

**TDM EVALUATION GROUP
MEETING NOTES
October 16, 2012**

1. Introductions

(Please see attached attendance sheet)

2. FY 2013 TERM Analysis Data Collection Activities and Schedule

Nicholas Ramfos, COG/TPB staff, reviewed and discussed the timeline and schedule for the Commuter Connections TDM Evaluation for FY 2013. The three projects include the 2013 State of the Commute Survey, the Guaranteed Ride Home (GRH) Applicant Surveys for both the Washington and Baltimore metropolitan regions, and the update to the TERM Evaluation Framework Methodology document.

3. FY 2012 – FY 2014 TERM Analysis Framework Methodology Document

Mr. Ramfos gave an overview of the TERM Evaluation Framework Methodology as it relates to the regional TDM Evaluation project. He also stated that the results from the evaluation are used in the region's planning process for both air quality and congestion management. Emission and transportation impacts are used in both the regional TERM tracking sheet and the Congestion Management Plan.

Lori Diggins, LDA Consultants then discussed the update to the TERM Evaluation Framework document. Ms. Diggins, gave an overview of the document and discussed the method used to evaluate the Commuter Connections TERMS and the resulting report. Ms. Diggins then briefly covered the updates to the 2012 – 2014 framework includes changes to the TERMS, updating the document to reflect the 2011 TERM analysis, and then refining the methods and data sources used. Ms. Diggins then covered the framework report outline and evaluation objectives including measuring impacts of the TERMS and communicating TERM performance. Ms. Diggins also discussed

overall evaluation principals for the document and how results are useful to decision-making and management of the Commuter Connections TERMS as well as ensuring that the methodology used is efficient and reliable.

Next, Ms. Diggins covered the performance measures in terms of attitudes and awareness, program participation and satisfaction, utilization, and impacts of the service used. The impact calculation approach was then reviewed and how a series of multiplier factors are applied to the TERM user population. Data collection tools and surveys were then covered and included the Commuter Connections employer commuter surveys, 2013 State of the Commute survey, the Guaranteed Ride Home survey, telework employer follow-up survey for employers in Maryland, the Commuter Connections Applicant Placement Rate Survey, and the Bike To Work Day survey. Databases and tools used for tracking data and analysis tools used for the evaluation process were also reviewed.

Next, Ms. Diggins covered the Evaluation Framework update including updates to reflect changes to the 2011 TERM Analysis. Updates to the VT, VMT, and emission goals, Employer Outreach EPA COMMUTER model coefficient updates and level 3 and 4 requirements, the addition of 'Pool Rewards and Car Free day methodology, as well as adding an impact of bike/walk information and use of the Commuter Connections Bulletin Board. The State of the Commute survey methodology will also include a cell-phone only option for the household travel database as well as refinement of the GRH and Commuter Connections Applicant Placement survey to use combined telephone and internet survey administration. Overall measurement and communication enhancements were then covered including the application of life-cycle assessment to mode shifts to capture the full duration of TERM impacts beyond the three-year period, expansion of the range of Commuter Connections program benefits, documentation of the TERM impacts on transportation system performance, quantification of Commuter Connections program benefits to the business community, and the development of enhanced tools to report and communicate TERM results and

other Commuter Connections program benefits to regional and local decision makers.

There was then discussion regarding the previous TERM evaluations' assumed impacts and carry-over from the previous three year evaluation period. Anna McLaughlin and Deanna Reed had questions regarding double counting of applicants and duration of participation of program. Mr. Ramfos stated that there would be a closer analysis as to what the difference would be with previous impacts and carrying over credits and whether or not the difference would be great enough to capture and report the credits. Ms. Diggins stated that there would be additional detailed recommendations for this approach during the next TDM Evaluation Group meeting in November.

Next, Phil Winters discussed the benefits of Vehicle Trips, Vehicle Miles of Travel and Emission reductions from the TERM impacts. Ms. Diggins then covered transportation system impacts and the possible development of a calculation to convert VMT reduction to the system performance measures. Looking at measuring performance of the TERM to system performance will be an important factor in reporting results in 2014. One of the questions to be answered will include how credits are assigned when trips cross analysis boundaries and how are results communicated to decision makers and planners? One of the stakeholder groups to include is employers because Employer Outreach is a major contributor to TERM impacts. An added goal will be to look for opportunities to use Commuter Connections research results for talking points when meeting with employers.

Lastly, Ms. Diggins covered the development of enhanced communication tools including defining new tools to relay valuable information for Commuter Connections stakeholders. There are also some questions that may be asked of local jurisdictions in relation to how TERM results and data be repackaged to inform other audiences and support TDM programs and local decision making.

Mr. Ramfos stated that the Framework Methodology Update Summary will be posted to the Commuter Connections SharePoint site and comments will be accepted by October 31st.

4. 2013 State of the Commute Survey

Mr. Ramfos discussed the purpose 2013 State of the Commute Survey and that there have been changes to the survey questionnaire and an overview that describes the changes.

Next, Ms Diggins reviewed highlights and changes to the survey questionnaire. One of the new features of the survey will be to reach individuals by cell phone to complete the survey. In order to reach cell phone users in the region, those that have moved from the area will be screened out as will those that are under the age of 18. Cell phone only households who complete the survey will receive a \$5 gift card. Ms. Diggins then reviewed the tracking questions which are continued as well as new survey module sections for the 2013 survey.

Mr. Ramfos stated that the draft 2013 State of the Commute survey questionnaire will be posted to the Commuter Connections web site for review and feedback prior to the next TDM Evaluation Group meeting. Comments will be due by October 31st.

5. 2013 Guaranteed Ride Home Applicant Surveys

Ms. Diggins covered the overall methodology for the 2013 Guaranteed Ride Home Applicant survey for both the Washington DC and Baltimore regions.

Ms. Diggins stated that a detailed draft questionnaire would be presented during the next TDM Evaluation Group meeting. A comment period will then be established for the questionnaire.

The next TDM Evaluation Group meeting will be held on November 20, 2012.