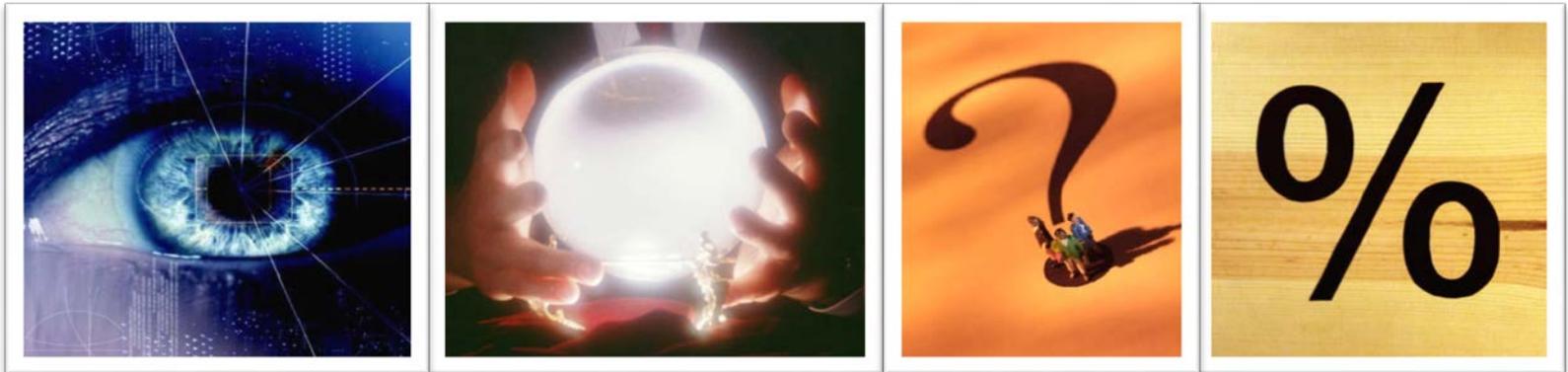


Commuter Connections

TERM Evaluation Framework Update

FY 2015-2017

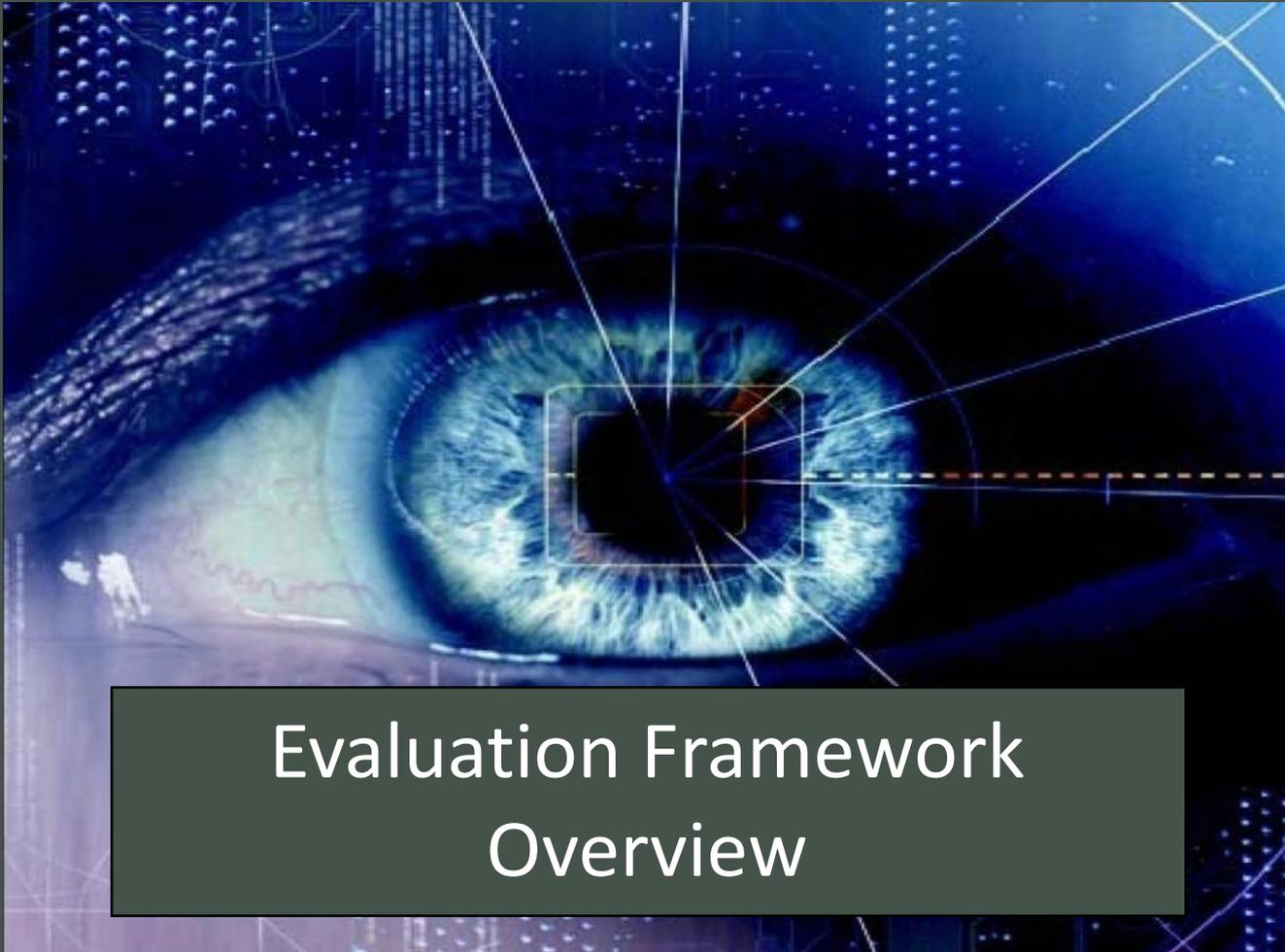


Presentation to TDM Evaluation Group

October 20, 2015

LDA Consulting

with CIC Research, CUTR, and ESTC



Evaluation Framework Overview

TERM Analysis

- Triennial analysis of travel and air quality impacts of Commuter Connections' **T**ransportation **E**mission **R**eduction **M**easures
- Conducted to contribute to regional conformity assessment and communicate program value to funders and regional policy-makers
- Estimate impacts for:
 - Maryland Telework
 - Guaranteed Ride Home
 - Employer Outreach
 - Mass Marketing
 - Commuter Operations Center (Basic Services and Integrated Rideshare Software Upgrades)



Evaluation Framework

- Report documenting method for triennial evaluation cycle
 - Goals and performance indicators
 - Analysis approach / calculation methodology
 - Required data and data sources
 - Data collection methods
 - Use and reporting of evaluation data
 - Evaluation challenges and opportunities



2015-2017 Framework Builds on 2012-2014



Other 2015 – 2017 Changes

- Conduct Retention Rate survey
- Explore new data collection methods
- Enhance regional planning data
- Define business benefits of TERMS
- Expand communication from TERM survey data



Framework Report Outline

1. Overview
2. Evaluation objectives and issues
3. Performance measures
4. Evaluation components for each TERM
5. Data collection sources and tools
6. Basic method for calculating program impacts
7. Reporting and communicating evaluation results
8. Evaluation schedule and responsibilities



Evaluation Objectives

- Measure impacts of the TERMS implemented by Commuter Connections, using appropriate performance measures
- Communicate TERM performance information to stakeholders:
 - Regional policy makers (contributions to regional transportation goals)
 - Program funders (effectiveness and cost-effectiveness of investment)
 - Commuter Connections staff and local program partners (program effectiveness and enhancement opportunities)
 - Employers, commuters, and other travelers (organizational, personal, societal benefits)



Evaluation Principles – Useful Results

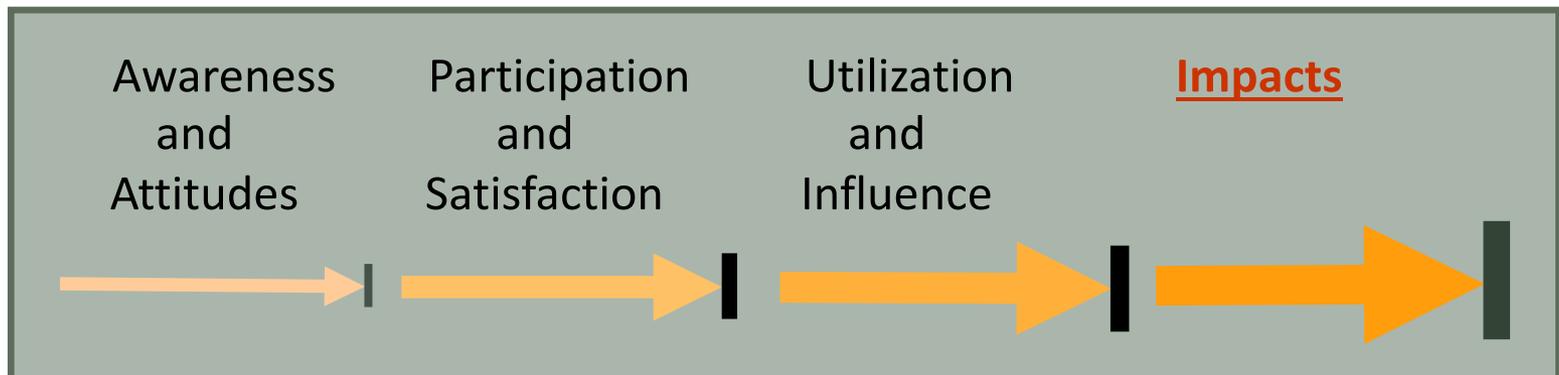
Results are useful to decision-making and management

- Measure performance on indicators related to regional goals for transportation and TERMS
- Use common, quantitative performance measures to facilitate comparisons among TERM and between TERMS and other strategies
- Facilitate ongoing activity reporting and estimate of benefits for day-to-day program management
- Track both continued (baseline) impacts and new impacts during the analysis period



Performance Measures

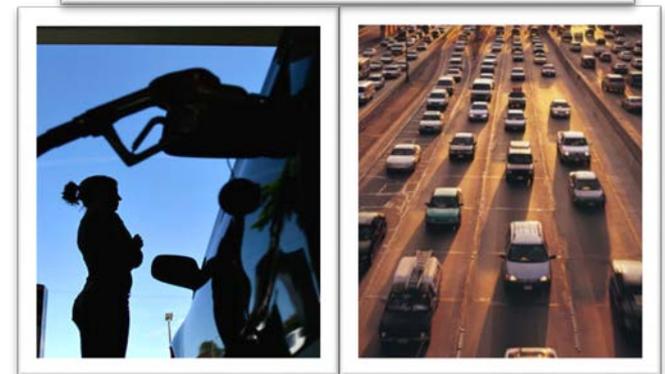
- Awareness – modes/programs
- Attitudes – willing to try modes
- Participation – CC services used
- Satisfaction – with programs
- Utilization – Travel change “placements”
- Influences – motivations for change
- **Impacts of behavior change**



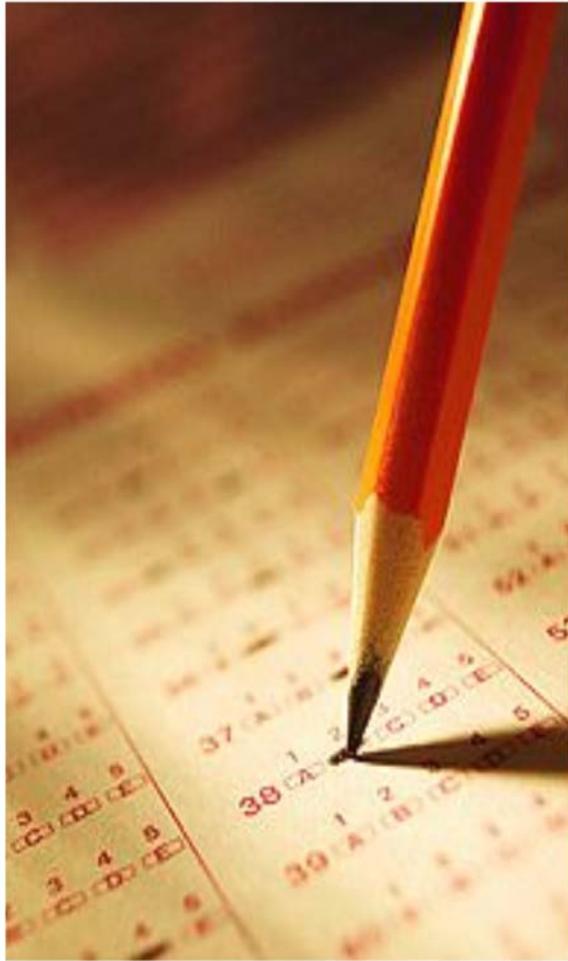
TERM Impact Indicators

Travel and environmental impacts from behavior change

- Mode split
- Alternative mode placements
- **Vehicle trips reduced**
- **VMT reduced**
- **Emissions reduced**
- Energy saving



Data Collection Tools - Surveys



Regional / General Population Surveys

- Employee surveys administered by employers (*Employer Outreach*)
- State of the Commute survey (*Telework, Mass Marketing*)

TERM User Surveys

- Guaranteed Ride Home survey (*GRH*)
- Telework employer follow-up survey (*Telework, Employer Outreach*)
- CC applicant Placement Rate survey (*COC, Software Upgrades*)
- Bike-to-Work Day survey (*Mass Marketing*)
- 'Pool Rewards participant survey (Mass Marketing) (**NEW**)
- Retention Rate survey (GRH, COC) (**NEW**)

Survey Questions to Assess Commute Travel Change

- How do commuters travel now?
- Did they switch to alt modes after receiving TERM service?
- What did they change – mode, frequency, occupancy?
- How did the “switchers” travel before the change?
- Are they still using the new alternative mode? Was it a “trial” or “continued” change
- What role did the service play in motivating change?



Databases / Analysis Tools



Databases/other tracking data

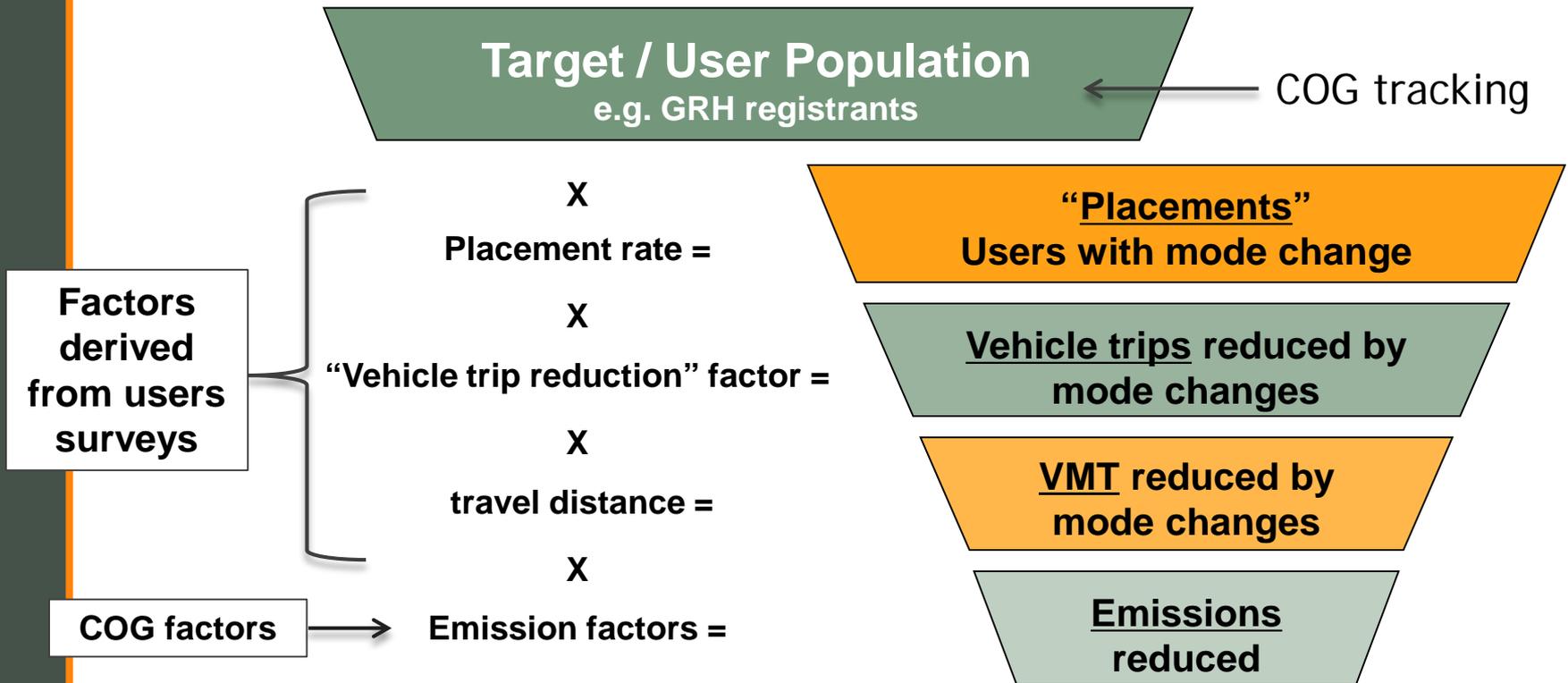
- ACT! Employer Contact database (*Employer Outreach*)
- Telework Assistance database (*Telework*)
- Online service users database (*COC*)
- Online GRH registrant database (*GRH*)
- COC website and call volume tracking (*Mass Marketing*)
- Documentation of marketing activities (*Mass Marketing*)
- Event participation tracking (*Mass Marketing*)
- 'Pool Rewards participant data (*Mass Marketing*)

Analysis tools

- EPA COMMUTER model v2.0 (*Employer Outreach*)

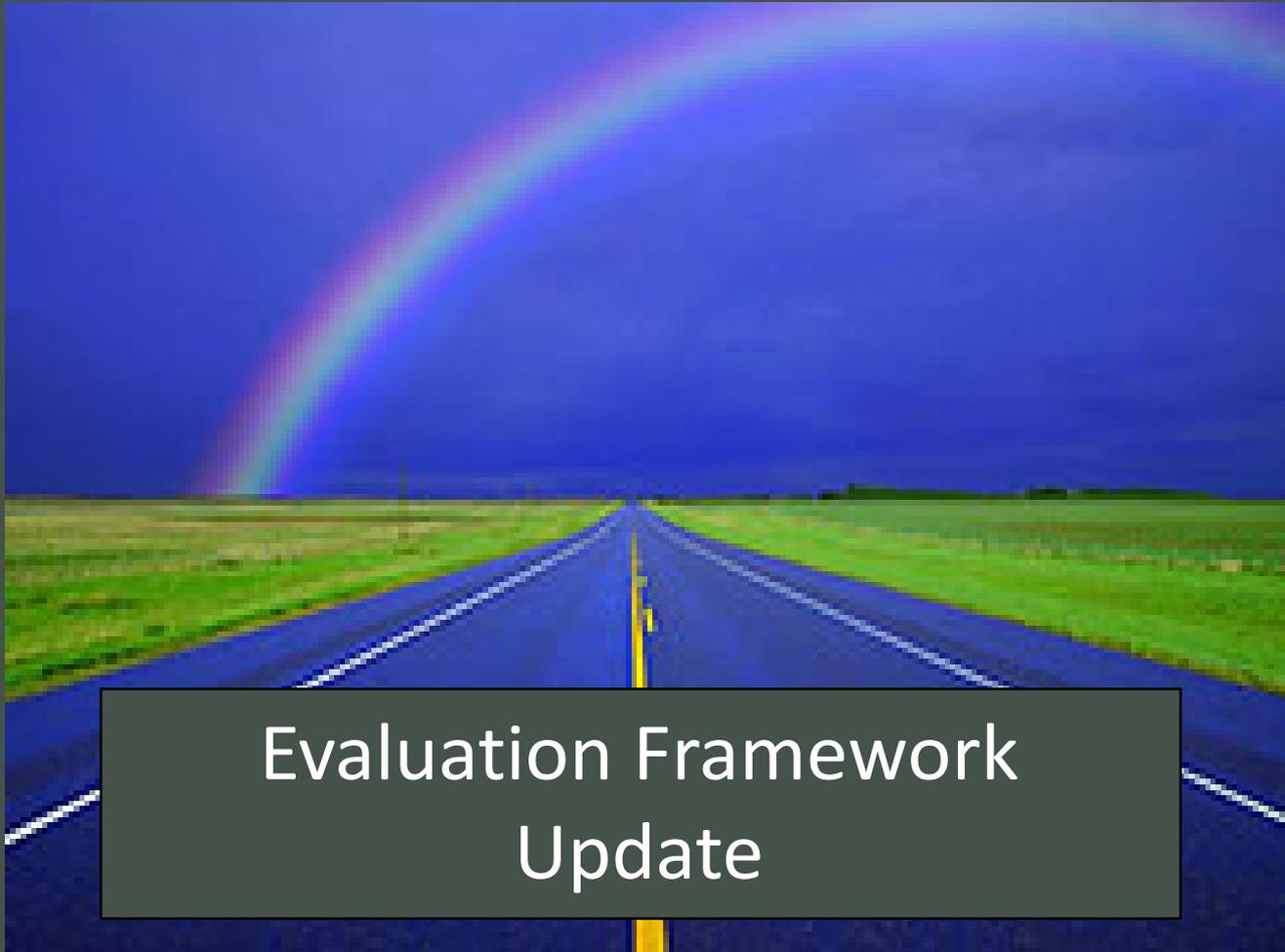
Impact Calculation Approach

Impact calculation approach uses series of “multiplier” factors, applied to user population



Questions?





Evaluation Framework
Update



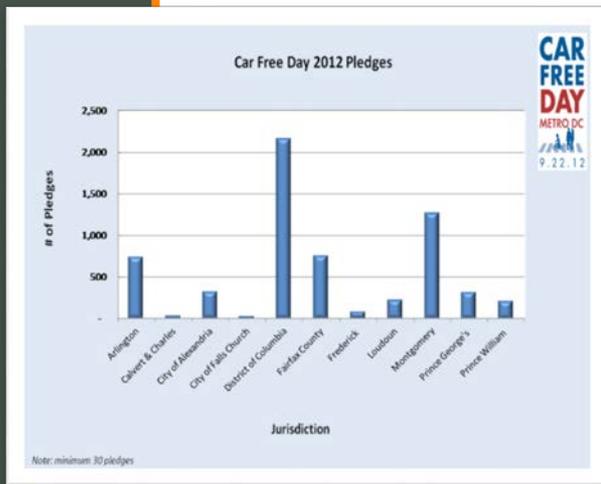
6 Possible Framework Enhancements

1. Reflect methods in 2014 TERM analysis and changes to individual TERMS
2. Define methodology for new Retention Rate survey
3. Explore options to collect TERM-related data by new data collection methods (e.g., panel surveys, Quick Response (QR) codes, address-based sampling)
4. Collect data to help Commuter Connections better position the contribution of Commuter Connections' TERMS in sustainability, livability, and performance-based planning
5. Collect data to quantify benefits of Commuter Connections programs in business terms to encourage greater employer involvement
6. Format and organize TERM-related data to facilitate communication of TERM results and other Commuter Connections' program benefits to regional and local decision-makers

1 - Updates to Reflect 2014 Analysis / TERM Changes

TERM Framework evolves to accommodate TERM changes and incorporate new/improved methods:

- Update VT, VMT, emissions goals – consistent with COG Conformity Tracking Sheet
- Maryland Telerwork – COG-assisted TW outside MD captured under COC/Integrated Rideshare
- Employer Outreach – Confirm Level 3 program element requirements
- Mass Marketing – Vanpool element in 'Pool Rewards; Method for Car-Free Day; Define data to assess other events
- Commuter Operations Center/Integrated Rideshare – Add method for TW outside Maryland

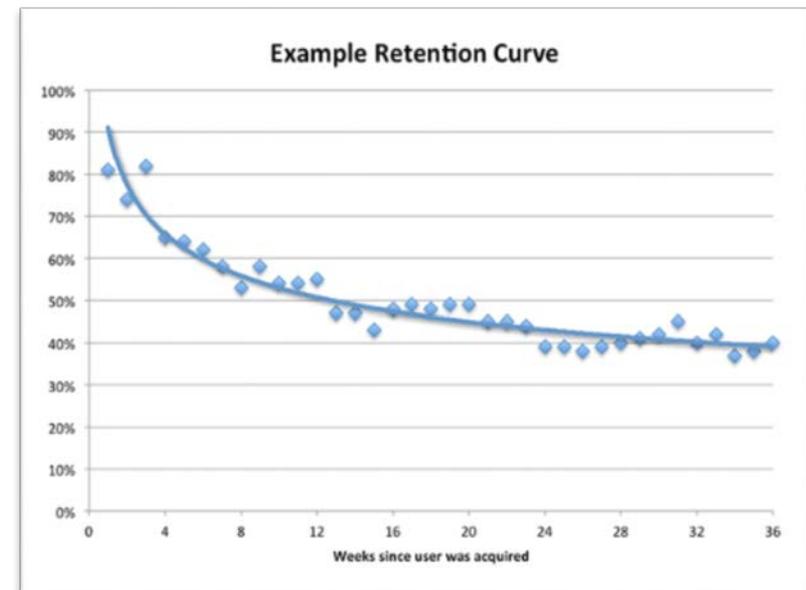


2 – Retention Rate Survey

Background: Past TERM evaluations assumed impacts did not carry-over from the previous period, but if mode shifts extend beyond three years, some credit could be carried over from one 3-year cycle to the next

Recommendation: Conduct GRH/online system Retention Rate Survey:

- Survey users who participated before 2015-17 evaluation period
- Define current mode, duration of current mode, services received, and influences for current mode
- Develop “retention” curve or “lifecycle” for continued alternative mode experience
- Define options for mode use retention assessment in future years: similar one-time survey or ongoing data collection (e.g., panel survey or other follow-up method).



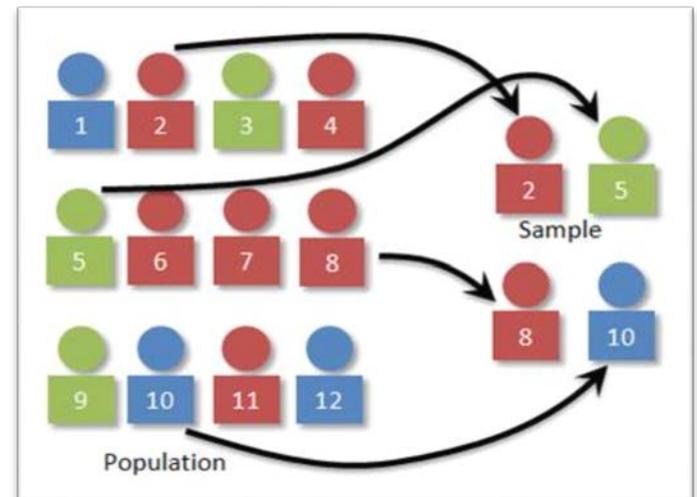
3 – New Data Collection Options

Background: Past TERM data collected primarily through telephone and Internet surveys. New methods also could be feasible and cost-saving for TERM-related data collection.

Recommendation: Examine new data collection options to to minimize costs, while ensuring continued data quality :

- Larger cell phone component in telephone surveys
- Use of Quick Response (QR) codes to disseminate survey links for location-based and POS services (impractical to follow-up with service users)
- Cell phone apps to collect passive travel data (with prior agreement of users)
- Address-based sampling to expand reach of Internet for regional surveys
- Panel surveys to track service users' travel pattern changes over time

Define pros/cons and TERM applications



4 – TERM Contributions to Regional Goals

Background: Transportation decisions are increasingly driven by sustainability, livability, health/safety, and system performance objectives. TERM data could demonstrate TERMS' wider range of societal benefits and CC's contribution to management of the regional transportation system.

Recommendation: Continue process to measure societal benefits:

- Collect data in SOC and user surveys to define societal benefits – e.g.,
 - CC users' travel route and time
 - Role of TDM in QOL/livability and transportation satisfaction
 - Health impact of active modes
- Explore new measurement tools to estimate societal benefit (e.g., accident reduction) from reduced VMT
- Explore how TERM data could be analyzed with travel movement data sources such as INRIX for location-specific analyses



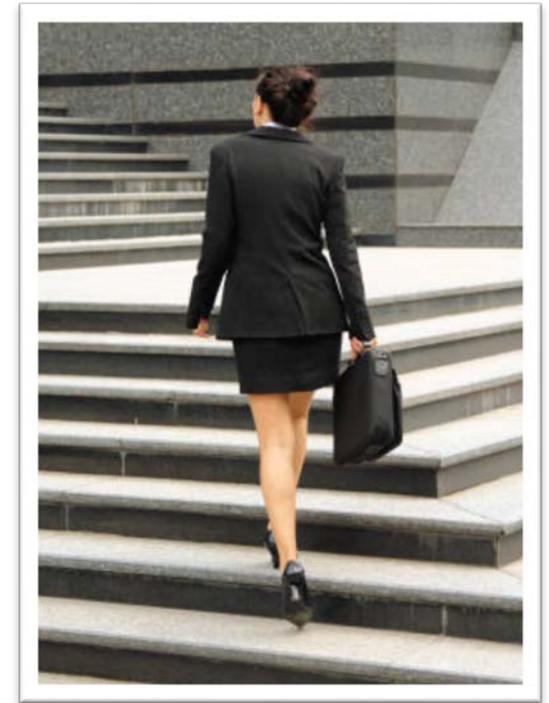
5 - TERM Benefits to Business

Background: Employer Outreach is a major contributor to TERM impacts. Employers will be most likely to implement TDM actions if they perceive a tangible organizational benefit.

Recommendation: Seek opportunities through SOC / other TERM user surveys to identify business benefits of TERMS. Provide data for talking points and research briefs for employer meetings.

Possible benefit areas:

- Personnel operations (absenteeism/tardiness, recruitment, productivity)
- Employee morale, teamwork, communication
- Facility impacts (parking, congestion reduction)
- Financial (tax savings)
- Social recognition / corporate good will

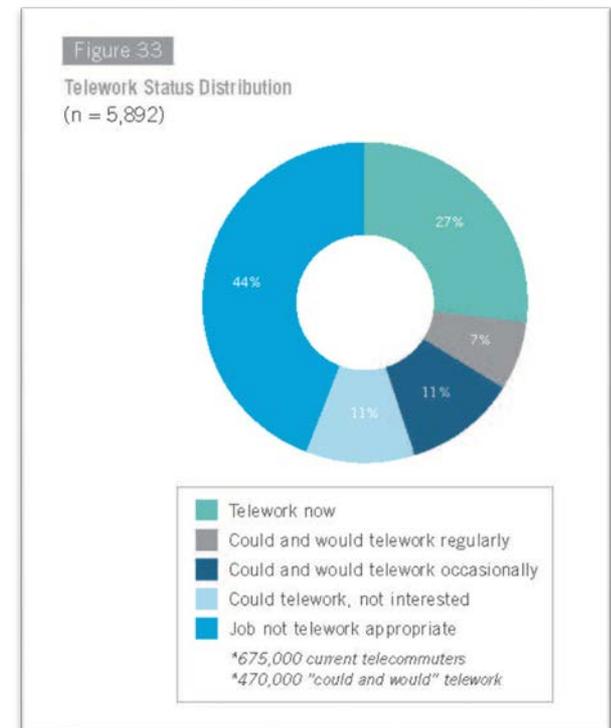


6 – Data to Communicate TERM Results/CC Benefits

Background: TERM evaluation produces technical assessment of performance for conformity tracking. Surveys / analyses collect wealth of data that could be valuable to other audiences. CC staff interviewed local partners in 2014 to identify communication enhancements from evaluation process.

Recommendation: Format and organize data to facilitate communication of TERM results and CCs' value to CC stakeholders:

- For SOC, GRH, Placement surveys, prepare 1-3 page “Top Findings” summary
- Format other survey/evaluation data for CC to package/disseminate through other means:
 - Social media, blogs
 - Targeted emails
 - Podcasts/videos
 - Net-conferences
 - Research briefs



2015-2017 TERM Evaluation Schedule

Methodology Update

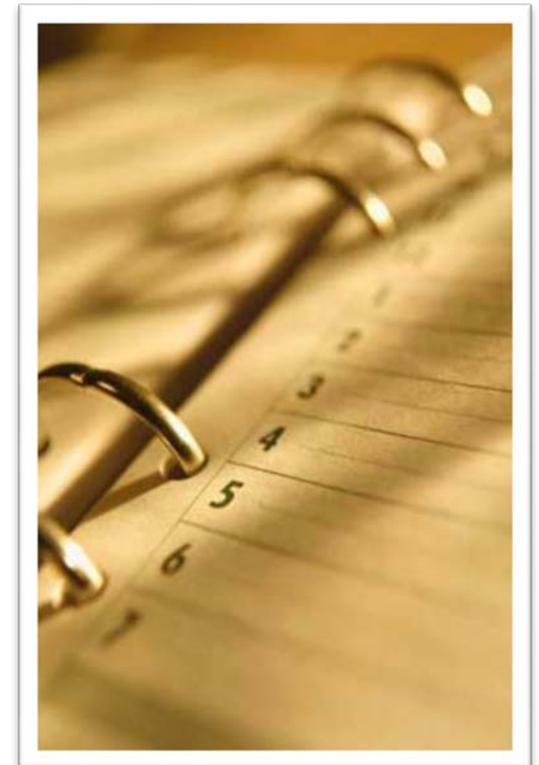
- Input from Evaluation Group Oct-Dec 2015
- Draft report Dec 2015
- Final report Spring 2016

Surveys

- Rideshare placement Nov 2014
- State of Commute Jan-Jun 2016
- Retention Rate Mar-Apr 2016
- GHR Apr-Jun 2016
- Bike to Work Day Nov-Dec 2016

Analysis / Report

- TERM analysis – draft Jun 2017
- TERM analysis – final Dec 2017



Questions?



Questions?

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