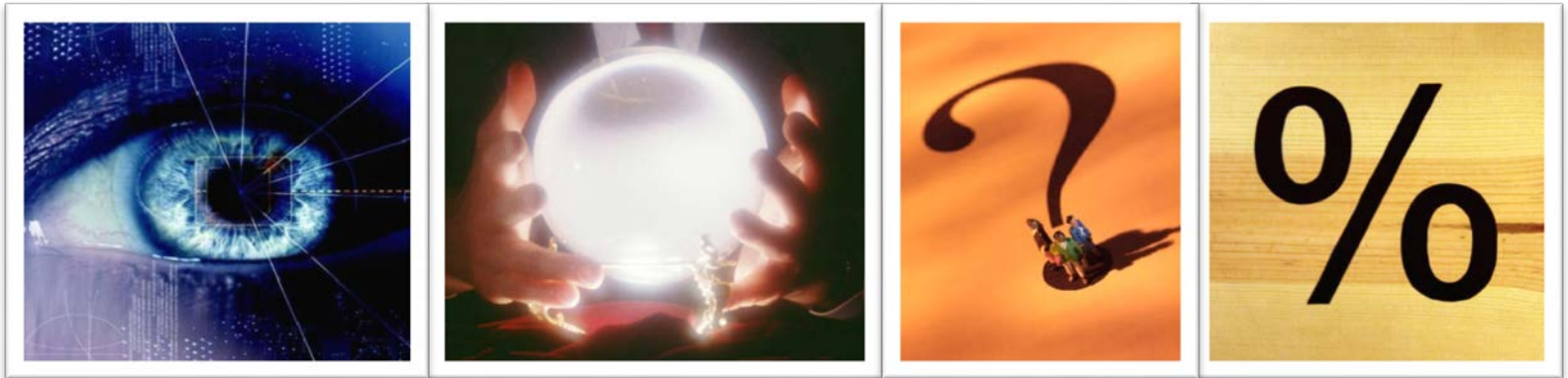


# Commuter Connections TDM Evaluation Framework Update FY 2018-2020



Presentation to Commuter Connections Subcommittee

January 15, 2019

LDA Consulting

with CIC Research, CUTR, and ESTC



# Evaluation Framework Overview

# CC TDM Evaluation Framework and Analysis

- Triennial impact analysis/reporting for Commuter Connections' TDM activities
- Framework report documents evaluation goals, analysis approach, and data collection plan for the coming 3-year evaluation period
- Conducted to estimate impacts and communicate program value to funders and regional policy-makers
- Estimate impacts for:
  - Telework
  - Guaranteed Ride Home
  - Employer Outreach
  - Mass Marketing
  - Commuter Operations Center (Basic Services and Integrated Rideshare Software Upgrades)



# Objective – Produce Reliable, Useful Impact Results

**Measure impacts of Commuter Connections' TDM services** in a reliable, efficient, and methodologically-sound manner

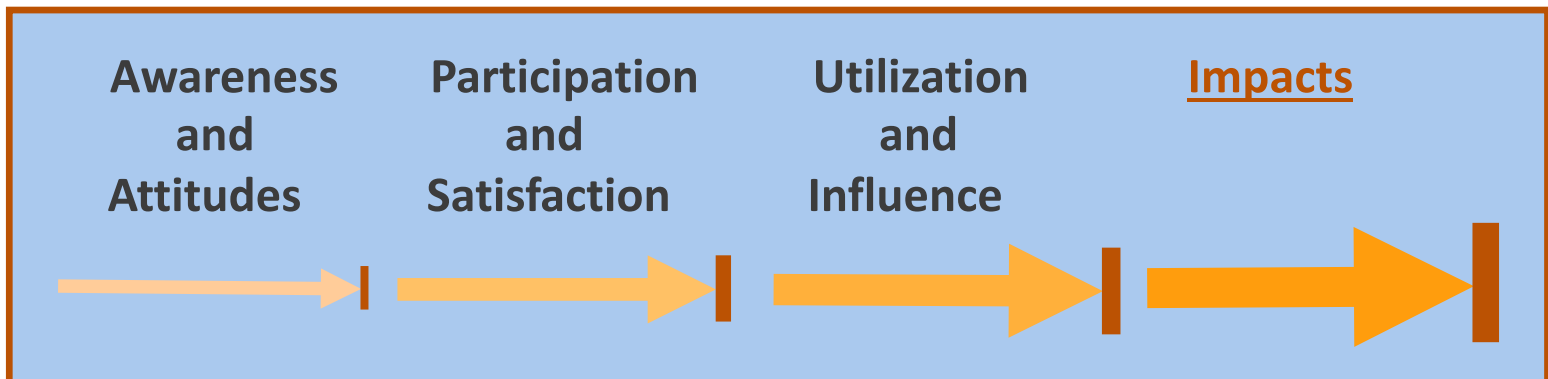
**Communicate information on service performance** to stakeholders, ensuring that results are useful to decision-making and program management:

- Measure performance on indicators related to regional goals for transportation
- Use common, quantitative performance measures to facilitate comparisons among TERM and between TERMS and other strategies
- Facilitate ongoing activity reporting and estimate of benefits for day-to-day program management
- Track both continued (baseline) impacts and new impacts during the analysis period



# Performance Measures

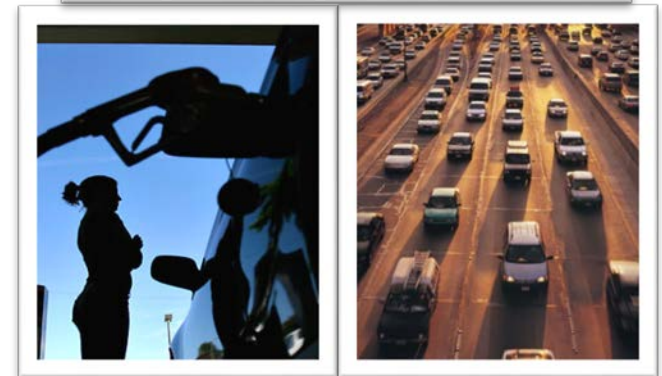
- Awareness – modes/programs
- Attitudes – willing to try modes
- Participation – CC services used
- Satisfaction – with programs
- Utilization – Travel change “placements”
- Influences – motivations for change
- Impacts of behavior change



# CC TDM Service Impact Indicators

Travel and environmental impacts from behavior change

- Mode split
- Alternative mode placements
- Vehicle trips reduced
- VMT reduced
- Emissions reduced
- Energy saving
- Delay reduction \*
- Societal cost savings (\$ benefits) \*



\* New in 2018-2020 Framework



# Data Collection – Surveys to Assess Trends/Change

Share your opinions and help improve commuting in the region

  
Metropolitan  
Washington  
Council of  
Governments

The Council of Governments is conducting a survey about traveling to work for employed residents of DC, MD and VA.  
*The first 500 who complete our survey by the Response date will receive a \$5 Amazon gift card.*

**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 other password.  
[www.TravelToWork2016.com](http://www.TravelToWork2016.com)

Your Password: ABCDEF Other Password: GHUJKL

Respond by:  
Feb 27

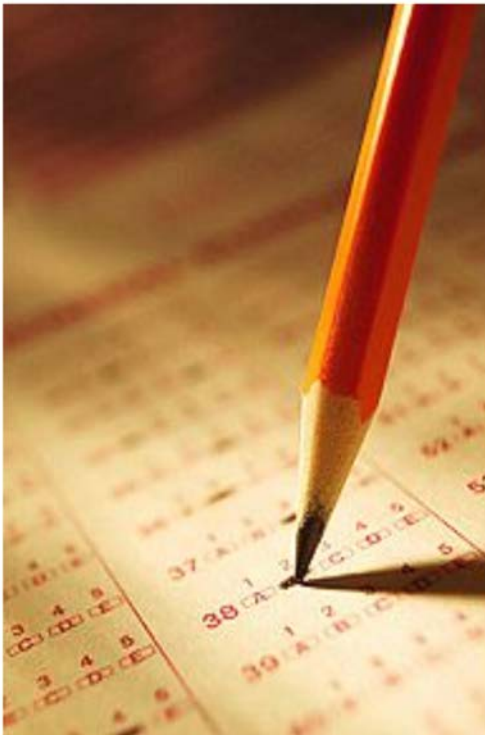
If you are unable to take the survey online, call toll-free 1-888-714-9816. Para realizar la encuesta, seleccione la opción español en el sitio web.  
The Metropolitan Washington Council of Governments fully complies with Title VI of the Civil Rights Act of 1964 and related statutes and regulations prohibiting discrimination in all programs and activities. For more information, (202) 962-8200.

## Regional / General Population Surveys

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

## CC Service User Surveys

- Guaranteed Ride Home survey (*GRH*)
- Telework employer survey (*Telework, Employer Outreach*)
- CC applicant placement rate survey (*COC, Software Upgrades, Mass Marketing*)
- Bike-to-Work Day survey (*Mass Marketing*)
- 'Pool Rewards participant survey (*Mass Marketing*)
- Retention Rate survey (*GRH, COC*)



# 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 data (*Mass Marketing*)

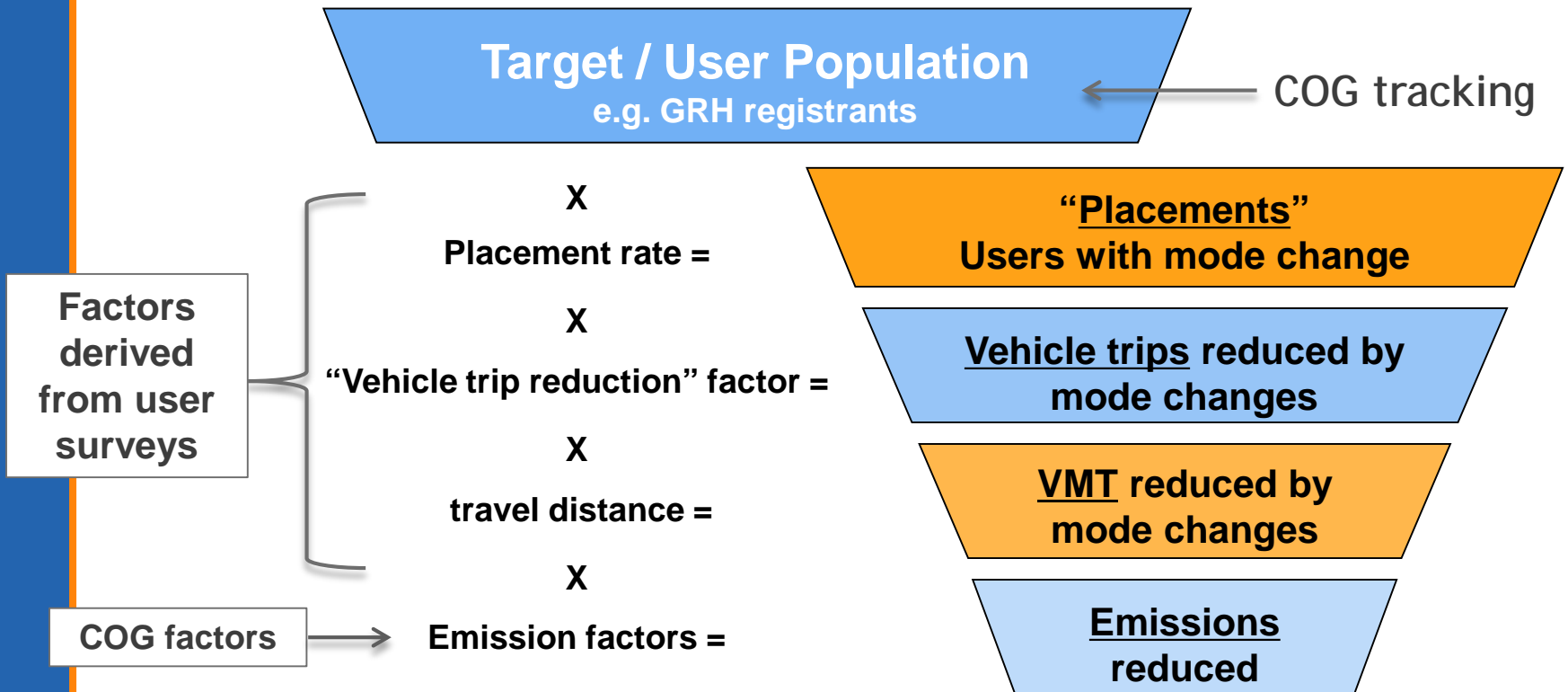
## Analysis tools

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



# Impact Calculation Approach

Impact calculation approach uses series of “multiplier” factors, applied to user population





Evaluation Framework  
Update for 2018-2020



# 2018-2020 Framework Builds on 2015-2017



Other 2018 – 2020 changes: Collect/analyze data to **enhance relevance and value** of CC evaluation:

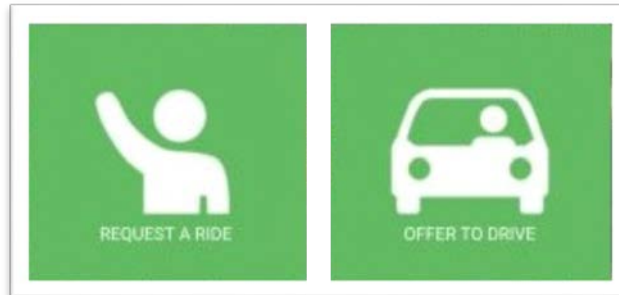
- Position CC's TDM contribution to congestion mitigation, performance-based planning, and other regional transportation goals
- Examine use and influence of new technologies on commute decisions and role in CC Program
- Support messaging to business/employers and to commuters and development of new CC services



# Updates to Reflect 2017 TDM Analysis, New CC Services, and Data Collection Improvements

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

- Update program goals – consistent with CC/COG regional analysis
- Develop methods to estimate impacts of new CC services: CarpoolNow, incentTrip, Flex Rewards
- Document method to calculate societal benefits/ROI of CC TDM Program
- Document new data collection methodologies that will be or could be used to collect evaluation data (e.g., SOC Internet/phone follow-up; address-based sampling; service use digital data collection; respondents incentives; text polls for events)

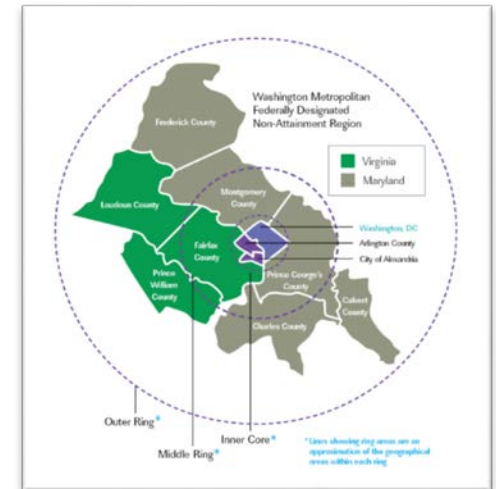


# TDM as Part of Regional Goals/Plans

## Background:

Since 1997, CC TDM Program evaluation has focused primarily on air quality conformity.

But transportation decisions are increasingly driven by sustainability/livability, safety, congestion management, and system performance objectives.



- CC TDM Program named as strategies in the regional congestion management process (CMP).
- New Federal requirements for performance-based planning (new PMs for peak hour excessive roadway delay and % non-SOV travel).
- Regional Transportation Priorities Plan set a goal to “provide a comprehensive range of transportation options.”
- Regional “Visualize 2045” plan set aspirational initiatives and a call to action to “better manage peak period travel demand, reduce SOV travel, make transit more viable and affordable, and enhance existing infrastructure.”




# CC Services' Contributions to Regional Goals/Plans

## Framework Update

TDM evaluation data can demonstrate how CC TDM Programs contribute to fulfillment of regional plan objectives, support regional transportation system performance, and generate a wide range of societal benefits.

Continue process to measure societal benefits and contribution to regional transportation goals:

- New data collection and analysis to estimate CC contribution toward TPB's 7 initiatives in Visualize 2045 
- Collect data in SOC and user surveys to define societal benefits and ROI
- Explore if CC data could be useful for system-performance assessment: FHWA guidance allows use of locally-collected data for PM reporting

### Visualize 2045 Aspirational Initiatives

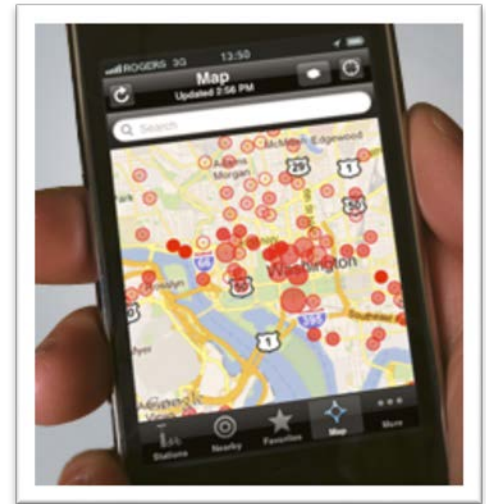
1. Bring jobs and housing closer together
2. Expand bus rapid transit regionwide
3. Move more people on Metrorail
4. Increase TW and other options for commuting
5. Expand express highway network
6. Improve walk/bike access to transit
7. Complete National Capital Trail

# Growing Role of Technology in Transportation

## Background:

Technology already has had a dramatic influence on transportation in recent years and likely will reinvent travel patterns further in the near future:

- Real-time access to information about travel options
- Automated vehicles
- Shared-use modes
- Dynamic and flexible travel options
- New ways of delivering existing services via Mobility as a Service (MaaS).



How technology implementation is structured and integrated into existing systems will play a key role in determining the influence of technology programs on travel decisions and the degree to which they could impact congestion.

# Define Baseline on Technology Use and Attitudes

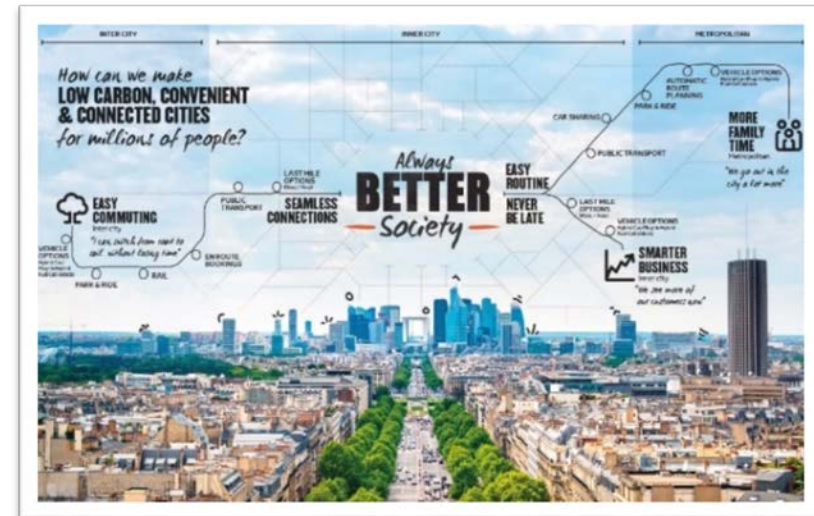
## Framework Update:

Seek opportunities through SOC/other CC user surveys to examine commuter attitudes and adoption practices of new transportation technology and services.

- Follow-up questions for commuters who use Uber/Lyft/Via, bikeshare
- Trends in telework / remote work
- Use of travel technology
- Attitudes toward Automated Vehicles
- Use of new CC services (e.g., incenTrip, CarpoolNow, Flextime Rewards)

Data can be analyzed to assess:

- Baseline level of awareness/use
- Demographics of technology users and service users
- Populations receptive to new services
- Commute service changes that might be related to technology
- Information distribution opportunities

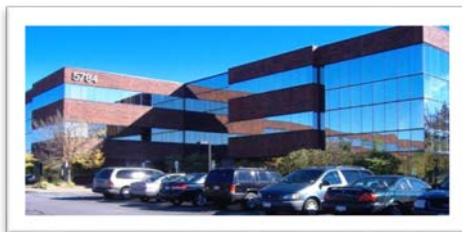


# CC Messaging and Service Development

**Background:** Commuter/employer outreach is a central element of CC/local partner programs. CC also implements services to appeal and respond to commuters' travel needs and interests. Data produced during the evaluation can help to inform outreach efforts and explore service feasibility.

**Framework Update:** Seek opportunities through SOC/CC user surveys to collect data on CC service benefits to commuters/employers and potential interest in new service ideas. Provide data for talking points and service analysis:

- Employer benefits when employees use commute services/alternative modes – absenteeism/tardiness, recruitment, productivity, parking/facility use
- Commuters' perceptions of personal benefits of alt modes and barriers to use
- Commuter populations with potential to use and greatest interest in services



# 2018-2020 TDM Evaluation Schedule

## Methodology Update

- Input from Evaluation Group Oct-Dec 2018
- Draft report Dec 2018
- Final report Spring 2019

## Surveys

- CC applicant placement Nov 2017
- State of Commute Jan-Jun 2019
- GRH Apr-Jun 2019
- Employer satisfaction Jan-Mar 2019
- Bike to Work Day Fall 2019
- Telework employer Spring 2020
- Retention Rate Spring 2021

## Analysis / Report

- TDM analysis – draft Jun 2020
- TDM analysis – final Dec 2020







## Questions?

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