

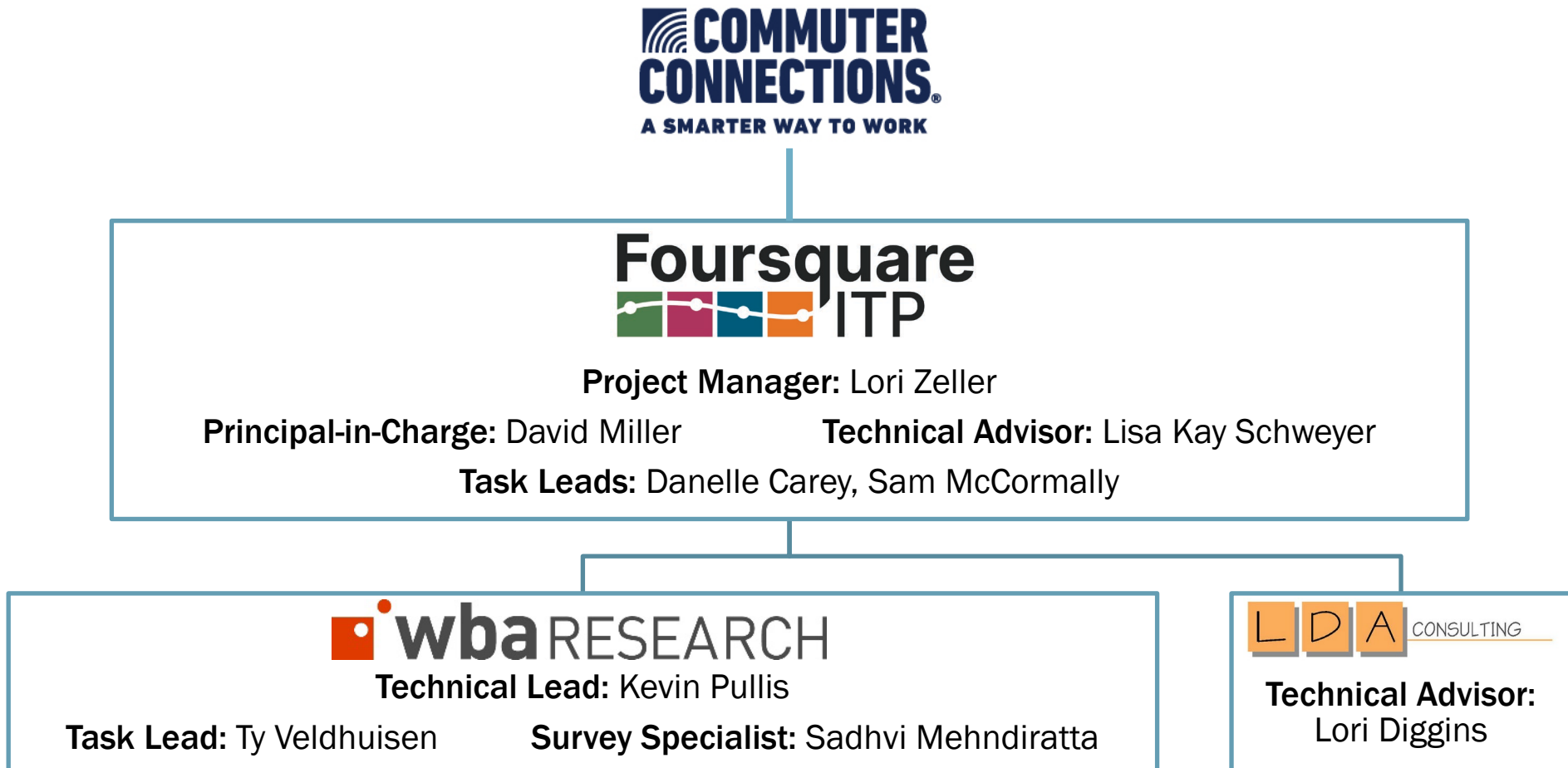
TDM EVALUATION PROJECT UPDATE

Recent Progress in Developing the TDM Program Evaluation Framework and State of the Commute

Dan Sheehan
Transportation Operations Program Director

Commuter Connections Subcommittee
March 18, 2025

TDM Evaluation Project Team



FY 2025 Evaluation Activities

Evaluation
Framework

Vanpool Driver
Survey

Guaranteed
Ride Home
Applicant Survey

2025 State of
the Commute
Survey

Will continue into and
conclude in FY 2026

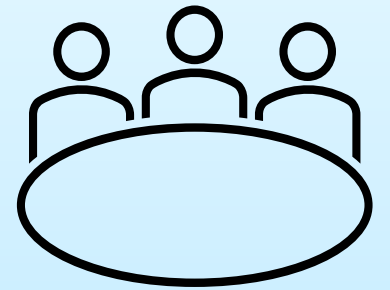
Evaluation Framework

FY 2024–FY 2026 Commuter Connections Evaluation

Context of Evaluation

Purpose: Provides additional context for the FY 2024–FY 2026 evaluation framework, specifically focusing on the recent changes in the environment for travel and how they may potentially affect mode choice and evaluation of Commuter Connections' TDM Program Elements.

- Factors currently influencing commuter behavior
- Baseline year considerations
- Evaluation components
- Process Evaluation



Incorporated new themes/trends to examine changes that may affect mode choice.

TDM Evaluation Work Group Input

The following factors were incorporated into the context of the evaluation:

- Increase of workers returning to the office, including Federal employees
- Employer decisions such as return to office policies and office closures
- Commuter population trend (relocation away from the region/further from worksite)

Emphasis Areas for FY2024 - FY2026

- Collect and share TDM program data to **document TDM contribution** to the region and support regional and local planning
- Collect data to examine commuters' attitudes and use of **new technologies and new mode options** and influence on commute decisions
- Collect data for regional analysis of travel changes related to **return-to-office (RTO) and hybrid work policies**
- Collect and report data on **equity of service access, delivery, and use of programs**

2025 State of the Commute

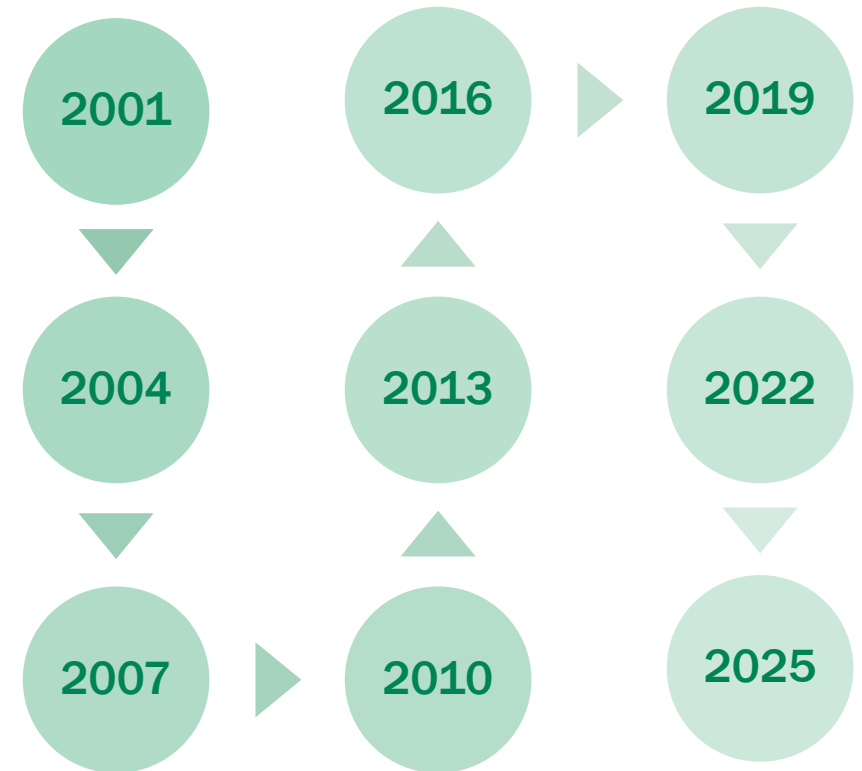
Survey Implementation

Introduction to the State of the Commute Survey

Survey objective is to collect data for multiple purposes:

- Detail commute patterns for use by COG and local partners
- Evaluate TDM program elements for regional commuters (e.g., mass marketing)
- Evaluate awareness and use of Commuter Connections and other regional/local TDM services
- New/proposed regional infrastructure or commute service initiatives

This will be the ninth triennial survey!



2025 SOC Milestones

- **Survey preparation through March 2025** (includes questionnaire, sample plan, postcard design, mailing prep)
- **Data collection / survey in the field from April-June 2025**
 - Wave 1 mailing in early April > check Wave 1 response rates and define Wave 2 sample in mid-late April > Wave 2 mailing in early May
 - Survey closes mid-June
- **Analysis and reporting from July 2025-January 2026**
 - Data cleaning and analysis from July-September
 - Draft report to COG staff in mid-September
 - Present to Commuter Connections Subcommittee in October
 - Finalize report in January 2026

SOC Sample Plan – Regional and Sub-area Samples

SOC sample plan defines targets for completed interviews and counts of postcards sent to achieve the targets. Interview targets are set by jurisdiction

- **Target of 8,000 completed interviews** across the region – similar to 2022
- Minimum target of 500 per jurisdiction
- Target 900 per jurisdiction for those with the largest populations (DC, Fairfax, Montgomery, Prince George's); also oversample Core jurisdictions
- Survey invitation postcards will be sent to **475,000 addresses (households)**; estimated **1.7%** regional response rate, with rates varying by jurisdiction
- Distribution of Wave 1 postcards (250,000) by jurisdiction will be defined by the jurisdiction's interview target and anticipated response rate; Wave 2 distribution (225,000) will be adjusted if necessary to send more cards to low response rate areas



Metropolitan Washington
Council of Governments

The Council of Governments is conducting its ninth State of Commute Survey for employed adult residents of your community. *Share your opinions and help improve commuting in the region.*

Residents who **complete the survey by the response date** may participate in a free random drawing for a **\$250 Visa gift card**. Fifty winners will be chosen!

Participate: Visit the website below and enter your password. A second employed household member 18 years or older may take the survey using the other password.

www.CommuteSurvey2025.org

Your Password:

PASSWORD

Other Password:

PASSWORD

RESPOND BY:

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If you are unable to take the survey online, call toll-free 888-237-9138. Página web y teléfono en inglés y español. Si usted no puede completar la encuesta en línea, por favor llame.

FY 2025 TDM Evaluation Work Group Touchpoints

Task	Touchpoint	Timeframe
Evaluation Framework	Initial input	Jan. 21 through Jan. 31
	Review draft Evaluation Framework	Feb. 18 through Feb. 28
	Receive finalized Evaluation Framework	Early to mid April
State of the Commute Survey Implementation	Review short form draft questionnaire	Jan. 21 through Jan. 31
	Review updated questionnaire	Feb. 18 through Feb. 21
	Receive update on first wave of survey respondent counts; review report outline	Surrounding May 20 work group meeting
Guaranteed Ride Home Survey Implementation	Initial input	Feb. 18 through Feb. 28
	Review draft questionnaire	Surrounding May 20 work group meeting

The next work group meeting is scheduled for May 20, 2025, 10:00 A.M. – 12:00 P.M.

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