

FY 2024–FY 2026 TRIENNIAL TDM EVALUATION

Year 1 Review, Year 2 Look-ahead

Lori Zeller
Project Manager & Senior Transportation Planner
Foursquare ITP

Commuter Connections Subcommittee
July 15, 2025

2025 State of the Commute

SOC Update

- Survey closed June 16
- Preliminary count of usable surveys is 7,559, which is 99.5% of the total target of 7,600
- New SOC reporting dashboard

SOC Reporting Dashboard

- An ArcGIS Hub site will host the SOC dashboard through embedded Power BI content.
- Five dashboard “pages” aligned with the themes within the SOC report:
 - Commute Patterns
 - Transportation Attitudes and Awareness
 - Telework
 - Awareness and Use of Commuter Assistance Programs
 - Employer-Provided Resources
- Within each page, content will span formats, ensuring the user experience is both comprehensive and interactive.

SOC Reporting Dashboard—Benefits and Audience

- Benefits:
 - Will supplement the text report, expanding the SOC results' reach and relevance.
 - **May increase regionwide interest and engagement with the SOC results**, allowing users to explore and manipulate data in an easily navigable and attractive format.
- Target audiences:
 - Commuter Connections network members and funders
 - Planners and other professionals
 - Interested members of the public

Note: COG will also host the SOC public-facing dataset on the Regional Transportation Data Clearinghouse for analysts or others to download and analyze on their own.

SOC Next Steps

- Analysis underway
- Remaining schedule:
 - September 2025—High-level findings presented at Commuter Connections Subcommittee meeting
 - October 2025—Draft text report shared via email
 - November 2025—Finalize text report & dashboard launch
 - Late 2025/Early 2026—Present SOC results to TPB Technical Committee and TPB; distribute data packages to jurisdictions

2025 Guaranteed Ride Home Applicant Survey

GRH Updates

- Questionnaire finalized (included in meeting materials)
- We will invite commuters to respond to survey who were eligible for GRH between March 16, 2022, and March 15, 2025
 - Includes current registrants, one-time exception users, and past registrants
 - DC: 5,913 email recipients, 453 postal mail recipients
 - Baltimore: 259 email recipients, 33 postal mail recipients
- Survey being programmed and tested now

GRH Schedule

- Survey will be live early September through early October
- March 2026—Draft report presented at Commuter Connections Subcommittee meeting
- May 2026—Finalize text report

FY 2026 TDM Evaluation Tasks

FY 2026 TDM Evaluation Activities

State of the Commute Survey

Guaranteed Ride Home Applicant Survey

Retention Rate Survey

Bike to Work Day Participant Survey

Employer Outreach Database Analysis

Maryland Employer Telework Analysis

Technical Assistance

Retention Rate Survey

- Some commuters who make mode shifts continue using the new modes for more than three years, so some additional impacts could be retained from one three-year evaluation cycle to the next.
- This survey estimates the share of past service users who continued to use alternative modes during the current cycle.
- **Data collection and analysis:** Survey distributed to commuters who participated in Commuter Connections' GRH, carpool/vanpool ridematching service, commuter incentive programs, or who requested other commute information or assistance from the Commuter Connections website or mobile application .
- **Reporting:** Draft report, presentations (Summer 2026). Finalize report in Fall 2026 (FY 2027).

Bike to Work Day Participant Survey

- Annual event to celebrate and promote bicycling as a low-cost commuting option.
- Part of the Mass Marketing TDM program element, as Commuter Connections' role is regional and primarily promotional in nature.
- **Data collection and analysis:** Survey distributed to registered Bike to Work Day participants from past three years.
- **Reporting:** Technical report, executive summary, and presentations (Spring 2026).

Employer Outreach Database Analysis

- Provides regional outreach services to encourage large, private-sector and non-profit employers to voluntarily implement commuter assistance strategies that will contribute to reducing vehicle trips to worksites.
- **Data collection and analysis:** Commuter Connections' CRM for employer clients; calculate impacts based on TDM efforts at worksites (EPA Commuter Model).
- **Reporting:** Results/findings will be incorporated directly in the TDM Analysis report (FY 2027).

Maryland Employer Telework Analysis

- This TDM program element provides information, training, and assistance to Maryland commuters and employers to further in-home and non-home telework programs.
- **Data collection and analysis:** Survey to MD employers, data from SOC results, data from Employer Outreach database.
- **Reporting:** Results/findings will be incorporated directly in the TDM Analysis report (FY 2027).

Technical Assistance

Consultant team to provide guidance to Commuter Connections staff on:

- ‘Pool Rewards Participant Survey
- “Micro surveys” - short customer experience surveys
 - Recommend how and when to survey program participants in the Commuter Connections TDM System and mobile apps
 - Recommend how data can be used in TDM analysis methodology

Next Year: FY 2027 Tasks

- Placement Rate Study & Incentive Programs Survey
- FY 2024 – FY 2026 TDM Analysis Report

Thank you!

Questions?

COG/TPB Staff Lead: Dan Sheehan, Transportation Operations Program Director
dsheehan@mwkog.org | (202) 962-3287