

TDM EVALUATION GROUP
MEETNG NOTES
November 17, 2015

1. Introductions

(Please see attached attendance sheet)

2. FY2015- FY2017 Commuter Connections Transportation Emission Reduction Measure (TERM) Evaluation Framework Revised Methodology Document

Nicholas Ramfos, COG/TPB staff stated that the draft FY 2015 - FY 2017 Commuter Connections TERM Evaluation Framework Revised Methodology overview will be used to produce a draft document for review by the group for the December 15th meeting. The draft document will then be presented to the Commuter Connections Subcommittee in January for review and comment. Lori Diggins, LDA Consulting, gave an overview of the updates for the TERM changes that reflect the methodology used as part of the 2014 TERM analysis and then covered the refinement of the method and data sources which were used.

Nicholas Ramfos stated that the draft TERM Analysis' main focus needs to be on quantifying the air quality and transportation impacts. Eric Schreffler stated that some of the impetus of the framework is to address MAP-21 performance based requirements in anticipation of the Planning Rule which the USDOT has said would be released early next year. The goal is to position the methodology to take into consideration some of the future performance based requirements. Mr. Ramfos stated that the main focus should be on the analysis of transportation and emission impacts and if it is feasible, additional capacity in the framework could be used to gain knowledge in defining new benefits of the program that will help in quantifying the overall effectiveness of Commuter Connections. Mr. Schreffler stated that one of the analysis areas being considered is taking a look at VMT reduction and reduced delay with existing data. If there are ways to present this

information to answer the questions that allow for the reporting of VMT reduction in terms of delay and sustainability, it would be of benefit to the region. It is important to define factors that would allow for this type of analysis. The group then discussed the definition of Sustainability. Mark Sofman stated that perhaps it should be focused on environmental performance and meeting the requirements of the Clean Air Act. Ms. Diggins that perhaps there is additional data that could be collected from some of the surveys to show the value and benefits of Commuter Connections, considering the potential of additional expectations on transportation.

3. FY 2016 State of the Commute Survey

Lori Diggins, LDA Consulting, stated that the draft questionnaire for the 2016 State of the Commute survey has been updated. The added and changed questions were then reviewed. Ms. Diggins reviewed the survey methodology with regards to cell phone-only households. 20% of the phone samples will include cell phones given that 30% of the households in the region are cell-phone only households.

Ms. Diggins explained that an internet survey will be conducted as a pilot for the 2016 survey. 900 completed surveys will be collected. 300 surveys will be collected from each of the three ring areas in the region: inner, middle and outer. Experience with other similar internet type surveys are in the 4 to 5% response rate range. Currently 10% of those called actually answer the survey which takes into account answering machine screenings. For the internet survey pilot, a postcard will be sent to prospective respondents. The data collected from the Internet survey may or may not be combined with the phone surveys depending on the comparison of the results. The sample size of the survey will include 5,000 phone surveys that include both landline and cell phone numbers and then 900 internet based surveys.

Ms. Diggins then reviewed the questionnaire. One of the new questions that will be asked is focused on episodic teleworking for special events, or a weather-

related event. Under the current commute patterns, the buspool category has been expanded to include commuter bus, subscription bus and Bridj. UberPool would be considered under carpooling. Uber, Lyft and Split will be included under the Taxi cab mode. Questions regarding which roads alternative mode users would take if they were not in that mode will be asked and focus on the first and last main interstate highways or state roads respondents have used by asking where they get on and off. Questions regarding HOV and Express Lane use will be separated to determine the use of both types of facilities.

Under the Commuter Satisfaction and Current Commute there will be a question regarding quality of life and transportation in the region on a scale of 1 to 5. How people make decisions on transportation availability have been added in terms of location choices. Under Employer Services a new question has been added on the type of transit benefit employees receive and whether the benefit is pre-tax or a direct benefit. Two new questions were also added in this section for respondents whose employer offers flexible work schedules with specific interest in those who don't use the option and whether or not they would be interested in receiving a cash incentive to flex their arrival and departure times. Ms. Diggins stated that some of the new questions tie in to the updates to the TERM Evaluation Framework Methodology.

The survey pre-test will occur in mid-December. The full survey will begin to be administered in January. Mr. Ramfos asked the group submit any comments/edits to the draft survey by December 1st.

4. Guaranteed Ride Home (GRH) Surveys

Ms. Diggins reviewed the survey methodology for the 2016 GRH survey. The sample size for the Washington DC region will be approximately 1,000 respondents and there will be about 700 respondents for the Baltimore region survey. The survey will be conducted of current registrants, one-time exception participants and past registrants. The registrants will be reached either by e-mail with a telephone follow-up depending on the response rate as well as through the

mail for those participants who do not have email addresses. Ms. Diggins then reviewed the questionnaire. There were not very many changes; however there will be changes to the questions asking participants which major roads they use to travel to and from work if they are currently driving alone or for those that are in alternative modes, which highways or state roads they would have used if had they been driving. The question will be updated to be similar to the State of the Commute in asking where respondents got on and off of the highways. The survey will be conducted in mid-April. Mr. Ramfos asked the group to submit any comments to on the draft survey questionnaire by December 17th.

5. 2016 Retention Rate Survey

Ms. Diggins explained that the purpose of the Commuter Connections Retention Rate survey will be to identify those receiving Commuter Connections services in the past and how long they have remained in alternative mode. The questionnaire will be compatible to the Placement Rate and GRH surveys. Both GRH and Rideshare users will be eligible to participate. The non-GRH users will be those who were in the system between July 1, 2008 and June 30, 2014. For GRH it will be those who were in the system between July 1, 2008 and March 15, 2013 mainly because the upcoming GRH survey will capture the remaining part of the evaluation period, particularly for the past registrants. Those who re-registered after the cut-off dates would not be included in the survey.

Next, Ms. Diggins reviewed a flow chart with how the respondent target audience would be selected for the survey. A draft questionnaire will be presented to the group at the December meeting and the survey will be conducted in March. The survey will be an Internet survey with a telephone follow-up given that a majority of the respondents would be past registrants.