

FY 2024–FY 2026 TRIENNIAL TDM EVALUATION

Project Update

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Commuter Connections Subcommittee
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2025 Guaranteed Ride Home Applicant Survey

Survey Implementation

(Re)Introduction to Guaranteed Ride Home Survey

- Objectives:
 - Understand GRH's influence shifting registrants from drive alone to non-drive alone mode
 - Understand GRH's influence increasing registrants' use of non-drive alone modes
- Two surveys: Washington metro region and Baltimore metro region
- Invite commuters to respond to survey who were eligible for GRH between March 16, 2022, and March 15, 2025 (including current registrants, one-time exception users, and past registrants)

Basic GRH Question Pattern

- Define travel pattern during and before GRH enrollment
- Compare travel "during GRH" (either current travel or travel while enrolled) to "before GRH" enrollment – determine mode change, if any
- Determine GRH role influencing/supporting travel change (likelihood to make change)
- Identify source of GRH information
- Identify other Commuter Connections services used, in addition to GRH
- Examine use of and satisfaction with GRH trips
- Demographics

Next Steps

GRH Survey Schedule

- Questionnaire and sample preparation: March–June 2025
- Data collection and reporting: FY 2026 (exact dates TBD; fielding survey in Fall 2025)

TDM Evaluation Work Group will have until **June 6** to provide feedback on the draft GRH questionnaire.

Please email docomments@mwkog.org with any questions or feedback.



2025 State of the Commute

Survey Implementation

Wave 1 Response Rate Analysis

- Original plan was to send survey invitation postcards to **475,000 addresses (households)** with an estimated **1.7%** regional response rate, with rates varying by jurisdiction.
- As of May 8, the response rate to Wave 1 (**250,000 households**) was notably lower than we had anticipated, at **1.26%** regionwide. This has impacted our targets in these ways:
 - Minimum target of **500** per jurisdiction has not changed.
 - Target lowered from 900 to **800** per jurisdiction for those with the largest populations (DC, Fairfax, Montgomery, Prince George's). This will not affect our ability to analyze data for these jurisdictions.
 - New regionwide target of **7,600** (lowered from 8,000) completed interviews—no concern about statistical validity of the sample with the lower target.

Responses Received - Jurisdictions (as of May 15)

Jurisdiction	Target	Completes	Progress Towards Target
Alexandria, VA	650	549	84.4%
Arlington, VA	800	651	81.4%
Calvert, MD	500	317	63.4%
Charles, MD	500	383	76.6%
District of Columbia	800	718	89.8%
Fairfax, VA	800	635	79.4%
Frederick, MD	550	474	86.2%
Loudoun, VA	700	522	74.6%
Montgomery, MD	800	706	88.6%
Prince George's, MD	800	636	79.5%
Prince William, VA	700	566	80.9%
Region	7,600	6,157	81.0%

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 will close mid-June
- ❑ **Analysis and reporting from July-November 2025**
 - ❑ Data cleaning and analysis from July-September
 - ❑ Present high-level findings to Commuter Connections Subcommittee in September
 - ❑ Email draft report to Commuter Connections Subcommittee members (and post online) in late October
 - ❑ Finalize report in November 2025

Other Updates and Next Steps

Other Project Updates

- Evaluation Framework document finalized and uploaded
- FY 2026 TDM Evaluation tasks
 - State of the Commute (task started in FY 2025, will finish in FY 2026)
 - Guaranteed Ride Home Applicant Survey (task started in FY 2025, will finish in FY 2026)
 - Retention Rate Survey (task will start in FY 2026 and finish in FY 2027)
 - Bike to Work Day Participant Survey
 - Employer Outreach Database Analysis
 - Maryland Employer Telework Analysis
 - Technical Assistance

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 updated Evaluation Framework	Today
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	Today (comments due June 6)
Guaranteed Ride Home Survey Implementation	Initial input	Feb. 18 through Feb. 28
	Review draft questionnaire	Today (comments due June 6)

The next TDM Evaluation Work Group meeting is tentatively scheduled for July 15, 2025, 2:00-4:00 p.m.

Email docomments@mwkog.org with questions or feedback.

Other Questions or Comments?

Thank you!

Questions?

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