

TDM EVALUATION PROJECT JULY 2012 – JUNE 2014

Commuter Connections Subcommittee

July 17, 2012



FY 2013 Data Collection Activities

- ▣ TDM Evaluation Framework Methodology
- ▣ 2013 State of the Commute
- ▣ Guaranteed Ride Home Applicant Surveys
 - Washington Non-Attainment Area
 - Baltimore Non-Attainment Area

TDM Evaluation Framework Methodology

▣ Purpose

- Blueprint for how data is collected and analyzed based on the latest state of the art practice

▣ Timeline

- July/ Aug – Review existing methodologies
- Sept – Dec – Update methodologies/Prepare Draft Report
- Apr – June – Finalize and issue Report

2013 State of the Commute

- ▣ Purpose
 - To obtain data on travel behavior and attitudes of commuters in the Washington metropolitan region
 - To assess effectiveness of Commuter Connections programs
- ▣ Timeline
 - Sept - Dec - Definition of sample method
 - Sept - Dec - Refine survey instrument
 - Early Jan - Pre-test survey
 - Jan - Apr - Conduct Survey
 - Apr - Jun - Analyze Data
 - June - Draft Technical Report

Guaranteed Ride Home Applicant Surveys

▣ Purpose

- To obtain data on mode shift and travel behavior of GRH Applicants in the Washington and Baltimore Non-Attainment areas.

▣ Timeline

- Oct – Feb – Refine survey method/instrument
- Feb – Mar – Finalize and pre-test survey and send alert notifications
- Mar – April – Conduct Survey and Follow-Up survey
- May – June – Analyze Data
- June – Draft Reports

Significance to Regional Planning Process

- ▣ Results from the data collection and analysis are used in the regional air quality conformity determination.
 - ▣ A report that documents whether or not the region has met regional air quality goals
 - ▣ The “conformity” is certified by federal agencies (EPA/FHWA)
- ▣ Results are also included in the region’s Congestion Management Process (CMP)
 - ▣ Requirement in metropolitan transportation planning from federal transportation legislation and its supporting federal regulations for metropolitan planning.

Questions?

Commuter Connections - Windows Internet Explorer

http://www.mwcog.org/commuter2/aboutus/publications.htm

File Edit View Favorites Tools Help

Google Search More >> Sign In

★ Favorites Suggested Sites Get More Add-ons Free Hotmail sign out

MWCOG.org - Transportat... Commuter Connections

EN ESPAÑOL QUICK LINKS ORDER BROCHURES BULLETIN BOARD SEARCH

COMMUTER CONNECTIONS
A SMARTER WAY TO WORK

COMMUTER PROGRAMS EMPLOYER PROGRAMS COMMUTING RESOURCES ABOUT US NEWS & EVENTS

Home > About Us > Publications

ABOUT US

- ▶ WHO WE ARE
- ▶ WHAT WE DO
- ▶ PUBLICATIONS
- ▶ MEETINGS CALENDAR
- ▶ CONTACT US
- ▶ CONTACT US

PUBLICATIONS

- [FY 2012 Commuter Connections Applicant Database Annual Placement Survey Report](#)
- [FY 2013 Commuter Connections Work Program](#)
- [FY 2011 GRH Customer Satisfaction Survey Final Report](#)
- [2011 Commuter Connections Transportation Emission Reduction Measure \(TERM\) Analysis Report](#)
- [Washington Metropolitan Region Transportation Demand Management Resource Guide and Strategic Marketing Plan FY12](#)
- [Bike to Work Day 2011 Event Report](#)
- [2010 State of the Commute Report for the Washington Metropolitan Region](#)
- [2010 Bike To Work Survey TERM Analysis Report](#)
- [Commuter Connections Strategic Plan](#)
- [FY 2010 GRH Customer Satisfaction Survey Final Report](#)
- [FY 2012 Commuter Connections Work Program](#)
- [Washington Metropolitan Region Transportation Demand Management-Resource Guide and Strategic Marketing Plan FY11](#)
- [2010 Commuter Connections Guaranteed Ride Home \(GRH\) program Survey Report](#)
- [2010 Congestion Management Process \(CMP\) Technical Report](#)
- [Bike to Work Day 2010 Event Report](#)
- [Commuter Connections Transportation Demand Management Evaluation Project – Transportation Emission Reduction Measures \(TERMs\) Revised Evaluation Framework 2008 – 2011](#)
- [FY 2009 Guaranteed Ride Home Customer Satisfaction Survey Report](#)
- [FY 2011 Commuter Connections Work Program](#)
- [Washington Metropolitan Region Transportation Demand Management-Resource Guide and Strategic Marketing Plan FY10](#)
- [Bike to Work Day 2009 Event Report](#)
- [2008 Congestion Management Process \(CMP\) Technical Report](#)
- [FY 2009 Employer Satisfaction Survey Report](#)
- [FY 2009 Commuter Connections Applicant Database Annual Placement Survey Report](#)
- [FY 2008 Guaranteed Ride Home Customer Satisfaction Survey](#)
- [FY 2010 Commuter Connections Work Program](#)
- [2008 Commuter Connections Transportation Emission Reduction \(TERM\) Analysis Report](#)
- [Bike To Work Day 2008 Event Report](#)
- [Carpool Incentive Program Demonstration Project Study](#)
- [Regional Carshare Survey 2008](#)
- [2008 Commuter Connections Vanpool Driver Survey Final Report](#)
- [Washington Metropolitan Region Transportation Demand Management-Resource Guide and Strategic Marketing Plan FY09](#)
- [FY 2008 Commuter Connections Work Program](#)

Trusted sites | Protected Mode: Off 100%

7:28 PM 7/13/2012