

Commuter Connections TDM Evaluation Framework Update FY 2021-2023



Presentation to Commuter Connections Subcommittee

January 18, 2022

LDA Consulting

with WBA Research, CUTR, and ESTC





Evaluation Framework Overview



CC TDM Evaluation Framework

Since 1997, MWCOG has undertaken vigorous evaluation of Commuter Connections' TDM elements.

Evaluation purpose – document TDM program results, guide TDM program decision-making, and support regional/local TDM efforts:

- Progress toward trip, VMT, and emission reduction goals
- TDM program cost-effectiveness
- TDM value to stakeholders
- CC program management
- Service user/non-user profiles
- Feasibility of new service ideas
- Regional transportation trends



Evaluation Framework documents evaluation goals, analysis approach, and data collection plan for the 3-year evaluation period:

FY 2021 - FY 2023 (July 1, 2020 to June 30, 2023)

Evaluation Consists of Multiple Components

Comprehensive **triennial** evaluation

- Methodology “framework” update
- TDM Element data collection (surveys and databases/tracking)
- Detailed analysis for each TDM Element
- Triennial Impact Report

Ongoing and annual components

- Track participation in TDM elements
- Track incentive program requests/use
- Measure service use and satisfaction (e.g., GRH trip)
- Track marketing/outreach activities
- Collect data for regional and local transportation studies

2021-2023 TDM Elements:

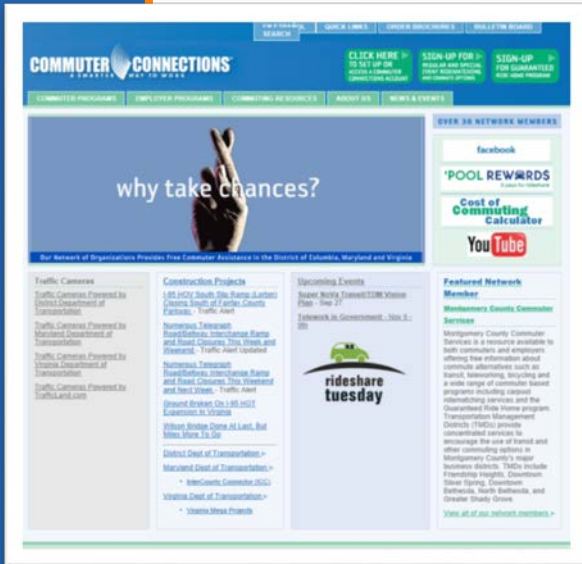
- Telework
- Guaranteed Ride Home
- Employer Outreach
- Mass Marketing
- Commuter Operations Center; Integrated Rideshare Software Upgrades

Continuum of Performance Measurement

- **Awareness** – modes/programs
- **Attitudes** – willing to try modes
- **Participation** – CC services used
- **Satisfaction** – with services
- **Utilization** – travel change “placements”
- **Influences** – motivations for change
- **Impacts** of behavior change
 - Alternative mode placements
 - Vehicle trips and VMT reduced
 - Emissions reduced
 - Energy saving
 - Delay reduction
 - Societal cost savings (\$ benefits)



Databases / Analysis Tools



Databases/other tracking data


- ACT! Employer Contact database (*Employer Outreach*)
- Telework Assistance database (*Telework*)
- Online service users database (*COC*)
- Online GRH registrant database (*GRH*)
- COC website and call volume tracking (*Mass Marketing*)
- Documentation of marketing activities (*Mass Marketing*)
- Event participation tracking (*Mass Marketing*)
- 'Pool Rewards participant data (*Mass Marketing*)
- CarpoolNow, incenTrip, Flextime Rewards participant use/request data (*Mass Marketing*)

Analysis tools

- EPA COMMUTER Model v2.0 (*Employer Outreach*)
- TDM-ROI Calculator (Overall calculation)

Data Collection Tools/Surveys

Share your opinions and help improve commuting in the region

 The Council of Governments is conducting a survey about traveling to work for employed residents of your community. Residents who complete our survey by the **Response date** will be entered into a drawing for fifty \$250.00 Amazon gift cards.

Participate: Visit the website below and enter password 1 or password 2. A second employed household member 18 years or older may take the survey using the second password.

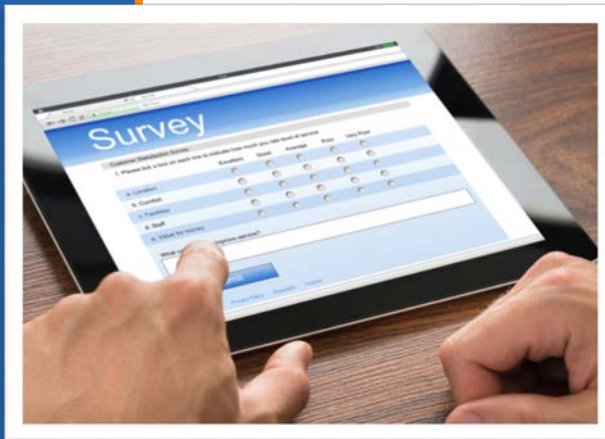
www.TravelToWork2019.org

Your Password: **ABCDEF** Other Password: **GHIJKL**

Respond by **Feb 15**

If you are unable to take the survey online, call toll-free 1-888-714-9846.
Para realizar la encuesta, seleccione la opción español en el sitio web.

The Metropolitan Washington Council of Governments fully complies with Title VI of the Civil Rights Act of 1964 and related statutes and regulations prohibiting discrimination in all programs and activities. For more information, call (202) 967-3200.



Regional / General Population Surveys

- State of the Commute (*Telework, Mass Marketing*)
- Employee (*Employer Outreach*) – administered by employers

CC Service User Surveys

- Guaranteed Ride Home (*GRH*)
- Telework Assisted Employer (*Telework, Employer Outreach*)
- CC Applicant Placement Rate (*COC, Mass Marketing*)
- Bike-to-Work Day (*Mass Marketing*)
- ‘Pool Rewards Participant (*Mass Marketing*)
- Car Free Day (*Mass Marketing*)
- Retention Rate (*GRH, COC*)

User Surveys Assess Service Use and Travel Changes

- **Current travel patterns** – Mode (days per week), occupancy, distance
- **Travel changes** – Switch to alternative modes, prior modes, trial vs continued changes?
- **Service use and influence** – Service use (e.g., form CP with ridematch, take GRH trip?) and role in influencing or assisting travel change?

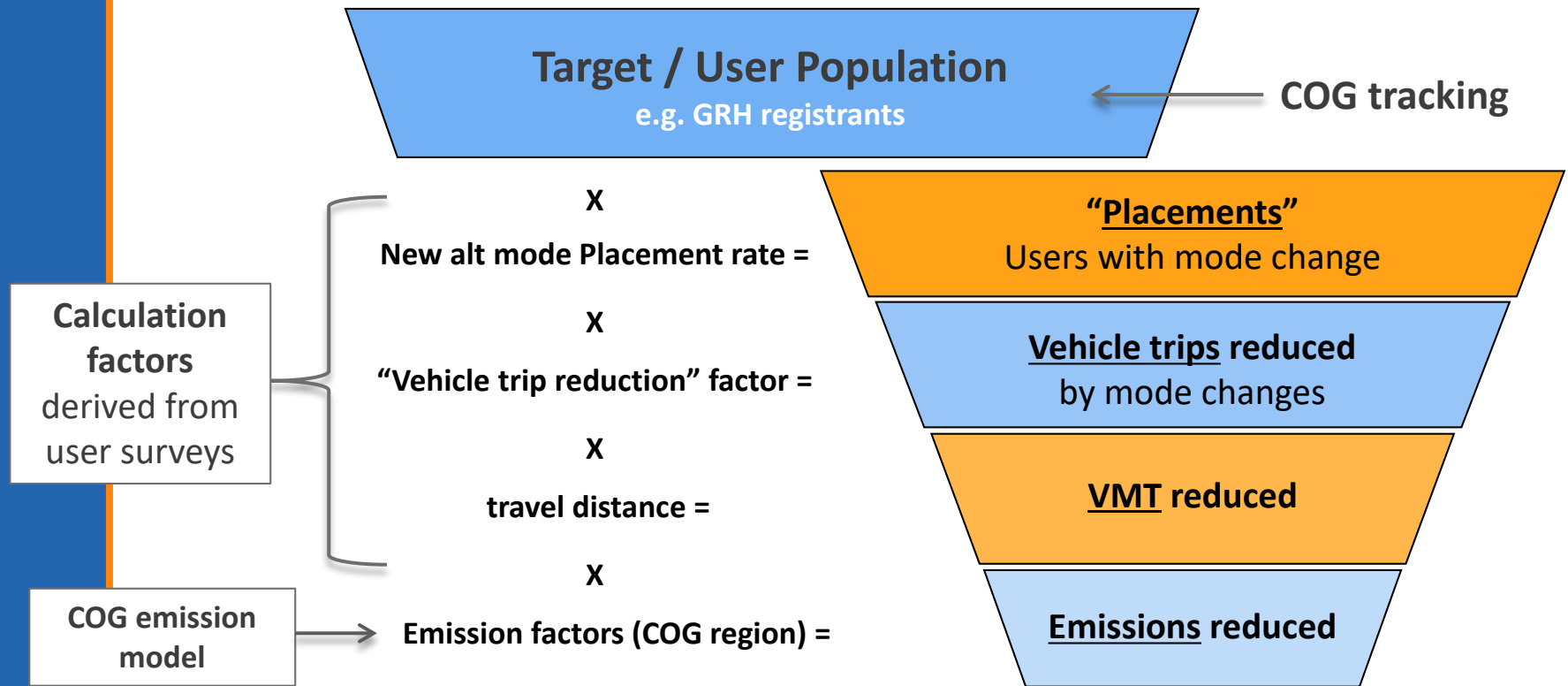


- **Satisfaction** – Satisfied with service, desired improvements, other services used
- **Referral** – Sources of info on services
- **Demographics** – User profile

Survey Data Are Used to Calculate Service Impacts

Calculation approach uses a series of “multiplier” factors, applied to user population for each TDM program element.

Same approach for all elements, but factors are unique to each element.

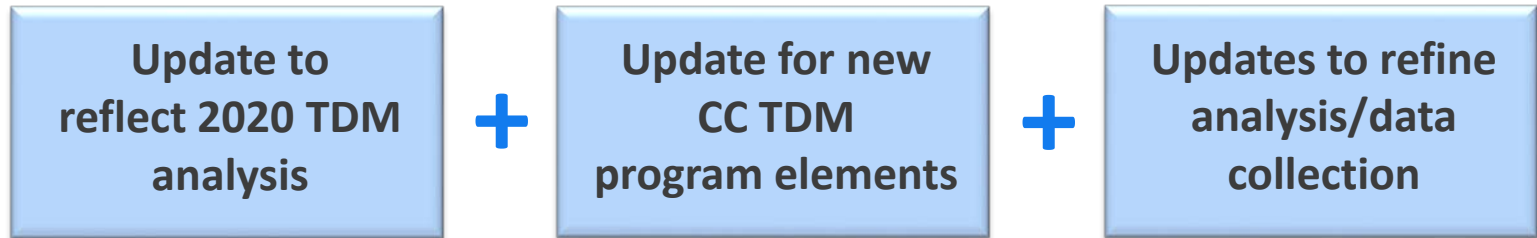




Evaluation Framework
Update for 2021-2023



2021-2023 Framework Builds on 2018-2020 Framework



Framework also defines efforts to enhance relevance and value of CC evaluation and support MWCOG and partner TDM efforts

Emphasis areas for 2021-2023:

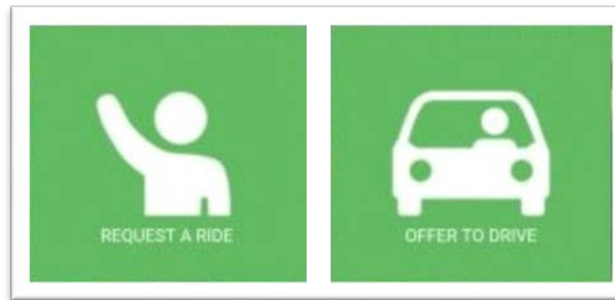
- Explore impact of **coronavirus pandemic** on past travel behavior and anticipated future travel
- Position CC to assist with **regional transportation initiatives and issues**
- Expand understanding of **technology** use/role in commute travel decision-making



Updates to Reflect 2020 TDM Analysis and Incorporate New CC Services/Techniques

TDM Framework evolves to accommodate CC program changes and incorporate new/improved methods:

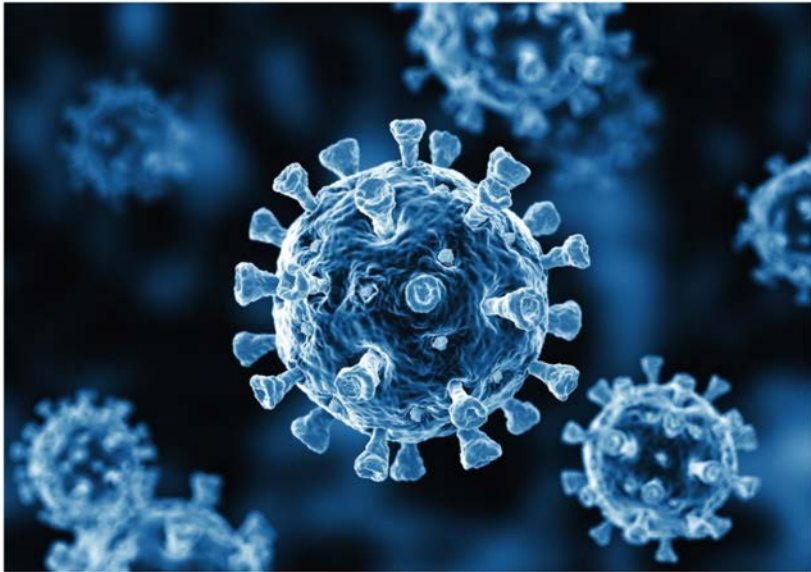
- Define 2021-2023 program goals – consistent with CC/COG regional analysis
- Document new survey methodologies (e.g., SOC ABS-Internet method, Placement Rate survey for incentive programs) and update calculation factors derived from new surveys
- Revisit EPA COMMUTER Model as analysis tool for Employer Outreach
- Review and refine methods to estimate impacts of CarpoolNow, incenTrip, Flextime Rewards incentive programs



Coronavirus Pandemic Travel Analysis

Background: The coronavirus pandemic has dramatically affected commute patterns since spring 2020 with increases in telework, mode shifts, and for some workers, work and home location shifts. What changed during the pandemic and what long-term travel changes might be anticipated?

Framework Action: Collect data on pandemic-related commute behavior and potential ongoing changes related to commuting to help interpret evaluation results and support regional understanding and planning:



- Commute pattern changes during pandemic and immediately post-pandemic
- Telework incidence and experience – both workers and employers
- Comfort-level with shared modes and anticipated future use
- Pandemic-related changes in work and home locations

CC Contributions to Regional Plans and Initiatives

Background: Regional transportation plans (CMP, Visualize 2045 LRTP) define objectives and requirements for system performance, equity/accessibility, and other societal goals. TDM data can demonstrate CC services' value/contribution.

Framework Action: Continue collecting and reporting data to document CC and TDM contribution to regional transportation goals:

- Changes in regional transit use and availability of and commuters' interest in and use of new travel options for commuting
- Telework growth and experience; pandemic-related TW changes (workers and employers)
- CC efforts to ensure equitable and inclusive access to commute info/assistance
- Societal value/benefits of TDM programs
- Support regional and local transportation studies with commute/TDM data

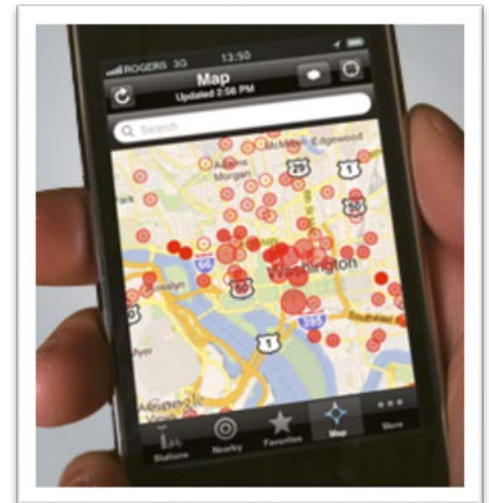


TDM Technology Role

Background: Technology has the potential to reinvent travel patterns, through access to new travel options and to real-time information and assistance services. CC has implemented several technology-focused programs and is likely to create others in coming years. Data compiled during the evaluation could help to explore new service feasibility and how to position information.

Framework Action: Collect data on commuter attitudes and adoption of new transportation technology and services that CC/partners can use to develop services that respond to commuters' needs and interests:

- Commuters' interest in mobile apps/incentives/shared use services
- Commuter populations with greatest interest/willingness to use services
- Barriers/concerns with using services



2021-2023 TDM Evaluation Schedule

Methodology Update

- Input from Evaluation Group Oct-Dec 2021
- Draft report Dec 2021
- Final report Spring 2022

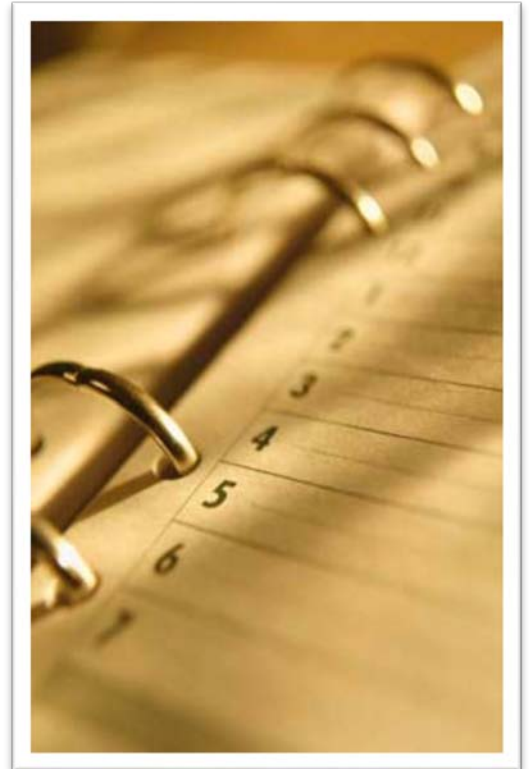
Surveys

- CC applicant placement* Nov 2020
- Retention rate* Feb 2021
- State of Commute 2022 Jan-Jun 2022
- GRH 2022 Apr-Jun 2022
- Bike to Work Day Nov 2022
- Telework assisted employer Spring 2023

Analysis / Report

- TDM analysis – draft Jun 2023
- TDM analysis – final Dec 2023

* These surveys already conducted for 2021-2023 evaluation cycle





Questions?

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