

TDM EVALUATION GROUP
MEETING NOTES
December 18, 2018

1. Introductions

(Please see attached attendance sheet)

2. FY2018 - FY2020 Commuter Connections Transportation Demand Management (TDM) Evaluation Framework Revised Methodology

Nicholas Ramfos stated that the draft FY2018 - FY2020 TDM Program Elements Revised Evaluation Framework was in the meeting agenda packet along with highlights of the changes that were made to the document. The document will be presented to the Commuter Connections Subcommittee in January and a comment period will be established. The goal will be to finalize and endorse the document during the March Subcommittee meeting.

Ms. Diggins then began reviewing the overall highlights of the changes to the document. First, she stated that the reference to Transportation Emission Reduction Measures (TERMs) has been removed throughout the document to reflect a nomenclature name to the programs associated with the Commuter Connections. The requirement to use the TERMS for the region's a quality conformity determination is no longer required; however, there are other federal requirements such as the Congestion Management Process (CMP) and Performance Based Planning requirements. References were also added on the role the TDM evaluation process as a source of regional travel pattern information and opportunity to collect and disseminate data of current topical interest to the region and to Commuter Connections partners.

Ms. Diggins also stated that documentation was added in the first section of the report to note that Commuter Connections TDM program elements do not

encompass all of the TDM activities in the region. In section two of the report new references were added on the broad social benefits of the TDM programs and how data is collected to support those benefits. There is also reference to the collection of data on commuters' use of new technology for commute mode decisions. Specific references on new marketing program initiatives for Flextime Rewards, incenTrip, and CarpoolNow were added. In the performance measures section, new information was added on the societal benefits such as cost savings and how this will be tracked. There is also a new Appendix I in the document that shows a sample calculation of societal benefits generated by TDM program impacts. Information from the Visualize 2045 long-range plan and it's TDM components was also added. New information was also added on the need for the region to track performance and opportunities for Commuter Connections TDM evaluation to collect and compile data useful to performance-based planning. New information was also added to the document about the use of State of the Commute data on emerging transportation issues such as the declining use of transit and automated vehicles.

Ms. Diggins noted that the goals for the 2020 analysis are not reflected in the document but will be added now that the goals have been set. The Employer Outreach measure will also be changed to show that any new employer that will be part of the analysis will be using an updated mode split from 2006.

For the individual TDM program elements there were no major changes other than for the Mass Marketing measure where descriptions of three new components were added to include Flextime Rewards, incenTrip, and CarpoolNow. The data needs and sources were also expanded for the three new components in order to complete the data calculations needed. The Flextime Rewards, CarpoolNow, and incenTrip programs will also be added to the description of data sources section of the document and to the Basic Method for Calculating Program impact and Evaluation Schedules and Responsibilities section.

Lastly, Ms. Diggins reported that in the Appendices section, Appendix I is new as reported earlier and all the goals and emission factors will need to be updated along with the calculation appendices.

Nicholas Ramfos, COG/TPB staff, stated that the current document would be updated, and a new draft will be presented at the January 15th Commuter Connections Subcommittee meeting and there will be ample opportunity to comment on the document.

3. 2019 State of the Commute Survey

Ms. Diggins reviewed the changes to the final draft of the 2019 State of the Commute survey based on the discussion held during the November TDM Evaluation Group meeting. The group discussed the recommended changes to the survey questionnaire and Ms. Diggins stated that a final version of the survey will be used for testing purposes. Mr. Ramfos stated that after the survey is tested a decision will be made on whether questions need to be dropped in order to condense the amount of time spent for respondents completing the questionnaire.

4. 2019 Guaranteed Ride Home (GRH) Surveys

Ms. Diggins reviewed the changes to the final draft of the 2019 Guaranteed Ride Home survey questionnaire based on the discussion held during the November TDM Evaluation Group meeting. The group discussed the recommended changes and Ms. Diggins stated that a final version of the survey will be used for testing purposes. Mr. Ramfos stated that after the survey is tested adjustments will be made to the survey as needed. Testing should occur early next year.

5. 2019 Employer Customer Satisfaction Survey

Ms. Diggins reviewed the changes to the final draft of the 2019 Employer Customer Satisfaction survey based on the discussion held during the November

TDM Evaluation Group meeting. There were no substantive changes to the survey questionnaire and Ms. Diggins stated that a final version of the survey will be used for testing purposes. Mr. Ramfos stated that after the survey is tested adjustments will be made to the survey as needed. Testing should occur early next year. Marina Budimir, DDOT, asked whether jurisdictions could send out the survey to their employers. Nicholas Ramfos stated that a list of employers can be provided to the jurisdictions to let them know who is being surveyed so they can give them a head's up about the survey being conducted. Ms. Budimir stated that this would be helpful because DDOT will be conducting an employer survey as well and could encourage more participation in the survey. Mark Hersey, COG/TPB staff, stated that the information could be provided to jurisdictions to let them know which companies will be surveyed.

6. Next Steps

Mr. Ramfos stated that this would be the last TDM Evaluation Group meeting for this fiscal year and thanked meeting participants for their contributions over the past few months.