

WHY DO COMMUTES MATTER?

Commute Costs Have Risen



Average commuting costs were up 34% to nearly \$3,000 in 2022.

Commute Distances Are Getting Longer



Many workers now commute from farther away due, in part, to the lack of affordable housing.

Commute Times Are Longer



On average commuters added 20 minutes per week—which adds up to two workdays a year—to their commutes compared to a decade ago.

Bad Commutes Can Cause Staff Attrition



Bad commutes can lead to costly staff attrition and hiring headwinds. An estimated 23% of workers have quit jobs over commute pain, while upwards of 60% of job seekers don't apply due to perceived bad commutes.

Increase Morale & Job Satisfaction



Making employee commutes better improves workplace culture, job satisfaction, and morale.

Better Commutes

Survey Solutions

Build employee engagement and workplace culture by unlocking better commutes

Amid the myriad of factors impacting organizational success is one pivotal cornerstone: the employee. Job satisfaction and workplace culture play big roles in how engaged employees are in their work and in fulfilling the organization's mission. A top ranked factor negatively hurting employee work experience today—impacting retention and recruitment—is the commute.

Unlock better commutes by equipping your employees with more affordable, healthy, and sustainable commute options, including carpooling, vanpooling, transit, bike commuting, walking, compressed work, and remote work. You can leverage commuter surveys to gain crucial insights that can build employee engagement and workplace culture for a robust and thriving workforce. Free commuter survey services and support are available from Get There Oregon and partners. Read on for more about the benefits of commuter surveys, best practices, and accessing free services and tools.

WHY CONDUCT COMMUTER SURVEYS?



Get useful insights into big picture commute realities among your workforce by regularly surveying your commuters.



Use survey insights to make your employee commutes better by offering low-cost and impactful commute solutions support.



Enhance your HR benefits, employee rewards, and health and wellness programs by offering commuter support services and perks.



Build your sustainability program by addressing commute-related impacts and attain substantial environmental gains and benefits.

COMMUTER SURVEY BEST PRACTICES



Create a Plan

Develop a commuter survey plan, covering survey objectives, audience, format (online and/or hard copy), distribution and communications, and results reporting.



Determine Frequency

Commuter surveys are generally conducted either annually or every two years (if under Oregon's ECO rules) to track commute trends, identify needs, and improve upon employee programs.



Identify Employees

Determine which employees at what worksites to survey. Aim to include full-time and part-time employees from different shifts and/or divisions and be sure to include managers.



Develop Survey

Create your survey for electronic or hard copy distribution, or both. Template surveys are available from DEQ and Get There Oregon. If under Oregon's ECO rules, you need to use a DEQ approved survey.



Set a Date

Avoid conducting surveys during peak vacation times and holidays (including the week before and after). Running surveys for one week is ideal to get the best picture of commute habits.



Distribute Survey

Launch your survey electronically or distribute hard copies, or both. Oregon's Get There Connect tool and other platforms can be used to conduct surveys and analyze results.



Encourage Participation

Promote taking the survey, letting employees know it's happening and why. Ask employees to fill out surveys at staff meetings. Offer rewards for filling out surveys and send out reminders.



Monitor Responses

Keep track of survey responses and send out reminders as needed. Oregon's ECO rules require a 75% response rate to ensure statistical significance of your survey data.



Reporting and Action Plan

Close your survey, develop a report of the findings, and put your newfound insights to work in an action plan. If under Oregon's ECO rules, an action plan for reducing drive alone commuting is required.



Free Support and Tools

Get free support creating and conducting surveys from Get There Oregon and partners.

WHAT TO ASK?



Employee Information

Gather employee information, such as length of employment and home zip code. Ask what might be impacting their commute choices (e.g.: childcare, work schedule).



Commute Choices

Ask employees about commute choices taken each day of the week prior to the survey. Find out why they use those modes and what benefits might encourage them to try other options. Ask about commute costs and time spent commuting.



Needs and Interests

Find out what commute support, services, and benefits appeal most to employees. Examples include: commute options information, on-site amenities, wellness credits, and rewards.



Open-Ended Feedback

Give your employees the space to share their thoughts and ideas by including open-ended questions about their commutes, using different options, and how your organization can help.