

# Results from 2007 Employer TDM Program Benchmarking Survey

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## Overview

- Background and methodology
- Employer structure – purpose, performance measures
- Program elements
  - Programs and amenities
  - Parking
  - ERH
  - Subsidies
- Observations



## Background and Methodology

- ACT Employer Council and NCTR partnered to develop benchmarking information on employer commute programs
- Email to all ACT members
- Some ACT members forwarded to employers



## Survey Respondents

### Number of Workplaces

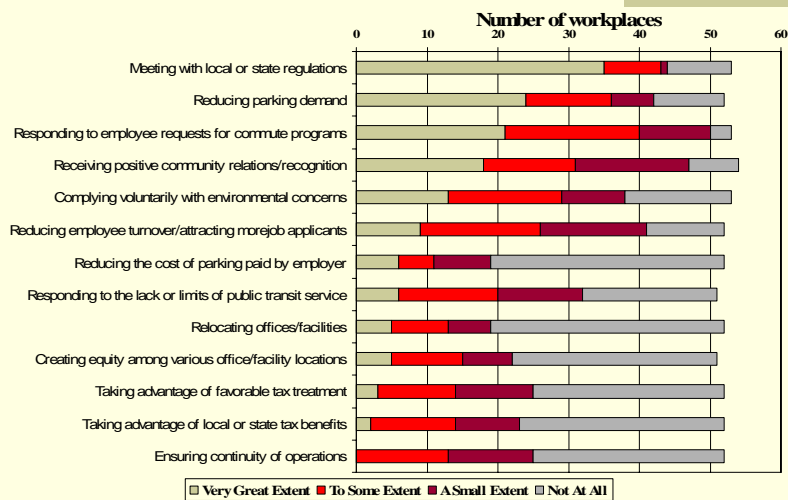
Industry	Number of Workplaces Employer Size							Total
	<=99	100 - 249	250 - 499	500 - 999	1,000 - 4,999	5,000 - 9,999	>=10,000	
Utilities	-	-	-	-	2	-	-	2
Manufacturing	-	-	-	-	-	1	2	3
Retail Trade	-	-	-	1	1	1	-	3
Transportation and Warehousing	-	1	-	2	-	-	-	3
Information	-	-	-	-	-	-	2	2
Finance and Insurance	-	-	-	-	2	-	-	2
Professional, Scientific, and Technical Services	4	-	-	-	-	1	1	6
Educational Services	-	-	-	1	3	3	9	16
Health Care and Social Assistance	-	-	1	1	-	-	1	3
Other Services (except Public Administration)	-	-	-	1	1	1	-	3
Public Administration	1	2	2	1	5	-	-	11
<b>Total</b>	<b>5</b>	<b>3</b>	<b>3</b>	<b>7</b>	<b>14</b>	<b>7</b>	<b>15</b>	<b>54</b>



## Employee Commute Program Purpose

Employee Commute Program Purpose	Number of Workplaces			
	Very Great Extent	To Some Extent	A Small Extent	Not At All
Meeting with local or state regulations for trip reduction or growth Management	35	8	1	9
Reducing parking demand	24	12	6	10
Responding to employee requests for commute programs	21	19	10	3
Receiving positive community relations/recognition (e.g., Best Workplaces for Commuters)	18	13	16	7
Complying voluntarily with environmental concerns (LEED, ISO 14000)	13	16	9	15
Reducing employee turnover/attracting more qualified job applicants	9	17	15	11
Reducing the cost of parking paid by employer	6	5	8	33
Responding to the lack or limits of public transit service	6	14	12	19
Relocating offices/facilities	5	8	6	33
Creating equity among various office/facility locations	5	10	7	29
Taking advantage of favorable tax treatment for transit and vanpool Benefits	3	11	11	27
Taking advantage of local or state tax benefits for commuter Programs	2	12	9	29
Ensuring continuity of operations in the event of a natural disaster or other disruptive event	0	13	12	27

## Employee Commute Program Purpose



## Program Performance Measure

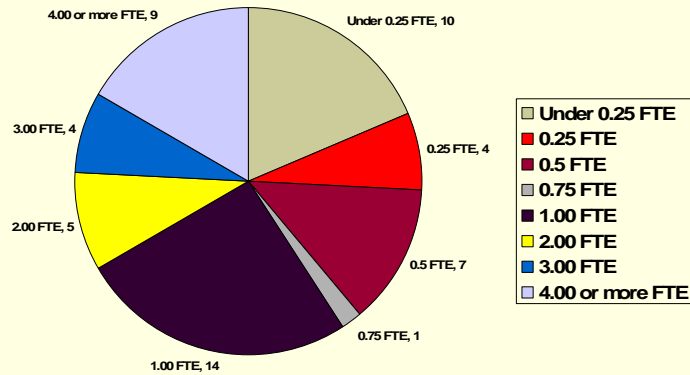


## Average SOV Rate

Industry	Average SOV Rate by Employer Size							Average
	<=99	100 – 249	250 – 499	500 – 999	1,000– 4,999	5,000 – 9,999	>=10,000	
Utilities	-	-	-	-	64.50	-	-	64.50
Manufacturing	-	-	-	-	-	75.00	84.00	79.50
Retail Trade	-	-	-	75.00	59.00	84.00	-	72.67
Transportation and Warehousing	-	-	-	69.00	-	-	-	69.00
Information	-	-	-	-	-	-	60.00	60.00
Finance and Insurance	-	-	-	-	85.50	-	-	85.50
Professional, Scientific, and Technical Services	42.00	-	-	-	-	66.00	-	54.00
Educational Services	-	-	-	90.00	70.00	65.33	57.00	70.58
Health Care and Social Assistance	-	-	85.00	71.00	-	-	51.00	69.00
Other Services (except Public Administration)	-	-	-	-	70.00	-	-	70.00
Public Administration	50.00	64.00	84.00	-	72.00	-	-	67.50
<b>Total Average</b>	<b>46.00</b>	<b>64.00</b>	<b>84.50</b>	<b>76.25</b>	<b>70.17</b>	<b>72.58</b>	<b>63.00</b>	<b>69.30</b>

## Employee Transportation Coordinators (ETC)

Number of Workplaces by ETC Hours



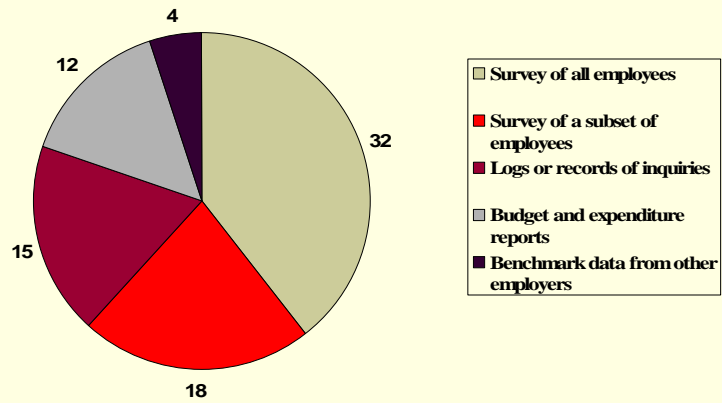
## Employee Transportation Coordinators (ETC)

Number of Workplaces by ETC Hours and Employer Size

FTE	Number of Workplaces by Employer Size							Total
	<=99	100 – 249	250 – 499	500 – 999	1,000 – 4,999	5,000 – 9,999	>=10,000	
Under 0.25 FTE	3	2	2	-	1	1	1	10
0.25 FTE	-	-	-	2	1	1	-	4
0.5 FTE	1	1	-	2	3	-	-	7
0.75 FTE	-	-	-	-	-	1	-	1
1.00 FTE	1	-	-	1	5	3	4	14
2.00 FTE	-	-	1	-	-	-	4	5
3.00 FTE	-	-	-	-	3	1	-	4
4.00 or more FTE	-	-	-	2	1	6	-	9

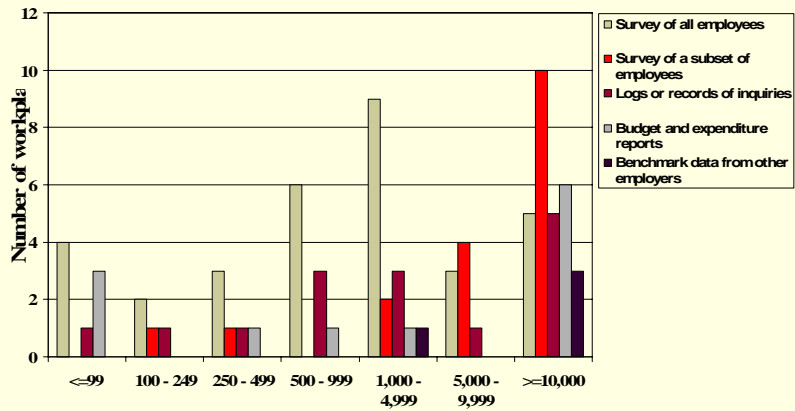


## Number of Workplaces by Survey Method

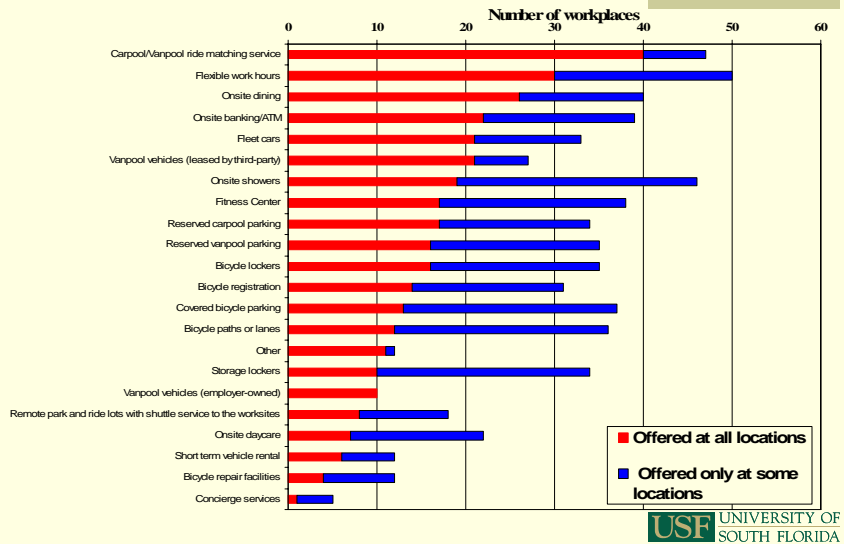


## Survey Methods

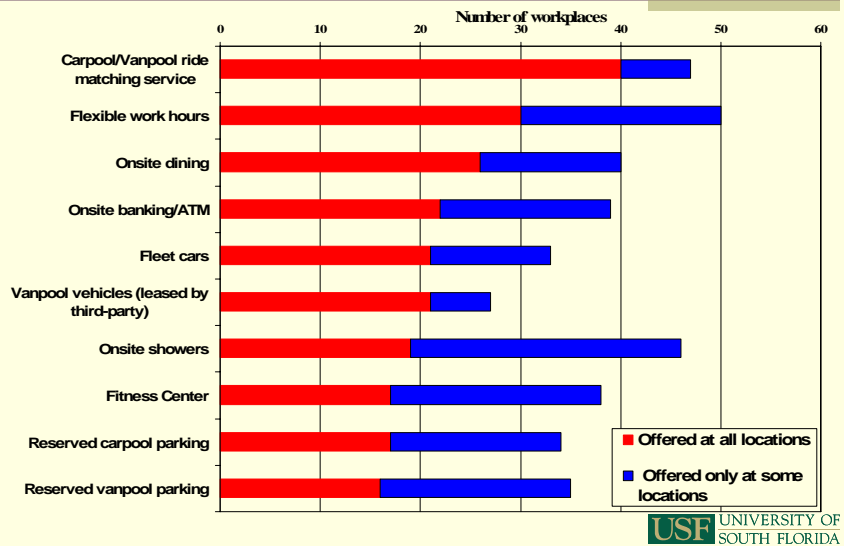
Number of Workplace by Survey Methods and Employer Size



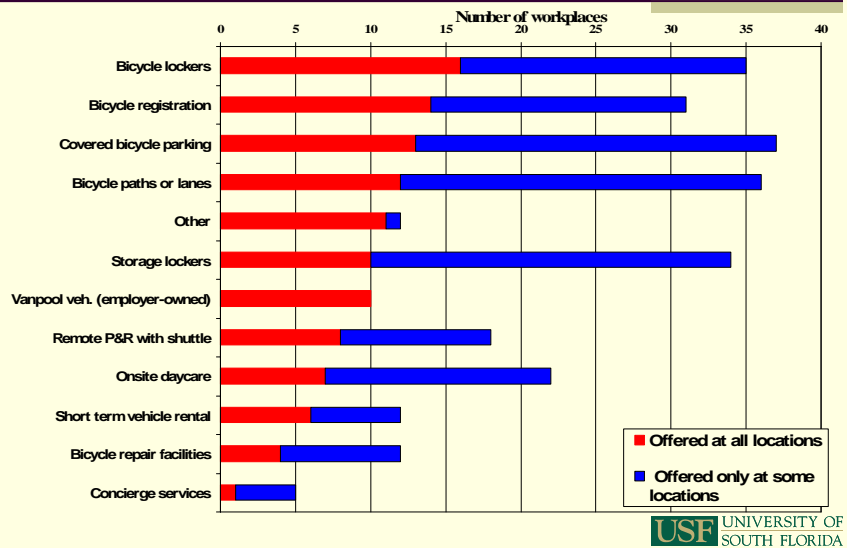
## Programs and Amenities Offered to Employee



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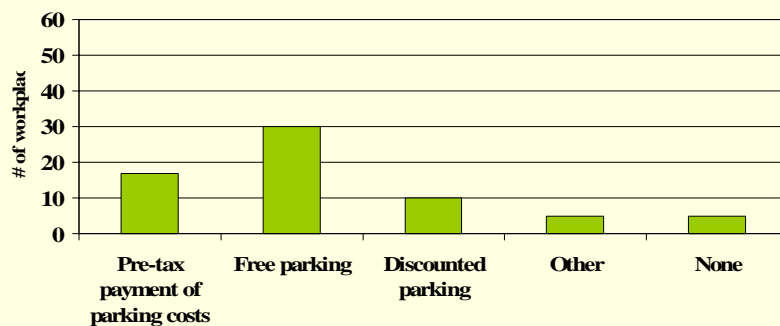


## Programs and Amenities Offered to Employee



## Parking

Number of Workplaces Providing Parking Benefits



## Parking

Average Parking Incentives (\$/employee/month)



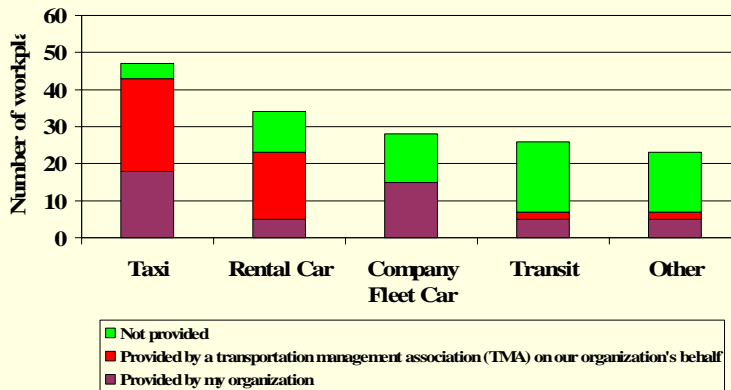
## Emergency Ride Home

Number of Workplaces by the Method of ERH or GRH

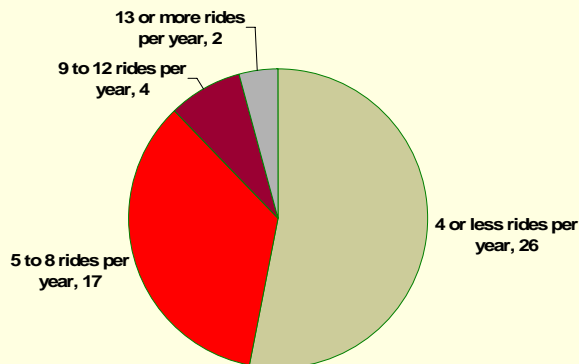
	Provided by my organization	Provided by a transportation management association (TMA) on our organization's behalf	Total
Taxi	18	25	43
Rental Car	5	18	23
Company Fleet Car	15	0	15
Transit	5	2	7
Other	5	2	7
<b>Total</b>	<b>48</b>	<b>47</b>	

# Emergency Ride Home

Number of Workplaces by the Method of ERH or GRH



# ERH or GRH - Maximum Number of Trips



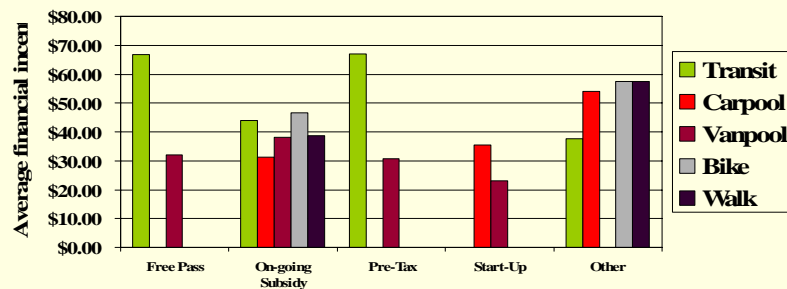
## ERH or GRH – Number of Users

### Number of Employees Using the ERH or GRH

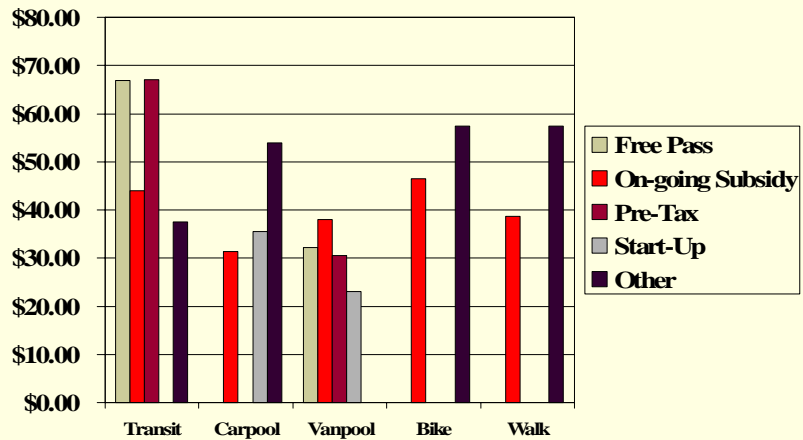
Employer Size	Number of Workplaces by Number of Users					
	None	1 to 9	10 to 24	25 to 49	50 to 99	100 or more
<=99	-	-	3	-	-	-
100 – 249	1	2	-	-	-	-
250 – 499	-	-	1	1	-	-
500 – 999	1	4	-	1	1	-
1,000 - 4,999	3	4	1	2	3	1
5,000 - 9,999	-	3	1	2	-	1
>=10,000	3	3	2	-	1	4
<b>Total</b>	8	16	8	6	5	6

## Alternative Modes Subsidies

### Average Financial Incentives By Mode by Type (\$/employee/month)



## Monthly Subsidies by Type and by Mode



## Observations

- Motivations for program begin with “because we have to”
- Tax breaks do not seem to be primary motivation for employer commute program

## Observations

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- Various forms of mode split measures are the most used measure of success
  - Could be driven by regulation but misses some of the benefits such as reductions in VMT
  - Employee satisfaction ranks high but is not measured by public agencies
  - Carbon footprint or emission benefits are not used as performance measure by many employers today

## Observations

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- Benchmarking is used by a few, larger organizations
- Program provision is not uniform across all locations; no one size fits all for same company
- Some program elements are a function of the size of the industry (e.g., # ETC FTEs) but others are not (e.g., # ERH rides used)
  - Why?
- Bigger sample needed to differentiate by size and type

## Contact Information

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