

TDM EVALUATION GROUP
MEETING NOTES
December 15, 2015

1. Introductions

(Please see attached attendance sheet)

2. FY2015- FY2017 Commuter Connections Transportation Emission Reduction Measure (TERM) Evaluation Framework Revised Methodology Document

Nicholas Ramfos stated that the draft FY2015- FY 2017 draft TERM revised Evaluation Framework document was reviewed. Ms. Diggins stated that the last third of the document shows the calculation methodology for each of the TERMS. On Page 9 of the document, the performance measures shown are not official; however the consulting team felt that the more we could document benefits to the region, the better it would be for Commuter Connections. Delay reduction on a regional scale will be reviewed in order to document additional benefits despite official goals not being set. In Section 5 on page 24, there is a description of data sources. The Retention Rate survey was added with an explanation. The State of the Commute survey description was also updated to reflect the Internet survey pilot. Section 7 on Page 35, Reporting and Communication of Evaluation results describes how information and data will be packaged. An enhanced Executive Summary will also be produced for the State of the Commute to allow for ease of distribution.

3. 2016 State of the Commute Survey

Lori Diggins, LDA Consulting, reviewed the latest version of the 2016 State of the Commute survey questionnaire. She explained that the word "telecommuting" would be used in the survey instead of teleworking in order to be consistent. A question was also added (16a), which asks about how much time is built into a

typical commute time to ensure arrival at work. This question gets into the flexible work schedules availability. Additionally, questions were added in terms of roads being used for the trip to work in order to identify the major roads and segments used. This information may be geocoded. These questions will only be asked of those who are using alternative modes and where they are removing trips. A quality of life question in terms of making a change of home or work that tracks with transportation options question (60g) was also added.

Nicholas Ramfos, COG/TPB staff, stated that the survey was currently being pre-tested. Ms. Diggins stated that approximately 200 respondents are being surveyed as part of the pre-test. Adjustments will be made and the survey will resume in early January. The Internet pilot will be programmed and tested. A postcard will be designed along with a sample plan. A minimum of 300 surveys in the inner, middle, and outer rings of the region will be completed. Two waves will be sent out. The 2nd wave will re-balance the sample in order to get the count up in each of the rings and for the region as a whole. The 1st wave will be sent in February and the 2nd wave will be sent in late March or early April 2016. For the phone interviews, the final message left which will be on the 5th call when the interviewer will leave a message for the respondent to go to a different URL than that of the Internet pilot to complete the survey.

4. Guaranteed Ride Home (GRH) Surveys

Nicholas Ramfos, COG/TPB staff, stated that there were no major changes to the draft survey questionnaires for both the DC and Baltimore versions of the GRH survey. The follow-up message that went out after the November 17, 2015 TDM Evaluation Group meeting incorrectly listed the comment period as October 31st; therefore, a new comment period for the survey questionnaire will be set for January 22nd. A new follow-up message will be sent with the date for the new comment period.

5. 2016 Retention Rate Survey

Nicholas Ramfos, COG/TPB staff, stated that the draft Retention Rate survey was in today's agenda packet for review. Lori Diggins, LDA Consulting, stated that the survey will not be administered until March 2016. The premise is that the evaluation will look at a window of three years. If a commuter registrant received a ride match letter, transit information, or bicycling information, the evaluation will be based on that 3-year window. The GRH survey does include past registrants and they are still in an alternative mode. Commuter Connections should take credit for these commuters. The goal is to look further back in time in order to determine if past applicants, which would include applicants going back to July 2008, are still using alternative modes. For GRH applicants, the past applicants to be surveyed will go to March 2014 and for the non-GRH applicants, the time period will go until June 2015. Once the database is cleaned up, the survey will determine what services and/or information the past registrants received and about how long ago it was. The survey will also ask how respondents are currently commuting as well as how they commuted prior to getting information and/or services from Commuter Connections. If the respondent is currently in an alternative mode, the survey will ask when they started using that mode. The expectation is that there will be a declining curve of participation based on the time period of when the survey respondent had contacted Commuter Connections for a program and/or service. There will not be an overlap between the GRH Applicant survey and the GRH past registrants in the Retention Rate survey. One of the questions is whether the respondents still live in the region. Comments and edits on the draft survey document need to be submitted by committee members by January 22nd.