WELCOME!

Commute Trip Reduction (CTR) Electronic Survey

Slides prepared by WSDOT and TRPC Staff
Online CTR Survey

- One of two data collection methods provided by the state for measuring progress in the CTR program
- Employees navigate to a website to complete an electronic questionnaire
- Asks the same questions as the paper survey
- The survey system is internet-based, on its own server
- Takes no more than 5 minutes to complete
What about security?

- The survey software resides on a server behind a physical and electronic firewall
- The server has virus protection with daily automatic checks for updates
- Nothing gets installed on your system
What about privacy?

- Your employees enter e-mail addresses to access the survey
- You (ETC) does not have access to surveys for individual employees
- We do not make the addresses available to others
Before you get started

- Discuss with management and confirm their support for using the online survey
- Check with your IT staff that your employees can access the survey
- Line up support from IT or other staff to help with technical details during the week before or after the survey
Overview of the survey process:

1. You provide information to TRPC to set up your site(s) for the electronic survey by completing the Survey Setup form.
2. You send an advance announcement to your survey population via e-mail.
3. Once you receive your login and password you will test the system.
4. Employees complete the survey during the survey week.
5. You troubleshoot and follow up with non-respondents.
6. When the survey is complete, contact TRPC to request the survey be closed and processed.
Survey setup

- Decide whether you will allow blanket domain access or upload an email list
- Submit Survey Setup form to TRPC
- You will receive a login and password from TRPC when your online survey is set up.
- Prepare your email list for upload access (if applicable)
Communicating with your employees

Prepare an advance notice to employees to be sent 1 week prior to survey start date

- From management
- Include dates of survey
- Tracking dates
- Your contact information
- Do not include survey URL at this point
- TRPC will provide sample communications for you to work from.
Communicating with your employees

Prepare email notification to send to employees Monday morning of the survey week

› This time include the survey URL
› A note on the importance of the CTR survey
› Instructions for filling out the survey
› Your contact information
› Mark high importance
› Send from management email
Communicating with your employees

Prepare for follow-up communications

- Sent to all with disclaimer or -
- Sent to only non-respondents
- Communicate about prizes or competitions (if applicable)
- Sent from management email
Testing the survey

1 - 2 weeks ahead and once you’ve received your login/password

- Log into the ETC tools using your assigned login and password
- Test the survey setup, spelling, domain names etc.
- Make sure you can logon and complete the employee survey
Email address list upload (for Upload access)

- Using the email list you compiled for your employees, create the upload spreadsheet in .CSV or Excel
- Email addresses must be in the first column, worksite name in the second
- Make sure each address appears only once – duplicates will not load
- Save list to desktop or somewhere it can easily be located
Uploading list of email addresses
Uploading a list of email addresses

E-mail list upload

You can upload list of employees as a comma delimited file (*.csv) or Microsoft Excel file (*.xls or *.xlsx).
First field in file should be E-mail address, second field - working site...

Upload file

Fields names in a first row

Upload  Cancel

E-mail list upload

Select data sheet Sheet1$

Fields names in a first row

Return to management page

<table>
<thead>
<tr>
<th>E-mail</th>
<th>Work site</th>
</tr>
</thead>
<tbody>
<tr>
<td><a href="mailto:Bunny.Bugs@abc.com">Bunny.Bugs@abc.com</a></td>
<td>New site to add</td>
</tr>
<tr>
<td><a href="mailto:Fudd.Elmer@abc.com">Fudd.Elmer@abc.com</a></td>
<td>New site to add</td>
</tr>
<tr>
<td><a href="mailto:Coyote.Wile.E@abc.com">Coyote.Wile.E@abc.com</a></td>
<td>New site to add</td>
</tr>
</tbody>
</table>

Continue  Cancel
Email address upload complete!

<table>
<thead>
<tr>
<th>Survey</th>
<th>T78995: New site to add: 01/20/11 - 01/20/12 (ABC Corporation)</th>
</tr>
</thead>
</table>

**List of e-mail addresses for this survey**

Find E-mail: __________

<table>
<thead>
<tr>
<th>E-mail</th>
</tr>
</thead>
<tbody>
<tr>
<td><a href="mailto:Bunny.Bugs@abc.com">Bunny.Bugs@abc.com</a></td>
</tr>
<tr>
<td><a href="mailto:Coyote.Wile.E@abc.com">Coyote.Wile.E@abc.com</a></td>
</tr>
<tr>
<td><a href="mailto:Fudd.Elmer@abc.com">Fudd.Elmer@abc.com</a></td>
</tr>
</tbody>
</table>

**For this employee:**

- **E-mail:** Bunny.Bugs@abc.com
- **Status:** Not started

[Send message]  [View response]

Remove E-mail from list and clean out all associated data.

Total 3 E-mail

Return to management page
Employee survey – testing the survey

Log into www.ctrsurvey.org and enter your email address

Select your worksite from the dropdown box
Complete the survey!

Question 15 of 15
Thank you for your time and cooperation in completing this survey. If you have any comments or questions, please note them here.
Checklist for survey week

- Monday morning: send CTR survey e-mail announcement* to employees
- Throughout week: offer assistance, answer questions, monitor response rate
- Thursday: send a reminder to non-respondents
- Friday: enter paper responses into system and make corrections

*If being sent from management address someone else may do this for you confirm that it is scheduled and happens
Closing out your survey

Send a close-out notice to TRPC

- If you have not reached a 70% response rate when nearing end of survey week, contact Burlina at TRPC.
- If you have reached the 70% response rate at end of survey week, notify Burlina at TRPC that your survey is complete and follow instructions she sends on closeout process.
- After survey is closed out, your survey data will be processed.
- You will receive your survey report with the survey results from TRPC.
ETC Tools
ETC Login Screen - https://www.ctrsurvey.org/newtool/etctool.aspx
## ETC Tools - CTR Survey Screen

### Announcements

- **Company**: ABC Corporation

### Find worksite by ID

- **Site**: T78995 - New site to add (City of Camas)
- **Access to survey by list of e-mail**: 3 E-mails in list
- **Date range**: 01/20/2011-01/20/2012
- **Status**: OPEN
- **Surveying total worksite population**: Yes
- **Total number of employees at worksite**: 144
- **Employees exempted from CTR**: 0
- **Employees shifted outside window**: 0
- **Surveys distributed**: 144
- **Survey type**: 01: CTR
- **Questions library**: 0
- **Survey progress info**: Completed: 0, Partially completed: 0, Response rate: 0.0%

### Survey reports

- **Survey E-mail list management**
ETC Tools—Survey Email list management

Survey: T78995: New site to add: 01/20/11 - 01/20/12 (ABC Corporation)

List of e-mail addresses for this survey

Find E-mail: 

Bunny.Bugs@abc.com
Coyote.Wife.E@abc.com
Fudd.Elmer@abc.com

For this employee:

E-mail: Bunny.Bugs@abc.com
[ Send message ] [ View response ]
Status: Not started

Remove from list
Remove E-mail from list and clean out all associated data.

Total 3 E-mail

Return to management page
ETC Tools - Reports

<table>
<thead>
<tr>
<th>Report</th>
<th>Survey summary</th>
</tr>
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<tbody>
<tr>
<td></td>
<td>T78995: New site to add: 01/20/11 - 01/20/12 (ABC Corporation)</td>
</tr>
</tbody>
</table>

- **Survey summary**
  - Completed surveys: 1
  - Not completed surveys: 3
  - Survey timeline: 01/20/11 - 01/20/12
  - Number of distributed surveys: 144
  - Response rate: 0.0%

Select a report or click on survey data to view summary of responses
In closing

- Be prepared
- Get management involved
- Track responses and send reminders and follow-up!
- Be creative, offer incentives, hold drawings, advertise