

HANDOUTS

from previous meeting



September 18, 2007

07-08 TDM Evaluation Project Activities

ITEM #5

- Finalize GRH survey report
- Finalize SOC survey report, present results to TPB
- Prepare SOC survey public report, provide SOC data to local jurisdictions
- Data collection
 - Carshare survey
 - Vanpool driver survey
 - Bike to Work Day survey (use in TERM)
 - TW assisted employer survey (use in TERM)
- Conduct TERM analysis and prepare draft TERM analysis report

Regional Carshare Survey

- Online survey of all Washington area carshare registrants – Flexcar and Zipcar, all jurisdictions
- Survey objectives – Assess
 - Characteristics of CS users
 - Characteristics of CS trips – purpose, frequency, etc.
 - CS users' travel patterns before/after CS – miles driven, transit trips, walk / bike trips, work and non-work-modes
 - Auto ownership changes in response to CS
- Schedule
 - Survey prep – mid September to late October 2007
 - Administer survey – late October to mid November 2007
 - Analysis/report – mid November to mid Jan 2008

Vanpool Driver Survey

- Paper/online survey of drivers of vanpools traveling to Washington area worksites
- Update of survey from 2002
- Key survey topic areas
 - Van ownership and operation
 - VP use and travel patterns
 - Availability / use of VP assistance and support services
 - Issues of potential concern to VP drivers
- Schedule
 - Survey prep – January to March 2008
 - Administer survey – March 2008
 - Analysis/report – April / May 2008

Bike to Work Survey

- Online survey of commuters who participated in 2007 Bike to Work day event
- Consistent with past BTW surveys (02, 03, 04)
- Data from survey used in TERM analysis
- Key survey topic areas:
 - Identify participants' experience with BTW event
 - Assess before / after use of bike for commuting
 - Examine non-work biking before / after
- Schedule
 - Survey prep – September 2007
 - Administer survey – October 2007
 - Analysis/report – November / December 2007

TW Assisted Employers Survey

- Online survey of employers that received TW assistance from Commuter Connections
- Data from survey used in TERM analysis
- Key survey topic areas:
 - Existence / scope of TW program before / after assistance
 - Number of new teleworkers after assistance
 - Role of Commuter Connections in TW program
- Schedule
 - Survey prep – January 2008
 - Administer survey – February 2008
 - Analysis/report – March / April 2008

TERM Analysis

- Analyze travel and emissions impacts of CC TERMS
 - Employer Outreach
 - GRH
 - Telework Assistance
 - Mass Marketing (incl. BTW Day)
 - Integrated Rideshare (kiosks)
 - Commuter Operations Center
- Schedule
 - Impact analysis – January / June 2008
 - Draft report – June 2008
 - Present initial results – July 2008
 - Update results thru 6/08 – October / November 2008
 - Finalize results – February 2009

Carpool Incentive Programs



Commuter Connections
Subcommittee Meeting

September 18, 2007

What is a Carpool Incentive Program?

- Carpool incentive programs offer financial incentives in hopes of encouraging life-long solo drivers to try carpooling
 - Incentives can come in the form of direct payment, gift certificates/cards or debit cards
- The idea behind it: Solo commuters are more likely to change their driving habits when offered incentives to carpool rather than having disincentives imposed on them
 - positive vs. negative reinforcement

Research Findings

Carpool incentive programs do not attract all people equally.
Who will a carpooling program attract? 3 main findings:

1. People with shorter commutes (distance and time)
 - Longer trips are already associated with carpooling
 - Incentives may be able to pinpoint closer-in commuters who otherwise would have little reason to carpool.
2. Young commuters
3. Lower socio-economic status commuters

More generally: Incentives may be able to pinpoint specific types of commuters who otherwise would have little motivation to carpool.

Research Findings (cont.)

- Financial Incentive programs are most effective when:
 - introduced along with other TDM efforts (including Ridesharing and Guaranteed Ride Home programs)
 - programs are flexible
 - appropriate benefits are awarded according to how frequently commuters use alternate modes

Percent Reduction in Vehicle Trips

Worksite Setting	Rideshare/Transit Subsidy		
	\$0	\$2.60	\$4.00
Low density suburb, rideshare oriented	0.00	13.00	20.70
Low density suburb, mode neutral	0.00	12.70	21.00
Low density suburb, transit oriented	0.00	12.60	21.10
Activity center, rideshare oriented	0.00	20.10	28.70
Activity center, mode neutral	0.00	21.20	31.10
Activity center, transit oriented	0.00	24.00	37.30
Regional CBD/Corridor, rideshare oriented	0.00	19.60	25.30
Regional CBD/Corridor, mode neutral	0.00	26.30	35.00
Regional CBD/Corridor, transit oriented	0.00	34.80	48.90

*Assumes daily parking charge = 0

Existing Regional Programs

- Several large metropolitan regions across the US have turned to a carpool incentive program as a creative and exciting way to encourage carpooling
- The following slides contain overviews of several of the programs

Common Themes

- Life-long solo commuters were offered some sort of financial incentive for a definite period of time
 - Gift certificate
 - Cash
 - Debit Card
- Commuters kept track of their commuting habits over a period of time
- Retention rates throughout the duration of the program were tracked (some programs have retention data for after the incentive program ended)

Seattle: Commuter Cash Program

- Background Information:
 - Year-long commitment
 - High drop-out rates (about 50%) due to year-long agreement
 - The longer the commuter participated in the program, the more likely that behavior will be maintained after the program
 - Initiative was done in conjunction with a major construction project
- Societal Benefits of the Program:
 - The project was projected to reduce 177 annualized commute vehicle trips
 - Program just ended in June 2007 so no post-program retention data is available as of yet



Washington, DC: Bridge Bucks

- Commuter incentive program that provided \$50 a month to commuters who give up their single-occupancy-vehicles in favor of transit
- Designed to alleviate congestion due to major construction on bridges (Frederick Douglass Bridge and Wilson Bridge)
- Funded primarily by DDOT, MDOT and VDOT



New Jersey: Carpooling Makes Sense

- Background Information:
 - NJDOT provides a \$100 gas card for a carpool with at least 2 riders
 - The carpool must carpool 24 days over the course of 2 months in order to receive a gas card



Riverside County, CA: Advantage Rideshare



- **Background Information:**

- Open to residents of Riverside County who commute to nearby jurisdictions
- Must take an alternative mode of transportation at least 5 days per month
 - Commuters earn \$2.00 for every day an alternative mode is taken
 - Incentives come in the form of gift certificates
 - Program duration: 3 months
- Tracked participants by their SSN #'s and license #'s to avoid program abusers

- **Retention Rates**

- 75% continued carpooling 6 months after the program end date
- 40% retention rate 9 months after end of program

http://www.rctc.org/transportation/carpool_advantagerideshare.asp

Redmond, Washington: R-Rewards Commuter Club

- Background Information

- Trips are logged on an online tracking program
- Commuters earn points for each trip taken using an alternative mode of transportation (up to 500 points)
- Incentives are given through Visa Check Card
- Funded by the City of Redmond

- Program Data

- No formal tracking is in place currently
- There are plans to start tracking retention rates beyond the program
 - Random drawing for continued carpooling even after the incentive program is over

- Other programs

- Recruitment bonuses for carpools/vanpools
- Free bus rides for new users
- Site visits to encourage commuter to sign up for the programs

Tennessee Smart Trips: Cash for Commuters

- Background Information:
 - Goal: provide an incentive to current solo drivers to switch to alternative modes of transportation in the Knoxville area
 - February-April 2006
 - Pays \$2.00 a day (in the form of VISA Check Cards) to use an alternative mode of trans.
- Program Data:
 - 38 participants in the first wave of the program
 - 25 of the original participants completed the program
 - 3 months after the program: 77% used an alternative mode of transportation at least one day a week.
 - 6 months after the program: 65% of the 25 commuters used an alternative mode of transportation at least one day a week.
 - Attrition attributed to lower gas prices and dissolution of existing carpools
- Societal Benefits of the Program:
 - 25 commuters saved a total of 23,532 commuting miles equaling 1,200 gallons of gas over the 60 day period

Atlanta: Cash for Commuters

- Background Information:
 - Program in conjunction with the Clean Air Campaign
 - Commuters can earn up to \$190 over a 90 day period (\$3/day for each day they use a commuting alternative)
 - On-going program



commuter**rewards**

Atlanta: Cash for Commuters (cont.)

Participant Motivations

CFC provides \$3/day incentive	45%
Saving Money	30%
Finding a Carpool Partner	23%
Stressful Driving Situations	12%
Traveling on Congested Corridors	11%

- 30% would have been “very likely” to start using an alternative mode of transportation without the CFC program
- 54% would have been “somewhat likely” to start using an alternative mode of transportation without the CFC program
 - The CFC program was effective at convincing commuters to carpool who were previously on the verge of doing so

Atlanta: Cash for Commuters (cont.)

Retention Rates & Program Data

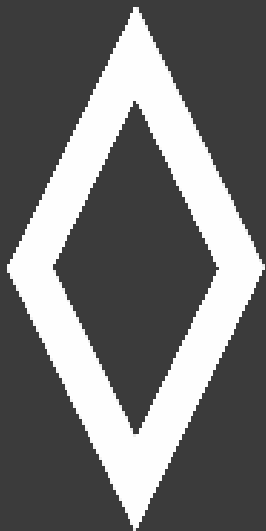
- Retention Rates:
 - Once commuters are motivated to give up solo commutes, they are very likely to continue using alternative modes of transportation
 - 74% of participants maintained behavior 3-6 months after the program
 - 64% of participants maintained behavior 6-9 months after the program
 - Reasons for failing to maintain behavior:
 - 50% stopped because of changes in work schedules or locations
 - 36% blamed the modal switch on the loss of a carpooling partner
- Societal Benefits
 - 2002-2004: reduced more than 3,000 vehicle trips each day (19.5 million miles saved during the 2 year period)

Atlanta: Cash for Commuters (cont.)

Sustaining Behavior

- Supplemental Programs in Atlanta
 - Commuter Prizes
 - Prize give-aways for their clean commuting habits
 - Distribute 800 \$25 gas gift certificates per month to current carpoolers as part of a random drawing
 - Encourages continued use of carpools and reduces complaints that Cash for Commuters program favors drive-alone commuters
 - Spotlight Awards (\$100 gift cards) are awarded to commuters whose commuting habits stand out
 - Carpool Rewards
 - Registered participants who carpool 15 or more days each month receive a monthly gas card for up to 12 months
 - Three-person carpools receive a \$40 gas card per month and carpools with four or more receive \$60 per month.
 - Introduced in 2005

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COMMUTER CONNECTIONS QUARTERLY BUDGET
 COMMITMENTS AND EXPENDITURES
 FOR COG FY07 (July 1, 2006 - June 30, 2007)

ITEM #10

	BUDGET TOTAL	FUNDS COMMITTED*	FUNDS EXPENDED**	%FUNDS EXPENDED***
COMMUTER OPERATIONS CENTER	\$1,044,797	\$1,044,797	\$942,701	90%
Data & PC	\$49,500		\$49,500	100%
Contract Services/Consultants	\$650,000		\$541,445	83%
COG/TPB staff, indirect & direct costs	\$345,297		\$351,756	102%
GUARANTEED RIDE HOME	\$527,134	\$527,134	\$489,634	93%
Data & PC	\$9,987		\$0	0%
Contract Services/Consultants	\$115,000		\$105,943	92%
User Subsidies	\$170,500		\$196,401	115%
COG/TPB staff, indirect & direct costs	\$231,647		\$187,290	81%
MARKETING	\$2,100,564	\$2,100,564	\$1,951,722	93%
Data & PC	\$0		\$0	0%
Contract Services/Consultants	\$560,000		\$560,000	100%
COG/TPB staff, indirect & direct costs	\$1,540,564		\$1,391,722	90%
MONITORING AND EVALUATION	\$760,000	\$760,000	\$651,142	86%
Data & PC	\$0		\$0	0%
Contract Services/Consultants	\$475,000		\$407,019	86%
COG/TPB staff, indirect & direct costs	\$285,000		\$244,123	86%
EMPLOYER OUTREACH****	\$1,196,403	\$1,196,403	\$990,107	83%
Data & PC	\$12,000		\$11,851	99%
Contract Services/Consultants	\$60,000		\$60,000	100%
Pass-thru to local governments	\$752,664		\$708,752	94%
COG/TPB staff, indirect & direct costs	\$371,739		\$209,504	56%
TELEWORK	\$162,126	\$162,126	\$56,091	35%
Data & PC	\$0		\$0	0%
Contract Services/Consultants	\$120,000		\$23,681	20%
COG/TPB staff, indirect & direct costs	\$42,126		\$32,410	77%
INFOEXPRESS KIOSKS	\$155,154	\$155,154	\$44,887	29%
Data & PC	\$50,000		\$0	0%
Contract Services/Consultants	\$25,000		\$4,438	18%
COG/TPB staff, indirect & direct costs	\$80,154		\$40,449	50%
TOTAL	\$5,946,178	\$5,946,178	\$5,126,285	86%

* Committed funds are based on funding commitment letters received.
 ** Preliminary funds expended are through June 30, 2007.
 *** Percentage is based on Budget Total Column
 **** \$9,000 was added to Data & PC Costs from COG/TPB staff, indirect costs on November 13, 2006 to purchase an upgrade of the regional ACTi contact management software.