



CommuterDirect.com Corporate Users Questionnaire

FINAL

NOTE: The respondents will be split into those who have tickets shipped to the office [SHIP OFFICE] and those who have tickets shipped directly to employees [SHIP EMPLOYEES]. This will only have impact on the wording for Q40.

I. INTRODUCTION AND SCREENING

[OPERATOR SHOULD ENTER UNIQUE CODE THAT CORRESPONDS WITH THE RESPONDENT]

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

Arlington Transportation Partners and CommuterDirect.com sent you an email recently, informing you of this survey. This is not a sales call and no one will try to sell you anything. We are simply interested in your opinions regarding CommuterDirect.com. As promised, when you complete this survey, you will be sent a \$15 Starbucks Card to thank you for your participation.

1. Are you the person who manages the CommuterDirect.com account for your company or organization?

1. Yes → **SKIP TO Q3**
2. No

2. Can you please direct me to the person who manages the CommuterDirect.com account for 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]

II. TRAFFIC DRIVERS

3. How did you originally hear about CommuterDirect.com?

[DO NOT READ, ONLY ACCEPT ONE RESPONSE]

1. *Arlington Transportation Partners*
2. *Advertising/Direct Mail*
3. *Article in magazine or newspaper*
4. *CommuterPage.com*

- 5. Referred by friend, family member, or co-worker/colleague
- 6. At a transportation information event
- 7. WMATA.com (Washington Metro Area Transit Authority)
- 8. The Commuter Store™
- 9. This organization already had an account
- 10. My manager asked me to set up an account
- 11. Other (specify) _____
- 99. DK

4. To the best of your knowledge, what organization operates CommuterDirect.com?

5. Did you set up this account, or was it set up by someone else?

- 1. I set up the account
- 2. Someone else set up the account
- 3. I don't remember

6. How did you first learn to use CommuterDirect.com?

[ROTATE ALL BUT LAST TWO, ONLY ACCEPT ONE RESPONSE]

- 1. Figured it out on my own → **SKIP TO Q9**
- 2. Representative from Arlington Transportation Partners (ATP) helped me to set it up
- 3. Representative from CommuterDirect.com helped me to set it up
- 4. Was taught by a colleague → **SKIP TO Q9**
- 5. Other, specify: _____ → **SKIP TO Q9**
- 99. Don't know → **SKIP TO Q9**

7. If you remember the name of the person who trained you on CommuterDirect.com, please tell it to me.

8. How do you rate the help you received from **[ANSWER FROM Q6 – Arlington Transportation Partners OR CommuterDirect.com]**? Please use a scale of 1 to 5, where 1 means “very poor” and 5 means “very good.”

	<u>Very Poor</u>					<u>Very Good</u>	<u>(Don't Know)</u>
Scale:	1	2	3	4	5	9	

III. SERVICE USE/COMPETITION

9. Why do you use a third-party benefits administrator, such as CommuterDirect.com, for your transit benefits as opposed to using MetroChek, SmartBenefits, or Metro to administer the benefits in house?

10. Does your organization purchase transit passes, tickets, or other fares through any sources other than CommuterDirect.com?

[ROTATE ALL BUT LAST THREE, ACCEPT MULTIPLE RESPONSES]

- 1. No, we only purchase transit fares through CommuterDirect.com → **SKIP TO Q15**
- 2. Yes, through The Commuter Store™
- 3. Yes, at WMATA.com

- 4. Yes, at another Web site, specify _____
- 5. Yes, at the Metro sales office
- 6. Yes, through another source, specify _____
- 99. Don't know → **SKIP TO Q15**

11. What percentage of transit fares that your company purchases are made through CommuterDirect.com?

- 1. 25% or less
- 2. 26% to 50%
- 3. 51% to 75%
- 4. 76% to 99%
- 99. Don't know

12. Which source does your organization use most often for your transit fare purchases?

[ROTATE ALL BUT LAST TWO, ONLY ACCEPT ONE RESPONSE]

- 1. CommuterDirect.com → **SKIP TO Q15**
- 2. The Commuter Store™
- 3. WMATA.com
- 4. Another Web site, specify _____
- 5. Metro sales office
- 6. Other, specify _____
- 99. Don't know → **SKIP TO Q15**

13. How do you rate **[ENTER ANSWER FROM Q12, IF "OTHER" ENTER "this other source"]** on each of the following characteristics? Please use a scale of 1 to 5, where 1 means "very poor" and 5 means "very good."

	<u>Very poor</u>					<u>Very good</u>	<u>Don't know</u>
a. Ease of use	1	2	3	4	5	9	
b. Quick turn-around	1	2	3	4	5	9	
c. Availability of fares that I need	1	2	3	4	5	9	
d. Customer service	1	2	3	4	5	9	
e. Convenience	1	2	3	4	5	9	

14. Why does your organization not use CommuterDirect.com for most or all of its transit fare needs? Please indicate if there are products or services you receive from other sources that are not provided by CommuterDirect.com

15. Which of the following reasons played a role in your organization's decision to use CommuterDirect.com versus other alternatives for purchase of fares?

[ROTATE ALL BUT LAST TWO, ACCEPT MULTIPLE RESPONSES]

- 1. I have had good experiences in the past
- 2. I can purchase passes for all transit services in the area

3. I can purchase passes for VRE and Marc
4. It's more convenient than doing it with internal staff
5. It has better record keeping than other options
6. It has a better Web site than other options
7. It has better customer services than other options
8. I am not aware of other options
9. Other, specify _____
99. Don't know

16. Are there other people besides you in your business or organization who require access to CommuterDirect.com?

1. Yes
2. No → **SKIP TO Q18**
99. Don't know → **SKIP TO Q18**

17. If you would like someone else to be contacted by Arlington Transportation Partners in order to arrange access to CommuterDirect.com, please provide a name and phone number or email address so that a representative may contact him or her. The name and other information will not be associated with your survey responses.

IV. MOTIVATION/BENEFITS OFFERED

18. Does your company provide any of these transportation benefits to employees in addition to transit fares?

ROTATE

	<u>Yes</u>	<u>No</u>	<u>Don't know</u>
a. Transit schedules	1	2	9
b. Information Display (brochure rack/area)			
c. On-site events to teach employees about transportation options and benefits			
d. Information on other types of transportation employees could use to reach your worksite	1	2	9
e. Bicycle lockers or racks	1	2	9
f. Work schedules that permit employees to choose their work arrival and departure times (flex-time)	1	2	9
g. Compressed workweek, in which employees work a full-time schedule in fewer than five days per week	1	2	9
h. Formal program allowing some or all employees to work at home at least occasionally (teleworking)	1	2	9
i. Informal program allowing some or all employees to work at home at least occasionally (teleworking)	1	2	9
j. Reserved or preferential parking for employees who carpool or vanpool	1	2	9
k. Cash or other financial benefit for employees who carpool or vanpool to work	1	2	9
l. Assistance finding a partner for a carpool or vanpool (ridematching)	1	2	9

19. For what reasons does your company offer transit benefits to employees?

[ROTATE ALL BUT LAST TWO, ACCEPT MULTIPLE RESPONSES]

1. My organization was relocating to a new worksite
2. To help recruit employees
3. To help retain employees and reduce turnover
4. To reduce absenteeism
5. To improve productivity
6. To reduce operating costs
7. To relieve parking shortage and reduce spill-over parking to neighborhood
8. To make parking available for customers and clients
9. To comply with County regulations or requirements
10. Concerns about health issues and employee wellness
11. Concerns about the environment and global warming
12. To ease traffic around the worksite or concerns about traffic congestion
13. To provide an employee benefit and improve employee morale
14. Our employees asked for it
15. To be a good neighbor
16. Other, specify _____
99. Don't know

20. Does your organization fund the transit benefits or use payroll deduction?

1. Our company funds all of the transit benefits
2. Our company funds some of the transit benefits and uses payroll deduction for the rest
3. Our company uses payroll deduction for all of the transit benefits
4. Other (please specify) _____
5. Don't know → **SKIP TO Q21**

20A. Why is that?

V. RENEWABLE SERVICE

21. Are you aware of the renewable order service on CommuterDirect.com?

6. Yes → **SKIP TO Q23**
7. No

22. CommuterDirect.com has a renewable order service where orders are automatically renewed each month. Renewable orders are shipped to arrive a few days prior to the beginning of the specific month. How likely is your organization to use this service in the future as opposed to the one-time order feature?

1. Very likely
2. Somewhat likely
3. Neither likely nor unlikely
4. Somewhat unlikely
5. Very unlikely
99. Don't know

[ALL RESPONDENTS WHO ANSWERED Q22 SKIP TO Q30]

23. Does your organization use the renewable order service on CommuterDirect.com?

- 1. Yes → **SKIP TO Q25**
- 2. No
- 99. Don't know → **SKIP TO Q30**

24. Why doesn't your organization use the renewable order service on CommuterDirect.com?

[ALL RESPONDENTS WHO ANSWERED Q24 SKIP TO Q30]

25. How would you rate your experience with the renewable order service on CommuterDirect.com? Please use a scale of 1 to 5, where 1 means "very poor" and 5 means "very good."

	<u>Very Poor</u>				<u>Very Good</u>	<u>(Don't Know)</u>
Scale:	1	2	3	4	5	9

26. Have you ever used the "Reports" feature on the CommuterDirect.com Web site?

- 1. Yes
- 2. No → **SKIP TO Q29**
- 99. Don't know → **SKIP TO Q29**

27. How often do you use the "Reports" feature?

- 1. Once a week or more → **SKIP TO Q28**
- 2. Two to three times a month → **SKIP TO Q28**
- 3. Once a month → **SKIP TO Q28**
- 4. Less than once a month
- 99. Don't know

27A. Would you like someone to contact you to review the benefits of our reporting program? If so, please give a name and phone number for contact.

28. How user-friendly do you think the reports are? Please use a scale of 1 to 5, where 1 means "not at all user-friendly" and 5 means "very user-friendly."

	<u>Not at all User-friendly</u>				<u>Very User-friendly</u>	<u>(Don't Know)</u>
Scale:	1	2	3	4	5	9

29. Do you have any comments about the renewable order service and the reporting service, such as any new reports or other improvements to the existing reports you would like to see?

VI. ONE-TIME ORDERS

30. Have you ever placed a one-time or *non-renewable* order on CommuterDirect.com?

- 1. Yes

- 2. No → **SKIP TO Q33**
- 99. Don't know → **SKIP TO Q34**

31. For what reasons did you place a one-time order?

[DO NOT READ, ACCEPT MULTIPLE RESPONSES]

- 1. *We had a new employee*
- 2. *For a special event, meeting or conference*
- 3. *To accommodate a summer intern*
- 4. *We needed a different amount, just this once*
- 5. *We needed a different type of fare, just this once*
- 6. *Other, specify _____*
- 99. *Don't know*

32. How did you place the one-time order?

- 1. Online using the CommuterDirect.com Web site
- 2. Over the telephone
- 3. By fax
- 4. Other, specify _____
- 99. Don't know or don't remember

[ALL RESPONDENTS WHO ANSWERED Q32 SKIP TO Q34]

33. Why haven't you placed a one-time order?

[DO NOT READ, ACCEPT MULTIPLE RESPONSES]

- 1. *I never had the need*
- 2. *I did not know about the option*
- 3. *It's easier to use the renewable option*
- 4. *Other, specify _____*
- 99. *Don't know*

34. How likely is your organization to place a one-time, non-renewable order in the future?

- 1. Very likely
- 2. Somewhat likely
- 3. Neither likely nor unlikely
- 4. Somewhat unlikely
- 5. Very unlikely
- 99. Don't know

VII. SITE LOGISTICS AND OVERALL SATISFACTION

35. Moving on to the Web site itself, how do you rate each of these areas of the CommuterDirect.com Web site? Please use a scale of 1 to 5, where 1 means "very poor" and 5 means "very good."

	<u>Very poor</u>					<u>Very good</u>	<u>Don't know</u>
	1	2	3	4	5		9
a. My Home							

b. My Account	1	2	3	4	5	9
c. Services	1	2	3	4	5	9
d. Forms	1	2	3	4	5	9
e. Reports	1	2	3	4	5	9
f. Products	1	2	3	4	5	9

**[IF ANSWERS FOR ALL OF THE ABOVE ARE “Don’t know” SKIP TO Q39
IF ANSWER IS “1 – Very poor” OR “2” FOR ANY OF THE ABOVE, ASK Q36 FOR EACH ITEM THAT WAS GIVEN A 1 OR 2, AND THEN ASK Q37
IF ANSWER IS “1 – Very poor” OR “2” FOR ALL OF THE ABOVE, ASK Q36 FOR EACH ITEM THAT WAS GIVEN A 1 OR 2, DO NOT ASK Q37, BUT SKIP TO Q39
IF ANSWER IS NOT “1 – Very poor” OR “2” FOR ANY OF THE ABOVE, ASK Q38]**

36. You rated **[EACH ITEM FROM Q35]** a **[1 OR 2]**, why did you give that area this rating?

37. Would you like to make any comments on any of the other ratings you gave?

[RESPONDENTS WHO ANSWERED Q37 SHOULD SKIP TO Q39]

38. Would you like to make any comments on any of the ratings you gave?

[ALLOW MULTIPLE RESPONSES, PROPER NAMES ARE WELCOME IF OFFERED]

39. How do you rate each of these aspects CommuterDirect.com? Please use a scale of 1 to 5, where 1 means “very poor” and 5 means “very good.”

	<u>Very poor</u>				<u>Very good</u>	<u>Don’t know</u>
a. Customer service	1	2	3	4	5	9
b. Opening an account	1	2	3	4	5	9
c. Training on using the service	1	2	3	4	5	9
d. Accuracy of orders	1	2	3	4	5	9
e. Enrollment of employees	1	2	3	4	5	9
f. Responsiveness to needs	1	2	3	4	5	9
g. Marketing or onsite promotion to employees	1	2	3	4	5	9

**[ASK Q40A IF RESPONDENT IS IDENTIFIED AS “SHIP OFFICE.”
ASK Q40B IF RESPONDENT IS IDENTIFIED AS “SHIP EMPLOYEE.”]**

40A. Do you agree with the following statements? Please use a scale of 1 to 5, where 1 means “strongly disagree” and 5 means “strongly agree.”

	<u>Strongly disagree</u>				<u>Strongly agree</u>	<u>Don't know</u>
a. The package arrives at the office in a timely manner.	1	2	3	4	5	9
b. The package is easily identifiable as a package from CommuterDirect.com.	1	2	3	4	5	9
c. I have never had a problem with receiving my package.	1	2	3	4	5	9
d. The contents of the package always match my order and are conveniently separated for delivery to employees.	1	2	3	4	5	9
e. The shipping and handling fees are reasonable.	1	2	3	4	5	9
f. The SmartBenefits have always been applied correctly.	1	2	3	4	5	9
g. My employees have never had any difficulty downloading benefits from the machine at the Metro station to their card, as far as I am aware	1	2	3	4	5	9
h. In the past I have had a SmartTrip card that needed to be replaced. It was handled well and the benefits were transferred.	1	2	3	4	5	9

40B. Do you agree with the following statements? Please use a scale of 1 to 5, where 1 means “strongly disagree” and 5 means “strongly agree.”

	<u>Strongly disagree</u>				<u>Strongly agree</u>	<u>Don't know</u>
a. The package arrives at the employee's location in a timely manner, as far as I am aware.	1	2	3	4	5	9
b. Employees do not have trouble Identifying the package as from CommuterDirect.com. as far as I am aware.	1	2	3	4	5	9

c. None of my employees have ever had a problem with receiving their package, as far as I am aware.	1	2	3	4	5	9
d. The contents of the package always match the order, as far as I am aware.	1	2	3	4	5	9
e. The shipping and handling fees are reasonable.	1	2	3	4	5	9
f. The SmartBenefits have always been applied correctly.	1	2	3	4	5	9
g. My employees have never had any difficulty downloading benefits from the machine at the Metro station to their card, as far as I am aware.	1	2	3	4	5	9
h. In the past I have had a SmartTrip card that needed to be replaced. It was handled well and the benefits were transferred.	1	2	3	4	5	9

**[IF ANSWERS FOR ALL OF Q40 ARE “Don’t know” SKIP TO Q44
IF ANSWER IS “1 – Very poor” OR “2” FOR ANY OF Q40, ASK Q41 FOR EACH ITEM THAT WAS GIVEN A 1 OR 2, AND THEN ASK Q42
IF ANSWER IS “1 – Very poor” OR “2” FOR ALL OF Q40, ASK Q41 FOR EACH ITEM THAT WAS GIVEN A 1 OR 2, DO NOT ASK Q42, BUT SKIP TO Q44
IF ANSWER IS NOT “1 – Very poor” OR “2” FOR ANY OF Q40, ASK Q43]**

41. You rated **[EACH ITEM FROM Q40]** a **[1 OR 2]**, why do you not agree with this statement?

42. Would you like to make any comments on any of the other ratings you gave?

[RESPONDENTS WHO ANSWERED Q42 SHOULD SKIP TO Q44]

43. Would you like to make any comments on any of the ratings you gave?

44. If you have a comment, question, or complaint about CommuterDirect.com, whom do you contact?

45. Now we want to talk about your overall experience with CommuterDirect.com. How would you rate your overall experience with CommuterDirect.com? Please use a scale of 1 to 5, where 1 means “very poor” and 5 means “very good.”

	<u>Very Poor</u>				<u>Very Good</u>	<u>(Don’t Know)</u>
Scale: 1		2	3	4	5	9

[IF RESPONDENT ANSWERED “1 – Very Poor” OR “2” IN Q45, ASK Q46, OTHERWISE SKIP TO Q47]

- 46. Why did you give that rating?
- 47. What do you like about CommuterDirect.com?
- 48. What do you not like about CommuterDirect.com?
- 49. How could we make CommuterDirect.com better?

[DO NOT READ, ACCEPT MULTIPLE RESPONSES]

- 1. *Ship orders earlier, more timely*
- 2. *Lower or reduce shipping and handling fees*
- 3. *Make the Web site easier to navigate*
- 4. *Provide better follow-up on incorrect orders or problems*
- 5. *Other, specify _____*
- 99. *Don't know*

- 50. What, in your opinion, could CommuterDirect.com do to attract more business users?
- 51. How likely is it that you would recommend CommuterDirect.com to a friend or colleague?
Please use a scale of 1 to 5, where 1 means “not at all likely” and 5 means “very likely.”

	<u>Not at all Likely</u>				<u>Very Likely</u>	<u>(Don't Know)</u>
Scale:	1	2	3	4	5	9

- 52. Have you ever recommended CommuterDirect.com?
 - 1. Yes
 - 2. No
 - 99. Don't know

VIII. PARKING

Lastly, we have just a few questions about parking for your employees:

- 53. If you have a comment, question, or complaint about CommuterDirect.com, whom do you contact?

[ALLOW MULTIPLE RESPONSES]

- 1. On-site company-owned lot or garage
- 2. Off-site company-owned lot or garage
- 3. On the street
- 4. Public lot or garage
- 5. Other locations, specify _____
- 99. Don't know

- 54. Is this parking adequate to meet employees' parking needs?

- 1. Yes
- 2. No
- 99. Don't know

55. Do employees pay a charge to park in any of these locations?

[ALLOW MULTIPLE RESPONSES]

- 1. No charge, all parking is free → **SKIP TO CLOSING**
- 2. Charge for on-site company owned parking
- 3. Charge for off-site company owned parking
- 4. Charge for street parking
- 5. Charge for public lot or garage
- 6. Charge for other parking (please specify locations)
- 99. Don't know → **SKIP TO CLOSING**

56. Does your organization pay part or all of the parking cost for employees?

[ALLOW RESPONSE 4 IN COMBINATION WITH 2 OR 3]

- a. No, employees pay entire cost → **SKIP TO CLOSING**
- b. Yes, organization pays part (split with employees)
- c. Yes, organization pays all of the cost
- d. Yes, organization pays only for some employees
- e. Don't know → **SKIP TO CLOSING**

57. What amount does your organization pay per employee for parking?

[PLEASE ENTER THE AMOUNT IN ONE OF THE BOXES BELOW, BUT NOT BOTH]

Per day for each employee _____
 Per month for each employee _____

CLOSING: Thank you for taking the time to share your opinions. The opinions you shared in this survey will be very helpful to CommuterDirect.com in planning for transportation improvements in the future. You will receive your \$15 Starbucks Card in the mail within the next couple of weeks. The return address on the envelope will be from the Southeastern Institute of Research. Please give us a name and address to send the card to. Your name will not be associated with your answers.

Name _____

Address _____

City, State, Zip _____