

Wisconsin Partners for Clean Air Transportation Survey Summary 2007

Background: For the past three years, the Wisconsin Partners for Clean Air Transportation Subcommittee has conducted a Transportation Survey. The purpose of the survey was an attempt to gauge the Partners' level of participation in transportation activities that promote, encourage or result in reductions of air emissions. The 2005 survey asked what actions they took in the past (2004) while the 2006 survey requested a response for actions taken in 2005 and anticipated actions for 2006 ozone season. This 2007 survey requested response for current actions being taken by the member. Each of the surveys was similar in format as a one-page check off list under the categories of vehicle, transit, bike/pedestrian, and miscellaneous measures.

Past survey attempts had somewhat low response rates of 16% in 2005 and only 10% in 2006. Different strategies were applied in regard to which contact list was used for sending out the survey. In 2005, the survey was faxed to the Partners' Chief Executive Officer (CEO) contact and in 2006, the survey was sent to the Partner's Employee Transportation Coordinator (ETC) contact list. The goal of the subcommittee in 2007 was to obtain a significantly higher response rate to provide a more meaningful idea of what kind and amount of voluntary transportation activities Partners were undertaking. The 2007 survey was sent out with the cover letter stating that follow-up calls would be conducted for surveys not received by the due date. The surveys were faxed to the CEO contact lists with follow-up calls made to the ETC contacts, resulting initial response rate of 18% and a **final response rate of 53%**. Follow-up calls were not made to municipalities, quasi-government, or small chambers.

Below are the rounded percentage results of the 2007 Survey in order of highest to lowest activity participation:

- 63%- Provide bike racks or bike lockers
- 53%- Provide on-site shower or changing facilities
- 22%- Organize internal walk/bike groups for commuting or during lunch hours
- 22%- Promote WisDot's Rideshare Program
- 22%- Display transit information & schedules for routes connecting with job site
- 19%- Provide area walking or biking maps
- 17%- Use low emission or fuel-efficient vehicles in fleet
- 14%- Promote Bike to Work Week
- 14%- Offer compressed (flex) work week schedule (4-day week or 9-day 2-week)
- 13%- Provide free or reduced transit fare programs
- 11%- Use alternative fueled vehicles in fleet
- 11%- Provide a Guaranteed or Emergency Ride Home
- 10%- Charge a parking fee
- 8%- Participate in pre-tax transit payment program
- 7%- Provide shuttle service to remote lots or work sites
- 7%- Sell transit tickets and/or passes on-site
- 7%- Provide an internal carpool program
- 7%- Provide rewards incentives to encourage use of alternative commutes
- 5%- Provide preferred parking for car-poolers
- 5%- Promote Park and Ride Lots
- 5%- Provide or participate in a vanpool program
- 3%- Provide preferred parking for fuel-efficient (hybrid) vehicles
- 1%- Participate in Walk-to-Work Program that assists home-buying near work site
- 1%- Promote Smart Commute program that leverages home buying for housing served by transit

Response less than 1%

- Offer Parking Cash-out

Other responses provided:

- Partner with private facility for construction of Alternative Fuel Vehicle re-fueling
- Incentives for carpool
- Switch to hybrids
- Regular vehicle maintenance
- Participation in EPA Clean Diesel Demo Project
- Informal carpools
- Promote City of Madison's Rideshare Program
- Plan for first purchase of hybrid
- Carpool to off-site training facility
- Shuttle service for residents
- Promote transit websites
- Provide walking path
- Incentive through Wellness Program for biking or walking to work at least 3 times a week
- Promoting biking to work
- Have a Bike Club
- Walking groups encouraged
- Provide annual bike repair allowance
- Shared costs for development of a bike path
- Campus walking route and sponsorships
- A Health and Wellness Program that encourages lunch-time walks
- Promote Walk-a-thons
- 1st shift start-time at 5:45 a.m.
- Pay for lawn-mower tune-ups
- Offer Telworking
- Offer on-site amenities
- Biogas collection and reuse
- Ozone Action Day (Air Quality Watch) notification
- Preferred motorcycling parking
- Don't cut lawn on high ozone days
- Eco-buck Program (\$1 for each day using alternative commute)
- Planning a Drive to Conserve Program
- Provide bus for company picnics