

Commuter Connections

TDM Evaluation Framework Update

FY 2021-2023



Presentation to TDM Evaluation Group

November 16, 2021

LDA Consulting

with CUTR, ESTC, and WBA Research



Evaluation Framework
Update



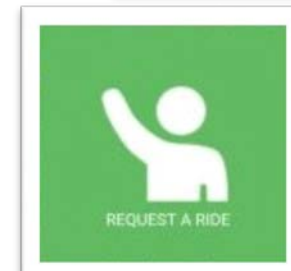
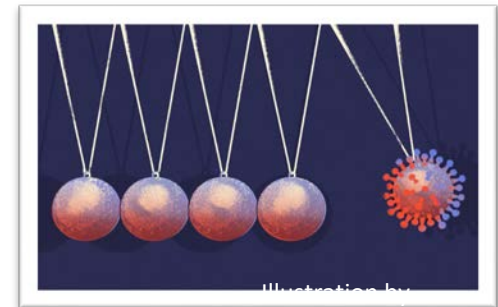
2021-2023 Framework Emphasis Areas

Three evaluation priorities:

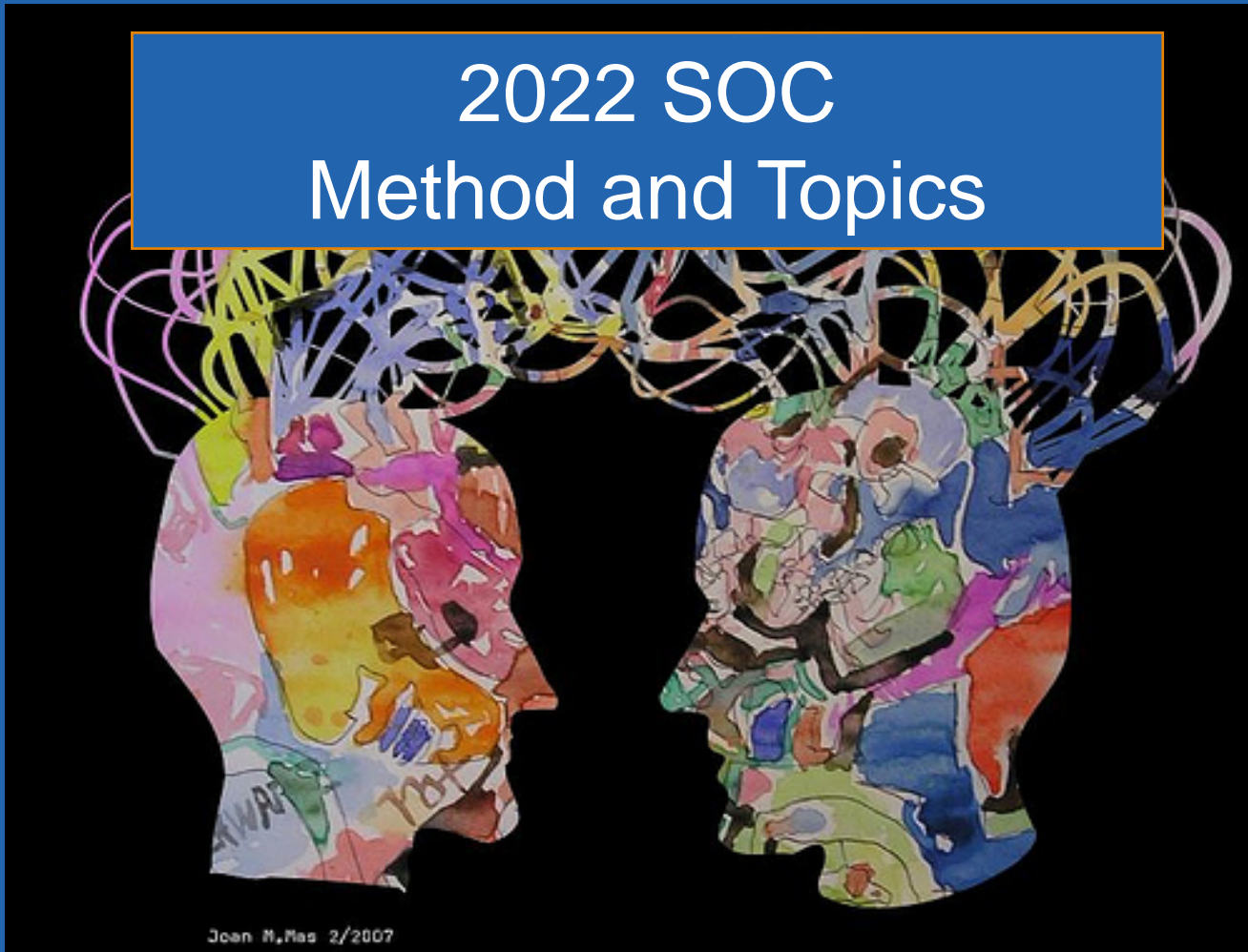
- Document CC TDM program impacts against goals set for the programs
- Compile data useful to CC program management and development
- Collect commute data to support MWCOCG functions and CC partner efforts

2021-2023 Emphasis areas:

1. Reflect 2020 analysis and new CC services
2. Collect data re pandemic travel changes
3. Account for pandemic in 2023 impact calculation method
4. Collect data to document CC' contribution to regional transportation objectives and support transportation studies
5. Collect data to examine use of new technologies/mode options and influence on commute decisions



2022 SOC Method and Topics



Survey Method Details

Survey Characteristics

Households randomly selected from each jurisdiction; receive USPS postcard with website URL and 2 passcodes

Target interviews – 8,000 (95% \pm 1.1%)

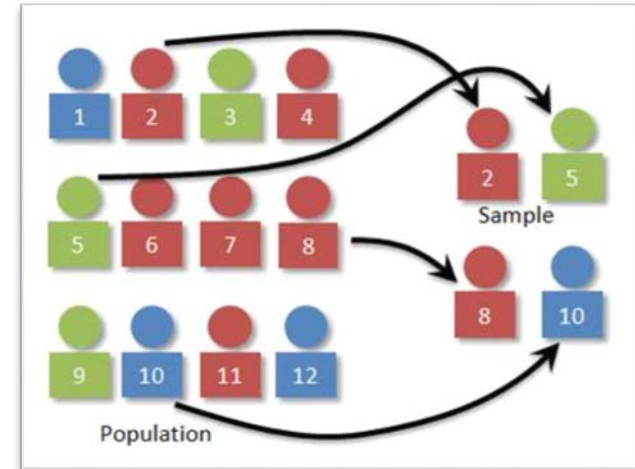
- Minimum 600 per jurisdiction (95% \pm 4.0%)
- Targets for Core (inner), Middle, and Outer sub-areas
- Oversample Core residents
- Samples sufficient for robust regional/sub-area analysis

Postcards will be sent to 400,000 addresses – estimate regional response of 2.0%, varying by jurisdiction


Postcards to be mailed in 2 waves:

- Wave 1 – equal distribution
- Wave 2 – rebalanced to boost counts in Wave 1 areas with low response

To increase response rate, postcards will target message to “employed residents of your community” and address block will name the county, “e.g., “Loudoun County Resident”



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) 962-3200.

SOC Survey Topics



Continued tracking questions

- Current/past commute patterns
- Use of new travel options (e.g., ridehail, scooter) *
- Current and potential for telework
- Awareness/access to transit, HOV/Express lanes, P&R
- Transportation satisfaction, benefits of alternative mode use
- Past use of transit among transit non-riders; why stopped *
- Mass marketing awareness and influence
- Awareness of CC, regional and local commute services
- Employer commute assistance
- Use of travel technology, influence on commute decisions *

New topics in 2022

- Commute differences during pandemic
- Pandemic-related telework and telework experience

* New topics added in 2019 SOC



SOC Schedule

- [Survey preparation – Sept-Dec 2021](#)
 - Questionnaire, sample plan, postcard design, mailing prep

 - [Data collection – Jan-Mar 2022](#)
 - Internet survey Wave 1 mailing – mid Jan 2022
 - Check W1 response rates; define W2 sample – late Jan 2022
 - Internet survey Wave 2 mailing – mid Feb 2022
 - Complete data collection – mid/late Mar 2022

 - [Analysis and reports – Apr-Jun 2022](#)
 - Data cleaning and analysis – Apr-May 2022
 - Draft report to CC – Jun 30, 2022
 - Presentation to CC Sub-committee – Mid July 2022
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2022 GRH Survey Methods and Topics

GRH Survey Methodology

- Two survey of random sample of GRH registrants in the Washington and Baltimore/St. Mary's regional programs
- 8th triennial survey for Washington, 4th for Baltimore/St. Mary's
- Est samples: **Washington – 2,000**, **Baltimore/St. Mary's - 250**
- Combination of internet and telephone
- Survey both current and past registrants
 - Collect data for GRH program evaluation
 - Current, during, and pre-GRH travel patterns
 - Travel changes during or for GRH
 - GRH influence on travel choices
 - Use of and satisfaction with GRH
 - Use of other CC services
 - **New** – small number of questions on pandemic travel



GRH Survey – Question Patterns



First step is to define changes after GRH use

- Define **CURRENT** travel patterns
- Define **DURING** GRH travel
- Define **PRE-GRH** travel
- Compare **CURRENT/DURING to PRE-GRH** to define changes
 - Shift from SOV to alt mode
 - Increased alt mode
 - Continued alt mode (no change)
 - Reduced/stopped alt mode

Follow-up questions examine role of GRH in change

- **Importance** of GRH to decision to start, increase, continue alt mode
- **Likelihood to change** without GRH
- **Other services/factors** important to the decision

Marketing questions

- GRH referral sources; GRH ad recall
- Use/satisfaction with GRH trip and improvements desired
- Demographics



GRH Schedule

- Survey preparation – Nov 2021/Mar 2022
 - Questionnaire, coordination with CC online vendor
 - Sample plan and preparation

 - Data collection – Apr/early May 2022
 - Internet email invitation – early April 2022
 - Internet reminders – April 2022
 - Telephone follow-up survey – Mid April – early May 2022

 - Analysis and reports – May/Jun 2022
 - Data cleaning and analysis – May-Jun 2022
 - Draft report to CC – Jun 30, 2022
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Questions?

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