

Commuter Connections TERM Evaluation Framework Update FY 2015-2017

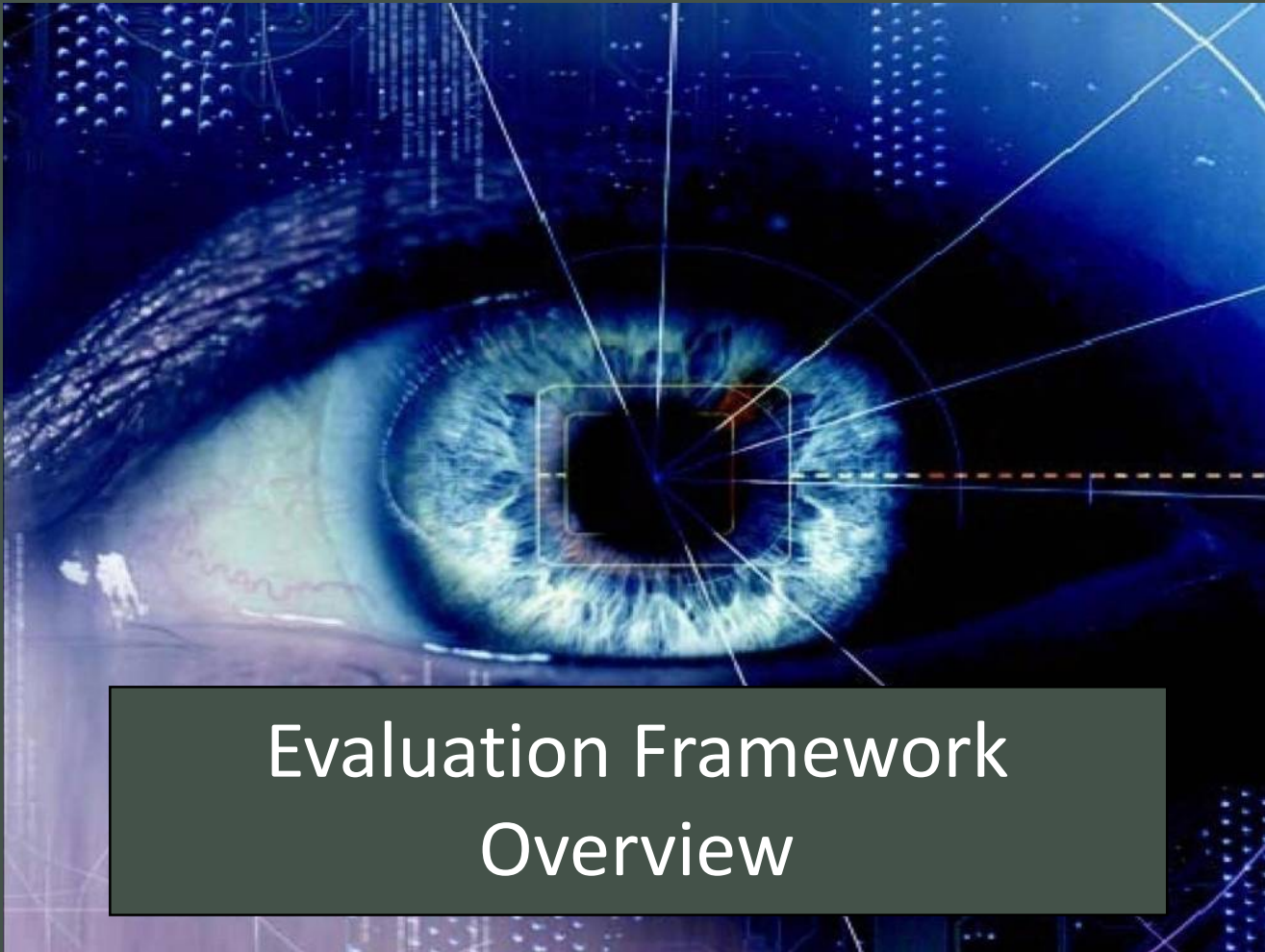


Presentation to Commuter Connections Subcommittee

January 19, 2016

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

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



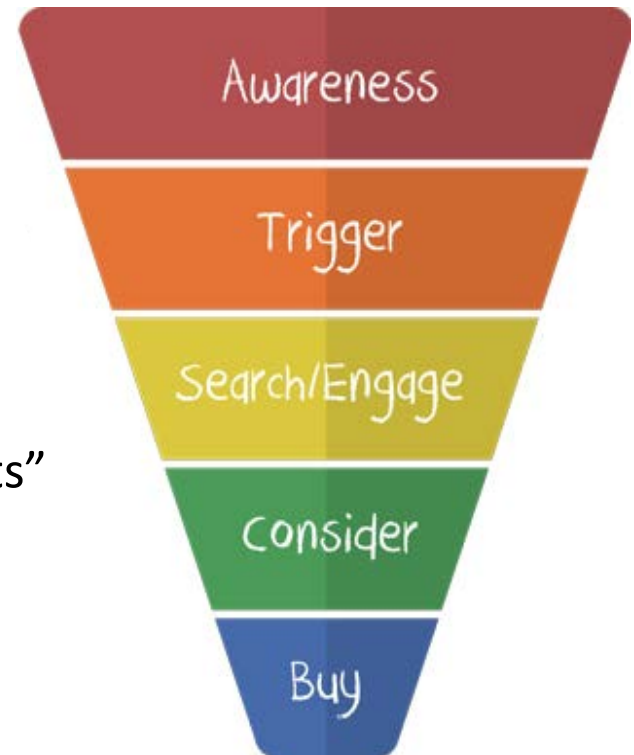
Evaluation Objectives

- Measure impacts of the TERMS implemented by Commuter Connections, using appropriate performance measures and industry-accepted measurement tools and methods
- Communicate TERM performance information to stakeholders for program decision-making:
 - 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)



Performance Measures – Continuum of Performance

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



Data Collection – Surveys to Assess Trends/Change

Regional / General Population Surveys

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

TERM User Surveys

- GRH survey (*GRH*)
- Telework employer 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*)
- Retention Rate survey (GRH, COC) (**NEW**)



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*)

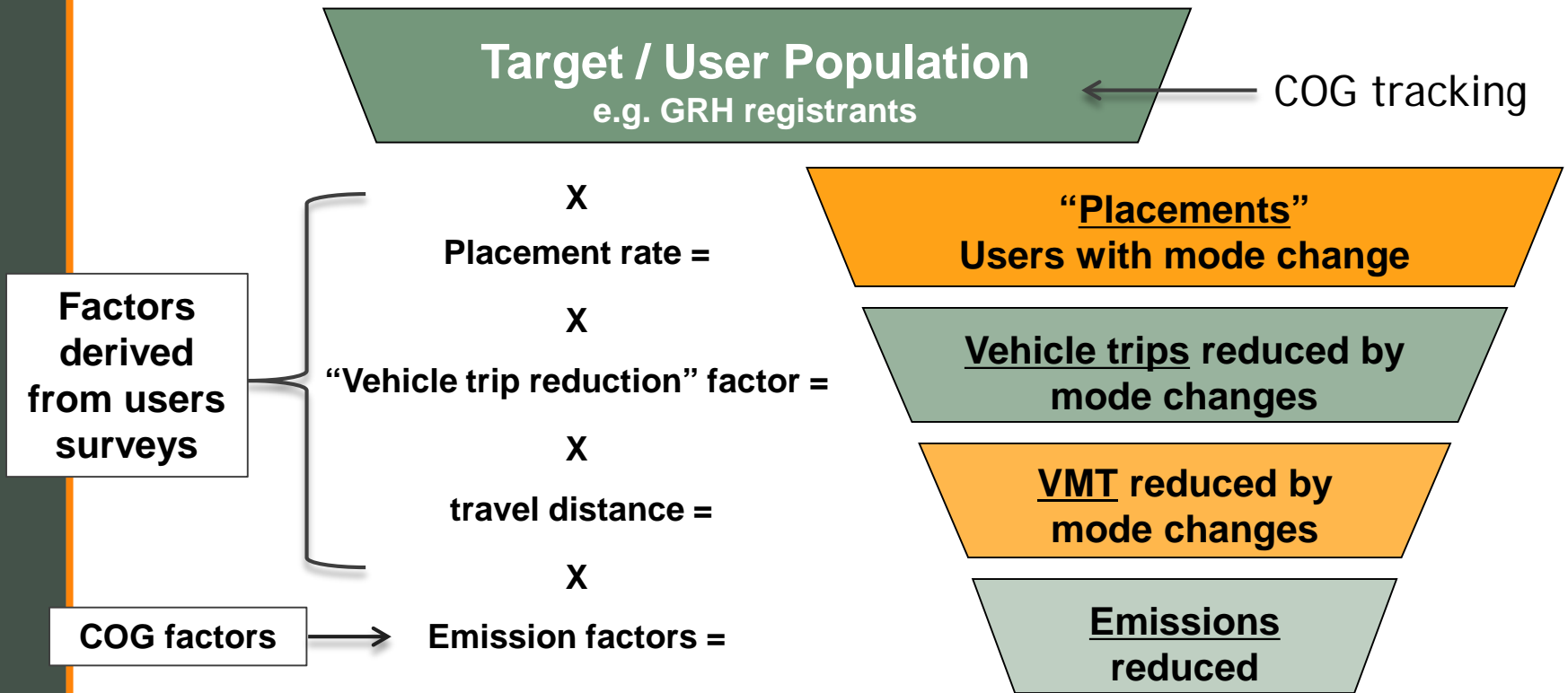
Analysis tools

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



Impact Calculation Approach

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

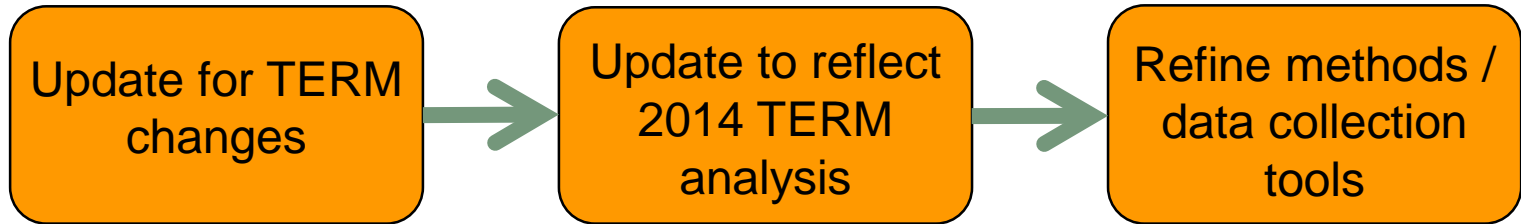




Evaluation Framework Updates



2015-2017 Framework Builds on 2012-2014



Other Key 2015 – 2017 Changes

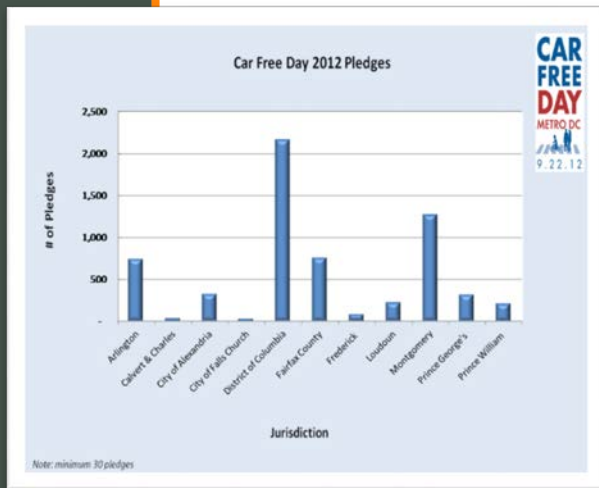
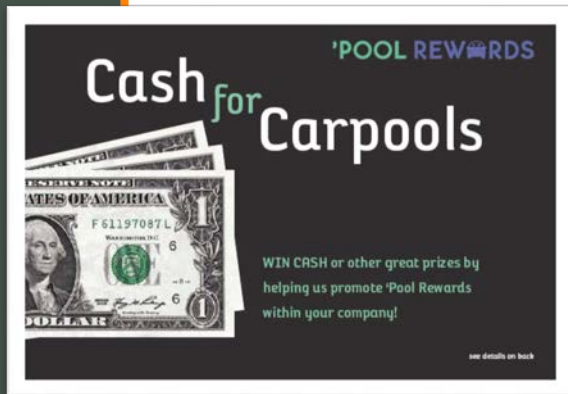
- Define method for new Retention Rate survey
- Collect data to position TERM contribution to sustainability/livability and performance-based planning
- Format/organize TERM-related data to facilitate communication of TERM benefits to regional and local decision-makers



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

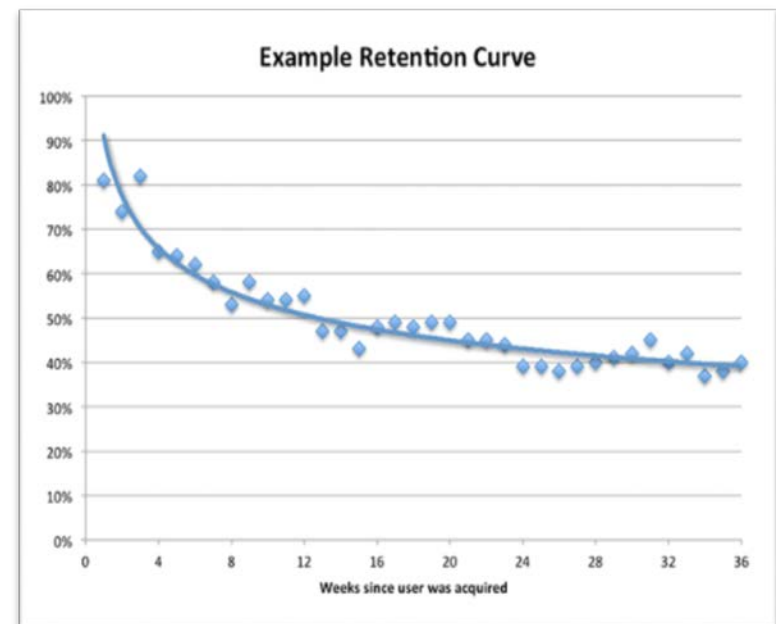


Retention Rate Survey (Past CC Service Users)

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

Framework Update: 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



Data to Assess TERM Contributions to Regional Goals

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

Framework Update: Expand efforts to collect data on societal benefits:

- Collect data in SOC and user surveys to define CC users' travel route and time and role of TDM in QOL/livability and transportation satisfaction
- 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 for location-specific analyses

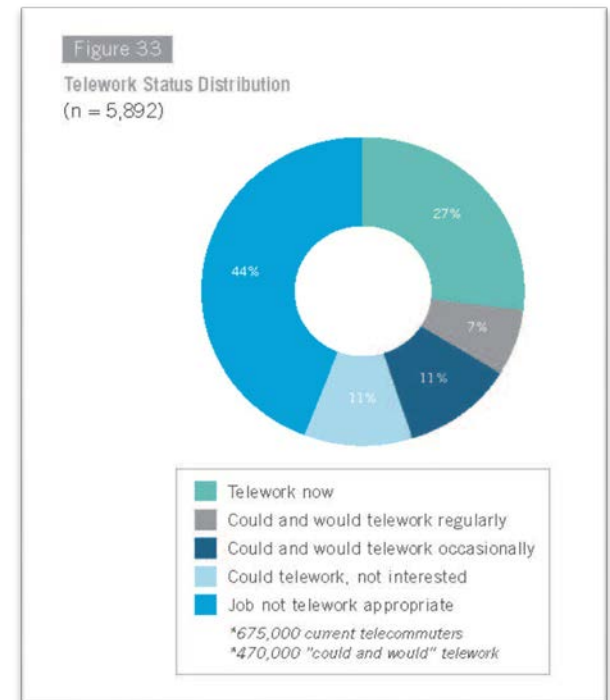


Data to Communicate TERM Results/CC Benefits

Background: TERM evaluation produces technical data for conformity tracking. Surveys collect data that could be valuable to CC partners, funders, and other audiences.

Framework Update: Format and organize data to facilitate communication of TERM results and CC value to stakeholders:

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



2015-2017 TERM Evaluation Schedule

Methodology Update

- 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?

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