



TRANSPORTATION EMISSION
REDUCTION MEASURES
REVISED EVALUATION
FRAMEWORK
FY 2012 – FY 2014

Transportation Emissions Reduction Measures (TERMs) Framework Update

□ Overview

- Includes purpose of the Commuter Connections TERMS Evaluation
- Describes each TERM
 - Telework Assistance
 - Guaranteed Ride Home
 - Employer Outreach
 - Mass Marketing
- Discussion of the Commuter Operations Center support
- Description of each report section

Evaluation Objectives and Issues

- Ultimate goal is to provide sound, definitive, and useful information about TERM results for stakeholders
- Purpose of the evaluation is to estimate the overall effectiveness of Commuter Connections
- Evaluation separates the impacts of individual TERMS to avoid double counting
- New section on “life cycle assessment” – potential to capture TERM benefits for commuters who generated impacts in 2009-2011 and continued to use alternative modes since June 2011 (page 5)

Performance Measures

- Performance measures are used to determine program success.
- - New section on process to review and update performance indicators (pages 10-12)
- - New Appendix C – Proposed Method to Document Impacts of TERMS on Transportation System Performance
- - New Appendix D - Proposed Method to Quantify Benefits of TERMS to Encourage Greater Business Involvement in Commuter Connections Programs

Evaluation Components for Individual TERMS

- Details specific evaluation approach for each of the TERMS
 - ▣ Telework – No major changes
 - ▣ Section 4B – Guaranteed Ride Home
 - - New section on potential to capture additional GRH credit from commuters who were counted as alternative mode placements in the 2011 TERM evaluation (i.e., joined GRH before July 2011 and made mode changes between July 2008 and June 2011), did not participate in GRH during FY12-FY14, but continued using alternative modes after June 2011 (page 17)

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Evaluation Components for Individual TERMS (con't)

□ Section 4C – Employer Outreach

- - Described the “new vs expanded vs maintained” impacts (pages 19-20)
- - Noted that coefficients for COMMUTER Model will be reviewed and updated if necessary (page 21)

□ Section 4D – Mass Marketing

- - Expanded “Nature of Evaluation” to include and description of “special event” impacts (page23)
- - Expanded “Data Needs and Sources” to include data for ‘Pool Rewards and Car Free Day (page 24)



Evaluation Components for Individual TERMS (con't)

- Section 4E – Commuter Operations Center
 - - Described how calculation of transit information impacts will be different from 2011, due to shift to the current Commuter Connections online information system (page 26-27)
 - - New method for calculating bicycle information impacts (page 27)
 - - New section on potential to capture additional COC credit from commuters who were counted as alternative mode placements in the 2011 TERM evaluation (i.e., used a COC service before July 2011 and made mode changes between July 2008 and June 2011), did not use any COC services during FY12-FY14, but continued using alternative modes after June 2011 (page 27)

Description of Data Sources

- Specifies data needed to perform the outlined evaluation methodology
 - ▣ Ongoing monitoring activities
 - ▣ Existing surveys
- In Section on Ongoing Monitoring, added Documentation of Commuter Connections Media/Marketing Activities, Car Free Day participation, and 'Pool Rewards participation (pages 32 - 33)

Description of Data Sources (con't)

- - In section on Ongoing Monitoring, divided Commuter Operations Center Activity Tracking into two new categories: GRH registrant / archived database and Commuter Connections Online Information System (pages 32 – 33)
- - In section on Existing/Ongoing Surveys, renamed “Commuter Connections Applicant Placement Rate Survey” to “Commuter Connections Online Information System User Placement Rate survey” and updated description (page 34)

Basic Method for Calculating Program Impacts

- Methodology for calculating and quantifying the travel, air quality, energy and commuter cost impacts of the TERMS
- Documenting program participation and utilization
- Calculating program impacts
- - Note that TERM goals, emission factors, and calculation appendices (F, G, H, I, J, K) have not been updated yet. This will be done during the document review / comment period, using updated factors

Reporting and Communication of Evaluation Results

- Provide meaningful information on the performance of the TERMS to decision-makers and stakeholders
- Added section on “Enhanced Reporting” (page 45-47)
 - ▣ To support greater visibility, acceptance, and participation in Commuter Connections TERM projects

Evaluation Schedules and Responsibilities

- Timing of data collection activities and reporting of results
- Table 2 (Page 49) outlines the evaluation activity/tool, frequency, and responsible party

Next Steps

- Review of document
- Comment Period – February 21, 2013
- Presentation of Changes – March 19, 2013
- Final document – March 19, 2013
- Posting and distribution of final framework document – Early April