

TDM EVALUATION GROUP
MEETING NOTES
October 19, 2020

1. Introductions

(Please see attached attendance sheet)

2. FY2022 Regional TDM Project Timeline

Nicholas Ramfos reviewed the FY2022 data collection project timeline and said that there were three very large data collection efforts that would be occurring this fiscal year. The TDM Evaluation Framework Document is updated every three years and the last update occurred in FY2019. The document is the blueprint of how data is collected and analyzed for all of the regional Commuter Connections program elements. Mr. Ramfos stated that an overview of the document would be given to the group today by LDA Consulting and that the draft document would be presented to the TDM Evaluation group in December. The document would then be presented to the Commuter Connections Subcommittee in January and a comment period would be established. The final document would be presented to the Subcommittee in March for endorsement and release.

Mr. Ramfos then discussed the timeline for data collection and analysis activities for the Guaranteed Ride Home Applicant surveys. Two surveys will be conducted: one for the Washington DC Metropolitan region and the other for the Baltimore/St. Mary's metropolitan region. The methodology for the survey will be updated and presented during next month's TDM Evaluation Group meeting. The questionnaire will then be revised and presented to the group in November after comments are received and incorporated and programming of the survey would begin in early 2022. The survey sample will be prepared in early March and the survey would be implemented in April.

Analysis of the results would occur in May and draft reports would be presented to the Commuter Connections Subcommittee in July. A comment period would be established at that time and the updated draft reports would be presented in September and another comment period would be established. The final reports would be presented to the Subcommittee for endorsement and released in November.

Finally, Mr. Ramfos discussed the 2022 State of the Commute Survey timeline. He stated that the draft methodology would be discussed during today's meeting and an updated questionnaire would be presented to the group in November after comments are received and incorporated and programming of the survey would begin in December. The survey would be administered through the internet only and would launch in January. It is expected that the survey would continue to be administered through April and three waves of postcards would be sent to households in the region during this time period. Analysis of the results would then ensue followed by the production of a draft Technical Report that would be presented to the Commuter Connections Subcommittee in July. A comment period will be established, and the updated Technical Report would be presented in September and finalized for release in November.

3. FY2021 – FY 2023 Commuter Connections Transportation Demand Management (TDM) Evaluation Framework Revised Methodology Document

Lori Diggins, LDA Consulting, reviewed the Framework Methodology document components which is updated every three years and has been ongoing since 1997. The TDM program elements were originally TERMS when the evaluation of them first began. It is a collection and analysis of data to produce information to document the results and uses tools such as the SOC survey to assist with program management. The document will be produced this fiscal year which outlines the data plan for the three year data collection period.

There are multiple components to the evaluation including the update to the framework methodology, data collection activities and analysis as well as a triennial impact report. There are also ongoing and annual components for tracking program participation in the TDM program elements as well as satisfaction surveys and tracking marketing and advertising activities. The framework methodology will be building on the FY2018 – FY 2020 methodology including the analysis used and updates to refine the analysis and data collection activities. The methodology will also address the impact of the pandemic on past and anticipated travel behavior as well as any other new transportation initiatives in the region.

Ms. Diggins then reviewed the continuum of performance measurement as part of the analysis process. The databases and analysis tools for data collection activities were then reviewed for the Commuter Connections program elements. Data collection tools and the surveys used were then covered by Ms. Diggins for each of the program elements. There are also occasional surveys that are conducted as part of the analysis that are of regional or topical interest.

The surveys that are conducted for the analysis are a bit different than just satisfaction surveys. Looking and analyzing travel behavior changes is key and in particular mode, occupancy and distance of travel changes. The analysis also looks at overlap of services used. The data is then used to calculate the program impacts. There are a series of multiplier factors applied to the user population for each of the TDM program elements. The approach is the same for each program element, but the factors are unique to each element.

Next, Ms. Diggins reviewed the proposed changes and updates to the Framework Methodology document for the FY2021 – FY2023 data collection period. There are five emphasis areas which include a consistency with the FY2018 – FY2020 framework methodology, collecting data for a regional analysis of the Coronavirus pandemic travel changes, modifying the 2023 impact calculation method to account for pandemic influences, collecting data

to document the contributions of Commuter Connections objectives and support of regional/local transportation studies, and finally collecting data to examine commuters' attitudes towards and use of new technologies and mode options.

Ms. Diggins then reviewed the changes to the 2020 TDM Program Analysis methodology used. The main changes include the review and use of the EPA's Commuter Model as well as the data collection activities for the Flextime, CarpoolNow and incenTrip programs. Ms. Diggins then covered the travel analysis that would be conducted due to the Coronavirus pandemic. Data to be compiled would include commute pattern changes during the pandemic and post-pandemic, telework changes, comfort level with shared modes and anticipated future use, as well as pandemic related changes in jobs, work and home locations. There were questions from the group about potentially asking survey questions on whether workers quit their jobs due to the pandemic and how to account for any real estate office changes. Mr. Ramfos stated that this is strictly a commuter based survey and not focused on non-work travel. There are other surveys such as the Regional Travel Survey conducted through COG and surveys of businesses conducted through the Greater Washington Partnership that may address some of these issue areas.

Ms. Diggins then reviewed the adjustments to impacts of travel due to the pandemic. Questions added to surveys to assess pandemic travel changes, adjustments for telework and impacts to events like Bike to Work Day. Next, Ms. Diggins discussed the contribution of the data collection activities to regional goals to the Congestion Management Process and Visualize 2045. This will include data on changes in regional transit use and availability, telework growth and experience, efforts to ensure equity, and the support to regional and local transportation studies. Finally, Ms. Diggins discussed the programs role in technology. This will include commuters' interest in mobile apps and incentives as well as shared use services and barriers in using these services.

Next, Ms. Diggins discussed the State of the commute (SOC) survey which is the eighth triennial survey. The 2022 version will be internet based and will include about 8,000 respondents. The analysis will include and focus on the Core, Middle, and Outer parts of the Washington DC metropolitan region. There will be a minimum of 600 worker residents from each jurisdiction that will be counted in the survey. There will also be a survey incentive and a Spanish language option and weighting to adjust the sample for race, ethnicity and age and the results will be expanded to the regional population of workers. The workers being surveyed through the Internet will be sent postcards in two waves. The 2nd wave will be a re-balance to boost counts with a low response rate.

Lastly, Ms. Diggins reviewed the continued tacking questions and possible new topics for the 2022 SOC survey.

4. 2022 State of the Commute (SOC) Survey

Ms. Diggins first reviewed the short questionnaire of the 2022 SOC. There were two versions of the questionnaire posted included one with programing code with detailed skip patterns. The highlighted sections of the survey showed new items added and questions that were deleted. One of the goals is to track current work from home schedules particularly due to the pandemic. A question was also added to collect data on past telework practices as well as future plans for teleworking. Ms. Diggins then proceeded to review the rest of the questionnaire including any mode use changes since the pandemic began and whether the pandemic affected these travel changes. There were also some new questions added to the telecommuting section including a question regarding future teleworking after the pandemic has ended. The group discussed whether signifying that there is an end to the pandemic would be of use given how fluid the situation has been for return to work. Ms. Diggins then reviewed the Availability of Transportation Options and Attitudes Toward Transportation Modes sections questions including those added and deleted. She then discussed the Commute Satisfaction and

Current Commute Compared to Last Year section and then the Awareness of Advertising Section. The Awareness of Commute Program/Services section as well as the Employer Services section were also reviewed. The parking availability questions were then reviewed and a new question asking about free on-site parking due to the pandemic had been added to the survey. Ms. Diggins then discussed and reviewed the Guaranteed Ride Home and the Social Media, Travel Apps, and Driverless Cars survey questions. For the Driverless Cars section, a new option of riding in a driverless car/vanpool was added.

Mr. Ramfos stated that the draft questionnaire will be posted to the group's SharePoint site and comments and/or edits need to be submitted through docomments@mwkog.org by Friday, October 29th can be submitted by the group's members.

The next meeting of the TDM Evaluation Group will be held on Tuesday, November 16th at 10 a.m.