

TDM EVALUATION GROOUP
MEETING NOTES
July 10, 2007

1. Introductions

(Please see attached attendance sheet)

Mr. Ramfos handed out the Commuter Connections TDM Evaluation project schedule which included the State of the Commute and Guaranteed Ride Home draft Survey reports.

2. GRH Applicant Survey

Ms. Diggins gave the highlights of the 2007 Guaranteed Ride Home applicant survey. First, registration status was covered and Ms. Diggins stated that past applicants were somewhat difficult to contact, especially if they had moved out of the region. Next, Ms. Diggins covered why past registrants did not re-register. She also covered how respondents heard of GRH and the highest percentage was “Word of Mouth.” Next, the awareness and influence of GRH advertising was covered and there was a significant drop in those who had heard or saw GRH advertising; 57% as opposed to 72% in 2004.

The current mode split of the respondents was covered along with the length of commute. Next, Ms. Diggins covered the commute modes with GRH and pre-GRH. The average days of pre-GRH and with GRH was also reviewed. There were very few people who increased their use of alternative modes mainly because a large percentage of GRH users are using alternative modes full time. The average duration of using alternative modes increased dramatically from 65 months in 2004 to 87 months in 2007. Various alternative mode changes were also reviewed. Next, the importance of GRH was reviewed in terms of their decision to start using alternative modes. The results were consistent from previous surveys conducted in 2004 and 2001. 23% of the respondents stated that they used a trip and Ms. Diggins covered the reasons for taking a trip which mostly consisted of illness. The average time for waiting for a taxi was about 16 minutes. Lastly, demographics were covered.

Mr. Ramfos stated that the draft report will be presented to the Commuter Connections Subcommittee on July 17th and that a comment and review period would be established.

3. State of the Commute Survey

Lori Diggins with LDA Consulting distributed the preliminary results from the 2007 State of the Commute survey along with the draft Technical Report. First, she stated that there was a statistically significant difference in the drive alone mode share. It went from 74.1% in 2004 to 71% in 2007. She also stated that there was an increase with carpooling and vanpooling. Ms. Diggins also reviewed the demographics of who uses alternative modes.

The average duration of rideshare use has gone up. The average was 76 months as opposed to 74 months in 2004. Next, Ms. Diggins reviewed modes that were used by commuters prior to using alternative modes. 34% of those currently using alternatives were previously driving alone. These results were consistent with the 2004 survey. Ms. Diggins also discussed the results of those who said that they had tried another alternative mode as well as commute length.

Next, Ms. Diggins reported that telecommuting went up dramatically in the region from 12.8% to 18.7%. Formal telework arrangements are at 39% and the average duration of telecommuting went up to 2 years. She also stated that both the non-profit and private sector employers had above average telecommuting, while state and local governments had below average teleworking and the federal government was just below the average at 16%. She also discussed how individuals heard about telecommuting. She also discussed the potential for telecommuting.

Next, Ms. Diggins reviewed the results of the availability of transportation services from respondents. She also reviewed results of HOV lane access and park and ride lots. The perception of the commute was reviewed and 57% of the respondents said that their commute was about the same, 14% said that they had an easier commute and 27% stated that they had a more difficult commute.

Next, Ms. Diggins reviewed results for advertising. This included the influence of advertising as well as awareness of commute information. The awareness of commute information and awareness of Commuter Connections services was covered. 26% of respondents stated that they knew of the Guaranteed Ride Home program compared to 56% in 2004.

Employer provided services results were then covered by Ms. Diggins that included the types of services employers provided as well as the use of those services. Parking at the worksite results were also covered along with commute mode by parking offered. Lastly, Ms. Diggins covered use of the InfoExpress kiosks.

Mr. Ramfos stated that a presentation and the draft technical report would be given at the next Commuter Connections Subcommittee on July 17th and that a comment and review period would be established.