

1999 EMPLOYEE TRANSIT SURVEY

Fifth Planning District Commission

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The contents of this report reflect the view of the author, who is responsible for the facts and the accuracy of the data presented herein. The contents do not necessarily reflect the official views or the policy of the Federal Transit Administration or the Virginia Department of Rail and Public Transportation. It must also be stated that the contents of this report do not necessarily reflect the official views or the policy of the private companies whose employees were surveyed during the course of this study.

Metropolitan Planning Organization (MPO) acceptance of this report as fulfillment of this planning study does not constitute endorsement and/or approval of the need for any recommended improvements, nor does it constitute approval of their location and design, nor commitment to fund any such improvements. Additional project level assessments and/or studies of alternatives may be necessary.

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David Shelor, Nina Edwards and Rhonda Nichols	U.S. Food Service
Jim Brock and Sandra Jeffries	Rusco Window Co.
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Charlene Lester	Medeco Security Locks
Ms. Lee Blair	Blue Ridge Beverage
Sherry Rosenbaum	C.S. Integrated, L.L.C.
Sarah Wilson	Richfield Retirement Community
Kristin Layne	VISHAY-Vitramon
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John O'Neil	Maple Leaf Bakery
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Larry Martin	Elizabeth Arden
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Ian Keats
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Fifth Planning District Commission

EXECUTIVE SUMMARY

As a part of the Roanoke Valley Area Metropolitan Planning Organization's Unified Transportation Work Program, the staff of the Fifth Planning District Commission was directed to undertake a "New Transit Route Study" identifying areas within the urbanized area of the Fifth Planning District into which public transit service might be expanded. In this case, it was decided to conduct a survey of the employees of large businesses located beyond the current Valley Metro fixed route bus service network. The goal of the survey was to assess the demand for transit services among the employees at large firms located on the job-rich U.S. Route 221/460 (Orange Avenue) and 11/460 (West Main Street) corridors beyond the eastern and western endpoints of Valley Metro bus service.

The employee survey developed was a brief, one-page, simply worded questionnaire that was filled out by the employees at the workplace. All companies agreed to allow surveys to be distributed at their worksites and their human resource staff carried out survey distribution in March 1999. Over 3,400 surveys were distributed at 18 large companies, with nearly one-third of the forms coming back to the PDC. Survey data was entered into a Microsoft Access database for storage and analysis.

The survey found that, overall, roughly one out of every ten respondents said that they "definitely would use" or "may use" a bus or van service to commute to and from work. The overwhelming majority of these respondents claimed that they would use such a service four to five times a week, with most claiming five times. About another third of all responding employees said that they would "definitely not use" transit service to get to and from work. Most of these employees cited already having a personal vehicle or the flexibility that mode of transportation possesses as the reason why they would not use transit.

In conclusion, the survey results indicate that employee interest in using transit does exist, however limited, and that some firms may actually have concentrations of employees interested in using transit for their work commute trips. Additionally, the management of many of the large surveyed companies has already expressed to Planning District Commission staff their

interest in being served by transit. The 1999 Employee Transit Survey effort as a whole suggests to the researcher the following:

- A regional effort should be made to explore the potential for bringing new transit services to those businesses that participated in the survey and with other interested companies. Meetings should be set up between businesses, local officials, transportation providers such as Valley Metro and RADAR, economic development agencies, social service agencies, etc. to sound out private sector interest in transit and introduce private sector managers to relevant public sector officials.
- PDC and staff and/or Regional Network for Transportation members should help coordinate this effort and ensure that contact between these parties is maintained. A database of those individuals involved in this process needs to be created and updated.
- Private and public sector parties should be encouraged to make each other aware of how transit currently functions in our area, its strengths and limitations, what the private sector's transportation needs are.
- Following final MPO approval of this report, the Fifth Planning District Commission should share the results of the transit survey with any and all agencies interested in working to improve and expand transit. Copies of the survey report and other information that would assist management in identifying transit demand at worksites should be distributed free of charge to all the businesses who participated in the survey effort.
- RADAR has recently been awarded a federal Reverse Commute grant to establish an employment-based feeder van service that would connect with Valley Metro route endpoints. Transit meetings should be held at the PDC to assist in the development of this new service. New, more detailed transit surveys should be distributed to employees of businesses within the new service's anticipated service area after the system's operational details (cost, schedule, etc.) become clearer. This information can be used to more closely anticipate employee demand for transit and aid in setting up routes.

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1. INTRODUCTION TO THE STUDY

Background

As a part of the Roanoke Valley Area Metropolitan Planning Organization's Unified Transportation Work Program, the staff of Fifth Planning District Commission were directed to undertake a "New Transit Route Study" identifying areas within the urbanized area of the Fifth Planning District into which public transit service might be expanded.¹ Since the Valley Metro bus system is currently the one true public transit service within the urbanized boundary, staff defined the initial geographic study area to be anywhere within the urbanized area with public street access that was not directly served by Valley Metro buses. Thus, any urbanized location accessible via a public street without bus service was a potential candidate for study.

Next, locations in this large, general study area with at least a potential for ridership had to be identified. A typical method of identifying where potential transit ridership exists involves finding residential concentrations of persons who are likely to be "transit-dependent", that is, individuals who are forced to rely on transit service rather than the private automobile to meet their travel needs. The researcher looks at demographic variables found in the U.S. Census such as households with incomes below the poverty level or without automobiles ("Zero-Car Households"), or a large number of elderly residents. Those census tracts or block groups with concentrations of one or more of these characteristics are considered to have above average transit ridership potential. The census tracts and/or block groups are then mapped out and may be analyzed in-depth by conducting surveys of residents. Often these types of surveys take the form of written questionnaires that are distributed and returned to the researcher via the U.S. Mail, although the survey may also be conducted by phone or in-person interview. The survey attempts to determine to the extent possible the level of interest in and need for transit services and the extent to which those interviewed already use or would use transit.

¹ For the purposes of this study, the term "transit" means a mass transportation service utilizing buses and/or vans to provide fixed route or deviated fixed route transportation to the public on a regular and continuing basis. The term "public transit" implies that the service is open to the general public.

In this study, Fifth Planning District staff decided to use a survey as the research method to explore possible locations for new transit services. In this case, it was decided to conduct a survey of the employees of large businesses located beyond the current Valley Metro fixed route bus service network. The decision to focus the research on this group, or “population” in survey terminology, was made for several reasons.

First, while the U.S. Census is a useful tool way to identify potential areas of transit demand where new transit services might be located, this type of analysis had already been carried out in the Fifth Planning District Commission report entitled *Transit Feeder Demand Analysis Study (March 1995)*. Completed three years and a half years before the inception of the present report, the *Transit Feeder Demand Analysis* employed demographic variables from the 1990 U.S. Census to map out and rate the relative level of potential transit demand in Census-defined block groups outside of the City of Roanoke but otherwise throughout the Fifth Planning District.² Second, any attempt to conduct a survey of whole residential areas with potential transit demand was deemed to be beyond the scope of this project’s manpower and budget.

Staff decided that a new approach to identifying possible transit route locations was needed. It was determined that the research would focus on discovering transit demand in private sector companies. The possible results of such research were likely to provide new information, especially since businesses located outside the Valley Metro service area might have potential transit demand that had never been identified. Staff decided that large companies offered the best potential for finding new locations for transit routes. If transit demand truly existed among the employees at these bigger businesses then the latter could potentially provide sufficient ridership to sustain some sort of new transit service. This would be especially true if several of these large businesses with transit

²The demographic variables used in the *Transit Feeder Demand Analysis* were: population, number of households, education level, household income, home ownership and car ownership. The researcher used the relative concentration of these variables within block groups to rate the theoretical transit demand in the block group as High, Medium, Low, or Insufficient. For more information see the study itself, available at the Fifth Planning District Commission offices.

demand were located relatively near each other on the same roadway or highway corridor.

In fact, the groundwork for this private sector approach had already been laid. In 1998 the Regional Network for Transportation (RNT), a transportation-concerned consortium of public and non-profit agencies in which Planning District staff participate, surveyed some 60 of the largest businesses located outside the Valley Metro network regarding the need for public transportation. Slightly over half of the surveyed businesses responded to this mail out questionnaire, and most of these indicated an interest in being served by public transportation. Some even claimed a willingness to support and incentive or voucher program to reduce the transit costs for their employees if they could get transit service to their door.³ The RNT survey demonstrated a private sector interest in new public transportation services from the managerial perspective, and the communication that took place during the survey effort between RNT-affiliated agencies opened the door for further cooperation regarding this subject.

Although the management of many of the surveyed firms was positive about getting transit service, it was not known how interested the employees at these companies felt about transit. The human resource managers had apparently never surveyed their workers specifically about transit and only one of the firms that responded to the RNT survey could recall any outside agencies contacting them about their need for transit.⁴ A true lack of information concerning employee demand for transit services seemed to exist at businesses located in the initial study area of this present report. Therefore, it was decided to undertake a survey of the employees at large businesses located outside of the current Valley Metro bus network. The primary goal of this survey would be to assess the employee's general level of interest in using a transit service to commute to their jobs. That survey forms the basis for this present study.

³ A summary of the responses to the 1998 RNT survey is located in the first appendix to this report. Responses to the 1998 Regional Network for Transportation Public Transportation Needs Business Survey

⁴ See summary of responses to RNT survey in Appendix I.

2. METHOD OF RESEARCH

Development of the Survey Instrument

In the fall of 1998, a focus group composed of Regional Network for Transportation member agencies was formed to provide general technical assistance for the employee survey. This focus group, with input from local government and transit officials and university-based survey experts, developed the draft survey instrument (form). The survey instrument was a written questionnaire that was intended to be a workplace survey. In other words, the survey instrument would be distributed, filled out, and collected on the job. It was believed that a workplace survey stood a better chance of being completed and returned than a survey than a mail out survey or one where the employee was allowed to complete the survey at home and return it either by mail or to a collection point at the worksite.⁵ Since the survey instrument was to be filled out at the workplace where employee time would be limited, the focus group decided that the survey instrument had to be as brief, plainly worded, and easy to fill out.

The survey instrument that was developed and subsequently used was a simple, one-page questionnaire printed on an 8 ½” x 11” size paper.⁶ The survey was thus short in length and was designed so that it would not take the respondent more than a few minutes to complete. It solicited response to several close-ended and open-ended questions, the most important of which may be summarized as follows:

1. Do you normally have access to a personal vehicle for traveling to *and* from work? If so, is this transportation reliable? [respondents were instructed to circle YES or NO answer choices provided after each question]
2. If there was a bus or van service that you could use to travel to and from work, how *likely* would you be to use the service? [respondents were instructed to circle one of the following answer choices: “Definitely would use”, “May use regularly”, “May/May not use”, “Would not use regularly”, “Definitely would not use”]

⁵According to the Center for Survey Research at Virginia Tech, allowing employees to take the survey form home with them tends to reduce return rates, as the employees are far more likely to either lose the survey or simply forget to complete it).

⁶ See Appendix II of this report for a copy of the actual survey instrument used.

3. If you definitely “would use” or “may use” a bus or van service to travel to and from work, how *frequently* would you use the service? [respondents were instructed to circle one of the following answer choices: “Once a week”, “Twice a week”, “Three times a week”, “Four times a week”, or “Five times a week”]
4. If you said that you would never consider using a bus or van service to get to and from work, why not? [open-ended question; respondents could write their own answer]

The focus group developed a rather novel way to convince employees to do the survey. The introductory paragraph at the top of the survey form offered employees who completed and returned the survey by a specified date the chance to win two free admission passes to the Star City Cinema Grill, a local movie theater that had just opened and was anxious to spread its name throughout the area. The Star City Cinema Grill donated several hundred free movie admission passes that were eventually raffled off to employees who participated in the survey effort and paid for half the printing cost of the survey instrument. In exchange, the movie theater received a full page advertisement on the back of all the survey forms.⁷

Sample Selection

The next step was to determine which businesses were to be asked to participate in the survey. Drawing a preliminary list of businesses from the 1998 RNT survey seemed logical. After reviewing the survey responses, it became apparent that most of the firms who demonstrated a desire to be served by transit were clustered along the job-rich U.S. Route 460 east and west highway corridors. Based on this observation, the decision was then made to focus the survey effort on those large businesses located along the two following highway corridors:

1. The U.S. Route 460/221 corridor beyond the easternmost extent of Valley Metro service at King Street
2. The U.S. Route 11/460 corridor beyond the westernmost extent of Valley Metro service at Spartan Square shopping center in Salem.

⁷ This back page of the survey is not included in this document.

Using these criteria, a list of businesses for potential survey distribution was developed. Several members of the survey focus group (including the author) were assigned to manage the employee survey effort at specific businesses. In February 1999 these individuals contacted their assigned firms asked for management's permission to distribute the survey instrument to their employees. All the solicited companies approved the survey and agreed to manage the actual distribution and collection of the survey forms. Map I on the following page shows the location of the 18 firms whose survey data was used in this report.

Survey Procedure

Survey distribution commenced in March 1999. Survey forms were dropped off at the participating companies, where a company official (usually the human resource officer) arranged to have the forms given out to the employees. The completed surveys were collected by the same company official and subsequently returned to the Fifth Planning District Commission offices for data entry. Table 2.1 on page 8, "Employee Survey Distribution and Return Summary", illustrates the results of the survey distribution and return process.

[Click here for a map of employer locations](#)

Table 2.1. Employee Survey Distribution and Return Summary

Survey Distribution Site (Company Name)	Estimated Workforce Size at Distribution Site	Estimated # Surveys Distributed	Estimated % Workforce Surveyed	# Surveys Returned At Business	Return Rate at Company
John W. Hancock	275	250	91%	42	17%
Old Virginia Brick	100	92	92%	69	75%
U.S. Food Service	160	150	94%	41	27%
Rusco Window Co.	70	58	83%	46	79%
Salem Frame Co.	135	123	91%	52	42%
Hanson Concrete	80	70	88%	52	74%
R.R. Donnelley	280	231	83%	57	25%
Medeco	350	350	100%	41	12%
Blue Ridge Beverage	150	40	27%	17	43%
C.S. Integrated, L.L.C.	263	80	30%	31	39%
Wal-Mart	350	107	31%	22	21%
Richfield Retirement	550	360	65%	42	12%
Vitramon	350	350	100%	80	23%
Orvis	500	500	100%	216	43%
Maple Leaf Bakery	110	110	100%	39	35%
Crouse-Hinds	200	185	93%	80	43%
Elizabeth Arden	200	151	76%	113	75%
Transkrit	210	210	100%	20	10%
TOTALS	4,333	3,417	80%	1,060	31%

The figures shown above indicate that most companies managed to distribute the surveys to a large proportion of their estimated workforce. The survey return rate at most of the companies was sound, and the overall 31% return rate achieved can be considered quite good.

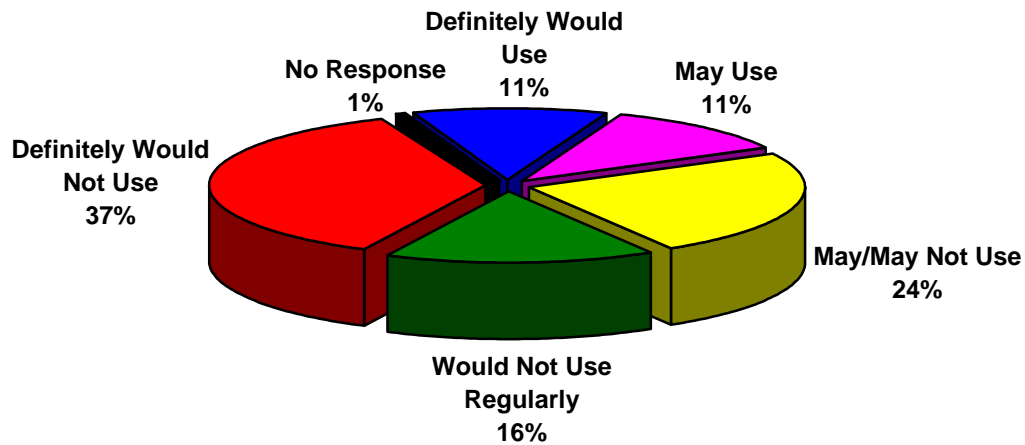
Data Analysis

Once the surveys were collected, the data was entered into a Microsoft Access database that had been set up by the planning district commission staff. A separate database was set up for each company that participated in the survey. Those databases were then combined into a larger database in order to get a complete picture of responses.

3. MAJOR RESEARCH FINDINGS

Of the employees who returned the survey, how likely would they be to use transit to travel to and from work? Chart 4.1 below illustrates how all 1,060 respondents answered this question using percentages.

Chart 3.1 If there was a bus or van service that you could use to travel to and from work, how likely would you be to use the service?



Thus, roughly one out of every ten of the employees who responded to the survey claimed that they “definitely would use” a bus or van service to get to and from work, and an equal number of respondents said that they might use it. About one out four respondents were neutral as to whether they would use transit, answering that they may or may not ride it.

Over half of all the survey respondents answered that they would not ride a transit service to work regularly (“would not use regularly”) or at all (“definitely would not use”). When asked why they would not use a transit service, the most common reason cited was simply that the respondent already had a car. Other common responses were that the respondent needed his/her car to run errands or for work trips and that the employee wanted the flexibility of the car.⁸

How often would those respondents who showed interest in transit use the service? Table 3.1 below shows that data. Of those employees who said they would definitely use a bus or van service to commute to and from work, nearly three-fourths responded that they would use the service five times per week. Adding in those of this same group who would use the service four times per week, over three-fourths (82%) of this same group would use such a transit service four to five times per week. This group represents nearly eight percent of all 1,060 survey respondents. Thus, roughly ten percent of all employees who responded to the survey claimed that they would definitely use a transit service that could get them to and from work four to five times a week.

Table 3.1. How frequently respondents who *definitely would use and may use* a bus or van service for their work commute would use the service.

How Frequently Respondents Would Use Bus/Van Service	Definitely Would Use Bus/Van Service			May Use Bus/Van Service		
	#	%	% All Survey Respondents	#	%	% All Survey Respondents
<i>Five Times per Week</i>	80	74%	7.5%	50	42%	4.7%
<i>Four Times per Week</i>	9	8%	0.8%	20	17%	1.9%
<i>Three Times per Week</i>	11	10%	1.0%	28	24%	2.6%
<i>Twice per Week</i>	4	4%	0.4%	13	11%	1.2%
<i>Once per Week</i>	4	4%	0.4%	7	6%	0.7%
<i>N.R.</i>	13	11%	1.2%	3	2%	0.3%
Totals	121	100%	11.4%	121	100%	11.4%

⁸ See Appendix III of this report for a tabulation of the reasons cited for never considering transit use.

A slight majority (59%) of respondents who said they *may* use a transit service said they would use the service four to five times a week. This group comprised roughly 6% of all 1,060-survey respondents.

Most surveyed companies had relatively small numbers of respondent employees who said they would definitely use a transit service to travel to and from work. Table 3.2 below shows that 2-5 such respondents per company was typical. However, some firms had larger numbers of would-be transit commuters. For example, 24 employees at Old Virginia Brick responded that they definitely would use a transit service for work commuting. This was the largest concentration of such respondents at any one company that participated in the survey, and accounted for one-fifth of all respondents who claimed they would use transit.

Table 3.2. Total number of respondents at each surveyed employer who definitely would use bus/van for work commute trips.

Respondent's Employer	# Respondents at Employer that Definitely Would Use Bus/Van for Work Commute	% All Respondents Definitely Would Use Bus/Van
Old Virginia Brick	24	20%
Orvis	18	15%
Hanson Concrete	14	12%
Elizabeth Arden	11	9%
Maple Leaf Bakery	7	6%
Crouse-Hinds	7	6%
John Hancock	7	6%
VISHAY-Vitramon	6	5%
Salem Frame	6	5%
Richfield	5	4%
Wal-Mart	4	3%
R.R. Donnelley	4	3%
US Food Service	2	2%
CS Integrated	2	2%
Medeco	1	0.8%
Rusco Window	1	0.8%
Transkrit	1	0.8%
Blue Ridge Beverage	1	0.8%
TOTAL	121	100.0%

Other businesses with above average concentrations of survey respondents who said they would definitely ride a transit service were Orvis (18 employees), Hanson Concrete Products (14 employees), and Elizabeth Arden (11 employees). Most of these same employees claimed they would use the service five times a week (see Appendix III of this report).

Where do the trip respondents come from? Work trip origin and destination information for all survey respondents who were willing to give the address (or nearest intersection) where their trips to work began. The work trip destination was already known for all respondents, as this was their worksite/company. This information is summarized in tabular format in Appendix III. Out of all respondents, roughly seven out of ten of all respondents claimed that they began their work trip from within the Roanoke Valley itself, almost half of that number from within Roanoke City and Roanoke County.

For each of the 121 survey respondents who claimed he/she would definitely use a bus or van service, it was especially desirable to understand where these respondents had to come from each time they began their journey to their worksites. Based on this information, it is possible to summarize work trip origin and destination for these 121 employees who at least in the survey appeared the most interested in using transit.

Table 3.3 on the following page shows that nearly three-quarters of the surveyed employees who are the most interested in transit start their work trips within the Roanoke Valley, most of them within in Roanoke City and Roanoke County. While it is not possible to disclose the addresses of these respondents because of privacy concerns, a large proportion of the street addresses of these employees' work trip origins have been entered into a database and could be mapped using geographic information system software.

Table 3.3. Work trip origin of respondents who would definitely use bus/van service for work commute.

Locality/Place Name of Definite Transit User's Work Trip Origin	# Definite Transit User's from Locality or Place Name	%Total Respondents from Locality or Place Name
Roanoke*	60	49.6%
Salem	16	13.2%
Elliston	7	5.8%
Vinton	5	4.1%
Christiansburg	3	2.5%
Shawsville	3	2.5%
New Castle	3	2.5%
Goodview	2	1.7%
Eagle Rock	2	1.7%
Blue Ridge	2	1.7%
Rocky Mount	2	1.7%
Blacksburg	2	1.7%
Troutville	2	1.7%
Natural Bridge	1	0.8%
Bedford	1	0.8%
Buchanan	1	0.8%
Ferrum	1	0.8%
Floyd	1	0.8%
Moneta	1	0.8%
Peterstown	1	0.8%
Radford	1	0.8%
Stewartsville	1	0.8%
Thaxton	1	0.8%
Hardy	1	0.8%
<i>N.R.</i>	1	0.8%
TOTAL	121	100.0%

*Covers work trip origins located in Roanoke City and Roanoke County.

5. CONCLUSIONS AND RECOMMENDATIONS

The low percentage of respondents who claimed they would definitely commute by transit is not surprising considering that the all employees surveyed travel to worksites located beyond the current Valley Metro bus route network. It is logical to assume that the vast majority of these workers have already found a way to get to work without transit. It is interesting to note, however, that while few responding employees showed a commitment to the idea of commuting by transit, an equal proportion said they “may” use such a service. Nearly a quarter of all the respondents showed interest in transit, and roughly another quarter did not reject the idea of using transit to get to work, responding that they “may/may not use” a bus or van service to travel to and from work. It should be noted that these responses come from a population of workers who, presumably, are already finding a way to get to work *without* transit.

The primary goal of the employee survey was to assess the general level of interest among employees at large businesses in using a transit service to get to work. Based on the survey responses, it must be concluded that this level of interest—at least among the responding employees of these 18 businesses--is not high. Nevertheless, the employee survey results suggest that there are workers at a number of large companies in the Roanoke Valley who might very well be willing to use a transit service to get to work if trip parameters such as time, cost, and accessibility met with their approval. The survey results identify concentrations of these employees at several businesses such as Old Virginia Brick, Orvis, Hanson Concrete, and Elizabeth Arden.

It should also be mentioned that the management of several of these surveyed companies were very interested in being served by transit. While their workforce may not have many employees who want transit, the managers of a number of these firms want to be served by some sort of transit service in order to attract and retain employees, especially in the present climate of extremely low unemployment rates (1.6% in the Roanoke Metropolitan Statistical Area at this writing).

Unfortunately, it is impossible to determine merely from this or any other survey whether these or any other respondents actually would or would not use a transit service. The survey instrument did not give the respondents specific transit service parameters such as what it would cost to ride the service, how long the trip to work via transit might take, or how many transfers might have to be made. The employees were not given this sort of information because no specific service details existed. There was no transit service either operating or planned for their worksites when the survey was undertaken. In the real world, factors such as fares and scheduling often play a decisive role in determining whether an individual will use a transit service. Nevertheless, the results of this employee survey do suggest tailoring transit trips around the locations of and schedules of certain clusters of worksites may be a way to anchor new transit services in areas currently not served.

In conclusion, the survey results indicate that employee interest in using transit does exist, however limited, and that some firms may actually have concentrations of employees interested in using transit for their work commute trips. Additionally, the management of many of the large surveyed companies has already expressed to Planning District Commission staff their interest in being served by transit. The 1999 Employee Transit Survey effort as a whole suggests to the researcher the following:

- A regional effort should be made to explore the potential for bringing new transit services to those businesses that participated in the survey and with other interested companies. Meetings should be set up between businesses, local officials, transportation providers such as Valley Metro and RADAR, economic development agencies, social service agencies, etc. to sound out private sector interest in transit and introduce private sector managers to relevant public sector officials.
- PDC and staff and/or Regional Network for Transportation members should help coordinate this effort and ensure that contact between these parties is maintained.

A database of those individuals involved in this process needs to be created and updated.

- Private and public sector parties should be encouraged to make each other aware of how transit currently functions in our area, its strengths and limitations, what the private sector's transportation needs are.
- Following final MPO approval of this report, the Fifth Planning District Commission should share the results of the transit survey with any and all agencies interested in working to improve and expand transit. Copies of the survey report and other information that would assist management in identifying transit demand at worksites should be distributed free of charge to all the businesses who participated in the survey effort.
- RADAR has recently been awarded a federal Reverse Commute grant to establish an employment based feeder van service that would connect with Valley Metro route endpoints. Transit meetings should be held at the PDC to assist in the development of this new service. New, more detailed transit surveys should be distributed to employees of businesses within the new service's anticipated service area after the system's operational details (cost, schedule, etc.) become clearer. This information can be used to more closely anticipate employee demand for transit and aid in setting up routes.

APPENDIX I:

SUMMARY OF RESPONSES TO THE 1998 REGIONAL NETWORK FOR TRANSPORTATION PUBLIC TRANSPORTATION NEEDS BUSINESS SURVEY

Question 1: Would your company like to be located on a public transportation route to attract a wider range of job applicants?

Response from Company Rep completing Survey	# Responses	% Total Responses
Yes	24	77%
Maybe	1	3%
No	3	10%
Don't Care	1	3%
N.R.	1	3%
Already On Bus Route	1	3%
Total	31	100%

Question 2: Would being on a public transportation route help attract a wider customer base for your firm?

Response from Company Rep completing Survey	# Responses	% Total Responses
Yes	15	48%
No	14	45%
N.R.	2	6%
Total	31	100%

Question 3: Would your company support an incentive or voucher program for reduced transit fares if your business were on a public transportation route?

Response from Company Rep completing Survey	# Responses	% Total Responses
Yes	7	23%
Probably	1	3%
Maybe	2	6%
Don't Know	2	6%
No	14	45%
N.R.	3	10%
Need more Information before answering	2	6%
Total	31	100%

Question 4: Has your company ever been contacted previously about the need for public transportation?

Response from Company Rep completing Survey	# Responses	% Total Responses
Yes	1	3%
No	29	94%
Don't Know	1	3%
Total	31	100%

[END OF APPENDIX 1]

APPENDIX II:

**1999 EMPLOYEE TRANSIT SURVEY:
SURVEY INSTRUMENT**

(Please see following page)

**FIFTH PLANNING DISTRICT COMMISSION
1999 EMPLOYEE PUBLIC TRANSPORTATION SURVEY**

Thank you in advance for your time and participation in this very important survey. Your company is helping the Fifth Planning District Commission conduct a survey to better plan for the public transportation needs of workers in the Roanoke Valley. Please answer each question below, and after completing the survey deposit it in your company's survey return box or as instructed by your human resource manager by **Friday, March 26**. All employees who complete and return this survey by March 26 will have a chance to win **2 free movie passes** to the new Star City Cinema Grill at Crossroads Shopping Center in Roanoke!

1) Do you have a regular need to make sidetrips, like dropping off or picking up children or wife/husband, on your way to or from work? (circle one) YES NO

2) Do you normally have access to a personal vehicle (car, light truck, motorcycle) for traveling to *and* from work? (circle YES or NO)

YES NO Is this transportation reliable? YES NO

3) Please give us the hours and days of your *typical* workweek.

FROM ____:____ am pm (circle one) TO ____:____ am pm (circle one)
Hour Hour

Days of the Week (Example: Monday-Friday)_____

4) If there was a bus or van service that you could use to travel to and from work, how *likely* would you be to use the service? (circle one)

a. Definitely Would Not Use d. Would Not Use Regularly e. May Use Regularly

b. May/May Not Use c. Definitely Would Use

5) If you definitely would use or may use a bus or van service to travel to and from work, how *frequently* would you use the service? (circle one)

a. Once a Week d. Four Times a Week e. Five Times a Week

b. Twice a Week c. Three Times a Week

6) If you said that you would *never* consider using a bus or van service to get to and from work, why not?

7) Please provide the following information. THE COMPLETE ADDRESS WHERE YOU BEGIN YOUR TRIP TO WORK IS VERY IMPORTANT. If you can't give the street address there, please provide the two streets at the nearest street corner/intersection (Example: "5th St. SE and W. Main"). You don't have to give your name, but if you win movie tickets we will need your address to send the tickets to you.

The Company that you work for _____

Your Name (optional) _____
First and Last Name

What is the address of the place where your trip to work begins? (*very important!*)

and Street (or the 2 streets at the nearest street corner/intersection. Example: "5th Street SE & W. Main")

City, Town, or County where your trip to work begins

Zip Code

APPENDIX III:

1999 EMPLOYEE TRANSIT SURVEY: SELECTED TABULATIONS OF RESULTS

Question 1: Do you have a regular need to make side trips, like dropping off or picking up children or wife/husband, on your way to or from work?

<u>Sidetrips?</u>	<u># Responses</u>	<u>%</u>
Yes	346	33%
No	696	66%
<u>N.R.</u>	<u>18</u>	<u>2%</u>
Total	1,060	100%

Question 2: A) Do you normally have access to a personal vehicle (car, light truck, motorcycle) for traveling to *and* from work?

<u>Access to Vehicle?</u>	<u># Responses</u>	<u>%</u>
Yes	1,009	95%
No	40	4%
<u>N.R.</u>	<u>11</u>	<u>1%</u>
Total	1,060	100%

B) Is this transportation reliable?

<u>Reliable?</u>	<u># Responses</u>	<u>%</u>
Yes	728	69%
No	43	4%
<u>N.R.</u>	<u>289</u>	<u>27%</u>
Total	1,060	100%

Question 4: If there was a bus or van service that you could use to travel to and from work, how *likely* would you be to use the service?

<u>How Likely To Use</u>	<u># Responses</u>	<u>%</u>
Definitely Would Use	121	11%
May Use	121	11%
May/May Not Use	255	24%
Would Not Use Regularly	169	16%
Definitely Would Not Use	388	37%
<u>N.R.</u>	<u>6</u>	<u>1%</u>
Total of Responses	1,060	100%

Question 6: If you said that you would *never* consider using a bus or van service to get to and from work, why not?

<u>Reason Given for Never Considering Transit</u>	<u># Responses</u>	<u>% Would Never Consider Using Transit</u>
Have a car	98	29.5%
Have errands-need car	46	13.9%
Live too far away to ride bus	41	12.3%
Car is better	24	7.2%
Too much trouble	24	7.2%
Don't need it	17	5.1%
Need car for my job	16	4.8%
No bus service or bus stops near my house	14	4.2%
Have to stick to bus schedule	12	3.6%
Don't like transit	9	2.7%
Live too close to work to use bus	9	2.7%
My work schedule is too irregular	9	2.7%
Takes too long	6	1.8%
No bus service at night	2	0.6%
No bus services or stops near my work	2	0.6%
Security/Personal Safety	2	0.6%
Too expensive	<u>1</u>	<u>0.3%</u>
Would Never Consider Transit Totals	332	100.0%

**Work Trip Origin of All Survey Respondents
Grouped by Locality/Place Name Totals (from Question 7)**

<u>Locality or Place Name</u>	<u># Respondents</u>	<u>%</u>	<u>Locality or Place Name</u>	<u># Respondents</u>	<u>%</u>
Roanoke*	475	45.2%	Eagle Rock	2	0.2%
Salem	168	16.0%	Buena Vista	2	0.2%
Vinton	71	6.8%	Floyd	2	0.2%
Elliston	35	3.3%	Copper Hill	2	0.2%
Troutville	25	2.4%	Radford	2	0.2%
Blue Ridge	25	2.4%	Pilot	1	0.1%
Bedford	16	1.5%	Goode	1	0.1%
Christiansburg	16	1.5%	Craig	1	0.1%
Hardy	15	1.4%	Newport	1	0.1%
Shawsville	15	1.4%	Glade Hill	1	0.1%
Moneta	14	1.3%	Peterstown	1	0.1%
Goodview	13	1.2%	Fincastle	1	0.1%
New Castle	13	1.2%	Cloverdale	1	0.1%
Rocky Mount	12	1.1%	Clifton Forge	1	0.1%
Boones Mill	11	1.0%	Calloway	1	0.1%
Thaxton	8	0.8%	Stewartsville	1	0.1%
Buchanan	7	0.7%	Botetourt	1	0.1%
Blacksburg	6	0.6%	Boones Mill	1	0.1%
Fincastle	6	0.6%	Bent Mountain	1	0.1%
Montvale	5	0.5%	<i>N.R.</i>	58	5.5%
Catawba	5	0.5%	GRAND TOTAL	1,060	100.0%
Wirtz	5	0.5%			
Union Hall	3	0.3%	Roanoke Valley	714	68%
Daleville	3	0.3%			
Check	2	0.2%			

*Includes work trip origins in both Roanoke City and Roanoke County.

**SURVEY RESPONDENTS WHO DEFINITELY WOULD USE BUS/VAN SERVICE FOR
WORK COMMUTE**

**Respondents' Work Trip Origins, Destinations and Shift Schedules,
Sorted By Respondent's Company And Locality or Place Name of Trip Origin**

Locality or Place Name of Respondent's Work Trip Origin	Work Trip Origin Zip Code	Respondent's Employer (Company)	Work Shift Start Hour	WorkShift End Hour	Work Days	Times per Week Would Use Bus/Van Service
Roanoke	24017	Blue Ridge Beverage	5 pm	3 am	Mon - Fri	5
Roanoke	24017	Crouse-Hinds	4 am	7 pm	Mon - Fri	5
Roanoke	24017	Crouse-Hinds	6 am	5 pm	Mon - Fri	5
Roanoke	24012	Crouse-Hinds	7 am	4 pm	Mon - Fri	5
Roanoke	24019	Crouse-Hinds	7 am	4 pm	Mon - Fri	5
Vinton	24179	Crouse-Hinds	7 am	5 pm	Mon - Fri	5
Roanoke	24017	Crouse-Hinds	7 am	4 pm	Mon - Fri	3
Roanoke	24017	CS Integrated	7 am	4 pm	Mon - Fri	5
Goodview	24095	Elizabeth Arden	7 am	4 pm	Mon - Fri	5
Vinton	24179	Elizabeth Arden	7 am	4 pm	Mon - Fri	N.R.
Roanoke	24017	Elizabeth Arden	7 am	4 pm	Mon - Fri	5
Roanoke	24017	Elizabeth Arden	6 am	3 pm	Mon - Fri	5
Roanoke	24016	Elizabeth Arden	6 am	3 pm	Mon - Fri	5
Vinton	N.R.	Elizabeth Arden	6 am	3 pm	Mon - Fri	5
Roanoke	24014	Elizabeth Arden	6 am	5 pm	Mon - Fri	5
Roanoke	24014	Elizabeth Arden	7 am	4 pm	Mon - Fri	5
Buchanan	24066	Elizabeth Arden	7 am	4 pm	Mon - Fri	5
Roanoke	24016	Hanson Concrete	7 am	4 pm	Mon - Fri	4
Roanoke	24017	Hanson Concrete	7 am	4 pm	Mon - Fri	1
Roanoke	24014	Hanson Concrete	6 am	3 pm	Mon - Fri	5
Salem	24087	Hanson Concrete	9 am	7 pm	Mon - Fri	5
Salem	24087	Hanson Concrete	6 am	6 pm	Mon - Fri	5
Roanoke	24017	Hanson Concrete	6 am	4 pm	Mon - Fri	5
Vinton	24179	Hanson Concrete	7 am	5 pm	Mon - Fri	5
Roanoke	24017	Hanson Concrete	6 am	4 pm	Mon - Fri	5
Radford	24141	Hanson Concrete	6 am	4 pm	Mon - Fri	5
Roanoke	24017	Hanson Concrete	6 am	6 pm	Mon - Fri	5
Roanoke	24017	Hanson Concrete	6 am	4 pm	Mon - Fri	5
Roanoke	24017	Hanson Concrete	6 am	4 pm	Mon - Fri	5
Troutville	24175	Hanson Concrete	6 am	4 pm	Mon - Fri	4
Peterstown	24963	John Hancock	6 am	6 pm	Mon - Fri	5
New Castle	24127	John Hancock	6 am	4 pm	Mon - Fri	5
Christiansburg	24073	John Hancock	6 am	4 pm	Mon - Fri	5
Roanoke	24017	John Hancock	6 am	6 pm	Mon - Fri	5
Roanoke	N.R.	Maple Leaf Bakery	6 am	6 pm	Mon - Fri	5

N.R. = No Response

Note: The Locality/Place Name column listing "Roanoke" covers work trip origins in both Roanoke City and Roanoke County

**SURVEY RESPONDENTS WHO DEFINITELY WOULD USE BUS/VAN SERVICE FOR
WORK COMMUTE**

**Respondents' Work Trip Origins, Destinations and Shift Schedules,
Sorted By Respondent's Company And Locality or Place Name of Trip Origin**

Locality or Place Name of Respondent's Work Trip Origin	Work Trip Origin Zip Code	Respondent's Employer (Company)	Work Shift Start Hour	WorkShift End Hour	Work Days	Times per Week Would Use Bus/Van Service
Roanoke	24019	Maple Leaf Bakery	5 am	4 pm	Mon - Fri	5
Roanoke	24013	Maple Leaf Bakery	5 am	4 pm	Mon - Fri	3
Elliston	24087	Medeco	4 pm	12 am	Mon - Fri	N.R.
Salem	24153	Old Virginia Brick	6 am	3 pm	Mon - Fri	0
Roanoke	24012	Old Virginia Brick	6 am	3 pm	Mon - Fri	5
Roanoke	24016	Old Virginia Brick	3 pm	12 am	Mon - Fri	5
Salem	24153	Old Virginia Brick	6 am	3 pm	Mon - Fri	5
Roanoke	24017	Old Virginia Brick	4 am	6 pm	N.R.	5
Blacksburg	24060	Old Virginia Brick	5 am	3 pm	N.R.	5
Roanoke	24017	Old Virginia Brick	6 am	3 pm	N.R.	5
Elliston	24087	Old Virginia Brick	5 am	3 pm	N.R.	4
Blacksburg	24060	Old Virginia Brick	1 pm	12 am	N.R.	4
Elliston	24087	Old Virginia Brick	1 pm	12 am	N.R.	2
Shawsville	24162	Old Virginia Brick	12 pm	12 am	N.R.	4
Salem	24153	Old Virginia Brick	7 am	4 pm	Mon - Fri	5
Salem	24153	Old Virginia Brick	7 am	6 pm	Mon - Fri	5
Roanoke	24017	Old Virginia Brick	7 am	6 pm	Mon - Fri	5
Eagle Rock	24085	Old Virginia Brick	7 am	6 pm	Mon - Fri	5
Christiansburg	24073	Old Virginia Brick	7 am	5 pm	Mon - Fri	5
Elliston	24087	Old Virginia Brick	7 am	6 pm	Mon - Fri	5
Salem	24153	Old Virginia Brick	7 am	6 pm	Mon - Fri	5
Roanoke	24017	Old Virginia Brick	7 am	6 pm	Mon - Fri	5
Shawsville	24162	Old Virginia Brick	7 am	6 pm	Mon - Fri	5
Roanoke	24017	Old Virginia Brick	7 am	6 pm	Mon - Fri	5
Roanoke	24016	Old Virginia Brick	7 am	6 pm	Mon - Fri	5
Roanoke	24015	Orvis	7 am	6 pm	Mon - Fri	5
Roanoke	24015	Orvis	7 am	6 pm	Mon - Fri	5
Natural Bridge	24578	Orvis	7 am	6 pm	Mon - Fri	5
Blue Ridge	24064	Orvis	7 am	6 pm	Mon - Fri	5
Moneta	24121	Orvis	7 am	6 pm	Mon - Fri	5
Roanoke	N.R.	Orvis	7 am	6 pm	Mon - Fri	N.R.
Roanoke	N.R.	Orvis	7 am	6 pm	Mon - Fri	5
Roanoke	24012	Orvis	7 am	6 pm	Mon - Fri	5
Roanoke	24012	R.R. Donnelley	7 am	6 pm	Mon - Fri	5
Roanoke	24017	Richfield	7 am	6 pm	Mon - Fri	5

N.R. = No Response

Note: The Locality/Place Name column listing "Roanoke" covers work trip origins in both Roanoke City and Roanoke County

**SURVEY RESPONDENTS WHO DEFINITELY WOULD USE BUS/VAN SERVICE FOR
WORK COMMUTE**

**Respondents' Work Trip Origins, Destinations and Shift Schedules,
Sorted By Respondent's Company And Locality or Place Name of Trip Origin**

Locality or Place Name of Respondent's Work Trip Origin	Work Trip Origin Zip Code	Respondent's Employer (Company)	Work Shift Start Hour	WorkShift End Hour	Work Days	Times per Week Would Use Bus/Van Service
Salem	24153	Richfield	7 am	6 pm	Mon - Fri	5
Roanoke	24012	Richfield	7 am	6 pm	Mon - Fri	N.R.
Roanoke	N.R.	Richfield	7 am	6 pm	Mon - Fri	5
Salem	24153	Rusco Window	7 am	6 pm	Mon - Fri	5
Salem	24153	Salem Frame	7 am	4 pm	Mon - Fri	N.R.
Roanoke	24017	Transkrit	7 am	4 pm	Mon - Fri	5
Roanoke	24017	US Food Service	7 am	4 pm	Mon - Fri	3
Ferrum	24088	Wal-Mart	5am	7 pm	Mon - Fri	N.R.
New Castle	24127	Wal-Mart	4pm	10 pm	Mon - Fri	N.R.
Salem	24153	Wal-Mart	6pm	11 pm	Mon - Fri	5
Roanoke	24012	Elizabeth Arden	7 am	4 pm	N.R.	5
Roanoke	24017	Hanson Concrete	7 am	4 pm	Mon - Fri	5
Roanoke	N.R.	Maple Leaf Bakery	7 am	4 pm	Mon - Fri	5
Troutville	24175	Maple Leaf Bakery	6 am	3 pm	Mon - Fri	5
Roanoke	24017	Maple Leaf Bakery	6 am	3 pm	Mon - Fri	5
Roanoke	24014	Orvis	6 am	3 am	Mon - Fri	5
Salem	24153	R.R. Donnelley	7 am	4 am	N.R.	4
Elliston	24087	Salem Frame	7 am	4 pm	Mon - Fri	3
Salem	24153	Salem Frame	7 am	4 pm	Mon - Fri	2
Roanoke	24017	Crouse-Hinds	7 am	4 pm	Mon - Fri	N.R.
Christiansburg	24073	John Hancock	7 am	4 pm	Mon - Fri	N.R.
Roanoke	24012	Orvis	3 pm	9 pm	N.R.	2
Blue Ridge	24064	Orvis	7 am	7 pm	Varies	5
Roanoke	24012	R.R. Donnelley	N.R.	N.R.	Varies	3
Shawsville	24162	R.R. Donnelley	7 am	4 pm	Mon - Fri	4
Roanoke	24014	US Food Service	8 am	6 pm	Mon - Fri	3
Vinton	24179	VISHAY-Vitramon	11 am	7 pm	Mon - Fri	5
Rocky Mount	24151	VISHAY-Vitramon	7 am	3 pm	Mon - Fri	5
New Castle	24127	VISHAY-Vitramon	5 am	1 pm	Mon - Fri	5
Eagle Rock	24085	VISHAY-Vitramon	7 am	3 pm	Mon - Fri	1
Stewartsville	24095	Maple Leaf Bakery	3 pm	11 pm	Varies	5
Thaxton	24174	Orvis	6 am	6 pm	Mon - Fri	5
Roanoke	24017	Orvis	6 am	4 pm	Mon - Fri	4
Roanoke	24012	VISHAY-Vitramon	6 am	3 pm	Mon - Fri	N.R.
Roanoke	24012	Elizabeth Arden	6 am	3 pm	Mon - Fri	1

N.R. = No Response

Note: The Locality/Place Name column listing "Roanoke" covers work trip origins in both Roanoke City and Roanoke County

**SURVEY RESPONDENTS WHO DEFINITELY WOULD USE BUS/VAN SERVICE FOR
WORK COMMUTE**

**Respondents' Work Trip Origins, Destinations and Shift Schedules,
Sorted By Respondent's Company And Locality or Place Name of Trip Origin**

Locality or Place Name of Respondent's Work Trip Origin	Work Trip Origin Zip Code	Respondent's Employer (Company)	Work Shift Start Hour	WorkShift End Hour	Work Days	Times per Week Would Use Bus/Van Service
Roanoke	24017	Richfield	3 pm	2 am	N.R.	5
Roanoke	24017	Salem Frame	4 pm	3 am	N.R.	4
Salem	24153	Salem Frame	6 am	5 pm	Mon - Fri	1
Floyd	24091	John Hancock	8 am	8 pm	N.R.	5
Rocky Mount	N.R.	CS Integrated	8 am	5 pm	Mon - Fri	5
Elliston	24087	John Hancock	8 am	5 pm	Mon - Fri	3
Roanoke	24014	Old Virginia Brick	7 am	7 pm	Mon-Wed	3
Salem	24153	Old Virginia Brick	7 am	7 pm	Mon-Wed	3
Goodview	24095	Orvis	7 am	7 pm	Mon-Wed	2
Roanoke	24016	Orvis	7 am	7 pm	Mon-Wed	N.R.
Hardy	24101	Orvis	7 am	7 pm	N.R.	3
Roanoke	24015	Orvis	7 am	7 pm	N.R.	3
Bedford	24079	Orvis	8 am	8 pm	Wed - Sat	5
Elliston	24087	Salem Frame	7 am	4 pm	Mon - Fri	5
Roanoke	24019	VISHAY-Vitramon	11 am	8 pm	Mon - Fri	5
Salem	24153	Wal-Mart	6 am	4 pm	Mon - Fri	N.R.

Number of Respondents who would use a Transit Service = 121

[END OF APPENDIX SECTION]

N.R. = No Response

Note: The Locality/Place Name column listing "Roanoke" covers work trip origins in both Roanoke City and Roanoke County

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END OF 1999 EMPLOYEE TRANSIT SURVEY

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