OhioRideshare Survey
Preliminary Results

NOACA Air Quality Subcommittee
March 20, 2015
OhioRideshare Survey

• What is OhioRideshare?

OhioRideshare gives residents from 13 counties in Northeast Ohio the ability to identify potential carpool partners quickly and securely through the power to conduct searches for potential carpool partners online. OhioRideshare is a cooperative service offered by the Akron Metropolitan Area Transportation Study (AMATS), the Eastgate Regional Council of Governments (Eastgate), and the Northeast Ohio Areawide Coordinating Agency (NOACA).

• What is the purpose of the survey?

To learn about the experience of OhioRideshare’s users and to learn how AMATS, Eastgate and NOACA can improve that experience.
Survey Methodology

- **Survey Instrument**
  - Developed and reviewed by AMATS, Eastgate, NOACA and TripSpark staff in November/December 2014
  - Survey released December 18, 2014
  - Survey reminders sent: January 30, 2015; March 15, 2015

- **Target Population**
  - Total Ohio Rideshare Profiles (determined through GreenRide’s software newsletter feature): 7,117
  - Number of valid profiles (did not bounce back when sent test email by TripSpark): 4,823
  - Number of profiles listed as amenable to receive broadcast emails (e.g. newsletters): 2,640
  - Number of active Ohio Rideshare users: ???
  - Number of responses (3.18.2015): 72
Preliminary Results: Estimated Distance Between Respondent Home & Work Zip Codes

- Respondents were asked to provide the zip codes of both residence and workplace. NOACA staff used GoogleMaps to compute driving distance between zip codes.

- Descriptive Statistics (miles)
  - Maximum: 93
  - Minimum: 5
  - Mean: 28
  - Median: 24
Preliminary Results: Most Frequent Mode of Transportation for Commute to Work

- Drive Alone: 76%
- Carpool/Vanpool: 10%
- Public Transit (exclude Taxi): 7%
- Motorcycle: 0%
- Bicycle: 3%
- Walking: 1%
- Worked at Home: 0%
- Other (Uber/Lyft; No longer work): 3%
Preliminary Results: Do You Ever Carpool to Work?

- Yes 34%
- No 66%

NOTE: 70 responses
Preliminary Results: If You Carpool to Work, How Often?

- Every Day: 22%
- 3-4 Days Per Week: 22%
- 1-2 Days Per Week: 22%
- < One Day Per Week: 4%
- < One Day Per Month: 30%

NOTE: 23 responses
Preliminary Results: How Satisfied Are You With Finding Matches?

- Very Satisfied 4%
- Satisfied 9%
- Neutral 42%
- Unsatisfied 21%
- Very Unsatisfied 25%

NOTE: 57 responses
Preliminary Results: How Satisfied Are You With Your Carpool Partners?

- Very Satisfied: 5%
- Satisfied: 10%
- Neutral: 68%
- Unsatisfied: 8%
- Very Unsatisfied: 10%

NOTE: 40 responses
Preliminary Results: How Satisfied Are You With Customer Service?

- Very Satisfied: 7%
- Satisfied: 14%
- Neutral: 64%
- Unsatisfied: 5%
- Very Unsatisfied: 11%

NOTE: 44 responses
Preliminary Results: How Satisfied Are You With the Website?

- Very Satisfied: 9%
- Satisfied: 15%
- Neutral: 62%
- Unsatisfied: 4%
- Very Unsatisfied: 11%

NOTE: 47 responses
Preliminary Results: How Satisfied Are You Compared to Driving Alone?

- Very Satisfied 5%
- Satisfied 14%
- Neutral 70%
- Unsatisfied 7%
- Very Unsatisfied 5%

NOTE: 43 responses
Next Steps

- Continue gathering responses
- Analyze Free Response Data
  - What do you like most about OhioRideshare?
  - What do you like least about OhioRideshare?
  - What would you change about OhioRideshare?
  - Additional Comments?
- Share results with AMATS and Eastgate
- Share final results with Subcommittee
- Connect with Mid-Ohio Regional Planning Commission (MORPC)
Questions?