



HANDOUTS

from previous meeting

January 15, 2008



Draft

Conformity Statement through December 31, 2007 Employers with 100 or more employees

	Level 3 Employers	Level 4 Employers	Levels 3 & 4 <100 Employers	Confirmed to Date including <100 Employers for Levels 3 & 4 (through 12-31-07)	Amount Needed to Attain Goal for Levels 3 & 4	Goal to attain	Maintenance totals** (through 6-30-06)
Alexandria	3	0	2	5	5	10	11
Arlington	6	1	2	9	3	12	81
DC	3	3	3	9	1	10	105
Fairfax	13	4	1	18	2	20	41
Frederick	0	0	0	0	1	1	4
Loudoun	6	2	0	8	1	9	8
Montgomery	19	6	4	29	0	22	150
Prince George's	2	0	1	3	1	4	24
PRTC	2	0	0	2	5	7	8
Tri-County	0	0	0	0	1	1	3
Total	54	16	14	84	20	96	435

** these
totals show
those totals
at the end of
FY06

Conformity Statement through December 31, 2007 Employers with less than 100 employees*

	Level 3	Level 3	Level 4	Level 4	Counted toward Conformity
	Employers	of employees	Employers	# of employees	
Alexandria	11	240	0	0	2
Arlington	7	209	0	0	2
DC	6	249	1	44	3
Fairfax	4	108	0	0	1
Frederick	0	0	0	0	0
Loudoun	0	0	0	0	0
Montgomery	30	436	1	0	4
Prince George's	1	88	0	0	1
PRTC	0	0	0	0	0
Tri-County	0	0	0	0	0
Total	59	1330	2	44	14

* Companies that have less than 100 employees are added with other companies until the total is 100. This means that the number of employees is the determining factor, not the number of employers, but rather the number of employees.

File Edit View Favorites Groups Options Tools Window Help Search

Address <https://act.mwcog.org/apfw/Contacts/contactDetail.aspx>

RoboForm Search Logins Mwcog Setup Form Filling Save Generate

ACT! Premium for ... LinkedIn: Vie...

ACT! Premium For Web

Lookup Contacts Groups Companies Schedule Opportunities Write Reports Tools Help

6133 of 9879 | Contacts Contact List

Lookup:

Contact

Keywords:

[Advanced Query](#)

Contacts

Groups

Companies

Calendar

Task List

Opportunity List

Dashboard

Contact Detail View Groups/Companies...

Company	MWCOG	Address	777 N Capitol St NW, Suite 300	E-mail	mhersey@mwcog.org
Contact	Mr. Mark Hersey			ID/Status	UNDELIVERABLE
Salutation	Mr. Hersey			Referred By	
Title		City	Washington	Jurisdiction	
Department		State	DC	Representative	
Phone	202-962-3383	ZIP Code	20002-4239	Rep- Phone	
Level		Web Site	www.commuterconnections.org		
Fax		Current Programs	Compressed Wk;Formal Telework;Metrochek		
Empl- Total	<input type="text"/>				

Notes History Activities Documents Groups/Companies Contact Info Telework VA! Opportunities Benefits offered History of Programs Survey Data Live Near Your Work Bill 3202 Secondary Contacts

Transit Benefit Type	Metrochek	Telework Program	Yes - Formal Policy	Parking Type	
Transit Benefit Amount	\$110.00	Telework Start Date		Company Vanpools	
Transit Benefit Start Date		Car Vanpool Spaces		Started Vanpools	
Info Display Installed				Shuttle Start Date	

Must Haves

- There must be valid information in the Company, Contact, and Address fields
- The following are examples of unacceptable records
 1. no contact name or only a first name
 2. a title for contact such as “President” or “human resources manger”
 3. invalid addresses and blank city/state/zip code fields

Program information fields

- In the benefits offered tab there are several fields required for a contact to have a valid record for a level 3 program. Those fields are: Transit Benefit Type, Transit Benefit Amount, Transit Benefit Start Date, Telework Program, Telework Start Date, Company Vanpools, Vanpool Start Date, and Shuttle Start Date.
- If the employer offers some type of transit benefit, all three of the transit benefit fields **MUST** be filled with valid data. If any piece is missing, that contact is disregarded as a valid level 3 program

Lookup:

Contact

Keywords:

[Advanced Query](#)

- Contacts
- Groups
- Companies
- Calendar
- Task List
- Opportunity List
- Dashboard

Contact Detail View Groups/Companies...

Company	<input type="text" value="MWCOG"/>	Address	<input type="text" value="777 N Capitol St NW, Suite 300"/>	E-mail	<input type="text" value="mhersey@mwcoq.org"/>
Contact	<input type="text" value="Mr. Mark Hersey"/>			ID/Status	<input type="text" value="UNDELIVERABLE"/>
Salutation	<input type="text" value="Mr. Hersey"/>			Referred By	<input type="text"/>
Title	<input type="text"/>	City	<input type="text" value="Washington"/>	Jurisdiction	<input type="text"/>
Department	<input type="text"/>	State	<input type="text" value="DC"/>	Representative	<input type="text"/>
Phone	<input type="text" value="202-962-3383"/> <input type="text" value="Ext"/> <input type="text"/>	ZIP Code	<input type="text" value="20002-4239"/>	Rep- Phone	<input type="text"/>
Level	<input type="text"/>	Web Site	<input type="text" value="www.commuterconnections.org"/>		
Fax	<input type="text"/>				
Current Programs	<input type="text" value="Compressed Wk;Formal Telework;Metrochek"/>				
Empl- Total	<input type="text"/>				

Notes History Activities Documents Groups/Companies Contact Info Telework VAI Opportunities Benefits offered History of Programs Survey Data Live Near Your Work Bill 3202 Secondary Contacts

TDM Strategies After 7 99

TDM Strategies Before 7 99

TDM Strategies after 6 02

TDM Strategies after 6 05

History of Programs Tab

- A Large view option for tracking programs
- A way of seeing when the programs were started based on TERM analysis periods
- Drop-down menus with multiple select options

Lookup:

Contact

Keywords:

[Advanced Query](#)

- Contacts
- Groups
- Companies
- Calendar
- Task List
- Opportunity List
- Dashboard

Company **Address** **E-mail**

Contact **ID/Status**

Salutation **Referred By**

Title **City** **Jurisdiction**

Department **State** **Representative**

Phone **Ext** **ZIP Code** **Rep- Phone**

Level **Web Site**

Fax **Current Programs**

Empl- Total

Notes	History	Activities	Documents	Groups/Companies	Contact Info	Telework VA!	Opportunities	Benefits offered	History of Programs	Survey Data	Live Near Your Work	Bill 3202	Secondary Contacts
1st Survey Date		2nd Survey Date		3rd Survey Date									
1st Survey AVO		2nd Survey AVO		3rd Survey AVO									
1st Survey Bicycle		2nd Survey Bicycle		3rd Survey Bicycle									
1st Survey Carpool		2nd Survey Carpool		3rd Survey Carpool									
1st Survey SOV		2nd Survey SOV		3rd Survey SOV									
1st Survey Transit		2nd Survey Transit		3rd Survey Transit									
1st Survey Vanpool		2nd Survey Vanpool		3rd Survey Vanpool									
1st Survey Walk		2nd Survey Walk		3rd Survey Walk									

Survey Data Tab

- If the contact in question has done a survey, you must input the information in the required fields.
- The information that this tab gives in regards to the TERM analysis is invaluable so make every effort to input this data at the earliest availability.



Employer Outreach TERM Impacts
Measurement Process
Employer Outreach Committee
January 15, 2008



TDM Strategy Impact on Mode Choice

- Depends on many factors
- Impact is determined by
 - What strategy is implemented
 - How extensively the strategy is implemented
 - The setting in which the strategy is applied

Travel Mode Decisions

□ Availability

- Is the mode available and feasible for the commuter to use?
 - If a bus doesn't operate when a commuter needs it, he/she can't use it.
 - If the commuter's job requires that he/she has a car available for work trips, a non-SOV mode might not be feasible for commuting, unless another vehicle is available at work (i.e. a fleet vehicle, car sharing, etc)



Travel Mode Decisions (con't)

□ Cost and Time

- How much does the mode cost and how much time does it take to make the trip?
- For most, these are the top two factors, however some commuters will value time over money or vice versa (i.e. paying for time savings by using a HOT lane).



Travel Mode Decisions (con't)

- Social/Personal Preference Factors
 - Convenience
 - Image/Status/Belonging
 - Safety
 - Flexibility
 - Comfort
 - For most commuters these are secondary to time and cost, but some will put one or another of these at the top of the list

Value of a TDM Strategy

- Depends on which decision factors are influenced and by how much
- In deciding which to use, commuters would rate all modes that pass an initial screening
 - Commuters rate modes against the default/standard of driving alone
- Mode choice can be the decision of weighing SOV options relative to driving alone.

Value of a TDM Strategy (con't)

- Does the TDM strategy offer a new option (i.e. vanpool, shuttle to train station, new bus service, etc)?
- Does the strategy reduce the cost relative to driving alone?
- Does it reduce the time (HOV lanes, more frequent bus service, express bus) relative to driving alone?

Value of a TDM Strategy (con't)

- Does the strategy make it easier to use a non-SOV mode (i.e. on-site transit pass sales, ETC/personal travel planning, etc)?
- Does it make the commute less risky and more familiar (i.e. GRH, subscription bus, ETC facilitates ridematching, etc)?
- Does it make the commute more pleasant or of higher status (i.e. preferential parking, Commuter Club, recognition)?



Analysis of TDM Impact

- Principles apply to all TDM strategies for analysis purposes.
- Not everyone values everything the same way and not everyone has the same travel situation.
- Impact also depends on characteristics of the employees (i.e. work type, salary) and the work location.

Analysis of TDM Impact (con't)

- Higher paid employees generally are less interested in cost because it's a small portion of their disposable income
 - They are willing to pay to save time
 - They might value status or convenience more than money, etc.
- Employees' job responsibilities and constraints also play a role (i.e. shift work, regular vs. flexible hours, business trips, etc)

Analysis of TDM Impact (con't)

- Mode Choice Modeling exercises take into account various non-TDM factors such as income, job type/occupation.
- Employer Outreach TERM analysis divides employment sites into “office” vs. “non-office” categories as a proxy for these individual employee factors.



Analysis of TDM Impact (con't)

- Site factors also have an impact
 - Access to transit stations/stops is a major factor (distance frequency, transit route coverage, safety). This is a direct consideration in the evaluation process.
 - Availability of shops/restaurants, pedestrian access, and parking constraints and other driving disincentives (i.e. congestion) also matter.

Analysis of TDM Impact (con't)

- The Employer Outreach TERM Analysis uses the level of transit service as a proxy for all of these site characteristics as a measure of “urban-ness”
 - The more urban the location, the more motivated employees will be to be influenced by all TDM strategies.

Most Influential TDM Strategies

- Subsidies and parking costs
 - Most commuters are influenced by cost and the greater the subsidy or parking charge, the more influential the strategy
- Trip reduction is estimated at 10% + for even fairly modest cost strategies (i.e. \$50/month)
 - Work situation needs to be conducive (lower income, non-office employer, high transit access, urban site features)

Most Influential TDM Strategies

(con't)

- Trip reduction will be 3 to 5% when the work situation is less conducive (high income, office employer, suburban location w/low transit access)
- Trip reduction could be as much as 20 – 25% when the cost/subsidy is high (parking or subsidy of \$100)

Most Influential TDM Strategies

(con't)

- Employers cannot do much about time, i.e. preferential parking doesn't provide big time savings (unless you are at the Pentagon which is a very large worksite with lots of consolidated parking). Offering preferential parking is more of a convenience/status/safety factor.

Most Influential TDM Strategies

(con't)

- Most non-financial employer strategies fall into a secondary social/personal category
 - Published research has concluded that these strategies have modest trip reduction impacts when implemented without strategies that influence cost, time, or availability
 - They are support services with typical trip reduction in the 1% - 3% range (depending on specific work and location conditions)

Most Influential TDM Strategies

(con't)

- Support strategies are an important component of making availability, cost, and/or time-based strategies more attractive
 - Use of support strategies should not be discounted.
- Analysis of Compressed Work Week and Telecommuting is different
 - Impacts depend on number of employees who participate and the frequency

Most Influential TDM Strategies

(con't)

- If 10% of employees telework an average of one day a week, the daily trip reduction would be about 2%, depending on the mode split at the work site
- If the percentage of telecommuting is 30%, the trip reduction would be about seven to eight percent

Most Influential TDM Strategies

(con't)

- Compressed work week would have a similar calculation depending on % of employees involved and number of compressed days off during the week
- If 20% of employees use a 9/80 schedule, it would be similar to 10% using telecommuting one day a week

Summary

- Numerous factors contribute to the effectiveness of TDM programs where effectiveness is measured in terms of vehicle trip reduction
- Type of TDM programs implemented has a significant impact
- Successful programs are likely to occur with
 - Financial incentives
 - Parking Charges
 - Telecommuting/Compressed Work Weeks
 - New Travel Options (Vanpool, Transit, Shuttles)

And trip reduction can be in the 10 – 25 percent range

Summary (con't)

- 2nd tier of support strategies
 - GRH
 - Preferential parking
 - Ridematching
 - On-Site ETC
 - Bicycle services

Contribute to success, but with modest results (3 – 5% range), even if several are offered together

Summary (con't)

- Information and promotion programs have not been found to be influential in commuters' commute choices
 - Function of these strategies is to increase awareness of other more persuasive strategies
 - Other intangible factors such as employer's support for use of alternative modes could be helpful.

Summary (con't)

- Extensive research suggests that TDM program success is related to a complex set of conditions.
 - Worksite characteristics such as limited availability of parking, high level of transit service, and an urban, densely developed location are associated with highly successful programs.
 - Commuter characteristics play a role
 - Non-office employers often have higher rates of non-SOV use, due to the lower incomes of employees.
 - Regular work hours also contribute to success

Summary (con't)

- Effective front-line strategies such as financial incentives will produce good results in many environments
 - Programs limited to information and support services are likely to generate only modest results, regardless of the environment
 - Exceptions exist especially if strategies target high potential commuter groups and back up the strategies with on-going promotion to increase awareness and encourage use of alternative modes



Questions

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**EMPLOYER SERVICES PARTICIPATION LEVELS
PROPOSED CHANGES ON EXPECTED BENEFITS FROM
LEVELS 1 - 4**

JANAURY 15, 2008

SUPPORT STRATEGIES

Likely range of trip reduction 0%

- Expresses Interest and/or distributes/displays information on Ozone Actions Days

LEVEL 1 (BRONZE)

Likely range of trip reduction 0% to 1%

- Expresses interest in telework, transit benefits, ~~Metrochek Smart Benefits~~, ~~Ozone Action Days~~, or other TDM strategy,
- Conducts Commuter Survey
- Distributes alternative commute info to employees, ~~including Ozone Action Days info.~~
- Posts or alternative commute information, ~~including Ozone Action Days information~~, on employee bulletin board(s), ~~intranet sites~~, newsletter or e-mail

LEVEL 2 (SILVER) – Implements two or more of the following strategies

Likely range of trip reduction 0% to 3% without Telework/Compressed Work Schedules
0% to 9% with Telework/Compressed Work Schedules

- Installs a permanent display case or brochure holders and stock with alternative commute information ~~or Ozone Action Days~~ information
- Provides preferential parking for carpools and vanpools
- Implements a ~~n-informal~~ telework program with 1-20% of employees participating
- Facilitates car/vanpool formation meetings
- Hosts/sponsors an alternative commute day or transportation fair
- Implements ~~alternative work schedule program~~ (flex-time or staggered work schedule, ~~compressed work week~~)
- Implements compressed work week for 1-20% of employees
- Installs bicycle racks or lockers
- ~~Installs shower facilities for bicyclists and walkers~~
- Establishes an ETC who regularly provides alternative commute information to employees
- ~~Becomes a Commuter Connections member and provides on-site ridematching~~
- Supplements GRH program with payment for additional trips or own program

LEVEL 3 (GOLD)

Likely range of trip reduction

2% to 5% without financial incentive/disincentive
Telework/Compressed Work Schedules
5% to 20% with financial incentive/disincentive,
Telework/Compressed Work Schedules

- Implements a formal telework program with more than 20% of employees participating
- Implements compressed work week for 21%+ of employees
- Implements a transit/vanpool benefit, ~~Metrochek~~, Smart Benefits, or parking "cash out" program
- Implements a carpool/bicycle/walk benefit
- Provides free or significantly reduced fee parking for carpools and vanpools (valid only for companies where employees pay for parking)
- Implements a parking fee (valid only for companies that previously did not charge for parking)
- ~~Becomes a Commuter Connections member and provides on-site ridematching~~
- Provides employee shuttle service to transit stations
- Provides company vanpools for employees' commute to work
- ~~Installs shower facilities for bicyclists and walkers~~
- ~~Implements a comprehensive Ozone Action Days program~~
- ~~Supplements GRH program with payment for additional trips or own program~~
- Implements a comprehensive Bicycle/Walking program (includes installation of showers bicycle racks/lockers, and financial incentives for bicycling and/or walking)

LEVEL 4 (PLATINUM)

Likely range of trip reduction

2% to 8% without financial incentive, Telework/Compressed
Work Schedules
5% to 30% with financial incentive, Telework/Compressed
Work Schedules

- Implements two or more of the Level 3 TDM programs and actively promotes these programs and alternative commuting