

TDM EVALUATION GROUP
MEETING NOTES
November 20, 2018

1. Introductions

(Please see attached attendance sheet)

2. FY2018 - FY2020 Commuter Connections Transportation Demand Management (TDM) Evaluation Framework Revised Methodology

Lori Diggins, LDA Consulting, reviewed the Framework document and explained that the document is a blueprint of how data is collected and evaluated for each of the Commuter Connections TDM program elements. The document will also lay out the methodology in terms of data evaluation and the tools which will be used. There are five key areas that will be addressed in the revisions including the methodology from the FY2015 - FY2017 analysis and any new Commuter Connections services that were introduced. There will be three new projects for the evaluation cycle including CarpoolNow, Flextime Rewards, and incenTrip. Data collection methods will also be updated as well as the collection of data to examine technology's use/role in travel decision-making as well as Commuter Connections messaging and service development.

Nicholas Ramfos, COG/TPB staff stated that one of the changes will be to the Employer Outreach program area and will be the removal of pre-2006 employer survey data mainly because the data is well documented and has been used as part of the program analysis. The data from the employer surveys will be maintained for the employer's baseline but would be removed from the aggregate baseline. Travel patterns have also changed dramatically since the survey data was collected beginning in 1997. During the December meeting there will be highlights of the changes which will be reviewed and a draft document which will be presented. The Commuter Connections Subcommittee will receive

the document in January for review and a comment period will be established. COG/TPB staff would be looking to have the document endorsed by the Commuter Connections Subcommittee in March.

3. 2019 State of the Commute Survey

Lori Diggins, LDA Consulting, stated that the State of the Commute (SOC) survey is conducted every three years and there is a statistically and reliable sample at the local level for 11 jurisdictions as well as the region. There will also be data points for the inner, middle, and outer rings. The survey allows for continued tracking questions on telework awareness and access to transit and HOV/Express lanes, transportation satisfaction, mass marketing awareness, awareness of Commuter Connections regional and local services, and availability of employer services.

Ms. Diggins then reviewed some proposed new topics for the SOC survey including use of Via, Lyft, Via, dock less bikes and e-scooters as well as the previous modes for the users of these services. Respondents to the survey will also be asked how carpoolers found their carpool partners, whether express lanes are used on their route to work, use as SOV or Carpools/Vanpools, and past transit use among non-riders. The survey will also address the use of social networking and travel technology apps as well as interest in opinions on driverless cars and automated vehicles.

Next, Ms. Diggins reviewed the changes to the 2019 SOC questionnaire with the group. The short questionnaire will be posted to SharePoint and group members will be asked to submit any final comments by December 11th.

4. 2019 Guaranteed Ride Home (GRH) Surveys

Ms. Diggins reviewed the draft Guaranteed Ride Home (GRH) questionnaire. One of the objectives is to define changes for respondents after GRH use. Current travel patterns are defined as well as the travel patterns during registration while respondents are in in GRH and for pre-GRH travel. The current mode and pre-

GRH modes are compared to define the changes. The comparison will include shifts from Single Occupancy to alternative modes as well as increases in alternative modes as well as continued alternative mode and the reduction of using an alternative mode. There are also follow-up questions that examine the role GRH plays in mode changes. The importance of GRH for respondents in their decision to start, increase, or continue use of an alternative mode, the likelihood to change modes with the availability of GRH as well as other services and/or factors that are important to the respondent's decision to change modes will also be determined from survey results. The survey also includes marketing questions on advertising recall and use and satisfaction of the GRH program.

Next, Ms. Diggins reviewed the changes to the 2019 GRH questionnaire with the group. The short questionnaire will be posted to SharePoint and group members will be asked to submit any final comments by December 11th. The survey will also be administered in the Baltimore and St. Mary's County. The draft questionnaire for that survey will be available at the December meeting.

5. 2019 Employer Customer Satisfaction Survey

Ms. Diggins reviewed the FY2019 Employer Satisfaction survey. The purpose of the survey is to determine the level of satisfaction of employers with Employer Outreach program services. The questionnaire is similar to the 2014 questionnaire and there were some minor updates made to the questions. The questionnaire will be posted to SharePoint and group members will be asked to submit any final comments by December 11th. Phil Winters suggested making the survey available in a PDF format so that respondents can have a look ahead of the questionnaire.

6. Next Steps

Nicholas Ramfos stated that the next steps will include testing the surveys early next year and the survey questionnaires will need to be finalized in December.

