

Comerica Bank:

Comerica Bank Cuts Survey Time By 87%

When Comerica Bank in Redondo Beach transitioned from conventional survey methods to RideLinks' Web-based survey, the company reduced total survey time by more than 55 hours. Each of the bank's 230 employees spent only 2 minutes taking the survey, compared to 10-15 minutes in previous years.

Traditional commute surveys for Rule 2202 compliance usually include questions that are not required by the regulatory authority, the South Coast Air Quality Management District. In order to keep the focus on compliance, RideLinks eliminated all superfluous survey questions, including fields for home addresses and other personal information that many employees find intrusive.

"Beyond the time factor, the issue here is that people would get the paper survey and toss it aside. With the link to the Web-based survey, people would take care of it right away, so we didn't have to hound employees to get it done," explained Employee Transportation Coordinator Julie Counter, adding that employees without Internet access were able to submit easy paper surveys.

This year, Counter filed a triennial plan requiring extensive details on the company's rideshare strategies and incentives. "The process was smooth all the way. The reports were right there at my fingertips, and RideLinks' staff was great at explaining everything. The system was easy and functional," Counter emphasized.