

ITEM #2

Commuter Connections 2018-2020 TDM Analysis Major Changes from 2015-2017 Framework Document

December 6, 2018

Throughout Document

- Removed references to “TERMs;” now referred to as “TDM program elements
- Changed references to conformity determination; no longer the primary function of the TDM program
- Added references to role of Commuter Connections in supporting regional transportation and air quality planning, performance-based planning efforts, and congestion management process.
- Added references to role of the TDM evaluation process as a source of regional travel pattern information and opportunity to collect and disseminate data of current topical interest to the region and to Commuter Connections partners

Section 1 – Overview

- Added paragraph (page 1) to note that Commuter Connections TDM program elements do not encompass the entirety of TDM activities in the region.

Section 2 – Evaluation Objectives and Issues

- Added new references to broad societal benefits of Commuter Connections TDM programs and collection of data to support benefit documentation.
- Added new references to collection of data on commuters’ use of new technology for commute mode decisions.
- Added section (page 7) on new Mass Marketing components (Flextime Rewards, IncenTrip, and CarpoolNow)

Section 3 – Performance Measures

- Added new paragraphs (page 10) on societal benefit cost savings approach; Also added new Appendix I – Sample Calculation of Societal Benefits Generated by TDM Program Impacts.
- Added new sections (pages 10-11) on Visualize 2045 long-range plan and its references to TDM as an important component promoting regional transportation options.
- Added new sections (page 11) on need for the region to track performance and opportunities for Commuter Connections TDM evaluation to collect/compile data useful to the performance-based planning.
- Added new paragraph (page 11) about use of SOC to collect data on emerging transportation issues.

Section 4 – Evaluation Components for Individual TERMs

Section 4A – Telework – no major changes

Section 4B – Guaranteed Ride Home – no major changes

Section 4C – Employer Outreach – no major changes

Section 4D – Mass Marketing

- Expanded “Nature of Evaluation” section (pages 23-25) to include description of 3 new Mass Marketing components (Flextime Rewards, IncenTrip, and CarpoolNow)
- Expanded “Performance Measures” section (page 26) to include measures for Flextime Rewards, IncenTrip, and CarpoolNow
- Expanded “Data Needs and Sources” to include data needs and data sources for lextime Rewards, IncenTrip, and CarpoolNow

Section 4E – Commuter Operations Center – no major changes

Section 5 – Description of Data Sources

- In Section on Ongoing Monitoring, added Flextime Rewards, IncenTrip, and CarpoolNow (page 39)
- In Section on Resident and User Surveys, added ‘Pool Rewards carpool survey and proposed CarpoolNow survey (page 31-36)

Section 6 – Basic Method for Calculating Program Impacts

- In Section on Documenting Program Participation and Utilization, added Flextime Rewards registrant database, IncenTrip registrant database, and CarpoolNow registrant database (page 31-36)

Section 7 – Reporting and Communication of Evaluation Results

- No major changes

Section 8 – Evaluation Schedules and Responsibilities

- In Table 2 (page 48), added Flextime Rewards, IncenTrip, and CarpoolNow

Appendices

- Added new Appendix I – Sample Calculation of Societal Benefits Generated by TDM Program Impacts.
- Note that TERM goals and emission factors have not been updated yet. This will be done during the document review / comment period, using factors provided by MWCOG staff.
- Note that the calculation appendices (C - H) have not been updated yet. This will be done prior to completing the Dec 31 draft framework report.