MDOT Commuter Choice Maryland Updates

Presented to:
BRTB
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Presented By:
Tyson Byrne - The Secretary’s Office at MDOT
Purpose of Initiative

• MDOT Collaboration on TDM Resources and Opportunities for Alignment
• Assess Business and Commuter Knowledge and Opinion of Commuter Choice Maryland Program and TDM Tools
• Assess Opportunities and Barriers to Promote Commuter Choice Maryland Statewide
• Outline Next Steps for Partnership Opportunities, Outreach, Education and Marketing
Presentation Overview

• Commuter Survey and Business Interviews
• Inventory of TDM Programs, Services, and Policies; Peer Agency Reviews; Best Practices and Strategic Recommendations
• Marketing and Education Campaign Preparations
• Performance Monitoring and Evaluation
Commuter Survey

- 2,138 completed surveys
- Listening campaign through webpanel survey
- Responses organized into four regions, characterized by population, geography, economic climates, and availability of existing transportation services
### Commuter Survey: Typical Commute Mode by Region

<table>
<thead>
<tr>
<th>Mode</th>
<th>Baltimore Region</th>
<th>DC Region</th>
<th>Other Urban Regions</th>
<th>Rural Regions</th>
<th>Statewide</th>
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</thead>
<tbody>
<tr>
<td>Other*</td>
<td>0.4</td>
<td>0.8</td>
<td>0.5</td>
<td>1.3</td>
<td>0.7</td>
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<tr>
<td>Telework</td>
<td>1.6</td>
<td>3.4</td>
<td>3.5</td>
<td>1.5</td>
<td>2.5</td>
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<tr>
<td>Walk</td>
<td>1.6</td>
<td>1.4</td>
<td>2.3</td>
<td>0</td>
<td>1.5</td>
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<tr>
<td>Bicycle</td>
<td>0.8</td>
<td>0.5</td>
<td>0</td>
<td>0</td>
<td>0.5</td>
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<tr>
<td>MARC train</td>
<td>1.8</td>
<td>1.2</td>
<td>1.7</td>
<td>2.6</td>
<td>1.7</td>
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<tr>
<td>Bus/Metro/light-rail</td>
<td>6.6</td>
<td>18.7</td>
<td>3.9</td>
<td>0.8</td>
<td>9.4</td>
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<tr>
<td>Vanpool</td>
<td>0</td>
<td>0.3</td>
<td>0</td>
<td>0</td>
<td>0.1</td>
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<tr>
<td>Carpool</td>
<td>5</td>
<td>3.6</td>
<td>3.7</td>
<td>3.6</td>
<td>4.2</td>
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<tr>
<td>Drive alone</td>
<td>82.1</td>
<td>70.1</td>
<td>84.3</td>
<td>90.2</td>
<td>79.5</td>
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</tbody>
</table>
Commuter Survey

Leading motivation for using non-SOV options:
• Saving $$$

Motivations for Local Public Transit - By Region
(Bus, Metro, or Lightrail)

- Offered by my employer
- Good for my health
- Only option
- Good for the environment
- Lowers commute stress
- Easy
- Saves money
- Saves time

Rural Regions
Other Urban Regions
DC Region
Baltimore Region
Commuter Survey

Barriers reported by respondents: Time, Variable work hours, Telework not allowed by many employers, and Lack of awareness of programs.
Commuter Survey
What would encourage the use of alternatives?

- 31.1% - Financial Incentives
- 28.3% - GRH
- 25.8% - Permission to telework
Commuter Survey - Key Findings

- Commuters are Financially Motivated
- Commuters Largely Unaware of Commuter Benefits
- Commuters Face Multiple Barriers to Non-SOV Travel
Commuter Survey - Opportunities

- Expand promotion of existing programs that leverage financial motivations (e.g., Maryland Commuter Tax Credit)

- Expand promotion of existing programs or modes that address barriers:
  - Guaranteed Ride Home services
  - Park and Ride lots
  - Ridesharing (for those who are unable to take transit)
  - Real-time rideshare services (for those who are unable to rideshare due to flexible work hours)
  - Bicycling and/or bikeshare systems (for those who live or work too far from transit)

- Provide accessible resource(s) for provision of comprehensive travel options and commuter information
  - TDM website or information portal, links to regional and local organizations and services
  - Easy-to understand marketing materials

- Enhance outreach services for employees and employers
  - Help businesses understand financial savings
  - Recommend employer transportation programs to address barriers:
    - teleworking or providing access to shared vehicles during the work day,
    - how to develop employer transportation programs and policies
    - how to promote offerings to employees
Business Interviews Objectives

1. Assess current approaches by Maryland-based companies for implementing worksite transportation programs for their employees
2. Understand motivations and barriers to implementing worksite transportation programs
3. What MDOT can do to assist businesses in resolving existing and prospective employees’ commute challenges.
Business Interviews – Key Findings & Opportunities

- Reached out to over 50 businesses and received responses from 28 businesses.
- Variety of industries represented including Education, healthcare, medical services, manufacturing, engineering, and construction.
- Company size ranges: 200 fulltime and part time employees to over 10,000.
- Opportunities: implement education outreach strategy & tailored messaging campaigns.
TDM Inventory

Organized by:
• State
• MPO Region

Description and Links for:
• Transportation services, by mode
• Transportation Services, public and private
• Connecting Transportation Services
• Information (TDM) Services
• Incentives Programs
• Marketing services, community-based and employer-based
• Special Events Marketing/Coordination
• Policies and Ordinances
• Performance Monitoring and Evaluation
TDM Inventory - Key Findings & Opportunities

• Similar services offered at local and regional levels; may be opportunity to optimize TDM delivery in urban areas and extend services to rural areas

• Opportunities to expand transportation options in rural areas; carpooling, vanpooling, and shared-use mobility services present opportunities for short-term solutions
Peer & Partner Agency Reviews

- Arlington County Commuter Services (VA)
- Baltimore Metropolitan Council
- Howard Commuter Solutions
- Loudoun County Commuter Services (VA)
- Mid-Ohio Regional Planning Commission
- New York State Department of Transportation
- Oregon Department of Transportation
Peer & Partner Agency Reviews - Key Findings & Opportunities

- Share tools and coordinate services that are common across regions or states.
- Provide marketing support on a statewide level, including campaigns that incorporate trip tracking to earn commuter incentives.
- Develop tailored marketing strategies and messages for urban, suburban, and rural areas.
- Consider creative strategies for funding incentives.
- Coordinate performance monitoring across the state.
Performance Monitoring & Evaluation – Key Findings

• Develop TDM projects, services, and performance measures that address funding goals

• Standardize performance measures across the regions to enable reporting of TDM activities and results at a statewide level

• Develop performance measures for projects with different objectives
  • economic development performance measures in rural areas
  • congestion reduction performance measures in urban areas
Performance Monitoring & Evaluation – Opportunities

- Evaluate the **effectiveness** of individual TDM programs and projects
- Assess the **results** of program efforts (outcomes) for communicating to stakeholders and the public
- Estimate **impacts** of overall program efforts
Recommendations for Advancing TDM In Maryland

Programmatic Recommendations

• Serve as a **TDM Information Broker** to provide clear and accessible information on transportation options

• Institutionalize TDM within MDOT to enhance **coordination of services** and ongoing strategic planning.
Recommendations for Advancing TDM In Maryland

Programmatic Recommendations – Statewide Level:
• Develop *statewide* education and outreach *campaigns* to raise awareness of TDM
• Coordinate performance monitoring & evaluation
• Communicate outcomes of TDM activities and demonstrate impacts
  o congestion reduction
  o emissions reductions
  o improved mobility
  o improvements to the economy
Recommendations for Advancing TDM In Maryland

Programmatic Recommendations – Regional Level:

• Build outreach capacity
• Serve as liaison/organizer for TDM Programs
• Identify and assist with obtaining funding, especially for marketing/incentives
• Provide customized support to programs/efforts in urban, suburban, and rural regions
Website & Brochure:
www.CommuterChoiceMaryland.com
Marketing & Education Campaign Preparations

- Website – Live (adding resources/tools)
- Brochure – updating now
- Future Social Media
- Business Highlights (3 good examples, would love to add more....)
Next Steps

• Launched Commuter Choice Maryland Website (MDOT TSO)
• Finalize Commuter Choice brochure – coming soon
• Finalize and adopt Action Plan (MDOT TDM Working Group)
• Develop partnerships to advance Commuter Choice Maryland statewide
• Develop and Launch Outreach Strategy
• Training & education (businesses, commuters, rideshare coordinators, etc.)