



MDOT Commuter Choice Maryland Updates

Presented to:
BRTB
April 24, 2018

Presented By:
Tyson Byrne - The Secretary's Office at MDOT



Purpose of Initiative

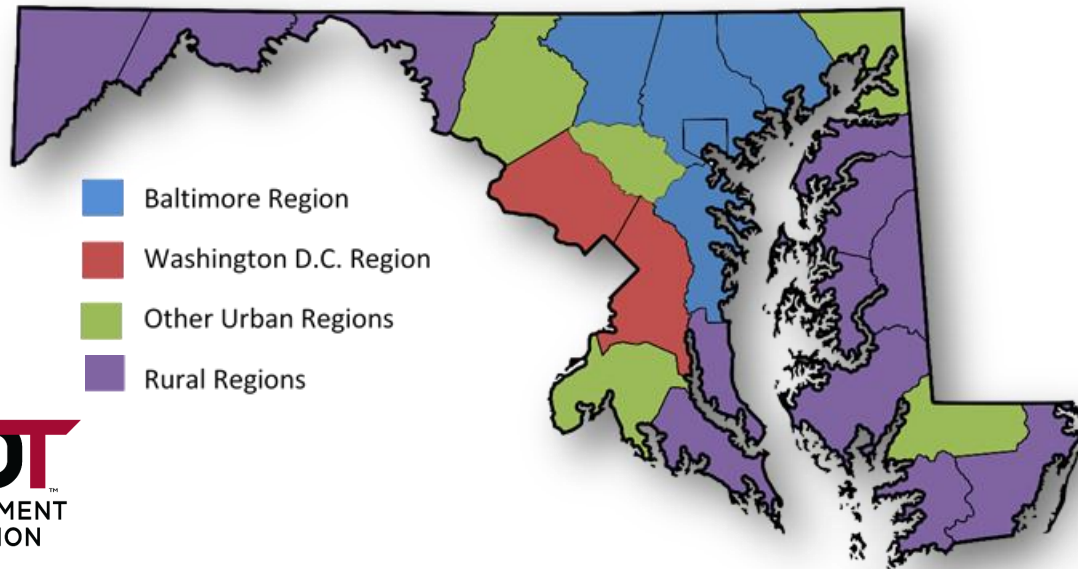
- MDOT Collaboration on TDM Resources and Opportunities for Alignment
- Assess Business and Commuter Knowledge and Opinion of Commuter Choice Maryland Program and TDM Tools
- Assess Opportunities and Barriers to Promote Commuter Choice Maryland Statewide
- Outline Next Steps for Partnership Opportunities,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

Presentation Overview

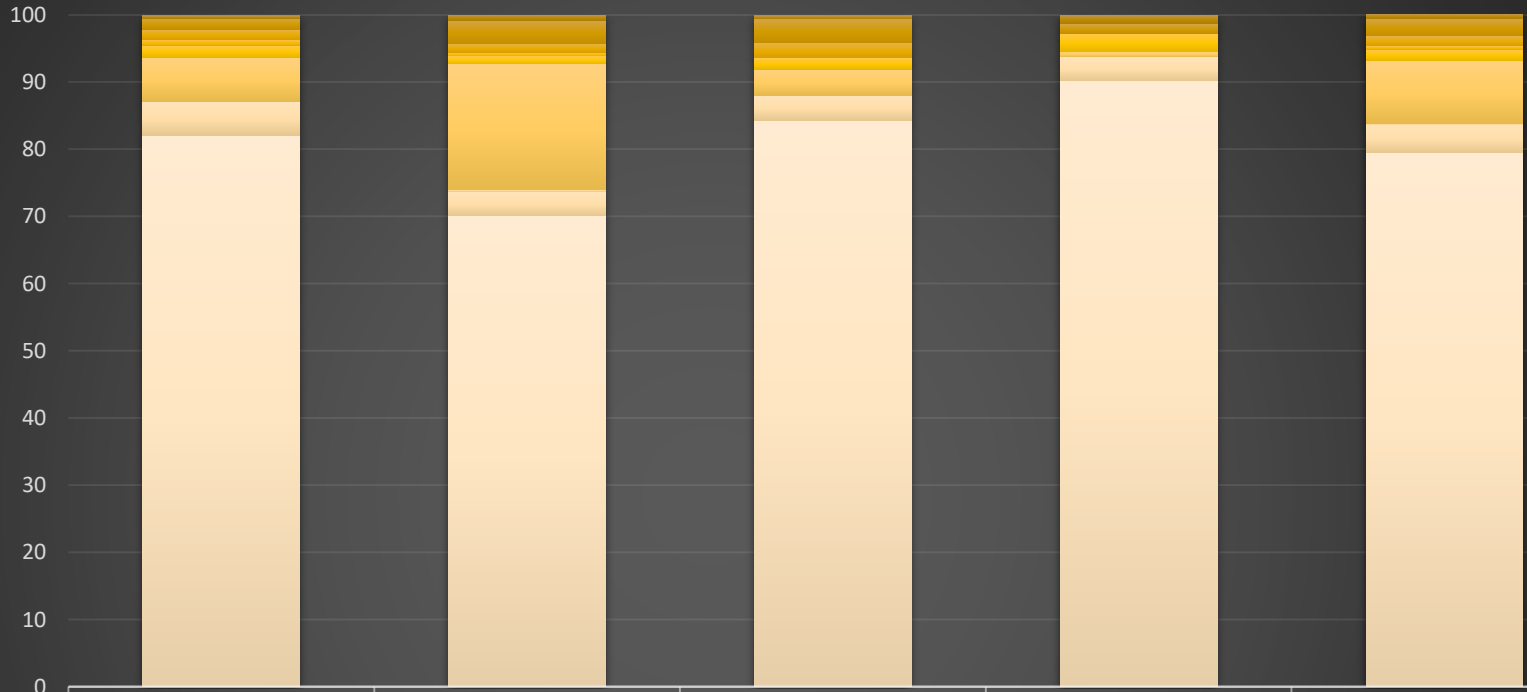
- Commuter Survey and Business Interviews
- Inventory of TDM Programs, Services, and Policies; Peer Agency Reviews; Best Practices and Strategic Recommendations
- Marketing and Education Campaign Preparations
- Performance Monitoring and Evaluation

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

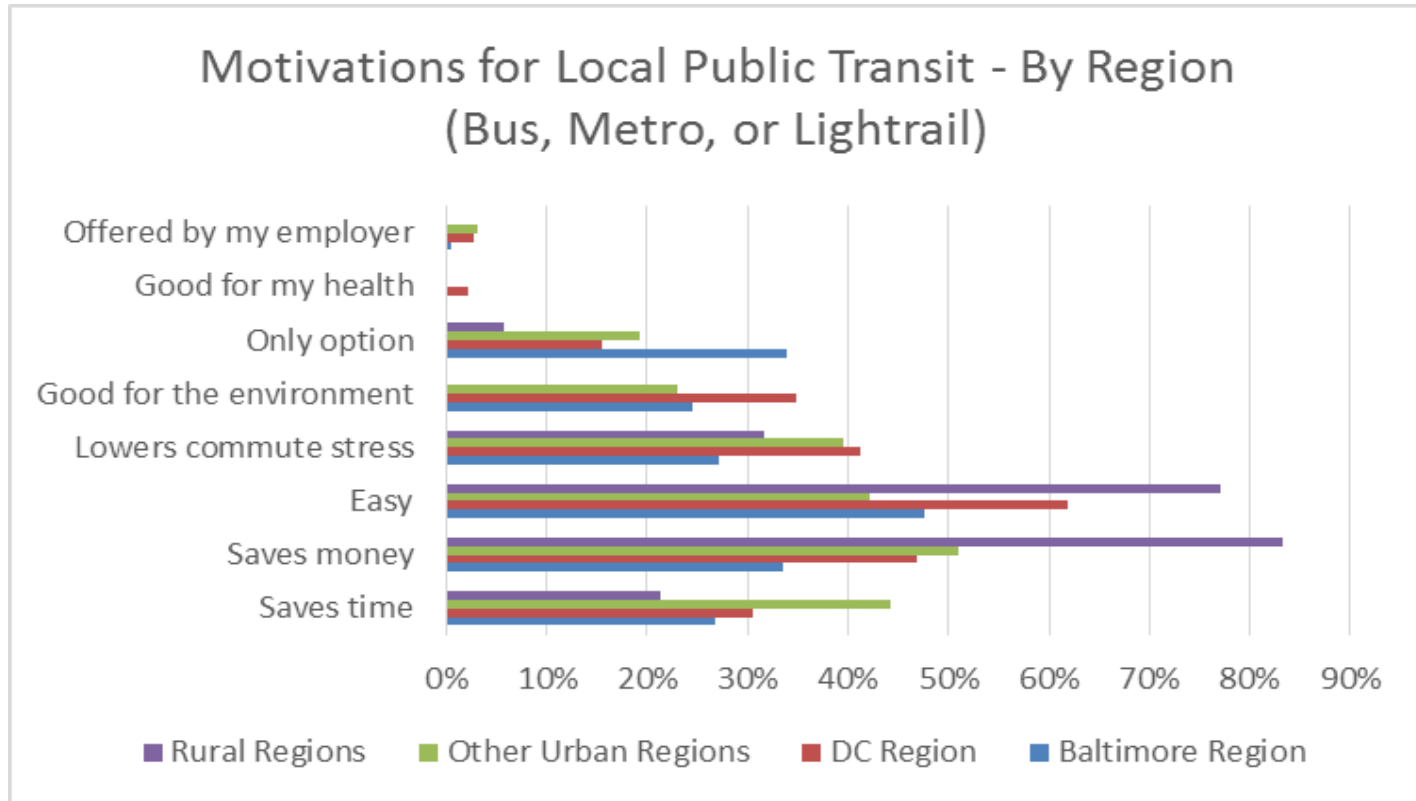


	Baltimore Region	DC Region	Other Urban Regions	Rural Regions	Statewide
Other*	0.4	0.8	0.5	1.3	0.7
Telework	1.6	3.4	3.5	1.5	2.5
Walk	1.6	1.4	2.3	0	1.5
Bicycle	0.8	0.5	0	0	0.5
MARC train	1.8	1.2	1.7	2.6	1.7
Bus/Metro/light-rail	6.6	18.7	3.9	0.8	9.4
Vanpool	0	0.3	0	0	0.1
Carpool	5	3.6	3.7	3.6	4.2
Drive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

Commuter Survey

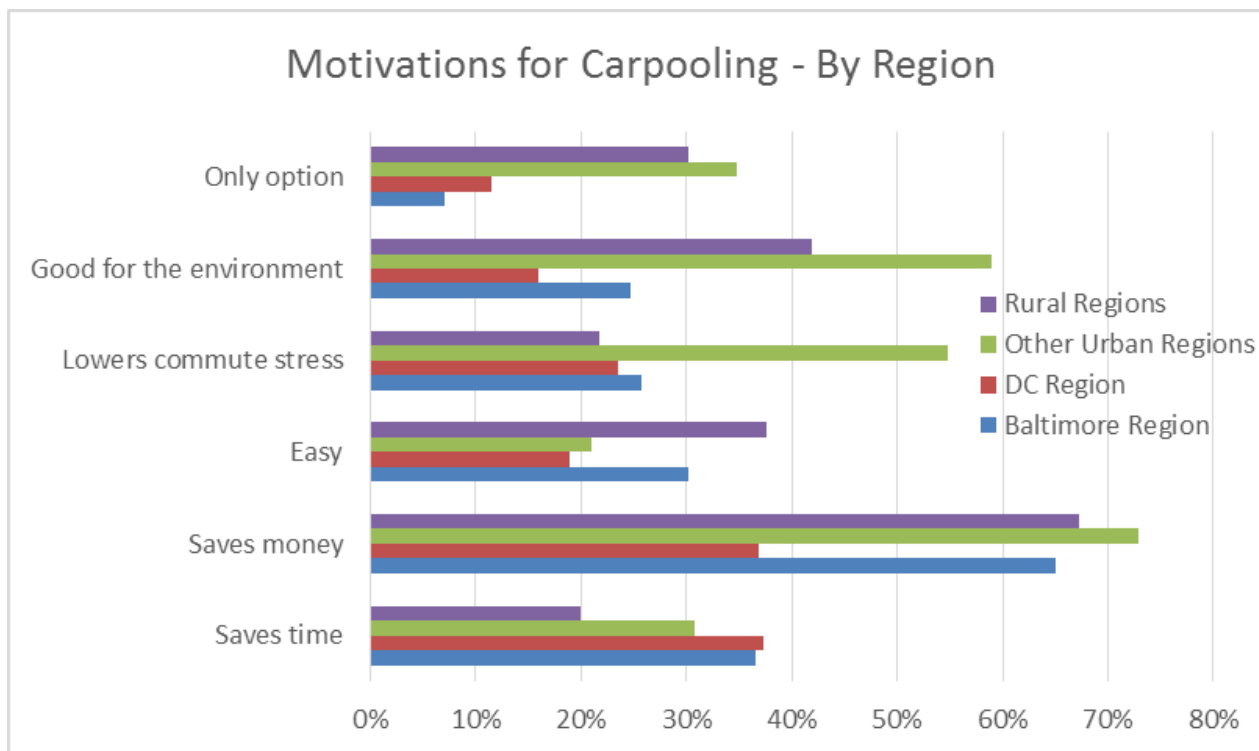
Leading motivation for using non-SOV options:

- Saving \$\$\$



Commuter Survey

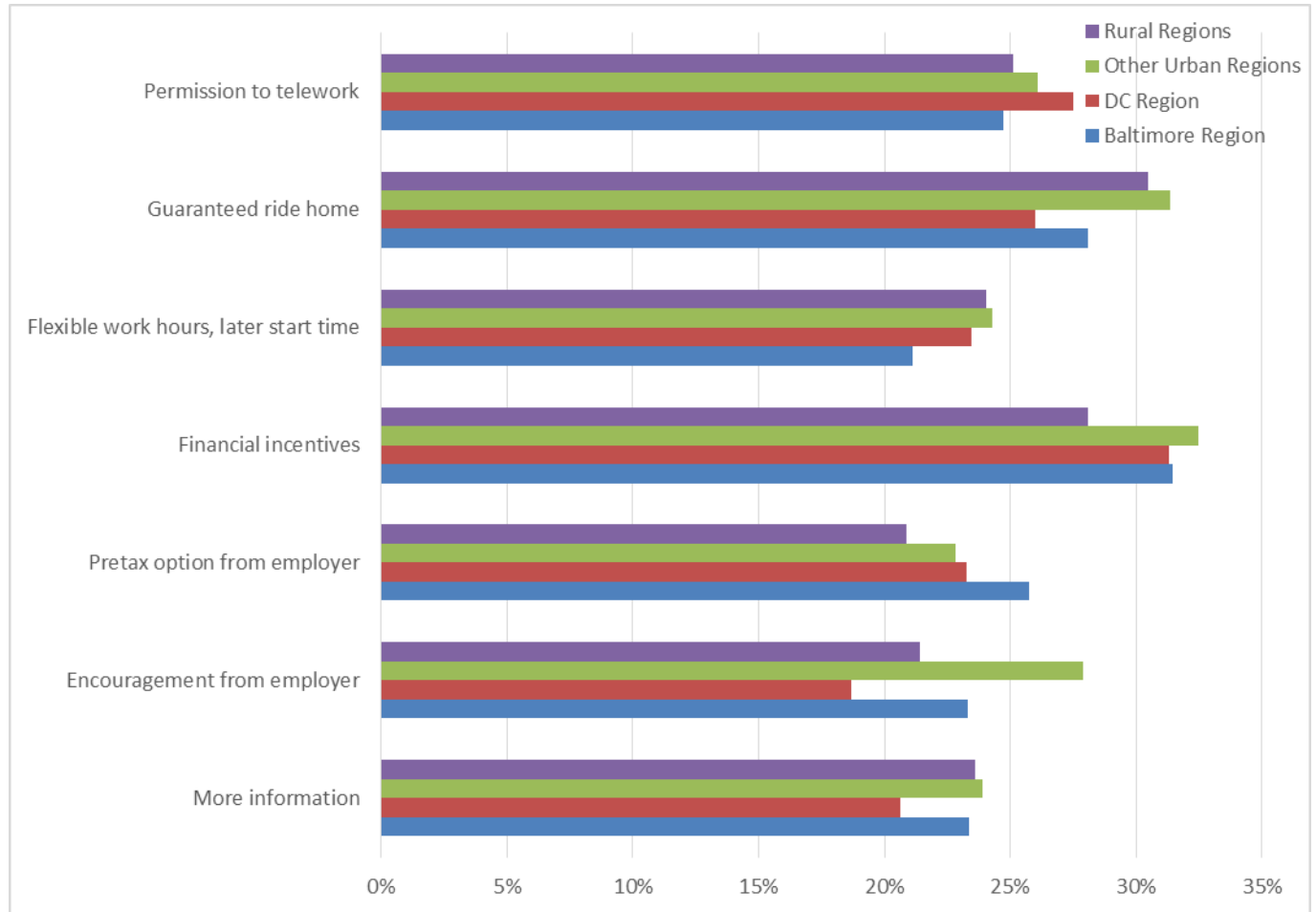
Barriers reported by respondents: Time, Variable work hours, Telework not allowed by many employers, and Lack of awareness of programs



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)



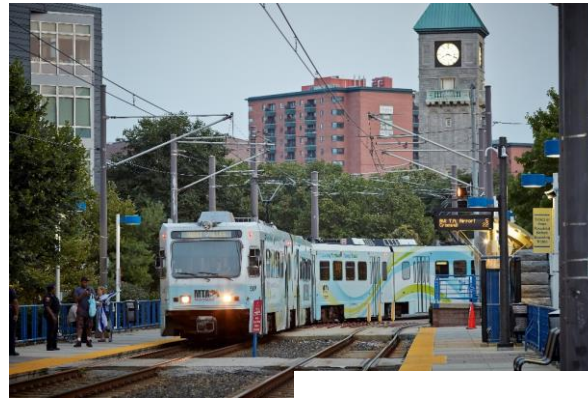
- **Provide accessible resource(s) for provision of comprehensive travel options and commuter information**
 - TDM website or information portal, links to regional and local organizations and services
 - Easy-to understand marketing materials



- **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

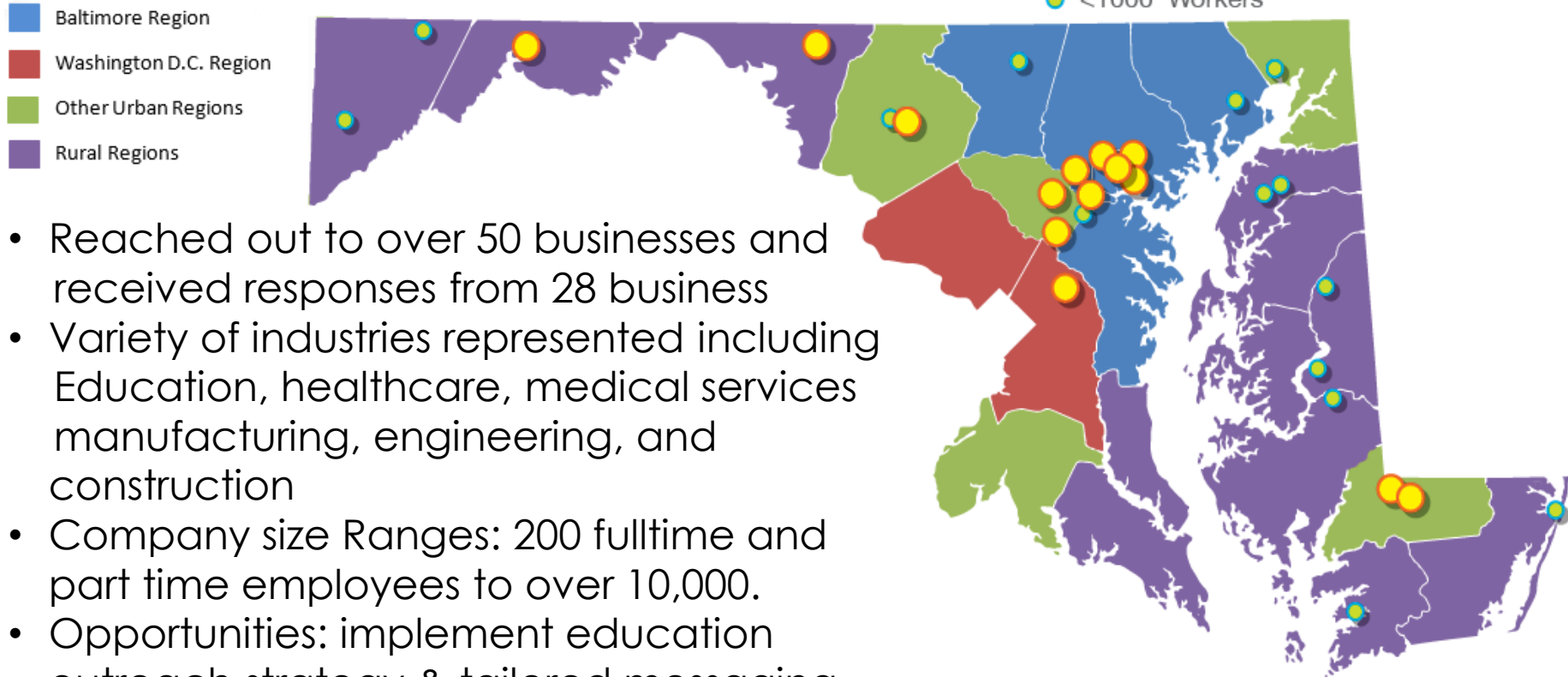
Business Interviews Objectives

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

MDOT TDM Employer Interview Locations



- Reached out to over 50 businesses and received responses from 28 business
- 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.



Frank T Mongioi Jr

2 mins · 🌐

One year ago I began tracking my trips using 511NY Rideshare. Look at all the miles and emissions I reduced, and all the money I saved.

I've been tracking my trips with

511NY Rideshare

for **362** Days

7 Tons of CO2
Emission Reduced

18,697 Miles of SOV
Reduced

\$9,348 Dollars
Saved

383 Trips

Kate Adams Brangaccio



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
 - congestion reduction
 - emissions reductions
 - improved mobility
 - 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

MDOT

- > Mission Statement
- > Newsroom
- > Jobs
- > Policy Manual

MDOT Business Units

- > Aviation
- > Motor Vehicle
- > Port of Baltimore
- > Highways
- > Transit
- > Toll Facilities

MDOT Offices

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Latest Commuter Updates

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- > MD 511 - Know Before You Go!
- > MTA Service Status
- > MTA Email Alerts
- > MTA Trip Planner
- > WMATA Service Status
- > WMATA Next Train Arrival Times
- > WMATA Email Alerts
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Your Best Resource for Your Smart Commute

[Commuter Options](#)

[FAQs](#)

[Testimonials](#)

Commuter Choice Maryland offers an extensive menu of commuter transportation services. These can help you play a vital role in reducing traffic congestion, improving air quality, and enhancing the quality of life for everyone while saving money and your sanity. Options available depend on where you work, and may include:

Ridesharing – Carpool/Vanpool Matching - Park and Ride

Register with one of our [Rideshare partners](#) to instantly find someone to share your commute, or start your own carpool. The Maryland State Highway Administration maintains a statewide map of existing [Park and Ride Facilities](#). If you are in the Washington metropolitan region, visit [Commuter Connections'](#) Rideshare program.

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.)