

TDM EVALUATION GROUP
MEETING NOTES
November 16, 2021

1. Introductions

(Please see attached attendance sheet)

2. FY2021 – FY 2023 Commuter Connections Transportation Demand Management (TDM) Evaluation Framework Revised Methodology Document

Lori Diggins, LDA Consulting, reviewed the Framework Methodology document components including the evaluation priorities which include documentation of the Commuter Connections program impacts against the goals set for the programs and collecting data that will be useful for program management and development as well as the collection of commute data to support COG functions and network member efforts. The emphasis areas include the reflection of the 2020 analysis and new Commuter Connections services, collecting data with regards to the pandemic travel changes, accounting for those changes in the 2023 impact calculation methodology, collecting data to document the contribution of Commuter Connections programs to regional transportation objectives and to support any transportation studies, and finally to collect data to examine use of new technologies and mode options and influence of commuters' decisions. A draft document will be prepared for review for the December TDM Evaluation Group meeting and a comments period will be established.

2. 2022 State of the Commute (SOC) Survey

Ms. Diggins discussed the survey method details for the 2022 State of the Commute Survey. The survey will be conducted solely through the internet and the target will be about 8,000 interviews in the non-attainment

jurisdictions. 400,000 survey cards will be mailed out with an expected response rate of 2% if those that are currently employed. There will be 20-30% of the cards that will probably not reach the intended target market and will be sent out in two waves. The areas closest to the core of the region tend to have somewhat higher response rates and the mailing needs to be balanced out to get each of the targets in all of the jurisdictions. The re-balancing will occur in wave two in order to boost counts in wave one areas that had low response rates. Also, the postcards will be addressed to “employed residents” of the jurisdiction in order to increase the response rate.

The State of the Commute Survey topics will include continued tracking questions that have been asked in the past as well as new topic areas, particularly those related to the pandemic. The first wave of the survey will occur in mid-January and then identify what areas in wave two will need a boost based on the initial response rate. The second mailing will go out in mid-February. The survey respondents targeted from Wave 1 will be able to still take the survey through March. The survey results will be analyzed, and a draft report will be prepared and presented to the Commuter Connections Subcommittee in July.

Ms. Diggins then reviewed the comments received on the draft survey and changes made to the questionnaire. There were several comments received and a comment response document was prepared for the group to review. Ms. Diggins first covered a question on how the survey is equitable and reviewed the weighting factors and process that will provide expanded results to reflect each of the jurisdictions for race and age. These factors were chosen because they are closely related to travel. Ms. Diggins discussed when data would be provided to local jurisdictions after the 2022 SOC report is finalized. The Work Location question (#3) was changed to reflect that some may think their work location is at home due to the pandemic. Ms. Diggins then stated that any telecommute questions have had the word “telework” added to them since both are interchangeable. A question asked of non-teleworkers about telework job responsibilities and adding the word “only” to the question was

not completed because the emphasis would make respondents overthink the interpretation of the question leading to confusion. A question asking respondents who are not currently teleworking about use of telework in the past year and categories were added that now include 10-30 days and more than 30 days which will give a response option for respondents who were primarily teleworking in the past year and are not teleworking at the time of the survey. Regarding the inclusion of Saturday and Sunday as commute work days, they are not included because they are not typically commute days for most respondents. The mode use table (Q. 15) does not have multimodal answers and this is correct because the point of the grid is to identify the mode used for the longest distance part of the trip; however, there is an “other” category to capture other modes that are not evident and allows the respondent to give more detail of their travel mode. Ms. Diggins then discussed various comments made to change mode names. For the most part the categories and names remained the same. Question 15d remained as is in terms of use of UberPool, UberExpress Pool, and Via because they may be fully up and running by the time the survey is administered. Question 15e is a yes/no response and Question 15f is a follow-on question asked of everyone regarding a list of changes respondents made in response to the pandemic. For question 15h, the question is not designed to be an exact comparison with Q. 15 in the survey and the purpose of the question is to provide a general overview of travel prior to the pandemic.

The distance to the usual workplace will remain as an open ended question, but the question was split into two separate questions in order to accommodate for full-time teleworkers to calculate their distance to their office location. Q.17 a was not changed with the addition of adding “start work” rather than “arrive at work.” In Q.42, shows a full list of options for how respondents learned about teleworking. Telework!VA was added to the list and there is an “other” category. Q.45 will remain in the survey as COG/TPB uses the data collected for planning purposes. The word “toll” was added to the HOV and Express Lanes questions in the survey. New questions were added to document reasons for not using carpool and vanpools similar to the

transit questions. For Q.56f and Q.57, these questions are only asked of those who travel outside of the workplace one or more days a week. For Q.60a, the geographic area does not need to be defined, but the questions were changed to ask about home and work moves separately and those teleworking from home full-time will be asked a slightly different question of the work location change. The word “mobile app” was added for questions 81, 82, and 83. For questions 88d/e the survey will only ask about programs located in the region’s non-attainment area. The commuter stores and commuter sub-area names have been removed to only show the main program name. In question #89 the question needs to remain simple and the word “benefits” was added to response three, but Q89B will remain as a follow-up question. In question 105a the purpose of the question is to identify the types of apps being used and there is a list as part of the question. In Q.106 there was a change made to use the term “autonomous cars” to “automated vehicles” and these questions will remain. For the demographic questions there is a “prefer not to answer” choice in all of the questions. The number of employees at the worksite question (now #110b) does have categories associated with it. For Q113, leased vehicles were added as a category and the question will not be broken out by vehicle type. Q.114 was changed to read “How many persons live in your home at the present time” to give respondents a time point. Q.122 was changed to include Latino/a/x. Lastly, Q.124 has remained the same and its easier for lower income individuals in the smaller categories and it’s a breakpoint that allows for lower categories that are not extensive. We have added higher income categories.

Ms. Diggins stated that the next steps will be to program the questionnaire and the instructions and test it.

4. 2022 Guaranteed Ride Home Applicant Survey

Lor Diggins, LDA Consulting, explained that there are two separate GRH Applicant surveys that will be conducted; one for the Washington DC metropolitan region and the 2nd survey will be conducted for the Baltimore

region. The sample size will be about 2,000 respondents for the Washington DC region and 250 for the Baltimore region. Current and past registrants will be surveyed. A series of travel questions will be asked for the current time period, as well as how commuters were travelling prior to registering for the GRH program as well as GRH's influence on that travel. There will be some new questions on the survey that will include how commuters have traveled during the pandemic.

Ms. Diggins stated that although the survey looks lengthy, it's only a 9-10 minute survey. She then reviewed the substantive changes made to the survey. Telework was defined in the survey given the pandemic and telework habits prior to the pandemic beginning. The grid in Question 14 will be changed to match what will be used for the 2022 State of the Commute survey. For the Baltimore region, the modes will be specific to that region. Question 14b was added in order to determine whether full time teleworkers use any alternative modes occasionally.

Mr. Ramfos stated that the draft questionnaire will be posted to the group's SharePoint site and comments and/or edits need to be submitted by group members through docomments@mwkog.org by Thursday, December 9th by close of business.

The next meeting of the TDM Evaluation Group will be held on Tuesday, December 21st at 10 a.m.