

# Commuter Connections TDM Evaluation Framework Update FY 2018-2020



Presentation to TDM Evaluation Group

Nov 20, 2018

LDA Consulting

with CIC Research, CUTR, and ESTC



Evaluation Framework  
Update



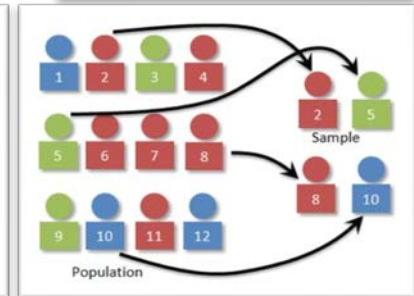
# 2018-2020 Framework Update Builds on 2015-2017

**Overall objective** is to make the evaluation:

- Relevant and valuable to CC and to local TDM partners
- Relevant and valuable to MWCOC/TPB's regional activities
- Reliable and cost-effective

## **5 Update Priorities:**

- Reflect 2017 analysis and new CC services
- Update/refine data collection methods
- Collect data to help CC position its contribution to societal benefits and regional transportation goals
- Collect data to examine technology use/role in travel decision-making
- Collect data to support CC messaging and service development



# 2019 Surveys Current and New Topics



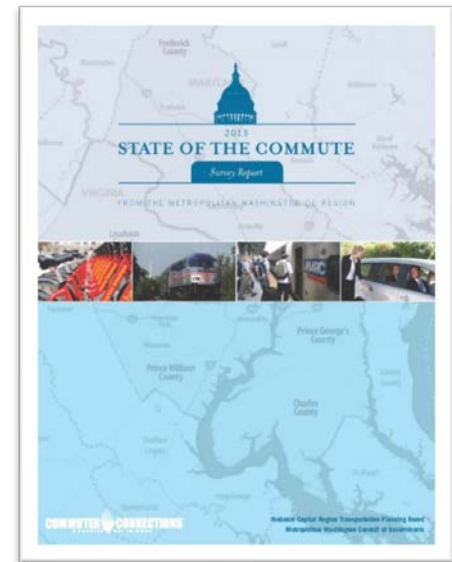
# SOC Survey Topics

## Continued tracking questions

- Current/past commute patterns/telework
- Awareness/access to transit, HOV/Express lanes
- Transportation satisfaction, benefits of alt mode use
- Mass marketing awareness and influence
- Awareness of CC, regional and local commute services
- Availability of employer services

## Proposed new topics in 2019

- Uber, Lyft, Via, e-scooters, dockless bikes as commute modes
- Previous mode for commuters who use Uber/Lyft/Via
- How carpoolers found CP partner
- Express lanes used on route to work; use as SOV or CP/VP
- Past transit use among non-riders; why stopped; potential future use
- Travel change actions taken after contacting local TDM programs
- Use of social networking and travel technology apps
- Interest in and opinions on driverless cars (automated vehicles)



# GRH Survey – Question Patterns



## First step is to define changes after GRH use

- Define **CURRENT** travel patterns
- Define **DURING** GRH travel
- Define **PRE-GRH** travel
- Compare **CURRENT/DURING to PRE-GRH** to define changes
  - Shift from SOV to alt mode
  - Increased alt mode
  - Continued alt mode (no change)
  - Reduced/stopped alt mode

## Follow-up questions examine role of GRH in change

- **Importance** of GRH to decision to start, increase, continue alt mode
- **Likelihood to change** without GRH
- **Other services/factors** important to the decision

## Marketing questions

- GRH referral sources; GRH ad recall
- Use/satisfaction with GRH trip and improvements desired
- Demographics

# 2018-2020 TDM Evaluation Schedule

## Methodology Update

- Input from Evaluation Group Oct-Dec 2018
- Draft report Dec 2018
- Final report Spring 2019

## Surveys

- CC applicant placement Nov 2017
- State of Commute Jan-Jun 2019
- GRH Apr-Jun 2019
- Employer satisfaction Jan-Mar 2019
- Bike to Work Day Fall 2019
- Telework employer Spring 2020
- Retention Rate Spring 2021

## Analysis / Report

- TDM analysis – draft Jun 2020
- TDM analysis – final Dec 2020





## Questions?

Contact:

Lori Diggins

LDA Consulting

202-657-3752

[LDACWDC@aol.com](mailto:LDACWDC@aol.com)

