atlanta residents drive alone in their cars to work, nine percent ride in carpools, two percent telecommute or telework, two percent ride MARTA train, one percent ride MARTA or CCT bus, and one percent walk, bike, rollerblade or take some alternate means of

transit to get to work. Of those remaining, six percent do not work on a particular day, and 1% refused to answer the question.

Trial Behavior: Commuting

- In terms of **trial behavior,** 29% of Atlanta residents have never tried an alternate form of transportation for their work commute.

- Just over one-third of Atlanta residents (36%) have carpooled at least once in the past year. Nearly as many (34%) have worked an alternate schedule at least once in the past year.

- Just less than one-fourth of Atlanta residents (23%) have telecommuted in the past year.

- Roughly one-in-ten have either ridden MARTA train (13%) or MARTA/CCT bus (9%).

- Only a very few residents have walked or used some alternate form of transportation (7%) or vanpooled (2%) to get to work.

Likely to Try Behaviors for Commuting

Carpooling is the most popular commuting alternative.

- More than one-third of Atlanta residents (36%) have carpooled at least once in the last year, 59% of those who have never carpooled say they would be willing to try it, and 41% say it is certain or there is a high chance that they will carpool at least once per week for their commute to and from work in the coming year.

Alternate work schedules are also popular.

- More than one-third of Atlanta residents (34%) have taken advantage of alternative work schedules in the last year, and 44% of residents say it is certain or there is a high chance that they will try working an alternate schedule at least one day per week in the coming year.

Telecommuting is another popular option, and unlike flexible work schedules, has the potential to actually reduce vehicle miles traveled (VMT) in the region.

- Two-in-ten residents (23%) telecommute at least a few times each month, 67% of those who have never teleworked say they would be willing to try it, and 49% say it is certain or there is a high chance that they will telework at least one day per week in the future.

Public transit is potentially a viable commute option for roughly one-in-four area residents (the percentage who either live or work within a mile of the nearest train or bus stop.

- About one-in-ten residents have used transit – either MARTA train (13%) or MARTA/CCT bus (9%) in the past year, but just a handful use transit on a daily basis. As for potential transit use,

63% of residents say they would be willing to try using transit for their work commute, 29% say they are certain to try MARTA or there is a high chance they will ride MARTA train to work at least once per week in the coming year. Another 22% say they are certain or there is a high chance that they will ride MARTA or CCT bus to work at least once a week in the future.

- Van pools are the least utilized and least popular commuting alternative.

Non-Commute Behavior

Atlanta residents are slightly less likely to try transportation alternatives for their non-commute travel. In the past year, 40% of Atlanta residents have made no trips other than ones where they drove alone in their own vehicle. This compares to 29% of Atlanta residents who have not tried any alternate means of transportation for their work commute.

In the week prior to the survey, non-commute travel patterns show that 69% of Atlanta residents made all non-commute trips alone in their own vehicle.

- Two-in-ten Atlanta residents (20%) used automobile based transportation or car pools for non-commute travel.

- One resident in ten (11%) used public transit – MARTA train (9%) or MARTA/CCT bus (2%) for non-commute travel.

- Another one-resident in ten (10%) used alternate, non-motorized transportation for non-commute travel.

Interestingly, Atlanta residents seem much more willing to explore non-vehicle transportation for non-commute travel.

- More than four-in-ten residents (45%) have taken MARTA train at least once in the past year for non-commute travel.

- Just over one-third of Atlanta residents (35%) have carpooled at least once in the past year for non-commute travel.

- Two-in-ten residents (20%) have ridden MARTA or CCT bus at least once in the past year for non-commute travel.

Likely to Try Behaviors for Non-Commute Travel

Even though residents are more likely to have tried MARTA train for non-commute travel than commute travel in the past year, carpools remain the most preferred alternative to driving one's own vehicle.

- Almost four-in-ten Atlanta residents (38%) say they are certain or very likely to carpool at least once a week for non-work trips.

- One-in-four residents (25%) say they are certain or very likely to ride MARTA train at least once a week for non-work trips.

- One-in-six residents (15%) say they are certain or very likely to ride MARTA or CCT bus at least once a week for non-work trips.

- One-in-ten residents (12%) say they are certain or very likely to vanpool at least once a week for non-work trips.

The Clean Air Campaign

The Clean Air Campaign has established itself as a valued source of information on traffic and air quality issues in the Atlanta region.

- One-half (49%) of Atlanta residents say they have heard of the Clean Air Campaign, and 83% of those familiar with the CAC feel it provides a valuable service.

While the Clean Air Campaign has raised awareness of traffic and air quality issues in the Atlanta region, current recall of advertising is down from November 2000 levels, as the campaign has been dark since early 2001.

- Awareness of advertising about public transportation or transit in the Atlanta area stands at 55%, down from 79% in November 2000.

- Awareness of advertising about carpooling or vanpooling stands at 44%, down from 84% in November 2000.

- Awareness of advertising about telecommuting or teleworking stands at 36%, down from 68%n in November 2000.

There is a positive correlation between increased likelihood to carpool at least once a week and awareness of carpool/vanpool ads.

- Nearly half of residents who recall seeing carpool or vanpool ads say it is certain or there is a high chance that they will carpool at least once a week to work in the coming year (47%), compared with 37% who do not remember seeing carpool or vanpool ads.

Similarly, there is a positive correlation between increased likelihood to telework at least once a week and awareness of teleworking/telecommuting ads.

- More than half of residents who recall seeing teleworking ads say it is certain or there is a high chance that they will telework at least once a week in the coming year (56%), compared with 44% who do not remember seeing teleworking or telecommuting ads.

There is also a positive correlation between increased likelihood to ride MARTA train or MARTA/CCT bus at least once a week and awareness of transit ads. However, the percentages are much lower for this behavior than for the previous two.

- One-third of residents who recall seeing transit ads say it is certain or there is a high chance that they will ride MARTA train at least once a week to work in the coming year (33%), compared with 24% who do not remember seeing transit ads.

- One-in-four residents who recall seeing transit ads say it is certain or there is a high chance that they will ride MARTA or CCT bus to work at least once a weak in the coming year (27%), compared with 15% who do not remember seeing transit ads.

Implications and Strategic Imperatives

- In 2001, the Clean Air Campaign needs to do more than simply raise awareness of traffic and air quality issues. The Campaign needs to persuade residents to change their behaviors.

- The Clean Air Campaign should focus its resources on those areas where the data shows it can have the greatest impact: increasing carpooling and teleworking. Limiting its focus should increase the chances of success.

- In the next surveys conducted, we will be looking for movement or measurable change in the following:

    - Awareness of CAC television and radio commercials
    - Increases in reported likelihood to carpool and telework
    - Increases in reported action: either asking a boss or supervisor about teleworking or calling the 1-87-RIDEFIND number to find a potential carpool match
    - Changes in behavior: increases in the percentage who carpool and telework in any given week, and increases in the numbers who sometimes carpool or telework.

Framework to Reduce Traffic Congestion & Improve Air Quality in Atlanta

Strategic Research and Direction for the 2001 Atlanta TDM Framework:

Tracking and Segmentation Study

Sponsored By:

The Georgia Department of Transportation and The U.S. Federal Highway Administration

Prepared By:

Wirthlin Worldwide for the Southern Coalition for Advanced Transportation (SCAT)

June 19, 2001

WIRTHLIN WORLDWIDE

Overview

- Background and Objectives
- Methodology
- Key Findings
  - CAC Awareness
  - Progress since 2000
  - This Year's Media Campaign
    - Focus
    - Targets

Background

- In July 2000, The Clean Air Campaign launched a $4+ million advertising and PR campaign which involved a heavy investment in all media across the Atlanta metro area. The purpose of the campaign is to encourage the use of alternative forms of transportation, such as carpools, transit, telecommuting and trip-chaining.

Objectives

- This research program has been designed to provide strategic direction to and evaluate the program using several measures:
  - Clean Air Campaign awareness and perceptions
  - Advertising awareness and specific advertising content recall
  - Attitudes about transportation and alternative forms of transportation
  - Transportation behavior – which modes people use and how often they use them
  - Likelihood to try transportation alternatives in the future

Program History

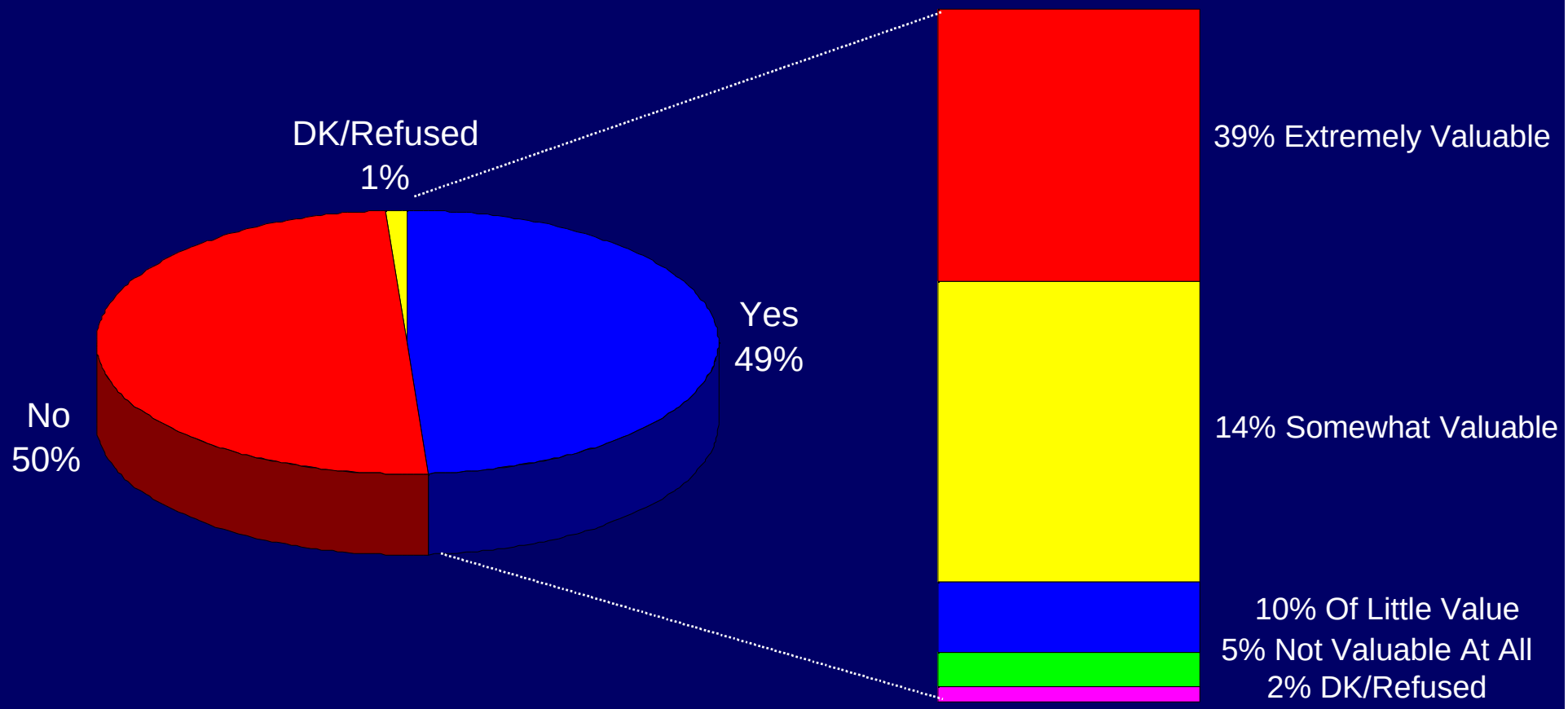
- A benchmark study was conducted in June 2000, prior to the advertising launch, to establish a baseline for ad awareness, attitudes and transportation behavior.
- A follow-up tracking study was conducted in September 2000 to measure changes that had taken place since the campaign launch.
- This study provides a one-year update on attitudinal and behavioral change and provides additional strategic direction.

Methodology

- Sample size of 1,501 adults (age 18 and older) in the 13 County Atlanta Metro area
- Field dates: May 15-23, 2001
- Margin of error for a sample size of 1,501 is ± 2.8 percentage points in 95 out of 100 cases
- Data was stratified and weighted by county to ensure a valid representation of the 13 County area

Clean Air Campaign

Clear Air Campaign Awareness and Personal Value Received

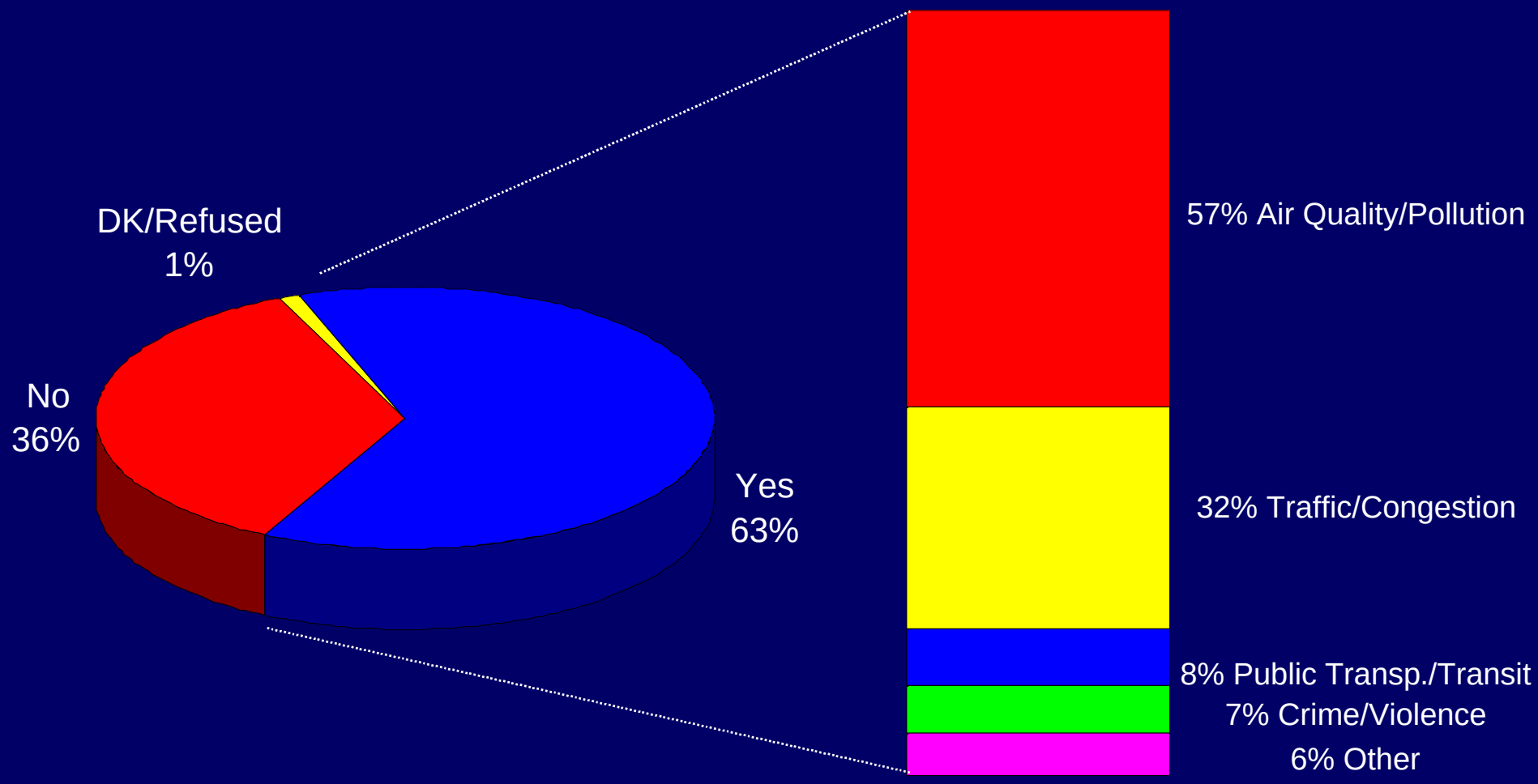


The Atlanta region has an organization, the Clean Air Campaign, that provides education, advertising and services related to improving air quality and reducing traffic congestion by promoting alternative transportation options. Have you heard of this organization?

And how valuable do you personally find an organization such as this? Do you find it…

WIRTHLIN WORLDWIDE

Unaided Advertising Recall



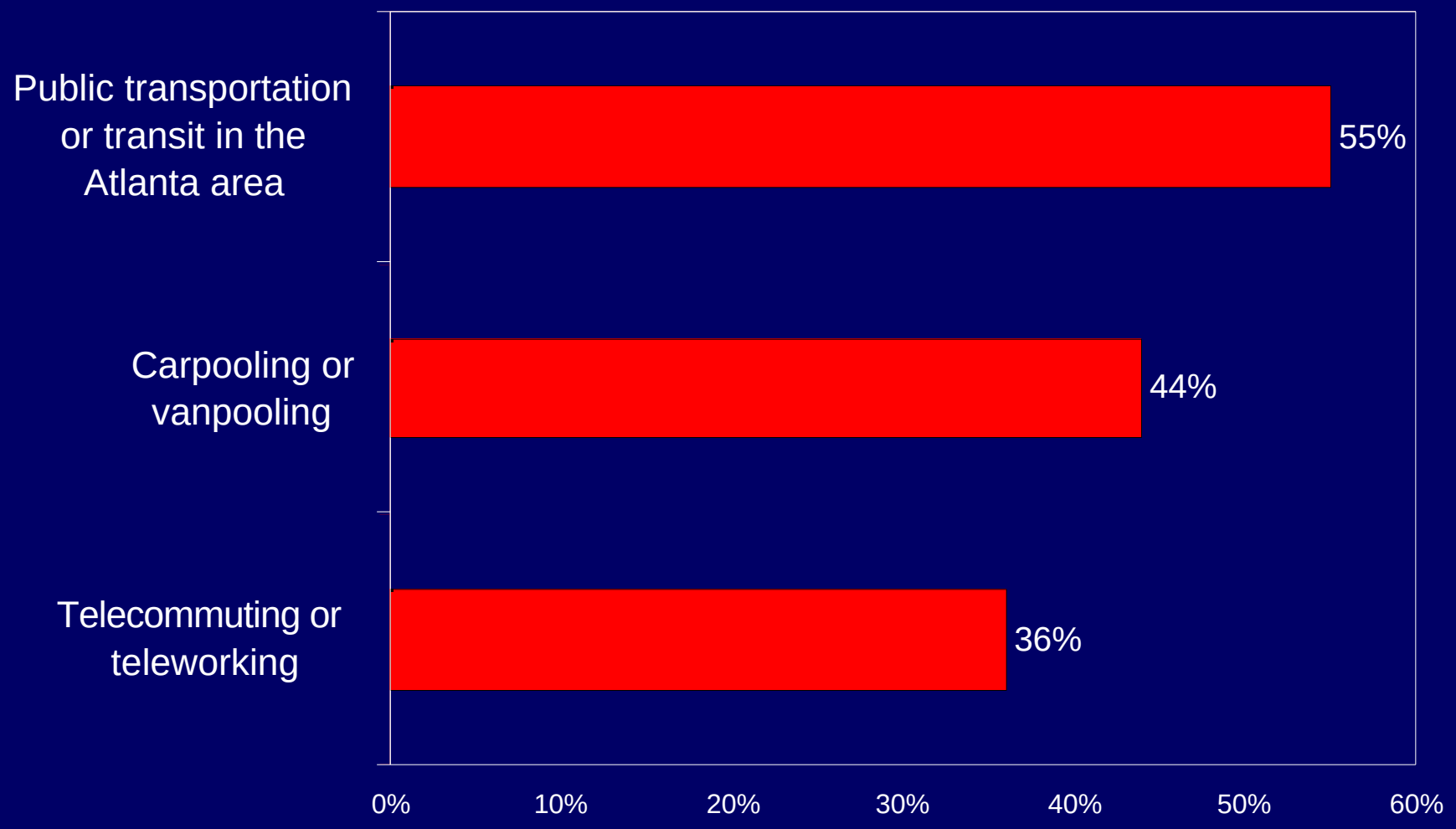
Now, I'd like you to think about what you may have seen, read or heard about the quality of life in the Atlanta area. When you think about living in the Atlanta area, there are many different things that can affect your quality of life. I'd like you to think about advertising you've seen, read or heard in the past six months. Do you remember seeing, hearing or reading any advertising about an issue that affects the quality of life in the Atlanta area?

What was the issue you saw, read or heard advertised?

WIRTHLIN WORLDWIDE

Advertising Awareness in Past Six Months

% Yes

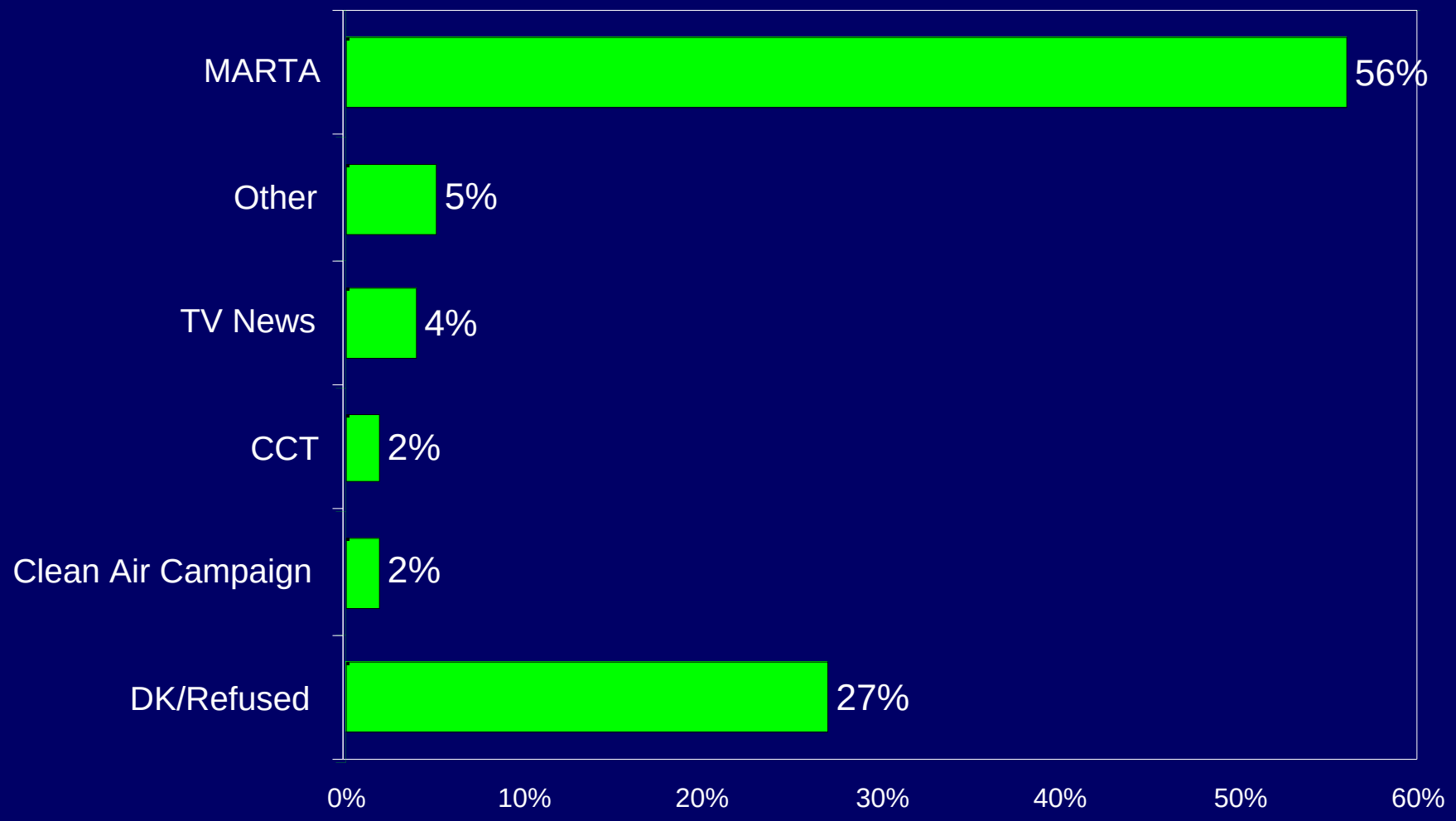


WIRTHLIN WORLDWIDE

Please tell me if you recall seeing, hearing or reading any advertising in the past six months about…

Sponsor of Public Transportation Advertising

Top Specific Mentions



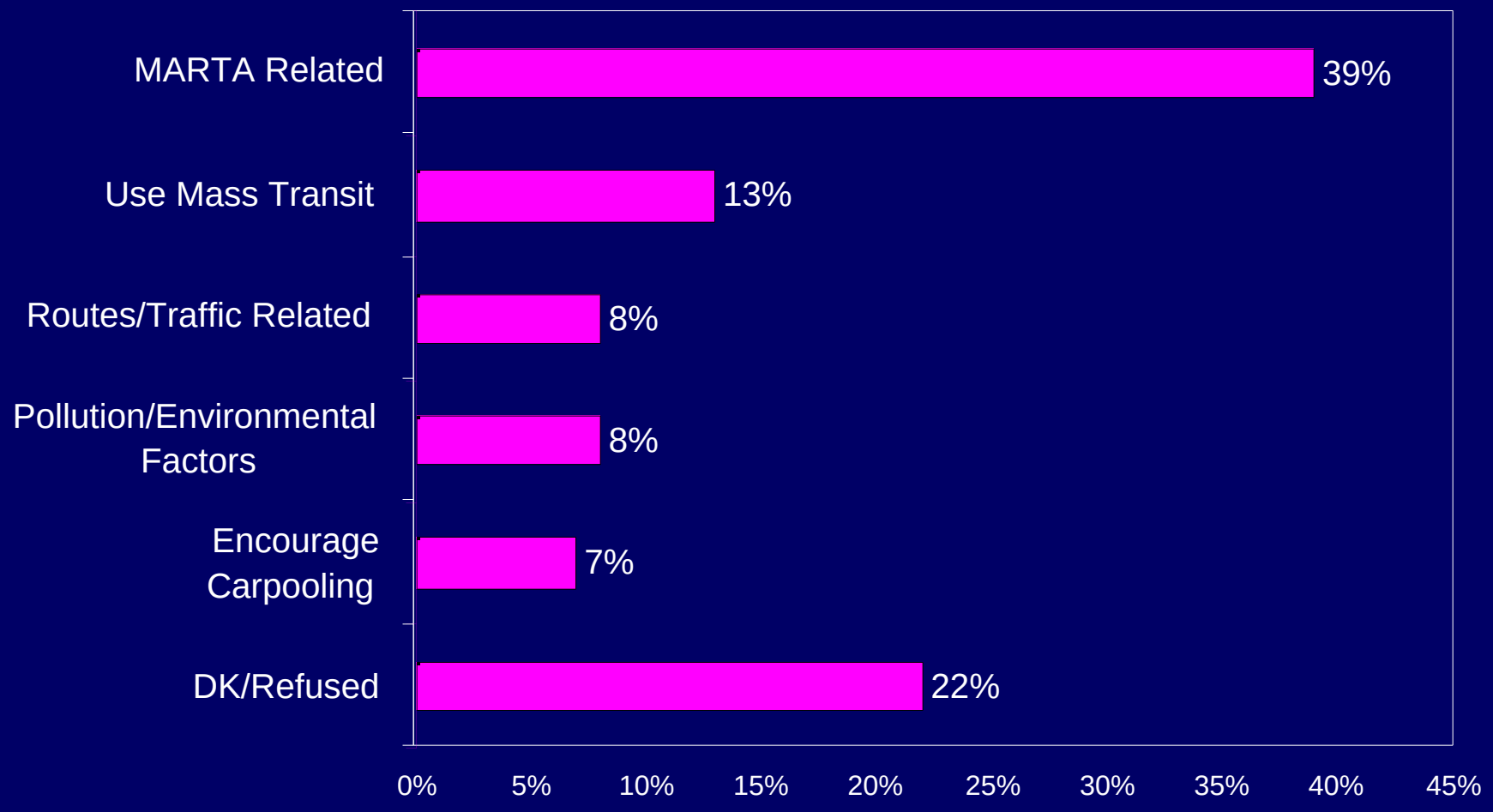
[n=830 aware of public transportation ads)

You said you saw advertising for public transportation or transit in the Atlanta area. Please tell me who the sponsor of the advertising was?

WIRTHLIN WORLDWIDE

Advertising Description Regarding Public Transportation or Transit in the Atlanta Area

Top Specific Mentions



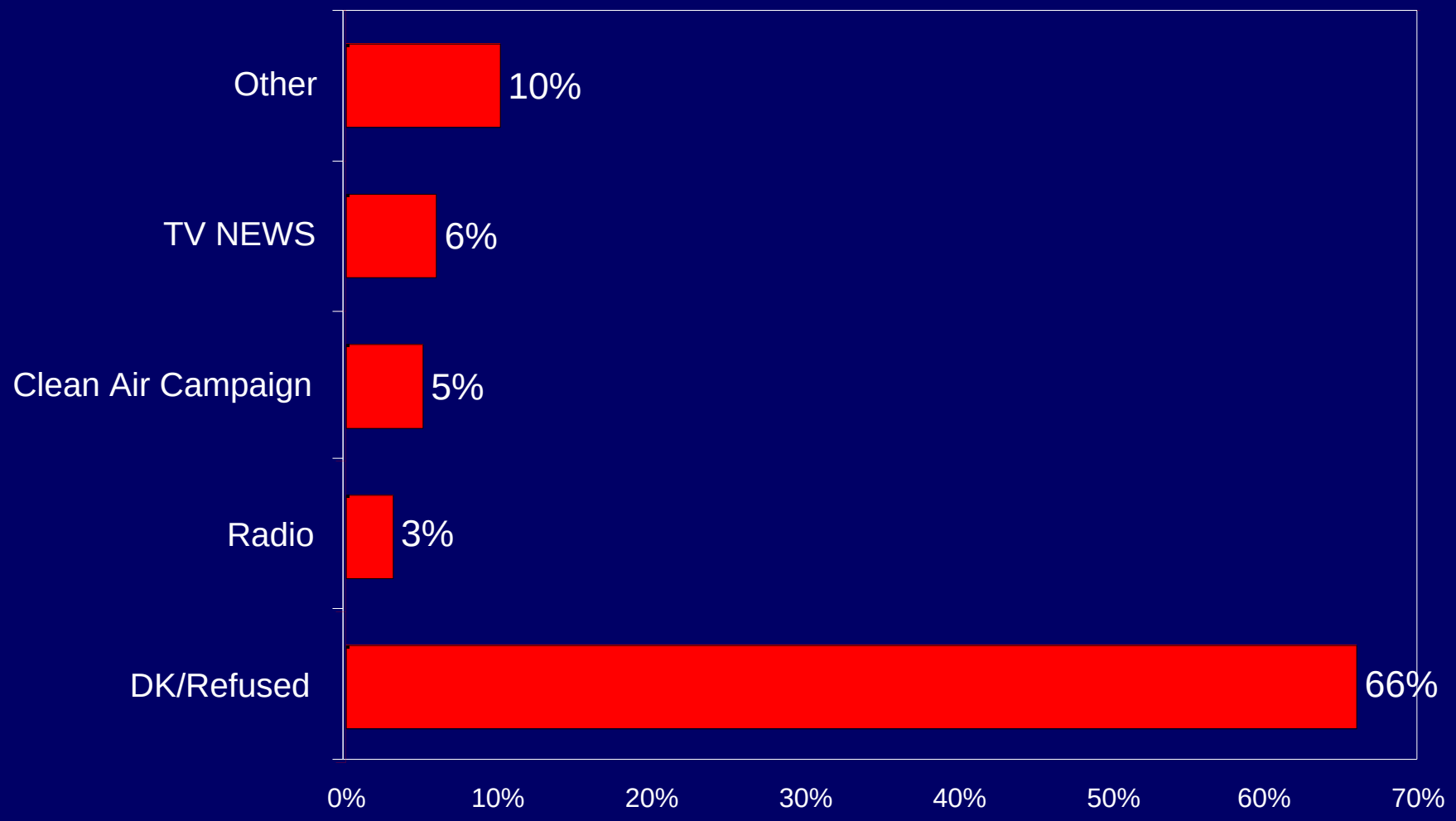
[n=830 aware of public transportation ads)

Being as specific as you can, what do you remember about the advertising you saw? That is, can you describe what was said or shown in the advertising for me? What was the message of the advertising?

WIRTHLIN WORLDWIDE

Sponsor of Telecommuting Advertising

Top Specific Mentions

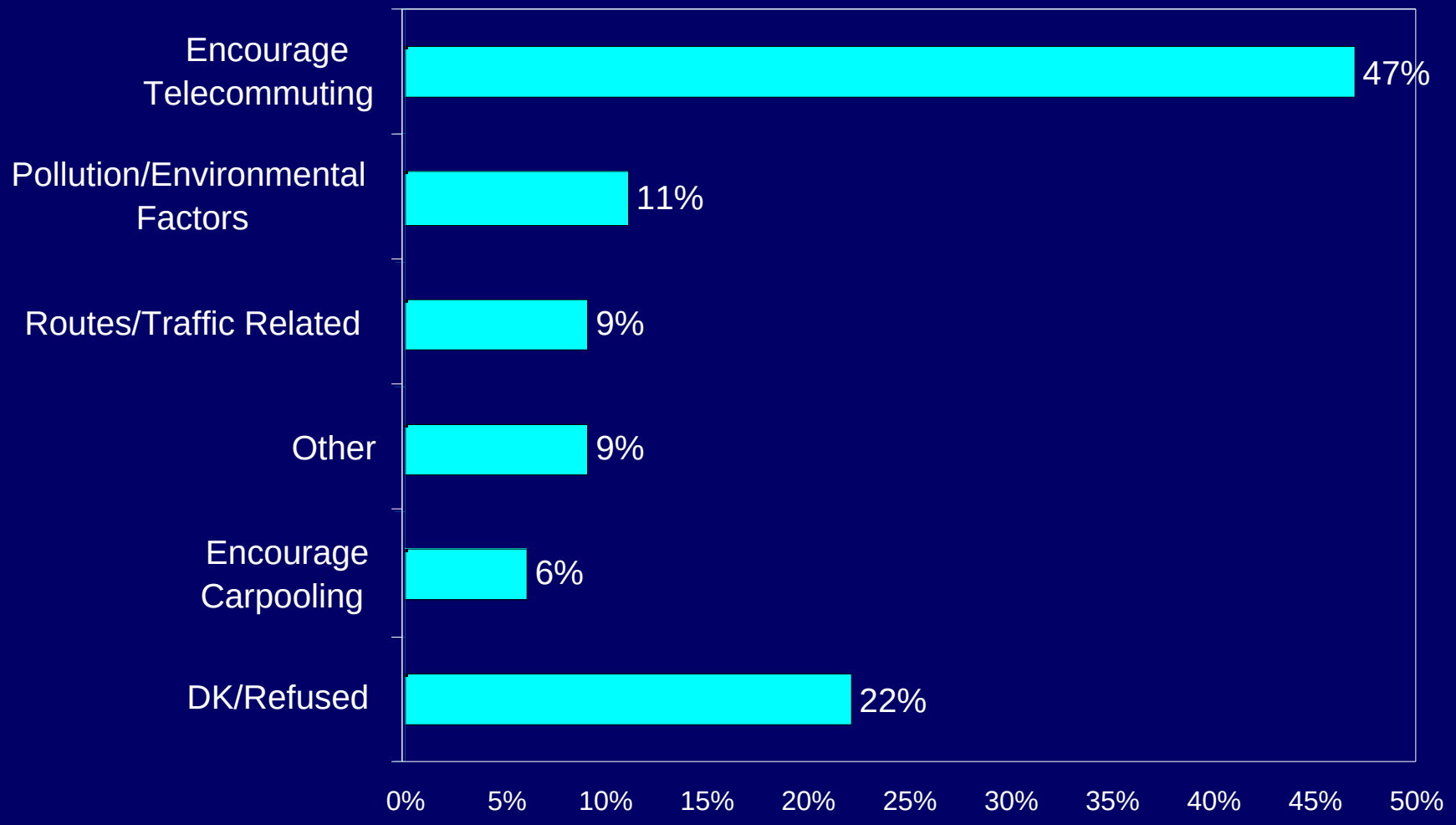


[n=536 aware of telecommuting ads)

You said you saw advertising for telecommuting in the Atlanta area. Please tell me who the sponsor of the advertising was?

WIRTHLIN WORLDWIDE

Advertising Description Regarding Telecommuting/Teleworking



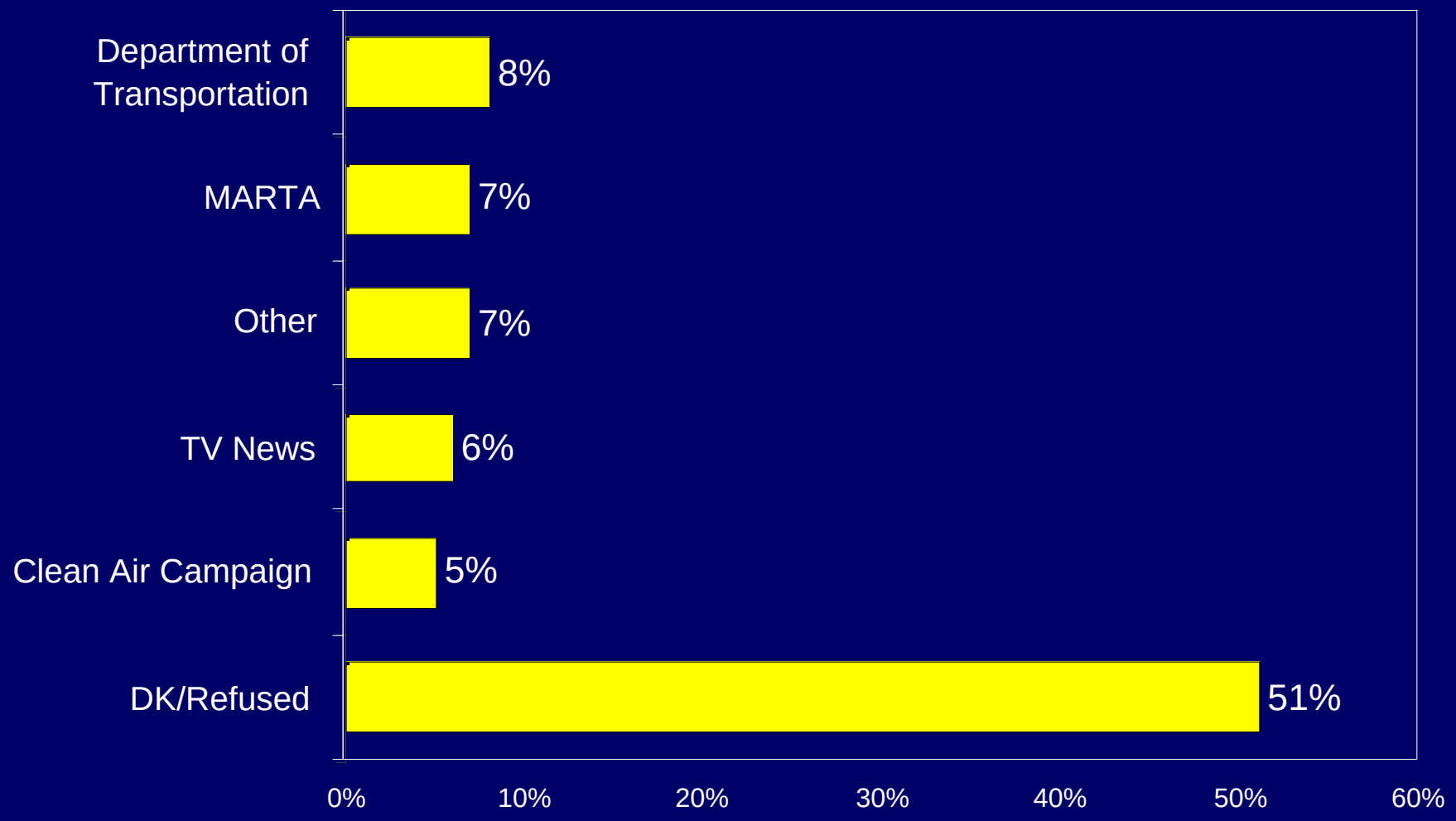
[n=536 aware of telecommuting ads)

Being as specific as you can, what do you remember about the advertising you saw? That is, can you describe what was said or shown in the advertising for me? What was the message of the advertising?

WIRTHLIN WORLDWIDE

Sponsor of Carpooling/Vanpooling Advertising

Top Specific Mentions

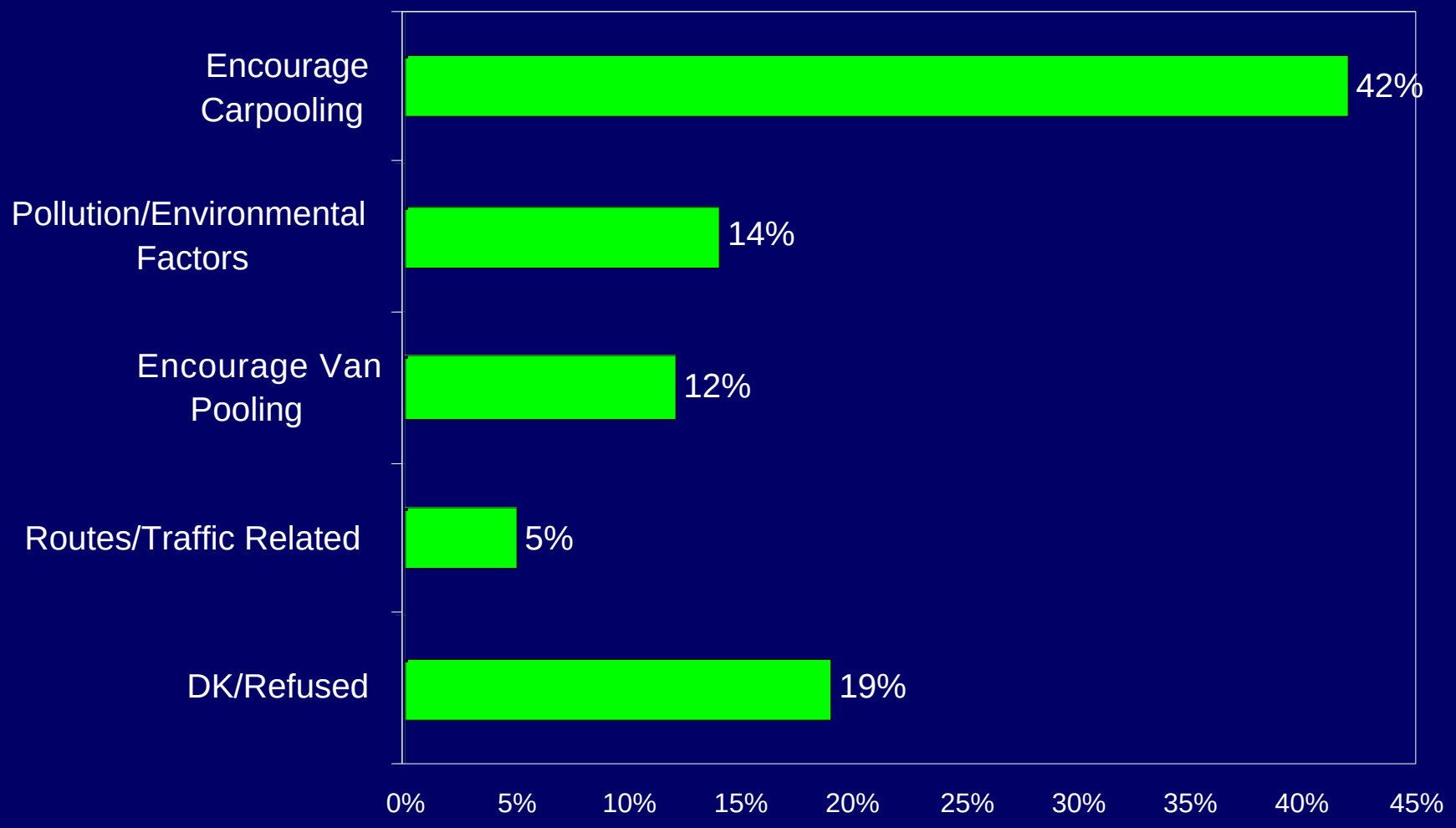


[n=699 aware of carpool/vanpool ads)

You said you saw advertising for carpooling or vanpooling in the Atlanta area. Please tell me who the sponsor of the advertising was?

WIRTHLIN WORLDWIDE

Advertising Description Regarding Carpooling/Vanpooling



[n=699 aware of carpool/vanpool ads)

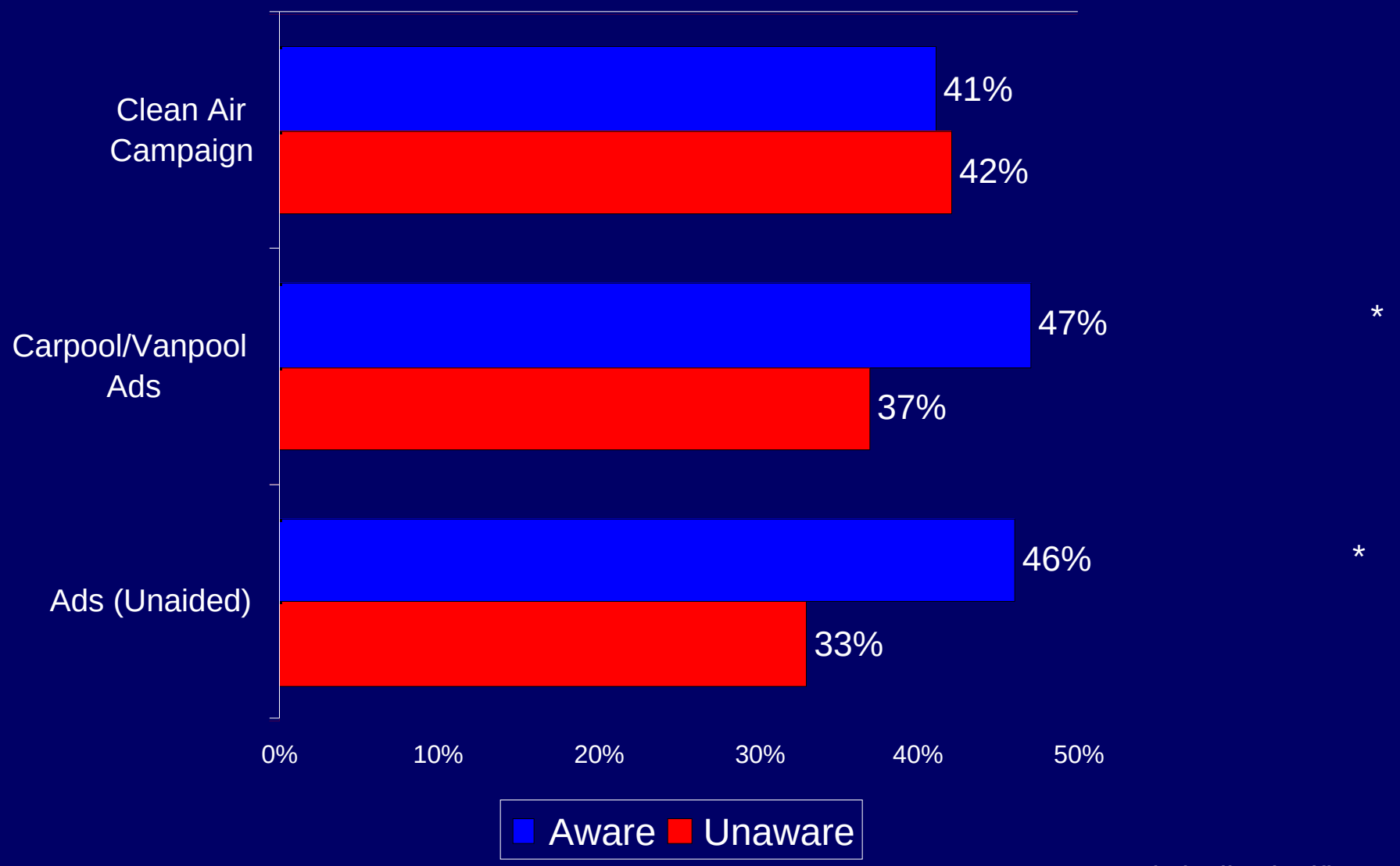
Being as specific as you can, what do you remember about the advertising you saw? That is, can you describe what was said or shown in the advertising for me? What was the message of the advertising?

WIRTHLIN WORLDWIDE

Ad Impact

More Likely to Carpool At Least Once a Week

By CAC and Advertising Awareness

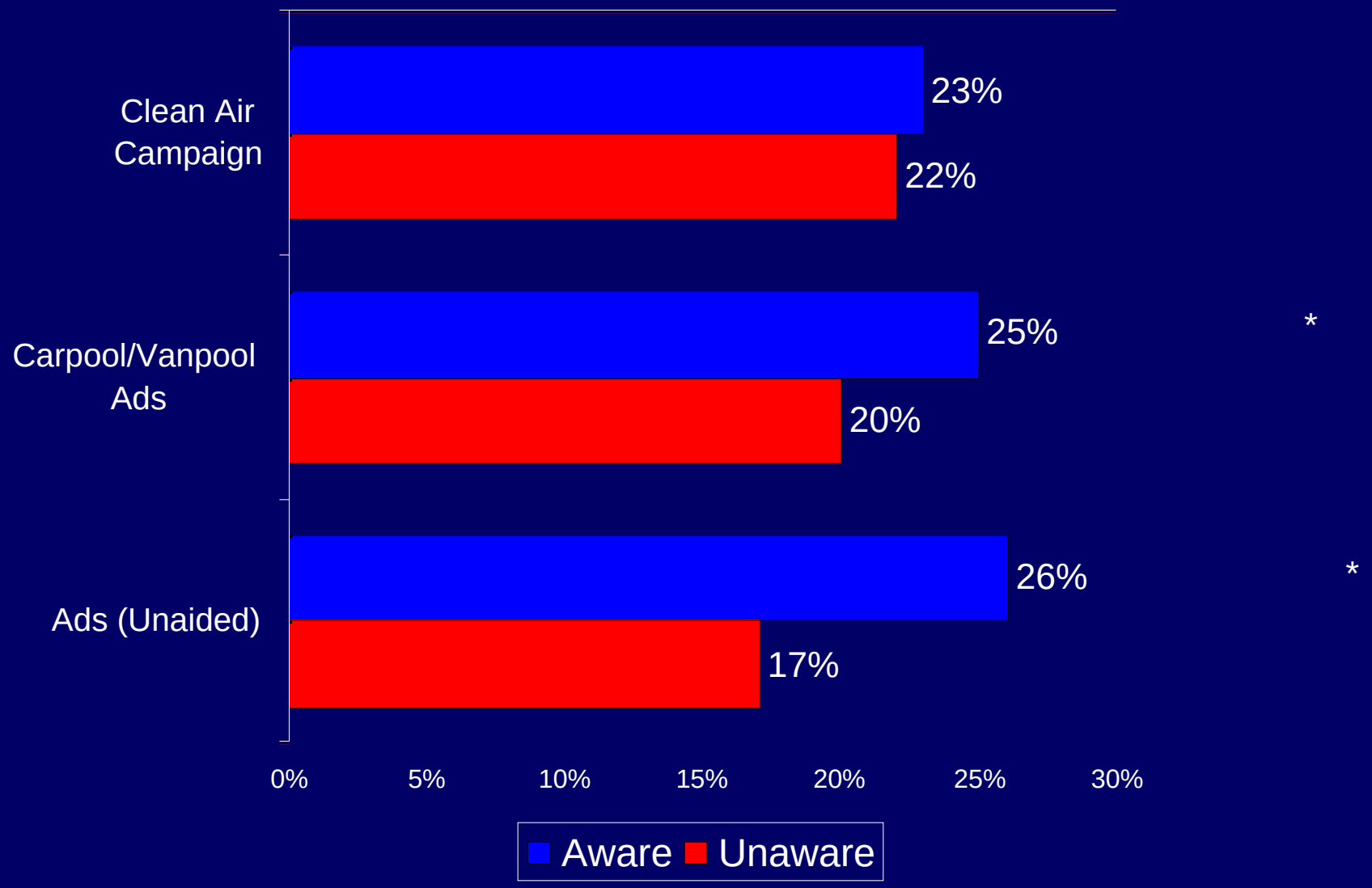


WIRTHLIN WORLDWIDE

* = Statistically significant

More Likely to Vanpool At Least Once a Week

By CAC and Advertising Awareness

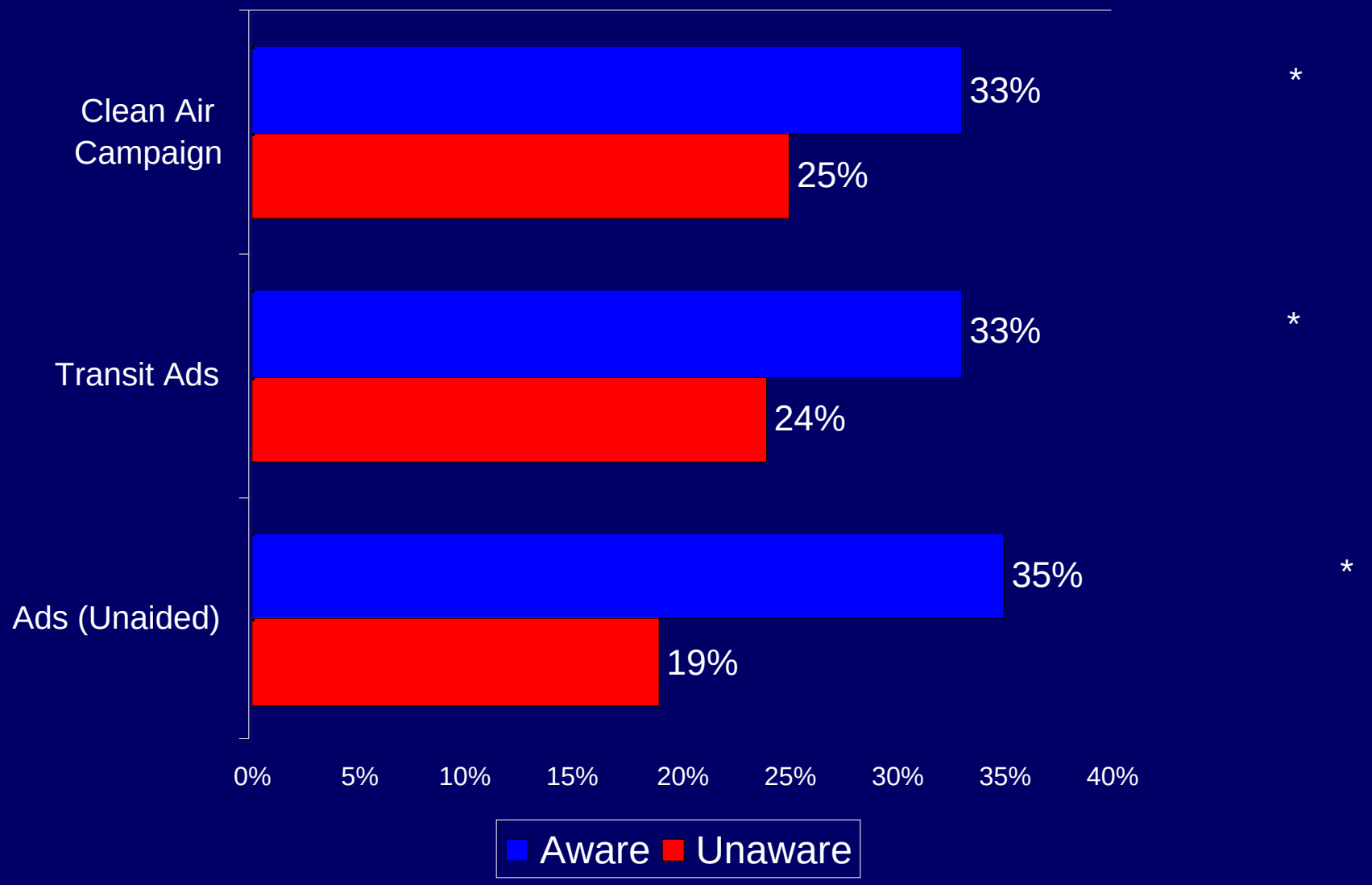


* = Statistically significant

WIRTHLIN WORLDWIDE

More Likely to Ride MARTA Train At Least Once a Week

By CAC and Advertising Awareness

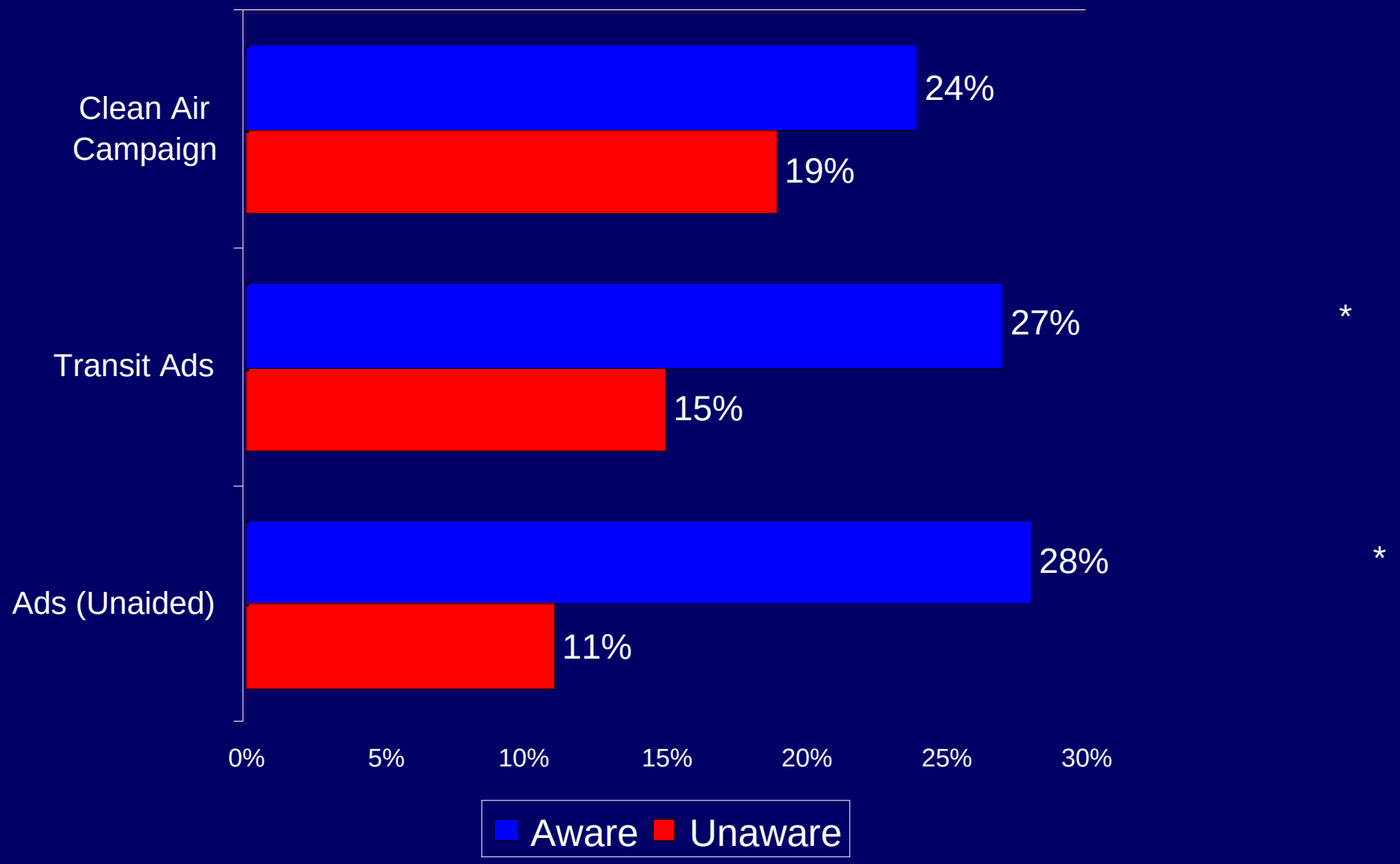


WIRTHLIN WORLDWIDE

* = Statistically significant

More Likely to Ride MARTA or CCT Bus At Least Once a Week

By CAC and Advertising Awareness

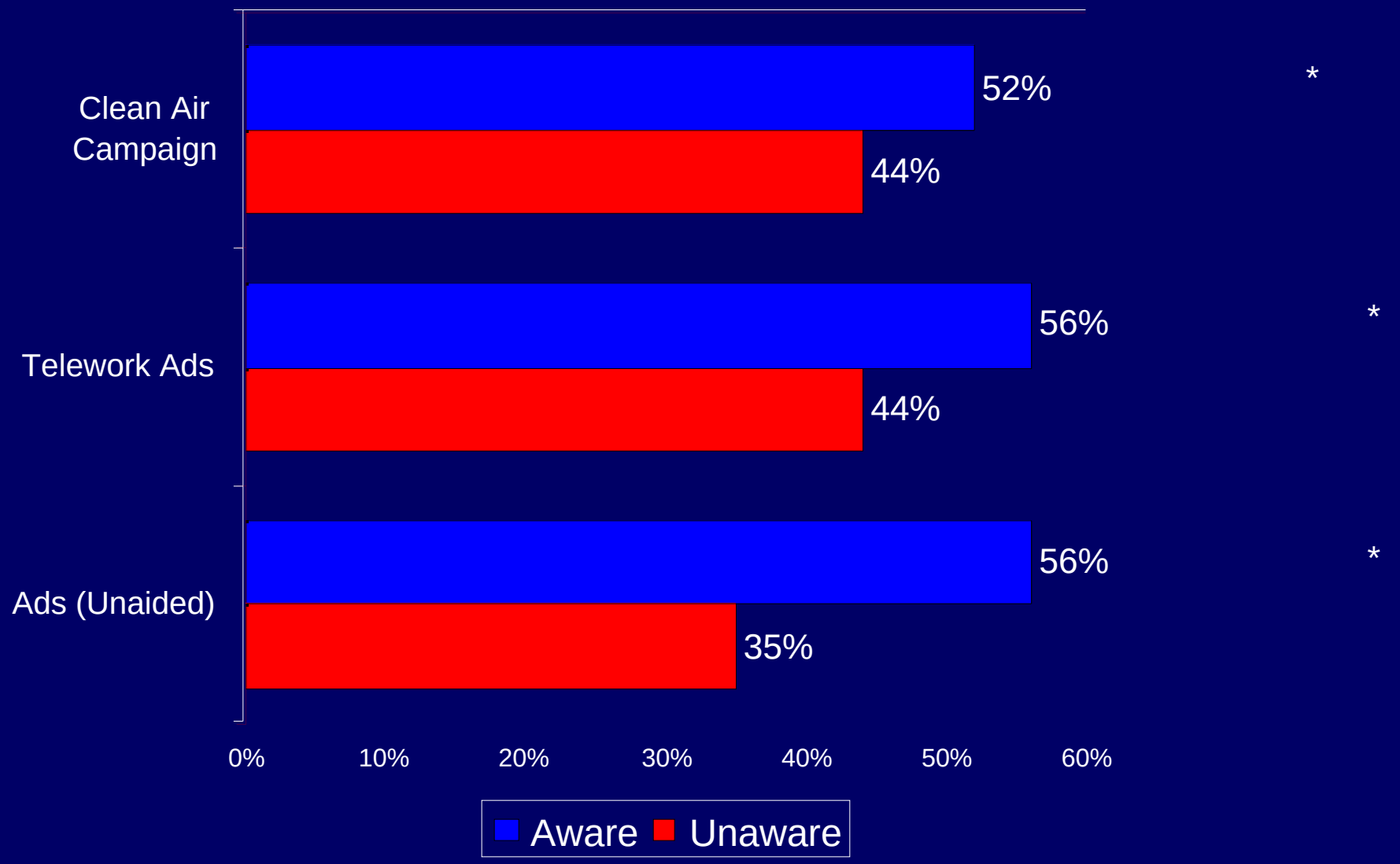


WIRTHLIN WORLDWIDE

* = Statistically significant

More Likely to Telework At Least Once a Week

By CAC and Advertising Awareness



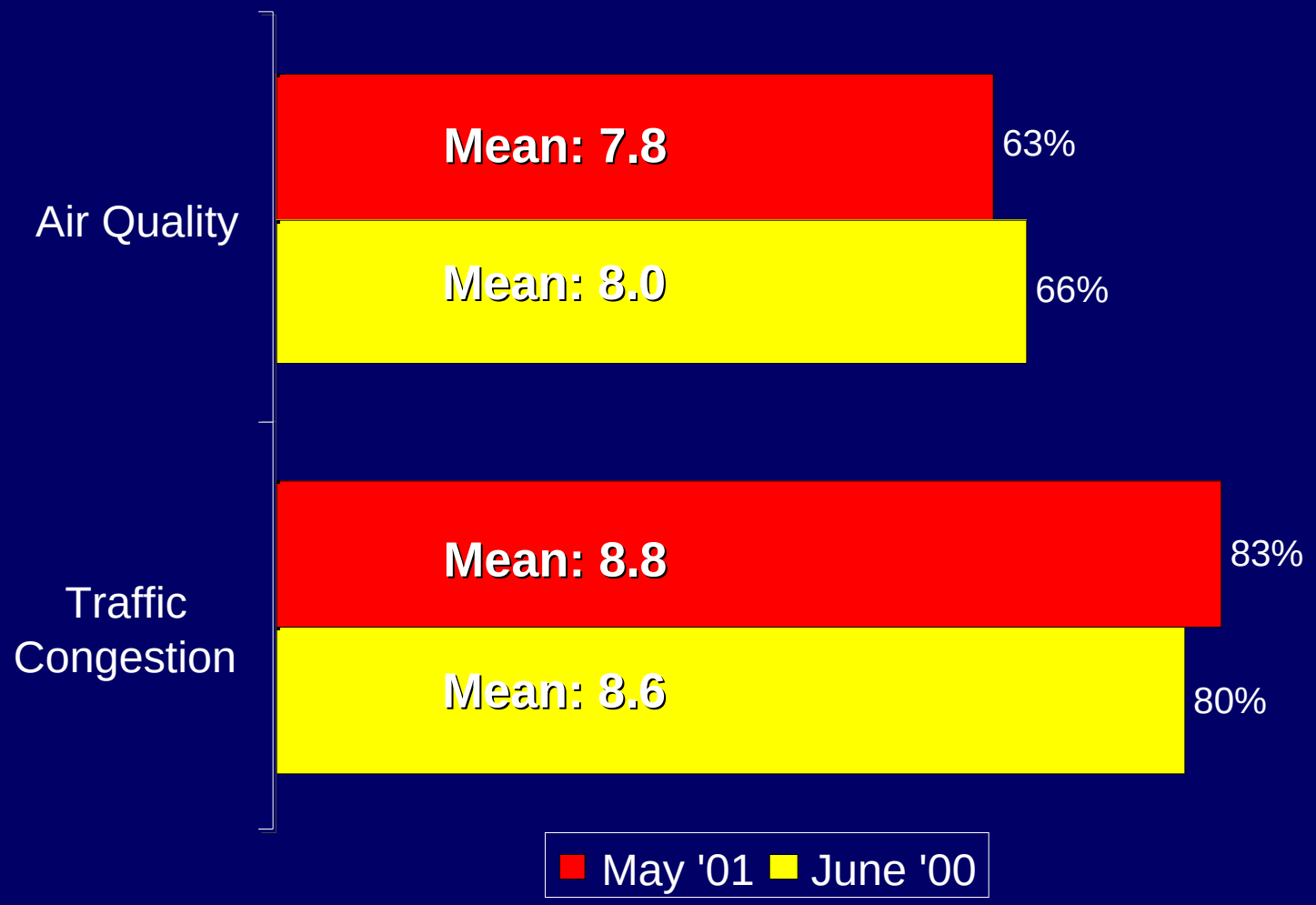
WIRTHLIN WORLDWIDE

* = Statistically significant

Current Commute Behavior

Concern with Air Quality and Traffic Congestion

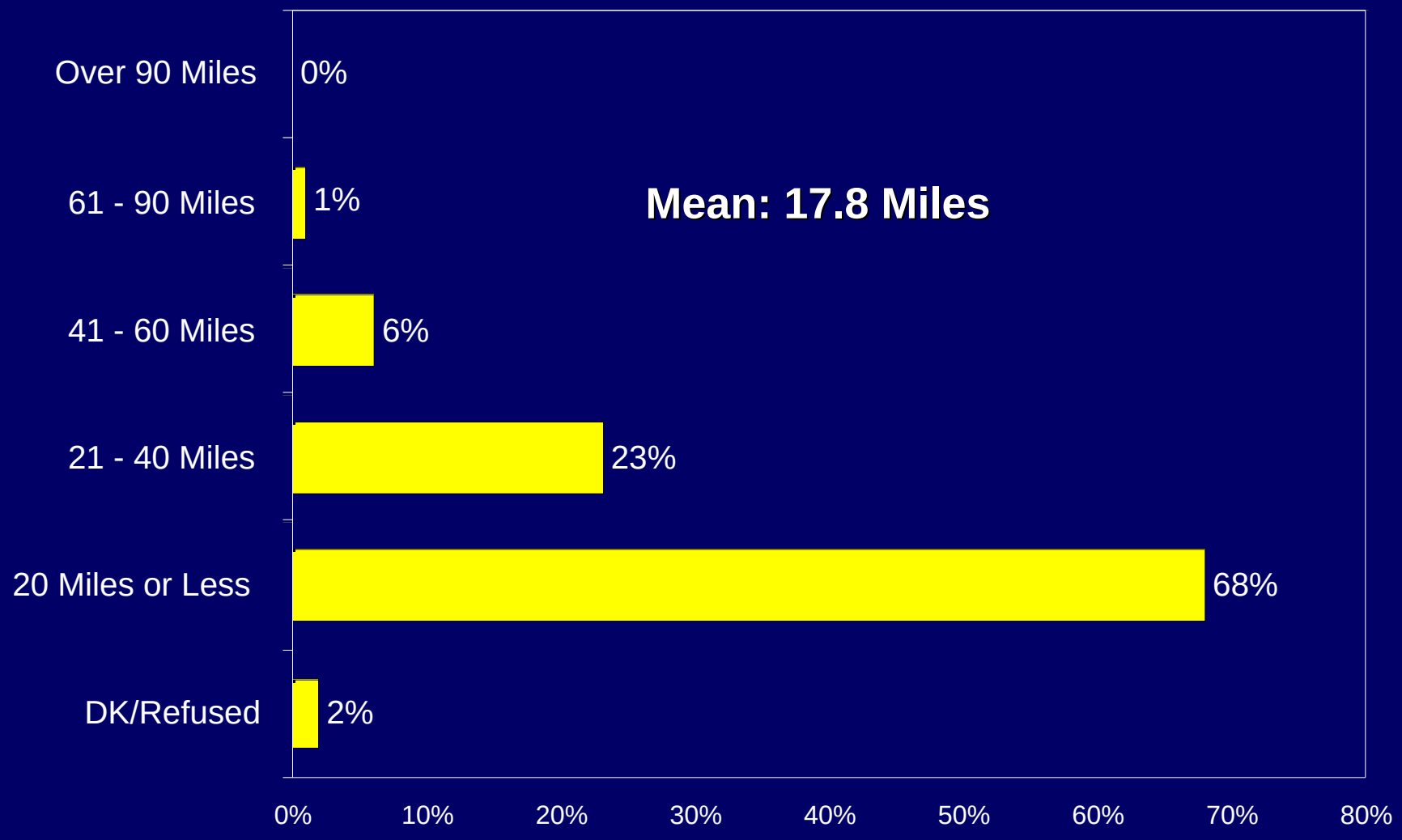
Top 3 Box (8-10)



Using a scale of "1" to "10," how would you rate your own concern about air quality/traffic congestion problems in Atlanta, with a "1" meaning air quality is not at all an important issue, and a "10" meaning air quality is an extremely important issue.

WIRTHLIN WORLDWIDE

One-Way Commute from Home to Work/School Mileage



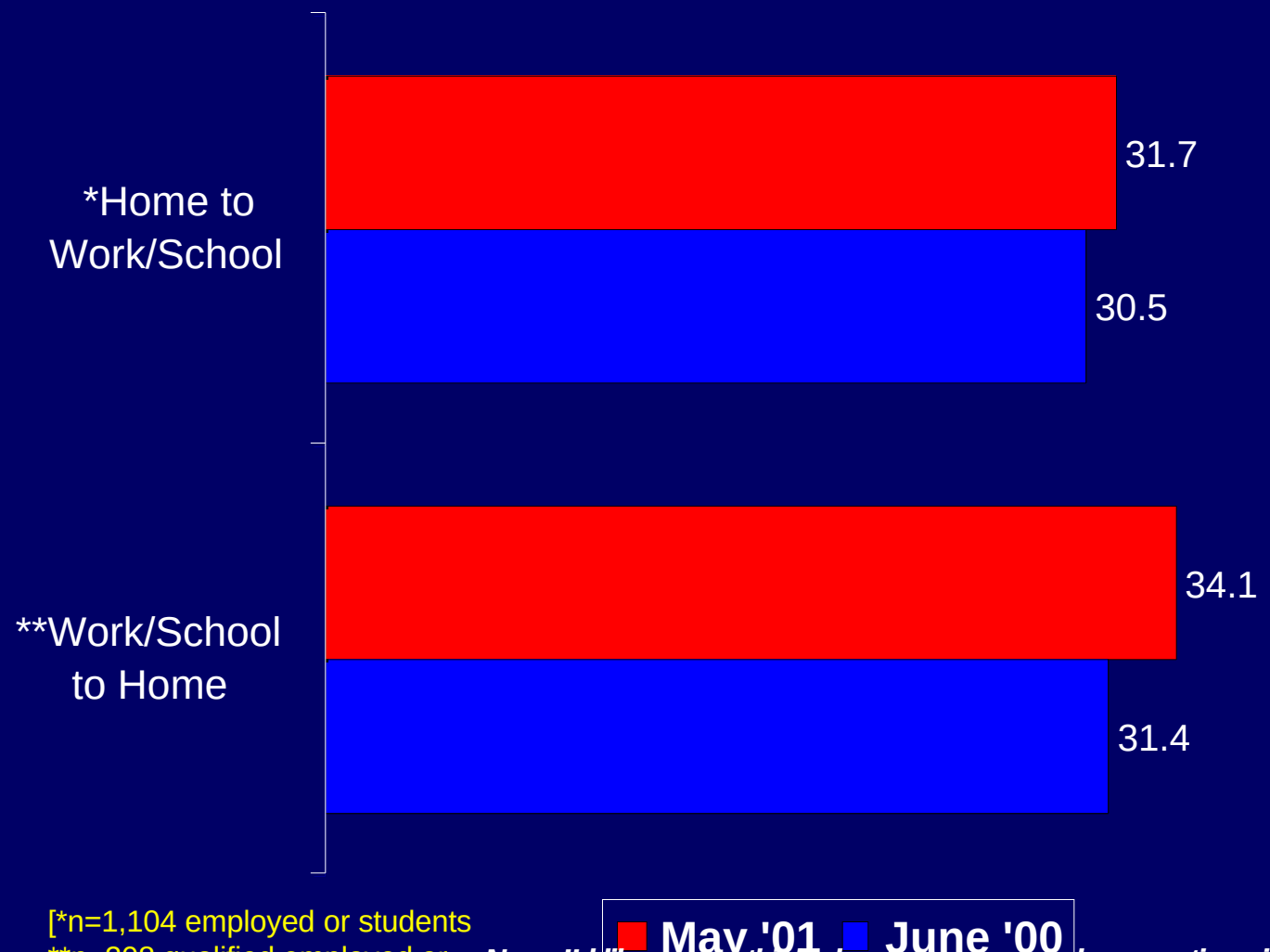
WIRTHLIN WORLDWIDE

[n=1,104 employed or students)

About how many miles is your ONE-WAY commute from home to WORK/SCHOOL

Average Amount of Time for One-Way Commute

Mean Number of Minutes



[*n=1,104 employed or students
**n=208 qualified employed or students)

WIRTHLIN WORLDWIDE

Now, I'd like you to think about your personal commuting situation. On average, how many minutes is your ONE WAY commute from home to work or school each day? On average, how many minutes is your ONE WAY commute from work or school to home each day

Daily Summary Table

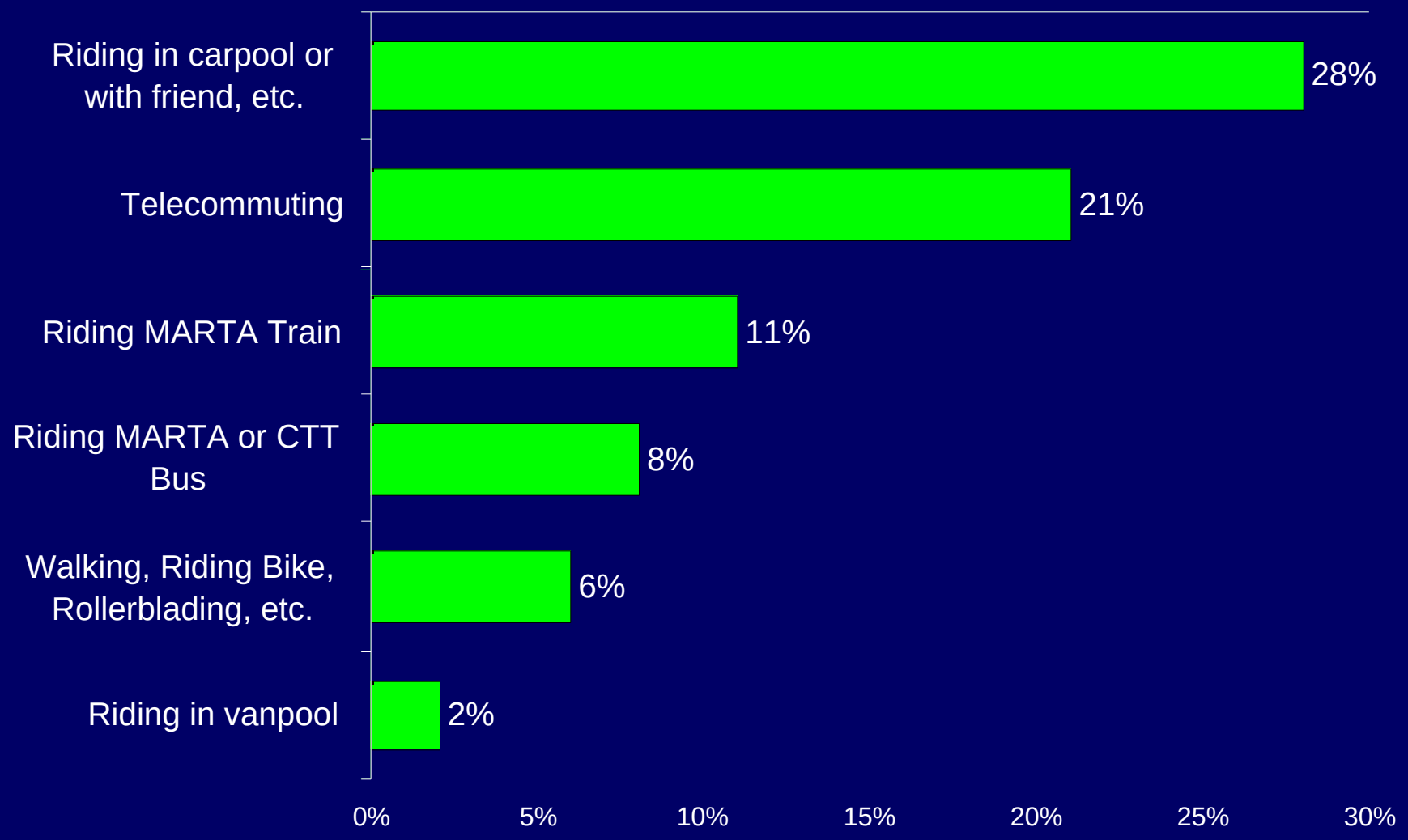
	Mon.	Tues.	Wed.	Thur.	Fri.	Sat.	Sun.
Drove alone in my car	80%	79%	79%	79%	75%	17%	11%
Rode in a car pool or rode with a co-worker, another person who works nearby, a family member or friend	8%	9%	9%	9%	9%	2%	1%
Did not work	6%	6%	6%	6%	10%	78%	86%
Telecommuted	2%	2%	2%	2%	2%	--	--
Rode MARTA Train	2%	1%	2%	2%	1%	--	--
Don't know/Refused	1%	1%	1%	1%	1%	2%	1%
Rode a MARTA /CCT Bus	1%	1%	1%	1%	--	--	--
Walked, Biked, Rollerbladed	1%	1%	1%	1%	1%	--	--
Rode in a van pool	--	--	--	--	--	--	--

[n=1,104 employed or students)

How did you get to work or school on each day last week?

Ever Traveled to Work/School by…

% Yes



WIRTHLIN WORLDWIDE

Please tell me if in the past year if you EVER traveled to WORK/SCHOOL by the following means.

Transportation Mode Frequency Summary Table

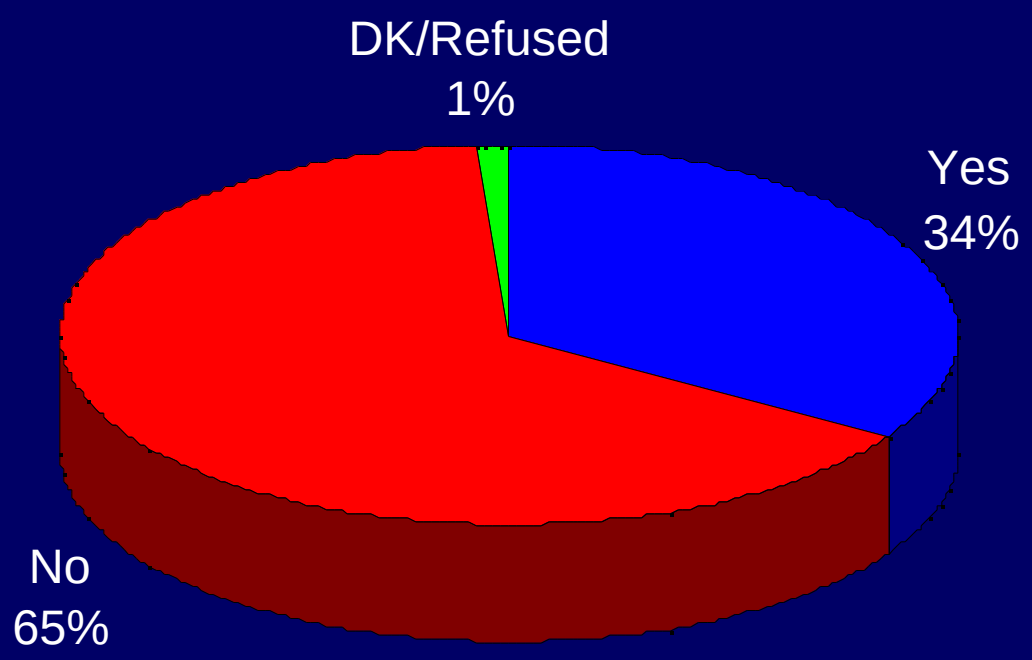
	Car-pool	Van-pool	MARTA	MARTA CCT	Walk, Bike	Tele-commute
1 - 2 days	9%	13%	9%	13%	24%	27%
3 - 4 days	7%	3%	10%	7%	4%	12%
5 - 7 days	20%	31%	20%	23%	19%	12%
1 - 3 times per month	16%	18%	15%	13%	19%	25%
Less than once per month	24%	12%	26%	28%	17%	17%
Emergencies Only	15%	12%	15%	12%	9%	6%
Don't know/Refused	7%	12%	6%	4%	8%	1%

WIRTHLIN WORLDWIDE

[n=973 qualified employed or students)

How often do you typically…

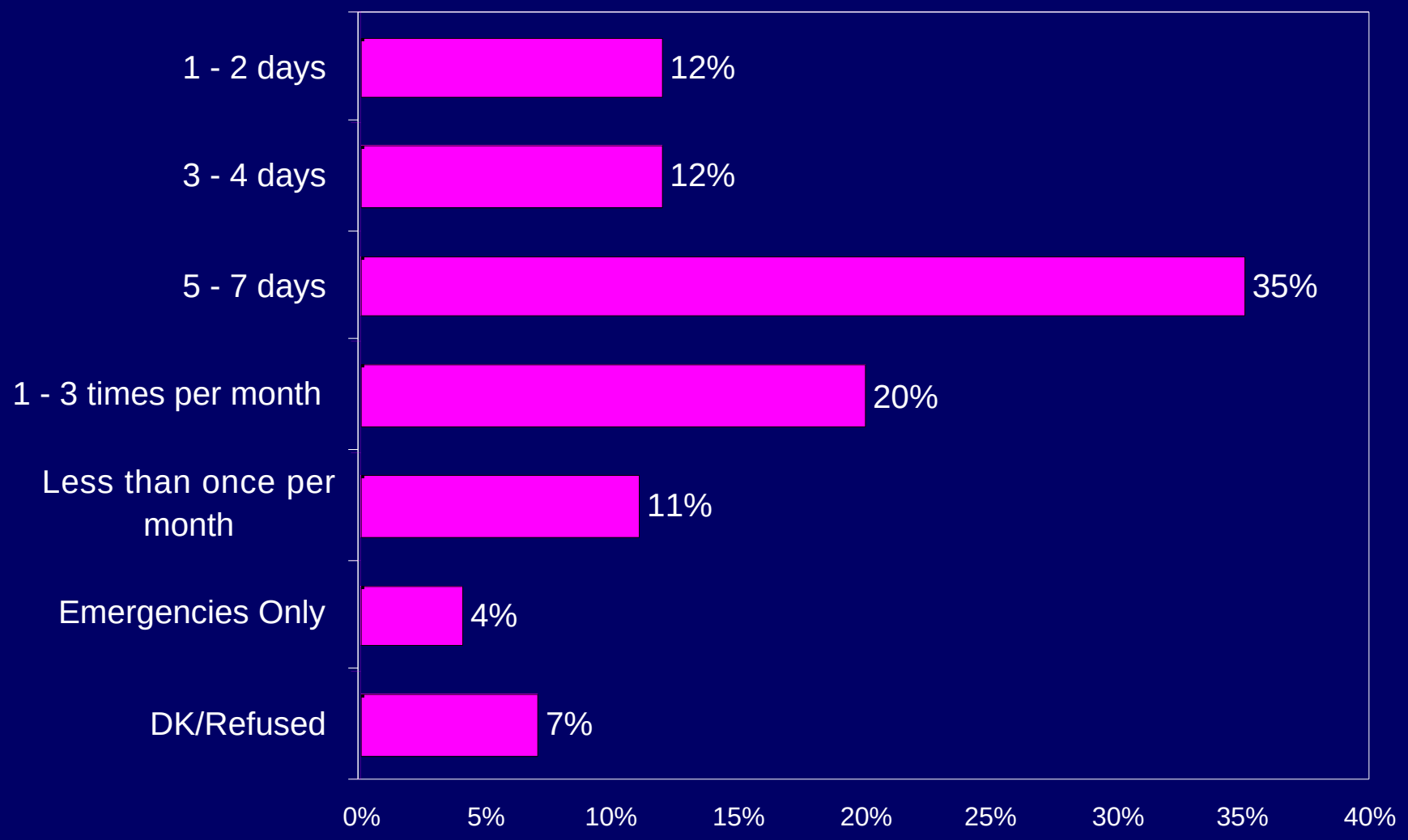
Ever Worked An Alternate Work Schedule?



[n=1,104 employed or students)

And, the past year, have you ever worked an alternate work schedule?

Frequency of Working Alternate Work Schedule



[n=381 who have worked an alternate work schedule)

How often do you typically work an alternate work schedule?

WIRTHLIN WORLDWIDE

Commuting Habits and Behavior Summary

Always drive alone	78%
Sometimes…	
Carpool	13%
Telecommute	4%
Ride MARTA train	2%
Walk, bike or rollerblade	2%
Ride MARTA or CCT bus	1%
Vanpool	--

Never Tried Alternatives	29%
Ever Tried/Sometimes…	
Carpool	36%
Work an Alternate Schedule	34%
Telecommute	23%
Ride MARTA Train	13%
Ride MARTA or CCT bus	9%
Use Alternate Means	7%
Van pool	2%

Commuting Habits by Region Lived

	Buck-head	Cumber-land	Town Center	Air-port	Peri-meter	De-catur	Mid-town	Down-town	North Fulton	Nor-cross
Always drive alone	74%	83%	77%	76%	83%	73%	80%	60%	80%	80%
Sometimes carpool	8%	14%	16%	17%	8%	13%	8%	22%	6%	17%
Sometimes telecommute	7%	3%	4%	1%	6%	4%	-	-	5%	3%
Sometimes walk/bike	7%	-	3%	1%	-	2%	4%	5%	4%	-
Sometimes ride MARTA	4%	-	-	4%	3%	4%	-	9%	4%	1%
Sometimes ride MARTA/ CCT bus	-	1%	-	1%	-	4%	8%	5%	-	-

Commuting Habits by Work Region

	Buck-head	Cumber-land	Town Center	Air-port	Peri-meter	De-catur	Mid-town	Down-town	North Fulton	Nor-cross
Always drive alone	85%	89%	81%	82%	82%	75%	71%	66%	81%	83%
Sometimes carpool	10%	8%	11%	14%	9%	10%	17%	18%	6%	15%
Sometimes telecommute	1%	2%	3%	3%	8%	2%	3%	2%	6%	2%
Sometimes walk/bike	1%	-	3%	1%	-	6%	-	2%	5%	-
Sometimes ride MARTA	2%	-	-	-	1%	1%	8%	9%	1%	-
Sometimes ride MARTA/ CCT bus	-	2%	2%	-	-	5%	-	3%	1%	-

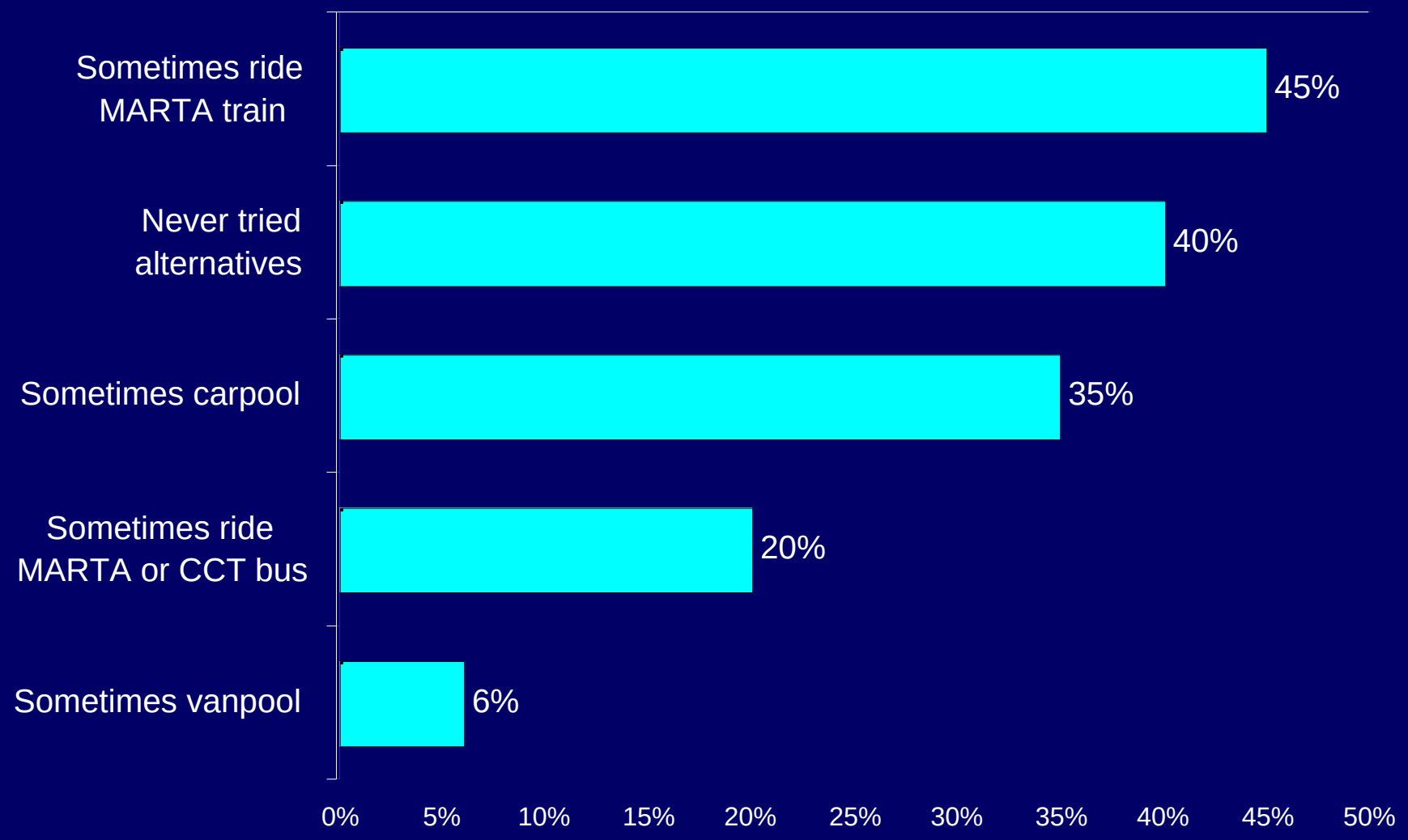
Commuting Behavior by Region Lived

	Buck-head	Cumber-land	Town Center	Air-port	Peri-meter	De-catur	Mid-town	Down-town	North Fulton	Nor-cross
Never Tried Alternatives	8%	26%	33%	29%	25%	26%	22%	12%	29%	28%
Ever/Sometimes carpool	28%	42%	41%	41%	36%	35%	35%	42%	35%	32%
Ever/Sometimes tele-commute	43%	24%	30%	10%	27%	20%	39%	29%	35%	20%
Ever/Sometimes walk/bike	18%	7%	6%	6%	9%	7%	11%	17%	14%	3%
Ever/Sometimes ride MARTA Train	18%	10%	6%	12%	16%	23%	11%	45%	20%	8%
Ever/Sometimes ride MARTA/CCT bus	8%	6%	2%	8%	9%	19%	18%	25%	7%	6%

Commuting Habits and Behavior by Work Region

	Buck-head	Cumber-land	Town Center	Air-port	Peri-meter	De-catur	Mid-town	Down-town	North Fulton	Nor-cross
Never Tried Alternatives	25%	37%	32%	40%	23%	26%	15%	21%	31%	28%
Ever/Sometimes carpool	30%	33%	41%	34%	35%	41%	41%	40%	39%	144
Ever/Sometimes tele-commute	16%	21%	27%	13%	29%	18%	21%	28%	27%	18%
Ever/Sometimes walk/bike	9%	7%	7%	4%	5%	13%	7%	9%	12%	3%
Ever/Sometimes ride MARTA Train	17%	7%	3%	7%	14%	21%	27%	26%	13%	12%
Ever/Sometimes ride MARTA/CCT bus	7%	5%	6%	5%	8%	23%	19%	19%	8%	8%

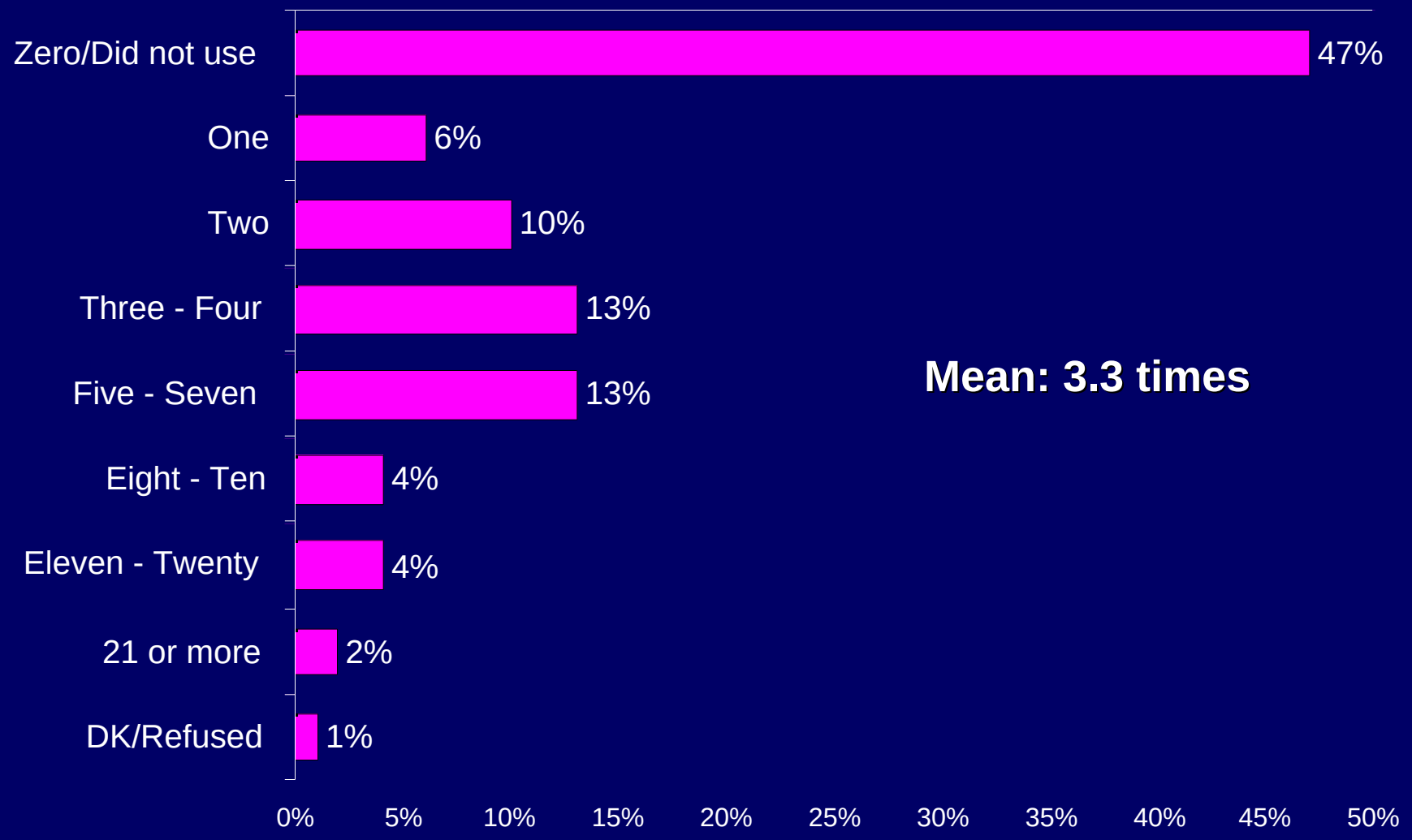
Non-Commute Travel Habits



Now, please think back over the past YEAR and tell me if you have EVER used the following means of transportation for NON WORK-RELATED OR NON SCHOOL-RELATED travel.

WIRTHLIN WORLDWIDE

Number of Times Internet Was Utilized for Shopping or Gathering Information Instead of Driving Car to Do So Last Week



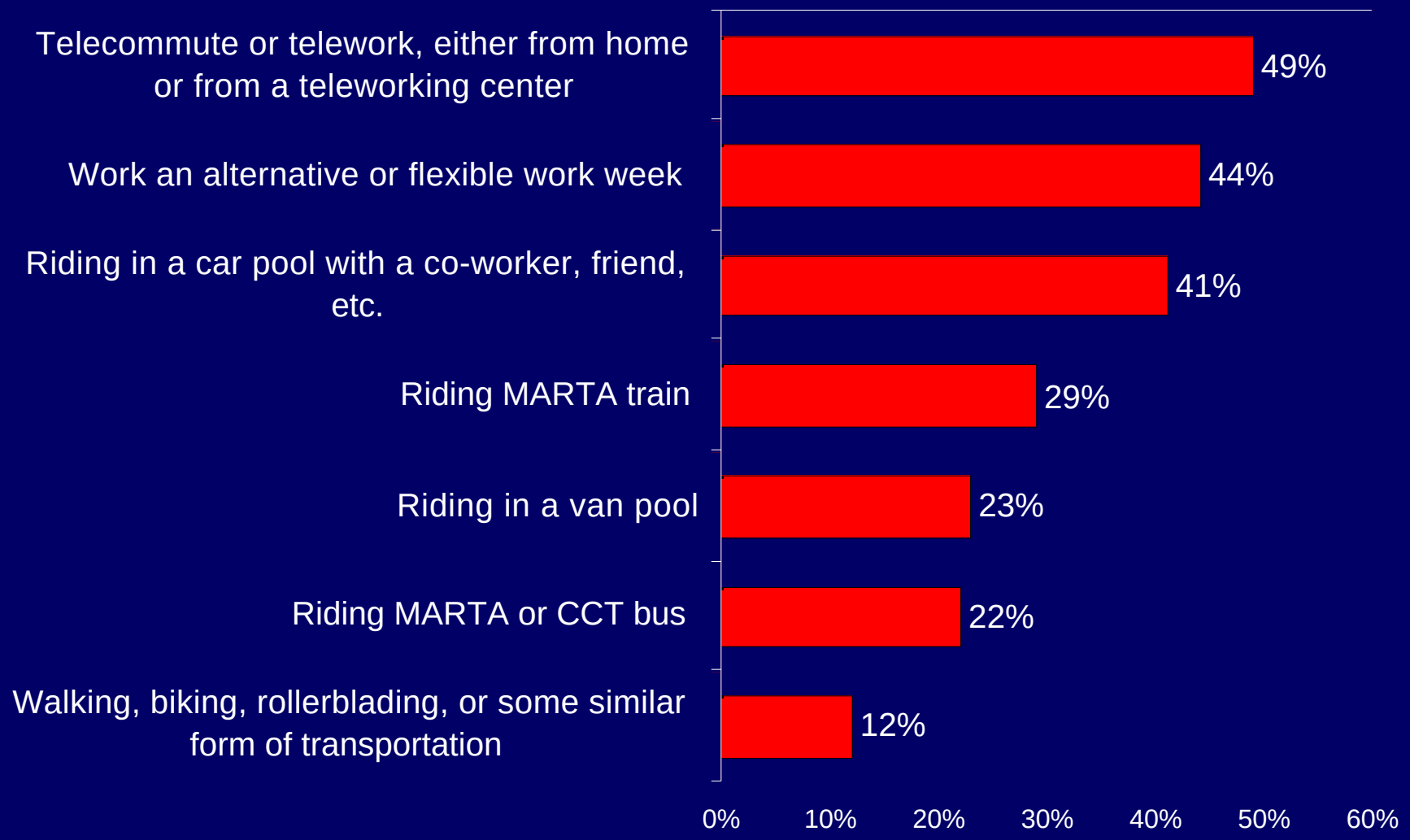
Mean: 3.3 times

WIRTHLIN WORLDWIDE

And last week, how many times did you use the Internet to shop or gather information instead of making a trip in your car to obtain information or shop?

Potential Commute Behavior

Total Likely to Use Means of Transportation At Least Once Per Week for Commute

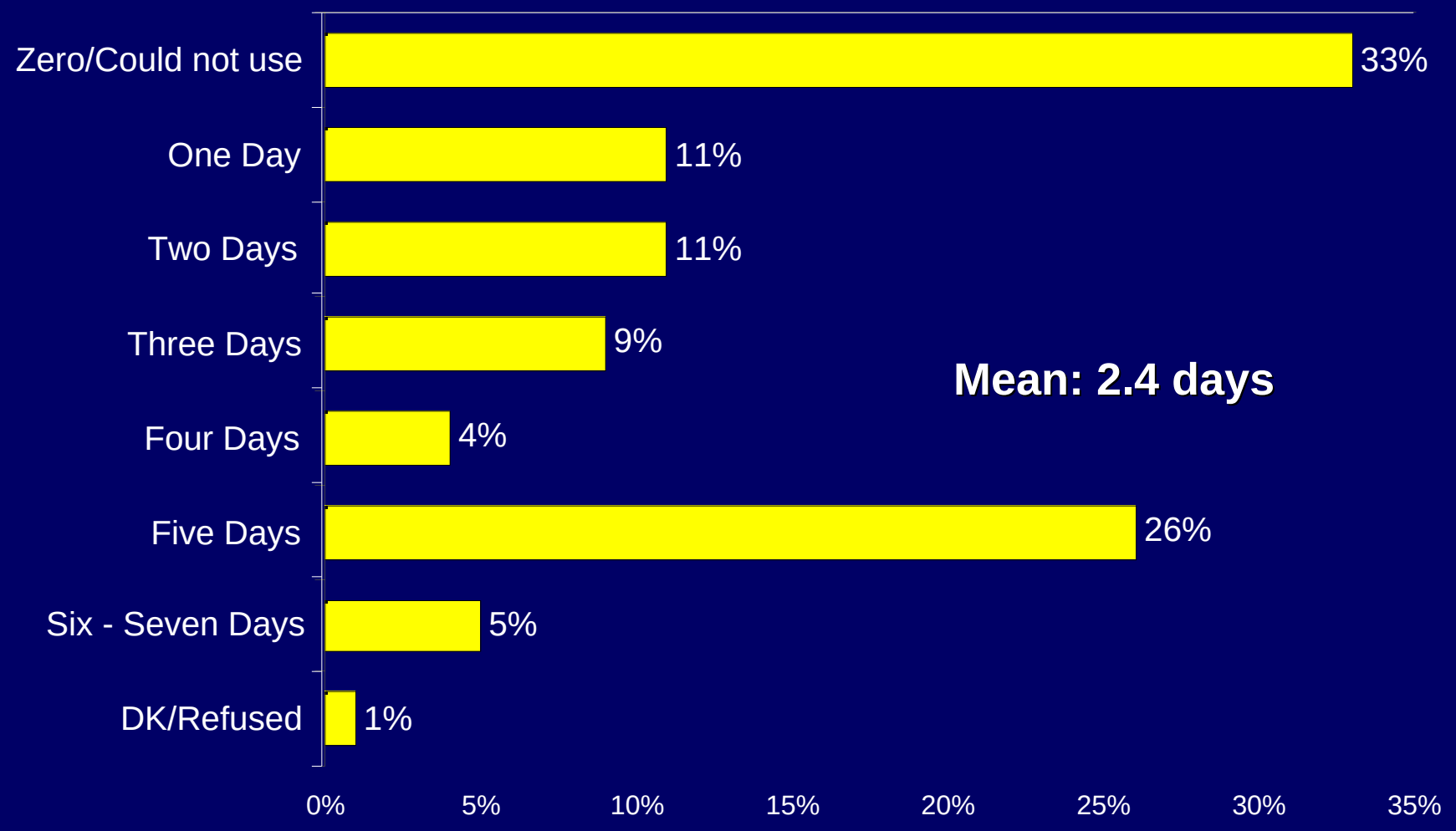


[n=1,104 employed or students)

If available, how likely would you be to use the following means of transportation at least once per week for your commute to and from work or school.

WIRTHLIN WORLDWIDE

Days Per Week to Possibly Use Commuting Alternatives Given Requirements of Job, Class Schedule, or Lifestyle

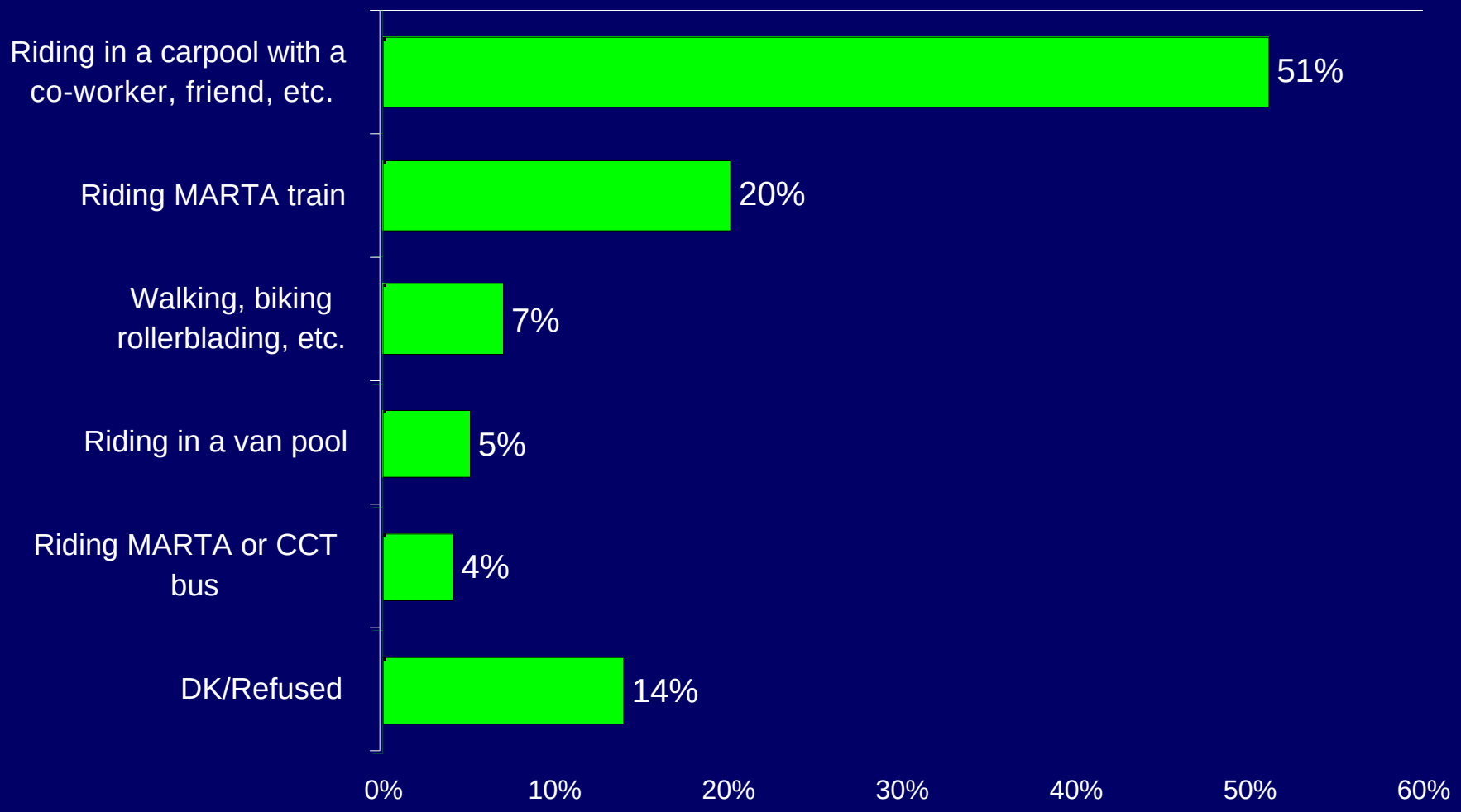


[n=1,104 employed or students)

Given the requirements of your job, class schedule or lifestyle, how many days per week COULD you use one of the commuting alternatives just described to get to and from work or school?

WIRTHLIN WORLDWIDE

Commuting Alternative Most Likely to Use to Get To and From Work or School

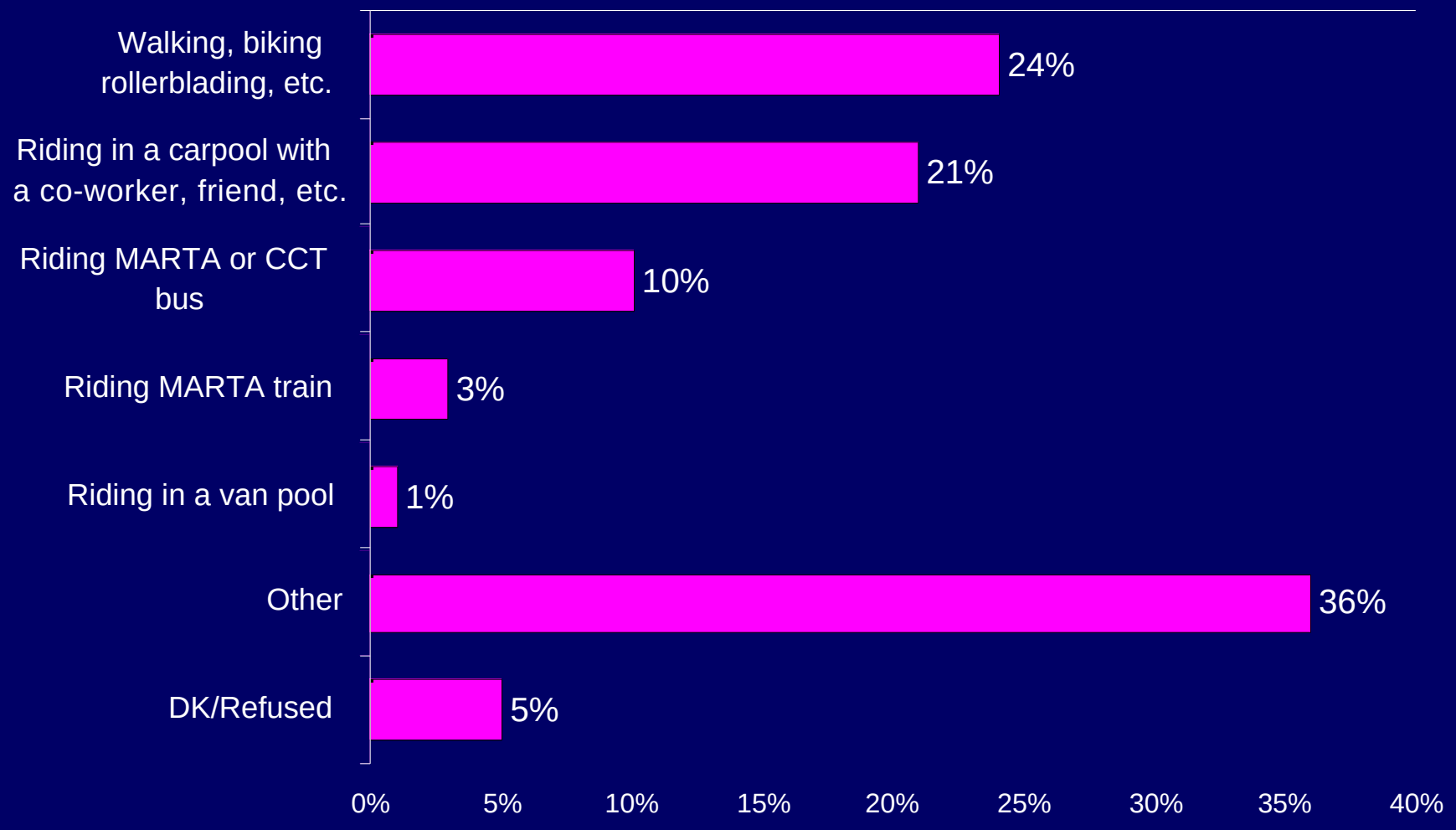


[n=1,104 employed or students)

Which of the commuting alternatives would you be MOST likely to use to get to and from work or school?

WIRTHLIN WORLDWIDE

Way to Get To Station or Stop

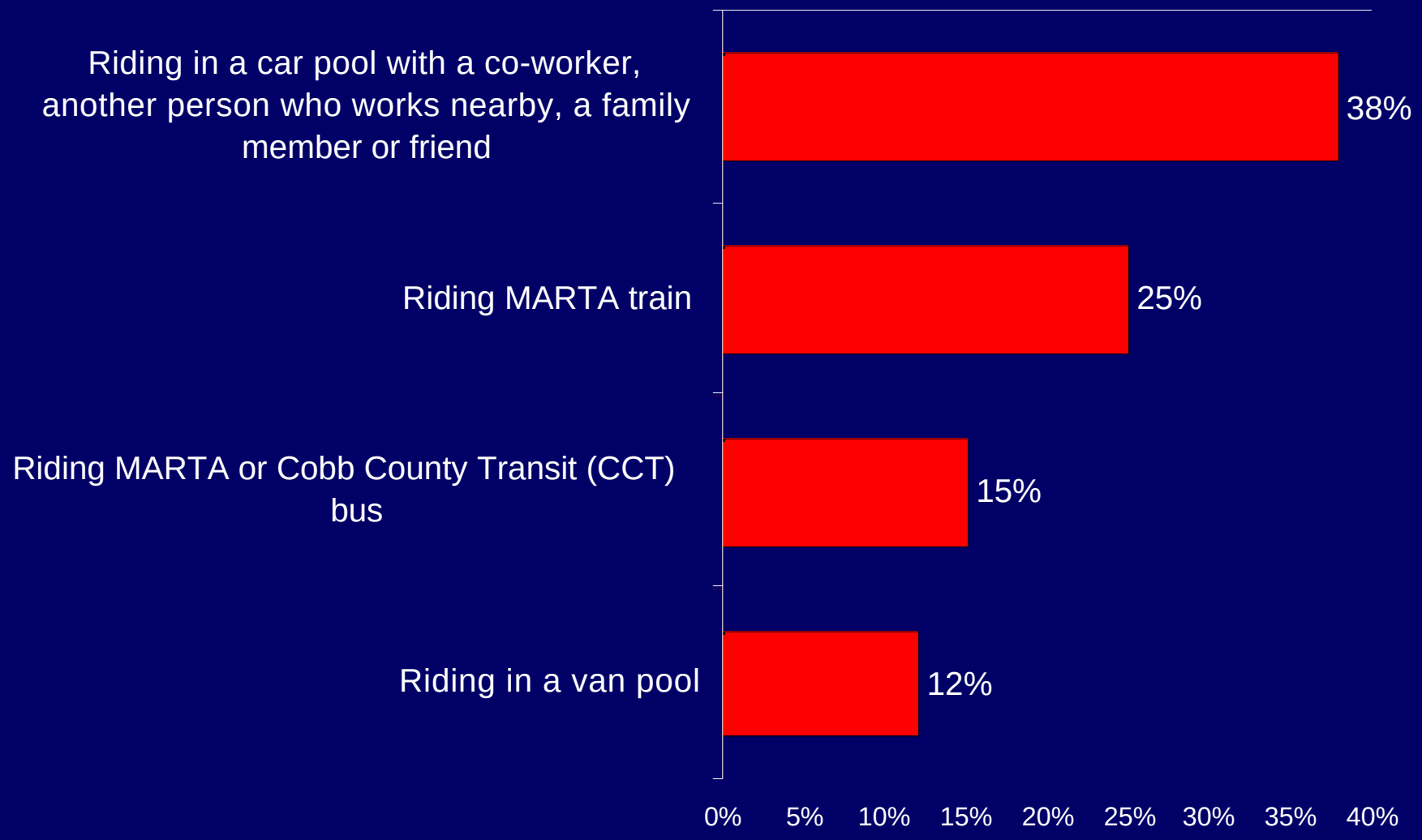


WIRTHLIN WORLDWIDE

[n=266 most likely to use the transit to get to and from work or school)

How would you get to the station or stop?

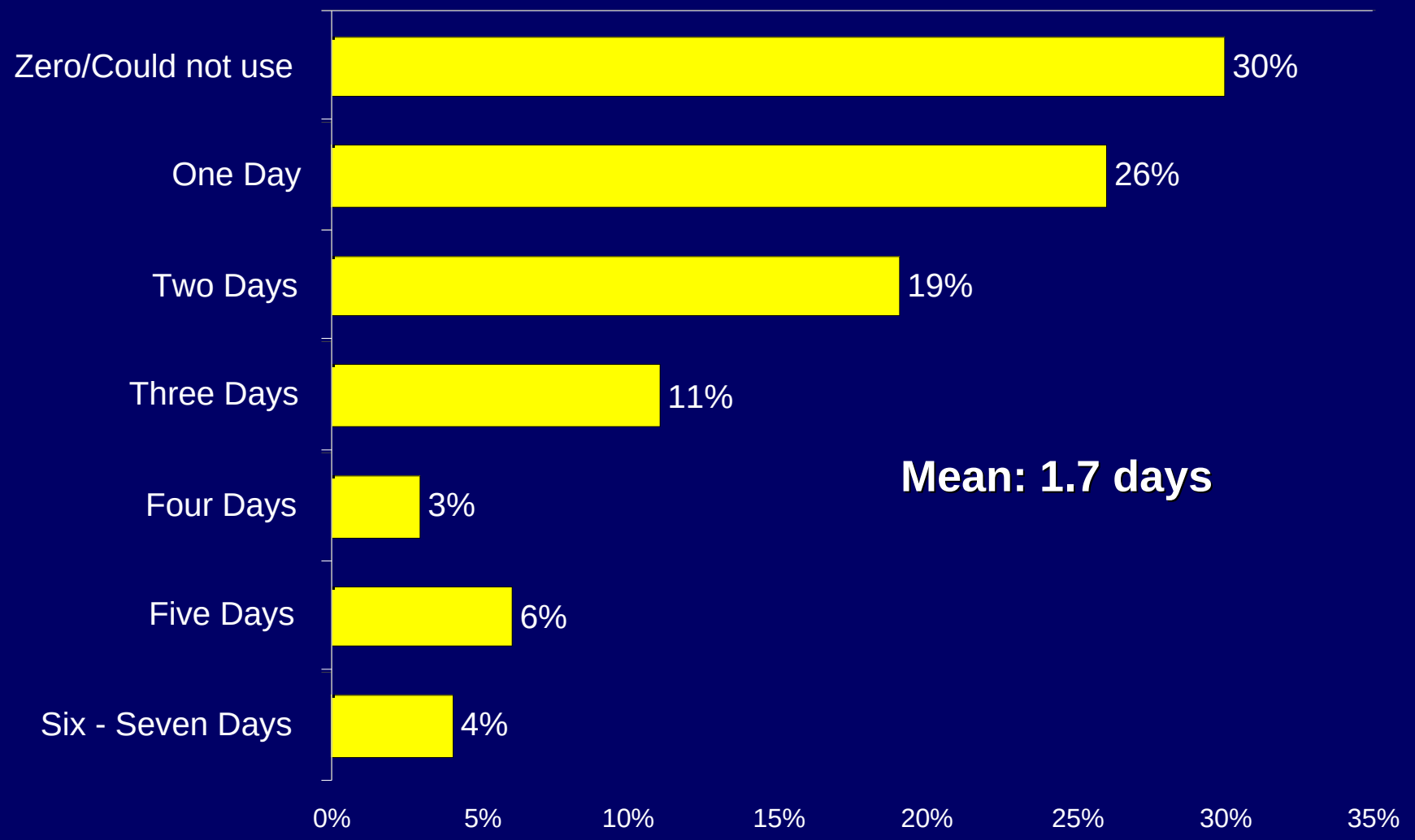
Total Likely To Use Transportation Means At Least Once Per Week for Non-Work Related Trips



WIRTHLIN WORLDWIDE

If available, how likely would you be to use the following means of transportation at least once per week for NON WORK-RELATED trips.

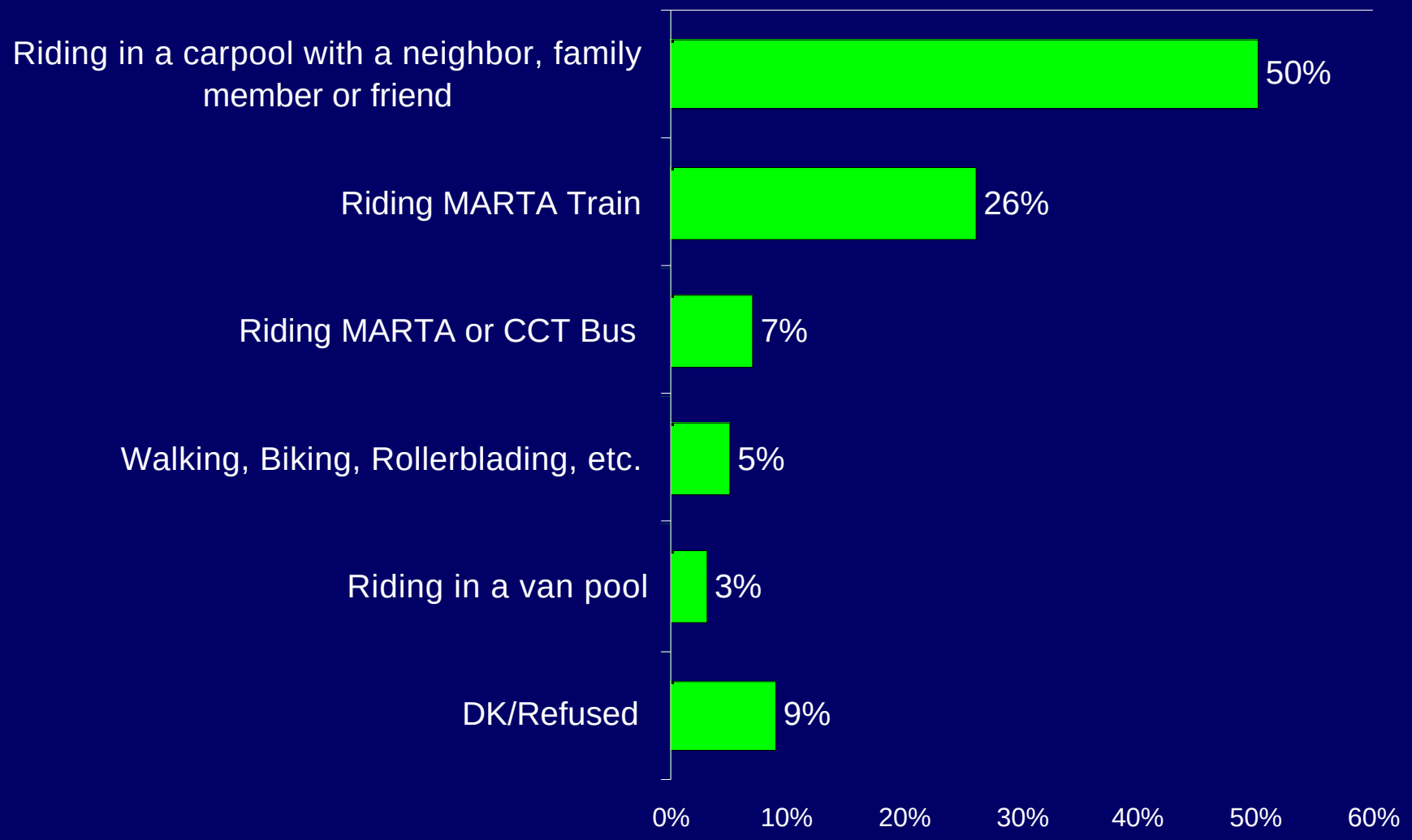
Days Per Week to Possibly Use Commuting Alternatives Given Nature of Non-Work Trips and Considering Lifestyle



WIRTHLIN WORLDWIDE

Given the nature of your non-work trips and considering your lifestyle, how many days per week COULD you use at least one of the commuting alternatives just described?

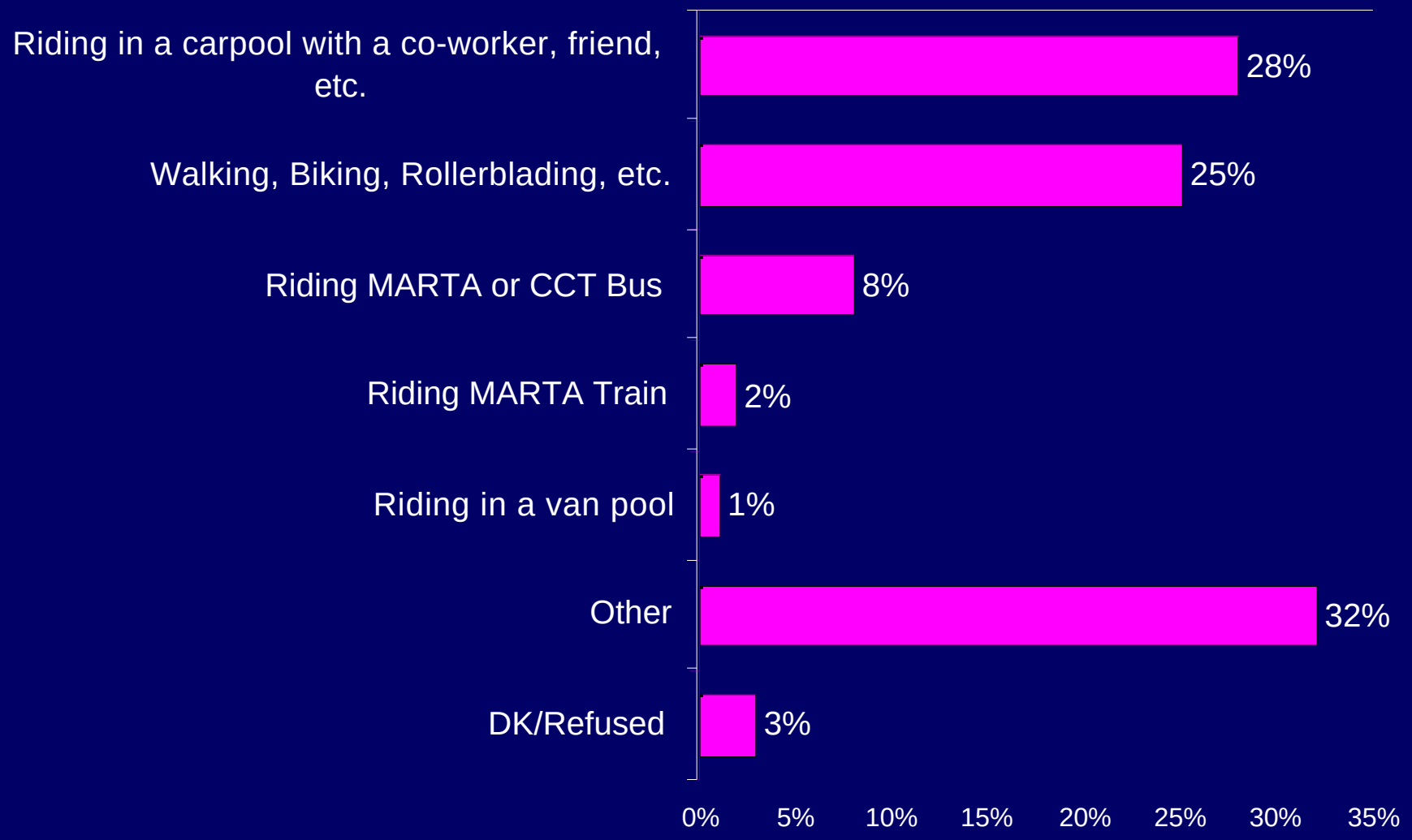
Commuting Alternative Most Likely to Use for Non-Work or School-Related Trips



WIRTHLIN WORLDWIDE

Which of the commuting alternatives would you be MOST likely to use for non-work or school related trips?

Way to Get To Station or Stop

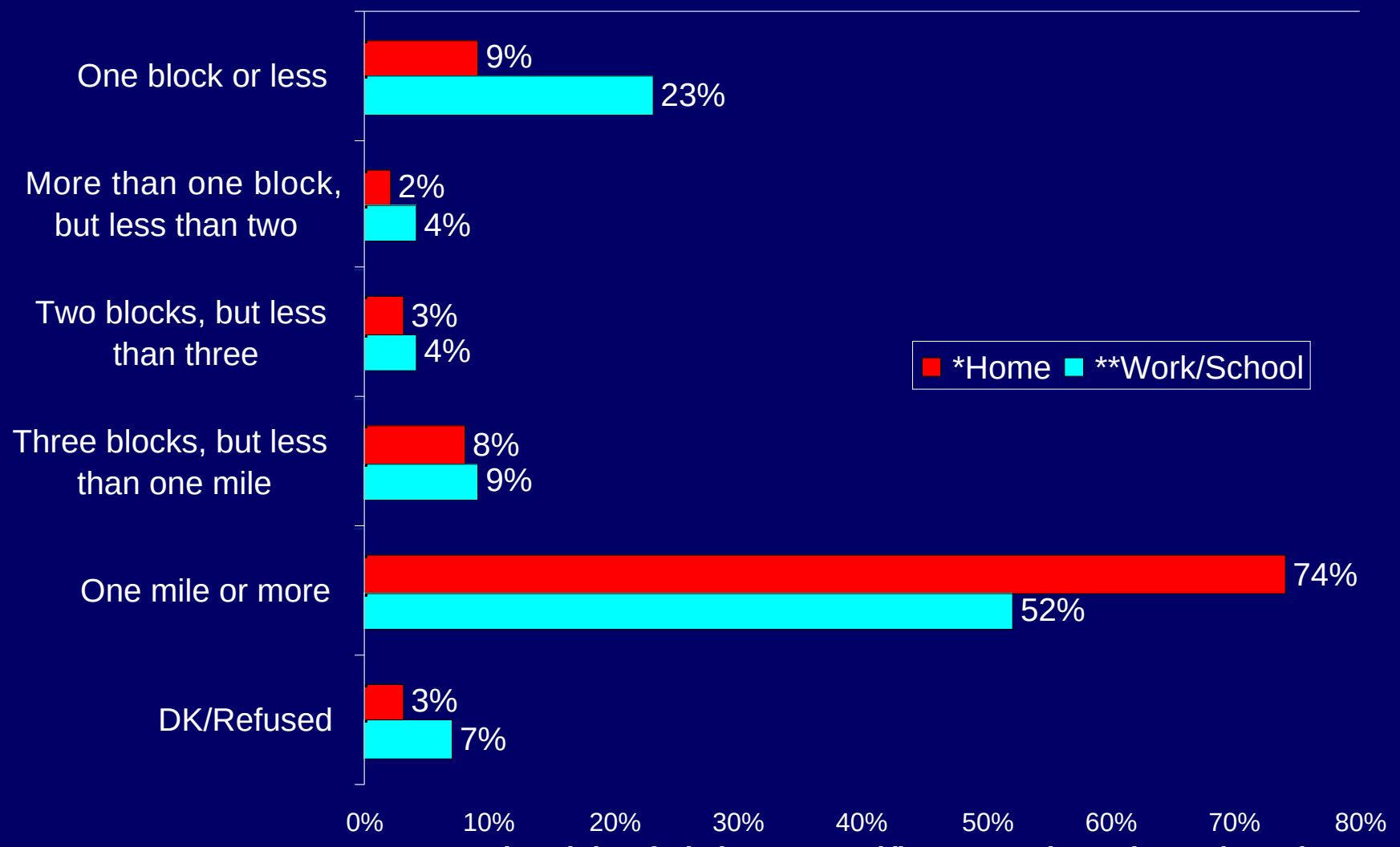


[n=481 most likely to use the transit for non-work or school-related trips)

How would you get to the station or stop?

WIRTHLIN WORLDWIDE

Distance of Nearest Public Transportation Station From Residence and From Work/School



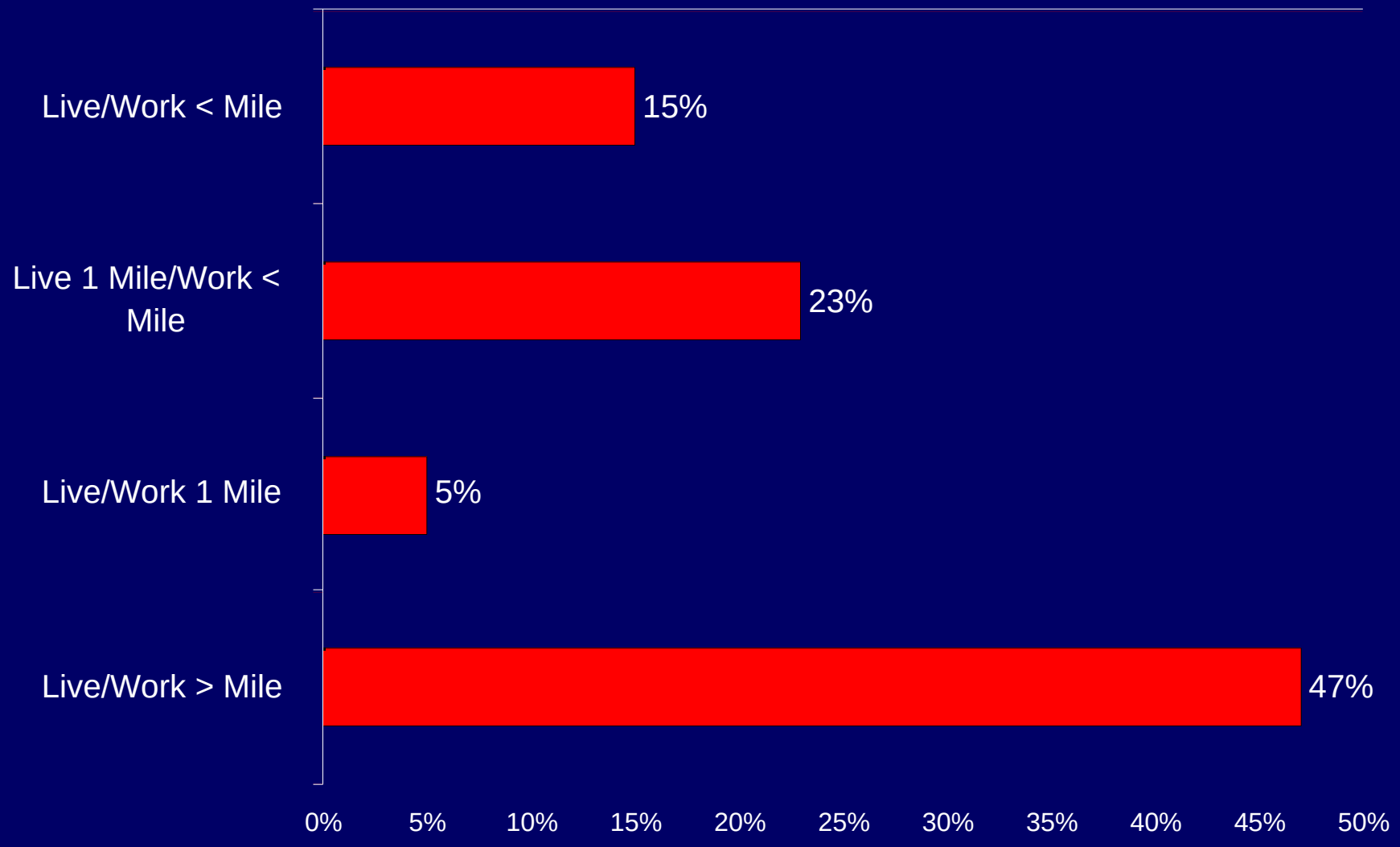
[*N=1,501 respondents;
**n=1,104 employed or students)

Approximately how far is the nearest public transportation station, such as a bus stop or train station from your residence?

Approximately how far is the nearest public transportation station, such as a bus stop or train station from your work or school?

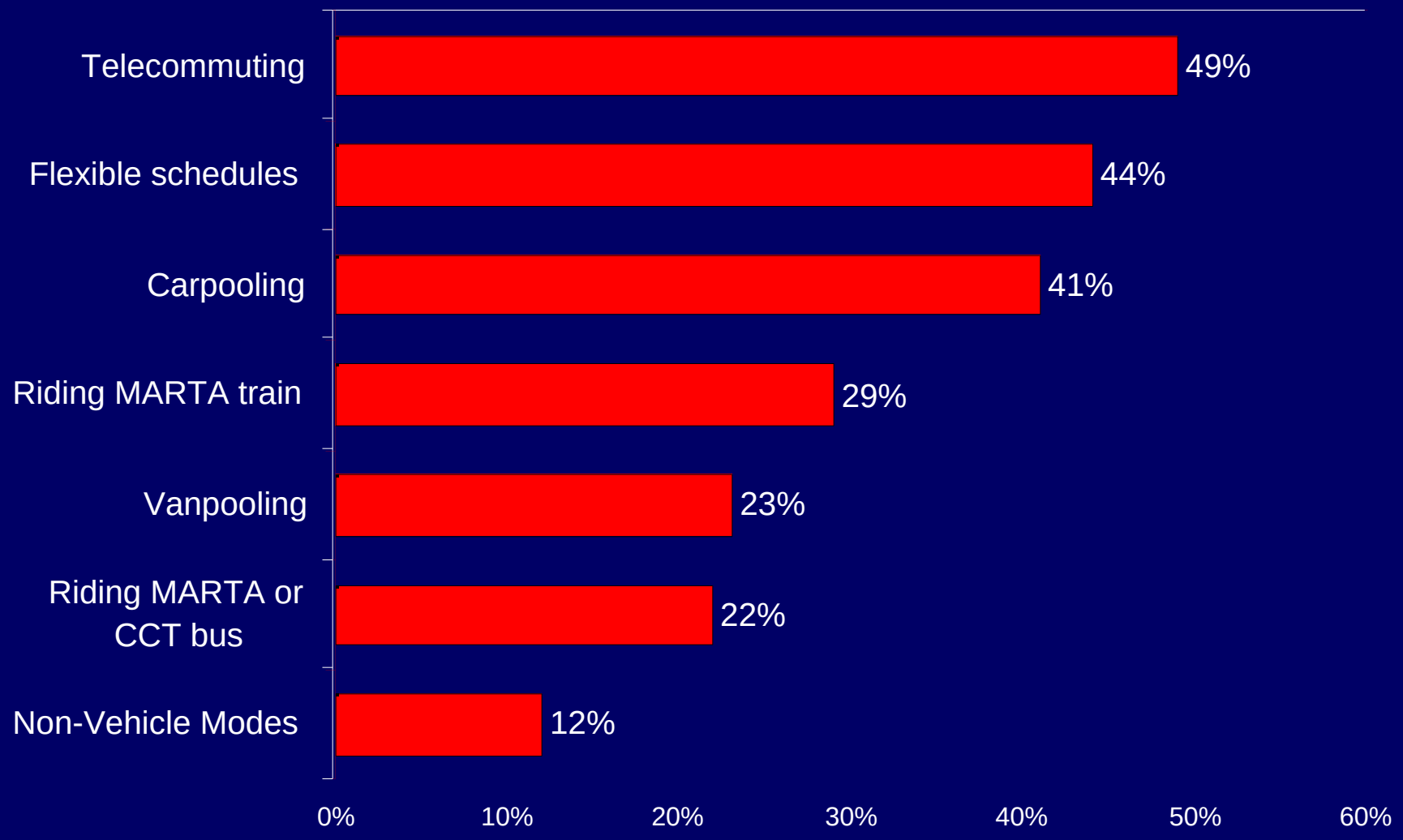
WIRTHLIN WORLDWIDE

Distance – Based Segmentation



Implications

Messages Should Focus on Behaviors With Highest Potential to Deliver Results



WIRTHLIN WORLDWIDE

Messages Should Target Segments Most Likely to Try These Behaviors …

Demographic Profiles by Behavior

EVER / SOMETIMES CARPOOL	36%
Female 18-34	55%
Age 18-29	54%
Earn < $30,000	51%
Male 18-34	48%
Single	43%
Affluentials	42%

LIKELY TO CARPOOL	41%
Female 18-34	54%
Age 18-29	52%
Female	48%
Single	48%

Demographic Profiles by Behavior

EVER/SOMETIMES RIDE	
MARTA TRAIN	13%
Urbans	34%
Live/Work < 1 Block	30%
Inner Suburbs	29%
Work Midtown	27%
Work Downtown	26%
Live in Decatur	23%
African American	22%
Single	21%
Live/Work 1 Block-1 Mile	21%
Work Decatur	21%
Live Fulton	20%
Age 18-29	19%

LIKELY TO RIDE MARTA TRAIN	29%
Urbans	44%
Work in Decatur	38%
Inner Suburgs	38%
African American	36%
Live in Decatur	36%
College Graduate	35%

Demographic Profiles by Behavior

EVER / SOMETIMES RIDE	
MARTA / CCT BUS	9%
Live/Work < 1 Block	35%
Urbans	29%
Inner Suburbs	26%
Work Decatur	23%
African American	20%
Live in Decatur	19%
Work Midtown	19%
Work Downtown	19%
Age 18-29	14%
Male 18-34	14%

LIKELY TO RIDE MARTA/	
CCT BUS	22%
Urbans	34%
African American	29%
Work in Decatur	29%
Live in Decatur	27%
College Graduates	24%

Demographic Profiles by Behavior

EVER / SOMETIMES USE	
NON-VEHICLE TRANSIT	7%
Urbans	14%
Male 18-34	13%
Age 18-29	12%
Single	12%

LIKELY TO USE NON-VEHICLE	
TRANSIT	12%
Urbans	22%
Work in North Fulton	22%
Work in Town Center	18%
Male 18-34	16%
Single	16%

Demographic Profiles by Behavior

EVER / SOMETIMES TELECOMMUTE	23%
Urbans	41%
Earn Over $70,000	37%
College Graduate	34%
Caucasian	28%
Married	28%
Age 30-39	27%
Earn $50-$70,000	22%

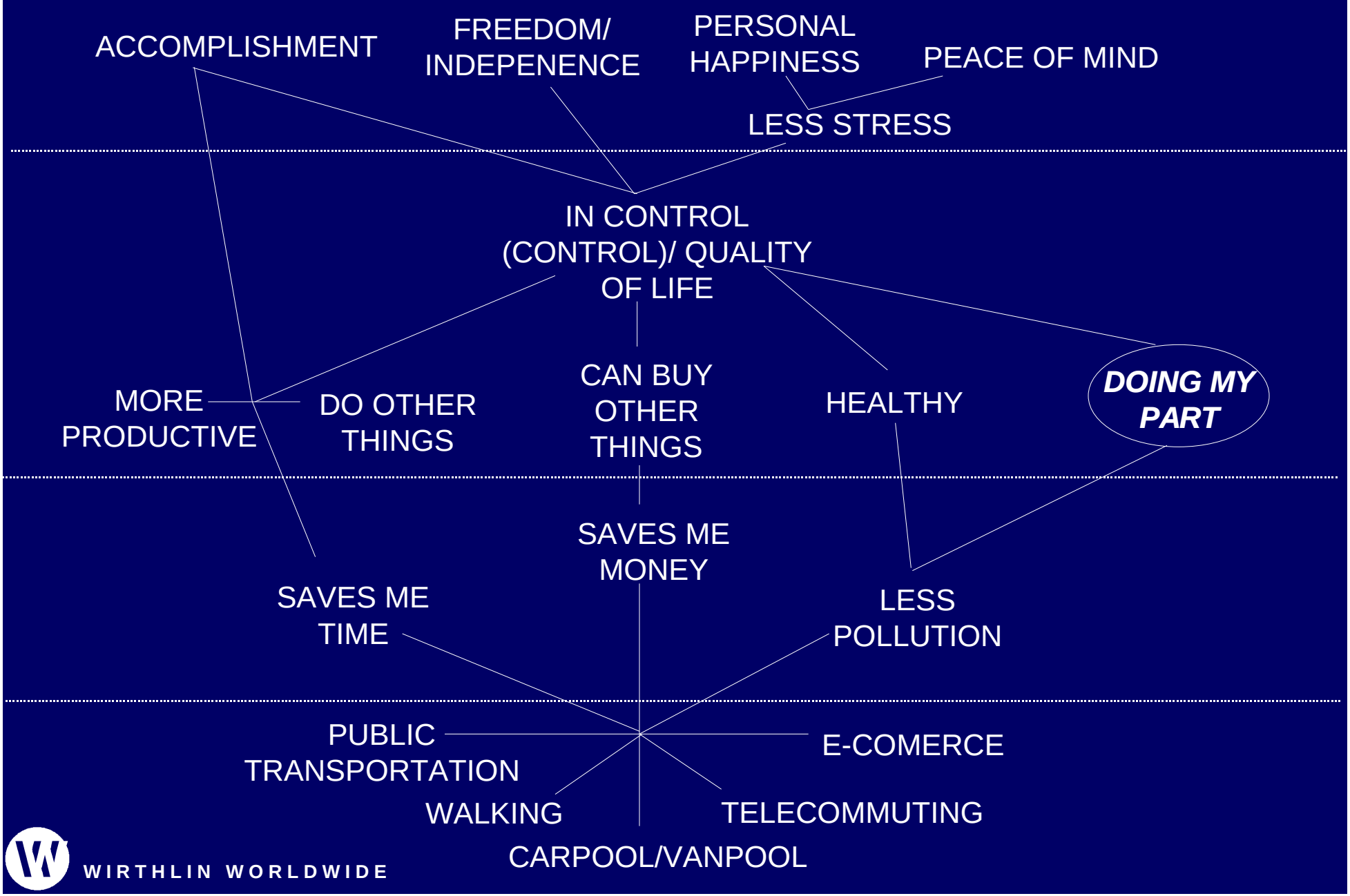
LIKELY TO TELECOMMUTE	49%
Female 18-34	62%
Age 30-39	55%
College Graduate	55%
Earn Over $70,000	55%
Female	54%
Female 35-54	53%
Earn $50-$70,000	53%

Messaging

Positioning

- Because of the barriers regarding alternative forms of transportation – “I am dependent on others” – the debate and communication should reframe the issue.
- The reframing stresses that alternative forms of transportation lead to being in control. This emotion serves as a way through which commuters and businesses can activate change and a way in which they would personally benefit from the behavior.
  - For commuters, the benefits center on less stress, having time to do things that are important to them, and enjoying an improved quality of life.
  - For businesses, the benefits center on increased productivity, better quality of life, and improved morale/less stress for employees.

Strategic Positioning - 2000



WIRTHLIN WORLDWIDE

Communication Model

Desired Behavior

Personal Value

Peace of Mind/Satisfaction

I feel good / I feel a sense of personal satisfaction.

Psycho-social Consequence

Feel Better

In Control

I have more control of my day ...

Benefit

Saves Money/Time

I don't waste time sitting in traffic … I save time and money …

Attribute

Alternative Transportation

I prefer to carpool instead of driving alone in my car …

Target Audience

WIRTHLIN WORLDWIDE

Congestion & Air Quality Minority Summary 2001 Segmentation Study

HEADFIRST
MARKET
RESEARCH

Background & Purpose

- As part of the on-going work of the “Framework for Cooperation to Reduce Traffic Congestion and Improve Air Quality”, Wirthlin Worldwide conducted a segmentation research study regarding attitudes and behaviors of public transportation in the Atlanta area.
- HeadFirst Market Research analyzed the data to highlight the minority perspective.

Quantitative Telephone Survey

- 2001 Segmentation Survey
  - 1501 total respondents
    - 1039 Caucasian (69%)
    - 317 African American (21%)
    - 20 American Indian (1%)
    - 22 Asian American (1%)
    - 21 Hispanic American (1%)
    - 43 Other (3%)

– Due to the sample sizes, the African American segment in the quantitative survey is the focus of the summary

Executive Summary

- The African American community mirrors the general market:
  - Having a high concern for traffic congestion and significantly higher concern than Caucasians for air quality
  - Current commuting behavior of the majority is to ‘drive alone’.
  - Over 60% commute less than 40 minutes
  - About 70% commute less than 20 miles
  - In the past year, around 30% have not used alternative transportation
  - Approximately two-thirds have not worked an alternative work schedule

Executive Summary

- Unaided advertising awareness has increased among African Americans since the beginning of last year's campaign, with significant change in recall of "traffic congestion" and "public transportation".
- Advertising content recall has directionally declined among African American respondents.
- The Clean Air Campaign as an advertising sponsor has increased in the African American community, with the majority of respondents that were aware of the organization categorizing it as 'extremely valuable'.

Executive Summary

- Overall, African American non-transit users had a higher willingness to try alternative transportation methods than Caucasian non-transit users.
- Carpooling, alternative work week and telework continue to be attractive alternative transportation options with African Americans associating benefits such as ‘saves time’, ‘don’t have to drive daily’ which they ladder to ‘doing my part’ and ‘less stress’ .

Strategic Implications

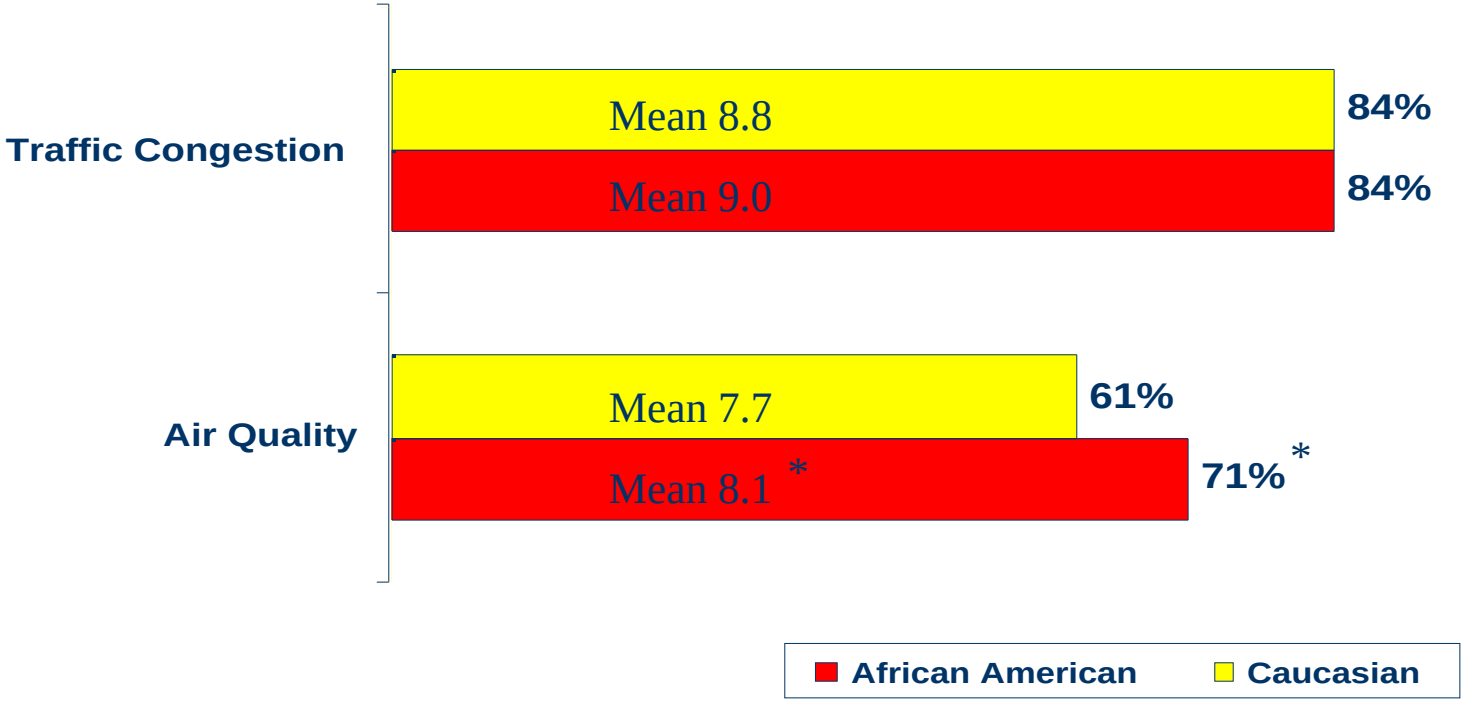
- For the African American community, increased advertising awareness of specific alternative transportation options to increase trial and usage.
- Put emphasis on the alternatives that were ‘most likely’ to be used by respondents, carpooling, telework, and alternative work week to help reduce traffic congestion and improve air quality
- Focus targeted communications to this receptive segment by providing a compelling/convincing message, (i.e. ‘saves time’, ‘less stress’).
- Continue to encourage alternative transportation options such as carpooling and MARTA train for non-work related trips.

Detailed Findings

Concern with Air Quality and Traffic Congestion

Overall, Atlantans have a high concern for traffic congestion with African Americans showing a significantly higher concern for air quality than Caucasians.

– Top 3 Box –

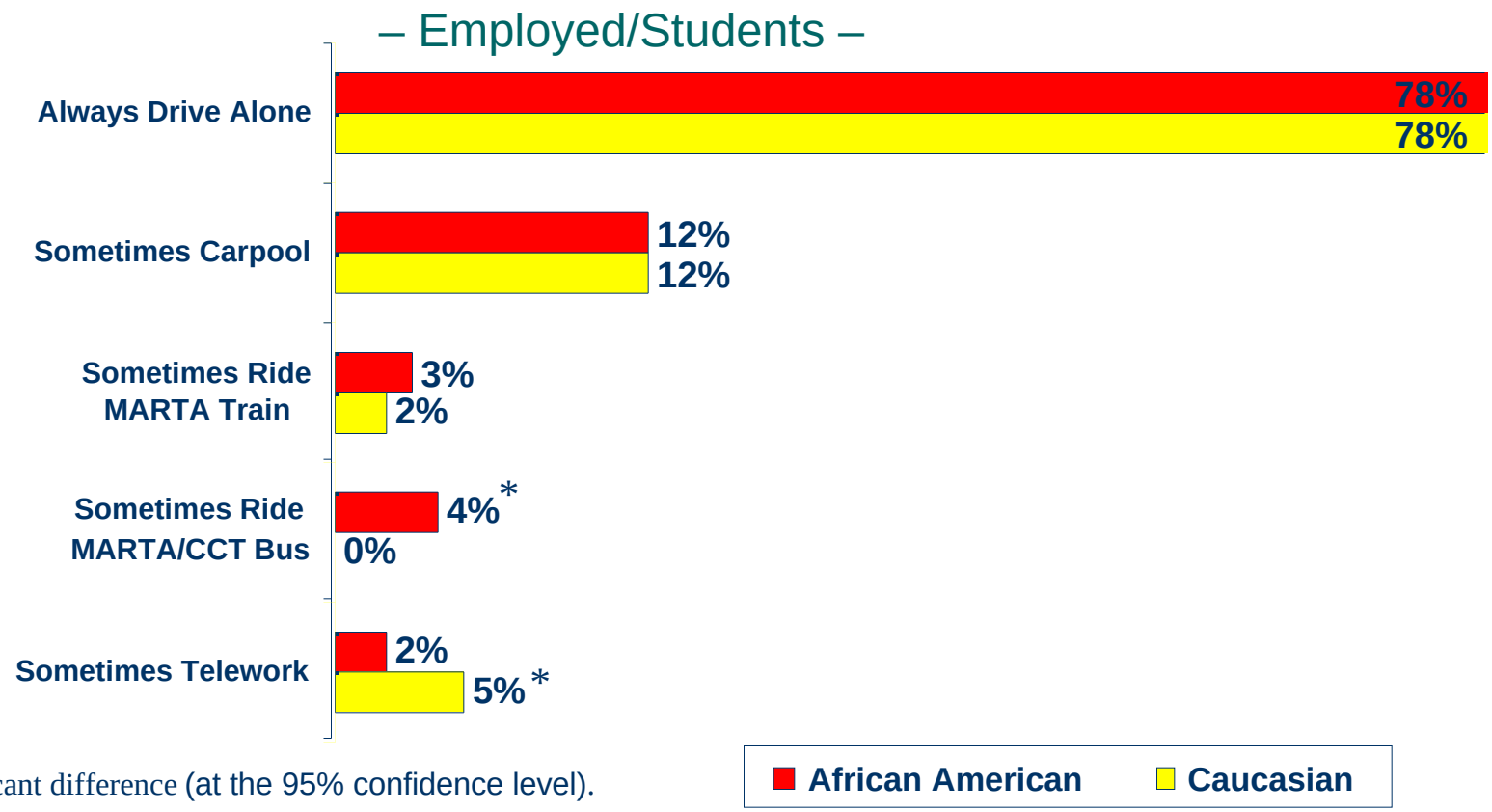


*Significant difference (at the 95% confidence level).

Current Commute Behavior

Commuting Behavior

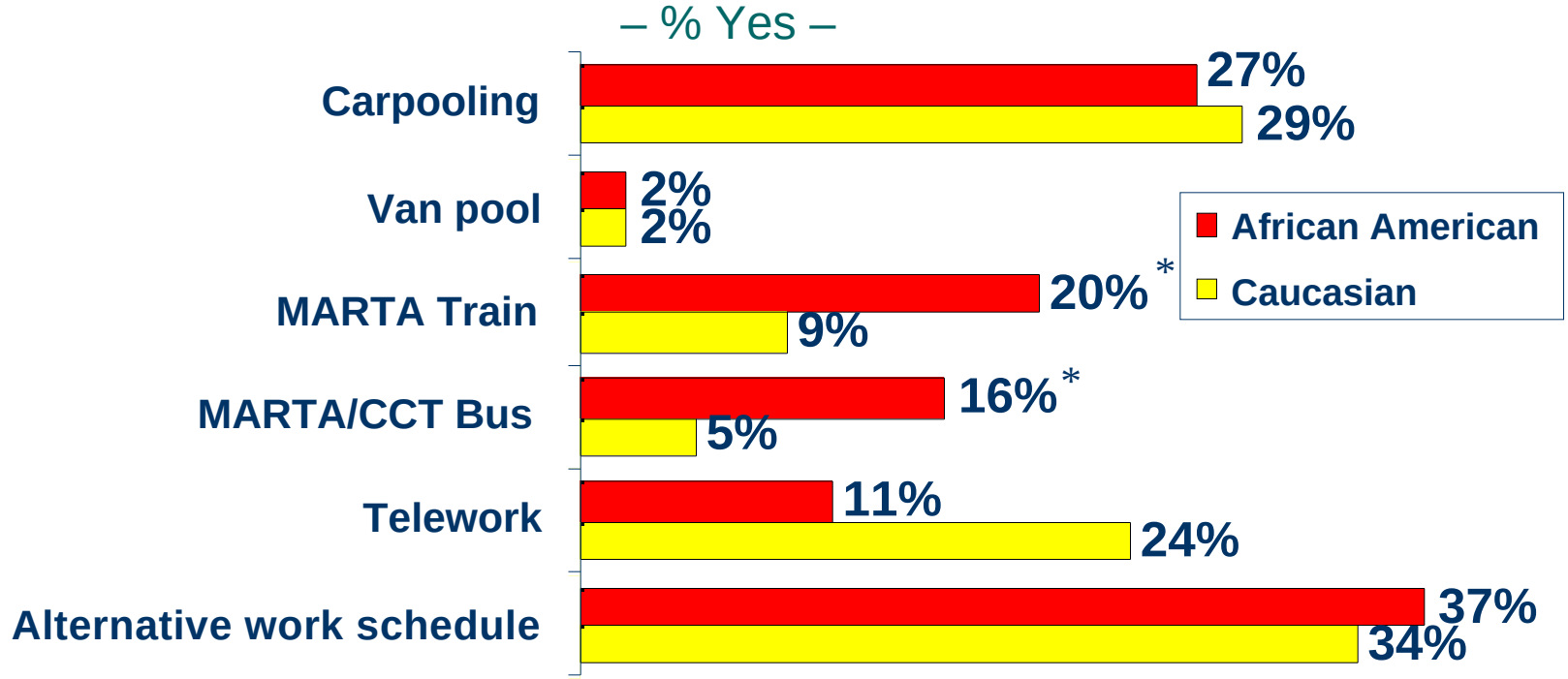
Both African Americans and Caucasians primarily 'always drive alone' to and from work.



*Significant difference (at the 95% confidence level).

Ever Traveled to Work/School by...

In the past year, almost 30% of the respondents that were employed and students had never tried alternative transportation methods. Of those who had used alternative methods, African American respondents had utilized MARTA train and MARTA/CCT bus significantly more than their Caucasian counterparts.



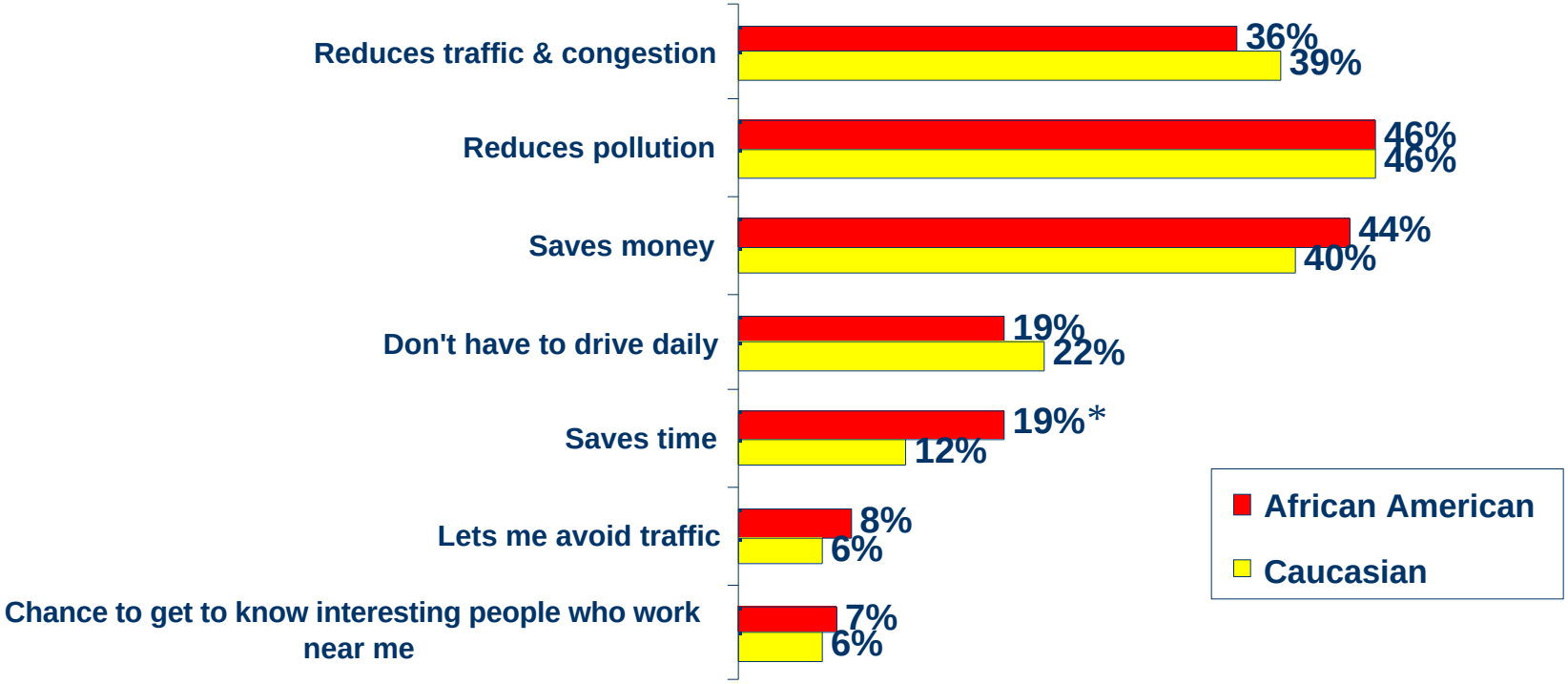
* Significant difference (at the 95% confidence level)

Q: Please tell me if in the past year you ever traveled to work/school by ____?

Most important/convincing reasons to Carpool

Generally, respondents thought that the most convincing reasons to carpool were that it 'reduces pollution', 'reduces traffic and congestion', and 'saves money'. Significantly more African Americans than Caucasians thought that it 'saves time'.

– Total Mentions –

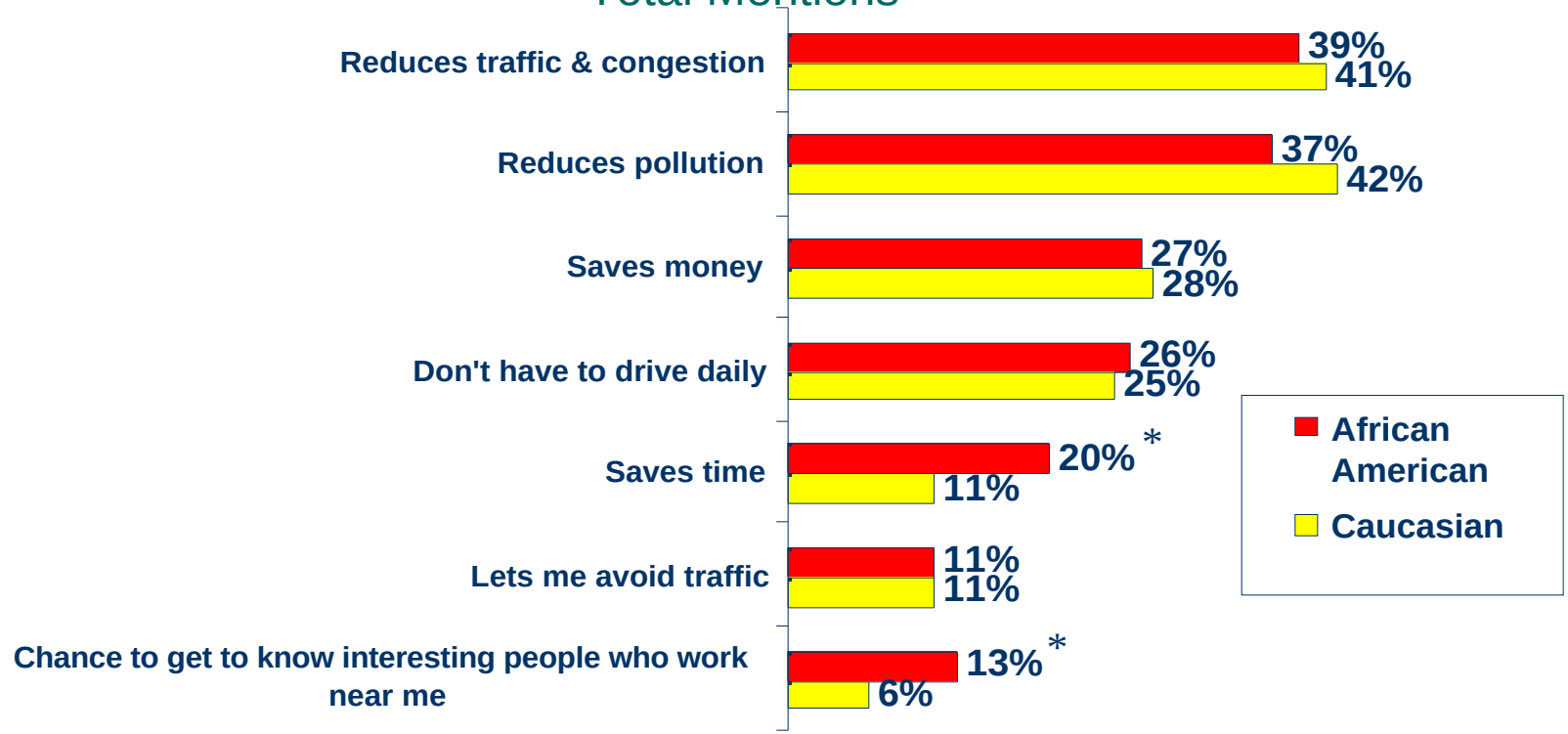


*Significant difference (at the 95% confidence level).

Most important/convincing reasons to Van pool

Most respondents agreed that the most convincing reasons to vanpool were that it 'reduces pollution', and 'reduces traffic and congestion'. African Americans, significantly more than Caucasians, thought that it 'saves time' and provides the 'chance to get to know interesting people'.

– Total Mentions –

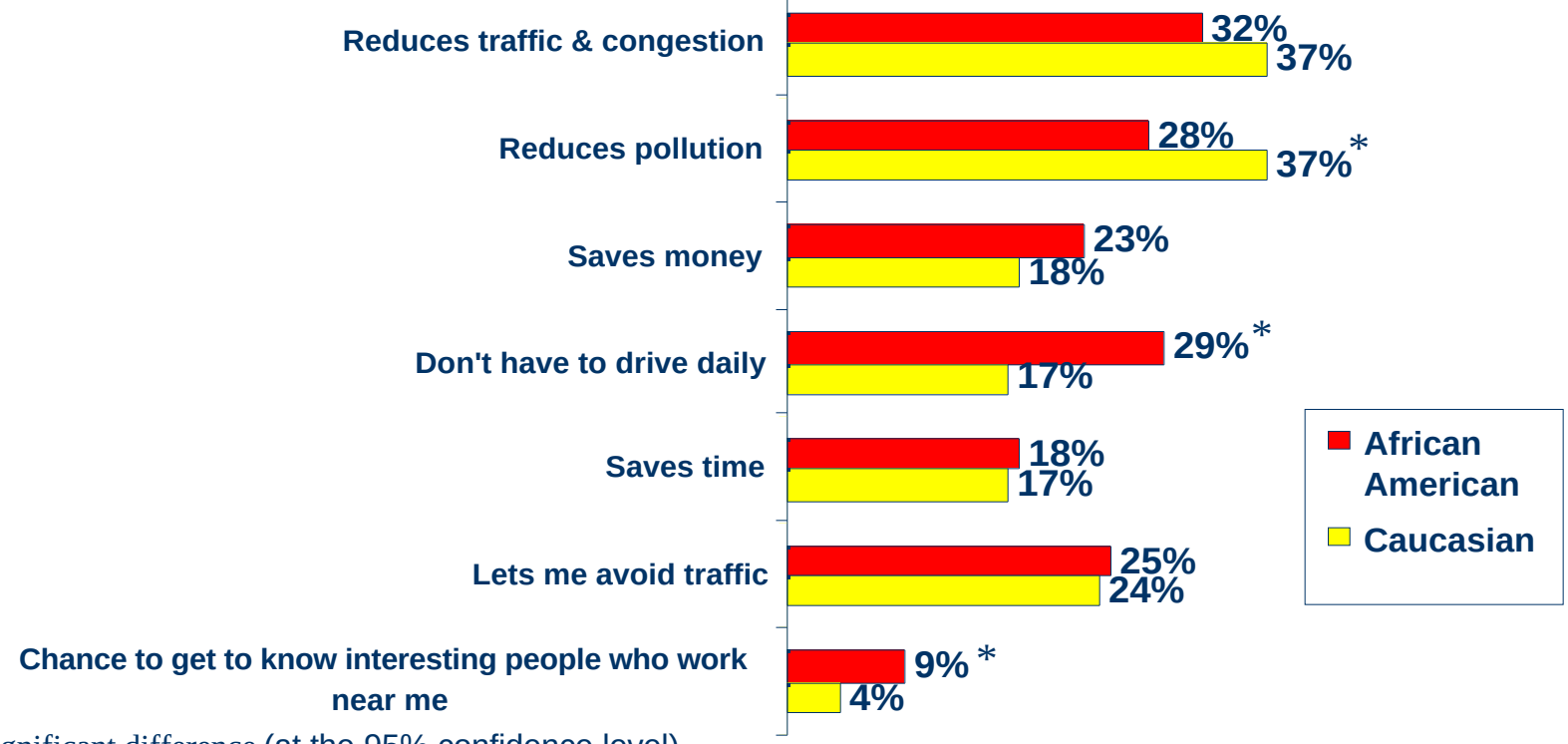


*Significant difference (at the 95% confidence level).

Most important/convincing reasons to use Transit

Although most respondents thought 'reduces traffic and congestion' was the most important reason to use transit, significantly more Caucasians felt that it 'reduces pollution'. In addition, 29% of African Americans versus 17% of Caucasians thought not having to drive daily was a compelling reason to use transit.

– Total Mentions –

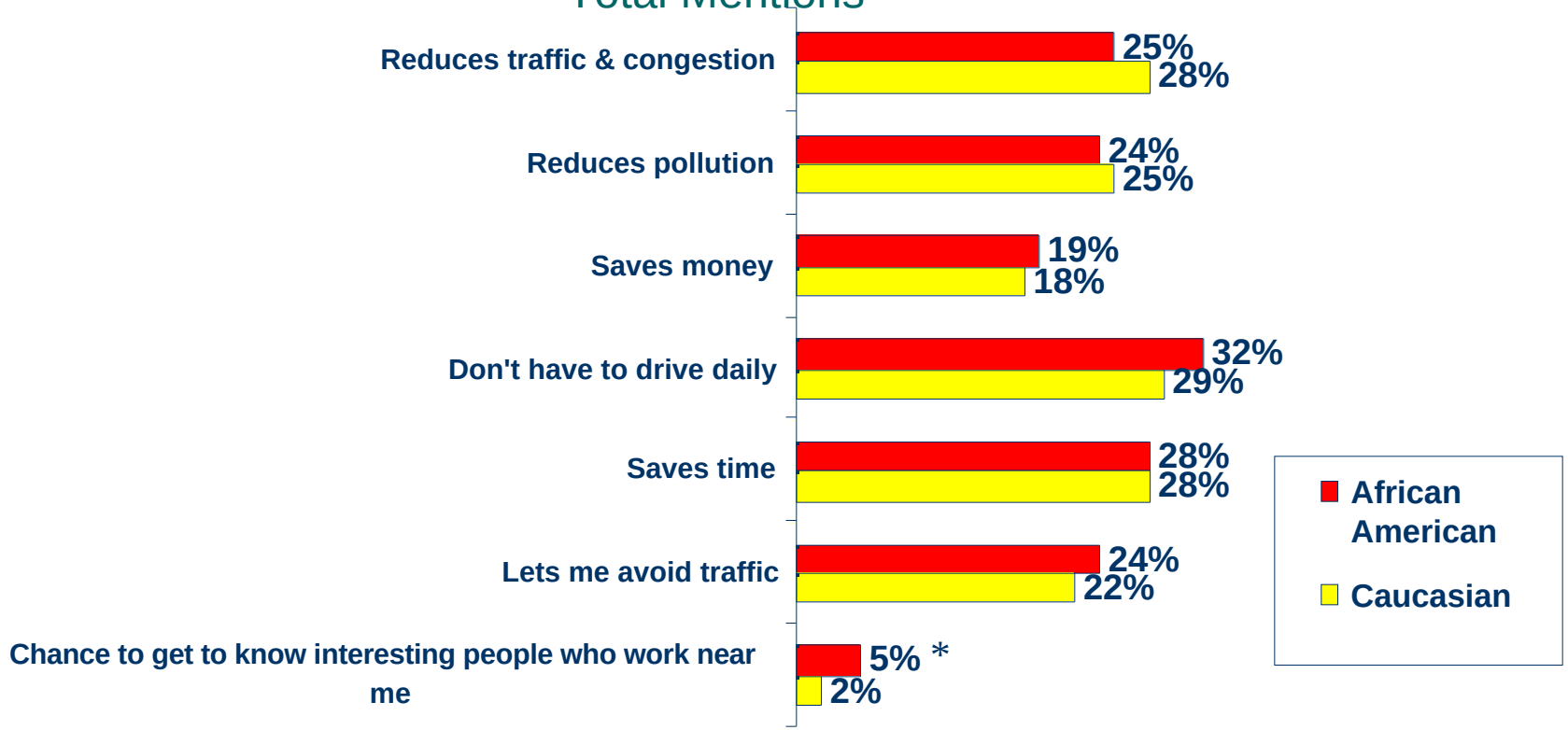


*Significant difference (at the 95% confidence level).

Most important/convincing reasons to Telecommute

Overall, respondents thought that the most important reasons to telecommute were that they 'don't have to drive daily', 'saves time' and 'reduces traffic and congestion'.

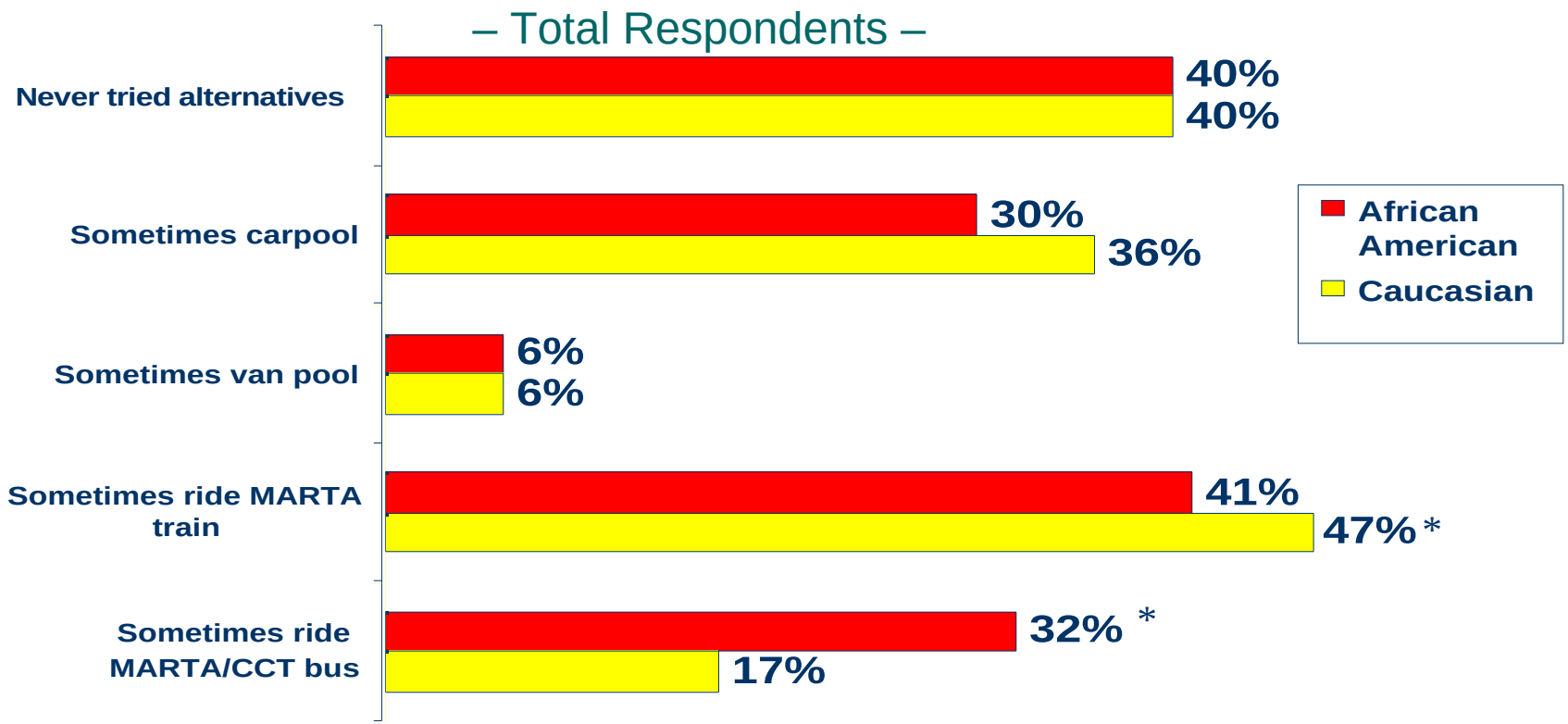
– Total Mentions –



*Significant difference (at the 95% confidence level).

Non-Commuting Behavior

For non-work related trips, 40% had never tried alternative transportation. Overall, Caucasians utilized MARTA train significantly more for non-commuting trips, while African Americans utilized MARTA/CCT bus significantly more.

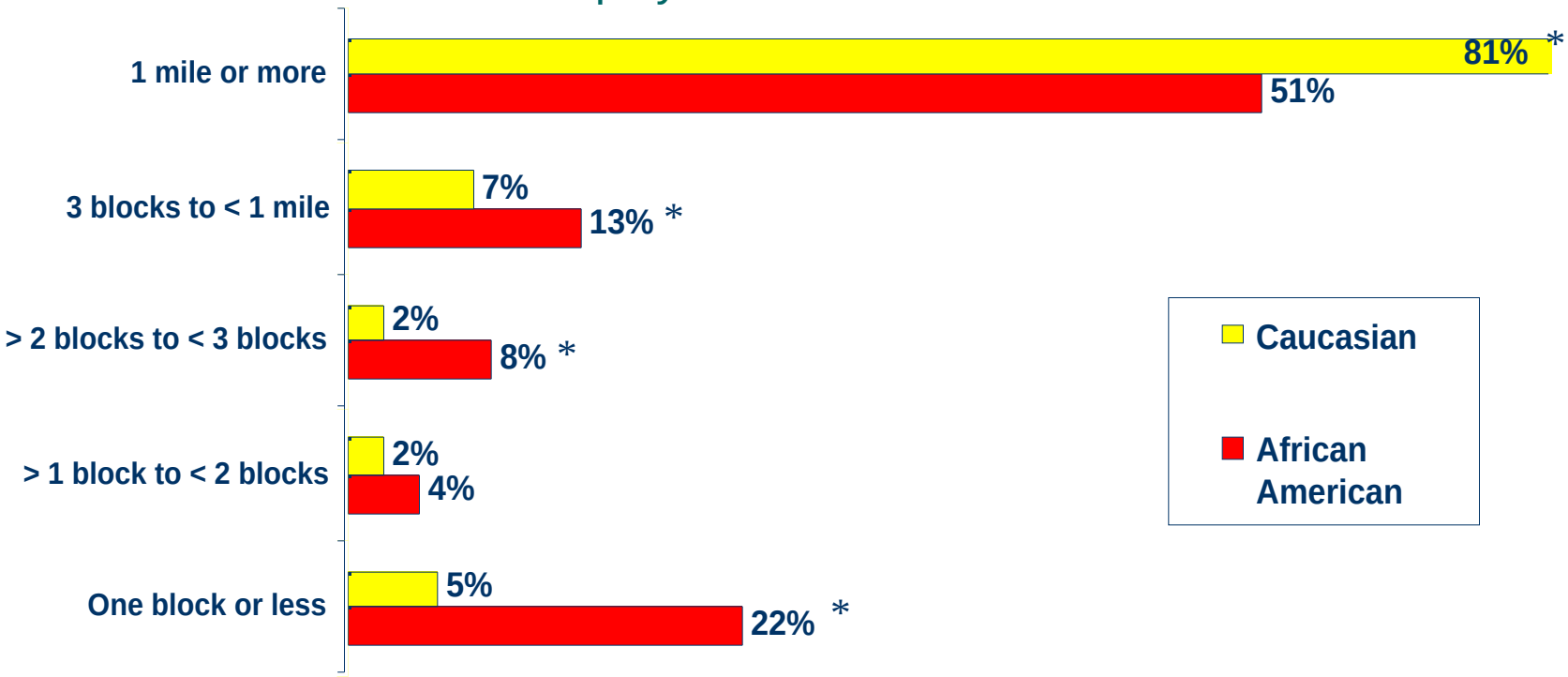


*Significant difference (at the 95% confidence level).

Distance from residence to public transportation station

Generally, the majority of Caucasian respondents lived more than one mile from a public transportation station, while almost half of African American respondents live less than one mile from a station.

– Employed/Students –

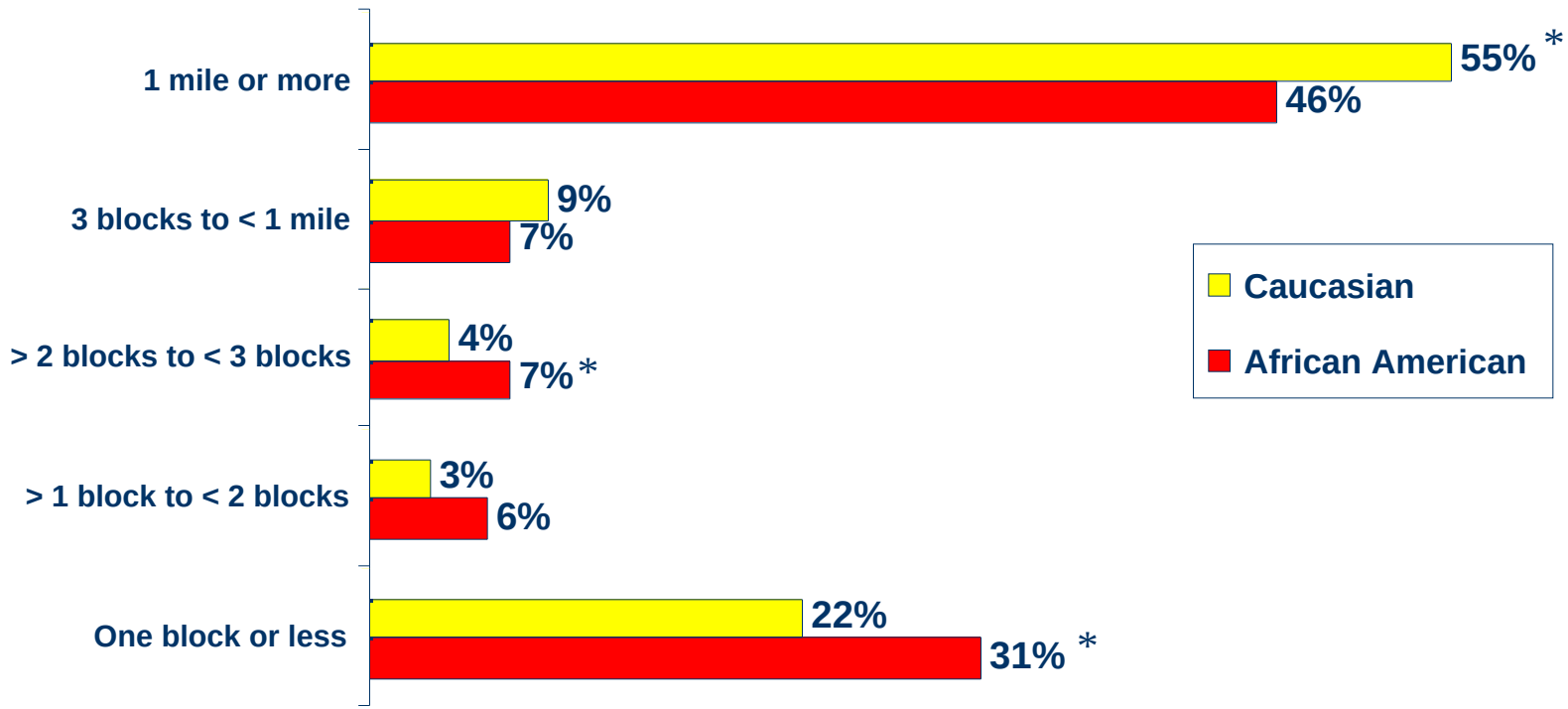


*Significant difference (at the 95% confidence level).

Distance from work to public transportation station

Significantly more African American respondents (31%) work within a block of a public transportation station versus 22% of Caucasians.

– Employed/Students –

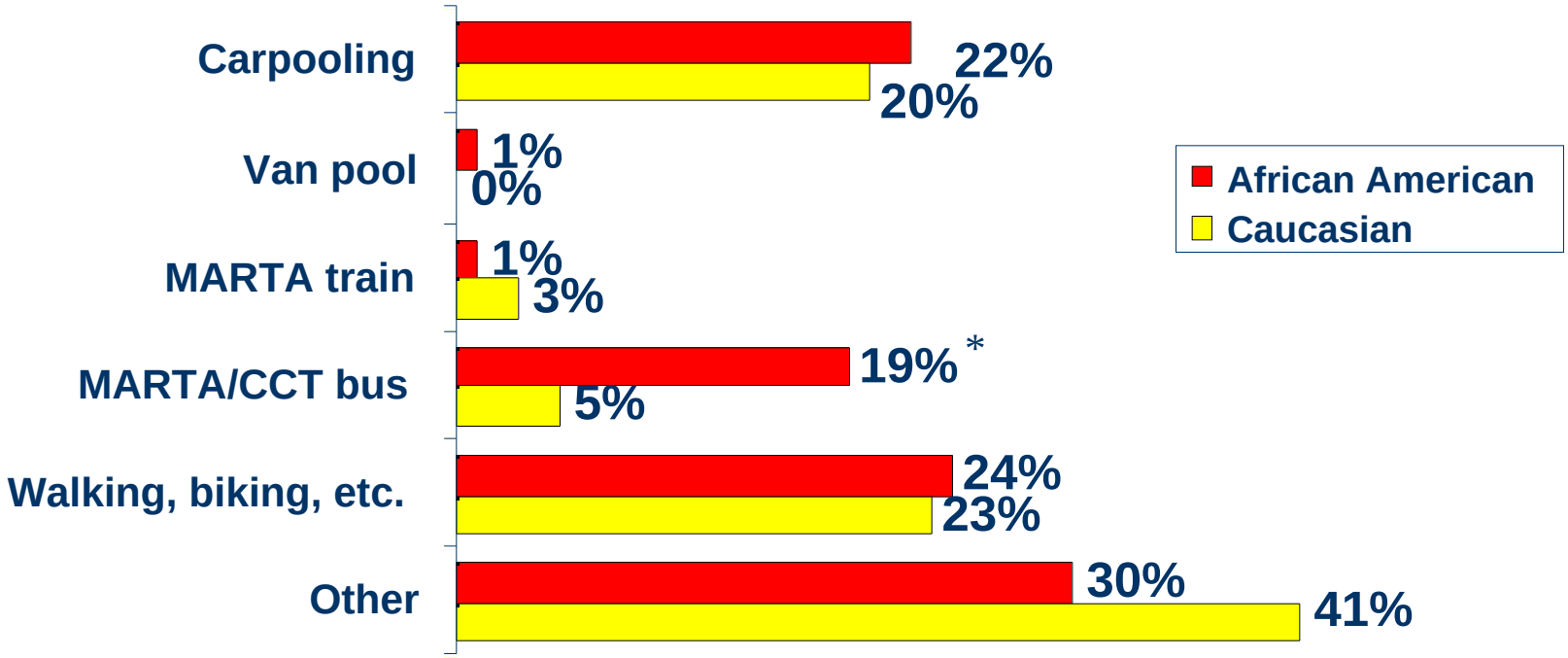


*Significant difference (at the 95% confidence level).

Way to get to station or stop for work

Among respondents that use public transportation to commute, the most frequent means of getting to the station was by walking, carpooling, and other methods. Significantly more African Americans than Caucasians utilized the MARTA/CCT bus.

– Transit riders –



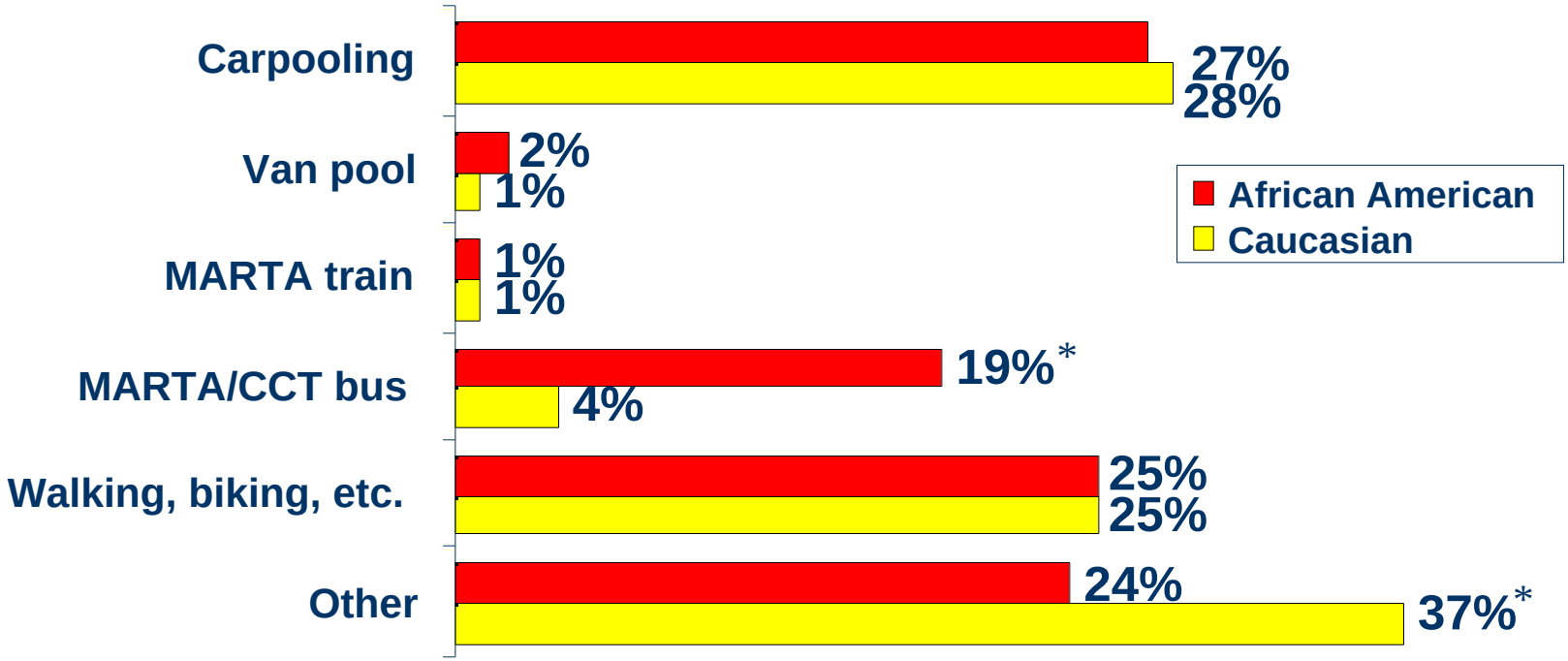
* Significant difference (at the 95% confidence level)

Q: How would you get to the station or stop?

Way to get to station or stop for non-work related

For non-work related trips among public transportation users, carpooling, walking and other means were stated as the most frequent way they travel to the station. Significantly more African Americans than Caucasians utilized the MARTA/CCT bus.

– Transit riders –



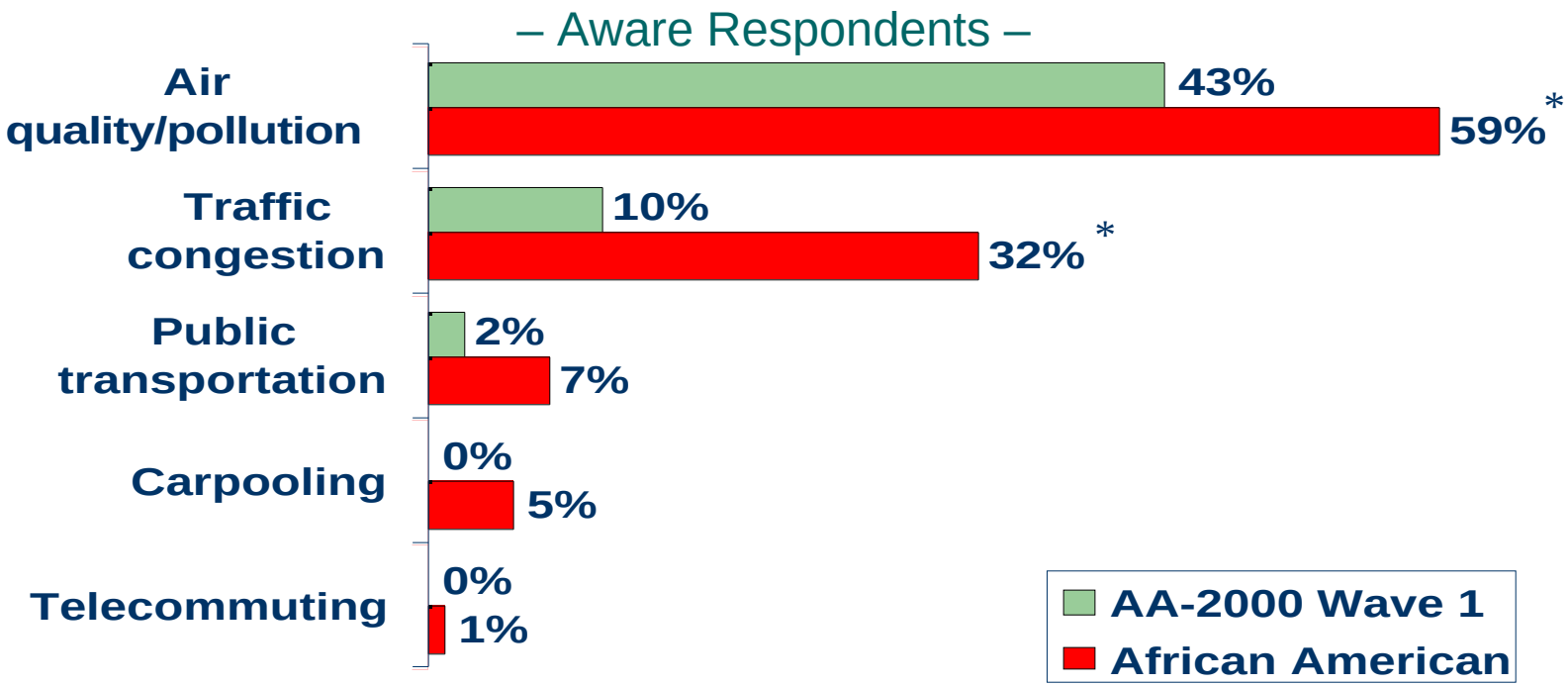
* Significant difference (at the 95% confidence level)

Q: How would you get to the station or stop?

Advertising Awareness

Unaided Advertising Recall

Over 60% of both Caucasians and African Americans recalled seeing advertising about an issue that affects the quality of life in Atlanta. Among African Americans, the content recall has increased from Wave 1 of last year.



* Significant change from the Year 2000 1st wave (at the 95% confidence level)

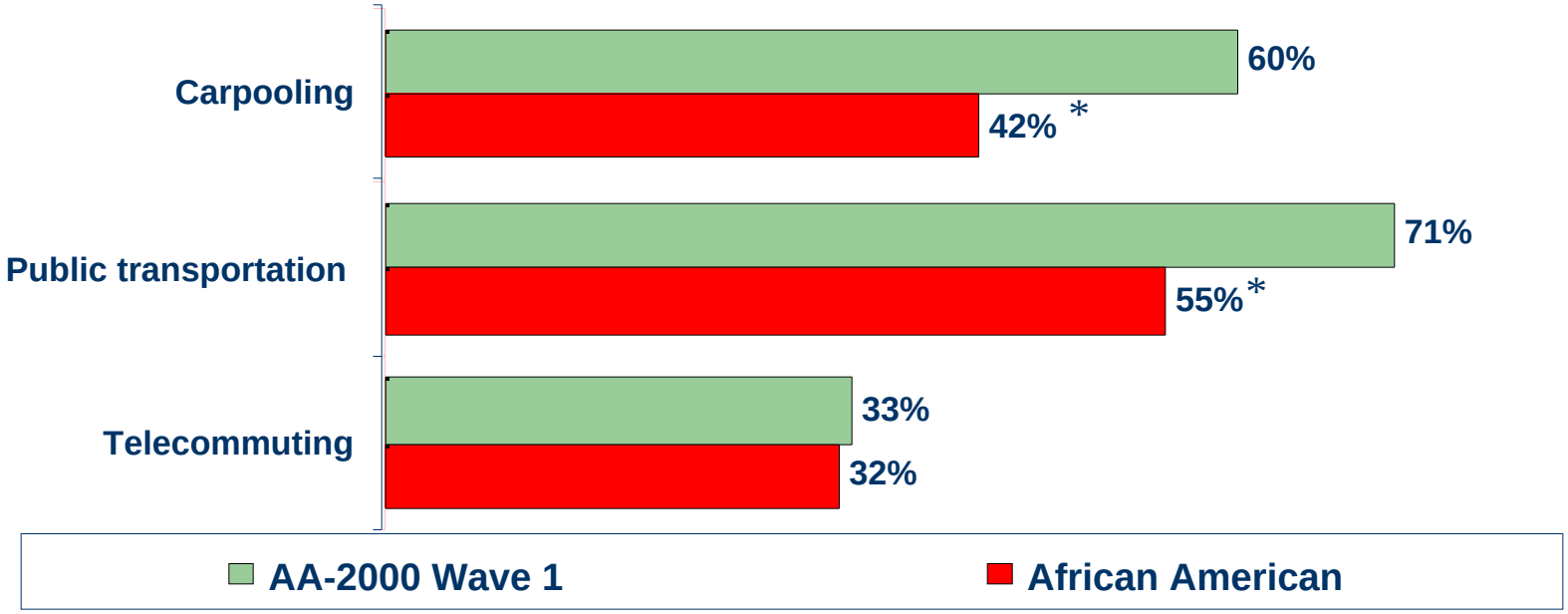
Reduce base: Recall quality of life advertising (Wave 1n=49, 2001n=194)

Q: What was the issue that you saw, read, or heard advertised?

Aided Advertising Awareness in Past Six Months

Among African Americans, directionally there appears to be a decline in the recollection of advertising of specific alternative transportation methods in the marketplace.

– Total Respondents –



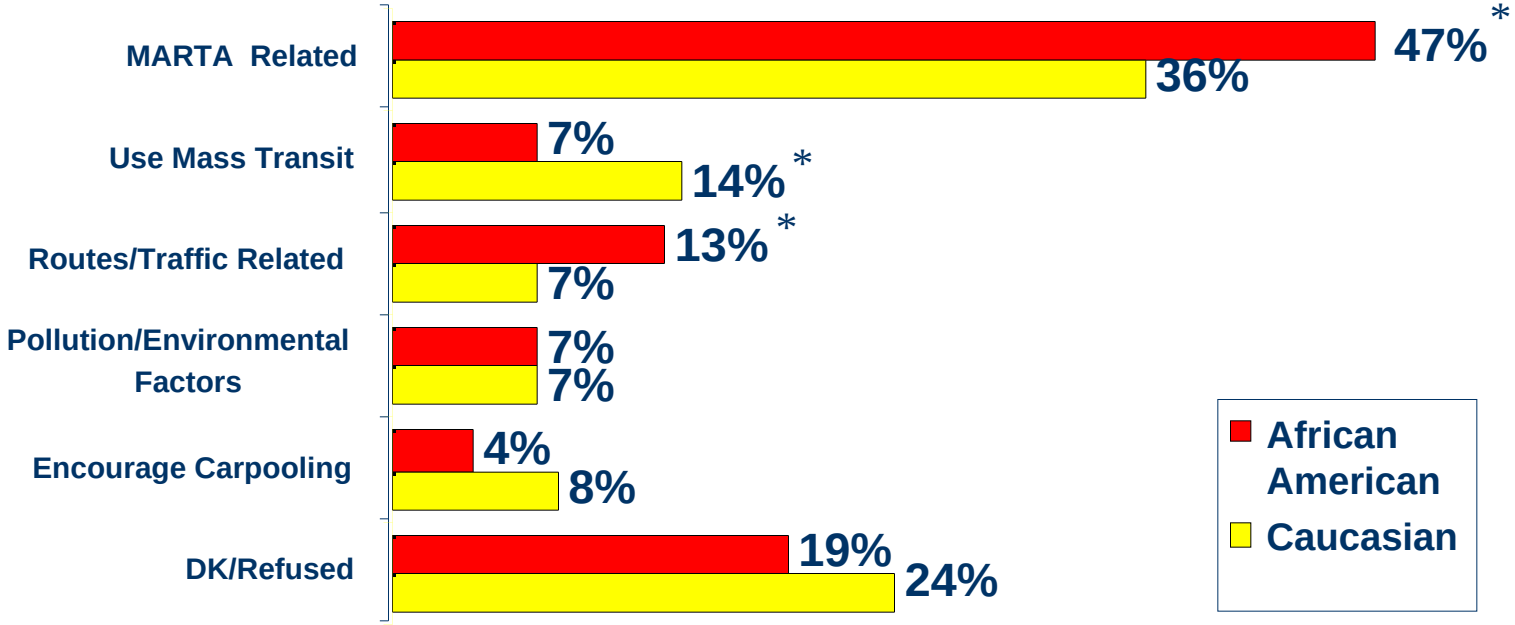
* Significant change from Year 2000 1st wave (at the 95% confidence level)

Q: Please tell me if you recall seeing, hearing or reading any advertising in the past six months about...

Advertising Description Regarding Public Transportation or Transit

Overall, public transit advertising has a correlation to MARTA in the minds of the respondents, however, African American respondents particularly relate the content to MARTA.

– Aware of Public Transit Ads –

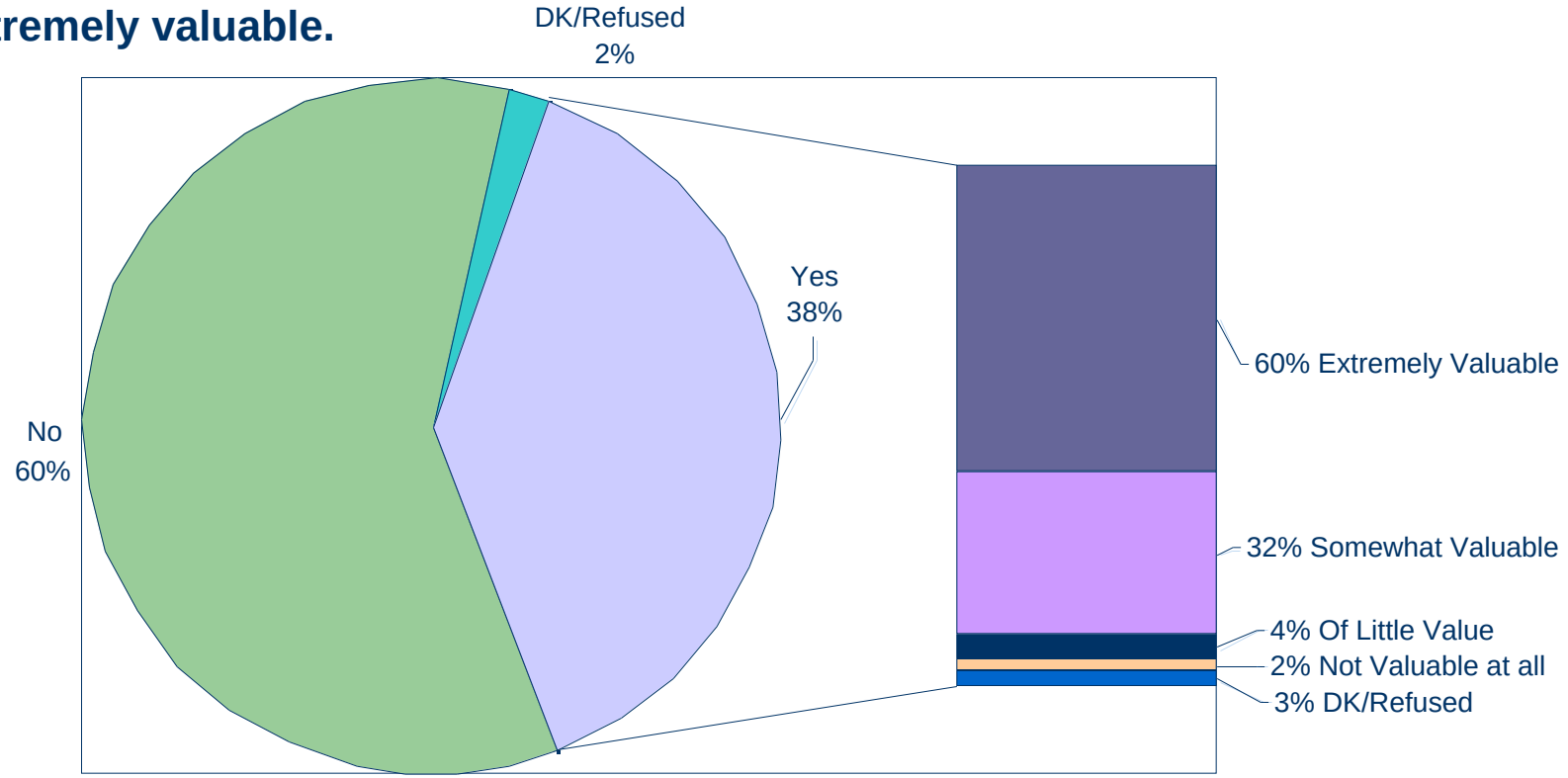


* Significant difference (at the 95% confidence level)

Q: …what do you remember about the advertising you saw?…what was the message of the advertising?

Clean Air Campaign Awareness and Personal Value Received

Just over one-third of the African American respondents had heard of the Clean Air Campaign versus over 50% of Caucasians. However, of those aware of the organization, significantly more African Americans personally thought it to be extremely valuable.

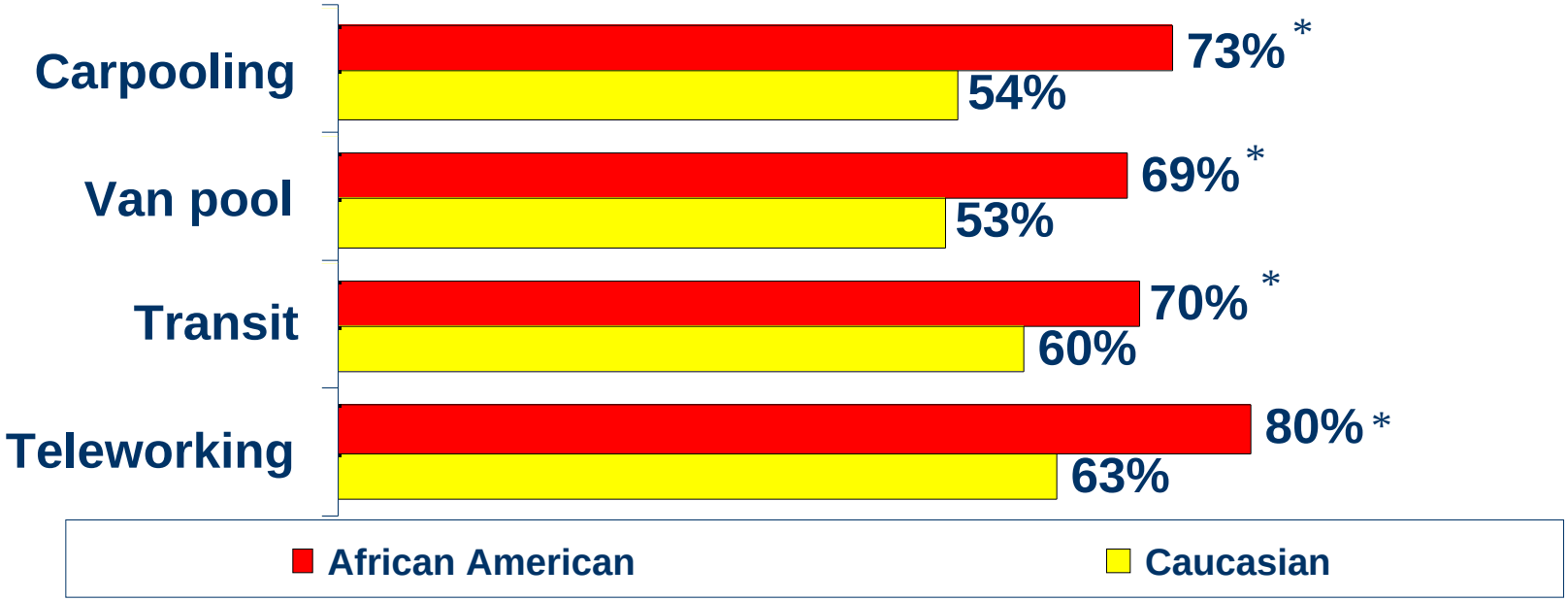


Potential Commute Behavior

Willing to try alternative

Overall, African American non-users of alternative transportation were significantly more willing to try specific alternatives in the future than Caucasian non-users of alternative transportation.

– Specific alternative non-users –

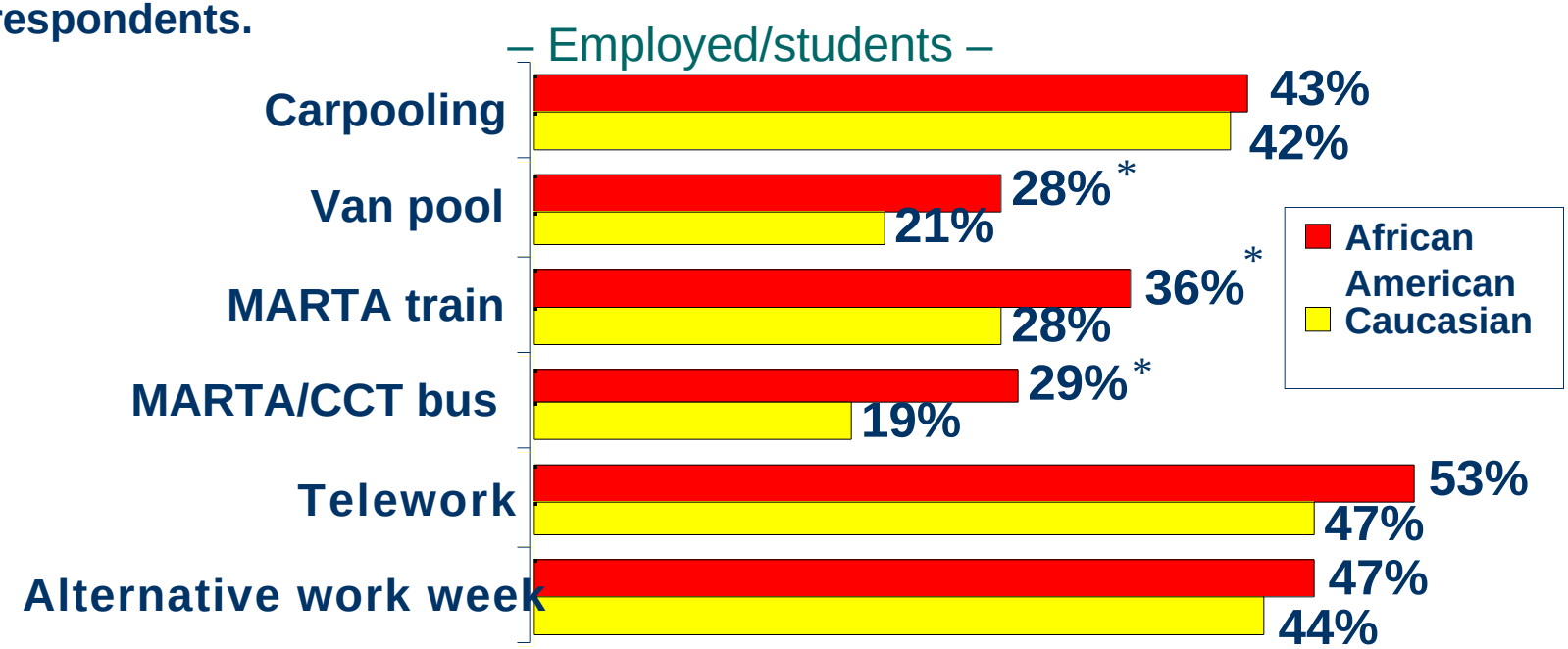


* Significant difference (at the 95% confidence level)

Q: Based on what you know now, would you be willing to try _____ in the future?

Likely to use for work/school

Generally, most respondents thought they would likely use telework, alternative work schedule, and carpooling at least once per week for commuting. African American respondents were significantly more likely to use MARTA train, MARTA/CCT bus and van pool at least once per week than Caucasian respondents.



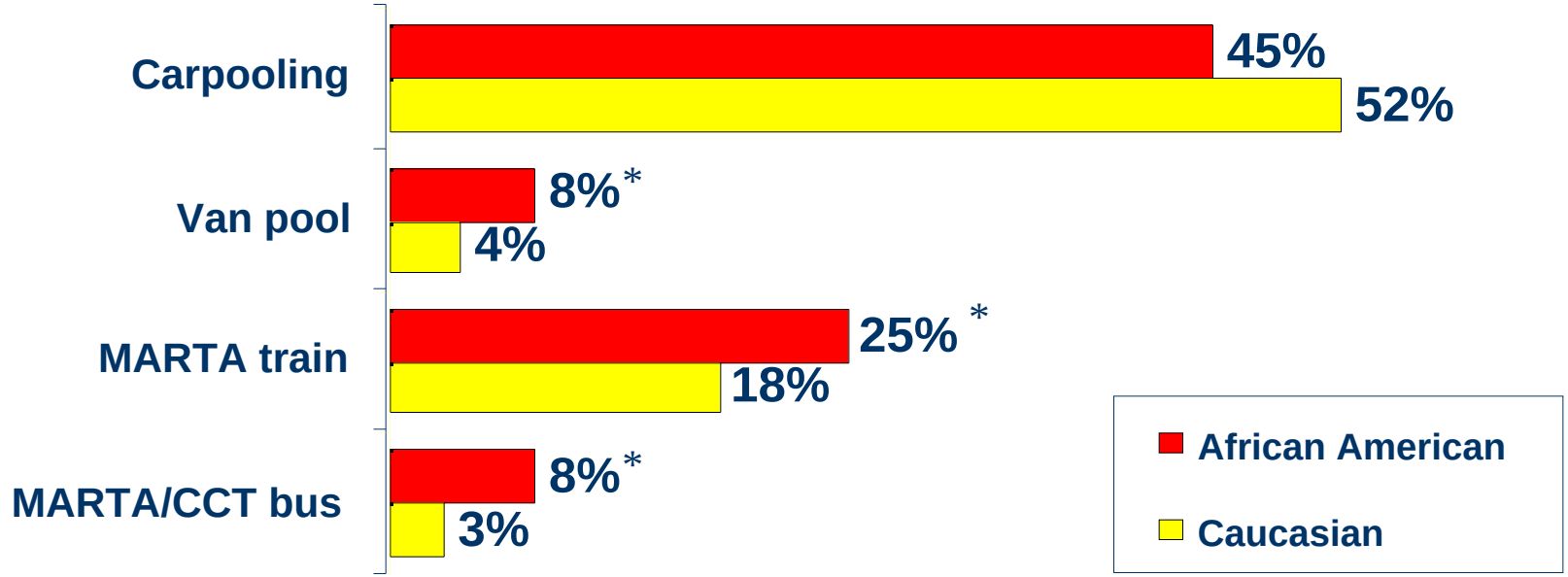
* Significant difference (at the 95% confidence level)

Q: If available, how likely would you be to use the following means of transportation at least once per week for your commute to and from work/school?

Most likely to use for work/school

Around half of the respondents thought that carpooling would be their 'most likely' choice for a commuting alternative. In addition, significantly more African Americans than Caucasians chose MARTA train for their 'most likely' alternative.

– Employed/students –



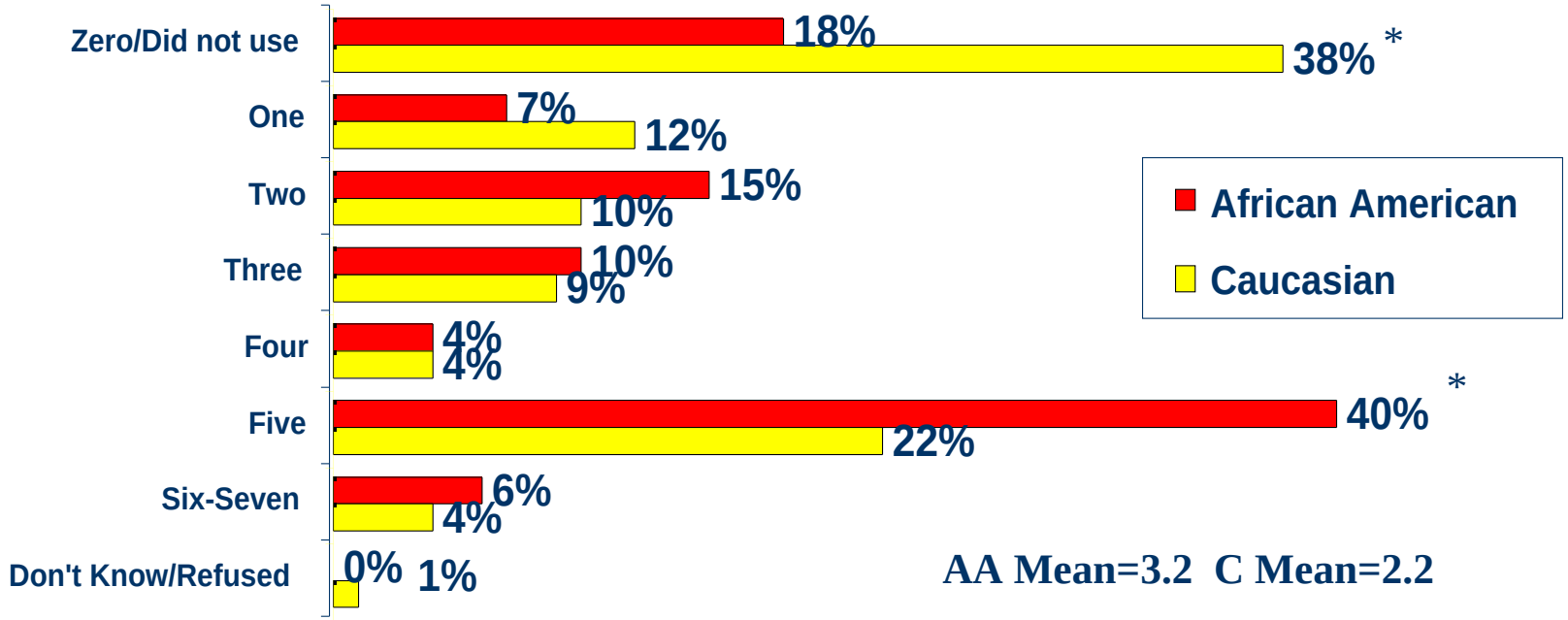
* Significant difference (at the 95% confidence level)

Q: Which of the commuting alternative would you be most likely to use to get to and from work or school?

Days Per Week
Possibly use Commuting Alternatives

Overall, African Americans respondents potential to use alternative commuting methods was more frequent than Caucasian respondents in the period of a week.

– Employed/Students –

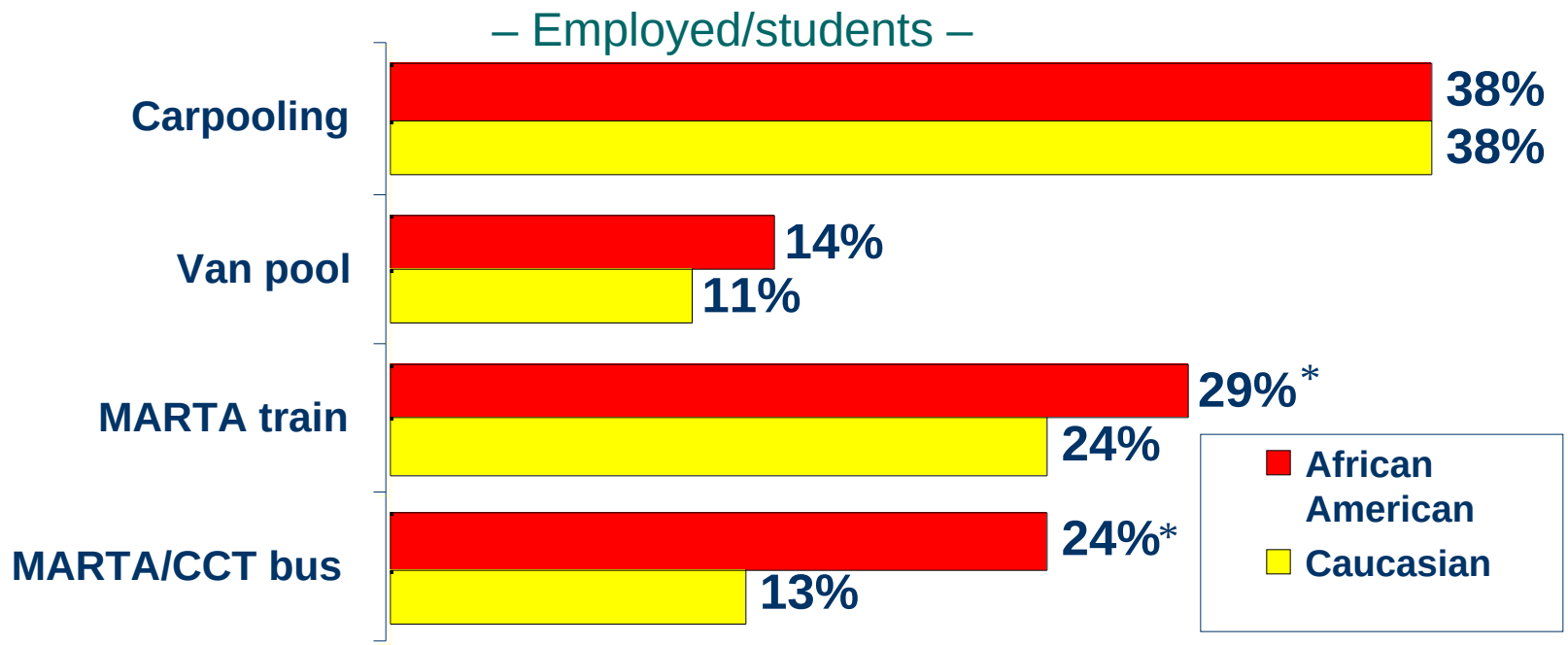


* Significant difference (at the 95% confidence level)

Q: Given the requirements of your job, class schedule or lifestyle, how many days per week could you use one of the commuting alternatives… to and from work or school?

Likely to use for non-work related

Over one-third of the respondents thought they were likely to use carpooling at least once per week for non-commuting trips. More so than Caucasians, 24% African American respondents related that they would likely use the MARTA/CCT bus for non-work related trips.

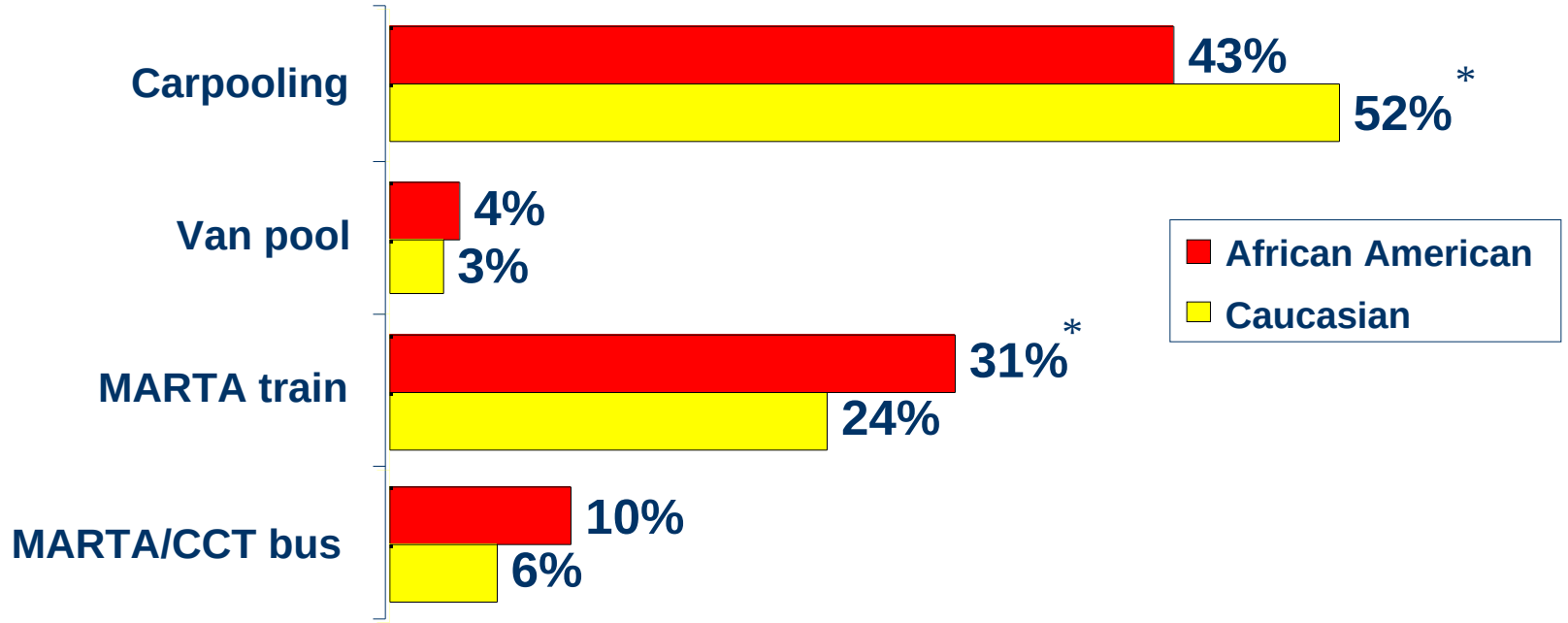


* Significant difference (at the 95% confidence level)

Q: If available, how likely would you be to use the following means of transportation at least once per week for your non-work related trips?

Most likely to use for non-work related

Over half of Caucasians thought they would 'most likely' use carpooling for non-work related trips than 43% of African Americans. Significantly more African Americans than Caucasians thought they would 'most likely' use MARTA train for non-commuting trips. – Total Respondents –



* Significant difference (at the 95% confidence level)

Q: Which of the commuting alternative would you be most likely to use for non-work related trips?

December 2001
Regional Transportation Survey

CONFIDENTIAL
CONGESTION AND AIR QUALITY SEGMENTATION STUDY (#7721)
CURRENT SURVEY FIELD DATES: December 7 – December 18, 2001
SAMPLE SIZE: 1,000 18+ adults in the Atlanta Metro area
MARGIN OF ERROR: ± 3.1 percentage points at the 95% confidence level

SCREENER

C. Gender **[BY OBSERVATION]**

FEB 00	JUNE 00	SEPT 00	NOV 00	MAY 01	DEC 01	
48%	48%	48%	48%	50%	48%	MALE
52%	52%	52%	52%	50%	52%	FEMALE

D. Which of the following best describes the area where you live? You may stop me when I read the right area.

MAY 01	DEC 01	
2%	2%	BUCKHEAD (Includes Buckhead, Lenox and Phipps
9%	9%	CUMBERLAND (Includes Cumberland, Galleria and Vinings)
15%	15%	TOWN CENTER (Includes Town Center and Kennesaw
7%	7%	AIRPORT (Includes Hartsfield)
4%	4%	PERIMETER (Includes Perimeter, Dunwoody, Sandy Springs and Brookhaven)
17%	17%	DECATUR (Includes Clifton, Emory, Decatur, Druid Hills and Virginia Highlands)
1%	1%	MIDTOWN (Includes Midtown, Georgia Tech and Colony Square)
1%	1%	DOWNTOWN (Includes Downtown, CNN Center, Federal/State Office Buildings, Georgia State University, The Capitol, 5 Points, Underground and Peachtree Center)
7%	7%	NORTH FULTON/400 CORRIDOR (Includes Roswell, Alpharetta, Crabapple and Mountain Park)
15%	15%	NORCROSS/PEACHTREE INDUSTRIAL/141 (Includes Norcross, Duluth, Berkeley Lake and Peachtree Corners)
Na	3%	Gwinette
23%	23%	Other[1]
**	**	Don't Know/Refused

[1] "Other" areas include: Cobb, Cumming, Douglas, Douglasville, East Cobb, Fayette, Henry, Lawrenceville, and Stone Mountain (1%); Atlanta, Austell, Buford, Canton, Cherokee, Clayton, Conyers, Coweta, Dallas, Dacula, DeKalb, Doraville, Fayetteville, Forsyth, Hiram, Jonesboro, Lilburn, Lithonia, Loganville, McDonough, Newnan, Paulding, Peachtree City, Powder Springs, Snellville, South, South of Airport, South Fulton, Southwest Atlanta, Stockbridge, Suwanee, Tucker, West Cobb, and Woodstock (less than 1%).

G. Which of the following best describes your employment status?

FEB 00	JUNE 00	SEPT 00	NOV 00	MAY 01	DEC 01	
74%	**74%**	**74%**	**80%**	**69%**	**74%**	**TOTAL WORKING**
66%	66%	67%	73%	62%	68%	EMPLOYED FULL-TIME
8%	8%	7%	7%	7%	6%	EMPLOYED PART-TIME
3%	3%	4%	4%	6%	6%	FULL-TIME OR PART-TIME STUDENT
23%	**23%**	**22%**	**17%**	**25%**	**20%**	**NOT EMPLOYED**
12%	10%	8%	7%	11%	8%	RETIRED
7%	8%	9%	6%	7%	6%	HOMEMAKER
2%	2%	2%	2%	2%	1%	DISABLED
2%	3%	3%	2%	5%	5%	NOT EMPLOYED OUTSIDE THE HOME
0%	1%	1%	0%	*	*	DON'T KNOW/REFUSED

[n=60 STUDENTS]

G-1. In addition to being a student, which of the following also best describes your employment status?

61%	**TOTAL WORK (NET)**
11%	Employed full-time
50%	Employed part-time
39%	**NOT EMPLOYED (NET)**
4%	Homemaker
21%	Not employed outside the home
13%	Nothing else

[n=740 WHO ARE EMPLOYED PART- OR FULL-TIME]

H. And, which of the following best describes the area where you work? You may stop me when I read the right area.

MAY 01	DEC 01	
7%	8%	BUCKHEAD (Includes Buckhead, Lenox and Phipps
7%	8%	CUMBERLAND (Includes Cumberland, Galleria and Vinings)
7%	9%	TOWN CENTER (Includes Town Center and Kennesaw
7%	9%	AIRPORT (Includes Hartsfield)
7%	9%	PERIMETER (Includes Perimeter, Dunwoody, Sandy Springs and Brookhaven)
7%	8%	DECATUR (Includes Clifton, Emory, Decatur, Druid Hills and Virginia Highlands)
7%	9%	MIDTOWN (Includes Midtown, Georgia Tech and Colony Square)
7%	9%	DOWNTOWN (Includes Downtown, CNN Center, Federal/State Office Buildings, Georgia State University, The Capitol, 5 Points, Underground and Peachtree Center)
7%	9%	NORTH FULTON/400 CORRIDOR (Includes Roswell, Alpharetta, Crabapple and Mountain Park)
7%	8%	NORCROSS/PEACHTREE INDUSTRIAL/141 (Includes Norcross, Duluth, Berkeley Lake and Peachtree Corners)
33%	14%	Other[2]
**	**	Don't Know/Refused

[2] "Other" areas include: Atlanta, Conyers, Lawrenceville and Stone Mountain (1%); Athens, Buford, Canton, Cherokee, Clayton, Cobb, Coweta, Cumming, Dallas, Douglas, Douglasville, East Cobb, Fayette, Fayetteville, Forsyth, Gwinett, Henry, Jonesboro, Lilburn, McDonough, Paulding, Peachtree City, Powder Springs, South, South Atlanta, Southwest Atlanta, South Fulton, Stockbridge, Suwanee, Tucker and Woodstock (less than 1%).

UNAIDED AWARENESS OF ADVERTISING ABOUT THE QUALITY OF LIFE IN ATLANTA AREA

1. When you think about living in the Atlanta area, there are many different things that can affect your quality of life. I'd like you to think about advertising you have seen, heard or read in the past six months. Do you remember seeing, hearing or reading any advertising about an issue that affects the quality of life in the Atlanta area?

JUNE 00	SEPT 00	NOV 00	MAY 01	DEC 01	
45%	45%	43%	63%	48%	YES **[ASK Q2]**
53%	55%	56%	36%	52%	NO **[GO TO Q.3]**
1%	1%	1%	1%	**	DK/REFUSED **[DO NOT READ. GO TO Q.3]**

[n=477 WHO ARE AWARE OF ADVERTISING ABOUT THE QUALITY OF LIFE IN ATLANTA]

2. What issues have you seen, read or heard advertising for?

JUNE 00	SEPT 00	NOV 00	MAY 01	DEC 01	
					Air Quality/Environmental Issues
46%	36%	37%	57%	32%	Air Quality/Pollution
3%	1%	2%	1%	-	Water Pollution
3%	1%	1%	1%	2%	Water (General)
2%	-	-	1%	-	Water Restrictions
-	-	-	-	1%	Environment (General)
					Traffic/Congestion
23%	31%	36%	32%	31%	Traffic/Congestion
4%	1%	5%	3%	3%	Growth/Development
-	-	-	-	1%	Commuting (General)
					Alternatives to SOV Commute
3%	8%	11%	8%	27%	Public Transportation or Transit
1%	5%	7%	5%	15%	Carpooling
-	-	-	*	*	Vanpooling
-	1%	1%	1%	5%	Telecommuting or Teleworking
-	*	-	-	-	Combining Errands
-	*	-	*	-	Using Technology
-	-	-	-	1%	Finding a Car or Vanpool Partner
					Other Issues
6%	5%	2%	7%	5%	Crime/Violence
-	-	-	-	5%	Politics
-	-	-	-	3%	Housing
-	-	-	-	3%	Schools
-	-	-	-	2%	September 11 (9/11)
-	-	-	-	2%	Unemployment
-	-	-	-	2%	Smoking
-	-	-	-	1%	Airport
-	-	-	-	1%	Gas prices
-	-	-	-	1%	Shopping
-	-	-	-	1%	City Planning
-	-	-	-	1%	Security
-	-	-	-	1%	Family Planning
-	-	-	-	1%	Quality of Life Issues
-	-	-	-	1%	Real Estate
-	3%	*	-	-	Racial Problems
-	2%	*	-	-	Police Brutality
2%	-	-	*	-	Moving/Living Somewhere Else
22%	22%	29%	15%	10%	Other **[SPECIFY:]**
3%	6%	5%	5%	6%	Don't Know/Refused **[DO NOT READ]**

AIDED AWARENESS OF ADVERTISING MESSAGES

3. Please tell me if you recall seeing, hearing or reading any advertising in the past 6 months about:

a. Telecommuting or teleworking in the Atlanta area

JUNE 00	SEPT 00	NOV 00	MAY 01	DEC 01	
41%	65%	68%	36%	68%	YES
58%	34%	32%	63%	32%	NO
1%	1%	*	1%	**	DK/REFUSED

---

b. Carpooling in the Atlanta area

JUNE 00*	SEPT 00*	NOV 00*	MAY 01*	DEC 01	
60%	79%	84%	44%	79%	YES
40%	20%	16%	54%	21%	NO
-	-	*	2%	-	DK/REFUSED

* In previous surveys, the question asked about “carpooling or vanpooling.”

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c. Carpool matching services available to commuters in the Atlanta area

55%	Yes
45%	No
**	Don't Know/Refused

[n=682 WHO ARE AWARE OF TELECOMMUTING OR TELEWORKING ADVERTISING]

4a. Being as specific as you can, what do you remember about the advertising for telecommuting or teleworking in the Atlanta area? That is, please describe what was said or shown in the ad for me. What was the message of the ad?

57%	**MESSAGE ELEMENTS (NET)**
29%	Talk to your boss about Teleworking
23%	Promotes Teleworking - general
13%	Basic information about Teleworking/how to Telework
10%	Reasons you should consider Teleworking
4%	Promotes Working From Home
38%	**BENEFITS OF TELEWORKING (NET)**
12%	It helps reduce pollution in this area
11%	Keeps me out of traffic
11%	It helps reduce traffic and congestion
9%	I have less hassle/it reduces stress
4%	It saves time
4%	I don't have to drive to work every day
2%	It saves money
1%	I am more productive
**	I have more control over my schedule
**	Saves Gas
9%	**CALLS TO ACTION (NET)**
7%	Gives a phone number (1-877-CLEAN AIR) to call for more information
3%	Gives a website (CleanAirCampaign.com) to visit for more information
	OTHER
4%	Promotes Car Pooling/Ride Sharing
1%	Remembers Certain Scenes From Commercial/Not Message
1%	HOV Lanes
1%	More People Are Doing It
1%	Promoting DSL Connections/Faster Internet
1%	MARTA
1%	It's Selling Phones/Phone Services
1%	Governor Barnes Encourages Teleworking
1%	Other
11%	Don't remember specifics/don't remember message
1%	Don't Know/Refused

[n=682 WHO ARE AWARE OF TELECOMMUTING OR TELEWORKING ADVERTISING]

4b. Still thinking about the teleworking ad you just described, please tell me who the sponsor of the advertising was.

MAY 01	DEC 01	
5%	10%	Clean Air Campaign
--	2%	Georgia Clean Air Campaign/Commission
**	**	1-877-CLEANAIR
		GOVERNMENT ORGANIZATIONS
2%	6%	Department of Transportation
--	3%	Georgia/State of Georgia/State Government
1%	2%	Georgia Department of Highways
**	2%	Atlanta Regional Transportation
--	2%	Government/Government Agency
--	1%	Governor/Governor Barnes
--	1%	City/City of Atlanta
**	**	Transit Authority
**	**	Atlanta Regional Commission
		PRIVATE COMPANIES
--	2%	Bell South
--	2%	MARTA
--	1%	AT&T
--	1%	Private Companies (General)
		OTHER
--	1%	Public Service Announcement
--	1%	RideShare/RideFind/Carpooling
--	**	Radio Stations
10%	6%	Other
66%	59%	Don't Know/Refused

[n=794 WHO ARE AWARE OF CARPOOLING ADVERTISING]

5a. Being as specific as you can, what do you remember about the advertising for carpooling in the Atlanta area? That is, please describe what was said or shown in the ad for me. What was the message of the ad?

55%	**MESSAGE ELEMENTS (NET)**
34%	Promotes Carpooling - general
14%	Reasons you should consider Carpooling
11%	How to find a Carpool partner
9%	Basic information about Carpooling
37%	**BENEFITS OF CARPOOLING (NET)**
11%	It helps reduce pollution in this area
11%	It helps reduce traffic and congestion
10%	It saves time
7%	Keeps me out of traffic
7%	I have less hassle/it reduces stress
3%	It saves money
2%	I can make new friends/meet interesting people
1%	I don't have to drive to work every day
1%	I am more productive
**	I have more control over my schedule
**	It is safer
10%	**CALLS TO ACTION (NET)**
9%	Gives a phone number (187-RIDE FIND) to call for more information
**	Gives a website (CleanAirCampaign.com) to visit for more information
**	Ask your employer
	OTHER
6%	Carpool lanes/HOV lanes
3%	Specific scenes from commercials
1%	MARTA
1%	Saves fuel/gas
1%	Telecommuting/Teleworking
**	Government support
**	RideShare/Ride sharing
2%	Other
13%	Don't remember specifics/don't remember message
2%	Don't Know/Refused

[n=794 WHO ARE AWARE OF CARPOOLING ADVERTISING]

5b. Still thinking about the carpooling ad you just described, please tell me who the sponsor of the advertising was.

MAY 01	DEC 01	
5%	8%	The Clean Air Campaign
-	1%	Georgia Clean Air Campaign
-	1%	1-87-RIDEFIND
-	**	Clean Air - General
-	**	Atlanta Clean Air
		GOVERNMENT ORGANIZATIONS
8%	11%	Department of Transportation
2%	3%	Georgia Department of Highways
-	3%	State/State Government/State of Georgia
-	2%	Georgia Department of Transportation
-	2%	City of Atlanta
-	1%	Government/Government Agency
*	1%	Transit Authority
*	1%	Atlanta Regional Transportation
1%	**	Atlanta Regional Commission
-	**	County – General
		OTHER
-	3%	MARTA
3%	1%	Rideshare/carpooling organization, general
-	1%	Private Companies - general
-	**	News/News Media - General
-	**	Radio Stations
7%	6%	Other
51%	55%	Don't Know/Refused

[n=549 WHO ARE AWARE OF CARPOOL MATCHING SERVICES ADVERTISING]

6a. Being as specific as you can, what do you remember about the advertising for carpool matching services? That is, please describe what was said or shown in the ad for me. What was the message of the ad?

44%	**MESSAGE ELEMENTS (NET)**
21%	How to find a carpool partner
17%	Promotes carpooling - general
8%	Basic information about carpooling
5%	Reasons you should consider carpooling
22%	**CALLS TO ACTION (NET)**
21%	Gives a phone number (187-RIDE FIND) to call for more information
2%	Gives a website (CleanAirCampaign.com) to visit for more information
15%	**BENEFITS OF CARPOOL MATCHING SERVICES (NET)**
5%	It helps reduce traffic and congestion
4%	It saves time
4%	It helps reduce pollution in this area
4%	I have less hassle/it reduces stress
2%	Keeps me out of traffic
2%	I can make new friends/meet interesting people
1%	It saves money
1%	I don't have to drive to work every day
**	I have more control over my schedule
**	I am more productive
	OTHER
2%	Carpool lanes/HOV lanes
1%	Specific scenes from commercials
1%	RideShare/Ride sharing
**	MARTA
**	Saves fuel/gas
3%	Other
27%	Don't Remember Specifics/Don't Remember Message
4%	Don't Know/Refused

[n=549 WHO ARE AWARE OF CARPOOL MATCHING SERVICES ADVERTISING]

6b. Still thinking about the ad for carpool matching services you just described, please tell me who the sponsor of the advertising was.

6%	The Clean Air Campaign
2%	1-87-RIDEFIND
1%	Georgia Clean Air
**	Clean Air - general
	GOVERNMENT ORGANIZATIONS
10%	Georgia Department of Transportation
3%	State/State Agency/State Government
2%	Georgia Department of Highways
1%	Atlanta Regional Transportation
1%	City of Atlanta
1%	County - general
1%	Georgia Transit Authority
	OTHER
2%	MARTA
1%	Private Companies - general
**	Rideshare/carpooling organization, general
6%	Other
61%	Don't Know/Refused

SPECIFIC ACTIONS RELATED TO ADVERTISING

Now, I'm going to read you a list of actions that some people might take after seeing, hearing or reading various advertisements. As I read each one, please tell me if in the past year, you have: taken this action … considered taking this action … or not taken this action.

The first/next is…

7. Looked for a car or vanpool partner

10%	Taken this action
6%	Considered taking this action
83%	Not taken this action
**	Don't Know/Refused

---

8. Asked for information about transit, that is bus or train, routes and schedules

JUN 00*	SEP 00*	DEC 01	
16%	16%	20%	Taken this action
8%	6%	6%	Considered taking this action
76%	78%	73%	Not taken this action
**	**	**	Don't Know/Refused

* Previous wording: Picked up a schedule for MARTA

[n=778 WHO ARE EMPLOYED PART- OR FULL-TIME]

9. Asked your boss or supervisor about telecommuting or teleworking

JUN 00	SEP 00	DEC 01	
11%	13%	18%	Taken this action
8%	7%	6%	Considered taking this action
79%	78%	76%	Not taken this action
**	**	-	Don't Know/Refused

[n=778 WHO ARE EMPLOYED PART- OR FULL-TIME]

10. Asked your boss about working flexible hours or about working a compressed work week, such as four ten-hour days per week

25%	Taken this action
9%	Considered taking this action
65%	Not taken this action
1%	Don't Know/Refused

SUMMARY TABLE OF TAKEN THIS ACTION

20%	Asked for information about transit, that is bus or train, routes and schedules
19%	Asked your boss about working flexible hours or about working a compressed work week, such as four ten-hour days per week
14%	Asked your boss or supervisor about telecommuting or teleworking
10%	Looked for a car or vanpool partner

SUMMARY TABLE OF CONSIDERED TAKING THIS ACTION

7%	Asked your boss about working flexible hours or about working a compressed work week, such as four ten-hour days per week
6%	Asked for information about transit, that is bus or train, routes and schedules
6%	Looked for a car or vanpool partner
5%	Asked your boss or supervisor about telecommuting or teleworking

11. If you were looking for information about alternative modes of transportation or commuting alternatives, where would you go to look for this information? Where else would you look for information?

54%	Internet/Worldwide web
22%	Phone book/phone number - general
18%	**MEDIA (NET)**
15%	Newspaper - General
2%	Television
2%	Radio
1%	Advertising - General
1%	Billboards/Bulletin boards
1%	Atlanta Constitution
**	Magazines
**	Atlanta Journal
15%	MARTA/MARTA partnership program
6%	My employer
6%	State/County/Local Government
5%	From friends/family
4%	Other local business organization
3%	DOT/Department of Transportation
3%	Chamber of Commerce
2%	Library
	CLEAN AIR CAMPAIGN (NET)
1%	Clean Air Campaign
1%	1-87-RIDEFIND
**	1-877-CLEAN AIR
1%	Wouldn't look
1%	Transit Authority
	LOCAL TMAs (NET)
1%	Cobb County Transit
1%	Cobb Rides
**	Metro Vanpool
**	Cumberland Transportation Network
**	Commute Connections
**	Georgia Building Authority Vanpool
**	Douglas County Rideshare
**	Commuter Choice
**	Clifton Corridor Transportation Management Assoc.
**	Midtown Transportation Solutions
1%	Bus Stops/Stations
1%	Train Station
**	Call Information/411
**	Access Atlanta
**	Atlanta Regional Commission
**	Better Business Bureau
3%	Other
8%	Don't Know/Refused

IMPORTANCE OF QUALITY OF LIFE ISSUES IN ATLANTA

12. I'm going to read you a list of different issues relating to quality of life in the Atlanta area. Please tell me how important or serious you feel each issue is, using a scale of 1 to 10, where a "1" means it is not at all important or not at all serious and a "10" means it is very important or very serious. The first/next issue is…

Mean	Top Box	
8.77	58%	Education
8.60	52%	Crime and Drugs
8.53	50%	Traffic Congestion
8.40	46%	Air Quality
8.36	45%	Water Quality

---

13. In your own opinion, what is the single biggest cause of the congestion and air quality problems here in the Atlanta area?

31%	The use of single occupancy vehicles
27%	Too much growth/area has grown too fast
13%	Poor public transit system
6%	**GOVERNMENT/CITY MANAGEMENT (NET)**
5%	Bad city planning/Development
1%	Government - General
5%	**TRAFFIC/ROAD INFRASTRUCTURE (NET)**
2%	Road conditions
2%	Not enough roads/Freeways
1%	Traffic/Road infrastructure - General
4%	Pollution from cars
4%	Heavy traffic
3%	Bad drivers
2%	Large vehicles
1%	Long commute
1%	Lack of commuting alternatives and Employer assistance
1%	Construction
1%	Big business
1%	Cars in poor condition
**	Vehicles
**	Car accidents
**	Airports
**	ARC/Atlanta Regional Commission
**	Everybody in a hurry/Rushing around
3%	Other
2%	Don't Know/Refused

AWARENESS OF SERVICES

Now, I'm going to read you a list of programs and services available here in the Atlanta area to help commuters. As I read each one, please tell me if you have heard of the service or not. Have you contacted or been contacted by anyone regarding this service?

First/next, have you heard of…

14. Carpool and vanpool matching services

51%	**TOTAL HEARD OF (NET)**
3%	Heard of/contacted
48%	Heard of/no contact
49%	Never heard of
**	Don't Know/Refused

---

15. Public transit, that is bus or train service, schedules and route information

78%	**TOTAL HEARD OF (NET)**
17%	Heard of/contacted
62%	Heard of/no contact
22%	Never heard of
**	Don't Know/Refused

---

16. Subsidies available for commuters who use public transit, that is, ride the bus or train

28%	**TOTAL HEARD OF (NET)**
5%	Heard of/contacted
24%	Heard of/no contact
71%	Never heard of
**	Don't Know/Refused

---

17. Free rides home in the case of emergencies for commuters who use alternative modes of transportation

12%	**TOTAL HEARD OF (NET)**
2%	Heard of/contacted
10%	Heard of/no contact
88%	Never heard of

---

18. The toll-free number, 1-87-RIDEFIND to get information about commuting services

54%	**TOTAL HEARD OF (NET)**
2%	Heard of/contacted
53%	Heard of/no contact
46%	Never heard of

---

19. The toll-free number, 1-877-CLEANAIR

62%	**TOTAL HEARD OF (NET)**
2%	Heard of/contacted
59%	Heard of/no contact
38%	Never heard of
**	Don't Know/Refused

SUMMARY TABLE

Total Heard	Contacted	
78%	17%	Public transit, that is bus or train service, schedules and route information
62%	2%	The toll-free number, 1-877-CLEANAIR
54%	2%	The toll-free number, 1-87-RIDEFIND to get information about commuting services
51%	3%	Carpool and vanpool matching services
28%	5%	Subsidies available for commuters who use public transit, that is, ride the bus or train
12%	2%	Free rides home in the case of emergencies for commuters who use alternative modes of transportation
6%	4%	And, have you heard of or been in contact with any other service that provides commute information or assistance?

20A. And, have you heard of or been in contact with any other service that provides commute information or assistance?

6%	**TOTAL HEARD OF (NET)**
4%	Heard of/contacted
3%	Heard of/no contact
94%	Never heard of

[n=60 WHO HAVE HEARD OF OTHER SERVICES THAT PROVIDE COMMUTE INFORMATION OR ASSISTANCE]

20B. What was the name of that service?

20%	MARTA
12%	**TMAs (NET)**
9%	Cobb County Transit
2%	Georgia Unified Transportation
1%	Gwinett Transit
11%	**SHUTTLE SERVICES (NET)**
9%	Shuttle Services - General
1%	Aspect Shuttle
1%	Holiday Shuttles
9%	Doesn't Remember
5%	Van Pool
4%	At Work
3%	Emory University
3%	**RIDE SHARE (NET)**
3%	Ride Share
3%	Television
3%	Newspaper
2%	Suburban American
2%	Church Organization
2%	Highway Signs/Bulletin Boards
2%	Commute Connections
2%	Senior Services
1%	Internet Locator
1%	The Clean Air Campaign
9%	Other
14%	Don't Know/Refused

[n=777 WHO ARE EMPLOYED PART- OR FULL-TIME]

21. As far as you know, does your employer offer any programs or assistance to employees who are interested in alternative modes of transportation or commuting alternatives?

20%	Yes
79%	No
1%	Don't Know/Refused

[n=155 WHOSE EMPLOYER OFFERS COMMUTING ALTERNATIVES]

21a. Specifically, what programs does your employer offer to employees who are interested in alternative modes of transportation or commuting alternatives?

47%	Subsidies or discount passes for employees who ride transit
21%	Carpool or vanpool matching services
19%	Teleworking opportunities
13%	Shuttle services
9%	Flexible arrival and departure schedules
9%	Reserved parking spaces for carpools and vanpools
7%	Compressed or alternative work weeks
6%	Subsidies for employees who vanpool
5%	Parking Discounts
5%	Free rides home
4%	MARTA - General
3%	Subsidies for employees who carpool
2%	Tax benefits for transportation costs (Commuter Choice)
1%	Alternative Commute Options - General
7%	Other programs
3%	Don't Know/Refused

[n=155 WHOSE EMPLOYER OFFERS COMMUTING ALTERNATIVES]

21b. Have you taken advantage of or tried any of these special programs or services?

42%	Yes
58%	No

[n=155 WHOSE EMPLOYER OFFERS COMMUTING ALTERNATIVES]

21c. How valuable do you find these commuting services? Do you find them:

61%	**TOTAL VALUABLE (NET)**
39%	**TOTAL NOT VALUABLE (NET)**
26%	Extremely valuable
36%	Very valuable
18%	Of some value
20%	Of little or no value

[n=155 WHOSE EMPLOYER OFFERS COMMUTING ALTERNATIVES]

21d. Using a scale from 1 to 10, where a rating of "1" means that you are "not at all satisfied" with the commuting services offered by your employer and a rating of "10" means you are "completely satisfied" with the commute services offered by your employer, how would you rate your level of satisfaction with the programs or services offered by your employer to employees who use commute alternatives?

28%	**Top Box (10)**
53%	8-10
32%	5-7
12%	1-4
3%	Don't Know/Refused
7.3	**Mean**

[n=614 WHOSE EMPLOYER DOES NOT OFFER COMMUTING OPTIONS OR PROGRAMS]

21e. If your employer were to offer services to encourage employees to use commute alternatives, how likely would you be to take advantage of these services?

31%	**TOTAL LIKELY (NET)**
64%	**TOTAL UNLIKELY (NET)**
4%	Certain
15%	Very likely
12%	Likely
23%	Somewhat likely
41%	Not at all likely
4%	Depends on the service or program
1%	Don't Know/Refused

THE CLEAN AIR CAMPAIGN

22. The Atlanta region has an organization, the Clean Air Campaign, that provides education, advertising and services related to improving air quality and reducing traffic congestion by promoting alternative transportation options. Have you heard of this organization?

MAY 01	DEC 01	
49%	41%	Yes
50%	58%	No
1%	**	Don't Know/Refused

[n=413 WHO HAVE HEARD OF THE CLEAN AIR CAMPAIGN]

23. Specifically, what services does the Clean Air Campaign provide? What other services does the Clean Air Campaign provide?

45%	**ALTERNATIVE MODES OF TRAVEL (NET)**
21%	Encourages Carpooling
10%	Promotes Telecommuting/Teleworking
9%	Carpool Matching Services
8%	Alternative Transportation - General
6%	Ride Sharing
3%	Using HOV Lanes
3%	Encourages Use Of MARTA
2%	Using Alternative Fuel Vehicles
**	Promotes PATH/Bike Lanes
37%	**EDUCATION/AWARENESS (NET)**
16%	Promoting Clean Air Quality
12%	Education/Awareness - General
9%	Ads For Public Transportation
5%	Smog Alerts
1%	Awareness On When To Fill Up Gas Tanks
21%	**POLLUTION CONTROL (NET)**
15%	Emissions Testing
6%	Reduce Traffic Congestion/Pollution
1%	Pollution Clean Up
1%	Controlling Industrial Pollution
1%	Controlled Burns
11%	**FAMILIARITY (NET)**
11%	Heard Of Them
9%	**OTHER (NET)**
5%	Don't Remember/Not Familiar
2%	General Negative
1%	Option Not Available In My Area
**	Nothing/None
**	General Positive
1%	Other
9%	Don't Know/Refused

[n=413 WHO HAVE HEARD OF THE CLEAN AIR CAMPAIGN]

23a. How valuable do you feel an organization such as this is to commuters in the Atlanta area? Is it…

85%	**TOTAL VALUABLE (NET)**
14%	**TOTAL NOT VALUABLE (NET)**
36%	Extremely valuable
50%	Somewhat valuable
10%	Of little value
3%	Not valuable at all
1%	Don't Know/Refused

[n=413 WHO HAVE HEARD OF THE CLEAN AIR CAMPAIGN]

24. How valuable do you personally find an organization such as this? Do you find it:

MAY 01	DEC 01	
82%	**67%**	**TOTAL VALUABLE (NET)**
16%	**33%**	**TOTAL NOT VALUABLE (NET)**
39%	22%	Extremely valuable
43%	45%	Somewhat valuable
10%	19%	Of little value
5%	13%	Not valuable at all
2%	1%	Don't Know/Refused

25. Have you called, been contacted or in any way taken advantage of the services offered by the Clean Air Campaign?

4%	Yes
96%	No
1%	Don't Know/Refused

[n=38 WHO HAVE BEEN CALLED, BEEN CONTACTED, OR TAKEN ADVANTAGE OF THE CLEAN AIR CAMPAIGN'S SERVICES]

26. And, using a scale from 1 to 10, where a rating of "1" means that you are "not at all satisfied" with your experience or interaction with the Clean Air Campaign, and a rating of "10" means you are "completely satisfied" with your experience or interaction with the Clean Air Campaign, how would you rate your level of satisfaction with Clean Air Campaign, its programs and the services it offers?

16%	**Top Box (10)**
59%	8-10
37%	5-7
4%	1-4
7.29	**Mean**

COMMUTING PATTERNS

Now, I would like to read you a series of questions about your personal commuting situation and specifically, your commute last week. These questions may seem repetitive but they will only take a couple of minutes, so please bear with me.

[n=803 STUDENTS OR ARE EMPLOYED PART- OR FULL-TIME FOR Q.27-33]

MAY 2001: WEEKDAYS

[ACCEPT MULTIPLE PUNCHES]

Mon.	Tues.	Wed.	Thurs.	Fri.	
80%	79%	79%	79%	75%	Drove alone in my car
8%	9%	9%	9%	9%	Rode in a car pool or rode with a co-worker, another person who works nearby, a family member or friend
*	*	*	2%	*	Rode in a van pool
2%	1%	2%	*	1%	Rode MARTA Train
1%	1%	1%	1%	*	Rode a MARTA or Cobb Community Transit (CCT)
1%	1%	1%	1%	1%	Walked, Biked, Rollerbladed or some similar means of transportation **[**
2%	2%	2%	2%	2%	Teleworked or worked from home
6%	6%	6%	6%	10%	Did Not Work
1%	1%	1%	1%	1%	DK/Refused **[DO NOT READ]**

DECEMBER 2001: WEEKDAYS

[ACCEPT MULTIPLE PUNCHES]

Mon.	Tues.	Wed.	Thurs.	Fri.	
74%	77%	76%	75%	72%	Drove alone in my car
8%	7%	8%	7%	7%	Rode in a car pool or rode with a co-worker, another person who works nearby, a family member or friend
**	**	**	**	**	Rode in a van pool
2%	2%	2%	2%	2%	Rode MARTA Train
2%	2%	1%	1%	1%	Rode a MARTA,Cobb Community Transit (CCT), or C-Tran bus
2%	2%	1%	2%	2%	Walked, Biked, Rollerbladed or some similar means of transportation **[**
5%	4%	4%	4%	4%	Teleworked or worked from home
1%	1%	2%	2%	3%	Compressed Work Schedule Day Off
7%	5%	6%	6%	9%	Did Not Work
**	1%	1%	1%	1%	DK/Refused **[DO NOT READ]**

DAILY COMMUTE AVERAGES:

MAY 01	DEC 01	
78.6%	75.2%	Drove alone
8.8%	7.4%	Rode in a car pool or rode with a co-worker, another person who works nearby, a family member or
0.2%	0.3%	Rode in a van pool
1.6%	1.9%	Rode MARTA Train
1.0%	1.4%	Rode a MARTA, Cobb Community Transit (CCT) or C-Tran Bus
1.0%	1.9%	Walked, Biked, Rollerbladed or some similar means of transportation
2.0%	4.0%	Teleworked or worked from home
na	1.6%	Compressed Work Schedule Day Off
6.8%	6.7%	Did Not Work

MAY 2001: WEEKENDS

[ACCEPT MULTIPLE PUNCHES]

Sat.	Sun.	
17%	11%	Drove alone in my car
2%	1%	Rode in a car pool or rode with a co-worker, another person who works nearby, a family member or friend
**	-	Rode in a van pool
**	**	Rode MARTA Train
**	**	Rode a MARTA or Cobb Community Transit (CCT)
**	**	Walked, Biked, Rollerbladed or some similar means of transportation **[**
**	**	Teleworked or worked from home
78%	86%	Did not Work
2%	1%	Don't Know/Refused **[DO NOT READ]**

DECEMBER 2001: WEEKENDS

[ACCEPT MULTIPLE PUNCHES]

Sat.	Sun.	
20%	13%	Drove alone in my car
2%	1%	Rode in a car pool or rode with a co-worker, another person who works nearby, a family member or friend
**	-	Rode in a van pool
**	**	Rode MARTA Train
1%	**	Rode a MARTA, Cobb Community Transit (CCT) or C-Tran Bus
1%	**	Walked, Biked, Rollerbladed or some similar means of transportation **[**
1%	1%	Teleworked or worked from home
12%	13%	Compressed Work Schedule Day Off
64%	72%	Did not Work
1%	**	Don't Know/Refused **[DO NOT READ]**

WEEKEND COMMUTE AVERAGES:

MAY 01	DEC 01	
14.0%	16.5%	Drove alone
1.5%	1.5%	Rode in a car pool or rode with a co-worker, another person who works nearby, a family member or friend
0.5%	0.5%	Rode in a van pool
0.5%	0.5%	Rode MARTA Train
0.5%	1.0%	Rode a MARTA, Cobb Community Transit (CCT) or C-Tran Bus
0.5%	1.0%	Walked, Biked, Rollerbladed or some similar means of transportation
0.5%	1.0%	Teleworked or worked from home
na	12.5%	Compressed Work Schedule Day Off
82.0%	67.0%	Did Not Work

SUMMARY TABLE: WEEKLY COMMUTING HABITS:

MAY 01	DEC 01	
78%	69%	Always Drive Alone
13%	12%	Sometimes car pool with a co-worker, another person who works nearby, a family member or friend
**	**	Sometimes van pool
2%	3%	Sometimes ride MARTA Train
1%	2%	Sometimes ride a MARTA, Cobb Community Transit (CCT) or C-Tran Bus
2%	2%	Sometimes walk, bike, rollerblade or use some similar means of transportation
4%	7%	Sometimes teleworked or worked from home
na	5%	Took a compressed work schedule day off
-	1%	Don’t know/Refused

SUMMARY TABLE: COMMUTING HABITS

FEB 00	JUNE 00	SEPT 00	NOV 00	MAY 01	DEC 01	
38%	33%	36%	36%	29%	16%	Never Tried Alternatives/Always Drive Alone
37%	35%	29%	34%	36%	43%	Ever Tried or Sometimes Car Pool
-	-	-	-	2%	2%	Ever Tried or Sometimes Van Pool
14%	22%	20%	22%	13%	18%	Ever Tried or Sometimes Ride MARTA Train
-	-	-	-	9%	16%	Ever Tried or Sometimes Ride MARTA, Cobb Community Transit (CCT) or C-Tran Bus
-	-	-	-	7%	8%	Ever Tried or Sometimes Use Transportation Alternatives (Walk, Bike, Rollerblade or Some Similar Means_
39%	43%	42%	39%	23%	27%	Ever Tried or Sometimes Telework
-	-	-	-	34%	48%	Ever Tried or Sometimes Work an Alternate Schedule
-	-	-	-	-	36%	Ever Tried or Sometimes Work a Compressed Schedule

*In 2000, carpool and vanpool data are collected together, as well as MARTA train and MARTA/CCT bus data.
* A consistent comparison of data over time would include a neutral comparison of all behaviors. To capture additional data, questions have been added to the survey, requiring a more accurate comparison of the numbers between surveys. See revised chart below.

Claimed Trial Use of Commute Alternatives

Claimed Trial Use	Feb 00	June 00	Sept 00	Nov 00	May 01	Dec 01
Never tried alternatives/always drive alone[1]	38%	33%	36%	36%	43%	32%
Ever tried or sometimes car pool[2]	37%	35%	29%	34%	36%	43%
Ever tried or sometimes van pool[2]					2%	2%
Ever tried or sometimes ride MARTA train[2]	14%	22%	20%	22%	13%	18%
Ever tried or sometimes ride MARTA or Cobb Community Transit (CCT) bus[2]					9%	16%
Ever tried or sometimes use transportation alternatives (walk, bike, rollerblade or some similar means)					7%	7%
Ever tried or sometimes telework	39%	43%	42%	39%	23%	27%
Ever tried or sometimes work a flexible schedule					34%	48%
Compressed work week						

[1]For a consistent comparison across all six surveys, those who answered yes to trial use of flexible schedules and compressed work week commute alternatives were removed from the May 01 and Dec 01 survey results for never tried alternatives/always drive alone. When these commute alternatives are included, the never tried alternatives/always drive alone category is 29% in May and 16% in December.
[2]Carpool and vanpool data and MARTA train and MARTA or CCT bus were collected together in 2000. C-Tran was added to the MARTA or CCT bus option to the December 2001 survey.

[n=189 WHO USED AN ALTERNATIVE MODE OF TRANSPORTATION ANY DAY LAST WEEK IN Q.27-33]

34a. About how long have you been ***[carpooling, vanpooling, riding the train, riding the bus, bicycling, walking, teleworking***] to work/school?

12%	0 - 1 month
3%	2 months
4%	3 months
4%	4 months
2%	5 months
7%	6 months
1%	7 months
2%	8 months
1%	10 months
13%	12 months
48%	More than 12 months
5%	Don't Know/Refused

[n=189 WHO USED AN ALTERNATIVE MODE OF TRANSPORTATION ANY DAY LAST WEEK IN Q.27-33]

34b. How did you typically travel to work/school before you started ***[carpooling, vanpooling, riding the train, riding the bus, bicycling, walking, teleworking***]?

77%	Drive alone in your car
7%	Ride in a carpool or ride with a co-worker, another person who works nearby, a family member or friend
4%	Ride MARTA train
3%	Ride a MARTA, Cobb Community Transit (CCT) or C-Tran Bus
1%	Telework or work from home
1%	Walk, Bike, Rollerblade or use some similar means of transportation
7%	Don't Know/Refused

[n=176 WHO TRAVELED TO WORK/SCHOOL BEFORE USING ALTERNATE TRANSPORTATION]

34c. About how many days per week did you…

2%	**1-2 DAYS (NET)**
-	1 Day
2%	2 Days
23%	**3-4 DAYS (NET)**
9%	3 Days
14%	4 Days
75%	**5-7 DAYS (NET)**
64%	5 Days
5%	6 Days
5%	7 Days
4.77	Mean

Next, I'd like you to think back over the PAST YEAR.

Please tell me if in the past year you EVER traveled to work/school by the following means:

[n=716 WHO DID NOT CAR POOL LAST WEEK]

35. Riding in a car pool or riding with a co-worker, another person who works nearby, a family member or friend

MAY 01	DEC 01	
28%	36%	Yes
72%	64%	No

[n=344 WHO TRAVELED TO WORK/SCHOOL USING CAR POOL WITHIN PAST YEAR

35A. How often do you typically ride in a car pool to work/school?

FEB 00	JUNE 00	SEPT 00	NOV 00	MAY 01	DEC 01	
29%	21%	24%	18%	20%	17%	5-7 DAYS PER WEEK (5+ times last week)
6%	9%	5%	9%	7%	7%	3-4 DAYS PER WEEK (3-4 times last week)
9%	14%	11%	11%	9%	9%	1-2 DAYS PER WEEK (1-2 times last week)
				16%	13%	1-3 TIMES PER MONTH (0 times last week)
55%	56%	60%	62%	24%	26%	LESS THAN ONCE PER MONTH
				15%	27%	IN EMERGENCIES ONLY
				7%	1%	DON'T KNOW/REFUSED **[DO NOT READ]**

*2000 values for each range are presented in parenthesis; 1 - 3 times per month, less than once per month, and emergencies only categories are combined as 0 times last week.

In 2000, carpool and vanpool data are collected together.

[n=344 WHO TRAVELED TO WORK/SCHOOL USING CAR POOL WITHIN PAST YEAR

35A. How often do you typically ride in a car pool to work/school?

9%	**1-2 DAYS (NET)**
4%	1 day a week
5%	2 days a week
7%	**3-4 DAYS (NET)**
6%	3 days a week
2%	4 days a week
17%	**5-7 DAYS (NET)**
15%	5 days a week
1%	6 days a week
1%	7 days a week
13%	1-3 times per month
26%	Less than once per month
27%	In emergencies only
1%	Don't Know/Refused

[n=799 WHO DID NOT VAN POOL LAST WEEK]

36. Riding in a van pool.

MAY 01	DEC 01	
2%	2%	Yes
98%	98%	No
*	-	Don't Know/Refused

[n=18 WHO HAVE VAN POOLED WITHIN THE PAST YEAR]

36A. How often do you typically ride in a van pool to work/school?

MAY 01	DEC 01	
31%	15%	5-7 DAYS PER WEEK
3%	14%	3-4 DAYS PER WEEK
13%	-	1-2 DAYS PER WEEK
18%	18%	1-3 TIMES PER MONTH
12%	43%	LESS THAN ONCE PER MONTH
12%	11%	IN EMERGENCIES ONLY
12%	-	DON'T KNOW/REFUSED **[DO NOT READ]**

[n=18 WHO HAVE VAN POOLED WITHIN THE PAST YEAR]

36A. How often do you typically ride in a van pool to work/school?

-	**1-2 DAYS (NET)**
-	1 day a week
-	2 days a week
14%	**3-4 DAYS (NET)**
6%	3 days a week
8%	4 days a week
15%	**5-7 DAYS (NET)**
15%	5 days a week
-	6 days a week
-	7 days a week
18%	1-3 times per month
43%	Less than once per month
11%	In emergencies only

[n=779 WHO DID NOT USE MARTA TRAIN LAST WEEK]

37. Riding MARTA Train

MAY 01	DEC 01	
11%	16%	Yes
89%	84%	No
-	-	Don't Know/Refused

[n=148 WHO HAVE USED MARTA TRAIN WITHIN THE PAST YEAR]

37A. How often do you typically ride MARTA train to work/school?

FEB 00	JUNE 00	SEPT 00	NOV 00	MAY 01	DEC 01	
19%	13%	16%	27%	20%	22%	5-7 DAYS PER WEEK (5+ times last week)
5%	4%	2%	3%	10%	3%	3-4 DAYS PER WEEK (3-4 times last week)
11%	16%	18%	10%	9%	12%	1-2 DAYS PER WEEK (1-2 times last week)
				15%	18%	1-3 TIMES PER MONTH (0 times last week)
64%	66%	63%	60%	26%	21%	LESS THAN ONCE PER MONTH
				15%	22%	IN EMERGENCIES ONLY
				6%	4%	DON'T KNOW/REFUSED **[DO NOT READ]**

*2000 values for each range are presented in parenthesis; 1 - 3 times per month, less than once per month, and emergencies only categories are combined as 0 times last week.

[n=148 WHO HAVE USED MARTA TRAIN WITHIN THE PAST YEAR]

37A. How often do you typically ride MARTA train to work/school?

12%	**1-2 DAYS (NET)**
7%	1 day a week
4%	2 days a week
3%	**3-4 DAYS (NET)**
3%	3 days a week
-	4 days a week
22%	**5-7 DAYS (NET)**
20%	5 days a week
1%	6 days a week
1%	7 days a week
18%	1-3 times per month
21%	Less than once per month
22%	In emergencies only
4%	Don't Know/Refused

[n=782 WHO DID NOT USE MARTA, CCT, OR C-TRAN BUS LAST WEEK]

38. Riding a MARTA, Cobb Community Transit (CCT) or C-Tran Bus

MAY 01	DEC 01	
8%	13%	Yes
92%	87%	No
*	-	Don't Know/Refused

[n=125 WHO HAVE USED MARTA, CCT, OR C-TRAN BUS WITHIN THE PAST YEAR]

38A. How often do you typically ride a MARTA, CCT or C-Tran bus to work/school?

MAY 01	DEC 01	
23%	18%	5-7 DAYS PER WEEK
7%	5%	3-4 DAYS PER WEEK
13%	10%	1-2 DAYS PER WEEK
13%	18%	1-3 TIMES PER MONTH
28%	21%	LESS THAN ONCE PER MONTH
12%	23%	IN EMERGENCIES ONLY
4%	5%	DON'T KNOW/REFUSED **[DO NOT READ]**

[n=125 WHO HAVE USED MARTA, CCT, OR C-TRAN BUS WITHIN THE PAST YEAR]

38A. How often do you typically ride a MARTA, CCT or C-Tran bus to work/school?

10%	**1-2 DAYS (NET)**
7%	1 day a week
3%	2 days a week
5%	**3-4 DAYS (NET)**
2%	3 days a week
3%	4 days a week
18%	**5-7 DAYS (NET)**
16%	5 days a week
-	6 days a week
2%	7 days a week
18%	1-3 times per month
21%	Less than once per month
23%	In emergencies only
5%	Don't Know/Refused

[n=782 WHO DID NOT WALK, BIKE, OR ROLLERBLADE LAST WEEK]

39. Walking, Biking, Rollerblading or some similar means of transportation

MAY 01	DEC 01	
7%	6%	Yes
93%	94%	No
-*	-	Don't Know/Refused

[n=65 WHO HAVE WALKED, BIKED, OR ROLLERBLADED WITHIN THE PAST YEAR]

39A. How often do you typically walk, bike or rollerblade to work (school)?

MAY 01	DEC 01	
19%	21%	5-7 DAYS PER WEEK
4%	17%	3-4 DAYS PER WEEK
24%	10%	1-2 DAYS PER WEEK
19%	22%	1-3 TIMES PER MONTH
17%	18%	LESS THAN ONCE PER MONTH
9%	11%	IN EMERGENCIES ONLY
8%	1%	DON'T KNOW/REFUSED **[DO NOT READ]**

[n=65 WHO HAVE WALKED, BIKED, OR ROLLERBLADED WITHIN THE PAST YEAR]

39A. How often do you typically walk, bike or rollerblade to work (school)?

10%	**1-2 DAYS (NET)**
1%	1 day a week
9%	2 days a week
17%	**3-4 DAYS (NET)**
10%	3 days a week
7%	4 days a week
21%	**5-7 DAYS (NET)**
15%	5 days a week
-	6 days a week
5%	7 days a week
22%	1-3 times per month
18%	Less than once per month
11%	In emergencies only
1%	Don't Know/Refused

[n=748 WHO DID NOT TELECOMMUTE OR TELEWORK LAST WEEK]

40. In the past year, have you ever teleworked or telecommuted, either working from home or from a telecommuting center?

JUNE 00	SEPT 00	MAY 01	DEC 01	
31%	30%	21%	22%	Yes
69%	70%	79%	78%	No
-	-	**	-	Don't Know/Refused

[n=219 WHO HAVE TELECOMMUTED OR TELEWORKED WITHIN THE PAST YEAR]

40A. How often do you typically telecommute or telework?

FEB 00	JUNE 00	SEPT 00	NOV 00	MAY 01	DEC 01	
23%	22%	19%	21%	12%	15%	5-7 DAYS PER WEEK (5+ times last week)
10%	10%	9%	11%	12%	12%	3-4 DAYS PER WEEK (3-4 times last week)
14%	10%	13%	16%	27%	20%	1-2 DAYS PER WEEK (1-2 times last week)
				25%	26%	1-3 TIMES PER MONTH (0 times last week)
54%	58%	58%	52%	17%	21%	LESS THAN ONCE PER MONTH
				6%	5%	IN EMERGENCIES ONLY
				1%	2%	DON'T KNOW/REFUSED **[DO NOT READ]**

*2000 values for each range are presented in parenthesis; 1 - 3 times per month, less than once per month, and emergencies only categories are combined as 0 times last week.

[n=219 WHO HAVE TELECOMMUTED OR TELEWORKED WITHIN THE PAST YEAR]

40A. How often do you typically telecommute or telework?

20%	**1-2 DAYS (NET)**
9%	1 day a week
11%	2 days a week
12%	**3-4 DAYS (NET)**
8%	3 days a week
3%	4 days a week
15%	**5-7 DAYS (NET)**
12%	5 days a week
-	6 days a week
3%	7 days a week
26%	1-3 times per month
21%	Less than once per month
5%	In emergencies only
2%	Don't Know/Refused

[n=803 STUDENTS OR ARE EMPLOYED PART- OR FULL-TIME]

41. And, in the past year, have you ever worked a flexible work schedule … that is, a schedule that allows you to select your own arrival and departure times?

48%	Yes
52%	No

[n=384 WHO HAVE WORKED A FLEXIBLE WORK SCHEDULE IN THE PAST YEAR]

41A. How often do you typically work a flexible work schedule?

11%	**1-2 DAYS (NET)**
4%	1 day a week
7%	2 days a week
17%	**3-4 DAYS (NET)**
10%	3 days a week
7%	4 days a week
57%	**5-7 DAYS (NET)**
45%	5 days a week
4%	6 days a week
9%	7 days a week
8%	1-3 times per month
4%	Less than once per month
3%	In emergencies only
**	Don't Know/Refused

[n=803 STUDENTS OR ARE EMPLOYED PART- OR FULL-TIME]

42. And, in the past year, have you ever worked a compressed work week, for example, working four ten-hour days per week or 80 hours in nine days?

24%	Yes
76%	No
**	Don't Know/Refused

[n=189 WHO HAVE WORKED A COMPRESSED WORK SCHEDULE IN THE PAST YEAR]

42A. What type of compressed schedule do you or did you usually work?

47%	Four 10-hour days per week (4/40)
15%	Three 12-hour days per week (3/36)
10%	A total of 80 hours in nine days (9/80)
28%	Other
2%	Don't Know/Refused

SUMMARY TABLE OF "YES"

48%	Worked a flexible work schedule, that is, a schedule that allows you to select your own arrival and departure times
36%	Riding in a car pool or riding with a co-worker, another person who works nearby, a family member or friend
24%	Worked a compressed work week, for example, working four ten-hour days per week or 80 hours in nine days?
22%	Teleworked or telecommuted, either working from home or from a telecommuting center
16%	Riding MARTA train
13%	Riding a MARTA, Cobb Community Transit (CCT) or C-Tran Bus
6%	Walking, Biking, Rollerblading or some similar means of transportation
2%	Riding in a van pool

NON-COMMUTE TRAVEL

Now I'd like you to think about **NON-WORK/SCHOOL RELATED TRIPS.** Non-work travel means all trips except for commuting to work or school.

Again thinking about LAST WEEK, please tell me on how many days you used the following means of transportation for **NON WORK/SCHOOL-RELATED TRAVEL.**

The first/next is…

43. A car pool

FEB 00	JUNE 00	SEPT 00	NOV 00	MAY 01	DEC 01	
44%	**36%**	**38%**	**37%**	**17%**	**17%**	**TOTAL USED**
6%	4%	4%	3%	2%	1%	FREQUENT USE (6-7) DAYS
3%	2%	1%	2%	2%	1%	5 DAYS
7%	6%	4%	5%	1%	1%	4 DAYS
7%	4%	6%	6%	3%	4%	3 DAYS
8%	9%	7%	7%	4%	6%	2 DAYS
13%	11%	16%	13%	5%	4%	1 DAY
54%	**60%**	**58%**	**60%**	**83%**	**83%**	**DID NOT USE**
1.3	1.1	1.0	1.0	0.5	.44	MEAN (NUMBER OF DAYS)
2%	3%	4%	3%	*	-	DON'T KNOW/REFUSED **[DO NOT READ]**

*In 2000, carpool and vanpool data are collected together. Also, in 2000, the question was asked as how many times did you used following means of transportation for non-work trips in a typical week. The scores for 2000 were calculated by dividing number of trips in a week by specified means of transportation by number of trips in a typical day.

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44. A van pool

MAY 01	DEC 01	
3%	**2%**	**TOTAL USED**
*	*	FREQUENT USE (6-7) DAYS
*	-	5 DAYS
*	*	4 DAYS
*	*	3 DAYS
1%	*	2 DAYS
1%	1%	1 DAY
97%	**98%**	**DID NOT USE**
0.1	0.03	MEAN (NUMBER OF DAYS)
*	*	DON'T KNOW/REFUSED **[DO NOT READ]**

---

45. MARTA Train

FEB 00	JUNE 00	SEPT 00	NOV 00	MAY 01	DEC 01	
4%	**6%**	**5%**	**5%**	**6%**	**10%**	**TOTAL USED**
1%	1%	1%	1%	*	*	FREQUENT USE (6-7) DAYS
*	-	*	-	*	*	5 DAYS
*	1%	1%	*	*	*	4 DAYS
*	*	*	*	1%	*	3 DAYS
1%	8%	*	1%	1%	3%	2 DAYS
2%	3%	3%	3%	3%	5%	1 DAY
94%	**91%**	**91%**	**92%**	**94%**	**90%**	**DID NOT USE**
0.1	0.2	0.1	0.1	0.1	0.2	MEAN (NUMBER OF DAYS)
2%	3%	4%	3%	-	-	DON'T KNOW/REFUSED **[DO NOT READ]**

*In 2000, carpool and vanpool data are collected together. Also, in 2000, the question was asked as how many times did you used following means of transportation for non-work trips in a typical week. The scores for 2000 were calculated by dividing number of trips in a week by specified means of transportation by number of trips in a typical day.

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46. MARTA, Cobb Community Transit (CCT) or C-Tran Bus

MAY 01	DEC 01	
3%	**6%**	**TOTAL USED**
*	*	FREQUENT USE (6-7) DAYS
*	*	5 DAYS
*	*	4 DAYS
*	1%	3 DAYS
1%	1%	2 DAYS
1%	3%	1 DAY
97%	**94%**	**DID NOT USE**
0.1	0.1	MEAN (NUMBER OF DAYS)
*	*	DON'T KNOW/REFUSED **[DO NOT READ]**

Now, please think back over the past YEAR and tell me if you have EVER used the following means of transportation for **NON WORK/SCHOOL-RELATED travel.** Just to remind you, non-work/school related travel means all trips except for commuting to work or school.

The first/next is…

[n=829 WHO DID NOT USE CAR POOLING FOR NON-WORK/SCHOOL-RELATED TRAVEL LAST WEEK]

47. A car pool

JUNE 00	SEPT 00	NOV 00	MAY 01	DEC 01	
35%	34%	33%	35%	23%	YES
65%	66%	67%	65%	77%	NO
			*	-	DON'T KNOW/REFUSED **[DO NOT READ]**

*In 2000, carpool and vanpool data are collected together.

[n=982 WHO DID NOT USE VAN POOLING FOR NON-WORK/SCHOOL-RELATED TRAVEL LAST WEEK]

48. A van pool

MAY 01	DEC 01	
6%	5%	Yes
93%	95%	No
*	-	Don't know/Refused

[n=904 WHO DID NOT USE MARTA TRAIN FOR NON-WORK/SCHOOL-RELATED TRAVEL LAST WEEK]

49. MARTA Train

MAY 01	DEC 01	
45%	45%	Yes
55%	55%	No
*	-	Don't know/Refused

[n=944 WHO DID NOT USE MARTA, CCT, OR C-TRAN BUS FOR NON-WORK/SCHOOL-RELATED TRAVEL LAST WEEK]

50. MARTA, Cobb Community Transit (CCT) or C-Tran Bus

MAY 01	DEC 01	
20%	23%	Yes
80%	77%	No
*	-	Don't know/Refused

SUMMARY TABLE

Means	Yes	
2.1	--	How many days per week could you use one of the commuting alternatives just described to get to and from work or school?
1.78	--	How many days per week could you use at least one of the commuting alternatives just described?
0.44	23%	A car pool
0.17	45%	MARTA Train
0.12	23%	MARTA, Cobb Community Transit (CCT) or C-Tran Bus.
0.03	5%	A van pool

NON-WORK TRANSPORTATION SUMMARY

FEB 00	JUNE 00	SEPT 00	NOV 00	MAY 01	DEC 01	
47%	29%	42%	43%	40%	35%	Never tried alternatives to SOV
	35%	34%	33%	35%	19%	Sometimes car pool
				6%	5%	Sometimes van pool
				45%	41%	Sometimes ride MARTA Train
				20%	21%	Sometimes ride a MARTA, Cobb Community Transit (CCT) or C-Tran Bus

*In 2000, carpool and vanpool data are collected together, as well as MARTA train and MARTA/CCT bus data.

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51. And last week, how many times did you use the Internet to shop or gather information instead of making a trip in your car to obtain information or shop?

FEB 00	JUNE 00	SEPT 00	NOV 00	MAY 01	DEC 01	
56%	**66%**	**66%**	**65%**	**52%**	**65%**	**TOTAL USED INTERNET**
7%	9%	12%	10%	6%	6%	Used Once
9%	14%	14%	12%	10%	14%	Used Twice
14%	18%	14%	17%	13%	17%	Used Three-Four Times
12%	15%	14%	14%	13%	28%	Used Five-Seven Times
6%	3%	7%	6%	4%	-	Used Eight-Ten Times
5%	4%	1%	4%	4%	-	Used 11 – 20 Times
3%	3%	3%	2%	2%	-	Used 21 or More Times
44%	**34%**	**32%**	**34%**	**47%**	**35%**	**DID NOT USE INTERNET**
3.8	3.6	3.5	3.6	3.3	2.7	Average Number of Times Used the Internet
*	*	2%	1%	1%	*	DON'T KNOW/REFUSED **[DO NOT READ]**

FUTURE WORK/SCHOOL TRANSPORTATION ALTERNATIVES

[Q.52-61 n=800 STUDENTS OR ARE EMPLOYED EITHER PART- OR FULL-TIME]

Now, I'd like you to think about how you might travel to work IN THE FUTURE. I'm going to read the same list of transportation options I've read previously. This time, I'd like you to consider how likely would you be to use the following means of transportation at least once per week for your commute to and from work/school if they were available to you.

The first/next is …

52. Riding in a car pool with a co-worker, another person who works nearby, a family member or friend

MAY 01	DEC 01	
41%	**25%**	**TOTAL LIKELY (NET)**
36%	**57%**	**TOTAL UNLIKELY (NET)**
10%	7%	Certain
32%	18%	High Chance
22%	18%	Even Chance
16%	24%	Low Chance
19%	34%	No Chance
**	**	Don't Know/Refused

53. Riding in a van pool

MAY 01	DEC 01	
23%	**6%**	**TOTAL LIKELY (NET)**
59%	**86%**	**TOTAL UNLIKELY (NET)**
5%	1%	Certain
18%	5%	High Chance
18%	8%	Even Chance
21%	17%	Low Chance
38%	69%	No Chance
*	-	Don't Know/Refused

54. Riding MARTA Train

MAY 01	DEC 01	
29%	**20%**	**TOTAL LIKELY (NET)**
57%	**71%**	**TOTAL UNLIKELY (NET)**
9%	6%	Certain
21%	14%	High Chance
14%	9%	Even Chance
16%	14%	Low Chance
40%	57%	No Chance
1%	**	Don't Know/Refused

55. Riding MARTA, Cobb Community Transit (CCT) or C-Tran Bus

MAY 01	DEC 01	
22%	**13%**	**TOTAL LIKELY (NET)**
65%	**79%**	**TOTAL UNLIKELY (NET)**
5%	4%	Certain
16%	9%	High Chance
12%	8%	Even Chance
21%	17%	Low Chance
44%	61%	No Chance
1%	-	Don't Know/Refused

56. Walking, Biking, Rollerblading, or some similar form of transportation

MAY 01	DEC 01	
12%	**8%**	**TOTAL LIKELY (NET)**
80%	**88%**	**TOTAL UNLIKELY (NET)**
4%	3%	Certain
7%	5%	High Chance
8%	4%	Even Chance
16%	11%	Low Chance
63%	76%	No Chance
1%	-	Don't Know/Refused

57. Telecommute or telework, either from home or from a teleworking center.

MAY 01	DEC 01	
49%	**28%**	**TOTAL LIKELY (NET)**
37%	**64%**	**TOTAL UNLIKELY (NET)**
16%	12%	Certain
33%	17%	High Chance
13%	8%	Even Chance
9%	13%	Low Chance
28%	51%	No Chance
2%	-	Don't Know/Refused

[n=740 EMPLOYED EITHER PART- OR FULL-TIME]

58. How likely is it that you will have the ability to work a flexible daily schedule, that is, set your own arrival and departure times at work?

MAY 01*	DEC 01	
44%	**42%**	**TOTAL LIKELY (NET)**
35%	**50%**	**TOTAL UNLIKELY (NET)**
13%	21%	Certain
31%	21%	High Chance
19%	8%	Even Chance
10%	13%	Low Chance
25%	37%	No Chance
2%	*	Don't Know/Refused

* May 2001 Wording: How likely is it that you will be able to work an alternate or flexible work week?

[n=740 EMPLOYED EITHER PART- OR FULL-TIME]

59. How likely is it that you will be able to work a compressed work week, that is, work four ten-hour days in one week or 80 hours in 9 days?

22%	**TOTAL LIKELY (NET)**
70%	**TOTAL UNLIKELY (NET)**
8%	Even Chance
8%	Certain
14%	High Chance
17%	Low Chance
53%	No Chance
*	Don't Know/Refused

[n=800 STUDENTS OR ARE EMPLOYED EITHER PART- OR FULL-TIME]

60. Given the requirements of your job, class schedule or lifestyle, how many days per week COULD you use one of the commuting alternatives just described to get to and from work or school?

MAY 01	DEC 01	
66%	**57%**	**TOTAL WOULD USE (NET)**
5%	4%	Frequent Use (6-7 Days)
26%	23%	5 days a week
4%	4%	4 days a week
9%	7%	3 days a week
11%	9%	2 days a week
11%	9%	1 day a week
33%	**43%**	**ZERO DAYS/COULD NOT USE**
1%	**	Don't Know/Refused
2.4	2.1	Mean

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61. Which ONE of the following commuting alternatives would you be MOST likely to use to get to and from work or school?

MAY 01	DEC 01	
51%	50%	Riding in a carpool with a co-worker, another person who works nearby, a family member or friend
20%	21%	Riding MARTA train
4%	8%	Riding MARTA, CCT or C-Tran bus
7%	6%	Walking, biking rollerblading, or similar form of transportation
5%	3%	Riding in a van pool
13%	13%	Don't Know/Refused

SUMMARY TABLE OF "TOTAL LIKELY" (QS. 51-59)

May 01	Dec 01	
44%	41%	Flexible daily schedule, that is, set your own arrival and departure times at work?
49%	28%	Telecommute or telework, either from home or from a teleworking center
41%	25%	Riding in a car pool with a co-worker, another person who works nearby, a family member or friend
NA	21%	Compressed work week, that is, work four ten-hour days in one week or 80 hours in 9 days
29%	20%	Riding MARTA train
22%	13%	Riding MARTA, Cobb Community Transit (CCT) or C-Tran Bus
12%	8%	Walking, biking, rollerblading, or some similar form of transportation
23%	6%	Riding in a van pool

FUTURE NON-WORK TRANSPORTATION ALTERNATIVES

[ASKED OF ALL RESPONDENTS]

Now, I'd like you to think about how you might consider making non-work/school trips IN THE FUTURE. I'm going to read the same list of transportation options I've read previously. This time, I'd like you to consider how likely would you be to use the following means of transportation at least once per week for NON WORK/SCHOOL-RELATED trips.

The first/next is …

62. Riding in a car pool with someone who lives nearby, a family member or friend

MAY 01	DEC 01	
38%	**37%**	**TOTAL LIKELY (NET)**
38%	**43%**	**TOTAL UNLIKELY (NET)**
9%	10%	Certain
29%	28%	High Chance
23%	20%	Even Chance
18%	18%	Low Chance
20%	24%	No Chance
**	**	Don't Know/Refused

63. Riding in a van pool

MAY 01	DEC 01	
12%	**4%**	**TOTAL LIKELY (NET)**
73%	**91%**	**TOTAL UNLIKELY (NET)**
2%	1%	Certain
9%	3%	High Chance
14%	6%	Even Chance
24%	18%	Low Chance
40%	72%	No Chance
1%	**	Don't Know/Refused

64. Riding MARTA Train

MAY 01	DEC 01	
25%	**19%**	**TOTAL LIKELY (NET)**
57%	**65%**	**TOTAL UNLIKELY (NET)**
5%	5%	Certain
19%	13%	High Chance
17%	16%	Even Chance
22%	19%	Low Chance
36%	46%	No Chance
1%	**	Don't Know/Refused

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65. Riding MARTA, Cobb Community Transit (CCT) or C-Tran Bus

MAY 01	DEC 01	
15%	**10%**	**TOTAL LIKELY (NET)**
70%	**79%**	**TOTAL UNLIKELY (NET)**
3%	2%	Certain
12%	8%	High Chance
15%	11%	Even Chance
24%	23%	Low Chance
46%	57%	No Chance
*	-	Don’t Know/Refused

---

66. Given the nature of your non-work/school trips and considering your lifestyle, how many days per week COULD you use at least one of the commuting alternatives just described?

MAY 01	DEC 01	
70%	**72%**	**TOTAL WOULD USE (NET)**
4%	6%	Frequent Use (6-7 Days)
6%	5%	5 days a week
3%	3%	4 days a week
11%	9%	3 days a week
19%	22%	2 days a week
26%	27%	1 day a week
30%	**28%**	**ZERO DAYS/COULD NOT USE**
*	**	Don't Know/Refused
1.7	1.8	Mean

---

67. Which of the following commuting alternatives would you be MOST likely to use for non-work/school related trips?

MAY 01	DEC 01	
51%	60%	Riding in a carpool with a neighbor, family member or friend
26%	21%	Riding MARTA train
7%	7%	Riding MARTA, CCT or C-Tran bus
5%	6%	Walking, biking rollerblading, or similar form of transportation
3%	1%	Riding in a van pool
9%	6%	Don't Know/Refused

SUMMARY TABLE OF "TOTAL LIKELY" (QS.62-65)

May 01	Dec 01	
38%	37%	Riding in a car pool with someone who lives nearby, a family member or friend
25%	19%	Riding MARTA train
15%	10%	Riding MARTA, Cobb Community Transit (CCT) or C-Tran Bus
12%	4%	Riding in a van pool

ACCESS TO TRANSIT

Now, I'd like to ask you whether it is convenient for you to use public transportation.

68. Approximately how far is the nearest public transportation station, such as a bus stop or train station from your residence?

MAY 01	DEC 01	
9%	11%	One block or less
2%	3%	More than one block, but less than two
3%	5%	Two blocks, but less than three
8%	9%	Three blocks, but less than one mile
74%	71%	One mile or more
3%	1%	Don't Know/Refused

[n=800 STUDENTS OR ARE EMPLOYED EITHER PART- OR FULL-TIME]

69. Approximately how far is the nearest public transportation station, such as a bus stop or train station from your work/school?

MAY 01	DEC 01	
23%	27%	One block or less
4%	5%	More than one block, but less than two
4%	7%	Two blocks, but less than three
9%	11%	Three blocks, but less than one mile
52%	48%	One mile or more
7%	1%	Don't Know/Refused

DEMOGRAPHICS

Finally, I have a few questions to ask you for statistical purposes.

70. And, what is your age, please?

FEB 00	JUNE 00	SEPT 00	NOV 00	MAY 01	DEC 01	
10%	12%	12%	9%	11%	10%	18 - 24
21%	23%	20%	27%	20%	25%	25 - 34
26%	22%	28%	27%	27%	26%	35 - 44
22%	23%	24%	20%	21%	22%	45 - 54
21%	19%	17%	16%	20%	16%	55 AND OLDER
-	-	-	-	-	1%	REFUSED

71. What is the last grade of formal education you completed?

FEB 00	JUNE 00	SEPT 00	NOV 00	MAY 01	DEC 01	
5%	4%	3%	4%	3%	2%	LESS THAN HIGH SCHOOL
23%	18%	20%	17%	19%	14%	HIGH SCHOOL GRADUATE
8%	8%	7%	7%	5%	8%	TECHNICAL/VOCATIONAL
24%	26%	22%	23%	24%	25%	SOME COLLEGE
25%	29%	32%	31%	32%	32%	COLLEGE GRADUATE
15%	15%	16%	19%	15%	19%	POST-GRADUATE
*	*	*	*	1%	*	REFUSED **(DO NOT READ)**

[n=740 WHO ARE EMPLOYED EITHER PART- OR FULL-TIME]

72. Which of the following best describes your occupation?

FEB 00	MAY 01	DEC 01	
36%	40%	41%	PROFESSIONAL
22%	15%	17%	COMPANY MANAGER, OFFICIAL OR BUSINESS OWNER
12%	13%	13%	CLERICAL/SALES
14%	12%	16%	IT OR TECHNICAL
5%	7%	3%	OPERATOR/LABORER/MANUFACTURING
6%	5%	7%	SERVICE INDUSTRY WORKER
4%	4%	3%	CRAFTSMAN/FOREMAN
*	*	*	FARMING/RANCHING/AGRICULTURE
1%	3%	1%	DON'T KNOW/REFUSED **[DO NOT READ]**

[n=740 WHO ARE EMPLOYED EITHER PART- OR FULL-TIME]

73. Which of the following best describes your employer?

MAY 01	DEC 01	
80%	**80%**	**PRIVATE ORGANIZATION**
18%	**20%**	**TOTAL GOVERNMENT (NET)**
9%	9%	Local government
6%	6%	Federal government
3%	5%	State government
1%	**	Other
2%	**	Don't Know/Refused

74. What is your total annual family income? Please stop me when I reach your income.

FEB 00	JUNE 00	SEPT 00	NOV 00	MAY 01	DEC 01	
18%	16%	20%	16%	12%	13%	UNDER $30,000
14%	15%	10%	13%	10%	12%	$30,000 BUT LESS THAN $40,000
12%	12%	12%	10%	10%	10%	$40,000 BUT LESS THAN $50,000
18%	17%	17%	19%	15%	19%	$50,000 BUT LESS THAN $70,000
30%	27%	30%	32%	36%	37%	$70,000 OR MORE
9%	12%	13%	11%	17%	10%	REFUSED **(DO NOT READ)**

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75. What is your MAIN ethnic or racial heritage?

FEB 00	JUNE 00	SEPT 00	NOV 00	MAY 01	DEC 01	
18%	22%	24%	22%	21%	23%	African American / Black American
73%	68%	66%	70%	69%	65%	Caucasian / White
9%	8%	8%	7%	7%	7%	Other
*	2%	2%	2%	3%	3%	Refused **(DO NOT READ)**

TO	Kevin Shannon
FROM	Jean Statler; Mary Ellen Carter; Elizabeth Shores
SUBJECT	Summary and Recommendations: December 2001 Regional Tracking Survey
DATE	January 31, 2002

This memo briefly highlights the results from our most recent survey of 1,000 adults living in the 13-County Atlanta metropolitan region. Interviews were conducted December 7-17, 2001. The margin of error for a sample of this size is ± 3.1 percentage points at the 95% confidence level. When comparing the most recent results to those from the May survey, the margin of error is ± 4.0 at the 95% confidence level. It should be understood, however, that these margins of error only apply when measuring a proportion based on the total sample. Margins of error will be different for comparisons between subsamples and for quantitative measures, such as means derived from rating scales.

In setting up this survey, we established sampling quotas to guarantee the completion of 60 interviews with people who work in each of the TMAs. The final data set was then weighted by gender and region based on 2001 Census data to ensure a representative sample.

Overall, results show strong, positive movement in three areas:

- Behavior – More and more people in the area are trying alternatives to SOV travel and there has been a slight decline in the percentage who rely on their own vehicles to get them to work every day.

- Advertising Awareness – Atlanta residents have seen and remember the advertising and importantly, the messages delivered in the ads.

- Clean Air Campaign Awareness and Impact – Awareness of the Clean Air Campaign is increasing and area residents agree that it provides a valuable service to commuters in the region.

Current Commute Behavior

There is a slight decline in the percentage of residents who drive alone in their own car for their commute to work. However, when we look at the use of alternative commute options on a daily basis, we see no statistically significant change in use of the various options since May.

Trial Behavior: Commuting

There have been significant positive shifts in trial of alternative commute options among Atlanta workers. Specifically:

- In terms of **trial behavior,** there has been a statistically significant decrease in the percentage of area workers who have never tried an alternate form of transportation for their work commute (down 13-percentage points from 29% in May to 16% today).
- Just over two-in-five Atlanta residents (43%) have carpooled at least once in the past year, up significantly from 36% in May 2001. Based on a total population of roughly 4 million people, this is an increase of 280,000 people who tried carpooling between May and December.
- Still looking at trial behavior, nearly two-in-ten workers (18%) in the Atlanta area say they have ridden MARTA train at least once in the past year, up significantly from 13% in May. Again, based on a population of 4 million, this means that 200,000 more people tried MARTA train between May and December.
- In December, 16% of area workers say they have ridden MARTA, CCT or C-Tran bus to work in the past year, up significantly from nine percent in May. Using the same formula, expanded bus service in the region and other efforts resulted in an additional 280,000 trials between May and December.
- There has been no significant change since May in the percentage of area workers who say they have walked or used some alternate form of transportation (7% then, 8% now) or vanpooled (2%) to get to work.

In terms of non-commute behaviors that can impact traffic and air quality in the region, flexible schedules, teleworking and compressed work schedules are all being utilized more frequently.

The conclusion that can be made based on the results of this survey is that Atlanta workers are trying a variety of alternatives to single occupancy vehicle commuting.

Preferred Commute Alternatives

Carpooling continues to be the most popular commuting alternative.

More than four-in-ten Atlanta residents (43%) have carpooled at least once in the last year, rising from 36% in May. When compared against other commute alternatives (excluding flexible or compressed work schedules and teleworking), area residents are twice as likely to have tried carpooling than any other form of transportation.

- When asked which of five commute alternatives they would be most likely to use, one-half of area residents say they would be most likely to carpool. This is consistent with May results.

Public transit (train or bus) is potentially a viable commute option for up to one-in-five area residents. Not surprisingly, individuals who live and work near (within three blocks) of a bus or train stop are the most likely to have tried transit in the past year and are the most likely to try it in the future.

Van pools are still the least utilized and least popular alternative to SOV commuting.

Beyond commute alternatives, Atlanta residents continue to express interest in flexible work schedules, teleworking and compressed workweeks as ways of easing or avoiding traffic. Although flexible schedules only change traffic patterns, compressed workweeks and teleworking actually have the potential to reduce vehicle miles traveled (VMTs) in the region and should not be overlooked in shaping plans for 2002

Likely to Try Behaviors for Commuting

In the December survey, Atlanta residents rated their chance of trying all commute alternatives significantly lower than they rated the chance of trying them in May. We cannot conclusively determine the reason for the sharp decline. It is possible there is a seasonal affect at work: specifically, residents may be less likely to try commute alternatives in the winter when the weather is often inclement or when holiday activities make it necessary to have one's own vehicle. . Future surveys will help determine whether this is the case. The data does not indicate that the decline in likelihood of trying the various commute options is related to an unpleasant trial experience. Declines are evident among residents who have tried the various alternatives as well as those who have never tried them, and residents who have tried commute alternatives continue to be more likely to try them in the future than individuals who have never tried them.

Focusing on the probability of trying the various behaviors, carpooling and riding MARTA train remain the most popular commute alternatives. Among the other options, flexible schedules are the most attractive, probably because they require the least change on the part of employers and employees. Teleworking also remains one of the most attractive alternatives, similar to findings from the May survey.

Non-Commute Behavior

Atlanta residents have very different behavior patterns when it comes to trying alternatives to SOV for their non-commute travel. Survey results show that area residents are increasingly likely to try the various transportation alternatives. Since May there has been a slight decrease in the proportion of area residents who have never tried transportation alternatives for non-commute travel: declining from 40% to 35% today. However, area residents are significantly less likely to use alternative forms of transportation for non-commute trips than they are for commute travel: 16% of Atlanta residents have not tried any alternate means of transportation for their work commute, compared with the 35% who have not tried any alternate means of transportation for their non-work travel. Another interesting characteristic of non-commute travel is that many area residents occasionally ride MARTA train, but few rely on MARTA train on a regular basis for non-commute trips.

Preferred Non-Commute Alternatives

Even though residents are more likely to have tried MARTA train for non-commute travel than commute travel, carpools remain the preferred alternative to driving one's own vehicle.

Likely to Try Behaviors for Non-Commute Travel

As we found when exploring potential use of transportation alternatives for commute travel, we see a decline on the December survey of respondent's likelihood of trying the various alternatives for non-work trips. The single exception to this trend is carpooling: respondents remain just as likely to try carpools for non-work trips as they were in May.

The Clean Air Campaign

The Clean Air Campaign has established itself as a valued source of information on traffic and air quality issues in the Atlanta region. Specifically, the CAC continues to raise awareness of traffic and air quality issues in the Atlanta region and current recall of advertising is back up

across-the-board. The CAC is expanding its reach in the area. Residents are increasingly likely to name the CAC as the sponsor of the advertising they recall on an umprompted basis.

Advertising Impact

There is a positive correlation between carpool trial and a positive correlation between increased likelihood to try carpooling and awareness of the CAC advertising.

Similarly, there is a positive correlation between increased likelihood to telework and awareness of teleworking commercials. However, there is no correlation between the ads and actual behavior.

Implications and Strategic Imperatives

At the outset of the Clean Air Campaign's efforts in the Atlanta region, we all agreed that it would take time to change behavior. Two years into the effort, we finally see the first signs that everyone's work is having an impact on behavior in the region. More area commuters have tried alternatives to SOV travel than reported having done so in previous surveys. This does not mean, however, that our work is finished or that we have done all we can do. We make the following recommendations directed toward specific elements of the communication strategy for the community and the Clean Air Campaign based on two years of research. SCAT's larger evaluation and measurement project recommends larger systemic changes in addition to these.

- In 2002, the CAC needs to ensure that it learns from its success. It is time to fine-tune the message and focus on those themes and programs that have the greatest chance of furthering the progress that has been made.
- In 2002, the CAC must maintain its commitment to persuade residents to change their behavior. We strongly support the strategy that has guided the CAC thus far: focusing on control and quality of life as the keys to changing behavior. This is the time to "stay the course" and more importantly, stay on strategy. While there has been a significant drop in residents' reliance on SOV transportation, the CAC must continue its efforts so that these gains are not lost.
- The CAC needs to ensure that all messages deliver solutions and that clearly tie the CAC to the proposed solution.
- We recommend that the campaign be built around radio and print advertising, particularly if the media budget is reduced in 2002. These mediums can be targeted very specifically to reach consumers at the point of decision-making and have the added benefit of being less expensive than television.

- If the media budget is indeed scaled back, we recommend that the CAC focus its efforts on the behavior that area residents are most likely to try: carpooling. We think carpooling should be a primary focus of mass media efforts in the region.
- We still believe that teleworking has the potential to be an effective means of reducing VMTs in the region. However, the survey results suggest that simply creating demand for teleworking will not bring it to pass. The community needs to develop ways of working with employers to assist them in developing and implementing teleworking programs that are successful. Once some of these programs are in place, they should be highlighted in direct mail and other types of messages targeted directly to employers in the region.
- The CAC may also want to consider working to assist businesses in implementing compressed work weeks. This is a new area explored on the latest survey that is attractive to respondents. It has the advantage over flexible scheduling in that it can actually reduce VMTs and is worthy of further exploration.
- The CAC should also continue working to raise recognition of the Campaign as a resource for businesses and residents of the Atlanta region. . Currently hardly any residents or employers look to the Campaign as a source of information regarding commute alternatives. This needs to change.

See clarification memo Dated March 26, 2002

TO	Dan Raudebaugh; Kevin Shannon
FROM	Jean Statler; Mary Ellen Carter
SUBJECT	Explanation and Cautions Regarding Trial Use
DATE	March 26, 2002

It has come to our attention that there is confusion regarding some of the survey results we reported in a previous memo as they pertain to trial use of commute alternatives. We will attempt to clarify the issues in this memo.

We added new questions to both the May 2001 and December 2001 regional transportation surveys to enhance strategic direction and evaluation for the research and measurement program. When we added the new questions to the surveys, we were essentially giving survey respondents more opportunities for inclusion in the group that has tried alternatives. As a result, the number of survey respondents who can claim the "never tried alternatives" option was also reduced. In our previous memo, we did not qualify the fact that we were giving survey respondents more opportunities for inclusion in these groups. We therefore implied the expansion of alternatives were an increase in alternative mode use (or decrease in those claiming to have never tried an alternative).

The table below illustrates the impact that the inclusion of new questions about alternative mode use on the May survey (flexible or alternative work schedule) and the December survey (compressed work week) have on the comparison of survey results over time. This table places alternative mode trial use on the same footing for all six surveys.

FEB 00	JUNE 00	SEPT 00	NOV 00	MAY 01	MAY Corrected	DEC 01	DEC Corrected	
38%	33%	36%	36%	29%	43% (29% + 14%)[1]	16%	32% (16% + 16%)[2]	Never Tried Alternatives/Always Drive Alone

1 The correction factor applied for May represents the 29% who originally fell in the classification "never tried alternatives" plus 14% who only responded "yes" to the new question asked on the survey (flexible or alternative schedules)and had not tried any other commute alternative.

2 The correction factor applied for December represents the 16% who originally fell in the classification "never tried alternatives" plus 16% who only responded "yes" to the new questions (flexible or alternative schedules and compressed work week and had not tried any other commute alternative.

As the table demonstrates, we measured a statistically significant drop in the percentage of residents who always drive alone from May to December, but looking at data points over time, the results are inconclusive as to whether there has been a well-defined trend in trial use (February 2000 through December 2001).

With the refined surveys we cannot define a consistent trend for commute alternatives from February 2000 through December 2001 (excluding teleworking). However, we can provide a comparison of the commute alternatives for the May to December 2001 time period, but caution against using only these two data points to define trends in trial use of commute alternatives. A regional transportation survey scheduled for Fall 2002 will provide an additional data point to help confirm any trends in trial use.

Trends in teleworking provide a good example for why we caution against looking at only two data points to portray progress. A May to December comparison shows an increase in trial use for teleworking (23% to 27%). However, the trend over time reveals a decline in trial use since the June 2000 survey (39%).

We do believe it is important to use regional transportation survey results to identify regional progress, but strongly caution against how the survey results are used to portray progress. We do not want to compromise the credibility of the Clean Air Campaign, SCAT and Wirthlin, by bringing reported progress into question.

Framework to Reduce Traffic Congestion & Improve Air Quality in Atlanta

Strategic Research for the 2001 Atlanta TDM Framework: Tracking and Measurement Study

Sponsored By:

The Georgia Department of Transportation and The U.S. Federal Highway Administration

Prepared By:

Wirthlin Worldwide for the Southern Coalition for Advanced Transportation (SCAT)

January 2002

WIRTHLIN WORLDWIDE

Overview

- Background and Objectives
- Methodology
- Key Findings
  - CAC Awareness
  - Progress since 2000
  - This Year's Media Campaign
    - Focus
    - Targets

Background

- In July 2000, The Clean Air Campaign launched a $4+ million advertising and PR campaign which involved a heavy investment in all media across the Atlanta metro area. The purpose of the campaign is to encourage the use of alternative forms of transportation, such as carpools, transit, telecommuting and trip-chaining.

Objectives

- Beginning in May 2000, Wirthlin Worldwide initiated a research program designed to provide strategic direction to the Clean Air Campaign and to assist in assessing various programs through a variety of measures including:
  - Clean Air Campaign awareness and perceptions
  - Advertising awareness and specific advertising content recall
  - Transportation behavior – which modes people use and how often they use them
  - Likelihood to try transportation alternatives in the future
- The research program included longitudinal tracking to help the Clean Air Campaign measure behavioral changes and assess the impact of programs in bringing about change in the Atlanta area.

Program History

- A benchmark quantitative study was conducted in June 2000, prior to launch of advertising or any other programs, to establish a baseline for ad awareness, attitudes and transportation behavior.
- A follow-up tracking study was conducted in September 2000 to measure changes that had taken place since the campaign launch.
- A tracking study in May 2001 provided a one-year update on attitudinal and behavioral change and provided additional strategic direction.
- This study measures changes that have taken place since the program launch in 2000 and since the May 2001 tracking study. The results yield information key to strategic planning for 2002.

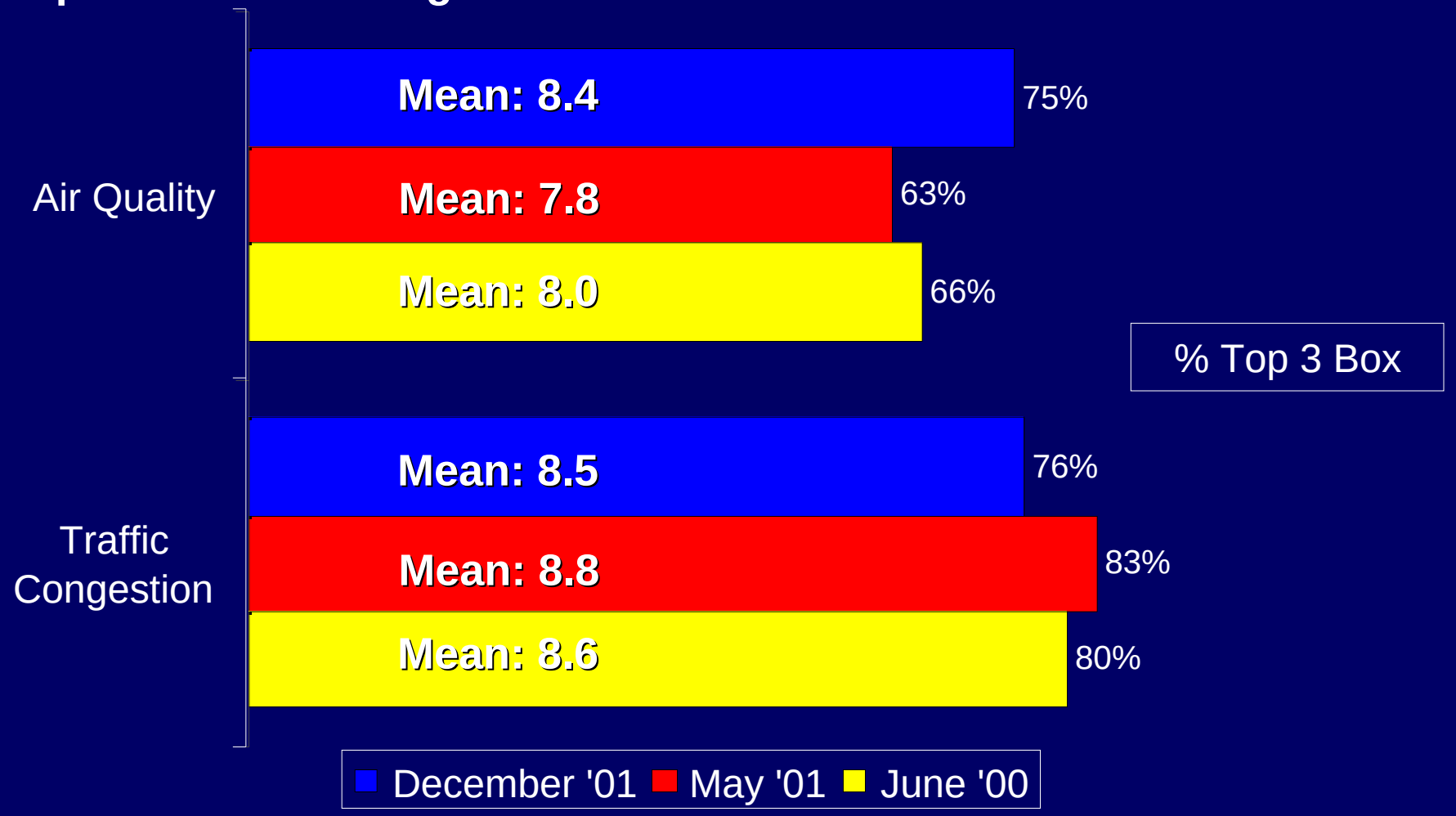
Methodology

- Sample size of 1,000 adults (age 18 and older) in the 13 County Atlanta Metro area
- Field dates: December 7-17, 2001
- Margin of error for a sample size of 1,000 is ± 3.1 percentage points in 95 out of 100 cases
- Data was stratified and weighted by county and gender to ensure a valid representation of the 13 County area

Attitudinal Environment

Importance of Air Quality and Traffic Congestion

Traffic/congestion remain important, while air quality is gaining importance in the region.



Using a scale of "1" to "10," how would you rate your own concern about air quality/traffic congestion problems in Atlanta, with a "1" meaning air quality is not at all an important issue, and a "10" meaning air quality is an extremely important issue.

Issue Saliency

Traffic/congestion is significantly more important in Atlanta than it is nationwide.

NATIONAL	
Education	9.1
Water Quality	8.7
Air Quality	8.5
Crime/Drugs	8.5
Traffic Congestion	6.8

ATLANTA	
Education	8.8
Crime/Drugs	8.6
Traffic Congestion	8.5
Air Quality	8.4
Water Quality	8.4

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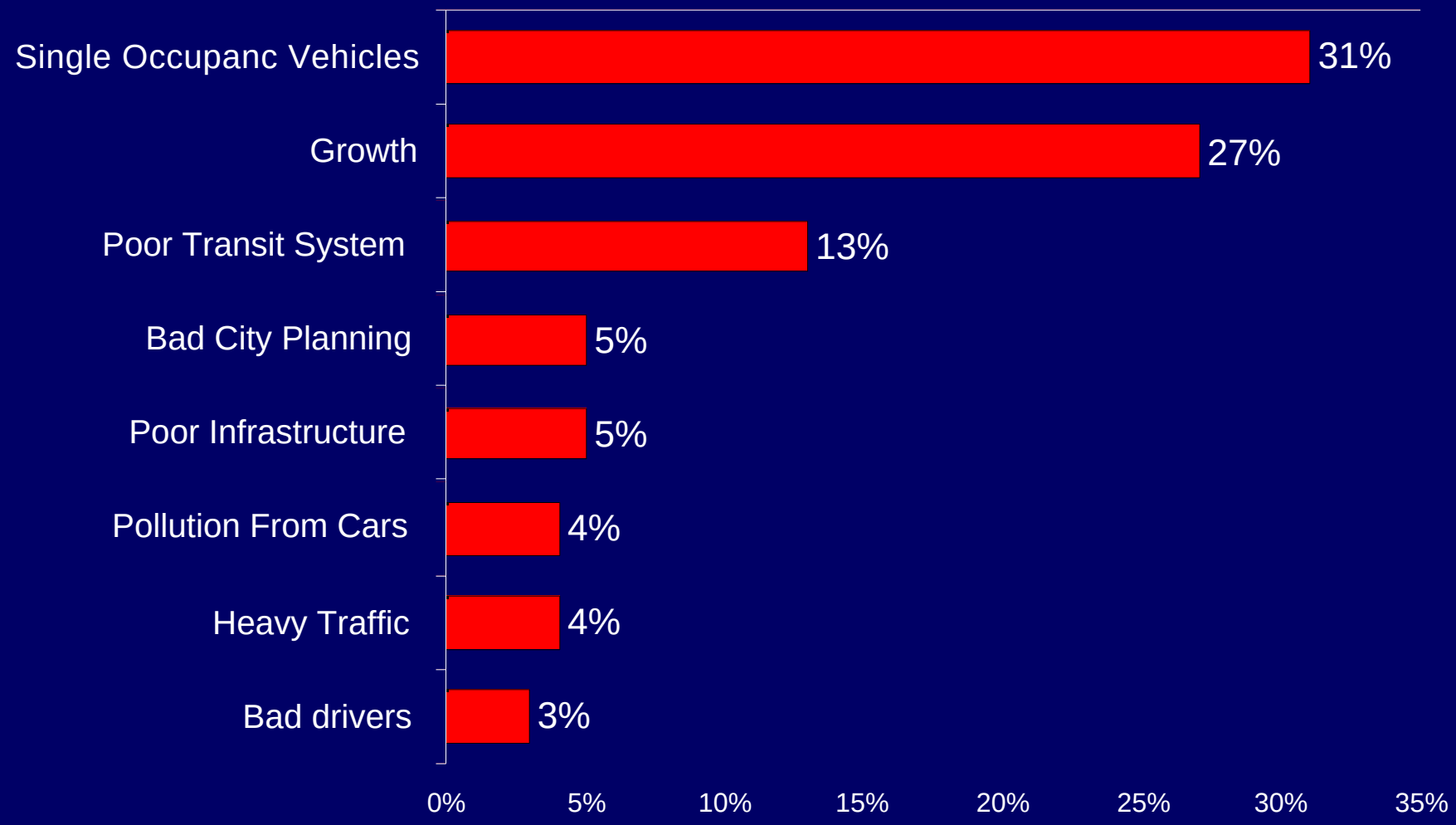
National data obtained from Wirthlin Worldwide's bi-monthly national research in January, 2002.

Single Biggest Cause of Atlanta's Congestion and Air Quality Problems

The use of single occupancy vehicles and growth are generally blamed for Atlanta's congestion and air quality problems.



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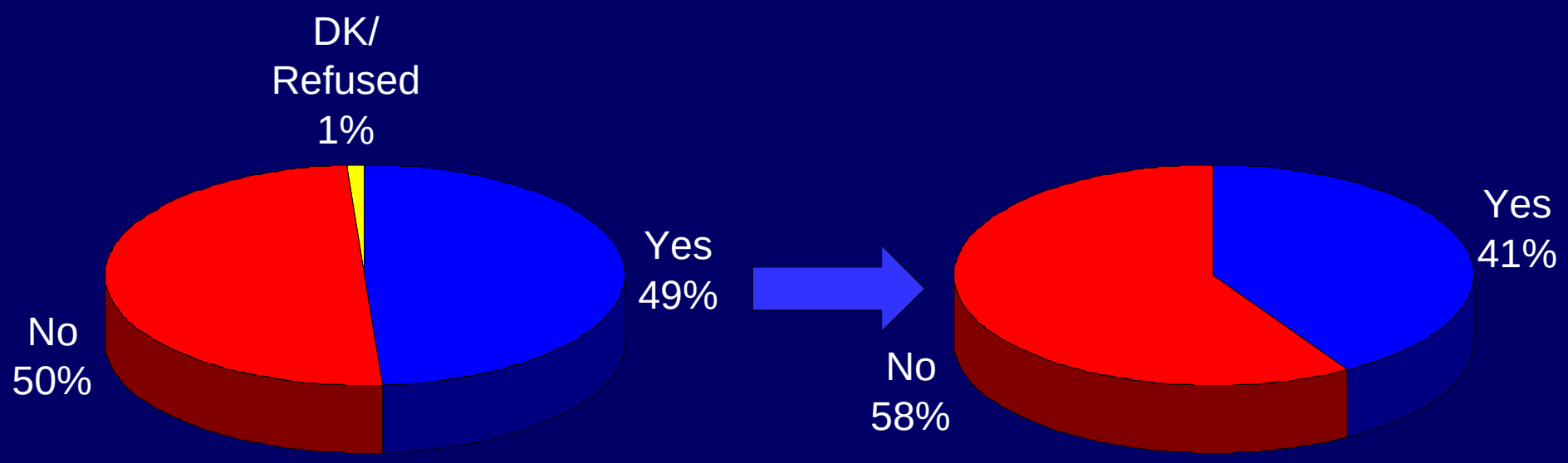
In your own opinion, what is the single biggest cause of the congestion and air quality problems here in Atlanta?

Clean Air Campaign

Clean Air Campaign Awareness

There has been a statistically significant eight percentage point decrease in awareness of the Clean Air Campaign since the May 2001 survey.



The Atlanta region has an organization, the Clean Air Campaign, that provides education, advertising and services related to improving air quality and reducing traffic congestion by promoting alternative transportation options. Have you heard of this organization?

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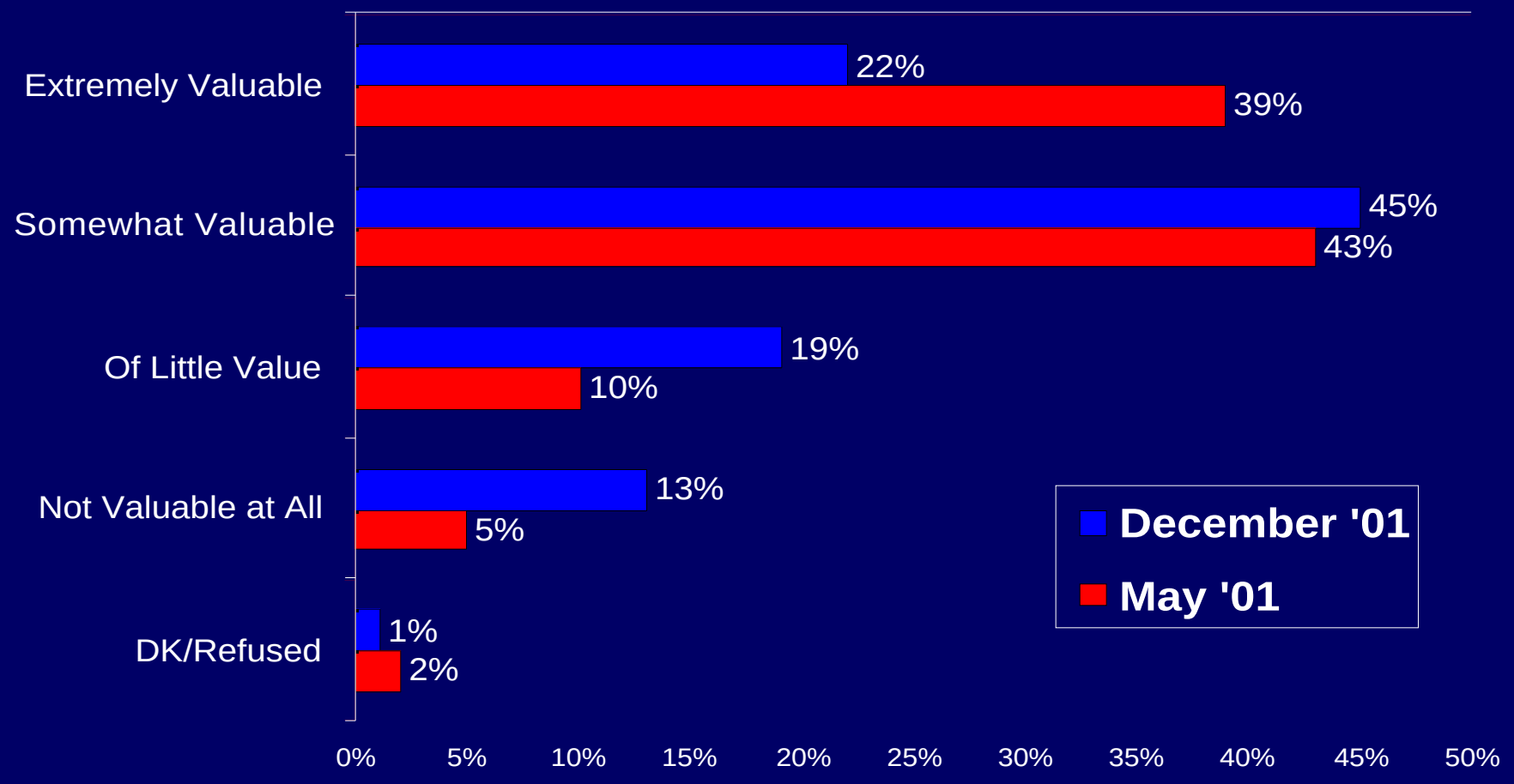
Clear Air Campaign – Value To You Personally

While most respondents rate the Clean Air Campaign as extremely or somewhat valuable (67%), ratings have fallen since May (82%).



BASE: Respondents who have heard of the Clean Air Campaign.

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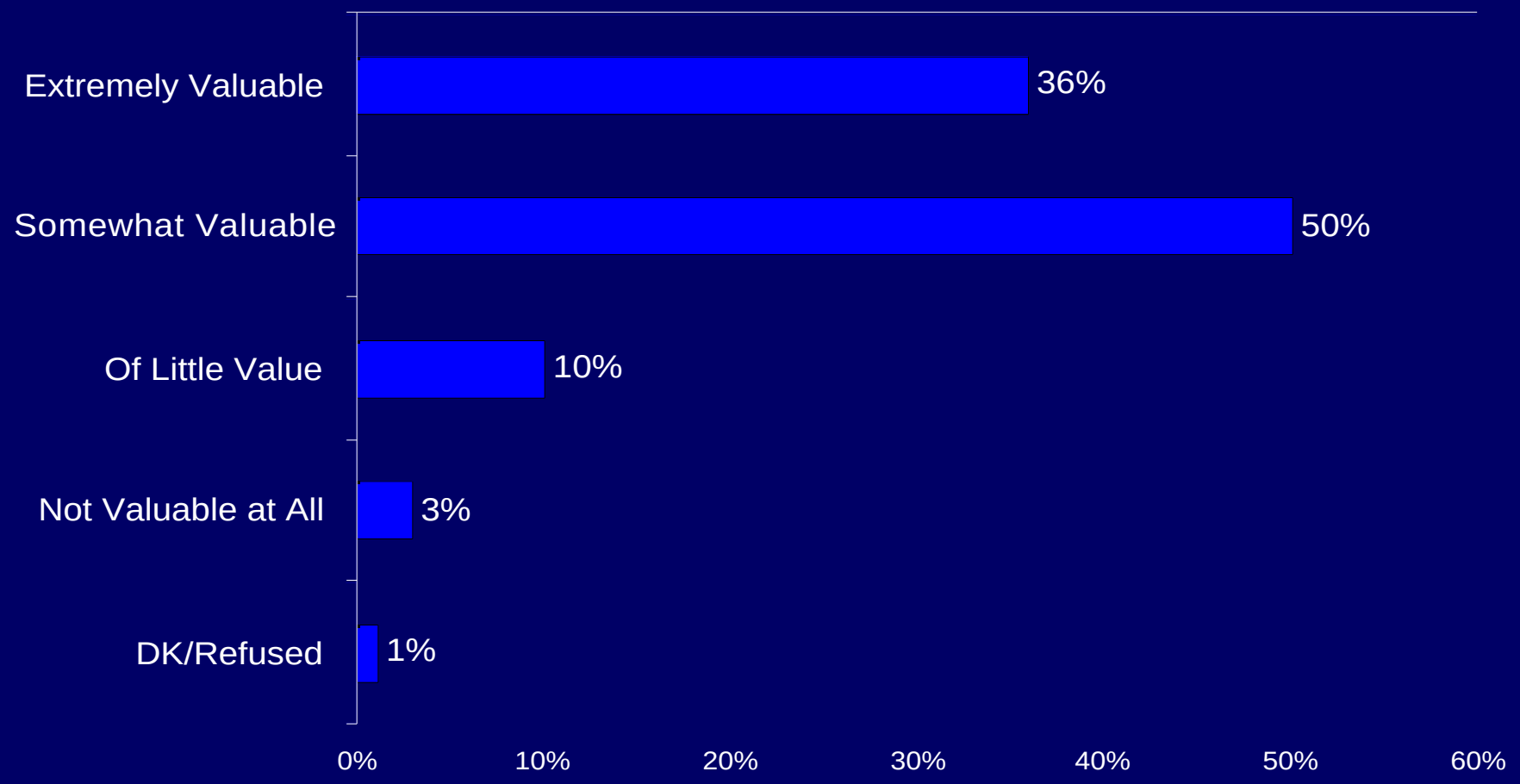
And how valuable do you personally find an organization such as this? Do you find it…

Clear Air Campaign – Value To Commuters

Nearly all (85%) respondents agree that the Clean Air Campaign is of value to commuters in the Atlanta area.



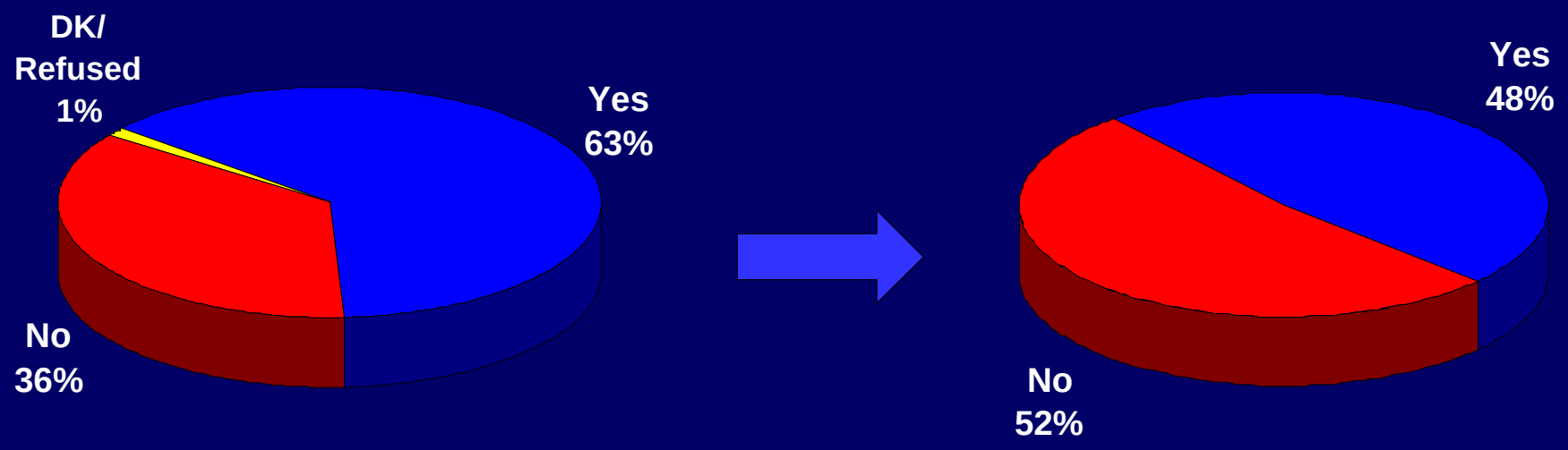
BASE: Respondents who have heard of the Clean Air Campaign.

How valuable do you feel an organization such as this is to commuters in the Atlanta area?

Advertising

Unaided Advertising Recall

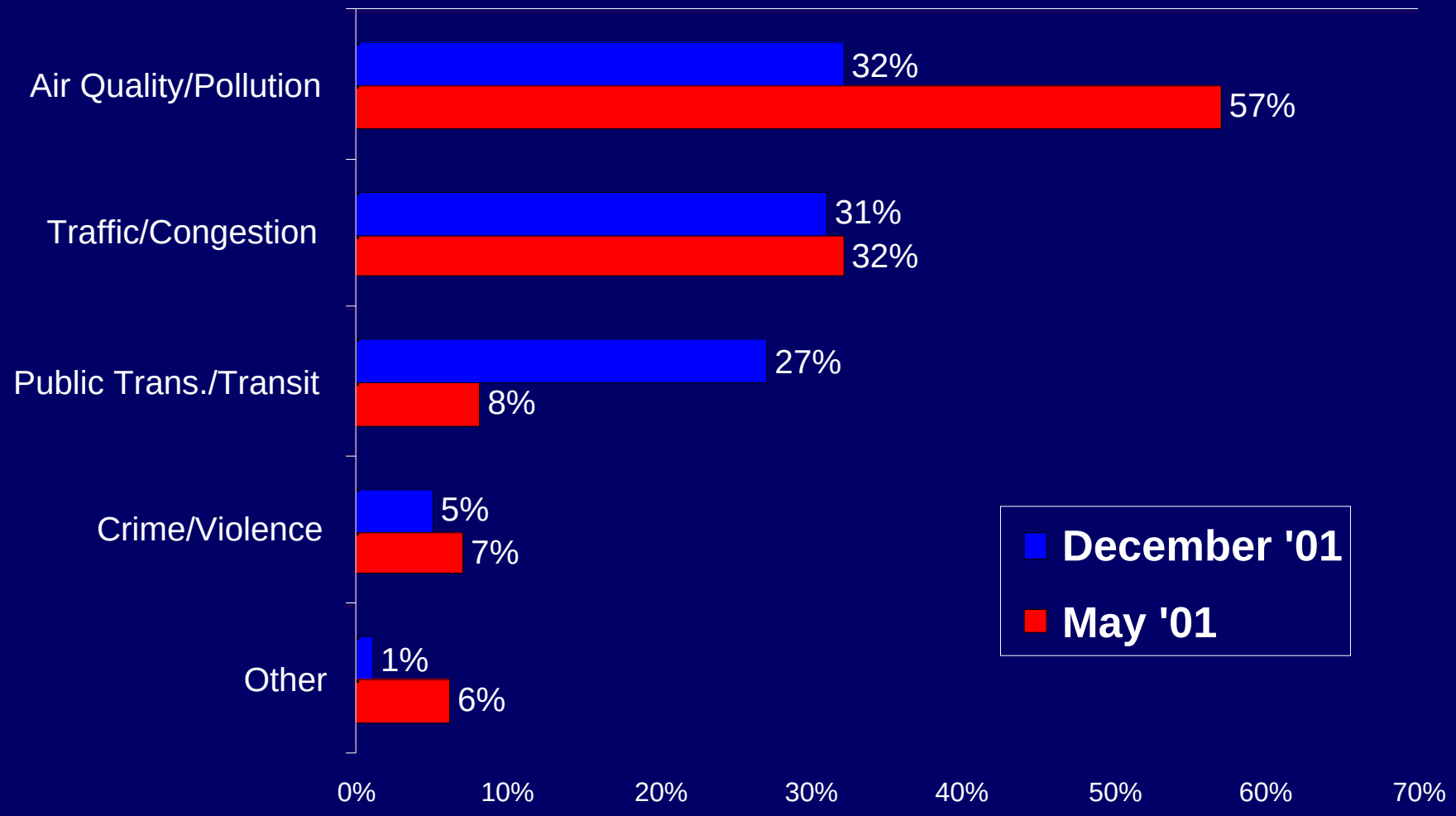
There has been a statistically significant 15 percentage point decrease in unaided advertising awareness since the May 2001 survey.



Now, I'd like you to think about what you may have seen, read or heard about the quality of life in the Atlanta area. When you think about living in the Atlanta area, there are many different things that can affect your quality of life. I'd like you to think about advertising you've seen, read or heard in the past six months. Do you remember seeing, hearing or reading any advertising about an issue that affects the quality of life in the Atlanta area?

Unaided Advertising Awareness

Unaided awareness of messages regarding air quality and/or pollution has dropped significantly since May 2001.



BASE: Respondents who recall seeing or hearing something about the quality of life in the Atlanta area.

What was the issue you saw, read or heard advertised?

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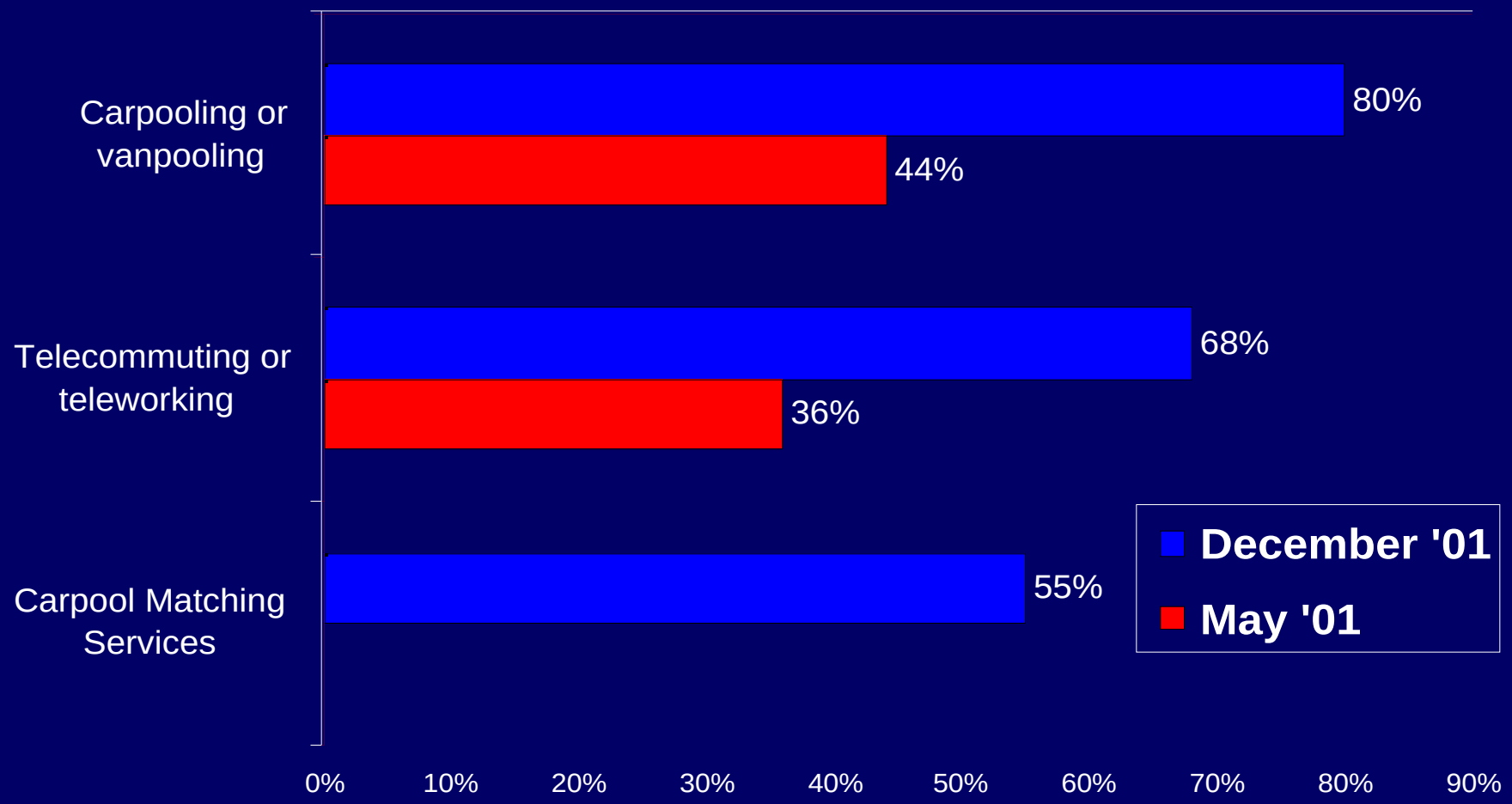
Aided Advertising Awareness

Despite drops in unaided awareness, aided awareness of specific Clean Air Campaign advertising messages is up significantly since May 2001.



Please tell me if you recall seeing, hearing or reading any advertising in the past six months about…

NOTE: **Carpool matching services" was only asked in December 2001 .

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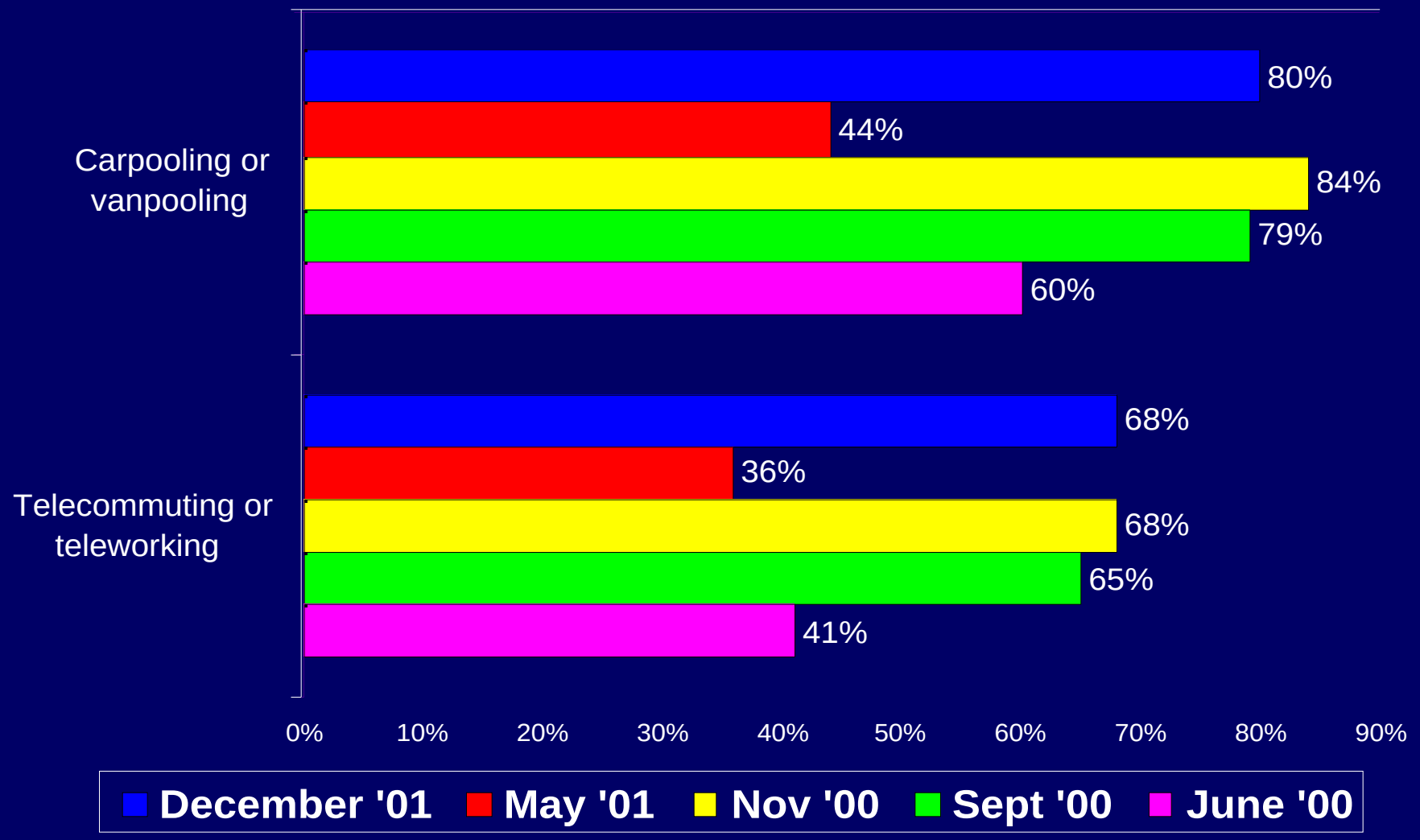
Aided Advertising Awareness Since 2000

Except in May 2001, aided awareness of specific Clean Air Campaign advertising messages has remained high.



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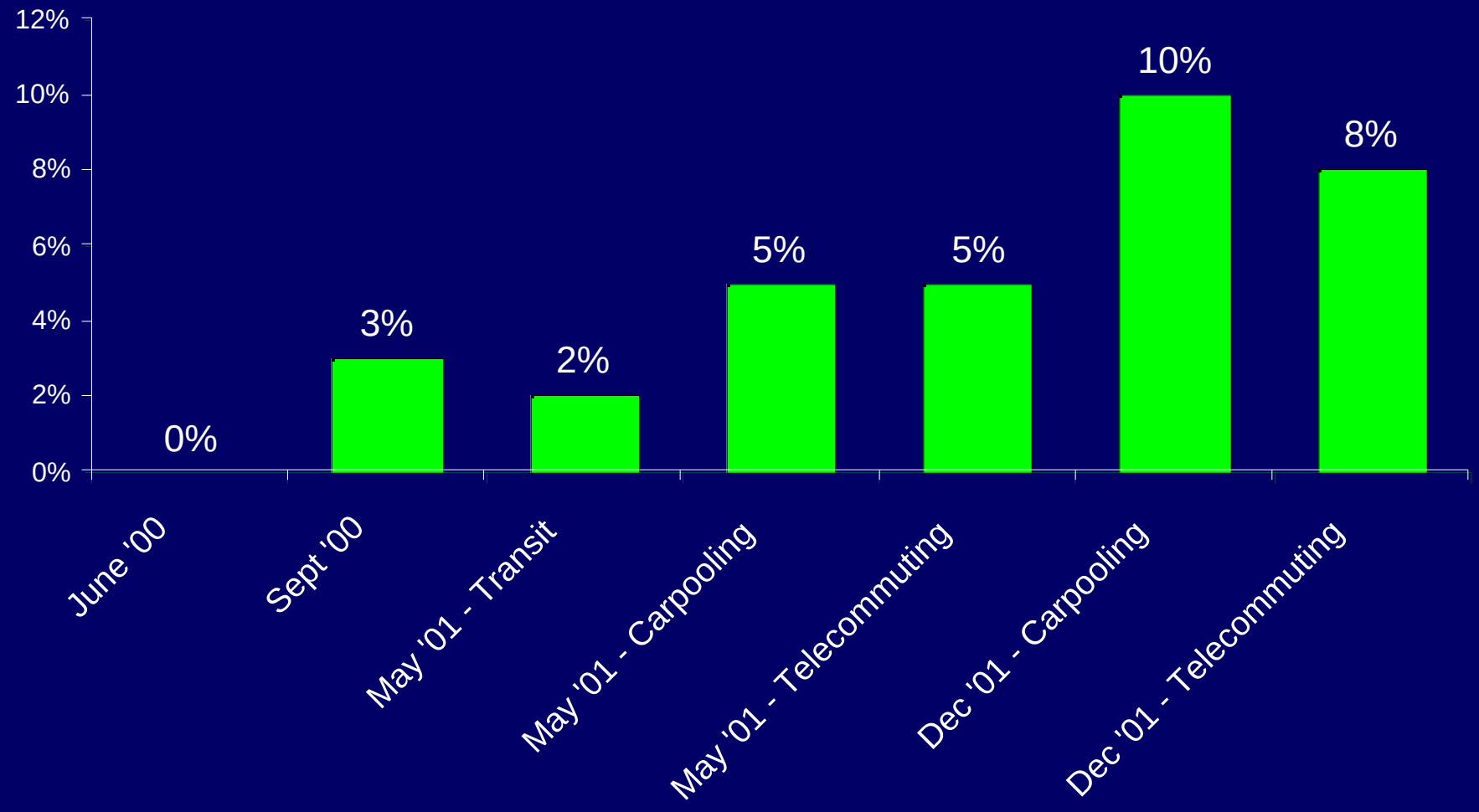
Name Clean Air Campaign As Advertising Sponsor

Respondents are increasingly aware that the Clean Air Campaign sponsored the ads they remember seeing.



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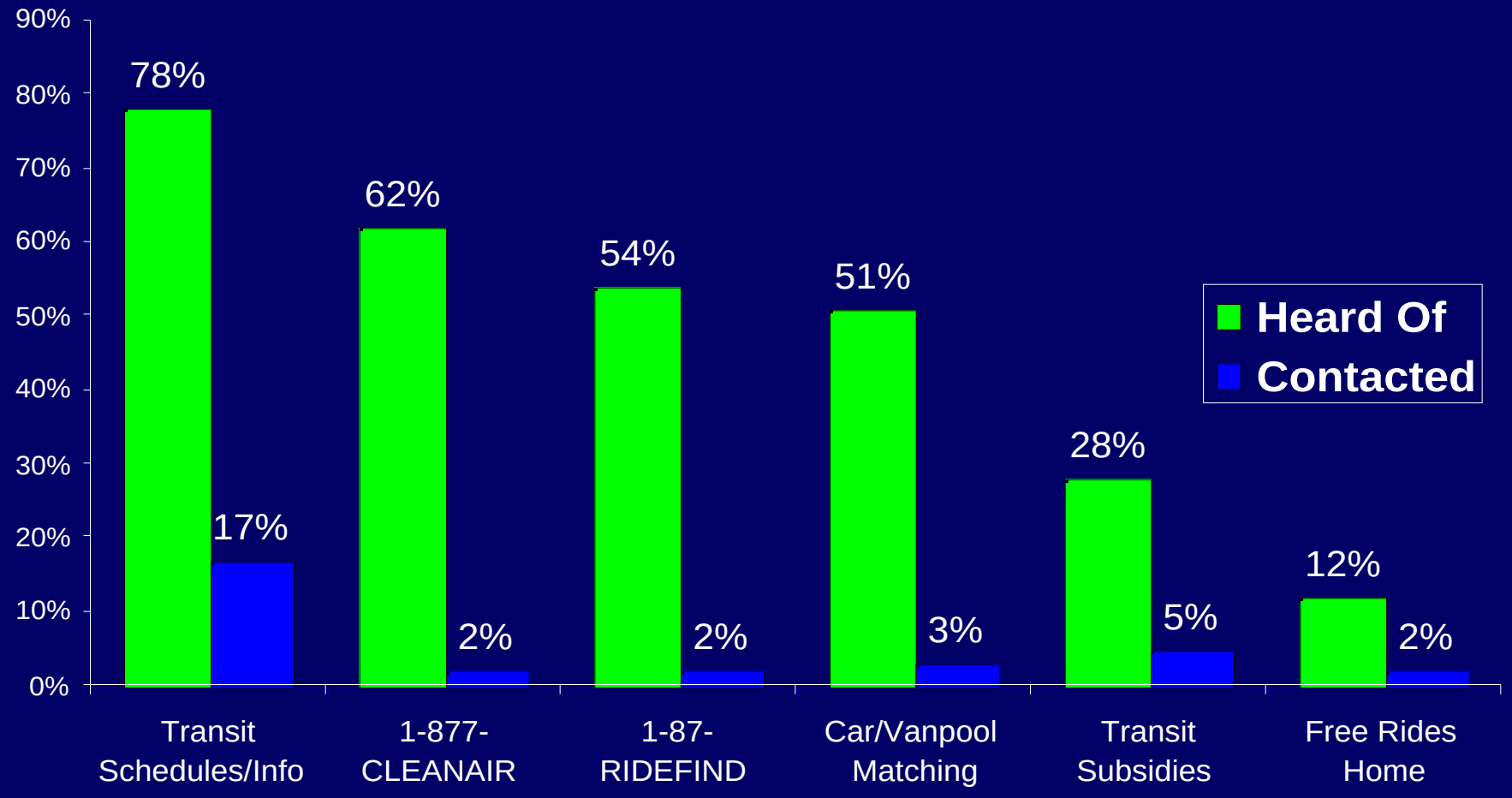
Please tell me who the sponsor of the advertising was?

Commuter Programs and Services

Awareness of many commuter programs and services is high; however, few residents have contacted or been contacted by them.



I'm going to read you a list of programs and services available here in the Atlanta area to help commuters. As I read each one, please tell me if you have heard of the service or not and if so, if you have contacted or been contacted by anyone regarding this service?

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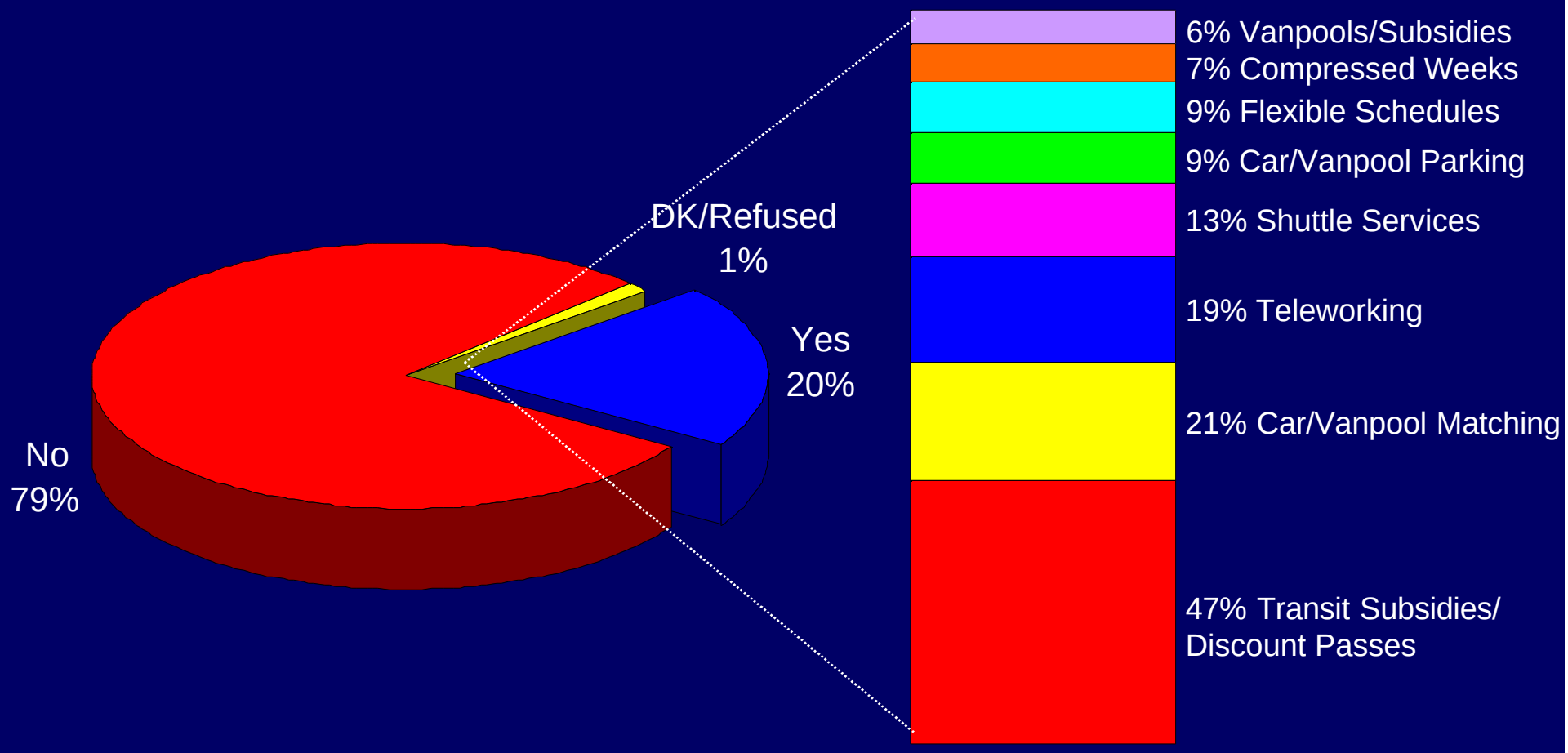
Employer Services and Assistance Programs

Awareness of employer programs and services is low.



BASE: 777 respondents
employed full or part-time

As far as you know, does your employer offer any programs or assistance to employees who are interested in alternatives modes of transportation or commuting alternatives?

Specifically, what programs does your employer offer to employees who are interested in alternatives modes of transportation or commuting alternatives?

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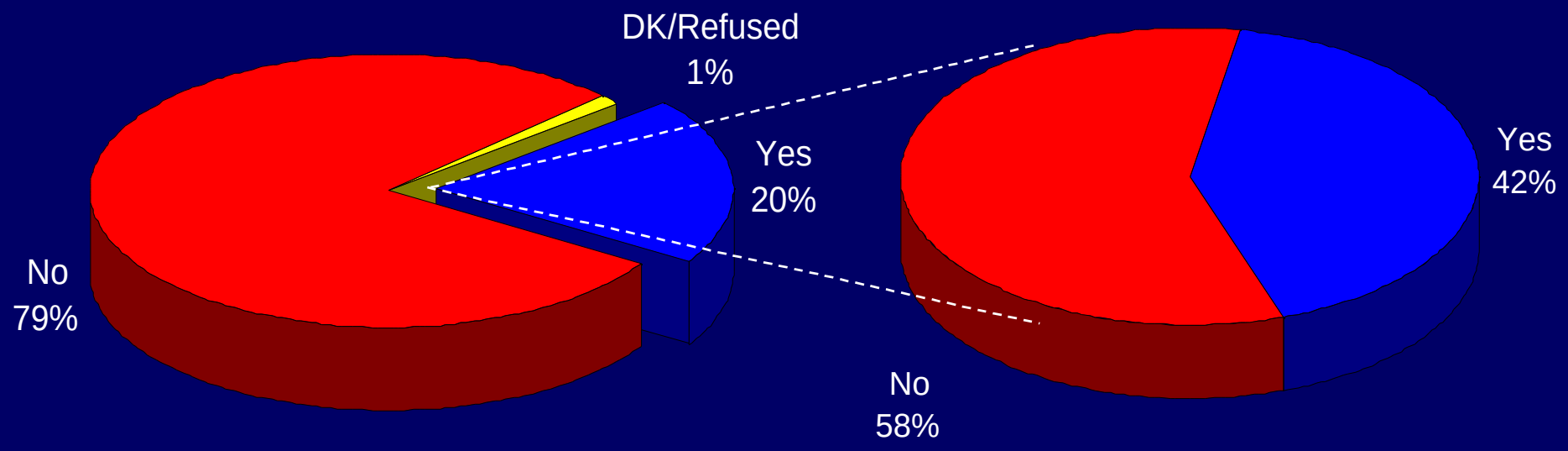
Employer Services and Assistance Programs

Four out of ten employees have tried programs and services offered by their employers.



BASE: 777 respondents employed full or part-time

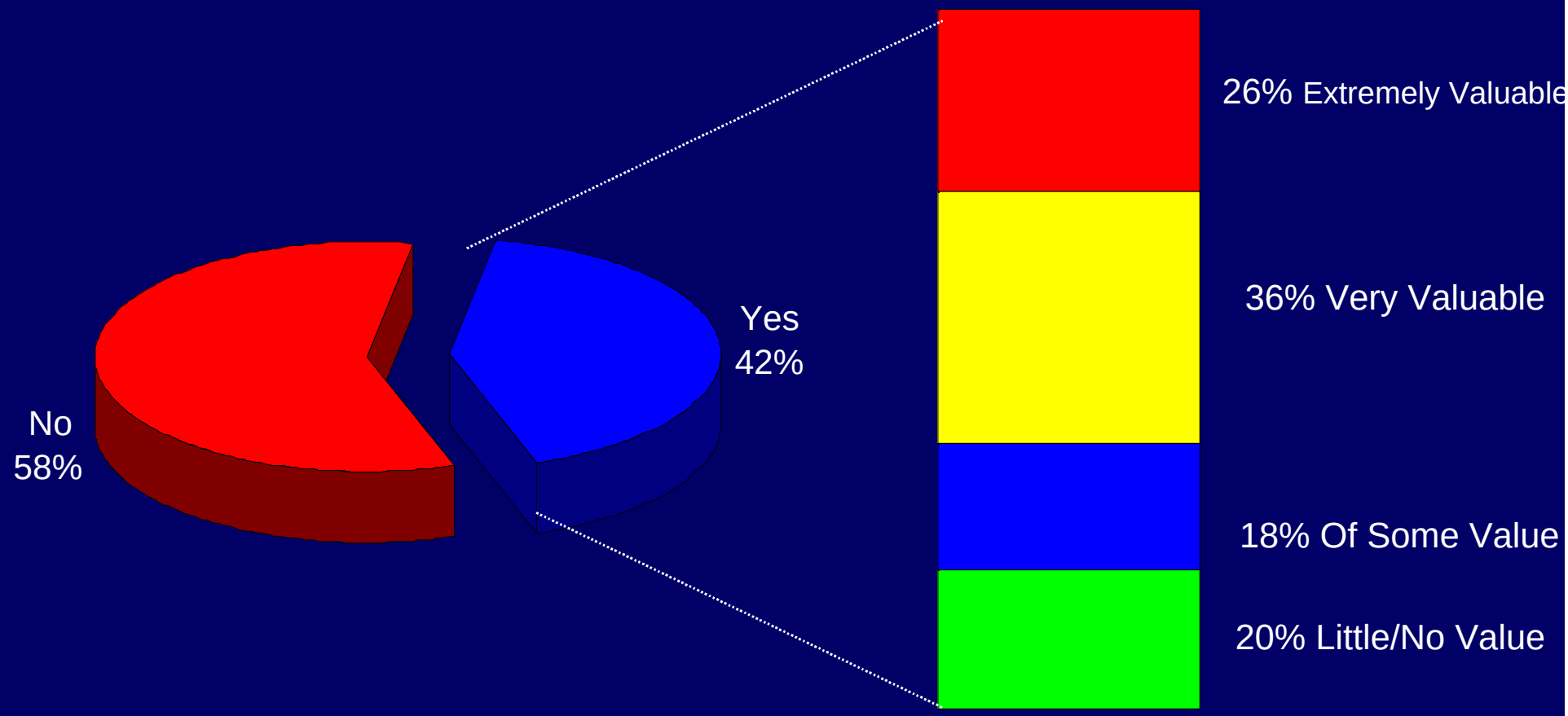
As far as you know, does your employer offer any programs or assistance to employees who are interested in alternatives modes of transportation or commuting alternatives?

Have you taken advantage of or tried any of these special programs or services?

WIRTHLIN WORLDWIDE

Employer Services and Assistance Programs

Employees who have tried programs and services offered by their employers find them valuable.



BASE:155 respondents who have tried employer programs or services

Have you taken advantage of or tried any of these special programs or services?

How valuable do you find these commuting services?

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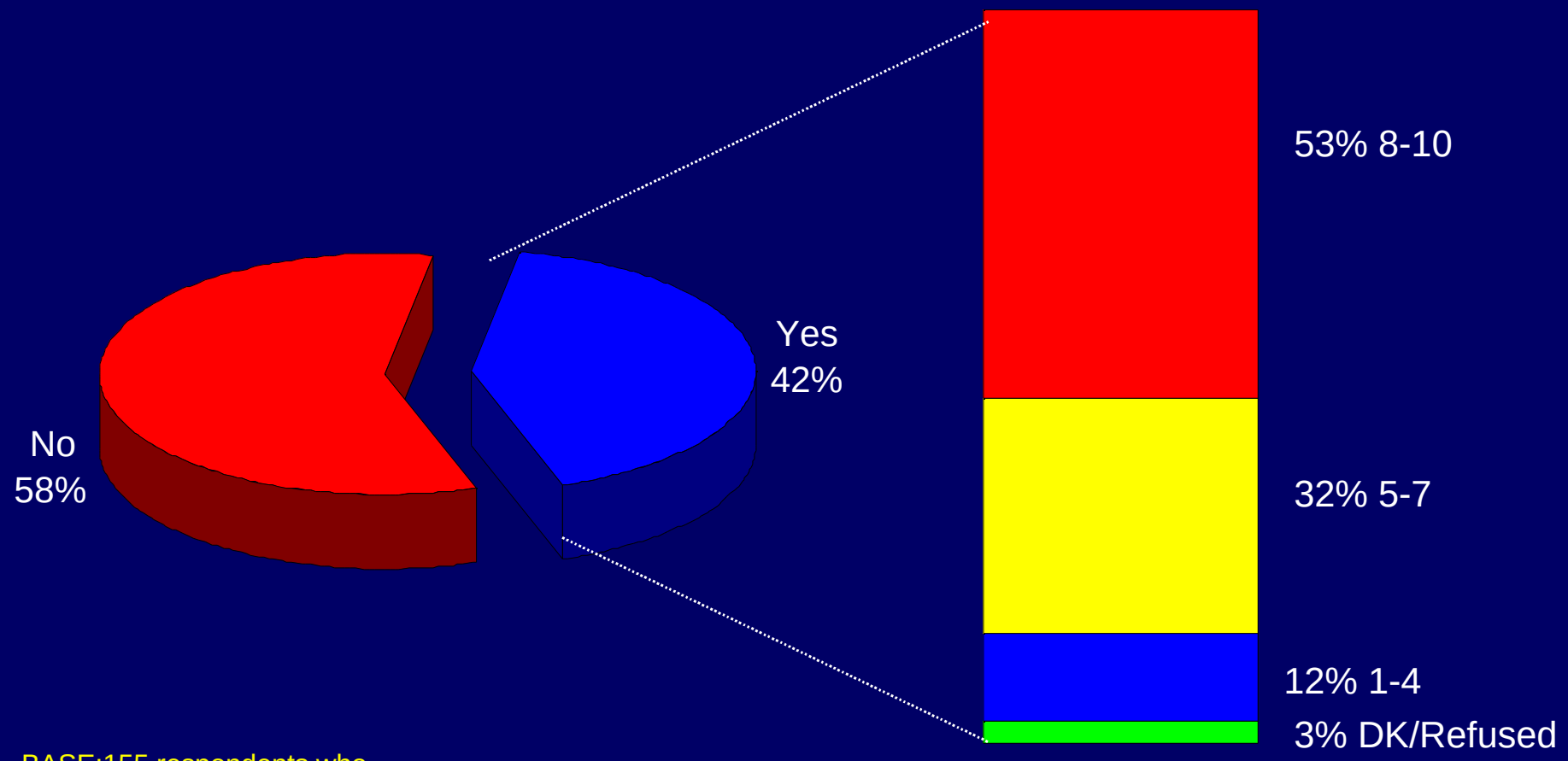
Employer Services and Assistance Programs

Most employees who have tried programs and services offered by their employers are satisfied with them.



BASE:155 respondents who have tried employer programs or services

Have you taken advantage of or tried any of these special programs or services?

How would you rate your level of satisfaction with the programs or services offered by your employer to employees who use commute alternatives?

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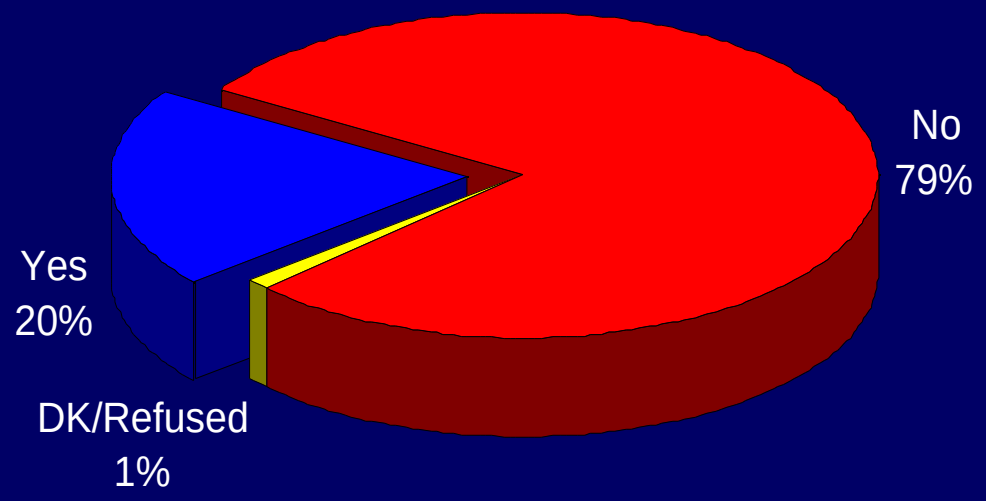
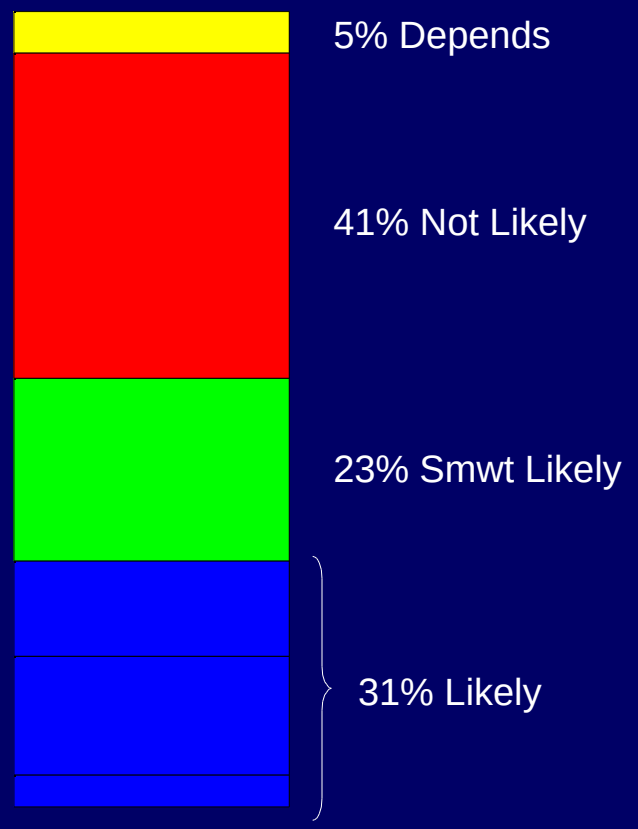
Employer Services and Assistance Programs

One-in-three employees whose employers do not offer commute option programs or services would be likely to take advantage of them if offered.





BASE: 777 respondents employed full or part-time

As far as you know, does your employer offer any programs or assistance to employees who are interested in alternatives modes of transportation or commuting alternatives?

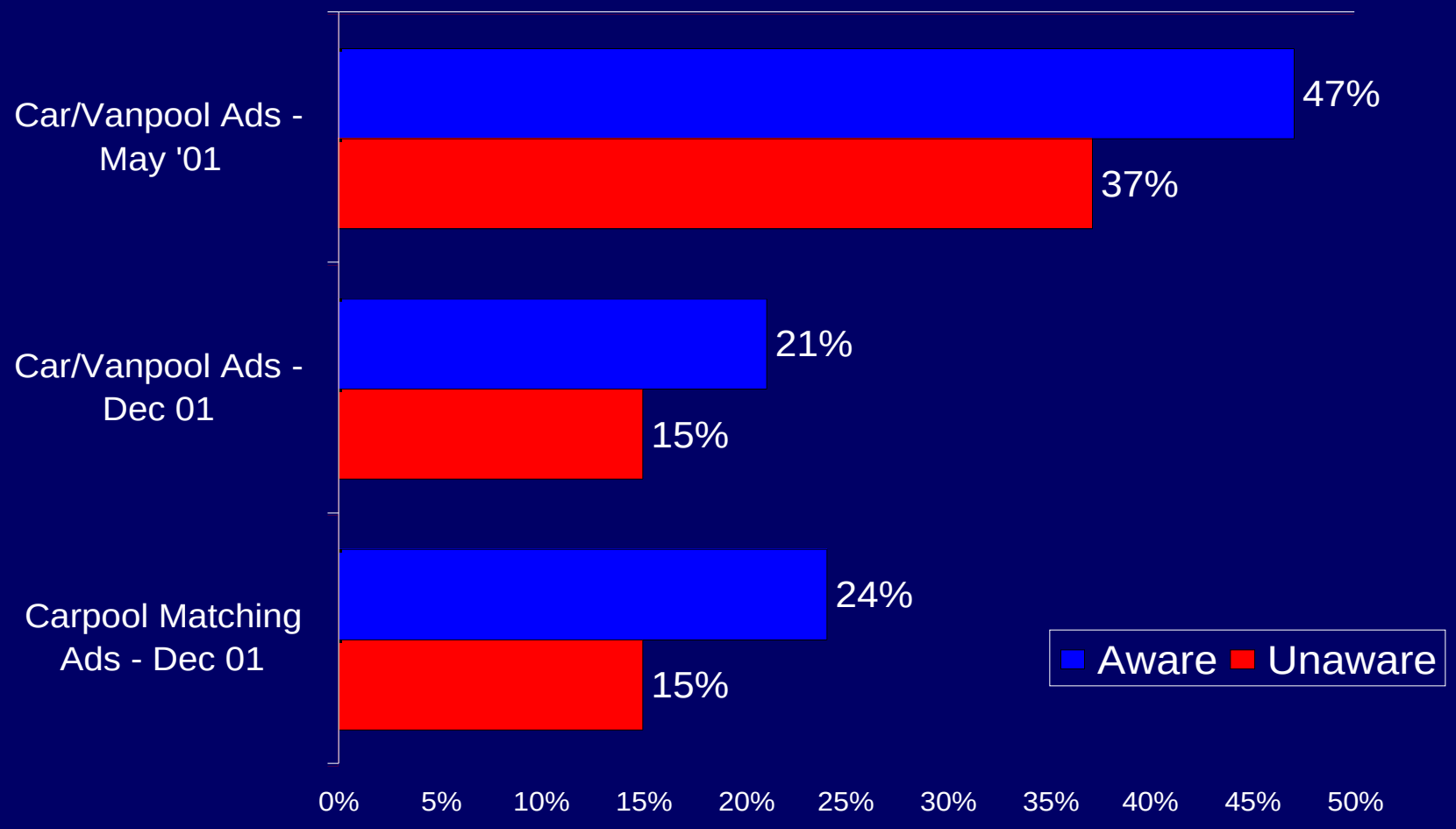
Have you taken advantage of or tried any of these special programs or services?

WIRTHLIN WORLDWIDE

Ad Impact

Certain/High Chance of Carpooling

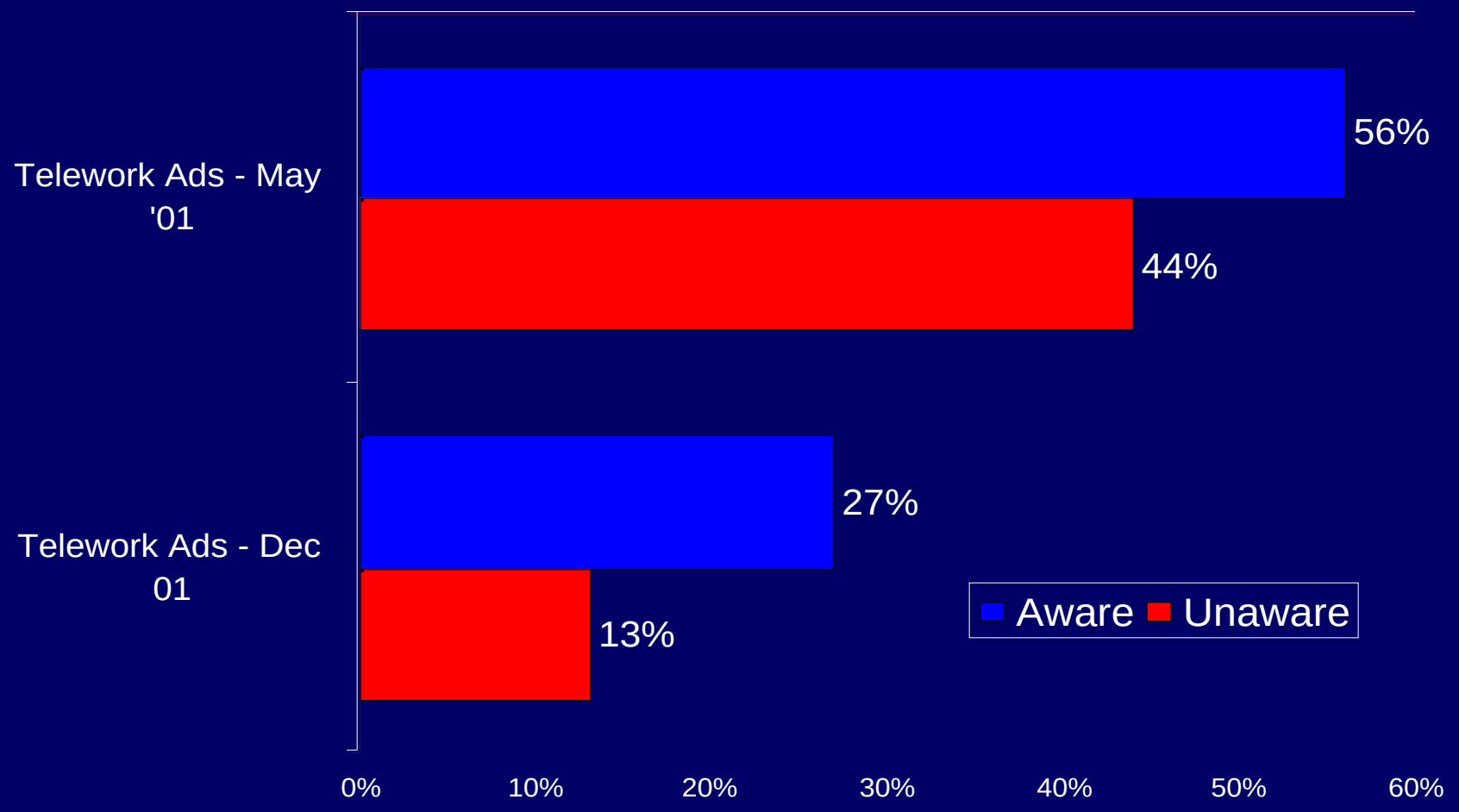
Respondents who recall specific ad messages have a higher probability of trying alternate commute behaviors than those who do not recall the ads.



WIRTHLIN WORLDWIDE

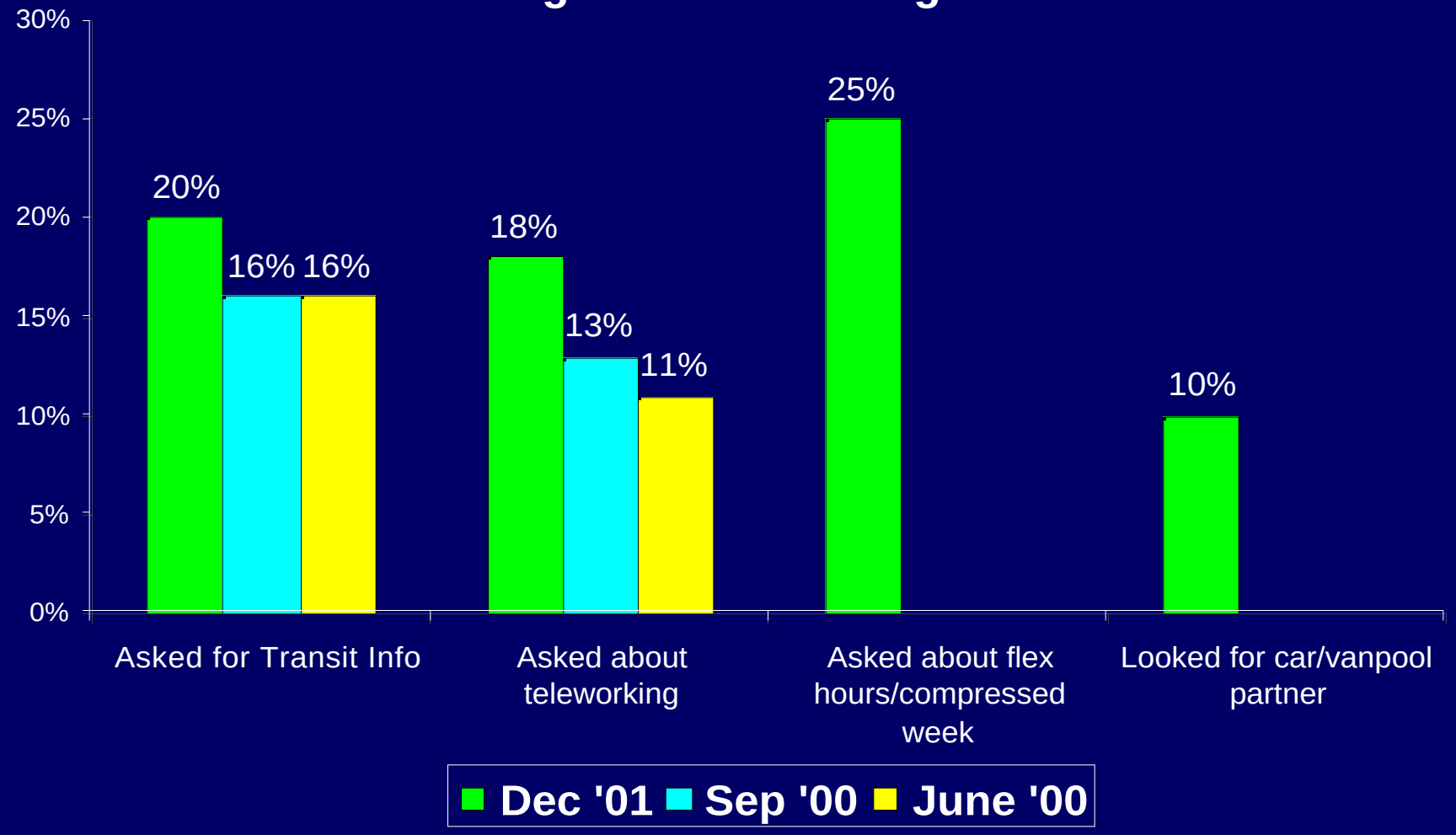
Certain/High Chance of Teleworking

Respondents who recall teleworking ads have a higher probability of teleworking than those who do not recall the ads.



Taken Specific Actions Related to Ad Messages

Area residents who recall CAC messages are increasingly likely to have taken action relating to those messages.



Now I'm going to read you a list of actions that some people might take after seeing, hearing or reading various ads. As I read each one, please tell me if, in the past year, you have taken this action, considered taking this action, or not taken this action?

WIRTHLIN WORLDWIDE

Current Commute Behavior

Daily Commute Summary Table

	MONDAY		TUESDAY		WEDNESDAY		THURSDAY		FRIDAY	
	MAY	DEC	MAY	DEC	MAY	DEC	MAY	DEC	MAY	DEC
Drove alone in my car	80%	74%	79%	77%	79%	76%	79%	75%	75%	72%
Rode in a car pool	8%	8%	9%	7%	9%	8%	9%	7%	9%	7%
Did not work	6%	7%	6%	5%	6%	6%	6%	6%	10%	9%
Telecommuted	2%	5%	2%	4%	2%	4%	2%	4%	2%	4%
Rode MARTA Train	2%	2%	1%	2%	2%	2%	**	2%	1%	2%
Rode a MARTA /CCT Bus	1%	2%	1%	2%	1%	1%	1%	1%	**	1%
Walked, Biked, Rollerbladed	1%	2%	1%	2%	1%	1%	1%	2%	1%	2%
Rode in a van pool	**	**	**	**	**	**	2%	**	**	**
Compressed work schedule	NA	1%	NA	1%	NA	2%	NA	2%	NA	3%

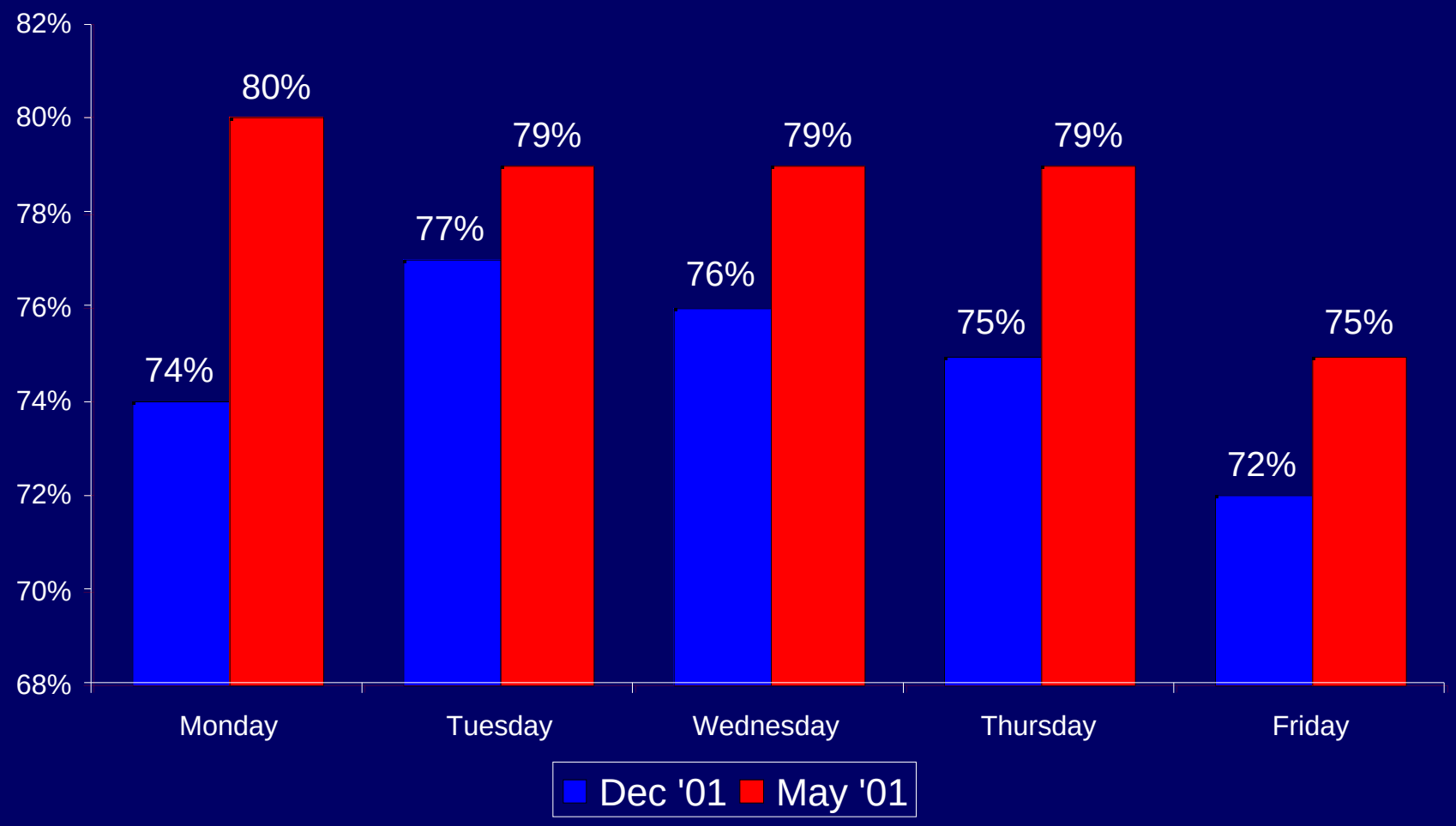
[n=1,104 – May/n=803 – December employed or students)

How did you get to work or school on each day last week?

WIRTHLIN WORLDWIDE

Daily SOV Travel

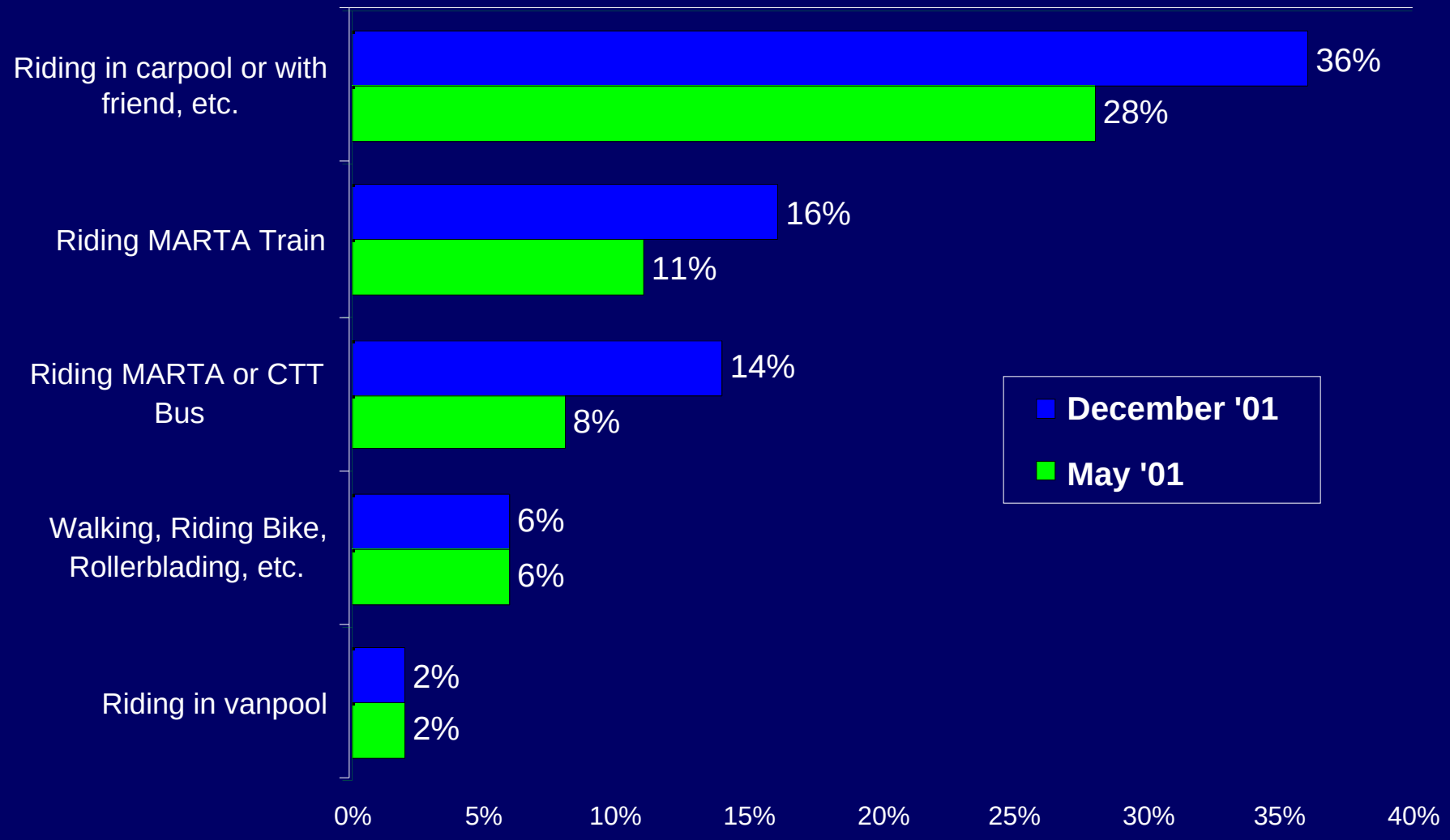
The percentage of respondents who report driving to work alone has fallen since May on every work day.



WIRTHLIN WORLDWIDE

Ever Traveled to Work/School by…

The percentage of respondents who report trying alternate commute behaviors is up.

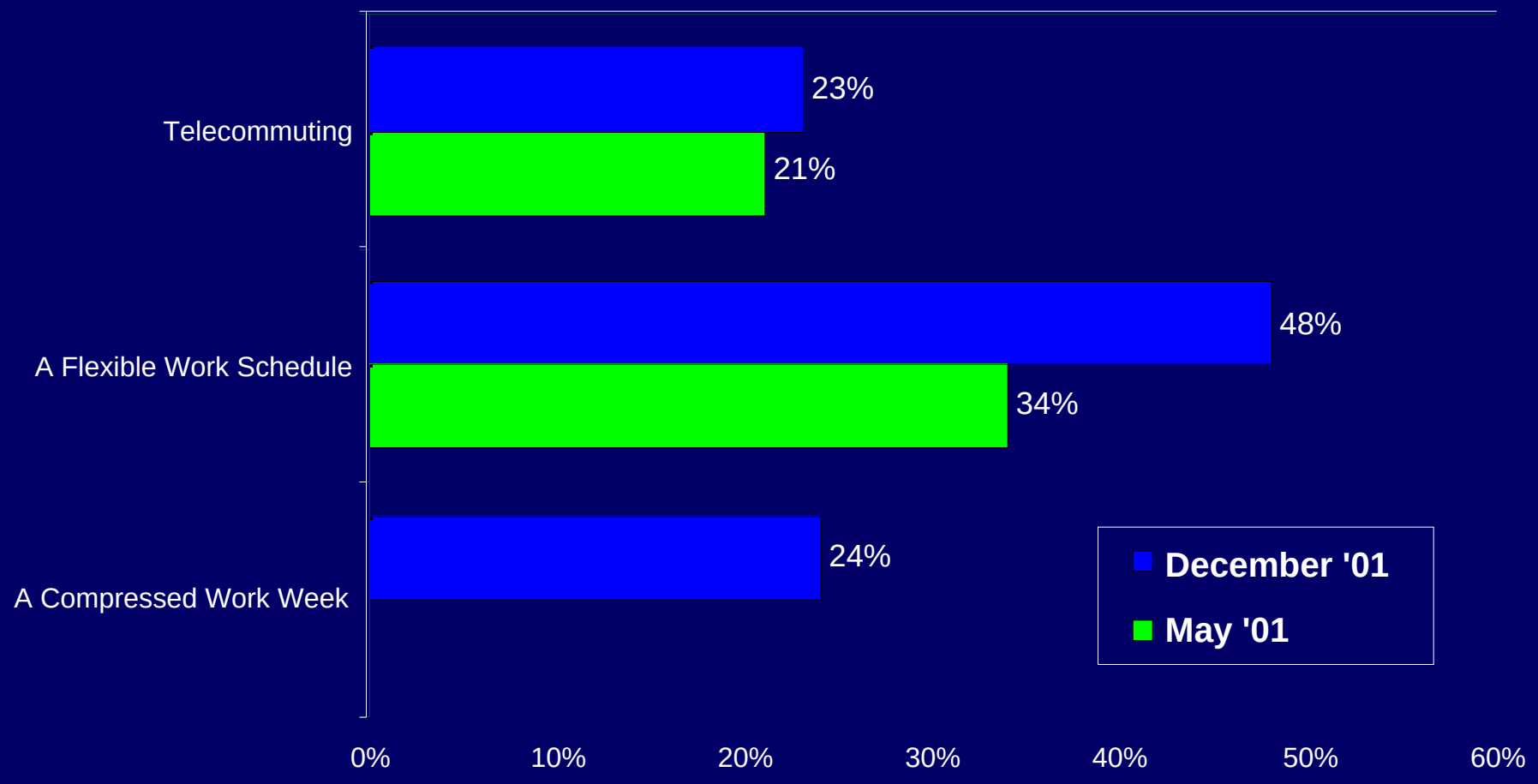


WIRTHLIN WORLDWIDE

Please tell me if in the past year if you EVER traveled to WORK/SCHOOL by the following means.

Have You Ever Tried …

The percentage of respondents who report trying alternate work arrangements is up as well.



Please tell me if in the past year if you EVER

****Compressed work schedule was only asked in the December study. Flexible work schedule replaced "alternative work schedule" from the May study.***

WIRTHLIN WORLDWIDE

Commuting Habits and Behavior Summary

The percentage of respondents who report trying every alternate commute or work behaviors is up since May.

	May 01	Dec 01
Always drive alone	78%	69%
Sometimes…		
Carpool	13%	12%
Telecommute	4%	6%
Ride MARTA train	2%	2%
Walk, bike or rollerblade	2%	2%
Ride MARTA or CCT bus	1%	2%
Vanpool	--	**

	May 01	Dec 01
Never Tried Alternatives	29%*	16%*
Ever Tried/Sometimes…		
Carpool	36%	43%
Work an Alternate Schedule	34%	48%
Telecommute	23%	27%
Ride MARTA Train	13%	18%
Ride MARTA or CCT bus	9%	16%
Use Alternate Means	7%	8%
Van pool	2%	2%

* See next slide for consistent comparison of Never Tried Alternatives

Commuting Habits and Behavior Summary

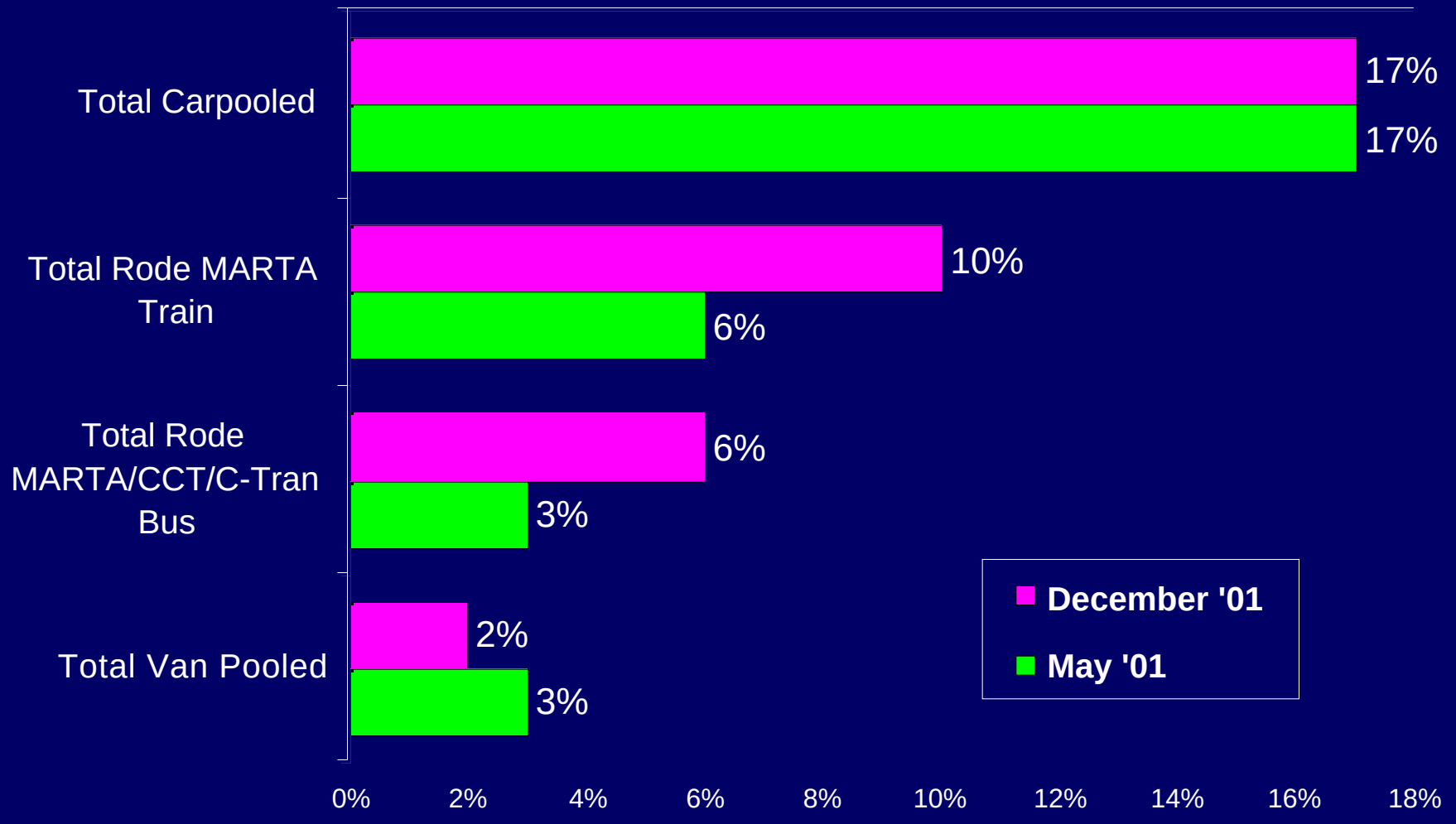
Comparison of Never Tried Alternatives/Always Drive Alone (Consistent comparison over time to account for additional questions offered on surveys)

FEB 00	JUNE 00	SEPT 00	NOV 00	MAY Corrected	DEC Corrected	
38%	33%	36%	36%	**43**% (29% + 14%)[1]	**32**% (16% + 16%)[2]	Never Tried Alternatives/ Always Drive Alone

1. Flexible or alternative schedules were added to the list of alternatives in the May 2001 survey.
2. Compressed work week was added to the list of alternatives in the December 2001 survey.

Daily Non-Commute Travel

The percentage of respondents who report using MARTA train and bus for non-commute travel is up since May.

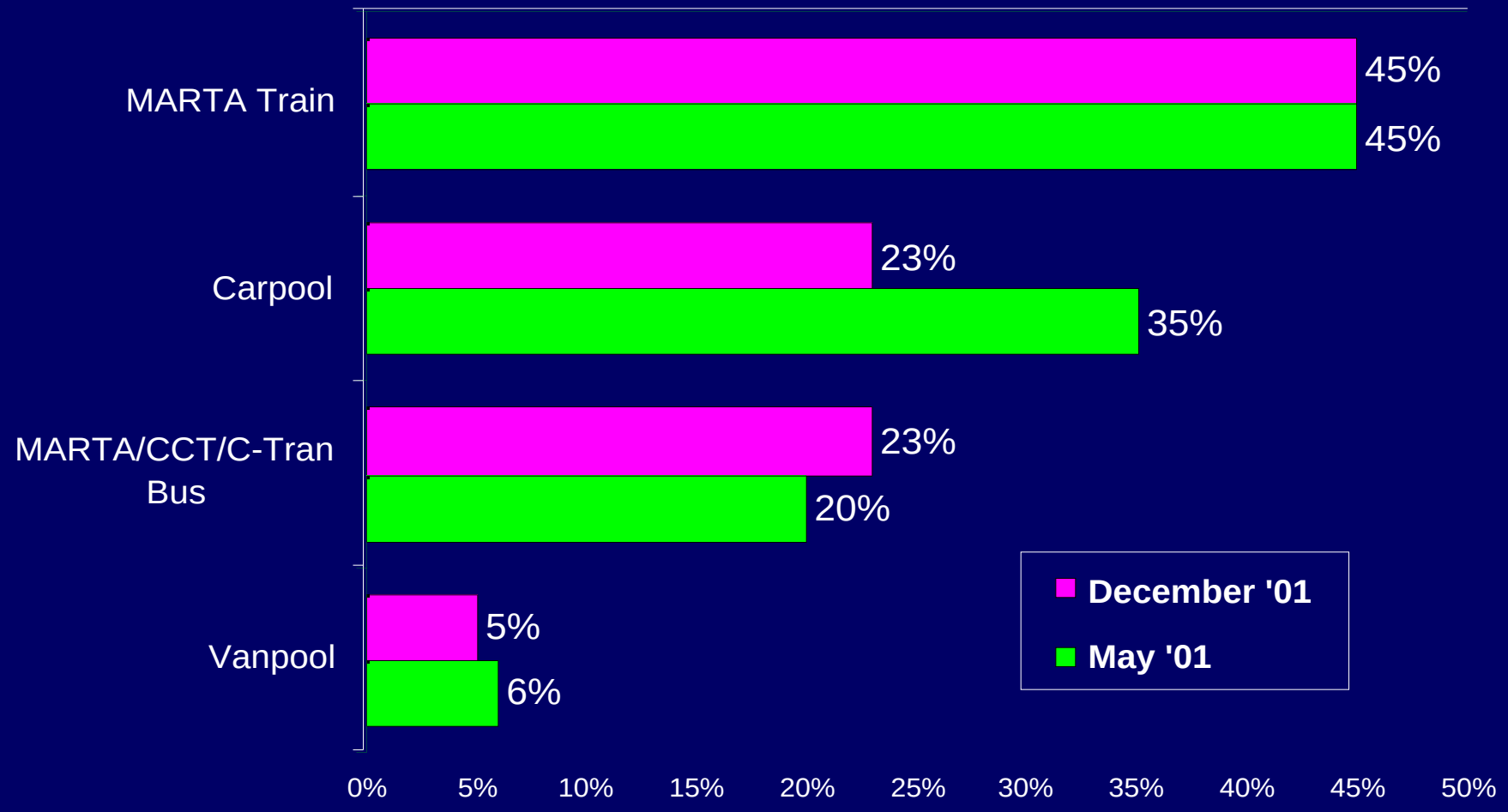


Again thinking about last week, please tell me on how many days you used the following means of transportation for non work/school-related travel.

WIRTHLIN WORLDWIDE

Ever Tried for Non-Commute Travel

The percentage of respondents who report every trying alternate transportation for non work or school-related travel is unchanged or down since May, except for bus use.



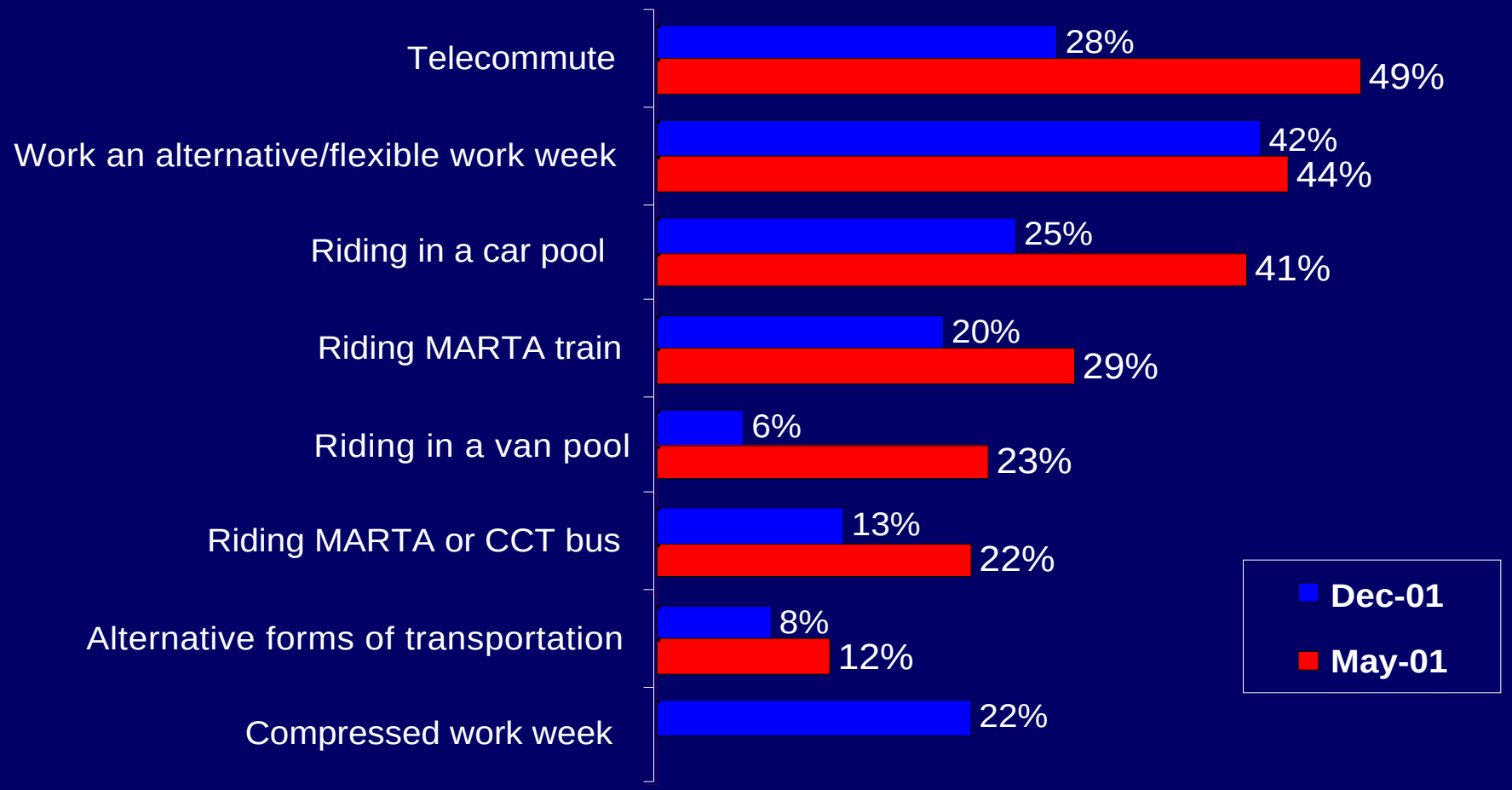
Now, please think back over the past YEAR and tell me if you have EVER used the following means of transportation for NON WORK-RELATED OR NON SCHOOL-RELATED travel.

WIRTHLIN WORLDWIDE

Potential Commute Behavior

Total Likely to Use Means of Transportation At Least Once Per Week for Commute

Respondents are less likely to try all alternate commute or work behaviors now than they were in May.



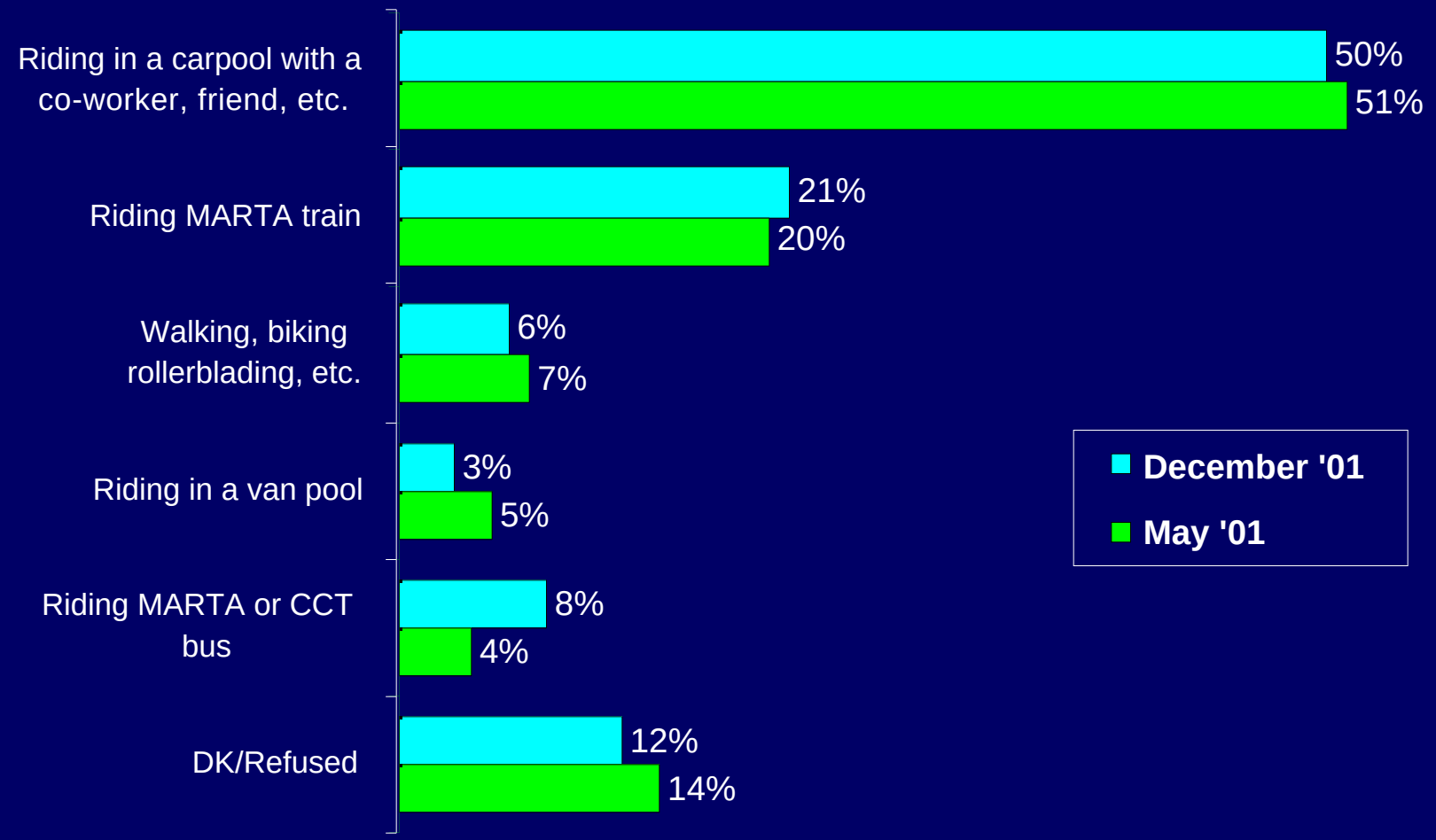
May 2001: [n=1,104 employed or students] December 2001: [n=803 employed or students]

If available, how likely would you be to use the following means of transportation at least once per week for your commute to and from work or school.

WIRTHLIN WORLDWIDE

Preferred Commute Alternative

Residents remain more likely to try carpooling than any other commute alternative.



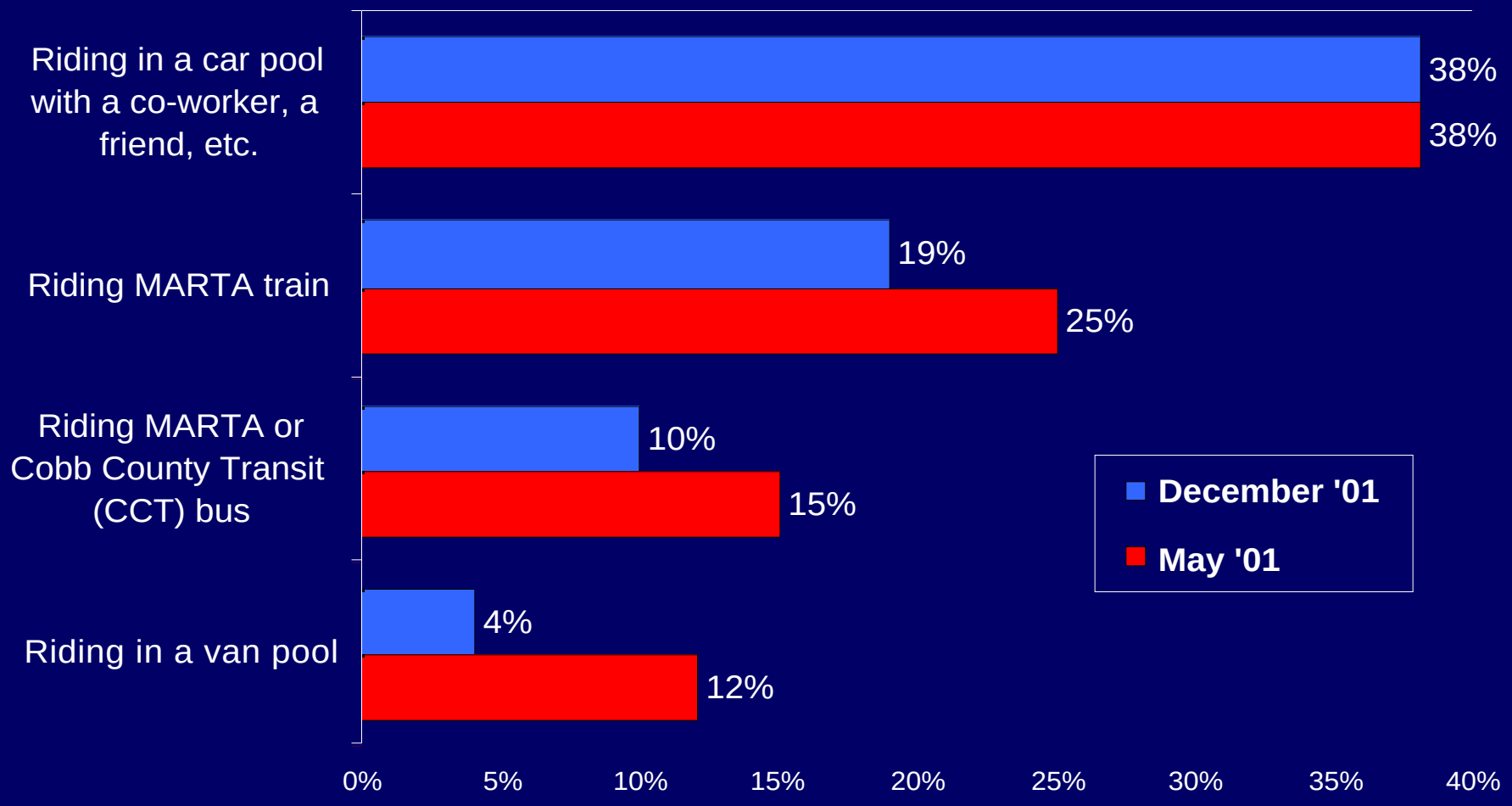
May 2001: [n=1,104 employed or students] December 2001: [n=803 employed or students]

Which of the commuting alternatives would you be MOST likely to use to get to and from work or school?

WIRTHLIN WORLDWIDE

Total Likely To Use Transportation Means At Least Once Per Week for Non-Work Related Trips

Other than carpooling, residents are less likely to try alternate means of travel for non commute travel than in May.

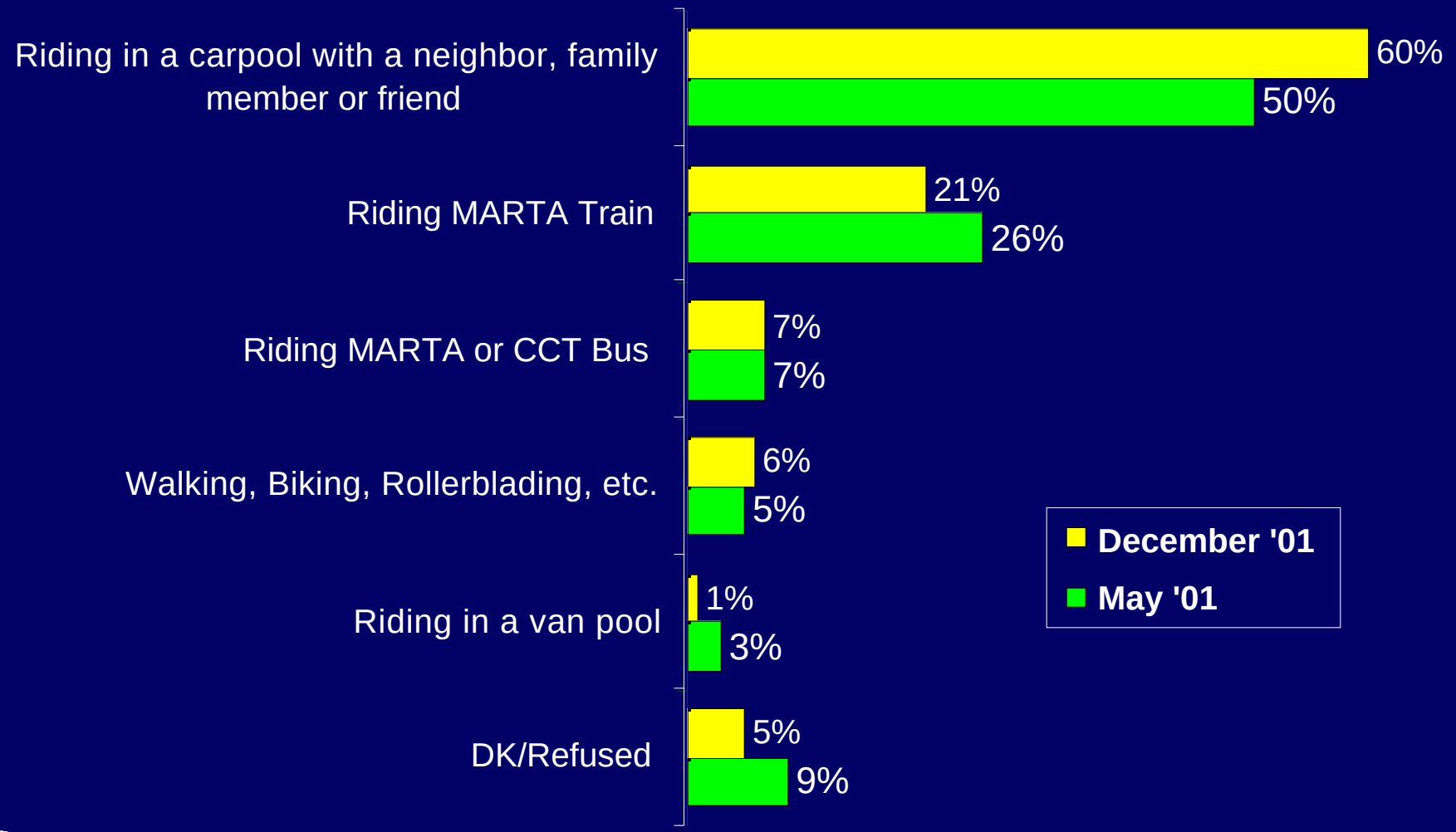


WIRTHLIN WORLDWIDE

If available, how likely would you be to use the following means of transportation at least once per week for NON WORK-RELATED trips.

Preferred Non-Commute Travel Alternative

Residents remain more likely to try carpooling than any other transportation alternative for non-commute travel.



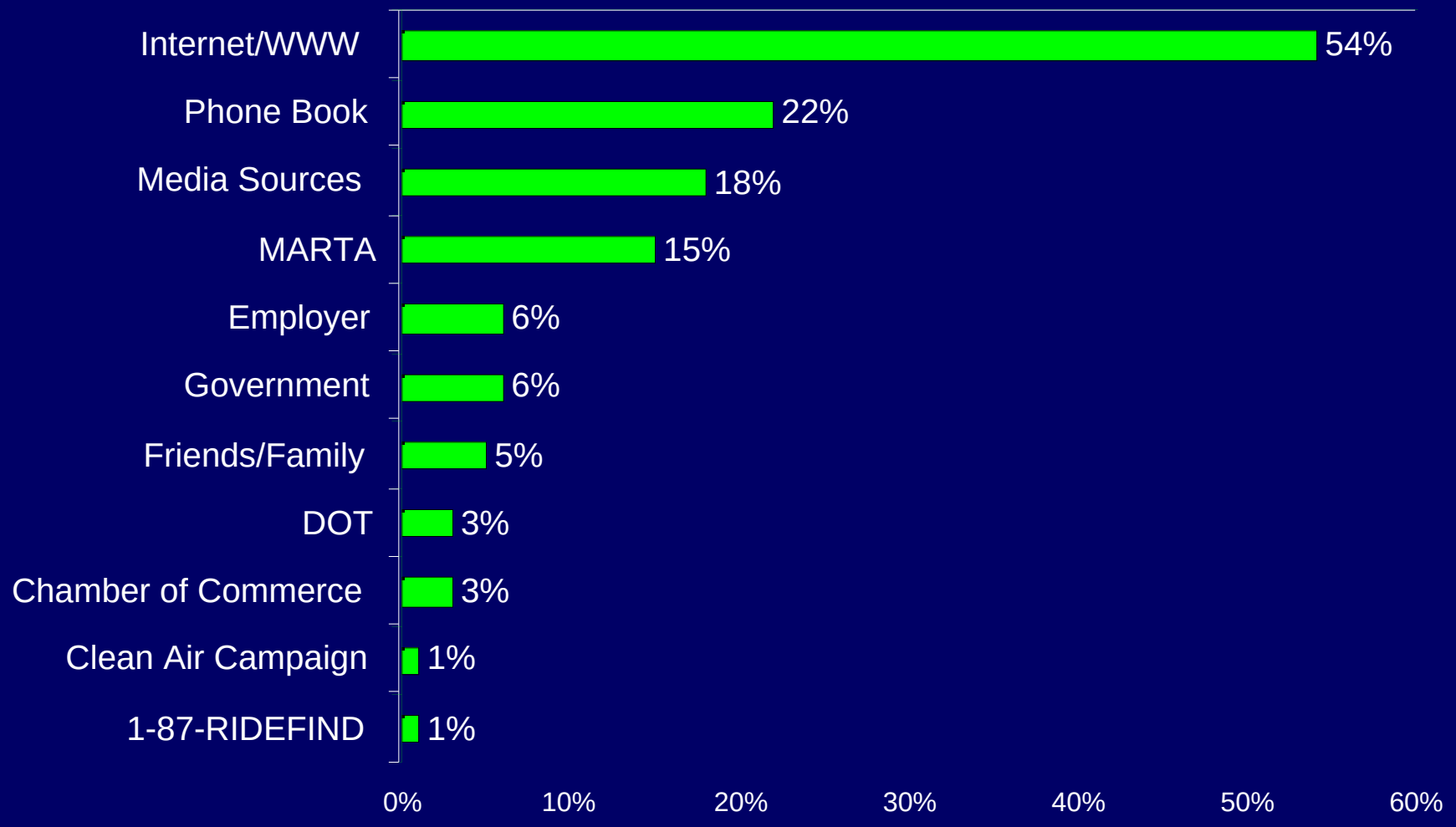
WIRTHLIN WORLDWIDE

Which of the commuting alternatives would you be MOST likely to use for non-work or school related trips?

Future Needs

Area Residents Need to Look to the Clean Air Campaign As A Resource

Hardly any residents currently look to the CAC as a source of information regarding commute alternatives.

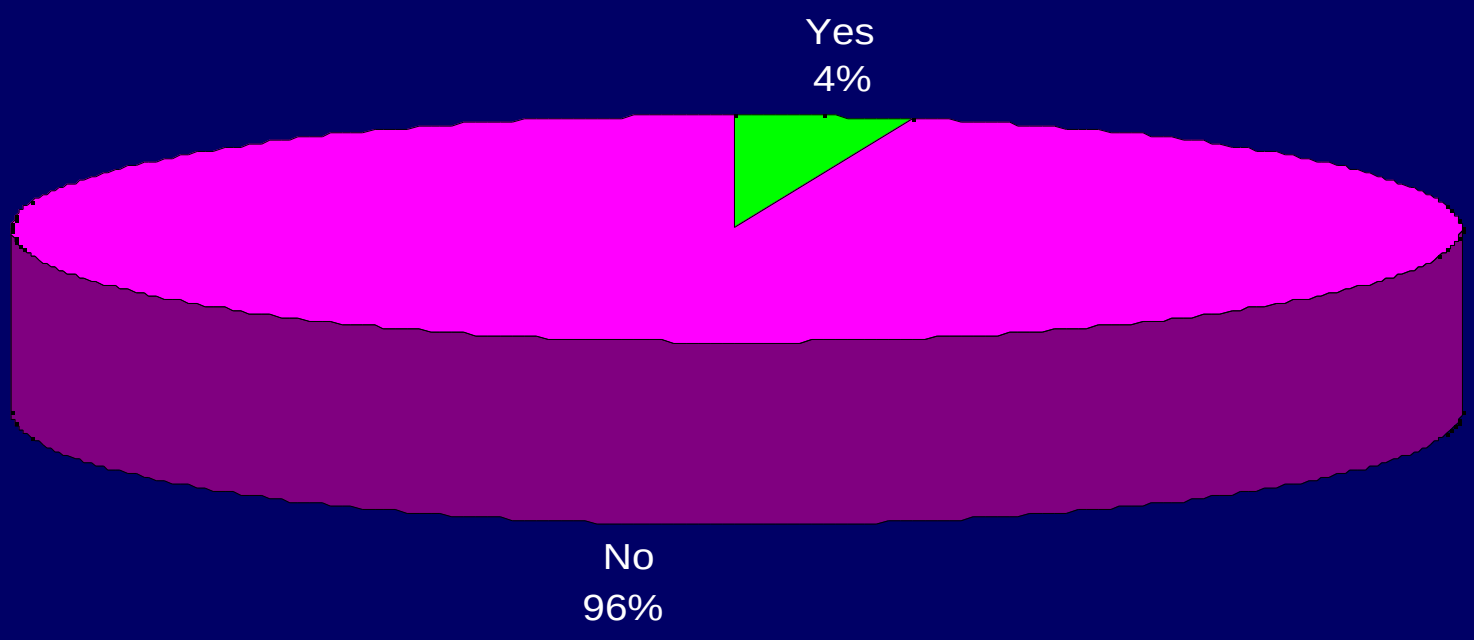


WIRTHLIN WORLDWIDE

If you were looking for information about alternative modes of transportation or commuting alternatives, where would you go to look for this information?

Area Residents Need to Look to the Clean Air Campaign As A Resource

Few residents have called, been contacted or taken advantages of services offered by the Clean Air Campaign



WIRTHLIN WORLDWIDE

Have you called, been contacted or in any way taken advantage of the services offered by the Clean Air Campaign?

Appendix 2-2

Business Leader Focus Groups: Methodology, Findings, and Recommendations

EXECUTIVE SUMMARY

Objectives and Methodology

Wirthlin Worldwide is pleased to present the Clean Air Campaign and the Southern Coalition for Advanced Transportation with an executive summary and detailed analysis of two separate focus group discussions. Both groups took place in Atlanta on June 7, 2001.

The objective of this research was to obtain a greater understanding of how businesses leaders in the Atlanta region view traffic and air quality issues, the extent to which they feel these issues impact their business, and their ideas regarding the development and support of corporate programs to reduce traffic congestion and improve air quality. Specifically, we set out to learn more about:

- programs they have in place and on the drawing board;
- what help they feel they need to implement a program;
- key perceptual barriers that prevent companies from implementing programs; and
- key incentives that motivate employers to seek out programs and put them in place in their companies.

The two focus groups included nine and twelve participants and lasted two hours. All participants were business owners, personnel VPs and above or human resource managers. They represented a variety of different businesses as well as the public and the private sectors. We remind the reader that the views articulated in this report represent only the views of the 21 participants. Generalizing or making projections based on these findings is extremely risky as these groups were conducted to gain insight and understanding, not to quantify attitudes or beliefs.

A copy of the recruiting screener used to identify and qualify potential participants is provided in Appendix A at the end of this report.

A copy of the discussion guide followed during the focus groups is provided in Appendix B.

Finally, complete transcripts of the group discussions are provided in Appendix C.

Any questions regarding this report or the study methodology should be directed to Mary Ellen Jensen-Carter, Wirthlin Worldwide Vice President and Senior Research Executive at 321.779.1190, or Joe Carden, Senior Project Director at 703.556.0001.

KEY FINDINGS AND IMPLICATIONS

Traffic/congestion and air quality are relevant issues for businesses and businesses have a responsibility to help address these issues.

- Although all business leaders agree that traffic/congestion and air quality are problems in the region, traffic and congestion clearly have greater impact on businesses and their employees.

- Businesses recognize that they must play a role in identifying and implementing solutions to the region's traffic and air quality problems.

- Businesses do not, however, assume all responsibility for traffic and air quality problems.

Business leaders are quick to lay responsibility for traffic/congestion and air quality on government.

- Business leaders believe the current infrastructure is very overwhelmed and that a lack of long-term planning has had a negative impact, particularly when it comes to the development of transportation alternatives.

When discussing solutions to these issues, no one solution comes to mind. A collaborative approach with government, businesses and citizens all working together will likely yield the best results.

- There is some skepticism regarding the potential effectiveness of programs. Business leaders recognize that they cannot force employees to change their behavior nor can they overcome shortcomings of infrastructure.

- Many businesses have established informal programs in response to employees looking for ways to deal with commute hassles. Because these programs are informal, they are difficult to measure.

- Some large businesses hesitate to put formal programs in place because they will have to offer them to all employees.

- Local, state and federal government agencies seem to have taken the lead in implementing commute options programs for their employees.

Business leaders agree that traffic/congestion and air quality impact business. They disagree on how to best address the issues and want someone to take charge and lead the way. This leadership role can be assumed by the Clean Air Campaign.

- Business leaders key concerns with respect to traffic and congestion are their impact on employee productivity and employee satisfaction. These two themes will form the crux of our message to employers.

- The Clean Air Campaign can serve as a resource for businesses looking to start formal programs by making available the "Best Programs and Practices" being implemented by companies throughout the region.

- The Clean Air Campaign may want to consider putting together a blue ribbon team or panel of advisors representing a variety of businesses, industries and solutions. These advisors would provide information and assistance to other companies in the region who are trying to establish commute options policies.

- The Clean Air Campaign can help fill the leadership void on this issue by shining the spotlight and giving recognition to local businesses who are successfully taking steps to address traffic and air quality problems.

- The Clean Air Campaign should take an active part in signing up businesses to participate in commute options programs.

- The Clean Air Campaign can also play a role by bringing together businesses with similar problems and acting as a catalyst to get businesses to work together to solve problems.

- The Clean Air Campaign must not overlook the opportunity to assist businesses with smaller, informal programs. These are often easier to get started and approved than company-wide programs and can have a significant impact on the situation.

- The Clean Air Campaign should work with companies to both communicate any government or other incentives available to companies who implement commute options programs and assist the companies in actually taking advantage of these incentives.

- The Clean Air Campaign may want to generate attention by setting a goal to get a certain number of businesses to sign up to address commute and air quality issues and publicizing the results, both in terms of the goal and the companies participating.

- The Clean Air Campaign should serve as a resource to match companies facing problems establishing commute options programs with companies who have successfully addressed similar problems.

- The Clean Air Campaign must continue to serve as a conduit for information and a forum for ideas.

There are specific messages that will help encourage business participation in commute options programs.

- The most persuasive messages will focus on the bottom line. The Clean Air Campaign needs to demonstrate how participation in programs can positively impact a business' bottom line.

- Business people need to be able to answer the question, "What's in it for me?" Sharing experiences and models that have worked in other companies will help demonstrate the potential benefits of employee productivity and satisfaction that come from investing in these programs.

- Businesses are concerned about the impact traffic/congestion and air quality have on employee productivity and satisfaction. Effort should be made to demonstrate how programs lead to increases in employee productivity and satisfaction.

- Currently, incentives or benefits associated with commute options programs include higher productivity, improved recruiting and retention, and financial benefits. Because business leaders are largely unaware of these benefits, one assignment for the Clean Air Campaign is to make business leaders aware of programs currently available and the benefits of these programs.

DETAILED FINDINGS

Air Quality Assessment

When we asked respondents to rate the air quality in the Atlanta metropolitan region on a ten-point scale where "one" means it cannot get worse and "ten" means it cannot get better, most respondents gave a poor rating. For both groups combined, the overall mean for Atlanta's air quality was a 3.5 on a 10-point scale. There were no ratings above a six in either group.

Many respondents indicate that the media has a great influence on their perceptions regarding air quality in the region. Media reports and smog warnings have heightened both awareness and concern about air quality.

> *"I don't feel like I'm surrounded by smog constantly. As far as I can tell, it's pretty decent air. But my rating was modified by the media " (Male)*

> *"I feel the air is pretty decent, particularly if I compare it to other places that I've lived. But I skewed [my rating] down because of what the media is saying about it. I keep hearing these smog warnings and different things on the radio and stuff." (Male)*

> *"I see it when I look at the horizon. I can see the smog and I know it's bad. But, I guess, it's more listening to the news and reading the articles that makes me more aware of it." (Female)*

Many respondents comment on the poor quality of air in the region.

> *"I've never lived in a real city and so when I can see the smog and pollution, I think that's pretty disgusting." (Female)*

> *"When you fly into Atlanta, you can see the smog around the city. You may not realize how bad it is when you're here, but when you fly in its real bad." (Male)*

> *"You can see the smog and I've read several reports that we're as bad as California." (Female)*

> *"The visual part. You can't see the skyline when you're driving through the city." (Male)*

Business leaders acknowledge that even though the air quality in Atlanta is not the best, it is significantly better than the air quality in other cities.

"I think the same thing. I think the media has kind comes across that our air is terrible. But I've been to L.A., and so I know we're not as bad as they are." (Male)

"I purposely rated it right in the center because certainly I've been a lot of places where the air quality was a lot better, but I've been to a lot of places where it's been worse." (Male)

"I don't think it's as bad as it can be." (Male)

"You can see the smog. I don't think it's quite as bad as L.A. I lived in L.A. for three years about 10-15 years ago and it's not [that bad] yet." (Female)

Despite the fact that Atlanta's air quality may be better than other cities, there is a clear feeling that air quality has declined and will continue to do so. This is particularly true among residents who have lived in Atlanta for some time. They have noticed a deterioration of the air quality and are likely to have a more negative perception of the air quality.

"I have seen a difference and I guess that's why I didn't give it higher. Personally I've noticed what I feel is a decline." (Female)

There are some business leaders who feel they are impacted by the quality of Atlanta's air. Those who have health or breathing related issues were more likely to give the air quality a lower rating due to the direct impact air quality has on their lives.

"I was diagnosed with respiratory problems as a baby and it's getting worse as far as my physical demeanor and the ability to be outside and exercise. I feel it. When the media says it's bad, I can tell you before I hear it." (Male)

Business Implications of Air Quality

Generally, concern about the impact air quality has on businesses is low. While respondents express concern about the affects air quality has on people, they believe traffic problems present a larger issue for businesses. Moreover, while the air quality does ultimately affect them, traffic and congestion are are more tangible, visible problems.

Absenteeism is the biggest implication declining air quality in Atlanta has on business. While not everyone agrees, some respondents mention that due to employee health problems, bad air quality increases absentee rates among some employees.

"Employee absenteeism, a lot with children being sick and mothers or fathers having to stay home to watch their kids." (Male)

"The absenteeism is noticeably higher when the air quality is worse." (Female)

Only one or two business leaders identify specific ways that air quality impacts business.

> *"We're a printing company and doing printing and things like that impacts air quality and our ability to expand business. Our ability to grow the business is severely impacted by air quality." (Female)*

> *"I think some of the people in my business are reluctant to call on customers when the smog or the pollen is really high." (Male)*

Traffic/Congestion Assessment

When we asked respondents to rate traffic and congestion in the Atlanta metropolitan region on a ten-point scale where "one" means it cannot get worse and "ten" means it cannot get better, there is strong agreement that things are in bad shape. For both groups combined, the overall mean for traffic and congestion in Atlanta was 1.7 on a 10-point scale, meaning that it can't get much worse. There were no ratings above a six in either group.

Business leaders in Atlanta have a significantly more negative perception of traffic/congestion than they do of air quality. One respondent specifically stated the general consensus about the traffic congestion in Atlanta,

> *"I can't stand traffic. I'll leave home one or two hours early to avoid traffic. I hate traffic." (Male)*

All respondents agree that traffic and congestion are bad. However, some say things could get a lot worse.

> *"I think it's going to get worse. It's not going to get better. I don't know what the answer is." (Male)*

> *"This is certainly a large metro area that seemingly outgrew its infrastructure and hasn't kept up with it. So it is not as good as even some other larger metro areas, or not even average. But yet it could be a lot worse." (Male)*

> *"I've seen a lot worse but it's pretty bad here." (Male)*

Many, however, feel the problem can't get any worse.

> *"It can't get any worse. I was just totally shocked by the traffic. I'm getting used to it now, but I just don't think it could get a lot worse." (Female)*

"I'm going between 20 different locations and I used to be able to go to all 20 in one day. I can't do it anymore. I mean I physically cannot make it. And I see traffic at 1:00 in the afternoon and 3:00 in the afternoon. It's pretty disconcerting." (Male)

"On TV it said that Atlanta had the worst traffic in the nation." (Male)

While respondents do not single out anyone specifically to blame for poor or declining air quality, they do assign blame for the worsening traffic situation. Specifically, government is singled out for failing to adequately plan to meet the region's needs or upgrade the current infrastructure.

"I think the infrastructure is blown. I just can't imagine what the city fathers were doing when the influx of people started." (Female)

"I think the government in this area has just flat-out failed. And they can talk about that things grew too fast or whatever, but I can't see any great plans for a good quality transit system." (Male)

There are not a lot of suggestions as to how the area might take steps to address traffic and congestion. Respondents feel change and improvement in the infrastructure to better handle the large influx of cars would help. Carpools, vanpools and transit are also ways to reduce demand on the system. However, business leaders are not particularly optimistic that the problem can be fixed by simply changing driving habits.

"I know carpooling and vanpooling are good, but maybe there is just not enough of it. Maybe more HOV lanes might help." (Female)

Business Implications of Traffic/Congestion

Respondents agree that traffic and congestion have a huge impact upon businesses. In fact, they unanimously agree that traffic and congestion impact business more than air quality.

One direct implication that traffic and congestion have on business has to do with scheduling. Traffic often causes employees to be late for work and some respondents even change their daily schedule to avoid the worst traffic patterns.

"Tardiness definitely has gone up and a constant complaint is that traffic was bad." (Male)

"There seems to be a certain subset of employees that just can't plan ahead. They don't check the [TV] before they go to work in the morning." (Male)

On a psychological level, many respondents reference stress and road rage that result from traffic problems. They note that traffic affects a person's attitude in the workplace.

> *"I think it has a lot to do with people's attitudes. They get real testy and then you end up dealing with them." (Female)*

> *"When they come in 30 minutes late because they've been sitting in a car, they're angry. It kind of blows their whole morning and then they're not productive, they're just angry. So that's a big impact." (Female)*

In addition, traffic and congestion have broader, more far-reaching implications on business. These include difficulty attracting and retaining employees, reduced productivity, and even difficulty keeping business.

> *"We have some trouble attracting some people to come to work in Atlanta because of the traffic." (Male)*

> *"From a recruiting standpoint, we get hurt because a large part of our Atlanta staff is a call center and they rely heavily on public transportation. We have to make choices on sites based on where that transportation is available." (Male)*

> *"We're more likely to hire somebody that lives closer to our company just because of the fact that they're going to get fed up with driving." (Male)*

> *"We try to staff our offices with people who live around the offices." (Male)*

> *"Traffic impacts us because we're on a productive schedule and if I've got 50 people that are running 15 minutes late, I've lost a lot of productive hours." (Female)*

> *"It has a big impact on business. I mean, if you've got to see a customer somewhere and there is a wreck on 285 and you've got to wait in traffic an hour-and-a-half to see that customer, it could make you late for the appointment. You could lose the business." (Male)*

Corporate Responsibility

Respondents agree that companies in the Atlanta metro area can have a positive impact on traffic, congestion and air quality. Moreover, they agree companies should do all they can to help mitigate these problems.

Many are skeptics, however. Business leaders feel that companies can do little to improve the situation because they can't force employees to participate in programs or change the basic nature of people.

"I think companies can make an effort with increased awareness and [encourage employees] to telecommute or vanpool or use mass transit. But at the end of the day, I don't think it's going to make a whole lot of difference. I don't think enough will get on board with it to really have an impact." (Male)

"I think there are things that corporation s can do. I struggle with how much they can really change the culture. I mean, I think that it's a natural instinct that I want the independence of having my car when I want it and where I want it." (Male)

"I believe it can have an impact but I don't think as Georgians we're going to give up our cars." (Male)

"People are so addicted to their cars. They have that dependence on them. [Our company] has vanpools – we pay for their gas and we give them a van. We have carpools and we have a guaranteed ride home. And we have free MARTA cards. So we do a lot for them, it's just a matter of getting them to commit to it." (Male)

Several respondents point out that a corporation's abilities are limited by the current infrastructure. These individuals see a partnership between government and the private sector as the most effective way to address traffic and air quality issues.

"I think it's 50/50. I think you've got to have the systems in place … the transportation systems, the light rail and MARTA systems in place. I think companies can have an impact but you've got to have the partnership with government."

Adequate incentives are key to business and employee participation in any program designed to improve traffic or air quality. Respondents all agree that financial incentives are one way to encourage people to try alternative means of commuting to and from work.

"If everyone jumped on the bandwagon, it would help a lot. I know people that live near me. It is 20 miles from work, but I never bother to carpool with them. It is so nice to be able to do my own thing after work or during lunch time. But for the right price, I would do it." (Male)

"There has got to be some incentive. When I sit here and say we have four locations and we have 80 people coming in, it's hard unless you've got a whole bunch of people going in the same area, unless you have some type of vanpool or something. But there has got to be some reward." (Male)

When asked to think outside the box, business leaders came up with a few incentives or benefits that are not strictly financial. This line of questioning uncovered one of they key findings from the groups: many business leaders are not aware of current programs avail-

able. Some suggested programs already in place as possible solutions to traffic and air quality problems, indicating that the Clean Air Campaign and other organizations in the area need to clearly outline existing programs.

> *"One reason I vanpool is my company pays for it. A few years ago they started paying incentives of up to $100 per month. So that keeps the mileage on my car low. I have a 2-1/2 year old car and have less than 20,000 miles on it because of the vanpool. We have a guaranteed ride if you're sick or your kids call or a teacher calls and says your kids are sick, they'll send a cab to pick you up. I live in Douglas County and because of those incentives, I know I'm not stranded downtown and I love it." (Female)*

> *"I serve on the Buckhead TMA and fortunately, I am able to implement a lot of these things in my property for my tenants. We've just signed up to purchase four electric vehicle chargers that Georgia Power is doing a grant on and getting installed. We sell MARTA cards. We do smog alert banners on the gates and the [parking] decks. We've trained the tenants what the smog alert banner means so when you see this thing hanging from the gate when you're leaving the deck, the next day they can possibly carpool with somebody, take MARTA, pack their lunch so they don't have to crank up the car at lunch to run errands or go to get something to eat." (Male)*

Current Programs

The group discussion thus far clearly highlights that many businesses have already taken steps to help address air quality and traffic problems. The following programs are currently offered in most companies:

- flexible or compressed schedules;
- carpool databases; and
- teleworking

	Currently Offer	Considering
Flexible time schedules	9	3
Teleworking options	6	5
Compressed or flexible work weeks	6	4
Use of Internet for Business Activities	6	2

Larger companies and government employers offer additional programs such as

- carpool incentives
- vanpools and vanpool incentives
- MARTA cards
- discount MARTA cards

The biggest issue seems to be that many of the programs are ad hoc rather than institutionalized policy and as such, they are not communicated throughout the company. These informal programs are difficult to manage and measure, but they are clearly a component of the solution.

> *"We're already doing it. We are already using flex time informally and we are already telecommuting informally. And so the emphasis has just been to put a formal process in place to make sure that employees would take advantage of the programs." (Female)*

In addition to informal programs, respondents also pointed out that many companies have programs in place but do not go out of their way to promote them.
MARTA cards, allowing flexible schedules and offering compressed work weeks.

> *"Telecommuting. If they were a little more flexible on that. I realize you can't do it for every position and every job, but at my company the policies are there and the opportunity is there, but it's not encouraged the way it could be. And that's from management all the way down." (Female)*

> *"I wish more companies were open to telecommuting. I mean, it seems to me even though you hear a lot about it in the news and you hear a lot about it in general, still a lot of companies aren't open to it." (Male)*

> *"My company has initiated a process where if you agree to sign up for a carpool database, you don't have to actually participate in it, but if you sign up for it and you are at work and you don't have a ride home, they'll actually pay for a cab to take you home." (Male)*

Programs Under Consideration

We next asked business leaders to share programs or ideas their companies are currently considering. Teleworking, flexible schedules and employee shuttle services are programs most likely to be under consideration by companies in the metro area.

	Considering	Most Likely
Teleworking	5	5
Employee Shuttle Service	5	3
Compressed or flexible work weeks	4	4
Carpool databases	3	4
Flexible time schedules	3	3
Reduced or limited lawn maintenance hours	3	2

Employers have some programs under consideration because they feel they benefit both the employee and the employer. Teleworking is often referred to as a mutually beneficial arrangement. This may be responsible for its popularity.

> *"We feel we have a better quality of worker and employee. If you're working at home, you're not distracted by fellow employees coming by to chat or someone calling you on the phone. With the tax type of work that we do, we find that employees do more cases when they work at home because they're not distracted." (Female)*

Business leaders also support flexible schedules. They tend to feel flexible schedules are more beneficial to the employee than the employer, however.

> *"You can work around your life a little bit more. If you are a morning person, you can get into work early and get home by 4:00 or 5:00, versus a 9-to-6 or 10-to-7 job where start times are mandated. Some people don't like that as much." (Female)*

Carpools are popular solutions because unlike vanpools, they can be implemented with practically no investment. The problem with both options, however, is getting employees to give up their personal cars.

> *"The vanpool is all free. They get free gas and a free van. They can use the van on the weekends. And the people that are in them love them. The hardest part about that is if people are willing to give up their personal freedom with their car." (Female)*

> *"There is a lot of interest for carpools and vanpools. People call me every day, but the main problem with them is they all have different working hours and some of them can't coordinate it even by 30 minutes. The other big challenge is that people are dependent on cars. Its like a stubbornness. We can't bet past the fact even though if anything happens, they can get a ride home with the guaranteed ride." (Female)*

Programs Most Likely to be Implemented

From the list of programs compiled and reviewed during the group discussions, respondents are most likely to implement teleworking, compressed or flexible work schedules, and provide carpool information and databases.

Business leaders like teleworking for several reasons. They perceive that it can have a positive impact and it requires little out-of-pocket investment.

> *"Teleworking. It doesn't just move the traffic around, it eliminates it." (Male)*

Business leaders support flexible schedules not because they impact air quality and traffic but because they can minimize the negative impact they have on employees.

> *"We use flex hours as a solution to folks who can't telework. The idea is that we want to present w whole workplace alternative initiative and some people are going to be able to telework but those that can't telework could take advantage of some type of flextime so that they could have some alternatives." (Female)*

Business leaders like carpooling because unlike teleworking and even flexible schedules, all employees can participate.

> *"I don't know what percentage of workers could [telework]. Say it's only 10 or 20 percent. Whereas carpooling, if you gave enough people the incentive, everyone could participate in that." (Male)*

> *"We've got one person that's teleworking but I think a carpool or vanpool would be a lot easier." (Male)*

Rationales Supporting Programs

Respondents clearly state that bottom line considerations will determine whether or not their own companies participate in any programs designed to improve air quality or reduce traffic and congestion. They include actual out-of-pocket costs as well as non-tangible costs (such as productivity) in calculating the value of a particular program.

> *"It would still pretty much come down to a cost thing. If it made sense financially, it wouldn't be a big deal at all." (Male)*

> *"It's going to come down to a financial decision no matter what you do. How can you get the biggest bang for your buck. If your business can hire people by having them telework, then you're going to do it if you get more for your money. And you get not just better people but often more productivity." (Male)*

> *"You must definitely build a business case that shows a return on investment." (Female)*

> *"If your productivity goes up ten percent and you need ten percent fewer employees, you can relate it directly back into the salaries saved versus the cost of the program." (Male)*

> *"I think it's the bottom line. At our company, we're very P&L driven, so it's the bottom line, the sheer profit." (Female)*

Some individual managers have approved policies for their direct reports without asking for approval.

> *"I don't think I'm gong to get all the way up to the big chiefs [of my organization], but for my team directly that reports to me – I have 20 people – I would flex their hours and would have no issues with that and neither would my boss." (Female)*

> *"I have complete discretion in terms of flex hours. I could also implement a compressed work week if it didn't create too much of a ruckus." (Male)*

Drivers of Program Implementation

Business leader ratings on several specific reasons why they might consider implementing alternative commute programs mirror that the bottom line is the key driver for their decision. These groups most frequently cite "employee productivity" as the most important reason for implementing programs.

> *"I think if you give employees all these different options, you will find that their production is higher because they get a chance to work at their own pace and they do a better job of it." (Female)*

> *"We have huge gains when someone does work at home. We have claims processors and when they work at home, we expect a lot more productivity out of them, which equals cost savings." (Male)*

> *"Where we have telecommuting at this point, it is related to increasing those individual's productivity. That's the driver." (Male)*

> *"I think productivity would be hook, line and singer. The whole thing. If they were undoubtedly convinced that productivity would increase, I think it would push them over the edge." (Male)*

The reason cited second-most often by business leaders as a motivation for implementing commute options programs is "enhancing employee satisfaction."

> *"To me it's a set of Dominoes. Satisfaction leads, in my experience, to more productivity and even to retention. So several of these were very interrelated to me but I think satisfaction is the key issue." (Male)*

> *"We pay very good and have very good benefits so I don't have a lot of employees leaving for those reasons. I really don't have to recruit and retrain people. So I'd do this just to keep the employees that I have happy." (Female)*

Employee recruitment is the number three motivator behind the implementation of commute options programs.

> *"To help recruitment. We've been able to attract people by being flexible – some people that normally wouldn't be attracted to my type of business." (Male)*

Finally, employee retention rounds out the list of reasons why companies would be interested in commute options programs.

> *"Retention. We've actually experienced the loss of some employees because of the inability to flex our hours or telecommute or different issues along those same subject lines." (Male)*

> *"They've done studies to prove how much it costs to train a new employee and when you lose them, you lose so much." (Female)*

> *"To keep quality employees. We did it initially on an informal basis and now we're trying to formalize it. We found that we were doing it quite a bit on an informal basis to retain better people." (Female)*

The complete list of drivers assessed during the focus groups appears in the table on the following page.

	Importance Ranking
Increase Employee Productivity	3.55
Enhance Employee Satisfaction	4.18
Help Employee Recruitment	4.27
Help Employee Retention	4.45
Provide More Competitive Employee Benefits	5.55
Be Competitive with Other Companies	6.82
Reduce Employee Sick Time	7.00
Be a Good Corporate Citizen	7.91
Save on Office Space Costs	8.18
Get Tax Benefits	9.45
Save on Parking Costs	10.36

Leading the Pack

During the groups, it became clear that companies do not want to shoulder the responsibility of leading this effort. Rather, they are waiting for some other company to do the right thing, work out the wrinkles, and show them how to do it.

> *"I think there would just have to be somebody else to lead and we would follow. If there was a company out there that did it and they saved money by doing it, then I could present that." (Male)*

> *"There needs to be almost a catalyst to make this happen. I think everyone wants it, but there needs to be something to pull it all together." (Male)*

The Clean Air Campaign

Business leaders in our groups are very much aware of the Clean Air Campaign and other organizations helping business positively impact traffic and air quality in the area. They see the Clean Air Campaign as an organization that can take the lead and encourage businesses to get involved. This is important because they feel the issue must be driven from the top down to be successful.

> *"When I was contacted by the Clean Air Campaign, I took the letter to our President and asked, 'What do you want to do about this?' and he said, 'Implement it.' And he's basically kind of rolling over all the management that doesn't cooperate." (Female)*

> *"You just said the key thing. There has got to be good leadership. Leadership makes it. No matter how big an idea is, there has got to be the money to do it and the driving force to do it and the driving force always comes from the top." (Male)*

Beyond general leadership, businesses want the Clean Air Campaign to serve in an educational or consulting role in helping them implement programs.

> *"What they do very, very well is come to your business and they look at your individual needs ad they help devise programs that will work for you. To me, that's the best value the Clean Air Campaign has given our company." (Female)*

> *"Organizing a conference or meeting where large companies convene all together and discuss the issues." (Male)*

> *"It's good to have a source that you know, in case you want to find a case study or data or something. You know where to go. It would be good for them to initiate getting this information out to companies." (Male)*

"I think it was mentioned in terms of case studies with quantification, some assessment of productivity improvements, etc., or maybe even costs. Helping with those financial analyses that the companies have to go through." (Male)

"I think they should look for a model and they could put it up on a pedestal or something and show us that it works. Show what happens to our employees or what the company will get as a result." (Male)

Framework to Reduce Traffic Congestion & Improve Air Quality in Atlanta

Strategic Research for the 2001 Clean Air Campaign: Business Focus Groups

Sponsored By:

The Georgia Department of Transportation and The U.S. Federal Highway Administration

Prepared By:

Wirthlin Worldwide for the Southern Coalition for Advanced Transportation (SCAT)

July 2001

WIRTHLIN WORLDWIDE

Overview

- Objectives
- Methodology
- Key Findings
  - CAC Awareness
  - Progress since 2000
  - This Year's Media Campaign
    - Focus
    - Targets

Objectives

- This research project was undertaken to provide strategic direction to business communication efforts by:
  - Obtaining a greater understanding of how businesses view traffic congestion and air quality
  - The impact of these two issues on business
  - Ideas regarding the development and support of programs to reduce traffic congestion and improve air quality
  - Specific exploration included:
    - Identifying programs currently in place
    - Identifying perceptual barriers to implementing programs
    - Identifying ways CAC can help businesses implement programs
    - Identifying key incentives that will motivate businesses to take action

Methodology

- Two focused group discussions
- Discussions included a total of 21 participants
- Groups lasted two hours
- All participants were business owners, senior officials, personnel vice presidents, or human resource managers
- Participants represented a variety of different businesses and both the pubic and private sectors
- CAUTION: Results reflect only the views of the 21 people who participated in the research. Generalizing or making predictions based on the findings of this study can be risky as the groups were conducted to gain insight and understanding, not to quantify attitudes and beliefs

Key Findings

Relevance of Traffic/Congestion and Air Quality

- Traffic/congestion and air quality are relevant issues for businesses and businesses have a responsibility to help address these issues.
  - Although all business leaders agree that traffic/congestion and air quality are problems in the region, traffic and congestion clearly have greater impact on businesses and their employees.
  - Businesses recognize that they must play a role in identifying and implementing solutions to the region's traffic and air quality problems.
  - Businesses do not, however, assume all responsibility for traffic and air quality problems.

Responsibility for Solutions to Traffic/Congestion and Air Quality Issues

- Business leaders are quick to lay responsibility for traffic/congestion and air quality on government.
  - Business leaders believe the current infrastructure is very overwhelmed and that a lack of long-term planning has had a negative impact, particularly when it comes to the development of transportation alternatives.

Barriers to Problem Resolution

- When discussing solutions to these issues, no one solution comes to mind.
- Government most often is found to be the responsible party, but business leaders recognize limitations of this approach.
  - Business leaders recognize that they cannot force employees to change behavior
  - Business leaders identify significant infrastructure issues.
  - Large businesses are more hesitant in some cases because programs must be offered to all employees.
- Local, state and federal government agencies seem to have taken the lead in implementing commute options programs for their employees.
- Many businesses have established informal programs; however, informal these programs are difficult to measure.

CAC Role

- The Clean Air Campaign can step into a leadership role on traffic/congestion and air quality issues.
  - The Clean Air Campaign can serve as a resource for businesses looking to start formal programs by making available the “Best Programs and Practices” being implemented by companies throughout the region.
- The Clean Air Campaign may want to consider putting together a blue ribbon team or panel of advisors representing a variety of businesses, industries and solutions. These advisors would provide information and assistance to other companies in the region who are trying to establish commute options policies.
- The Clean Air Campaign can help fill the leadership void on this issue by shining the spotlight and giving recognition to local businesses who are successfully taking steps to address traffic and air quality problems.

CAC Role (continued)

- The Clean Air Campaign should take an active part in signing up businesses to participate in commute options programs.

- The Clean Air Campaign can also play a role by bringing together businesses with similar problems and acting as a catalyst to get businesses to work together to solve problems.
- The Clean Air Campaign must not overlook the opportunity to assist businesses with smaller, informal programs. These are often easier to get started and approved than company-wide programs and can have a significant impact on the situation.
- The Clean Air Campaign should work with companies to both communicate any government or other incentives available to companies who implement commute options programs and assist the companies in actually taking advantage of these incentives.

CAC Role (continued)

- The Clean Air Campaign may want to generate attention by setting a goal to get a certain number of businesses to sign up to address commute and air quality issues and publicizing the results, both in terms of the goal and the companies participating.

- The Clean Air Campaign should serve as a resource to match companies facing problems establishing commute options programs with companies who have successfully addressed similar problems.
- The Clean Air Campaign must continue to serve as a conduit for information and a forum for ideas.

Most Persuasive Messages

- There are specific messages that will help encourage business participation in commute options programs.
  - The most persuasive messages will focus on the bottom line. The CAC needs to demonstrate how participation in programs can positively impact a business' bottom line.
- Business people need to be able to answer the question, "What's in it for me?" Sharing experiences and models that have worked in other companies will help demonstrate the potential benefits of employee productivity and satisfaction that come from investing in these programs.
- Businesses are concerned about the impact traffic/congestion and air quality have on employee productivity and satisfaction. Effort should be made to demonstrate how programs lead to increases in employee productivity and satisfaction.

Most Persuasive Messages (continued)

- Key benefits to highlight:

- Currently, incentives or benefits associated with commute options programs include
- higher productivity, improved recruiting and retention, and financial benefits. Because business leaders are largely unaware of these benefits, one assignment for the Clean Air Campaign is to make business leaders aware of programs currently available and the benefits of these programs.

Most Persuasive Messages (continued)

- Key benefits to highlight:
  - higher productivity,
  - Increased employee satisfaction,
  - improved recruiting and retention, and
  - financial benefits.
- Because business leaders are largely unaware of benefits of commute options programs, these messages should be effective in increasing participation in programs.

Appendix 2-3

Population Segmentation: Characteristics and Demographics

TO Kevin Shannon, Southern Coalition for Advanced Transportation

FROM Jean Statler; Mary Ellen Carter

SUBJECT Segmentation Results

DATE July 9, 2001

Based on the quantitative study completed in late May, Wirthlin Worldwide has developed an attitudinal and behavioral-based segmentation scheme to help identify and target different audience groups in your communication efforts. This segmentation enables us to separate large groups of people into smaller clusters that share similar attitudes, behaviors and other characteristics relating to traffic and congestion, air quality, transit and commuting.

In total, we describe 5 unique segments that represent 46.2% of the region's population. The remainder of the population can be classified into three segments: Group 6: Targets for Non-Work Transit Alternatives (23.5%), Group 7: Anti-Transit Alternatives (16.3%) and Group 8: Others (14%).

After reviewing the segmentation analysis and taking into account the direction of the ad agency, we consider Groups 3 and 5 the primary targets of the television media effort. Groups 2 and 4 are supplemental targets that may be picked up through print or radio efforts. Group 1 required maintenance, as we do not want to have the size of our core group shrink. We believe that Groups 6-8 can be excluded from our communication efforts at this time.

Group 1: CORE TRANSIT USERS (9.2% of the population)

This segment is the core or base group of people who currently use alternative transportation for their daily commute. Eight-in-ten (79%) carpooled to work at least once in the week prior to the survey, and 56% carpooled at least four times. In addition, 15% rode MARTA train at least once and 8% rode MARTA/CCT bus at least once in the week prior to the survey. This group drove their own vehicle to work alone just one time in the past week.

Looking back over the past year, 87% of this group have carpooled to work, 31% have ridden MARTA train to work, 24% have ridden MARTA/CCT bus to work , 20% have telecommuted and 14% have walked to work at least once.

The Core Transit Users carry their work commute behavior over to non-commute behavior: 63% have carpooled in the past year for non-work trips, 61% rode MARTA train for non-work trips, 38% rode MARTA/CCT bus for non-work trips, and just 16% never tried an alternate means of transit for non-work trips in the past year.

Some key demographics of this group include [Note that we list two numbers in parentheses, the first number representing the percentage or mean rating for the segment and the second number representing the percentage or mean for the overall sample].

- They are more likely male than female (57% / 50%);
- They are the youngest of all segments: 62% are between 18 and 34 years of age, compared with 31% overall;
- They are single (48% / 24%);
- They tend to be in blue collar fields (44% / 30%) or in sales/clerical work (18% / 13%)
- They are newer to the Atlanta area (an average of 15.2 years versus 20.9 overall)
- They have lower incomes (38% under $40,000 versus 27% overall)
- They tend to live and work within a mile of a MARTA or transit station
- More African American (28% / 21%)
- More non-white (41% / 29%)

For the core group, the big benefit of carpooling is that it saves time and I can be more productive. Their biggest reasons for riding transit are it saves money and means I don't have to drive.

Group 2: TARGET ALTERNATIVE MODE COMMUTERS (14% of the population)

This segment includes respondents who say there is a high or certain chance they will carpool, vanpool ride MARTA train or MARTA/CCT bus to work at least one day per week. They have the highest level of concern about both air quality and traffic/congestion of anyone in the region. Most are currently driving alone in their own vehicles to work (95%). They mirror the overall sample in their behavior over the past year: 34% have carpooled to work at least once, 10% rode MARTA train to work at least once, 7% rode MARTA/CCT bus to work at least once, and 8% walked to work at least once. They have one of the highest scores for likelihood of riding MARTA train in the future and the highest likelihood of riding MARTA/CCT bus for their commute to work. Just less than half (45%) say that carpools are their most likely commuting alternative and 27% list MARTA train as their most likely commuting alternative.

Some key demographics of this group include [Note that we list two numbers in parentheses, the first number representing the percentage or mean rating for the segment and the second number representing the percentage or mean for the overall sample.]

- They are a little younger than the average respondent. 36% are between 18 and 34 years of age, compared with 31% overall and 54% are 35-54 years of age compared with 49% overall.
- They tend to be more educated: 35% are college graduates and 23% have post graduate degrees versus 33% college graduates and 15% with post graduate degrees overall.
- They are single (32% / 24%)
- They have slightly higher incomes (37% earn $80K or more versus 33% overall).

Group 3: TARGET CARPOOL COMMUTERS (10.5% of the population)

This segment includes respondents who say there is a high or certain chance they will carpool to work at least one day per week. Nearly all (98%) currently drive to work alone in their own vehicle. On average, they drove to work alone on 4.8 of 5 days in the week prior to the survey. Overall, 55% have carpooled in the last year: 38% have carpooled to work at least once and 44% carpooled for non-work related travel at least once. They have one the highest score for likelihood of carpooling to work in the future; 82% list carpools as their most likely commute alternative and 68% list carpools as their most likely non-work transportation alternative.

Some key demographics of this group include [Note that we list two numbers in parentheses, the first number representing the percentage or mean rating for the segment and the second number representing the percentage or mean for the overall sample].

- Regionally, many live in Cumberland (18% / 9%)
- They are under age 55: 38% are between 18 and 34 years of age (31% overall) and 55% are between 35 and 54 years of age (49% overall)
- They are divorced/separated (24% / 14%)
- They start and finish work at a fixed time every day (40% / 30%)
- They are in the middle income brackets (28% earn $40-60K versus 23% overall and 29% earn $60-80K versus 18% overall)

For carpool targets, the big benefit of carpooling is that it lets them avoid traffic and congestion and reduces traffic and congestion overall.

Group 4: TARGET MARTA/CCT COMMUTERS (5.2% of the population)

This segment includes respondents who say there is a high or certain chance they will ride MARTA train (91%) or MARTA/CCT bus (54%) to work at least one day per week. They are more concerned about air quality than the average resident.

Most are currently driving alone in their own vehicles to work (98%). In the past year: 22% took MARTA train to work at least once and 14%rode a MARTA/CCT bus to work at least once. They have one of the highest scores for likelihood of riding MARTA train in the future and the 2nd highest likelihood of riding MARTA/CCT bus (behind multiple mode commuters). Two-thirds (67%) list MARTA train as their most likely commuting alternative, and 52% list MARTA train as their most likely non-work transit alternative.

Some key demographics of this group include [Note that we list two numbers in parentheses, the first number representing the percentage or mean rating for the segment and the second number representing the percentage or mean for the overall sample.]

- They are predominantly male (72% / 50%)

- Many live in Decatur (22% / 17%)
- They work in Buckhead (16% / 9%) and Airport (13% / 10%)
- They tend to live and work within a mile of a MARTA/transit station.
- They are middle-aged (64% are between 35 and 54 years of age versus 49% overall)
- 73% have no children currently living in the household (versus 62% overall)
- They are highly educated: college graduates (40% / 33%) and post graduates (32% / 15%)
- They tend to be single (31% / 24%)
- They are professionals (52% / 40%)
- They have discretion in setting daily arrival and departure times (42% / 35%)
- They likely to be African American (33% / 21%) or non-white (39% / 29%)

For transit targets, primary benefits are saving money and not having to drive every day. They have more money and time for the things they want to do and be more productive. The key driver for transit is reducing stress.

Group 5: TARGET TELECOMMUTERS (7.3% of the population)

This segment includes respondents who say there is a high or certain chance they will telecommute at least one day per week (100%). They are less concerned about both air quality and traffic/congestion than the average resident.

Most are currently driving alone in their own vehicles to work (93%). Thirteen percent (13%) telecommuted during the week prior to the survey. In the past year: 50% telecommuted at least once. Potential telecommuters are more likely to have discussed telecommuting and alternate work schedules with their boss or employer than the average resident.

Some key demographics of this group include [Note that we list two numbers in parentheses, the first number representing the percentage or mean rating for the segment and the second number representing the percentage or mean for the overall sample.]

- They are slightly more male than female (59% / 50%)
- Many live in Town Center (21% / 15%), Decatur (24% / 17%)
- They work in the Perimeter area (16% / 10%).
- 91% are employed full time
- They are middle-aged (58% are between 35 and 54 years of age versus 49% overall)
- They are college graduates (50% / 33%)
- They tend to be married (64% / 57%)
- They are business owners/managers (20% / 15%), employed in IT/Technical fields (22% / 12%) and are more likely to work for privately-held companies (87% / 80%)
- They have discretion in setting daily arrival and departure times (51% / 35%)
- They hive higher incomes: 55% earn $80K or above, compared with 33% overall

For telework targets, primary benefits are saving time, avoid traffic and not having to drive every day. They are more productive and have more control over their day. The key driver for both teleworking employees and employers is getting more done during the day.

Appendix 2-4

Advertising Testing:
Methodology, Findings, and Recommendations

TO	Kevin Shannon; Dan Raudebaugh
FROM	Jean Statler; Mary Ellen Carter; Joe Carden
SUBJECT	Initial Findings from Ad Assessment
DATE	August 2, 2001

Below we highlight the key findings from this week's Pulseline research sessions. The sessions were designed to:

- Determine how well the commercials communicate key strategic elements identified in the original values research. The strategy was the result of in-depth interviews with Atlanta residents in which we discussed traffic, congestion and air quality issues, relevant components of these issues, and values that drive people to take action.

- Provide feedback and insight from targeted population segments for all ads. Provide focused feedback on positive and negative elements as well as overall impressions of the ads.

- Measure how effectively the commercials impact consumer behavior through the use of affect scores assessing the ad's portrayal of the problem, solution and call to action.

- Be used as a diagnostic tool to identify the strengths and weaknesses of the commercials and importantly, identify any areas where corrective action will strengthen the commercials and increase the probability that they will achieve the desired outcome.

OVERALL OBSERVATIONS

- The humor is an effective way to get respondent's attention and does not appear to get in the way of the message.

- The ads are likeable and get the attention of the target audience, but communication of messages can be strengthened to more persuasively encourage action.

- In our view, all the commercials, television and radio, place too much emphasis on and spend too much time setting up the problem or setting up the situation. They all tend to score lower than established norms for successful advertising and fundamental attributes of the issue.

- The problems and solutions are not linked together. Respondents noted that the message might be clearer if there was a tighter link between the problem and the solution and if the benefits of solutions were more clearly portrayed.

- Many respondents say they would like to see the same characters in the problem and the solution, because it will provide continuity. This may increase the impact of the ads.

- All ads need to display the website and the toll-free number more prominently and for a longer period of time.

TELEVISION COMMERCIALS

Carpool Commercials

- Of the two carpooling spots assessed, "Angry Man" was the clear favorite of respondents. They can all identify with the character and his frustration. It gets their attention, is relevant, and funny. It conveys that carpooling can "save time" and "get me to work faster." At the emotional level, it positions carpooling as something that can "help me avoid the stress of sitting in traffic."

- "Crier" is less well-liked, but also conveys that carpooling can "save time" and "get me to work faster." It also suggests that carpooling can "help me avoid the stress of sitting in traffic," but does so less-effectively than "Angry Man."

- Both "Angry Man" and "Crier" were recognized as previously aired commercials.

- Several participants note that "Crier" does not position the problem as clearly as "Angry Man." They say it is not clear that she is sitting in a car, because the camera is focused in on her face. They want to know why she is upset and do not immediately recognize that her emotions (crying) are the result of traffic. Some women take offense at a portrayal of women as weak and weepy. Women tend to see themselves as more like the "Angry Man" and do not relate as well to the woman.

- Respondents comment that both television ads do a better job of setting up the problem than conveying the solution. They feel it would help if there were more time spent on the carpoolers passing the stopped cars, and even suggest that the characters should be shown watching the carpoolers pass them by. Emphasizing the solution and its benefits and linking it to the problem could potentially strengthen both carpool ads.

Teleworking Commercials

- Overall, both teleworking spots are about even in terms of likeability. One group liked "Suave" the best, the other group liked "Gotta Go" best.

- The two commercials tap different motivating emotions. "Gotta Go" does a better job conveying that "teleworking can help avoid the stress of sitting in traffic." "Suave" does a better job of communicating that "teleworking allows more control over life," tapping the value of "freedom and independence."

- About 1 in 5 say that "Gotta Go" is offensive or in poor taste.

- Respondents tend to relate to the character in "Gotta Go." Others say the "Suave" guy is funny and interesting to watch.

- Participants say both ads do a good job setting up the problem. Several participants note that the commercials spend too little time talking about the solution to the problem and the benefits resulting from that solution . They also feel there is a disconnect between the character portraying the problem and the character illustrating the solution. As we said for the carpooling ads, both teleworking commercials would be improved by placing greater emphasis on the solution to the problem and link that solution to the problem more directly.

RADIO COMMERCIALS

Carpooling Commercials

- Of the three radio commercials assessed, "Easy Way" receives the most positive feedback. It is funny and gets listeners' attention.

- "Dave" also received primarily positive responses. Listeners relate to the character and the way he feels walking in the office late and being inundated with requests. Of all the radio ads, this execution most effectively links carpooling to the emotional driver "helps me avoid the stress of sitting in traffic." Our values-based advertising model posits that it is the link with this emotional driver that will ultimately motivate people to take action.

- "Dave" could be helped a great deal by some executional improvements. It is difficult to understand the satanic voice Dave uses and this is distracting to respondents. Additionally, some respondents took offense at the line in the ad that states, "[the voice] is kind of sexy and works with the ladies."

- “Candy” is the weakest of the three spots. It does not clearly communicate any of the strategic messages about carpooling. Further, many respondents find it offensive and say they would not listen to the commercial. They feel it insults them by suggesting that only morons don’t carpool or that carpoolers are morons.

- “Candy” has competing themes: the inventions and the candy. As noted above, respondents find the candy theme offensive. This spot may be salvaged by shifting the focus of the entire ad to the inventions and their consequences.

- Many respondents note that the radio spots were long. They all focus more on setting up the problem or the comic situation. We feel all should spend more time conveying the benefits of carpooling and building recognition for the toll free number and website. For example, “Jim’s Song,” quickly establishes the problem. All ads should identify the problem early on, leaving more time to identify the solution and articulate the benefits of the solution.

Teleworking Commercials

- Of the three radio commercials assessed, “Jim’s Song” receives the most positive feedback. It is funny and gets listeners’ attention.

- “Boardroom” receives more mixed responses. Respondents say there is way too much going on and don’t like listening to all the people whine. They say the ad would be more effective if an announcer pointed out all the time these employees waste each morning complaining about their commute.

- “Kitty” is the weakest of the three spots. It does not clearly communicate a message about teleworking. Instead, it seems to convey that this woman is trying to get out of work.

- “Kitty” is described as “gross,” and about one-in-five say it is offensive or in poor taste.

- Again, all the spots more effectively convey the problem than the solution or follow-up action they want viewers to adopt.

- All spots should focus more on the benefits of teleworking, which we believe are the gateways to motivating individuals to try this behavior.

- All three spots need to place more emphasis on the toll-free number and website.

Framework to Reduce Traffic Congestion & Improve Air Quality in Atlanta

Strategic Research for the 2001 Clean Air Campaign: Preliminary Ad Testing

Sponsored By:

The Georgia Department of Transportation and The U.S. Federal Highway Administration

Prepared By:

Wirthlin Worldwide for the Southern Coalition for Advanced Transportation (SCAT)

August 2001

WIRTHLIN WORLDWIDE

Methodology

- 88 participants from a total of four groups
  - 45 carpool targets
  - 43 telework targets
- PulseLine™ ad testing: Electronic ballot boxes
  - Each ad viewed twice
  - Order rotated
  - Moment-by-moment response to each commercial
  - Qualitative feedback (main message, likes, dislikes, anything confusing)
  - Ad Diagnostics (affect scores, executional framework, attribute, consequence, leverage point and value communication scores)
  - Wirthlin norms for proven ads applied where possible (norms are not category-specific, they cross industry and category)

Objectives

- ✓ First and foremost, determine whether the commercials are “on strategy”
- ✓ Identify strengths of each commercial
- ✓ Identify weaknesses, if any, of each commercial
- ✓ Identify potential changes that can enhance the eventual success of the commercial
- ✓ Do all of these *prior* to investing money to air the ads

Strategic Positioning – 2000

Blueprint for Optimal Communications to Change Behavior

(Reduce SOV travel and increase carpooling/vanpooling and teleworking)

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Carpool Messages

Communication Model: Carpool

Desired Behavior

Personal Value

Peace of Mind/Personal Happiness

Psycho-social Consequence

Less Stress

I have less stress in my day ...

In Control

I am more in control ...

Benefit

Save Time/Get to Work Faster

I don't waste time sitting in traffic … I save time …

Attribute

Carpool

I prefer to carpool instead of driving alone in my car …

Target Audience

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Angry Man

- Executional strengths:
- Gets attention (87)
- Likeable (84)
- Funny (88)
- Communicates that carpooling is a good alternative to driving alone (85), can save time (75) and get me to work faster (78).
- Emotional link: stress reduction (93)
- Viewers strongly relate to this ad. They've been in the Angry Guy's shoes.
- Suggestions: The solution portrayed in the ad is unrelated to the key character. The Angry Man should be included in the solution.
- Not sure of the message until the end of the ad. Introduce the solution earlier.

Crier

- Overall, receives lower scores than Angry Man.
- Executional strengths:
- Gets attention (73)
- Funny (73)
- Communicates that carpooling is a good alternative to driving alone (68) and can get me to work faster (70).
- Emotional link: stress reduction (76).
- Suggestions: Viewers do not know why the woman is crying. It is not even clear that she is driving or even in a car. Not sure that traffic is the cause of her anxiety.
- Again, the solution portrayed in the ad is unrelated to the key character. The woman should be included in the solution.
- Respondents question whether traffic can cause this type of reaction. They do not relate to the character. Some even find the portrayal demeaning to women.

Easier Way

- Executional strengths:
- Gets attention (70)
- Likeable (71)
- Funny (71)
- Communication at many levels falls well below norms for successful advertising.
- Respondents suggest this is because the ad takes too long setting the scene.
- Suggestions: introduce the solution earlier.
- Provide more information: what to expect when calling the number, etc.

Dave

- Respondents really relate to the character in the ad.
- This ad more strongly communicates the message than Easier Way, but executionally, this ad is weaker. Again, communication scores at many levels fall below norms.
- Communicates that carpooling is a good alternative to driving alone (58) and can save time (63) and get me to work faster (61).
- This ad has the strongest emotional link: stress reduction (52).
- Suggestions: Viewers cannot understand Dave when he adopts the satanic voice. This distracts from the message.
- Respondents lose interest in the comic situation before the ad ends.
- The comment about the voice being sexy and works with the ladies can potentially offend. Higher ratings for the attribute, offensive or in poor taste (26) bear this out.
- Not sure of the message until the end of the ad. Introduce the solution earlier.

Candy

- Weakest of all executions.
- Scores well below communication norms at all levels.
- Suggestions: There are two unrelated and competing themes in the ad. Keep the invention theme with the caveman and eliminate the moron.
- Respondents find the ad offensive (51). They feel it implies that only morons don't carpool or that all carpoolers are morons.
- Respondents lose interest in the comic situation before the ad ends.
- Not sure of the message until the end of the ad. Introduce the solution earlier.

This ad communicates to me that carpooling is something I should try.

WIRTHLIN WORLDWIDE

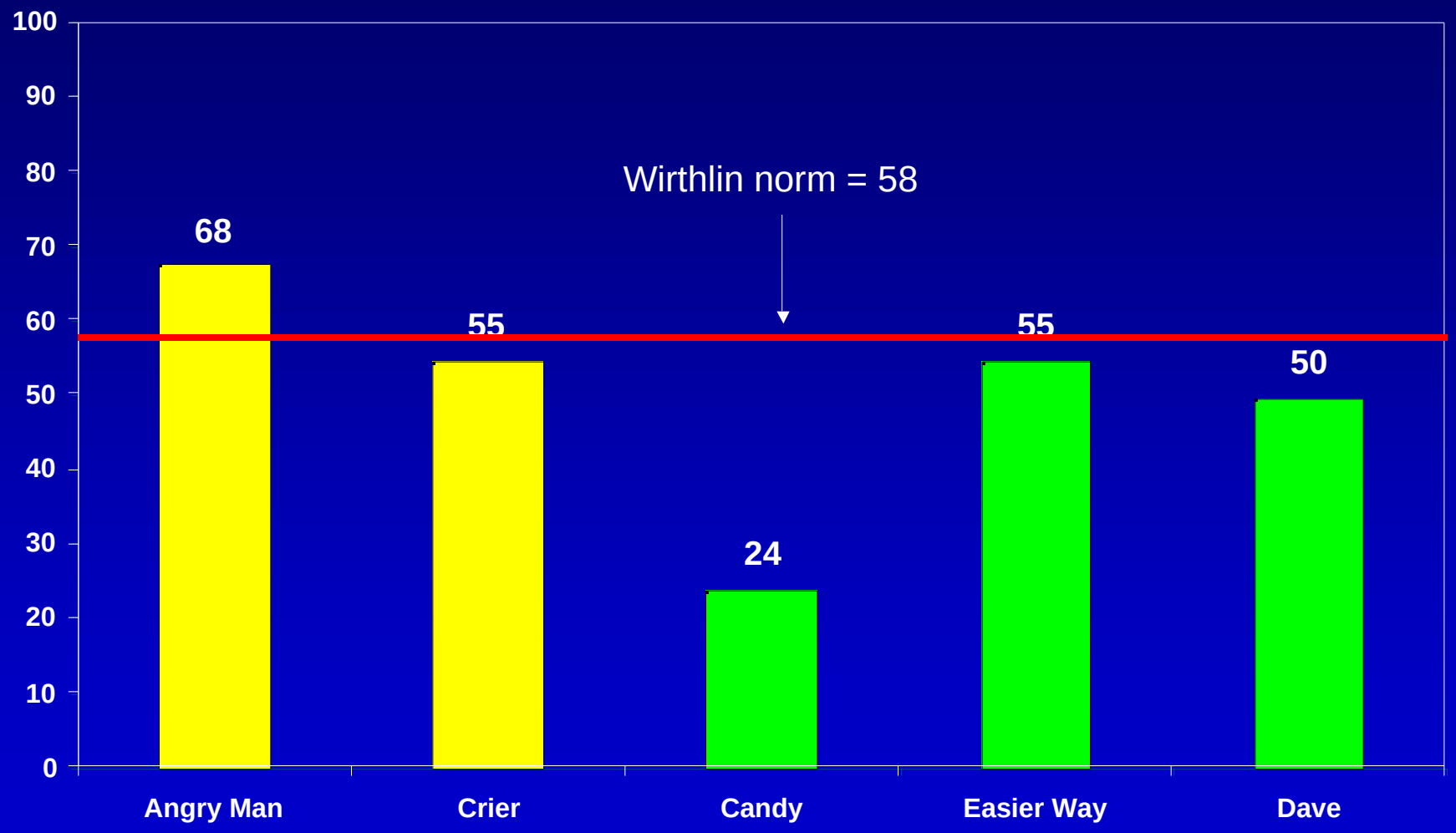
Now, using the buttons on your box please indicate "To what degree do you feel the statement applies to the ad?" Using a scale of 1-3, where ***"1" means the ad perfectly communicates the idea to you, "2" means the ad clearly communicates the idea to you and "3" means the ad does not communicate the idea to you.***

This ad makes me think about my commute in a new and different way.

WIRTHLIN WORLDWIDE

Now, using the buttons on your box please indicate "To what degree do you feel the statement applies to the ad?" Using a scale of 1-3, where ***"1" means the ad perfectly communicates the idea to you, "2" means the ad clearly communicates the idea to you and "3" means the ad does not communicate the idea to you.***

This ad makes me more likely to try carpooling in the future.



WIRTHLIN WORLDWIDE

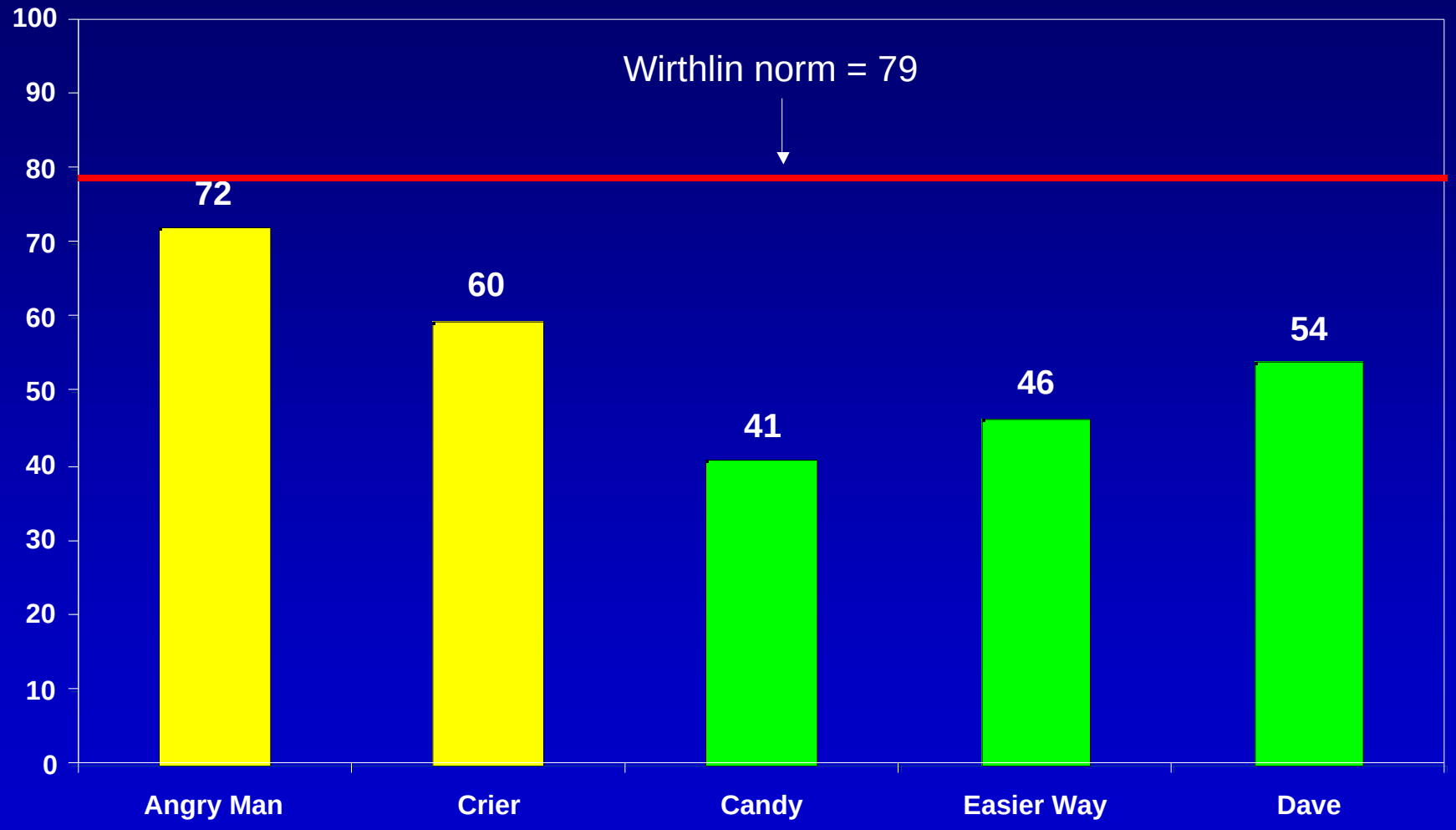
Now, using the buttons on your box please indicate "To what degree do you feel the statement applies to the ad?" Using a scale of 1-3, where ***"1" means the ad perfectly communicates the idea to you, "2" means the ad clearly communicates the idea to you and "3" means the ad does not communicate the idea to you.***

This ad makes me more likely to call the number to find out more about carpooling.

WIRTHLIN WORLDWIDE

Now, using the buttons on your box please indicate "To what degree do you feel the statement applies to the ad?" Using a scale of 1-3, where ***"1" means the ad perfectly communicates the idea to you, "2" means the ad clearly communicates the idea to you and "3" means the ad does not communicate the idea to you.***

This ad makes me stop and think about ways I can avoid traffic.



WIRTHLIN WORLDWIDE

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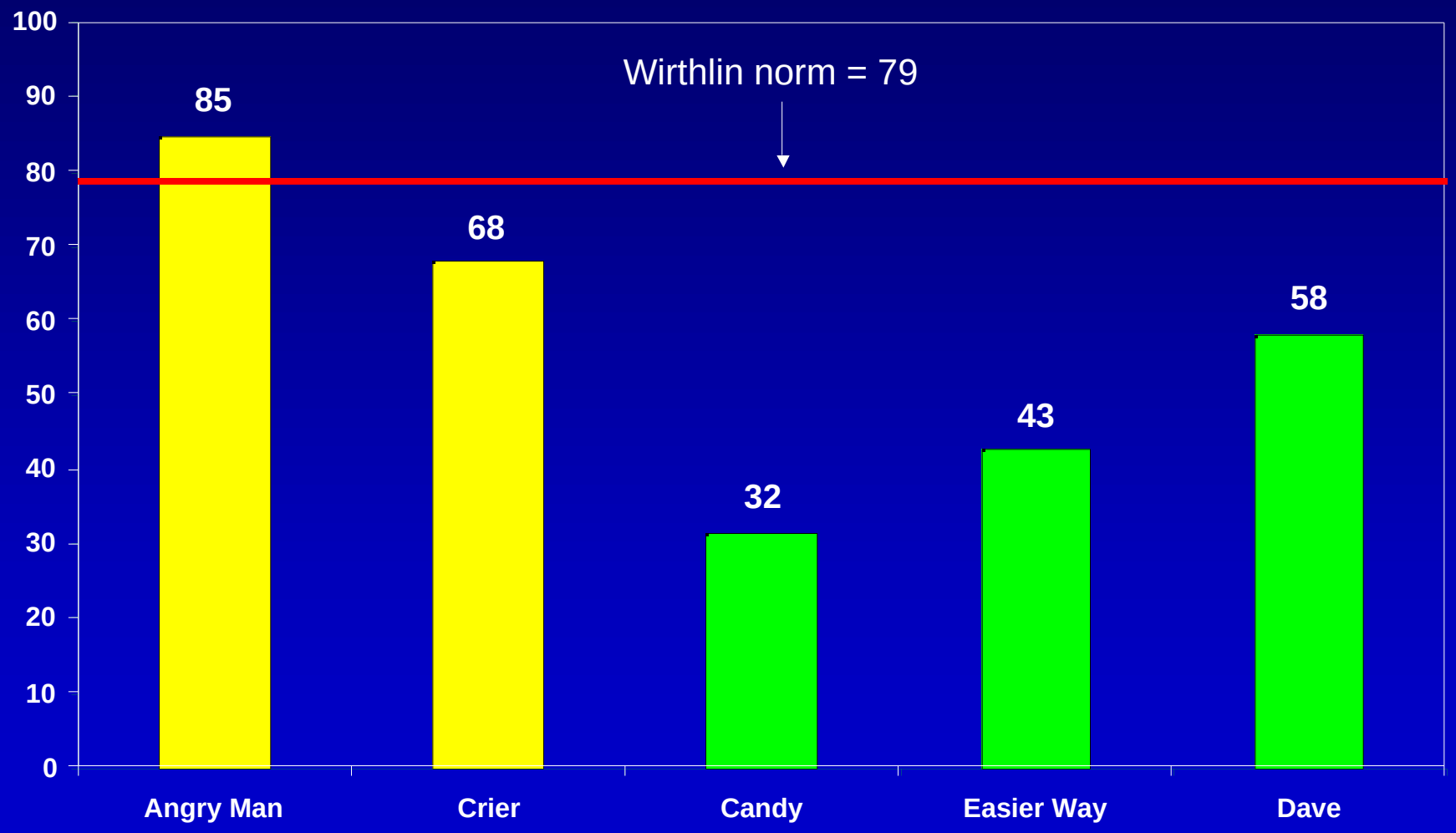
This ad communicates to me that carpooling is a good alternative to driving alone.



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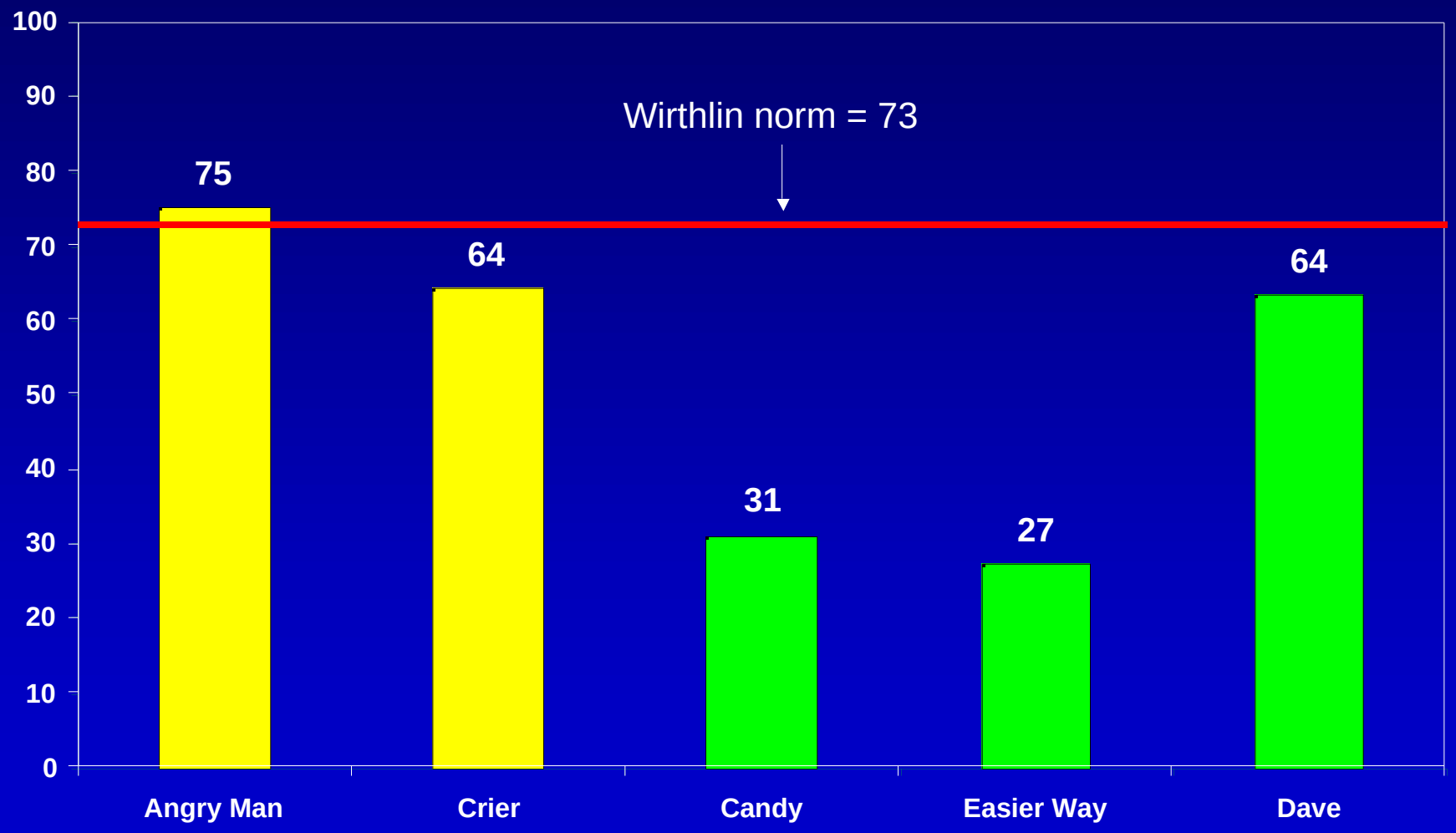

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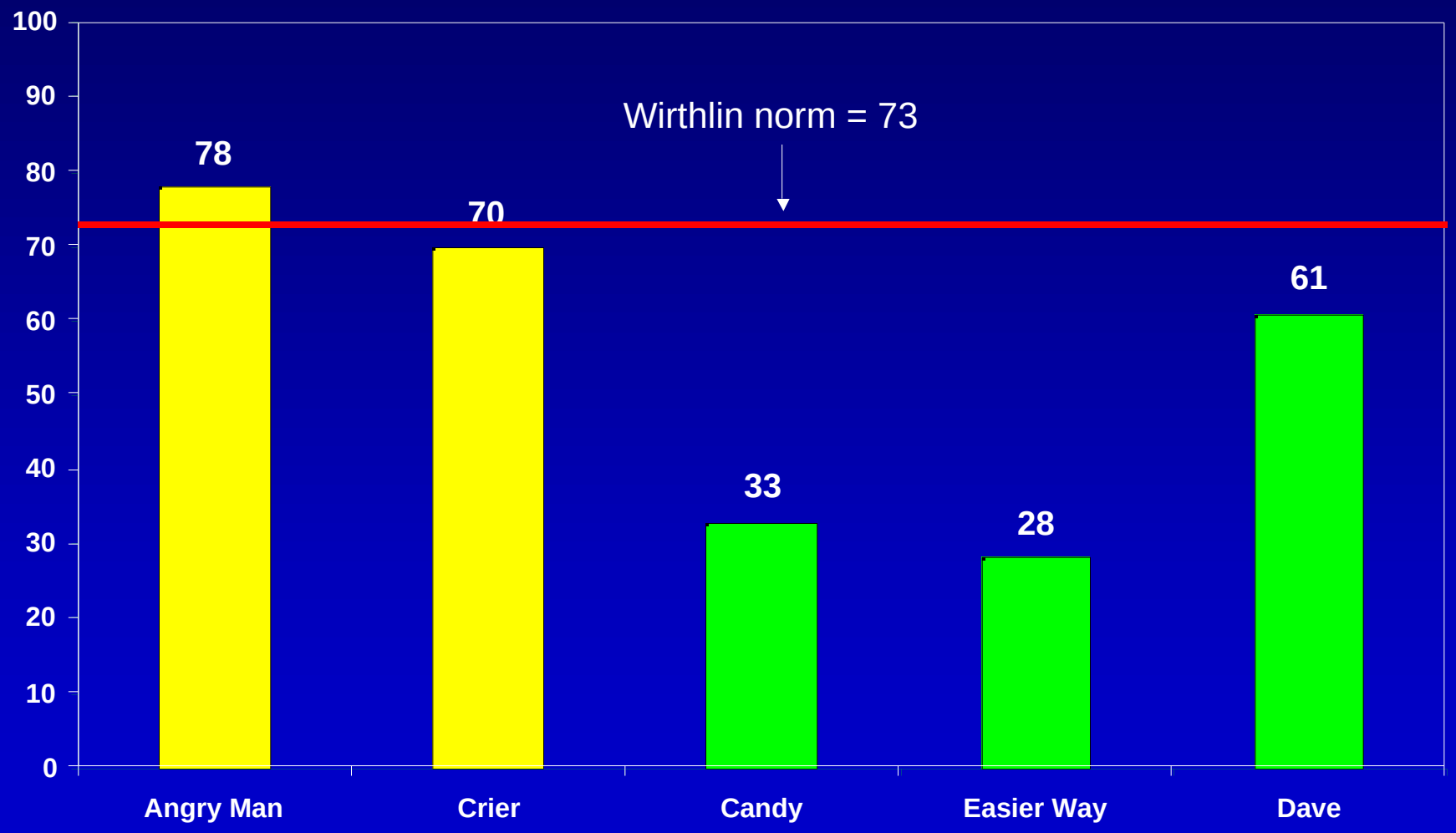
This ad communicates to me that carpooling can get me to work faster.



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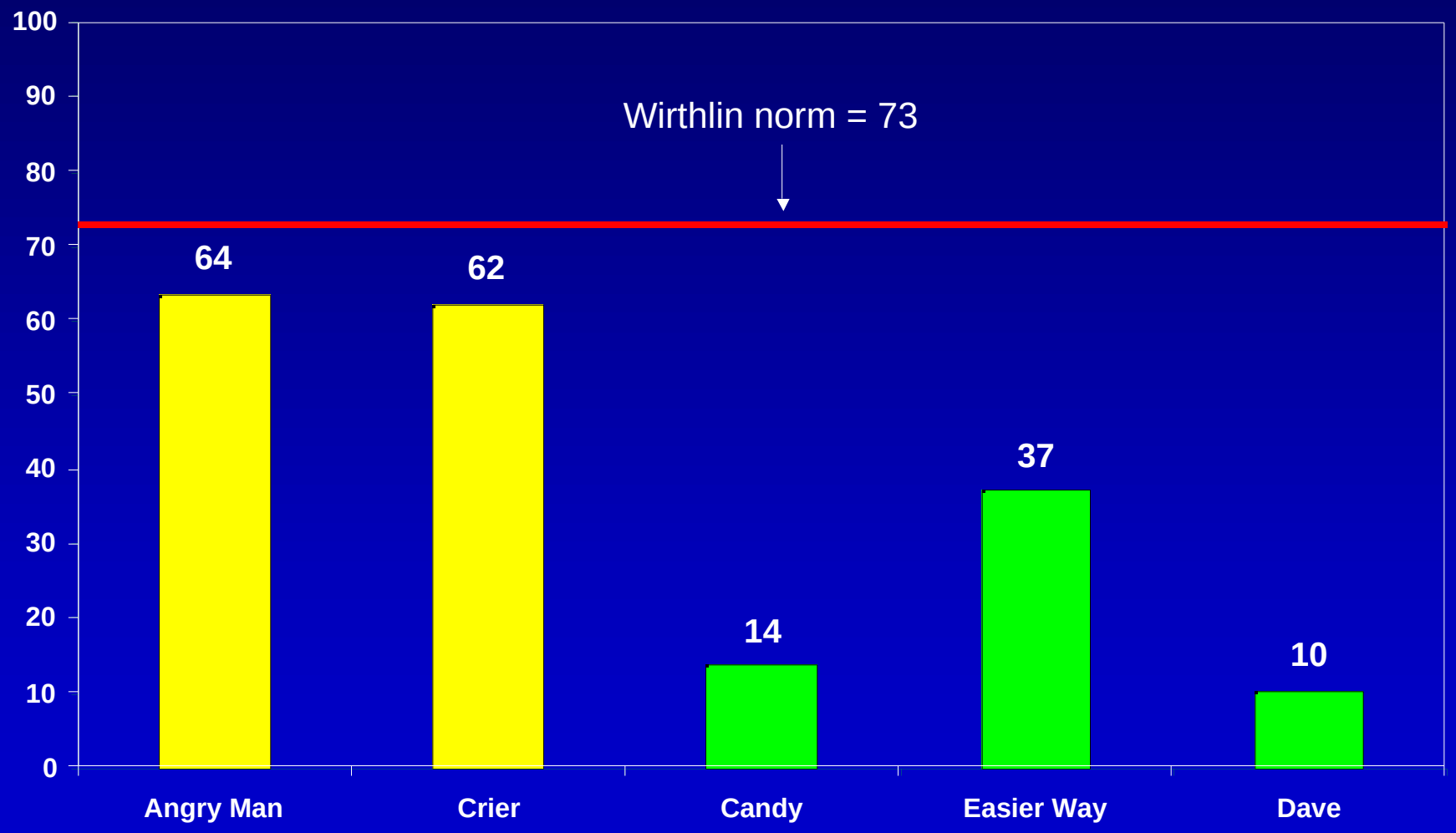
This ad communicates to me that carpooling can be fun.



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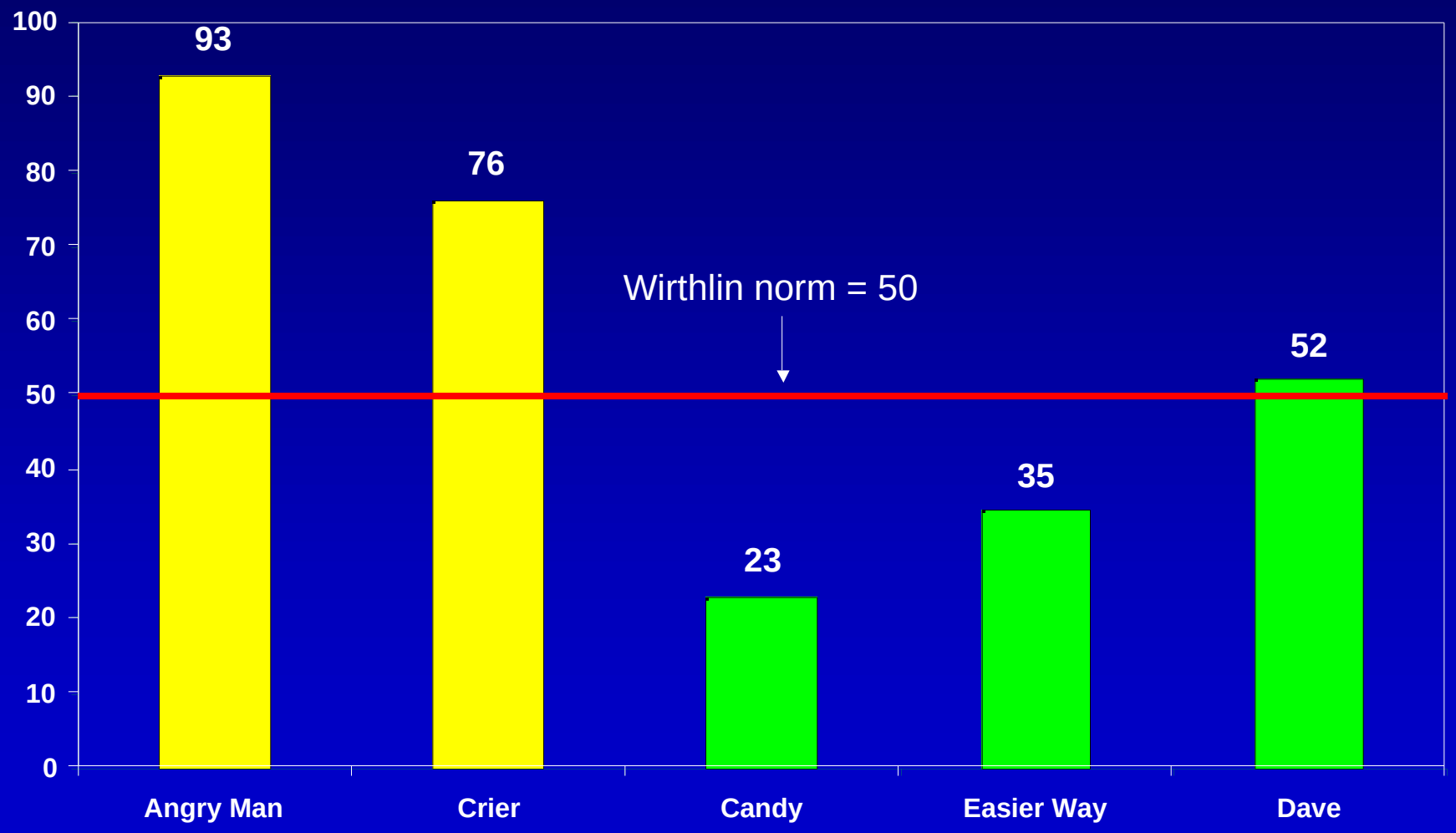

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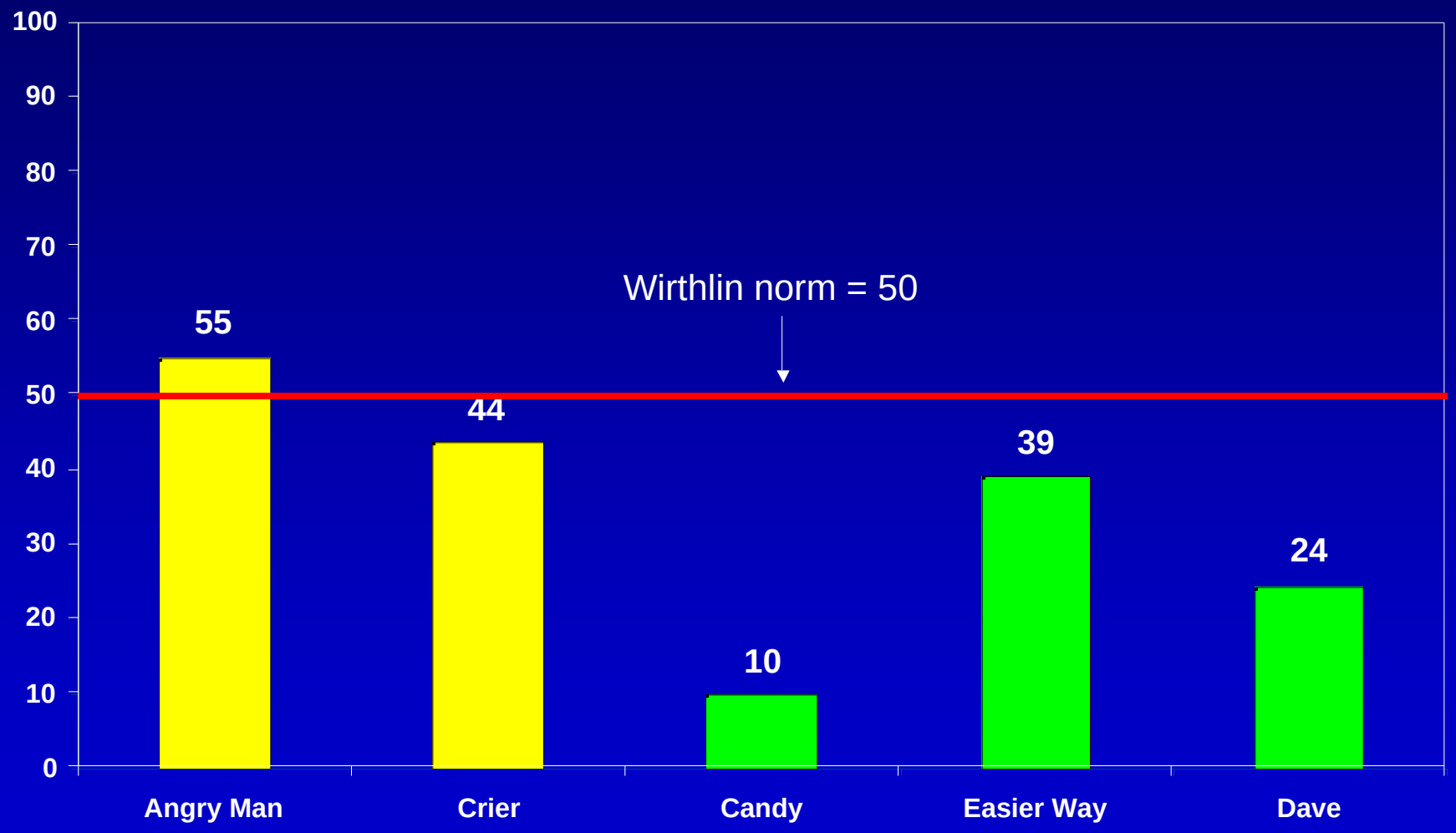

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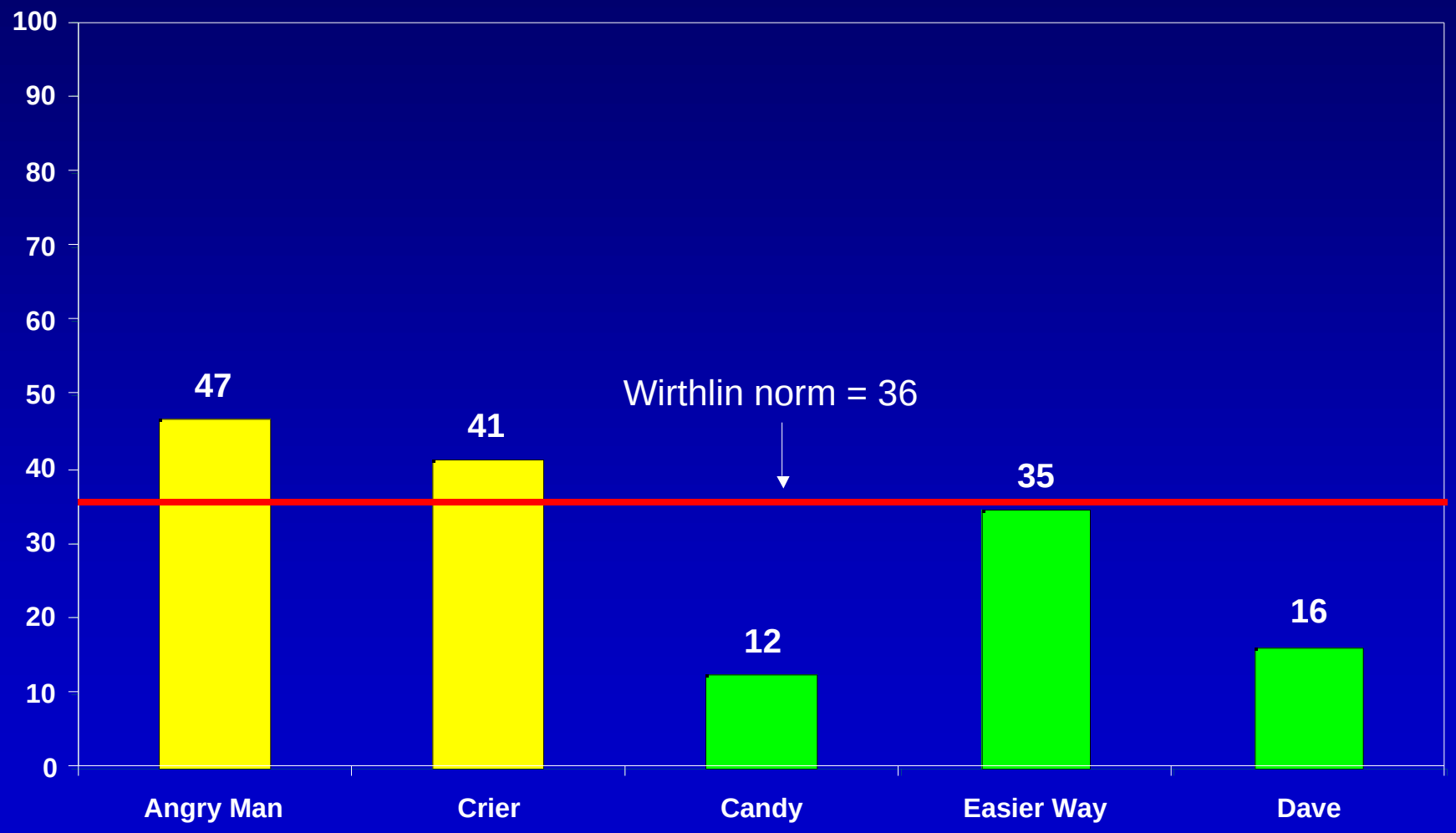

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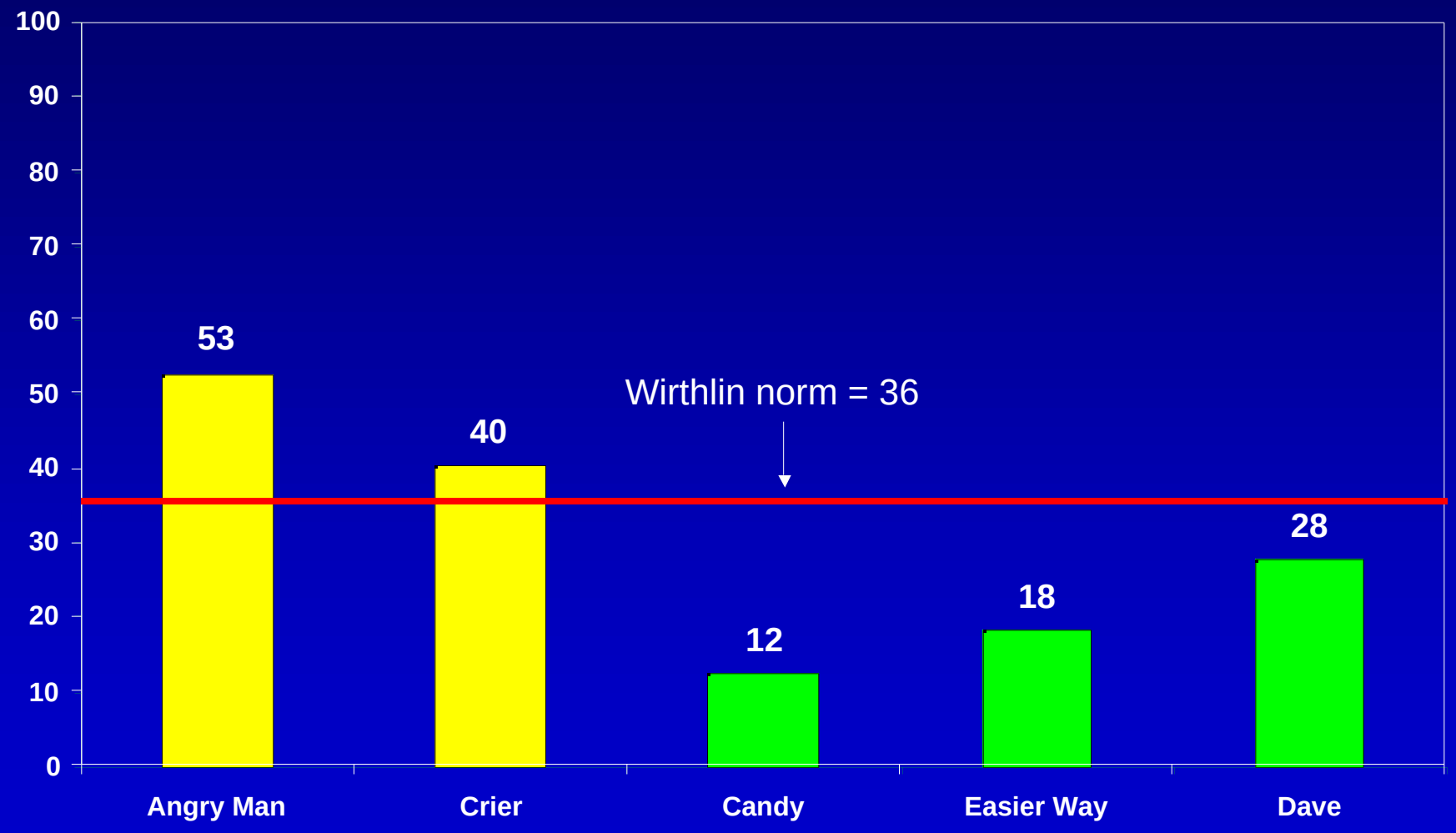

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This ad really catches my attention.

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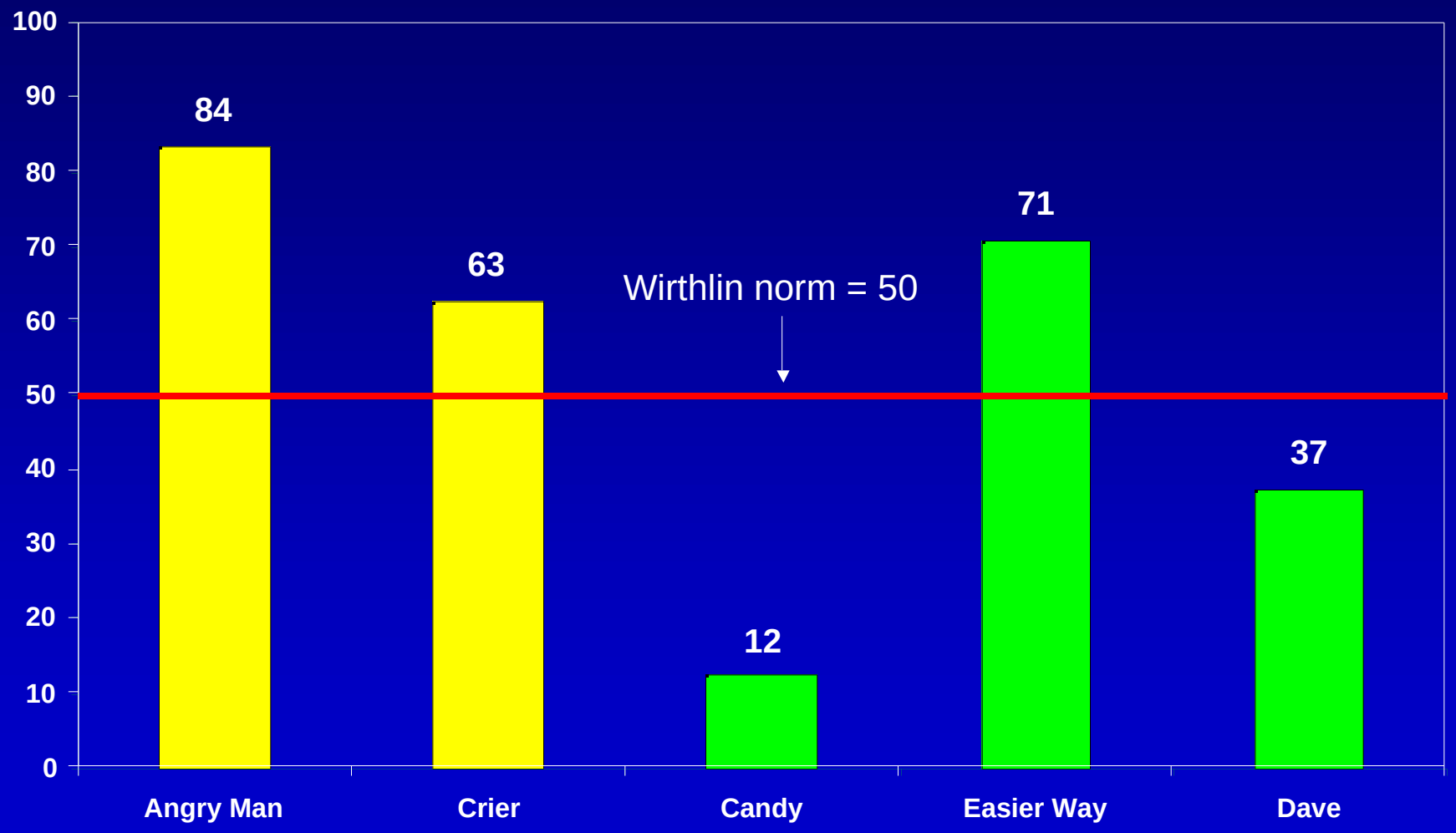
I really like this ad.



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This ad made me laugh.

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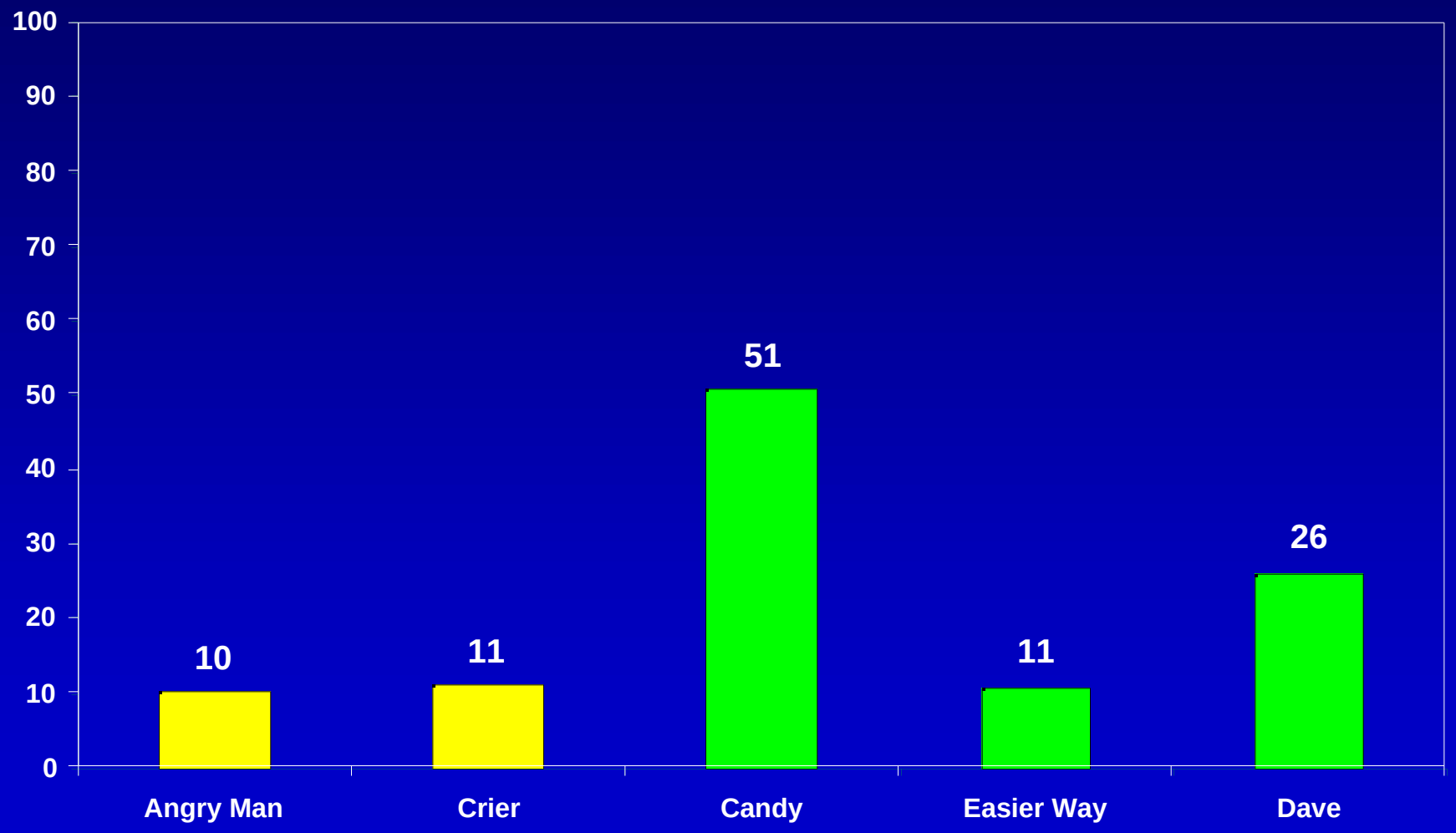

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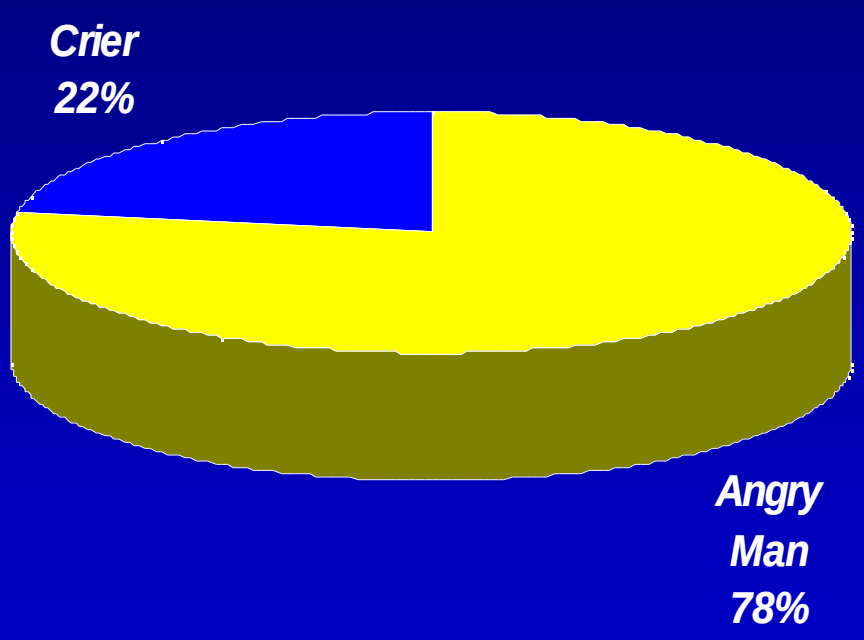
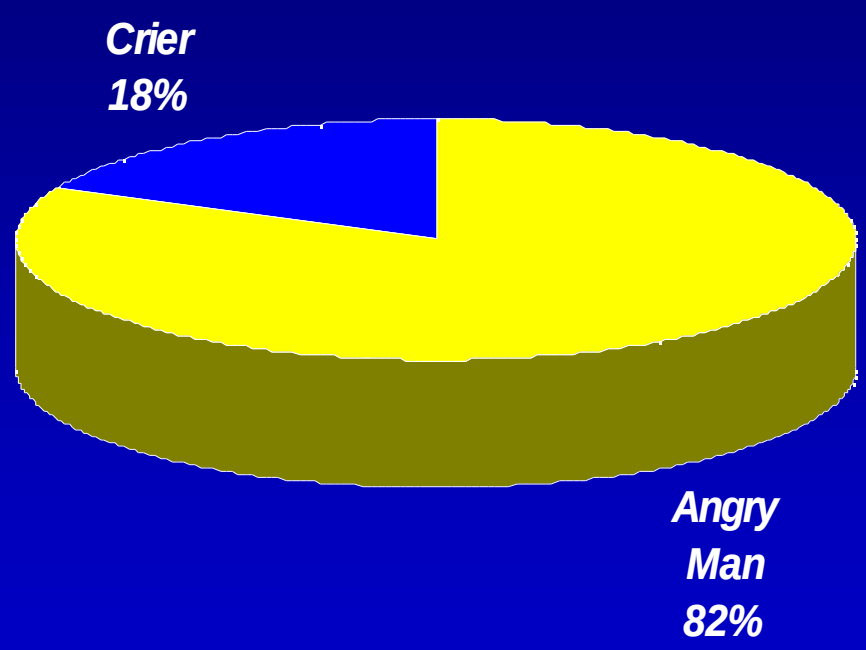
Preference: Carpooling Television

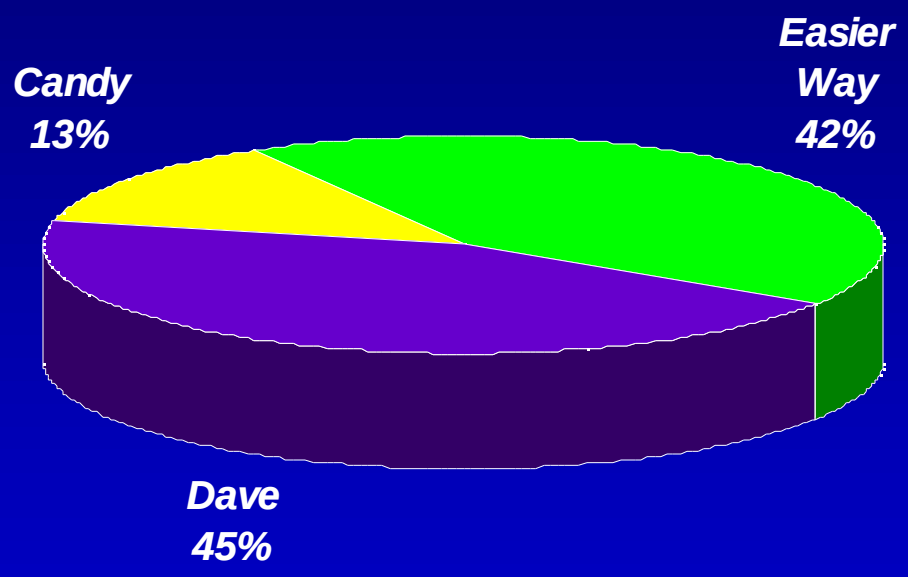


LIKE MOST



MOST APPROPRIATE

Preference: Carpooling Radio



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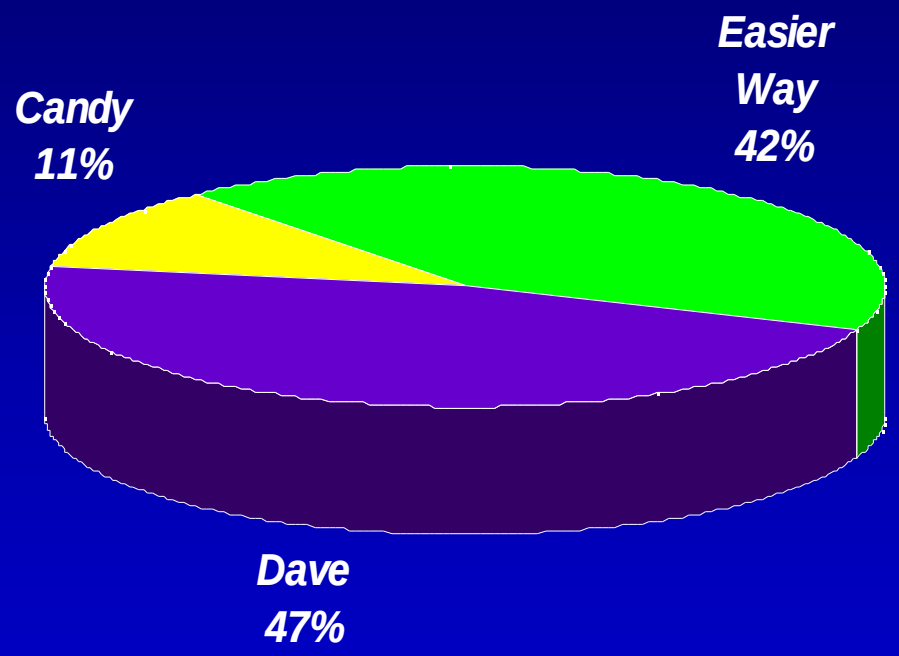


MOST APPROPRIATE

Telework Messages

Communication Model: Telework

Desired Behavior

Personal Value

Peace of Mind/
Freedom/Independence

Psycho-social Consequence

Less Stress

I have less stress in my day ...

In Control

I am more in control ...

Benefit

Save Time/More Productive

I save time by not sitting in traffic … I get more done …

Attribute

Telework

I prefer to telework rather than drive alone every day …

Target Audience

WIRTHLIN WORLDWIDE

Suave

- Executional strengths:
- Gets attention (72)
- Likeable (68)
- Funny (74)
- Communicates that teleworking can save time (69) and allow one to be more productive (55).
- Emotional link: stress reduction (75) and control (62).
- Viewers say the ad is entertaining, but note that the situation is not realistic.
- Suggestions: The teleworking solution portrayed in the ad is unrelated to the key character. Either the man or the woman should be included in the solution. The woman can be shown relaxed and working from home, or the man can be shown harassing another driver.

Gotta Go

- Executional strengths:
- Gets attention (78)
- Likeable (59)
- Funny (66)
- Communicates that teleworking can save time (63).
- Emotional link: stress reduction (89) and control (62).
- Viewers say the ad is entertaining at first, but some lose interest in the guy after the first couple of scenes.
- Suggestions: Again, the teleworking solution portrayed in the ad is unrelated to the key character. The link between teleworking and the stress of commuting would be clearer if the character continued as part of the solution.
- Overall, the offensive rating is low at 23, but the ad may offend some viewers.

Jim's Song

- Executional strengths:
- Gets attention (84)
- Likeable (71)
- Funny (78)
- Communicates that teleworking can save time (89) and allow one to be more productive (70).
- Emotional link: stress reduction (91) and control (73).
- Viewers relate to the main character. They've been in his shoes before.
- Suggestions: The ad is funny, but respondents say the novelty quickly wears off. They'd rather hear more about teleworking and less of the song.
- Overall, the offensive rating is low at 18, but some respondents note that the ad is not appropriate for all listeners.

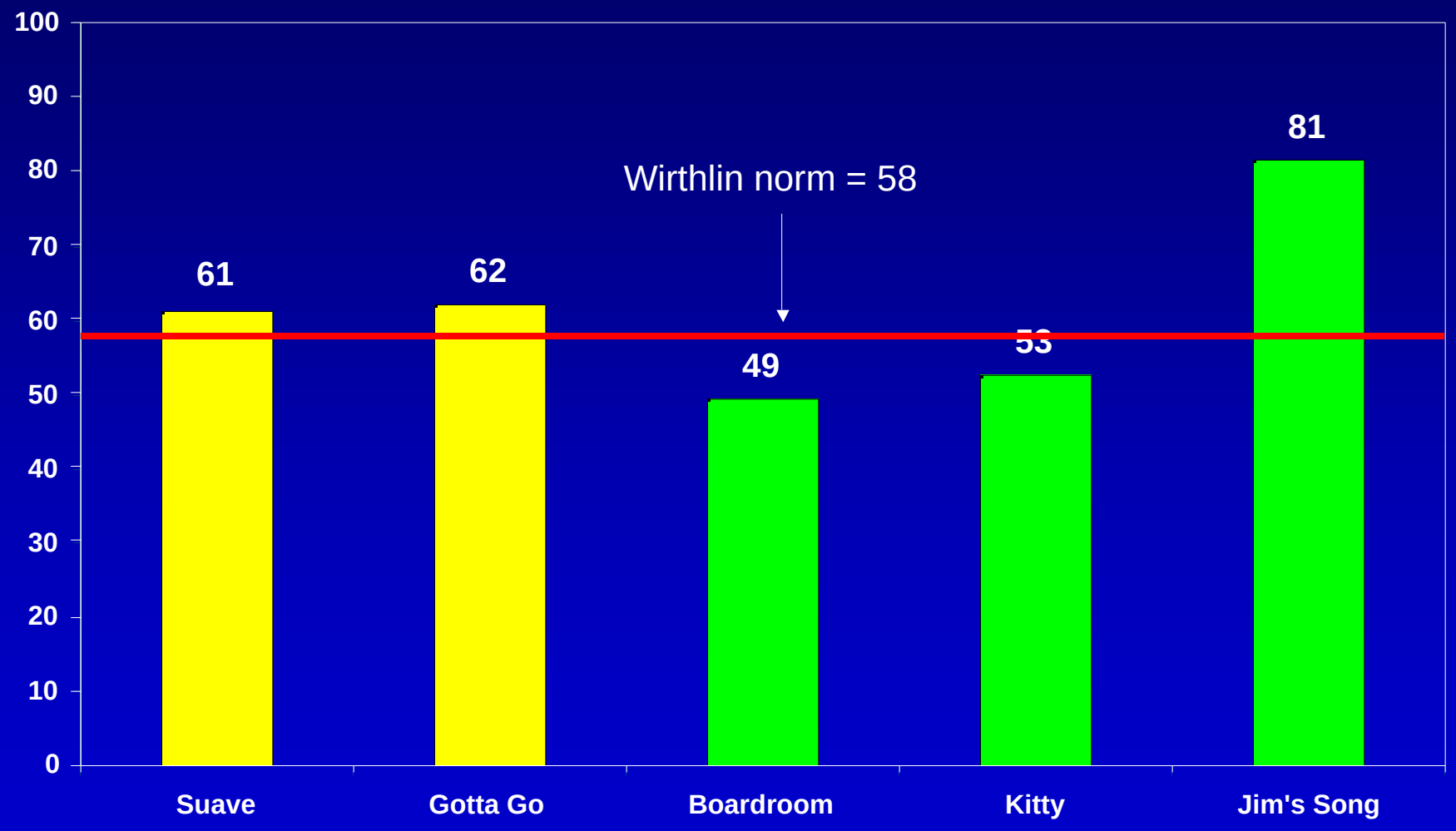
Boardroom

- Communicates that teleworking can save time (63).
- Emotional link: stress reduction (79).
- Suggestions: The situation drags on much too long. Respondents tire of listening to the characters whine and complain.
- Respondents don't find the situation funny.
- The ad takes too long to get to the solution. Respondents want to hear more about teleworking.
- Respondents say that "boardroom" is a disconnect. They would relate better to a conference room.

Kitty

- ✓ Weakest of all executions.
- ✓ Scores well below communication norms at all levels.
- ✓ Suggestions: The plot is gross and unprofessional. It communicates more about getting out of work than about teleworking.
- ✓ Respondents don't get the joke. They don't find the ad funny.
- ✓ There is some potential to offend with the reference to the t-shirt slogan.

This ad communicates to me that teleworking is something I should try.



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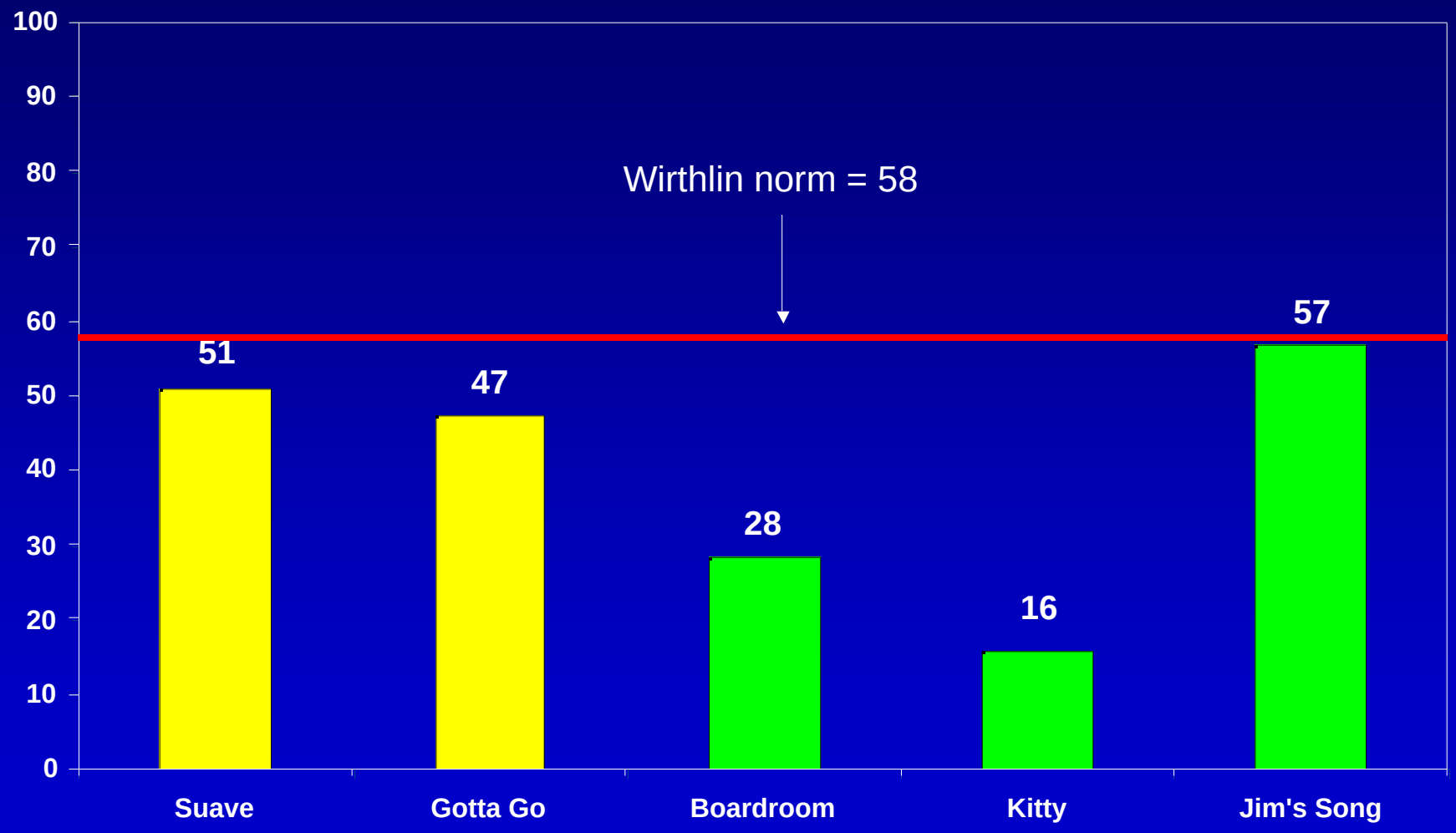
This ad makes me think about my commute in a new and different way.



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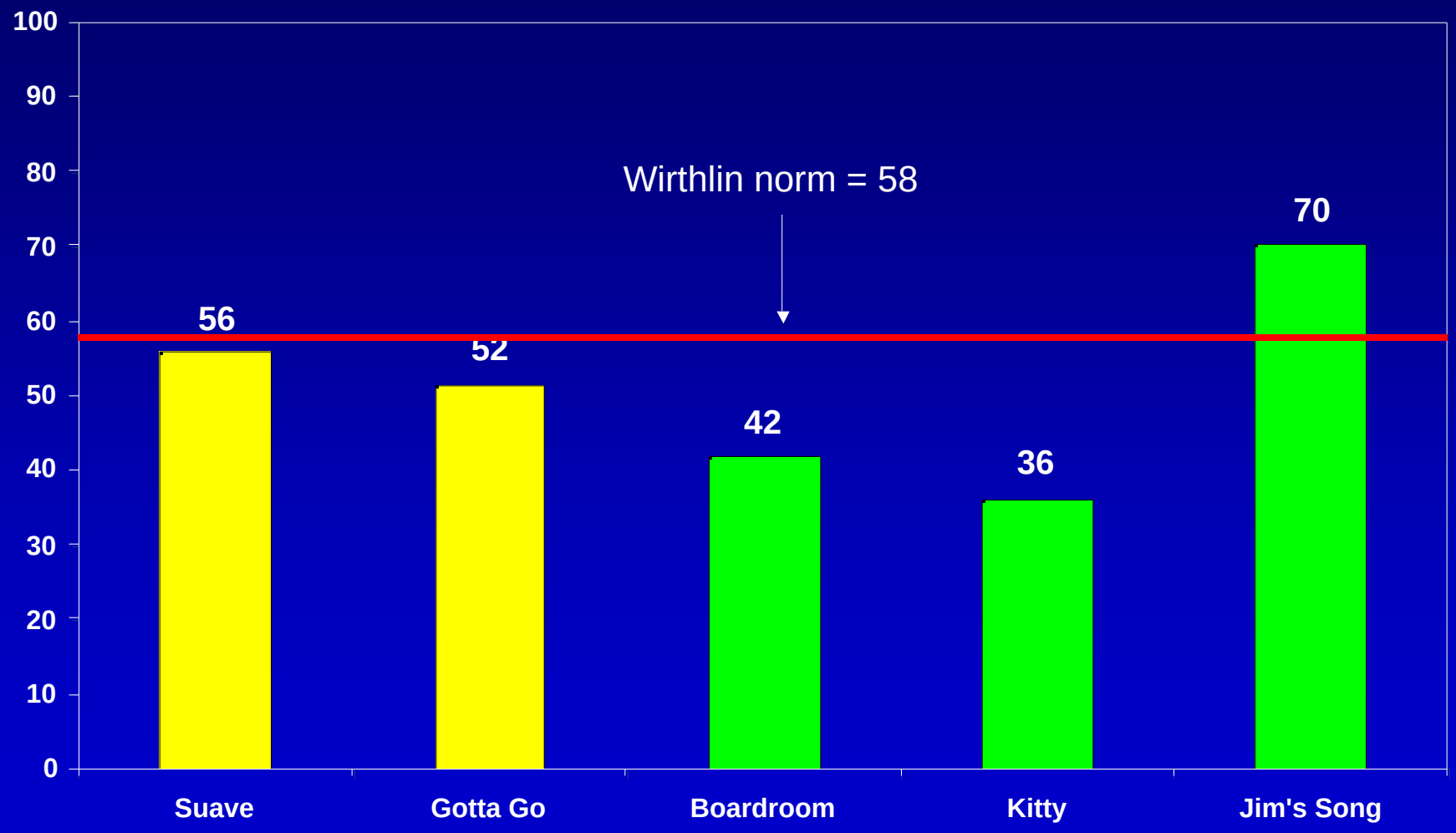
This ad makes me more likely to try teleworking in the future.



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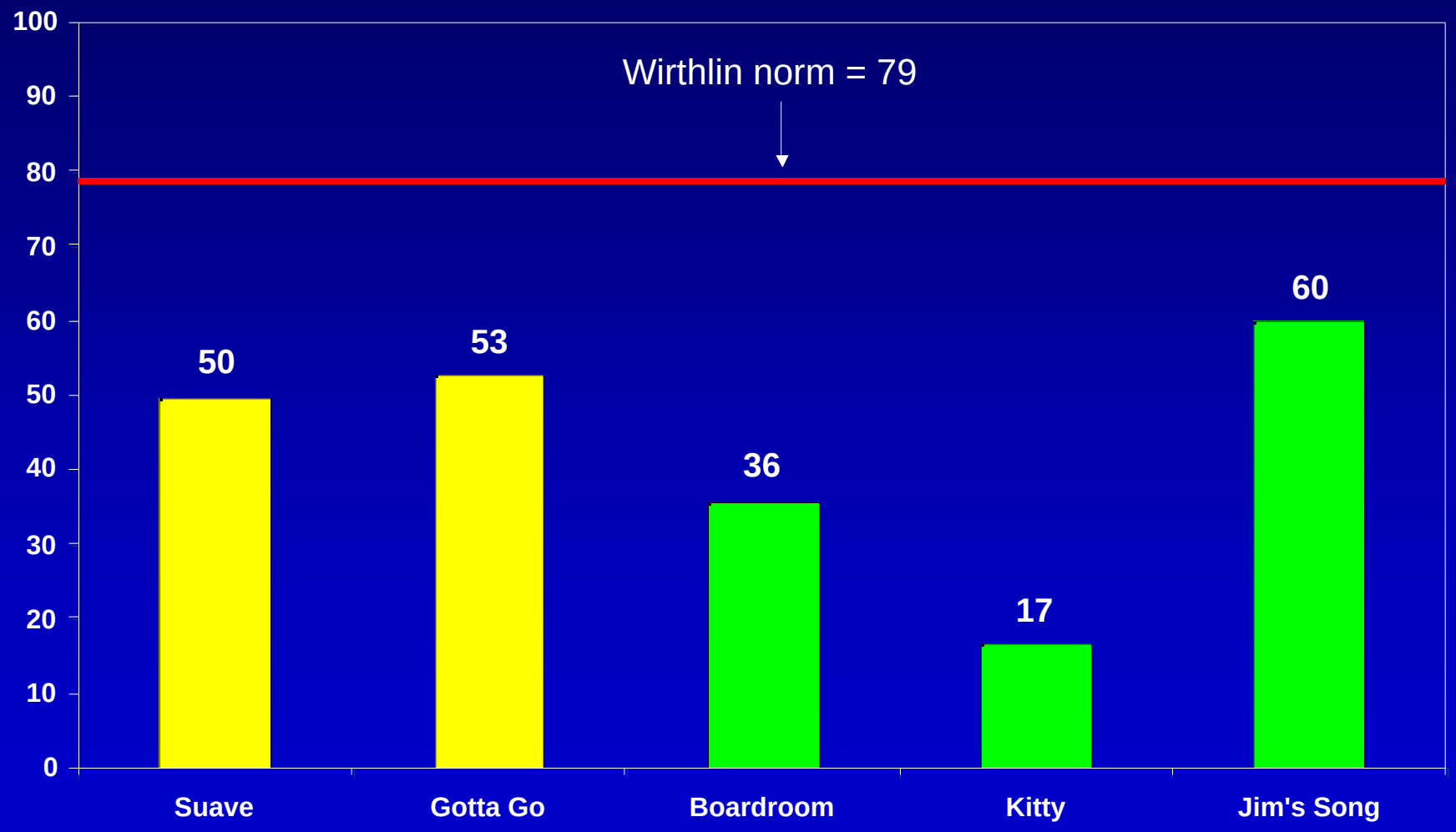
This ad makes me stop and think about ways I can avoid traffic.



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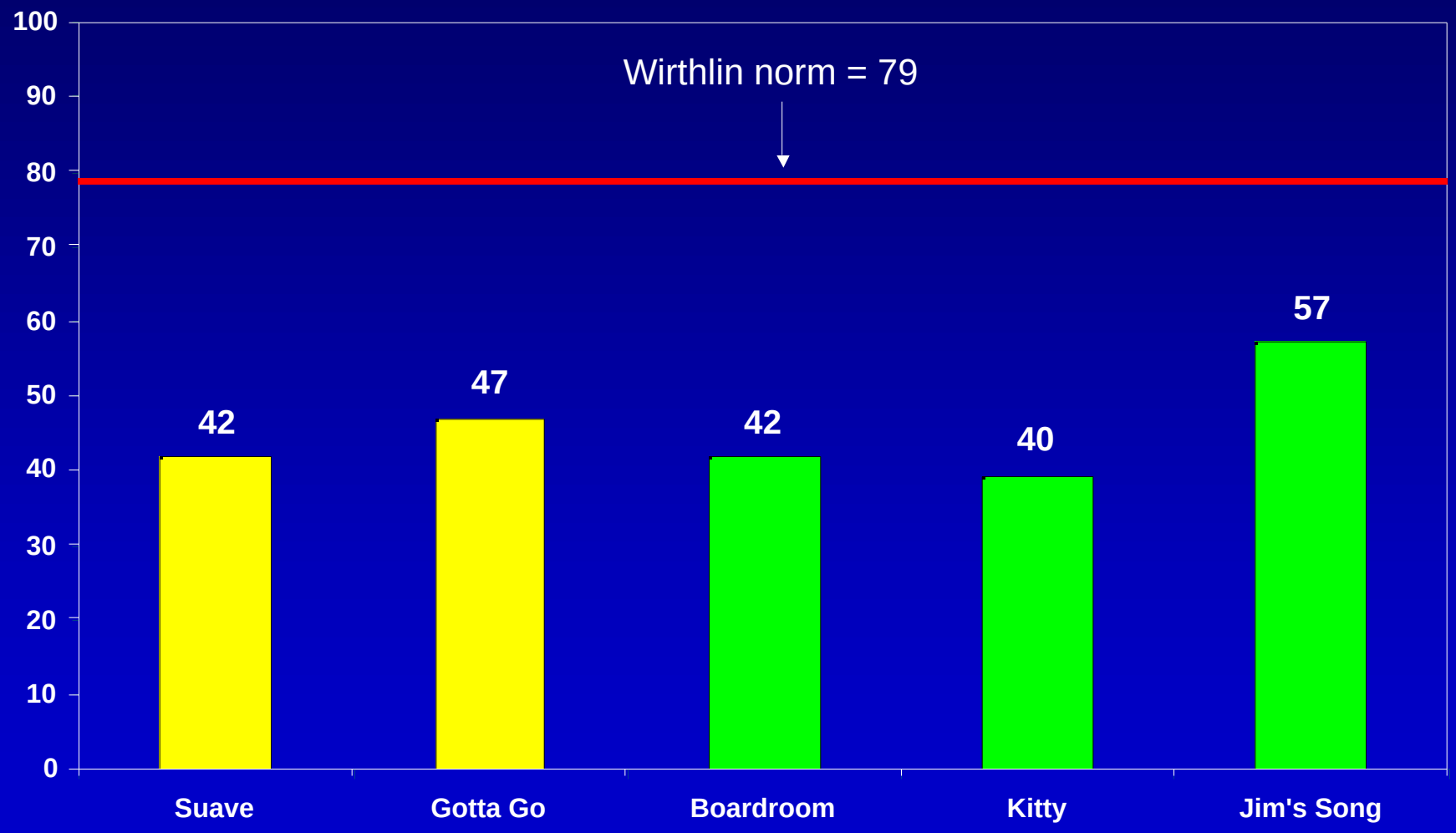
This ad makes me more likely to ask my boss or supervisor about teleworking.



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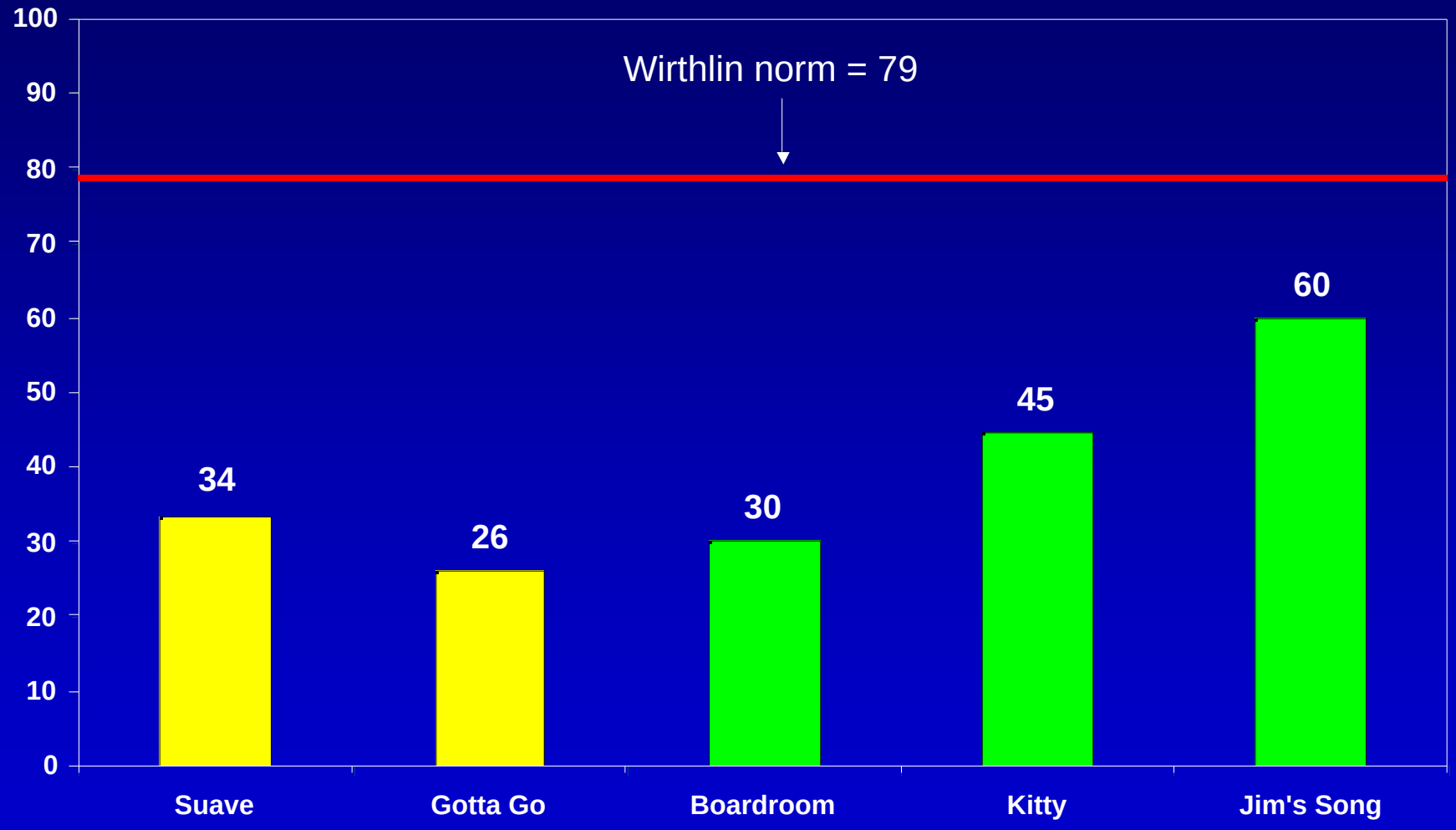
This ad communicates information to help me convince my boss or supervisor that teleworking makes sense for me.



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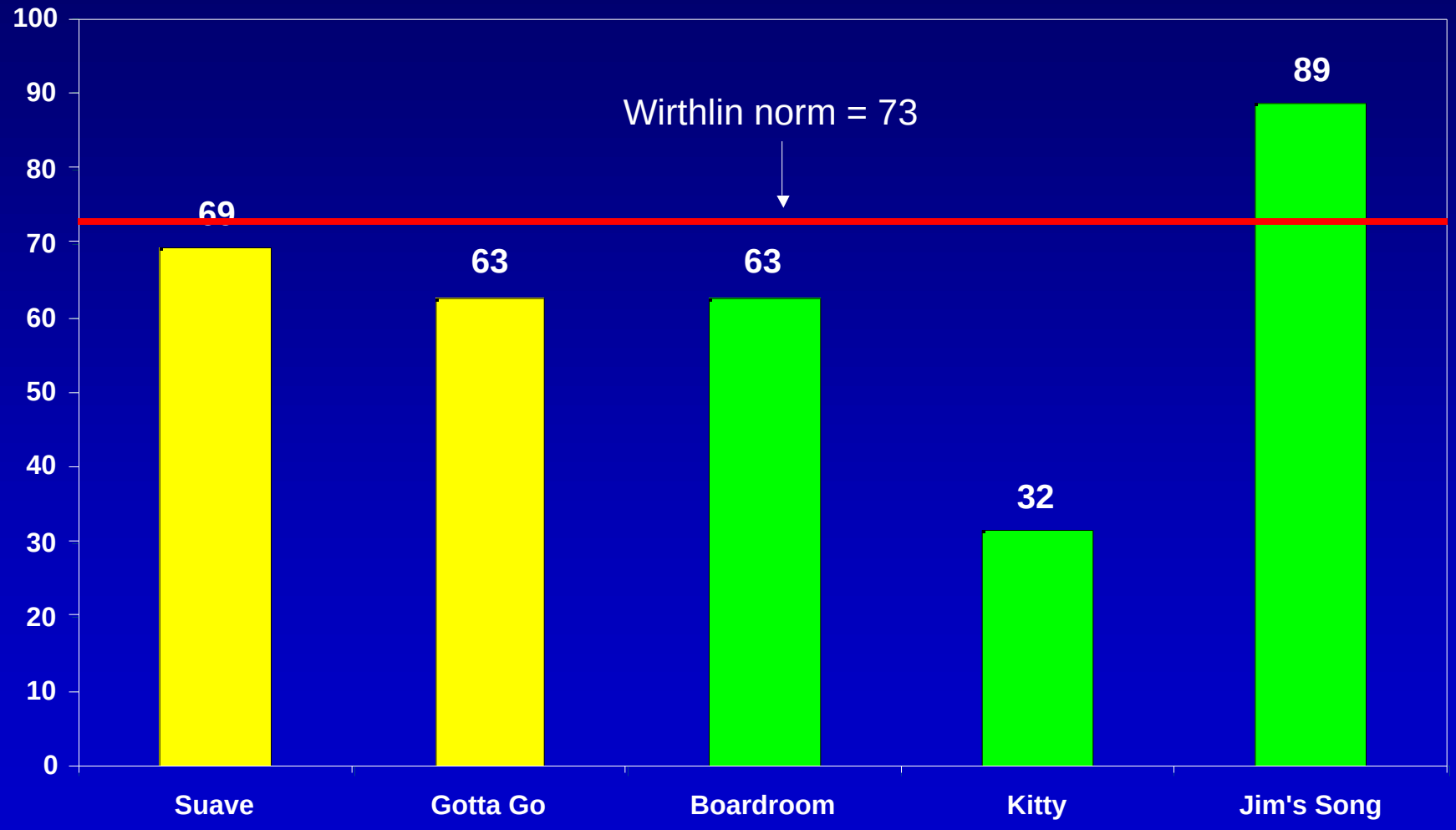
This ad communicates to me that teleworking can save time because I'm not sitting in traffic.



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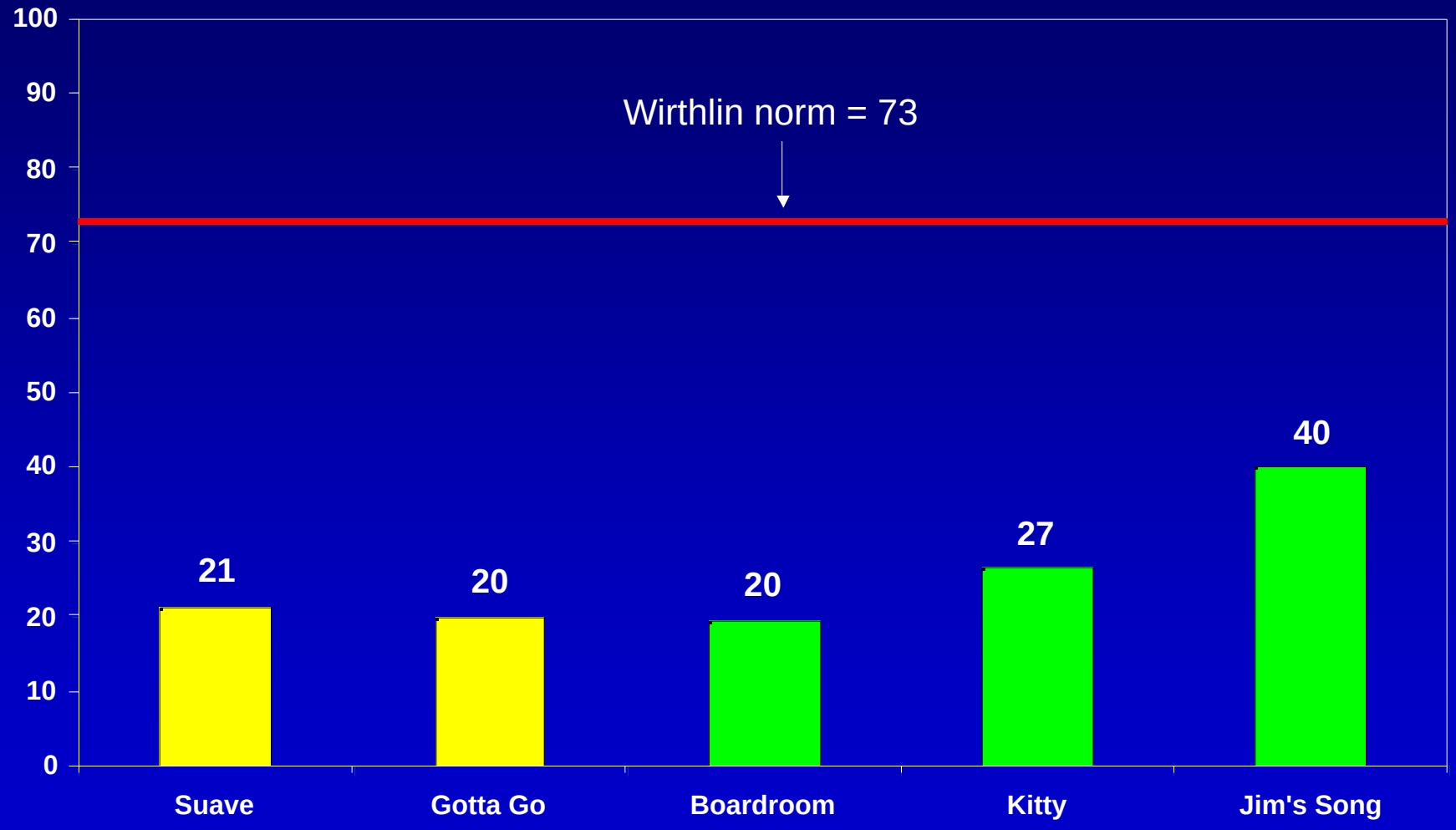

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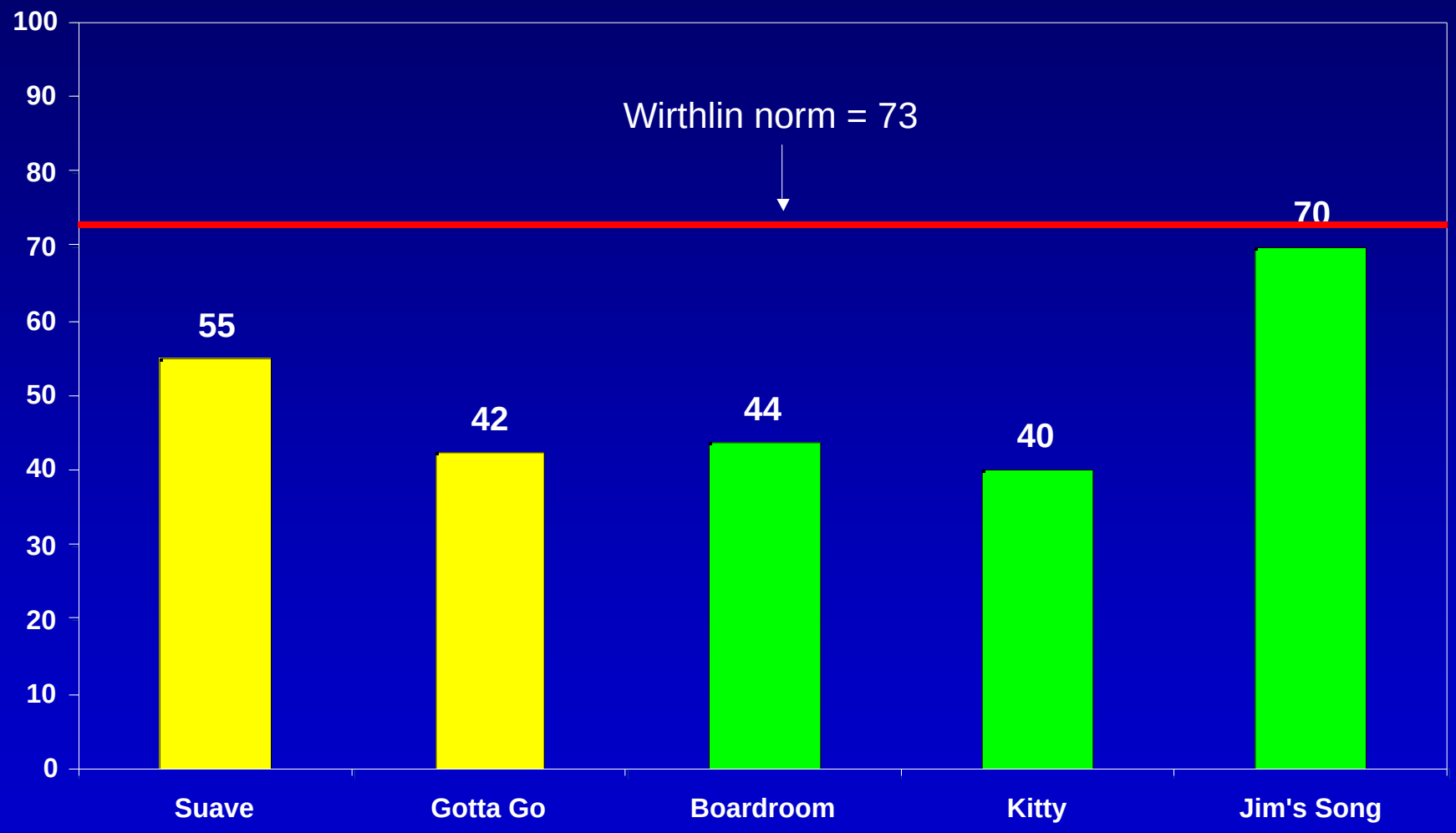

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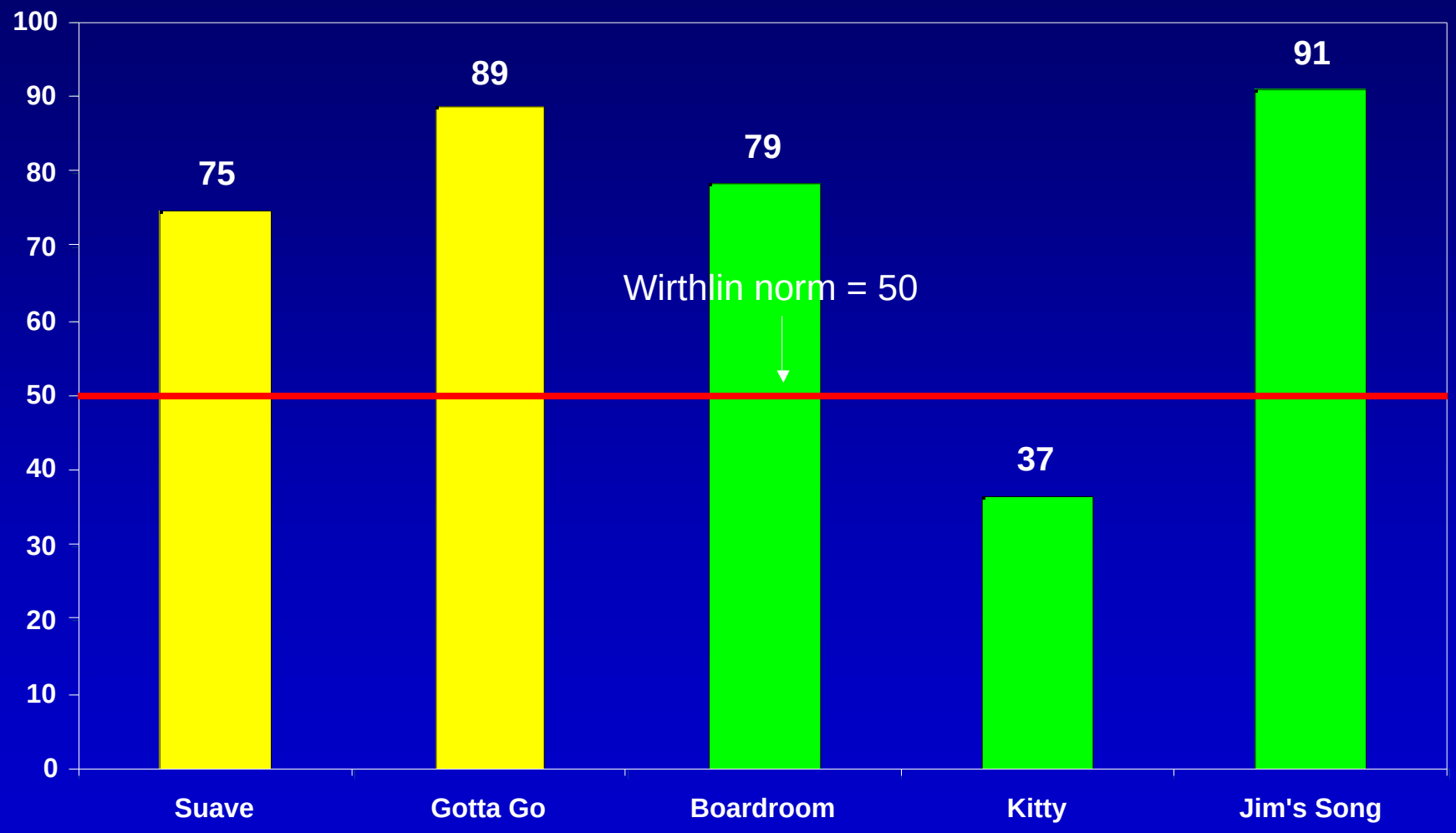

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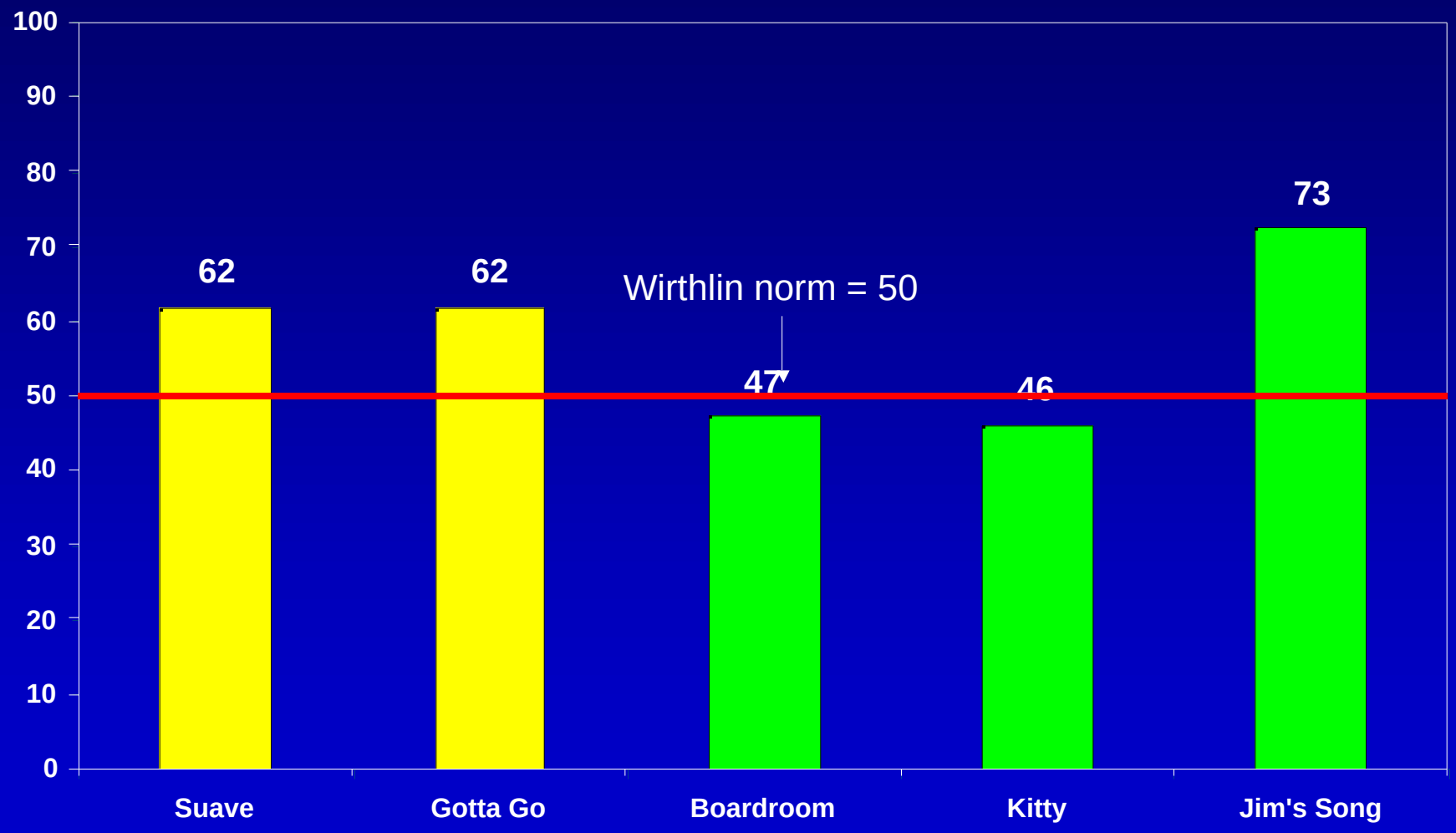

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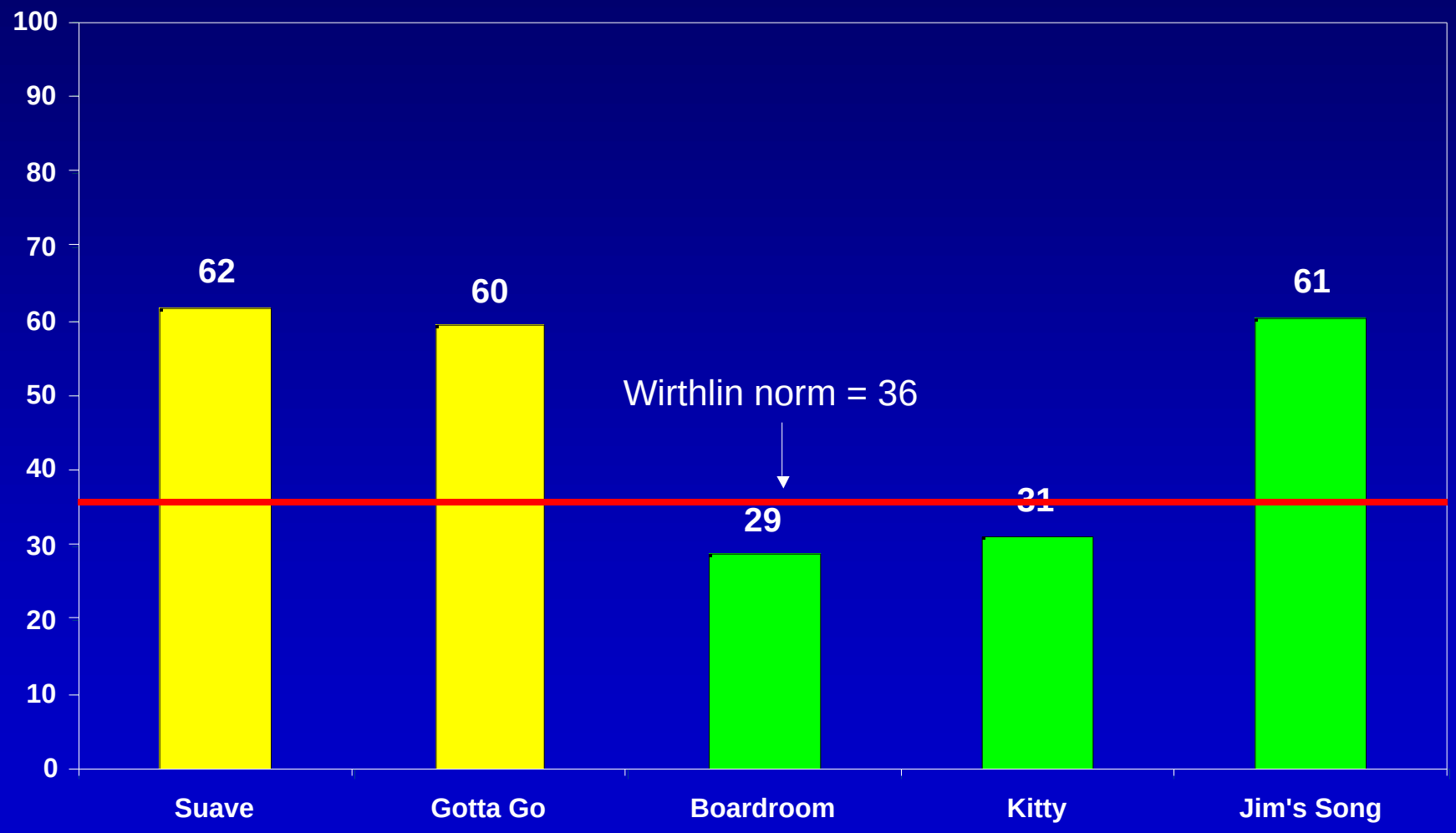

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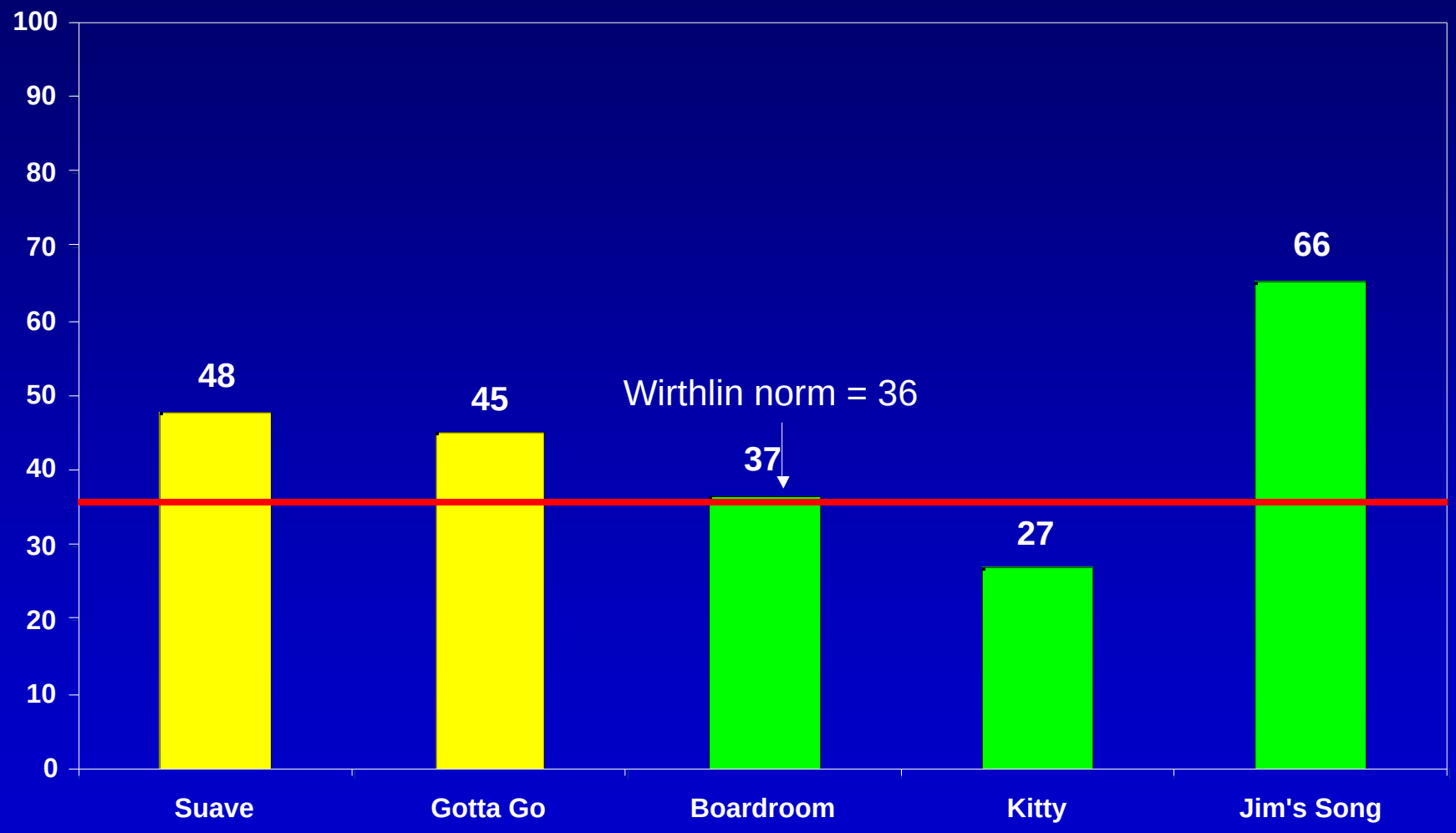

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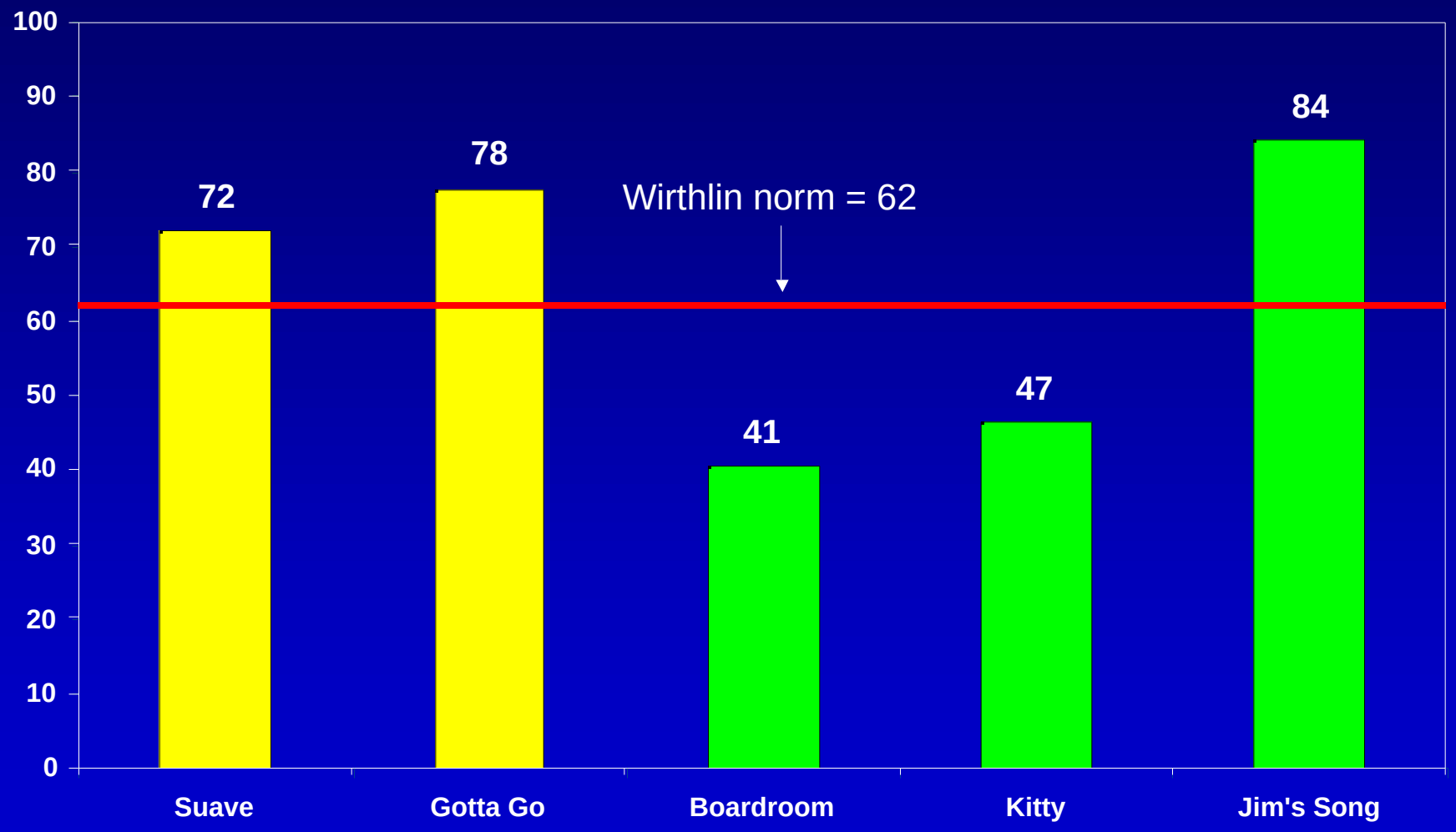

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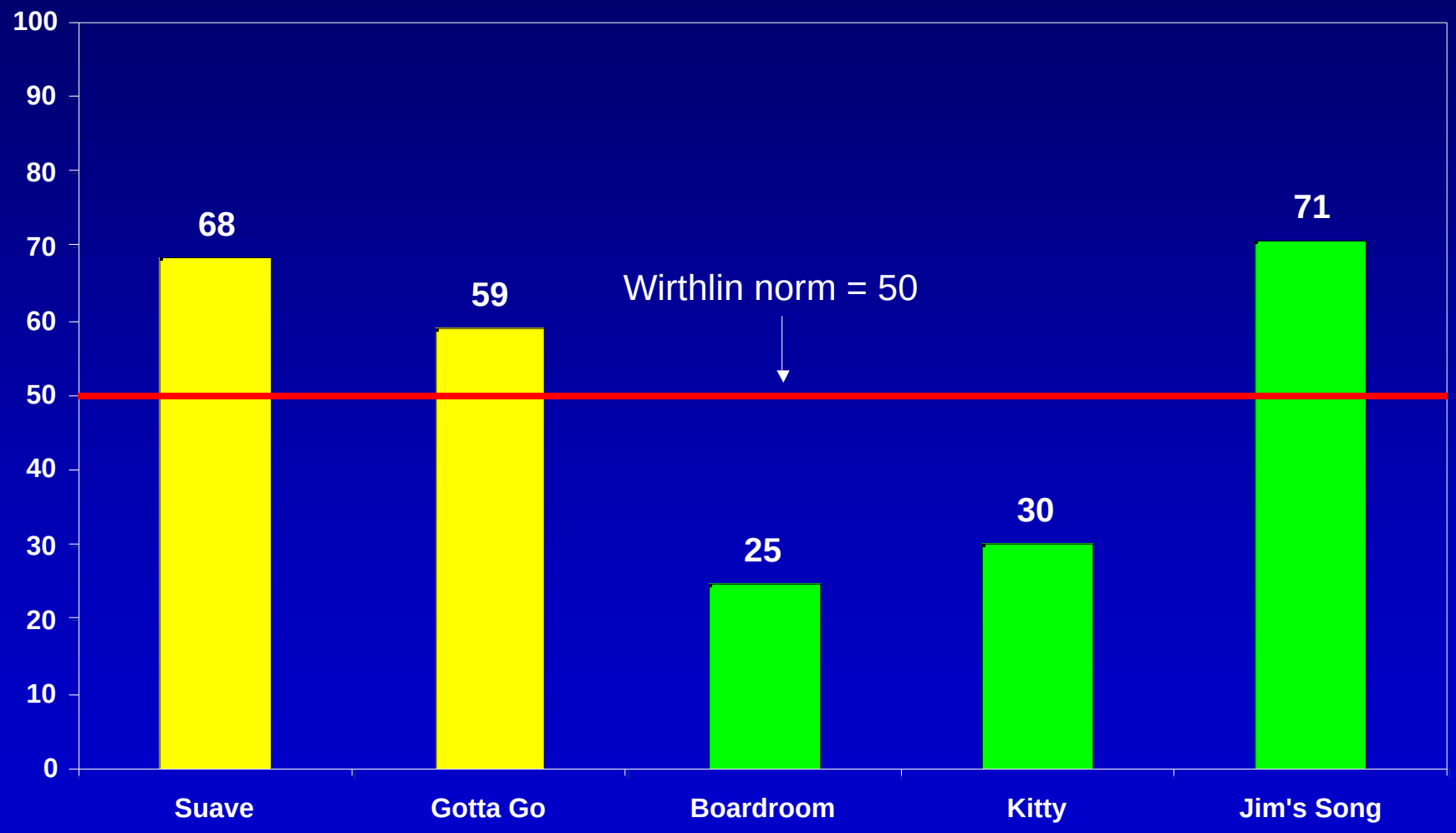

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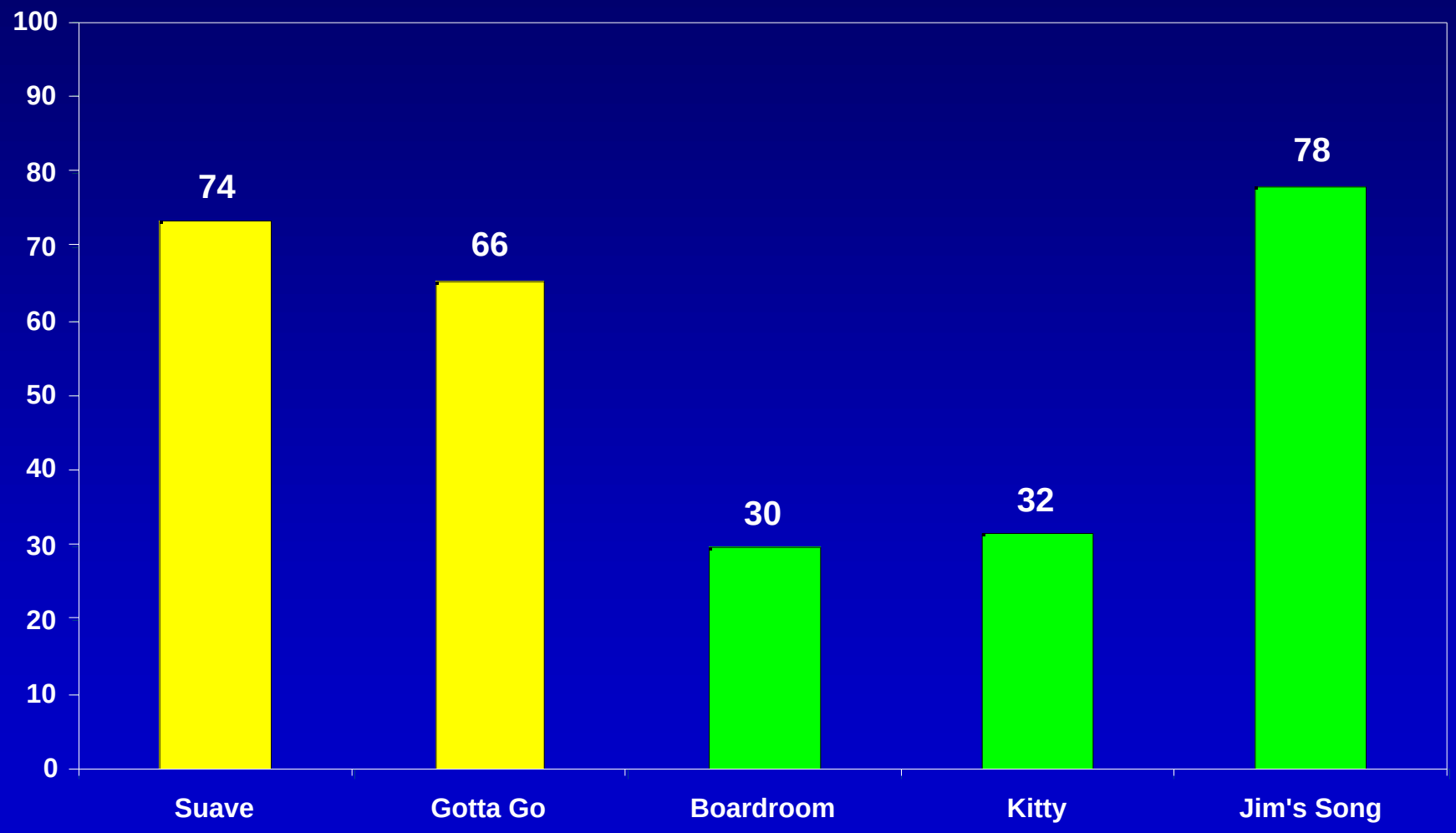

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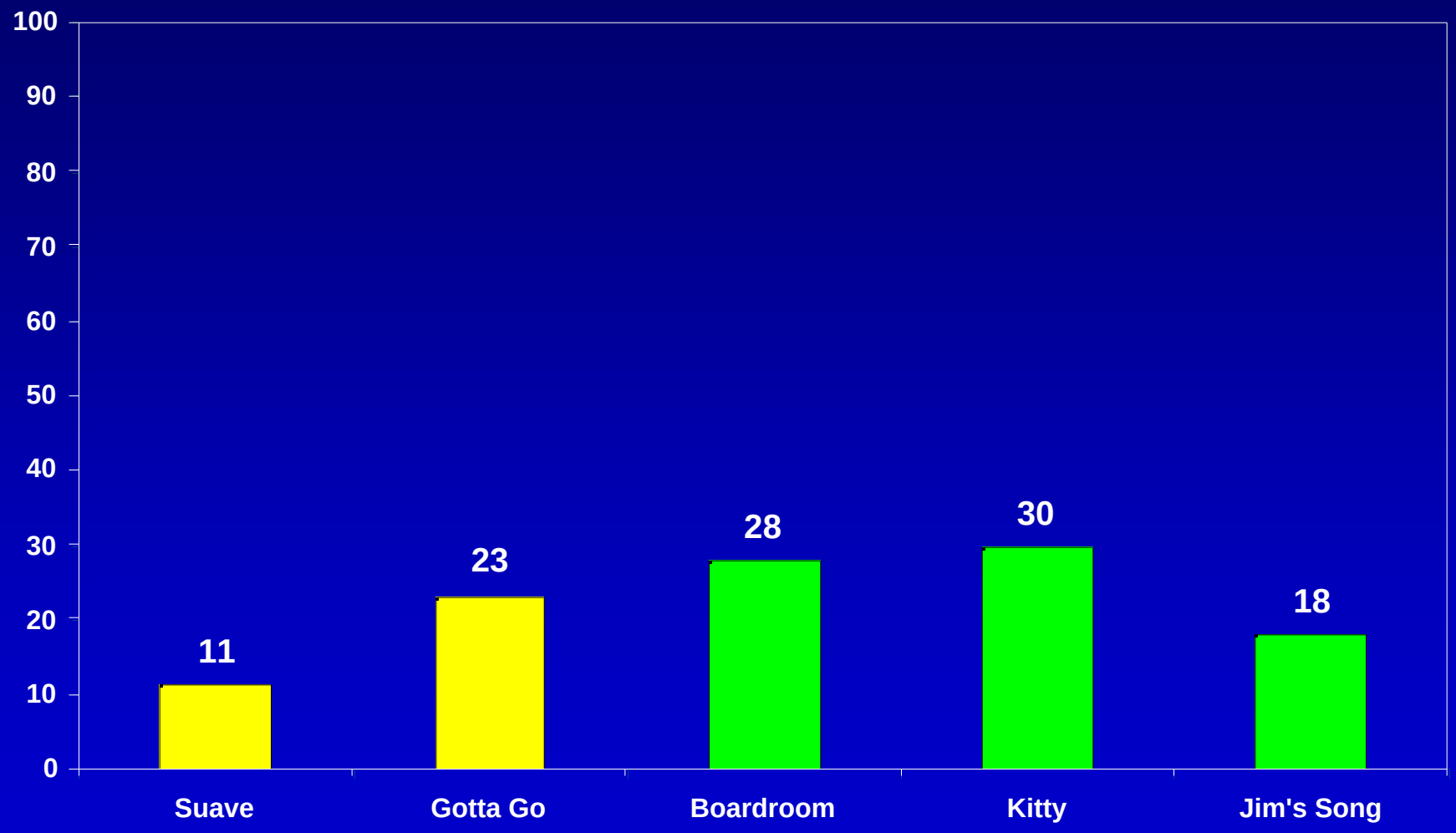
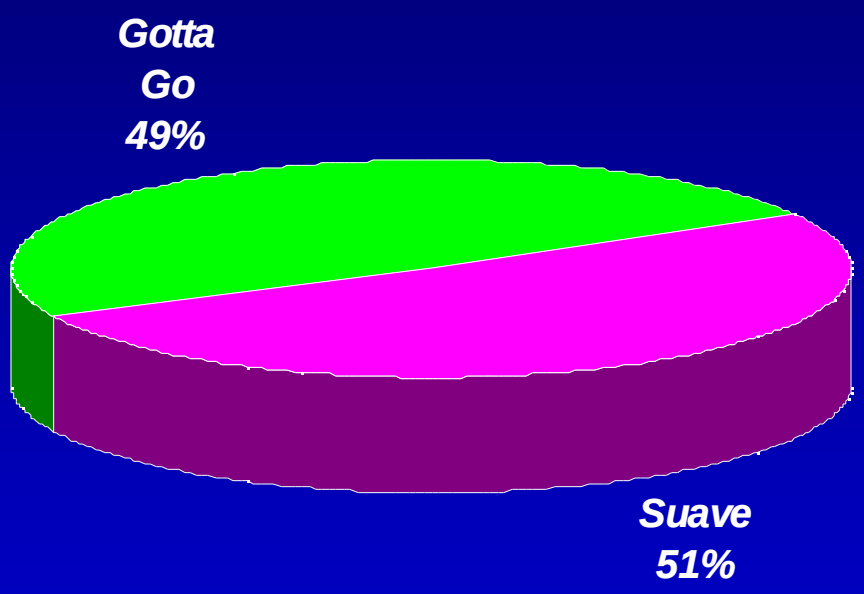


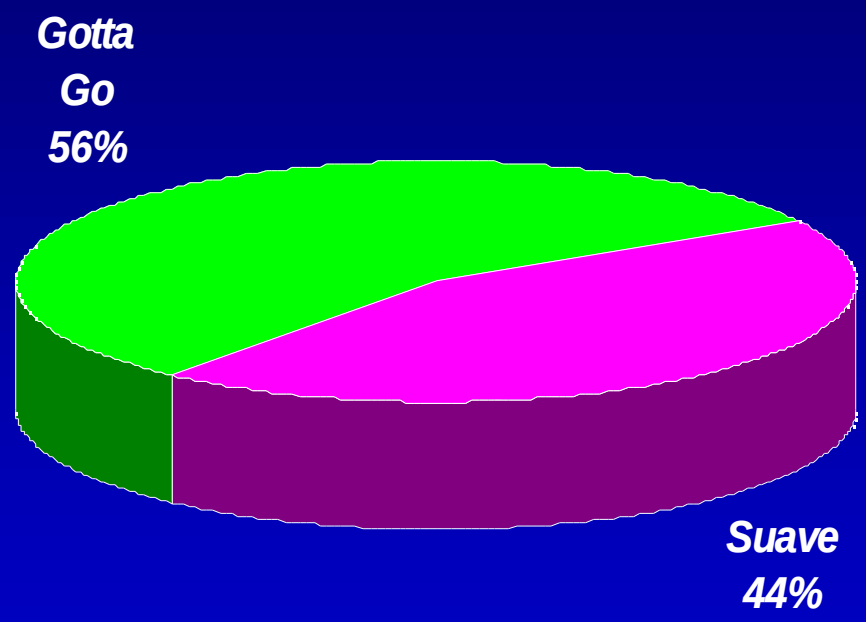
WIRTHLIN WORLDWIDE

Now, using the buttons on your box please indicate "To what degree do you feel the statement applies to the ad?" Using a scale of 1-3, where ***"1" means the ad perfectly communicates the idea to you, "2" means the ad clearly communicates the idea to you and "3" means the ad does not communicate the idea to you.***

Preference: Teleworking Television

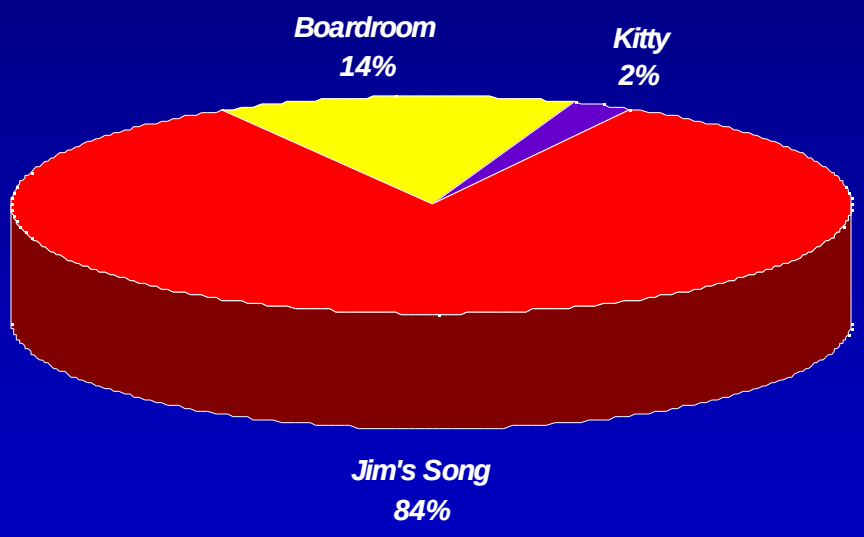


LIKE MOST

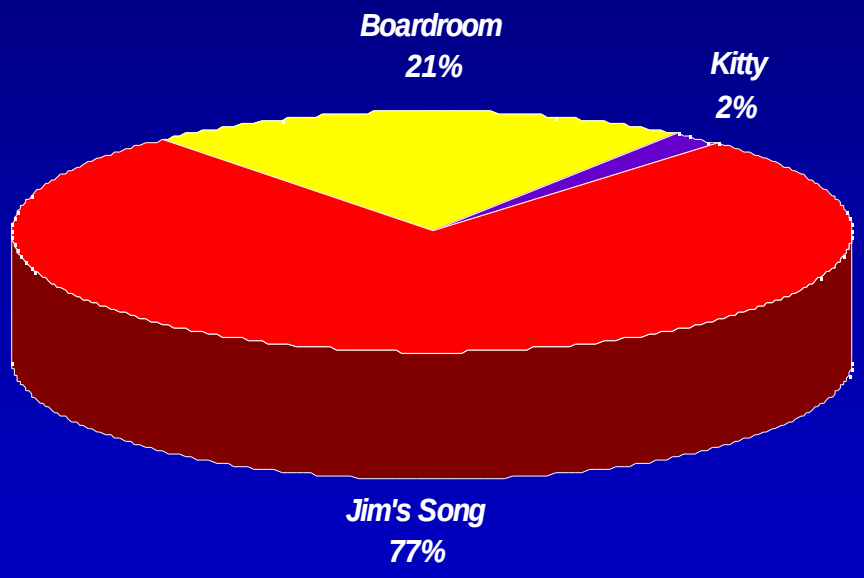


MOST APPROPRIATE

Preference: Teleworking Radio



LIKE MOST



MOST APPROPRIATE

Recommendations: Strategic Imperatives

Overall Recommendations

- Humor used effectively captures attention without getting in the way of the message
- The ads are likeable and get the attention of the target audience, but communication of messages and their benefits can be strengthened to persuasively encourage action.
- Currently, executions place too much emphasis or spend too much time setting up the problem. This hinders communication of the benefits of carpooling/teleworking and makes the call to action less persuasive.
- Problems and solutions are not linked together. Respondents suggest that the message might be clearer if there were a tighter link between the problem and the solution and if the solution and its benefits were more clearly portrayed.
  - Using the same character in both the problem and the solution might help provide this continuity.

Overall Recommendations

- All commercials spend very little time discussing the solution to the problem of traffic/congestion. All should spend more time discussing proposed solutions and outlining the benefits associated with the solutions.
- Some commercials receive worrisome ratings for being offensive or in poor taste. These ads could pose some risk if aired.
- Respondents note that the radio ads seem long. This stems, in part, from the lengthy set up of the problem. The 60-second format provides ample time to convey information about the benefits of carpooling/teleworking and we feel shifting the focus would strengthen the ads.
- Communication of both the phone number and website needs to be strengthened in all ads. Both verbal and visual references need attention.

ONGOING NEXT STEPS: ANALYTICAL

- ✓ Review transcripts of breakout sessions.
- ✓ Develop strategic imperatives.
- ✓ Prepare final presentation deliverable.

Appendix 3-1

Atlanta TDM Framework Advisory Panel

Atlanta TDM Framework Advisory Panel

Advisory Panel Purpose:

The purpose of the advisory panel is to examine and critique Framework partner program performance data collection elements and processes and computation of all Framework partner program benefits for the metro Atlanta region.

The advisory panelists will provide technical guidance and support and will bring national and international representation in terms of knowledge, experience, and approaches in evaluating the effectiveness of TDM programs. Advisory panel recommendations will provide direction for the processes used to evaluate and measure Framework partner programs.

Advisory Panel Members:

Francis Cleland (CUTR, University of South Florida)
Francis Cleland is a Research Associate at the Center for Urban Transportation Research, University of South Florida (CUTR) who specializes in survey market research design and analysis. He was responsible for the design and analysis of the TDM surveys such as the 4-year series of the South Florida Commuter Services Evaluation, the Rideshare! Evaluation survey in Ohio, the study of HOT lanes and value pricing in South Florida, the market-based approach to trip reduction and reducing vehicle trips and miles through customized trip reduction program projects recently published in the Transportation Research record, and the South Florida HOV Marketing and Positioning Study. He is currently involved in projects evaluating the potential of Dynamic Parking Pricing and conducting a Statewide evaluation of commuter assistance programs in Florida. Mr. Cleland has assisted transportation management associations/organizations and regional commuter assistance programs in the development of survey questionnaires and sampling plans.

Lori Diggins (LDA Consulting, Redondo Beach, California)
Lori Diggins has over 15 years experience in the development, implementation, and evaluation of public agency transportation and air quality programs and policies, including consulting on the formation, operation, and evaluation of transportation management associations.

A sample of recent evaluation projects undertaken by LDA Consulting include the Metropolitan Washington Council of Governments Commuter Connections Evaluation Project, Metropolitan Washington Council of Governments Transportation Emission Reduction Measures, New Jersey Department of Transportation TMA Evaluation, and Los Angeles County Metropolitan Transportation Authority Evaluation of Southern California Association of Governments Rideshare Outreach.

Ed Hillsman (Washington State DOT)
Edward Hillsman joined the Washington State DOT in January 1999, where he oversees data collection and analysis, and program evaluation, for the state's Commute Trip Reduction program. Prior to joining the department, Dr. Hillsman worked from 1996-1998 at the University of Tennessee's Energy, Environment, and Resources Center, and from 1977-1996 at the Oak Ridge National Laboratory.

In his work for Washington state, Dr. Hillsman oversees a biennial evaluation cycle that administers, processes, and analyzes roughly 250,000 survey forms from employees at 1100 worksites every two years. The survey process is intended to provide employers with information on the success of their trip-reduction efforts, but it has the secondary effect of allowing estimation of area and state-wide effects of the Commute Trip Reduction program for the state legislature and other interested parties.

Eric Schreffler (ESTC, Transportation Consultant, San Diego, California)
Mr. Schreffler has over 18 years experience in TDM evaluation, TDM Programming Planning and Forecasting, TDM Program Implementation, Transportation/Air Quality research, Employee Commute Option and Employer Trip Reduction Policy Guidance, and TMA Assistance and Evaluation.

Recent TDM evaluation projects Eric has been involved in include the Federal Highway Administration's "Implementing Effective TMD Measures: Inventory of Measures and Synthesis of Experience", the Los Angeles County Metropolitan Transportation Authority Evaluation of TDM demonstration projects (including assessment of the cost per trip reduced of various TDM strategies), and the San Diego Association of Government's Evaluation of Congestion Pricing Demonstration Project.

Brett Wallace (Wilbur and Smith Associates, Columbia, South Carolina)
Brett Wallace is employed with Wilbur and Smith Associates as a transportation planner. His most recent TDM experience includes an involvement in an effort by the East Tennessee Regional Transportation Department to identify and screen potential alternative transportation strategies for a ten-county region surrounding Knoxville, Tennessee. Mr. Wallace also worked as a Graduate Research Assistant at the University of Washington on "Evaluation of Travel Demand Management Strategies in the Trip Generation Phase of a Network-Based Modeling Approach".

Denise Watts (WattsWorks)
Denise Watts has more than 20 years experience in various areas of transportation planning including TDM, public involvement and general planning. Her work includes assisting regulatory and private businesses across the country (including Georgia, Alabama, Texas, New York, Washington, Oregon, and California) with congestion management and air quality programs. She has also helped in the formation of several TMAs in the Atlanta area.

Ms. Watts is principal of her own firm, Watts Works, Transportation Planning, established in 1993. Previously she was Vice-President of Sycamore Consulting in Decatur, GA where she managed transportation and environmental projects. She also worked for the City of Irvine, California managing the city's TDM programs including citywide Trip Reduction Ordinance. Other positions held by Ms. Watts include: Vice-President of Transportation Management Services (TMS) in Pasadena, CA; Transportation Coordinator for Northrop Corporation and The Aerospace Corporation in southern California, and Commuter Transportation Services (CTS) in Los Angeles, now known as Southern California Rideshare, the nations first regional rideshare agency.

Appendix 3-2

Comprehensive Evaluation Plan

EVALUATION OF THE EFFECTIVENESS OF PROGRAMS CONTAINED IN THE "FRAMEWORK FOR COOPERATION TO REDUCE TRAFFIC CONGESTION AND IMPROVE AIR QUALITY"

COMPREHENSIVE EVALUATION PLAN

2001 – 2004

Prepared for the Georgia Department of Transportation

February 2002

Acknowledgements

Eric Schreffler of Eric Schreffler Transportation Consultant (ESTC) and Lori Diggins of Lori Diggins Associates (LDA) were the primary measurement team advisory panel members working with the Southern Coalition for Advanced Transportation (SCAT) in developing the evaluation plan. Other advisory panel members reviewed the evaluation plan and provided feedback to the measurement team on the plan.

EVALUATION OF THE EFFECTIVENESS OF PROGRAMS CONTAINED IN THE "FRAMEWORK FOR COOPERATION TO REDUCE TRAFFIC CONGESTION AND IMPROVE AIR QUALITY"

EVALUATION PLAN
2001 – 2004

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EVALUATION OF THE EFFECTIVENESS OF PROGRAMS CONTAINED IN THE "FRAMEWORK FOR COOPERATION TO REDUCE TRAFFIC CONGESTION AND IMPROVE AIR QUALITY"

EVALUATION PLAN
2001 – 2004

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SECTION 1 – Introduction

Purpose of the Evaluation Plan

This evaluation plan is intended to serve as a guiding document for the Atlanta TDM Framework research and measurement program and is aimed at establishing a "preferred evaluation approach".

The principle reason for conducting the evaluation is to assess the qualitative and quantitative impacts the programs and services supporting the Atlanta TDM Framework are having on alternative commute mode activity in the region on an annual basis (Federal Highway Administration (FHWA) Congestion Mitigation and Air Quality (CMAQ) Annual Report). Another important component of the evaluation is assessing overall regional progress in the use of alternative modes for the Georgia EPD State Implementation Plan (SIP). Overall progress in the use of alternative modes includes the programs and services supporting the Atlanta TDM Framework plus other voluntary progress being made that cannot be definitively attributed back to the Atlanta TDM Framework. The Georgia EPD refers to this as "collateral" activity.

The measurement team and advisory panel developed the evaluation plan during federal fiscal year (FY) 2001. Elements of the plan were presented to program funding agencies and Framework partners during FY2001 to garner input to the evaluation process and specific elements. Some of the elements of the preferred approach were implemented in FY2001 while other elements are recommended for initiation in FY2002.

The evaluation plan should be updated annually to reflect new data sources, changes in the programs and services supporting the Atlanta TDM Framework, and data collection refinements learned from previous years.

Key Components of the Evaluation Plan

The evaluation is intended to assess two aspects of Atlanta's voluntary TDM activity. These two evaluations are referred to as the "bottom-up evaluation" and the "top-down evaluation". A description of each approach is presented below.

<u>Bottom-up Evaluation</u>

The "bottom-up" approach is an annual, programmatic evaluation of programs and services supporting the Atlanta TDM Framework. The evaluation assesses both qualitative and quantitative impacts of the Atlanta TDM Framework. "Bottom-up" refers to assembling data from separate programs and services and then adding up their impact on alternative mode use. This evaluation approach reports results by program or service and by alternative mode. The bottom-up approach includes only those programs and services the Atlanta TDM Framework

can cost-effectively measure. Therefore, the estimate is very conservative; actual alternative mode activity may be higher but is difficult to measure with a high degree of confidence and accuracy.

The primary bottom-up evaluation elements detailed in this plan are as follows:

- Performance measures (Section 5)
- Methods for calculating impacts (Section 6)
- Data collection instruments (Section 7)
- Evaluation responsibilities (Section 10)
- Evaluation schedule (Section 11)

Top-down Evaluation

The second evaluation component defined in the evaluation plan is a "top-down" assessment of all voluntary, regional alternative mode activity to determine whether the targeted VMT and emission reductions set out in the SIP have been met in the 2003 attainment year. The top-down evaluation will capture the impact of all programs and services supporting the Atlanta TDM Framework and other influences outside of the Atlanta TDM Framework that result in metro Atlanta resident's switching to alternative modes or work arrangements ("collateral" activity). Elements of this approach are to be tested and refined in FY2001 and FY2002 and fully implemented in FY2003. The evaluation approach recommended for 2003 is included in Section 9 of this evaluation plan.

Evaluation Plan Progress to Date

The evaluation approach defined in this evaluation plan is a phased approach to be implemented over the course of the research and measurement program. In the first phase (Phase One, FY2000), the evaluation involved a preliminary effectiveness evaluation of the Atlanta TDM Framework program. A regional survey gauged awareness, attitudes, and alternative mode use, while existing data sources were used to assess participation and travel and emission impacts for the Framework program.

The evaluation was enhanced in the second phase of the research and measurement program (Phase Two, FY2001). Enhancements included the addition of data sources and alternative modes to provide a more comprehensive assessment of impacts and the expansion of measures to evaluate performance. Also key to the Phase Two evaluation was increasing the validity of the travel and emission impacts reported by calculating the number of commuters placed in alternative modes by program or service and the number of vehicle trips reduced for commuter placements.

In the third phase of the research and measurement program (Phase Three, FY2002), the evaluation will be further enhanced. In many instances in FY2001, the measurement team had to

rely on surrogate data to assess travel and emission impacts. Several data collection tools will be added in FY2002 to replace the surrogate data with more accurate data.

Key differences in approach from FY2000 to FY2001 and from FY2001 to that recommended for FY2002 are summarized in Section 8 of the evaluation plan.

SECTION 2 - Evaluation Objectives

The objectives established for the Atlanta TDM Framework evaluation include:

- Evaluate effectiveness of transportation demand management (TDM) related Congestion Mitigation and Air Quality (CMAQ) funded projects.
- Evaluate effectiveness of other federal, state, and privately funded TDM projects.
- Track participation in programs and alternative modes used.
- Measure progress toward performance measure targets established by Atlanta TDM Framework.
- Measure progress toward voluntary trip reduction target claimed in SIP (top-down evaluation approach).

SECTION 3 - Evaluation Principles

The evaluation approach is grounded in the following principles:

- The overall focus of the evaluation is to directly identify the contribution programs and services supporting the Atlanta TDM Framework have on shifting individuals and employers to non-drive alone modes and alternative commute programs, respectively. The evaluation should be rigorous in how it measures impacts, but inclusive in the programs and services from which it takes credit for alternative mode use.

- The evaluation should include both qualitative (awareness, attitudes, participation) and quantitative impacts (participation, travel and emission impacts).

- The evaluation should focus on Framework partner programs and services to collect data, but the impacts should be reported by service and by alternative mode.

- Travel and emission impact measurement should be based ultimately on counting commuters whose commute decisions were influenced by programs and services supporting the Atlanta TDM Framework. These would include *new* users placed into alternative modes from driving alone or other rideshare modes after receiving assistance from a Framework program and commuters who are *"retained"* in alternative modes as a result of a program service. In FY2001, three categories of alternative mode users were tracked: ***new*** *users (placed into an alternative mode by the programs),* ***retained*** *users (current alternative mode users that remain in that mode because of the program), and* ***continuing*** *users (current alternative mode users who would have remained in these modes even if the Framework services did not exist).*

- The estimates for the number of *new and retained* users should be based on placement rates developed from surveys of service users, in which the users are asked about their travel behavior before and after they received the service. For example, a placement survey of regional ridematching database registrants would be used to estimate the number of new carpoolers and vanpoolers attributable to that service. The length of time in a given alternative mode and the occupancy of the mode should also be determined from a placement survey to define the time period for which impacts will be counted.

- Annual regional transportation surveys of metro Atlanta residents should be used to assess awareness of and attitudes about the problems related to driving alone, the potential solutions to problems, and the programs and services available to assist individuals and employers. It should also be used to assess general trends in mode usage.

- Regional transportation surveys should not be used to directly measure the travel or air quality impacts of the Atlanta TDM Framework program for annual CMAQ reporting purposes. CMAQ annual reporting is geared toward assessing the specific effectiveness of the programs and services currently receiving or who are past recipients of CMAQ funds. In

most cases, regional surveys are not effective in breaking down the specific travel and air quality impact of individual programs and services.

- Regional transportation surveys will be used to assess the overall voluntary progress of alternative commute activity for the top-down, Georgia EPD State Implementation Plan attainment assessment. Unlike the CMAQ annual report to FHWA, Georgia EPD and EPA have stated the need to take the broadest credit for any change in commute or non-commute behavior. As a result, the evaluation will not assess causality for any commuter that has switched from an SOV mode to a non-SOV mode and will take credit for all commute changes made.

- For those that collect employer self-reported data, that is data submitted directly by employers participating in partner programs, data should be verified with employee level data from 1) employees surveys, 2) daily tracking, 3) careful counts of alternative mode users, or 4) employee reporting. Partner programs should document the method used in their annual reporting.

Section 4 - Regional Performance Measures – Bottom-up Evaluation

The performance measure "continuum" is related to the bottom-up evaluation approach and represents the range of impacts achieved by the programs and services supporting the Atlanta TDM Framework. It includes performance measures that cover a **progression** of desired behavioral changes. At the far end of the continuum are the travel/emission impacts, the ultimate desired outcome of the Atlanta TDM Framework program. Preceding these impacts (and at the beginning of the continuum) are other "precursor" behavioral changes commuters typically make before permanently adopting a commute alternative.

The continuum is structured to reflect the relationships of the various programs and services supporting the Atlanta TDM Framework and how each contributes to the ultimate goal of generating travel and emission impacts.

The measurement team recommends that Framework partners develop their own performance measure targets to aid partners in assessing their own performance and to aid program evaluators in assessing partner contributions to regional impacts in FY2002 and future years. The measurement team provided partner programs information on preferred performance measures for which targets need to be set and the necessary factors to consider when setting targets during FY2001 (Appendix 3-2-B).

Performance Measure Continuum

- Increase **Awareness** – refers to resident's and business leader's overall ***Awareness*** of the Atlanta TDM Framework and supporting programs and services. It also refers to more concentrated awareness of newly implemented Atlanta TDM Framework programs and services. Measures include awareness of media campaign marketing messages, the problems/issues surrounding the need for commute alternatives, the alternative modes available (solutions), and the commute resources and assistance services provided by Framework partners.

- Change **Attitudes** – refers to the ***Attitudes*** Atlanta residents have about the Atlanta TDM Framework and supporting programs and services. Key measures include how the region perceives the severity of traffic problems, whether commuters or employers view the use of alternative commute modes as a solution, and whether they personally view themselves as part of the solution by changing commute modes now or in the future.

- Encourage Program **Participation**/Facilitate Arrangements – refers to Atlanta residents' ***Participation*** in a desired action, such as a program or service that will facilitate their use of alternative modes. Participation measures include, for example, applying for a ridematch or asking the boss about teleworking. The actions measured in this category also will portray the broad range of activities of the employers and individual outreach services, including

number of transportation fairs, ridematch applications, vanpools, and the number of employer partners with alternative mode programs.

- Ensure **Satisfaction** – refers to an alternative mode user's level of ***Satisfaction*** with employer or individual outreach assistance. The actions measured include the speed with which assistance is delivered, the user's satisfaction with the assistance, and the user's perceived value of the service.

- Encourage Alternative Mode **Utilization**/Maximize Alternative Mode Use – refers to encouraging commuters to try alternative modes and to shift to alternative modes on a continued, permanent basis. Utilization impacts are calculated by determining the population base of a program or service being provided and the number of alternative mode users placed in that program or service.

- Generate Travel and Emission **Impacts** – refers to reducing vehicle trips, VMT, and emissions in a cost-effective manner. This is the ultimate goal of the Atlanta TDM Framework program. Travel and emission impacts are calculated by measuring the vehicle trips and miles and emissions reduced by the alternative mode "placements" or users.

Figure 1 illustrates the objective of each step in the performance measure continuum and the primary components of each performance measure. Appendix 3-2-B provides more detailed description of the performance measure categories and specific measures included in each category.

Figure 1 – PERFORMANCE MEASURE CONTINUUM

	AWARENESS	ATTITUDES	PARTICIPATION	SATISFACTION	UTILIZATION	IMPACTS
Objective:	Increase awareness of the public and employers and property managers of transportation issues, options, and services	Encourage positive attitudes of the public and employers and property managers about transportation and travel topics and options	Encourage use of partner program services to obtain travel info or facilitate alternative mode arrangements	Ensure satisfaction of service users with partner program assistance services they receive	Encourage trial use of alternative modes and maximize continued use of alternative modes	Generate travel and emission impacts/benefits from use of alternative modes
Performance Measures	Awareness of – · Media messages · Problems/issues · Modes available (solutions) · Resources and assistance services · Info/assistance outlets	Attitudes about – · Alternative modes · SOV · Services offered	Commuter contacts – · Calls to program numbers · Website hits · Commuter fair contacts · Ridematch applications · Transit pass sales · GRH registrants · Commuter clubs Employer and property manager contacts – · Clients · Clients with TDM program · Clients with TW/AWS program	Satisfaction characteristics – · Time to obtain assistance · Convenience of service access/ availability · Accuracy/quality of info · Usefulness of info	Alternative mode use (continued, trial, and one-time) – · Program service mode split and placement rate (regional rideshare database and transit pass) · Regional survey mode split · Partner self-reports mode split · TW employees · AWS employees	Impact measures – · Carpool/ vanpool placements · Transit placements · TW/AWS placements · Vehicle trips reduced · VMT reduced · Emissions reduced · Program cost-effectiveness · Energy and consumer savings

TW=Telework; AWS= Alternative work schedule

SECTION 5 – Methods to Assess Impacts – Bottom-up Evaluation

This section of the evaluation plan describes how the last two performance measure categories, utilization and travel and emission impacts, are assessed. Utilization is measured by determining the number of commuters shifting to an alternative mode, on either a trial or continued basis, and whether or not their shift was the result of being placed by a specific program or service. Travel and emission impacts take utilization impacts one step further by estimating the vehicle trips, vehicle miles traveled (VMT), and emissions reduced by the commuters placed in alternative modes– the ultimate goal in the performance measure continuum. Travel and emission impacts are necessary to quantify travel and air quality benefits.

The bottom-up utilization and travel and emission impacts include only those programs and services the Atlanta TDM Framework can cost-effectively measure. Therefore, the estimate is very conservative; actual impacts may be higher but are difficult to measure with a high degree of confidence and accuracy.

Alternative Modes and Partner Services Included in Evaluation

The evaluation estimates the utilization and travel and emission impacts for six alternative modes:

- Carpool
- Vanpool
- Transit
- Bike/walk
- Compressed work schedules
- Telework

The use of these alternative modes, and the impacts that result from them, are facilitated by the availability and use of partner program services, including the following:

- Regional Ridematching and Guaranteed Ride Home Program
- Employer-based Transit Pass Program
- Sponsored Vanpools
- Other Program Assisted Mode Use (estimate of alternate mode activity outside the regional ridematching database program, discount pass program, and vanpool vendor/operator report

- Telework (teleworking at partner employer worksites)
- Compressed Work Schedule (at partner employer worksites)

A "build-up" approach is used to estimate the impacts of these services. First, the individual impacts of the services are calculated by alternative mode. Then the individual results are combined to estimate the impact of the total Atlanta TDM Framework by program or service and by alternative mode. The use of and impacts of these services are not mutually exclusive. That is, commuters might take advantage of and be influenced by more than one of these programs and services in making travel choices. In such instances, to avoid double counting, credit was assigned for shifts that could have been influenced by multiple programs or services (e.g., GRH and discount transit pass program) to one program or service only.

The utilization and travel and emission impacts calculation method was designed to be consistent across all services and all alternative modes as possible. A critical part of the evaluation methodology is the development of multiplier "factors." These factors, which are derived from surveys or other reported data are used to translate utilization of alternative modes, for example, shifts to carpooling, into transportation and air quality impacts. The three key evaluation factors that are used in the methodology include:

- Vehicle trip reduction factor (VTR) - Estimates average trips reduced per placement
- VMT factor – average commute distance
- Emission factor – emissions reduced per mile

The basic procedures for calculating impacts are provided below. In addition, Figure 2 shows an example of the calculation carpoolers participating in the regional ridematching and GRH program. Similar methodologies are applied for other programs and services and alternative modes.

Detailed descriptions of impact calculation methods for each program or service are provided in Appendix 3-2-C. Impact calculation methods recommended for FY2002 are included in Appendix 3-2-D.

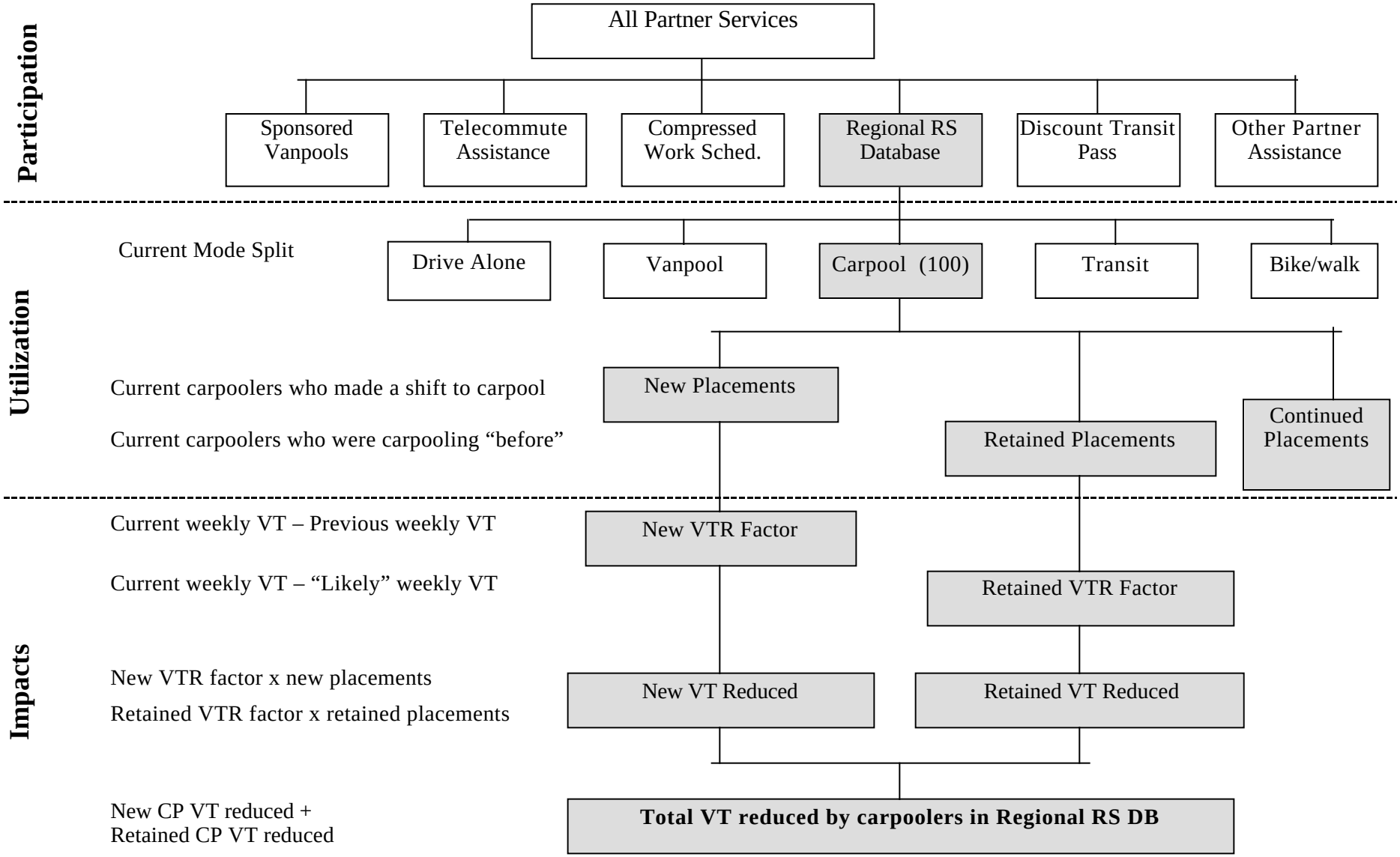
Basic Impact Calculation Method

Six basic procedures are involved in calculating travel and air quality impacts:

1. Define population base – commuters who might be influenced by service
2. Define alternative mode users ("placements")
   - New users
   - Retained users
   - Continued users

3. Estimate vehicle trip reduction from commuters using alt modes
4. Estimate VMT
5. Estimate emissions reduced
6. Estimate other benefits (energy saving, commuter cost saving) and cost-effectiveness

Figure 2 - Calculation of Total Vehicle Trips Reduced by Partner Services
Example: Carpoolers Participating in Regional Rideshare Database



Impact Methodology – Detailed Calculation Steps

A more detailed description of the utilization and travel and emission impact calculation steps are presented below.

Define Populations of Interest (Steps 1-2)

Step 1: Estimate Population Base - defines the population base, or population of interest, for a specific program or service. This base is the population that potentially could have been influenced by the program or service. Depending on the program or service being evaluated, this could be all commuters, database registrants, transit pass purchasers, or some other population.

1.	Estimate population base	=	Commuters who could have been influenced by a program or service

Step 2: Estimate All Alternative Mode Use - the total number of commuters in the population base who use an alternative mode is estimated form survey data or other reported data. Because not all services target all modes, only the modes relevant to the service are estimated. These could include some or all of the following: carpool, vanpool, transit, bike/walk, telework, and/or compressed work schedules.

2.	Estimate all alt mode use (CP, VP, TR, B/W, TW, CW)	=	From survey or reported data

Estimate Placement Rates and Placements (Steps 3-6)

Steps 3, 4 and 5 – Calculate Placement Rates

The next three steps calculate the placement rate for the population base exposed to the program or service. Three placement rates are calculated: new, retained and continued. These three rates are typically calculated from surveys of members of the population base.

The "new placement rate" is equal to the percentage of commuters in the population base who shift to a commute alternative (carpool, vanpool, public transportation, walk/bike, telecommute) after receiving assistance from a program or service.

3.	Estimate "new placement" rate	=	Percent of alt mode users in population base who shifted to an alt mode during the evaluation period (i.e. one year) after receiving assistance from a program or service

The second rate is the "retained placement" rate. It estimates the percentage of commuters in the population base who use an alternative mode, who used the same alternative at the start of the

evaluation period, and whose decision to stay in that mode was influenced by a program or service.

4.	Estimate "retained placement" rate	=	Percent of commuters in population base who use an alt mode, who used the same alt mode at the start of the evaluation period, and whose decision to stay in that mode was influenced by a program or service

The third rate, the "continued placement" rate is equal to the percentage of commuters in the population base who use an alternative mode, who used the same alternative at the start of the evaluation period, but whose mode choice was <u>not</u> influenced by a partner service

5.	Estimate "continued placement" rate	=	Percent of commuters in population base who use an alt mode, who used the same alt mode at the start of the evaluation period, but whose mode choice was not influenced by a program or service

Step 6: Calculate Total Placements – calculated using the placement rate derived for each of the three types of alternative mode users. These are the actual numbers of commuters who made a new shift to an alternative mode, were retained in an alternative mode as a result of the program or service, or who continued in an alternative mode, but not as a result of the program or service. These placements are calculated by multiplying the three placement rates (calculated in Steps 3, 4, and 5) by the total population base. Additionally, the total number of placements is calculated by adding the numbers of commuters in each of these three categories.

6. Estimate number of "placements"

New placements	=	Population base x new placement rate
Retained placements	=	Population base x retained placement rate
Continued placement	=	Population base x continued placement rate
Total placements	=	New placements + retained placements + continued placements

Estimate Vehicle Trips Reduced (Steps 7-10)

Steps 7, 8, and 9: Estimate VTR Factors - Vehicle Trip Reduction (VTR) factors also are calculated from the same survey data used to calculate placement rates. These factors are equal to the average daily vehicle trips reduced per new, retained, and continued placement,

respectively. Use of these factors simplifies the impact calculation, because not all placements reduce the same number of trips.

For new placements, trip reduction can result from three possible travel changes:

1) Drive alone applicants shifting to a commute alternative

2) Current commute alternative users shifting to higher occupancy modes

3) Current commute alternative users increasing the number of days they use commute alternatives

The number of trips a commuter reduces also depends on the number of days per week that a commuter now uses the commute alternative, compared to the number of days he or she used it before. The VTR factor combines the varied trip reduction results of all commuter placements to develop an average reduction per placement. As for placement rate, the VTR factor might be different for different services and different modes.

The calculation of the VTR factor assumes that the number of trips is different before and after the program or service being evaluated was provided. For continued placements, the VTR factor is assumed to be zero, because the commuter's mode did not change from their previous mode, nor would they have made a change as a result of a program or service being provided. Retained placements also have not made any actual changes, but in the absence of the service, they would not have continued in their alternative modes. Thus, the retained VTR factor is calculated by comparing the current travel mode with the "likely modes" that these commuters would have used in the absence of the service.

7.	Estimate new "VTR factor"	=	Average trips reduced per new placement = Difference between current average weekly (one-way) vehicle trips and previous average weekly vehicle trips
8.	Estimate retained "VTR factor"	=	Average trips reduced per retained placement = Difference between current average weekly (one-way) vehicle trips and "likely" average weekly vehicle trips in the absence of a program or service
9.	Estimate continued "VTR factor"	=	0 (Assumes no vehicle trip reduction from continued placements)

Step 10: Estimate Vehicle Trips Reduced - the number of vehicle trips reduced for the program or service is then estimated by multiplying the number of new placements (Step 4) and

retained placements (Step 5) by, respectively, the new VTR factor (Step 7) and retained VTR factor (Step 8).

10. Estimate vehicle trips (VT) reduced

New VT reduced	=	New placements x New VTR factor
Retained VT reduced	=	Retained placements x Retained VTR factor
Continued VT reduced	=	0
Total vehicle trips reduced	=	New VT reduced + Retained VT reduced

Estimate VMT Reduced (Step 11)

Step 11: Estimate VMT Reduced - the total daily VMT reduced is calculated by multiplying the number of vehicle trips reduced (Step 10) by the average commute distance for the population of interest. The average distance for the population is calculated from the same survey data used to calculate the placement rates and VTR factors.

11. Estimate VMT reduced

New VMT reduced	=	New VT reduced x average trip length
Retained VMT reduced	=	Retained VT reduced x average trip length
Continued VMT reduced	=	Continued VT reduced x average trip length
Total VMT reduced	=	New VMT reduced + Retained VMT reduced

Estimate Emissions Reduced (Steps 12 –13)

Step 12: Adjust VMT for SOV Access - Because a basic purpose for implementing the program or service is to meet regional air quality standards and resulting emission reduction targets, single occupant vehicle (SOV) access to alternative modes must be considered. Emission reduction, as explained in Step 13 is calculated by multiplying VMT reduced by emission factors. But because commuters who drive-alone to meet a carpool, vanpool, bus, or train do travel some distance to the alternative mode meeting point, the travel distance must be subtracted from the VMT reduction to assess the air quality impact. It is this "adjusted" VMT reduced, rather than the initial total, that is used to calculate emissions reduced.

12. Estimate "adjusted VMT" (for emission reduction)	=	(New + retained VMT reduced) – SOV access VMT

Step 13: Estimate Emissions Reduced - As noted in Step 12, emissions reduced are estimated by applying a regional emission factor to the number of VMT reduced to determine the pollutants (in this case NO_x and VOC) reduced as result of the program. The emission factor accounts for the emissions created from a "cold start," when a vehicle is first started, a "hot soak," when the vehicle is later turned off, and emissions generated per mile of travel by a warmed-up engine.

To estimate total emissions, the emission factor is multiplied by the adjusted daily VMT reduced (Step 12) to determine total annual NO_x and VOC reductions in grams. This total is then divided by 907,185 grams per ton to convert the emissions reduced to tons per day.

13.	Estimate emissions reduced	=	VMT reduced x "running" emission factors VT reduced x "trip end" emission factors

Estimate Other Program Benefits (Steps 14-15)

Step 14: Estimate Energy and Commuter Cost Savings - While air quality is the primary impact driving this analysis, energy and consumer benefits also are real and tangible benefits from commute alternative programs. For this analysis, energy and commuter cost savings factors are applied to the VMT reduced. These factors are as follows:

- Energy savings are based on a national average fuel consumption factor
- Consumer savings are based on an average operating cost per mile (oil, gasoline, maintenance, tires, insurance, license, registration, and taxes) for a mix of vehicle types and average distance driven per year. The American Automobile Association estimated a composite national average cost to be 25.8 cents per mile in 1999, the most recent period for which AAA prepared cost estimates.

For this analysis, energy and commuter cost savings are calculated by multiplying the energy and consumer cost factors to the total (not adjusted) VMT reduced

14.	Estimate energy/commuter savings	=	VMT reduced x average fuel consumption VMT reduced x average vehicle operating cost

Step 15: Estimate Cost-Effectiveness - The final step in the impact calculation is that of estimating program or service cost-effectiveness. The simplest means to calculate cost effectiveness is to divide the annual program results (number of vehicle trips reduced, VMT reduced, and tons of NO_x and VOC reduced attributed to each program or service by the cost of funding that program or service. This will create the following measures:

- Cost per vehicle trip reduced

- Cost per VMT reduced
- Cost per ton of NO_x and VOC reduced

15. Estimate cost-effectiveness = Total annual program database budget divided by annual emissions reduced by program

SECTION 6 – Data Collection Instruments – Bottom-up Evaluation

To collect the data needed to perform the impact calculations described in the last section and to assess progress on the performance measures included in the attitudes, awareness, participation, satisfaction, and utilization measure categories, the following enhanced or new data collection instruments have been developed as part of the evaluation plan:

- Regional Transportation Survey – enhanced in FY2001
- Business Leader Survey – new in FY2001
- Activity Logs and Contact Records – enhanced in FY2001
- Regional Rideshare Database Placement Survey – new in FY2002
- Employer Based Discount Transit Pass User Survey – new in FY2002
- Vanpool Rider Survey – new in FY2002
- Vanpool Vendor/Operator Report – enhanced in FY2001
- Transit Vendor/Operator Report – enhanced in FY2001
- Validated Employer Self-Reports – enhanced in FY2001 and FY2002 (employee travel survey)

As noted above, five of the tools were used in the FY2000 evaluation, but enhanced for use in 2001. Three of the data collection tools are new for FY2002: the transit pass user survey, placement survey, and vanpooler survey. These surveys are all required to determine the placement rate and VTR factors. During FY2001, in the absence of actual data for these variables, surrogate information was used from existing sources.

Additionally, a pilot project is recommended for FY2002 to enhance self-reported data from employers. An employee survey at randomly selected employer partner worksites is recommended to validate alternative mode use. An outside evaluator can assist selected worksites to implement the survey. If successful, such a random survey could be done on an annual basis for a predetermined subset of employer partners to relieve all worksites from having to collect employee survey data. The predetermined subset would be designed so that it is representative of a larger employer partner worksite base. The predetermined subset of employer partners would vary from year to year.

The data collection instruments (information sources/tools) and their relationship to the performance measure continuum are summarized in Figure 3. Following Figure 3 are brief summaries of the enhanced and new data collection tools. These summaries present the survey

purpose, required or supplemental data to be collected, and the method for collecting the data or fielding the survey.

Figure 3 - EVALUATION PERFORMANCE MEAURES, POPULATIONS, AND INFORMATION SOURCES

Performance Category	Performance Measures	Population of Interest	Information Sources/Tools
Awareness	Awareness of: · Messages · Problems/issues · Modes (solutions) · Resource/assistance services outlets	· Commuters · Employers	· Regional Transportation Survey · Business Leader Survey
Attitudes	Attitudes about: · Alternative modes · Services offered (needed, would use)	· Commuters · Employers	· Regional Transportation Survey · Business Leader Survey
Participation	Commuter Contacts (e.g., calls to programs, website hits, TR fair contacts, RM applications, TR pass sales, GRH registrants) Employer Contacts (e.g., employer calls, employers assisted/ employer clients, employers w/ TDM program)	· Commuters · Employers · Program or service users	· Business Leader Survey · Regional Ridematching Database · Framework Partner Activity Logs and Contact Records · Transit and Vanpool Operator/Vendor Reports · Employee Travel Survey
Satisfaction	Satisfaction characteristics (e.g., time to obtain assistance, service convenience, accuracy quality of info, usefulness of info)	· Commuters · Employers · Program or service users	· Business Leader Survey · Follow-up Surveys or Contacts · Regional Ridematching Placement Survey · Transit Pass User Survey · Vanpool Rider Survey
Utilization	Alternative mode use: · Placement rates · Mode splits · TW and CWW employees	· Program or service users	· Regional Transportation Survey · CAC and CAI Employer Self Reports · Transit and Vanpool Operator/Vendor Reports · Regional Ridematching Placement Survey · Transit Pass User Survey · Vanpool Rider Survey · Employee Travel Survey
Impacts	· Alternative mode placements · Vehicle trips reduced · VMT reduced · Emissions reduced · Program cost-effectiveness · Energy and consumer savings	· Program or service users	· CAC and CAI Employer Self Reports · Regional Ridematching Placement Survey · Transit Pass User Survey · Vanpool Rider Survey · Employee Travel Survey

Regional Transportation Survey

Purpose

- Assess commuters' awareness of and attitudes about the problems related to driving alone, the potential solutions to problems, and the programs and services available to assist individuals and employers and general trends in mode usage.
- Collect data for Awareness, Attitudes, Participation, Utilization, and Impact performance measures
- Assess the overall voluntary progress of alternative commute activity for the top-down, Georgia EPD State Implementation Plan attainment assessment.

Required and Supplemental Data

- Commuters' recall of marketing messages
- Commuters' awareness of and attitudes toward: alternative modes, programs or services available to assist commuters, commute services offered by their employers, program or service assistance or outlets
- Commuters' attitudes toward transportation and air quality problems in Atlanta
- Commuters' likelihood to try alternative modes and programs and services supporting the Atlanta TDM Framework
- Commuters' perception of value of Atlanta TDM Framework programs and services and employer commute services
- Current and previous commute mode and pool occupancy (changes in travel)
- Length of time commuter has been participating in alt modes
- Home to work commute distance
- Access mode and distance to alt mode meeting point
- Importance of Atlanta TDM Framework programs and services to commuter's decision to use or maintain use of alt mode
- Use of discount transit pass (adjust for double counting)
- Type of services/programs/incentives employers provide
- Knowledge and use of the programs and services supporting the Atlanta TDM Framework

Methodology

- Time of Year/Frequency – Contact a random sample of Atlanta area commuters; conduct annually or biennially
- Sample Size – Between 1,000 and 1,500 randomly sampled residents
- Survey Distribution – Random digit dial survey of Atlanta residents with screener conducted by independent contractor
- Data Collection and Analysis – Independent contractor (survey research firm) conducts surveys and tabulates data; provides basic crosstabs to measurement team; measurement team analyzes data

Business Leader Survey

Purpose

- Assess business leaders' awareness of and attitudes about the problems related to driving alone, the potential solutions to problems, and the programs and services available to assist them
- Assess the barriers, benefits and opportunities an business leader's perceive to initiating programs and services supporting alternative mode activity
- Collect data for Awareness, Attitudes, and Participation performance measures

Required and Supplemental Data

- Business leaders' recall of marketing messages
- Business leaders' awareness of and attitudes toward employees' use of alternative modes and the programs or services available to assist them
- Business leaders' attitudes toward transportation and air quality problems in Atlanta
- Business leaders' use of Atlanta TDM Framework programs and services
- Business leaders' likelihood to adopt alternative commute programs and services at their worksites
- Business leaders' perception of the value of Atlanta TDM Framework programs and services
- Importance of Atlanta TDM Framework programs and services to business leaders' decision to adopt alternative commute programs

Methodology

- Time of Year/Frequency – Contact a random sample of Atlanta area business leaders; conduct annually or biennially
- Sample Size – Between 300 and 500 randomly sampled business leaders
- Survey Distribution – Random digit dial survey of Atlanta business leaders with screener conducted by independent contractor
- Data Collection and Analysis – Independent contractor (survey research firm) conducts surveys and tabulates data; provides basic crosstabs to measurement team; measurement team analyzes data

Framework Activity Logs and Contact Records

Purpose

- Provide data on participation in the programs and services supporting the Atlanta TDM Framework – some data used with standard multiplier factors developed from other data collection activities to estimate travel and air quality impacts
- Provide program managers with useful information on level of interest in the programs ands services supporting the Atlanta TDM Framework
- Collect data on the Participation Performance Measure

The measurement team recommends Framework partner be responsible for completing activity logs and contact records on a quarterly basis via the Atlanta TDM Framework website (www.tdmframework.org).

Required and Supplemental Data

- Total Program Cost (time staff spent, programs funded, etc.)
- Information Phone Line Activity (e.g., 1-87RIDEFIND, 1-87-CLEANAR, employer outreach staff telephone lines)
- Website Activity (e.g., www.cleanaircampaing.com, other partner program websites)
- Commuter and Employer Contacts (e.g., number of commuter fairs/ commuters attending)
- Use of Programs/Services (e.g., ridematch applications submitted, GRH applications submitted, vanpool riders, transit passes sold, etc.)
- New and Existing Employers Implementing TDM Programs (e.g., Atlanta TDM Framework Employer Participant Levels, TDM Programs Implemented with Partner Assistance)

Methodology

- Time of Year/Frequency – Maintained throughout the year, reported quarterly
- Sample Size – NA
- Survey Distribution – NA
- Data Collection and Analysis – Framework partner submits to the measurement team; measurement team tabulates results and conducts impact analyses

Regional Ridematching Database Placement Survey

Purpose

- Provide data to derive standard multiplier factors necessary to estimate travel and air quality impacts from regional rideshare database registrants
- Provide program managers with useful information on level of interest in the regional ridematching database and commuters' satisfaction with the program
- Collect data for Satisfaction, Utilization, and Impact performance measures

Program Impact Data Needed

- Current, previous, and likely commute modes and pool occupancy (changes in travel)
- Length of time database registrant has been participating in alt modes
- Home to work commute distance
- Access mode and distance to alt mode meeting point
- Importance of Commute Connection services to registrant's decision to use or maintain use of alt mode
- Use of discount transit pass (adjust for double counting)

Methodology

- Time of Year/Frequency – Conduct survey once per year at about the same time each year
- Sample Size – Random sample of applicants, with a minimum sample size of 1,000
- Survey Distribution – Independent contractor conduct telephone survey
- Data Collection and Analysis – Survey contractor tabulates results and provides to measurement team; measurement team performs impact analysis

Employer Based Discount Transit Pass User Survey

Purpose

- Provide data to derive standard multiplier factors to estimate travel and air quality impacts resulting from use of discount transit passes
- Provide program managers with useful information on the value of discount transit passes to commuters and commuters' satisfaction with the discount pass program
- Collect data for Satisfaction, Utilization, and Impact performance measures

Required or Supplemental Data

- Current, previous, and likely commute mode patterns (changes in travel)
- Ability for transit pass user to commute another way (choice transit rider)
- Length of time discount transit pass user has been buying or receiving a discount pass
- Home to work commute distance
- Access mode and distance to transit meeting point
- Influence discount pass had on transit user's decision to use or maintain use of transit

Methodology

- Time of Year/Frequency – Survey distributed at one point in time during the survey year; survey conducted every two years
- Sample Size – Assume approximately 14,000 surveys distributed (all pass recipients); estimate 20% response rate, for sample size of 2,800
- Survey Distribution – Postage-paid self-mailer questionnaire inserted into envelope with monthly pass; designated transit pass employer coordinators distribute the survey to participating employees during the regular monthly distribution of transit passes
- Data Collection and Analysis – Respondents mail surveys to measurement team; measurement team tabulates and analyzes data and provides results to the transit provider and partner programs

Vanpool Rider Survey

Purpose

- Provide data to derive standard multiplier factors to estimate travel and air quality impacts resulting from use of vanpools
- Provide program managers with useful information on the value of vanpool programs to commuters and commuters' satisfaction with the vanpool programs
- Collect data for Utilization and Impact performance measures

Required and Supplemental Data

- Current and previous commute mode and pool occupancy (changes in travel)
- Ability for vanpool rider to commute another way (choice transit rider)
- Length of time commuter has been participating in alt modes
- Home to work commute distance
- Access mode and distance to alt mode meeting point
- Importance of partner/employer services to commuter's decision to use or maintain use of alt mode
- Use of discount transit pass (adjust for double counting)
- Influence other Framework services had on decision to use or maintain vanpool mode (e.g., GRH)
- Satisfaction with vanpool service

Methodology

- Time of Year/Frequency – Survey distributed at one point in time during the survey year; survey conducted every two years.
- Sample Size – Survey distributed to each vanpooler (about 1,700); assume 25-50% return.
- Survey Distribution – Postage-paid self-mailer questionnaire provided to vanpool vendor/operator; questionnaires are distributed by vanpool drivers to riders during morning commute
- Data Collection and Analysis – Measurement team tabulates and analyzes data and provides results to the vanpool provider and partner programs for review

Vanpool Vendor/Operator Reports

Purpose

- Provide data on vanpool activity
- Collect data for Participation, Utilization, and Impact performance measures

Required and Supplemental Data (for each vanpool)

- Year initiated (start-up year)
- Average daily commute distance in miles
- Average weekly commute days passenger rides in vanpool
- Current and previous VP Occupancy (number of passengers now and one year ago)
- Access mode and distance to alt mode meeting point
- Average home to work travel distance in miles for VP passengers

Methodology

- Time of Year/Frequency – Maintained throughout the year; on-going updates as new vanpools and passengers are added or deleted
- Sample Size – NA
- Survey Distribution – NA
- Data Collection and Analysis – Vanpool vendor/operator maintains database and provides quarterly reports to measurement team; measurement team tabulates results and conducts impact analyses

Transit Vendor/Operator Reports

Purpose

- Provide data on discount transit pass sales activity
- Collect data on Participation, Utilization, and Impact performance measures

Required and Supplemental Data

For each partner program/employer/property owner or manager:

- Company/Organization name

- Year initiated (start year)
- Number of passes sold by month
- Discount amount for each partner program/employer

Methodology

- Time of Year/Frequency – Maintained throughout the year; on-going updates as new partner program, employers, and employees are added or deleted
- Sample Size – NA
- Survey Distribution – NA
- Survey Data Collection and Analysis – Transit vendor/operator maintains database and provides quarterly reports to measurement team; measurement team tabulates results and conducts impact analyses

Validated Employer Self-Reports

Purpose

- Provide an estimate of alternate mode activity outside the regional ridematching database program, discount pass program, and vanpool vendor/operator reports
- Provide program managers with information useful to their program development
- Collect data for Utilization Performance Measure

Options

There are several methods to provide an accurate and valid reflection of employer commute program activity in the region:

- Employee surveys (preferred method – recommended for pilot project)
- Employee tracking/logs with daily timesheet entry (employee self-report on commute patterns)
- Employer benefit database (track employees receiving commute benefits)

Ultimately, validated employer self-reports demonstrate the process for how the employer estimated employee participation in employer commute option programs.

Required or Supplemental Data

- Current, previous, and likely commute modes and pool occupancy (changes in travel)
- Length of time commuter has participated in alt modes
- Home to work commute distance
- Access mode and distance to alt mode meeting point
- Importance of employer services to commuter's decision to use or maintain use of alt mode
- Use of discount transit pass (adjust for double counting)
- Type of services/programs/incentives employers provide
- Knowledge and use of Framework partner programs/services

Recommended Methodology

Employee Level Survey – 2002 Pilot Project

- Time of Year/Frequency – Distribute survey at one point in time during the survey year or stagger distribution over survey year; annual survey
- Sample Size – Survey either all employees (census) or a random sample of employees (only if employer has more than 1,000 employees)
- Survey Distribution – Framework partners distribute common questionnaire to employer partner coordinators; employer distribute surveys to employees.\
- Data Collection and Analysis – Employer collects completed surveys from employees and returns them to partner; Framework partners submit completed surveys to measurement team; measurement team tabulates results and conducts the analyses

Employee Tracking Log

- Time of Year/Frequency – Maintained throughout the year (e.g., timesheet report) or reported for a limited period of time (e.g., one week during each month or quarter); on-going with quarterly reports to respective Framework partner
- Sample Size – All employees or employees who receive commute benefits or participate in commute programs (e.g., GRH, preferential parking, financial incentive)
- Survey Distribution – No survey to distribute
- Data Collection and Analysis – Employer partner coordinator collects data from employees; measurement team tabulates results and conducts impact analyses

Benefits Database

- Time of Year/ Frequency – Maintained throughout the year; on-going updates as new employees receive commute services with quarterly reports to respective Framework partner
- Sample Size – All employees who register for or receive commute benefits or participate in commute programs (e.g., GRH, preferential parking, financial incentive)
- Survey Distribution – No survey to distribute
- Data Collection and Analysis – Coordinator maintains database and provides quarterly reports to Framework partner; Framework partner submits to the measurement team; measurement team tabulates results and conducts impact analyses.

SECTION 7 – Key Differences – 2000, 2001, and 2002

A central purpose of this evaluation plan is to enhance the evaluation of the Atlanta TDM Framework program. The first evaluation of the Atlanta TDM Framework was conducted in FY2000. Previous sections of the plan have indicated that evaluation changes were instituted in FY2001 and additional enhancements are recommended for FY2002. This section outlines the changes from FY2000 to FY2001 and changes from FY2001 to FY2002. This detail is offered to help readers understand how the evaluation focus is changing from year to year as the measurement team phases in the "preferred" evaluation approach.

Changes from FY2000 to FY2001

- Estimated new, retained, and continuing alternative mode users, not "all" users, to reflect the differing contribution each program or service has on users
- Used application and validation data to develop surrogate placement and vehicle trip reduction factors
- Shifted the reported findings from an individual "partner" focus to a "program or service" and "mode" focus
- Included estimate of telework and compressed work week users in evaluation results, based on partner self-report data and the proportion of regional alternative work arrangements at partner employers
- Defined "new" transit users (with discount passes) by including consideration of prior mode from MARTA survey data
- Used vanpool vendor/operator data to determine ridership and trip length for sponsored vanpools
- Expanded the transit evaluation to include transit vendor/operator data

Recommended Changes for FY2002

- Develop placement rate and vehicle trip factor (VTR) factor from regional ridematching database placement survey
- Establish transit pass user prior mode and placement rate from transit pass user survey
- Establish vanpool rider prior mode and placement rate from vanpool rider survey
- Implement a pilot program to survey employees at randomly selected partner employer worksites
- Use regional transportation survey to estimate number of commuters who have switched to alternative mode for any trips during past year for Georgia EPD's State Implementation Plan attainment estimate

SECTION 8 – Summary of "Top Down" Evaluation Approach

Overview of Top Down Approach

This section summarizes the recommended methodology for measuring the regional emission reduction target provided in the Georgia EPD State Implementation Plan (SIP). This is the "top down" approach to measuring overall changes in travel behavior due to all voluntary programs and other factors and then estimating emission reductions from these changes.

It is important to understand that the methodology be able to measure *change* in commuting behavior so as to assess a reduction in trips (by switching from SOV to alternative modes), VMT and emissions. In order to measure change, some type of comparison is necessary (before/after, projected versus actual, etc). The evaluation will not assess causality for any commuter that has switched from an SOV mode to a non-SOV mode and will take credit for all switches. EPD and EPA have stated the need to take the broadest credit for any change in commute or non-commute behavior, but to be careful how those changes are measured.

The approach can be summarized as determining, via a regional transportation survey, the number and proportion of all commuters that have switched from driving alone to non-SOV modes and compare these to participation targets (and therefore VMT and emission reduction targets) set out in Appendix XXV of the SIP.

<u>SIP Credit Targets</u>

To understand the focus of the top down evaluation, it is useful to understand how the SIP targets were established. EPD has established (in Appendix XXV) several performance targets related to the SIP credit being claimed for the voluntary program:

- Reduce NO_x by 4.28 tons per day ("typical summer day")
- Reduce VMT by 4,421,487.61
- Involve 132,645 CAC (formerly PSG) employees as active participants using non-SOV commute modes
- Involve 14,739 non-CAC commuters as active participants using non-SOV modes

These performance targets assume a 20% active participation rate among CAC employees, meaning that 663,225 of the region's employees need to be included in the CAC program and use a commute alternative. It also assumes a "collateral" participation level among non-CAC commuters of 10%. Discussions with EPD on 09/12/01 confirmed that the 132,645 active CAC participants (and 14,739 non-CAC commuters) have to be NEW participants to equate to VMT

and emission reduction in the evaluation (not all alternative mode participants). This means that the participants will have had to switch from driving alone to an alternative mode.

Performance Measures

The evaluation will need to calculate several performance measures. The measures include the number of CAC and non-CAC employees/commuters participating (switching from SOV) and the emission reductions (NO_x) and VMT reduction resulting from this participation. The emission reductions will then need to be compared against the SIP target for participation.

Basic Method for Calculating Emission and VMT Reduction

The top down method involves determining the number and percent of new active participants in non-SOV modes by CAC and non-CAC employees via a regional survey. This analysis would mirror the calculations made in Appendix XXV to work backwards from participation to VMT to NOx emissions. This would be accomplished thusly:

1. A regional survey of commuters could identify CAC-member commuters and non-CAC commuters that are using a non-SOV mode (or all shifters if the regional transportation survey can not identify the respondent works for an employer partner). The participants' prior mode would be assessed to identify new participants that had switched from driving alone. Respondents using alternative modes would be asked if they were using a different mode before this; what the prior mode was; and when they switched. In essence, this becomes a before/after evaluation using retrospective survey questions. The percentage from the survey of each group switching to an alternative mode, in other words NEW active participants (targets = 20% and 10% respectively or all "switchers") would be applied to the population of all workers to determine the number of NEW participants in the region.

2. The regional survey might also pick-up changes in travel mode for non-commute trips. To the extent this is possible in the survey, these NEW non-commute participants could be counted as well.

3. The total number of NEW participants in non-SOV modes will be multiplied by the assumed average round trip length to determine VMT reduction.

4. VMT reduction will be applied to NO_x emission factors to determine total daily reductions.

5. The NO_x reductions derived from steps 1-3 will be compared to the target set in the SIP (Appendix XXV) for the voluntary mobile source emission reduction program to assess target vs. actual VMT and emission reductions.

A key issue with the top-down evaluation is determining switches to alternative modes in an annual survey. Since the baseline is officially 1990 (from the emissions inventory) *most* people will have made many switches since then. Therefore, the survey should ask respondents who are

currently using an alternative mode "How did you typically travel to work/school before you started (carpooling, vanpooling, riding the train, riding the bus, bicycling, walking or teleworking)?" Commuters who switched from driving alone to a current alternative mode will be counted. Trips for people who are new to the region and are using an alternative also will be counted, applying the same prior mode proportions as long-time Atlanta commuters. This seems to be a good compromise between counting all alternative mode users (given 19% are already doing so) and setting an arbitrary date for when to count the shift. (Since the 2000 RTP mode split is 19% non-SOV, the region should expect to find close to 20% non-SOV already commuting at most worksites).

Appendix XXV calculation presumes every new participant reduced an entire vehicle trip. However, shifts from SOV to a 2-person carpool, for example, result in partial trip reduction (1/2 of a one-way trip for each commuter). The top down evaluation should account for carpool and vanpool occupancy in the trip and VMT reduction assessment. To do so, commuters' current mode and previous mode will be assessed. The evaluation will count for four types of mode shifts:

- Shift from SOV to transit, walk or bicycle will be credited with a full trip reduced.
- Shift from SOV to ridesharing will be credited with a portion of a trip based on the average occupancy (from the survey or ARC numbers) of the ridesharing mode (carpool or vanpool)
- Shift from ridesharing to transit, walk or bicycle will be credited with a portion of the trip based on average occupancy.
- Shifts to telework or alternative work arrangements should be credited with a portion of the trip reduced based on the prior mode (SOV or rideshare) and the portion of days per week they telework or have the day off.

Shifts from transit, walk or bicycle to ridesharing will not be credited with any trip reduction. Likewise, shifts from any alternative mode to SOV will not be credited. In these last two cases, it is not recommended that the evaluation add trips and net the results (i.e., diminishing any overall reductions by those who switched back to SOV).

SECTION 9 - Evaluation Responsibilities

Many organizations will be expected to play a role in the overall evaluation, in funding, setting policy, providing services, performing the evaluation, and/or reporting results. Reporting responsibilities are as follows:

- **Framework Partners** (CAC Media Campaign, CAC Public, CAC Private, TMAs) report activity log and contact records data via the Atlanta TDM Framework website, support the distribution and collection of various surveys, and establish performance targets
- **ARC Commute Connections** provides database contact information and mode split to the measurement team
- **MARTA and CCT** and other transit providers as they come on line provide pass sales information
- **Douglas County Rideshare, Georgia Building Authority, and Metro Vanpool** and other vanpool providers as they come on line provide rider information
- **Measurement team** facilitates performance target development, conducts data collection, and prepares annual evaluation with travel and emission reduction findings and qualitative information by mode and partner program and service
- **Measurement team** prepares 2002 SIP attainment assessment
- **GDOT** prepares annual CMAQ report for FHWA
- **EPD** reports on progress toward fulfillment of VMT and emission reduction targets for SIP credit in 2003

Framework Partner Activity logs and Contact Records is the data collection element that will require the greatest amount of effort from Framework partners, including the Clean Air Campaign media campaign and public and private employer outreach programs. Most Framework partner programs provided similar activity log and contact record data at the close of federal fiscal year 2001 (FY2001, Phase Two), although not through a formal reporting process. The measurement team is largely responsible for the remaining data collection elements, although each data collection tool will require some level of Framework partner coordination and support.

Specifically, the measurement team will be responsible for designing, implementing, and analyzing all survey data collection instruments. Framework partners will be asked to comment on the design and implementation of these surveys. In some instances, the measurement team will need Framework partners assist with distribution and collection of surveys. The

measurement team also will be responsible for collecting transit and vanpool vendor and operator data.

Another important component of the overall evaluation process is establishing performance targets. Under Phase Two of the research and measurement program, the measurement team provided partner programs information on preferred performance measures for which targets need to be set and the necessary factors to consider when setting targets. The performance measures will closely follow the performance measure continuum and data being collected via the data collection instruments. The measurement team will assist Framework partner programs in establishing reasonable but challenging targets for these performance measures during the FY2002 evaluation year.

Figure 4 shows data collection responsibilities, including the responsible organization for existing and future data sources.

Figure 4 - DATA COLLECTION RESPONSIBILITIES

Data Collection Tools	Organizations/Responsibilities						
	Commute Connections	CAC Media Campaign	CAC Employer Outreach Programs	TMAs	Transit Operators	Vanpool Vendors	Measurement Team
Existing/Enhanced Sources							
Regional Transportation Survey							Conduct/ Analyze
Employer Self-Reports			Collect from employers	Collect from employers			Compile/ Analyze
Contact Logs and Activity Records		Collect and report	Collect and report	Collect and report			Compile/ Analyze
Regional Ridematch Database	Maintain	Generate Applications	Submit applications	Submit applications			Analyze
Regional Ridematching Validation Survey	Conduct/ Analyze						Analyze
Clean Air Initiative Database							Analyze
New Sources							
Business Leader Survey							Conduct/ Analyze
Employee Travel Survey			Assist with distribution	Assist with distribution			
Regional Ridematching Placement Survey	Provide DB contact information						Conduct/ Analyze
Follow-up Surveys and Contacts	Conduct/ Report data		Conduct/ Report data	Conduct/ Report data			
Discount Transit Pass Use Survey			Assist with distribution	Assist with distribution	Assist with distribution		Prepare/ Distribute/ Analyze
Vanpool Rider Survey			Assist with distribution	Assist with distribution		Assist with distribution	Prepare/ Distribute/ Analyze
Operator/Vendor Reports (transit and vanpool)					Report data	Report data	Compile/ Analyze

SECTION 10 – Phased Evaluation Elements

The evaluation plan is designed to phase in certain data collection tools to establish the "preferred approach." Elements of this evolving approach are listed below.

FY2001

- Enhance evaluation and establish evaluation plan and protocol
- Minimize employer self-reporting without validation
- Focus evaluation on performance measure continuum
- Focus travel and emission impacts on Atlanta TDM Framework programs and services (not Framework partners) and on alternative modes
- Establish placement rate and VTR factor from application and validation data in regional ridematching database
- Begin reporting "new," "retained," and "continued" alternative mode users
- Begin to collect information on employer incidence of Alternative Work Arrangements (telework and compressed work weeks)
- Collect transit and vanpool operator data
- Conduct business leader survey to assess employers' awareness and attitudes
- Conduct regional transportation survey to assess regional awareness, attitudes and trends in alternative mode activity
- Conduct a preliminary assessment for the SIP measurement using the December 2001 regional transportation survey (test new questions for SIP measurement in the December survey)
- Lay groundwork for setting realistic performance targets

FY2002

- Refine evaluation plan based on experience in FY2001 and FY2002
- Conduct regional transportation survey
- Conduct business leader survey
- Framework partners begin reporting activity logs and contact record information via the Atlanta TDM Framework website
- Conduct regional ridematching placement survey to derive placement rates for each mode and VTR factor
- Conduct discount transit pass user survey

- Conduct vanpool rider survey
- Conduct pilot evaluation project (employee travel survey for a subset of employer partners)
- Refine method for measuring impact of alternative work arrangements (telework and compressed work weeks)
- Establish evaluation program for new programs and services that come on line during the year
- Assist Framework partners in setting realistic but challenging performance measure targets
- Assess preliminary SIP attainment using FY2002 regional transportation survey

FY2003

- Replicate 2002 evaluation process and refine process, where needed
- Refine placement rates and VTR factors for each program or service
- Conduct official assessment of SIP attainment using FY2003 regional transportation survey

Figure 5 summarizes the schedule for existing and planning data collection activities.

Figure 5 – DATA COLLECTION SCHEDULE – 2000-2004

Potential Information Sources/Tools	Implementation Schedule				
	Base Year (2000)	2001	2002	2003	2004
Existing Sources/Tools					
· Regional Ridematching Database	X	X	X	X	X
· Regional Ridematching Validation Survey	X	X	X	X	X
· CAC Public and Private Employer Self-Reports	X	X	X	X	X
· EPA CAI Program Employer Self-Reports		X			
· Partner Self-Reports	X				
· Regional Transportation Tracking Survey (400 respondents)	X				
Revised Sources/Tools					
· Replace Partner Self-Reports w/ Framework Program Activity Logs and Contact Records		X	X	X	X
· Replace Regional Tracking Survey w/ Regional Transportation Survey (1,500 resp.)		X	X	X	X
New Sources/Tools					
· Business Leader Survey		X	X	X	X
· Discount Transit Pass User Survey			X	X	X
· Vanpool Rider Survey			X	X	X
· Operator/Vendor Reports		X	X	X	X
· Regional Ridematching Placement Survey			X	X	X
· Follow-up Surveys and Contacts		X	X	X	X
· Employee Travel Survey (Pilot in FY2002)			X	X	X

Appendix 3-2-A – Performance Measure Continuum Descriptions

- **Awareness**
- **Attitudes**
- **Participation**
- **Satisfaction**
- **Utilization**
- **Impacts**

Awareness

Contributing Activities:

- Print and broadcast media campaigns
- Brochures and other information materials
- Commuter, employer and property manager workshops and seminars
- Calls and meetings with employer and property managers
- Community meetings on transportation topics
- Other outreach to employer and property managers and commuters.

Awareness Measures – Awareness of:

- Messages – Do commuters remember marketing messages disseminated through the media campaign and Partners' public outreach activities?

  1 – Percentage of commuters with unaided and aided recall of marketing messages (Regional Transportation Survey)

- Alternative Mode Solutions – Are commuters aware of available alternative modes?

  2 – Percentage of commuters who know about carpooling, vanpooling, transit, teleworking, alternative work schedules, and bike/walk (Regional Transportation Survey)

- Partner Resources/Services – Do commuters, employers and property managers know that Framework partner program offers commute information resources/assistance services? Do they know what services are available?

  3 – Percentage of commuters who know about Framework partner program services: e.g., carpool and vanpool ridematching, transit schedule/route information, transit subsidies, GRH, vanpool management/operation/subsidies, parking punch cards for commuters who use alternative modes, parking shuttles, workshops and seminars, Commuter Club (Regional Transportation Survey)

  4 – Percentage of employer and property managers/property owners and managers that know about Framework partner program services: e.g., carpool and vanpool ridematching, transit schedule/route information, transit subsidies, GRH, vanpool management/operation/subsidies, parking punch cards for commuters who use alternative modes, parking shuttles, workshops and seminars, Commuter Club, and TDM program coordination and consultation (Business Leader Survey)

- Employer and Property Manager Resources/Services – Do commuters know about services offered by their employer and property managers?

5 - Percentage of commuters who are aware of employer and property manager-provided TDM services (Regional Transportation Survey, Business Leader Survey)

- Resource/Service Outlets – Are commuters, employers and property managers aware of the locations of information and service/assistance outlets to access resources and services? If they want information/assistance, where would they look for it? How would they prefer to get information/assistance?

6– Percentage of commuters who know how to access Framework partner program services: 1-87-RIDEFIND, 1-877-CLEANAIR, CAC and partner websites, and partner commuter fairs and seminars (Regional Transportation Survey)

7 – Percentage of employer and property managers/property owners and managers who know how to access Framework partner program services (Business Leader Survey)

Attitudes

Contributing Activities:

- Print and broadcast media campaigns
- Brochures and other information materials
- Commuter, employer and property manager workshops and seminars
- Calls and meetings with employers and property managers
- Community meetings on transportation topics
- Other outreach to employers, property managers and commuters

Attitude Measures – Attitudes toward:

- Problems/Issues – Do commuters believe that transportation and air quality problems exist in the Atlanta region and that the problems are related to use of SOVs for commuting?

  1 - Percentage of commuters who consider transportation, congestion, and air quality problems to be serious or very serious problems in the Atlanta region, relative to other social issues OR commuters' average rating of "seriousness" of these problems (Regional Transportation Survey)

  2 - Percentage of commuters who associate transportation/congestion/air quality problems with use of SOVs for commuting (Regional Transportation Survey)

- Alternative Mode Solutions – What impressions and opinions do commuters have of alternative modes that are available to them? How likely would they be to try various alternatives if they were available?

  3 – Percentage of commuters who have positive attitudes about carpooling, vanpooling, transit, teleworking, alternative work schedules, and bike/walk (Regional Transportation Survey)

  4 – Percentage of commuters who would be willing to try carpooling, vanpooling, transit, teleworking, alternative work schedules, and bike/walk for commuting (Regional Transportation Survey)

- Partner Resources/Services – Do commuters, employers and property managers believe that the services offered by the Framework partner programs are needed and useful to commuters? Have they considered using Framework partner program services, even if they did not actually use them?

  5 – Percentage of commuters who believe Framework partner program services are likely to be valuable to themselves and to others and who believe the services should be available to commuters (Regional Transportation Survey)

  6 – Percentage of commuters who have considered using these services (Regional Transportation Survey)

7 – Number of employer and property managers who considered contacting a Framework partner program for assistance (Business Leader Survey)

- Employer and Property Manager Resources/Services – Do commuters value the services offered by their employers and property managers?

8 – Percentage of commuters who believe employer and property manager TDM services are likely to be valuable to themselves and to others (Regional Transportation Survey)

9 – Percentage of commuters who have considered using employer and property manager-provided TDM services (Regional Transportation Survey)

Participation

Contributing Activities:

- Framework partner program information phone numbers and websites
- Transportation fairs and workshops
- Media campaign
- Direct outreach to commuters, employers and property managers
- TDM program coordination and consultation with employers and property managers

Participation Measures – Contacts Framework partner programs have with commuters, employer and property managers and the use of program services:

- Contacts with commuters, employer and property managers – How many commuters, employers and property managers contact Framework partner programs to obtain information and assistance? How many commuters, employers and property managers are exposed to Framework partner programs and alternative modes through commuter, employer and property manager outreach efforts.

  1 – Number of calls made by commuters to information telephone and internet resources – 1-87-RIDEFIND, 1-877-CLEANAIR, CAC and Framework partner program websites (Framework Partner Activity Logs and Contact Records)

  2 – Number of calls made by employer and property managers to Framework partner programs for information or assistance (Framework Partner Activity Logs and Contact Records)

  3 – Number of commuters exposed to Framework partner programs through commuter fairs and seminars (attendees) (Framework Partner Activity Logs and Contact Records)

- Participation in Partner assistance services – How many commuters, employers and property managers participate in Framework partner program assistance services?

  4 – Number of commuters who register for/use Framework partner program services – ridematching, transit schedule/route information, transit subsidies, GRH, vanpool management/operation/subsidies, parking punch cards for commuters who use alternative modes, workshops and seminars, and Commuter Club (Framework Partner Activity Logs and Contact Records)

  5 – Number of employer and property managers that request/receive assistance from Framework partner programs to implement TDM strategies (Framework Partner Activity Logs and Contact Records)

  6 – Total number of employer and property managers that implement TDM services and number of employees at these worksites (Business Leader Survey)

  7 – Number of employer and property managers that implement various levels of TDM services (including TW, AWS) with the assistance of Framework partner programs and

number of employees at these worksites (Framework Partner Activity Logs and Contact Records)

- Participation in Employer and Property Manager Resources/Services – Do commuters use the services offered by their employer and property managers?

  8 – Percentage and number of commuters who have used various TDM services provided by employer and property managers (Regional Transportation Survey)

Satisfaction

Contributing Activities:

- Regular review of customer service satisfaction
- Service user follow-up surveys
- Attention to customer complaints and suggestions
- Modifications to services for enhanced quality

I. **Satisfaction Measures** – Degree to which services meet customer needs and expectations.

- Commuters' satisfaction with availability and quality of the service – How pleased were commuters with various aspects of the services they received? What aspects of the services were rated as excellent or very good? Were some services rated less positively than others? What aspects of the services did commuters feel could be improved?

  1 – Percentage of service users that rated various services as excellent or very good overall (Commuter user follow-up contacts/surveys)

  2 – Percentage of service users that desired improvements to certain service features (e.g., assistance response time, number of/convenience of pass outlets, accuracy of commute information provided, number of ridematches, quality of ridematches, ridematch "fit" with travel patterns, response time for GRH taxi (Commuter user follow-up contacts/surveys)

- Employers and property managers/property owners and managers' satisfaction with quality of the service – How pleased were employers and property managers with various aspects of the services they received? What aspects of the services were rated as excellent or very good? Were some services rated less positively than others? What aspects of the services did employer and property managers feel could be improved?

  3 – Percentage of employers and property managers/property managers that rated services as excellent or very good overall (Employer and property manager follow-up contacts/survey)

  4 – Percentage of employer and property managers that desired improvements to certain service features (e.g., response time, amount or accuracy of assistance provided, availability of follow-up assistance) (Employer and property manager follow-up contacts/survey)

- Commuters' Satisfaction with Employer and Property Manager Resources/Services –

  5 – Percentage of commuters who are satisfied with the TDM services provided by employers and property managers (Regional Transportation Survey)

6 – Percentage of commuters who want services that are not provided by their employer and property manager (Regional Transportation Survey)

Program Utilization

Contributing Activities:

- Framework partner program information phone numbers and websites
- Transportation fairs and workshops
- Media campaign
- Community meetings on transportation topics
- Direct outreach to commuters, employers and property managers,
- TDM program coordination and consultation with employers and property managers

Contributing Services:

- Carpool and vanpool ridematching
- Transit schedule/route information
- Transit subsidies
- GRH
- Vanpool management/operation
- Vanpool subsidies
- Parking punch cards for commuters who use alternative modes
- Shuttle services
- Workshops and seminars
- Commuter Clubs
- Advocacy for enhanced transit service and facilities
- Advocacy for pedestrian improvements

Utilization Measures – Commuters shifting to an alternative mode, on either a trial or continued basis, as a result of contact with a Framework partner program:

- Framework Partner Program Service Mode Split and Placement Rates – How many commuters who use Framework partner program services use alternative modes for commuting? How many shifted to alternative modes after obtaining services from the Framework partner program?

  1 – Percentage of commuters in the regional rideshare database who use alternative modes (carpool, vanpool, transit, bike/walk) for their commute to work (mode split) (Regional Ridematching Validation Survey)

  2 – Percentage of commuters who started using a new alternative modes or increased their use of alternative modes after receiving a matchlist (placement rate) (Regional Ridematching Placement Survey)

3 – Percentage of commuters who buy transit passes who use alternative modes (carpool, vanpool, transit, bike/walk) for their commute to work (mode split) (Transit Pass User Survey)

4 – Percentage of commuters who buy transit passes who stated using alternative modes or increased their use of alternative modes after starting to buy passes (placement rate). (Transit Pass User Survey)

5 – Non-database mode split (carpool, transit, bike/walk, TW, AWS) (Regional Transportation Survey)

6 – Ridership/passengers using Partner-sponsored shuttle service (Framework Partner Activity Logs and Contact Records)

- Partner Self-Reports Mode Split – How many commuters at worksites sites covered under Partner self-reports use alternative modes for commuting?

7 – Percentage of commuters at Partner self-report worksites who use alternative modes (carpool, vanpool, transit, bike/walk) for their commute to work (mode split) (Framework Partner Activity Logs and Contact Records)

- Number of Telework and AWS Employees – How many commuters who work at worksites participating in Framework partner programs telework or use an alternative work schedule?

8 – Percentage of commuters at Partner worksites who telework (Regional Transportation Survey, Framework Partner Activity Logs and Contact Records)

9 – Percentage of commuters at Partner worksites who work an AWS (Regional Transportation Survey, Framework Partner Activity Logs and Contact Records)

10 – Percentage of regional commuters who telework (Regional Transportation Survey)

11 – Percentage of regional commuters who work an AWS (Regional Transportation Survey)

- Regional Mode Split – How many commuters in the general population use alternative modes for commuting?

12 – Percentage of commuters in the population at large who use alternative modes (carpool, vanpool, transit, TW, AWS, bike/walk) for their commute to work (mode split) (Regional Transportation Survey)

Travel and Emission Impacts

Contributing Activities:

- Framework partner program information phone numbers and websites
- Transportation fairs and workshops
- Media campaign
- Community meetings on transportation topics
- Direct outreach to commuters, employers and property managers,
- TDM program coordination and consultation with employers and property managers

Contributing Services:

- Carpool and vanpool ridematching
- Transit schedule/route information
- Transit subsidies
- GRH
- Vanpool management/operation
- Vanpool subsidies
- Parking punch cards for commuters who use alternative modes
- Shuttle services
- Workshops and seminars
- Commuter Clubs
- Advocacy for enhanced transit service and facilities
- Advocacy for pedestrian improvements.

Impact Measures – Impact measures report the travel, air quality, energy, and cost savings benefits of the commuter programs implemented

- Alternative Mode Placements – How many commuters were placed in alternative modes as a result of Framework partner program activities? How many commuters continued using alternative modes as a result of Framework partner program activities?

  1 – Number of alternative mode placements (new and retained)

- Vehicle Trips and VMT Reduced – How many vehicle trips and VMT are reduced by shifts to alternative modes as a result of Framework partner program activities?

  2 – Number of vehicle trips reduced by Framework partner program activities (new and total)

  3 – Number of VMT reduced by Framework partner program activities (new and total)

- Emissions Reduced – How many tons of emissions are reduced by shifts to alternative modes as a result of Framework partner program activities?

4 – Tons of NOx reduced by Framework partner program activities (new and total)

5 – Tons of VOC reduced by Framework partner program activities (new and total)

- Program Cost-Effectiveness – What funding was expended by Framework partner programs to obtain a unit of benefit? Were some program activities more cost-effective than others?

  6 – Cost per vehicle trip reduced

  7 – Cost per VMT reduced

  8 – Cost per ton of emission reduced

  9 – Cost per pound of emission reduced

- Energy and Consumer Cost Savings – What amount of energy was saved as a result of shifts to alternative modes? How much did commuters save in travel costs as a result of shifts to alternative modes?

  10 – Gallons of gasoline saved

  11 – Commuter cost saved

Other Information/Data Collected

- Commute distance (Regional Transportation Survey, Regional Ridematching Database Placement Survey, Transit Pass User Survey, Vanpool Rider Survey)
- Access modes and distance to alternative mode meeting points (Regional Transportation Survey, Regional Ridematching Database Placement Survey, Transit Pass User Survey, Vanpool Rider Survey)
- Duration of alternative mode use (trial use) (Regional Transportation Survey, Regional Ridematching Database Placement Survey, Transit Pass User Survey, Vanpool Rider Survey)
- Mode changes and prior mode for commuters who made a change (Regional Transportation Survey, Regional Ridematching Database Placement Survey, Transit Pass User Survey, Vanpool Rider Survey)
- Average regional fleet fuel efficiency (Regional data)
- Average regional cost per mile driven (Regional data)

Appendix 3-2-B – Performance Target Setting Guidance

- **Steps and Considerations**
- **Factors to Consider**
- **Sample Target Activities Form**

Steps and Considerations in Setting Performance Targets

Basic steps

1) Review individual Framework partner and overall regional goals

2) Examine last year's performance

3) Identify any year-to-year trends – trending generally up or down?

4) Identify any changes in the organization, the service area, or external factors that could affect performance

5) Determine if changes in these factors could improve or hinder performance

6) Estimate how much performance will change as a result of these factors

7) Examine any new services (objectives, target markets, marketing strategies, etc.)

8) Estimate likely participation in/use of new services and relationship to performance measures

9) Estimate new year's targets

Factors to Consider in Setting Performance Targets

Internal Changes	Possible Impact on Future Performance: Improve Performance	Possible Impact on Future Performance: Hinder Performance
Organizational		
Staff changes	Hiring new staff Hiring staff with new skills/expertise	Reducing staff overall Losing staff with special skills/expertise
Resource changes	New service funding New operations funding	Reduced service funding Reduced operations funding

External Changes	Possible Impact on Future Performance: Improve Performance	Possible Impact on Future Performance: Hinder Performance
Service Area/Target Markets		
Service area	Expand area/new area	Reduce area
Employment	New employers in the area Employers adding staff Commercial/office park development closing	Large employers moving out of area Employers downsizing New commercial/office park development opening
Residential	New residential development	
Transportation Infrastructure/Facilities		
Transit service	New bus/shuttle service starting	Bus/shuttle service eliminated
Other facilities	HOV lanes opening Bike lanes opening New P&R lots opening	HOV lanes eliminated Bike lanes eliminated P&R lots full or closing New roads opening
Other External Factors		
Economic factors	Gas/fuel prices rising Transit fares reduced Economic boom	Gas/fuel prices falling Transit fares rising Economic slow-down
Traffic	Congestion worsening Road construction will disrupt traffic	Congestion easing

	Possible Impact on Future Performance	
Program Changes	**Improve Performance**	**Hinder Performance**
Marketing/outreach	Expanding regional media campaign	Reducing regional media campaign
	Expanding local outreach	Reducing local outreach
Assistance/incentives	New regional/local commute incentives	Regional/local incentives eliminated
	New support services (e.g., GRH)	Existing support services eliminated
	Enhancing access to existing services	Restricting access to existing services
	Starting or expanding pilot program	Pilot program ended and not renewed

SAMPLE TARGET ACTIVITIES

Activity *	2000	2001	2002
Commuter Participation Data			
Ridematch applications			
Commuters in database (seeking match or other services, e.g., GRH)			
Discount transit passes sold			
Website hits/visitors/sessions			
800# or information line calls			
Commuters attending transportation fairs/promotional events			
Commuters participating in seminars/educational programs			
Commuters participating in employee meetings			
GRH registrants			
Employer/Property Manager Participation Data			
New and existing clients (employers, property managers,			
Implementing carpool programs			
Implementing vanpool programs			
Implementing transit programs			
Implementing telework programs			
Implementing compresses work week programs			
Utilization/Impact Data			
Placement rate			
Shuttle riders			
Contributing Activities			
Seminars/educational programs			
Client meetings			
Other:			

* Not all activities apply to all Framework partner programs, therefore, not all partners will track activities. Additionally, some partners might set targets for other performance measures that are not included above.

Appendix 3-2-C – 2001 Impact Methodologies

Components:

- Regional Ridematching and GRH
- Sponsored Vanpools
- Employer Based Discount Transit Pass Programs
- Other Program-Assisted Mode Use (Employer Self-Reports: CAC Public and Clean Air Initiative) – Carpool, Vanpool, and Transit Assistance
- Other Program-Assisted Mode Use (Employer Self-Reports: CAC Public and Clean Air Initiative) - CWW (Compressed Work Week) Assistance
- Other Program-Assisted Mode Use (Employer Self-Reports: CAC Public and Clean Air Initiative) - Telework (TW) Assistance
- Employer Partner Worksite Share of Region – CWW (Compressed Work Week) Assistance (excluding employer self-reports)
- Employer Partner Worksite Share of Region – Telework (TW) Assistance (excluding employer self-reports)

<u>List of Acronyms:</u>
CP = Carpool
CWW = Compressed Work Week
DB= Regional Ridematching Database
SOV= Single Occupancy Vehicle
TR = Transit
TW = Telework
VMT = Vehicle Miles Traveled
VT = Vehicle Trip
VTR = Vehicle Trip Factor

Impact Methodology - Regional Ridematching and GRH

<u>2001 Calculation Steps</u>

(CP, VP, TR Estimate)

1.	Estimate commuter population base	=	Regional Ridematch DB Registrants
2.	Identify current mode	=	Identify current usual commute mode for surveyed DB registrants (new usual mode from 2001 validation survey)
3.	Identify previous mode	=	Identify application usual commute mode for surveyed DB registrants (original usual mode from 2001 application)
4.	Calculate new placement rates (CP, VP, TR)	=	Proportion of DB registrants who shifted to an alt mode (current mode different from original mode)
5.	Calculate retained placement rates (CP, VP, TR)	=	Proportion of DB registrants who maintained an alt mode (current mode same as original mode)
6.	Estimate number of "placements"		
	New placements	=	Population base x new placement rate
	Retained placements	=	Population base x retained placement rate
	Total placements	=	New placements + retained placements
7.	Estimate new VTR factor average	=	For each new placement group, calculate current weekly (one-way) vehicle trips and previous average weekly vehicle trips. Since only "usual mode" is reported, assume modes would be used five days per week. Calculate net average change in weekly VT and divide by 5 to estimate daily VT reduced by each new placement.
8.	Estimate retained VTR factor	=	For each retained placement group, calculate current average weekly (one-way) vehicle trips and "likely" average weekly vehicle trips in the absence of partner program services. Assume "likely" mode would mirror the mode split of all DB registrants at the time of application (original usual mode from 2001 application). Since only "usual mode" is reported,

assume modes would be used five days per week. Calculate net change in weekly VT and divide by 5 to estimate daily VT reduced by each retained placement.

9. Estimate vehicle trips (VT) reduced

New VT reduced	=	New placements x VTR factor
Retained VT reduced	=	Retained placements x VTR factor
Total vehicle trips reduced	=	New VT reduced + Retained VT reduced

10. Estimate VMT reduced

New VMT reduced	=	New VT reduced x average trip length (from DB)
Retained VMT reduced	=	Retained VT reduced x average trip length (from DB)
Total VMT reduced =		New VMT reduced + Retained VMT reduced

11. Estimate "adjusted VT"	=	Total reduced - SOV access trips
12. Estimate "adjusted VMT"	=	Total VMT reduced – SOV access VMT
13. Estimate emissions reduced	=	VMT reduced x "running" emission factors

Impact Methodology – Sponsored Vanpools

<u>2001 Calculation Steps</u>

(VP Estimate)

1. Estimate population base	=	Vanpoolers reported on vendor reports.
2. Estimate total VP placement	=	Population base (The population base for this service is comprised completely of vanpoolers, thus it also represents the number of total vanpool placements for this service. Placement rates are not calculated for this service)
3. Estimate new VP percentage	=	Identify year vanpool started (vendor reports). Define new VP passengers as those who are in vans started in 2001. Divide "new VP" passengers by total passengers to estimate new VP percentage.
4. Estimate new placements	=	Total vanpool placements x new VP percentage
5. Estimate retained placements	=	Total vanpool placements – new placements
6. Estimate VTR factors (new and retained)	=	Assume VTR factors are the same as for regional ridematching database VP
7. Estimate VT reduced		
New VT reduced	=	New placements x new VTR factor
Retained VT reduced	=	Retained placements x retained VTR factor
Total VT reduced	=	New VT reduced + retained VT reduced
8. Estimate VMT reduced		
New VMT reduced	=	New VT reduced x average trip length (vendors)
Retained VMT reduced	=	Retained VT reduced x average trip length (vendors)
Total VMT reduced	=	New VMT reduced + retained VMT reduced
9. Estimate "adjusted VT"	=	Total VT reduced – SOV access trips
10. Estimate "adjusted VMT"	=	Total VMT reduced – SOV access VMT
11. Estimate emissions reduced	=	VMT reduced x "running" emission factors

Impact Methodology - Employer Based Discount Transit Pass Programs

<u>2001 Calculation Steps</u>

(TR Estimate)

1. Estimate population base	=	Total annual passes sold divided by 12 months per year (Since passes are issued monthly, this estimates number of commuters who were using a pass on any given day time.)
2. Estimate total transit placements	=	Population base (The population base for this service is comprised completely of transit riders, thus it also represents the number of total transit placements for this service. Placement rates are not calculated for this service.)
3. Estimate new transit percentage	=	Proportion of surveyed users who made a shift to transit (i.e., did not use transit before receiving transit pass, 1999/2000 MARTA Partnership (MARTA) Survey Q5)
4. Estimate retained transit percentage		=Proportion of transit users who used transit before receiving pass (MARTA Survey Q5) and who are not transit dependent (as estimated from MARTA data)
5. Estimate continued percentage	=	Proportion of transit users considered to be transit dependent (could not have gotten to work any other way) (MARTA Quality of Life Survey)
6. Estimate number of placements		
New placements	=	Total transit placements x new transit percentage
Retained placements	=	Total transit placements x retained transit percentage
Total placements	=	new placements + retained placements
7. Estimate new VTR factor	=	For new placements, estimate average current weekly (one-way) commute vehicle trips (MARTA Survey Q3 on current mode split). To estimate previous VT, assume respondents' previous modes mirrored regional DB mode split (normalized to remove transit share) and calculate average previous weekly VT. For

		both current and previous cases, assume modes are/were used 5 days per week. Calculate net average VT reduction.
8. Estimate retained VTR factor	=	For retained placements, estimate average current weekly (one-way) commute vehicle trips (May 2000 MARTA Quality of Service Survey Q5, MARTA Survey Q3). To estimate likely VT without pass, assume respondents' modes would regional ridematching DB mode split (normalized to remove transit share, which is assumed to be counted in transit dependent share). Calculate weekly average VT without pass. Assume both current and likely "usual modes" are/were used 5 days per week. Calculate net average VT reduction.
9. Estimate continued VTR factor	=	Zero, due to no actual or effective mode change
10. Estimate VT reduced		
New VT reduced	=	New placements x new VTR factor
Retained VT reduced	=	Retained placements x new VTR factor
Total VT reduced	=	New VT reduced + Retained VT reduced
11. Estimate VMT reduced		
New VMT reduced	=	New VT reduced x average trip length
Retained VMT reduced	=	Retained VT reduced x average trip length
Total VMT reduced	=	New VMT reduced + Retained VMT reduced
12. Estimate "adjusted VT"	=	Total VT reduced - SOV access trips
13. Estimate "adjusted VMT"	=	Total VMT reduced – SOV access VMT
14. Estimate emissions reduced	=	VMT reduced x "running" emission factors

Impact Methodology – Other Program-Assisted Mode Use (Employer Self-Reports: CAC Public and Clean Air Initiative) – Carpool, Vanpool, and Transit

<u>2001 Calculation Steps</u>

(CP, VP, TR Estimate)

1. Estimate partner commuter base = For each partner program, determine total number of employees covered by programs supporting CP, VP, and/or TR (from employer self-reports).

2. Estimate partner alt mode users (Total alt mode users) = Multiply total partner base x mode splits from partner self-reports

3. Estimate previous alt mode users = Assume mode split before programs were implemented mirrored regional mode split (from regional survey). Multiply total partner base by regional mode split to estimate number of commuters previously using each mode.

4. Estimate new partner placements = Subtract previous mode users from current mode users

5. Estimate retained partner placements = Total partner alt mode users – new placements

6. Estimate placement rates
   New placement rate = New placements divided by partner commuter base
   Retained placement rate = Retained placements divided by partner commuter base

7. Estimate VTR factors (new)
   New VTR factors
   Carpool, vanpool, transit = Assume all new placements were previously driving alone
   Retained VTR factors
   Carpool = Assume VTR factor same as for regional ridematching DB
   Vanpool = Assume VTR factor same as for regional ridematching DB
   Transit = Assume VTR factor same as for regional ridematching DB

8. Estimate vehicle trips (VT) reduced
   New VT reduced = New placements x VTR factor

Retained VT reduced	=	Retained placements x VTR factor
Total VT reduced	=	New VT reduced + retained VT reduced

9. Estimate VMT reduced

New VMT reduced	=	New VT x average commute distance (regional survey)
Retained VMT reduced	=	Retained VT x ave. commute distance (regional survey)
Total VMT reduced	=	New VMT reduced + retained VMT reduced

9. Estimate "adjusted VT"	=	Total VT reduced - SOV access trips
10. Estimate "adjusted VMT"	=	Total VMT reduced – SOV access VMT
11. Estimate emissions reduced	=	VMT reduced x "running" emission factors

Impact Methodology – Other Program-Assisted Mode Use (Employer Self-Reports: CAC Public and Clean Air Initiative) - CWW (Compressed Work Week) Assistance

<u>2001 Calculation Steps</u>

1. Estimate total commuter base	=	Commuters covered by reports
2. Estimate total CWW days off/wk		
CAI reports	=	Divide CWW person days/yr (reported) by 52
CAC reports	=	Multiply reported CWW mode split by commuters represented to obtain CWW commuters on a given day. Multiply by five to estimate number of commute days off per week (assumes no commuters have more than one CWW day off per week)

All remaining steps are the same for CAI and CAC from this point

3. Estimate CWW placements	=	Divide weekly CWW days off by the average CWW days off per week per CWW employee to account for 9/80 days (1 day off per week for 4/40 CWW and 0.5 for 9/80 CWW, assume 4/40 is 67% and 9/80 is 33% of total CWW).
4. Estimate CWW placement rate	=	CWW commuters divided by total commuters
5. Distribute CWW by schedule		
4/40 CWW commuters	=	Total CWW x 4/40 percentage
9/80 CWW commuters	=	Total CWW x 9/80 percentage
6. Estimate current VT trips by CWW		=Assume CWW commuters' mode split mirrors regional mode split on non-CWW days. Multiply 4/40 and 9/80 CWW commuters by mode split percentages and by average VT per week for the mode, removing one day of travel for 4/40 commuters and 0.5 day for 9/80).
7. Estimate "likely" VT without CWW		=Assume commuters' mode split would mirror the reported mode split on non-CWW days. Multiply CWW commuters by mode split, assuming five-day travel week.
8. Estimate total VT reduced	=	Current VT (with CWW) – likely VT (w/out CWW)

9. Estimate VTR factor	=	Total VT reduced divided by total CWW commuters
10. Estimate new/retained placements	=	Assume distribution of new and retained is the same as for other partner CWW.
New	=	Multiply "new" percentage by total CWW placements
Retained	=	Total partner CWW placements – new CWW placements
11. Estimate VT reduced		
New VT reduced	=	New placements x VTR factor
Retained VT reduced	=	Retained placements x VTR factor
12. Estimate VMT reduced		
New VMT reduced	=	New VT x average commute distance (ARC regional transportation model)
Retained VMT reduced	=	Retained VT x average commute distance (ARC regional transportation model)
Total VMT reduced	=	New VMT reduced + retained VMT reduced

Note: No adjustment for SOV access, as CWW equals no trip made

13. Estimate emission reduced	=	VMT reduced x "running" emission factors

Impact Methodology – Other Program-Assisted Mode Use (Employer Self-Reports: CAC Public and Clean Air Initiative) - Telework (TW) Assistance

<u>2001 Calculation Steps</u>

1. Estimate total commuter base	=	Commuters covered by reports
2. Estimate total CWW days off/wk		
CAI reports	=	Divide TW person days/yr (reported) by 52
CAC reports	=	Multiply reported TW mode split by covered commuters to obtain TW commuters on a given day. Multiply by five to estimate number of commute days off per week

All remaining steps are the same for CAI and CAC from this point

3. Estimate TW placements	=	Divide weekly TW days off by the average TW days off per week per TW employee (from regional survey) to account for some TWs working more than one TW day per week
4. Estimate TW placement rate	=	TW commuters divided by total commuters.
5. Estimate current VT trips by TW	=	Assume TW commuters' mode split mirrors regional mode split on non-TW days. Estimate weekly trips on non-TW days for each mode (number of non-TW days x number of daily trips for the mode). Multiply TW placements x mode split percentages and by the adjusted VT per week for the mode.
6. Estimate "likely" VT without TW	=	Assume commuter's mode split would mirror the regional mode split. Multiply TW commuters by mode split, assuming a five-day travel week.
7. Estimate regional VT reduced	=	Current VT (with TW) – likely VT (w/out TW)
8. Estimate VTR factor	=	Total VT reduced divided by total TW commuters
9. Estimate new/retained placements	=	Assume distribution of new and retained is the same as for other partner TW.
New	=	Multiply "new" percentage by total TW placements
Retained	=	Total partner TW placements – new TW placements

10. Estimate VT reduced (partner)

New VT reduced	=	New placements x VTR factor
Retained VT reduced	=	Retained placements x VTR factor

11. Estimate VMT reduced

New VMT reduced	=	New VT x average commute distance (regional survey)
Retained VMT reduced	=	Retained VT x average commute distance (regional survey)
Total VMT reduced	=	New VMT reduced + retained VMT reduced

Note: No adjustment for SOV access, as TW equals no trip made

12. Estimate emission reduced	=	VMT reduced x “running” emission factors

Impact Methodology – Employer Partner Worksite Share of Region – CWW (Compressed Work Week) Assistance (excluding employer self-reports)

2001 Calculation Steps

1. Estimate regional CWW days off per week	=	Multiply daily CWW mode split percentage (from regional survey) by total regional commuters to determine number of CWW commuters on a given day. Multiply by five to estimate number of commute days off per week (assumes no commuters have more than one CWW day off per week)
2. Estimate CWW placements	=	Divide weekly CWW days off by the average CWW days off per week per CWW employee to account for 9/80 days (1 day off per week for 4/40 CWW and 0.5 day for 9/80 CWW, assume 4/40 is 67% and 9/80 is 33% of total CWW).
3. Estimate CWW placement rate	=	CWW commuters divided by total commuters.
4. Distribute CWW by schedule		
4/40 CWW commuters	=	Total CWW x 4/40 percentage
9/80 CWW commuters	=	Total CWW x 9/80 percentage
5. Estimate current VT trips by CWW		=Assume CWW commuters' mode split mirrors regional mode split on non-CWW days. Multiply 4/40 and 9/80 CWW commuters by mode split percentages and by average VT per week for the mode, removing one day of travel for 4/40 commuters and 0.5 day for 9/80).
6. Estimate "likely" VT without CWW		=Assume commuters' mode split would mirror the regional mode split on non-CWW days. Multiply CWW commuters by mode split, assuming five-day travel week.
7. Estimate regional VT reduced	=	Current VT (with CWW) – likely VT (w/out CWW)
8. Estimate VTR factor	=	Total VT reduced divided by total CWW commuters
9. Estimate partner CWW base	=	For each partner program, determine total number of employee at worksites with CWW programs (partner reports).

10. Estimate total partner CWW	=	Multiply partner base x regional CWW placement rate placements
11. Estimate new partner placements	=	Identify year employers started CWW programs (partner report). Divide number of employees at worksites with new programs by total employees to estimate proportion of partner employees covered by new CWW programs. Multiply new percentage by CWW partner placement
12. Estimate retained partner placements	=	Total partner CWW placements – new CWW placements

13. Estimate VT reduced (partner)

New VT reduced	=	New placements x VTR factor
Retained VT reduced	=	Retained placements x VTR factor

14. Estimate VMT reduced

New VMT reduced	=	New VT x average commute distance (ARC regional transportation model)
Retained VMT reduced	=	Retained VT x average commute distance (ARC regional transportation model)
Total VMT reduced	=	New VMT reduced + retained VMT reduced

Note: No adjustment for SOV access, as CWW equals no trip made

15. Estimate emission reduced	=	VMT reduced x “running” emission factors

Impact Methodology – Employer Partner Worksite Share of Region – Telework (TW) Assistance (excluding employer self-reports)

2001 Calculation Steps

1. Estimate regional TW days off per week	=	Multiply daily TW mode split percentage (from regional survey) by total regional commuters to determine number of TW commuters on a given day. Multiply by five to estimate number of commute days off per week
2. Estimate TW placements	=	Divide weekly TW days off by the average TW days off per week per TW employee (from regional survey) to account for some TWs working more than one TW day per week
3. Estimate TW placement rate	=	TW commuters divided by total commuters.
4. Estimate current VT trips by TW commuters	=	Assume TW commuters' mode split mirrors regional mode split on non-TW days. Estimate weekly trips on non-TW days for each mode (number of non-TW days x number of daily trips for the mode). Multiply TW placements x mode split percentages and by the adjusted VT per week for the mode.
5. Estimate "likely" VT without TW	=	Assume commuters' mode split would mirror the regional mode split on non-TW days. Multiply TW commuters by mode split, assuming a five-day travel week.
6. Estimate regional VT reduced	=	Current VT (with TW) – likely VT (w/out TW)
7. Estimate VTR factor	=	Total VT reduced divided by total TW commuters
8. Estimate partner TW base	=	For each partner program, determine total number of employee at worksites with TW programs (partner reports).
9. Estimate total partner TW placements	=	Multiply partner base x regional TW placement rate
10. Estimate new partner placements	=	Identify year employers started TW programs (partner report). Divide number of employees at

worksites with new programs by total employees to estimate proportion of partner employees covered by new TW programs. Multiply new percentage by TW partner placement.

11. Estimate retained partner placements = Total partner TW placements – new TW placements

12. Estimate VT reduced (partner)

New VT reduced	=	New placements x VTR factor
Retained VT reduced	=	Retained placements x VTR factor

13. Estimate VMT reduced

New VMT reduced	=	New VT x average commute distance (ARC regional transportation model)
Retained VMT reduced	=	Retained VT x average commute distance ((ARC regional transportation model)
Total VMT reduced	=	New VMT reduced + retained VMT reduced

Note: No adjustment for SOV access, as TW equals no trip made

14. Estimate emission reduced = VMT reduced x “running” emission factors

Appendix 3-2-D – 2002 Recommended Impact Methodologies

- Regional Ridematching and GRH
- Sponsored Vanpools
- Employer Based Discount Transit Pass Programs
- Other Program-Assisted Mode Use (Employer Self-Reports: CAC Public and Clean Air Initiative) – Carpool, Vanpool, and Transit Assistance)
- Other Program-Assisted Mode Use (Employer Self-Reports: CAC Public and Clean Air Initiative) - CWW (Compressed Work Week) Assistance)
- Other Program-Assisted Mode Use (Employer Self-Reports: CAC Public and Clean Air Initiative) - Telework (TW) Assistance
- Employer Partner Worksite Share of Region – CWW (Compressed Work Week) Assistance (excluding employer self-reports)
- Employer Partner Worksite Share of Region – Telework (TW) Assistance (excluding employer self-reports)

<u>List of Acronyms:</u>
CP = Carpool
CWW = Compressed Work Week
DB= Regional Ridematching Database
SOV= Single Occupancy Vehicle
TR = Transit
TW = Telework
VMT = Vehicle Miles Traveled
VT = Vehicle Trip
VTR = Vehicle Trip Factor

Impact Methodology - Regional Ridematching and GRH

<u>2002 Calculation Steps</u>

(CP, VP, TR Estimate)

1. Estimate commuter population base		=Regional Rideshare DB Registrants
2. Identify current mode	=	Identify current commute mode by day for surveyed sample of DB registrant (question on new placement survey)
3. Identify "changers"	=	Identify current alt mode users who made a travel change to alt mode, increased use of alt mode, or changed pool occupancy within the past year (placement survey)
4. Identify "retained users"	=	Identify current alt mode users who did not make a change, but who said that CC's services were important to their remaining in their current alt mode (placement survey)
5. Identify "continued users"	=	Identify current alt mode users who did not make a change and who said they would have stayed in these alt modes, regardless of the availability of CC's service (placement survey)
6. Estimate new placement rate (CP, VP, TR)	=	Proportion of surveyed DB registrants who made a travel change to an alt mode within the past year
7. Estimate retained placement rate (CP, VP, TR)	=	Proportion of surveyed DB registrants who were "retained" in alt modes through CC services
8. Estimate continued placement rate (CP, VP, TR)	=	Proportion of surveyed DB registrants who continued in alt modes but for whom CC services were not important to their commute decisions
9. Estimate number of "placements"		
New placements	=	Population base x new placement rate
Retained placements	=	Population base x retained placement rate
Continued placements	=	Population base x continued placement rate
Total placements	=	New placements + retained placements + continued placements

10. Identify previous mode	=	For new placements, identify previous commute mode by day (placement survey)
11. Identify "likely" other mode	=	For retained placements, identify the alt modes they would use in absence of CC services (placement survey)
12. Estimate new VTR factor	=	For each new placement, calculate current and previous weekly (one-way) vehicle trips. Calculate net change in weekly VT. Sum net change for total placements and divide by 5 to estimate daily vehicle trips reduced by each placement
13. Estimate retained VTR factor	=	For each retained placement, calculate current and likely weekly (one-way) vehicle trips. Calculate net avoided loss in weekly VT. Sum avoided loss for total placements and divide by 5 to estimate daily vehicle trips reduced by each placement

Note: Continued VTR = 0 due to no actual or effective mode change

14. Estimate VT reduced		
New VT reduced	=	New placements x new VTR factor
Retained VT reduced	=	Retained placements x retained VTR factor
Total VT reduced	=	New VT reduced + retained VT reduced
15. Estimate VMT reduced		
New VMT reduced	=	New vehicle trips reduced x average trip length (from DB)
Retained VMT reduced	=	Retained vehicle trips reduced x average trip length
Total VMT reduced	=	New VMT reduced + retained VMT reduced
16. Estimate "adjusted VMT"	=	(New VMT reduced + retained VMT reduced) – SOV access VMT
17. Estimate emissions reduced	=	Adjusted VMT x emission factor

Impact Methodology – Sponsored Vanpools

<u>2002 Calculation Steps</u>

(VP Estimate)

1. Estimate vanpool base (Total VP users)	=	Vanpool passengers (vendor reports)
2. Identify "changers"	=	Identify current vanpoolers who shifted to VP or increased their use of VP within the past year (vanpool riders survey)
3. Identify "retained users"	=	Identify current vanpoolers who were vanpooling more than one year ago, but who said that the sponsored VP program was important to their remaining in VP (VP survey)
4. Identify "continued users"	=	Identify current vanpoolers who were vanpooling more than one year ago and who said they would have stayed in VP, regardless of the availability of the sponsored VP program (VP survey)
5. Estimate new VP percentage	=	New vanpoolers ("changers") divided by total surveyed VP passengers
6. Estimate retained VP percentage	=	Retained vanpoolers ("retained users") divided by total surveyed VP passengers
7. Estimate continued VP percentage	=	100% - new VP percentage – retained VP percentage
8. Estimate number of "placements"		
New placements	=	Population base x new VP percentage
Retained placements	=	Population base x retained VP percentage
Continued placements	=	Population base x continued VP percentage
Total placements	=	New placements + retained placements + continued placements
9. Identify previous mode	=	For new placements ("changers"), identify previous commute mode by day (VP survey)
10. Identify "likely" other mode	=	For retained placements, identify the alt modes they would use in absence of the sponsored VP program (VP survey)

11. Estimate new VTR factor	=	For each new placement, calculate current and previous weekly (one-way) vehicle trips. Calculate net change in weekly VT. Sum net change for total placements and divide by 5 to estimate daily vehicle trips reduced by each placement
12. Estimate retained VTR factor	=	For each retained placement, calculate current and likely weekly (one-way) vehicle trips. Calculate net avoided loss in weekly VT. Sum avoided loss for total placements and divide by 5 to estimate daily vehicle trips reduced by each placement

Note: Continued VTR = 0 due to no actual or effective mode change

13. Estimate VT reduced		
New VT reduced	=	New placements x new VTR factor
Retained VT reduced	=	Retained placements x retained VTR factor
Total VT reduced	=	New VT reduced + retained VT reduced
14. Estimate VMT reduced		
New VMT reduced	=	New VT reduced x average trip length (vendors)
Retained VMT reduced	=	Retained VT reduced x average trip length (vendors)
Total VMT reduced	=	New VMT reduced + retained VMT reduced
15. Estimate "adjusted VMT"	=	(New VMT reduced + retained VMT reduced) – SOV access VMT
16. Estimate emission reduced	=	Adjusted VMT reduced x emission factor

Impact Methodology – Employer Based Transit Programs

<u>2002 Calculation Steps</u>

(TR Estimate)

1. Estimate commuter population base		=Total annual passes sold divided by 12 months per year (Since passes are issued monthly, this estimates number of commuters who were using a pass on any given day time)
2. Identify current mode user	=	Identify current commute mode by day for surveyed (new question on transit pass user (TPU) survey)
3. Identify "changers"	=	Identify current transit users who started using transit or increased their use of transit after receiving the pass (within the past year) (TPU survey)
4. Identify "retained users"	=	Identify current transit users who were using transit before they received the pass, but who said that the transit pass was important to their remaining in transit
5. Identify "continued users"	=	Identify current transit users who did not make a change and who said they would have stayed in transit, regardless of the availability of the discount pass
6. Estimate new transit percentage	=	Identify current transit users who started using transit or increased their use of transit after receiving the pass (within the past year) (TPU survey). Divide number of surveyed users who shifted to transit or increased use of transit within the past year by the total number of surveyed
7. Estimate retained transit percentage		=Proportion of surveyed transit users who use transit and were using transit (at the same frequency) one year ago and who were "retained" in transit as a result of the pass
8. Estimate continued transit percentage		=Proportion of surveyed transit users who continued in transit, but for whom the pass was not important

		to their commute decisions (= 100% - new transit percentage – retained transit percentage)
9. Estimate number of placements		
New placements	=	Population base x new placement rate
Retained placements	=	Population base x retained placement rate
Continued placements	=	Population base x continued placement rate
Total Placements	=	New placements + retained placements = continued placements
10. Identify previous mode	=	For "changers," identify previous commute mode by day (TPU survey)
11. Identify "likely" other mode	=	For "retained users," identify commute mode they would use if discount pass were not available
12. Estimate new VTR factor	=	For each new placement, calculate current and previous weekly (one-way) vehicle trips. Calculate net change in weekly VT. Sum net change for total placements and divide by 5 to estimate daily vehicle trips reduced by each placement
13. Estimate retained VTR factor	=	For each retained placement, calculate current and likely weekly (one-way) vehicle trips. Calculate net avoided loss in weekly VT. Sum avoided loss for total placements and divide by 5 to estimate daily vehicle trips reduced by each placement

Note: Continued VTR = 0 due to no actual or effective mode change

14. Estimate VT reduced		
New VT reduced	=	New placements x new VTR factor
Retained VT reduced	=	Retained placements x retained VTR factor
Total VT reduced	=	New VT reduced + Retained VT reduced
15. Estimate VMT reduced		
New VMT reduced	=	New VT reduced x average trip length
Retained VMT reduced	=	Retained VT reduced x average trip length
Total VMT reduced	=	New VMT reduced + Retained VMT reduced
16. Estimate "adjusted VMT"	=	(New VMT reduced + retained VMT reduced) – SOV access VMT

17. Estimate emissions reduced = Adjusted VMT reduced x emission factor

Impact Methodology - Other Program-Assisted Mode Use (Employer Self-Reports: CAC Public and Clean Air Initiative) – Carpool, Vanpool, and Transit Assistance

This method assumes that a pilot tracking project is implemented at a sample of participating employer partner worksites. A survey of employees will be conducted at these worksites. Data from the surveys will be used to estimate placement rates and other multiplier factors.

2002 Calculation Steps
(CP, VP, TR Estimate)

1. Estimate population base	=	Total commuters at self-report work sites.
2. Identify current mode (Pilot worksites)	=	Identify current commute mode by day for surveyed employees at pilot worksite (question on employee survey)
3. Identify "changers" (Pilot worksites)	=	Identify surveyed employees who are current alt mode users and who made a travel change to alt mode, increased use of alt mode, or changed pool occupancy within the past year (employee survey)
4. Identify "retained users" (Pilot worksites)	=	Identify surveyed employees who are current alt mode users and who did not make a change, but who said that employer's services were important to their remaining in their current alt mode (employee survey)
5. Identify "continued users" (Pilot worksites)	=	Identify surveyed employees who are current alt mode users and who did not make a change, but who said they would have stayed in these alt modes, regardless of the availability of employer services (employee survey)
6. Estimate new placement rate (CP, VP, TR)	=	Proportion of surveyed employees who made a travel change to an alt mode within the past year
7. Estimate retained placement rate (CP, VP, TR)	=	Proportion of surveyed employees who were "retained" in alt modes through employer services

8. Estimate continued placement rate (CP, VP, TR)	=	Proportion of surveyed employees who continued in alt modes but for whom employer services were not important to their commute decisions

9. Estimate number of "placements"
(All self-report worksites)

New placements	=	Population base x new placement rate
Retained placements	=	Population base x retained placement rate
Continued placements	=	Population base x continued placement rate
Total placements	=	New placements + retained placements + continued placements

10. Identify previous mode (Pilot worksites)	=	For new placements, identify previous commute mode by day (employee survey)
11. Identify "likely" other mode (Pilot worksites)	=	For retained placements, identify the alt modes they would use in absence of employer services (employee survey)
12. Estimate new VTR factor	=	For each new placement, calculate current and previous weekly (one-way) vehicle trips. Calculate net change in weekly VT. Sum net change for total placements and divide by 5 to estimate daily vehicle trips reduced by each placement
13. Estimate retained VTR factor	=	For each retained placement, calculate current and likely weekly (one-way) vehicle trips. Calculate net avoided loss in weekly VT. Sum avoided loss for total placements and divide by 5 to estimate daily vehicle trips reduced by each placement

Note: Continued VTR = 0 due to no actual or effective mode change

14. Estimate vehicle trips (VT) reduced

New VT reduced	=	New placements x new VTR factor
Retained VT reduced	=	Retained placements x retained VTR factor
Total VT reduced	=	New VT reduced + retained VT reduced

15. Estimate VMT reduced

New VMT reduced	=	New VT x average commute distance (employee survey)
Retained VMT reduced	=	Retained VT x average commute distance (employee survey)

Total VMT reduced	=	New VMT reduced + retained VMT reduced
16. Estimate “adjusted VMT”	=	(New VMT reduced + retained VMT reduced) – SOV access VMT (employee survey)
17. Estimate emissions reduced	=	Adjusted VMT reduced x emission factor

Impact Methodology – Other Program-Assisted Mode Use (Employer Self-Reports: CAC Public and Clean Air Initiative) - CWW (Compressed Work Week) Assistance

<u>2002 Calculation Steps</u>

1. Estimate total commuter base = Commuters covered by reports

2. Estimate total CWW days off/wk
   CAI reports = Divide CWW person days/yr (reported) by 52
   CAC reports = Multiply reported CWW mode split by commuters represented to obtain CWW commuters on a given day. Multiply by five to estimate number of commute days off per week (assumes no commuters have more than one CWW day off per week)

All remaining steps are the same for CAI and CAC from this point

3. Estimate CWW placements = Divide weekly CWW days off by the average CWW days off per week per CWW employee to account for 9/80 days (1 day off per week for 4/40 CWW and 0.5 for 9/80 CWW, apply distribution of 4/40 and 9/80 CWW, obtain percentages from regional survey).

4. Estimate CWW placement rate = CWW commuters divided by total commuters

5. Distribute CWW by schedule
   4/40 CWW commuters = Total CWW x 4/40 percentage (from regional survey)
   9/80 CWW commuters = Total CWW x 9/80 percentage (from regional survey)

6. Estimate current VT trips by CWW =Assume CWW commuters' mode split mirrors regional mode split on non-CWW days. Multiply 4/40 and 9/80 CWW commuters by mode split percentages and by average VT per week for the mode, removing one day of travel for 4/40 commuters and 0.5 day for 9/80).

7. Estimate "likely" VT without CWW =Assume commuters' mode split would mirror the reported mode split on non-CWW days. Multiply CWW commuters by mode split, assuming five-day travel week.

8. Estimate total VT reduced = Current VT (with CWW) – likely VT (w/out CWW)

9. Estimate VTR factor	=	Total VT reduced divided by total CWW commuters
10. Estimate new/retained placements	=	Assume distribution of new and retained is the same as for other partner CWW
New	=	Multiply "new" percentage by total CWW placements
Retained	=	Total partner CWW placements – new CWW placements
11. Estimate VT reduced		
New VT reduced	=	New placements x VTR factor
Retained VT reduced	=	Retained placements x VTR factor
12. Estimate VMT reduced		
New VMT reduced	=	New VT x average commute distance (regional survey)
Retained VMT reduced	=	Retained VT x average commute distance (regional survey)
Total VMT reduced	=	New VMT reduced + retained VMT reduced

Note: No adjustment for SOV access, as CWW equals no trip made

13. Estimate emission reduced	=	VMT reduced x emission factor

Impact Methodology – Other Program-Assisted Mode Use (Employer Self-Reports: CAC Public and Clean Air Initiative) - Telework (TW) Assistance

<u>2002 Calculation Steps</u>

1. Estimate total commuter base	=	Commuters covered by reports
2. Estimate total CWW days off/wk		
CAI reports	=	Divide TW person days/yr (reported) by 52
CAC reports	=	Multiply reported TW mode split by covered commuters to obtain TW commuters on a given day. Multiply by five to estimate number of commute days off per week

All remaining steps are the same for CAI and CAC from this point

3. Estimate TW placements	=	Divide weekly TW days off by the average TW days off per week per TW employee (from regional survey) to account for some TWs working more than one TW day per week
4. Estimate TW placement rate	=	TW commuters divided by total commuters.
5. Estimate current VT trips by TW commuters	=	Assume TW commuters' mode split mirrors regional mode split on non-TW days. Estimate weekly trips on non-TW days for each mode (number of non-TW days x number of daily trips for the mode). Multiply TW placements x mode split percentages and by the adjusted VT per week for the mode.
6. Estimate "likely" VT without TW	=	Assume commuter's mode split would mirror the regional mode split. Multiply TW commuters by mode split, assuming a five-day travel week.
7. Estimate regional VT reduced	=	Current VT (with TW) – likely VT (w/out TW)
8. Estimate VTR factor	=	Total VT reduced divided by total TW commuters
9. Estimate new/retained placements	=	Assume distribution of new and retained is the same as for other partner TW.
New	=	Multiply "new" percentage by total TW placements
Retained	=	Total partner TW placements – new TW placements

10. Estimate VT reduced (partner)

New VT reduced	=	New placements x VTR factor
Retained VT reduced	=	Retained placements x VTR factor

11. Estimate VMT reduced

New VMT reduced	=	New VT x average commute distance (regional survey)
Retained VMT reduced	=	Retained VT x average commute distance (regional survey)
Total VMT reduced	=	New VMT reduced + retained VMT reduced

Note: No adjustment for SOV access, as TW equals no trip made

12. Estimate emission reduced	=	VMT reduced x “running” emission factors

Impact Methodology – Employer Partner Worksite Share of Region – CWW (Compressed Work Week) Assistance (excluding employer self-reports)

2002 Calculation Steps

1. Estimate regional CWW days off per week	=	Multiply daily CWW mode split percentage (from regional survey) by total regional commuters to determine number of CWW commuters on a given day. Multiply by five to estimate number of commute days off per week (assumes no commuters have more than one CWW day off per week)
2. Estimate CWW placements	=	Divide weekly CWW days off by the average CWW days off per week per CWW employee to account for 9/80 days (1 day off per week for 4/40 CWW and 0.5 for 9/80 CWW, apply distribution of 4/40 and 9/80 CWW, obtain percentages from regional survey).
3. Estimate CWW placement rate	=	CWW commuters divided by total commuters.
4. Distribute CWW by schedule		
4/40 CWW commuters	=	Total CWW x 4/40 percentage (from regional survey)
9/80 CWW commuters	=	Total CWW x 9/80 percentage (from regional survey)
5. Estimate current VT trips by CWW		=Assume CWW commuters' mode split mirrors regional mode split on non-CWW days. Multiply 4/40 and 9/80 CWW commuters by mode split percentages and by average VT per week for the mode, removing one day of travel for 4/40 commuters and 0.5 day for 9/80).
6. Estimate "likely" VT without CWW		=Assume commuters' mode split would mirror the regional mode split on non-CWW days. Multiply CWW commuters by mode split, assuming five-day travel week.
7. Estimate regional VT reduced	=	Current VT (with CWW) – likely VT (w/out CWW)
8. Estimate VTR factor	=	Total VT reduced divided by total CWW commuters
9. Estimate partner CWW base	=	For each partner program, determine total number of employee at worksites with CWW programs (partner reports).

10. Estimate total partner CWW = Multiply partner base x regional CWW placement rate placements

11. Estimate new partner placements = Identify year employers started CWW programs (partner report). Divide number of employees at worksites with new programs by total employees to estimateproportion of partner employees covered by new CWW programs. Multiply new percentage by CWW partner placement.

12. Estimate retained partner placements=Total partner CWW placements – new CWW placements

13. Estimate VT reduced (partner)
    New VT reduced = New placements x VTR factor
    Retained VT reduced = Retained placements x VTR factor

14. Estimate VMT reduced
    New VMT reduced = New VT x average commute distance (regional survey)
    Retained VMT reduced = Retained VT x average commute distance (regional survey)
    Total VMT reduced = New VMT reduced + retained VMT reduced

Note: No adjustment for SOV access, as CWW equals no trip made

15. Estimate emission reduced = VMT reduced x "running" emission factors

Impact Methodology – Employer Partner Worksite Share of Region – Telework (TW) Assistance (excluding employer self-reports)

2002 Calculation Steps

1. Estimate regional TW days off per week	=	Multiply daily TW mode split percentage (from regional survey) by total regional commuters to determine number of TW commuters on a given day. Multiply by five to estimate number of commute days off per week
2. Estimate TW placements	=	Divide weekly TW days off by the average TW days off per week per TW employee (from regional survey) to account for some TWs working more than one TW day per week
3. Estimate TW placement rate	=	TW commuters divided by total commuters.
4. Estimate current VT trips by TW	=	Assume TW commuters' mode split mirrors regional mode split on non-TW days. Estimate weekly trips on non-TW days for each mode (number of non-TW days x number of daily trips for the mode). Multiply TW placements x mode split percentages and by the adjusted VT per week for the mode.
5. Estimate "likely" VT without TW	=	Assume commuters' mode split would mirror the regional mode split on non-TW days. Multiply TW commuters by mode split, assuming a five-day travel week.
6. Estimate regional VT reduced	=	Current VT (with TW) – likely VT (w/out TW)
7. Estimate VTR factor	=	Total VT reduced divided by total TW commuters
8. Estimate partner TW base	=	For each partner program, determine total number of employee at worksites with TW programs (partner reports).
9. Estimate total partner TW placements	=	Multiply partner base x regional TW placement rate
10. Estimate new partner placements	=	Identify year employers started TW programs (partner report). Divide number of employees at

worksites with new programs by total employees to estimate proportion of partner employees covered by new TW programs. Multiply new percentage by TW partner placement.

11. Estimate retained partner placements= Total partner TW placements – new TW placements

12. Estimate VT reduced (partner)

New VT reduced	=	New placements x VTR factor
Retained VT reduced	=	Retained placements x VTR factor

13. Estimate VMT reduced

New VMT reduced	=	New VT x average commute distance (regional survey)
Retained VMT reduced	=	Retained VT x average commute distance (regional survey)
Total VMT reduced	=	New VMT reduced + retained VMT reduced

Note: No adjustment for SOV access, as TW equals no trip made

14. Estimate emission reduced = VMT reduced x emission factor

Appendix 3-3

Business Leader Survey: Methodology and Findings

CONFIDENTIAL
CONGESTION AND AIR QUALITY BUSINESS STUDY (#7646)
FIELD DATES: October 22 – November 2, 2001
SAMPLE SIZE: 303 businesses in the Atlanta Metro area
MARGIN OF ERROR: ± 5.7 percentage points at the 95% confidence level

COMPANY PROFILE

1. IN TOTAL, how many employees work for your company at all worksites in the Atlanta area?

6%	25 - 49
23%	50 - 99
50%	100 - 499
9%	500 - 999
11%	1,000 or more

---

2. How many worksites does your organization or company have in the Atlanta region?

39%	One site
29%	2-5 sites
11%	6-9 sites
11%	10-25 sites
11%	Over 25 sites
**	Don't know/Refused

[ASKED IF COMPANY HAS MORE THAN ONE WORKSITE IN THE ATLANTA REGION (n=185)]

3. And, how many employees work for your company at YOUR PRIMARY worksite, that is, at the location where you work most often?

1%	Less than 10
12%	24 - 10
14%	25 - 49
23%	50 - 99
39%	100 - 499
6%	500 - 999
3%	1,000 or more
1%	Don't know/Refused

---

4. I’m going to read a list of several types of businesses and would like you to tell me which ONE best describes your organization.

33%	Business or Personal Services
14%	Retail Trade
10%	Manufacturing
7%	Public Administration
5%	Transportation
5%	Wholesale
4%	Banking/Finance
4%	Construction
4%	Insurance
4%	Non-Profit
4%	Education
3%	Real Estate
2%	Public Utilities
1%	Agriculture, Forestry, Fishing
1%	Environmental
2%	Other
1%	Don't know/Refused

---

5. And, which of the following best describes the type of organization you work for:

12%	**TOTAL GOVERNMENT (NET)**
2%	Federal Government
6%	State Government
4%	Local Government
82%	**A Private or Publicly Held Company**
4%	**A Non-Profit Organization**
2%	Don't know/Refused

For the next few questions, I'd like you to answer with YOUR PRIMARY WORKSITE in the Atlanta area in mind. By primary worksite, we mean the location where you work most often. Please think specifically about this worksite and answer the questions with that worksite in mind.

6. Which of the following best describes the town or city where your PRIMARY worksite is located?

11%	Airport (Which includes Hartsfield, College Park and Forest Park)
11%	Downtown (Which includes CNN Center, Federal and State Office Buildings, Georgia State University, the Capitol, 5 Points, Underground and Peachtree Center)
10%	Cumberland (Which includes Galleria, Vinings, Dobbins Air Force Base and Marietta)
10%	Perimeter (Which includes Dunwoody, Sandy Springs and Brookhaven)
8%	Buckhead (Which includes Lenox and Phipps)
8%	Gwinett County/Duluth
6%	Fulton County/Alfreda/Alpharetta
6%	Other Cobb County Locations
5%	Decatur (Which includes Clifton, Emory, Druid Hills, Inman Park, Little 5 Points, Oakhurst and Virginia Highlands)
5%	Town Center (Which includes Kennesaw and Acworth)
3%	DeKalb County/Tucker
3%	Coweta County/Neunan
3%	Midtown (Which includes Georgia Tech and Colony Square)
3%	West Side
3%	Norcrest/Nocross
2%	Roswell
1%	Far North
2%	Other
1%	Don't know/Refused

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7. Does your PRIMARY worksite share a building or corporate industrial park with:

54%	No other companies
11%	1 - 5 other companies
6%	6 - 9 other companies
13%	10 - 25 other companies
12%	More than 25 other companies
4%	Don't know/Refused

---

8. Not including the building or corporate industrial park where your PRIMARY worksite is located, approximately how many other EMPLOYERS are located within two miles of your location?

5%	None
2%	1 – 5
3%	6 – 9
10%	10 – 19
73%	20 or more
8%	Don't know/Refused

---

9. Is there adequate parking for all employees at or near your worksite?

91%	Yes
9%	No

[ASKED IF THERE IS ADEQUATE PARKING FOR ALL EMPLOYEES (n=276)]

9A. And, is the parking available at or near your worksite: paid for by the company, paid for by employees, free of charge, or something else?

83%	Parking is free of charge
8%	Parking is paid by company
7%	Parking is paid by employees
1%	Parking fee is split between company and employee
**	Something else
**	Don't know/Refused

Now, I'd like you to tell me the availability of transit at your PRIMARY work location.

10. Do you have access to MARTA Train at your PRIMARY worksite?

32%	Yes
67%	No
1%	Don't know/Refused

[ASKED IF THEY DO HAVE ACCESS TO MARTA TRAIN (n=96)]

10A. Approximately how far is the nearest MARTA Train from your PRIMARY worksite?

29%	One block or less
19%	More than one block, but less than three
22%	Three blocks, but less than one mile
27%	One mile or more
3%	Don't know/Refused

---

11. Do you have access to MARTA Bus, CCT Bus, or C-TRAN Bus at your PRIMARY worksite?

67%	Yes
32%	No
1%	Don't know/Refused

[ASKED IF THEY DO HAVE ACCESS TO MARTA BUS, CCT BUS, OR C-TRAN BUS (n=203)]

11A. Approximately how far is the nearest MARTA, CCT or C-TRAN Bus Stop from your PRIMARY worksite?

61%	One block or less
14%	More than one block, but less than three
11%	Three blocks, but less than one mile
9%	One mile or more
4%	Don't know/Refused

TRAFFIC CONGESTION / AIR QUALITY AWARENESS & ATTITUDES

12. On a scale of 1 to 10 where 1 means “terrible, couldn’t be worse” and 10 means “terrific, couldn’t be better” how would you rate the Atlanta metropolitan region’s performance on addressing AIR QUALITY ISSUES?

12%	**Top 3 Boxes (8 - 10)**
3%	(10) Terrific
1%	9
7%	8
10%	7
8%	6
36%	5
11%	4
9%	3
6%	2
10%	(1) Terrible
24%	**Bottom 3 Boxes (1 - 3)**
4.9	**Mean**

---

13. To what degree do you feel air quality issues affect your employees? Do they affect them to a great degree, to some degree, very little, or not at all?

67%	**TOTAL HAS AN AFFECT (NET)**
31%	**TOTAL DOESN'T AFFECT (NET)**
16%	Affects to a great degree
51%	Affects to some degree
25%	Affects very little
6%	Does not affect at all
2%	Don't know/Refused

---

14. On a scale of 1 to 10 where 1 means “terrible, couldn’t be worse” and 10 means “terrific, couldn’t be better” how would you rate the Atlanta metropolitan region’s performance on addressing TRAFFIC AND CONGESTION?

8%	**Top 3 Boxes (8 - 10)**
1%	(10) Terrific
2%	9
6%	8
4%	7
4%	6
15%	5
13%	4
17%	3
11%	2
30%	(1) Terrible
57%	**Bottom 3 Boxes (1 - 3)**
3.4	**Mean**

---

15. To what degree do you feel traffic and congestion affect your employees? Do they affect them to a great degree, to some degree, very little, or not at all?

89%	**TOTAL HAS AN AFFECT (NET)**
11%	**TOTAL DOESN'T AFFECT (NET)**
52%	Affects to a great degree
36%	Affects to some degree
9%	Affects very little
2%	Does not affect at all
1%	Don't know/Refused

---

16. Which of these: air quality issues … or … traffic and congestion, have the greatest impact on your business and its daily operations?

3%	Air quality
89%	Traffic and congestion
5%	Both equally
3%	Don't know/Refused

COMMUTE PROGRAM OFFERING/INVOLVEMENT

17. Does your company offer any alternative commute programs, commuter assistance programs, transportation assistance programs, or other incentives to employees?

20%	Yes
80%	No
1%	Don't know/Refused

[ASKED IF COMPANY DOES OFFER ALTERNATIVE COMMUTE PROGRAMS (n=60)]

17A. Can you please describe the programs or incentives your company offers to employees? Do you offer any other commute or transportation programs or incentives?

28%	Subsidies or discount passes for employees who ride transit
27%	Flexible arrival and departure schedules
20%	Teleworking opportunities
18%	Carpool or vanpool matching services
13%	Shuttle services
12%	Compressed or alternative work weeks
10%	Free rides home
8%	Reserved parking spaces for carpools and vanpools
8%	Subsidies for employees who carpool
5%	Tax benefits for transportation costs Commuter Choice
3%	Subsidies for employees who vanpool
5%	Don't know/Refused

[ASKED IF COMPANY DOES NOT OFFER ALTERNATIVE COMMUTE PROGRAMS (n=243)]

17B. Does the building or property manager offer any alternative commute programs, commuter assistance programs, transportation assistance programs, or other incentives to employees of companies in their properties?

4%	Yes
93%	No
4%	Don't know/Refused

[ASKED IF BUILDING OR PROPERTY MANAGER OFFERS ALTERNATIVE COMMUTE PROGRAMS (n=9)]

17C. Can you please describe the programs or incentives that the building or property manager offers? Does the building or property manager offer any other commute or transportation programs or incentives?

33%	Shuttle services
11%	Free rides home
11%	Subsidies or discount passes for employees who ride transit
11%	Teleworking opportunities
11%	Don't know/Refused
22%	Other Programs

Now, I'd like to ask some questions about some specific commute option programs your company may currently offer employees or may be thinking about offering employees in the future. For each program I read, please tell me if you offer it, if you plan to offer it in the next year, if you do not plan to offer the program or if you don't know.

First/Next, I'd like to ask you about …

[ASKED ONLY IF COMPANY SAID THEY DO NOT OFFER FREE RIDES HOME ON AN <u>UNAIDED</u> BASIS (n=297)]

18. Free rides home. Does your company currently offer free rides home to employees who use commute alternatives and who have emergencies during the business day? Do you plan to offer free rides home in the next year?

12%	Yes, currently offer
1%	Plan to offer in the next year
84%	No, do not currently offer
3%	Don't know/Refused

[ASKED IF COMPANY CURRENTLY OFFERS FREE RIDES HOME (n=41)]

18A. Approximately what percentage of your employees currently participate in or take advantage of free rides home?

5%	91% – 100%
--	81% – 90%
--	71% – 80%
--	61% – 70%
--	51% – 60%
5%	41% – 50%
--	31% – 40%
5%	21% – 30%
10%	20% – 11%
49%	10% – 1%
27%	0%
12.5	**Mean**

[ASKED IF COMPANY PLANS TO OFFER FREE RIDES HOME (n=2)]

18B. If you were to offer free rides home, approximately what percentage of your employees would you expect to take advantage of this service?

--	91% – 100%
--	81% – 90%
--	71% – 80%
--	61% – 70%
--	51% – 60%
--	41% – 50%
--	31% – 40%
--	21% – 30%
--	20% – 11%
50%	10% – 1%
50%	0%
0.5	**Mean**

[ASKED ONLY IF COMPANY SAID THEY DO NOT OFFER FLEXIBLE ARRIVAL AND DEPARTURE SCHEDULES ON AN UNAIDED BASIS (n=287)]

19. Flexible arrival and departure schedules. Does your company currently offer flexible arrival and departure schedules to help employees avoid traffic? Do you plan to offer flexible arrival and departure schedules in the next year?

51%	Yes, currently offer
2%	Plan to offer in the next year
46%	No, do not currently offer
2%	Don't know/Refused

[ASKED IF COMPANY CURRENTLY OFFERS FLEXIBLE ARRIVAL AND DEPARTURE SCHEDULES (n=161)]

19A. Approximately what percentage of your employees currently participate in or take advantages of flexible arrival and departure schedules?

19%	91% – 100%
4%	81% – 90%
8%	71% – 80%
2%	61% – 70%
1%	51% – 60%
12%	41% – 50%
4%	31% – 40%
7%	21% – 30%
7%	20% – 11%
31%	10% – 1%
4%	0%
43.8	**Mean**

[ASKED IF COMPANY PLANS TO OFFER FLEXIBLE ARRIVAL AND DEPARTURE SCHEDULES (n=6)]

19B. If you were to offer flexible arrival and departure schedules, approximately what percentage of your employees would you expect to take advantage of this?

--	91% – 100%
--	81% – 90%
--	71% – 80%
--	61% – 70%
17%	51% – 60%
33%	41% – 50%
--	31% – 40%
33%	21% – 30%
--	20% – 11%
17%	10% – 1%
--	0%
36.0	**Mean**

[ASKED ONLY IF COMPANY SAID THEY DO NOT OFFER COMPRESSED OR ALTERNATIVE WORK WEEKS ON AN <u>UNAIDED</u> BASIS (n=296)]

20. Compressed or alternative work weeks. Does your company currently offer compressed or alternative work weeks, for example, an employee could work four 10-hour days? Do you plan to offer compressed or alternative work weeks in the next year?

20%	Yes, currently offer
4%	Plan to offer in the next year
73%	No, do not currently offer
4%	Don't know/Refused

[ASKED IF COMPANY CURRENTLY OFFERS COMPRESSED OR ALTERNATIVE WORK WEEKS (n=65)]

20A. Approximately what percentage of your employees currently participate in or take advantage of compressed or alternative work weeks?

6%	91% – 100%
5%	81% – 90%
3%	71% – 80%
2%	61% – 70%
5%	51% – 60%
9%	41% – 50%
2%	31% – 40%
12%	21% – 30%
5%	20% – 11%
46%	10% – 1%
6%	0%
28.2	**Mean**

[ASKED IF COMPANY PLANS TO OFFER COMPRESSED OR ALTERNATIVE WORK WEEKS (n=11)]

20B. If you were to offer compressed or alternative work weeks to employees, approximately what percentage of your employees would you expect to take advantage of them?

9%	91% – 100%
--	81% – 90%
--	71% – 80%
--	61% – 70%
--	51% – 60%
9%	41% – 50%
--	31% – 40%
27%	21% – 30%
9%	20% – 11%
45%	10% – 1%
--	0%
25.5	**Mean**

[ASKED ONLY IF COMPANY SAID THEY DO NOT OFFER TELEWORKING ON AN <u>UNAIDED</u> BASIS (n=291)]

21. Teleworking. Does your company currently allow employees to telework, either from home or from a teleworking center? Do you plan to offer teleworking opportunities in the next year?

23%	Yes, currently offer
2%	Plan to offer in the next year
73%	No, do not currently offer
2%	Don't know/Refused

[ASKED IF COMPANY CURRENTLY OFFERS TELEWORKING (n=78)]

21A. Approximately what percentage of your employees currently participate in teleworking programs?

--	91% – 100%
1%	81% – 90%
--	71% – 80%
1%	61% – 70%
--	51% – 60%
5%	41% – 50%
1%	31% – 40%
9%	21% – 30%
10%	20% – 11%
67%	10% – 1%
5%	0%
12.6	**Mean**

[ASKED IF COMPANY PLANS TO OFFER TELEWORKING (n=6)]

21B. If you were to offer teleworking programs to employees, approximately what percentage of your employees would you expect to take advantage of it?

--	91% – 100%
--	81% – 90%
--	71% – 80%
--	61% – 70%
--	51% – 60%
17%	41% – 50%
--	31% – 40%
17%	21% – 30%
17%	20% – 11%
50%	10% – 1%
--	0%
20.8	**Mean**

[ASKED ONLY IF COMPANY SAID THEY DO NOT OFFER EMPLOYEE SHUTTLE SERVICES ON AN <u>UNAIDED</u> BASIS (n=295)]

22. Employee shuttle services. Does your company currently offer a shuttle service that employees can take to the nearest transit stop, to the nearest parking structure, or use to run errands during the business day? Do you plan to offer employee shuttle services in the next year?

3%	Yes, currently offer
1%	Plan to offer in the next year
93%	No, do not currently offer
2%	Don't know/Refused

[ASKED IF COMPANY CURRENTLY OFFERS EMPLOYEE SHUTTLE SERVICES (n=18)]

22A. Approximately what percentage of your employees currently participate in or take advantage of employee shuttle services?

--	91% – 100%
--	81% – 90%
--	71% – 80%
--	61% – 70%
--	51% – 60%
--	41% – 50%
--	31% – 40%
6%	21% – 30%
6%	20% – 11%
44%	10% – 1%
44%	0%
3.1	**Mean**

[ASKED IF COMPANY PLANS TO OFFER EMPLOYEE SHUTTLE SERVICES (n=3)]

22B. If you were to offer an employee shuttle service, approximately what percentage of your employees would you expect to take advantage of it?

--	91% – 100%
--	81% – 90%
--	71% – 80%
--	61% – 70%
--	51% – 60%
--	41% – 50%
--	31% – 40%
33%	21% – 30%
33%	20% – 11%
--	10% – 1%
33%	0%
15.0	**Mean**

[ASKED ONLY IF COMPANY SAID THEY DO NOT OFFER RESERVED PARKING FOR CAR AND VANPOOLS ON AN <u>UNAIDED</u> BASIS (n=298)]

23. Reserved parking spaces for car and vanpools. Does your company currently offer reserved parking spaces to employees who car or vanpool? Do you plan to offer reserved parking for car and vanpools in the next year?

8%	Yes, currently offer
1%	Plan to offer in the next year
88%	No, do not currently offer
3%	Don't know/Refused

[ASKED IF COMPANY CURRENTLY OFFERS RESERVED PARKING FOR CAR AND VANPOOLS (n=28)]

23A. Approximately what percentage of your employees currently participate in or take advantage of reserved parking spaces for car and van pools?

4%	91% – 100%
4%	81% – 90%
--	71% – 80%
4%	61% – 70%
--	51% – 60%
7%	41% – 50%
--	31% – 40%
--	21% – 30%
14%	20% – 11%
46%	10% – 1%
21%	0%
16.4	**Mean**

[ASKED IF COMPANY PLANS TO OFFER RESERVED PARKING FOR CAR AND VANPOOLS (n=3)]

23B. If you were to offer reserved parking spaces to employees who participate in car or vanpools, approximately what percentage of your employees would you expect to take advantage of them?

--	91% – 100%
--	81% – 90%
--	71% – 80%
--	61% – 70%
--	51% – 60%
--	41% – 50%
--	31% – 40%
--	21% – 30%
33%	20% – 11%
67%	10% – 1%
--	0%
9.0	**Mean**

[ASKED ONLY IF COMPANY SAID THEY DO NOT OFFER SUBSIDIES TO THOSE WHO CARPOOL ON AN <u>UNAIDED</u> BASIS (n=299)]

24. Carpool subsidies. Does your company currently offer subsidies to employees who carpool? Do you plan to offer carpool subsidies in the next year?

2%	Yes, currently offer
2%	Plan to offer in the next year
92%	No, do not currently offer
4%	Don't know/Refused

[ASKED IF COMPANY CURRENTLY OFFERS SUBSIDIES TO THOSE WHO CARPOOL (n=11)]

24A. Approximately what percentage of your employees currently participate in or take advantage of carpool subsidies in a given month?

--	91% – 100%
--	81% – 90%
--	71% – 80%
--	61% – 70%
--	51% – 60%
--	41% – 50%
9%	31% – 40%
9%	21% – 30%
18%	20% – 11%
55%	10% – 1%
9%	0%
11.5	**Mean**

[ASKED IF COMPANY PLANS TO OFFER SUBSIDIES FOR THOSE WHO CARPOOL (n=5)]

24B. If you were to offer carpool subsidies, approximately what percentage of your employees would you expect to take advantage of them?

--	91% – 100%
--	81% – 90%
--	71% – 80%
--	61% – 70%
--	51% – 60%
40%	41% – 50%
--	31% – 40%
--	21% – 30%
--	20% – 11%
40%	10% – 1%
20%	0%
22.0	**Mean**

[ASKED ONLY IF COMPANY SAID THEY DO NOT OFFER SUBSIDIES TO THOSE WHO VANPOOL ON AN <u>UNAIDED</u> BASIS (n=301)]

25. Vanpool subsidies. Does your company currently offer subsidies to employees who vanpool? Do you plan to offer vanpool subsidies in the next year?

2%	Yes, currently offer
2%	Plan to offer in the next year
92%	No, do not currently offer
4%	Don't know/Refused

[ASKED IF COMPANY CURRENTLY OFFERS SUBSIDIES TO THOSE WHO VANPOOL (n=8)]

25A. Approximately what percentage of your employees currently participate in or take advantage of vanpool subsidies?

--	91% – 100%
--	81% – 90%
--	71% – 80%
--	61% – 70%
--	51% – 60%
--	41% – 50%
--	31% – 40%
--	21% – 30%
--	20% – 11%
63%	10% – 1%
38%	0%
2.9	**Mean**

[ASKED IF COMPANY PLANS TO OFFER SUBSIDIES FOR THOSE WHO VANPOOL (n=5)]

25B. If you were to offer vanpool subsidies, approximately what percentage of your employees would you expect to take advantage of them?

--	91% – 100%
--	81% – 90%
--	71% – 80%
--	61% – 70%
--	51% – 60%
--	41% – 50%
20%	31% – 40%
--	21% – 30%
20%	20% – 11%
40%	10% – 1%
20%	0%
15.0	**Mean**

[ASKED ONLY IF COMPANY SAID THEY DO NOT OFFER TRANSIT SUBSIDIES ON AN <u>UNAIDED</u> BASIS (n=287)]

26. Transit subsidies. Does your company currently offer any subsidies such as discount transit passes to employees who ride transit? Do you plan to offer transit subsidies in the next year?

6%	Yes, currently offer
2%	Plan to offer in the next year
90%	No, do not currently offer
2%	Don't know/Refused

[ASKED IF COMPANY CURRENTLY OFFERS TRANSIT SUBSIDIES (n=33)]

26A. Approximately what percentage of your employees currently participate in or take advantage of transit subsidies such as discount transit passes?

3%	91% – 100%
--	81% – 90%
6%	71% – 80%
--	61% – 70%
3%	51% – 60%
3%	41% – 50%
3%	31% – 40%
18%	21% – 30%
24%	20% – 11%
30%	10% – 1%
9%	0%
22.5	**Mean**

[ASKED IF COMPANY PLANS TO OFFER TRANSIT SUBSIDIES (n=6)]

26B. If you were to offer transit subsidies such as discount passes for employees who use transit, approximately what percentage of your employees would you expect to take advantage of them?

--	91% – 100%
17%	81% – 90%
--	71% – 80%
--	61% – 70%
--	51% – 60%
--	41% – 50%
--	31% – 40%
--	21% – 30%
17%	20% – 11%
50%	10% – 1%
17%	0%
23.3	**Mean**

[ASKED ONLY IF COMPANY SAID THEY DO NOT OFFER CAR OR VANPOOL MATCHING SERVICES ON AN <u>UNAIDED</u> BASIS (n=292)]

27. Car or vanpool matching services. Does your company currently offer matching services to employees who are interested in joining a car or vanpool? Do you plan to offer car or vanpool matching services in the next year?

3%	Yes, currently offer
2%	Plan to offer in the next year
92%	No, do not currently offer
4%	Don't know/Refused

[ASKED IF COMPANY CURRENTLY OFFERS CAR OR VANPOOL MATCHING SERVICES (n=19)]

27A. Approximately what percentage of your employees currently participate in or take advantage of carpool or vanpool matching services?

--	91% – 100%
--	81% – 90%
--	71% – 80%
--	61% – 70%
--	51% – 60%
5%	41% – 50%
5%	31% – 40%
--	21% – 30%
11%	20% – 11%
58%	10% – 1%
21%	0%
8.9	**Mean**

[ASKED IF COMPANY PLANS TO OFFER CAR OR VANPOOL MATCHING SERVICES (n=5)]

27B. If you were to offer carpool or vanpool matching services, approximately what percentage of your employees would you expect to take advantage of this program?

--	91% – 100%
--	81% – 90%
--	71% – 80%
--	61% – 70%
--	51% – 60%
20%	41% – 50%
--	31% – 40%
--	21% – 30%
20%	20% – 11%
60%	10% – 1%
--	0%
18.0	**Mean**

SUMMARY TABLE OF CURRENTLY OFFER

51%	Flexible arrival and departure schedules
23%	Teleworking
20%	Compressed or alternative work weeks
12%	Free rides home
8%	Reserved parking spaces for car and vanpools
6%	Transit subsidies
3%	Employee shuttle services
3%	Car or vanpool matching services
2%	Carpool subsidies
2%	Vanpool subsidies

SUMMARY TABLE OF PLAN TO OFFER

4%	Compressed or alternative work weeks
2%	Flexible arrival and departure schedules
2%	Teleworking
2%	Transit subsidies
2%	Vanpool subsidies
2%	Carpool subsidies
2%	Car or vanpool matching services
1%	Employee shuttle services
1%	Reserved parking spaces for car and vanpools
1%	Free rides home

SUMMARY TABLE OF DON'T CURRENTLY OFFER

92%	Vanpool subsidies
93%	Employee shuttle services
92%	Carpool subsidies
92%	Car or vanpool matching services
90%	Transit subsidies
88%	Reserved parking spaces for car and vanpools
84%	Free rides home
73%	Compressed or alternative work weeks
73%	Teleworking
46%	Flexible arrival and departure schedules

SUMMARY TABLE OF PROGRAMS (AIDED & UNAIDED)

55%	Flexible arrival and departure schedules
28%	Teleworking
25%	Compressed or alternative work weeks
14%	Free rides home
11%	Transit subsidies
10%	Reserved parking spaces for car and vanpools
6%	Employee shuttle services
6%	Car or vanpool matching services
4%	Carpool subsidies
3%	Vanpool subsidies

[ASKED IF COMPANY IS CURRENTLY OFFERING ANY OF THE SERVICES LISTED IN QUESTIONS 18-27 (n=197)]

28. Thinking about the programs and services we have just discussed, did you receive any assistance or help from any organization in establishing or setting up these programs for employees in your company?

11%	Yes
82%	No
7%	Don't know/Don't Remember/Refused

[ASKED IF COMPANY RECEIVED ASSISTANCE FROM ANOTHER ORGANIZATION TO SET UP PROGRAM(S) (n=22)]

28A. What was the name of the organization or organizations who helped you set up programs for your company?

41%	Clean Air Campaign
18%	**TMA (NET)**
5%	Cobb Rides
5%	Midtown Alliance
5%	Perimeter Transportation Collation
5%	BATMA
18%	MARTA
14%	Georgia State Programs
5%	Commute Connection
5%	Matac
9%	**OTHER (NET)**
5%	Can't Remember Name
5%	Other

[ASKED IF COMPANY RECEIVED ASSISTANCE FROM ANOTHER ORGANIZATION TO SET UP PROGRAM(S) (n=22)]

28B. What did this organization do to help you or your company?

32%	Helped establish a ride (carpool or vanpool) matching system
23%	Transit discount sales
9%	Provided marketing materials
9%	Held teleworking seminars and program development
9%	Helped establish vanpool program(s)
9%	Helped develop customized financial incentive programs
9%	Provided bus and rail transit information, including routes and schedules
5%	Held smog season notifications and seminars
5%	Provided posters, brochures or outreach materials
5%	Helped establish parking management programs, such as parking cash outs, parking pricing, preferential parking, etc.
5%	Held staff meetings, orientations, seminars, lunch and learn programs, etc.
5%	Developed a fully customized program for commute information and access to resources
9%	Other
5%	Don't know/Don't remember/Refused

AWARENESS OF CLEAN AIR CAMPAIGN

29. Have you heard of The Clean Air Campaign?

89%	Yes, heard of
10%	No, have not heard of
**	Don't know/Refused

[ASKED IF THEY HAVE HEARD OF THE CLEAN AIR CAMPAIGN (n=271)]

29A. Have you or has someone in your organization been contacted by The Clean Air Campaign?

15%	Yes, contacted
70%	No
15%	Don't know/Refused

[ASKED IF THEY HAVE BEEN CONTACTED BY THE CLEAN AIR CAMPAIGN (n=41)]

29B. Using a scale from 1 to 10, where a rating of “1” means that you are “not at all satisfied” with your experience with the Clean Air Campaign and the information they have provided you, and a rating of “10” means that you are “completely satisfied” with your experience with them and the information they have provided you, how would you rate your level of satisfaction with the Clean Air Campaign?

54%	**Top 3 Boxes (8 - 10)**
20%	(10) Completely Satisfied
20%	9
15%	8
12%	7
2%	6
20%	5
--	4
2%	3
--	2
10%	(1) Not At All Satisfied
12%	**Bottom 3 Boxes (1 - 3)**
7.0	**Mean**

AWARENESS/PARTICIPATION IN SPECIFIC PROGRAMS & SERVICES

Now, I'd like to ask some questions about commute programs and services being offered in the Atlanta area. For each one, please tell me whether you have heard of the program. For those you have heard of, I will ask whether your company has been contacted or has had any interaction with the program or service.

30. Have you heard of the toll-free number: "1-87-RIDEFIND" to call for carpool or vanpool matching services?

67%	Yes, heard of
33%	No, have not heard of
1%	Don't know/Refused

[ASKED IF THEY HAVE HEARD OF "1-87-RIDEFIND" (n=202)]

30A. Have you or has anyone from your organization called or been contacted by 1-87-RIDEFIND to get help with carpool and vanpool matching services?

6%	Yes, called/contacted
79%	No, have not called/been contacted
14%	Don't know/Refused

---

31. Have you heard of The Clean Air Campaign Commute Options Program?

30%	Yes, heard of
69%	No, have not heard of
1%	Don't know/Refused

[ASKED IF THEY HAVE HEARD OF THE CLEAN AIR CAMPAIGN COMMUTE OPTIONS PROGRAM (n=91)]

31A. Have you or has someone in your organization called, requested or received any information from or been contacted by The Clean Air Campaign Commute Options Program?

20%	Yes, have called/requested/received information from
3%	Yes, have been contacted
57%	No, have not called/requested/received information/been contacted
20%	Don't know/Refused

---

32. Have you heard of the Regional Guaranteed Ride Home Program that is managed by Commute Connections?

7%	Yes, heard of
92%	No, have not heard of
1%	Don't know/Refused

[ASKED IF THEY HAVE HEARD OF THE REGIONAL GUARNATEED RIDE HOME PROGRAM (n=20)]

32A. Is your organization currently participating in the Guaranteed Ride Home program managed by Commute Connections, would or are you considering participating in the Guaranteed Ride Home program managed by Commute Connections, or are you not participating in this program?

45%	Yes, currently participating
5%	Would/are considering participation
45%	No, not participating
5%	Don't know/Refused

---

33. Have you heard of the MARTA Partnership Program?

23%	Yes, heard of
75%	No, have not heard of
2%	Don't know/Refused

[ASKED IF THEY HAVE HEARD OF THE MARTA PARTNERSHIP PROGRAM (n=71)]

33A. Is your organization currently participating in the MARTA Partnership Program, would or are you considering participating in the MARTA Partnership Program, or are you not participating in this program?

11%	Yes, currently participating
10%	Would/are considering participation
75%	No, not participating
4%	Don't know/Refused

---

34. Have you heard of Douglas County Rideshare?

14%	Yes, heard of
84%	No, have not heard of
2%	Don't know/Refused

[ASKED IF THEY HAVE HEARD OF DOUGLAS COUNTY RIDESHARE (n=42)]

34A. Is your organization currently participating in Douglas County Rideshare, would or are you considering participating in Douglas County Rideshare, or are you not participating in this program?

5%	Yes, currently participating
5%	Would/are considering participation
71%	No, not participating
19%	Don't know/Refused

---

35. Have you heard of Metro Vanpool?

26%	Yes, heard of
72%	No, have not heard of
1%	Don't know/Refused

[ASKED IF THEY HAVE HEARD OF METRO VANPOOL (n=80)]

35A. Is your organization currently participating in Metro Vanpool, would or are you considering participating in Metro Vanpool, or are you not participating in this program?

3%	Yes, currently participating
5%	Would/are considering participation
88%	No, not participating
5%	Don't know/Refused

---

36. Have you heard of the Georgia Building Authority Vanpool?

10%	Yes, heard of
89%	No, have not heard of
1%	Don't know/Refused

[ASKED IF THEY HAVE HEARD OF THE GEORGIA BUILDING AUTHORITY VANPOOL (n=29)]

36A. Is your organization currently participating in the Georgia Building Authority Vanpool, would or are you considering participating in the Georgia Building Authority Vanpool, or are you not participating in this program?

21%	Yes, currently participating
7%	Would/are considering participation
69%	No, not participating
3%	Don't know/Refused

---

37. Have you heard about "Commuter Choice" federal tax benefits that enable employees to use pre-tax dollars to pay for the cost of using transportation alternatives?

9%	Yes, heard of
89%	No, have not heard of
1%	Don't know/Refused

[ASKED IF THEY HAVE HEARD ABOUT "COMMUTER CHOICE" FEDERAL TAX BENEFITS (n=28)]

37A. Is your organization currently participating in the "Commuter Choice" federal tax benefit program, would or are you considering participating in the "Commuter choice" federal tax benefit program, or are you not participating in this program?

32%	Yes, currently participating
7%	Would/are considering participation
50%	No, not participating
11%	Don't know/Refused

Now, I am going to read you the names of several local organizations. For each organization, I am going to ask you first, whether or not you have heard of the organization and if so, whether that organization has assisted you in the development or implementation of any commute alternative programs at your PRIMARY worksite.

[ASKED ONLY OF RESPONDENTS WORK IN THE BUCKHEAD REGION (n=25)]

38. Have you heard of the Buckhead Area Transportation Management Association, or TMA, sometimes called "BATMA"?

20%	Yes, heard of
76%	No, have not heard of
4%	Don't know/Refused

[ASKED IF THEY HAVE HEARD OF BUCKHEAD AREA TRANSPORTATION MANAGEMENT ASSOCIATION (TMA) (n=5)]

38A. Have you or someone in your organization contacted or been contacted by the Buckhead Area Transportation Management Association or TMA?

20%	Yes, contacted
80%	No

[ASKED IF THEY HAVE BEEN CONTACTED BY BUCKHEAD AREA TRANSPORTATION MANAGEMENT ASSOCIATION (n=1)]

38B. Using a scale from 1 to 10, where a rating of "1" means that you are "not at all satisfied" with your experience with the Buckhead Area Transportation Management Association and the information they have provided you, and a rating of "10" means that you are "completely satisfied" with your experience with them and the information they have provided you, how would you rate your level of satisfaction with the Buckhead Area TMA?

100%	**Top 3 Boxes (8 - 10)**
100%	(10) Completely Satisfied
--	-9
--	-8
--	-7
--	-6
--	-5
--	-4
--	-3
--	-2
--	(1) Not At All Satisfied
--	**Bottom 3 Boxes (1 - 3)**
10.0	**Mean**

[ASKED ONLY OF RESPONDENTS WORK IN THE DECATUR REGION (n=16)]

39. Have you heard of the Clifton Corridor Transportation Management Association, or TMA?

--	Yes, heard of
100%	No, have not heard of

[ASKED IF THEY HAVE HEARD OF CLIFTON CORRIDOR TRANSPORTATION MANAGEMENT ASSOCIATION (TMA) (n=0)]

39A. Have you or someone in your organization contacted or been contacted by the Clifton Corridor Transportation Management Association or TMA?

[ASKED IF THEY HAVE BEEN CONTACTED BY CLIFTON CORRIDOR TRANSPORTATION MANAGEMENT ASSOCIATION (n=0)]

39B. Using a scale from 1 to 10, where a rating of "1" means that you are "not at all satisfied" with your experience with the Clifton Corridor Transportation Management Association and the information they have provided you, and a rating of "10" means that you are "completely satisfied" with your experience with them and the information they have provided you, how would you rate your level of satisfaction with the Clifton Corridor TMA?

[ASKED ONLY OF RESPONDENTS WORK IN OTHER COBB COUNTY LOCATIONS (n=19)]

40. Have you heard of Cobb Rides?

26% Yes, heard of
74% No, have not heard of

[ASKED IF THEY HAVE HEARD OF COBB RIDES (n=5)]

40A. Have you or someone in your organization contacted or been contacted by Cobb Rides?

40% Yes, contacted
60% No

[ASKED IF THEY HAVE BEEN CONTACTED BY COBB RIDES (n=2)]

40B. Using a scale from 1 to 10, where a rating of "1" means that you are "not at all satisfied" with your experience with Cobb Rides and the information they have provided you, and a rating of "10" means that you are "completely satisfied" with your experience with them and the information they have provided you, how would you rate your level of satisfaction with Cobb Rides?

50%	**Top 3 Boxes (8 - 10)**
50%	(10) Completely Satisfied
--	9
--	8
--	7
--	6
--	5
--	4
--	3
--	2
50%	(1) Not At All Satisfied
50%	**Bottom 3 Boxes (1 - 3)**
5.5	**Mean**

[ASKED ONLY OF RESPONDENTS WORK IN THE CUMBERLAND REGION (n=31)]

41. Have you heard of the Cumberland Transportation Network?

29%	Yes, heard of
71%	No, have not heard of

[ASKED IF THEY HAVE HEARD OF THE CUMBERLAND TRANSPORTATION NETWORK (n=9)]

41A. Have you or someone in your organization contacted or been contacted by the Cumberland Transportation Network?

22%	Yes, contacted
67%	No
11%	Don't know/Refused

[ASKED IF THEY HAVE BEEN CONTACTED BY THE CUMBERLAND TRANSPORTATION NETWORK (n=2)]

41B. Using a scale from 1 to 10, where a rating of "1" means that you are "not at all satisfied" with your experience with the Cumberland Transportation Network and the information they have provided you, and a rating of "10" means that you are "completely satisfied" with your experience with them and the information they have provided you, how would you rate your level of satisfaction with the Cumberland Transportation Network?

100%	**Top 3 Boxes (8 - 10)**
--	(10) Completely Satisfied
--	9
100%	8
--	7
--	6
--	5
--	4
--	3
--	2
--	(1) Not At All Satisfied
--	**Bottom 3 Boxes (1 - 3)**
8.0	**Mean**

[ASKED ONLY OF RESPONDENTS WORK IN THE ARIPORT REGION (n=30)]

42. Have you heard of the Hartsfield Area Transportation Management Association, or TMA, sometimes called "HATMA"?

13%	Yes, heard of
78%	No, have not heard of
9%	Don't know/Refused

[ASKED IF THEY HAVE HEARD OF THE HARTSFIELD AREA TRANSPORTATION MANAGEMENT ASSOCIATION OR TMA (n=4)]

42A. Have you or someone in your organization contacted or been contacted by the Hartsfield Area Transportation Management Association or TMA?

--	Yes, contacted
100%	No

[ASKED IF THEY HAVE BEEN CONTACTED BY THE HARTSFIELD AREA TRANSPORTATION MANAGEMENT ASSOCIATION (n=0)]

42B. Using a scale from 1 to 10, where a rating of "1" means that you are "not at all satisfied" with your experience with the Hartsfield Area Transportation Management Association and the information they have provided you, and a rating of "10" means that you are "completely satisfied" with your experience with them and the information they have provided you, how would you rate your level of satisfaction with the Hartsfield Area TMA?

[ASKED ONLY OF RESPONDENTS WORK IN THE MIDTOWN REGION (n=9)]

43. Have you heard of Midtown Transportation Solutions?

22% Yes, heard of
78% No, have not heard of

[ASKED IF THEY HAVE HEARD OF MIDTOWN TRANSPORTATION SOLUTIONS (n=2)]

43A. Have you or someone in your organization contacted or been contacted by Midtown Transportation Solutions?

50% Yes, contacted
50% No

[ASKED IF THEY HAVE BEEN CONTACTED BY MIDTOWN TRANSPORTATION SOLUTIONS (n=1)]

43B. Using a scale from 1 to 10, where a rating of "1" means that you are "not at all satisfied" with your experience with Midtown Transportation Solutions and the information they have provided you, and a rating of "10" means that you are "completely satisfied" with your experience with them and the information they have provided you, how would you rate your level of satisfaction with Midtown Transportation Solutions?

100%	**Top 3 Boxes (8 - 10)**
100%	(10) Completely Satisfied
--	9
--	8
--	7
--	6
--	5
--	4
--	3
--	2
--	(1) Not At All Satisfied
--	**Bottom 3 Boxes (1 - 3)**
10.0	**Mean**

[ASKED ONLY OF RESPONDENTS WORK IN THE PERIMETER REGION (n=29)]

44. Have you heard of the Perimeter Transportation Coalition?

21%	Yes, heard of
79%	No, have not heard of

[ASKED IF THEY HAVE HEARD OF THE PERIMETER TRANSPORTATION COALITION (n=6)]

44A. Have you or someone in your organization contacted or been contacted by the Perimeter Transportation Coalition?

67%	Yes, contacted
33%	No

[ASKED IF THEY HAVE BEEN CONTACTED BY THE PERIMETER TRANSPORTATION COALITION (n=4)]

44B. Using a scale from 1 to 10, where a rating of "1" means that you are "not at all satisfied" with your experience with the Perimeter Transportation Coalition and the information they have provided you, and a rating of "10" means that you are "completely satisfied" with your experience with them and the information they have provided you, how would you rate your level of satisfaction with the Perimeter Transportation Coalition?

75%	**Top 3 Boxes (8 - 10)**
50%	(10) Completely Satisfied
--	9
25%	8
--	7
25%	6
--	5
--	4
--	3
--	2
--	(1) Not At All Satisfied
--	**Bottom 3 Boxes (1 - 3)**
8.5	**Mean**

[ASKED ONLY OF RESPONDENTS WORK IN THE DOWNTOWN REGION (n=31)]

45. Have you heard of Central Atlanta Progress in the Downtown area?

22%	Yes, heard of
75%	No, have not heard of
3%	Don't know/Refused

[ASKED IF THEY HAVE HEARD OF CENTRAL ATLANTA PROGRESS IN THE DOWNTOWN AREA (n=7)]

45A. Have you or someone in your organization contacted or been contacted by Central Atlanta Progress?

14%	Yes, contacted
71%	No
14%	Don't know/Refused

[ASKED IF THEY HAVE BEEN CONTACTED BY CENTRAL ATLANTA PROGRESS IN THE DOWNTOWN AREA (n=1)]

45B. Using a scale from 1 to 10, where a rating of "1" means that you are "not at all satisfied" with your experience with Central Atlanta Progress and the information they have provided you, and a rating of "10" means that you are "completely satisfied" with your experience with them and the information they have provided you, how would you rate your level of satisfaction with Central Atlanta Progress?

100%	**Top 3 Boxes (8 - 10)**
--	(10) Completely Satisfied
--	-9
100%	-8
--	-7
--	-6
--	-5
--	-4
--	-3
--	-2
--	(1) Not At All Satisfied
--	**Bottom 3 Boxes (1 - 3)**
8.0	**Mean**

SUMMARY TABLE OF HEARD OF

89%	The Clean Air Campaign
67%	The toll-free number 1-87-RIDEFIND
30%	The Clean Air Campaign Commute Options Program
29%	Cumberland Transportation Network
26%	COBB Rides
26%	Metro Vanpool
23%	The MARTA Partnership Program
22%	Central Atlanta Progress in the Downtown area
22%	Midtown Transportation Solutions
21%	Perimeter Transportation Coalition
20%	Buckhead Area Transportation Management Association (BATMA)
14%	Douglas County Rideshare
13%	Hartsfield Area Transortation Management Association (HATMA)
10%	The Georgia Building Authority Vanpool
10%	The Georgia Building Authority Vanpool
9%	Commuter Choice federal tax benefits that enable employees to use pre-tax dollars to pay for cost of using transportation alternatives"
9%	Commuter Choice federal tax benefits that enable employees to use pre-tax dollars to pay for cost of using transportation alternatives"
7%	The Regional Guaranteed Ride Home Program that is managed by Commute Connections
7%	The Regional Guaranteed Ride Home Program that is managed by Commute Connections
--	The Clifton Corridor Transportation Management Association, or TMA

SUMMARY TABLE OF HAVEN'T HEARD OF

100%	The Clifton Corridor Transportation Management Association, or TMA
92%	The Regional Guaranteed Ride Home Program that is managed by Commute Connections
89%	The Georgia Building Authority Vanpool
89%	Commuter Choice federal tax benefits that enable employees to use pre-tax dollars to pay for cost of using transportation alternatives"
84%	Douglas County Rideshare
79%	Perimeter Transportation Coalition
78%	Midtown Transportation Solutions
78%	Hartsfield Area Transportation Management Association, or TMA, sometimes called HATMA
76%	The Buckhead Area Transportation Management Associations, or TMA, sometimes called BATMA
75%	The MARTA Partnership Program
75%	Central Atlanta Progress in the Downtown area
74%	COBB Rides
72%	Metro Vanpool
71%	Cumberland Transportation Network
69%	The Clean Air Campaign Commute Options Program
33%	The toll-free number \1-87-RIDEFIND\""
10%	The Clean Air Campaign

[ASKED IF COMPANY DOES NOT CURRENTLY OFFER ANY COMMUTE OPTION PROGRAMS FOR THEIR EMPLOYEES (n=96)]

46. What is the primary reason your organization has not implemented a commute option program for your employees? What is the biggest barrier keeping you from implementing a commute option program?

49%	**EMPLOYEES (NET)**
18%	Employees Are Spread All Over
14%	Live Close By
13%	Work Different Hours
11%	Have Own Transportation
8%	Not Enough Employees
7%	Lack Of Interest
3%	Need To Be Responsible To Get Themselves To Work
3%	Need To Be In The Office
2%	Turnover Rate
1%	It Doesn't Make Sense For The Employees
33%	**DOESN'T FIT OUR BUSINESS (NET)**
18%	Nature Of Business
15%	No Need
3%	Not Beneficial
3%	Small Company
2%	Doesn't Apply To Us
22%	**AVAILALBILITY/ACCESSIBILITY (NET)**
14%	Lack Of Availability/Accessibility
10%	Location
4%	Transportation Comes Right By Our Company
1%	Hours Of Operation
13%	**FINANCIAL (NET)**
6%	Cost
4%	We Can't Afford It
2%	No Incentive
1%	Tax Payers Don't Want More Taxes
11%	**ADMINISTRATIVE ISSUES (NET)**
4%	Scheduling
3%	Hassle For Management
3%	Lack Of Staff To Handle The Program
2%	Administration
2%	Corporate Headquarters Handles These Issues
5%	**INFORMATION (NET)**
5%	Need More Information
1%	Unaware Of Programs
2%	**TIME (NET)**
2%	Don't Have Time

29% OTHER (NET)
7% We Haven't Considered It
6% Unable To Facilitate The Program At This Time
3% Logistics
2% I Have No Control Over It
1% Not A Priority
1% We've Tried It
14% Other
29% Don't Know/Refused

[ASKED IF COMPANY CURRENTLY OFFERS ANY COMMUTE OPTION PROGRAMS FOR THEIR EMPLOYEES (n=207)]

47. What is the one thing that an organization or entity could do to help you expand on or improve upon your current commute option programs?

34% SERVICES/PROGRAMS (NET)
14% Send Brochures/Information
13% Expand Services
4% Flexible Scheduling
3% Offer Bus Services
1% Better Service
** Offer Carpooling Services
11% NOT NEEDED (NET)
5% Would Not Be Beneficial To Employees
4% Don't Need/Have Own Transportation
1% Company Too Small
** Employees Drive To Work
** No Interest
42% OTHER (NET)
27% Nothing
9% Improve Traffic Conditions
4% Employee Discounts
2% Telecommuting
1% Other
** Relocate Office
16% Don't Know/Refused

TO Kevin Shannon

FROM Jean Statler and Mary Ellen Carter

SUBJECT Congestion & Air Quality Business Study: Key Findings

DATE Revised December 4, 2001

Wirthlin Worldwide is pleased to present the Southern Coalition for Advanced Transportation this summary of results from our regional employer survey. This memorandum highlights key findings from a telephone survey among 303 businesses in the Atlanta metro region. The objective of this study was to track Atlanta businesses' awareness of local advertising to encourage alternative commuting options.

Interviews were conducted by Computer Assisted Telephone Interviewing (CATI) during the daytime hours between October 22nd and November 2nd, 2001. Results are projectable to the businesses in the Atlanta metro region within a ± 5.63 percentage point margin of error at a 95 percent confidence level. Any questions regarding these results should be directed to Mary Ellen Carter at (321) 779-1190.

AIR QUALITY /TRAFFIC CONGESTION ASSESSMENT

Traffic and Congestion are significantly more important to employers than air quality issues, and employers perceive that traffic and congestion have a much greater impact on their employees.

- When respondents were asked to rate the Atlanta metropolitan region's performance on air quality, the majority of respondents give a rating of five or below (70%). The overall mean falls directly in the middle at a 4.9 on a ten-point scale.

- While two in three (67%) businesses feel air quality issues have an affect on their employees, most (51%) say it affects employees only to *some degree*. Conversely, among those who said the air quality issues do not have an affect on their employees (31%), one-fourth (25%) feel air quality has *very little affect*.

- The perception of traffic congestion in Atlanta was significantly more negative than views on air quality. On a scale from one to ten, with 1 meaning "terrible, couldn't be worse" and 10 meaning "*terrific, couldn't be better,*" the overall mean is 3.4.

- Nearly six in ten (57%) give the Atlanta metropolitan region's a poor rating (three or below) for performance on addressing traffic and congestion. Moreover, most businesses (89%) feel traffic and congestion have an effect on their employees, with more than half (52%) stating it affects employees a great deal.

- When asked which has a greater impact on their business and its daily operations, traffic and congestion or air quality issues, traffic and congestion ranked overwhelmingly high (89% traffic and congestion, 3% air quality). Five percent (5%) of businesses feel that **both** air quality and traffic and congestion have an equally negative impact on their daily operations.

- We find no correlation in the data between assessments of the region's performance on either air quality or traffic and congestion and a companies likelihood to offer alternative commuting programs to employees.

THE CLEAN AIR CAMPAIGN

There is strong awareness of The Clean Air Campaign among businesses. However, only a few businesses in the region say they have had any contact with the Clean Air Campaign.

- Nearly nine in ten (89%) of all businesses represented in the survey say they have heard of The Clean Air Campaign.

- Only 15% of businesses indicate their organization has been in contact with The Clean Air Campaign.

- Seven in ten (70%) state that The Clean Air Campaign has not contacted their organization.

- Of those who have received communication from The Clean Air Campaign, more than half (54%) give the non-profit organization a rating of eight or above on a ten point scale where 1 means they are *"not at all satisfied"* with The Clean Air Campaign and the information they have provided and a rating of 10 means they are *"extremely satisfied"* with their experience.

PARKING AVAILABILITY

- Fully, 91% of businesses say there is adequate parking for all of their employees at or near their worksite. Only one in ten (9%) state there is not enough parking for all of their employees.

- There are some noteworthy regional differences in parking availability. Most businesses located in Town Center, Perimeter, Decatur, Airport, Cumberland and Other regions of the area offer adequate parking for all employees at or near the worksite. Businesses located Downtown, in Buckhead and in other parts of Cobb County are less likely to have adequate parking for all employees.

- Of those who say there is enough parking for all employees, four in five (83%) say that the parking available at or near their worksite is free of charge. More than one in ten (15%) state parking is either paid for by the company (8%) or employees pay to park (7%).
- Again, there are regional trends in whether business offer paid parking for employees. Most businesses located near the Airport, in Town Center, Perimeter, Cumberland and Other regions of the area pay for employee parking. Roughly seven-in-ten businesses located in Midtown,

Decatur, and in Buckhead offer paid parking for employees. However, less than half of Downtown businesses offer paid parking for employees.

TRANSIT AVAILABILITY

- Only one in three (31%) businesses say they have access to MARTA train at their primary worksite, while nearly seven in ten (67%) have no access to MARTA train at their worksite.

- Businesses located Downtown, in Buckhead, and in Midtown are most likely to have access to MARTA train. There is some access to MARTA train among businesses located in the Perimeter, Decatur and near the Airport. Very few businesses in other regions of the area have access to MARTA train.

- Of those who do have access to the MARTA train, three in ten (29%) state they are really close to a station, with their work location one block or less from a MARTA train stop. In total, 70% of businesses with access to MARTA train say there is a station within one-mile from their workplace. The remaining businesses (27%) say a MARTA train stop is a mile or more away from their primary worksite.

- Atlanta area businesses indicate they have greater access to MARTA, CCT and C-TRAN bus at their primary work location. Nearly seven in ten (67%) state they have access to a bus stop. In fact, at least six-in-ten businesses in all but one region say they have access to the bus at their primary worksites. The one exception is Other (non-defined) regions of the area.

- Three in five (61%) of those with access to a transit bus say the bus stop is within one block or less from their location. In total, 86% of businesses with access to MARTA, CCT or C-TRAN bus say there is a station within one-mile from their workplace. Only one in ten (9%) say the nearest bus stop is one mile or more away.

COMMUTE PROGRAM AWARENESS AND INVOLVEMENT

Businesses are quick to say they do not offer any alternative commute programs or assistance to their employees when asked on an unaided basis.

- Eight in ten (80%) of businesses initially state they do not offer any alternative commute programs, commuter assistance programs, transportation assistance programs or other incentives to their employees when asked the question directly, on an unaided basis.

- Of the 20% who indicate they do offer some type of alternative commute program or commuter assistance programs, those named most frequently include:

  - Transit subsidies 28%
  - Flexible schedules 27%
  - Teleworking 20%
  - Car or Vanpool matching 18%

- Shuttle services 13%
- Compressed work weeks 12%
- Free rides home 10%

- There is little awareness of building or property managers offering commute programs or assistance. Fully 93% of businesses say their building or property managers do not offer alternative commute programs, commuter assistance programs, transportation assistance programs, or other incentives to employees of companies in their properties.

Businesses are much more likely to say they offer commute options and commute programs to their employees when we question them about each program separately, on an aided basis. Overall, 65% of employers claim to offer commute options programs to programs when we ask the question in this way.

- Flexible arrival and departure schedules is the most frequently cited commute option currently available. More than half (51%) of businesses state they currently offer this commute alternative to employees.

- Roughly one-in-five businesses also offer teleworking (23%) and compressed or alternative work weeks (20%) to employees as ways to avoid traffic and congestion.

- Programs that require financial outlays by the company, including subsidies and shuttle services tend to offered by only a very few companies.

- Companies that offer more than one commute alternative program to employees are most likely to offer:
  - Flexible arrival and departure times and telecommuting
  - Flexible arrival and departure times and compressed work weeks
  - Compressed work weeks and teleworking

Among the two-thirds (65%) of businesses who currently offer commute programs, more than eight in ten (82%) state they did not receive assistance or help from any organization in establishing or setting up their programs.

- Among the 11% who say they did receive help, 41% say they got that assistance from the Clean Air Campaign.

- Overall, these findings suggest that there is a great deal that the Clean Air Campaign and other groups can do to assist businesses in the region. Many do not have truly active programs in place and those that do say they haven't had any help in establishing the programs.

Employers in the region tend to underestimate the percentage of employees who would take advantage of or participate in alternative commute programs if offered. In fact, the only programs where employers accurately estimate the interest is in vanpool participation and alternative work schedules.

- Employers indicate that just 16% of employees currently take advantage of reserved parking spaces for car or vanpools, and that if offered, an additional 9% would participate in the program. This compares to 28% of employees who currently have carpooled at least once in the last year and 41% who say they would be likely to carpool if a carpool partner were available.

- Employers indicate that just 9% of employees currently take advantage of car or vanpool matching services, and that if offered, an additional 18% would take advantage of this service. . This compares to 28% of employees who currently have carpooled at least once in the last year and 41% who say they would be likely to carpool if a carpool partner were available.

- Employers indicate that just 12% of employees currently take advantage of carpool subsidies, and that if offered, an additional 22% would take advantage of these subsidies. This compares to 28% of employees who currently have carpooled at least once in the last year and 41% who say they would be likely to carpool if a carpool partner were available.

- Employers indicate that 23% of employees take advantage of discount MARTA passes and that another 23% would take advantage of programs if offered. This compares to 11% of employees who currently ride MARTA train, and 29% who say they would likely to ride MARTA train if there was a station or stop near their home or business.

- Employers indicate that just 13% of employees currently telework and another 36% would telework if their company allowed them to do so. This compares to 21% of employees who say they have teleworked in the last year, and 49% % who say they would be likely to telework if their company let them.

SPECIFIC COMMUTE PROGRAMS

Among the current commute program and services being offered in the Atlanta area, "1-87-RIDEFIND" holds the highest awareness among businesses.

- More than two in three (67%) businesses in the Atlanta metro area have heard of the toll-free number: "1-87-RIDEFIND" to call for carpool or vanpool matching services. Nonetheless, most businesses (79%) state they have not been contacted nor called the toll-free number. Only 6% have been in contact with this organization.

- Three-in-ten area businesses (30%) claim to have heard of The Clean Air Campaign Commute Option Program. Among those organizations aware of the program, two in ten (20%) have initiated contact with the organization through a request for information. Just three percent say they have been contacted by this organization.

- One-in-four area businesses (23%) say they have heard of Metro Vanpool. However, only eight percent of businesses either are currently or would consider participating in this program.

- Almost one-in-four area businesses (23%) say they have heard of the MARTA Partnership program, while 75% say they have not hears of the program. Of those familiar with the

MARTA Partnership Program, 21% say they are currently participating in the program, while 75% say they would not consider participating in this program.

- Almost one-in-six area businesses (14%) say they have heard of Douglas County Rideshare. Of this percentage, just ten percent are currently participating or would consider participating in this program.

- One-in-ten area businesses (10%) say they have heard of the Georgia Building Authority Vanpool. Of those familiar with the program, roughly three-in-ten either are currently or would consider participating in this program.

- One-in-ten area businesses (9%) say they have heard about Commuter Choice federal tax benefits. Of those familiar with the program, nearly four-in-ten are currently participating in the program or would consider participating in it.

- Just seven percent of area businesses have heard of the Regional Guaranteed Ride Home Program. Of those familiar with this program, 50% are either currently participating in the program or would consider participating in it.

REGIONAL COMMUTE PROGRAMS AND TMAs

Within the specific regions analyzed, The Cumberland Transportation Network receives the highest recognition (29%) among businesses in that region. Other regional organizations with 20% or higher recognition include Cobb Rides (26%), Central Atlanta Progress (23%), Midtown Transportation Solutions (22%), the Perimeter Transportation Coalition (21%) and BATMA (20%).

In terms of efficacy, the Perimeter Transportation Coalition, Midtown Transportation Solutions, and Cobb Rides have contacted more businesses in their regions than other TMAs.

- Nearly three in ten (29%) of businesses in the Cumberland region of Atlanta say they have heard of the Cumberland Transportation Network. Among those who have knowledge of the program, only one in five (22%) say they have been contacted or have contacted the Cumberland Transportation Network. Of those contacted, 100% rate their satisfaction with the interaction an 8, 9 or 10 on a 10-point scale.

- Cobb Rides, focusing on other Cobb County locations within the Atlanta metropolitan region, has the second highest awareness among region specific programs. More than one in four (26%) of businesses in this region have heard of Cobb Rides. Of those organizations that have heard of Cobb Rides, 40% say they been in contact with the organization. Businesses are less satisfied with the services provided by Cobb Rides, however. Of those contacted, 50% rate their satisfaction with the interaction a 10 on a 10-point scale, meaning they are completely satisfied with the experience, and 50% rate their interaction a 1 on a 10-point scale, meaning they are not at all satisfied with the experience.

- Just less than one-in-four businesses (23%) located in the Downtown region have heard of Central Atlanta Progress. Among those who have heard of this organization, just 14% say they have been contacted or have contacted the organization. Of those contacted, 100% rate their satisfaction with the interaction an 8 on a 10-point scale.

- Two-in-ten businesses (22%) located in the Midtown region have heard of Midtown Transportation Solutions. Among those who have heard of this organization, half (50%) say they have been contacted or have contacted the organization. Of those contacted, 100% rate their satisfaction with the interaction a 10 on a 10-point scale.

- Two-in-ten businesses (21%) located in the Perimeter region have heard of the Perimeter Transportation Coalition. Among those who have heard of this organization, two-thirds (67%) say they have been contacted or have contacted the organization. Of those contacted, 75% rate their satisfaction with the interaction an 8, 9 or 10 on a 10-point scale.

- BATMA, serving residents in the Buckhead area, is recognized by 20% of businesses. Among those who have heard of BATMA, only one in five (20%) say they have been contacted or have contacted the organization. Of those contacted, 100% rate their satisfaction with the interaction a 10 on a 10-point scale.

- HATMA, serving residents in the Hartsfield area, is recognized by 13% of businesses located there. Among those who have heard of HATMA, none have contacted or been contacted by the organization.

- No businesses located in the Decatur region have heard of the Clifton Corridor Transportation Management Association.

BARRIERS AND OPPORTUNITIES FOR COMMUTE PROGRAMS

Businesses mainly cite the type of employee they hire or the nature of their business as a reason they have not implemented a commute options program at their organization. Accessibility is another common barrier for companies in the region.

- Of the 32% of organizations who do not currently offer any commute option programs for their employees, nearly half (49%) mention *employees* as a primary barrier. Almost two in ten (18%) state that their employees are *spread all over* the area that the implementation of a commuting program would not be feasible. Conversely, more than one in ten (14%) say their employees *live close by the office*.

- Another frequently mentioned barrier to the implementation of a commute option program is that it simply *does not fit their business* (33%). Nearly two in ten (18%) say this is a barrier due to the nature of their business that requires employees to be on-site.

- *Availability* (22%), *Financial reasons* (13%), and *Administrative Issues* (11%) closely followed as primary barriers to commute programs.

- Three in ten businesses (29%) were unable to name a specific barrier that prevented them from implementing an alternative commuting program at their organization.

Conversely, among those organizations who currently offer a commute option program for their employees most were unable to give a tangible way an organization or entity could help them expand on or improve upon their current programs.

- Almost three in ten (27%) of businesses currently offering commuting programs were unable to give a substantial way an organization could help them improve or expand their existing services.

- More than one in ten (11%) say they do not need help expanding or improving their current programs.

IMPLICATIONS AND STRATEGIC IMPERATIVES

- There is clearly a misperception among employers as to what we mean when we talk about commute options programs. When we ask them generally if they offer such programs, just 20% say they offer programs to employees. However, when we ask about specific programs, fully 65% claim to offer one or more of these programs to employees. We need to close this gap by doing a better job of educating employers about what we mean when we talk about commute options programs.

- There are some significant gaps between the level of participation employers expect from various programs and the reported participation or interest in participation expressed by area residents. Employers might be more willing and/or interested in offering programs if they knew the number of employees actually interested in them. This is a message that the Clean Air Campaign should begin disseminating to employers throughout the region.

- There appears to be a great deal more that the Clean Air Campaign and other groups can do to assist businesses in the region. Many employers do not have active commute options programs in place and most of those that do say they haven't had any help in establishing the programs.

- It appears that groups can do much more to promote bus passes among all businesses, as 60% or more say there is a bus stop at or near their place of business, but just six percent offer transit subsidies to employees. This holds true for MARTA as well. Efforts to target businesses close to train and bus stops should yield positive results.

- Barriers cited most often by employers are difficult to overcome. Again, this highlights the need for education to more fully explain the nature and variety of commute options programs companies can offer employees. This may help remove some of the perceptual barriers by broadening their view of how they can help employees deal with commute issues.

Framework to Reduce Traffic Congestion & Improve Air Quality in Atlanta

Strategic Research for the 2001 Clean Air Campaign: Regional Business Leader Study

Sponsored By:

The Georgia Department of Transportation and The U.S. Federal Highway Administration

Prepared By:

Wirthlin Worldwide for the Southern Coalition for Advanced Transportation (SCAT)

December 2001

WIRTHLIN WORLDWIDE

Methodology

- Total sample size of 303 businesses located in the Atlanta metro area
- Interviews were conducted during normal daytime business hours
- Random sample of employers (public and private) in 13-county area
- Minimum of 25 or more employees
- Field dates: October 22 - November 2, 2001
- Margin of error for a sample size of 303 is ± 5.7 percentage points in 95 out of 100 cases

Objectives

- To assess the current level of involvement in commuting programs
- To evaluate businesses' level of awareness with various alternative work programs, services and organizations
- To examine employee access to commuting alternatives and programs
- To determine the existing barriers or needs preventing businesses from establishing and/or expanding commuting programs

Key Findings and Recommendations

Key Findings

- Employers in the region express far greater concern over traffic and congestion than they do over air quality. Moreover, traffic and congestion are perceived to have a greater impact on business.
- On a top-of-mind (unaided) basis, only 20% of area employers say they have any commuting or commuter assistance programs in place. However, when asked specifically about a variety of programs (aided), 65% claim to offer at least one program to employees.
- Programs most often offered by area employers include flexible schedules, teleworking opportunities and compressed work weeks.
- Area businesses say that there is adequate parking for employees at or near their worksites and for the vast majority, parking is free of charge.

Key Findings (continued)

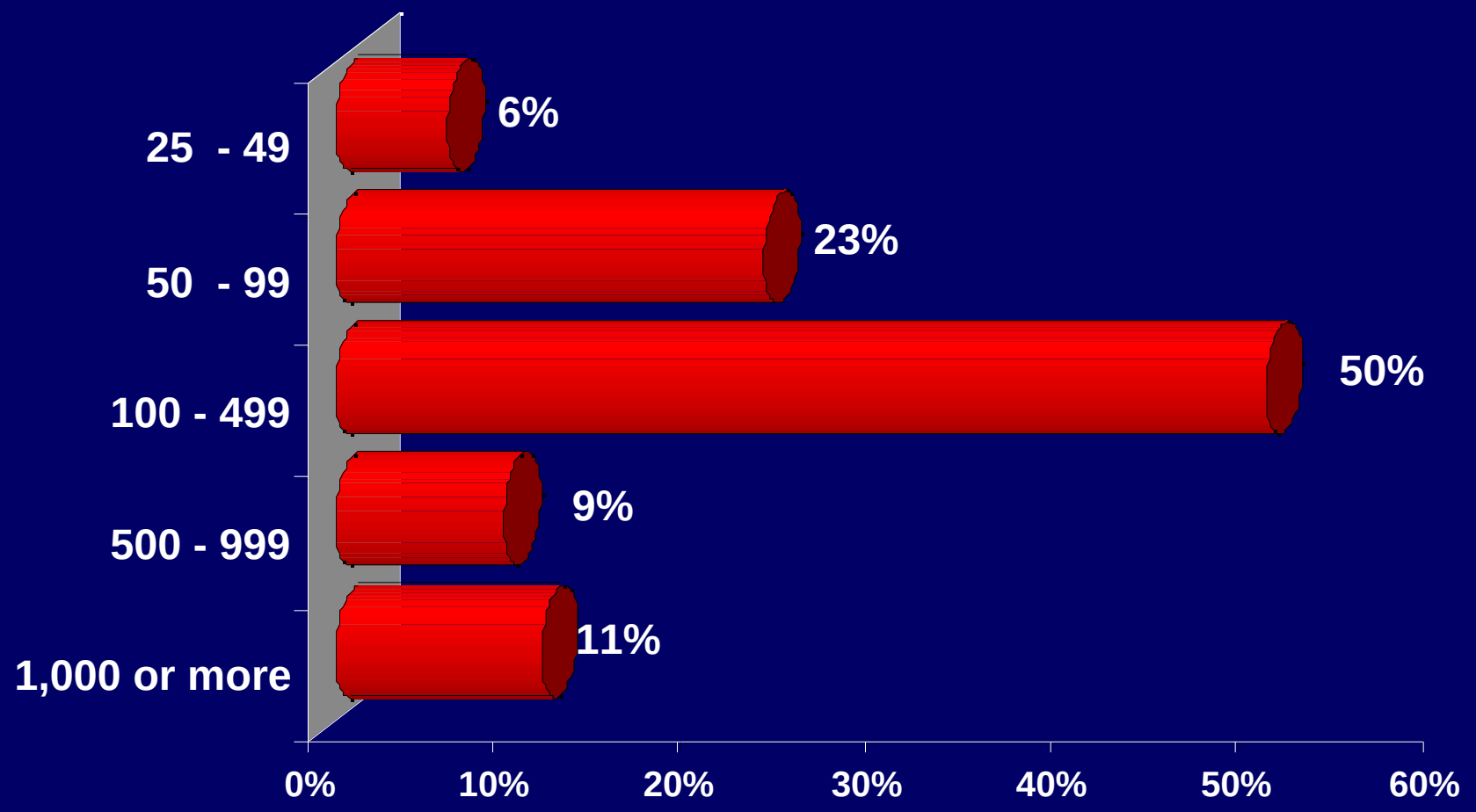
- Most businesses surveyed (67%) say they have access to a bus stop at their worksite. This includes 86% who say there is a bus stop within one mile of their primary worksite and 61% who say there is a bus stop within one block of their primary worksite.
- Nearly one-in-three businesses (31%) say they have access to MARTA train at their worksite.
- Clean Air Campaign awareness is high among local businesses: 89% claim to have heard of the Clean Air Campaign.
- Similarly, most businesses (67%) claim to have heard of 1-87-RIDEFIND.

Recommendations

- There is a significant need for more in-depth business/ employer outreach, information, counseling and assistance.
  - Few businesses report having had any contact with organizations, including the Clean Air Campaign as well as local TMAs.
  - The significant gap between aided and unaided reporting of programs indicates that area employers do not know what constitutes a commute option program. Additional education and communication efforts should be developed to help close this gap.
  - Businesses report a need for more tailored services, including assistance with program design and implementation.
  - It is imperative that organizations communicate to businesses the benefits they will recognize by implementing programs. These include increased employee retention and productivity, among others.

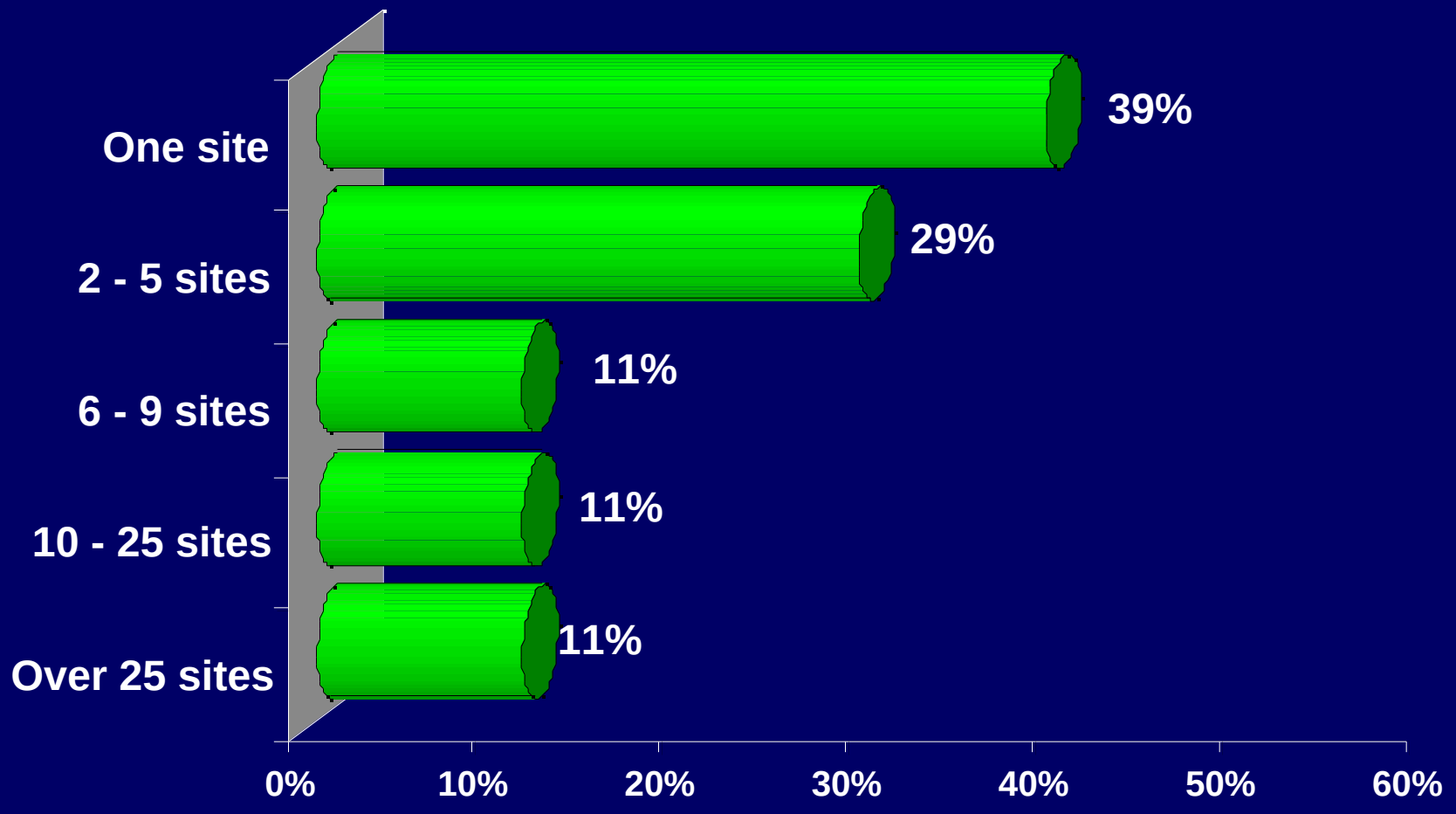
Business Profile

Total Number of Employees At All Worksites



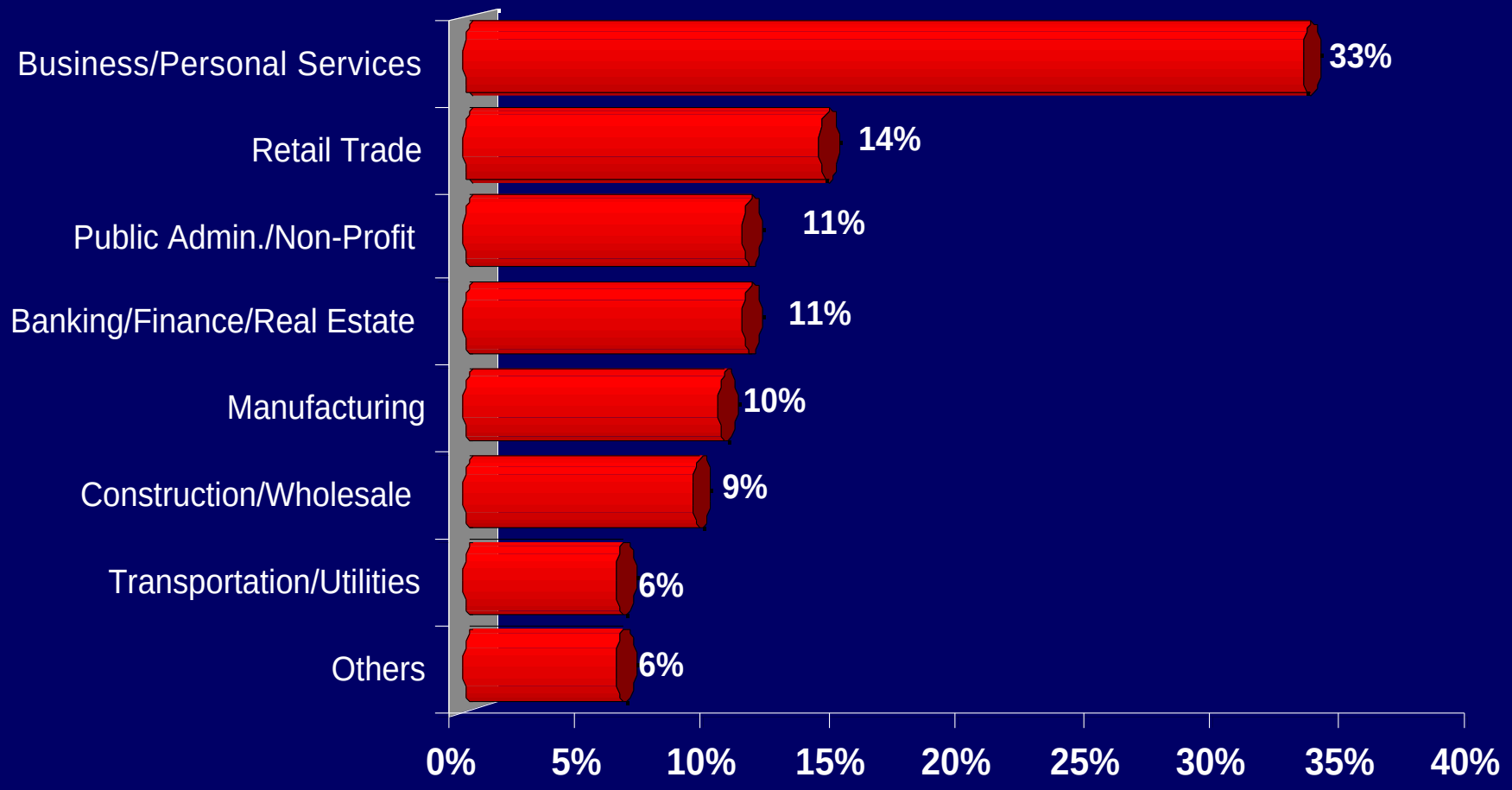
IN TOTAL, how many employees work for your company at all worksites in the Atlanta area?

Number of Worksites in the Atlanta Region



IN TOTAL, how many employees work for your company at all worksites in the Atlanta area?

Types of Businesses Represented



I'm going to read a list of several types of businesses and would like you to tell me which ONE best describes your organization.

Respondent Titles Represented

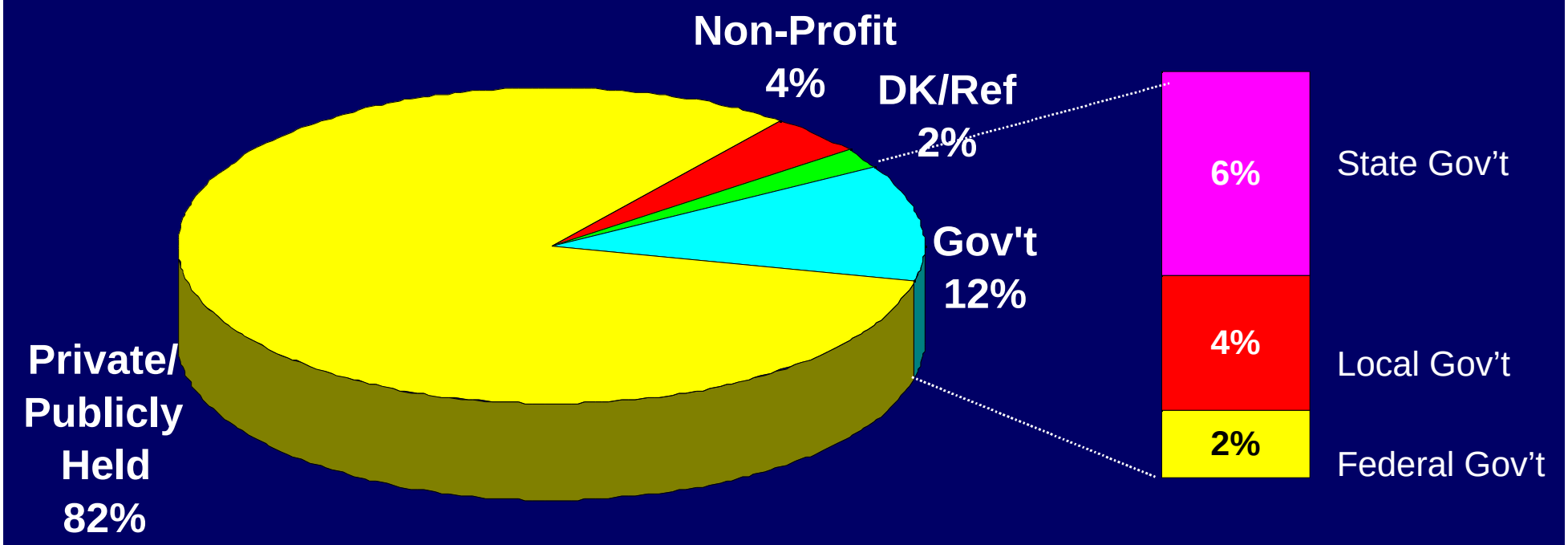
President	30%
Manager	23%
Principal	9%
Branch Manager	7%
Chairman/Chairman of the Board	6%
CEO	5%
Director	4%
General Manager	4%
Vice President	3%
Owner	2%
Partner	2%
COO/Comptroller	1%
Administrator/Administration	1%
Sales/Marketing	1%

Respondent Titles Represented (continued)

All single represent a single respondent:

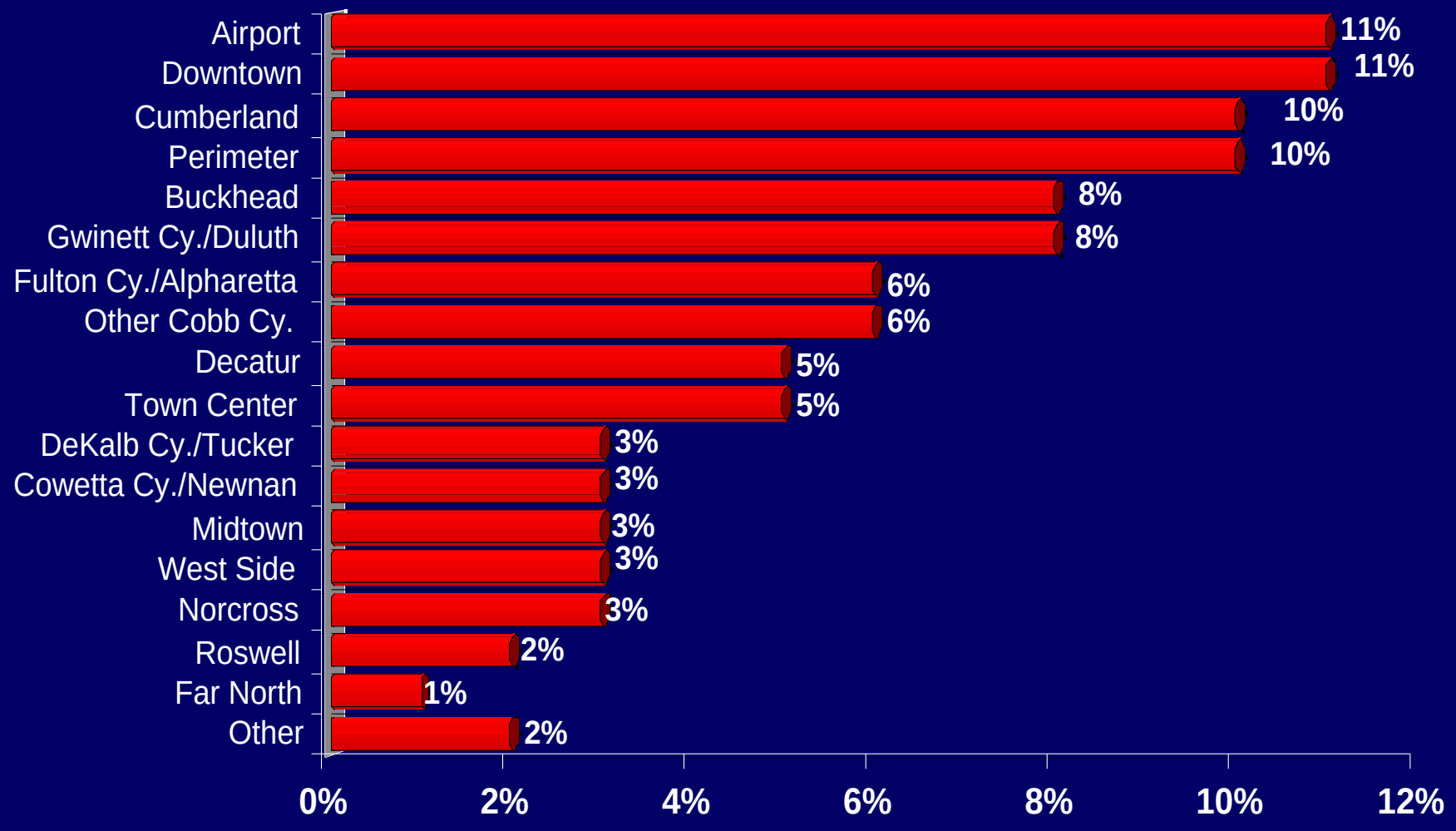
- Commissioner
- Engineering Manager
- Executive
- Executive Director
- Headmaster
- Mayor
- Operations/Production Manager
- Pastor
- Personnel/Human Resources
- Regional Manager
- Sheriff
- Supervisor
- Systems/Data Processing

Private Companies vs. Government Offices



"And, which of the following best describes the type of organization you work for…?"

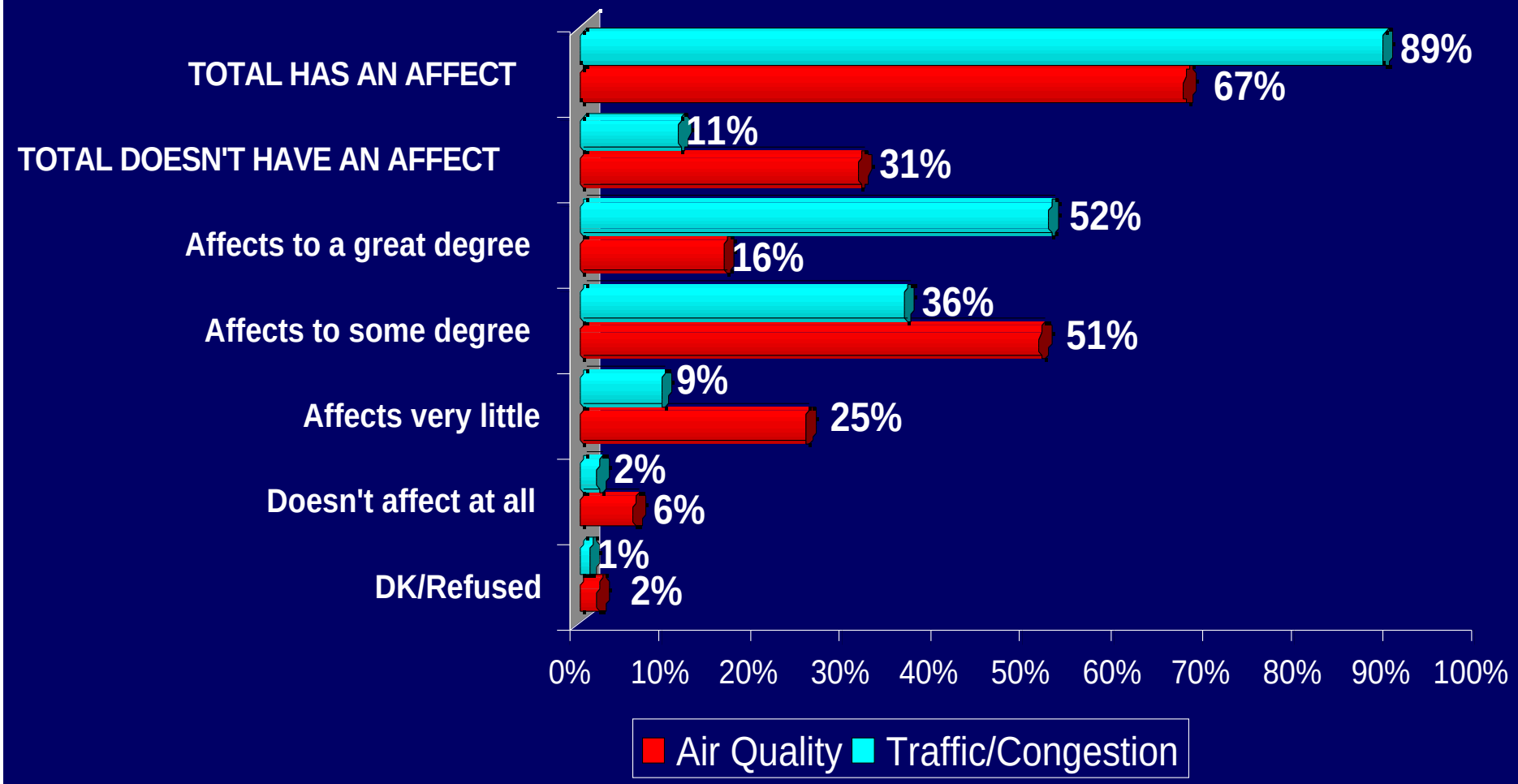
Regional Representation



I'm going to read a list of several types of businesses and would like you to tell me which ONE best describes your organization.

Perception of Air Quality and Traffic/Congestion

Employers Say Traffic/Congestion Has a Greater Affect on Employees than Air Quality



"To what degree do you feel air quality issues/traffic and congestion affects your employees? Do they affect them to a great degree, to some degree, very little, or not at all?"

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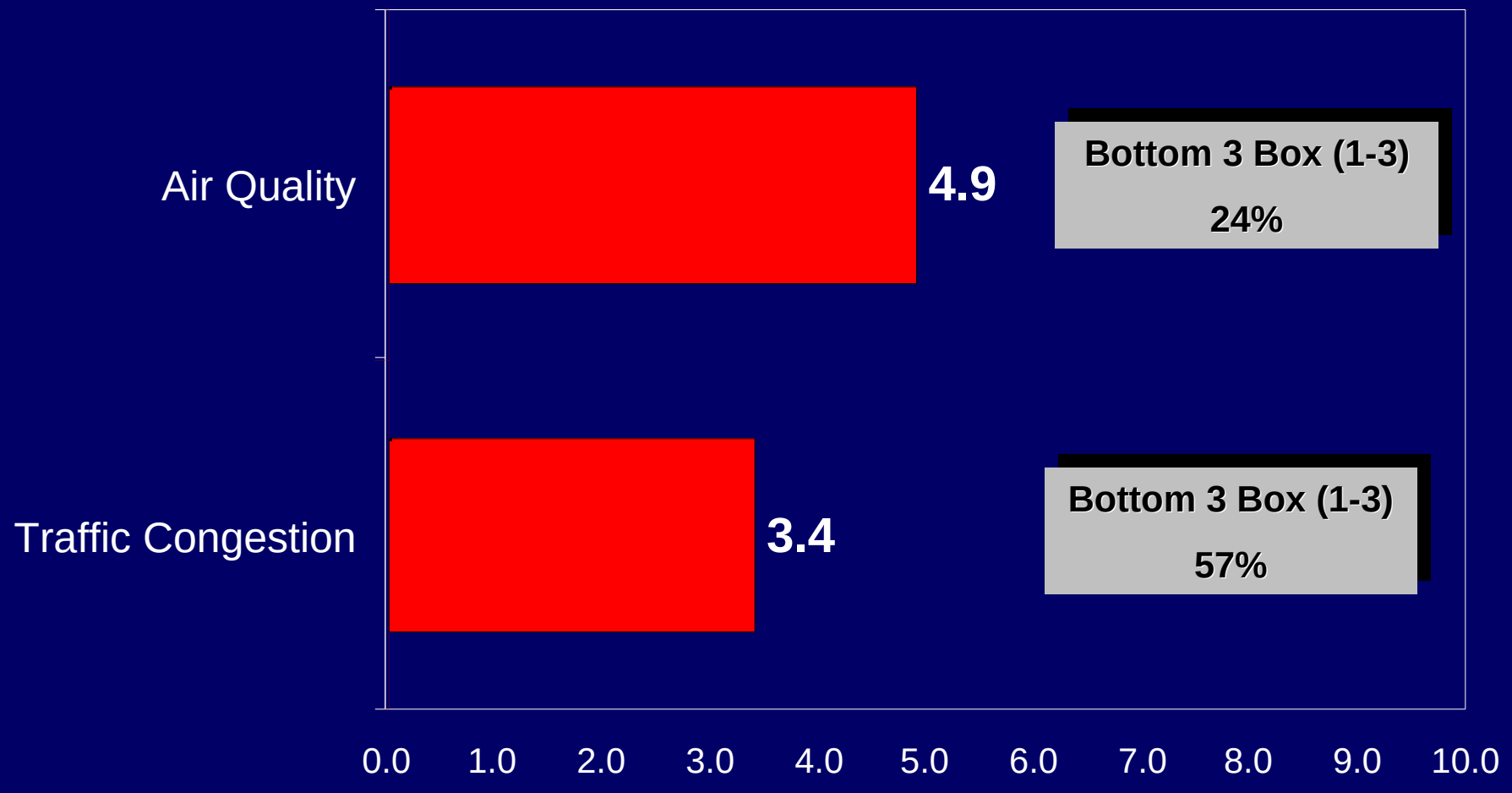
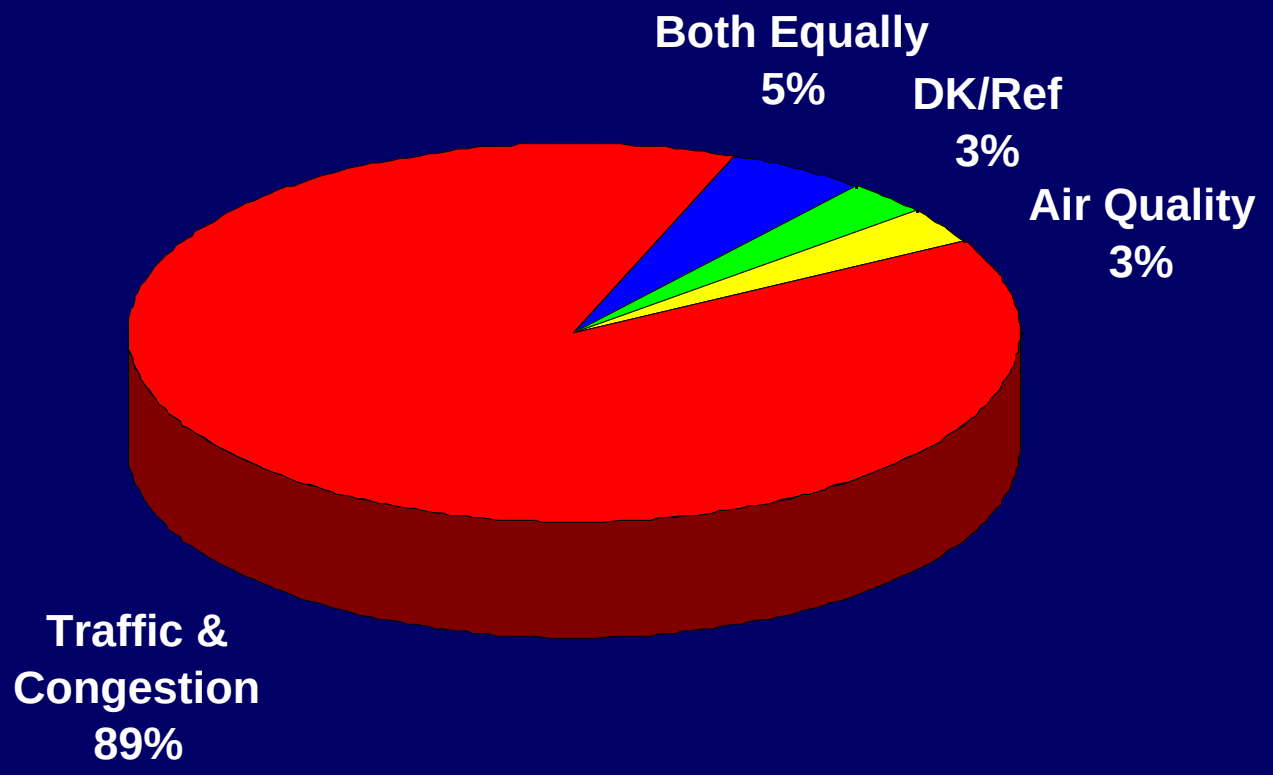
Atlanta Metro Region's Performance on Addressing Air Quality and Traffic Congestion

(Mean Scores)



On a scale of 1 to 10 where 1 means "terrible, couldn't be worse" and 10 means "terrific, couldn't be better" how would you rate the Atlanta metropolitan region's performance on addressing AIR QUALITY ISSUES/TRAFFIC AND CONGESTION?

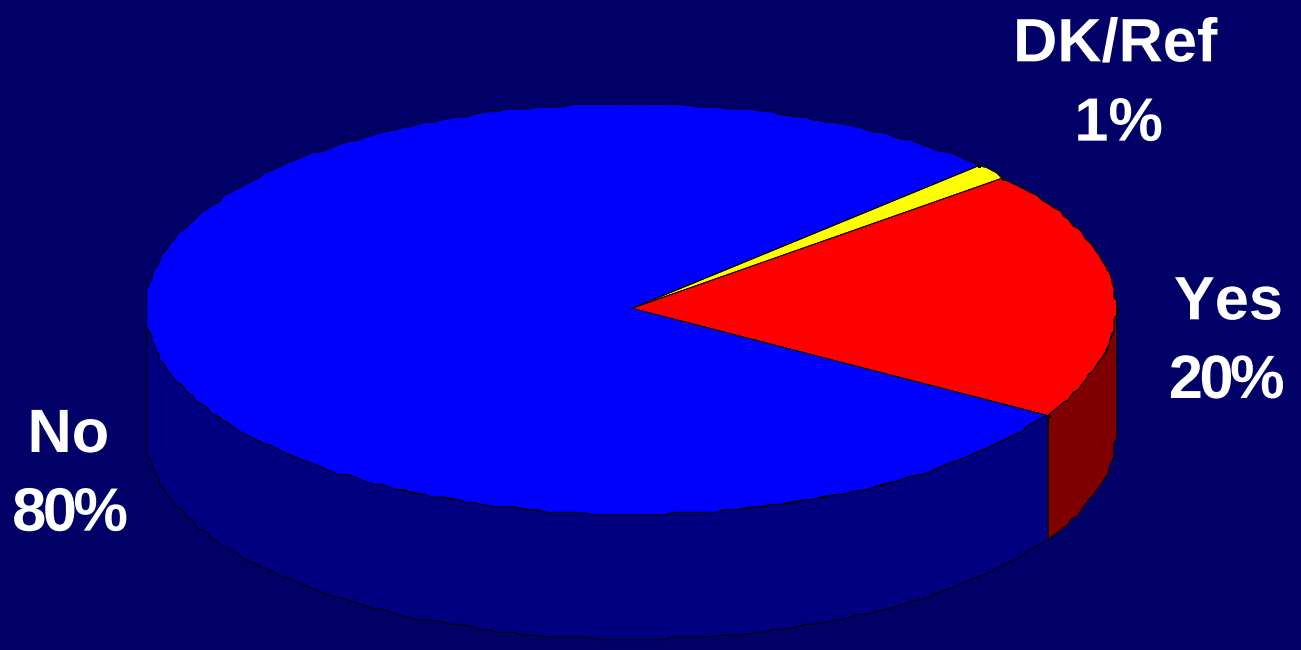
Greatest Impact on Business: Traffic or Air Quality?



"Which of these: air quality issues or traffic and congestion, have the greatest impact on your business and its daily operations?"

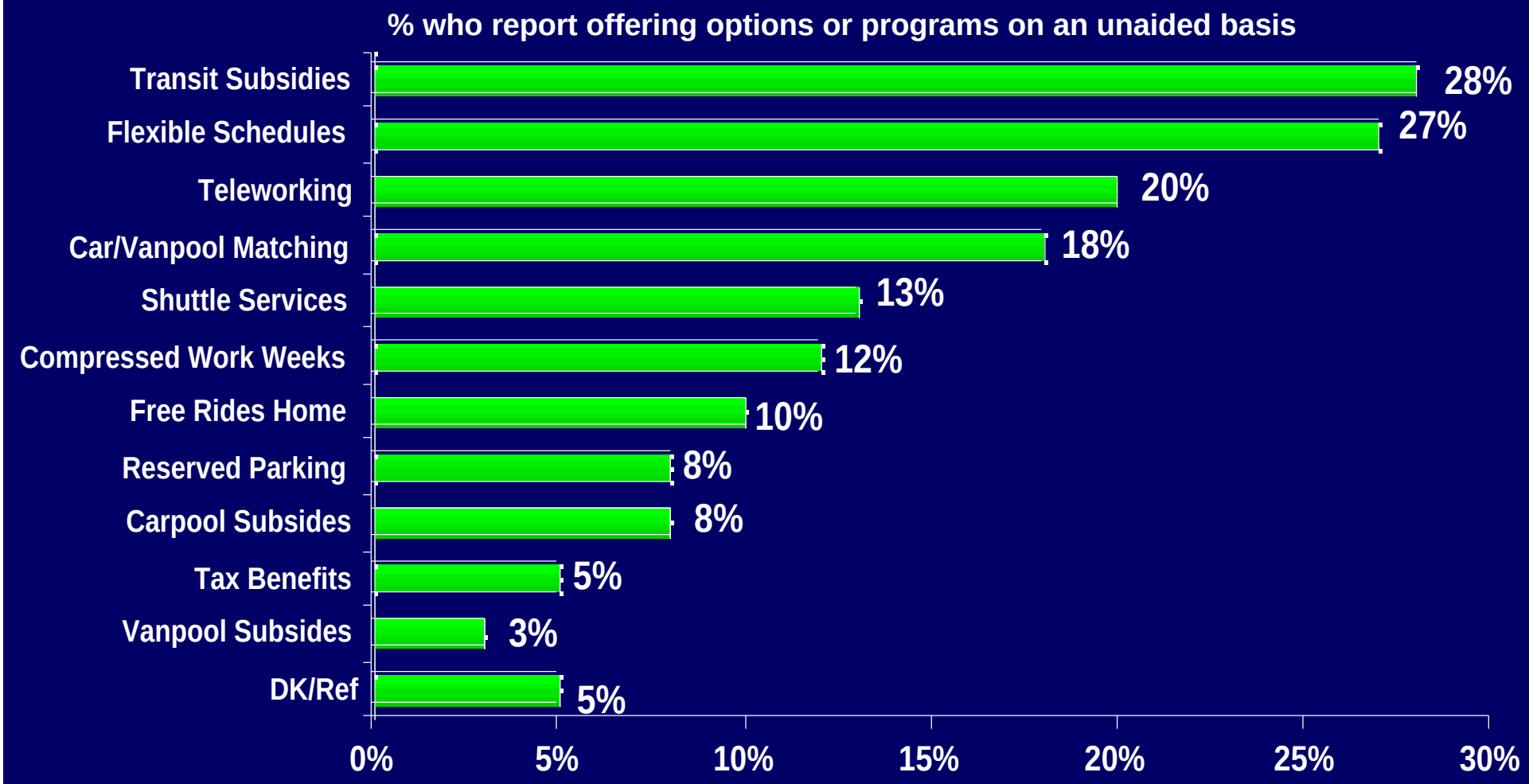
Unaided Versus Aided Reporting of Commuting Programs

On an Unaided Basis, Just 20% of Employers Report Having Implemented Commute Option Programs



"Does your company offer any alternative commute programs, commuter assistance programs, transportation assistance programs, or other incentives to employees?"

Commuting Programs Currently Offered**
(Unaided)



"Can you please describe the programs or incentives your company offers to employees? Do you offer any other commute or transportation programs or incentives?"

**NOTE: The percentages who offer specific programs is based on 20% of respondents who say they offer programs

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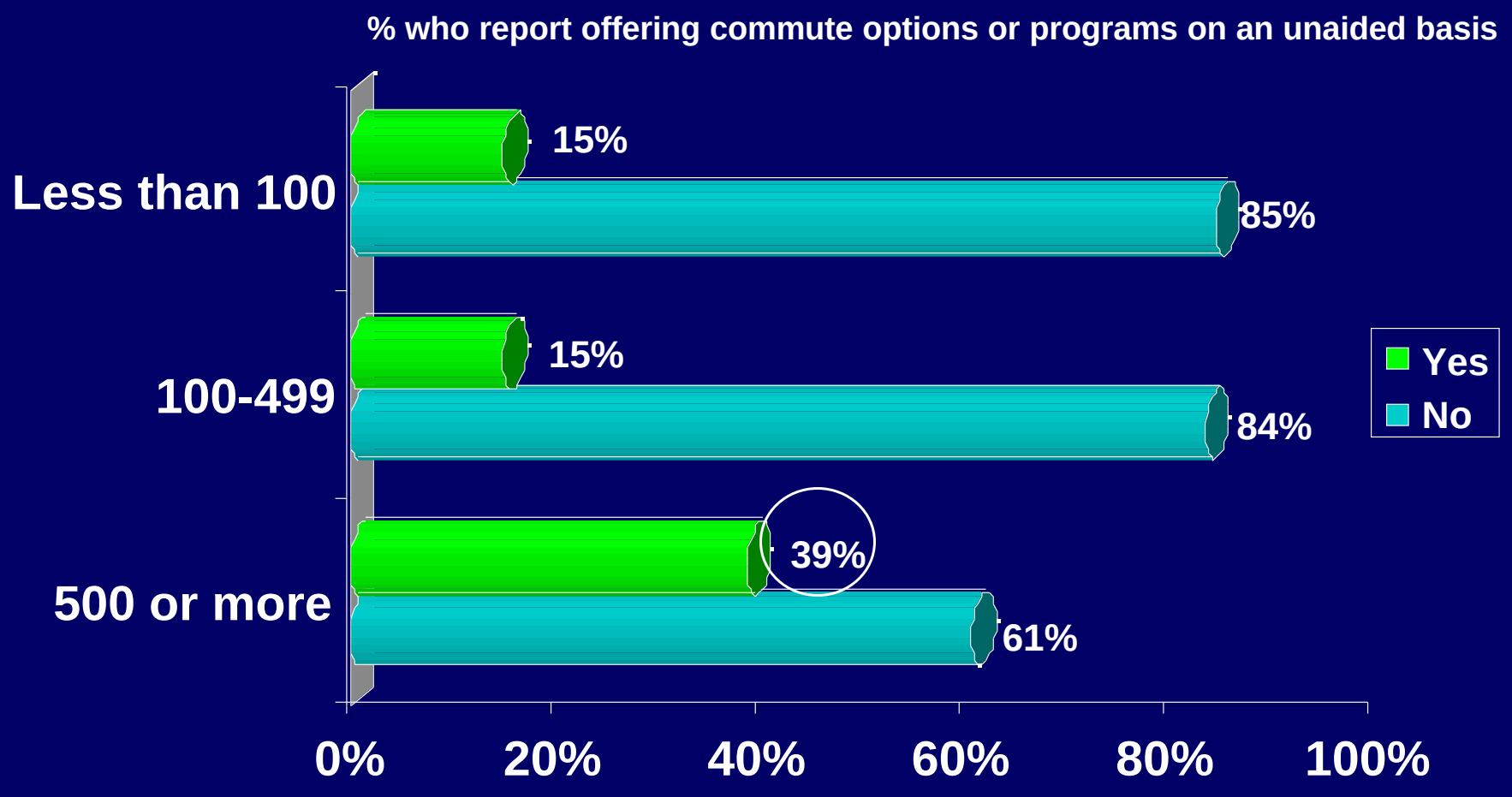
Those with more employees are *more likely* to say they have instituted a commute program

(Unaided)



Profile of Companies with Programs

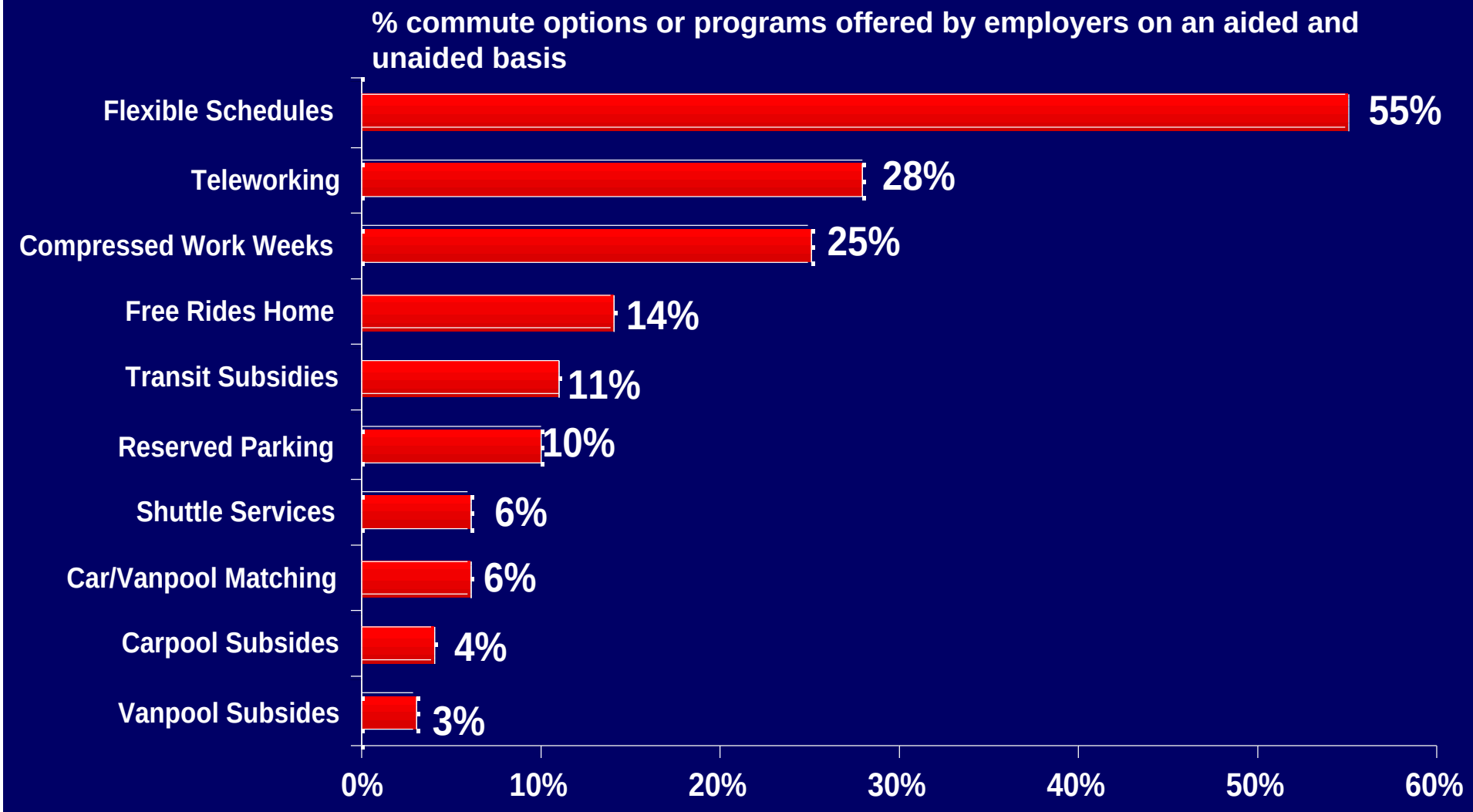
(Unaided)

• Offices in the Downtown region	53%
• Government offices	47%
• 500 + Employees	39%
• Offices in Cumberland region	26%
• Six or more worksites in Atlanta	26%

When Asked About Specific Programs, 65% Report Having Implemented At Least One

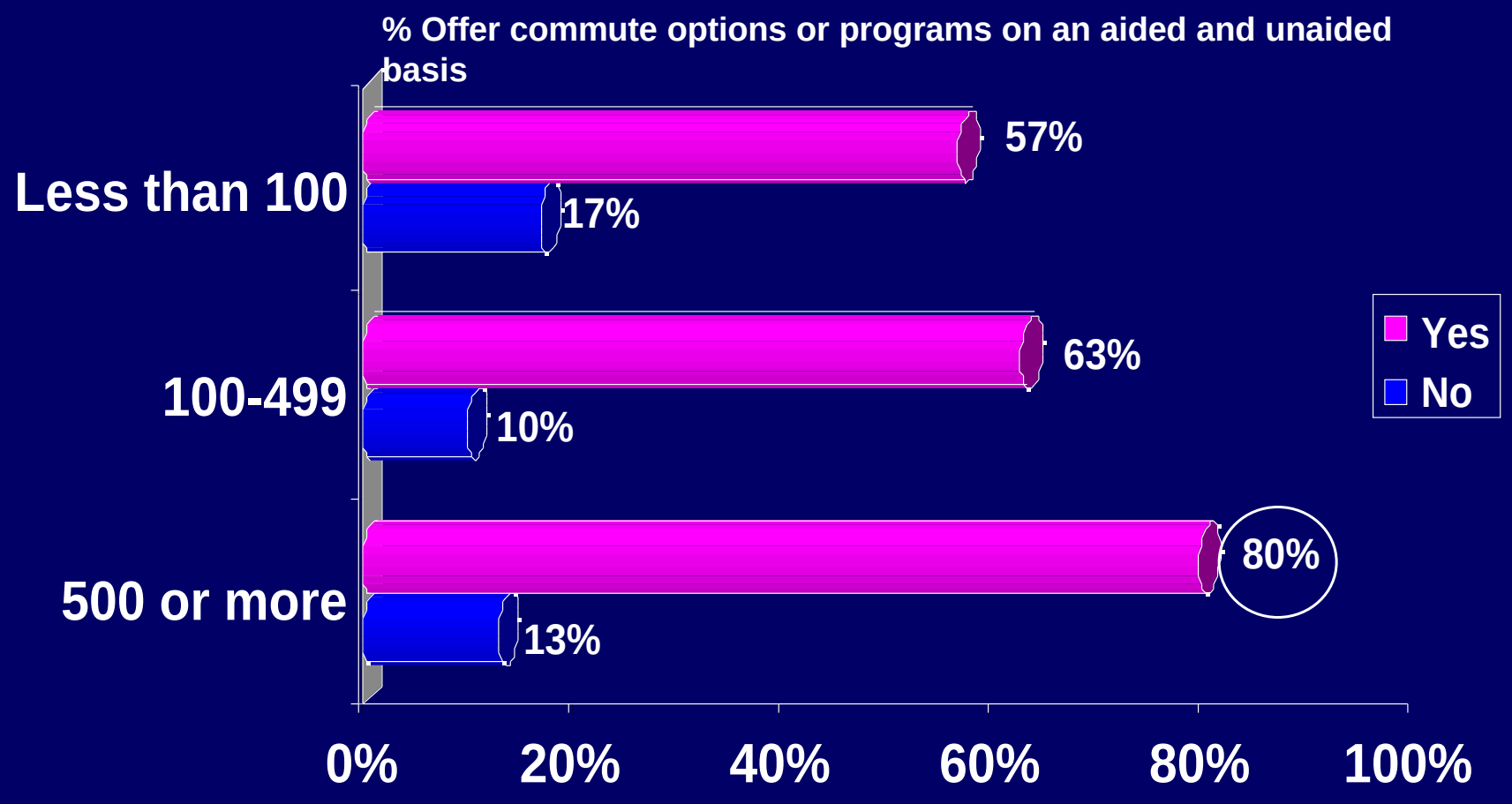
"For each program I read, please tell me if you offer it, if you plan to offer it in the next year, if you do not offer or plan to offer the program, or if you don't know."

Commuting Programs Currently Using
(Aided & Unaided)



Those with more employees are *more likely* to say they have instituted a commute program**

(Aided & Unaided)



**NOTE: Those who gave an answer on an unaided basis may also be included under aided recollection if they did not originally name all of their current alternative commuting programs.

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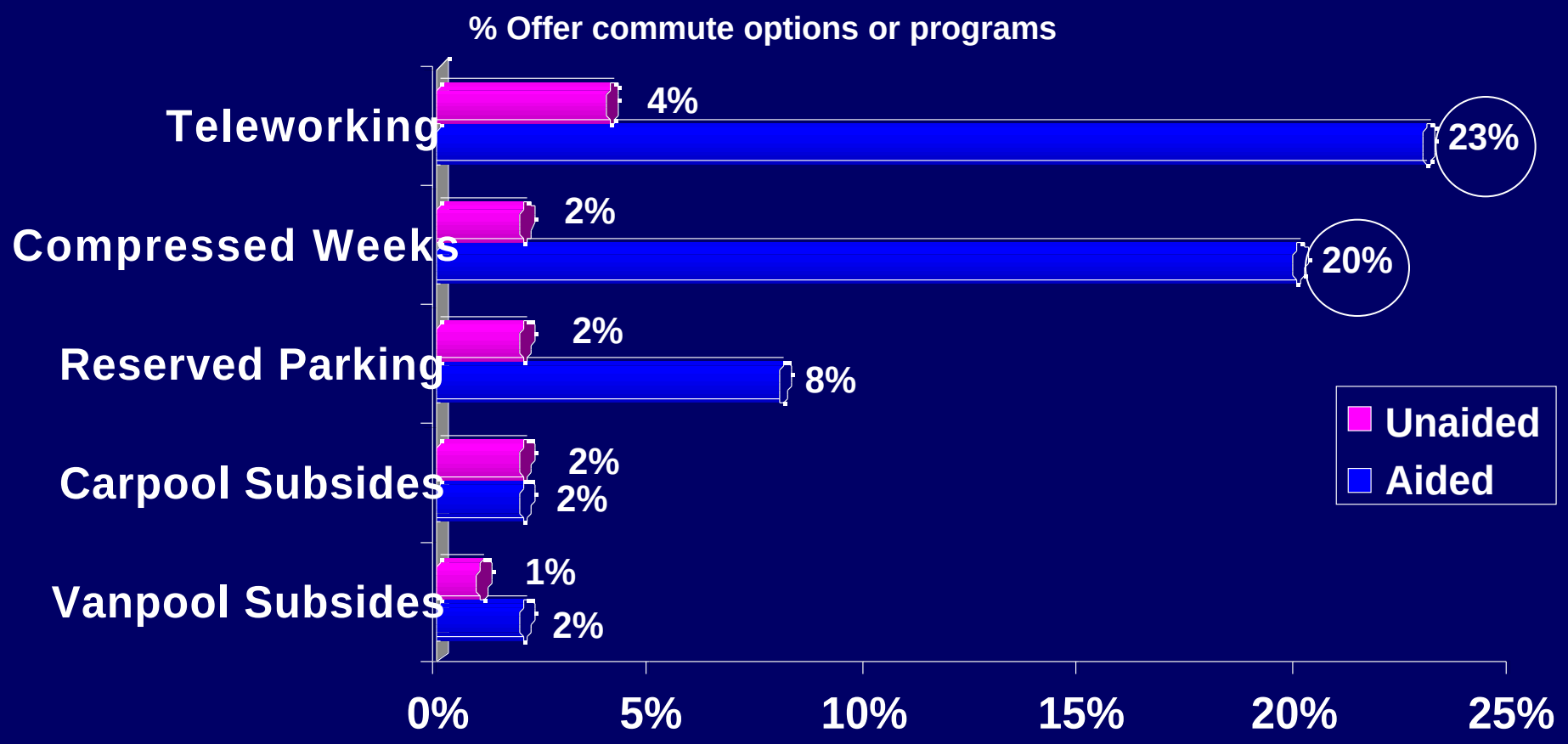
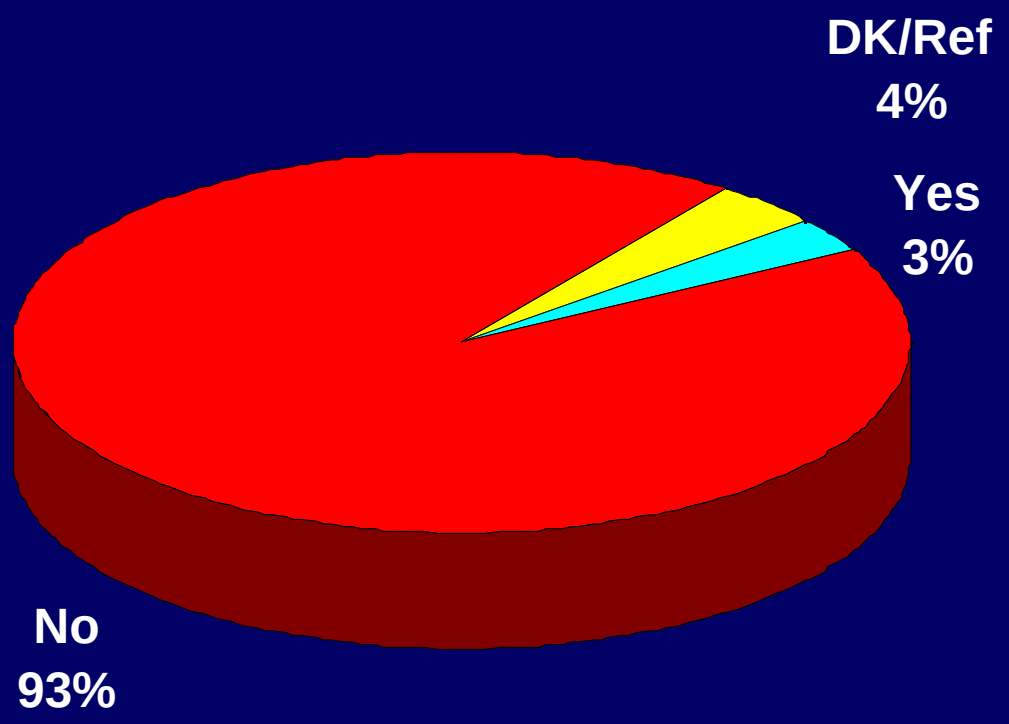
Programs such as Teleworking and Compressed Work Weeks increase significantly when asked on an aided basis



"Does your company currently offer…?"

Few Companies Who Do Not Offer Programs Report Programs or Options Offered by Building or Property Management

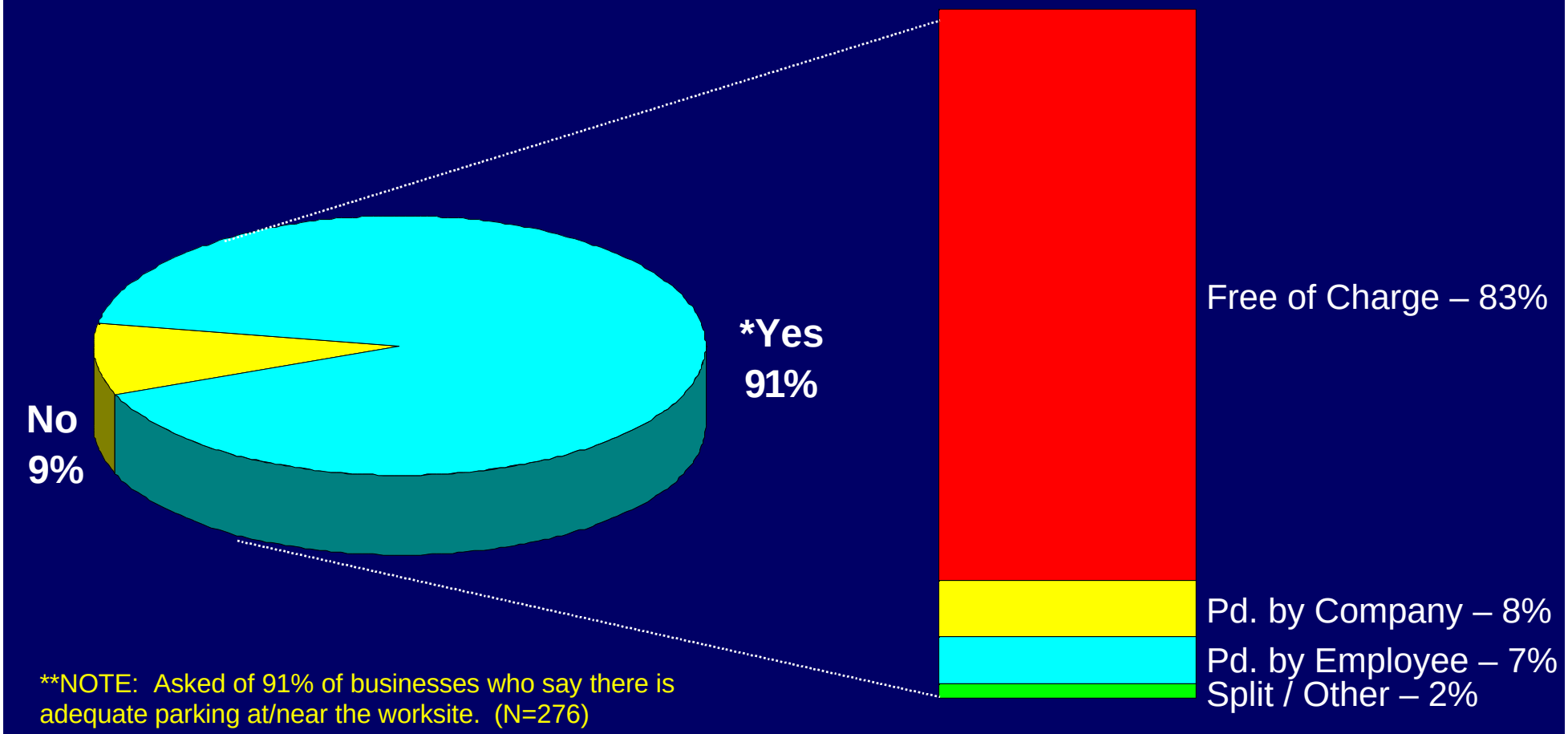


**NOTE: Percentages are based on a total of 80% of businesses who say they do not offer programs on an unaided basis.

"Does the building or property manger offer any alternative commute programs, commuter assistance programs, transportation assistance programs, or other incentives to employees of companies in their properties?"

Parking Availability and MARTA Access

Adequate Parking for All Employees? Who Pays for Parking?

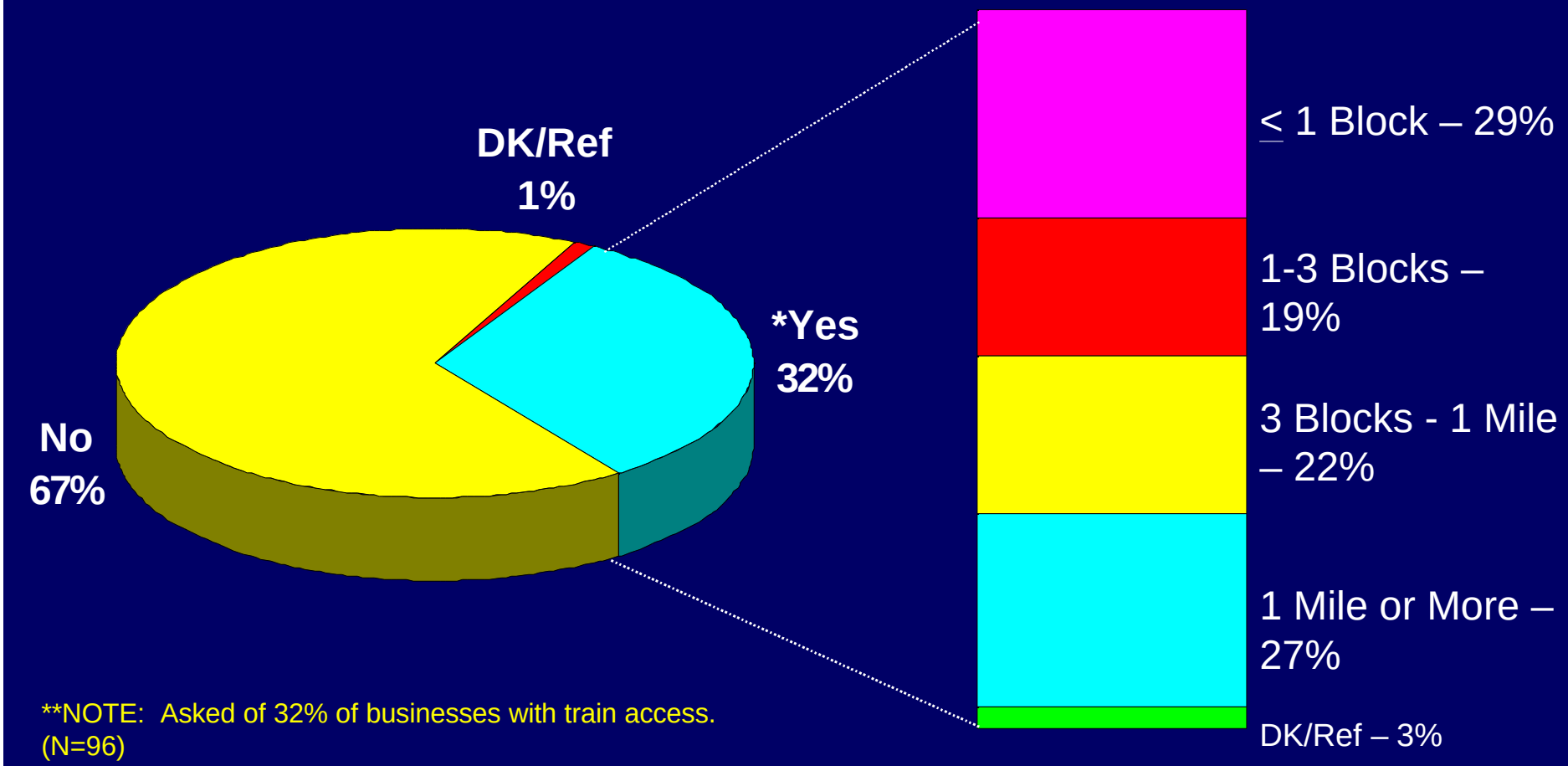


**NOTE: Asked of 91% of businesses who say there is adequate parking at/near the worksite. (N=276)

Is there adequate parking for all employees at or near your worksite?

And, is the parking available at or near your worksite: paid for by the company, paid for by employees, free of charge, or something else?

Access to MARTA Train and Proximity at Primary Worksite

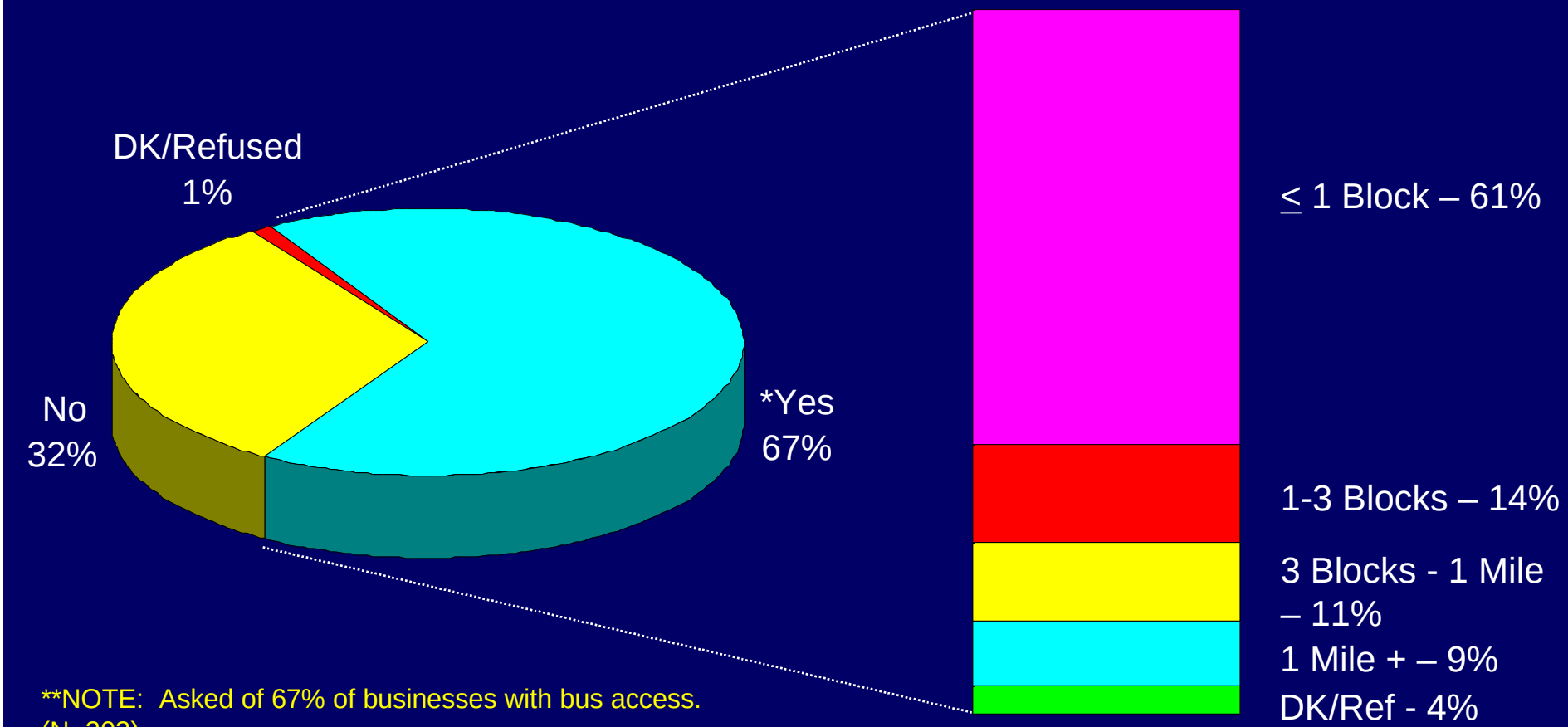


**NOTE: Asked of 32% of businesses with train access. (N=96)

Do you have access to MARTA Train at your PRIMARY worksite?

Approximately how far is the nearest MARTA Train from your PRIMARY worksite?

Access to MARTA, CCT, or C-Tran Bus and Proximity at Primary Worksite

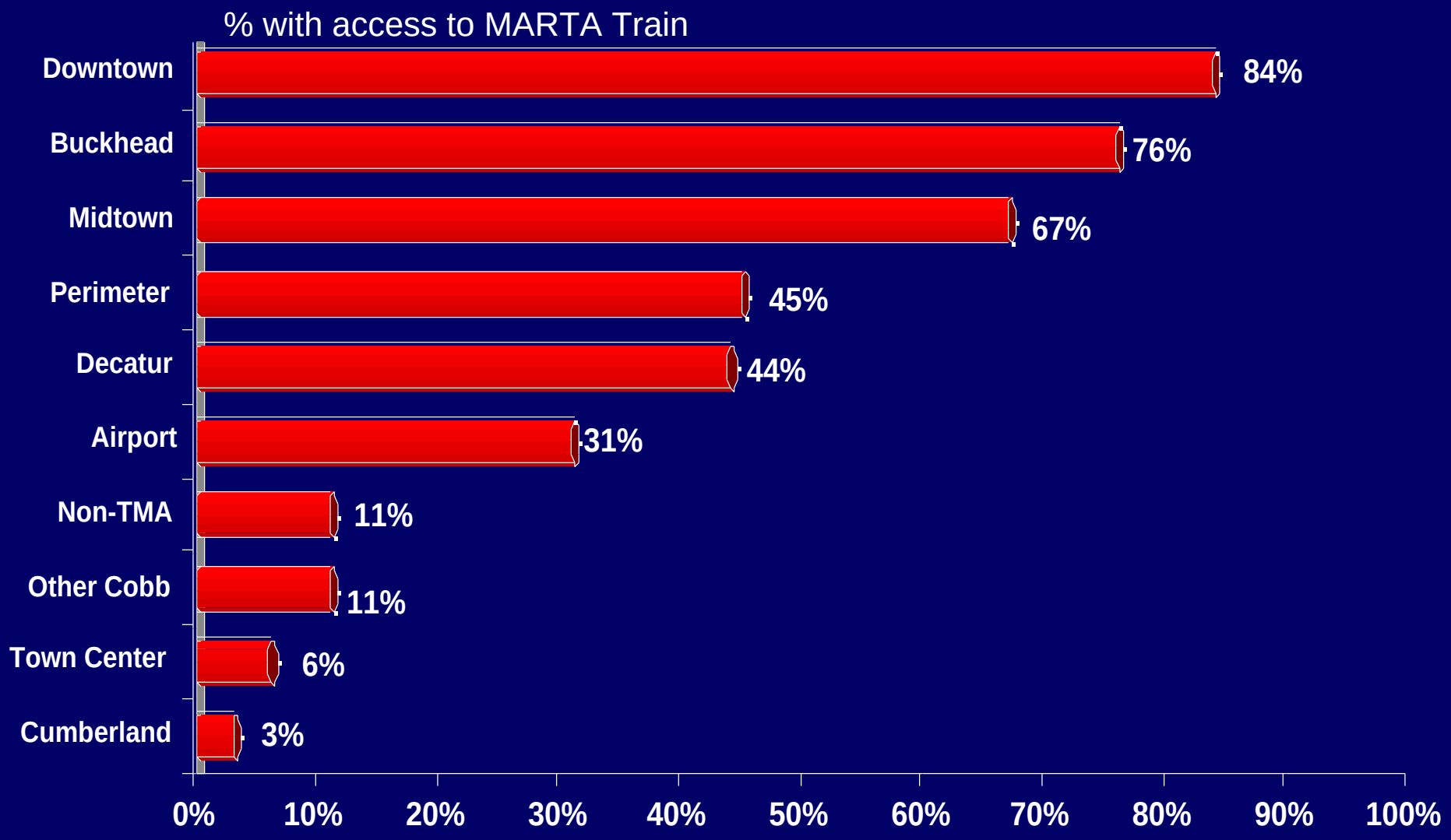


**NOTE: Asked of 67% of businesses with bus access. (N=203)

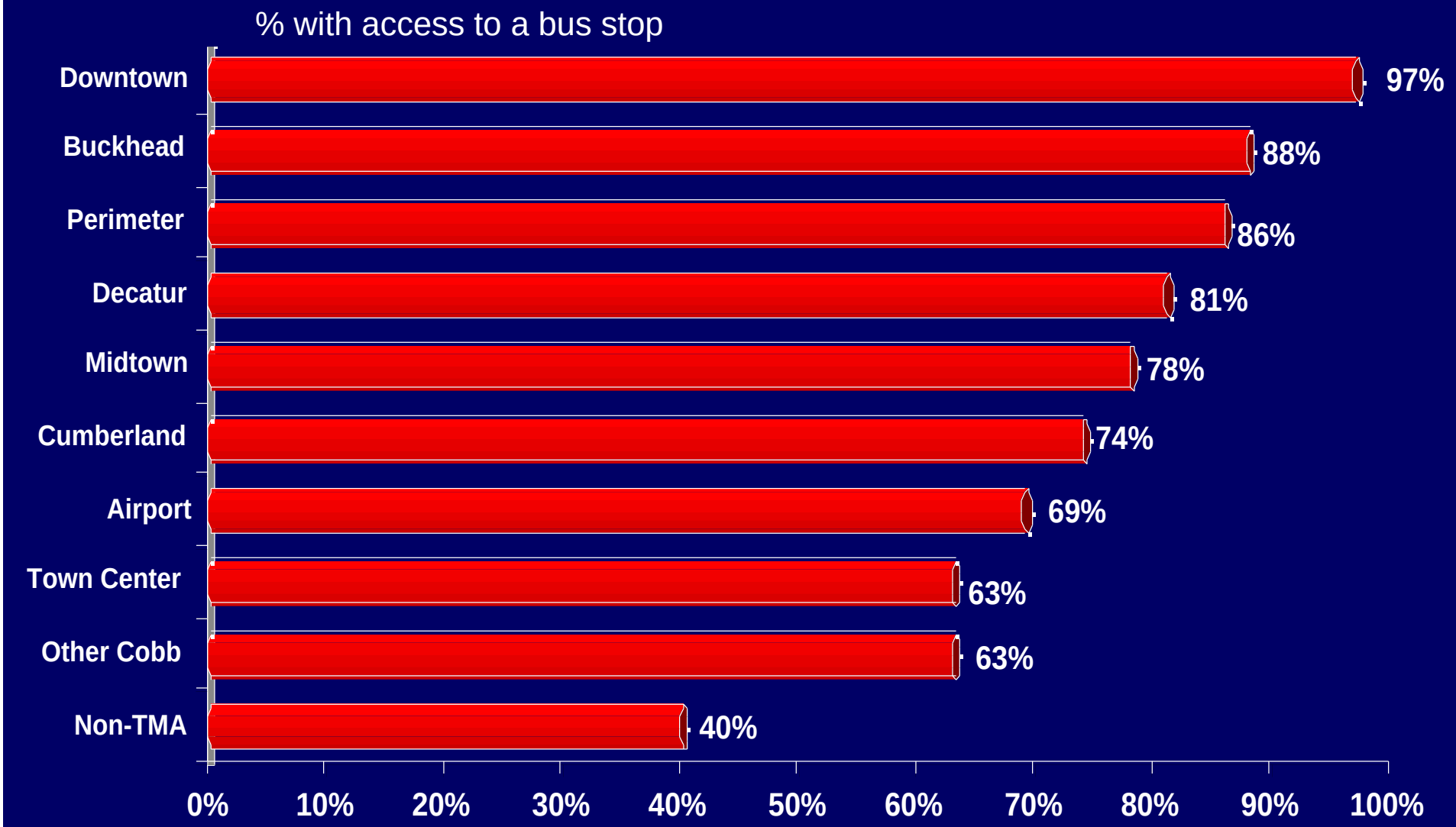
Do you have access to MARTA Bus, CCT Bus, or C-TRAN Bus at your PRIMARY worksite?

Approximately how far is the nearest MARTA, CCT or C-TRAN Bus Stop from your PRIMARY worksite?

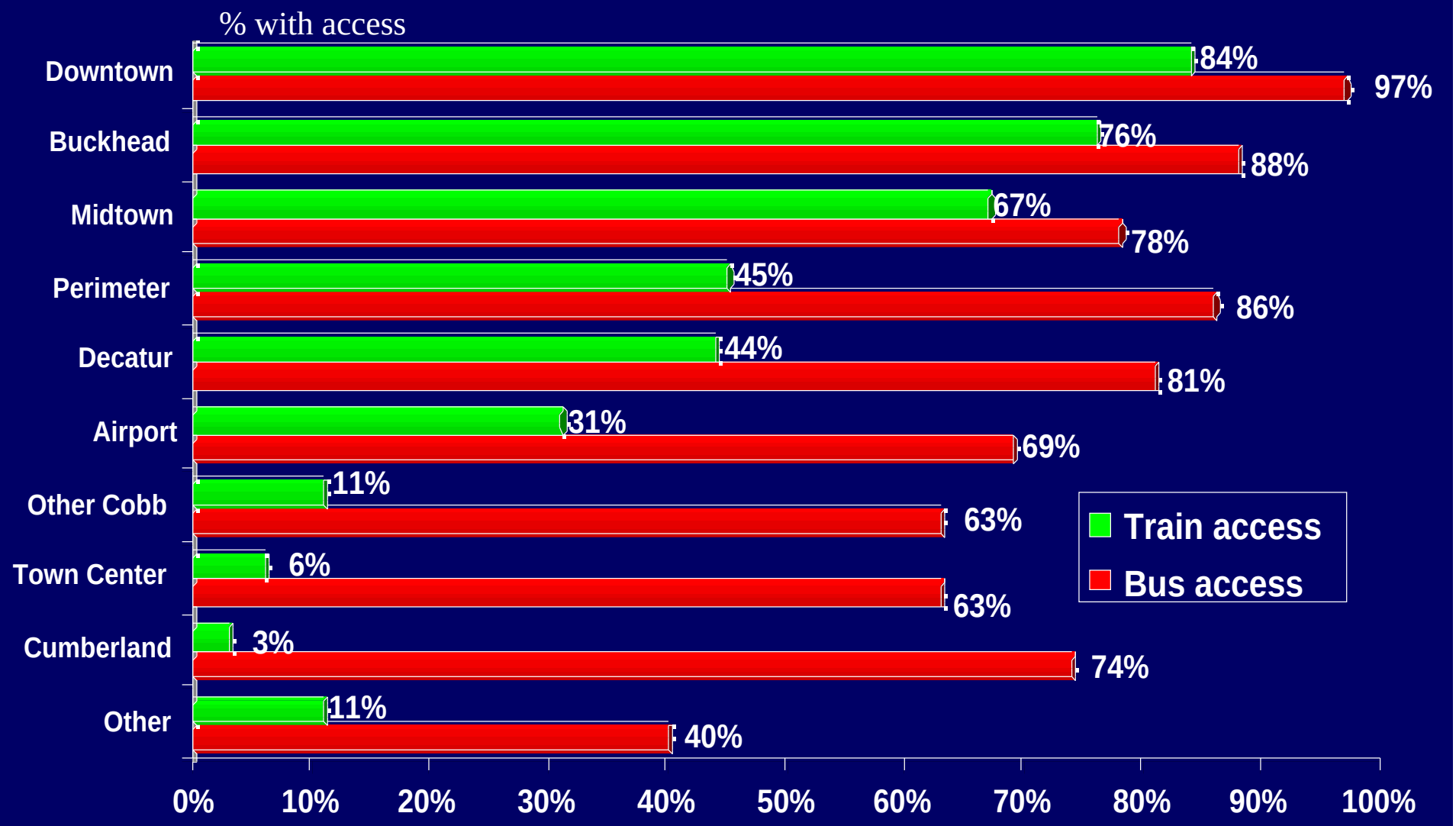
Businesses located Downtown, in Buckhead and in Midtown are *more likely* to have access to a MARTA Train



Businesses located Downtown are *more likely* to have access to a bus stop, although access is widespread throughout the region.



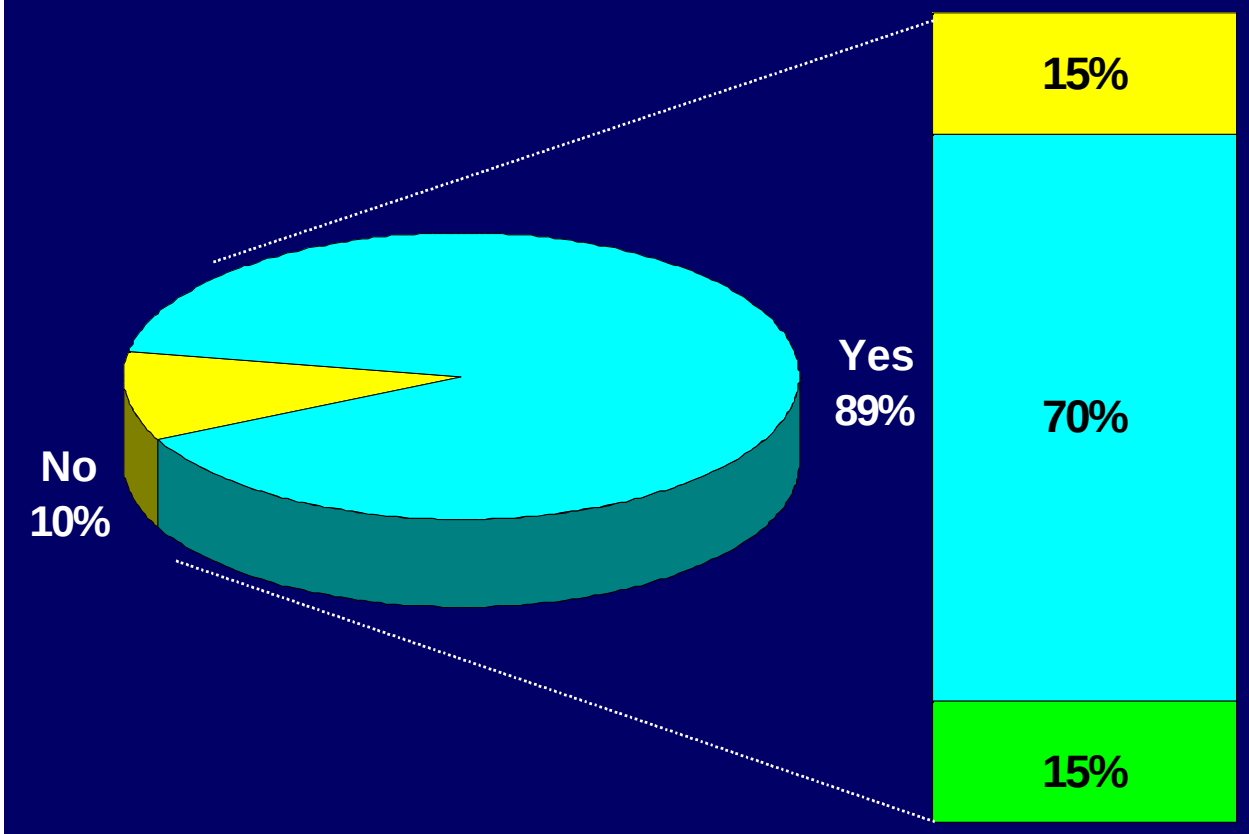
Businesses in the Downtown, Buckhead and Midtown areas are more likely to have access to both MARTA Train and MARTA/CCT/C-Tran Bus



WIRTHLIN WORLDWIDE

Regional Program Awareness and Contact

Awareness and Contact with the Clean Air Campaign



Yes, contacted

Satisfaction Level	
Top 3 Box (8-10)	54%
Bottom 3 Box (1-3)	12%

No, not contacted

Don't know/Refused

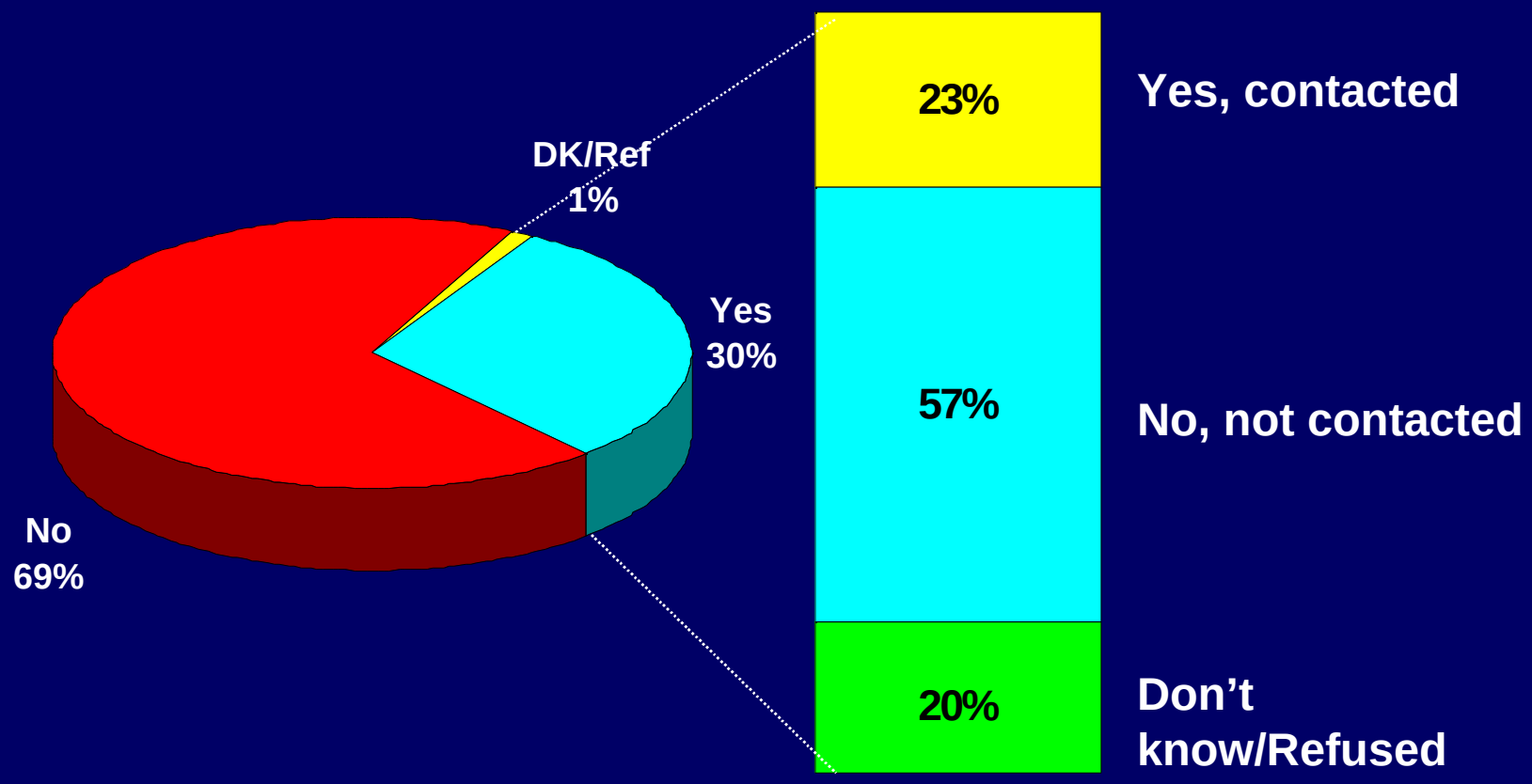
"Have you heard of/about…."

"If yes, Have you or has someone in your organization been contacted by…?"

Businesses Most Likely to Have Been Contacted by the Clean Air Campaign

• Offer transit, van, or carpool subsidies	45%
• Work in Government offices	43%
• Offer free rides home to employees	38%
• Work in the Public Administration/ Non-Profit Industry	37%
• Have 500 or more employees	32%
• Offer teleworking to employees	24%

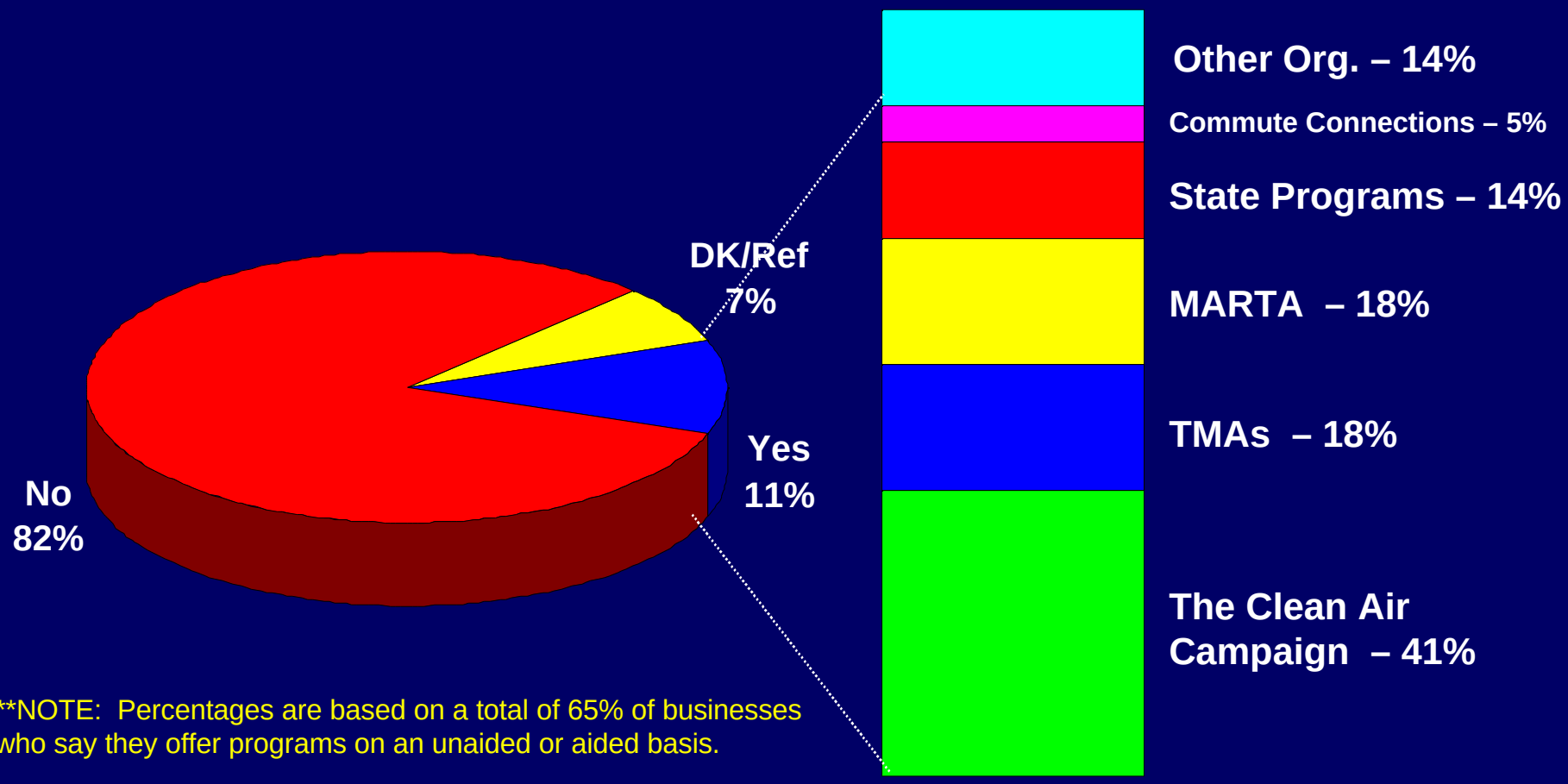
Awareness and Contact with the Clean Air Campaign Commute Options Program



"Have you heard of/about…."

"If yes, Have you or has someone in your organization been contacted by…?"

Assistance in Implementing Commuting Assistance Programs in the Workplace

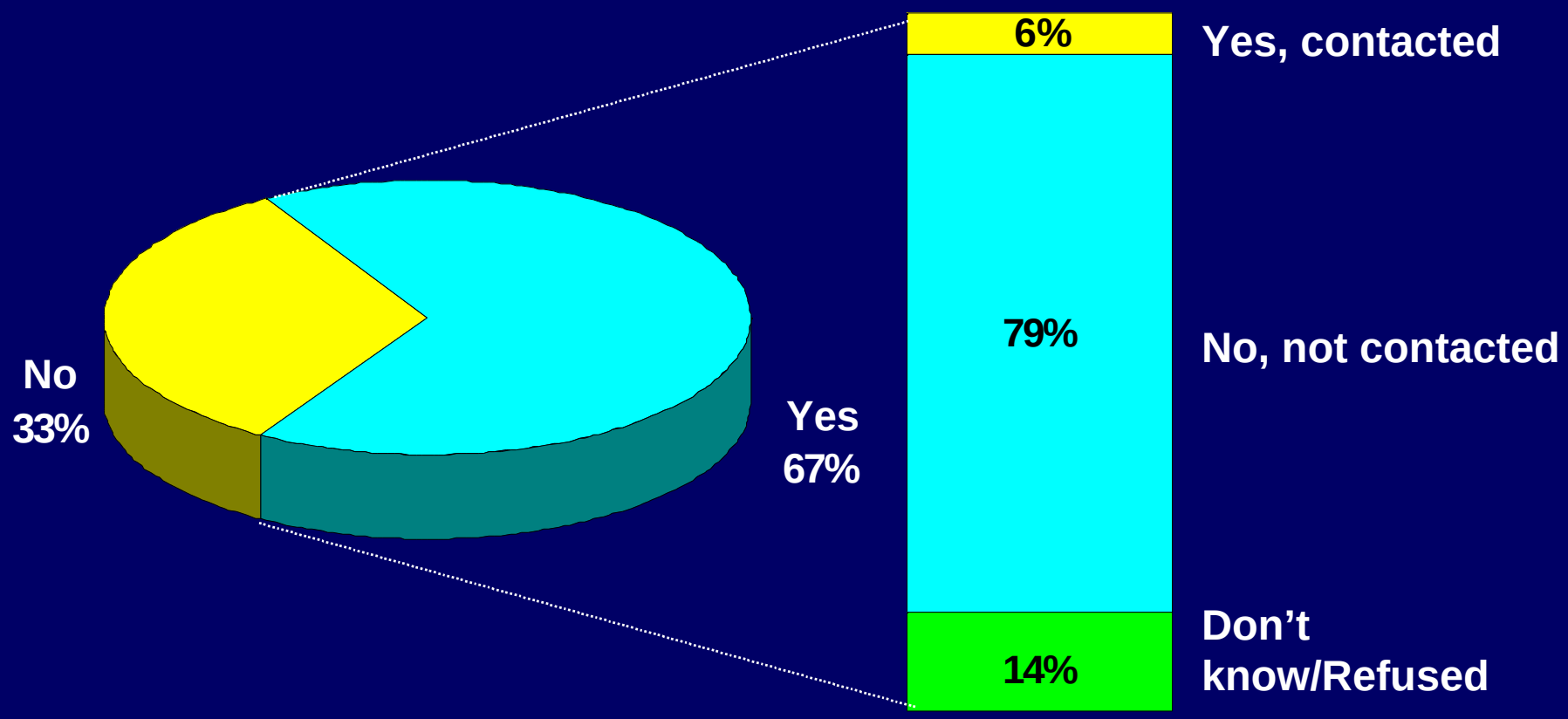


**NOTE: Percentages are based on a total of 65% of businesses who say they offer programs on an unaided or aided basis.

"Did you receive any assistance or help from any organization in establishing or setting up programs for employees in your company?"

"If yes, What was the name of the organizations or organizations who helped you set up programs for your company?"

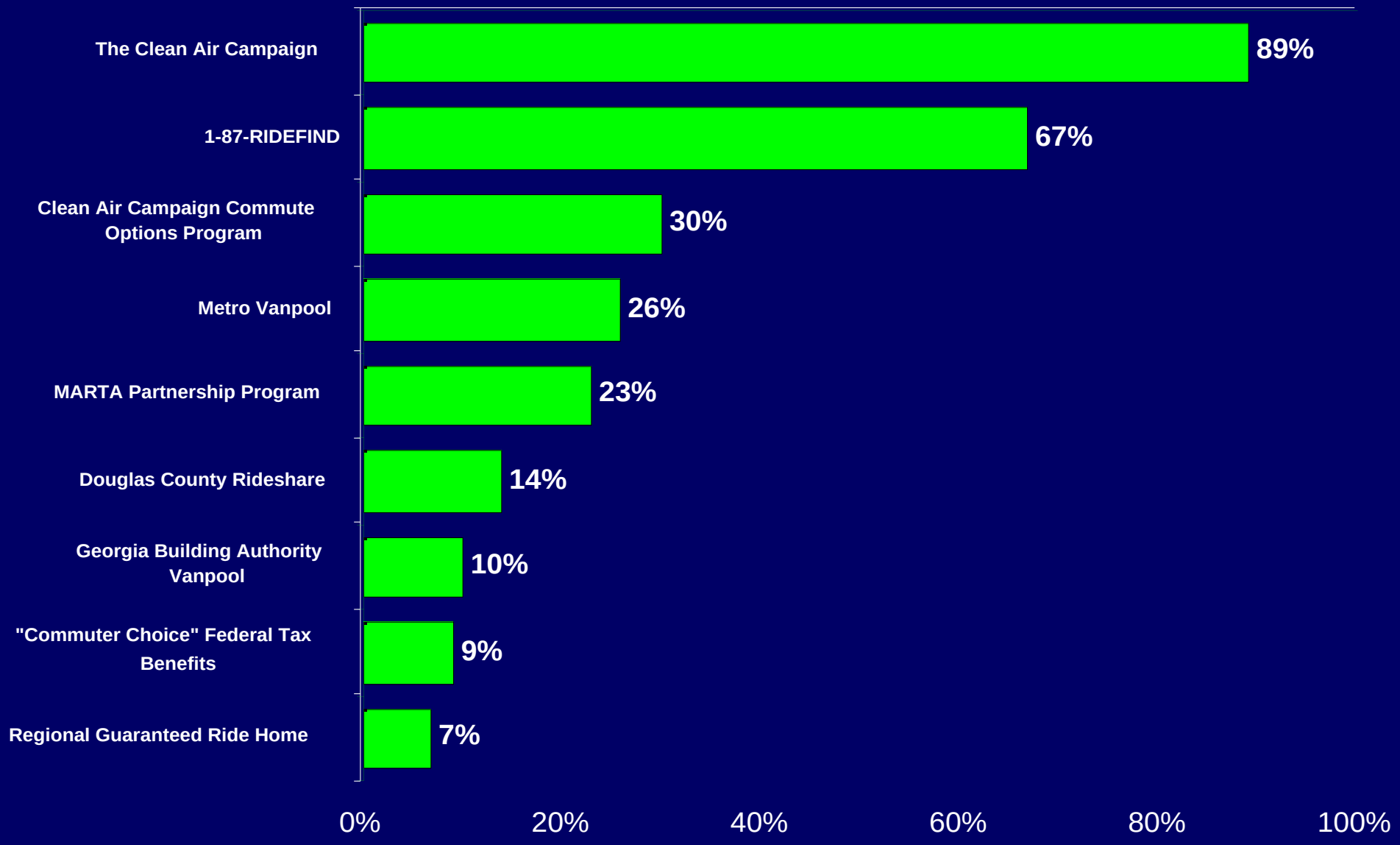
Awareness and Contact with "1-87-RIDEFIND"



"Have you heard of/about…."

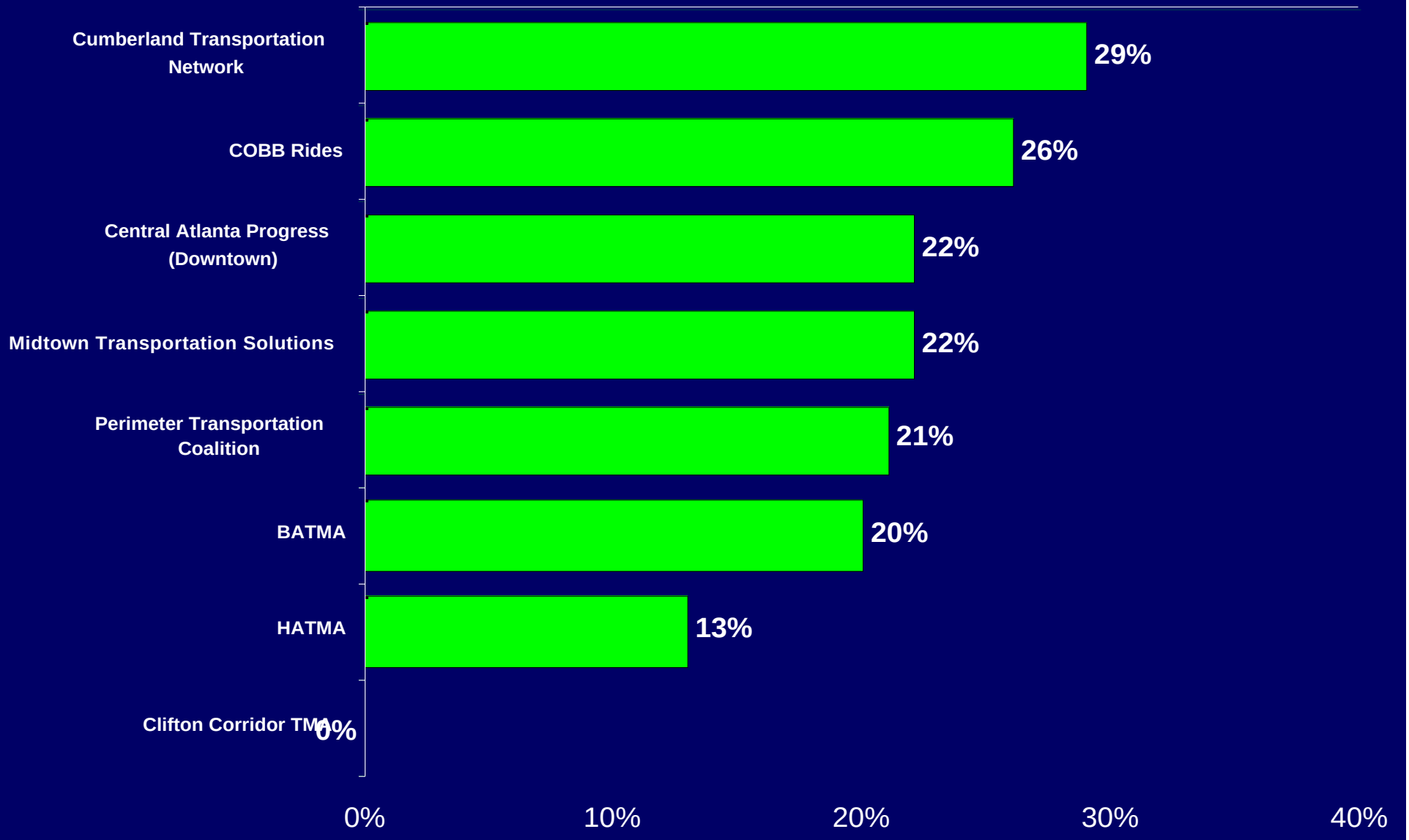
"If yes, Have you or has someone in your organization been contacted by…?"

Aided Awareness of Area Programs



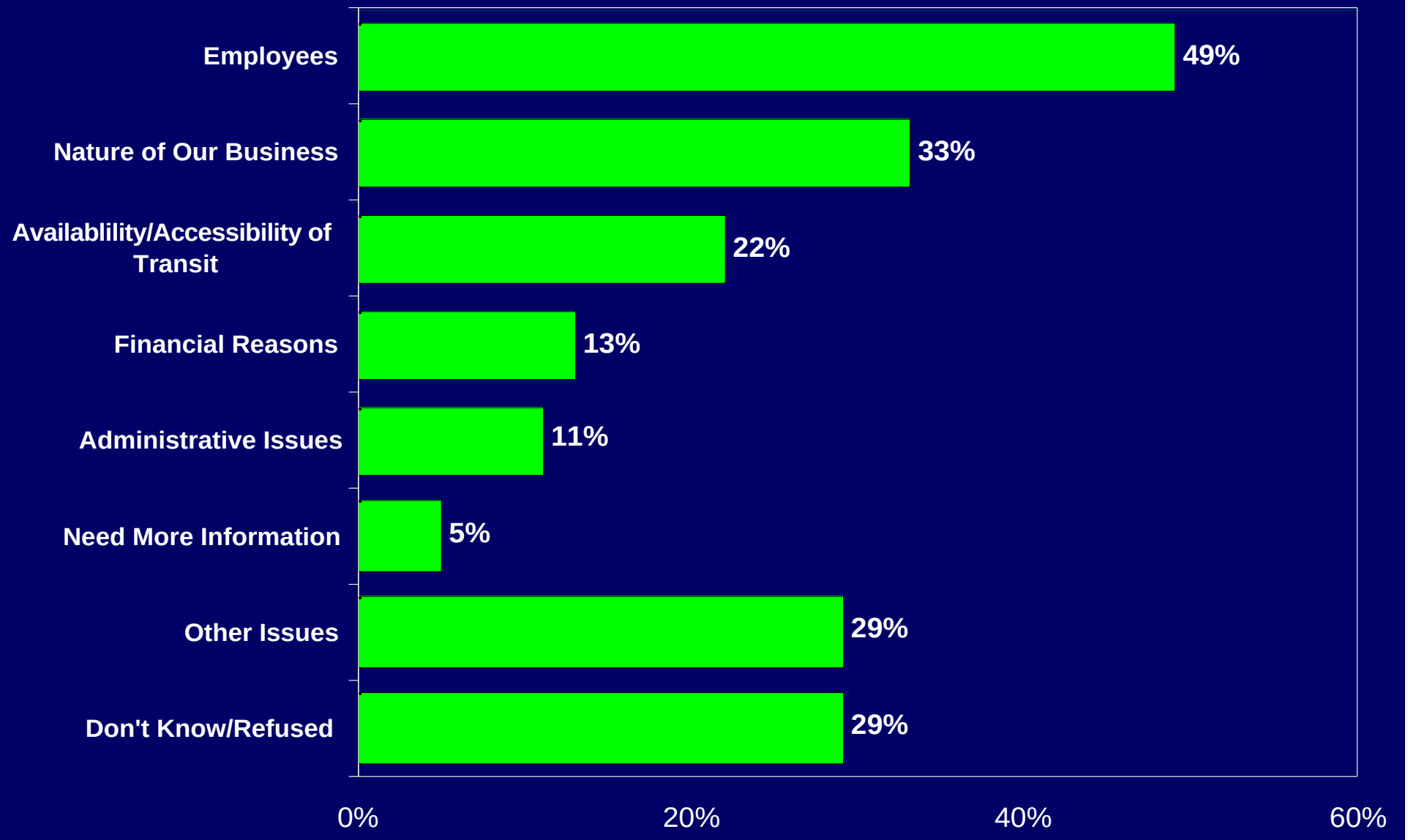
Aided Awareness of Regional TMAs

**NOTE: Questions asked only of employers within each region.



Barriers Preventing Implementation of Commute Option Programs

Barriers Preventing Companies From Implementing Commute Option Programs



Barriers Preventing Companies From Implementing Commute Option Programs

TYPE OF EMPLOYEES (NET)	**49%**
Employees Spread All Over	18%
Employees Live Close By	14%
Employees Work Different Hours	13%
Employees Have Own Transportation	11%
Not Enough Employees	8%
Lack of Interest	7%
Employees Responsible for Getting to Work	3%
Employees Need to be In the Office	3%
Turnover Rate	2%
It Doesn't Make Sense for Our Employees	1%

Barriers Preventing Companies From Implementing Commute Option Programs (continued)

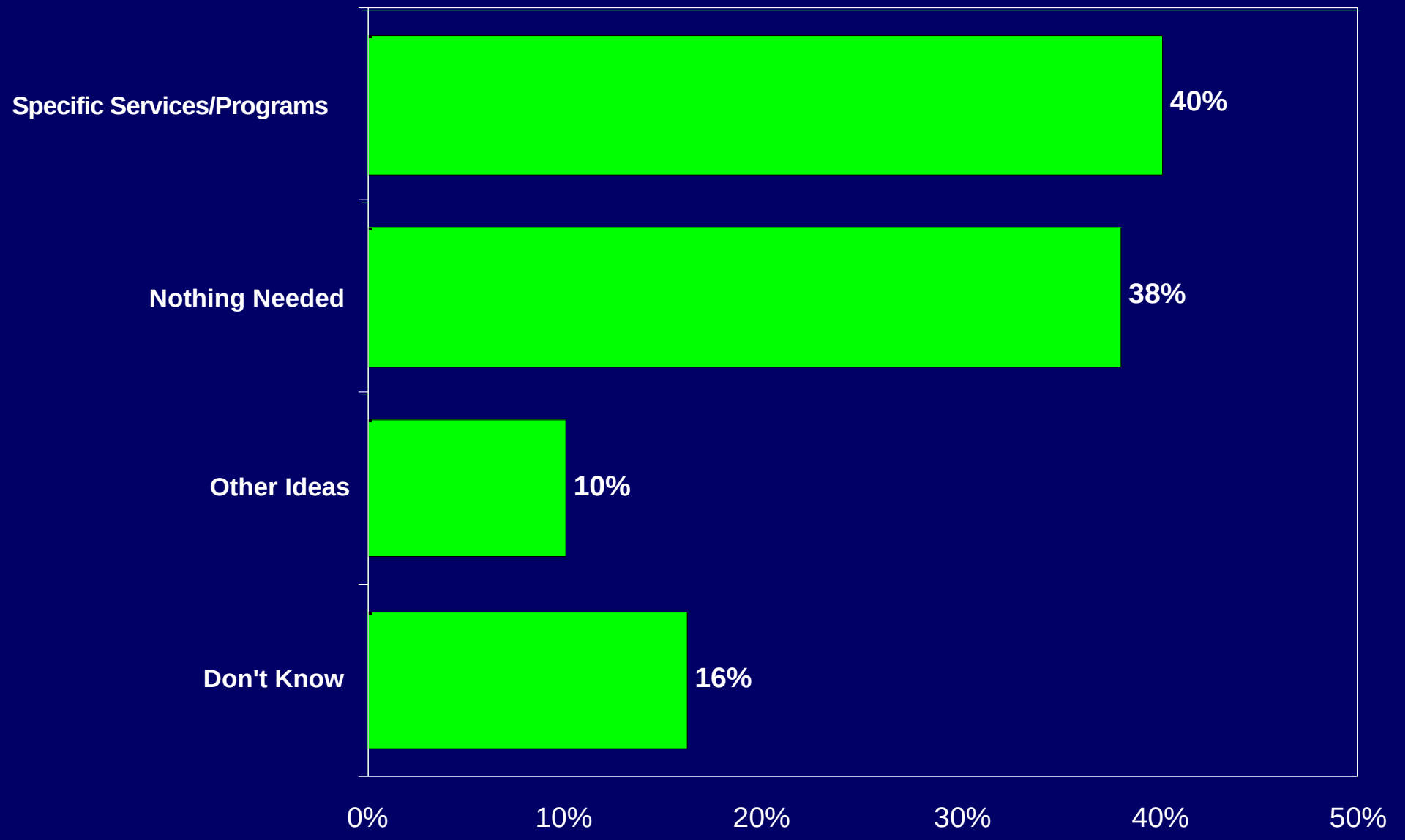
DOESN'T FIT OUR BUSINESS (NET)	**33%**
Nature of Business	18%
No Need	15%
Not Beneficial	3%
Small Company	3%
Doesn't Apply to Us	2%
AVAILABILITY/ACCESS TO TRANSIT (NET)	**22%**
Lack of Availability/Accessibility	14%
Location	10%
Transportation Comes Right By Our Company	4%
Hours of Operation	1%

Barriers Preventing Companies From Implementing Commute Option Programs (continued)

FINANCIAL REASONS (NET)	**13%**
Cost	6%
We Can't Afford It	4%
No Incentive	2%
ADMINISTRATIVE ISSUES (NET)	**11%**
Scheduling	4%
Hassle for Management	3%
Lack Staff to Handle Programs	3%
Administration	2%
Corporate Headquarters Handles These Issues	2%
INFORMATION (NET)	**5%**
Need More Information/Unaware of Programs	5%

Needs & Opportunities to Help Area Employers Implement or Expand Commute Option Programs

Needs/Opportunities to Help Businesses Implement or Expand Commute Option Programs



Needs/Opportunities to Help Businesses Implement or Expand Commute Option Programs

SERVICES/PROGRAMS (NET)	**40%**
Send Brochures/Information	14%
Expand Services	13%
Assist with Flexible Scheduling	4%
Assist with Employee Discounts	4%
Offer Expanded Bus Service	3%
Assist with Telecommuting	2%
Better Service (General)	1%
Offer Carpooling Services	**

Appendix 3-4

Atlanta TDM Framework Program Profiles

Participation Indicators - Summary Data

Framework Partner Programs General Description[1] - FY2001

Participation Indicators	*TOTAL*	BATMA	CAC Public	CAC Private	Downtown	CCTMA	CobbRides	CTN	HATMA	Midtown	Perimeter	SECAP
Total staff hours FY2001	***58,214***	5,200	8,000	14,221	1,390	6,000	2,112	5,720	3,329	2,985	3,987	5,270
Employer service staff hours FY2001	***40,081***	3,848	4,500	14,221	1042.5	2,000	1,690	2,860	2,045	2,239	3,000	2,635
Date of inception	***NA***	Jan-99	9-Jun	Apr-00	1-Jan	Jan-98	9-Jun	Jun-96	Feb-00	1-Jan	Jan-98	Apr-99
FY2001 funding	***$3,715,379***	$261,260	$410,000	$982,994	$187,500	$200,000	$200,000	$330,000	$187,500	$140,625	$315,500	$500,000
Funding/annual investment prior to FY2001	***NA***	$433,000	-	$202,996	$85,000	$400,000	$616,918	-	$200,000	$188,251	$574,542	$1,000,000
Total staff hours prior to FY2001	***89,237***	6,934	15,000	2,572	NA	18,000	6,336	19,800	1,355	NA	7,800	11,440
Employer service staff hours prior to FY2001	***44,597***	5,443	7,500	2,572	NA	6,000	5,069	-	673	NA	5,900	11,440
Total employers>100 employees in service area	***1,620***	75	135	950	175	10	50	55	50	NK	120	NK
Total employers (>100) with active TDM programs in service area	***461***	31	135	150	35	9	18	28	3	24	28	NK
Total employers<100 employees in service area	***4,965***	NK	10	NK	80	25	1,200	3,300	350	NK	NK	NK
Total employers (<100) with active TDM programs in service area	***68***	-	10	NK	-	2	0	3	14	33	6	NK
Total employees in service area	***653,646***	95,446	130,000	NK	110,000	22,000	42,000	NK	65,000	58,373	90,000	40,827
Availability of transit in service area (Good, Fair, Poor)	***NA***	Good	Good	Poor	Good	Fair	Poor	Poor	Poor	Good	Good	Good
Availability of parking in service area (Good, Fair, Poor)	***NA***	Good	Good	Good	Fair	Fair	Good	Good	Fair	Fair	Good	Good

[1]Estimates provided by employer outreach programs.

Framework Partner Participation Indicator[1] - FY2001

Participation Indicators	*TOTAL*	BATMA	CAC Public	CAC Private[3]	Downtown	CCTMA	CobbRides	CTN	HATMA	Midtown	Perimeter	SECAP
Ridematch applications[2]	***16,454***	337	653	12,873	347	441	177	776	353	195	302	NK
GRH applications[2]	***9,501***	338	358	6,948	139	494	54	70	551	139	140	270
Monthly website page views (Sept 01)	***19,102***	2,140	NA	NA	NA	20	4,902	3,800	627	113	7,500	NK
Monthly website visitor sessions (Sept 01)	***6,389***	830	NA	NA	NA	NK	2,589	2,000	270	NA	NK	700
Number of employers/property managers meetings	***3,593***	6	250	2,882	32	13	122	119	46	31	92	NA
Number of commuter fairs/promotional activities	***648***	68	70	194	3	22	45	153	14	12	55	12
Number of calls received from commuters[4]	***341***	NK	NK	NK	NK	15	<25	260	36	NK	30	NK
Number of calls received from employers[4]	***137***	NK	NK	NK	NK	5	<15	12	60	NK	60	NK
Number of clients implementing new TDM programs	***275***	15	18	110	41	0	4	2	2	89	9	NA
Clients implementing carpool programs	***142***	25	9	112	4	0	4	1	0	4	8	NA
Clients implementing vanpool programs	***28***	5	5	5	5	0	4	2	0	5	2	NA
Clients implementing transit programs	***140***	44	3	11	41	0	4	1	2	69	9	NA
Clients implementing telework programs	***52***	1	8	39	3	0	0	0	0	0	2	NA
Clients implementing alternative work schedule programs	***71***	NK	8	61	1	0	0	1	0	0	50 or more	NA
Monthly MARTA passes sold (FY2001)	***181,387***	38,597	NA	NA	32,201	25,185	0	467	29,745	18,337	33,199	3,656
Monthly CCT passes sold (FY2001)	***327***	0	NA	NA	0	0	18	290	0	0	3	16

[1]Estimates provided by employer outreach programs.
[2]Estimates provided by Commute Connections. Ridematch applications entered into the database may differ from the actual number of ridematch applications submitted by employer outreach programs.
[3]CAC Private clients implementing programs may not be official employer partners.
[4]Calls to the 1-877-CLEANAIR and 1-87-RIDEFIND are not included in the employer outreach program calls received from commuters and employers.

Program Profiles

Buckhead Area Transportation Management Association (BATMA)

Mission

BATMA is a proactive partnership of private businesses, public agencies and residential and civic associations within the Buckhead community. BATMA works cooperatively with these groups to foster public-private partnerships that work together to achieve improved mobility, accessibility and air quality. BATMA offers a variety of transportation services that provide relief for area commuters, residents and visitors traveling in and around Buckhead.

Service Area

BATMA serves the area bounded roughly by the Atlanta city limits on the north, US41 on the west, I-85 on the east and the Brookwood Interchange on the south.

Services Offered

BATMA offers a variety of transportation services that provide relief for commuters, residents and visitors traveling in and around Buckhead. BATMA's services are primarily coordinated through property management offices at each of the major office towers within the community, but are also available to all area companies on an individual basis.

BATMA offers the following transportation services:

- Tran$ave – reduced-price MARTA monthly passes;
- Ridematching – applications for the regional rideshare database to assist in forming carpools and vanpools;
- Guaranteed Ride Home – free ride home in emergency situations for commuters using alternative modes of transportation;
- Effective Cycling – nationally certified educational programs promoting safe-cycling techniques;
- TMP Development – assistance in developing transportation management plans required of certain properties by the City of Atlanta
- Commuter Rewards Program – registers and rewards commuters who use an alternative mode of transportation for their commute;
- Telecommute/Alternative Work Schedule Assistance;
- Smog Alerts –distributes smog alerts and post banners in parking decks at area buildings to inform commuters of unhealthy air conditions;
- B-news – distributes a monthly electronic newsletter to area commuters with a quick overview of the latest issues;
- TrafficWI$E – quarterly publication highlighting upcoming activities and educating commuters on transportation alternatives, community initiatives and air quality;

- Shuttle Development – spearheading development of a hybrid electric shuttle system in the Buckhead area to enhance the use of transit and reduce the number of internal trips each day;
- Transit-Oriented Development – work with local developers and the Neighborhood Planning Unit (NPU-B) to promote site design features that encourage the potential use of alternative modes of transportation;
- Alternative Fuel Infrastructure – work with area property owners to facilitate the deployment of alternative fuel infrastructure and vehicles to improve air quality;
- Pedestrian Improvements – work with the City of Atlanta, the Community Improvement District and the Department of Transportation to identify and secure funding for improvements to the pedestrian network in the community;
- Coordinated Local Planning – work closely with other local and civic associations to ensure community planning is happening in a coordinated and comprehensive fashion.

Highlights

BATMA is leading efforts to develop a shuttle system for Buckhead. This system will operate electric shuttles, and in the first phase it will provide connections between MARTA rail stations, major office buildings, and commercial destinations. The system will be expanded to serve area neighborhoods and weekend needs as demand arises and resources permit. The system is expected to begin operating first quarter 2002.

Contact Information

3340 Peachtree Road, NE
Building # 100, Suite #230
Atlanta, GA 30326
Phone: 404-842-2680
Fax: 404-842-2681
www.batma.org

BATMA General Information

Total staff hours FY2001	5,200
Employer service staff hours FY2001	3,848
Date of inception	Jan-99
FY2001 funding	$261,260
Funding/annual investment prior to FY2001	$433,000
Total staff hours prior to FY2001	6,934
Employer service staff hours prior to FY2001	5,443
Total employers>100 employees	75
Total employers (>100) with active TDM programs[1]	32
Total employers<100 employees	NK
Total employers (<100) with active TDM programs[2]	6
Total employees in service area	95,446
Availability of transit in service area (Good, Fair, Poor)	Good
Availability of parking in service area (Good, Fair, Poor)	Good

[1]Estimated 32 total, 16 of which are property managers.
[2]Directly working with 6 employers, many more have access at the building level.

BATMA Participation Indicators – FY2001

Ridematch applications	337
GRH applications	338
Monthly website page views	2,140
Monthly website visitor sessions	830
Number of employers/property managers meetings	6
Number of commuter fairs/promotional activities	68
Number of calls received from commuters	NK
Number of calls received from employers	NK
Number of clients implementing new TDM programs[1]	15
Clients implementing carpool programs[2]	25
Clients implementing vanpool programs	5 buildings
Clients implementing transit programs[3]	44
Clients implementing telework programs	1
Clients implementing alternative work schedules	NK
Monthly MARTA passes sold (FY2001)	38,597
Monthly CCT passes sold (FY2001)	0

[1]Estimated 15 total, 11 are employers and 4 are property managers.
[2]Estimated 25 total, 13 are employers and 12 are property managers.
[3]Estimate includes all clients implementing transit programs since BATMA's inception; 44 total, 29 are employers and 15 are property managers.

The Clean Air Campaign

Mission

The Clean Air Campaign is a not-for-profit organization formed in 1996 by more than 70 groups representing government, business, civic, health, environmental, and educational interests. It now serves as the region's clearinghouse for more than 20 organizations with programs in place to improve air quality and reduce traffic congestion. The overall mission of the Clean Air Campaign is to enable metro-Atlanta residents, state, and local governments and industry to understand and take personal and organizational responsibility for improving air quality by changing their behaviors year-round. Specifically, the Clean Air Campaign works to do the following:

- Raise awareness of air-friendly commuting options and other actions that benefit air quality;
- Highlight the personal and organizational benefits that result from using these options;
- Work with employers to design and implement commute options and other smog reduction practices;
- Reduce traffic congestion and improve air quality by generating use of alternative commuting behaviors.

The Clean Air Campaign focuses on voluntary efforts to reduce air pollutants primarily because sources that are not regulated by the government create a large amount of air, and voluntary behavior change is needed to improve air quality in the region in order to meet federal standards.

U.S. Department of Transportation Congestion Mitigation and Air Quality (CMAQ) funds provide 80 percent of funding for the Clean Air Campaign; 20 percent comes from state and local government, business and industry sponsorships, and individuals.

Service Area

Public information and education programs span the 13-county nonattainment area. The employer service program works with public sector employers throughout the 13 counties and in areas outside defined transportation management associations' (TMAs') service areas.

Services Offered

The Clean Air Campaign serves as an information clearinghouse to educate and inform area residents on behalf of 20+ entities with programs to address air quality and traffic congestion through mass advertising and public relations; community outreach and special events; distributing Smog Alert notifications; and educating youth. The Clean Air Campaign's children's education effort is two-pronged: an in-school, interactive presentation featuring BAIR, the Better Air Bear and air quality curriculum development for grades 4-8.

The Clean Air Campaign also provides a service mechanism to facilitate behavioral change through one-on-one, free-of-charge employer outreach; a regional call center (1-877-CLEANAIR) and a web site (www.cleanaircampaign.com) and direct support for and access to the regional ridematching database (1-87-RIDEFIND).

The Clean Air Campaign employer outreach team works with employers across the region to create and implement worksite-specific commute options and other smog-reducing strategies. Commute options programs may include strategies to encourage employees to carpool, vanpool, take transit, telework, and use alternative work schedules. These programs also may include employer-supported incentives to make the alternatives more attractive, such as preferential parking for carpoolers and vanpoolers, development of telework policies, or the creation of subsidies. The operations and maintenance programs include strategies such as delaying lawn maintenance or fleet refueling until after a Smog Alert Day or using products low in volatile organic compounds (VOCs).

Highlights

In 2001 the Clean Air Campaign merged with the Partnership for a Smog-Free Georgia (PSG), the four-year-old employer service program originally housed at EPD. This added the important employer service arm to the CAC while also allowing the PSG effort to capitalize on the brand recognition and marketing efforts of the Clean Air Campaign. From mid 2000 to mid 2001, the number of employer partners of the Clean Air Campaign grew from about 170 to more than 265.

The Clean Air Campaign also prepared to launch a statewide air quality education curriculum for grades four through eight. Working with Georgia Tech's Center for Education Integrating Science, Mathematics and Computing (CEISMC), the Clean Air Campaign prepared more than 20 lesson plans for teachers of those grades. The curriculum meets Georgia Quality Core Curriculum (QCC) guidelines and will be available on the Georgia Learning Connection web site as well as at www.cleanaircampaign.com.

The Clean Air Campaign's marketing efforts continued to focus primarily on driving behaviors, with mass advertising (TV, radio, and print) focusing on the behaviors that research showed to have the highest propensity for change in the marketplace: teleworking and carpooling. Mass advertising also focused on employer service programs, including a radio ad featuring Governor Roy Barnes. More detailed information about the FY2001 media campaign follows the next two tables, CAC Public and Private General Information and Participation..

Contact Information

P.O. Box 93584
Atlanta, GA 30377-0584
Phone: (404) 385-2100 or 1-877-CLEANAIR
Fax: 404-385-0168
www.cleanaircampaign.com

Clean Air Campaign Public Sector Program
Environmental Protection Division, Georgia Department of Natural Resources
4244 International Parkway
Atlanta Tradeport, Suite 136
Atlanta, GA 30354
Phone: 404-675-6210
Fax: 404-362-2534

CAC Public General Information

Total staff hours FY2001	8,000
Employer service staff hours FY2001	4,500
Date of inception	9-Jun
FY2001 funding	$410,000
Funding/annual investment prior to FY2001	-
Total staff hours prior to FY2001	15,000
Employer service staff hours prior to FY2001	7,500
Total employers>100 employees	135
Total employers (>100) with active TDM programs	135
Total employers<100 employees	10
Total employers (<100) with active TDM programs	10
Total employees in service area	130,000
Availability of transit in service area (Good, Fair, Poor)	Good
Availability of parking in service area (Good, Fair, Poor)	Good

CAC Public Participation Indicators – FY2001

Ridematch applications	376
GRH applications	358
Monthly website page views (Sept 01)	NA
Monthly website visitor sessions (Sept 01)	NA
Number of employers/property managers meetings	250
Number of commuter fairs/promotional activities	70
Number of calls received from commuters	NK
Number of calls received from Employers	NK
Number of clients implementing new TDM programs	18
Clients implementing carpool programs	9
Clients implementing vanpool programs	5
Clients implementing transit programs	3
Clients implementing telework programs	8
Clients implementing alternative work schedules	8
Monthly MARTA passes sold (FY2001)	NA
Monthly CCT passes sold (FY2001)	NA

CAC Private General Information

Total staff hours FY2001	14,221
Employer service staff hours FY2001	14,221
Date of inception	Apr-00
FY2001 funding	$982,994
Funding/annual investment prior to FY2001	$202,996
Total staff hours prior to FY2001	2,572
Employer service staff hours prior to FY2001	2,572
Total employers>100 employees	950
Total employers (>100) with active TDM programs[1]	150
Total employers<100 employees	NK
Total employers (<100) with active TDM programs	NK
Total employees in service area	NK
Availability of transit in service area (Good, Fair, Poor)	Poor
Availability of parking in service area (Good, Fair, Poor)	Good

[1]CAC Private active TDM programs may not be official employer partners.

CAC Private Participation Indicators – FY2001

Ridematch applications	12,902
GRH applications	6,948
Monthly website page views (Sept 01)	NA
Monthly website visitor sessions (Sept 01)	NA
Number of employers/property managers meetings	2,882
Number of commuter fairs/promotional activities	194
Number of calls received from Commuters	NK
Number of calls received from employers	NK
Number of clients implementing new TDM programs[1]	110
Clients implementing carpool programs	112
Clients implementing vanpool programs	5
Clients implementing transit programs	11
Clients implementing telework programs	39
Clients implementing alternative work schedules	61
Monthly MARTA passes sold (FY2001)	NA
Monthly CCT passes sold (FY2001)	NA

[1]CAC Private clients implementing programs may not be official employer partners.

CAC Media Campaign

Campaign Goals

The Media Planning Committee established three primary goals for the media campaign:

1. Increase awareness and change attitudes about alternatives to SOV travel and motivate travel behavior change;
2. Develop positive attitudes toward and encourage employer to create Commute Options Programs; and
3. Create strong community support for the Clean Air campaign and other clean air initiatives in the region.

Campaign Reach

The 2000 campaign started with a full television, radio, and website presence in July 2000. Television commercials ran through November 26, 2000. Radio ran through December 17, 2000 and again from January 29, 2001 to March 4, 2001. There was no television from December 2000 until May 14, 2001. There was no radio from March 5 until May 14, 2001. The 2001 campaign started in May with the introduction of a "bridge plan" and use of existing advertisements until new creative elements were produced, tested, and aligned with the proper markets.

Two major problems outside of the influence of the media contractors greatly impacted their ability to move forward. First, market research to include segmentation data, messaging assistance, and the campaign's recommended focus was not available until late June. Second, the contracting process delayed the start of any work for the agency and elements of the "bridge plan" were not on the air until May 14, 2001. Additional time lapsed to allow for production and testing of new creative elements. On August 27, 2001, new and revised television advertisements, new radio ads, and a redesigned website were introduced. The contract for the 2001 program will run through February 2002.

The August 27, 2001, program launch has focused upon a combination of new television and radio ads focusing upon carpooling and teleworking. A secondary launch targeting employers was initiated in October 2001 with radio as the primary tool combined with paid print advertising. Governor Roy Barnes taped three radio spots that are being used by the campaign targeted to employers.

The advertising effort has had significant reach throughout the community. The $2.4 million advertising campaign is expected to have reached 98 percent of adults aged 25-54 in the metropolitan Atlanta area an average of 40 times in 2001.

The following table reviews the market penetration for advertising. The gross rating points (GRPs) represent the reach and the frequency within the advertising market. The numbers do not include additional activity provided beyond the purchased media. Public service announcements and other promotional efforts also contributed to the media campaign. In general, the campaign achieved an additional 20 percent to 30 percent or more in added value. The second quarter of calendar year (CY2001) post buy analysis indicated an additional added value of 32 percent to the total media cash buy. The total added value for the third quarter of CY2001 to the first quarter of CY2002 is estimated to be 30 percent for teleworking and 45 percent for carpooling, a worth of more than $500,000.

As noted in the following table, there was significant activity from the initiation of the campaign in July 2000 until the end of FY2000. There was a break during the 2000 holiday season and a restart of the advertising in May 2001. The campaign has now shifted to an annual effort.

The new launch of the 2001 campaign included four television and five radio commercials.

Calendar 2000 Quarter 3 GRPs (Market Penetration)

	Alternative Mode/Call to Action	3-Jul	10-Jul	17-Jul	24-Jul	31-Jul	7-Aug	14-Aug	28-Aug	4-Sep	11-Sep	Q3 Total
TV	Transit/1-877-CLEANAIR & cleanaircampaign.com	70	69	69	69	67	66	66	62	63	61	662
(A25-54)	Carpooling/1-87-RIDEFIND	70	69	69	69	67	66	66	62	63	61	662
	Teleworking/cleanaircampaign.com	70	69	69	69	67	66	66	62	63	61	662
	Total											**1,986**
Radio	Carpooling/1-87-RIDEFIND	76	81	83	82	81	85	81	86	77	79	811
(A25-54)	Carpooling/1-87-RIDEFIND	76	81	83	82	81	85	81	86	77	79	811
	Teleworking/1-877-CLEANAIR & cleanaircampaign.com	76	81	83	82	81	85	81	86	77	79	811
	Total											**2,433**

Calendar 2000 Quarter 4 GRPs (Market Penetration)

	Alternative Mode/Call to Action	2-Oct	9-Oct	16-Oct	30-Oct	6-Nov	13-Nov	20-Nov	4-Dec	11-Dec	Q4 Total
TV	Transit/1-877-CLEANAIR & cleanaircampaign.com	70	68	68	67	67	66	5	0	0	411
(A25-54)	Carpooling/1-87-RIDEFIND	70	68	68	67	67	66	5	0	0	411
	Teleworking/cleanaircampaign.com	70	68	68	67	67	66	5	0	0	411
	Total										**1,233**
Radio	Carpooling/1-87-RIDEFIND	83	81	83	76	76	76	0	75	76	626
(A25-54)	Carpooling/1-87-RIDEFIND	83	81	83	76	76	76	0	75	76	626
	Teleworking/1-877-CLEANAIR & cleanaircampaign.com	83	81	83	76	76	76	0	75	76	626
	Total										**1,878**

Calendar Year 2001 Quarter 1 GRPs (Market Penetration)

	Alternative Mode/Call to Action	5-Feb	12-Feb	19-Feb	26-Feb	Q1 Total
Radio	Carpooling/1-87-RIDEFIND	58	58	58	58	232
(A25-54)	Carpooling/1-87-RIDEFIND	58	58	58	58	232
	Teleworking/1-877-CLEANAIR & cleanaircampaign.com	58	58	58	58	232
	Total					**696**

Calendar Year 2001 Quarter 2 GRPs (Market Penetration)

	Alternative Mode/Call to Action	14-May	21-May	28-May	4-Jun	11-Jun	18-Jun	25-Jun	2-Jul	Q2 Total
TV	Transit/1-877-CLEANAIR & cleanaircampaign.com	43	43	50	7	7	51	50	46	297
(A25-54)	Carpooling/1-87-RIDEFIND	43	43	50	7	7	51	50	46	297
	Teleworking/cleanaircampaign.com	43	43	50	7	7	51	50	46	297
	Total									**891**
Radio	Carpooling/1-87-RIDEFIND	31	37	67	31	31	67	73	67	404
(A25-54)	Carpooling/1-87-RIDEFIND	31	37	67	31	31	67	73	67	404
	Teleworking/877-CLEANAIR & cleanaircampaign.com	31	37	67	31	31	67	73	67	404
	Total									**1,212**

Calendar Year 2001 Quarter 3 GRPs (Market Penetration)

	Alternative Mode/Call to Action	27-Aug	3-Sep	10-Sep	17-Sep	1-Oct	Q3 Total
TV (W18-49)	Teleworking/cleanaircampaign.com	100	99	62	4	33	**298**
Radio (W18-49)	Teleworking/cleanaircampaign.com & 1-877-CLEANAIR	176	176	176	0	0	**528**

Calendar Year 2001 Quarter 3 GRPs (Market Penetration)

	Alternative Mode/Call to Action	27-Aug	3-Sep	10-Sep	**Q3 Total**
TV (W18-34)	Carpooling/1-87-RIDEFIND	101	101	100	**302**
Radio (W18-34)	Carpooling/1-87-RIDEFIND & cleanaircampaign.com	144	144	144	**432**

CAC Public Relations Activities

During the same time frame, the public relations effort also had significant coverage of its activities. The table below reflects the activities of public relations efforts that complement or supplement the advertising effort. Outreach has included the use of a speaker's bureau for presentations to local organizations and community groups. Media outreach has been successful in achieving placement of articles in both local and regional publications. The following table presents a summary of results from media relations and community outreach.

CAC Public Relations Activity – FY2000 & FY2001

		2000 (4-17-00 to 9-30-00)	**2001 (10-1-00 to 9-30-01)**
Publicity			
	Total number of placements	101	**200**
	Television	21	**16**
	Print	66	**163**
	Radio	7	**16**
	Web	7	**5**
	Approximate number of impressions	20,580,000	**29,720,000**
Education			
	Total in-school appearances	3	**38**
	Children reached	560	**14,500**
Community Relations			
	Total speaking engagements	15	**24**
	Audience reach	520	**1,135**
	BAIR community appearances		**16**
	Approximate audience reach		**66,425**

Clean Air Initiative (CAI)

The United States Environmental Protection Agency (EPA) has classified the 13-county metropolitan Atlanta area as a serious nonattainment area for the one-hour ozone National Ambient Air Quality Standard (NAAQS). To reduce ozone levels, the region must reduce the emissions of ozone precursors (chemicals that react to produce ground-level ozone): volatile organic compounds (VOCs) and nitrogen oxides (NO_x).

With approximately 130 federal agencies and 44,000 federal employees in Atlanta, the federal government is the largest employer in the metro area. The combined effort of these agencies has the potential to significantly impact Atlanta's progress on important community issues such as air quality. During a 1997 meeting in Washington, D.C., concerning the Government Performance and Results Act (GPRA), federal agencies were encouraged to work together on cross-cutting issues.

In response to this challenge, the Atlanta Federal Executive Board (FEB) chose Atlanta's air quality problem as a cross-cutting issue during an August 1997 meeting and termed this project the Clean Air Initiative (CAI). A CAI Task Force, spearheaded by EPA, was formed and began meeting in November 1997. The task force identified the following five major strategies that would help reduce emissions of ozone-forming pollutants:

- Commuter options (i.e., transit subsidies, carpooling, bicycling, etc.)
- Energy efficiency practices (ENERGY STAR)
- Clean fuels and low-emitting vehicles
- Environmentally preferable purchasing, and
- Air quality outreach activities

Smaller workgroups developed a comprehensive list of activities to be comprised by each strategy. These lists were then compiled into a master checklist. The CAI Task Force charged each federal agency with creating an agency-specific action plan by selecting activities from the checklist, obtaining the appropriate level of agency commitment to support plan implementation, and developing a results-based reporting system to ensure measurable, consistent results across agencies.

Contact Information

United States Environmental Protection Agency
Region 4 - Atlanta Federal Center
61 Forsyth Street, SW
Atlanta, GA 30303-3104

Downtown TMA

Mission

The Downtown Transportation Management Association (Downtown TMA) is a program of Central Atlanta Progress, Inc. (CAP). CAP is a private non-for-profit organization that represents the interests of businesses and downtown organizations sharing a common vision of a central Atlanta that is thriving, secure, and vibrant. The Downtown TMA was created to provide services to downtown employers that will encourage and support the use of alternative transportation and to serve as the advocate for downtown Atlanta's transportation needs. The Downtown TMA focuses on transportation issues, with the ultimate goal of reducing traffic congestion, facilitating mobility in the area, addressing parking demand, and improving the region's air quality.

Service Area

The following streets serve as boundaries for the area serviced by the Downtown TMA: North Avenue on the north, I-20 on the south, Interstate 75/85 and Piedmont Avenue on the east, and Northside Drive on the west.

Services Offered

The Downtown TMA addresses a variety of transportation services and concerns. The various transportation demand management (TDM) programs include:

- Ridematching assistance – to form carpools and vanpools, funding assistance to start a new vanpool;
- Guaranteed ride home – free ride home in an emergency situation for commuters using alternative modes of transportation;
- Discounted transit program – for all transit providers connecting to Downtown
- Bike and pedestrian seminars;
- Alternative work arrangement consultation.

The Downtown TMA also serves as facilitator for cooperative planning and coordination among private and public sector employers and service providers. It provides a collaborative mechanism for problem solving and implementing of transportation management strategies in downtown.

Highlights

The Downtown TMA is experiencing significant success in the sale of discounted transit passes with the existing transit services offered by MARTA and CCT and new transit services offered by C-TRAN and Gwinnett Transit. Three months after starting the program, the Downtown TMA more than doubled its volume of sales, making it the largest private distributor of discounted passes in the region. Expanding and enhancing the discounted transit pass program is a major TDM strategy for the Downtown TMA.

Contact Information

50 Hurt Plaza – Grand Lobby
Atlanta, GA 30303
Phone: 404-577-0330 or 404-658-1877
snelson@centralatlantaprogress.org

Downtown TMA General Information

Total staff hours FY2001	1,390
Employer service staff hours FY2001	1042.5
Date of inception	1-Jan
FY2001 funding	$187,500
Funding/annual investment prior to FY2001	$85,000
Total staff hours prior to FY2001	NA
Employer service staff hours prior to FY2001	NA
Total employers>100 employees	175
Total employers (>100) with active TDM programs[1]	35
Total employers<100 employees	80
Total employers (<100) with active TDM programs	35
Total employees in service area	110,000
Availability of transit in service area (Good, Fair, Poor)	Good
Availability of parking in service area (Good, Fair, Poor)	Fair

[1]Estimated 41 total, 35 of which are employers and 6 of which are property managers.

Downtown TMA Participation Indicators – FY2001

Ridematch applications	347
GRH applications	139
Monthly website page views (Sept 01)	NA
Monthly website visitor sessions (Sept 01)	NA
Number of employers/property managers meetings	32
Number of commuter fairs/promotional activities	3
Number of calls received from commuters	NK
Number of calls received from employers	NK
Number of clients implementing new TDM programs	41
Clients implementing carpool programs	4
Clients implementing vanpool programs	5
Clients implementing transit programs	41
Clients implementing telework programs	3
Clients implementing alternative work schedules	1
Monthly MARTA passes sold (FY2001)	32,201
Monthly CCT passes sold (FY2001)	0

Clifton Corridor Transportation Management Association (CCTMA)

Mission
CCTMA serves employer members in the Clifton Corridor. Emory University, the largest employer in DeKalb County, leads CCTMA in developing and providing member services to the various hospitals, nonprofit organizations and government agencies in the surrounding area, including Emory University Hospital, The Emory Clinic, American Cancer Society, Centers for Disease Control and Prevention, Children's Healthcare of Atlanta at Egleston, Veterans Affairs Medical Center and Regional Office, the University Inn, the Ben Franklin Academy, and the Wesley Woods Center of Emory University. These organizations account for approximately 22,000 employees.

Service Area
The Clifton Corridor is defined as a three-mile radius from the intersection of Clifton Road and Haygood Drive in DeKalb County.

Services Offered
CCTMA offers of the following transportation services that provide relief for commuters, residents, and visitors traveling within the Clifton Corridor:

- Ridematching – applications for the regional rideshare database to assist in forming carpools and vanpools;
- Car and vanpool development assistance and funding;
- MARTA partnership discounts, subsidies and administration;
- Guaranteed ride home – free ride home in emergency situations for commuters using alternative modes of transportation;
- Shuttle service – free shuttle serving the entire Clifton Road Corridor;
- Parking management consulting;
- Outreach and marketing.

Highlights
CCTMA began the first on-going TMA funded shuttle service in Atlanta and was the first shuttle to have its own berth at a MARTA station. CCTMA was also responsible for creation of seven new vanpools in last 18 months.

Contact Information
CCTMA
1945 Starvine Way
Decatur, GA 30033
Phone: 404-727-1829
Fax: 404-727-5930
www.cctma.org

CCTMA General Information

Total staff hours FY2001	6,000
Employer service staff hours FY2001	2,000
Date of inception	Jan-98
FY2001 funding	$200,000
Funding/annual investment prior to FY2001	$400,000
Total staff hours prior to FY2001	18,000
Employer service staff hours prior to FY2001	6,000
Total employers>100 employees	10
Total employers (>100) with active TDM programs	9
Total employers<100 employees	25
Total employers (<100) with active TDM programs	2
Total employees in service area	22,000
Availability of transit in service area (Good, Fair, Poor)	Fair
Availability of parking in service area (Good, Fair, Poor)	Fair

CCTMA Participation Indicators – FY2001

Ridematch applications	441
GRH applications	494
Monthly website page views (Sept 01)	20
Monthly website visitor sessions (Sept 01)	NK
Number of employers/property managers meetings	13
Number of commuter fairs/promotional activities	22
Number of calls received from commuters	15
Number of calls received from employers	5
Number of clients implementing new TDM programs	0
Clients implementing carpool programs	0
Clients implementing vanpool programs	0
Clients implementing transit programs	0
Clients implementing Telework programs	0
Clients implementing alternative work schedules	0
Monthly MARTA passes sold (FY2001)	25,185
Monthly CCT passes sold (FY2001)	0

CobbRides Transportation Management Association

Mission

CobbRides provides an organizational structure specifically addressing employee and employer commuter transportation issues in the north Cobb area. CobbRides is dedicated to building public awareness about transportation issues and alternatives to drive-alone commutes, and mobilizing the business community to support recommendations and change commuting behavior. CobbRides also provides a forum to exchange ideas; share resources and expertise; develop, promote and implement cost-effective employee transportation services and information; and work hand –in hand with federal, state, and county DOT and engineers to assess area needs. CobbRides' formal mission statement is, "To provide transportation demand management (TDM) services, information and advocacy to manage congestion, improve access and travel, and maintain air quality throughout the Town Center area."

Service Area

The Town Center area is defined as the area generally within the boundaries of Chastain Road on the north, Bells Ferry Road on the east, Barrett Parkway on the south, and Cobb Parkway on the west.

Services Offered

- Ridematching – applications for the Regional Rideshare Database to assist in forming carpools and vanpools;
- Vanpools – assistance to individuals wanting to participate in a vanpool;
- Guaranteed Ride Home – free ride home in emergency situations for commuters using alternative modes of transportation;
- Bike Smart Classes – educational classes for cyclists of all ages;
- Teleworking and other alternative work arrangements – assistance in identifying alternatives appropriate for a work site;
- Incentive and recognition programs – assistance in developing programs to encourage commuters to use an alternative.

Highlights

During the 2000 holiday season, CobbRides sponsored five 15-passenger vans to shuttle employees from office parks to Town Center Mall. The vans were wrapped in bright red with oversized characters on each side proclaiming "Ridesharing is Fun" and featuring the CobbRides website. The vans operated Monday through Friday from 11:30 a.m. to 3 p.m.. The exposure from the vans initiated partnerships with three new companies and established a database of employees for use in promoting ridesharing during the year. In 2001 CobbRides expected to have six 15-passenger vans operating between Thanksgiving and Christmas. In 2000 the shuttle accounted for 1,084 boardings where employees used the vans rather than drive their cars. Wendy's, Chick Fil A and American Cookie Company agreed to offer coupons for the 2001

holiday riders. Each van is like a rolling billboard that has created a great deal of interest and desire to have a permanent circulator in the Town Center area.

Contact Information

50 Barrett Pkwy, Suite 1200
Box 340
Marietta, GA 30066
Phone: 678-354-0701
Fax: 770-428-6863
e-mail: info@cobbrides.com
www.cobbrides.com

CobbRides General Information

Total staff hours FY2001	2,112
Employer service staff hours FY2001	1,690
Date of inception	9-Jun
FY2001 funding	$200,000
Funding/annual investment prior to FY2001	$616,918
Total staff hours prior to FY2001	6,336
Employer service staff hours prior to FY2001	5,069
Total employers>100 employees	50
Total employers (>100) with active TDM programs	18
Total employers<100 employees	1,200
Total employers (<100) with active TDM programs	0
Total employees in service area	42,000
Availability of transit in service area (Good, Fair, Poor)	Poor
Availability of parking in service area (Good, Fair, Poor)	Good

CobbRides Participation Indicators –FY2001

Ridematch applications	177
GRH applications	-
Monthly website page views (Sept 01)	4,902
Monthly website visitor sessions (Sept 01)	2,589
Number of employers/property managers meetings	122
Number of commuter fairs/promotional activities	45
Number of calls received from commuters	<25
Number of calls received from employers	<15
Number of clients implementing new TDM programs	4
Clients implementing carpool programs	4
Clients implementing vanpool programs	4
Clients implementing transit programs	4
Clients implementing telework programs	0
Clients implementing alternative work schedules	0
Monthly MARTA passes sold (FY2001)	0
Monthly CCT passes sold (FY2001)	18

ARC Commute Connections

Mission

Commute Connections is a program of the Atlanta Regional Commission (ARC) that has been working since 1995 to encourage the use of transportation demand management (TDM) programs in the region. Commute Connections currently emphasizes providing quality ridematching services to individual commuters. The centerpiece of this service is a state-of-the-art ridematching software system that enables Commute Connections to integrate interested commuters into the regional database more efficiently and match them with far greater speed and precision than in the past. Commute Connections' worksite support team provides support to employees at their employers' worksites. That team offers hands-on assistance in signing up commuters who are interested in carpooling or vanpooling. Commute Connections' formal mission is to increase the use of commute options among individuals, employers and transportation management associations (TMAs) whose commute patterns impact the 10-county Atlanta region.

Service Area

Commuters with worksites located in the 10-county Atlanta region (Cherokee, Clayton, Cobb, DeKalb, Douglas, Fayette, Fulton, Gwinnett, Henry, and Rockdale counties)

Services Offered

- Regional ridematching service – applications accepted on-line, via a toll-free hotline, by fax, or through the mail;
- Guaranteed ride home (GRH) – administers this program, which provides a free ride home in emergency situations for commuters using alternative modes of transportation;
- TMA support – provides funding and technical support for the region's transportation management associations;
- CMAQ program management – coordinates CMAQ projects whose purpose is related to transportation demand management, advising those projects on inclusion in the TIP, assistance with contract preparation, and contract management oversight.

Highlights

Commute Connections has instituted a process to help ensure the validity and viability of the regional rideshare database. Each month, an attempt will be made to contact the oldest 10 percent of entries in the database. Through this contact, staff will be able to determine if the individual is still employed at the same location, still living at the same home address, and still interested in carpooling, as well as how the individual commutes. Inaccurate records will be marked as "inactive" or removed from the database. Commute Connections also is using this as an opportunity to capture historical and behavioral data on participation in the rideshare program.

Contact Information

40 Courtland Street, NE
Atlanta, GA 30303
Phone: 1-87-RIDEFIND
Fax: 404-463-3105
www.commuteconnections.com

Cumberland Transportation Network (CTN)

Mission

CTN offers comprehensive services to provide employers with customized solutions to address commuting problems. CTN is a unique partnership between area businesses and organizations working to manage growth in the area proactively by empowering employers to make a difference in the working community. CTN continues to explore initiatives that promote a range of commute options for businesses and employees, resulting in reduced traffic, improved air quality, and greater personal choices for individuals. The formal mission statement for CTN is, "To assist and coordinate the efforts of interested parties in designing and implementing programs that will support transportation demand management now and in the future as a means of maintaining and improving access to and within the Cumberland CID area."

Service Area

The area roughly bounded by Terrell Mill Road on the north, South Cobb Parkway on the west, Paces Ferry Road on the south, and the Cobb County/Fulton County line on the east. The area also includes an extension southward on both sides of I-285 to approximately Atlanta Road. Through CTN's affiliation with the Cobb Chamber of Commerce, assistance is also available to employers in Cobb County outside the CTN and CobbRides boundaries.

Services Offered

- Ridematching – applications for the regional rideshare database to assist in forming carpools and vanpools;
- Vanpools – assistance to individuals wanting to participate in a vanpool, including financial assistance to start one;
- Guaranteed ride home – free ride home in emergency situations for commuters using alternative modes of transportation;
- TransAdvantage – discounted CCT and MARTA passes;
- Effective Cycling – nationally certified educational programs promoting safe-cycling techniques;
- Incentive Program– incentive program for commuters using an alternative each week;
- SmartMoves Updates – opportunity for on-site transportation coordinators to network with other companies and keep abreast of current events, programs, and services;
- Alternative work arrangements – assistance in designing and implementing successful flex-time, compressed work week, and teleworking arrangements for employees;
- BluePrint Cumberland – assistance in developing community land use and transportation masterplan to lead Cumberland's development efforts over the next 25 years;
- Innovative seminars – conduct seminars on topics such as parking management and site design.

Highlights

CTN has had particular success in assisting individuals and employers in forming vanpools. Two companies alone are responsible for the formation of 15 vanpools in the CTN area. Expanding the number of vanpools is a key focus for CTN, and staff is targeting specific companies to encourage the formation of more vanpools.

Contact Information

P.O. Box COBB
Marietta, GA 30006
Phone: 770-859-2331 Fax: 770-980-9510
www.commuterclub.com

Appendix 3-5

FY2001 Travel and Emission Impacts Methodologies and Calculations

2001 Impact Methodology – Bottom Up Approach (1/30/02)

Components:

- Regional Ridematching and GRH
- Sponsored Vanpools
- Employer Based Discount Transit Pass Programs
- Other Program-Assisted Mode Use (Employer Self-Reports: CAC Public and Clean Air Initiative) – Carpool, Vanpool, and Transit Assistance
- Other Program-Assisted Mode Use (Employer Self-Reports: CAC Public and Clean Air Initiative) - CWW (Compressed Work Week) Assistance
- Other Program-Assisted Mode Use (Employer Self-Reports: CAC Public and Clean Air Initiative) - Telework (TW) Assistance
- Employer Partner Worksite Share of Region – CWW (Compressed Work Week) Assistance (excluding employer self-reports)
- Employer Partner Worksite Share of Region – Telework (TW) Assistance (excluding employer self-reports)

Methodology established for each component for 2001

<u>List of Acronyms:</u>
CP = Carpool
CWW = Compressed Work Week
DB= Regional Ridematching Database
SOV= Single Occupancy Vehicle
TR = Transit
TW = Telework
VMT = Vehicle Miles Traveled
VT = Vehicle Trip
VTR = Vehicle Trip Factor

Impact Methodology - Regional Ridematching and GRH

2001 Calculation Steps

(Perform estimates for CP, VP, TR)

1. Estimate commuter population base	=	Regional Rideshare DB Registrants
2. Identify current mode	=	Identify current usual commute mode for surveyed DB registrants (new usual mode from 2001 validation survey)
3. Identify previous mode	=	Identify application usual commute mode for surveyed DB registrants (original usual mode from 2001 application)
4. Calculate new placement rates (CP, VP, TR)	=	Proportion of DB registrants who shifted to an alt mode (current mode different from original mode)
5. Calculate retained placement rates (CP, VP, TR)	=	Proportion of DB registrants who maintained an alt mode (current mode same as original mode)
6. Estimate number of "placements"		
New placements	=	Population base x new placement rate
Retained placements	=	Population base x retained placement rate
Total placements	=	New placements + retained placements
7. Estimate new VTR factor	=	For each new placement group, calculate current average weekly (one-way) vehicle trips and previous average weekly vehicle trips. Since only "usual mode" is reported, assume modes would be used five days per week. Calculate net average change in weekly VT and divide by 5 to estimate daily VT reduced by each new placement.
8. Estimate retained VTR factor	=	For each retained placement group, calculate current average weekly (one-way) vehicle trips and "likely" average weekly vehicle trips in the absence of partner program services. Assume "likely" mode would mirror the mode split of all DB registrants at the time of application (original usual mode from 2001 application). Since only "usual mode" is reported, assume modes would be used five days per week. Calculate net change in weekly VT and divide by 5 to estimate daily VT reduced by each retained placement.
9. Estimate vehicle trips (VT) reduced		
New VT reduced	=	New placements x VTR factor
Retained VT reduced	=	Retained placements x VTR factor
Total vehicle trips reduced	=	New VT reduced + Retained VT reduced

10. Estimate VMT reduced

New VMT reduced	=	New VT reduced x average trip length (from DB)
Retained VMT reduced	=	Retained VT reduced x average trip length (from DB)
Total VMT reduced	=	New VMT reduced + Retained VMT reduced

11. Estimate “adjusted VT”	=	Total reduced - SOV access trips
12. Estimate “adjusted VMT”	=	Total VMT reduced – SOV access VMT
13. Estimate emissions reduced	=	VMT reduced x “running” emission factors

Impact Methodology – Sponsored Vanpool

2001 Calculation Steps

(Estimate for VP only)

1. Estimate population base	=	Vanpoolers reported on vendor reports.
2. Estimate total VP placement	=	Population base (The population base for this service is comprised completely of vanpoolers, thus it also represents the number of total vanpool placements for this service. Placement rates are not calculated for this service)
3. Estimate new VP percentage	=	Identify year vanpool started (vendor reports). Define new VP passengers as those who are in vans started in 2001. Divide "new VP" passengers by total passengers to estimate new VP percentage.
4. Estimate new placements	=	Total vanpool placements x new VP percentage
5. Estimate retained placements	=	Total vanpool placements – new placements
6. Estimate VTR factors (new and retained)	=	Assume VTR factors are the same as for regional VP
7. Estimate VT reduced		
New VT reduced	=	New placements x new VTR factor
Retained VT reduced	=	Retained placements x retained VTR factor
Total VT reduced	=	New VT reduced + retained VT reduced
8. Estimate VMT reduced		
New VMT reduced	=	New VT reduced x average trip length (vendors)
Retained VMT reduced	=	Retained VT reduced x average trip length (vendors)
Total VMT reduced	=	New VMT reduced + retained VMT reduced
9. Estimate "adjusted VT"	=	(Total VT reduced) – SOV access trips)
10. Estimate "adjusted VMT"	=	(Total VMT reduced) – SOV access VMT
11. Estimate emissions reduced	=	VMT reduced x "running" emission factors

Impact Methodology - Employer Based Transit Pass Programs

<u>2001 Calculation Steps</u>

(TR Estimate Only)

1.	Estimate population base	=	Total annual passes sold divided by 12 months per year (Since passes are issued monthly, this estimates number of commuters who were using a pass on any given day time)
2.	Estimate total transit placements	=	Population base (The population base for this service is comprised completely of transit riders, thus it also represents the number of total transit placements for this service. Placement rates are not calculated for this service)
3.	Estimate new transit percentage	=	Proportion of surveyed users who made a shift to transit (i.e., did not use transit before receiving transit pass, 1999/2000 MARTA Partnership (MARTA) Survey Q5)
4.	Estimate retained transit percentage	=	Proportion of transit users who used transit before receiving pass (MARTA Survey Q5) and who are not transit dependent (as estimated from MARTA data)
5.	Estimate number of placements		
	New placements	=	Total transit placements x new transit percentage
	Retained placements	=	Total transit placements x retained transit percentage
	Total placements	=	new placements + retained placements
6.	Estimate new VTR factor	=	For new placements, estimate average current weekly (one-way) commute vehicle trips (MARTA Survey Q3 on current mode split). To estimate previous VT, assume respondents' previous modes mirrored regional DB mode split (normalized to remove transit share) and calculate average previous weekly VT. For both current and previous cases, assume modes are/were used 5 days per week. Calculate net average VT reduction.
7.	Estimate retained VTR factor	=	For retained placements, estimate average current weekly (one-way) commute vehicle trips (May 2000 MARTA Quality of Service Survey Q5, MARTA Survey Q3). To estimate likely VT without pass, assume respondents' modes would Regional Rideshare DB mode split(normalized to remove transit share, which is assumed to be counted in transit dependent share). Calculate weekly average VT without pass. Assume both current and likely "usual modes" are/were used 5 days per week. Calculate net average VT reduction.

8. Estimate VT reduced

New VT reduced	=	New placements x new VTR factor
Retained VT reduced	=	Retained placements x new VTR factor
Total VT reduced	=	New VT reduced + Retained VT reduced

9. Estimate VMT reduced

New VMT reduced	=	New VT reduced x average trip length (regional average commute distance)
Retained VMT reduced	=	Retained VT reduced x average trip length (regional average commute distance)
Total VMT reduced	=	New VMT reduced + Retained VMT reduced

10. Estimate “adjusted VT”	=	(Total VT reduced) - SOV access trips
11. Estimate “adjusted VMT”	=	(Total VMT reduced) – SOV access VMT
12. Estimate emissions reduced	=	VMT reduced x “running” emission factors

Impact Methodology – Other Program-Assisted Mode Use (Employer Self-Reports: CAC Public and Clean Air Initiative) – Carpool, Vanpool, and Transit

2001 Calculation Steps

(Perform estimates for CP, VP, TR)

1.	Estimate partner commuter base	=	For each partner program, determine total number of employees covered by programs supporting CP, VP, and/or TR (from employer self-reports).
2.	Estimate partner alt mode users (Total alt mode users)	=	Multiply total partner base x mode splits from partner self-reports
3.	Estimate previous alt mode users	=	Assume mode split before programs were implemented mirrored regional mode split (from regional survey). Multiply total partner base by regional mode split to estimate number of commuters previously using each mode.
4.	Estimate new partner placements	=	Subtract previous mode users from current mode users
5.	Estimate retained partner placements	=	Total partner alt mode users – new placements
6.	Estimate placement rates		
	New placement rate	=	New placements divided by partner commuter base
	Retained placement rate	=	Retained placements divided by partner commuter base
7.	Estimate VTR factors (new)		
	New VTR factors		
	Carpool, vanpool, transit	=	Assume all new placements were previously driving alone
	Retained VTR factors		
	Carpool	=	Assume VTR factor same as for regional DB
	Vanpool	=	Assume VTR factor same as for regional DB
	Transit	=	Assume VTR factor same as for regional DB
8.	Estimate vehicle trips (VT) reduced		
	New VT reduced	=	New placements x VTR factor
	Retained VT reduced	=	Retained placements x VTR factor
	Total VT reduced	=	New VT reduced + retained VT reduced
9.	Estimate VMT reduced		
	New VMT reduced	=	New VT x average commute distance (regional survey)
	Retained VMT reduced	=	Retained VT x ave. commute distance (regional survey)
	Total VMT reduced	=	New VMT reduced + retained VMT reduced
9.	Estimate “adjusted VT”	=	(Total VT reduced) x 0 SOV access trips
10.	Estimate “adjusted VMT”	=	(Total VMT reduced) – SOV access VMT
11.	Estimate emissions reduced	=	VMT reduced x “running” emission factors

Impact Methodology – Other Program-Assisted Mode Use (Employer Self-Reports: CAC Public and Clean Air Initiative) - CWW (Compressed Work Week) Assistance

2001 Calculation Steps

1. Estimate total commuter base	=	Commuters covered by reports
2. Estimate total CWW days off/wk		
CAI reports	=	Divide CWW person days/yr (reported) by 52
CAC reports	=	Multiply reported CWW mode split by commuters represented to obtain CWW commuters on a given day. Multiply by five to estimate number of commute days off per week (assumes no commuters have more than one CWW day off per week)

All remaining steps are the same for CAI and CAC from this point

3. Estimate CWW placements	=	Divide weekly CWW days off by the average CWW days off per week per CWW employee to account for 9/80 days (1 day off per week for 4/40 CWW and _ for 9/80 CWW, assume 4/40 is 67% and 9/80 is 33% of total CWW).
4. Estimate CWW placement rate	=	CWW commuters divided by total commuters.
5. Distribute CWW by schedule		
4/40 CWW commuters	=	Total CWW x 4/40 percentage
9/80 CWW commuters	=	Total CWW x 9/80 percentage
6. Estimate current VT trips by CWW	=	Assume CWW commuters' mode split mirrors regional mode split on non-CWW days. Multiply 4/40 and 9/80 CWW commuters by mode split percentages and by average VT per week for the mode, removing one day of travel for 4/40 commuters and _ day for 9/80).
7. Estimate "likely" VT without CWW	=	Assume commuters' mode split would mirror the reported mode split on non-CWW days. Multiply CWW commuters by mode split, assuming five-day travel week.
8. Estimate total VT reduced	=	Current VT (with CWW) – likely VT (w/out CWW)
9. Estimate VTR factor	=	Total VT reduced divided by total CWW commuters
10. Estimate new/retained placements	=	Assume distribution of new and retained is the same as for other partner CWW.
New	=	Multiply "new" percentage by total CWW placements
Retained	=	Total partner CWW placements – new CWW placements
11. Estimate VT reduced		
New VT reduced	=	New placements x VTR factor
Retained VT reduced	=	Retained placements x VTR factor

12. Estimate VMT reduced

New VMT reduced	=	New VT x average commute distance (regional survey)
Retained VMT reduced	=	Retained VT x average commute distance (regional survey)
Total VMT reduced	=	New VMT reduced + retained VMT reduced

Note: No adjustment for SOV access, as CWW equals no trip made

13. Estimate emission reduced = VMT reduced x “running” emission factors

Impact Methodology – Other Program-Assisted Mode Use (Employer Self-Reports: CAC Public and Clean Air Initiative) - Telework (TW) Assistance

2001 Calculation Steps

1. Estimate total commuter base	=	Commuters covered by reports
2. Estimate total CWW days off/wk		
CAI reports	=	Divide TW person days/yr (reported) by 52
CAC reports	=	Multiply reported TW mode split by covered commuters to obtain TW commuters on a given day. Multiply by five to estimate number of commute days off per week

All remaining steps are the same for CAI and CAC from this point

3. Estimate TW placements	=	Divide weekly TW days off by the average TW days off per week per TW employee (from regional survey) to account for some TWs working more than one TW day per week
4. Estimate TW placement rate	=	TW commuters divided by total commuters.
5. Estimate current VT trips by TW commuters	=	Assume TW commuters' mode split mirrors regional mode split on non-TW days. Estimate weekly trips on non-TW days for each mode (number of non-TW days x number of daily trips for the mode). Multiply TW placements x mode split percentages and by the adjusted VT per week for the mode.
6. Estimate "likely" VT without TW	=	Assume commuter's mode split would mirror the regional mode split. Multiply TW commuters by mode split, assuming a five-day travel week.
7. Estimate regional VT reduced	=	Current VT (with TW) – likely VT (w/out TW)
8. Estimate VTR factor	=	Total VT reduced divided by total TW commuters
9. Estimate new/retained placements	=	Assume distribution of new and retained is the same as for other partner TW.
New	=	Multiply "new" percentage by total TW placements
Retained	=	Total partner TW placements – new TW placements
10. Estimate VT reduced (partner)		
New VT reduced	=	New placements x VTR factor
Retained VT reduced	=	Retained placements x VTR factor

11. Estimate VMT reduced

New VMT reduced	=	New VT x average commute distance (regional survey)
Retained VMT reduced	=	Retained VT x average commute distance (regional survey)
Total VMT reduced	=	New VMT reduced + retained VMT reduced

Note: No adjustment for SOV access, as TW equals no trip made

12. Estimate emission reduced = VMT reduced x “running” emission factors

Impact Methodology – Employer Partner Worksite Share of Region – CWW (Compressed Work Week) Assistance (excluding employer self-reports)

2001 Calculation Steps

1. Estimate regional CWW days off per week	=	Multiply daily CWW mode split percentage (from regional survey) by total regional commuters to determine number of CWW commuters on a given day. Multiply by five to estimate number of commute days off per week (assumes no commuters have more than one CWW day off per week)
2. Estimate CWW placements	=	Divide weekly CWW days off by the average CWW days off per week per CWW employee to account for 9/80 days (1 day off per week for 4/40 CWW and _ for 9/80 CWW, assume 4/40 is 67% and 9/80 is 33% of total CWW).
3. Estimate CWW placement rate	=	CWW commuters divided by total commuters.
4. Distribute CWW by schedule		
4/40 CWW commuters	=	Total CWW x 4/40 percentage
9/80 CWW commuters	=	Total CWW x 9/80 percentage
5. Estimate current VT trips by CWW	=	Assume CWW commuters' mode split mirrors regional mode split on non-CWW days. Multiply 4/40 and 9/80 CWW commuters by mode split percentages and by average VT per week for the mode, removing one day of travel for 4/40 commuters and _ day for 9/80).
6. Estimate "likely" VT without CWW	=	Assume commuters' mode split would mirror the regional mode split on non-CWW days. Multiply CWW commuters by mode split, assuming five-day travel week.
7. Estimate regional VT reduced	=	Current VT (with CWW) – likely VT (w/out CWW)
8. Estimate VTR factor	=	Total VT reduced divided by total CWW commuters
9. Estimate partner CWW base	=	For each partner program, determine total number of employee at worksites with CWW programs (partner reports).
10. Estimate total partner CWW placements	=	Multiply partner base x regional CWW placement rate
11. Estimate new partner placements	=	Identify year employers started CWW programs (partner report). Divide number of employees at worksites with new programs by total employees to estimate proportion of partner employees covered by new CWW programs. Multiply new percentage by CWW partner placement

12. Estimate retained partner placements = Total partner CWW placements – new CWW placements

13. Estimate VT reduced (partner)
    New VT reduced = New placements x VTR factor
    Retained VT reduced = Retained placements x VTR factor

14. Estimate VMT reduced
    New VMT reduced = New VT x average commute distance (regional survey)
    Retained VMT reduced = Retained VT x average commute distance (regional survey)
    Total VMT reduced = New VMT reduced + retained VMT reduced

Note: No adjustment for SOV access, as CWW equals no trip made

15. Estimate emission reduced = VMT reduced x "running" emission factors

Impact Methodology – Employer Partner Worksite Share of Region – Telework (TW) Assistance (excluding employer self-reports)

2001 Calculation Steps

1. Estimate regional TW days off per week	=	Multiply daily TW mode split percentage (from regional survey) by total regional commuters to determine number of TW commuters on a given day. Multiply by five to estimate number of commute days off per week
2. Estimate TW placements	=	Divide weekly TW days off by the average TW days off per week per TW employee (from regional survey) to account for some TWs working more than one TW day per week
3. Estimate TW placement rate	=	TW commuters divided by total commuters.
4. Estimate current VT trips by TW commuters	=	Assume TW commuters' mode split mirrors regional mode split on non-TW days. Estimate weekly trips on non-TW days for each mode (number of non-TW days x number of daily trips for the mode). Multiply TW placements x mode split percentages and by the adjusted VT per week for the mode.
5. Estimate "likely" VT without TW	=	Assume commuters' mode split would mirror the regional mode split on non-TW days. Multiply TW commuters by mode split, assuming a five-day travel week.
6. Estimate regional VT reduced	=	Current VT (with TW) – likely VT (w/out TW)
7. Estimate VTR factor	=	Total VT reduced divided by total TW commuters
8. Estimate partner TW base	=	For each partner program, determine total number of employee at worksites with TW programs (partner reports).
9. Estimate total partner TW placements	=	Multiply partner base x regional TW placement rate
10. Estimate new partner placements	=	Identify year employers started TW programs (partner report). Divide number of employees at worksites with new programs by total employees to estimate proportion of partner employees covered by new TW programs. Multiply new percentage by TW partner placement.
11. Estimate retained partner placements	=	Total partner TW placements – new TW placements
12. Estimate VT reduced (partner)		
New VT reduced	=	New placements x VTR factor
Retained VT reduced	=	Retained placements x VTR factor

13. Estimate VMT reduced

New VMT reduced	=	New VT x average commute distance (regional survey)
Retained VMT reduced	=	Retained VT x average commute distance (regional survey)
Total VMT reduced	=	New VMT reduced + retained VMT reduced

Note: No adjustment for SOV access, as TW equals no trip made

14. Estimate emission reduced = VMT reduced x "running" emission factors

Regional Ridematching and GRH Database - Carpool Calculation

Active DB Registrants	22,311	
Carpool Placement Rate		
New Placement Rate	5.6%	(calculated from validation survey)
Retained Placement Rate	7.8%	(calculated from validation survey)
Continuued Placement Rate	NA	
Estimate number of new placements	1249	= DB registrants x New Placement Rate
Estimate number of retained placements	1740	= DB registrants x Retained Placement Rate
Estimate number of continued placements	NA	

Vehicle Trip Calculation - New Users (comparison of current and prior modes)

VTs by a Sampled Population of 136	**Commuters by Mode**	**Weekly VT Prior to CP Shift**	**Weekly VT after CP Shift**
Drive Alone to CP	105	1,050	525
Vanpool to CP	7	6	35
TR/BW to CP	24	-	120
Totals	136	1056	680

Current Weekly VT (weekly VT after CP shift)	680	
Previous Weekly VT (weekly VT prior to CP shift)	1,056	
Weekly vehicle trips reduced	(376)	
Daily VT reduced	(75)	
New VTR Factor	(0.55)	= daily trips reduced / total new placements

Regional Ridematching and GRH Database - Carpool Calculation Cont.

Vehicle Trip Calculation - Retained Users (comparison of current and "likely" modes)

Retained CP DB Registrants sampled	188	
Retained current weekly vehicle trips	940	= retained carpoolers x 5 trips per week

	RS DB Original Mode Split	Mode Split w/out Other	Normalized Mode Split	Commuters by Mode	Weekly VT
SOV	54%	54%	55%	103	1,028
CP	14%	14%	15%	27	137
VP	10%	10%	10%	19	16
TR	20%	20%	20%	38	-
Bike/Walk	0.36%	0.36%	0%	1	-
TW	0.01%	0.01%	0%	0	-
Other	0.131%	0.000%	0%	0	NA
		98.6%	100.0%	188	1180
		1.01			

Current Weekly VT	940	
Likely Weekly VT	1,180	
Weekly vehicle trips reduced	(240)	
Daily VT reduced	(48)	
Retained VTR Factor	(0.26)	= daily trips reduced / total retained placements

Regional Ridematching and GRH Database - Carpool Calculation Cont.

Carpool VT Reduced (daily)		
(placements x VTR factor)		
	(new)	(691)
	(retained)	(445)
Regional one-way trip distance (mile)		16.89
Transit VMT Reduced (daily)		
	(new)	(11,663)
	(retained)	(7,509)
Adjust VT/VMT for SOV Access		
Percent SOV Access		10%
Adjusted New VT reduced		(621)
Access distance (miles)		5.0
Adjusted New VMT reduced		(11,317)
(Non-SOV access - full VMT credit, SOV access - discounted VMT credit)		
Adjusted Retained VT reduced		(400)
Adjusted Retained VMT reduced		(7,287)
(Non-SOV access - full VMT credit, SOV access - discounted VMT credit)		

Regional Ridematching and GRH Database - Carpool Calculation Cont.

Emissions Reduced	
Daily	
NOx Reduced (gm) - New Users	(12,596)
VOC Reduced (gm) - New Users	(13,898)
NOx Reduced (gm) - Retained Users	(8,110)
VOC Reduced (gm) - Retained Users	(8,948)
Yearly	
NOx Reduced - New Users	(3,149,058)
VOC Reduced - New Users	(3,474,432)
NOx Reduced - Retained Users	(2,027,581)
VOC Reduced - Retained Users	(2,237,080)
KG (Daily)	
NOx Reduced - New Users	(12.60)
VOC Reduced - New Users	(13.90)
NOx Reduced - Retained Users	(8.11)
VOC Reduced - Retained Users	(8.95)
Tons (Daily)	
NOx Reduced - New Users	(0.0139)
VOC Reduced - New Users	(0.0153)
NOx Reduced - Retained Users	(0.0089)
VOC Reduced - Retained Users	(0.0099)
Total Emissions Reduced (Tons/Day)	
NOx Reduced - (New + Retained Users)	(0.0228)
VOC Reduced - (New + Retained Users)	(0.0252)

Regional Ridematching and GRH Database - Vanpool Calculation

Active DB Registrants	22,311	
Vanpool Placement Rate		
New Placement Rate	3.3%	(calculated from validation survey)
Retained Placement Rate	8.9%	(calculated from validation survey)
Continuued Placement Rate	NA	
Estimate number of new placements	736	= DB registrants x New Placement Rate
Estimate number of retained placements	1,986	= DB registrants x Retained Placement Rate
Estimate number of continued placements	NA	

Vehicle Trip Calculation - New Users (comparison of current and prior modes)

VTs by a Sampled Population of 81	**Commuters by Mode**	**Weekly VT Prior to CP Shift**	**Weekly VT after CP Shift**
Drive Alone to VP	39	390	32
Carpool to VP	35	175	29
TR to VP	7	-	6
Totals	81	565	67

Current Weekly VT (weekly VT after CP shift)	67	
Previous Weekly VT (weekly VT prior to CP sh	565	
Weekly vehicle trips reduced	(498)	
Daily VT reduced	(100)	
New VTR Factor	(1.23)	= daily trips reduced / total new placements

Regional Ridematching and GRH Database - Vanpool Calculation Cont.

Vehicle Trip Calculation - Retained Users (comparison of current and "likely" modes)

Retained VP DB Registrants sampled	215	
Retained current weekly vehicle trips	178	= retained carpoolers x 0.83 trips per week

	RS DB Original Mode Split	Mode Split w/out Other	Normalized Mode Split	Commuters by Mode	Weekly VT
SOV	54%	54%	55%	118	1,175
CP	14%	14%	15%	31	156
VP	10%	10%	10%	22	18
TR	20%	20%	20%	44	-
Bike/Walk	0.36%	0.36%	0%	1	-
TW	0.01%	0.01%	0%	0	-
Other	0.131%	0.000%	0%	0	NA
		98.6%	100.0%	215	1350
		1.01			

Current Weekly VT	178	
Likely Weekly VT	1,350	
Weekly vehicle trips reduced	(1,171)	
Daily VT reduced	(234)	
Retained VTR Factor	(1.09)	= daily trips reduced / total retained placements

Regional Ridematching and GRH Database - Vanpool Calculation Cont.

Vanpool VT Reduced (daily)		
(placements x VTR factor)		
	(new)	(904.91)
	(retained)	(2,163.35)
Regional one-way trip distance (mile)		21.4
Transit VMT Reduced (daily)		
	(new)	(19,365.13)
	(retained)	(46,295.69)
Adjust VT/VMT for SOV Access		
Percent SOV Access		75%
Adjusted New VT reduced		(226)
Access distance (miles)		5.0
Adjusted New VMT reduced		(15,972)
(Non-SOV access - full VMT credit, SOV access - discounted VMT credit)		
Adjusted Retained VT reduced		(541)
Adjusted Retained VMT reduced		(38,183)
(Non-SOV access - full VMT credit, SOV access - discounted VMT credit)		

Regional Ridematching and GRH Database - Vanpool Calculation Cont.

Emissions Reduced	
Daily	
NOx Reduced (gm) - New Users	(17,777)
VOC Reduced (gm) - New Users	(19,613)
NOx Reduced (gm) - Retained Users	(42,498)
VOC Reduced (gm) - Retained Users	(46,889)
Yearly	
NOx Reduced - New Users	(4,444,128)
VOC Reduced - New Users	(4,903,315)
NOx Reduced - Retained Users	(10,624,456)
VOC Reduced - Retained Users	(11,722,221)
KG (Daily)	
NOx Reduced - New Users	(17.78)
VOC Reduced - New Users	(19.61)
NOx Reduced - Retained Users	(42.50)
VOC Reduced - Retained Users	(46.89)
Tons (Daily)	
NOx Reduced - New Users	(0.0196)
VOC Reduced - New Users	(0.0216)
NOx Reduced - Retained Users	(0.0468)
VOC Reduced - Retained Users	(0.0517)
Total Emissions Reduced (Tons/Day)	
NOx Reduced - (New + Retained Users)	(0.0664)
VOC Reduced - (New + Retained Users)	(0.0733)

Regional Ridematching and GRH Database - Transit Calculation

Active DB Registrants	22,311	
Transit Placement Rate		
New placement rate	3.3%	(calculated from validation survey)
Retained placement rate	13.4%	(calculated from validation survey)
Continued placement rate	NA	
Estimate number of new placements	736	= DB registrants x New Placement Rate
Estimate number of retained placements	2,990	= DB registrants x Retained Placement Rate
Estimate number of continued placements	NA	

Vehicle Trip Calculation - New Users (comparison of current and prior modes)

VTs by a Sampled Population of 74	**Commuters by Mode**	**Weekly VT Prior to CP Shift**	**Weekly VT after CP Shift**
Drive alone to TR	55	550	-
Carpool to TR	15	75	-
Vanpool to TR	4	1	-
Totals	74	626	0

Current weekly VT (weekly VT after CP shift)	-	
Previous weekly VT (weekly VT prior to CP shift	626	
Weekly vehicle trips reduced	(626)	
Daily VT reduced	(125)	
New VTR Factor	(1.69)	= daily trips reduced / total new placements

Regional Ridematching and GRH Database - Transit Calculation Cont.

Vehicle Trip Calculation - Retained Users (comparison of current and "likely" modes)

Retained TR DB registrants	332	
Retained current weekly vehicle trips	0	= retained carpoolers x 0 trips per week

	RS DB Original Mode Split	Mode Split w/out Other	Normalized Mode Split	Commuters by Mode	Weekly VT
SOV	54%	54%	55%	181	1,815
CP	14%	14%	15%	48	241
VP	10%	10%	10%	34	28
TR	20%	20%	20%	67	-
Bike/Walk	0.36%	0.36%	0%	1	-
TW	0.01%	0.01%	0%	0	-
Other	0.131%	0.000%	0%	0	NA
		98.6%	100.0%	332	2084
		1.01			

Current weekly VT	-	
Likely weekly VT	2,084	
Weekly vehicle trips reduced	(2,084)	
Daily VT reduced	(417)	
Retained VTR Factor	(1.26)	= daily trips reduced / total retained placements

Regional Ridematching and GRH Database - Transit Calculation Cont.

Transit VT Reduced (daily)		
(placements x VTR factor)		
	(new)	(1,246.08)
	(retained)	(3,753.46)
Regional one-way trip distance (mile)		11.6
Transit VMT redeuced (daily)		
	(new)	(14,454.47)
	(retained)	(43,540.19)
Adjust VT/VMT for SOV access		
Percent SOV access		50%
Adjusted new VT reduced		(623)
Access distance (miles)		5.8
Adjusted new VMT reduced		(10,841)
(Non-SOV access - full VMT credit, SOV access - discounted VMT credit)		
Adjusted retained VT reduced		(1,877)
Adjusted retained VMT reduced		(32,655)
(Non-SOV access - full VMT credit, SOV access - discounted VMT credit)		

Regional Ridematching and GRH Database - Transit Calculation Cont.

Emissions Reduced	
Daily	
NOx reduced (gm) - new users	(12,066)
VOC reduced (gm) - new users	(13,313)
NOx reduced (gm) - retained users	(36,345)
VOC reduced (gm) - retained users	(40,101)
Yearly	
NOx reduced - new users	(3,016,468)
VOC reduced - new users	(3,328,143)
NOx reduced - retained users	(9,086,293)
VOC reduced - retained users	(10,025,129)
KG (Daily)	
NOx reduced - new users	(12.07)
VOC reduced - new users	(13.31)
NOx reduced - retained users	(36.35)
VOC reduced - retained users	(40.10)
Tons (Daily)	
NOx reduced - new users	(0.0133)
VOC reduced - new users	(0.0147)
NOx reduced - retained users	(0.0401)
VOC reduced - retained users	(0.0442)
Total Emissions Reduced (Tons/Day)	
NOx reduced - (new + retained users)	(0.0534)
VOC reduced - (new + retained users)	(0.0589)

Employer Based Discount Transit Pass Program - Transit Calculation

Total Yearly Pass Transit Sales	344,346
Monthly Transit Pass Population Base	28,696

Transit Vendor Placement Rate

New transit percentage	36%
Retained transit percentage	20%
Continued transit percentage	44%
Estimate number of new placements	10,330
Estimate number of retained placements	5,739
Estimate number of continued placements	12,626

Vehicle Trip Calculation - New Users

Previous Vehicle Trips	**RS DB Original Mode Split**	**Mode Split w/out TR and Other**	**Normalized Mode Split**	**Commuters by Mode**	**Weekly VT**
SOV	54%	54%	69%	7,083	70,834
CP	14%	14%	18%	1,885	9,423
VP	10%	10%	13%	1,314	1,091
TR	20%	0%	0.00%	0	-
Bike/Walk	0.36%	0.36%	0.46%	47	-
TW	0.01%	0.01%	0.01%	1	-
Other	0.131%	0.000%	0.00%	0	NA
		0.8	1.0	10330	81347
		1.27			

Current Vehicle Trips	**Survey Current Mode Split**	**Commuters by Mode**	**Weekly VT**
Drive alone	16%	1,643	16,425
CP/VP	2%	238	1,208
TR	80%	8,213	-
Bike/Walk/Other	2%	238	-
			17,633

Current weekly VT	17,633
Previous weekly VT	81,347
Weekly vehicle trips reduced	(63,714)
Daily VT reduced	(12,743)
New VTR Factor	(1.23)

Employer Based Discount Transit Pass Program - Transit Calculation Cont.

Vehicle Trip Calculation - Retained Users

"Likely" Vehicle Trips	RS DB Original Mode Split	Mode Split w/out TR and Other	Normalized Mode Split	Commuters by Mode	Weekly VT
SOV	54%	54%	69%	3,935	39,352
CP	14%	14%	18%	1,047	5,235
VP	10%	10%	13%	730	606
TR	20%	0%	0.00%	0	-
Bike/Walk	0.36%	0.36%	0.46%	26	-
TW	0.01%	0.01%	0.01%	1	-
Other	0.131%	0.000%	0.00%	0	NA
		0.8	1.0	5739	45193
		1.27			

Current Vehicle Trips	Survey Current Mode Split	Commuters by Mode	Weekly VT
Drive alone	16%	913	9,125
CP/VP	2%	132	671
TR	80%	4,563	-
Bike/Walk/Other	2%	132	-
			9,796

Current weekly VT	9,796
Likely weekly VT	45,193
Weekly vehicle trips reduced	(35,397)
Daily VT reduced	(7,079)
Retained VTR Factor	(1.23)

Employer Based Discount Transit Pass Program - Transit Calculation Cont.

Transit VT Reduced (daily)		
(placements x VTR factor)		
	(new)	(12,743)
	(retained)	(7,079)
Regional one-way trip distance (mile)		11.61
Transit VMT reduced (daily)		
	(new)	(147,943)
	(retained)	(82,191)
Adjust VT/VMT for SOV access		
Percent SOV access		50%
Adjusted new VT reduced		(6,371)
Access distance (miles)		5.8
Adjusted New VMT reduced		(110,958)
(Non-SOV access - full VMT credit, SOV access - discounted VMT credit)		
Adjusted retained VT reduced		(3,540)
Adjusted retained VMT reduced		(61,643)
(Non-SOV access - full VMT credit, SOV access - discounted VMT credit)		

Employer Based Discount Transit Pass Program - Transit Calculation Cont.

Emissions Reduced	
Daily	
NOx redeuced (gm) - new users	(123,496)
VOC reduced (gm) - new users	(136,256)
NOx reduced (gm) - retained users	(68,609)
VOC reduced (gm) - retained users	(75,698)
Yearly	
NOx reduced - new users	(30,873,942)
VOC reduced - new users	(34,063,972)
NOx reduced - retained users	(17,152,190)
VOC reduced - retained users	(18,924,429)
KG (Daily)	
NOx reduced - new users	(123.50)
VOC reduced - new users	(136.26)
NOx reduced - retained users	(68.61)
VOC reduced - retained users	(75.70)
Tons (Daily)	
NOx reduced - new users	(0.1361)
VOC reduced - new users	(0.1502)
NOx reduced - retained users	(0.0756)
VOC reduced - retained users	(0.0834)
Total Emissions Reduced (Tons/Day)	
NOx reduced - (new + retained users)	(0.2118)
VOC reduced - (new + retained users)	(0.2336)

Sponsored Vanpools - Vanpool Calculation

Vanpool Vendor Population Base	1,732

Vanpool Vendor Placement Distribution Rate	
New vanpool percentage	42.4%
Retained vanpool percentage	57.6%
Continued vanpool percentage	NA
Estimate number of new placements	735
Estimate number of retained placements	997
Estimate number of continued placements	NA

Vehicle Trip Calculation - New Users

	RS DB Original Mode Split	Mode Split w/out Other	Normalized Mode Split	Commuters by Mode	Weekly VT
Drive Alone	54%	54%	55%	402	4,018
CP	14%	14%	15%	107	535
VP	10%	10%	10%	75	62
TR	20%	20%	20.28%	149	-
Bike/Walk	0.36%	0.36%	0.37%	3	-
TW	0.01%	0.01%	0.01%	0	-
Other	0.131%	0.000%	0.00%	0	NA
		1.0	1.0	735	4615
		1.01			

	Commuters by Mode	Weekly VT Prior to CP Shift	Weekly VT after CP Shift
Drive Alone to VP	39	390	32
Carpool to VP	35	175	29
TR to VP	7	-	6
Totals	81	565	67

Current Weekly VT (weekly VT after CP shift)	67
Likely Weekly VT (weekly VT prior to CP shift)	565
Weekly vehicle trips reduced	(498)
Daily VT reduced	(100)
New VTR Factor	(1.23)

Sponsored Vanpools - Vanpool Calculation Cont.

Vehicle Trip Calculation - Retained Users

Retained CP DB Registrants	215
Retained Vehicle Trips	178

	RS DB Original Mode Split	Mode Split w/out Other	Normalized Mode Split	Commuters by Mode	Weekly VT
SOV	54%	54%	54%	117	1,170
CP	14%	14%	14%	31	156
VP	10%	10%	10%	22	18
TR	20%	20%	20.20%	43	-
Bike/Walk	0.36%	0.36%	0.36%	1	-
TW	0.01%	0.01%	0.01%	0	-
Other	0.131%	0.000%	0.00%	0	NA
		1.0	1.0	214	1344
		1.01			

Current Weekly VT	178
Likely Weekly VT	1,344
Weekly vehicle trips reduced	(1,166)
Daily VT reduced	(233)
Retained VTR Factor	(1.08)

Sponsored Vanpools - Vanpool Calculation Cont.

Vanpool VT Reduced (daily)		
(placements x VTR factor)		
	(new)	(904)
	(retained)	(1,081)
Average vanpool one-way trip distance (mile)		35
Transit VMT Reduced (daily)		
	(new)	(31,624)
	(retained)	(37,834)
Adjust VT/VMT for SOV Access		
Percent SOV Access		75%
Adjusted New VT reduced		(226)
Access distance (miles)		5.0
Adjusted New VMT reduced		(28,235)
(Non-SOV access - full VMT credit, SOV access - discounted VMT credit)		
Adjusted Retained VT reduced		(270)
Adjusted Retained VMT reduced		(33,781)
(Non-SOV access - full VMT credit, SOV access - discounted VMT credit)		

Sponsored Vanpools - Vanpool Calculation Cont.

Emissions Reduced	
Daily	
NOx Reduced (gm) - New Users	(31,426)
VOC Reduced (gm) - New Users	(34,673)
NOx Reduced (gm) - Retained Users	(37,598)
VOC Reduced (gm) - Retained Users	(41,483)
Yearly	
NOx Reduced - New Users	(7,856,471)
VOC Reduced - New Users	(8,668,236)
NOx Reduced - Retained Users	(9,399,438)
VOC Reduced - Retained Users	(10,370,629)
KG (Daily)	
NOx Reduced - New Users	(31.43)
VOC Reduced - New Users	(34.67)
NOx Reduced - Retained Users	(37.60)
VOC Reduced - Retained Users	(41.48)
Tons (Daily)	
NOx Reduced - New Users	(0.0346)
VOC Reduced - New Users	(0.0382)
NOx Reduced - Retained Users	(0.0414)
VOC Reduced - Retained Users	(0.0457)
Total Emissions Reduced (Tons/Day)	
NOx Reduced - (New + Retained Users)	(0.0761)
VOC Reduced - (New + Retained Users)	(0.0839)

Sponsored Vanpools - Vanpool Calculation Cont.
Metro Vanpool

No. of Vans	Van No.	No. of Passengers	Start Year	Round Trip Distance (miles)	
	0 vans @750 miles/month	0	-	-	
2	2 vans @750 miles/month	22		26.2	52.38095238
1	1 van @ 1000 miles/month	7		38.1	38.1
4	4 vans @ 1000 miles/month	44		38.1	152.3809524
6	6 vans @ 1250 miles/month	42		50.0	300
15	15 vans @ 1250 miles/month	165		50.0	750
10	10 vans @ 1500 miles/month	70		61.9	619.047619
16	16 vans @ 1500 miles/month	176		61.9	990.4761905
3	3 vans @ 1750 miles/month	21		73.8	221.4285714
15	15 vans @ 1750 miles/month	165		73.8	1107.142857
2	2 vans @ 2000 miles/month	14		85.7	171.4285714
5	5 vans @ 2000 miles/month	55		85.7	428.5714286
0	0 vans @ 2250 miles/month	0		97.6	0
6	6 vans @ 2250 miles/month	66		97.6	585.7142857
4	4 vans @ 2500 miles/month	28		109.5	438.0952381
11	11 vans @ 2500 miles/month	121		109.5	1204.761905
0	0 vans @ 2750 miles/month	0	-	-	-
2	2 vans @ 2750 miles/month	22		121.4	242.8571429
3	3 vans @ 3000 miles/month	21		133.3	400
3	3 vans @ 3000 miles/month	33		133.3	400
1	1 vans @ 3500 miles/month	7		157.1	157.1428571
0	0 vans @ 3500 miles/month	0	-	-	
109		1079			37.9

Sponsored Vanpools - Vanpool Calculation Cont.

Douglas County

No. of Vans	Van No.	No. of Passengers	Start Year	Round Trip Distance (miles)
1	13	8	2001	36
1	14	10	2001	26
1	15	8	2000	34
1	16	8	1997	36
1	17	8	1996	25
1	18	7	1998	35
1	19	11	1990	27
1	20	9	1994	28
1	21	7	2001	35
1	22	10	1992	29
1	23	12	1995	24
1	24	10	1993	24
1	25	13	1997	24
1	26	13	1995	28
1	27	12	1990	24
1	28	13	1992	25
1	29	13	1990	28
1	30	10	1999	34
1	31	8	1999	28
1	32	12	1990	26
20		202		28.8

Sponsored Vanpools - Vanpool Calculation Cont.

Douglas County Start Up Years	No. of Passengers
1990	48
1992	23
1993	10
1994	9
1995	25
1996	8
1997	21
1998	7
1999	18
2000	8
2001	25

GBA Vanpool - Sponsored Vanpools - Vanpool Calculation Cont.

No. of Vans	Van No.	No. of Passengers	Start Year	Round Trip Distance (miles)
1	54	13	1980	56
1	51	10	1980	75
1	79	12	1980	53
1	80	14	1980	55
1	81	12	1980	44
1	53	13	1980	96
1	44	14	1980	75
1	68	13	1980	74
1	45	13	1980	94
1	75	11	1980	92
1	63	12	1980	76
1	59	14	1980	76
1	52	11	1980	80
1	82	13	1980	62
1	60	13	1980	87
1	83	13	1980	96
1	62	12	1980	71
1	61	9	1980	69
1	69	10	1980	66
1	67	12	1980	90
1	66	13	1980	80
1	58	13	1980	64
1	55	13	1980	70
1	57	14	1980	74
1	72	12	1980	85
1	65	13	1980	54
1		13	1980	78
1	71	14	1980	96
1	56	10	1980	65
1	76	14	2000	83
1	77	13	1980	89
1	74	14	1980	95
1	84	13	2001	98
1	78	14	1980	45
1	9	6	2001	106
1	2	5	2001	62
1	8	6	2001	62

GBA Vanpool - Sponsored Vanpools - Vanpool Calculation Cont.

No. of Vans	**Van No.**	**No. of Passengers**	**Start Year**	**Round Trip Distance (miles)**
1	5	3	2001	28
1	1	4	2001	98
39		451		37.42307692

GBA Start Up Years	No. of Passengers
1980	400
2000	14
2001	37

Other Assisted Mode Use - CAI Employer Self Reports - Carpool and Transit Calculations

Regional Mode Split (w/o students)	***Mode Split (wk ave.)***	Mon.	Tues.	Wed.	Thurs.	Fri.
Drive alone	85.2%	86.1%	85.8%	84.6%	85.3%	84.3%
Carpool	7.8%	7.1%	8.0%	8.2%	7.8%	8.1%
Vanpool	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
MARTA Train	0.9%	1.0%	0.8%	1.0%	1.0%	0.5%
Bus	0.6%	0.6%	0.5%	0.7%	0.7%	0.5%
Walk/Bike	1.2%	1.2%	1.1%	1.1%	1.3%	1.3%
Teleworked	2.3%	2.3%	2.2%	2.5%	2.1%	2.7%
CWW	1.7%	1.5%	1.4%	1.6%	1.6%	2.5%

		CP	**TR**
Total CAI Commuters	34,908		
CAI Commuters By Mode		1,420	3,564
Current Mode Split %		4%	10%
Current Mode Users (all worksites)		1420	3564
Previous Mode Split % (regional survey MS)		7.8%	1.5%
Previous Mode Users (all worksites)		2,739	532
New Mode Users = new placements		-	3,032
Retained Placements = Current Mode Users - new placements		1,420	532
New Placement Rate		0.00	0.09
Retained Placement Rate		0.04	0.02
Estimate New Placements		-	3,032
Estimate Retained Placements		1,420	532
New VTR factor (assume all DA before)		(1.00)	(2.00)
Retained VTR factor (VTR factors from DB-CP, Trpass)		(0.26)	(1.26)
Estimate New Vehicle Trips Reduced		-	(6,063)
Estimate Retained Vehicle Trips Reduced		(363)	(668)

Other Assisted Mode Use - CAI Employer Self Reports - Carpool and Transit Calculations Cont.

	CP	TR
Mean One-way Trip Distance (Miles)	16.89	11.61
Estimate New VMT Reduced	-	(70,394)
Estimate Retained VMT Reduced	(6,128)	(7,760)
Adjust VT/VMT for SOV Access		
Percent SOV Access	10%	50%
Adjusted New VT reduced	-	(3,032)
Access distance (miles)	5	6.61
Adjusted New VMT reduced	0	(50,355)
(Non-SOV access - full VMT credit, SOV access - discounted VMT credit)		
Adjusted Retained VT reduced	(327)	(334)
Adjusted Retained VMT reduced	(5,946)	(5,551)
(Non-SOV access - full VMT credit, SOV access - discounted VMT credit)		

Other Assisted Mode Use - CAI Employer Self Reports - Carpool and Transit Calculations Cont.

Emissions Reduced	**CP**	**TR**
Daily		
NOx Reduced (gm) - New Users	-	(56,045)
VOC Reduced (gm) - New Users	-	(61,433)
NOx Reduced (gm) - Retained Users	(6,618)	(6,178)
VOC Reduced (gm) - Retained Users	(7,302)	(6,817)
Yearly		
NOx Reduced - New Users	-	(14,011,329)
VOC Reduced - New Users	-	(15,358,330)
NOx Reduced - Retained Users	(1,654,601)	(1,544,595)
VOC Reduced - Retained Users	(1,825,562)	(1,704,189)
KG (Daily)		
NOx Reduced - New Users	0.00	(56.05)
VOC Reduced - New Users	0.00	(61.43)
NOx Reduced - Retained Users	(6.62)	(6.18)
VOC Reduced - Retained Users	(7.30)	(6.82)
Tons (Daily)		
NOx Reduced - New Users	0.0000	(0.0618)
VOC Reduced - New Users	0.0000	(0.0677)
NOx Reduced - Retained Users	(0.0073)	(0.0068)
VOC Reduced - Retained Users	(0.0080)	(0.0075)
Total Emissions Reduced (Tons/Day)		
NOx Reduced - (New + Retained Users)	(0.0073)	(0.0686)
VOC Reduced - (New + Retained Users)	(0.0080)	(0.0752)

Other Assisted Mode Use - CAI Employer Self Reports - Compressed Work Week (CWW) Calculations

CAI Mode Split (from CAI data)	***Mode Split***
With CWW (Current Mode)	***(wk ave.)***
Drive alone	84.3%
Carpool	4.1%
Vanpool	0.0%
Transit	10.1%
Walk/Bike	0.2%
CWW	1.0%
Teleworked	0.2%

CWW person days per year	***87,947***			
CWW person days per week	***1,691***	CWW person days per year / 52	Check: 422.1	commuters working a CWW on any given day
CWW frequency	***0.83***	= (0.5 day off per week x 33% 9/80) + (1 day off per week x 67% 4/40)		
(assume 2/3 work 4/40, 1/3 work 9/80)				
CWW placements	***2,029***	CWW person days per week / CWW frequency		

		Check Days/week
4/40 Commuters	1,353	70,379
9/80 Commuters	676	17,568
		87,947

				With CWW (current)			**Without CWW (Likely Mode)**	
Vehicle Trip Calculation	***Mode Split (wk ave.)***	***Mode Split w/o CWW***	***Nomalized Mode Split***	**Weekly VT by 4/40**	**Weekly VT by 9/80**	***Total Wkly Vehicle Trips***	**Weekly VT by CWW**	***Total Wkly Vehicle Trips***
Drive alone	84.3%	84.3%	85.2%	9,221	5,179	14,400	17,280	17,280
Carpool	4.1%	4.1%	4.2%	226	127	352	423	423
Vanpool	0.0%	0.0%	0.0%	-	-	-	-	-
MARTA Train	10.1%	10.1%	10.2%	-	-	-	-	-
Walk/Bike	0.2%	0.2%	0.2%	-	-	-	-	-
CWW	1.0%	0.0%	0.0%	-	-	-	-	-
Teleworked	0.2%	0.2%	0.2%	-	-	-	-	-
	100.0%	99.0%	100.0%	***9,446***	***5,306***	***14,752***	***17,703***	***17,703***
		1.010						

Current Weekly VT (With CWW)	14,752
Likely Weekly VT (Without CWW)	17,703
Weekly vehicle trips reduced	(2,951)
Daily VT reduced (all CWW commuters)	(590)
CWW VTR Factor	(0.29)

Other Assisted Mode Use - CAI Employer Self Reports - Compressed Work Week (CWW) Calculations Cont.

	Trips Reduced	Percent of CWW	(trips reduced based on % at employer partner worksites)
Total	(590)	100.0%	
2001 (new)	(5)	0.8%	
Pre 2001 (retained)	(585)	99.2%	

	Placements	(placement based on % at employer partner worksites)
new	16	
retained	2,013	
total	2,029	

Regional one-way trip distance (mile)	14.6
Partner CWW VMT Reduced (daily)	
2001 (new)	(69)
Pre 2001 (retained)	(8,548)

Other Assisted Mode Use - CAI Employer Self Reports - Compressed Work Week (CWW) Calculations Cont.Adjust VT/VMT for SOV Access (NONE)

Emissions Reduced	
Daily	
NOx Reduced (gm) - New Users	(77)
VOC Reduced (gm) - New Users	(85)
NOx Reduced (gm) - Retained Users	(9,514)
VOC Reduced (gm) - Retained Users	(10,429)
Yearly	
NOx Reduced - New Users	(19,182)
VOC Reduced - New Users	(21,164)
NOx Reduced - Retained Users	(2,378,551)
VOC Reduced - Retained Users	(2,607,217)
KG (Daily)	
NOx Reduced - New Users	(0.08)
VOC Reduced - New Users	(0.08)
NOx Reduced - Retained Users	(9.51)
VOC Reduced - Retained Users	(10.43)
Tons (Daily)	
NOx Reduced - New Users	(0.0001)
VOC Reduced - New Users	(0.0001)
NOx Reduced - Retained Users	(0.0105)
VOC Reduced - Retained Users	(0.0115)
Total Emissions Reduced (Tons/Day)	
NOx Reduced - (New + Retained Users)	(0.0106)
VOC Reduced - (New + Retained Users)	(0.0116)

Other Assisted Mode Use - CAC Public Employer Self Reports - Carpool, Vanpool, and Transit Calculations

Regional Mode Split (w/o students)	***Mode Split (wk ave.)***	Mon.	Tues.	Wed.	Thurs.	Fri.
Drive alone	85.2%	86.1%	85.8%	84.6%	85.3%	84.3%
Carpool	7.8%	7.1%	8.0%	8.2%	7.8%	8.1%
Vanpool	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
MARTA Train	0.9%	1.0%	0.8%	1.0%	1.0%	0.5%
Bus	0.6%	0.6%	0.5%	0.7%	0.7%	0.5%
Walk/Bike	1.2%	1.2%	1.1%	1.1%	1.3%	1.3%
Teleworked	2.3%	2.3%	2.2%	2.5%	2.1%	2.7%
CWW	1.7%	1.5%	1.4%	1.6%	1.6%	2.5%

ESR Work site	***Mode Split (wk ave.)***
DA	69.2%
CP	9.9%
VP	3.7%
TR	8.8%
BW	0.6%
CWW	6.5%
TW	1.2%
	100.0%

		SOV	**CP**	**TR**	**VP**	**Bike/Walk**	**CWW**	**TW**
Total Employees at Self-Report Sites (avg)	11,385							
Daily mode use at Self-Report Sites (avg)		7,882	1,125	1,002	425	68	745	138
Current Mode Split %		69.23%	9.88%	8.80%	3.73%	0.60%	6.54%	1.21%
Current Mode Use (all worksites)		7,882	1,125	1,002	425	68	***(see CWW and TW worksheets for***	
Previous Mode Split % *(regional survey MS)*		85%	7.8%	1.5%	0.1%	1.2%	***emission reductions)***	
Previous Mode Users (all worksites)		9,705	893	174	12	138		
New Mode Users = new placements			232	828	413	0		
Retained Placements = *Current Mode Users - new placements*			893	174	12	68		
New Placement Rate			*2%*	*7%*	*4%*	*0%*		
Retained Placement Rate			*8%*	*2%*	*0%*	*1%*		
Estimate New Placements			232	828	413	0		
Estimate Retained Placements			893	174	12	68		

New VTR factor (assume all DA before)	*-1.00*	*-2.00*	*-1.83*	*-2.00*
Retained VTR factor (VTR factors from DB-CP, Trpass, DB-VP, CWW & TW regionwide)	*-0.26*	*-1.26*	*-1.09*	*-2.00*
Estimate New Vehicle Trips Reduced	*(232)*	*(1,657)*	*(757)*	*-*
Estimate Retained Vehicle Trips Reduced	*(228)*	*(218)*	*(13)*	*(136)*
Mean One-way Trip Distance (Miles)	*14.6*	*11.61*	*21.4*	*5.00*
Estimate New VMT Reduced	*(3,385)*	*(19,235)*	*(16,207)*	*0*
Estimate Retained VMT Reduced	*(3,331)*	*(2,531)*	*(278)*	*(680)*
Adjust VT/VMT for SOV Access				
Percent SOV Access	*10%*	*50%*	*25%*	NA
Adjusted New VT reduced	*(209)*	*(828)*	*(568)*	NA
Access distance (miles)	*5.0*	*5.8*	*5.0*	NA
Adjusted New VMT reduced	*(3,269)*	*(14,426)*	*(15,260)*	NA
(Non-SOV access - full VMT credit, SOV access - discounted VMT credit)				
Adjusted Retained VT reduced	*(205)*	*(109)*	*(10)*	NA
Adjusted Retained VMT reduced	*(3,217)*	*(1,898)*	*(261)*	NA
(Non-SOV access - full VMT credit, SOV access - discounted VMT credit)				

Other Assisted Mode Use - CAC Public Employer Self Reports - Carpool, Vanpool, and Transit Calculations Cont.

Emissions Reduced	CP	TR	VP	Bike/Walk
Daily				
NOx Reduced (gm) - New Users	(3,638)	(16,056)	(16,985)	-
VOC Reduced (gm) - New Users	(4,014)	(17,715)	(18,740)	-
NOx Reduced (gm) - Retained Users	(3,581)	(2,113)	(291)	(757)
VOC Reduced (gm) - Retained Users	(3,951)	(2,331)	(321)	(835)
Yearly				
NOx Reduced - New Users	(909,534)	(4,014,040)	(4,246,186)	-
VOC Reduced - New Users	(1,003,511)	(4,428,788)	(4,684,920)	-
NOx Reduced - Retained Users	(895,242)	(528,163)	(72,736)	(189,210)
VOC Reduced - Retained Users	(987,742)	(582,736)	(80,251)	(208,760)
KG (Daily)				
NOx Reduced - New Users	(3.64)	(16.06)	(16.98)	0.00
VOC Reduced - New Users	(4.01)	(17.72)	(18.74)	0.00
NOx Reduced - Retained Users	(3.58)	(2.11)	(0.29)	(0.76)
VOC Reduced - Retained Users	(3.95)	(2.33)	(0.32)	(0.84)
Tons (Daily)				
NOx Reduced - New Users	(0.0040)	(0.0177)	(0.0187)	0.0000
VOC Reduced - New Users	(0.0044)	(0.0195)	(0.0207)	0.0000
NOx Reduced - Retained Users	(0.0039)	(0.0023)	(0.0003)	(0.0008)
VOC Reduced - Retained Users	(0.0044)	(0.0026)	(0.0004)	(0.0009)
Total Emissions Reduced (Tons/Day)				
NOx Reduced - (New + Retained Users)	(0.0080)	(0.0200)	(0.0190)	(0.0008)
VOC Reduced - (New + Retained Users)	(0.0088)	(0.0221)	(0.0210)	(0.0009)

Other Assisted Mode Use - CAC Public Employer Self Reports - Compressed Work Week (CWW) Calculations

Employees at self-report worksites	11,385	

Employer Self Report Mode Split	**Commuters**	***Mode Split***
With CWW (Current Mode)	**by Mode**	***(daily ave.)***
Drive alone	7,882	69.2%
Carpool	1,125	9.9%
Vanpool	425	3.7%
Transit	1,002	8.8%
Walk/Bike	68	0.6%
CWW	745	6.5%
Telework	138	1.2%
	11,385	

Commuters w/ CWW day off on given day	***745***	
Total comm with CWW day off during week (Daily CWW x 5)	***3,725***	(assumes no CWW commuter has more than one day off per week)
CWW frequency (days per week) (assume 2/3 work 4/40, 1/3 work 9/80)	***0.83***	= (0.5 day off per week x 33% 9/80) + (1 day off per week x 67% 4/40)
Total CWW Commuters (Placements)	***4,469***	= weekly CWW days off / CWW frequency
CWW Placement rate	39.3%	
4/40 Commuters	2,981	(2/3 of total CWW placements)
9/80 Commuters	1,488	(1/3 of total CWW placements)

Other Assisted Mode Use - CAC Public Employer Self Reports - Compressed Work Week (CWW) Calculations

Vehicle Trip Calculation	***Mode Split (wk ave.)***	***Mode Split w/o CWW***	***Nomalized Mode Split***	**With CWW (current)** **Weekly VT by 4/40**	**Weekly VT by 9/80**	***Total Wkly Vehicle Trips***	**Without CWW (Likely Mode)** **Weekly VT by CWW**	***Total Wkly Vehicle Trips***
Drive alone	69.2%	69.2%	74.1%	17,666	9,922	27,588	33,107	33,107
Carpool	9.9%	9.9%	10.6%	1,261	708	1,969	2,363	2,363
Vanpool	3.7%	3.7%	4.0%	79	44	123	148	148
MARTA Train	8.8%	8.8%	9.4%	-	-	-	-	-
Walk/Bike	0.6%	0.6%	0.6%	-	-	-	-	-
CWW	6.5%	0.0%	0.0%	-	-	-	-	-
Teleworked	1.2%	1.2%	1.3%	-	-	-	-	-
	100.0%	93.5%	100.0%	***19,005***	***10,675***	***29,680***	***35,617***	***35,617***
		1.070						

Current Weekly VT (With CWW)	29,680
Likely Weekly VT (Without CWW)	35,617
Weekly vehicle trips reduced	(5,937)
Daily VT reduced (all CWW commuters)	(1,187)
CWW VTR Factor (daily VT reduced / placements)	(0.27)

Other Assisted Mode Use - CAC Public Employer Self Reports - Compressed Work Week (CWW) Calculations Cont.

	Trips Reduced	Percent of CWW	(trips reduced based on % at employer partner worksites)
	(1,187)	100.0%	
2001 (new)	(9)	0.8%	
Pre-2001 (retained)	(1,178)	99.2%	

		Placements	(placements based on % at employer partner worksites)
Regional one-way trip distance (mile)	14.6	***new***	36
Partner CWW VMT Reduced (daily)		***retained***	4,433
2001 (new)	(139)	***total***	4,469
Pre-2001 (retained)	(17,199)		

Other Assisted Mode Use - CAC Public Employer Self Reports - Compressed Work Week (CWW) Cont. Adjust VT/VMT for SOV Access (NONE)

Emissions Reduced	
Daily	
NOx Reduced (gm) - New Users	(154)
VOC Reduced (gm) - New Users	(170)
NOx Reduced (gm) - Retained Users	(19,142)
VOC Reduced (gm) - Retained Users	(20,982)
Yearly	
NOx Reduced - New Users	(38,593)
VOC Reduced - New Users	(42,580)
NOx Reduced - Retained Users	(4,785,515)
VOC Reduced - Retained Users	(5,245,578)
KG (Daily)	
NOx Reduced - New Users	(0.15)
VOC Reduced - New Users	(0.17)
NOx Reduced - Retained Users	(19.14)
VOC Reduced - Retained Users	(20.98)
Tons (Daily)	
NOx Reduced - New Users	(0.0002)
VOC Reduced - New Users	(0.0002)
NOx Reduced - Retained Users	(0.0211)
VOC Reduced - Retained Users	(0.0231)
Total Emissions Reduced (Tons/Day)	
NOx Reduced - (New + Retained Users)	(0.0213)
VOC Reduced - (New + Retained Users)	(0.0233)

Other Assisted Mode Use - CAC Public Employer Self Reports - Telework (TW) Calculation Cont.

Employees at self-report worksites	11,385	
Employer Self Report Mode Split	**Commuters**	***Mode Split***
With TW (Current Mode)	**by Mode**	***(daily ave.)***
Drive alone	7,721	67.8%
Carpool	1,232	10.8%
Vanpool	453	4.0%
Transit	742	6.5%
Walk/Bike	104	0.9%
CWW	997	8.8%
Teleworked	135	1.2%
	11,385	
Commuters w/ TW day off on given day	***135***	
Total TW days off per week	***677***	
Telework frequency (days per week)	***1.61***	
Total TW commuters	***420***	
(Daily TW x 5 / TW frequency)		
TW Placement rate	3.7%	

Telework Frequency (data from Regional survey)

	Dy/wk	Raw %	w/o	Norm. %	Freq x %
5+ days/wk	5	0.12	0	0.12	0.61
3-4 days/wk	3.5	0.12	0	0.12	0.42
1-2 days/wk	1.5	0.27	0	0.27	0.41
1-3 days/mth	0.5	0.25	0	0.25	0.13
< 1 day/mth	0.25	0.17	0	0.17	0.04
Emergencies	0.1	0.06	0	0.06	0.01
Refused/DK	0	0.01	0	0.00	0
		1.00	1	1.00	1.61
			1		

Other Assisted Mode Use - CAC Public Employer Self Reports - Telework (TW) Calculation Cont.				*With TW (Current Mode)*		*Without TW (Likely Mode)*	
Vehicle Trip Calculation (TW regionwide)	***Mode Split (wk ave.)***	***Mode Split w/o TW***	***Nomalized Mode Split***	***Weekly Trips by Mode***	***Total Wkly Vehicle Trips***	***Weekly Trips by Mode***	***Total Wkly Vehicle Trips***
Drive alone	67.8%	67.8%	73.9%	6.77	2,100	10.0	3,101
Carpool	10.8%	10.8%	11.8%	3.39	167	5.0	247
Vanpool	4.0%	4.0%	4.3%	0.56	10	0.83	15
Transit	6.5%	6.5%	7.1%	0.0	-	0.0	-
Walk/Bike	0.9%	0.9%	1.0%	0.0	-	0.0	-
Teleworked	1.2%	0.0%	0.0%	0.0	-	0.0	-
CWW	8.8%	1.7%	1.9%	0.0	-	0.0	-
	100.0%	91.8%	100.0%		***2,277***		***3,364***
		1.090					

Current weekly VT (with TW)	2,277
Likely weekly VT (without TW)	3,364
Weekly vehicle trips reduced	(1,086)
Daily VT reduced (all TW commuters)	(217)
TW VTR factor	(0.52)

Other Assisted Mode Use - CAC Public Employer Self Reports - Telework (TW) Calculation Cont.

	Trips Reduced	Percent of TW	(trips reduced based on % at employer partner worksites)
	(217)	100.0%	
2001 (new)	(26)	12.1%	
Pre-2001 (retained)	(191)	87.9%	

		Placements	(placements based on % at employer partner worksites)
	new	51	
	retained	369	
	total	420	

Regional one-way trip distance (mile)	14.6
Partner TW VMT reeduced (daily)	
2001 (new)	(384)
Pre-2001 (retained)	(2,788)

Other Assisted Mode Use - CAC Public Employer Self Reports - Telework (TW) Calculation Cont.
Adjust VT/VMT for SOV Access (NONE) (assumes all commuters TW at home)

Emissions Reduced	
Daily	
NOx reduced (gm) - new users	(427)
VOC reduced (gm) - new users	(471)
NOx reduced (gm) - retained users	(3,103)
VOC reduced (gm) - retained users	(3,424)
Yearly	
NOx reduced - new users	(106,788)
VOC reduced - new users	(117,821)
NOx reduced - retained users	(775,755)
VOC reduced - retained users	(855,909)
KG (Daily)	
NOx reduced - new users	(0.43)
VOC reduced - new users	(0.47)
NOx reduced - retained users	(3.10)
VOC reduced - retained users	(3.42)
Tons (Daily)	
NOx reduced - new users	(0.0005)
VOC reduced - new users	(0.0005)
NOx reduced - retained users	(0.0034)
VOC reduced - retained users	(0.0038)
Total Emissions Reduced (Tons/Day)	
NOx reduced (new + retained users)	(0.0039)
VOC reduced (new + retained users)	(0.0043)

Partner Worksite Share of Region - Compressed Work Week (CWW) Calculation

Total Regional Commuters	2,700,000

Regional Mode Split (w/o students)	**Commuters**	***Mode Split***					
With CWW (Current Mode)	**by Mode**	***(wk ave.)***	Mon.	Tues.	Wed.	Thurs.	Fri.
Drive alone	2,301,670	85.2%	86.1%	85.8%	84.6%	85.3%	84.3%
Carpool	211,820	7.8%	7.1%	8.0%	8.2%	7.8%	8.1%
Vanpool	2,824	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
MARTA Train	24,242	0.9%	1.0%	0.8%	1.0%	1.0%	0.5%
Bus	16,936	0.6%	0.6%	0.5%	0.7%	0.7%	0.5%
Walk/Bike	32,764	1.2%	1.2%	1.1%	1.1%	1.3%	1.3%
Teleworked	63,291	2.3%	2.3%	2.2%	2.5%	2.1%	2.7%
CWW	46,455	1.7%	1.5%	1.4%	1.6%	1.6%	2.5%
	2,700,000						

Commuters w/ CWW day off on given day	***46,455***	
Total comm with CWW day off during week	***232,273***	(assumes no CWW commuter has more than one day off per week)
(Daily CWW x 5)		
CWW frequency (days per week)	***0.83***	= (0.5 day off per week x 33% 9/80) + (1 day off per week x 67% 4/40)
(assume 2/3 work 4/40, 1/3 work 9/80)		
Total CWW Commuters (Placements)	***278,671***	= weekly CWW days off / CWW frequency
CWW Placement rate	10.3%	
4/40 Commuters	185,874	
9/80 Commuters	92,798	

				With CWW (current)			**Without CWW (Likely Mode)**	
Vehicle Trip Calculation (CWW regionwide)	***Mode Split***	***Mode Split***	***Nomalized***	**Weekly VT**	**Weekly VT**	***Total Wkly***	**Weekly VT**	***Total Wkly***
	(wk ave.)	***w/o CWW***	***Mode Split***	**by 4/40**	**by 9/80**	***Vehicle Trips***	**by CWW**	***Vehicle Trips***
Drive alone	85.2%	85.2%	86.7%	1,289,807	724,429	2,014,236	2,417,180	2,417,180
Carpool	7.8%	7.8%	8.0%	59,350	33,334	92,684	111,225	111,225
Vanpool	0.1%	0.1%	0.1%	131	74	205	246	246
MARTA Train	0.9%	0.9%	0.9%	-	-	-	-	-
Bus	0.6%	0.6%	0.6%	-	-	-	-	-
Walk/Bike	1.2%	1.2%	1.2%	-	-	-	-	-
Teleworked	2.3%	2.3%	2.4%	-	-	-	-	-
CWW	1.7%	0.0%	0.0%	-	-	-	-	-
	100.0%	98.3%	100.0%	***1,349,288***	***757,837***	***2,107,125***	***2,528,651***	***2,528,651***
		1.018						
Current Weekly VT (With CWW)		2,107,125						
Likely Weekly VT (Without CWW)		2,528,651						
Weekly vehicle trips reduced		(421,526)						
Daily VT reduced (all CWW commuters)		(84,305)						
CWW VTR Factor		-0.30						

Partner Worksite Share of Region - Compressed Work Week (CWW) Calculation Cont.

Partner Program Share of CWW		**Total**	**Employees at AWS Sites**
CAC Public		69528	63,373
	2001 (new)		953
	2000 (retained)		16,736
	1999 (retained)		45,684
	Unknown (retained)		0
HATMA		29675	390
	2001 (new)		0
	2000 (retained)		0
	1999 (retained)		390
CCT		27,543	24,766
	2001 (new)		0
	2000 (retained)		0
	1996 (retained)		500
	1995 (retained)		24,266
Cobb Rides		15,902	2,652
	2001 (new)		0
	2000 (retained)		1300
	1999 (retained)		1352
CTN		41704	34704
	2001 (new)		75
	2000 (retained)		2500
	1999 (retained)		1921
	1998 (retained)		458
	1997 (retained)		1200
	Unknown (retained)		1,400
	Via Employer		27150
MTS		10,588	4,436
	2001 (new)		
	2000 (retained)		
	1999 (retained)		106
	Pre-1999 (retained)		4,330

Partner Worksite Share of Region - Compressed Work Week (CWW) Calculation Cont.

		Employees at AWS Sites	Percent of CWW
Partner Commuter Base (Total)	153,236	130,321	100.0%
2001 (new)		1,028	0.8%
2000 (retained)		20,536	15.8%
Pre-2000 (retained)		108,757	83.5%
Partner Share of Regional CWW			
CWW placement rate		10.3%	
Partner CWW placements (Partner base X Placement rate)		13,451	
Distribution of partner CWW			
2001 (new)		106	
2000 (retained)		2,120	
Pre-2000 (retained)		11,225	
Partner CWW VT Reduced (daily)			
(Partner CWW placements x VTR factor)			
2001 (new)		-32	
2000 & Pre-2000 (retained)		-4,037	
Regional one-way trip distance (mile)		14.6	
Partner CWW VMT Reduced (daily)			
2001 (new)		-469	
2000 & Pre-2000 (retained)		-58,941	

Partner Worksite Share of Region - Compressed Work Week (CWW) Calculation Cont.

Emissions Reduced

Adjust VT/VMT for SOV Access (NONE)

Daily	**CWW**
NOx Reduced (gm) - New Users	-522
VOC Reduced (gm) - New Users	-575
NOx Reduced (gm) - Retained Users	-65,601
VOC Reduced (gm) - Retained Users	-71,908
Yearly	
NOx Reduced - New Users	-130,398
VOC Reduced - New Users	-143,872
NOx Reduced - Retained Users	-16,400,374
VOC Reduced - Retained Users	-17,977,050
Grams to KG	
NOx Reduced - New Users	-0.52
VOC Reduced - New Users	-0.58
NOx Reduced - Retained Users	-66
VOC Reduced - Retained Users	-72
Grams to Tons	
NOx Reduced - New Users	-0.001
VOC Reduced - New Users	-0.001
NOx Reduced - Retained Users	-0.072
VOC Reduced - Retained Users	-0.079
Total Emissions Reduced (Tons/Day)	
NOx Reduced - (New + Retained Users)	(0.0729)
VOC Reduced - (New + Retained Users)	(0.0799)

Partner Worksite Share of Region - Telework (TW) Calculation

Total Regional Commuters	2,700,000						
Regional Mode Split (w/o students)	**Commuters**	***Mode Split***					
With TW (Current Mode)	**by Mode**	***(wk ave.)***	Mon.	Tues.	Wed.	Thurs.	Fri.
Drive alone	2,301,670	85.2%	86.1%	85.8%	84.6%	85.3%	84.3%
Carpool	211,820	7.8%	7.1%	8.0%	8.2%	7.8%	8.1%
Vanpool	2,824	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
MARTA Train	24,242	0.9%	1.0%	0.8%	1.0%	1.0%	0.5%
Bus	16,936	0.6%	0.6%	0.5%	0.7%	0.7%	0.5%
Walk/Bike	32,764	1.2%	1.2%	1.1%	1.1%	1.3%	1.3%
Teleworked	63,291	2.3%	2.3%	2.2%	2.5%	2.1%	2.7%
CWW	46,455	1.7%	1.5%	1.4%	1.6%	1.6%	2.5%
	2,700,000						
Commuters w/ TW day off on given day	***63,291***						
Telework frequency (days per week)	***1.61***	(Average TW frequency of 1.61 days per week; see next page)					
Total TW commuters	***316,453***						
Total TW commuters	***195,989***						
(Daily TW x 5 / TW frequency)							
TW Placement rate	7.3%						

Partner Worksite Share of Region - Telework (TW) Calculation - Telework Frequency (data from Regional survey)

	Dy/wk	Raw %	% w/o DK	Norm. %	Freq x %
5+ days/wk	5	0.12	0.12	0.12	0.61
3-4 days/wk	3.5	0.12	0.12	0.12	0.42
1-2 days/wk	1.5	0.27	0.27	0.27	0.41
1-3 days/mth	0.5	0.25	0.25	0.25	0.13
< 1 day/mth	0.25	0.17	0.17	0.17	0.04
Emergencies	0.1	0.06	0.06	0.06	0.01
Refused/DK	0	0.01	0	0	0
		1.00	0.99	1.00	***1.61***
			1.0101		

Commuters w/ TW day off on given day	***63,291***	
Telework frequency (days per week)	***1.61***	(Average TW frequency of 1.61 days per week; see column J1)
Total TW commuters	***316,453***	
Total TW commuters	***195,989***	
(Daily TW x 5 / TW frequency)		
TW Placement rate	7.3%	

				With TW (Current Mode)		***Without TW (Likely Mode)***	
Vehicle Trip Calculation (TW regionwide)	***Mode Split (wk ave.)***	***Mode Split w/o TW***	***Nomalized Mode Split***	***Weekly Trips by Mode***	***Total Wkly Vehicle Trips***	***Weekly Trips by Mode***	***Total Wkly Vehicle Trips***
Drive alone	85.2%	85.2%	87.3%	6.77	1,158,610	10.0	1,711,210
Carpool	7.8%	7.8%	8.0%	3.39	53,313	5.0	78,740
Vanpool	0.1%	0.1%	0.1%	0.56	118	0.83	174
MARTA Train	0.9%	0.9%	0.9%	0.0	-	0.0	-
Bus	0.6%	0.6%	0.6%	0.0	-	0.0	-
Walk/Bike	1.2%	1.2%	1.2%	0.0	-	0.0	-
Teleworked	2.3%	0.0%	0.0%	0.0	-	0.0	-
CWW	1.7%	1.7%	1.7%	0.0	-	0.0	-
	100.0%	97.6%	100.0%		***1,212,041***		***1,790,124***
		1.024					

Current Weekly VT (With TW)	1,212,041
Likely Weekly VT (Without TW)	1,790,124
Weekly vehicle trips reduced	(578,083)
Daily VT reduced (all TW commuters)	(115,617)
TW VTR Factor	-0.59

Partner Worksite Share of Region - Telework (TW) Calculation Cont.

Partner Program Share of TW

		Total	Employees at TW Sites
CAC Public			
	2001 (new)	69528	33075
	2000 (retained)		11,403
	1999 (retained)		13,452
	Unknown (retained)		8,220
			0
HATMA			
	2001 (new)	29675	390
	2000 (retained)		0
	1999 (retained)		0
			390
CCT			
	2001 (new)	27,543	24,766
	2000 (retained)		0
	1996 (retained)		0
	1995 (retained)		24,766
			0
Cobb Rides			
	2001 (new)	15,902	2,652
	2000 (retained)		0
	1999 (retained)		1300
			1352
CTN			
	2001 (new)	41704	29786
	2000 (retained)		0
	1999 (retained)		0
	1998 (retained)		1636
	1997 (retained)		0
	Unknown (retained)		1000
	Via Employer		0
			27150
MTS			
	2001 (new)	10,588	3,704
	2000 (retained)		
	1999 (retained)		
	Pre-1999 (retained)		556
			3,148

Partner Worksite Share of Region - Telework (TW) Calculation Cont.

		Employees at TW Sites	Percent of TW
Partner Commuter Base (Total)			
2001 (new)	153,236	94,373	100.0%
2000 (retained)		11,403	12.1%
Pre-2000 (retained)		14,752	15.6%
		68,218	72.3%
Partner Share of Regional TW			
TW placement rate			
Partner TW placements		7.3%	
Distribution of partner TW		6,850	
2001 (new)			
2000 (retained)		828	
Pre-2000 (retained)		1,071	
		4,952	
Partner TW VT reduced (daily)			
(Partner TW placements x VTR factor)			
2001 (new)			
2000 & Pre-2000 (retained)		-488	
		-3,553	
Regional one-way trip distance			
Partnew TW VMT reduced (daily)		16.89	
2001 (new)			
2000 & Pre-2000 (retained)		-8,247	
		-60,008	
Emissions Reduced			
Adjust VT/VMT for SOV Access (NONE)			
(assumes all commuters TW at home)			

Partner Worksite Share of Region - Telework (TW) Calculation Cont.

Emissions Reduced	
Daily	
NOx reduced (gm) - new users	**TW**
VOC reduced (gm) - new users	-9,179
NOx reduced (gm) - retained users	-10,128
VOC reduced (gm) - retained users	-66,789
	-73,689
Yearly	
NOx reduced - new users	
VOC reduced - new users	-2,294,777
NOx reduced - retained users	-2,531,883
VOC reduced - retained users	-16,697,152
	-18,422,374
Grams to KG	
NOx reduced - new users	-9
VOC reduced - new users	-10
NOx reduced - retained users	-67
VOC reduced - retained users	-74
Grams to Tons	
NOx reduced - new users	
VOC reduced - new users	-0.010
NOx reduced - retained users	-0.011
VOC reduced - retained users	-0.074
	-0.081
Total Emissions Reduced (Tons/Day)	
NOx reduced - (new + retained users)	
VOC reduced - (new + retained users)	(0.0837)
	(0.0924)

Clean Air Campaign- Public Employer Activity Log	No. of employees at worksite	Program Offered at Worksite					Year Program Initiated				
		Carpool	Vanpool	Transit	Telework	Alternative Work Schedule	Carpool	Vanpool	Transit	Telework	Alternative Work Schedule
Atlanta Girls' School	20	YES	NO	NO	NO	NO	2000				
Atlanta Metropolitan College	149	YES	YES	NO	NO	YES	1999	1999			1999
Atlanta Regional Commission	130	YES	YES	YES	YES	YES	1999	1999	1999	1999	1999
Board of Regents - University System of Georgia	125	YES	YES	YES	YES	YES	1999	1999	1999	1999	1999
Center for Disease Control	4,990	YES	NO	NO	NO	YES	1999				1999
Cherokee County	75	NO	NO	NO	NO	YES					2000
Cherokee County Board of Education	200	YES	NO	NO	YES	YES	1999			2000	2000
City of Atlanta	1455	YES	YES	YES	YES	YES	1999	1999	1999	2000	1999
City of Atlanta- Hartsfield Atlanta International Airport	275	YES	NO	YES	NO	YES	1999		1999		1999
City of Austell	63	NO	NO	NO	NO	NO					
City of Decatur	231	YES	NO	NO	NO	YES	2001				2001
City of Douglasville	201	NO	YES	NO	NO	YES		2000			2000
City of Marietta	700	NO	NO	NO	NO	NO					
City of Peachtree City	100	NO	YES	NO	NO	NO		2001			
City of Riverdale	65	NO	NO	NO	NO	YES					2000
City of Roswell	60	yes	NO	NO	NO	YES	2000				2000
City of Smyrna	400	YES	NO	NO	NO	YES	2001				2001
City of Stockbridge	20	NO	NO	NO	NO	NO					
Clayton College & State University	500	YES	NO	NO	YES	YES	1999			1999	1999
Clayton County Government - Transportation Planning	150	NO	NO	NO	NO	YES					2001
Clayton Regional Youth Detention Center	68	YES	NO	NO	NO	NO	2001				
Cobb County Government	4,500	YES	YES	NO	YES	YES	1999	1999		1999	1999
DeKalb County Board of Health	463	YES	NO	NO	YES	YES	1999			2000	2000
DeKalb County Goverment	7,000	YES	YES	YES	NO	YES	1999	1999	1999		1999
DeKalb Regional Youth Detention Center	100	NO	NO	NO	NO	NO					
DeKalb Technical College	180	YES	NO	NO	YES	YES	1999			1999	1999
Douglas County Government	600	NO	YES	NO	NO	YES		1999			1999
**Emory University	17,000	YES	YES	YES	NO	YES	1999	1999	1999		1999

Clean Air Campaign- Public Employer Activity Log	No. of employees at worksite	Program Offered at Worksite					Year Program Initiated				
		Carpool	Vanpool	Transit	Telework	Alternative Work Schedule	Carpool	Vanpool	Transit	Telework	Alternative Work Schedule
		Program Offered at Worksite					Year Program Initiated				
Clean Air Campaign- Public Employer Activity Log	No. of employees at worksite	Carpool	Vanpool	Transit	Telework	Alternative Work Schedule	Carpool	Vanpool	Transit	Telework	Alternative Work Schedule
Fulton County Government	6,375	YES	YES	YES	YES	YES	1999	2000	1999	2001	1999
Fulton County Schools	7,200	YES	NO	YES	NO	YES	1999		1999		1999
GA-DNR-Environmental Protection Division	880	YES	YES	YES	YES	YES	1999	1999	1999	1999	1999
GA-DNR-Historic Preservation	33	NO	NO	YES	YES	YES		1999	1999	1999	1999
GA-DNR-LAB	85	YES	YES	NO	NO	YES	1999	1999			1999
GA-DNR-Parks and Historic Sites	80	YES	YES	NO	NO	YES	1999	1999			1999
GA-DNR-Pollution Prevention Assistance Division	17	YES	NO	YES	YES	YES	1999		1999	1999	1999
GA-DNR-Wildlife Resources	18	YES	NO	NO	NO	NO	1999				
Georgia Building Authority	519	YES	YES	YES	YES	YES	1999	1999	1999	1999	1999
Georgia Bureau of Investigation	431	YES	YES	NO	YES	YES	1999	1999		1999	1999
Georgia Children and Youth Coordinating Council	8	YES	YES	YES	YES	YES	1999	1999	1999	2000	1999
Georgia Commission on Equal Opportunity	18	NO	NO	NO	YES	YES				2001	2001
Georgia Correctional Industries	25	YES	NO	NO	NO	YES	1999				1999
Georgia Council for the Arts	11	YES	NO	YES	YES	YES	1999		1999	1999	1999
Georgia Criminal Justice Coordinating Council	25	YES	NO	YES	YES	YES	1999		1999	2000	1999
Georgia Department of Administrative Services	1,000	YES	YES	YES	YES	YES	1999	1999	1999	1999	1999
Georgia Department of Agriculture	266	YES	NO	NO	NO	YES	1999				1999
Georgia Department of Audits and Accounts	322	YES	YES	NO	YES	YES	1999	1999		1999	1999
Georgia Department of Banking and Finance	130	YES	NO	NO	YES	YES	1999			1999	1999
Georgia Department of Community Affairs	259	YES	YES	YES	YES	YES	2001	2001	2001	2001	2001
Georgia Department of Community Health	325	YES	YES	NO	YES	YES	1999	1999		1999	1999
Georgia Department of Corrections	700	YES	YES	NO	NO	YES	1999	1999			1999
Georgia Department of Defense	600	YES	NO	NO	YES	YES	1999			2000	1999
Georgia Department of Education	357	YES	YES	YES	YES	YES	2000	2000	2000	2000	2000
US Dept of Health and Human Services - Administration for Children & Families	105	NO	NO	YES	NO	NO			1999		
Georgia Department of Human Resources	1,250	YES	YES	YES	YES	YES	1999	1999	1999	1999	1999
Georgia Department of Industry, Trade & Tourism	112	YES	NO	YES	YES	YES	2000		2000	2000	2000
Georgia Department of Juvenile Justice	613	YES	YES	NO	YES	YES	2000	2000		2000	2000
Georgia Department of Labor	1,100	YES	YES	YES	NO	YES	1999	1999	1999		1999
Georgia Department of Law	184	YES	YES	NO	YES	YES	1999	1999		1999	1999
Georgia Department of Public Safety	1,005	YES	YES	YES	YES	YES	1999	1999	1999	1999	1999
Georgia Department of Revenue	1,368	YES	YES	YES	YES	YES	1999	1999	1999	2000	1999
Georgia Department of Technical & Adult Education	180	YES	YES	YES	YES	YES	1999	1999	1999	2000	1999
Georgia Department of Transportation	1,950	YES	YES	YES	YES	YES	1999	1999	1999	2000	1999
Georgia Department of Veterans Services	52	YES	YES	NO	NO	NO	1999	1999			
Georgia Development Authority	5	YES	NO	YES	YES	NO	1999		1998	2000	
Georgia Emergency Management Agency	70	YES	NO	NO	NO	YES	1999				1999
Georgia Employees' Retirement System	48	YES	NO	NO	NO	YES	2000				2000

Clean Air Campaign- Public Employer Activity Log	No. of employees at worksite	Program Offered at Worksite					Year Program Initiated				
		Carpool	Vanpool	Transit	Telework	Alternative Work Schedule	Carpool	Vanpool	Transit	Telework	Alternative Work Schedule
Clean Air Campaign- Public Employer Activity Log	No. of employees at worksite	Program Offered at Worksite					Year Program Initiated				
		Carpool	Vanpool	Transit	Telework	Alternative Work Schedule	Carpool	Vanpool	Transit	Telework	Alternative Work Schedule
Gwinnett County Public Schools	1100	NO	NO	NO	NO	YES					1999
Gwinnett County Tax Commissioner's Office	71	YES	NO	NO	YES	YES	1999			2000	1999
Gwinnett Technical College	300	YES	NO	NO	YES	YES	1999			2000	1999
Henry County Commission	120	NO	NO	NO	NO	NO					
Keep Marietta Beautiful	3	NO	NO	NO	NO	NO					
Kennesaw State University	1,100	YES	NO	NO	YES	YES	2000			2000	2000
Lanier Technical Institute - Forsyth Campus	33	YES	NO	NO	YES	YES	2000			2001	2001
MARTA	4,800	YES	NO	YES	YES	YES	1999		1998	2001	2000
Morehouse College	3,400	NO	NO	NO	NO	NO					
Nonpublic Postsecondary Education Commission	8	NO	NO	NO	YES	YES				2000	2000
Office of Planning and Budget	76	YES	NO	YES	YES	YES	1999		1999	2000	2000
Office of School Readiness	30	YES	NO	NO	YES	YES	2000			2000	2000
Office of State Administrative Hearings	60	YES	NO	NO	YES	NO	2001			2001	
Office of the Governor	27	YES	NO	YES	YES	YES	1999		1999	1999	1999
Office of Thrift Supervision	72	YES	NO	NO	YES	YES	2000			2000	2000
Paulding County Commission	580	NO	NO	NO	NO	NO					
Rockdale County Commission	400	NO	NO	NO	NO	NO					
Southern Polytechnic State University	500	YES	NO	NO	YES	YES	1999			1999	1999
Stone Mountain Memorial Association	56	YES	NO	NO	NO	YES	1999				1999
Subsequent Injury Trust Fund	26	YES	YES	NO	YES	YES	2000	2000		2000	2000
Teachers Retirement System	89	YES	NO	NO	NO	YES	1999				1999
The Georgia Lottery Corporation	65	YES	NO	YES	NO	YES	2000		2000		2000
U.S. Department of Housing & Urban Development	550	YES	YES	YES	YES	YES	2001	2001	2001	2001	2001
U.S. Fish and Wildlife Service	234	yes	NO	NO	NO	NO	1999				
U.S.Federal Highway Administration	41	YES	NO	YES	NO	YES	1999		1998		1999
United States Department of Agriculture	102	YES	YES	NO	YES	YES	1999	1999		1999	1999
United States Department of Energy	25	yes	NO	NO	YES	YES	1999			1999	1999
United States Department of Labor	648	YES	YES	YES	YES	YES	1999	1999	1999	1999	1999
United States Department of Veterans Affairs	516	NO	YES	YES	YES	YES		2000	2000	2000	2000
United States Environmental Protection Agency	1,038	YES	NO	YES	YES	YES	1999		1999	1999	1999
United States Federal Emergency Management Agency	110	NO	NO	NO	NO	NO					
United States Forest Service	324	NO	NO	NO	NO	NO					
United States General Services Administration	1433	YES	NO	YES	YES	YES	1999		1998	2000	1999
United States Internal Revenue Service	6433	yes	NO	YES	NO	NO	1999		2000		
United States Office of Personnel Management	40	NO	NO	NO	YES	YES				2000	2000
United States Postal Service	9,930	YES	NO	YES	NO	NO	1999		1999		
United States Treasury Department	105	yes	NO	YES	NO	NO	1999		2000		
United States Veterans' Administration Medical Center	503	yes	NO	NO	NO	NO	1999				
United States-Natural Resources Conservation Services	105	YES	NO	NO	NO	YES	2000				2000
United Water Services	350	YES	NO	YES	NO	YES	2000		1999		2000
West Central Technical College (Carroll Tech)	58	NO	NO	NO	NO	YES					1999

**Emory University is credited to CCTMA.

	Employees	CP	VP	TR	TW	AWS
Totals	69,528	62,417	29,105	25,375	33,075	63,373
1999					8,220	45,684
2000					13,452	16,736
2001					11,403	953

Clean Air Campaign- Public Employer Activity Log	No. of employees at worksite	Program Offered at Worksite					Year Program Initiated				
		Carpool	Vanpool	Transit	Telework	Alternative Work Schedule	Carpool	Vanpool	Transit	Telework	Alternative Work Schedule
CAI Self Report Data											
U.S. Department of Housing & Urban Development	550	YES	YES	YES	YES	YES	2001	2001	2001	2001	2001
U.S. Fish and Wildlife Service	234	yes	NO	NO	NO	NO	1999				
U.S.Federal Highway Administration	41	YES	NO	YES	NO	YES	1999		1998		1999
United States Department of Agriculture	102	YES	YES	NO	YES	YES	1999	1999		1999	1999
United States Department of Energy	25	yes	NO	NO	YES	YES	1999			1999	1999
United States Department of Labor	648	YES	YES	YES	YES	YES	1999	1999	1999	1999	1999
United States Department of Veterans Affairs	516	NO	YES	YES	YES	YES		2000	2000	2000	2000
United States Environmental Protection Agency	1,038	YES	NO	YES	YES	YES	1999		1999	1999	1999
United States Federal Emergency Management Agency	110	NO	NO	NO	NO	NO					
United States Forest Service	324	NO	NO	NO	NO	NO					
United States General Services Administration	1433	YES	NO	YES	YES	YES	1999		1998	2000	1999
United States Internal Revenue Service	6433	yes	NO	YES	NO	NO	1999		2000		
United States Office of Personnel Management	40	NO	NO	NO	YES	YES				2000	2000
United States Postal Service	9,930	YES	NO	YES	NO	NO	1999		1999		
United States Treasury Department	105	yes	NO	YES	NO	NO	1999		2000		
United States Veterans' Administration Medical Center	503	yes	NO	NO	NO	NO	1999				
United States-Natural Resources Conservation Services	105	YES	NO	NO	NO	YES	2000				2000

		Employees	CP	VP	TR	TW	AWS
Totals		21820	14,507	1714	20,589	4,352	4,498
	1999					1,813	3,287
	2000					1989	661
	2001					550	550

Clean Air Campaign- Public Employer Activity Log	No. of employees at worksite	Program Offered at Worksite					Year Program Initiated				
		Carpool	Vanpool	Transit	Telework	Alternative Work Schedule	Carpool	Vanpool	Transit	Telework	Alternative Work Schedule
CAC Public Employer Self Reports											
Clayton College & State University	500	YES	NO	NO	YES	YES	1999			1999	1999
DeKalb Technical College	180	YES	NO	NO	YES	YES	1999			1999	1999
GA-DNR-Environmental Protection Division	880	YES	YES	YES	YES	YES	1999	1999	1999	1999	1999
GA-DNR-Historic Preservation	33	NO	NO	YES	YES	YES		1999	1999	1999	1999
GA-DNR-LAB	85	YES	YES	NO	NO	YES	1999	1999			1999
GA-DNR-Parks and Historic Sites	80	YES	YES	NO	NO	YES	1999	1999			1999
GA-DNR-Pollution Prevention Assistance Division	17	YES	NO	YES	YES	YES	1999		1999	1999	1999
Georgia Building Authority	519	YES	YES	YES	YES	YES	1999	1999	1999	1999	1999
Georgia Bureau of Investigation	431	YES	YES	NO	YES	YES	1999	1999		1999	1999
Georgia Department of Audits and Accounts	322	YES	YES	NO	YES	YES	1999	1999		1999	1999
Georgia Department of Community Affairs	259	YES	YES	YES	YES	YES	2001	2001	2001	2001	2001
Georgia Department of Corrections	700	YES	YES	NO	NO	YES	1999	1999			1999
Georgia Department of Industry, Trade & Tourism	112	YES	NO	YES	YES	YES	2000		2000	2000	2000
Georgia Department of Labor	1,100	YES	YES	YES	NO	YES	1999	1999	1999		1999
Georgia Department of Public Safety	1,005	YES	YES	YES	YES	YES	1999	1999	1999	1999	1999
Georgia Department of Revenue	1,368	YES	YES	YES	YES	YES	1999	1999	1999	2000	1999
Georgia Department of Transportation	1,950	YES	YES	YES	YES	YES	1999	1999	1999	2000	1999
Georgia Environmental Facilities Authority	19	YES	YES	YES	YES	YES	1999	1999	1998	2000	1999
Georgia Forestry Commission	31	NO	NO	NO	NO	YES					1999
Georgia Merit System of Personnel Administration	200	YES	YES	YES	YES	YES	1999	1999	1999	1999	1999
Georgia Office of Secretary of State	155	YES	YES	NO	NO	YES	2000	2000			2000
Georgia Office of Treasury and Fiscal Services	13	YES	YES	NO	NO	YES	2000	2000			2000
Georgia Public Broadcasting	186	YES	YES	NO	NO	YES	1999	1999			1999
Georgia Real Estate Commission	30	YES	YES	NO	YES	NO	1999	1999		1999	
Georgia State Financing & Investment Commission	56	YES	YES	NO	NO	YES	1999	1999			1999
Georgia Student Finance Commission	157	YES	YES	NO	YES	YES	1999	2001		2000	1999
Governor's Office of Consumer Affairs	48	YES	YES	YES	YES	YES	1999	1999	1999	1999	1999
Kennesaw State University	1,100	YES	NO	NO	YES	YES	2000			2000	2000
Lanier Technical Institute - Forsyth Campus	33	YES	NO	NO	YES	YES	2000			2001	2001
Office of School Readiness	30	YES	NO	NO	YES	YES	2000			2000	2000
Subsequent Injury Trust Fund	26	YES	YES	NO	YES	YES	2000	2000		2000	2000

		Employees	CP	VP	TR	TW	AWS
Totals		11625	11,561	9,589	7,510	9,219	11,595
	1999					4,165	9,867
	2000					4,762	1,436
	2001					292	292

HATMA Employer Activity Log	No. of employees at worksite	Program Offered at Worksite					Year Program Initiated				
		Carpool	Vanpool	Transit	Telework	Alternative Work Schedule	Carpool	Vanpool	Transit	Telework	Alternative Work Schedule
Atlanta Trading Co.	10	No	No	Yes	No	No	N/A	N/A	2001	N/A	N/A
CA One Services	4	No	No	Yes	No	No	N/A	N/A	2000	N/A	N/A
Concessions/Paschals - J.V.	556	No	No	Yes	No	No	N/A	N/A		N/A	N/A
Crowne Plaza - Atlanta Airport	180	No	No	Yes	No	No	N/A	N/A	2000	N/A	N/A
Delta Air Lines	25,000	Yes	No	Yes	No	No	2000	N/A	1999	N/A	N/A
Dept. of Aviation	315	No	No	Yes	No	No	N/A	N/A	1999	N/A	N/A
GAT Airline Ground Support	130	No	No	Yes	No	No	N/A	N/A	2000	N/A	N/A
**GA Dept. of Natural Resources	390	Yes	No	Yes	Yes	Yes	1998	N/A	1998	1998	1998
Grecian Foods	100	No	No	Yes	No	No	N/A	N/A	2001	N/A	N/A
HMS Host	780	No	No	Yes	No	No	N/A	N/A	2000	N/A	N/A
Hartsfield Hospitality	50	No	No	Yes	No	No	N/A	N/A	2000	N/A	N/A
Hilton Atlanta Airport	370	No	No	Yes	No	No	N/A	N/A	2000	N/A	N/A
Holiday Inn, North	180	No	No	Yes	No	No	N/A	N/A	2000	N/A	N/A
Hudson News	160	No	No	Yes	No	No	N/A	N/A	2000	N/A	N/A
Mack II	100	No	No	Yes	No	No	N/A	N/A	1996	N/A	N/A
WHSmith	150	No	No	Yes	No	No	N/A	N/A	2000	N/A	Yes
Wachovia Tech Operation Ctr.	1200	No	No	Yes	No	No	N/A	N/A	2000	N/A	Yes

**GA Dept. of Natural Resources credit to CAC Public.

	Employees	CP	VP	TR	TW	AWS
Totals	29675	25,390	0	29,675	390	390
1996				100		
1998		390		390	390	390
1999				25,315		
2000		25,000		3204		
2001				110		

CCTMA Employer Activity Log	No. of employees at worksite	Program Offered at Worksite					Year Program Initiated				
		Carpool	Vanpool	Transit	Telework	Alternative Work Schedule	Carpool	Vanpool	Transit	Telework	Alternative Work Schedule
Emory University	14,000	YES	YES	YES	YES	YES	1994	1998	1995	1996	1995
Emory University Hospital	4,000	YES	YES	YES	YES	YES	1994	1998	1995	1996	1995
The Emory Clinic	1,800	YES	YES	YES	YES	YES	1994	1998	1995	1996	1995
Children's Healthcare of Atlanta @ Egleston	2,000	NO	YES	YES	NO	NO		1999	1998		
Centers for Disease Control and Prevention	2,000	YES	YES	YES	YES	YES	1995	1998	1995	1996	1995
American Cancer Society National Office	500	NO	YES	YES	YES	YES		1998	2000	1996	1996
Wesley Woods Center of Emory University	742	NO	YES	YES	NO	NO		1998	1998		
Ben Franklin Academy	20	NO	YES	YES	NO	NO		1998	1998		
The University Inn	15	NO	YES	YES	NO	NO		1998	1998		
Veterans Affairs Medical Center	2,000	YES	YES	YES	NO	NO	1995	1998	1995	1996	1995
Veterans Affairs Regional Office	466	YES	YES	YES	YES	YES	2000	1998	1995	1996	1995

Totals	**Employees**	**CP**	**VP**	**TR**	**TW**	**AWS**
	27,543	26,266	27,543	27,543	24,766	24,766
1994		19,800				
1995		6,000		24,266		24,266
1996					24,766	500
1998			27,543	3,519		
2000		466		500		

Cobb Rides Employer Activity Log	No. of employees at worksite	Program Offered at Worksite					Year Program Initiated				
		Carpool	Vanpool	Transit	Telework	Alternative Work Schedule	Carpool	Vanpool	Transit	Telework	Alternative Work Schedule
Kennesaw State University	1,300	Yes	Yes	Yes	Yes	Yes	2000	2000	2000	2000	2000
Cryolife, Inc	500	Yes	Yes	Yes			2000	2000	2000	2000	2000
Heidelberg USA	650	Yes	Yes	Yes			2000	2000	2000	2000	2000
Wellstar	8,000	Yes	Yes	Yes			2000	2000	2000	2000	2000
Hewlett Packard	752	Yes	Yes	Yes	Yes	Yes	1999	1999	1999	1999	1999
FNANB/Circuit City/CarMax	1,100	Yes	Yes	Yes			2000	2000	2000	2000	2000
Law/Gibb	600	Yes	Yes	Yes	Yes	Yes	1999	1999	1999	1999	1999
Spherion	500	Yes	Yes	Yes			2001	2001	2001		
Taylor/Mathis Office Park	1,700	Yes	Yes	Yes			1999	1999	1999		
Pope&Land AMLI/ Barrett Office Park	500	Yes	Yes	Yes			1999	1999	1999		
Respironics, Inc	300	Yes	Yes	Yes			2001	2001	2001		

Totals	**Employees**	**CP**	**VP**	**TR**	**TW**	**AWS**
	15,902	15,902	15,902	15,902	2,652	2,652
1999		3,552	3,552	1852	1352	1352
2000		11,550	11,550	12,650	1,300	1,300
2001		800	800	800		

Midtown Transportation Solutions Employer Log	No. of Employees at Worksite	Program Offered at Worksite				
		Carpool	Vanpool	Transit	Telework	Alternative Work Schedule
Academy of Medicine	11	No	No	Yes	No	No
AfterBot, Inc.				Y		
AIG Aviation	175	Y	Y	Y	No	No
Alston & Bird	800			Y		
Archer Mgmt Services	200	N	N	Y	No	No
Arnall Golden & Gregory	300	N	N	Y	No	Yes
Arthritis Foundation	150			Y		
ASI	5			Y		
Atlanta Opera	25	N	N	Y	No	Yes
Bank of America		Y	Y	Y	No	No
Bank of America/Associate Forum Group				Y		
Barry Real Estate	3	N	N	Y	No	No
Benefit Services	360	N	N	Y	Yes	Yes
Braindance	40	N	N	Y	No	No
Canadian Consulate General				Y		
Carreker	56			Y		
CARTER – 1447 Peachtree				Y		
Center for Visually Impaired	55	N	N	Y	No	Yes
Chiltern Int'l				Y		
Concentra				Y		
Credit Suisse First Boston	80	N	N	Y	No	No
CUH2A	50	N	N	Y	No	No
Cushman & Wakefield	150	N	N	Y	No	No
Days Inn Peachtree				Y		
Domtar Industries				Y		
Dr. David Hochberg				Y		
EarthLink, Inc.	1300	Y	Y	Y	No	No

Midtown Transportation Solutions Employer Log	No. of Employees at Worksite	Program Offered at Worksite				
		Carpool	Vanpool	Transit	Telework	Alternative Work Schedule
Academy of Medicine	11	No	No	Yes	No	No
AfterBot, Inc.				Y		
AIG Aviation	175	Y	Y	Y	No	No
Alston & Bird	800			Y		
Archer Mgmt Services	200	N	N	Y	No	No
Arnall Golden & Gregory	300	N	N	Y	No	Yes
Arthritis Foundation	150			Y		
ASI	5			Y		
Atlanta Opera	25	N	N	Y	No	Yes
Bank of America		Y	Y	Y	No	No
Bank of America/Associate Forum Group				Y		
Barry Real Estate	3	N	N	Y	No	No
Benefit Services	360	N	N	Y	Yes	Yes
Braindance	40	N	N	Y	No	No
Canadian Consulate General				Y		
Carreker	56			Y		
CARTER – 1447 Peachtree				Y		
Center for Visually Impaired	55	N	N	Y	No	Yes
Chiltern Int'l				Y		
Concentra				Y		
Credit Suisse First Boston	80	N	N	Y	No	No
CUH2A	50	N	N	Y	No	No
Cushman & Wakefield	150	N	N	Y	No	No
Days Inn Peachtree				Y		
Domtar Industries				Y		
Dr. David Hochberg				Y		
EarthLink, Inc.	1300	Y	Y	Y	No	No

Midtown Transportation Solutions Employer Log	Year Program Initiated				
	Carpool	Vanpool	Transit	Telework	Alternative Work Schedule
Academy of Medicine			2001		
AfterBot, Inc.			2001		
AIG Aviation			2001		
Alston & Bird			Prior to 2001		
Archer Mgmt Services			2001		
Arnall Golden & Gregory			2001		
Arthritis Foundation			2001		
ASI			2001		
Atlanta Opera			2001		N/A
Bank of America			Prior to 2001		
Bank of America/Associate Forum Group			Prior to 2001		
Barry Real Estate			2001		
Benefit Services			Prior to 2001	Prior to ‘96	Prior to ‘96
Braindance			2001		
Canadian Consulate General			2001		
Carreker			2001		
CARTER – 1447 Peachtree			2001		
Center for Visually Impaired			2001		N/A
Chiltern Int’l					
Concentra					
Credit Suisse First Boston			2001		
CUH2A			2001		
Cushman & Wakefield			2001		
Days Inn Peachtree					
Domtar Industries					
Dr. David Hochberg					
EarthLink, Inc.			Prior to 2001		

Midtown Transportation Solutions Employer Log	No. of Employees at Worksite	Program Offered at Worksite				
		Carpool	Vanpool	Transit	Telework	Alternative Work Schedule
EDSI				Y		
Federal Home Loan Bank	556	Y	N	Y	Yes	Yes
Federal Reserve Bank of Atlanta	1200	Y	Y	Y	Yes	Yes
First Union				Y		
Fox Theatre				Y		
GCI Group	86			Y		
Georgia Telco Credit Union	150	Y	N	Y	N	No
GA Trust for Historic Preservation	23	N	N	Y	N	Yes
Hands on Atlanta	65	N	N	Y	N	No
Heery	300	N	N	Y	N	No
Holland & Knight	175			Y		
Home Depot, Store #159				Y		
Integrated Management Resource Group	42			Y		
Invesco	350	Y	N	Y	Y	No
Jackson Spalding				Y		
Jewish Federation of Greater Atlanta	85	N	N	Y	N	Yes
Johnson & Freeman				Y		
Kasowitz, Benson, Torres, Friedman				Y		
KnowX.com	38	N	N	Y	Y	No
Krevolin & Horst, LLC				Y		
Lee Lynch & Ford				Y		
Leo A. Daly	35	N	N	Y	N	Yes
Lilly’s Floral, Inc.				Y		
Long Aldridge Norman				Y		
Lord Aeck & Sargent	75	N	N	Y	Y	Yes
Manuel Padron & Associates	10	N	N	Y		
Marriott				Y		
Marriott Fairfield				Y		

Midtown Transportation Solutions Employer Log	Year Program Initiated				
	Carpool	Vanpool	Transit	Telework	Alternative Work Schedule
EDSI					
Federal Home Loan Bank	2000		2000	1999	1989
Federal Reserve Bank of Atlanta	2001	2001	Prior to 2001	1996	1996
First Union			2001		
Fox Theatre			2001		
GCI Group			2001		
Georgia Telco Credit Union			Prior to 2001		
GA Trust for Historic Preservation			2001		N/A
Hands on Atlanta			2001		
Heery			2001		
Holland & Knight			2001		
Home Depot, Store #159			2001		
Integrated Management Resource Group			2001		
Invesco			2001		
Jackson Spalding			2001		
Jewish Federation of Greater Atlanta			2001		
Johnson & Freeman			2001		
Kasowitz, Benson, Torres, Friedman			2001		
KnowX.com			2001	1998	
Krevolin & Horst, LLC			2001		
Lee Lynch & Ford			2001		
Leo A. Daly			2001		
Lilly’s Floral, Inc.			2001		
Long Aldridge Norman			2001		
Lord Aeck & Sargent			2001		
Manuel Padron & Associates			2001		
Marriott			2001		
Marriott Fairfield			2001		

Midtown Transportation Solutions Employer Log	Year Program Initiated				
	Carpool	Vanpool	Transit	Telework	Alternative Work Schedule
Meridian Mortuary			2001		
Midtown Alliance			2001		
Norfolk Southern			2001		
Novare Group, Inc.	2001	2001	2001		
Novare Management	1996		Prior to MTS	Before 1996	Before 1996
Office of Jack Pyburn			2001		
O'kon & Company			2001		
Ozell Stankus Associates			2001		
Perkins & Will	2001	2001	2001		
Promenade II, Central Parking			2001		
Regency Suites			2001		
Renaissance Hotel			2001		
Salomon Cohen & Steve Drescher, DDS			2001		
Sheraton Colony Square	2001	2001	Prior to 2001		
Slater & King, Cary F. King PC			2001		

Midtown Transportation Solutions Employer Log	No. of Employees at Worksite	Program Offered at Worksite				
		Carpool	Vanpool	Transit	Telework	Alternative Work Schedule
Southface Energy Institute	23	Y	N	Y	N	Yes
Stanley, Love-Stanley	17	N	N	Y	N	Yes
State Farm Insurance	7	N	N	Y	N	Yes
Sutherland, Asbill, Brennan	415	Y	N	Y	Y	Yes
The Boston Consulting Group	106	N	N	Y	Y	Yes
The Four Seasons	300	N	N	Y	N	Yes
TrizecHahn				Y		
Troutman-Sanders	600	N	N	Y	N	No
Tunnell-Spangler	18	N	N	Y	N	No
Urban Collage	10	N	N	Y	N	No
Uzun & Case	37	N	N	Y	Y	Yes
Wageworks/Ernst & Young				Y		
Walker Co.	16	N	N	Y	N	No
Walter P. Moore	30	N	N	Y	Y	Yes
West Group				Y		
WGCL-TV	201	N	Y	Y	N	No
Winter Group of Companies	140	N	N	Y	No	No
Woodruff Arts Center	750	Y	Y	Y	No	No
Wyndham				Y		

Totals	**Employees**	**CP**	**VP**	**TR**	**TW**	**AWS**
	10,588	4,023	4,023	10,588	3,704	4,436
Prior to 1999					3,148	4,330
1999					556	106
2000		556				
2001		2002	1337	5337		

Midtown Transportation Solutions Employer Log	Year Program Initiated				
	Carpool	Vanpool	Transit	Telework	Alternative Work Schedule
Southface Energy Institute			2001		
Stanley, Love-Stanley			2001		
State Farm Insurance			2001		
Sutherland, Asbill, Brennan	2001		1999	1995	1993
The Boston Consulting Group			Prior to MTS	1998	1999
The Four Seasons			2001		
TrizecHahn			2001		
Troutman-Sanders			2001		
Tunnell-Spangler			2001		
Urban Collage			2001		
Uzun & Case			2001		
Wageworks/Ernst & Young			2001		
Walker Co.			2001		
Walter P. Moore			Prior to 2001		
West Group			2001		
WGCL-TV		2001	2001		
Winter Group of Companies			Prior to 2001		
Woodruff Arts Center			2001		
Wyndham			2001		

CTN Employer Activity Log	No. of employees at worksite	Program Offered at Worksite				
		Carpool	Vanpool	Transit	Telework	Alternative Work Schedule
Cousins @ Wildwood	8,000	Y	Y	Y	Via employer	Via employer
Childress Klein @ Galleria	6,000	Y	Y	Y	Via employer	Via employer
Pope & Land @ Cumberland Center	3,500	Y	Y	Y	Via employer	Via employer
CarrAmerica @ Cumberland Center	600	Y	Y	Y	Via employer	Via employer
Brannen Goddard @ 1300 Parkwood	250	Y	N	Y	Via employer	Via employer
CarrAmerica @ 1600 Parkwood	600	Y	N	Y	Via employer	Via employer
Jones, Lange, LaSalle @ 1000 Parkwood	400	Y	N	N	Via employer	Via employer
Clarion @ Riverwood	700	Y	N	Y	Via employer	Via employer
TrizecHahn @ Interstate North	1,000	Y	N	Y	Via employer	Via employer
BF Saul @ Circle 75	600	Y	N	Y	Via employer	Via employer
Hines @ Overlook	3,500	Y	N	Y	Via employer	Via employer
Equity Office @ Paces West	2,000	Y	N	Y	Via employer	Via employer
General Growth Properties @ Cumberland Mall	-	Y	N	Y	N	N
ASI @ Paces Summit	75	Y	N	Y	N	Y

CTN Employer Activity Log	Year Program Initiated				
	Carpool	Vanpool	Transit	Telework	Alternative Work Schedule
Cousins @ Wildwood	‘97	97	(via CCT)	N/a	N/a
Childress Klein @ Galleria	‘00	0	(via CCT)	N/a	N/a
Pope & Land @ Cumberland Center	‘00	0	(via CCT)	N/a	N/a
CarrAmerica @ Cumberland Center	‘00	‘01	‘01	N/a	N/a
Brannen Goddard @ 1300 Parkwood	‘97	N/a	(via CCT)	N/a	N/a
CarrAmerica @ 1600 Parkwood	‘97	N/a	(via CCT)	N/a	N/a
Jones, Lange, LaSalle @ 1000 Parkwood	‘97	N/a	(via CCT)	N/a	N/a
Clarion @ Riverwood	‘97	N/a	(via CCT)	N/a	N/a
TrizecHahn @ Interstate North	‘98	N/a	(via CCT)	N/a	N/a
BF Saul @ Circle 75	‘98	N/a	(via CCT)	N/a	N/a
Hines @ Overlook	‘99	N/a	(via CCT)	N/a	N/a
Equity Office @ Paces West	‘98	N/a	(via CCT)	N/a	N/a
General Growth Properties @ Cumberland Mall	N/a	N/a	(via CCT)	N/a	N/a
ASI @ Paces Summit	‘99	N/a	‘99	N/a	‘99

CTN Employer Activity Log	Year Program Initiated				
	Carpool	Vanpool	Transit	Telework	Alternative Work Schedule
CTN Employer Activity Log	**Year Program Initiated**				
	Carpool	Vanpool	Transit	Telework	Alternative Work Schedule
Assurant Group @ Interstate North	‘00	N/a	‘00	N/a	N/a
Cobb Chamber @ Interstate North	‘96	N/a	‘96	‘99	‘99
FSC @ Wildwood	‘98	N/a	‘98	N/a	N/a
GE Power Systems @ Wildwood & Parkwood	‘99	‘99	‘99	‘99	‘99
Georgia-Pacific @ Wildwood	‘97	‘97	‘97	‘97	‘97
Hilton Atlanta Northwest	‘99	N/a	‘99	N/a	‘99
IBM	‘99	N/a	‘99	?	?
Renaissance Waverly Hotel	‘98	N/a	‘98	N/a	‘98
The Weather Channel @ Interstate North	‘98	N/a	‘98	N/a	N/a
Worldspan @ Galleria	‘00	‘00	0	N/a	?
Atlanta Marriott NW	‘97	N/a	‘97	N/a	‘97
Buypass @ Interstate North	‘98	N/a	‘98	N/a	N/a
Ranstad Staffing	‘01	N/a	N/a	N/a	N/a
Embassy Suites	‘00	N/a	‘97	N/a	‘01
Hyatt Regency SuiteS	‘99	N/a	‘99	N/a	‘99
LOMA	‘99	N/a	‘99	N/a	N/a
Home Depot	‘98	‘98	95	N/a	?
Sprint @ Cumberland Center	‘00	‘01	‘00	N/a	‘00

Appendix 4-1

National TDM Program Profiles

Appendix 4-1

Program Investment Study: San Francisco

Organization

Established in 1977, RIDES, is the lead agency for employer TDM outreach services in the San Francisco region (9 counties, population 6.8 million). RIDES is under contract with the Metropolitan Transportation Commission (MTC) to provide these services directly to employers, employees and TMAs. More than 40 regional and local transit providers, including bus, shuttle, and rail, serve the region.

The Bay Area Air Quality Management District (BAAQMD) sponsors the voluntary ozone program, Spare the Air. BAAQMD has contracted with four organizations to conduct this program. RIDES provides employer services, media consultant to develop program, measures and evaluation consultant, and a program management contractor.

Funding

RIDES (regional rideshare agency)

Total Annual Budget: $3.8 million

Source of funding: MTC
BAAQMD (including CMAQ funds totaling approximately $1 million)
State and local sales tax

Project Funding Categories (approximate amounts):

1. Marketing $1.4 million (37% of total)

Includes no paid media. Consists primarily of employer outreach collaterals (handbooks, flyers, brochures, etc.) and promotional materials for Rideshare Week, Bike Week, and vanpool promotion. RIDES website has been one of the program's most effective marketing tools for the past three years, with over 1,000 hits per month. Another effective marketing activity is the ridematch registration promotion conducted through employers. This promotion coincides with other promotional events (e.g., Rideshare Week).

Previous experience with paid media has proven to be ineffective in changing commuter behavior. The last media campaign was conducted about five years ago to promote a new carpool lane. The $750,000 campaign consisted primarily of radio and billboards and

produced six responses. RIDES has found that focusing on employer outreach is a more cost effective means of gaining participation in alternative modes of commuting.

A significant amount of the marketing efforts are in-kind contributions, including corporate sponsors, radio PSAs, newspaper articles, and even billboards.

2. Services $1.2 million (32% of total)

Ride-matching, vanpool formation assistance, transit information.

3. Program Management $456,000 (12% of total)

Program evaluation and contract management

4. Information Technology (IT) $456,000 (12% of total)

Website maintenance, ridematch database maintenance

5. Program Coordination $114,000 (3% of total)

Regional coordination with transit agencies, MTC, BAAQMD, TMAs, etc.

6. Miscellaneous $114,000 (3% of total)

There has been little variation in the RIDES budget over the past five years. The greatest changes have been in emphasizing the website and transitioning from a regulatory to a voluntary environment. During the regulated period, services focused more on employer ETC educational activities.

BAAQMD – Spare the Air Program (voluntary ozone program)

Total Annual Budget: $2 million (primarily CMAQ)

Media: $800,000 (40% of BAAQMD budget)
Primarily radio and TV (50/50 depending on rates). Also includes bus wraps, freeway banners, and other print materials.

Effectiveness

RIDES conducts quarterly database placement surveys. The range of placements is 24-40 percent, with the average placement rate in the low 30 percent range.

Another performance measure is the number of “pledges” that are received during the promotional events. The range is 8,000 to 10,000 annually.

RIDES also conducts periodic surveys of Rideshare Week campaign activities. This is not an annual survey.

The Spare the Air Program has 1,700 registered employers. An annual regional survey is conducted to determine awareness and behavior change. BAAQMD has found that newscast stories have been the most effective means for raising awareness rather than the paid media. The survey found a high recognition rate: 80-82 percent accurately stated what the program is about.

The survey indicated a 3-5 percent shift from solo driving due to Spare the Air Day activities. The majority of survey respondents indicated they did something other than change their commute behavior, such as reduced the use of aerosols or lawn mowing activities.

As stated previously, the RIDES website receives approximately 1,000 hits/month. The 800# receives approximately 1,500 requests per month for commuter information. There are additional “information” numbers in the region that provide transit information, road conditions, etc. Number of calls to those numbers was not available for this study.

Contacts

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Program Investment Study: Los Angeles

Organization

Southern California Rideshare (SCR) is a service of the Southern California Association of Governments (SCAG). SCR works directly with employers and TMAs to deliver commuter information and incentives. SCR covers a five-county service area, population 16.5 million (including the two counties also served by ITS). Two of these counties also are covered by a rideshare organization known as Inland Transportation Services (ITS). ITS information is not included in this summary, but is provided in separate profile. SCR services were established in 1974. There are more than 18 regional and local transit providers in the LA region that provide bus, rail, and shuttle services.

Funding

Five country transportation authorities fund SCR. SCR "core services" are provided to employers in the five-county service area. However, enhanced employer services are provided to LA County and funded through the Los Angeles Metropolitan Transportation Authority (MTA). The following budget reflects these two programs.

- SCR 2001 Budget:

Core Services	$2.7 million
Enhanced LA County Employer Services	$2.5 million
Total	$5.2 million

- Additional MTA 2001 Rideshare Budget:

Special rideshare week promotion (billboards, print)	$65,000
Rideshare incentive	$500,000

Total SCR and MTA Budget $5,765,000

SCR Core Services Funding Programs (approximate numbers):

1. Ride-Guide and survey (enhanced match-lists) $943,000
2. TransStar database maintenance - transit information and ridematch quality control $612,000
3. Telemarketing staff – call center $498,000
4. Studies & Marketing (includes 800# and website) - $352,000 *
   - -Placement Evaluation: $25,000
   - -Marketing: newsletter $58,000
   - luncheon for media $10,000

* *>1% of total and 13% of core budget*

SCR Enhanced LA County Employer Service paid by MTA (approximate numbers):

1. Employer Services – Account executive outreach to employers		$875,000
2. Enhanced Ride-Guide (match-list) for LA County employers		$5,900
3. Vanpool Incentives (fare subsidy)		$129,000
Incentive	$100,000	
Administration	$29,000	
4. Evaluation		$25,000
ETC survey of services		
Vanpool fare subsidy survey		
5. Marketing		$176,000 **
giveaways, posters, calendars, handbooks, ride-share awards luncheon ($7,000), Rideshare Week promotion (no paid media)		
6. California Rideshare Week		$104,000
labor only to promote events (use corporate sponsors, no media; no PSAs)		
7. TransStar – ride-match database quality control		$227,000
8. Rideshare Rewards - Outreach services to support the cash incentive program for new and existing LA county participants (labor only – see MTA budget for incentive budget)		$1 million

*** >1% of total and 7% of enhanced budget*

Effectiveness

SCR has found employer services (outreach activities) to be the most effective means of getting the message out to commuters. The budget reflects this finding, especially Tasks 1 and 8 of the enhanced LA employer services budget. However, SCR would use paid media if funding were available.

The last paid media campaign conducted in the LA region was in 1994. The message of "Rideshare Thursday" was used in TV, radio, print, and billboards campaign. In 1994 the $4 million campaign achieved a 60 percent awareness in the region. In 2001 it still had a 30 percent awareness. Newscasters still promote Rideshare Thursday even though they have not been prompted to do so since 1994.

There has been no additional paid media since the 1994 campaign primarily due to the high cost for the LA market and decreasing budget for the rideshare program. In 2001 there was a limited

media campaign (billboards and print) for Rideshare Week. (See budget previously stated). CalTrans also places highway signs to promote 800 number.

In 2001 SCR commissioned the development of a rideshare marketing plan. The plan recommended a $4 million campaign focused primarily on drive time radio. The $4 million was for the initial year. In year two, $1.6 million was recommended. At the time of the study, this plan was still under review by SCR, and no activities had been approved or initiated.

The average number of calls to the 800# has declined over the years. The average last year was 20,000 and the year before was 24,000. SCR produces approximately 200,000 RideGuides (match-lists) annually. The website averages more than 5,000 hits per month. (The SCAG transit website receives over 36,000 hits per month.)

SCR does not set goals or targets for marketing activities. The primary goals of SCR are related to account executive (employer outreach staff) activities (e.g., number of employers assisted, number of RideGuides, etc.)

SCAG conducts a *State of the Commute* regional telephone survey that evaluates SCR activities based on mode split for the region. The last survey was conducted in 1999. A summary of this study can be viewed on the website, www.scag.ca.gov/major/major.htm.

Contacts

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Program Investment Study: Inland Empire (part of Los Angeles region)

Organization

As described in the Los Angeles profile, Southern California Rideshare (SCR) provides services for the majority of the region. Two counties in the planning area, Riverside and San Bernardino, are served by a sister organization known as Inland Transportation Services (ITS). ITS provides basic regional rideshare services, similar to SCR. However, ITS also provides commuter incentive programs for the two counties, population of 3.2 million. Each county has its own transit authority providing bus service. There is rail service provided through METROLINK and Amtrak. ITS was established in 1995.

Funding

Total Annual Budget:	$1.8 million
Paid Media:	$100,000 (5% of total)
This is the first year any paid media has been used. This budget is for billboards in the two-county area to promote the rideshare program. Billboards were selected based on an effective CalTrans billboard campaign several years ago.	
Commuter Incentive Program:	$275,000 (15% of total)
This is a cash incentive paid to new participants for the first three months of participation.	

Most of the remaining budget is for outreach services. ITS has found that employer outreach is the best means of gaining participation in these programs. This is where the program sees "the biggest return for the money." ITS would use more paid media if the money were available. However, with limited funds and the high cost of media in the LA region, ITS focuses primarily on outreach services and the incentive programs.

Effectiveness

An evaluation of ITS , along with SCR programs, is included in the SCAG State of the Commute study. (See Los Angeles profile.) In addition to this study, ITS evaluates the commuter incentive program. This is a survey of participants that is conducted every two to three years. Three measures are evaluated: legitimacy of participants, longevity of participation, and customer service satisfaction. The average length of participation in the incentive program is approximately 14 months.

The following measures are tracked monthly and reported annually: VMT reduction, tons of pollutants reduced, number of incentive program participants, and information requests. ITS has many goals for its outreach program that are tracked monthly, such as number of employers assisted, number of RideGuides (match-lists), number of trips reduced by participation, etc.

Contacts

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Program Investment Study: Phoenix, Maricopa County

Organization

Maricopa County's Regional Public Transportation Authority (RPTA) operates the county's rideshare and trip reduction program and the county transit system known as Valley Metro. The county has a mandated trip reduction program that affects employers with 50 or more employees (approximately 50 percent of all the commute trips within Maricopa County). RPTA also promotes and provides employer services to support the Clean Air Campaign that sponsored is by the Arizona Departments of Environmental Quality and Transportation, Greater Phoenix Chamber of Commerce, Maricopa Association of Governments, Maricopa County, and the RPTA. The Clean Air Program elements include advertising (radio, billboards, print, etc.), education curriculum for grades 1-7, general public outreach, and activities and events for 1,500+ employers.

Employer services were established in 1987, and the trip reduction mandate was adopted in 1988 and implemented in 1989-90. Maricopa County has a population of 3 million.

Funding

Program funded by State air quality and CMAQ funds.

Total Annual Budget: $2 million (excludes capital budget for regional vanpool program administered by transit agency)

Program Funding Categories (approximate numbers):

1. Advertising/PR $872,000 (44% of total)
   - Three ad agency contracts to provide creative and PR work
   - Website and 800 #
   - Paid media/ad buys - $460,000 (23% of total budget)
     - General TDM, bike, telework and ozone programs
     - Primarily radio and billboards
     - Collaterals for employer programs

2. Employer Services $600,000 (30 % of total)
   - Staffing support for mandatory employer trip reduction activities
   - Ridematching
   - GRH for vanpoolers only
   - Employer training

3. Management $200,000 (10% of total)

4. Planning & research $45,000 (2% of total)

- Annual survey
- Market research
- Consultant contracts

RPTA also solicits grant funding for special projects in addition to its annual budget.

Without the employer mandate, the budget probably would decrease by probably two –thirds, including staff time for employer outreach.

Effectiveness

RPTA conducts an annual telephone survey to determine commuting behavior and assess participation in and reactions to trip reduction, air quality, and transportation issues. The study was conducted in partnership with the RPTA, Maricopa Association of Governments, Maricopa County, and the cities of Tempe and Scottsdale.

The greatest increase in non-SOV participation was in 1991. (Twenty-six percent used alternative modes vs. the current 23 percent rate). This increase in 1991 is attributed to a $1millon awareness campaign conducted the same year. According to RPTA staff, increased awareness was due to TV ads that were used for several years. If additional funding were available, RPTA would continue to use TV and other paid media to promote the clean air and rideshare program. In fact, they plan a TV ad for FY2001. The mix of TV, radio, and other media varies from year to year based on market analysis conducted by RPTA and ad agency.

A summary of the 1999 and 2000 survey results can be viewed on the website, www.valleymetro.maricopa.gov/Rideshare/pubres/00-tdm.html.

RPTA also conducts periodic (annual or biannual) telework surveys. Employer transportation coordinators at worksites with telework programs are surveyed to determine participation rates.

Contacts

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Program Investment Study: Houston

Organization

Commute Solutions is a partnership of the Houston-Galveston Area Council's (H-GAC's) Regional Commute Alternatives Program, the Metropolitan Transit Authority (METRO), the Texas Department of Transportation (TxDOT), Brazos Transit System, Colorado Valley Transit, Gulf Coast Center, City of Galveston Island Transit, and the region's transportation management organizations (TMOs). Commute Solutions services eight counties in the Houston planning area, population 4.8 million. METRO is the regional transit provider, currently providing bus service only. There are four other local transit service providers in the area.

H-GAC is also responsible for the regional ozone program. The Clean Air Coalition focuses on mobile source issues such as ridesharing, using transit, using alternative forms of transportation, and proper vehicle maintenance, because cars and trucks are major sources of ground-level ozone in that region.

The regional transit agency, METRO, also provides commuter services, including a vanpool rider incentive program. These resources are reflected in the H-GAC Commute Solutions budget below.

Funding

Commute Solutions

Seventy-five percent of the Commute Solutions program funding comes from CMAQ. The remaining funds are local match and transit funds. H-GAC has an extensive carry-over budget from year to year. This is due primarily to staffing limitations for implementing programs.

Current FY budget including carryover from 1999: $12.42 million

Funding programs (approximate numbers):

1. <u>Advertising/PR</u> $975,000 (8% of total)

   This consists of two advertising/media contracts for radio and print media primarily. Paid media has been used for the past four or five years. H-GAC has a three-year, $1.4 million contract with one firm to provide a media campaign for the Commute Solutions program. This budget is broken down into approximately $500,000 a year for the three-year period. The ad firm is required to provide a 20 percent match of these funds. This match is achieved through the ad buys that they solicit. The paid media is radio and print only, no TV. H-GAC would like to include TV in future campaigns. HGAC also uses PSA and cable access programs to promote the program. The budget also includes $95,000 for a three-month carpool promotion (billboards and PSAs).

2. Employer Services/Incentives

- Transit circulator pilot services $4 million
- Telework pilot project $375,000
- Telework tax incentive program $135,000
- TMO technical support $162,000
- Jobs access & reverse commute $564,000
- Regional vanpool program $5.66 million (includes METRO funds)
    - Includes ridematching, GRH, cash incentives, marketing/promotions

3. Management/Staffing $550,000

Clean Air Action $1.93 million
(includes carry over from 1999)

- U pass transit pass (incentive cost only) $575,000
- Staffing/Management $275,000
  Marketing/Media $1,075,000 (58% of CAA total)
  (radio, print and collaterals)

Public Information/Education $266,000
This budget is not included in total budget since these services cover several H-GAC programs:

- Commute Solutions
- Clean Air Action
- Clean Cities programs
- Alternative fuel programs
- And all other HGAC transportation programs

A detailed listing of budget items for these HGAC programs is available.

Effectiveness

The regional vanpool program and TMO technical assistance program are the only programs that have been evaluated. Vehicle miles reduced are determined for the 283 vanpool groups and reported in the SIP. The TMO assistance program is primarily an assessment of goal attainment for each TMO.

Commute Solutions website receives an average of 26 hits/month (ranging from 7 to 169 per month). The 800# receives an average of 65 calls/month (19-127 a month over the last year).

Contact

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Program Investment Study: Boston, MA

Organization

CARAVAN, established in 1978, is a *statewide* commute option program funded by the Massachusetts Highway Department. (State population is approximately 6 million). The majority of CARAVAN's services are provided to the Boston area. Enhanced employer services are provided through 12-15 TMAs and employer network groups. There are approximately 17 regional transit authorities in the CARAVAN services area.

Funding

CARAVAN receives funding from the Massachusetts Highway Department and the U.S. Department of Transportation, Federal Highway Administration. CARAVAN was unwilling to provide information about funding. However, the following was offered about the type of CARAVAN programs.

Programs

- Ride-matching
- Vanpool fleet support
- Vanpool special subsidy
- Corporate outreach
- TransitChek program promotion (subsidy provided by transit agency)
- State clearinghouse for commute options information and services
- Special projects
- Collaterals for employers (brochures, etc.)

CARAVAN uses no paid media, not even PSAs. They do use press releases for special projects.

Effectiveness

Media is not a consideration for CARAVAN due to the funding agency's attitude toward media. CARAVAN stated that the organization does no evaluation of marketing activities. There was reluctance to provide any additional information about the organization.

In 2000, CARAVAN delivered direct commuter information and referral services to 5,650 individuals. Last year, about 13 percent of ridematching requests were received via email. Most of the rest came by phone. Also last year, 33 percent of drive-alone registrants for ridematching switched to an alternative mode. CARAVAN's website receives an average of 2,000 to 3,000 hits per month to the home page and 10,000 hits to all pages.

Contacts

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Program Investment Study: Washington, D.C.

Organization

Commuter Connections is a program of the Metropolitan Washington Council of Governments. It is the Washington, D.C., metropolitan region's TDM program. The service area covers the District of Columbia and parts of Maryland and Virginia, population 4.2 million. Commuter Connections services support individual "client programs" in nine Maryland counties and seven Virginia counties. METRO is the regional transit provider providing bus and rail service. There are more than a dozen other county and local transit providers in the service area.

Funding

This program is funded by the Maryland Department of Transportation, the Virginia Department of Transportation, and the District of Columbia's Department of Public Works, in part through grants. This program is also funded, in part, through grants from the United States Department of Transportation and the Federal Highway Administration, under the Transportation Efficiency Act for the 21st Century (TEA-21).

Total Annual Budget: $3.8 million

Funding Programs:

1. Employer outreach $947,550
   Services to encourage voluntary employer-based TDM programs. Includes local jurisdiction technical assistance, sales, and outreach efforts.

2. Guaranteed ride home $1.7 million

3. Commuter operations center $465,000
   800 number, website, general marketing, on-site promotions, match-lists

4. Telecomute project $480,000
   Telework promotion and assistance, also DC Telework Emissions Trading Pilot Program

5. Integrated ridesharing $152,000
   Transit enhanced rideshare software system

6. Employer outreach/bicycling $15,000

Of the $3.8 million budget, approximately $1million (28 percent) is allocated to marketing/media. Approximately $665,000 (17 percent of total) is for paid media (split 70/30 radio and TV). Other marketing/media activities include yellow page ads, 800# and website, mall kiosks, Spanish

newspaper ads, and mobile billboards. Marketing activities are distributed among those programs.

Effectiveness

Marketing and media activities are not evaluated separately. These activities are considered support services for the other programs. Based on the number of calls made to the 800#, the most effective marketing strategy has been highway signs.

When asked if the additional funding were available, would more money be allocated to media campaigns, the response was that the $1 million marketing/media budget is considered appropriate for the D.C. area. Next year an additional $1.3 million is budgeted for a special consumer marketing project.

An annual progress report is conducted for Commuter Connections. Each of the programs is evaluated based on specific performance measures. Some of the data collected monthly is as follows:

- Total applicants/information provided for each mode and service
- Kiosk users/applicants
- Internet users/applicants
- New employer clients/employee applicants

For FY 2000 the following program impacts were reported:

· Continued placements	2,206
· Temporary/one-time placement	6,619
· Daily vehicle trips reduced	1,054
· Daily VMT reduced	32,253
· Daily tons NO_x reduced	0.0432
· Daily tons VOC reduced	0.0199
· Daily gallons of gas saved	1,493
· Daily commuter costs saved	$6,209

Some of the data collection tools include the following

- Regional telephone survey
- Calls/request to 800# and website
- Employer surveys
- Telework center user surveys
- Placement rate surveys
- State of the Commute household surveys
- Evaluation of various programs, including GRH users, employer outreach Metrochek evaluation, outreach sales, and promotional efforts. The 800# received more than 9,200

calls in FY 2001. Total “client program” calls was more than 56,000 for the year. The website home page received more than 48,000 hits during the year, and more than 908,000 hits for all website pages.

Contact

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Program Investment Study: Denver

Organization

Ride Arrangers is a division of the Denver Regional Council of Governments (DRCOG). The service area consists of 9 counties in the metro area. The regional clean air campaign is operated by a private corporation known as the Regional Air Quality Council (RAQC).

Funding

Ride Arranger: Ninety-nine percent of Ride Arranger funding comes from CMAQ.

Total Annual Budget: $1,010,000

Funding Categories (approximate numbers) –

1.	Marketing &Advertising		$ 220,000
	Bike to Work Day Campaign	$50,000	(22% of Ride Arranger
	Rush Hour Relief Campaign	50,000	budget, 19% Total budget)
	Vanpool Promotions	40,000	
	SchoolPool Program	10,000	
	Telework Program	10,000	
	Other Promotions	60,000	

The majority of the marketing budget goes to radio and print media primarily for the Bike to Work and Rush Hour campaign. Other activities include direct mailings and various printed materials.

2.	Outreach Programs Ridematching, support activities for programs listed above.	$ 280,000
3.	Research and Evaluation database maintenance, placement survey	$ 30, 000
4.	Indirect, Overhead, Misc. (unable to breakdown by category for this study)	$ 480,000

RAQC: Grant funding comes primarily from DRCOG.

Total Annual Budget: $125,000

Majority of budget ($100,000) is for a gas cap

replacement program. RAQC uses in-kind contributions and corporate sponsors to provide radio and print ads. They also use cable access programs to promote program.

Total Both Programs: $1,135,000

Effectiveness

The Ride Arranger program is evaluated annually as part of the CMAQ requirement. Each program is evaluated to determine VMT reductions. The following reductions were determined for 2001:

- Carpool 8.7 million
- RTD Referrals 1.9 million
- SchoolPool 5.4 million
- Vanpool 2.0 million
- Ecopass 4.7 million
- Rush Hour Relief 470,000
- Bike to Work Day 282,000

Various tools are used for data collection:

- ✓ Carpool database (5,000 names)
- ✓ Placement survey (every 2 years)
- ✓ Vanpool logs (25 vanpool groups)
- ✓ Telework survey of employers
- ✓ Bike to Work participants – T-shirt distribution

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