

MWCOG TDM Evaluation Work Group Meeting Notes

Date: 1/21/2025

Location: Conference Room 1 and Microsoft Teams

Time: 2:00 – 4:00 p.m. EST

The recording of our 1/21/25 TDM Evaluation Workgroup meeting is available here:
<https://mwkog.webex.com/mwkog/ldr.php?RCID=c1869b9eca9fae970bc98ca209f190ee>

Email Dan Sheehan, dsheehan@mwkog.org, for a password to the recording

Attendees

- COG / Commuter Connections: Dan Sheehan, Ross Edgar
- Foursquare ITP: Lori Zeller, Danelle Carey, Jack McDowell, Drew Ackerman, Lisa Kay Schweyer
- LDA Consulting: Lori Diggins
- WBA Research: Ty Veldhuisen, Sadhvi Mehndiratta, Kevin Pullis
- Work Group Participants: George Clark, Christian Bacon, Traci McPhail, Marcus Johnson, Kendall Tiffany, Marcus Moore, Teresa McMillan, Holly Morello, Emilie Wolfson, Katy Lang, Kirby Wilhelm, Nikki Trasmonte, Chris Arabia, Alyssa Beyer, Leigh Anderson, Michael Hamre, Stacy King

Meeting Notes

Evaluation Framework

- Interest in new section of the Evaluation Framework, “Context of Evaluation”. Among other things, interest in describing external factors that impact the TDM evaluation. Elements to consider mentioning in this section:
 - High cost of housing, leading people to live further from work and to higher costs of commuting
 - More workers coming back into the office, especially federal workers
 - Impact to overall VMT when not driving to work? i.e., “do you use your car more or less on days you telework?”
 - Fuel prices and vehicle ownership changes impacting carpooling and transit usage
 - Large weather events can impact commuting in a given year, if there are a lot
 - Employer decisions regarding local staffing vs remote staffing positions; job locations; “return to office” policies
 - Commuter population trends (moving to the region, moving away from the region)
 - Transit and infrastructure options impacting travel modes, like EV ownership/shared usage and availability of chargers; free fares impacting transit usage; new transit options
 - Major disruptions or shifts (positive or negative), like the Key Bridge collapse, WMATA Bus Network Redesign
- Add new emphasis on the importance of delivering commuter services equitably; and evaluating equity of access to commuter services and TDM outcomes for Equity Emphasis Areas (EEAs).
 - Interest in looking for ways to expand CC to non-“9 to 5” commuters.
 - Opportunities for GRH expansion.
 - More rideshare applications are being received for outside of the 9 to 5 work hours, but there are fewer matches available. For example, healthcare and hospitality workers are requesting commuter assistance but programs like GRH do not support this type of employer.
 - Shift workers tend to not be able to telework.
 - New federal administration priorities may impact telework and flexible work schedules. Commuter buses had been cut due to less commuting since the pandemic, but more service may be needed as a result of “return to office” policies.
- Interest in adding mode shift to performance measures.
 - Mode shift from SOV to other modes is what would be of interest. Less interest in non-SOV to non-SOV mode.
 - There is also a notable difference between reductions in SOVs and reductions in travel in general.

State of the Commute

- A random sample of addresses are purchased for the SOC mailing of addresses within the TPB member jurisdictions / metropolitan Washington air quality non-attainment area.

- Importance of data confidentiality and making it clear that MWCOG is administering the survey.
- New “micro surveys” will be separate from SOC.
- Spanish translation of the survey will be a professional translation.

Other Notes

- Interest in the Commuter Connections “vitals” dashboard that will be built in the future. For instance, right now GRH and GRH+ridematch cannot be disaggregated, but Commuter Connections is working on being able to produce more precise data.