

# FY 2024–FY 2026 TRIENNIAL TDM EVALUATION

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## Meeting #2

Dan Sheehan  
Transportation Operations Program Director

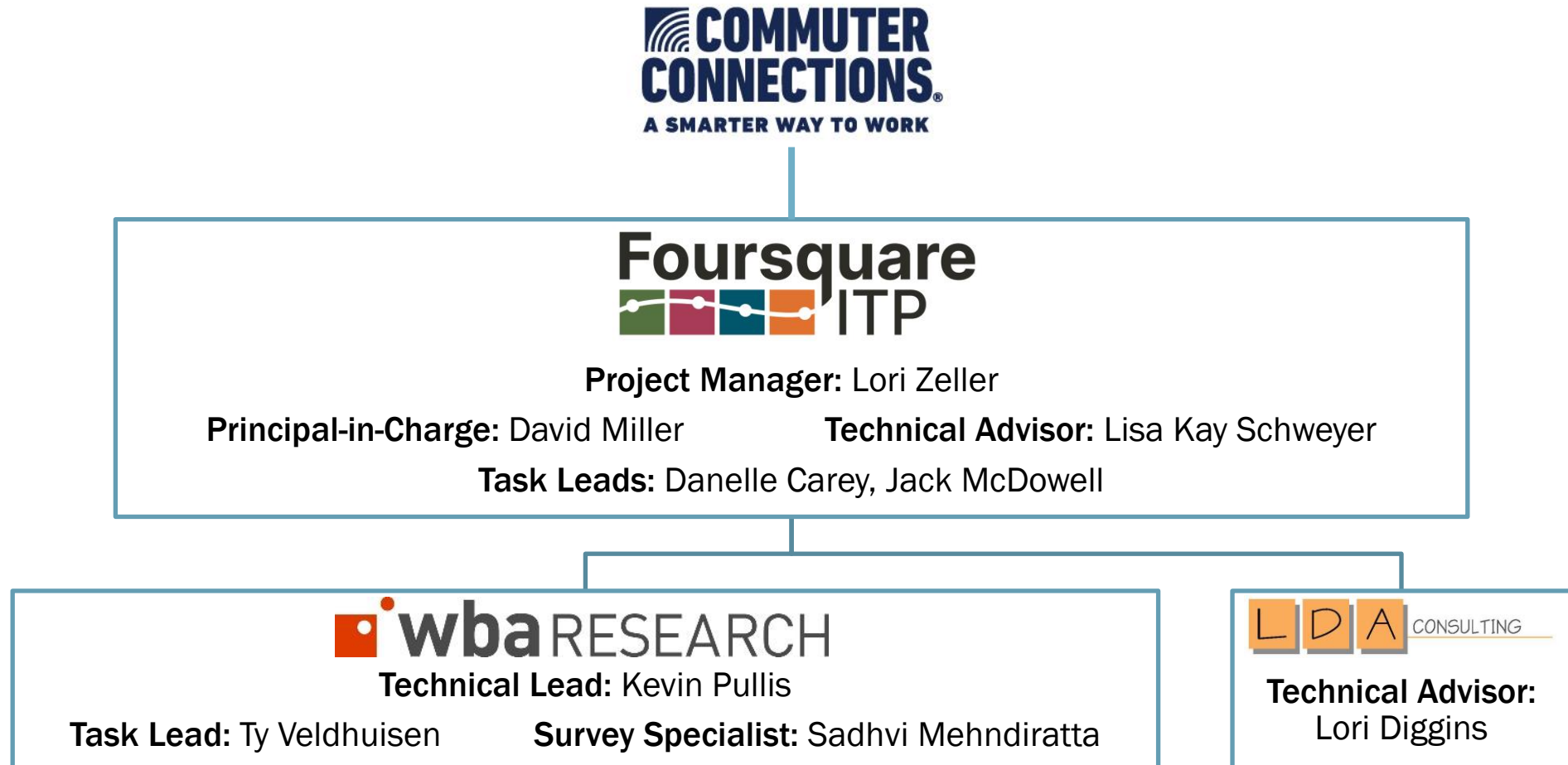
Commuter Connections TDM Evaluation Group  
February 18, 2025

# Welcome and Introductions

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- Please share your:
  - Name
  - Pronouns (optional)
  - Organization
  - Title
- We'll start in the room, then move to the virtual attendees in order of DC, MD, VA

# Project Team Leadership



# FY 2025 TDM Evaluation Work Group Touchpoints

Task	Touchpoint	Timeframe
Evaluation Framework	<del>Initial input</del>	<del>Jan. 21 through Jan. 31</del>
	Review draft Evaluation Framework	Today (Feb. 18) through Feb. 28
	Receive finalized Evaluation Framework	Early to mid April
State of the Commute Survey Implementation	<del>Review short form draft questionnaire</del>	<del>Jan. 21 through Jan. 31</del>
	Review updated questionnaire	Today (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	Today (Feb. 18) through Feb. 28
	Review draft questionnaire	Surrounding May 20 work group meeting

# Evaluation Framework

FY 2024–FY 2026 Commuter Connections Evaluation

# Emphasis Areas for FY 2024-FY 2026

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- 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**

# Key Updates to the Evaluation Framework

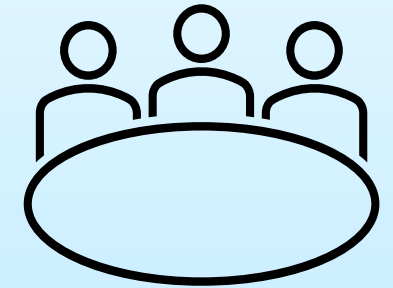
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- Context of Evaluation
- Mode Shift Placement from Drive Alone
- Program specific performance measures related to Equitable Access to Services
- Consolidation of Individual TDM programs for Analysis
- Removal of Car Free Day Event

# 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.**



# Context of Evaluation: TDM Evaluation Work Group Input

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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)

# New Mode Shift Program Impact Measure

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Mode shift = placement rate from drive alone

- A subset of placement rate—the share of the placements that were previously drive-alone
- Assessed by the percent of customers who request or receive individual Commuter Connections TDM program services and made a mode change
  - *Example: Percent of GRH participants that made a shift from driving alone*
- The analysis will now make a distinction from drive-alone modes to non-drive alone modes (segmented by mode)

# Equitable Access to Services

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- Analyzing program and survey data to better examine whether Commuter Connections programs reach and meet the needs of:
  - Historically disadvantaged groups
  - Non-traditional commuters (those who work outside the typical 9-to-5 Monday-Friday schedule).
- In particular, analyzing access to commuter services for people living or working in EEAs or at employers of service-oriented industries with a high proportion of low-wage workers.

# Next Steps

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The work group will have until **February 28** to provide comments on the draft Evaluation Framework.

Please email [docomments@mwkog.org](mailto:docomments@mwkog.org) with any questions or feedback.



# Questions about Evaluation Framework?

# 2025 Guaranteed Ride Home Survey Implementation

# Introduction to Guaranteed Ride Home Survey

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- 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)

# GRH Survey Method

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- **Targeted number of completed interviews** will depend on the number of eligible respondents and the breakdown between current and past registrants.
- **Survey conducted by email and/or telephone** depending upon contact information available in database.
- One notable change this time is that **the TDM software will no longer duplicate the survey programming**; the survey will all be done in the TDM Evaluation team's surveying platform.
  - A more streamlined process to develop, administer, and analyze the survey.
  - Importantly, also easier for participants to respond.



# Basic GRH Question Pattern

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- Define travel pattern during and before GRH enrollment
- Compare travel during to before GRH enrollment – determine 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

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## GRH Survey Schedule

- Method preparation: February 2025
- Questionnaire preparation: March–June 2025
- Sample preparation, data collection, and reporting: FY 2026 (exact dates TBD)

The work group will have until **February 28** to provide additional input on the methodology for the Guaranteed Ride Home Survey.

Please email [docomments@mwkog.org](mailto:docomments@mwkog.org) with any questions or feedback.



# Questions about GRH Survey?

# 2025 State of the Commute

Survey Implementation

# Purpose of Today's Agenda Item

Review and discuss:

- **Sampling plan**
- Updates to the **draft short-form questionnaire** since the last Work Group meeting
- Introduce the **long-form questionnaire**



# SOC Sample Plan – Regional and Sub-area Samples

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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

# 2025 SOC Sample Plan (Compared to 2022)

Jurisdiction	HH and Worker Base		Survey Interviews		2025 SOC Estimate		Response Rates	
	Est. Empl. Residents (2020 ACS)	Est. Households (COG Round 10.0 Coop. Forecasts)	2022	2025	Wave 1 + Wave 2		2025	2022
			Complete	Target	Sample	Complete	Estimate	Actual
Alexandria, VA	108,125	85,715	723	650	33,252	653	2.0%	2.18%
Arlington, VA	160,175	118,166	931	800	27,204	804	3.0%	3.28%
Calvert, MD	47,303	33,715	518	500	35,339	502	1.4%	1.58%
Charles, MD	84,295	64,318	692	500	43,590	502	1.2%	1.28%
District of Columbia	408,084	344,205	981	900	40,947	904	2.2%	2.45%
Fairfax, VA*	687,486	449,404	930	900	44,382	904	2.0%	2.26%
Frederick, MD	141,389	106,157	638	550	38,005	552	1.5%	1.62%
Loudoun, VA	227,146	148,943	601	700	37,650	703	1.9%	2.08%
Montgomery, MD	617,200	398,439	870	900	44,653	904	2.0%	2.25%
Prince George's, MD	546,725	353,735	822	900	79,488	904	1.1%	1.26%
Prince William, VA**	300,908	185,441	690	700	50,490	703	1.4%	1.55%
<b>TOTALS</b>	<b>3,328,836</b>	<b>2,288,238</b>	<b>8,396</b>	<b>8,000</b>	<b>475,000</b>	<b>8,036</b>	<b>1.69%</b>	<b>1.88%</b>

# Updates to Questionnaire (since last Work Group meeting)

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- More explicit **data confidentiality information** will be added to the introductory page of the online survey.
- **Shortening questionnaire:**
  - Estimated time to complete of previous draft was 20-21 minutes.
  - To reduce and get closer to 18 minutes (the 2022 average), we have cut some questions. We'll review those today.



# Removed Questions

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- 17D** “You indicated that you leave work earlier than your typical departure time at least once a month. When you do so, how much earlier do you leave than your typical departure time?”
- 17F** How often do you make stops for the following types of activities while you are at work?
- Q45** Carpool/vanpool users - What Interstate highways or major U.S. or state routes do you use on your trip to work?
- Transit riders - If you were to drive to work, what Interstate highways or major U.S. or state routes would you use?

# Replaced Q15F with Q15E

We will get the same information from respondents as before, but we will shorten the survey overall:

- It is a shorter question
- Less people will see it because we are able to autocode more people based on their previous responses

Q15E. Is your current travel to work as you just described it about the same as your commute was in early 2022, while the COVID-19 pandemic was ongoing, or is it different than during the pandemic? **(SHOW RESPONSES 03, 04, 98 ON SCREEN; DO NOT SHOW 01, 02, 05, OR 99)**

01 *Full-time telework now, full-time TW during pandemic (AUTOCODE...)*

02 *Not full-time telework now, full-time TW during pandemic (AUTOCODE...)*

03 Current commute is about the same now as in early 2022 during the pandemic

04 Current commute is substantially different than in early 2022 during the pandemic

05 *Self-employed, work at home (AUTOCODE...)*

98 Not sure

99 Left blank

# Limited Q20 to Fewer Respondents

Now will apply only to respondents who shifted to non-drive-alone modes in the past three years, meaning less people will see the question (shortening the survey for them).

Q20. You began **[INSERT MOST RECENT MODE FROM TABLE BELOW]** *riding Metrorail, riding a bus, riding a bicycle or scooter, walking, carpooling, vanpooling, riding commuter rail* in the past three years for your trip to work. For what reasons did you make this change? **(OPTIONAL.) (LIST MOST RECENT MODE(S).)**

# Combined Q59 and Q60; Removed Q59a and Q60a

## Old version

**59** Have you changed your work location in the last three years?

***IF respondents changed work location, ASK Q59a***

59a Where was your previous work location?

*(List includes: in metropolitan Washington region, in MD outside region, in VA outside region, other)*

**60** Have you moved to a different residence in the last three years?

***IF respondent changed home location, ASK Q60a***

60a Where was your previous residence?

*(List includes: in metropolitan Washington region, in MD outside region, in VA outside region, other)*



## Updated version

**Have you changed your home and/or work location in the last three years?**

- Changed BOTH home and work locations
- Changed only HOME location
- Changed only WORK location
- Did not make any changes
- Not sure

# SOC Questionnaire: Materials for Review

Updated **short-form questionnaire** (updated since our last meeting). 

NEW to the Work Group: **long-form questionnaire**, which has the same questions as the short form, but also includes:

- All of the answer options
- Detailed skip logic and programming instructions



The work group will have until **February 21** to provide feedback or ask follow-up questions. Email [docomments@mwkog.org](mailto:docomments@mwkog.org) with questions or feedback.



# State of the Commute Reporting Dashboard

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- **Vision:** Dashboard to mirror report structure but allow for user customization.
- Interactive **visualizations** by question (bar chart, table, or map).
- **Filters** enabling users to drill down based on characteristics such as commute type, commute time period, or demographic characteristics (allowing for more cross-tabs than will be included in the report).
- **Results from some questions may not be shown** in the dashboard, depending on the importance of each question, questions impacted by survey skip logic, and response rates.
- **Minimum sample sizes** will be determined to limit the display of statistically insignificant results.

# 2025 SOC Milestones (Recap from Last Meeting)

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- **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

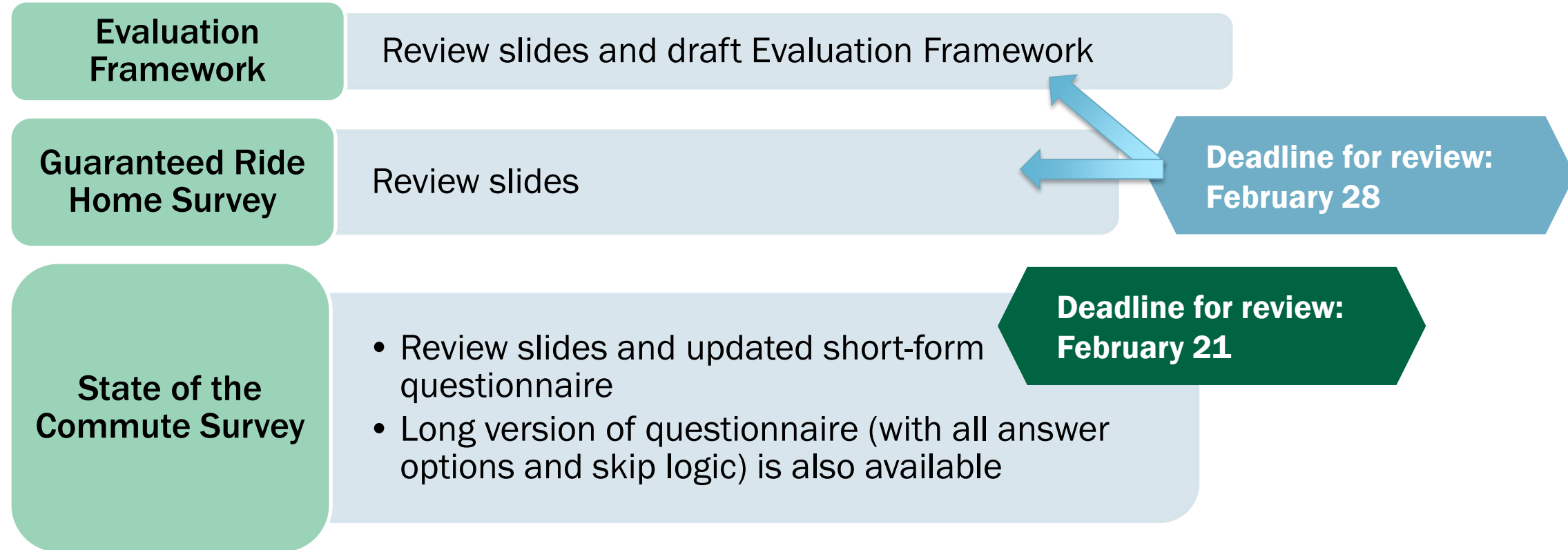
# Questions about State of the Commute Survey?



# Wrap-up and Next Steps

# Recap of Opportunities to Provide Input

Submit feedback to [docomments@mwcog.org](mailto:docomments@mwcog.org)



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The next meeting is scheduled for May 20, 2025, 10:00 A.M. – 12:00 P.M. [Hybrid]

# Other Questions or Comments?

# Thank you!

Questions?

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