



Washington Mutual Streamlines Multisite Reporting

Distributing, collecting and calculating paper commute surveys always has been a daunting and time-consuming task for banking giant Washington Mutual.

Imagine having to survey 5,000 employees and report clean data to the South Coast Air Quality Management District on a tight deadline each year. What if you now add three additional worksites with nearly 1,500 more employees. And make it a "triennial" year, which means all rideshare strategies must be outlined in detail.

National Rideshare Coordinator Bonnie Bray at WaMu stepped up to the challenge full force in 2003 when she filed her first multisite triennial plan for 4 sites and 6,600 employees. With strong support from management, Bray and her colleagues were determined to streamline surveying and reporting.

First, the company abandoned traditional paper surveys and signed on to use RideLinks' Web-based surveying and reporting software.

"Our past challenges of distribution and collection were no longer there," said Bray. In the prior years, Bray would arrange for the company's Mail Services Department to print and distribute stacks of paper surveys to various departments.

"Paper surveys weren't personalized. They were time-consuming and difficult to track," she said. "With the Web-based system, we conquered distribution by email and knew when we got surveys from each individual employee. With paper, this was almost impossible."



From her office in Chatsworth, Bray was able to track the response rate and Average Vehicle Ridership not only in Chatsworth, but also at the other regulated sites in Irvine and Fullerton.

"Ongoing tracking during the survey was most helpful in letting me know if we were going to meet our requirements or not," Bray said. "We had a couple questions here and there from our on-site coordinators, but there really wasn't much to do."

The company increased its survey response rate in Chatsworth from 64 percent to 84.7 percent. "Our overall goal for next year is to beat our response rate again and see our AVR improve," said Bray who currently is developing rideshare and environmental programs with these objectives in mind.

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