Traffic Alert Service Subscriber Survey 2022

goHunterdon
Promoting Sustainable Transportation

goHunterdon's free Traffic Alert Service (TAS) provides weekday alerts on traffic congestion, traffic accidents, construction closures & detours, weather related travel conditions, and other relevant travel information to commuters traveling to or through Hunterdon County, NJ.

The Traffic Alert Service is made possible with funding from the North Jersey Transportation Planning Authority (www.njtpa.org)

Alerts are available via email during peak commute hours, 6:00 a.m. - 8:00 a.m. and 3:30 p.m. – 5:30 p.m.

The Traffic Alert Service (TAS) is an information forwarding service. Incident information is sent as quickly as we receive it and can format it for alert distribution.

Service Coverage Area

All Hunterdon county and municipal roadways as well as the following state/interstate highways:

- I-78 PA Exit 67
- I-78 NJ Ex 3 to Ex 56
- RT 22 PA
- RT 22 NJ
- RT 33 PA
- RT 202 NJ
- RT 202 PA
- RT 31 NJ
- RT 29 NJ
- RT 12 NJ
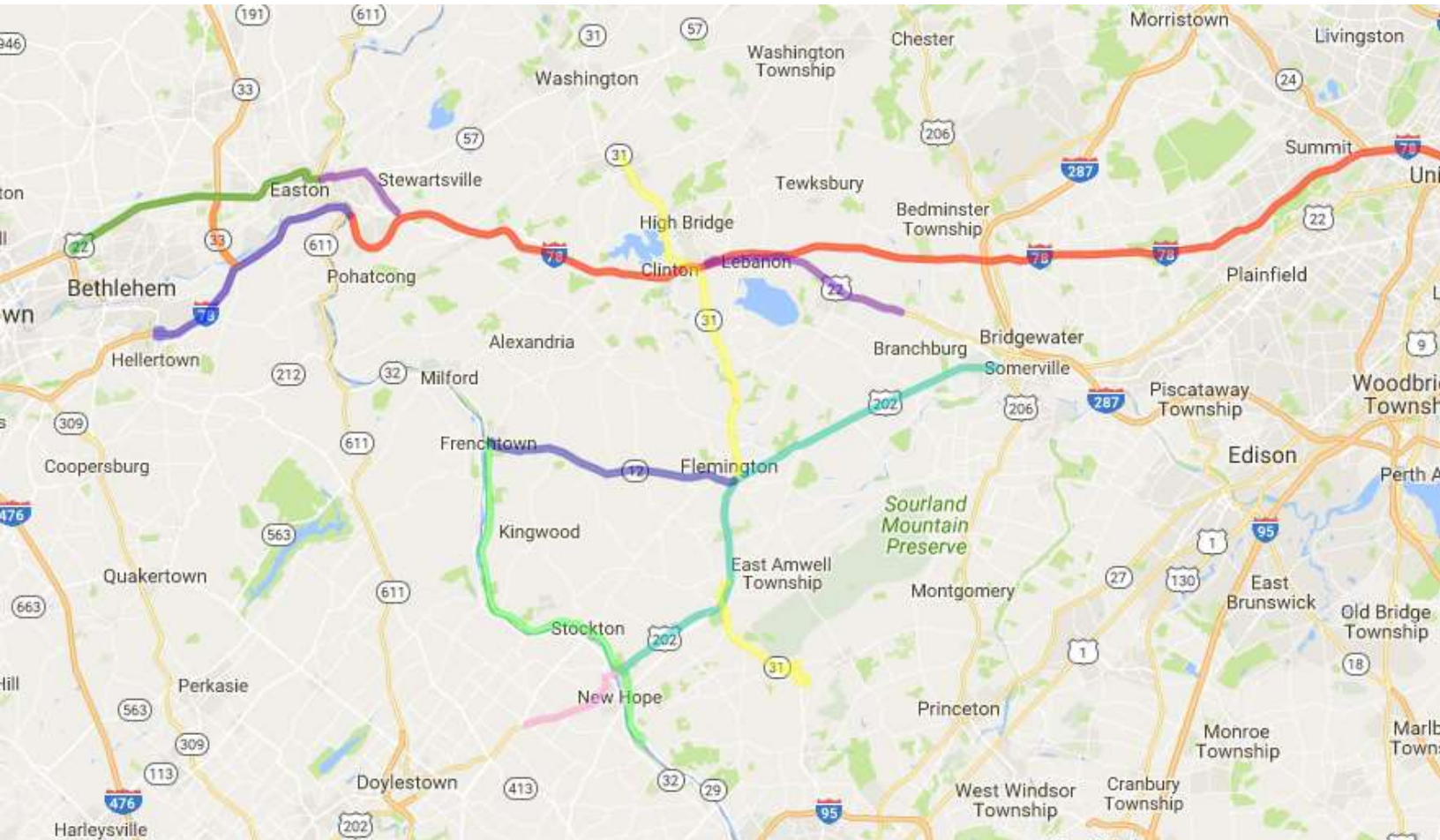
goHunterdon conducts this annual survey of "subscribers" to evaluate the impact of the Traffic Alert Service on motorist behaviors and to gain insight into commute experiences.

The 2022 Traffic Alert Subscriber Survey was conducted online in April 2022. The following provides a summary of survey responses.

Subscriber Profile

Which COUNTY do you live in?

Bar chart showing responses by county. Y-axis ranges from 0.00% to 70.00%. Categories: Bergen County, Burlington County, Camden County, Essex County, Hudson County, Hunterdon County (~62%), Mercer County, Middlesex County, Monmouth County, Monroe County - PA, Morris County, Ocean County, Passaic County, Somerset County (~4%), Sussex County, Union C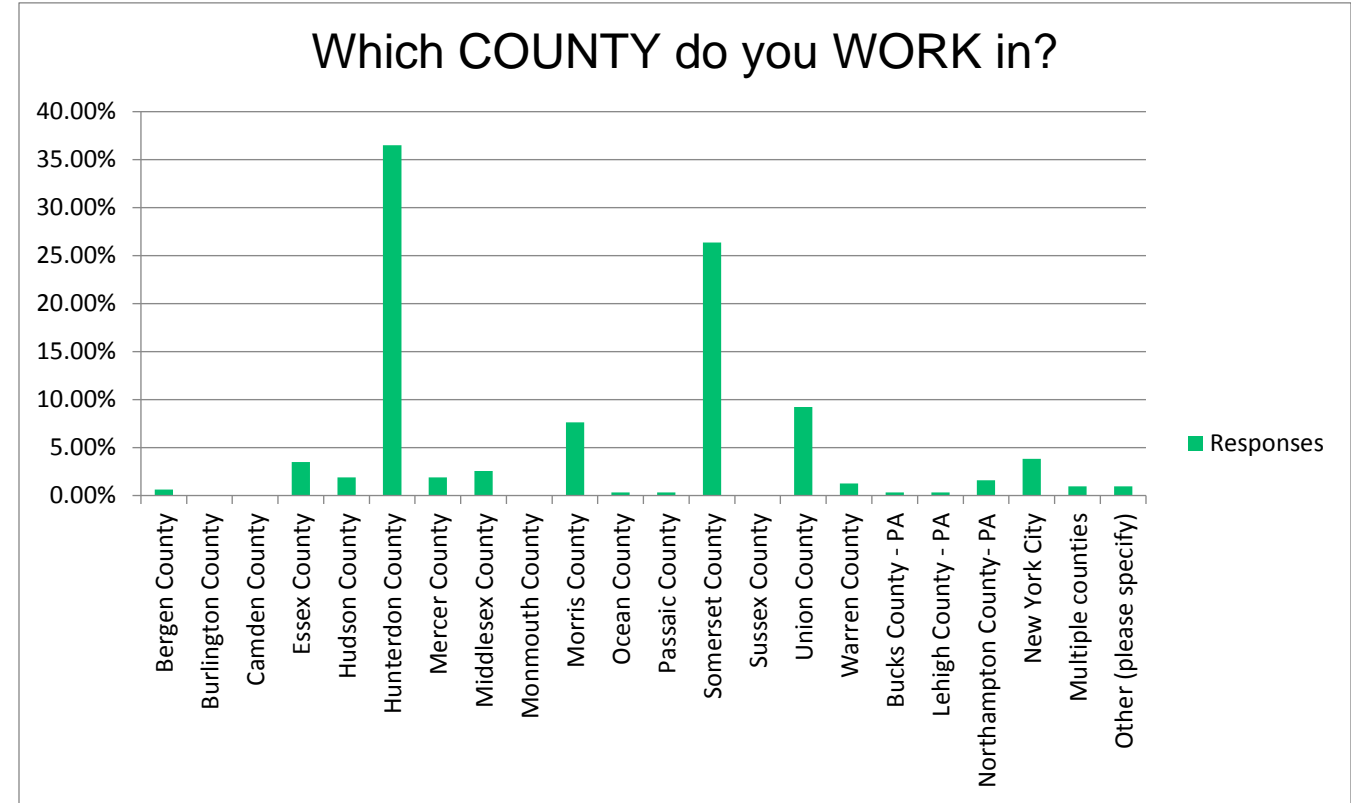ounty, Warren County (~17%), Bucks County - PA, Lehigh County - PA, Monroe County - PA, Montgomery County…, Northampton County… (~13%), New York City, Other (please specify). Legend: Responses.

Which COUNTY do you WORK in?

Bar chart showing responses by county. Y-axis ranges from 0.00% to 40.00%. Categories: Bergen County, Burlington County, Camden County, Essex County, Hudson County, Hunterdon County (~36%), Mercer County, Middlesex County, Monmouth County, Morris County (~7%), Ocean County, Passaic County, Somerset County (~26%), Sussex County, Union County (~9%), Warren County, Bucks County - PA, Lehigh County - PA, Northampton County- PA, New York City, Multiple counties, Other (please specify). Legend: Responses.

Which of the following best describes your current commute/employment status?
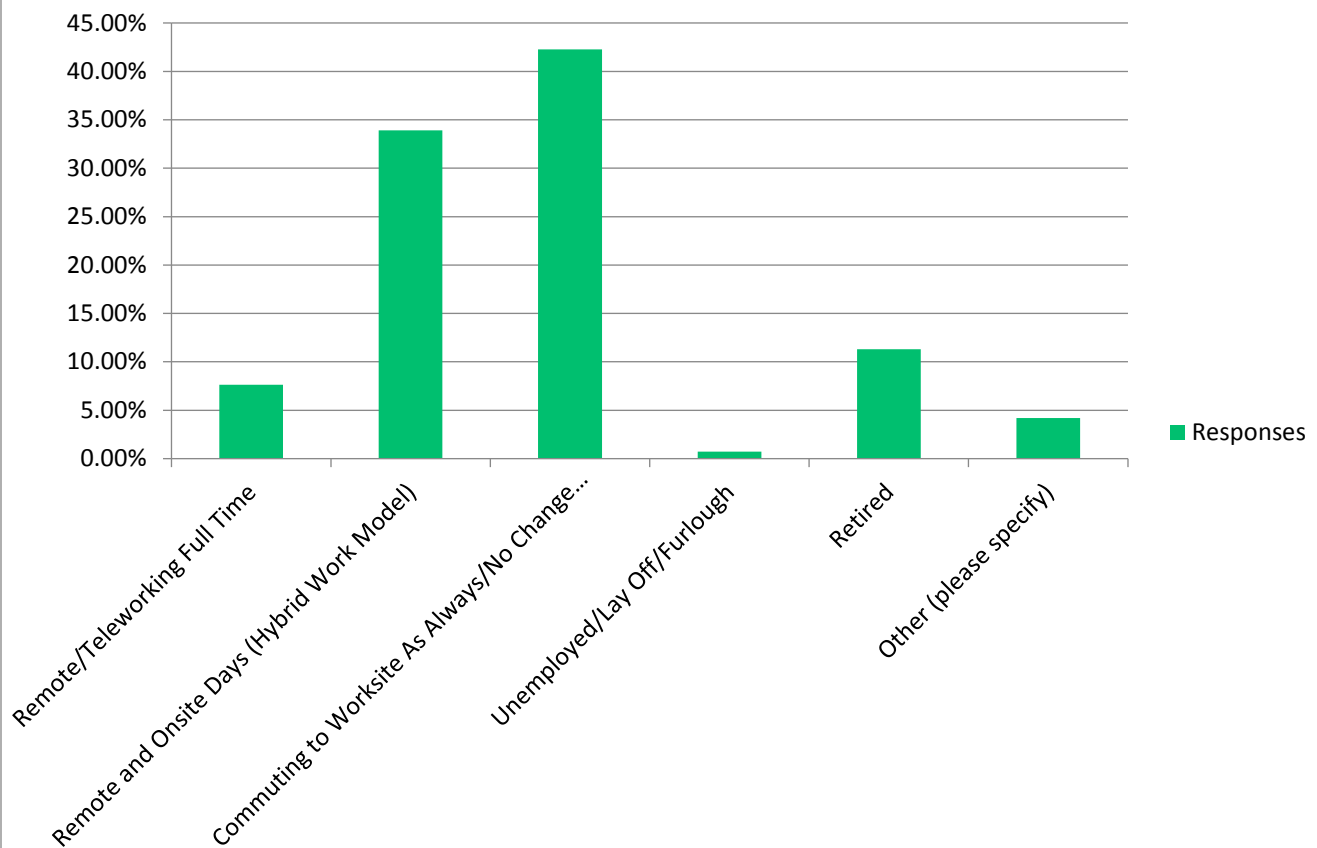

Bar chart with vertical axis from 0.00% to 45.00% in 5.00% increments.

Category	Responses
Remote/Teleworking Full Time	~7.5%
Remote and Onsite Days (Hybrid Work Model)	~34%
Commuting to Worksite As Always/No Change...	~42%
Unemployed/Lay Off/Furlough	~0.5%
Retired	~11%
Other (please specify)	~4%

How long have you been a subscriber to the service?

Bar chart with vertical axis from 0.00% to 70.00% in 10.00% increments.

| Category	Responses
0 - 3 months	~0.5%
4 - 12 months	~2.5%
1 - 2 years	~9%
2 - 4 years	~26%
5 years or more	~62%
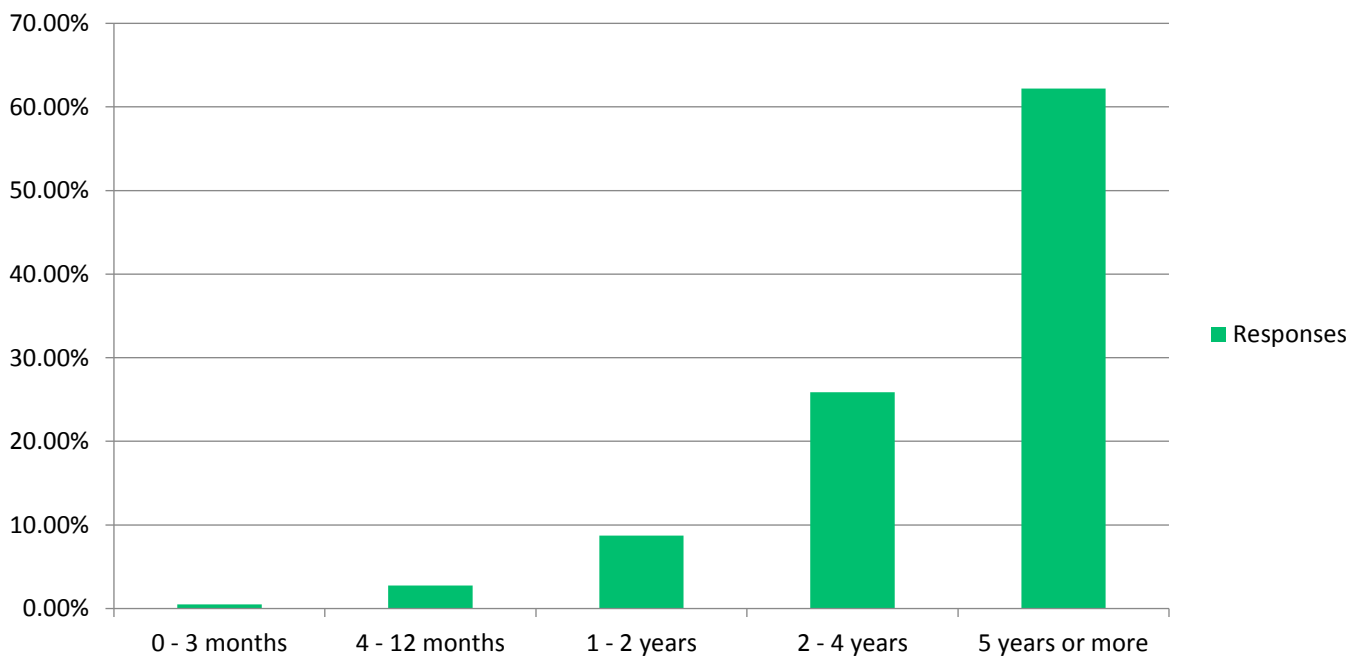
Please indicate sources of information you use to monitor traffic: (Check all that apply)
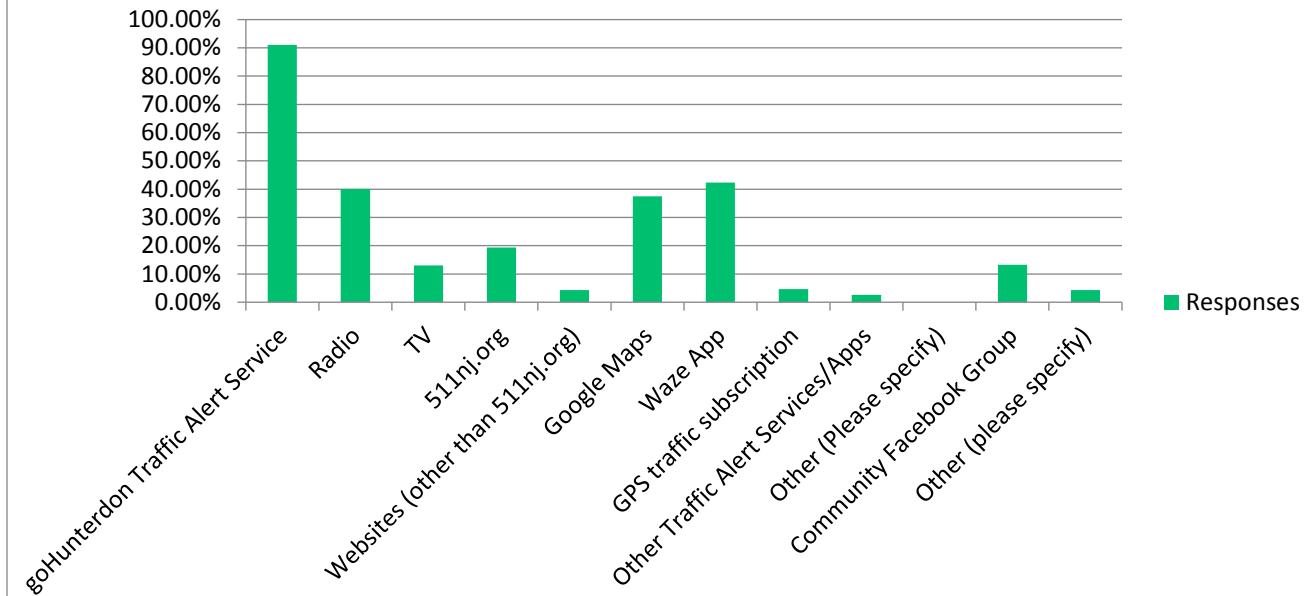

How did you hear about the Traffic Alert Service?
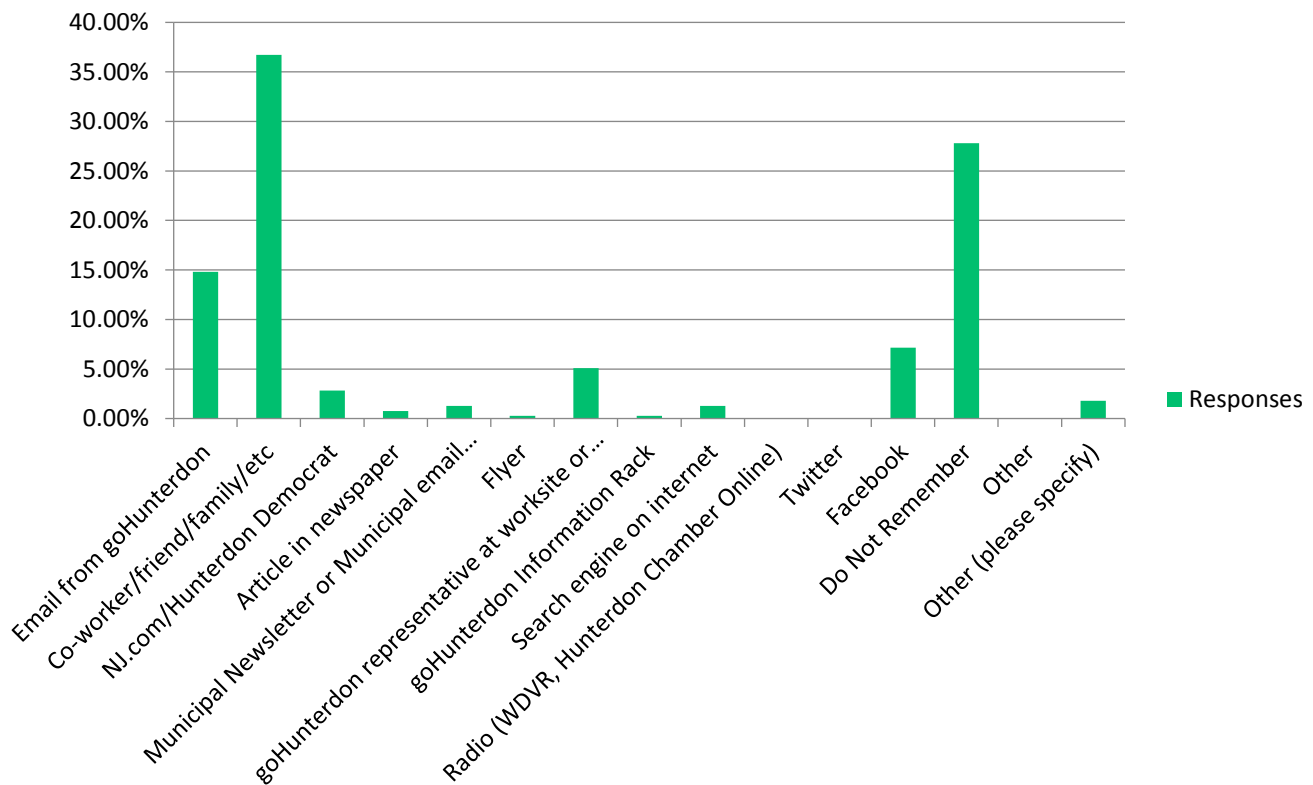
Do you use the Traffic Alert Service PRIMARILY for commuting to/from work or work related purposes?

Legend: Responses

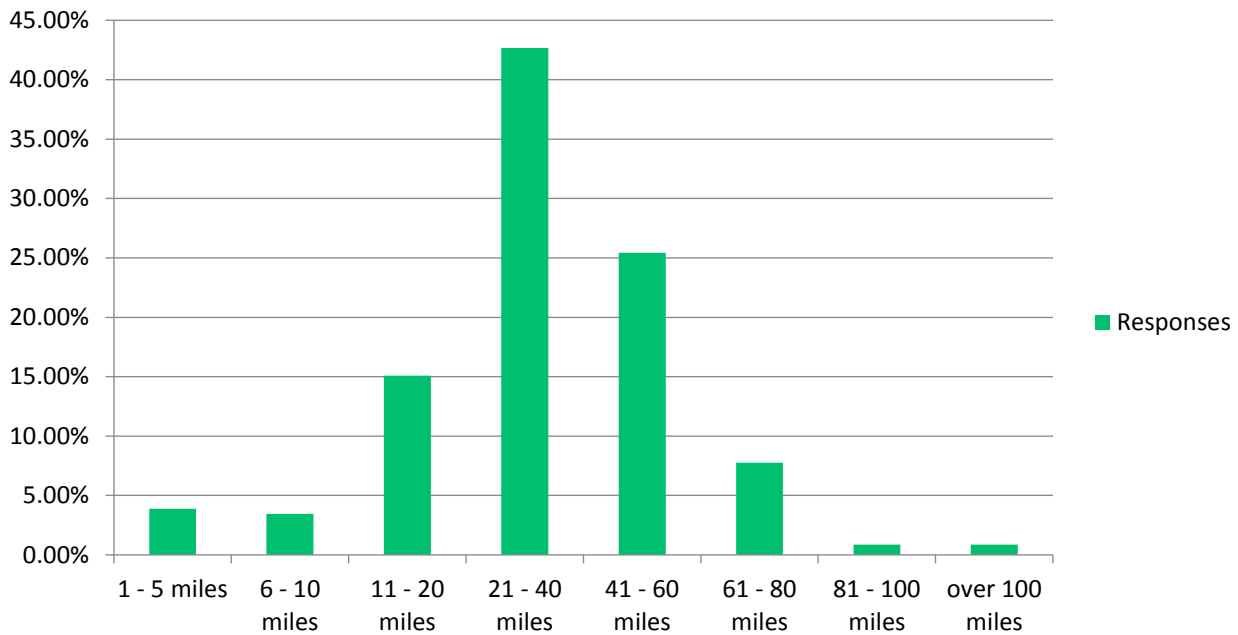| Category	Approximate Value
Yes	~78%
No	~21%
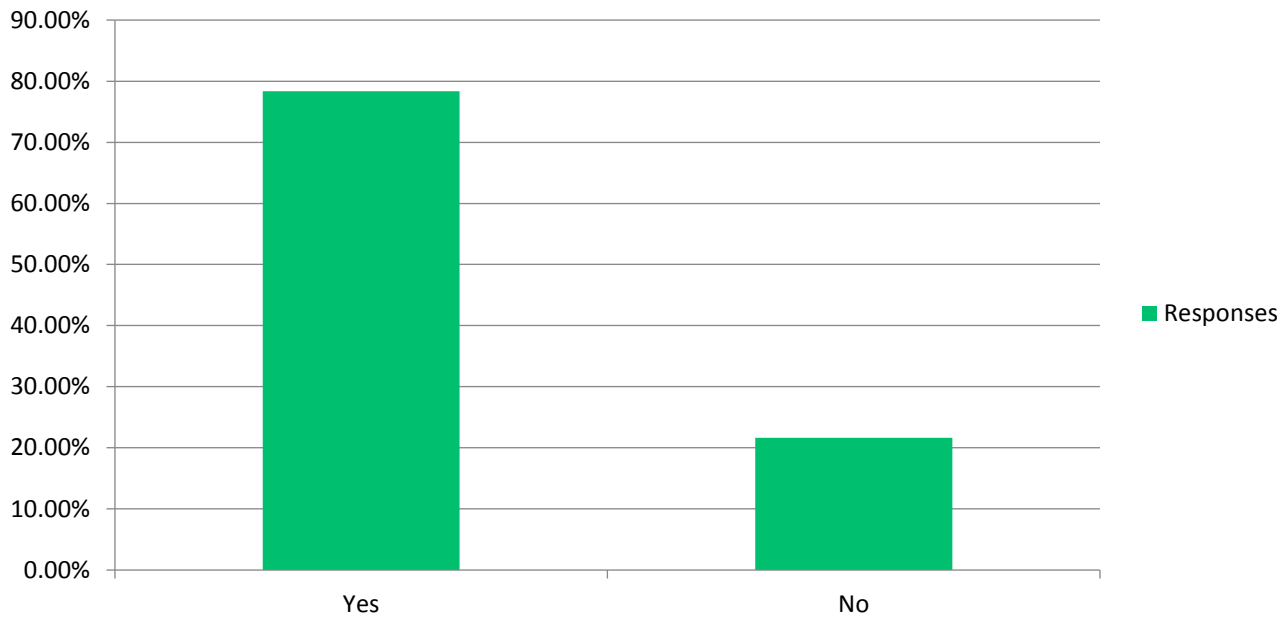
Do you or someone in your company forward the traffic alerts internally to all your employees via intranet, email or some other form of company distribution at your worksite?

Legend: Responses

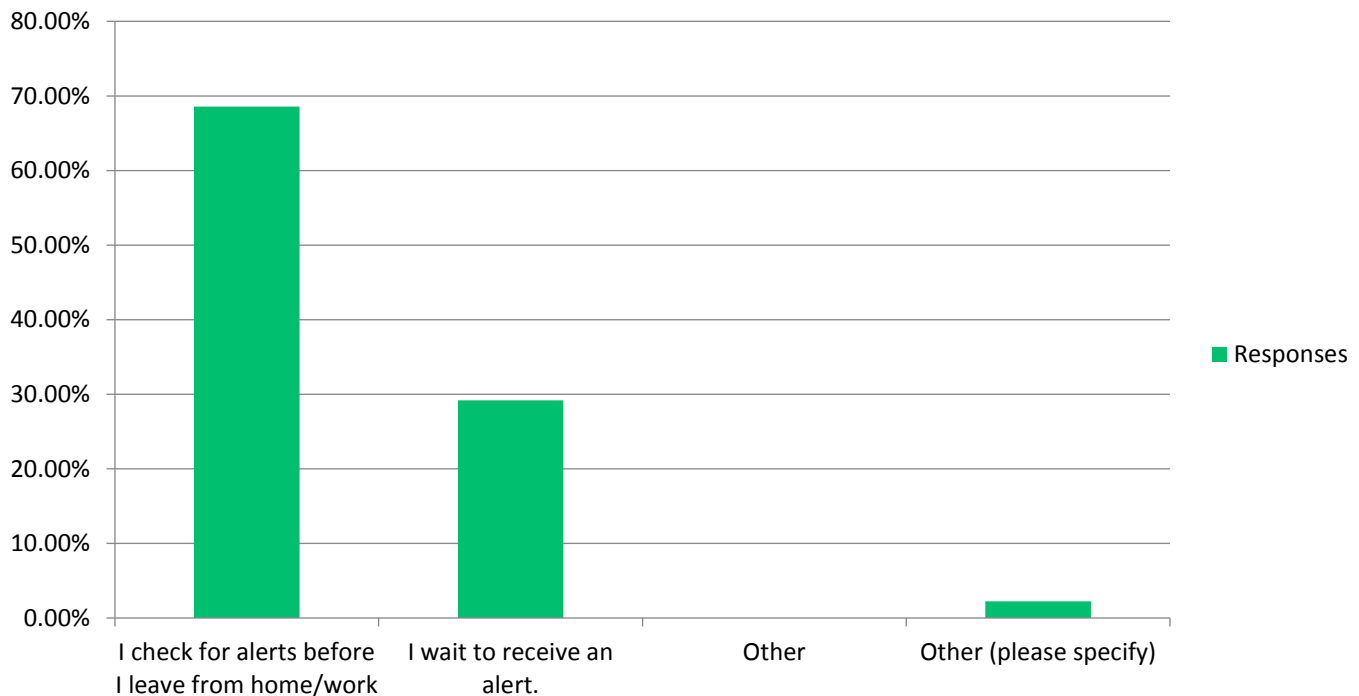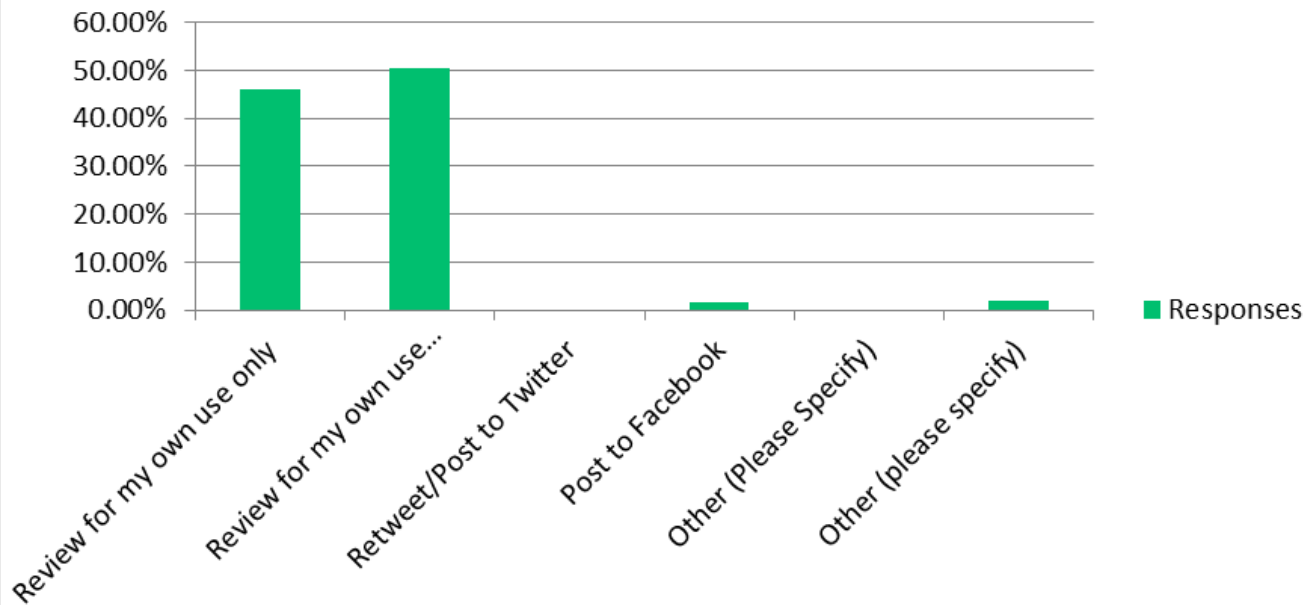| Category	Approximate Value
Yes	~28%
No	~72%
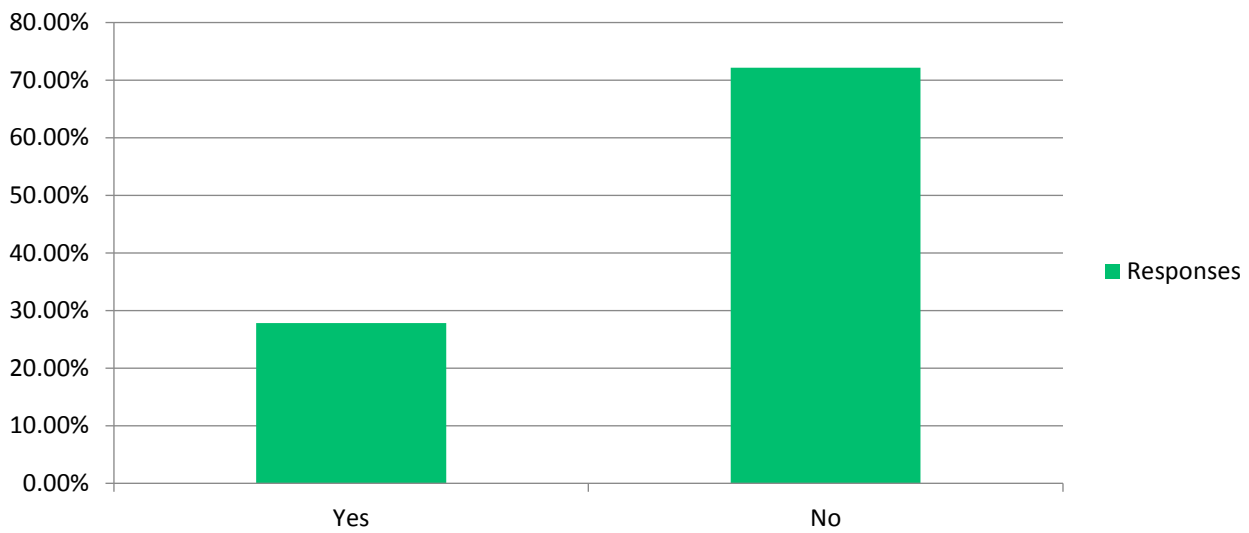
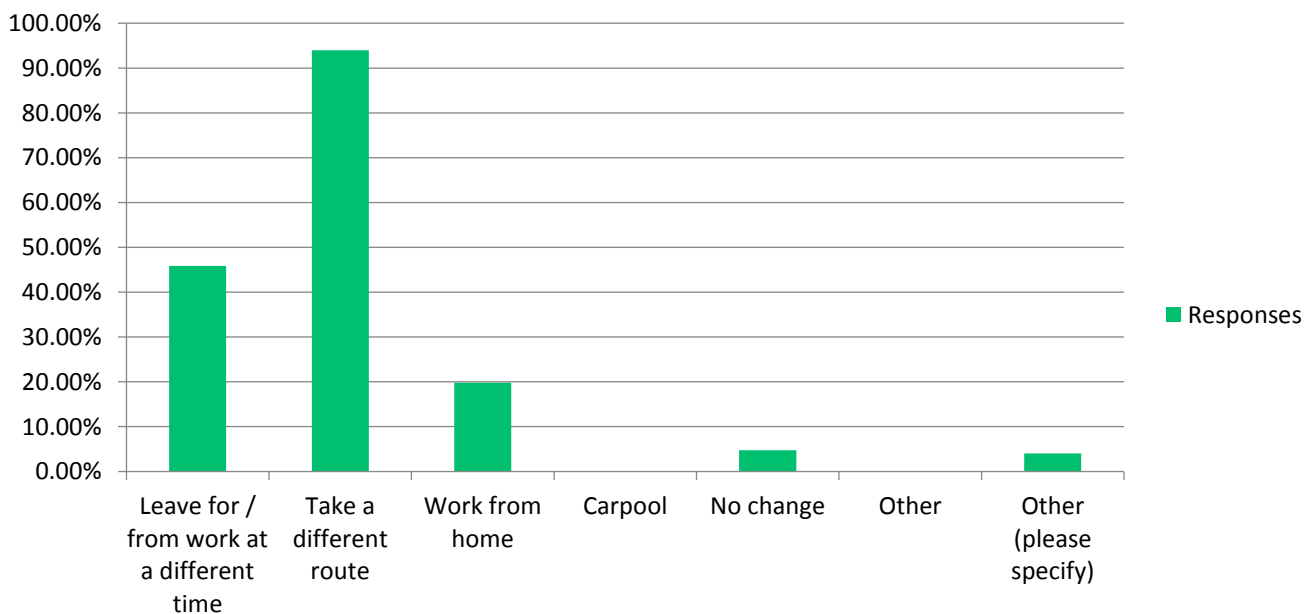## How many miles ONE WAY is your commute to your worksite?

Which of the following best describes how you use the Traffic Alert Service?

Which of the following best describes what you do with the alerts:
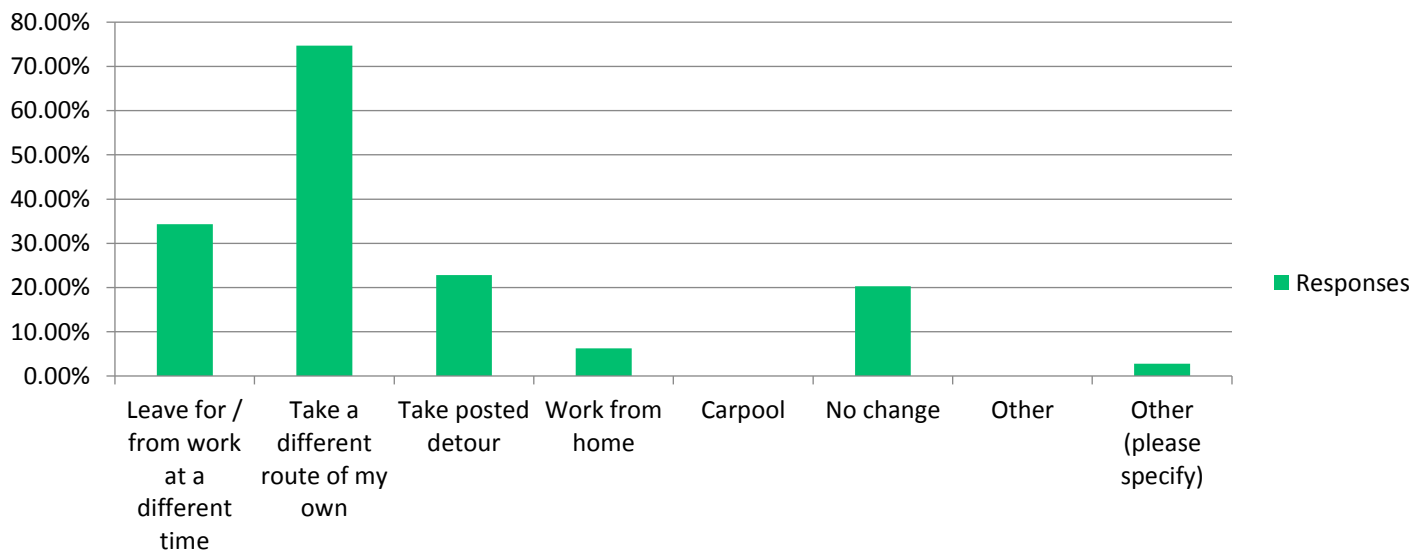

After receiving an INCIDENT/ACCIDENT alert, what changes do you usually make to your travel plans and/or commute? (Check all that apply)

After receiving a CONGESTION alert, what changes do you usually make to your travel plans and/or commute?
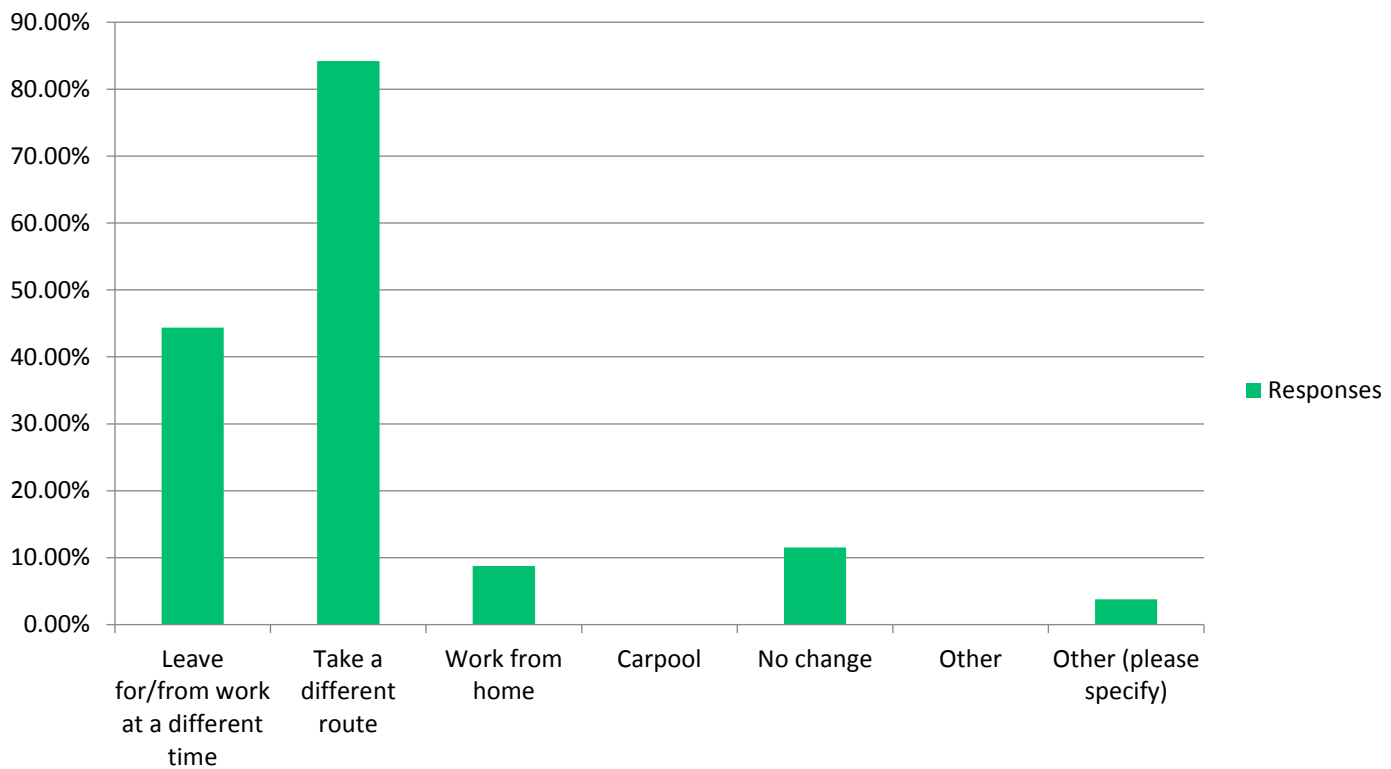
After receiving a CONSTRUCTION alert, what changes do you usually make to your travel plans and/or commute? (Check all that apply)

After receiving a WEATHER alert, what changes do you usually make to your travel plans and/or commute? (Check all that apply)

Bar chart with vertical axis ranging from 0.00% to 60.00% in 10.00% increments.

- Leave for / from work at a…: ~51%
- Take a different route of my own: ~24%
- Take posted detour: ~7%
- Work from home: ~36%
- Carpool: 0%
- Take public transportation: ~0.5%
- No change: ~26%
- Other: 0%
- Other (please specify): ~5%

Legend: ■ Responses
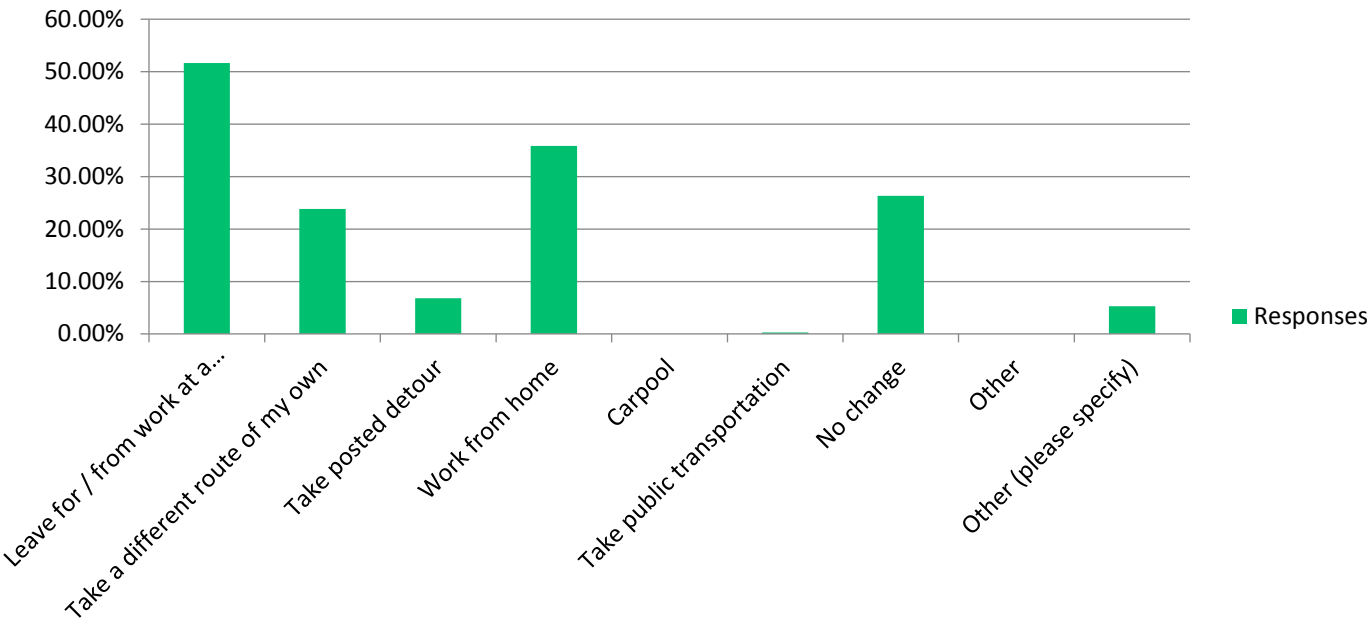
Perceived Traffic Volume

If you have been commuting in the last year, would you say that traffic volumes appear to have:

Chart categories: Increased, Decreased, Stayed about the same since this time last year, I have not been commuting, Other (please specify). Y-axis: 0.00% to 60.00%. Legend: Responses

In the past year, would you say that traffic volumes on municipal/county (LOCAL) roadways has:

Chart categories: None of the above - I don't travel on municipal/county (local) roadways, Increased, Decreased, Stayed about the same, Other (please specify). Y-axis: 0.00% to 70.00%. Legend: Responses

Motorist Behavior Observation

Which of the following behaviors do you see regularly on your commute?
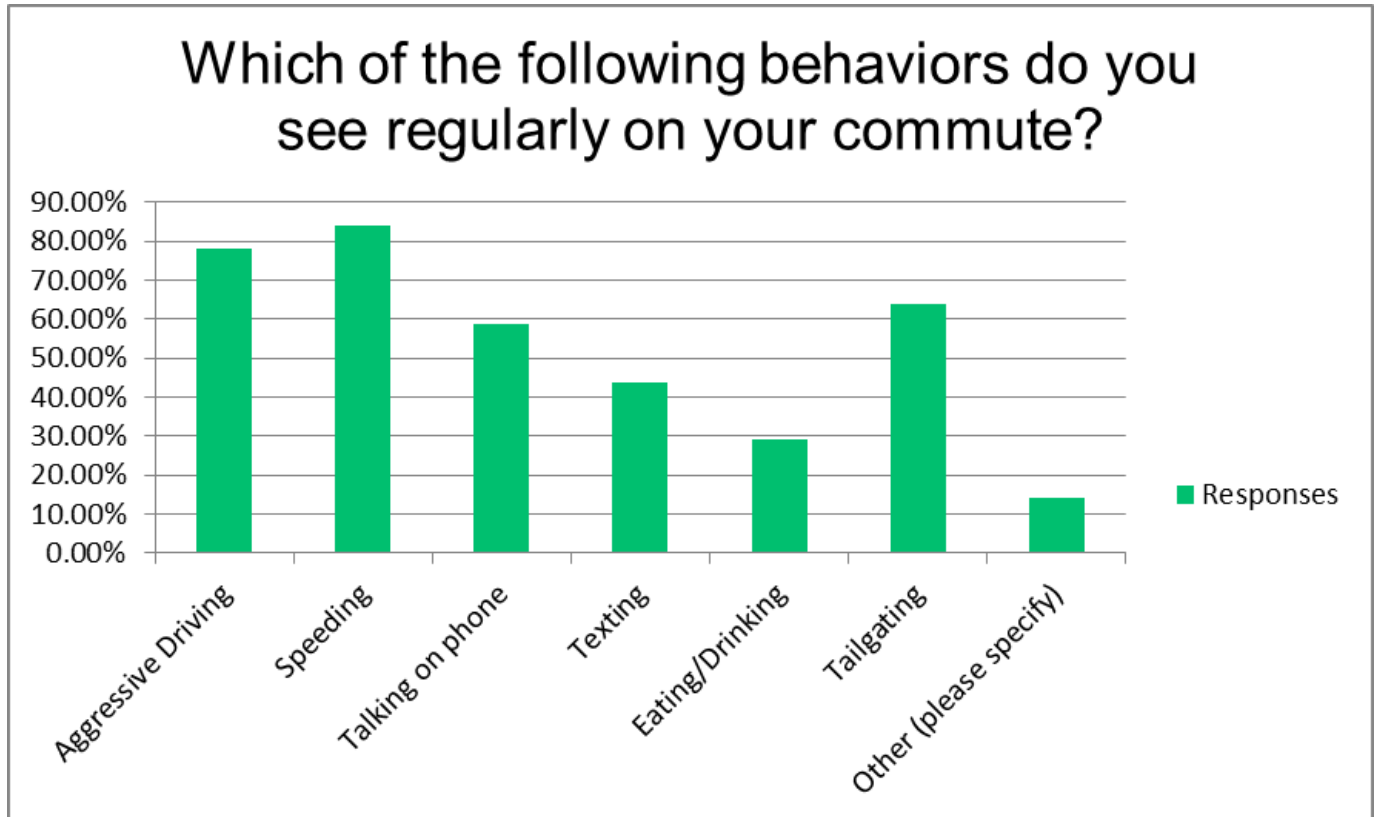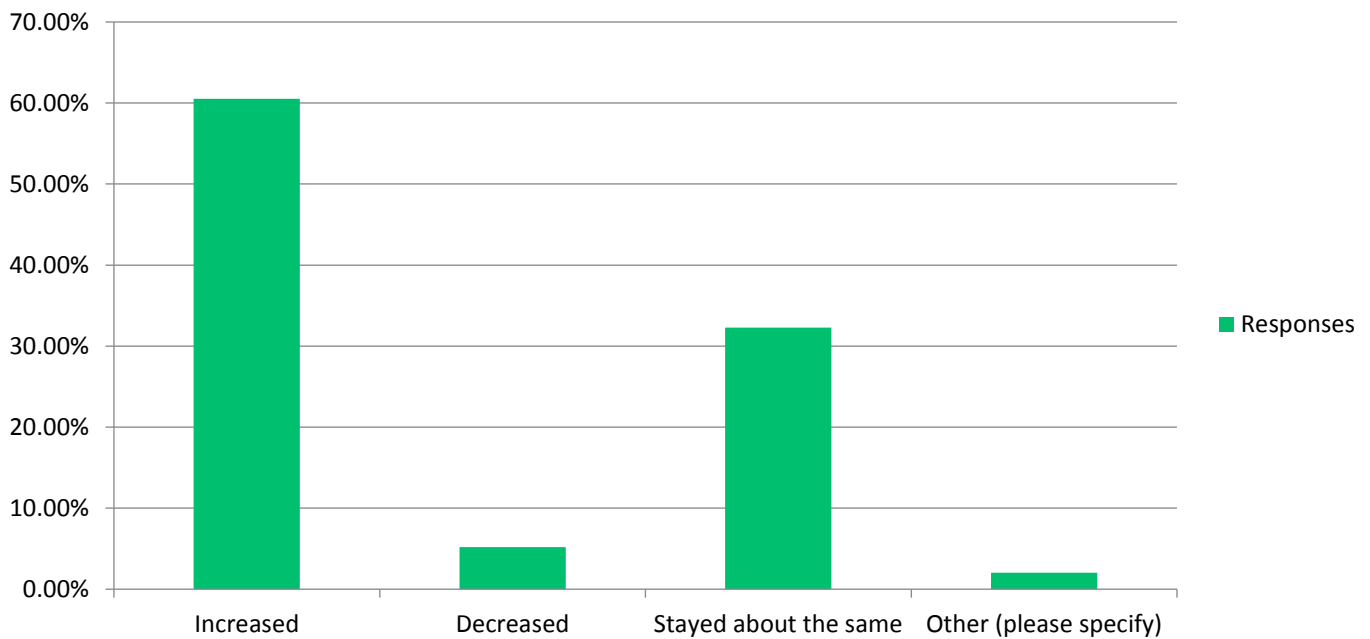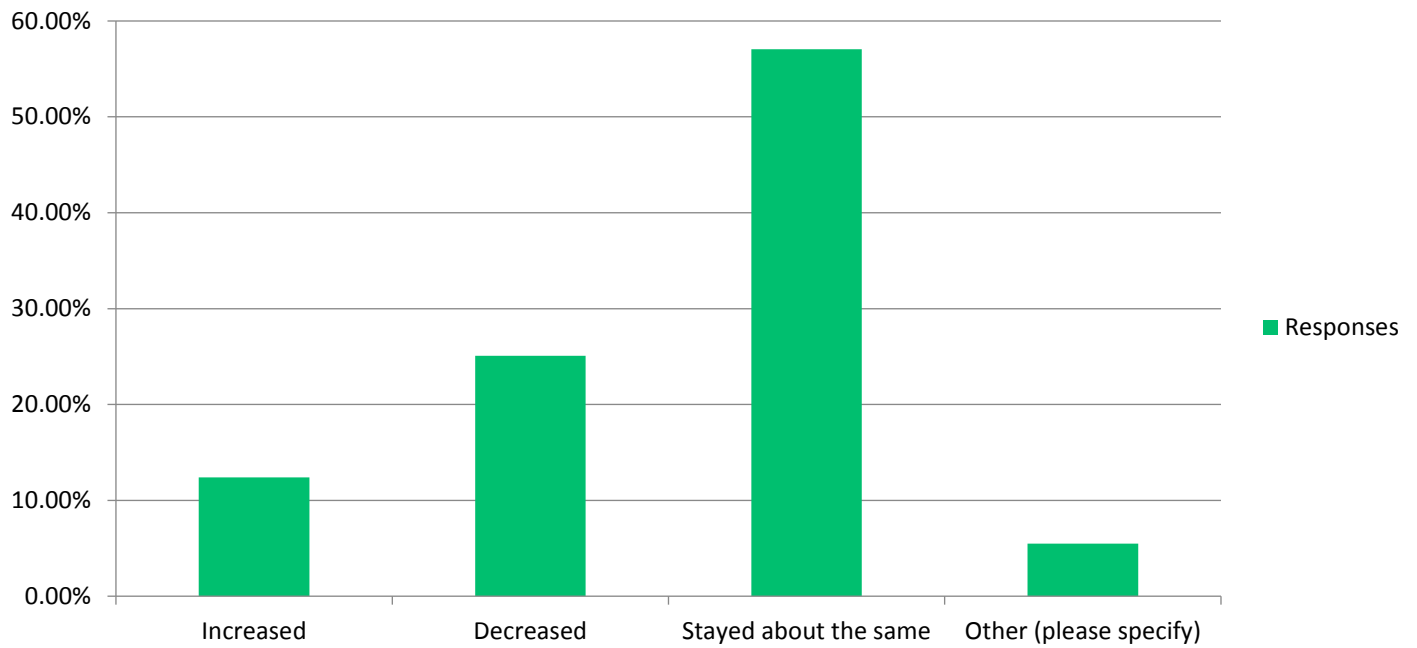
Interstate 78

Do you drive on I-78?
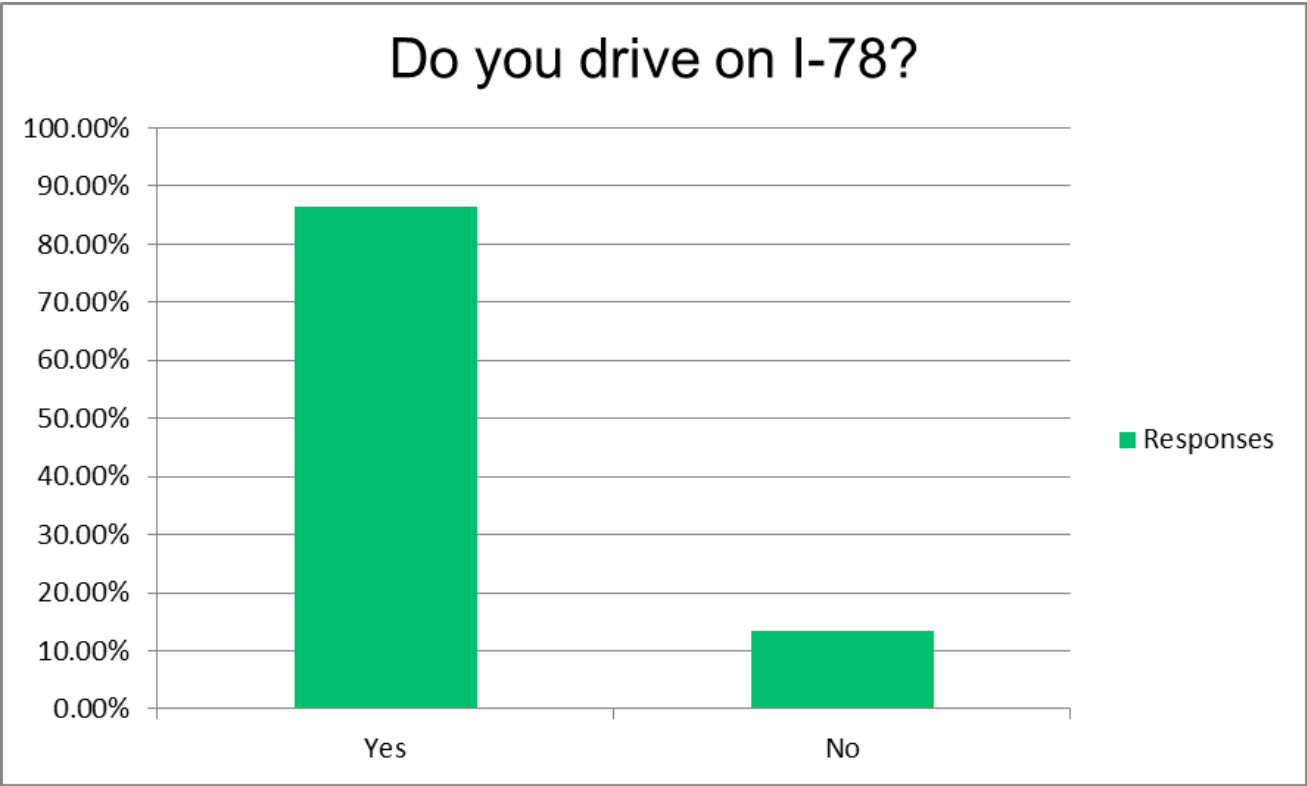
In the past year, would you say that the number of accidents you have observed on I-78 has:

In the past year, would you say that the presence of law enforcement on I-78 has:

Chart data (approximate values):
- Increased: ~12.50%
- Decreased: ~25.00%
- Stayed about the same: ~57.00%
- Other (please specify): ~5.50%

Legend: ■ Responses

Traffic Alert Service Satisfaction

Keeping in mind that this is an information forwarding service, how would you rate the TIMELINESS of the alerts

Keeping in mind that alerts are sent from 6:00am - 8:00am how would you rate the AVAILABILITY of alerts in the MORNING:
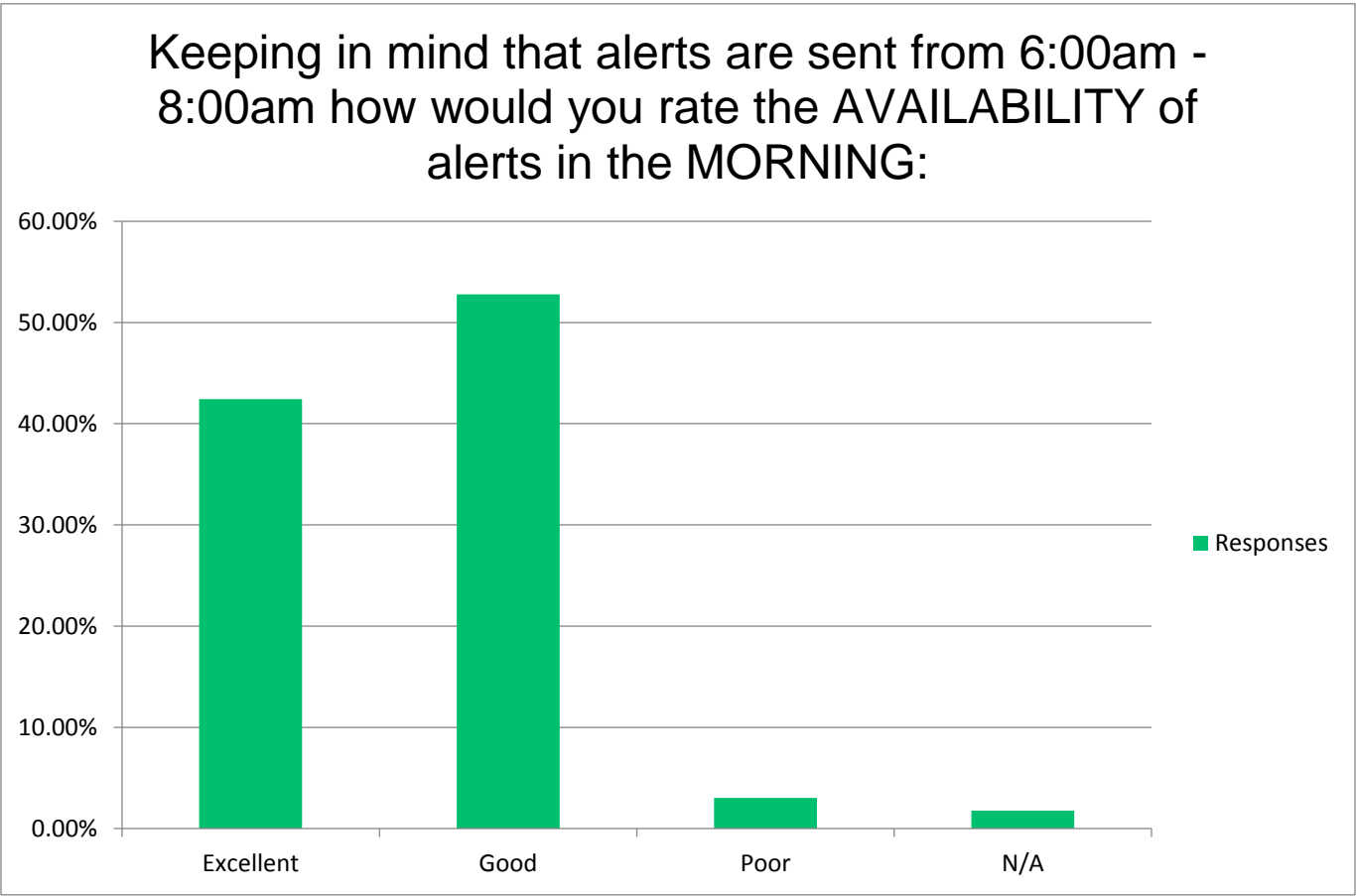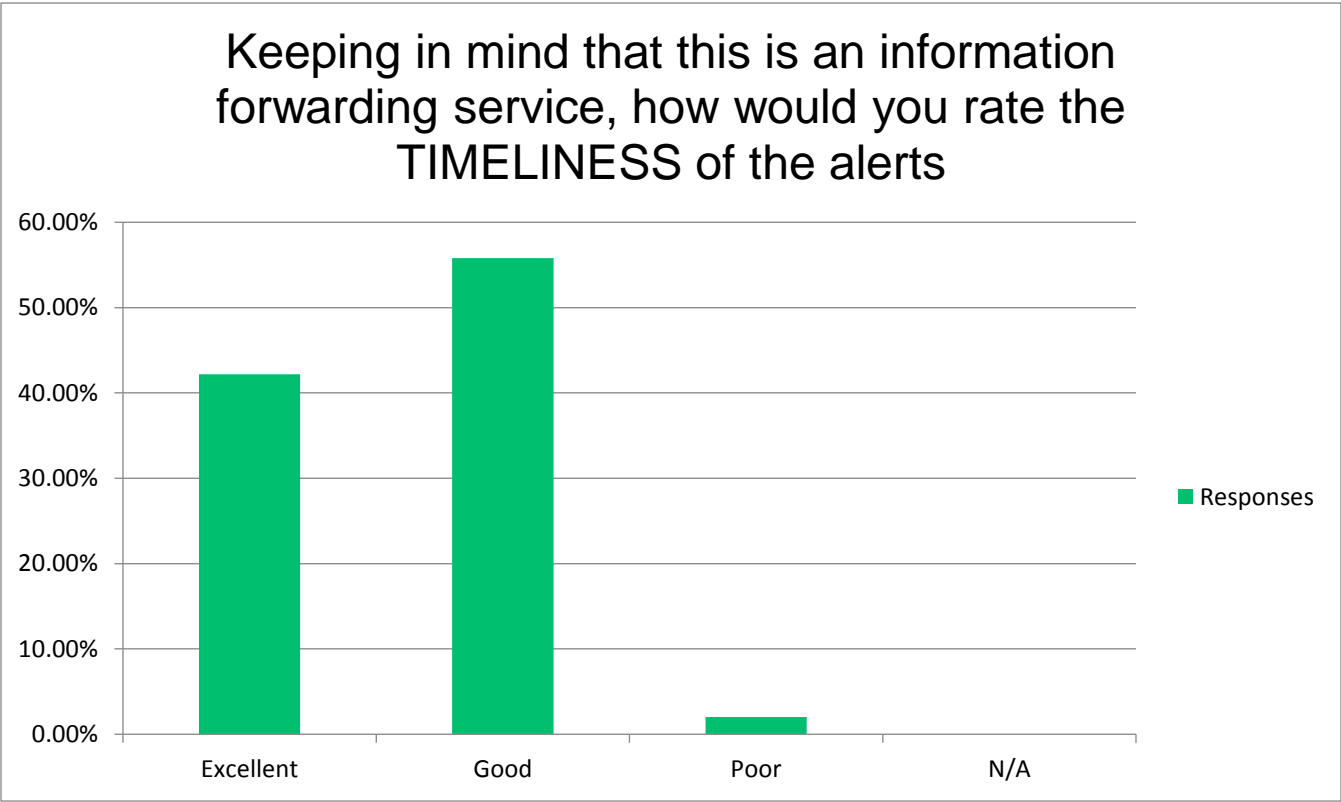
Keeping in mind that the alerts are sent from 3:30pm - 5:30pm how would you rate the AVAILABILITY of alerts in the AFTERNOON?
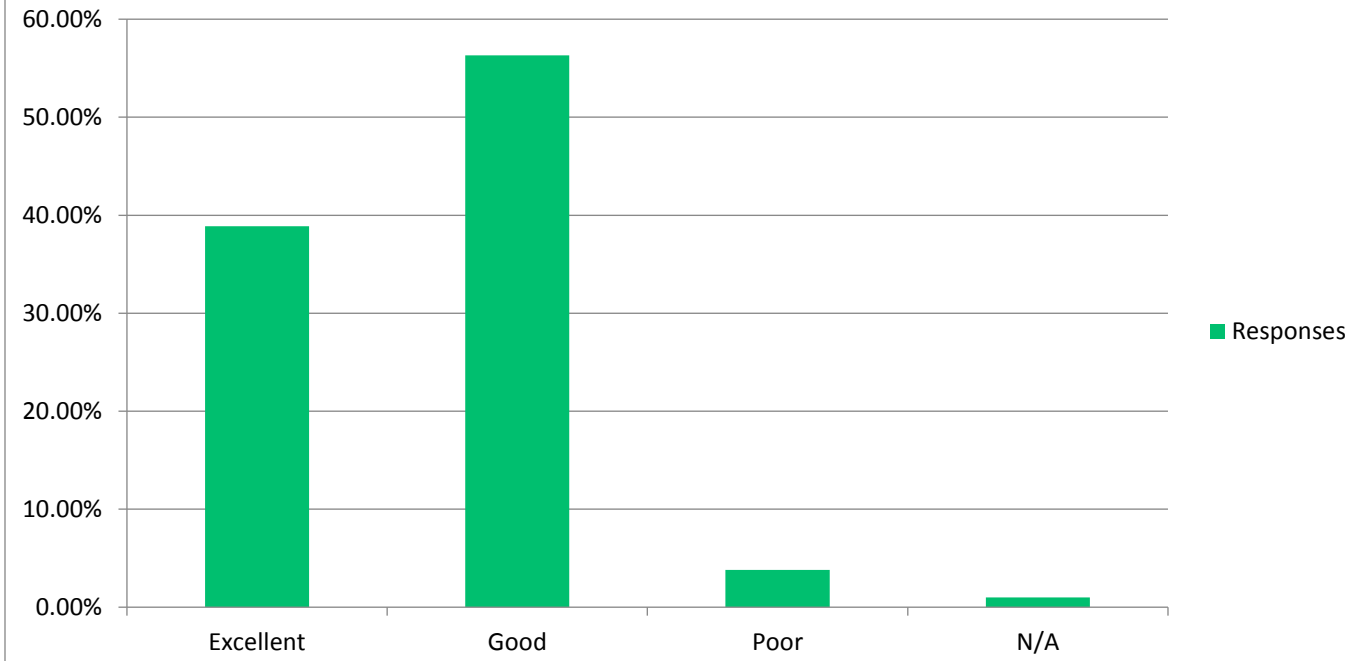
How would you rate the DETAIL of the alerts:

How would you rate the FREQUENCY OF UPDATES:

Alerts are useful to me personally:

Alerts are useful to our business:

Kudos from Subscribers

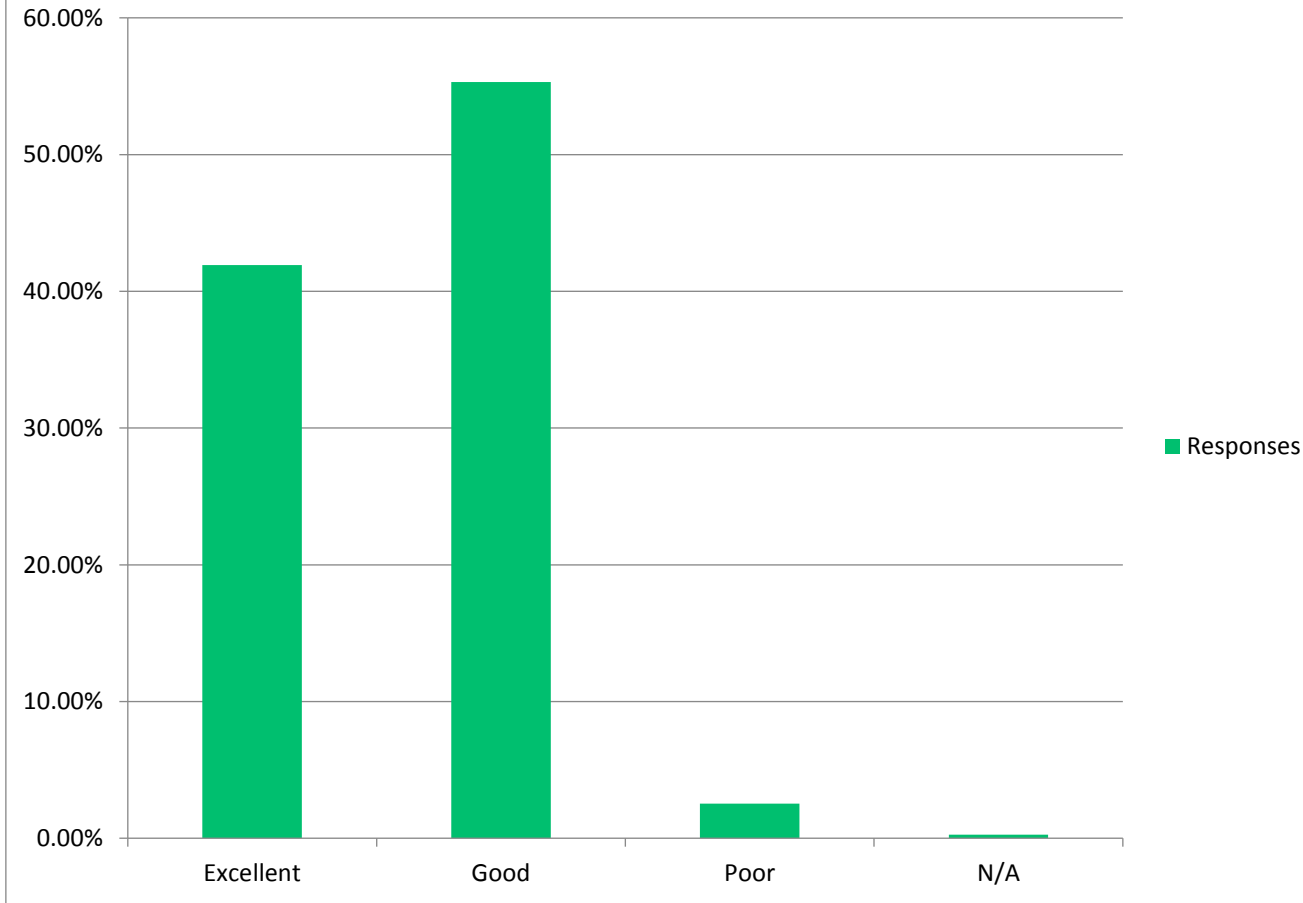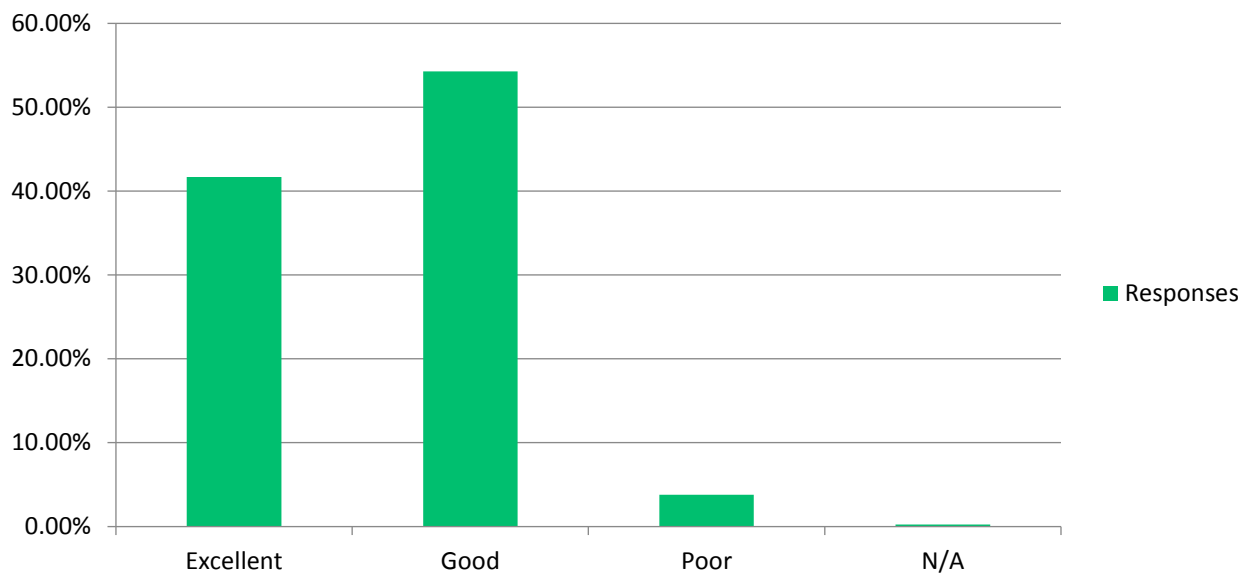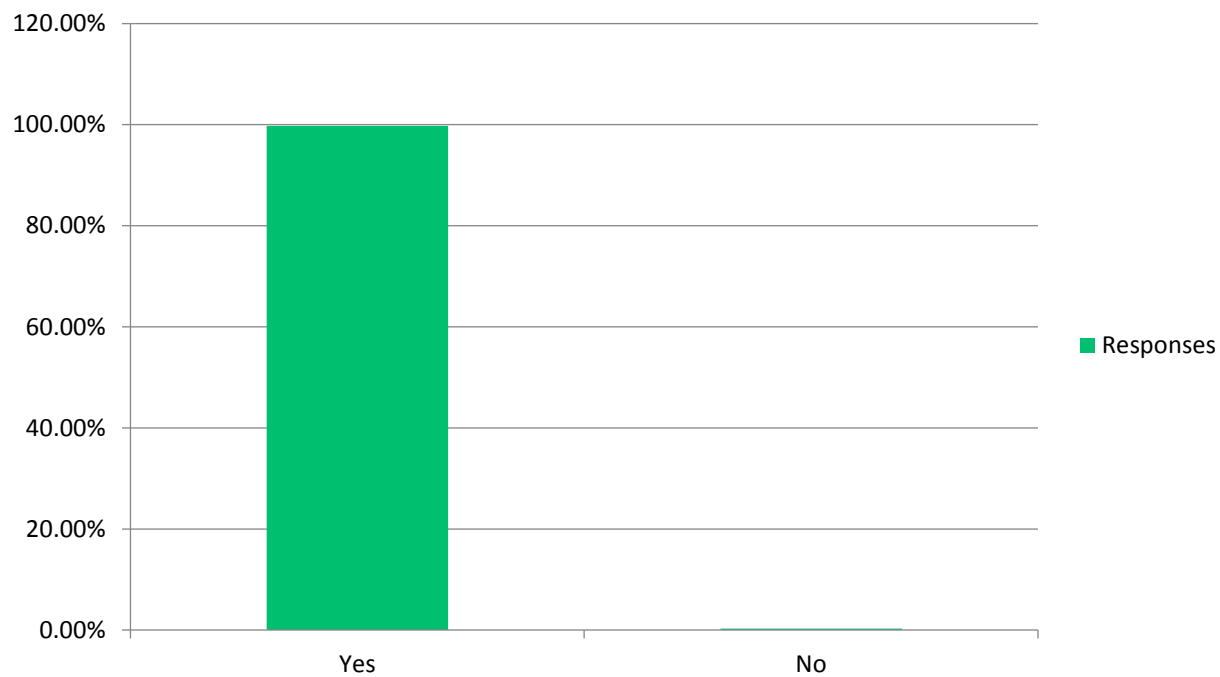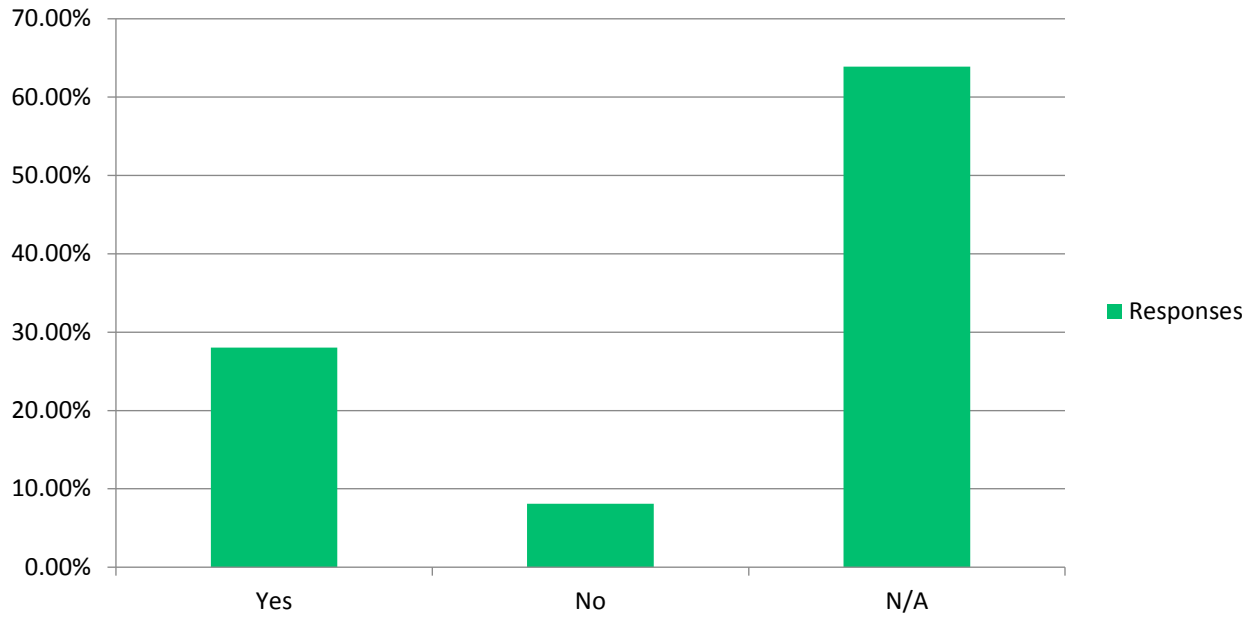*So grateful for your traffic alert emails! I rely on it daily. You have saved me from getting stuck in traffic from accidents that I have been alerted by your emails. Everyone should have your service!*

Though I'm retired I still travel Rts 78, 202 regularly and rely on goHunterdon to keep me informed.

I check for alerts every morning right before I leave. Very helpful!

The alerts are very useful to me and have saved me a lot of aggravation and time. I am very grateful for the service.

I RELY on this service for my commute. Normally, I only check the traffic conditions when I receive an alert from goHunterdon. Otherwise, I assume I-78 is accident and incident free. Thank you for providing!

Thank you for all you do. My work hours vary over the year from daytime, evening, or overnight shifts and especially when I need to be driving early am and late at night (dark) and weather forecast warrants it, I am always grateful to receive your alerts/messages.

Please continue to provide this valuable service. Thank you.

"Keep sending those alerts! Appreciate your time and efforts"

Thank you for providing this useful service!! All the best to everyone!! Stay safe!!

Use daily alerts for friends and family who commute distances traveling on 78 and 287 or getting to these routes

At the moment. My commute is temporarily short, but when driving distance, this service saves me big headaches, and let's me avoid trouble spots, or at least I am informed of why I am stuck in traffic.

It is a very helpful service. I am a Realtor so I travel all over mostly the two counties (Somerset and Hunterdon).

I love the alerts and find them essential to my driving, I would like to see updates on weekends! I drive on 78, 31, 33 and there's often traffic. I never think to check google maps if I don't need direc. Traffic alerts in weekends would be awesome.

Your service is very good and I use it every day

This is VERY helpful service. I utilize it daily and it has improved my daily commute.

The alerts also help with incoming deliveries - will they be delayed or do I need to give them alternate routes?

Truck traffic on I-78 is out of control

I love your service and count it daily. Its more accurate than the weather report!

Happy to receive as much info as possible.

Love this service! TY!!

I appreciate the alerts, they make a big difference to my commute.

The best way to be kept informed. I really appreciate the service. It helps me avoid adding to the traffic challenges.

Subscriber Requests and goHunterdon Responses

Alert Delivery Method

I would rather get these as a text alert. They used to come through twitter as a text alert. I can't read tweets while driving but text messages are read through my car's audio system. Please consider a text alert system. I think your information is more accurate than 511.

goHunterdon Response: Unfortunately, the cell phone providers will not process large scale text messages in a timely manner. We have found that alerts cannot be delivered in a timely manner via texts due to cell phone providers "throttling" the messagings.

Hours of Coverage

Morning alert time period needs to be extended longer .

Because I leave for work so early in the morning, I would prefer alerts prior to 6 am, but I understand that is very early in the morning.

The afternoon alerts need to go until at least 6:00pm. 6:30 or 7:00 would be even better.

I commute early...6:15 and leave work at 2:45. Earlier would be more helpful.

Would like traffic alerts 24/7

I would like alerts for the middle of the day too: i.e. after the morning period and before the afternoon period.

If you could expand the morning and evening commute hours that would be great. With hybrid work environments, the work hours are shifting.

goHunterdon Response: Funding availability and staffing are the limitations to providing alerts for longer periods of time in the morning, afternoon, and midday hours. When there is a significant incident, emergency construction or weather impacts midday, we make every effort to send out an alert.

SIGN UP FOR goHUNTERDON TRAFFIC ALERTS:
https://www.gohunterdon.org/commuter-programs/traffic-alert-service

I-78 WB, x 15: Clinton- Overturned tractor trailer blocks right lane.