

Survey of Work
Commuters Who
Registered on
mywaytogo.org in 2014



A program of DRCOG

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Key Findings

Background

During February of 2015, Way to Go conducted an online survey of work commuters who registered on the mywaytogo.org site during 2014. The survey had several key measurement objectives:

- How the site was being used
- How users were hearing about the site
- How well the site performed in serving users
- How users were accessing the site in terms of the devices and browsers used
- Quality of the user experience
- User loyalty measured by intent to use again and intent to recommend
- Current commute behavior of users
- Change in commute behavior after using the site
- Age and gender of users

After three follow-up emails to non-respondents, 590 responses were obtained for a response rate of 17 percent. Work commuter registrants in 2014 were estimated to number 3,289.

Using mywaytogo.org

- Nearly a third of the work commuters who registered on the site in 2014 heard about it through their employers.
- The top two reasons by work commuters for using the site were to find work carpool partners (34%) and to track commute trips (31%).
- Many of the registered commuters who used the site for a specific purpose were successful: 26 percent of registrants looking for carpool partners found at least one carpool partner through mywaytogo.org; 11 percent of those looking for a transit route tried transit; 15 percent of those looking for a bicycle route tried bicycle commuting; 25 percent of those looking for vanpool partners found at least one vanpool partner.
- 92 percent of the registered work commuters last accessed the site using a desktop or laptop computer. Only 6 percent used a mobile phone and 2 percent used a tablet.
- Google Chrome was the most commonly used browser (49%).

User experience ratings & loyalty

- More than three-fifths (61%) of registered work commuters rated their most recent experience as good or better, but 17 percent rated it poor or very poor.
- The highest relative ratings were given by registered commuters who used the site to find bike routes, track their commute trips or find transit routes. Lower ratings were given by users who were searching for work carpool partners or vanpools.
- Overall, nearly three-fifths (59%) of registered commuter users will probably or definitely use the site again in the next 12 months.

- Nearly three-quarters (73%) of registered commuter users said they will recommend mywaytogo.org to someone who mentions that they might like to try commuting by a non-SOV mode.

Improving mywaytogo.org

- The survey gave respondents the opportunity to say how they would improve mywaytogo.org. A complete list of all the comments is provided in Appendix I. Key themes and conclusions derived from these comments included:
 - Increase the number of potential carpoolers and vanpoolers registered on the site.
 - Improve the search/matching capability for carpool and vanpool matching.
 - Simplify the trip logging functionality.
 - Improve incentives and recognition for logging trips.
 - Improve mobile capability.
 - Improve navigation.
 - Improve transit route planning.
 - Improve bicycle routing.
 - Improve compatibility with older browsers.

Travel to work

- Registered work commuters made less than half of their weekday commute trips (46%) by single occupant vehicle (SOV). This compares favorably to the Denver region as a whole, where nearly 75 percent of commute trips are made by SOV.
- Mode share did not vary substantially by day of the week.

Commuting by non-SOV modes

- Registering and using mywaytogo.org has some impact on how commuters travel to work. Among registered commuters, commuting by a non-SOV mode at least one day per week increased from 65 percent before registration to 69 percent when the survey was conducted.
- Even among registered commuters who continued to commute only by SOV, 41 percent at least tried a non-SOV mode after registering.

Carpooling

- Carpooling is a popular mode choice among work commuters registered on mywaytogo.org.
- Compared to about 9 percent for the Denver region, 17 percent of registered work commuters carpoled during the week preceding the survey (frequent carpoolers).
- An additional 12 percent hadn't carpoled in the past week, but had carpoled to work at least one time during the past four weeks (occasional carpoolers).
- Another 5 percent had tried carpooling since registering, but were not currently carpooling.
- Using the mywaytogo.org site probably helped 7.8 percent of all registered commuters convert from always driving alone to carpooling at least occasionally.

Vanpooling

- About 7 percent of all registered work commuters vanpoled at least one day during the week preceding the survey. The American Community Survey does not distinguish between carpooling and vanpooling, but less than 1 percent of

commuters in the Denver region travel in carpools larger than four or more commuters.

- An additional 3 percent of registered work commuters tried vanpooling, but did not continue.
- Using the mywaytogo.org site probably helped 1.7 percent of all registered work commuters convert from always driving alone to vanpooling at least one day per week.

Transit

- Transit was used by 27 percent of work commuters registered on mywaytogo.org, compared to about 4.5 percent for the Denver region.
- Another 12 percent had tried transit since registering, but were not currently using it for work trips.
- Using the mywaytogo.org site probably helped 1.3 percent of all registered commuters convert from always driving alone to using transit at least one day per week.

Bicycling

- Bicycling is the mode of choice for 16 percent of the work commuters registered on mywaytogo.org, compared to 1.2 percent for the Denver region.
- An additional 17 percent of registered work commuters tried bicycle commuting, but did not continue.
- Using the mywaytogo.org site probably helped 1 percent of all registered commuters convert from always driving alone to bicycle commuting at least one day per week.

Demographics

- Site registrations by work commuters were fairly cross-generational in 2014. Millennials (18-35) made up about 31 percent of the registrants. Generation X (36-50) represented 36 percent, and Baby Boomers (51-70) represented 33 percent.
- Registrations by work commuters were fairly evenly divided between men and women.

Background

During February of 2015, Way to Go surveyed work commuters who registered on the mywaytogo.org site during 2014. The survey had several key measurement objectives:

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- How well the site performed in serving users
- How users were accessing the site in terms of the devices and browsers used
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- Current commute behavior of users
- Change in commute behavior after using the site
- Age and gender of users

Data were collected via an online questionnaire administered through the Survey Monkey platform. Survey invitations were emailed to 3,524 commuters who registered in 2014 and were not identified as schoolpool registrants. Of the total, 36 email addresses were found to be invalid, leaving 3,488 qualified potential respondents.

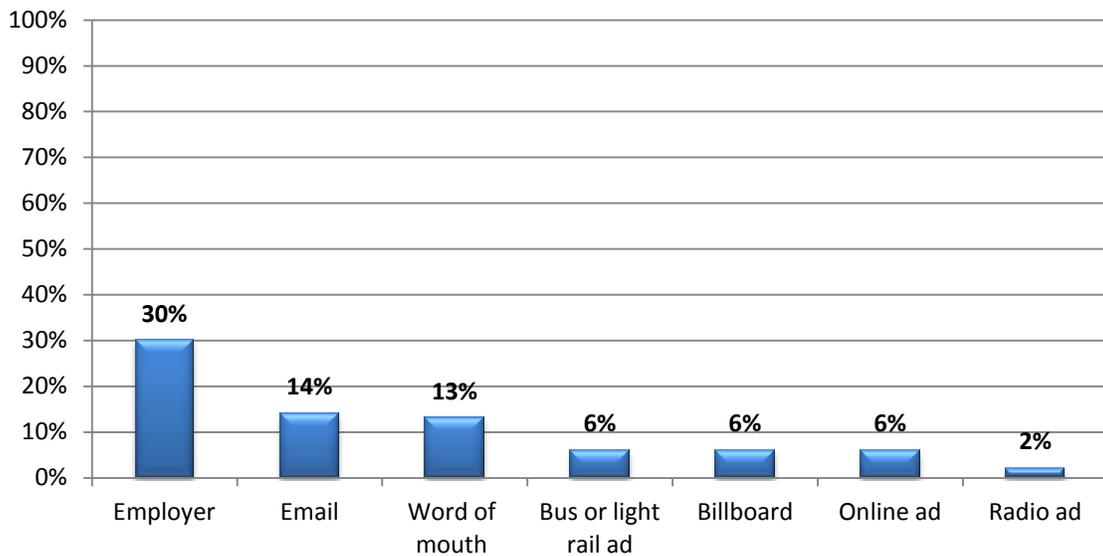
After three follow-up emails to non-respondents, 590 responses were obtained from 3,488 registered users, a response rate of 17 percent. There were 187 refusals or survey opt-outs, for a refusal rate of about 5 percent.

Analysis of the survey data revealed that nearly 2 percent (1.9%) of respondents visited the site for schoolpool but were not identified as schoolpool registrants in the database. In addition, nearly 4 percent (3.8%) of registrants were not work commuters. Based on these findings, the number of commuter registrants in 2014, including those who registered on mywaytogo.org after having been registered on the former rideshare matching platform is estimated at 3,289 (3,488 X .943).

Using mywaytogo.org

Way to Go and its transportation management association (TMA) partners heavily promote mywaytogo.org through employers. Nearly a third (30%) of the work commuters who registered on the site in 2014 heard about it through their employers. Smaller percentages heard about the site through email promotions, word of mouth, and advertising.

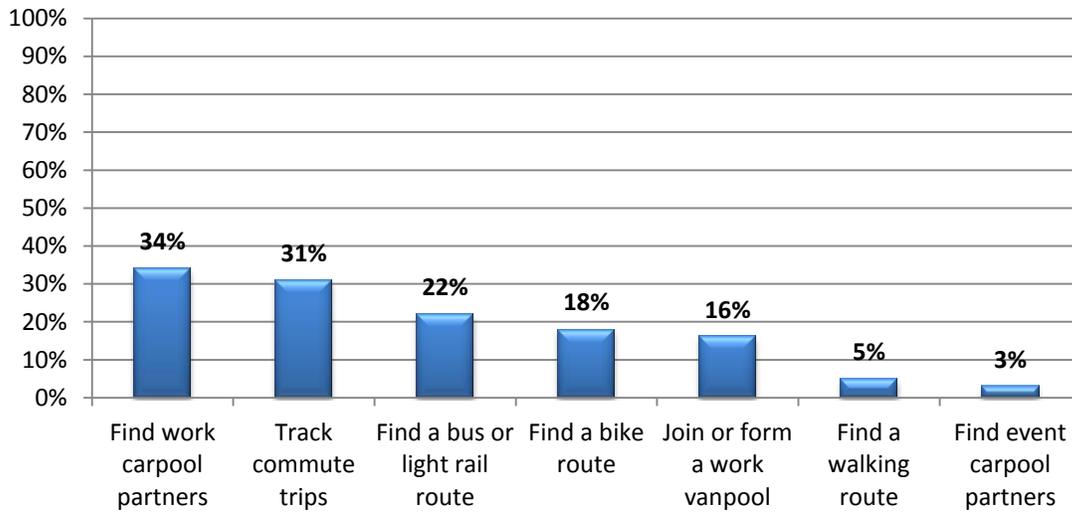
How Did You First Hear About the Site?



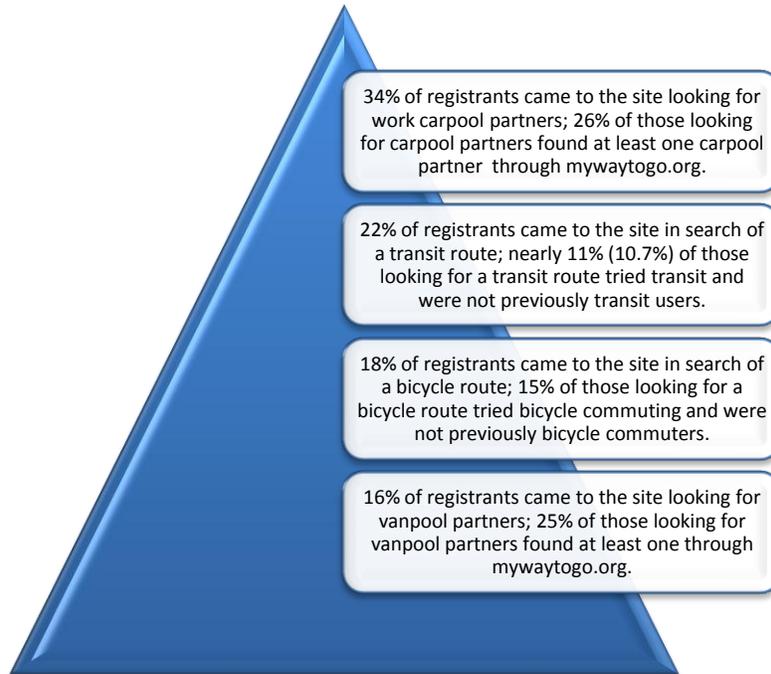
Registered commuters visited and used mywaytogo.org for a variety of reasons. The top two reasons for using the site were to find work carpool partners and track commute trips.

A search for rideshare partners (carpool and vanpool) is more likely to be successful when a commuter registers and posts their trip information for others to see. Also, commuters who wish to use the site for tracking their trips must register before they can use this function. Commuters do not have to register before viewing bus, bike or walking routes. Therefore, it's not surprising that most registered commuters used the site for either finding rideshare partners or tracking trips. If we were to survey unregistered site users we might find that greater percentages of this group used the site to find bus, bike or walking routes.

How Have You Used the Site?



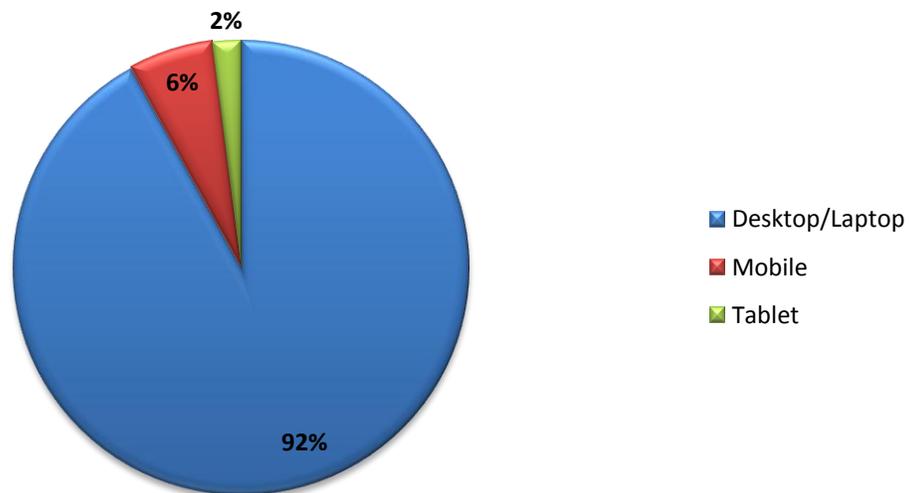
Many of the registered commuters who used the site for a specific purpose were successful in achieving their objectives. As shown below, many found carpool or vanpool partners, or found a transit or bike route and tried it.



Based on the survey data, most of the registered work commuters last accessed the site using a desktop or laptop computer. Smaller percentages used mobile or tablet devices.

A similar pattern is evident for all unique views of the mywaytogo.org registration page for 2014: 56 percent of unique page views were by desktop/laptop, 37 percent were made by mobile device and only 6 percent were by tablet. The Google Analytics data for 2014 also suggests that most actual registrations were completed via desktop or laptop. The average view time of the registration page for mobile and tablet traffic was 19 seconds, compared to 71 seconds for desktop traffic.

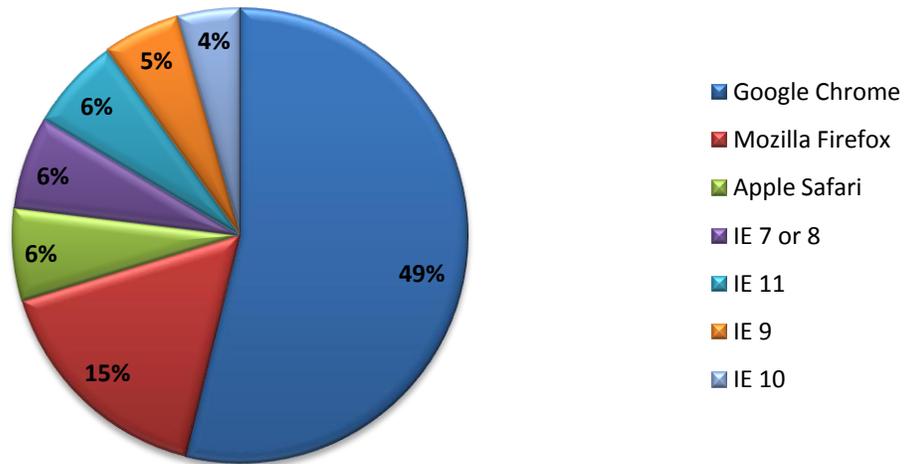
Device Used on Last Visit



Google Chrome was the browser used to access the site by nearly half of the registered work commuters who were surveyed, followed by smaller percentages that used Mozilla Firefox, Apple Safari and various versions of Internet Explorer.

Based on Google Analytics data, most unique views of the registration page during 2014 were by Chrome (38%) or Internet Explorer (25%, all versions combined).

Browser Used on Last Visit

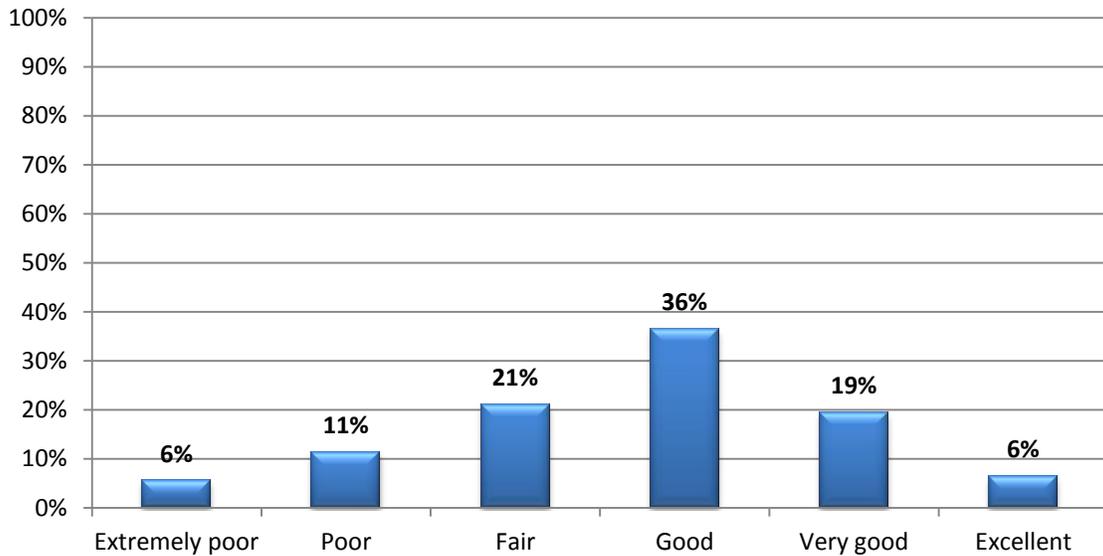


User Experience Ratings & Loyalty

To assess the mywaytogo.org user experience, registered work commuters were asked to rate their most recent experience using the site, on a six-point scale. The scale was anchored by extremely poor on the low end and excellent on the high end, with poor, fair, good and very good serving as the middle rating points.

More than three-fifths (61%) of respondents rated their most recent experience as good or better, but 17 percent said their experience was poor or very poor. A reasonable goal for 2015 might be to achieve at least 80 percent rating their experience as good or better, and no more than 5 percent poor or lower.

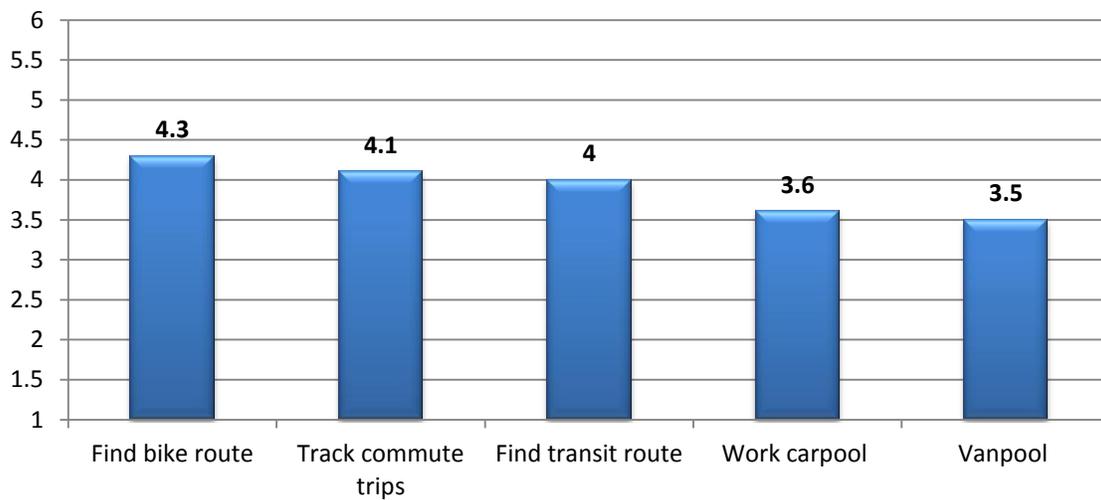
Rating for Most Recent Experience



The highest relative ratings were given by registered commuters who used the site to find bike routes, track their commute trips or find transit routes. Lower ratings were given by users who were searching for work carpool partners or vanpools.

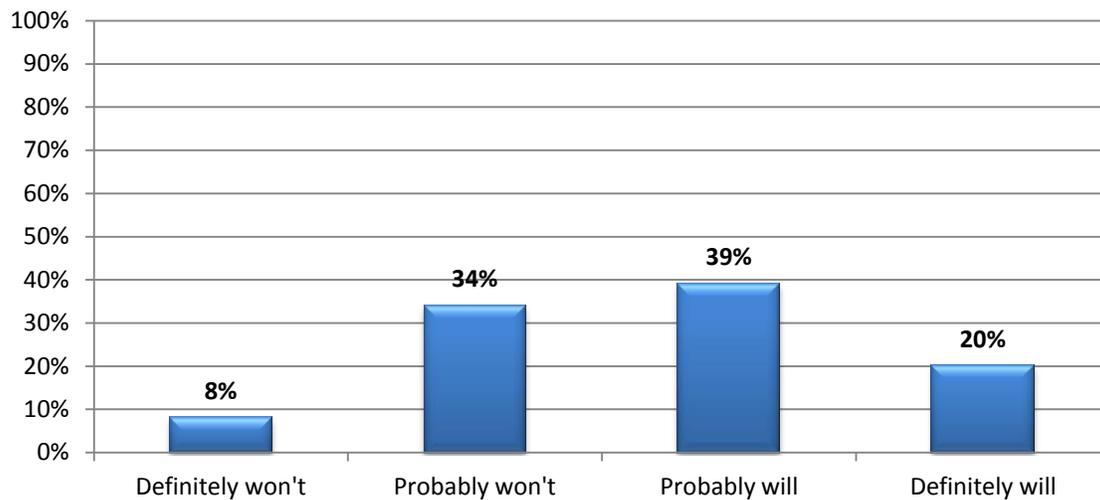
As the number of registered users increases and the pool of potential rideshare partners increases, the average ratings by registered users seeking carpool and vanpool partners should increase.

Average Ratings by Reason for Visit 1 = Extremely Poor to 6 = Excellent



Likelihood of a repeat visit is a stronger indication of user loyalty. Overall, nearly three-fifths (59%) of registered mywaytogo.org commuter users will probably or definitely use the site again in the next 12 months. Intent to use the site is strongly correlated (correlation coefficient = .61¹) with how users rated their most recent experience on the site. Registered users who rated the site highly are more likely than others to say that they will use the site again in the next 12 months.

Will You Use mywaytogo.org Again in the Next 12 Months?

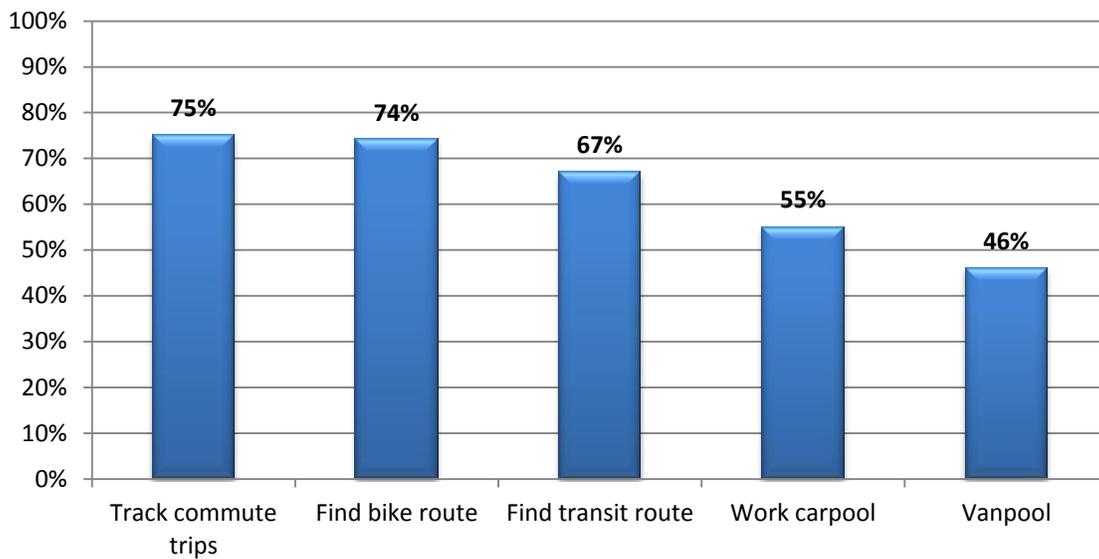


¹ A correlation coefficient of 1.0 indicates a perfect positive relationship between two variables. A correlation coefficient between 0.50 and 1.0 is considered a strong positive relationship. Therefore the correlation between how users rated their most recent experience and their intent to use it again is very strong.

Registered commuters who used the site to track commute trips, find a bike route or find a transit route were more likely than other registered users to say that they probably or definitely will use mywaytogo.org again in the next 12 months.

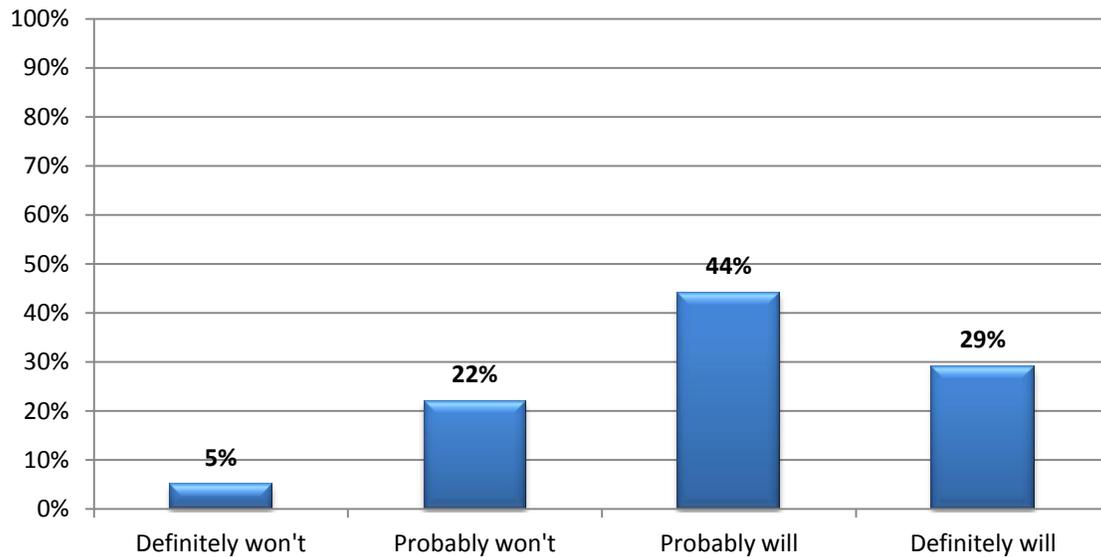
Repeat usage is probably driven by a combination of user experience quality and the nature of the reason for using the site. Registered work commuters who used the site to track commute trips, find a bike route or find a transit route rated their most recent experience using the site more highly and they had a higher probability of returning than other registered work commuters. Registrants who used the site to track commute trips are also more likely to return in the next 12 months because tracking trips requires more frequent visits than other uses.

Will Use Again by Reason for Visit



Intent to recommend is also an important indicator of user loyalty, user trust, and potential growth through word of mouth. Nearly three-quarters (73%) of registered mywaytogo.org commuter users will recommend mywaytogo.org to someone who mentions that they might like to try commuting by a non-SOV mode. Similar to repeat usage, intent to recommend the site is also strongly correlated (correlation coefficient = .65²) with how users rated their most recent experience on the site. Registered users who rated the site highly are more likely than others to say that they will recommend the site.

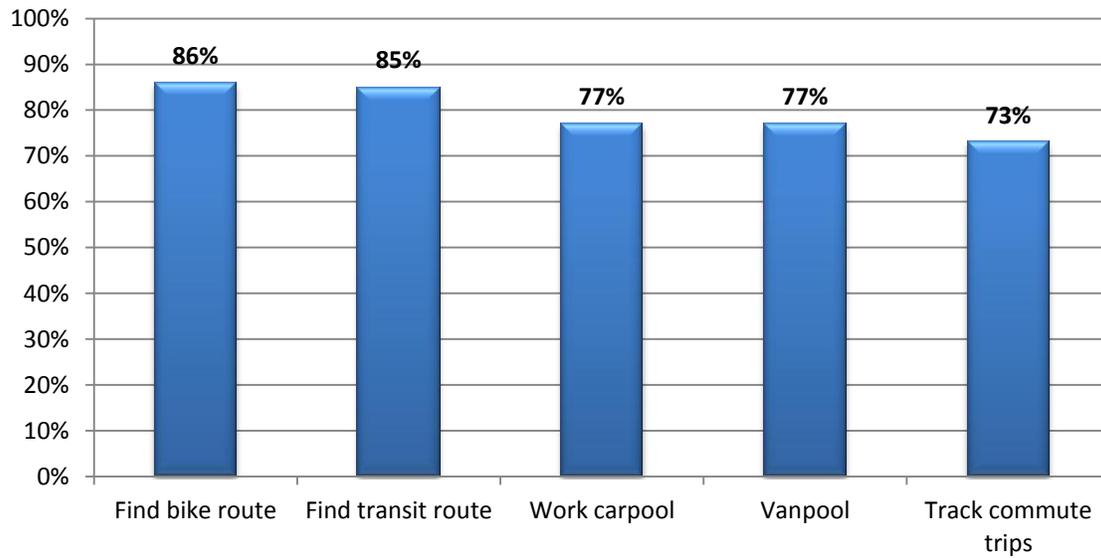
Will You Recommend mywaytogo.org?



² A correlation coefficient of 1.0 indicates a perfect positive relationship between two variables. A correlation coefficient between 0.50 and 1.0 is considered a strong positive relationship. Therefore the correlation between how users rated their most recent experience and their intent to recommend the site is very strong.

Intent to recommend did not vary greatly by reason for visiting or using the site. Registered commuters who used the site to find a bike route or a transit route were more likely than other registered users to say that they probably or definitely will recommend mywaytogo.org.

Will Recommend by Reason for Visit



Improving mywaytogo.org

The survey questionnaire gave respondents the opportunity to say how they would improve mywaytogo.org. A complete list of all the comments is provided in Appendix I. Key themes and conclusions are provided below, along with examples of comments that support the conclusion. Please note that all comments have been provided verbatim, as they were written. They have not been modified to correct any grammar, punctuation or spelling errors.

Increase the number of potential carpoolers and vanpoolers registered on the site:

- Critical mass is still lacking.
- Get more people to use so that there is a wider selection of available travel times.
- Spread the word more and increase the registry database size to find more matches for potential carpooling. I've been signed up for months and only found one potential carpooler and it did not work out.
- Wish there were more options for carpool/vanpool, but that requires more people to sign up and use mywaytogo.org.
- I have been disappointed that there are never any carpool matches. How many people are in the carpool service? I would have thought that by now I would have at least seen some possible matches but it is always blank.
- More advertisement. It needs more members in certain areas to work. I cannot find anyone who travels to and from the same places as me for work.
- Keep up the community. The only reason I haven't used a carpool is that the database is probably not large enough. No one in my area is looking to carpool. I hope one day I can find a vanpool to the mountains and a carpool to work.
- I sought others traveling my way, and I posted my info on mywaytogo.org. I had one contact in six months - apparently not enough local usage to benefit me. My info doesn't change often, so I have left it up - I leave a common time, travel a common route, but have no one to share a ride with so I drive alone.
- Increasing usership would help form more carpools.
- I didn't see anyone signed up for a possible match, maybe more advertising.
- There are not enough people in the ride sharing program. I would love to carpool and I work fairly normal hours (9-5:30). If you could get more people on the website and make it easier to find carpooling, I'd be a happy user.
- More participants.
- Needs greater participation; opportunities for carpooling were very limited.
- Needs more traffic and input from potential carpool partners. Site doesn't appear to have problems. Marketing, awareness, and use are the problems.

Improve the search/matching capability for carpool and vanpool:

- Unorganized; didn't recognize my current vanpool when I was trying to find a new vanpool; I gave up using it after several unsuccessful tries.
- It would be great to get an email notice if someone joins in your area for carpooling or vanpooling.
- I have tried for over 1 year to get into a vanpool from Longmont to Broomfield Interlocken area and have not had any luck. You need to have someone on staff that actually helps put parties together.

- Allow the user to define the radius size around home/work to search for partners. Also define a search area on the corridors used.
- I think this could be a better tool for finding car/van pools. Currently you just put in your start and finish locations and wait to hear from someone, I guess. Wouldn't it be more powerful if I could see a map all trip originating from near me and ending near my destination? I can't figure out how to see a graphical representation of other people's commutes.
- I have tried several times to find a van pool to join. I see the same to vans daily during my commute for well over a year now. I even see one of the vans in some parking lots in Castle Rock. When I tried to find more information, the site is/way very difficult to maneuver through. I could not get a clear route designated, etc.!!!! I gave up.
- Broaden the search terms. I think this is why I did not find any commuters. I see the vans on my route every day so I know the route exists. But I didn't know what to put in as my beginning point or end point. I found 2 people who commuted from north powers to etc, emailed them both and got no response. I would suggest a how to video.
- I have a long commute (65 miles each way - 130miles everyday) and was trying to find a vanpool/carpool through waytogo back in July. I do see several waytogo half empty vans in the morning and afternoon that take the same road I do, but somehow I was never contacted by waytogo nor provided with a list of available vanpool in my area. My work hours are highly flexible, and I was willing to adjust those to avoid making the commute everyday with my personal car. My suggestions is to improve your customer service, or maybe making available the list of all vanpools/carpools with departure/arrival location/times and the number of seats available, so that people can view their options and sign up for what would fit them best (instead of waytogo trying to do that match).
- The ridematching tool is too clunky and non-intuitive. If someone enters their commute looking for carpool/ vanpool matches, it will likely show no matches. To post your commute is not obvious, nor it is obvious how if a match is found you will be notified. For vanpools, might be helpful to have them mapped. Lots of ppl drive to a walmart to catch a vanpool, so entering home address and work destination will exclude them from being matched in a van that would work for them.
- I would like to see if there is a way to sort by broader geographic locations. For example, I work in DTC and when I'm hunting prospective van pool riders, I have to search for Centennial, Lone Tree, Englewood, Greenwood Village, etc to try to find prospective riders instead of searching DTC for riders.
- Follow-up w/ people who register and are looking to join a van pool. Please list the different van pools in the area, (Example: Colorado Springs or Monument), their times and locations for pick up and drop off and a contact number. The website only has the person registering give information and there is no opportunity for flexibility. Many times the person registering could change their work hours if they knew when the vans were leaving and picking up and drop off locations. If they saw one that would meet their work schedule, they could contact that van and have them put them on a waiting list. The website was not helpful to me, personally.
- Improve ability to see other commuters. It worked better before.

Simplify trip logging:

- Have an easier way to copy trips. I use the same methods nearly every day. Other than that keep up the good work.
- For me, the entering of my log time on my bike was not simple. Four days a week I have the same schedule, but, I had trouble entering the data. I do not know how to make it easier, but, it did not always work.
- I found the interface for choosing one-way vs round-trip, and multiple days with the same trip, to be a bit confusing. It seemed like I had to relearn it each time. I'm not a UI expert, so I don't really have good suggestions on how to change it.
- I have stopped using the tracker to log my bus/light rail usage. The tracker is confusing and doesn't work well at all.
- Some modules took awhile to learn when copying information that did not change over from one day to the next and were not user friendly.
- It would be helpful to gather data from other sources automatically. For example, being able to have a smart phone app send travel data to an account to avoid double entry.
- Provide more stats for me. I want to be able to look at a glance to see how many days I've bike commuted, the miles, etc.
- I used it to log my miles and trips on my bike when commuting during the summer. But I have no idea what the point of that was, the information was kinda useless. The interface for updating the trip-log is pretty bad too, and discourages me from wanting to use it every day.
- Also, when I log trips, it would be helpful for it to not auto-fill with Bike and 5 miles. I would prefer it blank instead of the auto-filled content. Thanks!
- I found this a very difficult site to use. I preferred the old version for clean air recordkeeping.
- Improve the way we track our commutes. Not working as easy as it used to @ 2 years ago. The new format is kinda clunky.
- I leave the website open on my desktop so I can enter my data each day. Not a big deal, but I need to exit the dashboard to return to the home page and then back again. It wasn't obvious this is what I needed to do, but when I tried to enter data for the following day, an error message stated the date had already passed - or something like that. In reality, I needed to leave the page and then return to refresh. Would you be able to add a refresh feature to the dashboard page?
- The commute tracking could be streamlined quite a bit. In particular, it should save the info on trips you make frequently so you don't have to enter the same things many times.
- Toggling between logging miles and seeing my history at the same time could be smoother.
- For tracking commutes, it would be nice if you could set your own defaults; e.g., the distance to work is the same every day, and I always have to put it in.
- The commute-logging degraded, compared to the previous interface. It requires so much information that it feels like a surrender of privacy. In fact, with those with ECO Passes, it seems simpler for your organization to contact RTD and pull that data directly. For now, it requires my entering data that's more faulty than RTDs.
- The way to track commute trips is too cumbersome/time consuming to use. I commute using bicycle, which already tracks my trips, so I stopped using waytogo. If waytogo could pull my data directly from bicycle, that would be great.

- The site could be made easier to use. I would like to be able to save my standard commute so that I don't have to input addresses, distance, and mode of travel every time I log a commute.
- My typical commute is too complicated these days to use your website for tracking. It involves driving, carpooling, bus rides, and walking.
- Remember my commute length, so I don't need to edit it from 5 miles every day I track commutes.
- I had difficulty recording trips.

Improve incentives and recognition for logging trips:

- Get more lists for people to be at the top of. People like that. Like, most miles, most bike trips, etc.
- Maybe make a leader board for bike commuting, another one for bus commuting, etc., maybe a leader board for number of non-SOV miles... this will be much more informative!
- It would be fun if you could see more than the top ten users. That would give you a sense of where you stand among everyone. It would also be good to provide a link to a CO2 equivalents website so the number of tons saved has more meaning to the average person.
- Sponsored discounts through businesses.
- Offer incentives for trip tracking.

Improve mobile capability:

- For tracking trips. Track phone, based on speed and locations determine/guess walk/bike/bus/car/etc. Suggesting this it would take quite a bit to convince me your security is strong enough and no share policy for me to enable it.
- Mobile app that will allow you to track easier. Maybe remembering your commute in a better way.
- Make an app.
- Better interface for mobile site.
- Actually make it mobile-friendly. Make it the best/easiest/most intuitive way to get directions---people will never want to use it if it's not the best. Partner with RTD to get real-time bus information---THAT would be your unfair advantage in the multimodal directions game AND/OR make it truly multimodal---allow people to tell the program which modes of transportation they're willing to use and combine these to find the best route possible. If it's not the best then, truth be told, it's a giant waste of time and money to even continue working on and promoting this.
- waytogo app for iphone.
- Custom Smart Phone apps with safety focus. [Http:// routeSafe.us/](http://routeSafe.us/).
- I would use it more (especially on my phone) if it entered my starting location automatically like google maps does. It would also be great to include b-cycle options.
- Automate tracking for bicycle commuting by allowing connectivity with Strava or Apple Health app.
- I would think it would work great on a smart phone if it had some sort of ""find route"" from wherever you are. You could use your current location and find the best trails from there.
- Mobile app, rather than mobile access through internet.

- Throw it in the garbage and find a way to adapt Google Maps into a mobile based app. Who is going to go onto their desktop computer to find their commuter route and then just leave? All searching for commuting routes happens on mobile today, in the moment.

Improve navigation

- It would be nice to have a login page right when you land on the waytogo site instead of having to click the "Find your way to go" for those of us already signed up.
- More intuitive site that allows you to pick up where you left off.
- Organization of the site is awkward and difficult to use.
- I log my trips in mywaytogo every week, but I never knew that the site could be used to try to make a bus or bike route. I once logged my trip via the map interface there, but the next step was not very clear as far as seeing bus/bike/carpool alternatives.
- I was initially frustrated that I had to wait for the site to load and go somewhere else. Also might be nice to have access to a human who can trouble shoot for those less familiar with the area.
- The site is very functional, but is not immediately intuitive. I tend to scramble around a bit before finding what I am looking for.
- It wasn't easy to navigate, then when I searched, absolutely nothing would come up as an option, no matter how I tried to search. Then tried again for a new job in a different direction, nothing again.

Improve transit route planning

- It's a bit confusing how to change the RTD times to better match your schedule instead of when you search.
- This was at least a year ago, but the website wasn't helpful, slow, and difficult to use. I found the RTD website to be much more efficient.
- The interface & just making sure you're including all bike & public transit routes - I found that to be quite lacking, ultimately making the site useless to me.
- Better map for the park and ride locations.
- Better transit router. Use maps that integrate with other maps, like Google. And that include transportation amenities, park and ride lots, bike pools, bikeshare stations, carshare, bike parking.
- Coordinating the organization of transportation resources for destinations outside RTD service area, eg. Castle Rock, El Paso County communities.

Improve bicycle routing

- The bike route between my house and my work has me riding on Josephine going the wrong way. The rest of the route is OK, but that is not! For reference, I live near the Bike Depot in Park Hill and Bike to about 6th and Grant. Check it out. It is crazy. Definitely not the best route. Google does it better. If you want to be known for the source for transportation, then you've got to get reliable routes up there for folks. What if you made like a "dare devil fast" option and a "safe, slow, and steady" route. Or an optimize bike line route, or something? Anyway, I was pretty disappointed in that and would only be back if I wanted to check out carpooling, which I don't think I'm into.

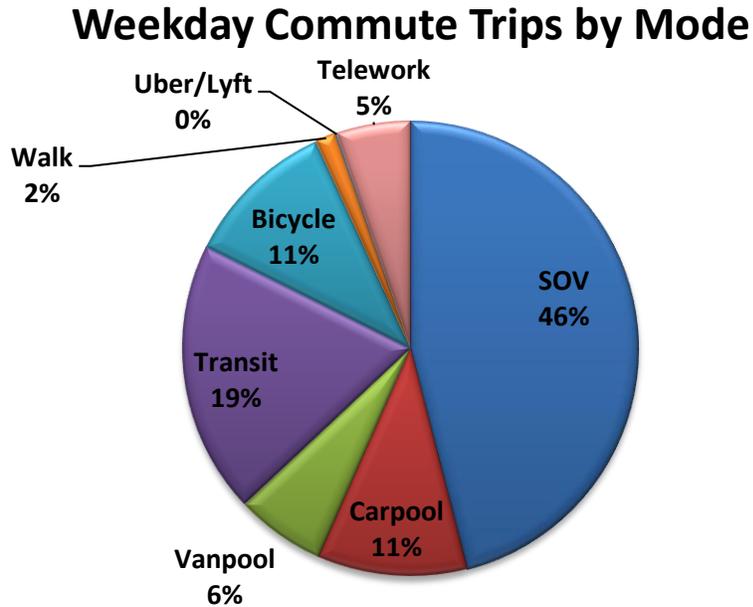
- I think if there was an overlay of crime stats that would be helpful. I ride my bike as much as possible and would like to know crime stats in the various neighborhoods for safety.
- It looks great, I have not used it to its full capability. I bicycle, can there be multiple, in-sequence, directions (point A to B to C ...)? I cannot revise the start/stop points.
- I'd love a way to point out tips commuters can use to make their bike routes better -- like suggesting that people try the Goldsmith Gulch trail underpass under Yale instead of crossing a few yards to the east at the Highline Canal (where there's no controlled crossing). A way to suggest changes to traffic control devices or request public works attention to road problems on-site would also be very useful!
- Your bike routes are dangerous. Google maps does a much better job and you can modify you route and tell others. To many time I see bikers on dangerous roads when they could be on a safer route.

Improve compatibility with older browsers

- Make sure older browsers are able to open the program- explorer
- I'll have more ideas when I'm able to get my business onto IE 11, as our version doesn't work with your website, so I'm unable to get more vanpools and carpools started.
- The user interface to waytogo is extremely poor. Backwards compatibility to older browsers is even worse - and I can't upgrade my employer's IT system. Also, the search feature of waytogo is poor at best - it's not a surprise that riders wishing to find a car/van pool can't use this website very effectively. This site and user interface needs much work. Currently it is NOT helpful.

Travel to Work

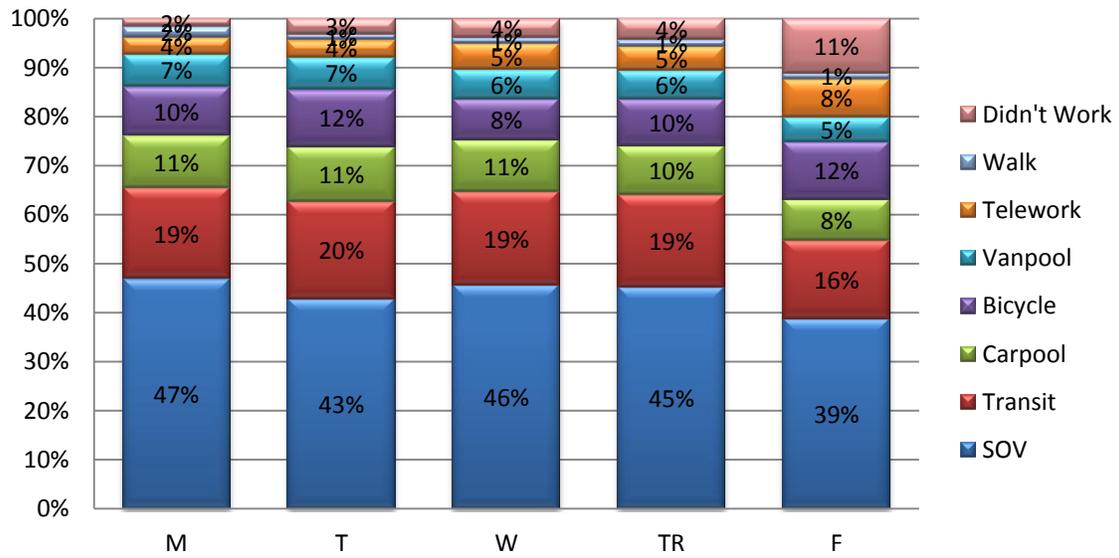
Registered work commuters made less than half of their weekday commute trips by single occupant vehicle (SOV). This compares favorably to the Denver region as a whole, where nearly 75 percent³ of commute trips are made by SOV.



³ American Community Survey, Means of Transportation to Work, 5-year estimates, nine counties making up the Denver region and SW Weld County.

Mode share did not vary substantially by day of the week. Compared to the other four days of the work week, registered work commuters were more likely to either telework or not work on Friday. Otherwise, the share of trips for each mode was fairly consistent from day to day.

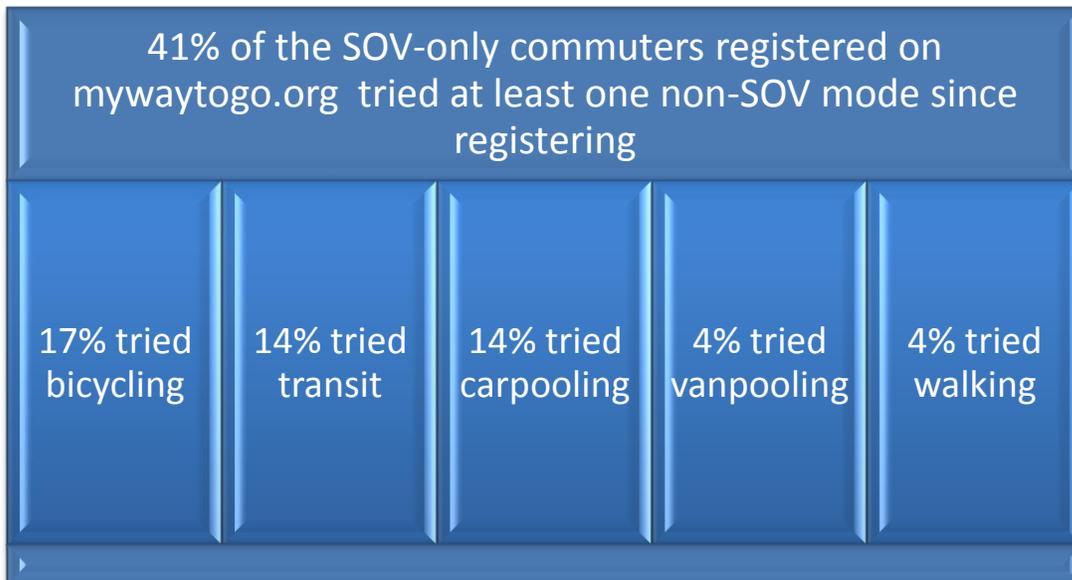
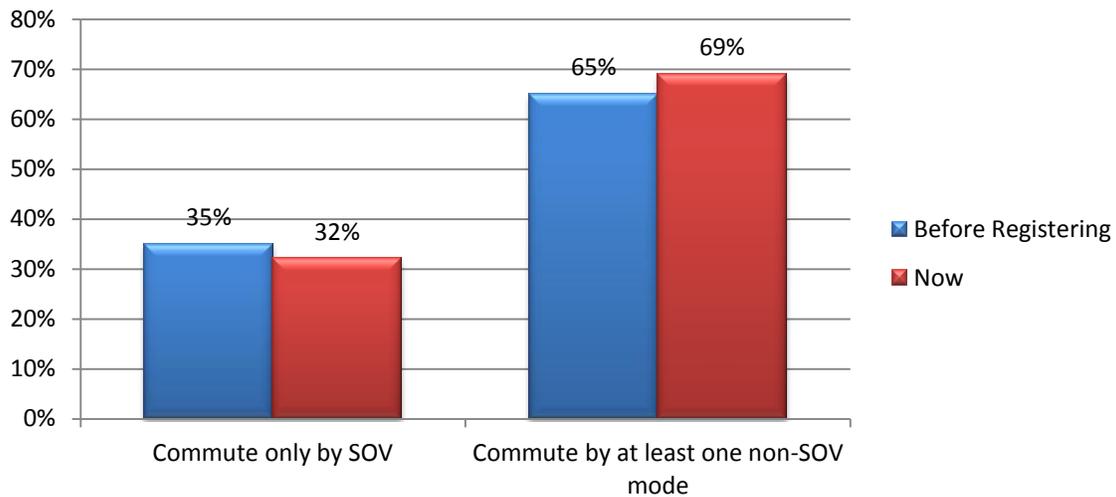
Mode Share by Day of Week



Commuting by Non-SOV Modes

Registering and using mywaytogo.org has some impact on how commuters travel to work. Among registered commuters, commuting by a non-SOV mode at least one day per week increased from 65 percent before registration to 69 percent when the survey was conducted. Even among registered commuters who continued to commute only by SOV, 41 percent at least tried a non-SOV mode after registering.

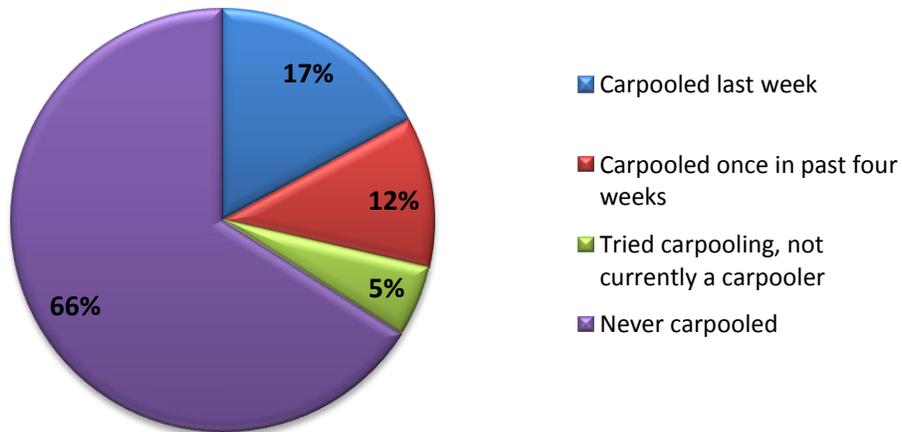
Use of Non-SOV Modes by Registered Commuters



Carpooling

Carpooling is a popular mode choice among work commuters registered on mywaytogo.org. Compared to about 9 percent⁴ for the Denver region, 17 percent of registered work commuters carpoled during the week preceding the survey (frequent carpoolers). An additional 12 percent hadn't carpoled in the past week, but had carpoled to work at least one time during the past four weeks (occasional carpoolers). Another 5 percent had tried carpooling since registering, but were not currently carpooling.

Carpool Commuting

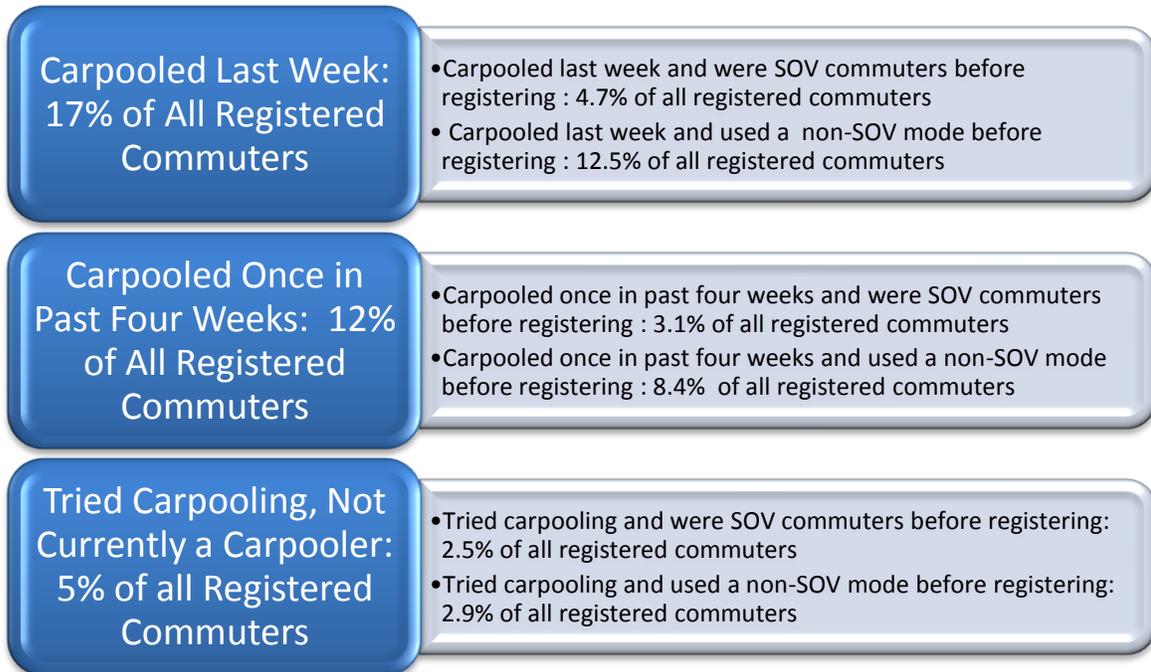


⁴ American Community Survey, Means of Transportation to Work, 5-year estimates, nine counties making up the Denver region and SW Weld County.

Frequent carpoolers, those who carpooled at least one day during the prior week, had a longer one-way commute distance (nearly 21 miles) than occasional carpoolers (about 16 miles). All carpools were roughly the same size, slightly larger than two commuters per carpool.

Frequent Carpoolers (at least once per week)	Occasional Carpoolers (once in four weeks)	All Carpoolers
<ul style="list-style-type: none">• 2.2 commuters per carpool• 3.0 carpool days per week• 20.9 one-way miles	<ul style="list-style-type: none">• 2.3 commuters per carpool• Less than one day per week (assume 0.25)• 16.2 one-way miles	<ul style="list-style-type: none">• 2.2 commuters per carpool• 1.9 carpool days per week• 19.1 one-way miles

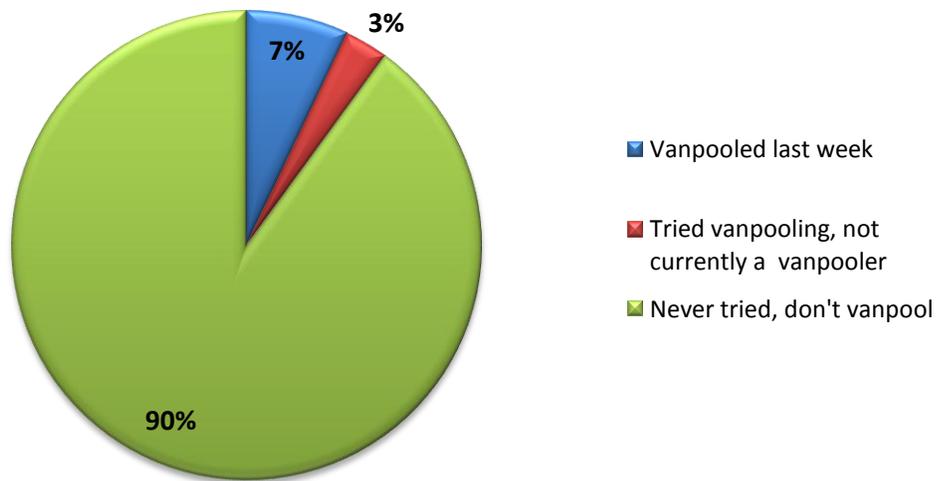
Using the mywaytogo.org site probably helped 7.8 percent of all registered commuters convert from always driving alone to carpooling at least occasionally. This number is composed of 4.7 percent who carpoled at least once in the previous week and were SOV commuters prior to registering and 3.1 percent who carpoled once in the past four weeks and were SOV commuters prior to registering. An additional 2.5 percent of all registered commuters tried carpooling, but continue to drive alone.



Vanpooling

About 7 percent of all registered work commuters vanpooled at least one day during the week preceding the survey, averaging 4.3 vanpool days during the week and 40.3 one-way commute miles. An additional 3 percent of registered work commuters tried vanpooling, but did not continue. The American Community Survey does not distinguish between carpooling and vanpooling, but for the Denver region as a whole less than 1 percent of commuters travel in carpools larger than four or more commuters.

Vanpool Commuting



4.3 vanpool days per week

40.3 one-way commute miles

Using the mywaytogo.org site probably helped 1.7 percent of all registered commuters convert from always driving alone to vanpooling at least one day per week. Vanpooling requires a commitment that makes it nearly impossible to vanpool less often than at least a few days per week. An additional 1.9 percent of all registered commuters tried vanpooling, but continue to drive alone.

Vanpooled Last Week: 7% of All Registered Commuters

- Vanpooled last week and were SOV commuters before registering: 1.7% of all registered commuters
- Vanpooled last week and used a non-SOV mode before registering: 5.3% of all registered commuters

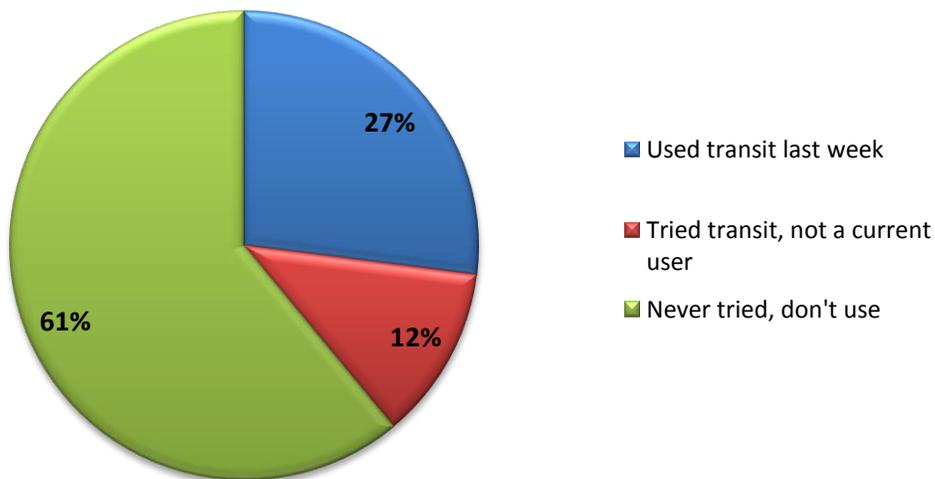
Tried Vanpooling, Not a Current Vanpooler: 3% of All Registered Commuters

- Tried vanpooling and were SOV commuters before registering: 1.9% of all registered commuters
- Tried vanpooling and used a non-SOV mode before registering : 1.0% of all registered commuters

Transit

Transit is used by more than a quarter of the work commuters registered on mywaytogo.org. Compared to about 4.5 percent⁵ for the Denver region, 27 percent of registered work commuters used public transit an average of 3.4 days during the week preceding the survey. Another 12 percent had tried transit since registering, but were not currently using it for work commuting. Transit commuters registered on the site travel an average of 17.8 miles, one-way, from home to work.

Transit Commuting



3.4 transit days per week

17.8 one-way commute miles

⁵ American Community Survey, Means of Transportation to Work, 5-year estimates, nine counties making up the Denver region and SW Weld County.

Using the mywaytogo.org site probably helped 1.3 percent of all registered commuters convert from always driving alone to transit at least one day per week. An additional 2.9 percent of all registered commuters tried transit, but continue to drive alone.

Used Transit Last Week: 27% of All Registered Commuters

- Used transit last week and were SOV commuters before registering: 1.3% of all registered commuters
- Used transit last week and used a non-SOV mode before registering: 25.7% of all registered commuters

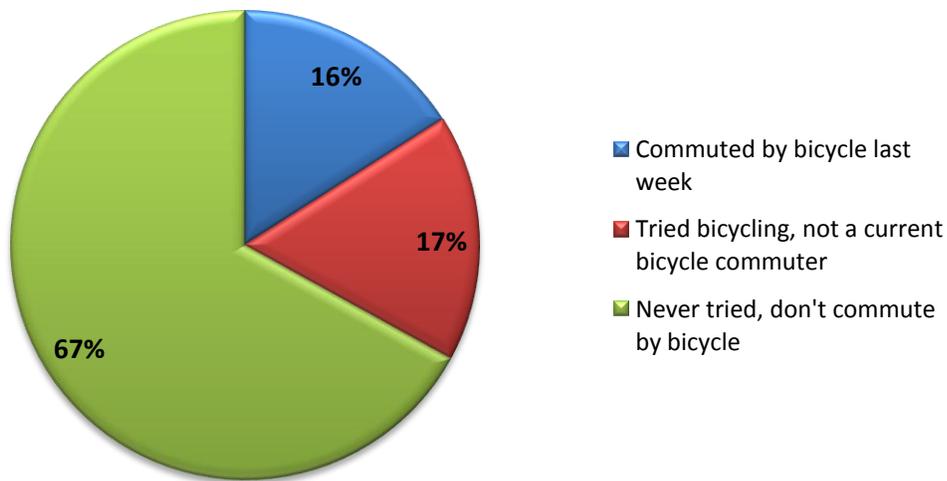
Tried Transit, Not a Current User: 12% of All Registered Commuters

- Tried transit and were SOV commuters before registering : 2.9% of all registered commuters
- Tried transit and used a non-SOV commute mode before registering : 9.3% of all registered commuters

Bicycling

Bicycling is the mode of choice for 16 percent of the work commuters registered on mywaytogo.org, compared to about 1.2 percent⁶ for the Denver region. For registered bicycle commuters, the average number of bicycle commute days was 3.2 for the week preceding the survey. They travel an average of seven miles, one-way, from home to work. An additional 17 percent of registered work commuters tried bicycle commuting, but did not continue.

Bicycle Commuting

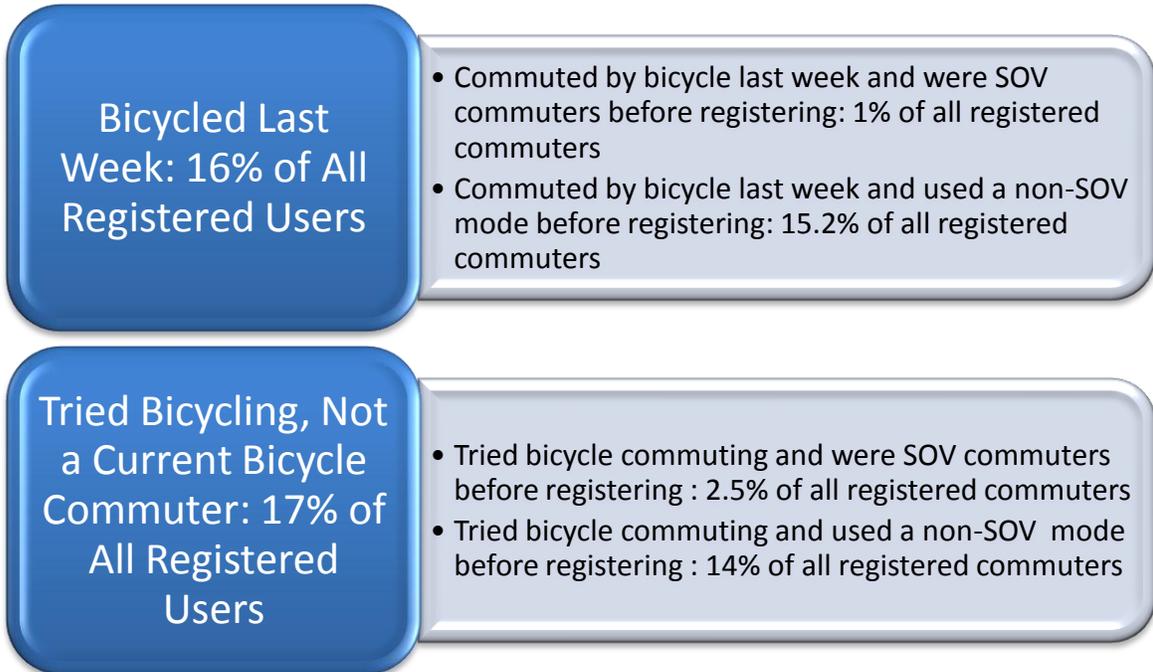


3.2 bicycle days per week

7.0 one-way commute miles

⁶ American Community Survey, Means of Transportation to Work, 5-year estimates, nine counties making up the Denver region and SW Weld County.

Using the mywaytogo.org site probably helped 1 percent of all registered commuters convert from always driving alone to commuting by bicycle at least one day per week. An additional 2.5 percent of all registered commuters tried bicycle commuting, but continue to drive alone.



User Demographics

The survey asked respondents to identify themselves by age group and gender. As indicated by survey responses and Google Analytics data for the mywaytogo.org registration page, site registrations were fairly cross-generational in 2014. Millennials (18-35) made up about 31 percent of the registrants. Generation X (36-50) represented 36 percent, and Baby Boomers (51-70) represented 33 percent.

Age

Survey Respondents		Google Analytics	
Age	Percent of Respondents	Age	Percent of Registration Sessions
18-35 (Millennial)	31%	18-34	32%
36-50 (Generation X)	36%	35-54	43%
51-70 (Baby Boomer)	33%	55-64	10%
71 or older	Less than 1%	65+	15%

Regardless of the reason for using the site, Millennials or Generation X commuters were the largest age groups of registered users. The one exception was vanpool, where Baby Boomers represented 39 percent of the registered commuters searching for a vanpool and Millennials were only 26 percent.

Age by Reason for Visit

Age	Find Bike Route	Find Transit Route	Work Carpool	Vanpool	Track Commute Trips
18-35 (Millennial)	31%	27%	36%	26%	37%
36-50 (Generation X)	41%	37%	35%	34%	39%
51-70 (Baby Boomer)	28%	36%	29%	39%	24%
71 or older	0%	0%	0%	1%	0%

Registered commuter site users were about equally divided between men and women.

Gender

Survey Respondents		Google Analytics	
Gender	Percent of Respondents	Gender	Percent of Sessions
Male	48%	Male	53%
Female	52%	Female	47%

Commuters who registered and were searching for a bicycle route were more likely to be male. All other uses were fairly equal between men and women, or slightly more female.

Gender by Reason for Visit

Gender	Find Bike Route	Find Transit Route	Work Carpool	Vanpool	Track Commute Trips
Male	57%	47%	47%	46%	50%
Female	43%	53%	53%	54%	50%

Appendix I: Please Tell Us Your Ideas for Improving mywaytogo.org

Comments are presented verbatim, exactly as respondents recorded them. Any grammar, punctuation or spelling errors have not been corrected.

Browser

- Make sure older browsers are able to open the program- explorer
- I'll have more ideas when I'm able to get my business onto IE 11, as our version doesn't work with your website, so I'm unable to get more vanpools and carpools started.
- The user interface to waytogo is extremely poor. Backwards compatibility to older browsers is even worse - and I can't upgrade my employer's IT system. Also, the search feature of waytogo is poor at best - it's not a surprise that riders wishing to find a car/van pool can't use this website very effectively. This site and user interface needs much work. Currently it is NOT helpful.
- Should be more mobile friendly and accessible by any browser type, had a lot of technical issues and the website is difficult or wouldn't work on a phone

Trip Logging

- Have an easier way to copy trips. I use the same methods nearly every day. Other than that keep up the good work.
- For me, the entering of my log time on my bike was not simple. Four days a week I have the same schedule, but, I had trouble entering the data. I do not know how to make it easier, but, it did not always work.
- I found the interface for choosing one-way vs round-trip, and multiple days with the same trip, to be a bit confusing. It seemed like I had to relearn it each time. I'm not a UI expert, so I don't really have good suggestions on how to change it.
- I have stopped using the tracker to log my bus/light rail usage. The tracker is confusing and doesn't work well at all.
- Some modules took awhile to learn when copying information that did not change over from one day to the next and were not user friendly.
- I used this web site in 2013 to record my bicycling commutes. It was not difficult to enter data for a frequent commute once and re-use that information for subsequent commutes. In 2014, I went to the site again. I was under a great deal of pressure at work and had very little time to spare, which I say by way of excusing my comment here as possibly just resulting from my stress at the time. It appeared that the means of identifying trips had changed and that I would have to manually re-enter all the data for each trip. Perhaps I simply did not take sufficient time to re-acquaint myself with how the site works but the result was that I felt it was not worth my time to return and enter further data.
- Get more lists for people to be at the top of. People like that. Like, most miles, most bike trips, etc.
- It would be helpful to gather data from other sources automatically. For example, being able to have a smart phone app send travel data to an account to avoid double entry.
- Provide more stats for me. I want to be able to look at a glance to see how many days I've bike commuted, the miles, etc. All I see are how many trips I've recorded, which could include driving myself in a car. Also, the leader board - that seems to

- favor trips as well, not necessarily bike commuting or carpooling. Maybe make a leader board for bike commuting, another one for bus commuting, etc., maybe a leader board for number of non-SOV miles... this will be much more informative!
- For tracking trips. Track phone, based on speed and locations determine/guess walk/bike/bus/car/etc. Suggesting this it would take quite a bit to convince me your security is strong enough and no share policy for me to enable it.
 - I used it to log my miles and trips on my bike when commuting during the summer. But I have no idea what the point of that was, the information was kinda useless. The interface for updating the trip-log is pretty bad too, and discourages me from wanting to use it every day.
 - Also, when I log trips, it would be helpful for it to not auto-fill with Bike and 5 miles. I would prefer it blank instead of the auto-filled content. Thanks!
 - I found this a very difficult site to use. I preferred the old version for clean air recordkeeping.
 - Improve the way we track our commutes. Not working as easy as it used to @ 2 years ago. The new format is kinda clunky.
 - Mobile app that will allow you to track easier. Maybe remembering your commute in a better way.
 - I leave the website open on my desktop so I can enter my data each day. Not a big deal, but I need to exit the dashboard to return to the home page and then back again. It wasn't obvious this is what I needed to do, but when I tried to enter data for the following day, an error message stated the date had already passed - or something like that. In reality, I needed to leave the page and then return to refresh. Would you be able to add a refresh feature to the dashboard page?
 - The commute tracking could be streamlined quite a bit. In particular, it should save the info on trips you make frequently so you don't have to enter the same things many times.
 - Toggling between logging miles and seeing my history at the same time could be smoother.
 - For tracking commutes, it would be nice if you could set your own defaults; e.g., the distance to work is the same every day, and I always have to put it in.
 - The commute-logging degraded, compared to the previous interface. It requires so much information that it feels like a surrender of privacy. In fact, with those with ECO Passes, it seems simpler for your organization to contact RTD and pull that data directly. For now, it requires my entering data that's more faulty than RTDs.
 - The way to track commute trips is too cumbersome/time consuming to use. I commute using bcycle, which already tracks my trips, so I stopped using waytogo. If waytogo could pull my data directly from bcycle, that would be great.
 - The site could be made easier to use. I would like to be able to save my standard commute so that I don't have to input addresses, distance, and mode of travel every time I log a commute.
 - My typical commute is too complicated these days to use your website for tracking. It involves driving, carpooling, bus rides, and walking.
 - My typical commute is too complicated these days to use your website for tracking. It involves driving, carpooling, bus rides, and walking.
 - Remember my commute length, so I don't need to edit it from 5 miles every day I track commutes
 - It would be fun if you could see more than the top ten users. That would give you a sense of where you stand among everyone. It would also be good to provide a link

- to a CO2 equivalents website so the number of tons saved has more meaning to the average person.
- I had difficulty recording trips. I started recording trips for a chance to win during bike to work week 2014 and continued logging through the summer. I don't quite understand the purpose of the site or whether way to go is a service?
 - It is still really difficult to find carpool buddies.

Navigation

- It would be nice to have a login page right when you land on the waytogo site instead of having to click the "Find your way to go" for those of us already signed up.
- More intuitive site that allows you to pick up where you left off.
- Organization of the site is awkward and difficult to use.
- I log my trips in mywaytogo every week, but I never knew that the site could be used to try to make a bus or bike route. I once logged my trip via the map interface there, but the next step was not very clear as far as seeing bus/bike/carpool alternatives.
- I was initially frustrated that I had to wait for the site to load and go somewhere else. Also might be nice to have a access to a human who can trouble shoot for those less familiar with the area.
- The site is very functional, but is not immediately intuitive. I tend to scramble around a bit before finding what I am looking for.
- It wasn't easy to navigate, then when I searched, absolutely nothing would come up as an option, no matter how I tried to search. Then tried again for a new job in a different direction, nothing again.

Transit trip planning

- It's a bit confusing how to change the RTD times to better match your schedule instead of when you search.
- It's a solid site if you're looking for carpooling or people to commute with, but doesn't do much for me that I get from Google Maps directly. I realize I'm not the key demographic though, which is why I'll recommend it to folks who are looking at alternative ways to get to work.
- This was at least a year ago, but the website wasn't helpful, slow, and difficult to use. I found the RTD website to be much more efficient.
- When I need a bus schedule I usually just go to rtd-denver.org. Sometimes I use MWTG for looking at the bus and walking map to get from Boulder to Denver. Occasionally I look on MWTG to see what vanpools there are to Denver. I have a Nissan Leaf, so if you had any tie-in with finding charging stations in Denver I could use it that way to plan Boulder to Denver trips in an electric car. Great website!
- The interface & just making sure you're including all bike & public transit routes - I found that to be quite lacking, ultimately making the site useless to me.
- better map for the park and ride locations
- Better transit router. Use maps that integrate with other maps, like Google. And that include transportation amenities, park and ride lots, bike pools, bikeshare stations, carshare, bike parking.
- I'm not your target user. I'm someone who knows their bike routes and I'm not interested in carpooling. I would like easier inputting my trips.
- Coordinating the organization of transportation resources for destinations outside RTD service area, eg. Castle Rock, El Paso County communities

Bike route planning

- The bike route between my house and my work has me riding on Josephine going the wrong way. The rest of the route is OK, but that is not! For reference, I live near the Bike Depot in Park Hill and Bike to about 6th and Grant. Check it out. It is crazy. Definitely not the best route. Google does it better. If you want to be known for the source for transportation, then you've got to get reliable routes up there for folks. What if you made like a ""dare devil fast"" option and a ""safe, slow, and steady"" route. Or an optimize bike line route, or something? Anyway, I was pretty disappointed in that and would only be back if I wanted to check out carpooling, which I don't think I'm into.
- I think if there was an overlay of crime stats that would be helpful. I ride my bike as much as possible and would like to know crime stats in the various neighborhoods for safety.
- It looks great, I have not used it to its full capability. I bicycle, can there be multiple, in-sequence, directions (point A to B to C ...)? I cannot revise the start/stop points.
- I'd love a way to point out tips commuters can use to make their bike routes better -- like suggesting that people try the Goldsmith Gulch trail underpass under Yale instead of crossing a few yards to the east at the Highline Canal (where there's no controlled crossing). A way to suggest changes to traffic control devices or request public works attention to road problems on-site would also be very useful!
- Your bike routes are dangerous. Google maps does a much better job and you can modify you route and tell others. To many time I see bikers on dangerous roads when they could be on a safer route.

Carpool/vanpool matching

- Since the upgrade to mywaytogo, I haven't had any hits for carpool/vanpool. There was one for a van pool, but it isn't going to work for me. With your old system, I at least had some possible car/van pools come up. Since waytogo, I haven't had any hits.
- unorganized; didn't recognize my current vanpool when I was trying to find a new vanpool; I gave up using it after several unsuccessful tries
- It would be great to get an email notice if someone joins in your area for carpooling or vanpooling.
- critical mass is still lacking
- So far it hasn't worked for me at all. I'd love to use it if I could get a carpool. I never tried it for bike routes bc google does a decent job of that. Is Waytogo better?
- If someone got back, to me would be great , no communication, opened two ways.
- Get more people to use so that there is a wider selection of available travel times
- Spread the word more and increase the registry database size to find more matches for potential carpooling. I've been signed up for months and only found one potential carpooler and it did not work out.
- If I remember correctly there was no way to facilitate getting a carpool or vanpool ride going from say Lafayette that arrived by a specific time and left by a specific time. That would be what I'm interested in.
- Didnt help me find a carpool arrangement so what was the point?
- I have tried for over 1 year to get into a vanpool from Longmont to Broomfield Interlocken area and have not had any luck. You need to have someone on staff that actually helps put parties together.
- Wish there were more options for carpool/vanpool, but that requires more people to sign up and use waytogo.
- There were no responses to commuters in my area.

- I have just never experienced any success at finding carpooling in my area. I am not sure you can improve that.
- I have been disappointed that there are never any carpool matches. How many people are in the carpool service? I would have thought that by now a would have at least seen some possible matches but it is always blank. Also, how do I know for sure that people would see my information and that I am interested in a carpool. Things are a little better on the vanpool side- I have inquired about a vanpool and did get a response back. I only use way to go to look for vanpools or carpools- I do not use it to log trips or search routes.
- Allow the user to define the radius size around home/work to search for partners. Also define a search area on the corridors used. - Cost compare all modes against each other and drop the CO2 saved. - Allow dashboard to be customizable. (I.e show only people in my network in the top ten commuters)
- More advertisement. It needs more members in certain areas to work. I cannot find anyone who travels the to and from the same places as me for work.
- There was no route that suited my commute. I understand I can become a vanpool starter but I don't want to do that. I wish I didn't have to jump through so many hoops just to be told there were no options for me.
- I would like it to be easier to form a carpool or vanpool. Right now, the options are kind of limited and lame. I tried to use way to go to find a commuting buddy but had zero luck.
- I never did find out how to join a car or van pool, all I could find was a way to start my own.... not what I want to do. Seems silly since I pass about 4 or 5 of these vans going to and from work daily.
- I commute from Downtown Denver to Broomfield. I registered in about July of 2014 and really haven't had any inquiries from individuals looking to carpool.
- To be able to carpool I found out I have to drive in the opposite direction to get farther from work to qualify to carpool! Not working for me.
- I think this could be a better tool for finding car/van pools. Currently you just put in your start and finish locations and wait to hear from someone, I guess. Wouldn't it be more powerful if I could see a map all trip originating from near me and ending near my destination? I can't figure out how to see a graphical representation of other people's commutes.
- It only helps with current users. It doesn't provide possibilities for users. For ex. I don't find anyone in waytogo who I can pair for carpooling. However I am sure there are people out there. How does waytogo bring them in so that people can engage in carpooling.
- The new dashboard really sucks. I cannot find ANY matches to others to carpool with. Whereas it's abundantly clear this website wants me to LOG how I commute - which I do not care about at all.
- I have tried several times to find a van pool to join. I see the same to vans daily during my commute for well over a year now. I even see one of the vans in some parking lots in Castle Rock. When I tried to find more information, the site is/way very difficult to maneuver through. I could not get a clear route designated, etc!!!! I gave up.
- It will probably take time, but I haven't been able to find a carpool that will work with my schedule. Maybe I don't know how to use the site properly?
- I have tried using Ride Arrangers and RTD public carpool services for over 14 years, and I have NEVER found anyone to pick me up and take me to work and home for

agreement of money, which is carpooling, since I don't drive. It takes me 2 hours to get home at nite. That's why I need the carpool.

- Keep up the community. The only reason I haven't used a carpool is that the database is probably not large enough. No one in my area is looking to carpool. I hope one day I can find a vanpool to the mountains and a carpool to work.
- I have tried several times to find one of the hundreds of cars I share the road with to carpool to and from work, and I've been trying using your sight for over 2 years. Still I have not had one person respond to me when I email them. Also I see up to two carpool vans travel my exact route to work, with the exception of to my buildings parking lot, and these vans are not full, yet your website tells me there is no available vanpool for me. I would change my ways of travel if I were able to.
- Broaden the search terms. I think this is why I did not find any commuters. I see the vans on my route every day so I know the route exists. But I didn't know what to put in as my beginning point or end point. I found 2 people who commuted from north powers to etc, emailed them both and got no response. I would suggest a how to video.
- I sought others traveling my way, and I posted my info on mywaytogo. I had one contact in six months - apparently not enough local usage to benefit me. My info doesn't change often, so I have left it up - I leave a common time, travel a common route, but have no one to share a ride with so I drive alone.
- I have a long commute (65 miles each way - 130miles everyday) and was trying to find a vanpool/carpool through waytogo back in July. I do see several waytogo half empty vans in the morning and afternoon that take the same road I do, but somehow I was never contacted by waytogo nor provided with a list of available vanpool in my area. My work hours are highly flexible, and I was willing to adjust those to avoid making the commute everyday with my personal car. My suggestions is to improve your customer service, or maybe making available the list of all vanpools/carpools with departure/arrival location/times and the number of seats available, so that people can view their options and sign up for what would fit them best (instead of waytogo trying to do that match).
- Increasing usership would help form more carpools
- Seems impossible to find people in castle Rock to commute with.
- I didn't see anyone signed up for a possible match maybe more advertising
- There are not enough people in the ride sharing program. I would love to carpool and I work fairly normal hours (9-5:30). My commute is from the art district near downtown to the Meridian area (Lincoln exit down south) which, I know is a pretty common one because of all the traffic! If you could get more people on the website and make it easier to find carpooling, I'd be a happy user.
- I tried to get set up for a carpool to work, someone emailed and said they'd get back to me and never did. Maybe be more reliable on communication?
- The ridematching tool is too clunky and non-intuitive. If someone enters their commute looking for carpool/ vanpool matches, it will likely show no matches. To post your commute is not obvious, nor it is obvious how if a match is found you will be notified. For vanpools, might be helpful to have them mapped. Lots of ppl drive to a walmart to catch a vanpool, so entering home address and work destination will exclude them from being matched in a van that would work for them.
- I live in the mountains. Seems people around me don't want to carpool. I don't know if it is because they don't know of the opportunities or unwillingness.
- I have been trying to use. Never got contacted by anyone. I live in Monument travel 50 miles one way to Denver Monday thru Friday

- More participants
- The search function is not as useful as it was previously. I wish you would send emails to inactive members because I sent a lot of the introductory emails but never got a response so I have to assume those people are not really looking for a carpool.
- Get more people to participate. I've been unable to find a carpool or vanpool.
- I have contacted several people via the website and gotten zero response. I don't know if emails are going to spam or if they aren't interested..... Kind of a bummer. I wonder how many messages I haven't gotten from someone looking to carpool....?
- More carpool options
- Saving your carpool correctly is confusing. Also, for Denver Federal Center location it takes me to the heliport. It does not allow me to enter my specific location if the map system does not recognize it.
- More vanpool info; include all vanpools on the road.
- I would like to see if there is a way to sort by broader geographic locations. For example, I work in DTC and when I'm hunting prospective van pool riders, I have to search for Centennial, Lone Tree, Englewood, Greenwood Village, etc to try to find prospective riders instead of searching DTC for riders.
- Make it easier to find others to share ride with or start new van pool.
- I'm interested for using it to carpool on days too snowy to bike, but I've never had any luck finding a partner (no one listed as a match ever responds).
- needs greater participation; opportunities for carpooling were very limited. There are better ways to find bicycle routes to work.
- My poor experience wasn't the fault of the website. There just wasn't anyone interested in carpooling that met my work schedule
- Follow-up w/ people who register and are looking to join a van pool. Please list the different van pools in the area, (Example: Colorado Springs or Monument), their times and locations for pick up and drop off and a contact number. The website only has the person registering give information and there is no opportunity for flexibility. Many times the person registering could change their work hours if they knew when the vans were leaving and picking up and drop off locations. If they saw one that would meet their work schedule, they could contact that van and have them put them on a waiting list. The website was not helpful to me, personally.
- After registering with waytogo (or it's previous name) I spoke to a carpool driver one morning upon arriving to work at National Jewish Health. She was rude and unpleasant, causing me to not look into waytogo any further. BIG TURN OFF!
- Needs more traffic and input from potential carpool partners. Site doesn't appear to have problems. Marketing, awareness, and use are the problems.
- Can't see other people carpooling or offering to carpool together.
- I found that many people want to get a ride but none wanted to actually share to create a carpool...I am not interested in a being a cab service. It has been very disappointing experience.
- I just couldn't find any rides between work and home, yet i see WTG vehicles on the interstate and in the parking lot at work!
- Improve ability to see other commuters. It worked better before

Other

- more incentives
- Make an app
- Better interface for mobile site

- Have better dropdown selections for RTD park & rides. Also, be upfront about what info will be visible to others. As soon as I couldn't tell what would be made public, I tried to stop my request! I am concerned about how much of my personal info will be available to others with less than honorable intentions.
- Actually make it mobile-friendly. Make it the best/easiest/most intuitive way to get directions---people will never want to use it if it's not the best. Partner with RTD to get real-time bus information---THAT would be your unfair advantage in the multimodal directions game AND/OR make it truly multimodal---allow people to tell the program which modes of transportation they're willing to use and combine these to find the best route possible. If it's not the best then, truth be told, it's a giant waste of time and money to even continue working on and promoting this.
- waytogo app for iphone
- Custom Smart Phone apps with safety focus. [Http:// routeSafe.us/](http://routeSafe.us/)
- I would use it on my more (especially on my phone) if it entered my starting location automatically like google maps does. It would also be great to include b-cycle options.
- Automate tracking for bicycle commuting by allowing connectivity with Strava or Apple Health app
- Sponsored discounts through businesses.
- Offer incentives for trip tracking.
- I would think it would work great on a smart phone if it had some sort of ""find route"" from wherever you are. You could use your current location and find the best trails from there.
- Mobile app, rather than mobile access through internet.
- I think it would be great if you had periodic e-mails to inform us of great ideas or blogs to improve the ideas of carpooling and at least send us a message every other month so we get into the habits of using it more often.
- I think you guys are doing a great job already. One thing I found confusing from a UX perspective is there being both waytogo.org and mywaytogo.org. A few times I went to waytogo.org and it took me forever to figure out how to log in because I didn't realize I was supposed to use MYwaytogo.org. So maybe offer the user a login option from waytogo, or a more direct link to mywaytogo from waytogo. Also, as a side note, making a clearer connection between 36 commuting solutions, mywaytogo, and campaign efforts like the SOV one would be helpful. For a while I thought the SOV campaign, waytogo, and 36 commuting solutions were all separate efforts and organizations, but it seems to me that you're all connected in some way. I'm just suggesting some brand identity work to make everything clear and simple for people to use and support. I love the push for alternative transportation - thanks for your work and please keep it up!
- Throw it in the garbage and find a way to adapt Google Maps into a mobile based app. Who is going to go onto their desktop computer to find their commuter route and then just leave? All searching for commuting routes happens on mobile today, in the moment.

Appendix II: Survey Instrument

mywaytogo.org User Survey Exit this survey

Introduction

Way to Go is surveying people who have registered on the mywaytogo.org trip planning site. Your response to this short survey will help us make improvements to the site. Please take a few minutes to answer the questions that follow.



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Using mywaytogo.org

1. Thinking about your initial visit to mywaytogo.org, how did you first hear about the site?

- Online advertisement
- Advertisement on a bus or light rail train
- Billboard
- Radio advertisement
- Word of mouth (acquaintance, co-worker, family member, friend)
- Email
- Employer
- Child's school
- College
- Other (please specify)

2. Thinking about all of your visits to mywaytogo.org, how have you used the site?

Click on all of the ways that you have used mywaytogo.org

- Find a bike route
- Find a walking route
- Find a bus/light rail route
- Find potential partners for carpooling to work or to share your information with potential carpool partners
- Find potential partners for carpooling to an event
- Join or form a carpool for taking children to school
- Join or form a vanpool for work commuting
- Track commute trips?
- Other (please specify)

3. Thinking about your most recent visit to mywaytogo.org. how did you access the site?

- Smartphone
- Tablet
- Desktop or laptop computer

4. Still thinking about your most recent visit to mywaytogo.org, which Internet browser did you use?

- Apple Safari
- Google Chrome
- Internet Explorer 7 or 8
- Internet Explorer 9
- Internet Explorer 10
- Internet Explorer 11
- Mozilla Firefox
- Don't recall
- Other (please specify)

20%

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Commuting to Work

5. Before your first visit to mywaytogo.org, did you use any of the travel modes below at least one day per week for commuting to work? **Click on all that you used**

- Carpool
- Vanpool
- Bus or light rail
- Bicycle
- Walk
- I commute to work, but I did not use any of these travel modes
- I do not commute to work



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Exit this survey

Commuting to Work

6. Did you try using any of the travel modes below for commuting to work after visiting mywaytogo.org? **Click on all that you tried or continue to use.**

- Carpool
- Vanpool
- Bus or light rail
- Bicycle
- Walk
- No, I did not try any of these travel modes for work commuting

7. About how many **miles** do you travel **one-way from your home to work?**

Please enter the one-way distance rounded to the nearest whole mile.

8. Have you carpoled to work at all (even just one time) during the past four weeks? By carpool, we mean traveling to work in a private motor vehicle as a driver or passenger with at least one other adult commuter.

- Yes
- No



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Carpooling

9. If you carpoled at all during the past four weeks, how many adults, including you, were usually in your carpool?

10. How many of the people in your carpool group did you find through mywaytogo.org?

- None
- 1 person
- 2 people
- 3 people
- 4 or more people



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Commuting to Work

Please tell us how you commuted to work each day last week or for the most recent week that was a normal work week for you.

For each day of the week listed below, please click on the travel mode that you primarily used for commuting to work. If you commuted via more than one mode on a particular day, then select the mode that you used for the majority of your work trip. If you did not work on a particular day, then select "did not work or had the day off."

11. Monday - How did you travel to work last Monday?

Other (please specify)

12. Tuesday - How did you travel to work last Tuesday?

Other (please specify)

13. Wednesday - How did you travel to work last Wednesday?

Other (please specify)

14. Thursday - How did you travel to work last Thursday?

Other (please specify)

15. Friday - How did you travel to work last Friday?

Other (please specify)

16. Saturday - How did you travel to work last Saturday?

Other (please specify)

17. Sunday - How did you travel to work last Sunday?

Other (please specify)

60%

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Other Types of Trips

18. Did you try using any of the travel modes below for non-work types of trips (shopping, entertainment, running errands, visiting friends) after visiting mywaytogo.org? **Click on all that you tried or continue to use.**

- Carpool
- Vanpool
- Bus or light rail
- Bicycle
- Walk
- No, I did not try any of these travel modes for other types of trips



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Your Satisfaction with mywaytogo.org

19. Overall, how would you rate your most recent experience using mywaytogo.org?

	Extremely Poor	Poor	Fair	Good	Very Good	Excellent
Overall rating	<input type="radio"/>					

20. Do you think you will use mywaytogo.org again in the next 12 months?

- Definitely won't
- Probably won't
- Probably will
- Definitely will

21. If someone mentions to you that they might like to try commuting by bicycle, walking, bus or light rail, carpool or vanpool, will you recommend mywaytog.org to them?

- Definitely won't
- Probably won't
- Probably will
- Definitely will



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How Can We Improve?

22. Please tell us your ideas for improving mywaytogo.org



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About You

We have just two more questions to help us categorize responses.

23. Which of the following age categories best describes your age?

- Under 18
- 18 to 35
- 36 to 50
- 51 to 70
- 71 or older

24. Your gender

Male

Female

Thank you for completing our survey! Your feedback is very helpful.



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Done