

Is the Online Survey Right for Us?

WSDOT provides two ways in which to administer the Commute Trip Reduction (CTR) survey.

1. You can distribute paper versions of the survey questionnaire provided by the state, to employees
2. You can use the online CTR survey

Both involve planning and preparation, however, the online system has an assortment of tools which can help to track response rates and follow up with non-respondents. You'll want to carefully consider the following before deciding which method to use:

- Do a large majority (85% or more) of the employees at my worksite(s) have an individual/unique email address and access to the Internet?
- Can I communicate effectively by e-mail with those employees?
- Is the corporate culture at my organization ready for an online survey?
- Am I comfortable using my computer and standard tools for accessing the Internet, sending bulk email, and transferring data between email and spreadsheet programs?
- Do I have the ability to identify and work with the people responsible for Internet use and email at my worksite?
- Will I have the ability to sort employee email addresses by worksite (if your organization has multiple worksites to survey)?
- Am I able to attend the training in how to use the online survey?

If you can answer "yes" to each of the above questions then you have the ability to survey online. If you answered no to any of the questions, you may want to consider distributing paper questionnaires.

If considering the online survey you should get buy-in from your management and especially from your Information Technology/Systems (ITS) staff. Use the sample communication below to discuss the technical requirements of electronic surveying.

Sample Communication for Information Technology/Systems (ITS) Staff:

We have a State-mandated Transportation Survey coming up in (insert month). We would like to use the online version of this survey. Before I go ahead with final approvals, I wanted to see if you had any “red flags” regarding our use of this system.

The system is entirely web-based so we plan to communicate via email with a hyperlink and instructions. We do not have any need to store data or operate the system on our servers. The system is text-based, so bandwidth should not be a problem. The only real question that we need to ask is if we have any potential proxy server issues.

The system requires that users have:

- Individual email identifications
- Access to the Internet

If you would like to check the system out:

1. Go to <https://www.ctrsurvey.org>
2. Create a mock email address using @abc.com as the domain (example louis@abc.com) and click the “Login” function/line immediately below the email box
3. Select the test worksite from the dropdown box
4. Finally complete the survey and click the “Next” button after completing each question

Please give me your “go ahead” or let me know if you have any questions or concerns. If you have any technical questions contact Amber Nguyen with the Washington State Department of Transportation at 360-705-7877, at your convenience.