



Commuter and Employer Transportation Preferences in the Greater Houston Region

AMPO

October 23, 2015

Study Impetus

- Houston region contains 39 of the top 100 congested roadway segments in Texas¹
- Regional growth expected to outpace expansion of highways and transportation infrastructure
- Congestion further exacerbated by construction along corridors



Combating congestion by reducing the number single occupancy vehicles driven by commuters during peak hours is critical.

Roadway State Ranking



9, 11



17, 31



3, 6, 22



¹<http://www.txdot.gov/inside-txdot/projects/100-congested-roadways.html>

State Planning and Research (SPR) Study

H-GAC received TxDOT SPR funding to conduct a public survey to:

- Establish a baseline level of current commuting practices and preferences, *including participation in alternative commute options such as transit, vanpool, carpool, and telecommuting.*
- Analyze how financial incentives and service enhancements might impact participation levels in alternative transportation modes.

New Survey Wants To Know Why People Are Driving Solo

By: Gail Delaughter, October 23rd, 2014 05:20 PM



Houston Public Media
News
Cookie policy



HPM - News 88.7
New Survey Wants To Know Why People Are Driving Solo

Driver Henry Bradford lets loose in a YouTube rant on I-10 traffic.

"It's wack. Really Houston, come on. It's always jammed up."

Bradford may want to take the [new online survey](#) the Texas A&M Transportation Institute is doing for H-GAC. Harris County residents are being asked how they get to work, what routes they take, and how long they spend on the road.



COMMUTER & EMPLOYER TRANSPORTATION SURVEY 2014

RESPOND BY NOVEMBER 14

Visit the link or use the QR code:
<http://sgiz.mobi/s3/B2840ca77c1b>



Help us keep the greater Houston region moving. Show your input!

Participation is voluntary. Responses are confidential.

Chance to win one of several prizes:



To assist drivers in accommodations or car share, contact:
Jonathan Brooks, Texas A&M Transportation Institute
email: jbrooks@tti.tamu.edu
phone: 713.615.4726
tti.tamu.edu

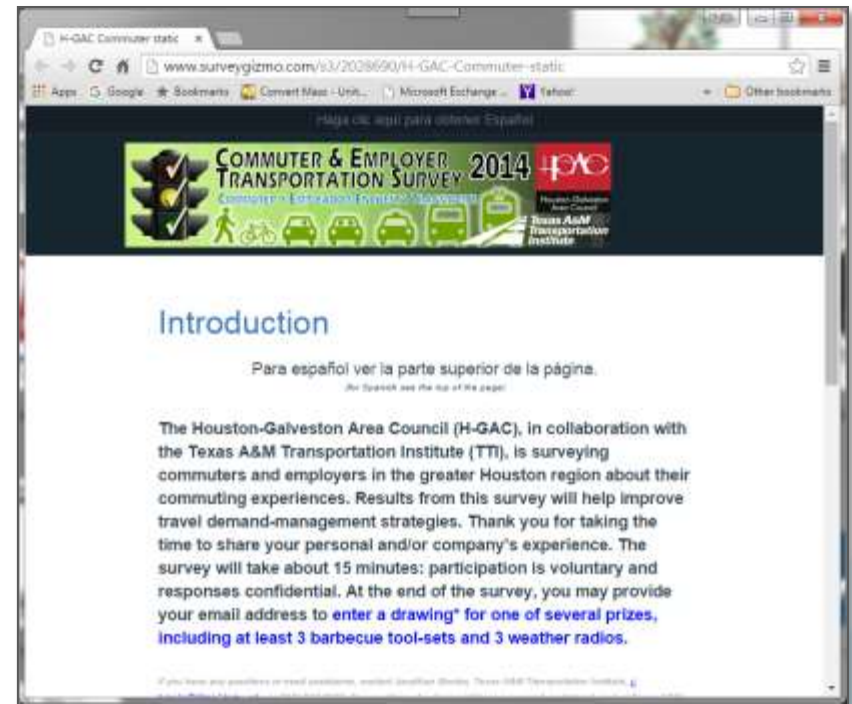
SPRACORC Co.



State Planning and Research (SPR) Study

H-GAC worked with Texas A&M Transportation Institute to survey commuters and employers across the region.

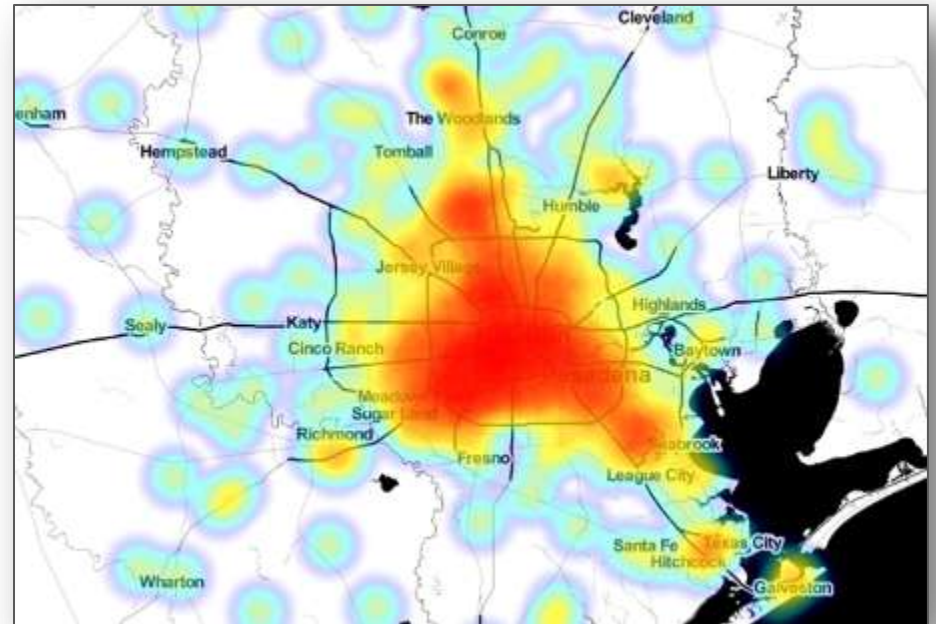
- Survey remained open for 67 days from Oct- Dec 2014
- Over 70 partner organizations promoted the survey
- Organizations were provided unique survey links, flyers, social media blurbs, email, and print (English and Spanish)



Survey Participation

Participation from around the region:

- 43 unique survey links
- 10,813 hits
- 7,249 complete commuter responses
- 225 complete employer responses (61 unique employers)



Survey Participation

Respondent Experience:

- Average completion time: **18** minutes
- **9%** of respondents used a mobile device
- **84%** of respondents indicated the surveys were user-friendly
- **4,550** volunteered to participate in a follow-up survey



Commuter Practices

In a typical week:

- 56% of respondents only drive alone
- 25% of respondents use a combination of driving and commute alternatives
- 18% of respondents use only commute alternatives
- **37% have no other viable commute option if their current mode was not available tomorrow**



Driving Alone

- Prefer independence or flexibility
- Transit does not work for my trip
- Need my vehicle during the day

Carpool and/or Vanpool

- Save money
- Use HOV, HOT, or managed lanes
- Convenient
- Employer incentive (especially for vanpool)



Transit (Bus, Rail, Park and Ride)

- Avoid traffic
- Do not have to drive
- Save money

Walk and/or Bike

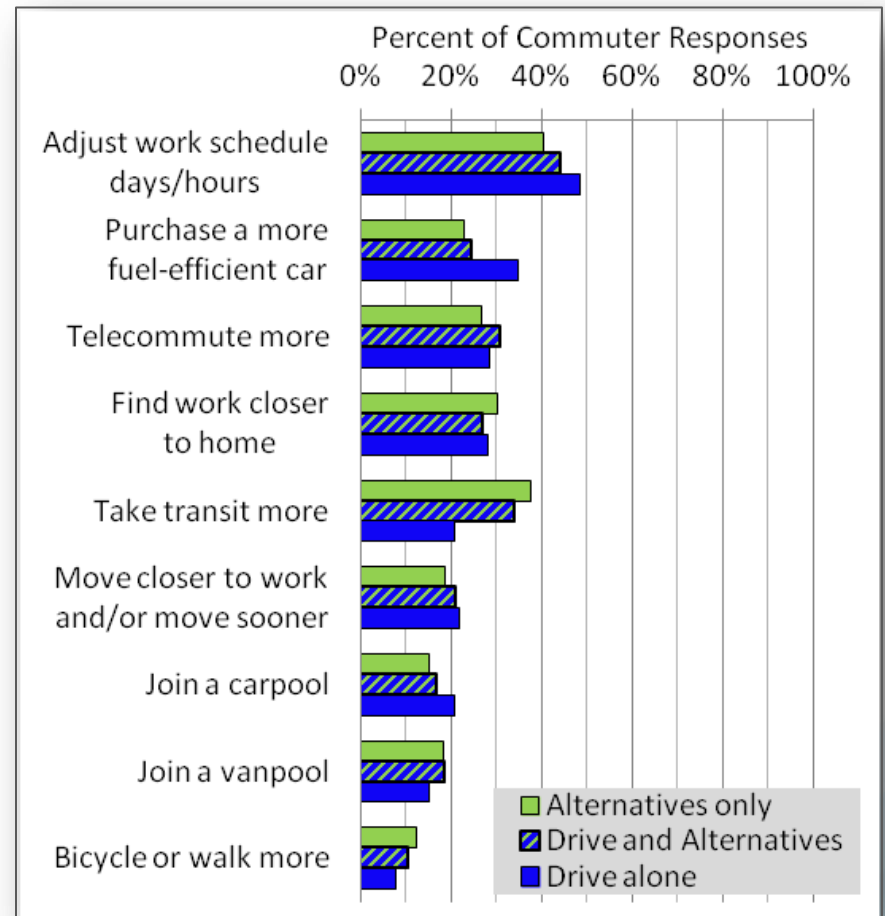
- Exercise
- No other way to get to work
- Save money



Impacts and Transportation Investments

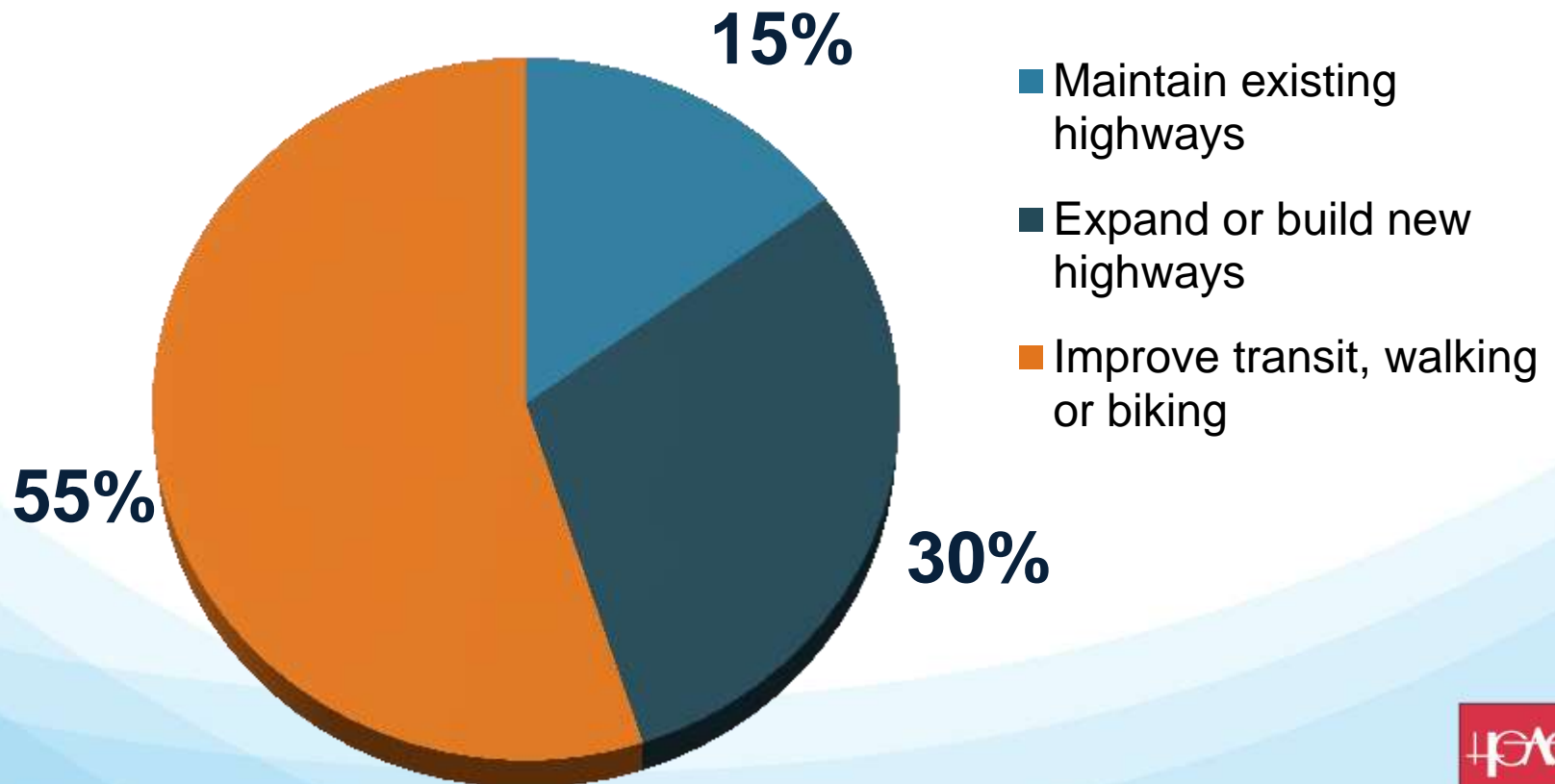
Scenario having the greatest impact on commute in the next five years:

- 47% Construction delays
- 43% Fuel topping \$5 per gallon
- 10% Downturn in local economy



Impacts and Transportation Investments

Preferred Transportation Investments

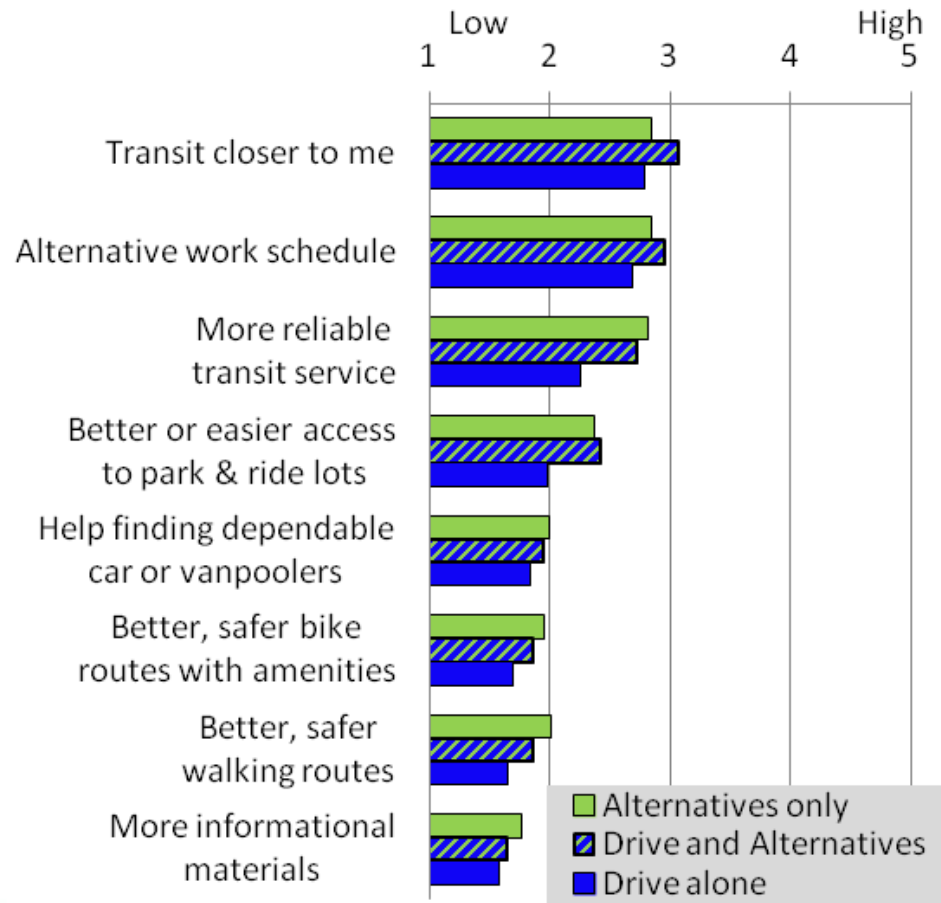
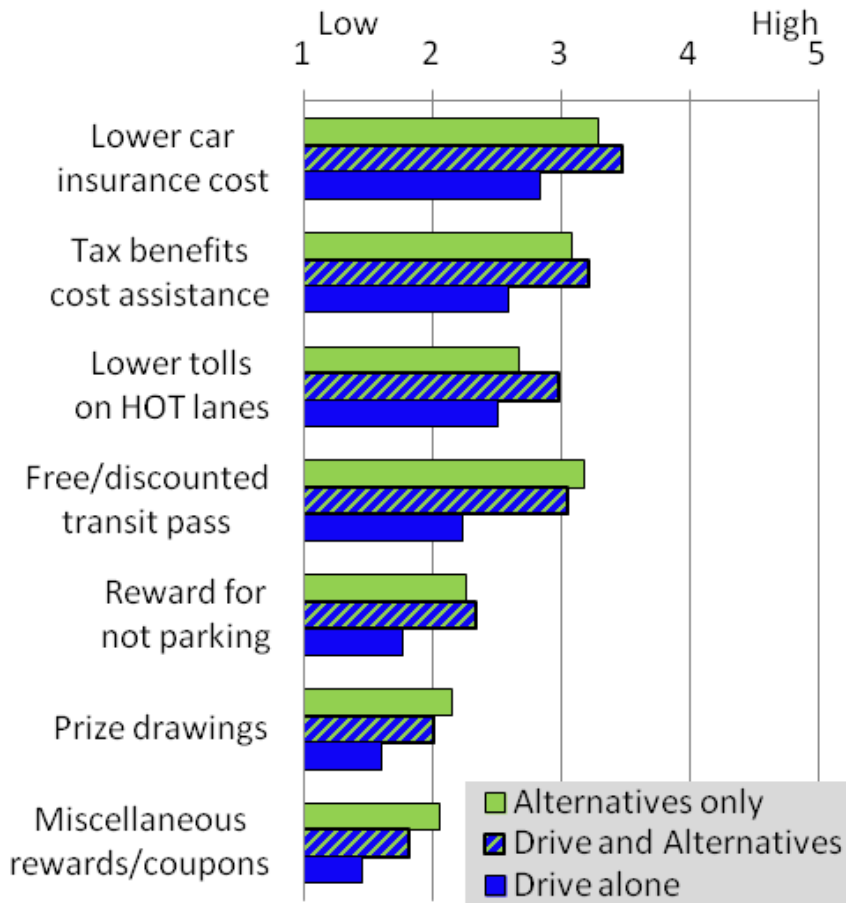


Interest in Employer Policies for Commuters

Respondents were asked to rate their interest in four commute-related employer policies:

- 21% preferred parking for carpool/vanpool
- 27% parking cash-out
- 58% alternative work schedules
- 67% teleworking or telecommuting

Motivating Factors: Financial Incentives and Service Enhancements



Employer Findings

- **57%** of employer respondents do not provide commute-related benefits or information
- **23%** of employer respondents provide employees with information about commute options
- **20%** of employer respondents provide benefits AND information about commute options

Employer Findings

- 60% of employer respondents agreed with the following statement:

Government and non-profit organizations should offer programs and incentives to facilitate commuters using a commute mode other than driving alone.

- 65% of employer respondents agreed with the following statement:

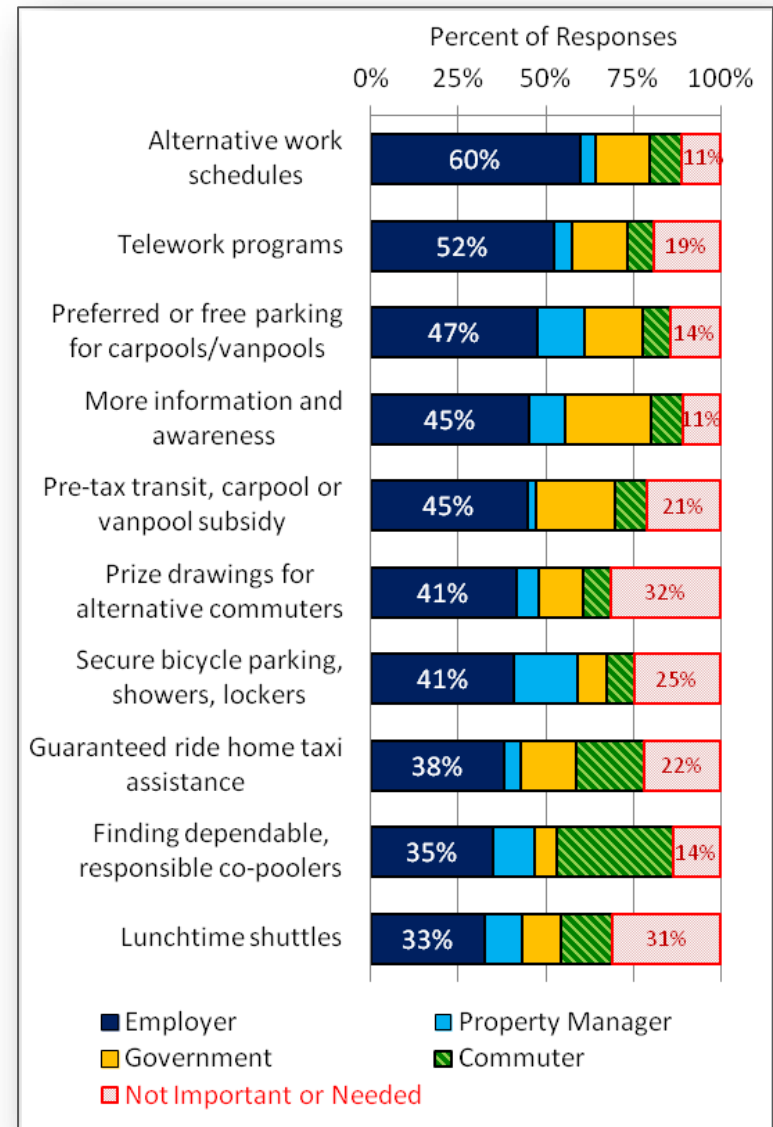
Businesses should provide programs and incentives to facilitate employees using a commute mode other than driving alone.

Role of Employer

Responsibility of employers, government, property managers, and commuters to implement or encourage commute alternatives and incentives.

Employer representatives felt the region benefits from alternative commute modes because of:

- **Reduced traffic congestion**
- **Reduced family expenses**
- **Improved air quality**



More Information

Project website:

www.ghcommutes.com

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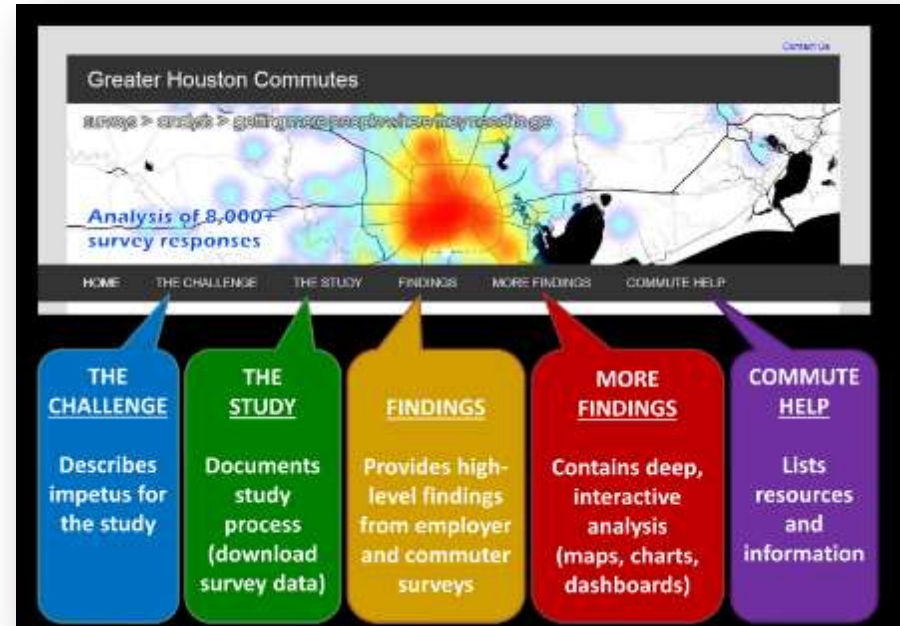
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