FY 2024–FY 2026 TRIENNIAL TDM EVALUATION

Meeting #3

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Commuter Connections TDM Evaluation Group
May 20, 2025

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2025 Guaranteed Ride Home Applicant Survey

Survey Implementation

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(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)
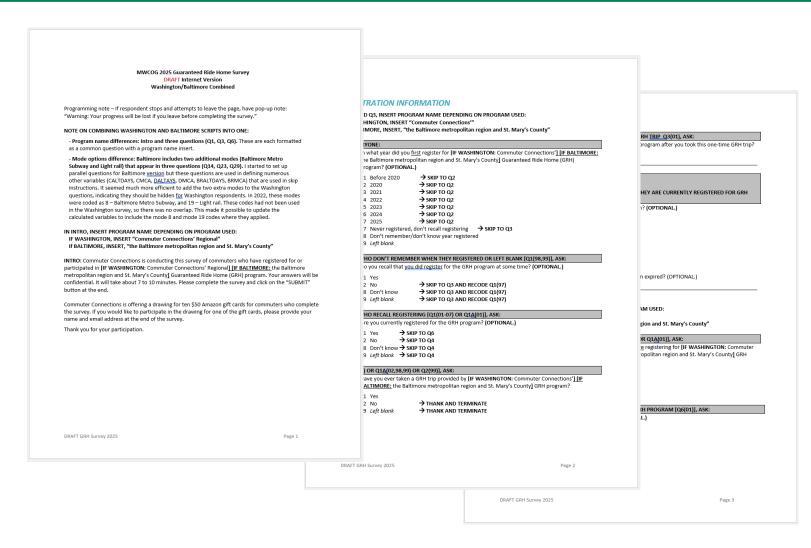
Basic GRH Question Pattern

- 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

Review Questionnaire

- Now, we will walk through the questionnaire together

- Notable updates include:

  - DC and Baltimore combined into one survey

  - Questions with SOC analogs updated to match

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)

The work group will have until **June 6** to provide feedback on the draft GRH questionnaire.

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

Questions about GRH Survey?

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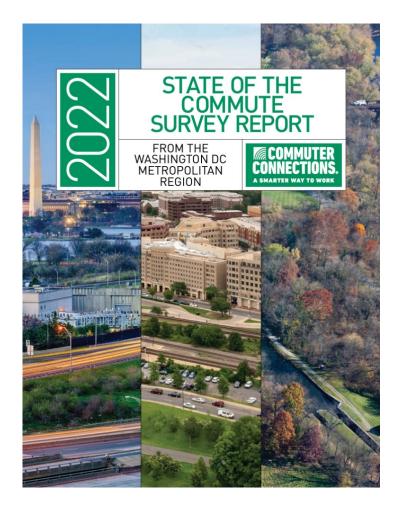CONNECTIONS. | A SMARTER
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2025 State of the Commute

Survey Implementation

Purpose of Today's Agenda Item

Review and discuss:

- SOC responses received thus far, including response rate and progress towards targets

- Adjustments to Wave 2 sampling method

- Comparison of the length of the 2025 and 2022 surveys

- Draft SOC report outline

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%**

Responses Received – Sub-Areas (as of May 15)

Jurisdiction	Target	Completes	Progress Towards Target
Urban Core	2,250	1,918	85.2%
Inner Suburbs	2,400	1,977	82.4%
Outer Suburbs	2,950	2,262	76.7%
Region	**7,600**	**6,157**	**81.0%**

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Wave 1 Response Rate Analysis

- Original plan was to send survey invitation postcards to **475,000 addresses (households)** across two waves with an estimated **1.7%** regional response rate, with rates varying by jurisdiction.

- In early-mid April, the team examined the Wave 1 response rate to help determine the sampling approach for Wave 2. The response rate was notably lower than we had anticipated, at **1.2%** regionwide. This 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.

Updates to SOC Sample Plan for Wave 2 (W2)

- Distribution of Wave 1 (W1) postcards by jurisdiction was defined by each jurisdiction's target and anticipated response rate (RR) based on previous SOC's.

- Process for determining W2 sample:

  Total Target – Estimated W1 Completes = Target W2 Completes

  Target W2 Completes * W1 Response Rate = W2 Sample

- With this approach, jurisdictions with lower-than-expected RR's would receive additional postcards in W2 to make up the W1 shortfall.

- The W2 approach also identified targeted sample areas to attempt to obtain more demographically representative data through the data collection. This would reduce (but not remove) the need to weight (adjust) data for demographic groups that are less likely to respond to survey invitations and are typically underrepresented in survey data (e.g., lower income, non-white).

Updated 2025 SOC Sample Plan

Jurisdiction	Total	Wave 1			Wave 2		
	Target Completes	General Sample	Response Rate	Estimated Completes	Target Completes	General Sample	Targeted Area Sample
Alexandria, VA	650	17,501	1.7%	304	346	18,305	
Arlington, VA	800	14,317	2.2%	319	481	20,595	
Calvert, MD	500	18,598	1.1%	206	294	18,002	
Charles, MD	500	22,941	1.2%	278	222	17,450	
District of Columbia	800	21,550	1.6%	351	449	14,766	21,269
Fairfax, VA	800	23,358	1.4%	332	468	21,430	11,701
Frederick, MD	550	20,002	1.2%	235	315	24,649	
Loudoun, VA	700	19,815	1.4%	279	421	28,152	
Montgomery, MD	800	23,501	1.3%	301	499	22,948	19,030
Prince George's, MD	800	41,834	0.8%	312	488	60,186	
Prince William, VA	700	26,573	1.2%	308	392	29,842	
TOTALS	**7,600**	**225,000**	**1.3%**	**3,224**	**4,376**	**276,325**	**52,000**

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Questionnaire Changes

Compared to 2022, the 2025 survey…

- Has 21 fewer questions

- On average takes four fewer minutes to complete

More details are available in the "SOC Questionnaire and Respondent Survey-Taking Behavior Changes" memo

SOC Material for Review

Draft SOC Report Outline

State of the Commute Survey Report Outline – DRAFT, May 2025

Notes for TDM Evaluation Work Group's review of the draft report outline:

- There are a few tables of contents at the beginning to help provide a more concise view of the report outline (even though these tables are still long).
- SOC questions that will provide data for any given section/figure/table are identified in green text.
- The outline covers all the questions from the questionnaire.

Contents

The work group will have until **June 6** to provide feedback or ask follow-up questions. Email **docomments@mwcog.org** with questions or feedback.

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

Questions about State of the Commute Survey?

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 finalized 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@mwcog.org** with questions or feedback.

Other Questions or Comments?

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Thank you!

Questions?

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