



Relaunching the Employer Benchmarking Survey

2025 ImpACT! Cohort
Group 4

Project Team



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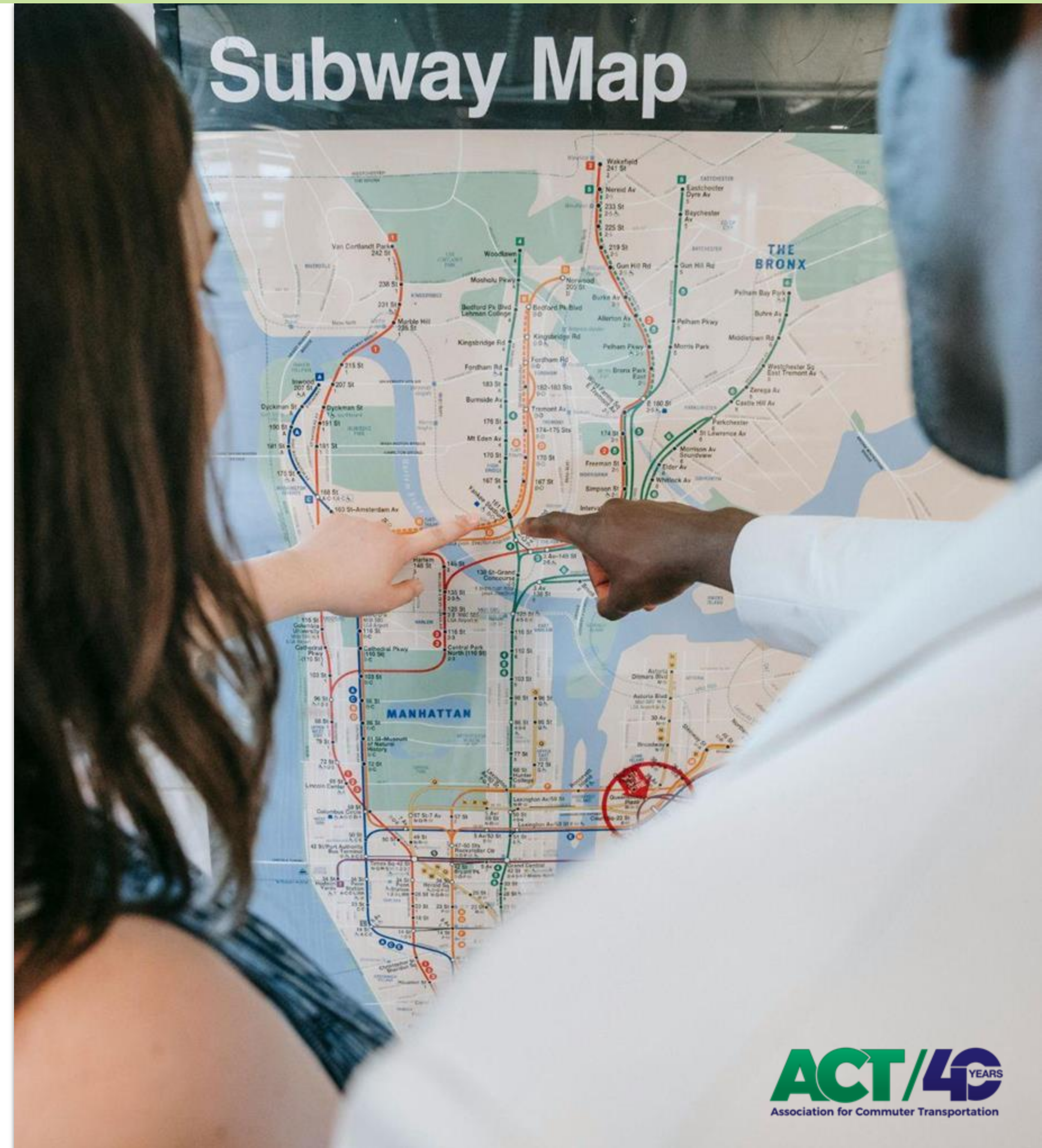


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Outline

- Introduction
- Survey Goals
- Methodology: Building the survey
- The Data
- Gaps/Challenges
- Recommendations





Survey Goals

Survey Goals

- **Update and Modernize:** Revisit and refine the 2016 employer commuter survey to ensure relevance, clarity, and applicability to today's commuting environment.
- **Establish a New Baseline:** Collect updated data on employer commuter benefits and programs to benchmark current trends.
- **Create a User-Friendly, Industry-Neutral Tool:** Develop a streamlined survey that is shorter, accessible, and neutral across TDM sectors and employer types.
- **Integrate Forward-Looking Perspectives:** Focus on current and emerging workplace and commuter trends rather than retrospective pandemic analysis.
- **Model Best Practices for TDM Professionals:** Use the survey design and execution process itself as a learning exercise to identify what questions to include, how to frame them, and how to improve future TDM data collection efforts.



Building the Survey

Building the Survey

- **Reviewed & Consulted:** Assessed 2016 survey for relevance and clarity; engaged Phil Winters (CUTR), ACT, and internal teams for input.
- **Redesigned Survey:** Streamlined from ~30 minutes to 7–9 minutes; added new questions on commuter programs, motivations, and benefits.
- **Addressed COVID Scope:** Initially drafted a COVID section but removed to keep focus on current and future trends
- **Iterative Refinement:** Circulated drafts within ImpACT Team to simplify wording, improve flow, and ensure accessibility and neutrality.
- **Planned & Launched:** Finalized distribution channels by June 2025; launched summer 2025; closed September 5, 2025.

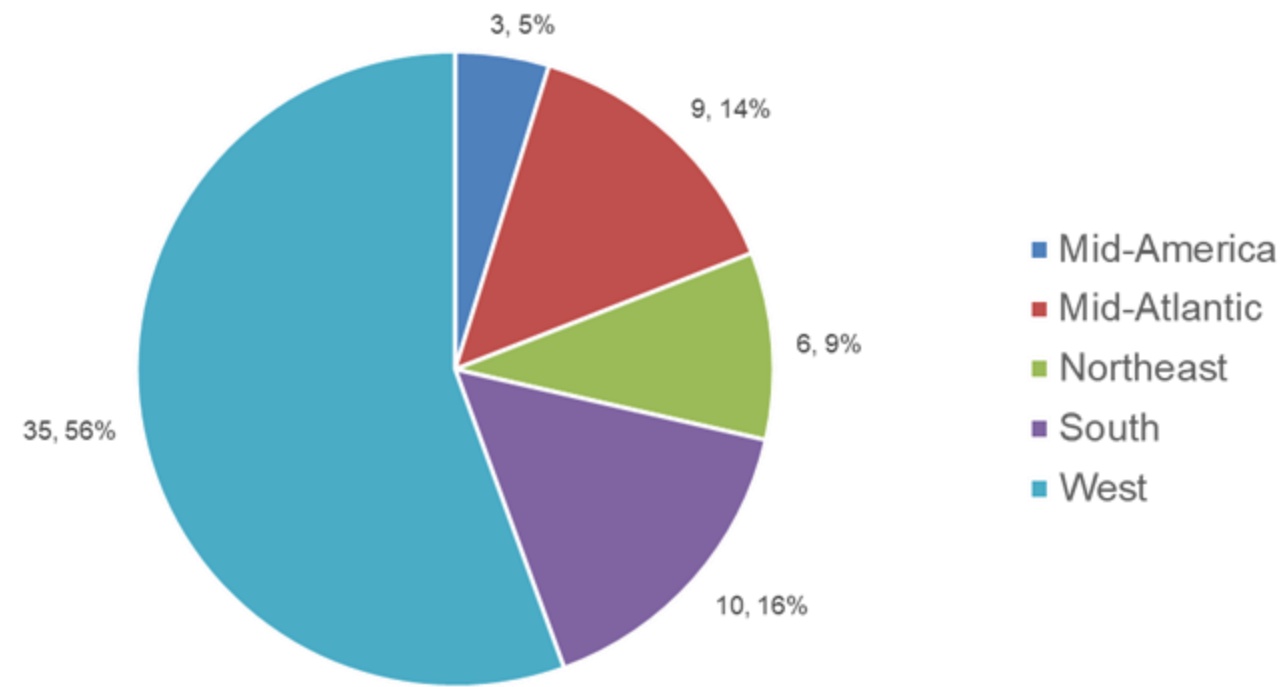




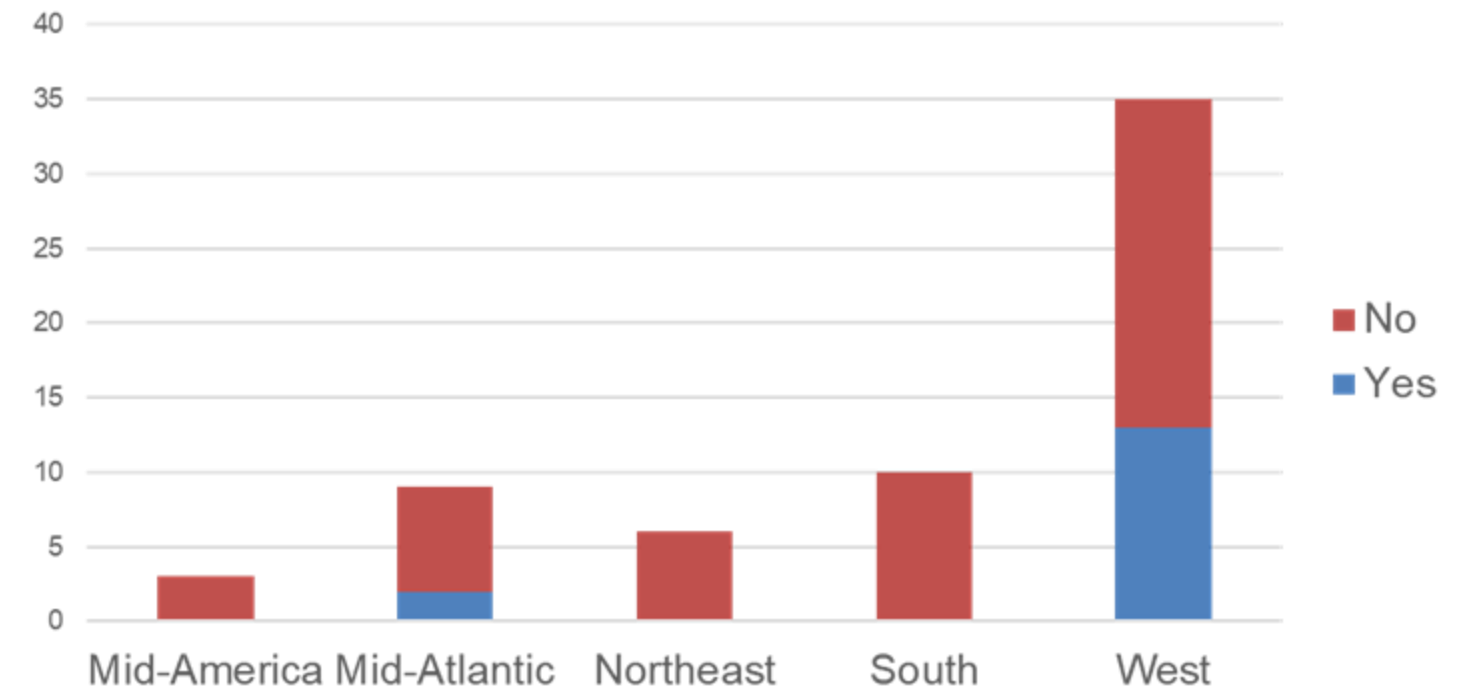
The Data

Overview of Survey Respondents

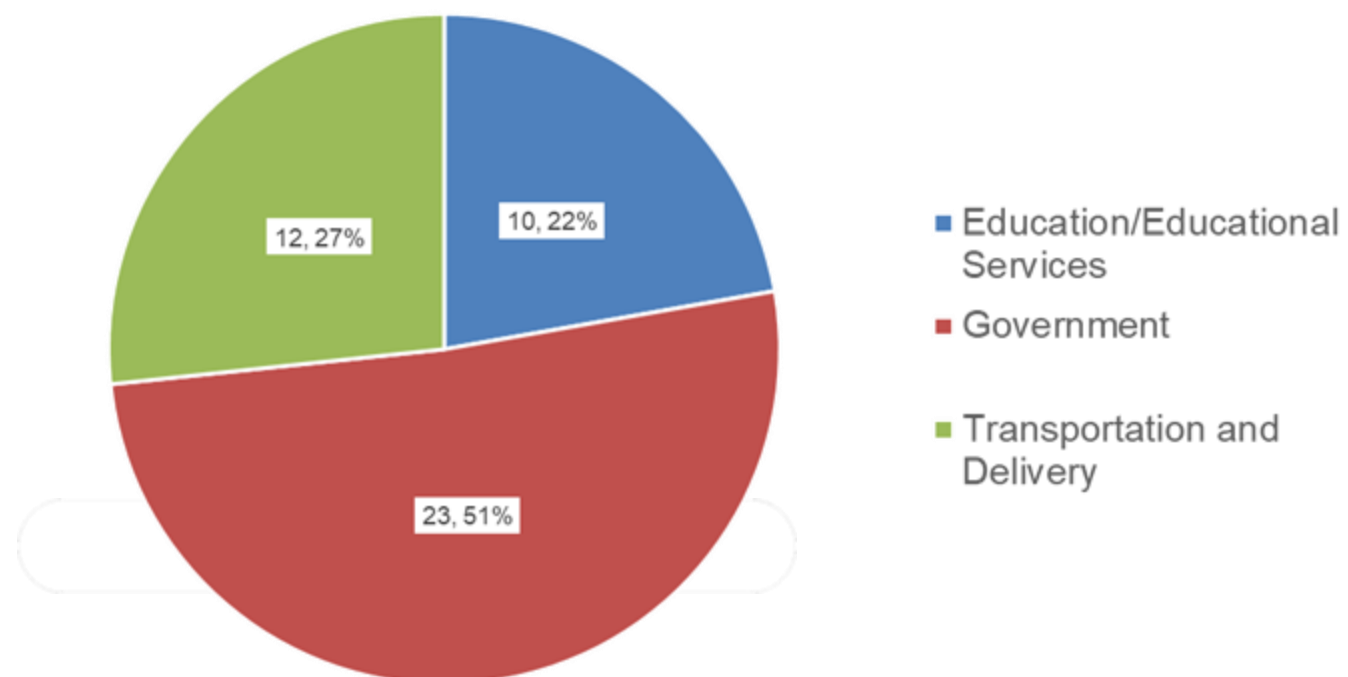
By Region in U.S.



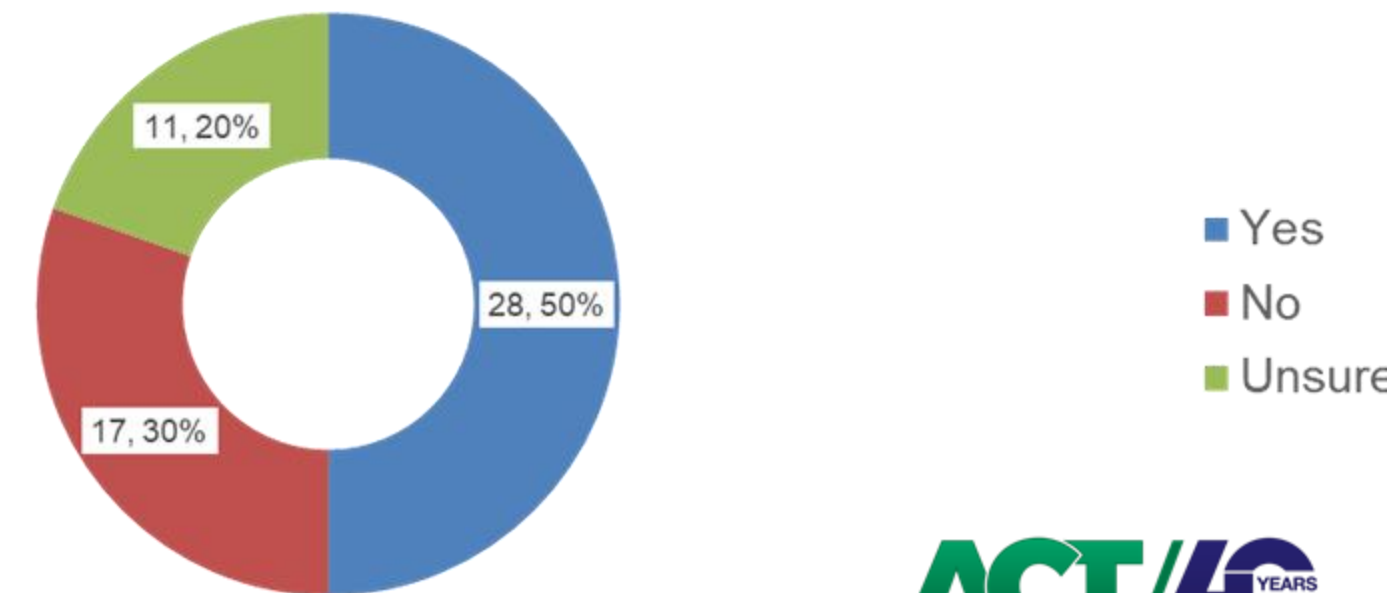
Complying with Government Regulations



Top 3 Industries Represented

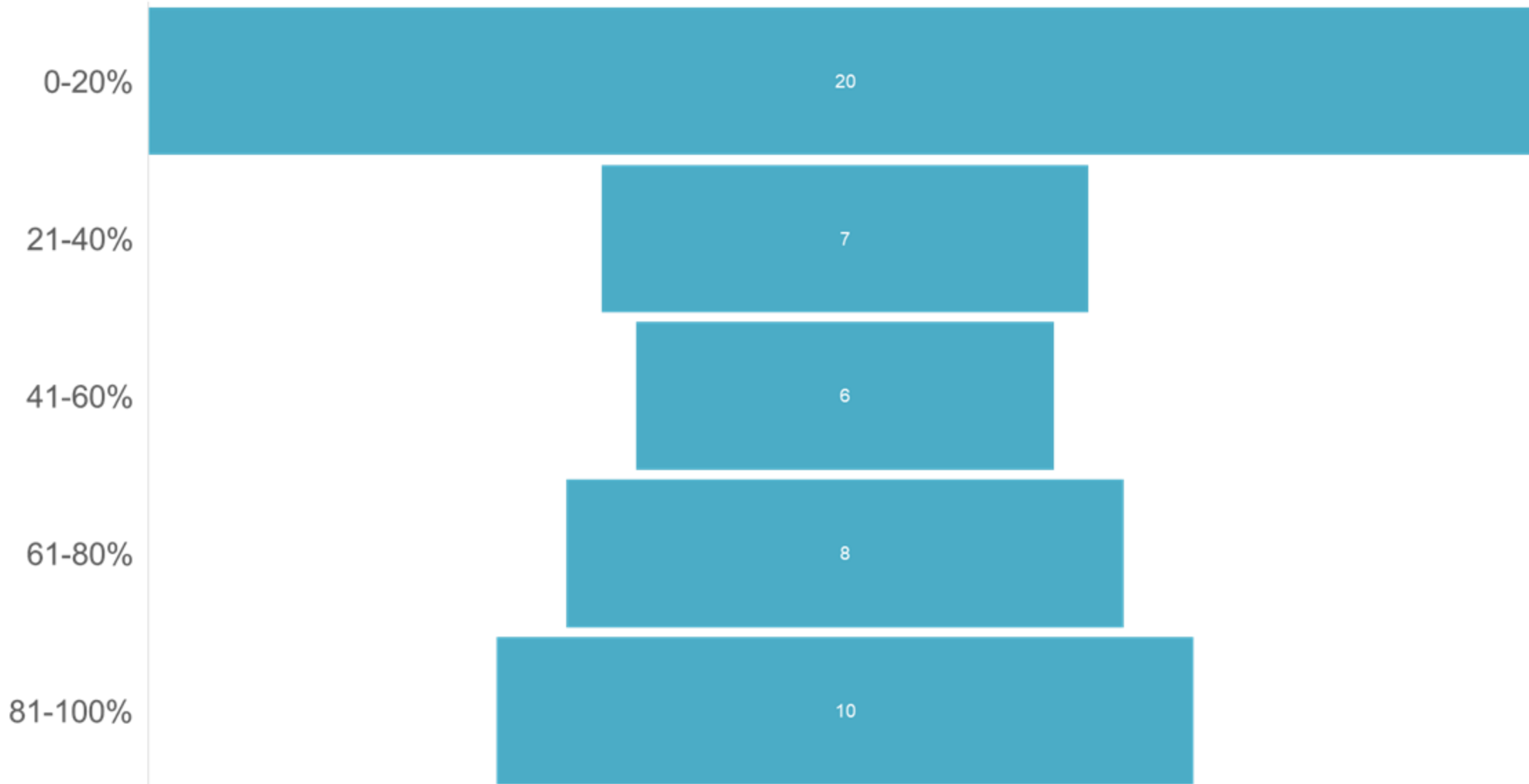


Existing Formal Written Policy on Benefits



Employee Participation & Impacts

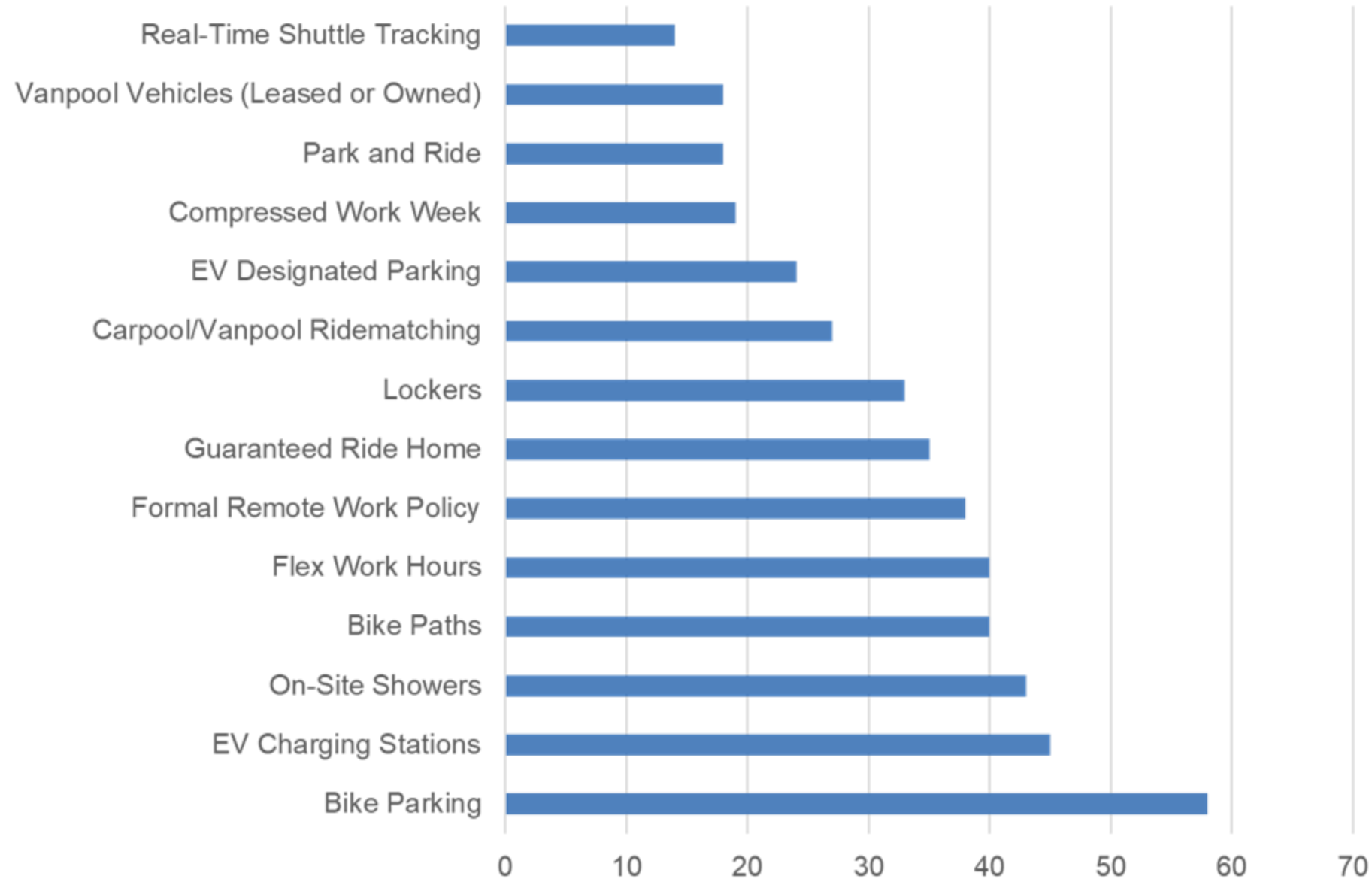
Percentage of Employees Signed Up for at least One Commuter Benefit



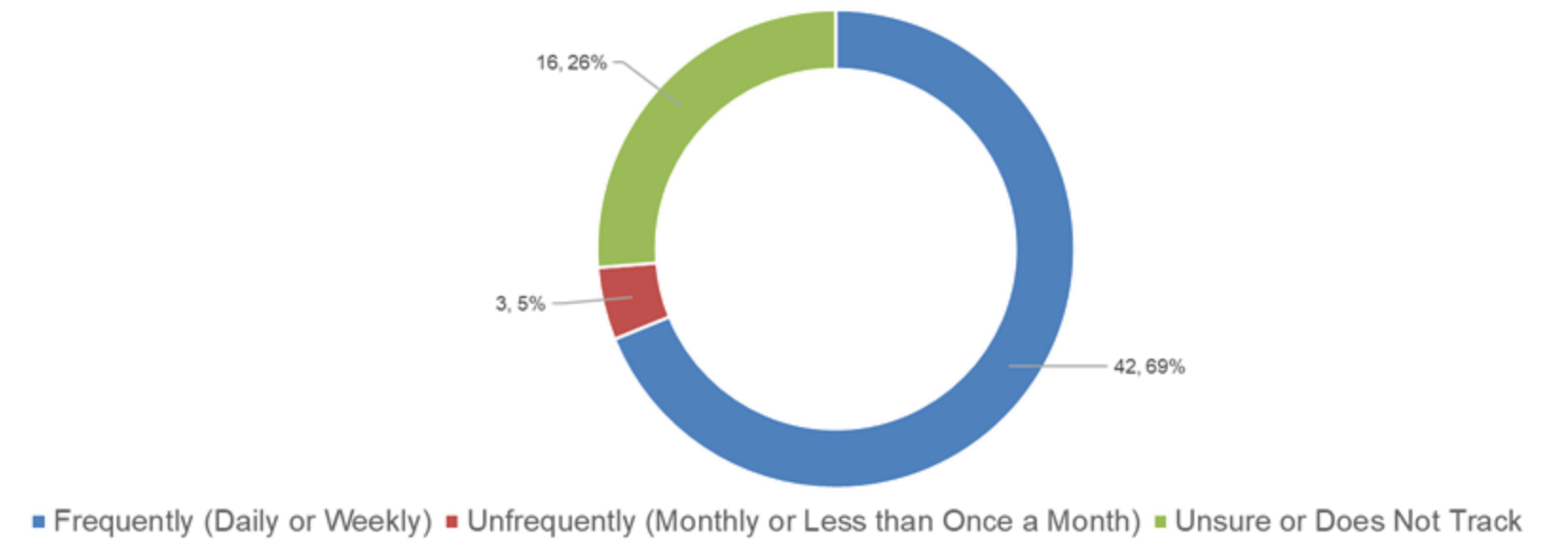
U.S. Region / Employer Size	Number of Estimated Employees Participating	Total Employers
Mid-America	910	2
0-100 Employees	10	1
751-10,000 Employees	900	1
Mid-Atlantic	25,566	7
0-100 Employees	106	4
10,000 or More Employees	23,401	1
100-750 Employees	109	1
751-10,000 Employees	1,950	1
Northeast	1,039	3
0-100 Employees	19	2
751-10,000 Employees	1,020	1
South	3,457	6
0-100 Employees	46	4
100-750 Employees	750	1
751-10,000 Employees	2,661	1
West	144,484	24
0-100 Employees	45	7
10,000 or More Employees	127,205	8
100-750 Employees	918	4
751-10,000 Employees	16,316	5
Grand Total	175,457	42

Community Benefits Offered & Utilization

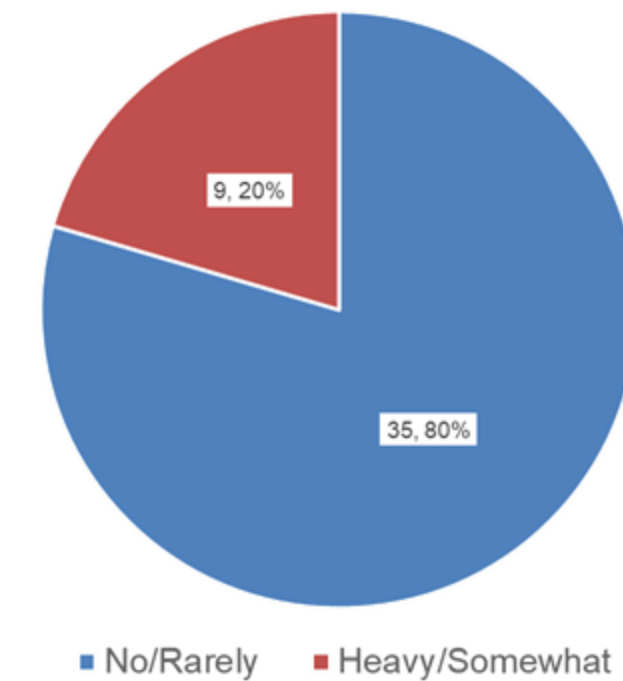
Commuter Benefits Offered



Amenities Utilization

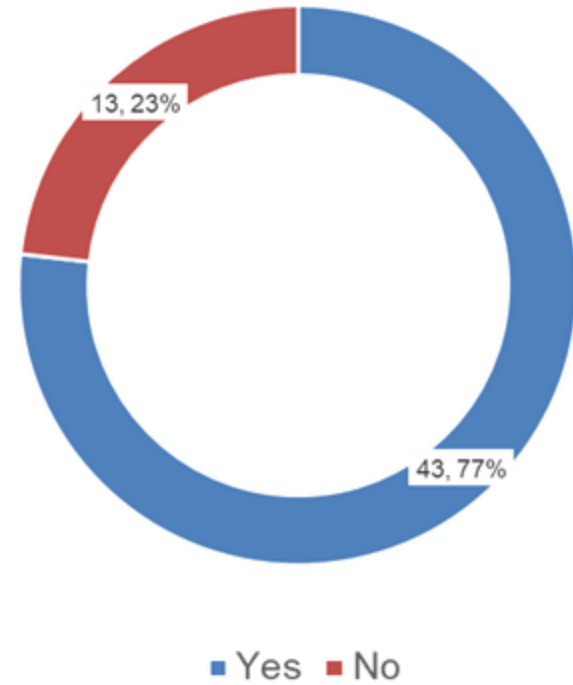


Guaranteed Ride Home Utilization

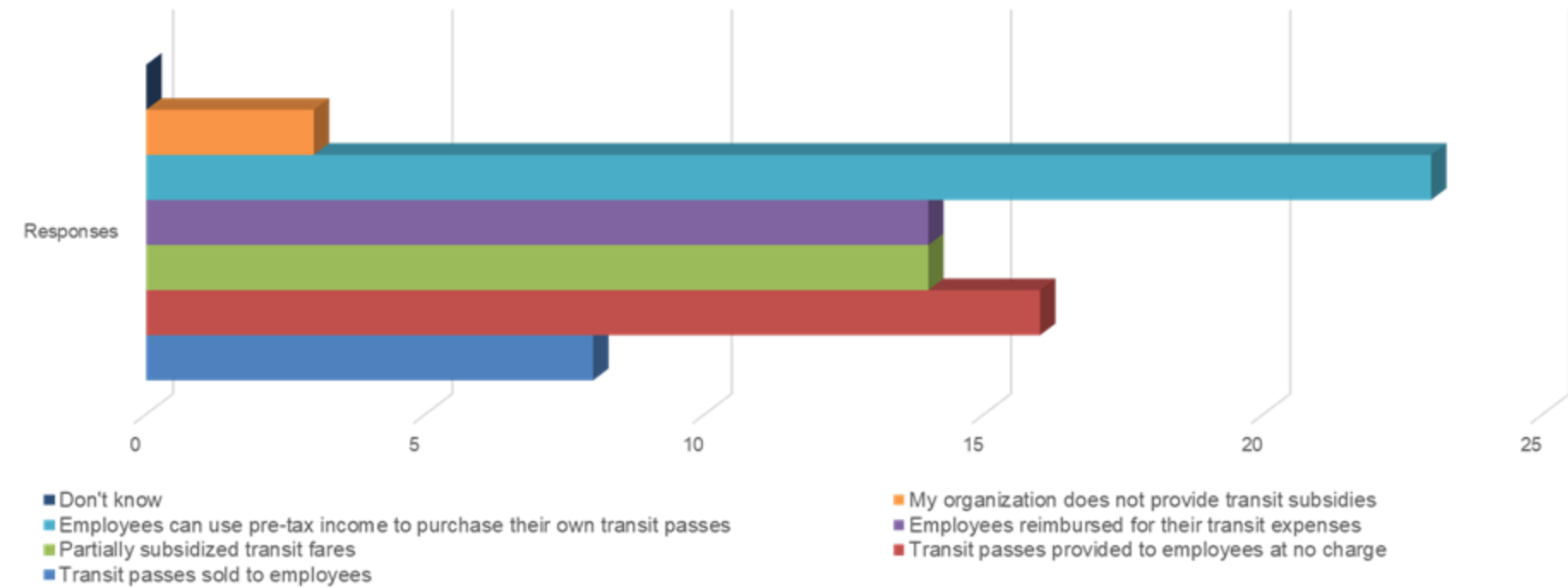


Commuter Program Incentives

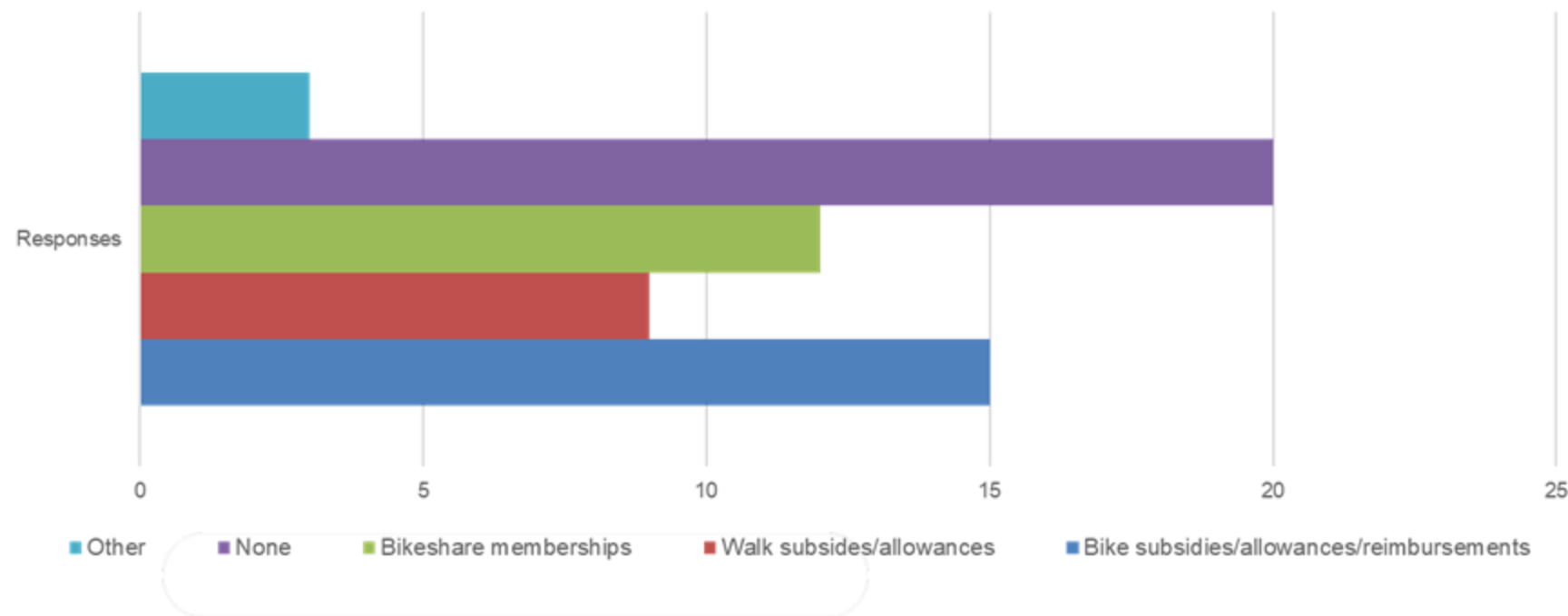
Financial Incentives Offered



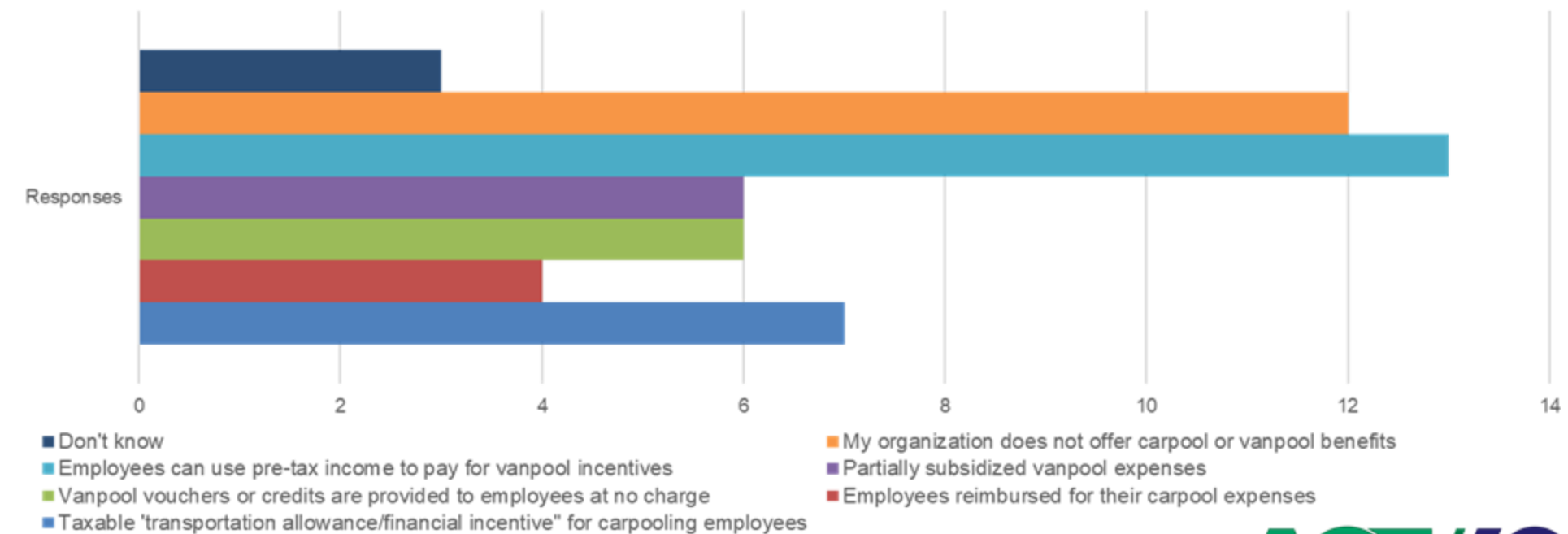
Transit Incentives



Active Transportation (Bike/Walk) Incentives

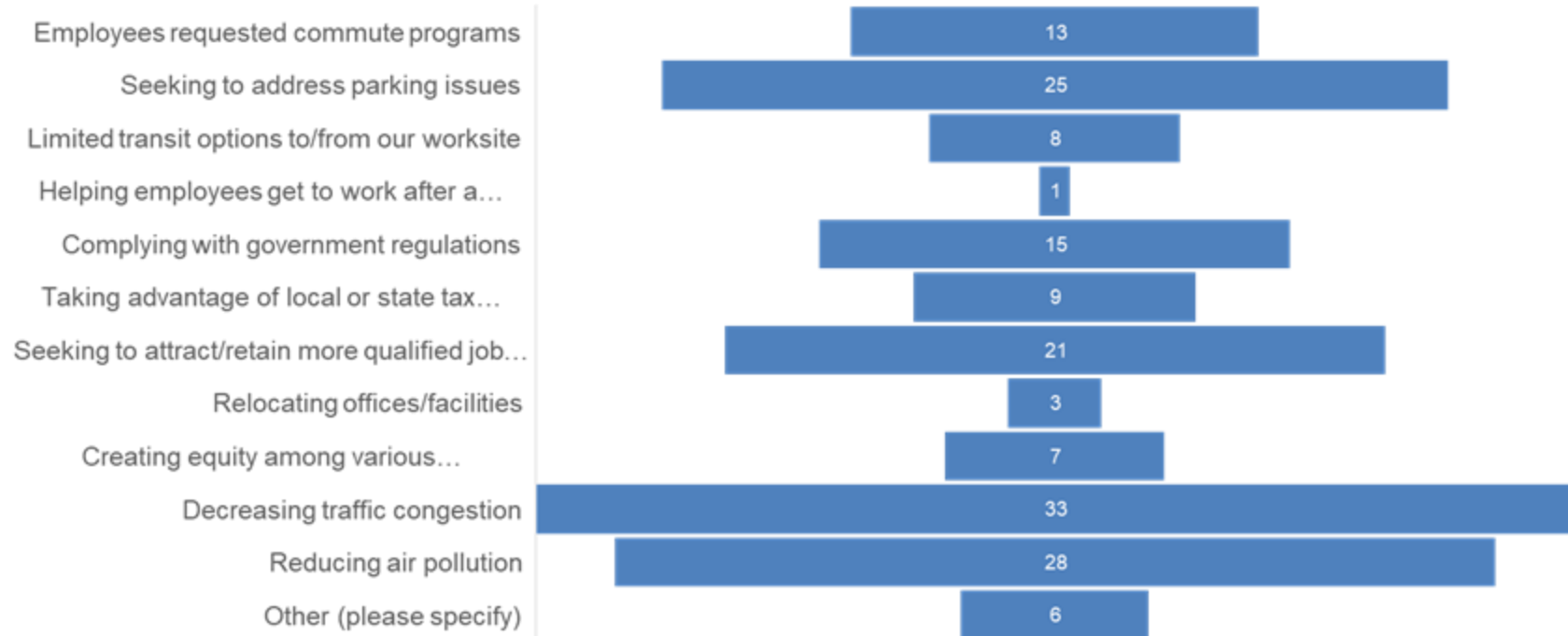


Carpool/Vanpool Incentives



Potential Strengths, Weaknesses, Opportunities, and Threats

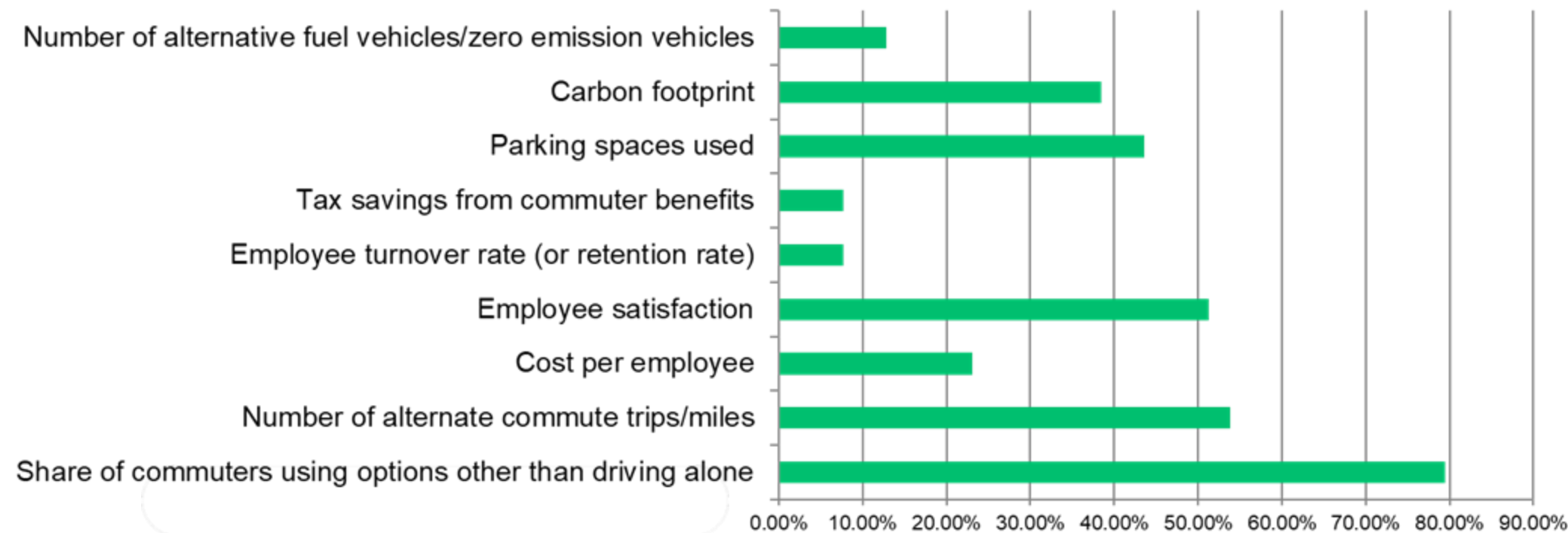
Motivations to Launch Commuter Benefits



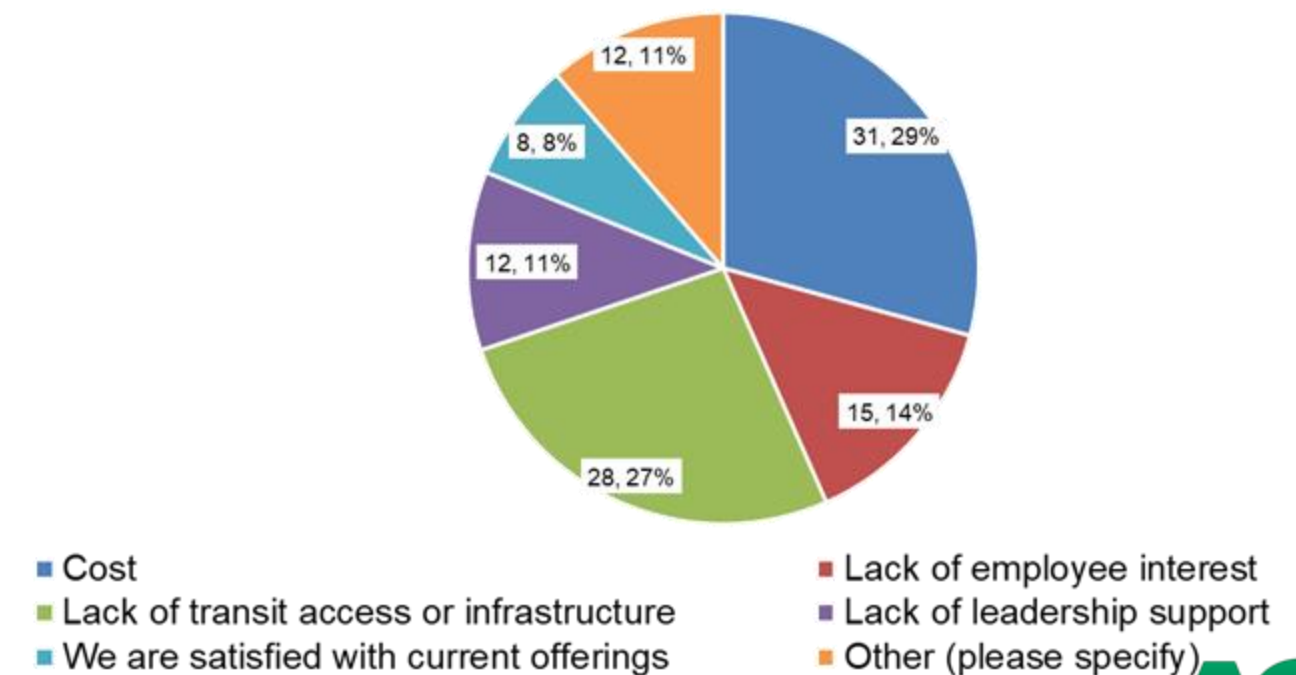
Benefits Achieved by Commuter Program



Data Collection Metrics



Barriers Preventing Expanding Commuter Benefits





Gaps & Challenges

Gaps & Challenges

Outreach and Engagement Challenges

- Response rates
- Survey relevance and visibility

Data Integrity and Comparability

- Discrepancies with baseline data
- New themes

Process

- Refined survey scope
- Obtaining early feedback and direction to resources

Political Climate Uncertainties

- Short-Term
- Long Term



Team Recommendations

Recommendations

For Survey Creators

- Set Clear Survey Goals
- Set Schedule and Honor Deadlines
- Consult Reliable Survey Strategy Resources
- Be Proactive in Using the ACT Professional Network

For ACT Leadership

- Participate in Survey Creation/Review Process
- Enhance Survey Distribution
- Invest in Survey Incentives
- Optimize Program & Distribution Timing



Acknowledgements

Acknowledgements

- ImpACT! Leadership Program Staff Team
- ACT Board Members
- Phil Winters and the Center for Urban Transportation Research (CUTR)
- Julie Bond and the Best Workplaces for Commuters (BWC)
- The many employers who participated in the survey
- Our fellow ImpACT! Cohort
- All of you for being here today!

Thank you!