

TDM EVALUATION GROUP
MEETING NOTES
October 16, 2018

1. Introductions

(Please see attached attendance sheet)

2. FY2019 Regional TDM Project Timeline

Nicholas Ramfos, COG/TPB staff, reviewed the overall Regional TDM Evaluation project and stated that there would be a great deal of data collection occurring this fiscal year. There are four main activities that will be conducted as part of the project this year including the update of the TDM Evaluation Framework document. The document will be reviewed and recommendations for updates will be made.

A draft report will be prepared for the Commuter Connections Subcommittee to review and comment on by January 2019. A final document will be released by the end of the fiscal year. There will also be Guaranteed Ride Home (GRH) surveys conducted for both the Washington DC and Baltimore metropolitan region's during the fiscal year. The survey questionnaire will be reviewed and updated by the end of this year and programming will begin at that point. The survey sample will be prepared in February and the surveys will be administered in April. Results from the GRH surveys will be analyzed in the April to May timeframe and a draft report will be prepared by the end of the fiscal year.

Next, Mr. Ramfos discussed the 2019 State of the Commute (SOC) survey. The survey questionnaire and sample plan will be reviewed and updated in October and November. The questionnaire will be finalized, and testing will begin in December. The survey sample and waves of postcards will be sent out in December and January. Internet and phone interviews will be conducted in

February. Analysis of survey results will occur in April and May and a final draft Technical Report will be prepared by the end of the fiscal year.

Lastly, an Employer Outreach Customer Satisfaction Survey will be conducted this fiscal year. The survey questionnaire will be reviewed and updated in November and a survey sample will be prepared by the end of the calendar year. The survey will be conducted in January and results will be shared with COG/TPB staff who will then prepare the draft analysis report by the end of the fiscal year.

3. FY2018-FY2020 Commuter Connections Transportation Demand Management (TDM) Framework Revised Methodology Document

Lori Diggins, LDA Consulting, reviewed the Commuter Connections TDM Evaluation Framework and Analysis for the FY2018 - FY2020 time. This report is conducted every three years with the first report being published in 1999. The report documents the program goals, the overall approach of collecting and analyzing data and then impacts are estimated. Results are then communicated through several published reports and a final TDM Analysis report. The analysis includes, telework, GRH, Employer Outreach, Mass Marketing, and the Commuter Operations Center. The updated framework document will build on the previous version of the FY2015-FY2001 document. The updates reflect the final analysis published in 2017, new program services, and the analysis is refined for data collection activities. The societal benefits, expanding the understanding of technology use and its role in travel decision-making and support for program messaging and service development will be included in the updates. Ms. Diggins stated that results need to be useful to those in decision making and management positions and performance is measured on indicators related to regional goals. The data collection activities also use common quantitative performance measures for facilitate comparisons between the program elements. Ongoing activity reporting and estimates for day-to-day benefits are also an objective and the document also allows for the tracking of continued impacts and new impacts over the course of the data collection time period. Ms. Diggins went on to explain the evaluation principals and the efficiency and reliability of the

methodology. The performance measures include awareness, attitudes, participation rates, satisfaction, utilization, influences and overall impacts. There are also service impact indicators for travel and environmental impacts that Ms. Diggins reviewed including mode split, alternative mode placements, vehicle trips reduced, vehicle miles of travel reduced, emissions reductions, energy savings, delay reduction, and societal cost savings. Data collection tools which will be used include both regional/general population surveys such as the SOC as well as Commuter Connections user surveys such as GRH, and potential new surveys for CarpoolNow and incenTrip and Flextime Rewards participant surveys. Ms. Diggins then reviewed the types of survey questions that would be used to assess commute travel changes such as change in mode, frequency and occupancy as well as whether those commuters that changed said that their change was influenced by Commuter Connections. There are also databases that are used in the analysis including ACT!, GRH , 'Pool Rewards, etc. Analysis tools are also used such as EPA's COMMUTER model for the Employer Outreach program. Ms. Diggins then covered the impact calculation approach and the associated multiplier factors.

Next, Ms. Diggins covered updates to reflect the 2017 TDM Analysis and incorporated new Commuter Connections services. Updates to the participation rates, VT, VMT and emission goals will be included as well as documentation of societal benefits and return on investment, documentation of new survey methodologies, and development of new methods to capture benefits from new program such as CarpoolNow, incenTrip, and Flextime Rewards. The reliability and cost-effectiveness and the data collection activities will also be covered. Past TDM data collection activities were primarily conducted by telephone; however, those response have dropped significantly resulting in higher data collection costs and potentially less reliable data. Ms. Diggins stated that there would be small incentives for completing the surveys to boost response rates. Other potential data collection methods may include panel surveys to track their travel pattern changes over time. Looking at ways to add questions for market segmentation will also be examined.

Next, contributions to regional goals will be part of the framework. In particular, contributions to the aspirational aspects of Visualize 2045 from Commuter Connections will be considered. Phil Winters, CUTR, discussed technology's role with respect to mobility as a service. Multi-modal travel information, subscription services, and payment issues may need to be addressed. There may be an opportunity to examine some of these issues through the SOC or other user surveys on commuter attitudes and adoption practices. Nicholas Ramfos stated that there has been work done on collecting data on connected and automated vehicle use in the Toronto metropolitan region and these are questions which should be reviewed and potentially added in to the SOC.

Ms. Diggins then covered messaging and service development and stated that data collected could help inform outreach efforts to the general population and employers. Collection of information on new services can assist with future talking points and service analysis as well as commuters' perceptions of personal benefits of alternative modes and barriers to use.

4. 2019 State of the Commute Survey

Ms. Diggins gave an overview of the 2019 State of the Commute Survey (SOC). This is the 7th SOC survey and will include both a telephone and internet survey. 6,400 completed surveys is the target. There is an 11-jurisdiction region which will be surveyed with a confidence level of 95% plus or minus 1.2. Each jurisdiction will have a minimum count of 500 completed surveys. This will be the minimum, although some jurisdictions may have more responses. The confidence level at the jurisdictional level would be 95% plus or minus 4.3%. Respondents will need to be at least 18 or older and employed. The survey will also include cell phone only households which accounts for about 40% of the market. There will be a financial incentive offered for a prize drawing or a \$5 gift card. A Spanish language option will be made available. Results of the survey will be expanded to the regional population of workers. Ms. Diggins then reviewed the logistics of the implementation for the SOC with regards to the internet and telephone surveys. There will be approximately 300 - 360,000 postcards that will be sent to

households with an estimated response rate of about 1.8%. There will be two waves of postcards and the first will be for non-respondents and targeted to households that can be matched up to telephone numbers which may be called along with other random phone calls to households that will be made. Ms. Diggins then reviewed the survey topics which will include continued tracking questions including commute patterns, telework, transit use and employer commute assistance. Possible new topics will include TNC use, past use of transit, work-related benefits, use of travel technology, and travel behavior as it relates to automated vehicles.

5. 2019 Guaranteed Ride Home (GRH) Surveys

Ms. Diggins covered the GRH survey methodology. There have been six previous GRH surveys. The goal is to assess the impact of the GRH program. The source of information and satisfaction with GRH will be examined. Surveys will be conducted in both the Washington metropolitan region and the Baltimore/St. Mary's county metropolitan region. The respondents will be those who registered or re-registered between March 16, 2016 and March 15, 2019. There will be a prize drawing for \$50 gift cards. The sample sizes will be 2,200 for the Washington region and 310 for the Baltimore region. The survey questionnaires will be prepared over the next month or so and programmed for implementation. Draft reports will be prepared by June 2019.

6. 2019 Employer Customer Satisfaction Survey

Ms. Diggins gave an overview of the Employer Customer Satisfaction survey. The survey is conducted every 5 years. The last survey was completed in 2014. The objective is to document the attitudes, opinions, and satisfaction of employers towards the products and services provided by Commuter Connections and local member organizations. The goal is to complete at least 500 surveys. The interviews will be conducted by internet and phone. Those with a post office address will be sent a letter with a toll-free number. The questionnaire will be prepared by December and data will be collected in early 2019 and the data will be

delivered to COG in March. Mark Hersey, COG/TPPB staff would work on producing the draft report which will be presented to the Employer Outreach Committee in July 2019.