

Commuter Connections

TERM Evaluation Framework Update

FY 2012-2014



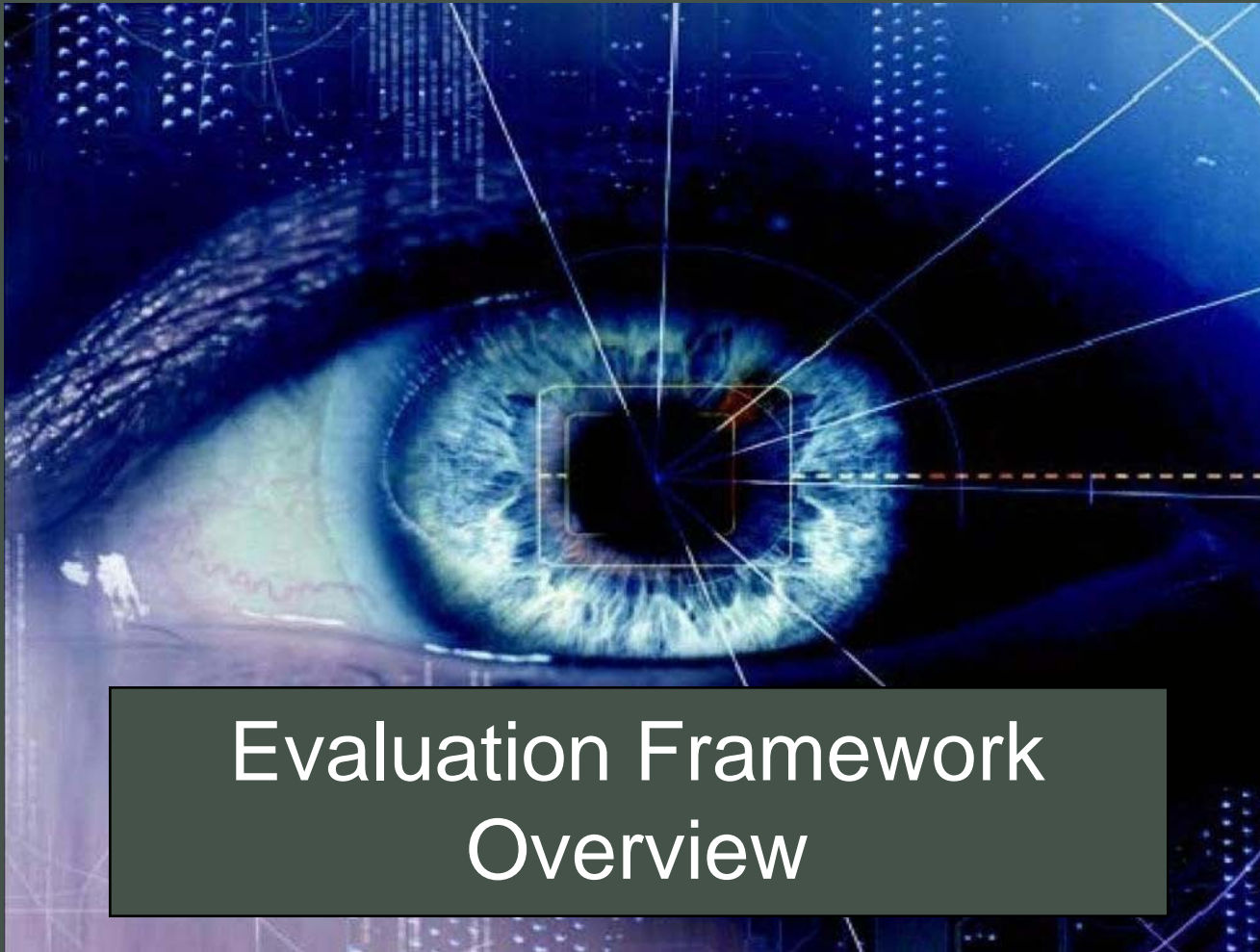
Presentation to TDM Evaluation Group

October 16, 2012

LDA Consulting

with ESTC, CIC Research, CUTR

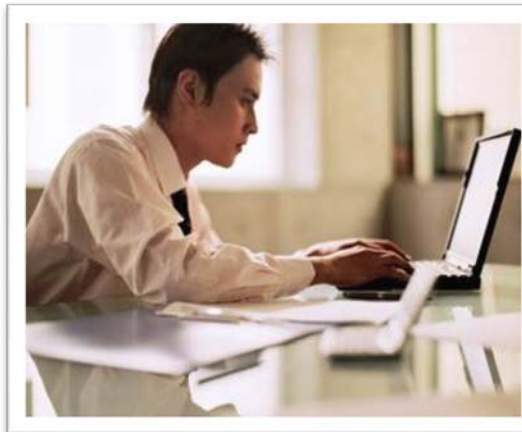




Evaluation Framework Overview

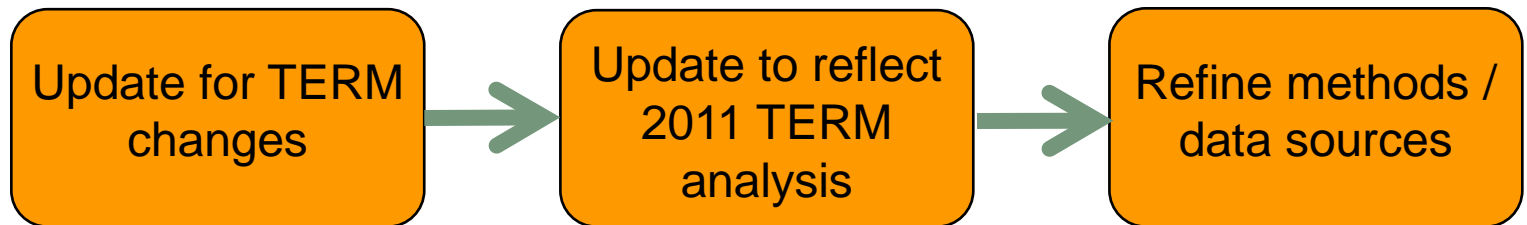
Evaluation Framework – Method and Report

- **Method** to evaluate TERMS: Telework, Employer Outreach, GRH, Mass Marketing, Commuter Operations Center
- **Report** documenting method for triennial evaluation cycle
 - Performance indicators
 - Calculation methodology
 - Required data and data sources
 - Use and reporting of evaluation data



Updates to 2009-2011 Framework

- 2012-2014 Framework builds on 2009-2011 Framework



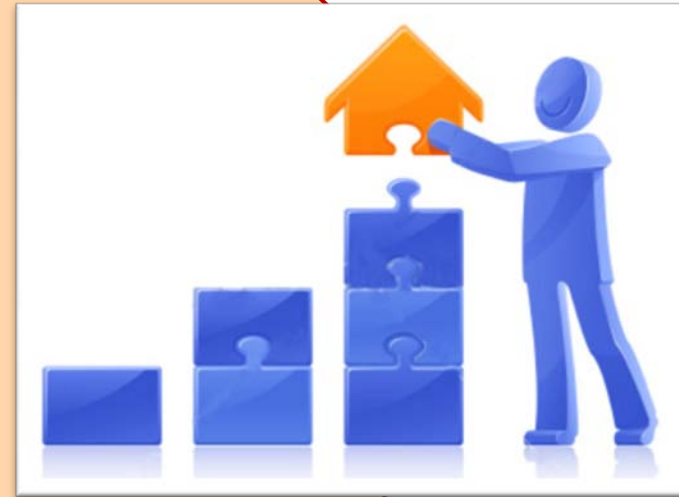
NEW for 2012 – 2014

- Recommend enhancements to expand usefulness of the evaluation to local and regional decision-making
 - Performance measures
 - Communication



Framework Report Outline

1. Overview
2. Evaluation objectives and issues
3. Performance measures
4. Evaluation components for each TERM
5. Data collection sources and tools
6. Basic method for calculating program impacts
7. Reporting and communicating evaluation results
8. Evaluation schedule and responsibilities



Evaluation Objectives

- Measure impacts of the TERMS implemented by Commuter Connections, using meaningful performance measures
- Communicate TERM performance information to stakeholders:



- Regional policy makers (contributions to regional transportation goals)
- Program funders (program effectiveness and investment cost-effectiveness)
- Commuter Connections staff and local program partners (program enhancement opportunities)
- Employers, commuters, and other travelers (organizational, personal, societal benefits)

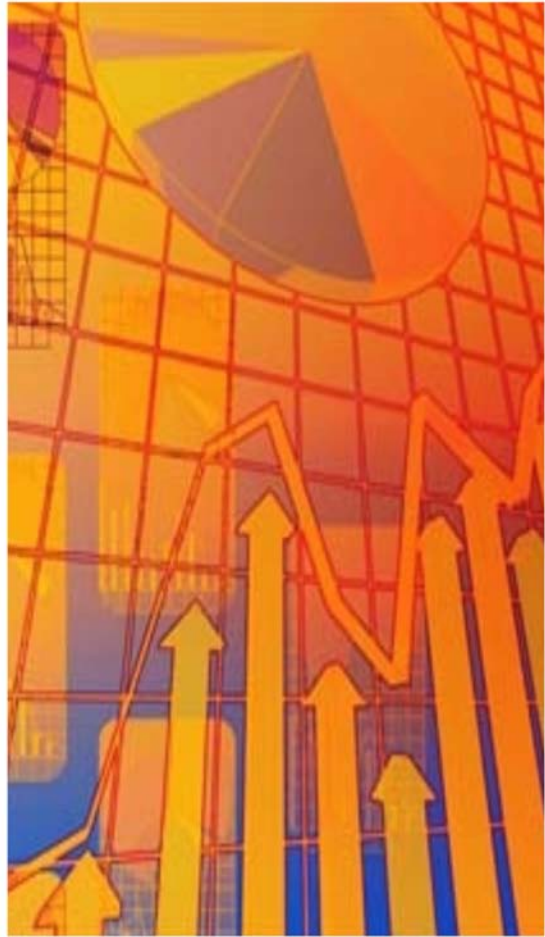
Evaluation Principles – Useful Results

Results are useful to decision-making and management

- Measure performance on indicators related to regional goals for transportation and TERMS
- Use common, quantitative performance measures to facilitate comparisons among TERM and between TERMS and other strategies
- Facilitate ongoing activity reporting and estimate of benefits for day-to-day program management
- Track both continued (baseline) impacts and new impacts during the analysis period



Evaluation Principles – Methodologically Sound

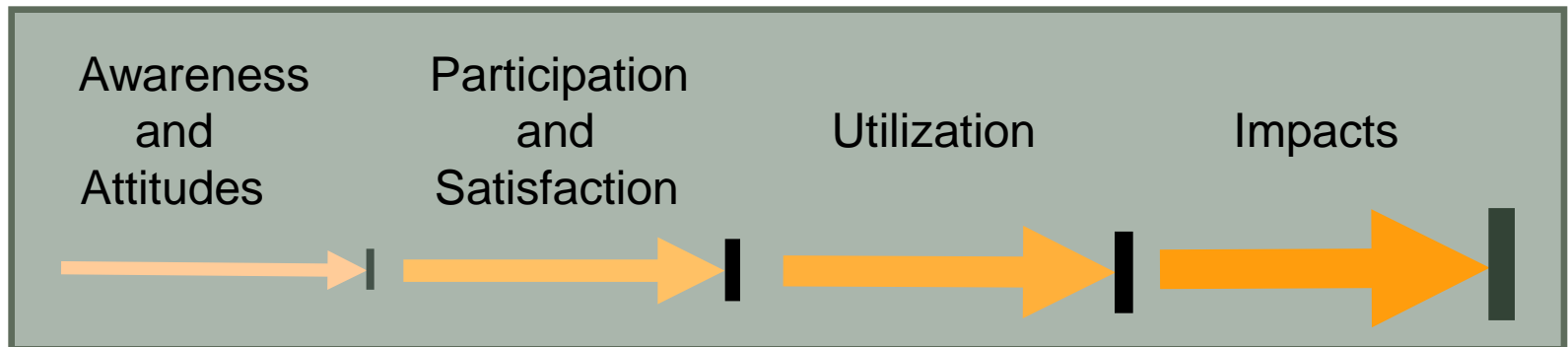


Method is efficient and reliable

- Report only impacts that are directly associated with TERMS and that can reasonably be measured
- Avoid double-counting benefits by addressing service overlap
- Follow accepted and recognized evaluation techniques that are compatible with regional, state, and national practices
- Be resource efficient and unobtrusive for COG partners
- Use locally-collected data that reflect actual travel experience

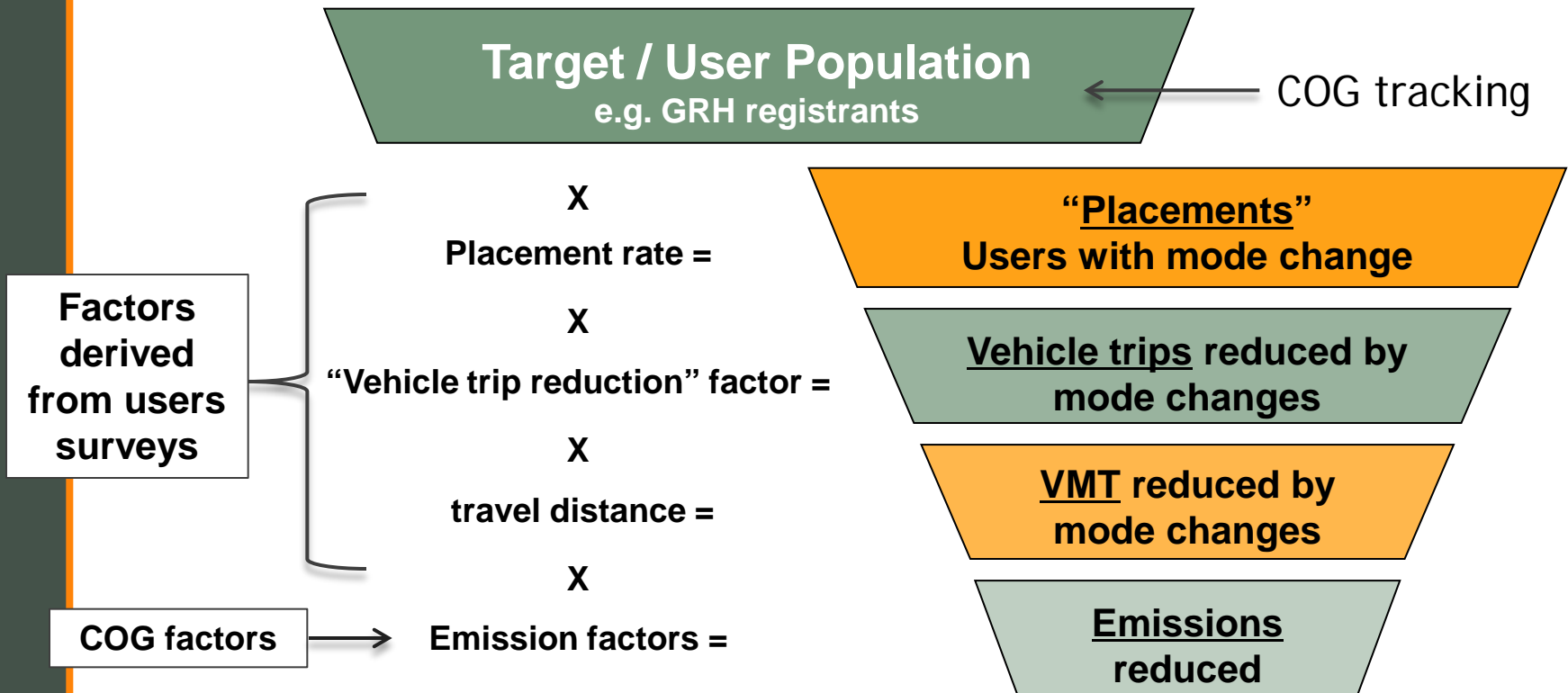
Performance Measures

- **Awareness / Attitudes** – mode options, programs / services
- **Program Participation / Satisfaction** – Commuter Connections services, satisfaction, desired improvements
- **Utilization** – “Placements” in alternative modes (travel change)
- **Impacts** of service use:
 - Travel impacts – Vehicle trips reduced and VMT reduced
 - Environmental impacts – Emissions and energy reduced
 - Commuter cost saving



Impact Calculation Approach

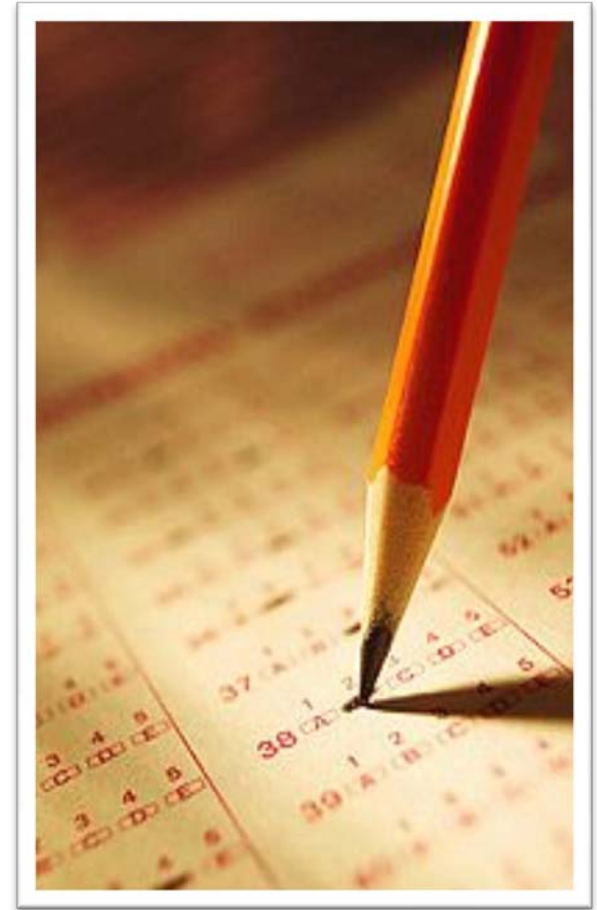
Impact calculation approach uses series of “multiplier” factors, applied to user population



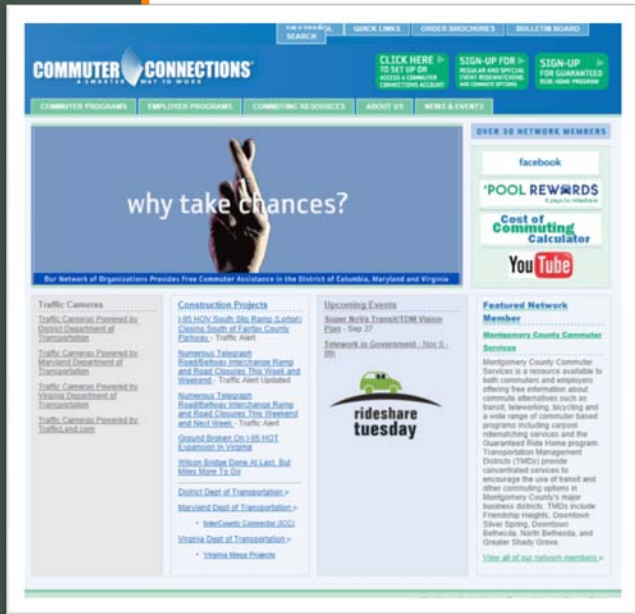
Data Collection Tools - Surveys

Surveys

- Employee surveys administered by employers (*Employer Outreach*)
- State of the Commute survey (*Telework, Mass Marketing*)
- Guaranteed Ride Home survey (*GRH*)
- Telework employer follow-up survey (*Telework, Employer Outreach*)
- CC applicant Placement Rate survey (*COC, Software Upgrades*)
- Bike-to-Work Day survey (*Mass Marketing*)



Data Collection Tools – Databases / Tools



Databases/other tracking data

- ACT! Employer Contact database (*Employer Outreach*)
- Telework Assistance database (*Telework*)
- Online service users database (*COC*)
- Online GRH registrant database (*GRH*)
- COC website and call volume tracking (*Mass Marketing*)
- Documentation of marketing activities (*Mass Marketing*)
- Event participation tracking (*Mass Marketing*)

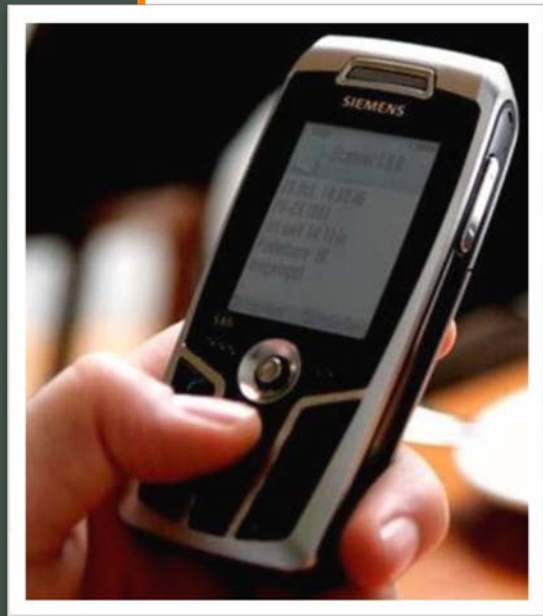
Analysis tools

- EPA COMMUTER model (*Employer Outreach*)



Evaluation Framework Update

Updates to Reflect 2011 TERM Analysis



1. TERM changes and 2011 TERM analysis methods
 - Update VT, VMT, emissions goals
 - Telework – Calculate only for Maryland
 - Employer Outreach – check COMMUTER model coefficients, confirm Level 3 / 4 requirements
 - Mass Marketing – Add method for ‘Pool Reward and Car-Free Day; define data to assess events
 - Commuter Operations Center – Add method for impacts of bike/walk info and bulletin boards
2. Update description of State of Commute survey methodology to include cell-phone only households in survey sample.
3. Refine methodology for GRH and CC Applicant Placement surveys to document used of combined telephone and Internet administration.

Measurement / Communication Enhancements



4. Apply life-cycle assessment to mode shifts to capture full duration of TERM impacts beyond three-year period.
5. Expand range of CC program benefits to encompass TDM results beyond mode split, VMT, emissions.
6. Document TERM impacts on transportation system performance to help Commuter Connections better position itself in regional performance-based planning.
7. Quantify Commuter Connections program benefits to business to encourage greater involvement of employers in commute programs.
8. Develop enhanced tools to report and communicate TERM results and other Commuter Connections' program benefits to regional and local decision-makers.

4 - TERM Benefits Longer than Three Years?



- **Background:** Previous TERM evaluations assumed impacts did not carry-over from the previous period, but if mode shifts extend beyond three years, some credit could be retained
- **Recommendation:** Explore duration of “assisted” rideshare arrangements:
 - Examine national research (e.g., RIDES study); identify reasonable factor from similar programs
 - Establish panel of TERM users who made a shift to alt mode and are willing to be re-contacted periodically about their travel pattern. Estimate retention rate over time from survey analysis. Survey could be easily done through email.

5 - Benefits Beyond VT, VMT, Emissions

- **Background:** TERM impacts focus on travel and emission reduction for conformity. But transportation decisions are increasingly driven by sustainability, mobility, health, and livability objectives. CC could proactively collect and report data on broad TDM contributions and full value of CC programs to the region.
- **Recommendation:** Begin process to measure new benefits:
 - Define new benefits that might be generated
 - Define data needs and calculation methods to measure benefits.
 - Begin to collect data through SOC survey and user surveys.
 - Explore availability and capabilities of measurement tools
 - Include estimates of benefits in survey reports
 - Consider including new section in TERM analysis report



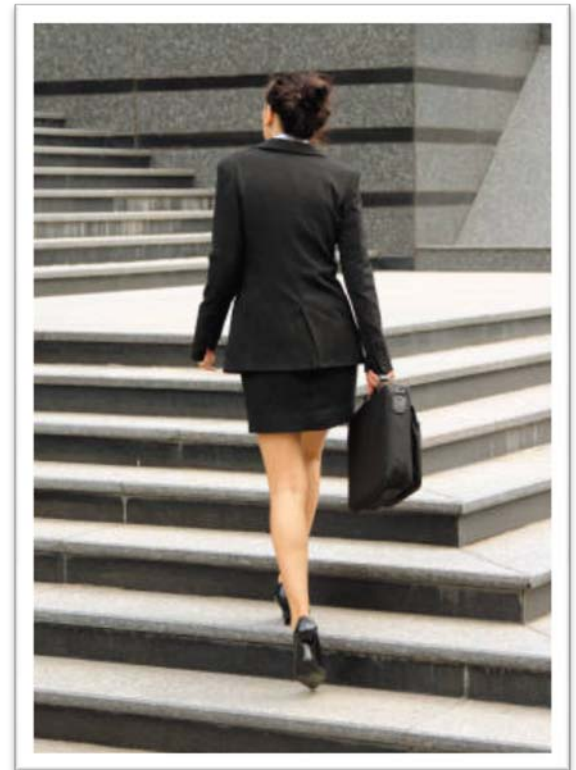
6 - Document Transportation System Impacts



- **Background:** Transportation decision-making and investment will have a new focus on system-performance – travel speed, delay, congestion, reliability. These measures relate to where and when travel occurs. TERM currently measures aggregate impacts only.
- **Recommendation:** Develop method to convert VMT reduction to system performance measures. Key issues:
 - Geographic subsets for analysis (e.g., corridor)
 - Identify existing tools / methods
 - New data needed for analysis – begin to collect through SOC and user surveys; examine mobile sources to collect location information
 - How to assign credit when trips cross analysis boundaries?
 - How can results best be communicated to decision-makers and planners?

7 - Measure 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 / user surveys to identify business benefits of TERMS. Compile research results into talking points for EO staff to use when meeting employers. Possible benefit areas:
 - Personnel operations (absenteeism/ tardiness, turnover)
 - Employee morale, teamwork
 - Facility impacts (parking reduction)
 - Cost elements (tax savings, health cost saving, productivity)
 - Social recognition / corporate good will



SOC Survey Topics

Continued Tracking Questions

- Current and past commute patterns
- Telecommuting experience
- Access to transit, HOV/express lanes, P&R
- Personal / social benefits of ridesharing
- Mass marketing awareness and influence
- Awareness of CC / local commute services
- Employer commute assistance
- Quality of life and transportation satisfaction

New Sections for 2013

- Commute route questions
- Individual benefits to ridesharers
- Interest in dynamic ridesharing
- Interest in travel information apps
- Cell phone / landline availability



8 - Develop Enhanced Communication Tools

- **Background:** TERM evaluation produces technical assessment of performance for conformity tracking. Surveys / analyses collect wealth of data that could be valuable to other audiences.
- **Recommendation:** Define new communications tools to be produced by CC / consultants to convey information of value to CC stakeholders at appropriate level of detail:
 - For key surveys (SOC, GRH, Placement), prepare 1-3 page “Top Findings” summary for funders, media, decision-makers.
 - Solicit input from COG marketing staff / local partners on how and what they communicate to whom
 - Explore media options – such as social media, blogs, targeted emails, podcasts, net-conferences, videos, dashboards, research briefs, etc.



Key Questions for Improving Communication

How can TERM results and data be repackaged to inform other audiences and support TDM programs and local decision-making?

1. What program impact information do you communicate now; to whom; in what formats; for what purpose?
2. How is the information being received / used?
3. What would you change in the current reporting to improve effectiveness (length/depth of analysis, content, format, frequency)?
4. Are there transportation-related questions you would like to answer but for which you do not have data now?



2012-2014 TERM Evaluation Schedule

Methodology Update

- Input from Evaluation Group Oct-Dec 2012
- Draft report Dec 2012
- Final report Spring 2013

Surveys

- Rideshare placement June 2012
- State of Commute Jan-Jun 2013
- GRH Mar-Jun 2013
- Bike to Work Day Nov-Dec 2013

Analysis / Report

- TERM analysis – draft Jun 2014
- TERM analysis – final Dec 2014

