

**TDM EVALUATION GROUP
MEETING NOTES
November 20, 2012**

1. Introductions

(Please see attached attendance sheet)

2. FY 2012 – FY 2014 TERM Analysis Framework Methodology Document

Nicholas Ramfos, COG/TPB staff, stated that the outline for the Framework Methodology document was covered during the November TDM Evaluation Group meeting and that proposed enhancements to the document would be discussed during today's meeting. Lori Diggins, LDA Consulting, stated that there were eight areas of proposed recommendations to enhance the document.

Ms. Diggins first covered the life-cycle assessment to mode shifts to capture the full duration of benefits for the TERM Analysis. The Telework TERM is fairly comprehensive given that all commuters teleworking in the region are counted and there are no additional credits needed. The Employer Outreach TERM goals have been met and exceeded and employers that drop out of the program are replaced by new employers. The Mass Marketing TERM has special events associated with it such as Bike to Work Day and perhaps past participants can be surveyed to determine whether they are still bicycling; however, the credits from this project given the trip lengths would not add a significant amount of benefits. The Guaranteed Ride Home program will be examined to see if the share of past participants from the previous evaluation period can be credited based on continued use of alternative modes which could be credited to the upcoming evaluation cycle. For the Commuter Connections Operations Center, a definition of duration would need to be established for assisted alternative mode use to be compared against the three year evaluation period. The data collection would

be accomplished through periodic email surveys sent to a panel of users who made a shift to an alternative mode to assess the drop-out or change rate of their alternative mode use. However, there will be some challenges in order to maintain data collection integrity. This will need to be discussed further for consideration.

Next, Ms. Diggins discussed expanding the range of benefits of Commuter Connections programs to encompass comprehensive TDM results beyond mode split, VMT, and emissions. Some additional benefits could include transportation system efficiency, social mobility, public health and safety, quality of life, and business and economic vitality. Some of this can occur through defining performance measures that could be used to assess and/or document the benefits as well as other data collection to facilitate the assessment of new TERM benefits.

Next, Ms. Diggins discussed the documentation of TERM impacts on transportation system performance to help Commuter Connections better position itself in regional performance-based planning. The enhancement would develop a method to convert VMT reduction from Commuter Connections services into roadway delay reduction. This would enable Commuter Connections to document a program benefit that is expected to be central to performance measurement requirements of recent MAP-21 transportation legislation. Mr. Ramfos stated that the region will be developing goals for performance measurement as will the state DOT's. We will need to develop this enhancement to the framework methodology in tandem with the regional and state goals that will be developed and adopted.

Next, Ms. Diggins discussed quantifying benefits of Commuter Connection programs in business terms to encourage greater involvement of employers in commute programs. Additional opportunities will be sought through Commuter Connections surveys to identify business benefits. Lastly, Ms. Diggins reviewed an additional enhancement that will include tools to report and communicate TERM results. Mr. Ramfos stated that some of this feedback will be sought on a one on one basis with local jurisdiction.

Mr. Ramfos stated that a draft document will be presented at the December TDM Evaluation Group meeting. The draft document would then be presented to the Commuter Connections Subcommittee in January. Any immediate comments on these recommendations can be sent directly to Mr. Ramfos.

3. 2013 Guaranteed Ride Home Applicant Surveys

Nicholas Ramfos stated that the 2013 GRH Applicant Surveys for both the Washington DC and Baltimore region's will be similar in nature and the draft changes to the 2010 survey and the survey questionnaire will be similar for both regions. Mr. Ramfos stated that for the Baltimore region there will be a smaller sample size based on the fact that there have only been about 2,100 applicants to the program since its inception.

Ms. Diggins stated that the surveys will be conducted through the web; however, there will also be a telephone component for those who do not have an email address and follow-up for those who did not respond by Internet. Ms. Diggins then reviewed the basic approach of the GRH survey. Weekly travel patterns are compared during and pre-GRH enrollment and then there is a determination made regarding the role the GRH program has played in supporting and/or influencing travel change. The use of the program along with satisfaction is also assessed through the survey.

Next, Ms Diggins reviewed the slight changes made to the survey questionnaire. Mr. Ramfos stated that the sample sizes for both surveys are based on where individuals are working. Cell phones will not be used to contact GRH Applicants for this survey. Comments and edits to the survey should be submitted by December 3rd. In particular, feedback is needed on the working and services as well as roadways for the Baltimore region. A new draft of the survey will be presented at the December 18th meeting.

4. 2013 State of the Commute Survey

Lori Diggins and Lois Wauson discussed the cell phone methodology for the cell phone methodology. For those respondents reached by cell phone who have a landline, they will be given the choice to complete the survey by landline. The sample size is 20% for cell phones. Quota's will be set at about 119 for each jurisdiction for cell phone out of a 575 possible respondent sample. The confidence level based on the lowering of the overall survey sample size from 600 for each jurisdiction from to 575 goes from 95% plus or minus 1.23 versus 95% plus or minus 1.20 on the regional level. Cell phone households tend to make more trips on an average day, and respondents are typically younger and more mobile.

Mr. Ramfos stated that any additional comments on the survey need to be submitted by December 3rd. Pre-testing of the survey will occur in December and the survey will be administered in early January.

The next TDM Evaluation Group meeting will be held on December 18, 2012.