

**TDM EVALATIUON GROUP**  
**MEETING NOTES**  
**October 18, 2011**

1. Introductions

(Please see attached attendance sheet)

2. TERM Analysis Report

Nicholas Ramfos, COG/TPB staff, stated that the draft TERM Analysis Report would be updated in about two weeks and would be posted to the meeting page of the Commuter Connections Subcommittee and a comment period would be established for the report. The final report would be adopted in January 2012.

Lori Diggins, LDA Consulting, gave a PowerPoint presentation on the most recent results of the TERM Analysis. She first covered the overall transportation and emission impacts for all TERMS. The updated impacts included new data from January to June of this year that were added to data that had been collected from July 2008. The Maryland and Virginia Telework impacts did not change. The Guaranteed Ride Home TERM impacts were covered and there was an increase in applications from January to June that were included in the updated analysis. Despite the increase in applications, the transportation and emission goals were not met. Mr. Ramfos explained that the marketing strategy for GRH had changed in 2006 based on the streamlining of marketing dollars that were GRH specific into the Mass Marketing TERM. Ms. Diggins stated that this was very evident given the awareness from of GRH from the 2004 SOC survey to the 2007 and even 2010 survey. Mr. Ramfos also stated that the marketing strategy re-shifted back to GRH specific advertising as part of the Mass Marketing TERM but that the original high peak goals were attained

over a nine year time period and it may take a cycle or two to get back to the original point. Additionally, the emission targets were not met due to the vehicle fleet getting cleaner resulting in changed emission factors.

Next, Ms. Diggins covered the results from the Employer Outreach TERM. She stated that impacts were calculated for both employers that were maintained and for new and expanded programs. Employers that had been deleted since the 2008 analysis were replaced in the overall impact calculation. Ms. Diggins also covered the impacts for the maintained employers, expanded employers and the new employers. The “expanded program” employers were already in the 2008 baseline. A slide showing the number of employers and total number of employees for each jurisdiction was covered. Ms. Diggins then discussed the percentage of vehicle trip reduction by program type and the number of employers offering bicycling services that were counted as part of the Employer Outreach for Bicycling TERM. Ms. Diggins then discussed the overall Employer Outreach TERM transportation and emission impacts. Overall, the TERM met and exceeded its goals and the new/expanded goals were also met and exceeded.

Next, Ms. Diggins reviewed the Mass Marketing TERM analysis. There are four components in calculating the impacts that includes direct influence, referred influence, ‘Pool Rewards carpool incentive program, and Bike to Work Day. 39% of commuters recalled commute messages which led to a 1% shift to alternative modes. 2.2% of new rideshare applicants and 11% of new GRH applicants were included in the referred influence component. The Mass Marketing impacts were then reviewed in terms of transportation and emission impacts. Very large shares of the trips that are part of the impacts were bicycle trips which led to the VMT goals being smaller than typical. The trip and emission goals were higher than in 2008 but fell just slightly below the overall goals.

Lastly, Ms. Diggins covered the Commuter Operations Center impacts. VMT results were discounted for those traveling outside of the MSA. This

Operations Center includes the Integrated Rideshare TERM. Overall, the Commuter Operations Center and the Integrated Rideshare TERM did not meet the transportation and emission goals. Mr. Ramfos stated that the main reason for this could have been attributed to the change on the ridematching software in 2008. The system went from a network member assisted program to a commuter-based self serve system. Much of the database was cleaned up as there were many duplicate records during the transition.

Ms. Diggins summarized the results with the fact that collectively, the TERMS and the Operations Center met the overall goals for vehicle trips and VMT reduced goals. The TERMS did not meet emission goals but this was due to a reduction in the 2011 emission factors, compared to the 2005 factors used when the goals were established. Some of the shortfalls in the individual TERMS were related to lower than expected participation rates.

Mr. Ramfos stated that results from the report would be used in the region's air quality conformity determination and TERM Tracking sheet as well as in the Congestion Management Process (CMP) document. The schedule will include the report being released in January 2012.

### 3. FY 2012 Placement Rate Study

Ms. Diggins covered the FY 2012 Placement Rate survey that will be conducted in November and will be inclusive of applicants that had registered for Commuter Connections services between July and September of this year.

Ms. Diggins stated that the survey will take approximately 10 -12 minutes to complete. There will be both an Internet and Telephone based survey. It is expected that at least 80% of the survey sample will have an email address.

The basic format of the questionnaire includes asking what services were received through Commuter Connections. Some respondents will not recall receiving anything and in fact they may have requested information. The respondents will be asked about their current travel patterns so that we can also find out how many times a week they use the modes they say they are using in an accurate manner. Access mode is also requested in order to determine how the respondent meets their carpool/vanpool or transit. This is asked for air quality purposes. The survey will also ask questions on whether the respondent tried an alternative mode. The results will include the modes tried and it will be compared to what their current travel pattern is in order to determine if there was a temporary travel change made.

The survey will also ask about change motivations in terms of why changes were made. A new question has been added regarding economic reasons as to why a change was made. Awareness questions will also include those regarding Commuter Connections and how contact was made, employer information on programs services offered as well as other agency sources on TDM program services.

There is also a series of questions regarding services received from Commuter Connections. This includes new questions regarding the use of the Commuter Connections Bulletin Board and information they posted and or received from the Bulletin Board.

The on-line survey will be available for about a two week period. The phone survey will also be conducted in November. There will also be a survey of emailed non-respondents. Typically with the phone surveys, there is a about a 70% response rate and the on-line surveys only have about 20 to 25% response rate. The non-response rate will provide information for future internet surveys that will be conducted.

Mr. Ramfos stated that the survey questionnaire will be posted to the SharePoint site and the group will be asked to provide their comments on the survey by Wednesday, October 26<sup>th</sup>.