

ACCS Commuterpage.com Online Survey Questions and Rotation Patterns

FINAL: April 27, 2007

Introductory Page for Online Questionnaire:

Thank you for taking this survey. It will take about 5 minutes to complete. We are very interested in what you have to say about CommuterPage.com. Your responses will be completely confidential, so please tell us what is on your mind. We will not share your individual answers; they will be used only as combined with the answers of others.

For most questions, simply click your response. For some questions you may add specific recommendations or comments. If you mistakenly skip a question, the next screen will highlight the unanswered question(s). To go back to questions you answered in this session, just use your browser's back button.

Once you have completed the survey, the link will no longer be active, and you will not be able to review your answers or the survey again. If you have problems or questions, click on the "contact" link at the bottom of each page.

To go to the first question, simply click the [CONTINUE] button below.

[NOTE TO PROGRAMMER, ALL QUESTIONS ARE MANDATORY UNLESS OTHERWISE NOTED]

Constant Questions:

1. How do you rate CommuterPage.com on each of the following characteristics? Please use a scale of 1 to 5, where 1 means "much worse than most informational Web sites" and 5 means "much better than most informational Web sites."

	Much worse	2	3	4	Much better	5	Don't know
[ROTATE RESPONSES]	1						
a. Information/Content	0	0	0	0	0	0	0
b. Navigation	0	0	0	0	0	0	0

- | | | | | | | |
|----------------------------------|---|---|---|---|---|---|
| c. Visuals/Images | 0 | 0 | 0 | 0 | 0 | 0 |
| d. Technical Issues | 0 | 0 | 0 | 0 | 0 | 0 |
| e. Readability – type size, etc. | 0 | 0 | 0 | 0 | 0 | 0 |
| f. Ease of Use | 0 | 0 | 0 | 0 | 0 | 0 |

[IF 1 OR 2 FOR ANY OF THE ABOVE ASK 1A FOR EACH INSTANCE]

1A. Why did you give [CHARACTERISTIC] this rating? [OPEN END; NOT MANDATORY]

2. What do you like about CommuterPage.com?
[OPEN END; NOT MANDATORY]

2A. How could we make CommuterPage.com better?
[OPEN END; NOT MANDATORY]

3. Did you find what you were looking for on CommuterPage.com today?

- a. Yes [SKIP TO Q4]
- b. No
- c. Wasn't looking for anything [SKIP TO Q4]
- d. Don't know [SKIP TO Q4]

3A. What did you want to find that wasn't available?
[OPEN END; NOT MANDATORY]

[INSERT ROTATING QUESTIONS AS Q4-6]

7. In what year were you born: ____ _ [NOT MANDATORY]

8. Are you: ____ male ____ female [NOT MANDATORY]

9. What is your current employment status? (please choose the one that best describes your situation)

- a. Employed full-time (35 hours or more per week)
- b. Employed part-time (less than 35 hours per week)
- c. Student
- d. Not employed (retired, keeping house, disabled, looking for work) [SKIP TO Q11]
- e. Other _____ [SKIP TO Q11]

10. What type of transportation do you typically use to get to work/school? (Please choose only the **one** type you use most days. If you use more than one type on a particular day, indicate the type you use 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
- h. Walk
- i. Telework (work from home)
- j. Other _____

11. What is your home zip code? _____ [NOT MANDATORY]

Thank you very much for taking our survey. As a token of our appreciation, all those who complete the survey will be entered into a drawing for the winner's choice of either **\$250 in Metro Fares or an Amazon.com gift certificate**. ~~of a \$100 Metrochek or an iPod Shuffle.~~ Please provide your name and email address (or phone number) so that you can be entered into this drawing. Your answers to the survey will still be kept strictly confidential and remain anonymous.

Name _____ [NOT MANDATORY]

Email or Phone Number _____ [NOT MANDATORY]

For questions regarding this drawing, please contact Christy@SIRresearch.com. To see a copy of the official rules, [click here](#).

You may now close your browser, or if you would like to learn more about the Southeastern Institute of Research just click on our logo below to go to our home page.



If you would like to return to CommuterPage.com, click on the logo below.



Rotating Questions:

Pattern #	1	2	3	4	5	6	7	8	9	10
Question 4	A	D	G, G1, G2	A	D	G, G1, G2	A	D	G, G1, G2	A
Question 5	C	E	H	C	E	H	C	E	H	D
Question 6	B	F	I, I1, I2	B	F	I, I1, I2	B	F	I, I1, I2	E

A. What is the purpose of your visit to CommuterPage.com today? (check all that apply)

[ROTATE a-h]

- a. Learn about transportation options or services

- b. Get more information about available travel assistance services
- c. Sign up for transit service alerts
- d. Find traffic news
- e. Get information on transit routes, schedules, and fares
- f. Learn about Arlington County Commuter Services (ACCS)
- g. Get help in planning a trip
- h. Gather information for my company
- i. Just checking it out
- j. No purpose, landed here by accident
- k. Other _____

B. Which of the following organizations and services are you aware of? (check all that apply)

[ROTATE a-l]

- a. Arlington County Commuter Services
- b. Way to Go Arlington
- c. The Commuter Store
- d. CommuterDirect.com
- e. Walk Arlington / WalkArlington.com
- f. Bike Arlington / BikeArlington.com
- g. Arlington Transit (ART)
- h. Metro / WMATA
- i. Commuter Connections, commuterconnections.com (Metropolitan Washington Council of Governments)
- j. Virginia Railway Express (VRE)
- k. Telework VA!
- l. Not aware of any of these

C. Please indicate which of the following materials you downloaded or requested today: (choose all that apply)

[ROTATE a-i]

- a. Metrobus Schedule
- b. Metrobus Map
- c. Metrorail Schedule
- d. Metrorail Map
- e. VRE Schedule
- f. VRE Map
- g. MARC Schedule
- h. MARC Map
- i. Bike Map (from BikeArlington.com)
- j. I requested a brochure to be mailed to me
- k. I did not download or request anything
- l. Other (please describe)

m. Don't know

D. How did you first hear about CommuterPage.com?

[ROTATE a-f]

- a. Advertising
- b. Article in magazine or newspaper
- c. Online
- d. Referred by friend, family member, or co-worker/colleague
- e. Information from my employer
- f. At a transportation information event
- g. Other _____
- h. Don't know

E. How often do you visit CommuterPage.com?

- a. Once a week or more
- b. One to three times per month
- c. Once a month
- d. A few times a year
- e. Once a year
- f. Almost never
- g. This was my first time
- h. Don't know

F. Can you provide an example of an outstanding informational Web site? If yes, please list one or more addresses (e.g. www.commuterpage.com): (open end – not mandatory)

G. Since your first started using CommuterPage.com, have you made any of the following changes in how you travel to work?

[ROTATE a-g]

- a. Started carpooling, carpool more often
- b. Started vanpooling, vanpool more often
- c. Started riding train, ride train more often
- d. Started riding bus, ride bus more often
- e. Started riding bicycle, bicycle more often
- f. Started walking, walk more often
- g. Started teleworking, telework more often
- h. Not currently working [SKIP TO I]
- i. No – did not make any of these changes [SKIP TO I]
- j. Don't know [SKIP TO I]

G1. Did any information, service, or benefit you received from CommuterPage.com influence you or assist you to make this change?

- a. Yes
- b. No [SKIP TO H]
- c. Don't know/don't remember [SKIP to H]

G2. What information, service, or benefit influenced or assisted your decision? [Open end, not mandatory]

H. How did you typically travel to work before you made this change? (check only one)

[ROTATE a-h]

- a. Drove alone all or most days
- b. Rode a train all or most days
- c. Rode a bus all or most days
- d. Carpooled all or most days
- e. Vanpooled all or most days
- f. Walked all or most days
- g. Bicycled all or most days
- h. Teleworked all or most days
- i. Didn't work then
- j. Other _____

I. Since you first started using CommuterPage.com, have you made any of the following changes in how you make **non-work** trips around Arlington County or around the Washington metropolitan region?

[ROTATE a-f]

- a. Started riding train, ride train more often
- b. Started riding bus, ride bus more often
- c. Started carpooling, carpool more often
- d. Started vanpooling, vanpool more often
- e. Started riding bicycle, bicycle more often
- f. Started walking, walk more often
- g. No – did not make any of these changes [SKIP TO Q7]

I1. Did any information, service, or benefit you received from CommuterPage.com influence you or assist you to make this change?

- d. Yes
- e. No [SKIP TO Q7]
- f. Don't know/don't remember [SKIP to Q7]

I2. What information, service, or benefit influenced or assisted your decision? [Open end, not mandatory]