

HANDOUTS

from previous meeting



December 15, 2009

**Commuter Connections
TERM Analysis Framework - 2008-2011**

**Section 8 – Communications and Reporting of Results
Overview for Discussion – 12-15-09**

Purpose

- Explore **opportunities to share TERM results** and other Commuter Connections evaluation data with local jurisdiction stakeholders
- Brainstorm **effective communication techniques** / tools

Background

- TERM analysis is primarily designed to support **regional conformity determination**
 - Analysis includes many data collection activities
 - Data are used in “technical” applications to calculate TERM results
 - “Technical” reports are prepared to document results
- But TERM research produces a **wealth of data and trends** that may be useful beyond conformity
 - TERM performance – Telework, GRH, EO, Mass Marketing
 - CC customer satisfaction
 - Regional commute trends – mode, telework, awareness, travel attitudes
- How can **results be repackaged to inform other audiences** and support local TDM programs and local TDM decision-making?
 - What audiences might be interested?
 - What info would interest them or be useful to them?
 - What communication tools would be best – level of detail, access?

Possible audiences and focus

- TDM program staff – program operation, local traveler needs
- Local transportation planners – transportation system operation
- State and local agencies – policy and funding implications
- Elected officials – local transportation benefits, local traveler needs
- Public at large / media – local travel trends
- Others??

Possible communication tools

- Dashboards
- Prospectus
- Podcasts
- On-demand streaming media recordings
- Social media (Facebook, Twitter)
- Program “briefs” - 1-2 page summaries by program

Four-Step Process

1. Define stakeholder groups
2. Define relevant info / performance indicators (PIs) for each group – what info and results will be meaningful?
3. Define communication tools to reach each group – what media / format will reach each group most effectively?
4. Develop communication plan
 - **To WHOM** will info be communicated
 - **WHAT** will be communicated (data, results) and in what form
 - **HOW** will it be packaged / disseminated
 - **WHEN** will info be communicated
 - **WHO** will prepare the info

Key Questions to Get Started

Current communication and areas for improvement

1. How effectively does CC communicate evaluation results now?
2. What would you change, if anything about the current reporting (info conveyed, length/depth of analysis, format, frequency, etc.)? How will these changes improve communication?
3. Are there potential benefits of Commuter Connections' services that are not being reported?
4. What tools does Commute Connections have available? For example, MWCOG uses podcasts but Commute Connections hasn't used it for reporting TERM results.

Current local use of CC info and local needs for info

5. How has your organization used Commuter Connections' evaluation results (planning, budgeting, public relations, etc.)?
6. Are there transportation-related questions that your organization would like to answer but for which you do not have data now?
7. How much value would you place on alternative means of communicating the results of the evaluation to YOUR stakeholders? These might include dashboards, podcasts, on-demand streaming media recordings of the results, social media (Facebook, Twitter), etc.

**Commuter Connections
TERM Analysis Framework - 2008-2011
Section 9 – Anticipated Regional Goals, Policies, and
Evaluation Issues**

Overview for Discussion – 12-15-09

Purpose

- Explore **regional transportation-related goals, policies**, and trends that might influence how Commuter Connections evaluates TERM results
- Establish process to **identify new performance indicators**

Background

- TERM analysis is primarily designed to support regional conformity determination, so the analysis estimates regional travel, air quality, and energy saving impacts
- TERM **analysis doesn't currently estimate benefits for other transportation-related issues** that might be important in the region:
 - Congestion relief – transportation system operations
 - Quality of life
 - Accessibility
 - Economic development
 - Environmental justice
- Should / could CC evaluation framework be expanded to **address TERMS' contribution to additional regional policy goals?**

Examples

Congestion Relief / Transportation System Operation

- TERM analysis measures to trip and VMT reduction
- But congestion relief is generally measured in terms of delay (changes in travel time) or travel time reliability (e.g. percent of trips made within average travel time).
- If congestion becomes a major policy focus in the region, should CC develop a method to translate regional trip and VMT reduction of CC program users to changes in travel time among all commuters?
- One option might be to allocate trips reduced to the congested network to assess where and when the program is impacting congestion.

Quality of Life (QOL) and Accessibility

- Several surveys have shown that access to transportation affect residents' assessment of their quality of life.
- So, can Commuter Connections' evaluation document that CC programs contribute to improved regional assessment of QOL?
- One option might be to survey both regional commuters and CC users about the impact of transportation and commute alternative on their lives and benefits of access to non-SOV assistance.

Four-Step Process

Forward-looking assessment of potential connection between upcoming regional policies and TERM analysis process:

1. Explore **regional transportation policy objectives** that are expected to be prominent in the next 3-5 years
2. Define the **future role of TDM** in these policies
3. Discuss **potential performance indicators** and analytic techniques that might be associated with these objectives.
4. Define **data needs and schedule** for introducing these indicators.

If any new performance indicators are recommended from this process, incorporate the indicators into the evaluation framework for 2011-2014.

Key Questions to Get Started

1. What new near/mid-term transportation policies and initiatives are being discussed by local or regional agencies?
2. What role will / could TDM / TERMS play in supporting the objectives of these policies / initiatives?
3. Are the existing TERM performance indicators appropriate to assess TDM's contribution to fulfillment of these objectives or will new performance indicators be needed?
4. Can data collected in the 2008-2011 TERM analysis period inform this process?
5. What new data or analytic techniques might be required?
6. When should these performance measures be introduced?