2009 ATP Solutions Newsletter Questionnaire

FINAL: May 22, 2009

I. INTRODUCTION AND SCREENING

[OPERATOR SHOULD ENTER UNIQUE CODE THAT CORRESPONDS WITH THE RespondENT, CODE SHOULD IDENTIFY EACH RespondENT AS “PROPERTY” OR “EMPLOYER”]

Hello, this is ________ calling on behalf of the Southeastern Institute of Research, a national survey research firm located in Richmond, Va.

1. This survey is about the Solutions Newsletter. Do you currently receive this newsletter? [DESCRIBE IF ASKED – The Solutions newsletter is a quarterly publication covering topics and news on commuting and transportation in Arlington County.]
   1. Yes ➔ SKIP TO Q3
   2. No

2. Can you please direct me to the person who receives the Solutions newsletter at your company? [OPERATOR SHOULD TAKE NOTE OF NAME AND NUMBER AND CALL THAT PERSON INSTEAD, USING THE SAME RespondENT CODE FOR THE SURVEY; IF RespondENT CANNOT DIRECT TO CORRECT PERSON, NOTE THIS, THANK AND TERMINATE]

This is not a sales call and no one will try to sell you anything. We are simply interested in your opinions regarding the Solutions newsletter. When you complete this survey, you will be sent a $10 grocery store gift card to thank you for your participation.

3. To the best of your knowledge, what organization produces the Solutions newsletter? [OPEN END]

IF RespondENT ANSWERS “ATP” OR “ARLINGTON TRANSPORTATION PARTNERS” IN Q3, SKIP TO Q5, OTHERWISE ASK Q4

4. Have you ever heard of the organization called Arlington Transportation Partners or ATP?
   a) Yes
   b) No ➔ SKIP TO Q7

5. Have you ever used any services provided by Arlington Transportation Partners (ATP)? [IF RespondENT ASKS, SERVICES NOT INCLUDING SOLUTIONS NEWSLETTER]
   a) Yes
   b) No ➔ SKIP TO Q7

[IF RespondENT IS CODED AS “PROPERTY” ASK Q6; IF RespondENT IS CODED AS “EMPLOYER” ASK Q6A]
6. What ATP services have you used? [CHOOSE AS MANY AS APPLY]

**ROTATE A - H**
a) Display Units  
b) Smartrip cards  
c) Information Distribution (such as brochures and maps)  
d) Surveys for residents that are transportation focused  
e) On-site fairs or promotions  
f) Personalized Transportation Options Portfolios (PTOPs)  
g) Employee training  
h) Bulk fare media – purchasing fare cards, transit passes, etc. to distribute on site  
i) Other (please specify)  
j) None of these  
k) Don’t know  
l) Refused

6A. What ATP services have you used? [CHOOSE AS MANY AS APPLY]

**[ROTATE A - L]**
a) Transit benefits  
b) Telework opportunities  
c) Guaranteed Ride Home  
d) Carpooling/Vanpooling benefits – monetary  
e) Carpooling/Vanpooling benefits – preferential parking  
f) Compressed work week opportunities  
g) Flextime opportunities  
h) Ridesharing opportunities (such as ridematching)  
i) Surveys for employees that are transportation focused  
j) Display units  
k) On-site fairs or promotions  
l) Personalized Transportation Options Portfolios (PTOPs)  
m) Other (please specify)  
n) None of these  
o) Don’t know  
p) Refused

7. Of the last three issues you received, how many issues of the Solutions newsletter have you read or looked through?  [RECORD NUMBER OR 9 FOR DON’T KNOW]

8. Overall, how helpful do you find the newsletter? Please use a scale of 0 to 10 where 0 means “not at all helpful” and 10 means “extremely helpful.”

<table>
<thead>
<tr>
<th>Not at all helpful</th>
<th>0</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
<th>8</th>
<th>9</th>
<th>10</th>
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</table>

[IF RESPONDENT ANSWERS 0 TO 4 IN Q8, ASK Q8A, OTHERWISE SKIP TO Q9]

8A. What would make the newsletter more helpful? [OPEN END: PROBE – ANYTHING ELSE?]

9. How likely are you to recommend the Solutions newsletter to a friend or co-worker? Please use a scale of 0 to 10 where 0 means “not at all likely” and 10 means “extremely likely.”
10. On average, how long do you usually keep your issues of the Solutions newsletter?

**[DO NOT READ RESPONSES, CHOOSE CLOSEST MATCH]**
- a) Less than one week
- b) 1 – 2 weeks
- c) 3 – 4 weeks
- d) 1 – 2 months
- e) 3 – 4 months
- f) Longer than 4 months
- g) Don’t know
- h) Refused

11. After you personally read or look through the newsletter, do you usually . . .

**[CHOOSE ONLY ONE]**
- a) Pass it along to others in your organization
- b) Throw it away or recycle it
- c) Save it for future reference
- d) Other (please specify)
- e) Don’t know
- f) Refused

12. On average, how many people including yourself read your issues of the Solutions newsletter?

**[DO NOT READ RESPONSES, CHOOSE CLOSEST MATCH]**
- a) No one reads it
- b) 1 person
- c) 2 people
- d) 3 people
- e) 4 people
- f) 5 people
- g) 6 to 10 people
- h) 11 to 15 people
- i) 15 to 20 people
- j) 20 or more people
- k) Don’t know
- l) Refused

13. I am now going to read some topics or features of the Solutions newsletter. For each, please indicate if you typically read this topic or not.

**[ROTATE]**

<table>
<thead>
<tr>
<th>Topic/Feature</th>
<th>Yes</th>
<th>No</th>
<th>Don’t know</th>
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<tbody>
<tr>
<td>Walking</td>
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<td>Bicycle commuting</td>
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<td>Charts</td>
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<td>Employer spotlight</td>
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<td>Residential spotlights</td>
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<td>Hotel/Visitor spotlights</td>
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<tr>
<td>Air Quality Alerts</td>
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<tr>
<td>Telework</td>
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</tbody>
</table>
13A. Of the topics/features that you read, please list your top three. [READ TOPICS FROM Q13 WHERE RESPONDANT SAID “YES” IF NECESSARY]

14. As you may know, the Solutions newsletter is sent to you as part of an information packet including posters, brochures, maps, and giveaways. How valuable do you find each of these items as part of the newsletter package? Please use a scale of 0 to 10 where 0 means “not at all valuable” and 10 means “extremely valuable.”

Not at all helpful | Extremely helpful | Don’t know
--- | --- | ---
0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10

[ROTATE]
A. Brochures
B. Giveaways
C. Maps
D. Posters

15. Have you ever displayed the map that is included in the newsletter?

   a) Yes
   b) No ➔ SKIP TO Q15B
   c) Don’t know ➔ SKIP TO Q16
   d) Refused ➔ SKIP TO Q16

15A. Where did you display the map? [OPEN END; GO TO Q16]

15B. Why don’t you display the map? [OPEN END]

16. Have you ever displayed the poster that is included in the newsletter?

   a) Yes
   b) No ➔ SKIP TO Q16B
   c) Don’t know ➔ SKIP TO Q17
   d) Refused ➔ SKIP TO Q17

16A. Where did you display the poster? [OPEN END; GO TO Q17]

16B. Why don’t you display the poster? [OPEN END]
17. Do you prefer receiving this newsletter in the paper format or the email format?

   a) Paper only → SKIP TO Q17B
   b) Email only
   c) Both paper and email
   d) Do not have a preference
   e) Don't know
   f) Refused

17A. Would you forward the email newsletter to friends or coworkers?

   a) Yes
   b) No
   c) Don't know
   d) Refused

[IF RESPONDENT CHOSE B IN Q17 SKIP TO Q18]

17B. Do you prefer to have the paper version mailed to your home or office?

   a) Home
   b) Office
   c) Both home and office
   d) Do not have a preference
   e) Don't know
   f) Refused

17C. Would you be interested in extra copies of the paper version of the Solutions newsletter to distribute to employees/residents?

   a) I already receive extra copies
   b) Yes → SKIP TO Q18
   c) No → SKIP TO Q18
   d) Don't know → SKIP TO Q18
   e) Refused → SKIP TO Q18

17D. Do you distribute these extra copies?

   a) Yes
   b) No → SKIP TO Q18
   c) Don't know → SKIP TO Q18
   d) Refused → SKIP TO Q18

17E. How are these extra copies distributed?

   [DO NOT READ]
   a) They are put in a central location where employees/residents can pick them up if they wish
   b) They are placed individual mailboxes
   c) Other (please specify)
   d) Don't know
   e) Refused

17F. Why do you distribute these extra copies?

   [DO NOT READ, ACCEPT MULTIPLE RESPONSES]
   a) Employees/residents have requested
b) My manager/boss asks me to
c) I think it is a good idea
d) Employees/residents have been shown to benefit
e) Other (please specify)
f) Don't know
g) Refused

18. How often would you like to receive the Solutions newsletter?
   a) Monthly
   b) Quarterly
   c) Yearly
   d) Do not have a preference
   e) Don't know
   f) Refused

19. Are there any changes you would like to see made to the Solutions newsletter? Additions? Exclusions? [OPEN END: PROBE – ANYTHING ELSE?]

20. Has the Solutions newsletter ever prompted you to call Arlington Transportation Partners (ATP) or visit the Web site at www.commuterpage.com/atp?
   a) Yes, I have called ATP and visited the Web site as a result of the newsletter
   b) Yes, I have called ATP but not visited the Web site as a result of the newsletter
   c) Yes, I have visited the Web site but not called ATP as a result of the newsletter
   d) No, I have not called ATP or visited the Web site as a result of the newsletter
   e) Do not know/remember
   f) Refused

21. Has the Solutions newsletter ever prompted you to change your personal transportation habits (both to work and non-work locations)?
   a) Yes
   b) No ➔ SKIP TO INSTRUCTIONS BEFORE Q22
   c) Don't know ➔ SKIP TO INSTRUCTIONS BEFORE Q22
   d) Refused ➔ SKIP TO INSTRUCTIONS BEFORE Q22

21A. What change did you make?
   a) Started riding the bus
   b) Ride the bus more often
   c) Started riding the metro/train
   d) Ride the metro/train more often
   e) Started riding my bicycle as a mode of transportation
   f) Ride my bicycle as a mode of transportation more often
   g) Started walking as a mode of transportation
   h) Walk as a mode of transportation more often
   i) Started teleworking
   j) Telework more often
   k) Other (please specify)
   l) Do not know/remember
   m) Refused

[IF RESPONDENT IS CODED AS “PROPERTY” ASK Q22; IF RESPONDENT IS CODED AS “EMPLOYER” ASK Q22A]
22. Has the *Solutions* newsletter ever prompted you to implement any of the following residential benefits? **[CHOOSE AS MANY AS APPLY]**

   a) Display Units  
   b) Smartrip cards  
   c) Information Distribution (such as brochures and maps)  
   d) Surveys for residents that are transportation focused  
   e) On-site fairs or promotions  
   f) Personalized Transportation Options Portfolios (PTOPs)  
   g) Employee training  
   h) Bulk fare media – purchasing fare cards, transit passes, etc. to distribute on site  
   i) Other (please specify)  
   j) None of these  
   k) *Don’t know*  
   l) *Refused*

22A. Has the *Solutions* newsletter ever prompted you to implement any of the following employee benefits? **[CHOOSE AS MANY AS APPLY]**

   a) Transit benefits  
   b) Telework opportunities  
   c) Guaranteed Ride Home  
   d) Carpooling/Vanpooling benefits – monetary  
   e) Carpooling/Vanpooling benefits – preferential parking  
   f) Compressed work week opportunities  
   g) Flextime opportunities  
   h) Ridesharing opportunities (such as ridematching)  
   i) Surveys for employees that are transportation focused  
   j) Display units  
   k) On-site fairs or promotions  
   l) Personalized Transportation Options Portfolios (PTOPs)  
   m) Other (please specify)  
   n) None of these  
   o) *Don’t know*  
   p) *Refused*

23. Is there anyone you would like to recommend to receive the *Solutions* newsletter? If so, please provide name(s) and email address(es) or phone number(s). **[OPEN END; NOT MANDATORY, LEAVE BLANK IF NO]**

24. Arlington Transportation Partners has some great new benefits that you could implement at no cost to your company or property. Would you like a free consultation and analysis of your transportation benefits package? If so, you will be contacted by a representative.

   a) *Yes*  
   b) *No*

25. Are there any other comments you’d like to provide about the *Solutions* newsletter? **[OPEN END]**

These last few questions are for classification purposes only.

26. What is your title? **[OPEN END, IF REFUSED LEAVE BLANK]**
[IF RESPONDENT IS CODED AS “PROPERTY” ASK Q27; IF RESPONDENT IS CODED AS “EMPLOYER” ASK Q27A]

27. How many residential units are at your property?

   a) 1 to 50 residential units  
   b) 51 to 100 residential units 
   c) 101 to 200 residential units
   d) More than 200 residential units 
   e) Don’t know
   f) Refused

27A. How many employees are at your work site?

   a) 1 to 5 employees 
   b) 6 to 10 employees
   c) 10 to 50 employees
   d) 51 to 100 employees 
   e) More than 100 employees 
   f) Don’t know
   g) Refused

28. What year were you born? [NOT MANDATORY]

   ___ ___ ___ ___

29. What type of transportation do you typically use to get to work? (please choose only the one type you use most days in a typical week, for the longest distance part of your trip)

   a) Metrorail  
   b) Commuter train (MARC, VRE, Amtrak) 
   c) Bus
   d) Drive alone  
   e) Carpool (ride with co-workers, friends, or family members)
   f) Vanpool (with co-workers or others who work nearby)
   g) Bicycle (most of the trip from home to work)  
   h) Walk (most of the trip from home to work) 
   i) Telework (work from home)
   j) Other [PROVIDE SPACE]

30. Record gender through observation.

   a) Male 
   b) Female
   c) Unsure

CLOSING: Thank you for taking the time to share your opinions. The opinions you shared in this survey will be very helpful to Arlington Transportation Partners in planning for the future vision of the Solutions newsletter. You will receive your $10 grocery store gift card in the mail within the next couple of weeks. The return address on the envelope will be from Arlington Transportation Partners, 1735 N Lynn St, Arlington, VA 22209. Please give us a name and address to send the card to. You name will not be associated with your responses. [NOT MANDATORY, LEAVE BLANK IF REFUSED]

Name ______________________
Address ____________________