

Commuter Connections TERM Evaluation Framework Enhancements FY 2015-2017 (summary)



Presentation to TDM Evaluation Group

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LDA Consulting

with CIC Research, CUTR, and ESTC

2015-2017 Framework Builds on 2012-2014



Other 2015 – 2017 Changes

- Conduct Retention Rate survey
- Explore new data collection methods
- Enhance regional planning data
- Define business benefits of TERM
- Expand communication from TERM survey data



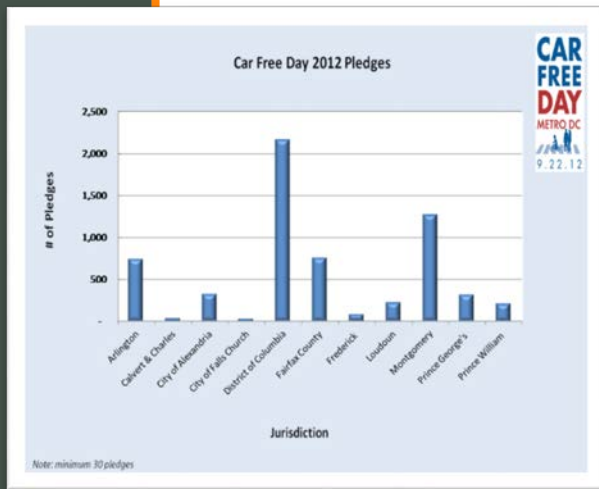
6 Possible Framework Enhancements

1. Reflect methods in 2014 TERM analysis and changes to individual TERMS
2. Define methodology for new Retention Rate survey
3. Explore options to collect TERM-related data by new data collection methods (e.g., panel surveys, Quick Response (QR) codes, address-based sampling)
4. Collect data to help Commuter Connections better position the contribution of Commuter Connections' TERMS in sustainability, livability, and performance-based planning
5. Collect data to quantify benefits of Commuter Connections programs in business terms to encourage greater employer involvement
6. Format and organize TERM-related data to facilitate communication of TERM results and other Commuter Connections' program benefits to regional and local decision-makers

1 - 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

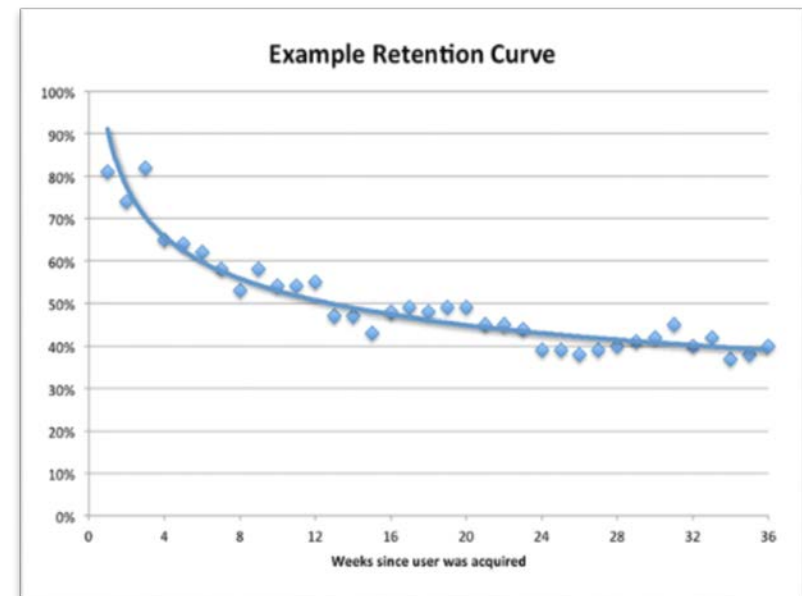


2 – Retention Rate Survey

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

Recommendation: 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
- Define options for mode use retention assessment in future years: similar one-time survey or ongoing data collection (e.g., panel survey or other follow-up method).



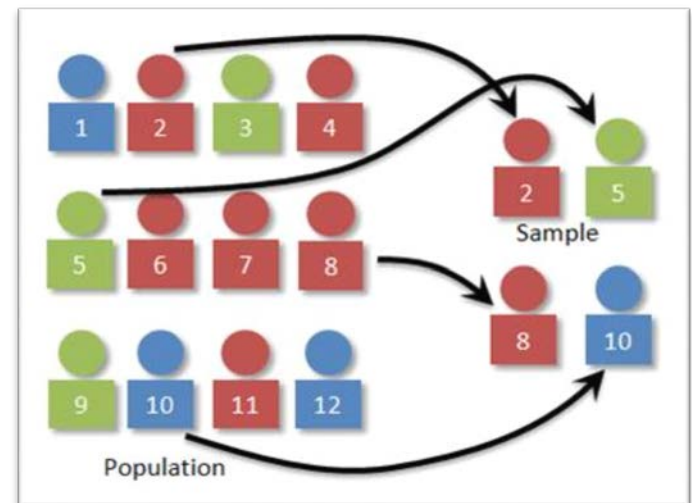
3 – New Data Collection Options

Background: Past TERM data collected primarily through telephone and Internet surveys. New methods also could be feasible and cost-saving for TERM-related data collection.

Recommendation: Examine new data collection options to to minimize costs, while ensuring continued data quality :

- Larger cell phone component in telephone surveys
- Use of Quick Response (QR) codes to disseminate survey links for location-based and POS services (impractical to follow-up with service users)
- Cell phone apps to collect passive travel data (with prior agreement of users)
- Address-based sampling to expand reach of Internet for regional surveys
- Panel surveys to track service users' travel pattern changes over time

Define pros/cons and TERM applications



4 – TERM Contributions to Regional Goals

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

Recommendation: Continue process to measure societal benefits:

- Collect data in SOC and user surveys to define societal benefits – e.g.,
 - CC users' travel route and time
 - Role of TDM in QOL/livability and transportation satisfaction
 - Health impact of active modes
- 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 such as INRIX for location-specific analyses



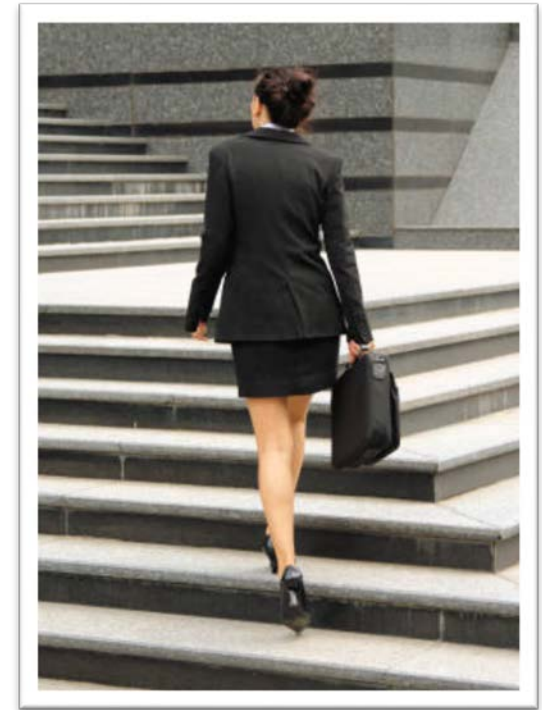
5 - TERM Benefits to Business

Background: Employer Outreach is a major contributor to TERM impacts. Employers will be most likely to implement TDM actions if they perceive a tangible organizational benefit.

Recommendation: Seek opportunities through SOC / other TERM user surveys to identify business benefits of TERMS. Provide data for talking points and research briefs for employer meetings.

Possible benefit areas:

- Personnel operations (absenteeism/tardiness, recruitment, productivity)
- Employee morale, teamwork, communication
- Facility impacts (parking, congestion reduction)
- Financial (tax savings)
- Social recognition / corporate good will

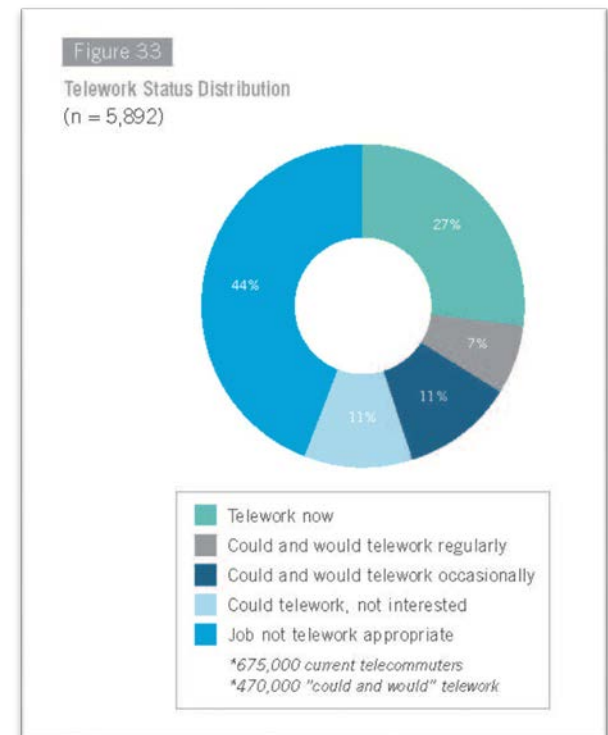


6 – Data to Communicate TERM Results/CC Benefits

Background: TERM evaluation produces technical assessment of performance for conformity tracking. Surveys / analyses collect wealth of data that could be valuable to other audiences. CC staff interviewed local partners in 2014 to identify communication enhancements from evaluation process.

Recommendation: Format and organize data to facilitate communication of TERM results and CCs' value to CC stakeholders:

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



Questions?

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