



## Transportation Committee

Item #16-2-10  
Information

January 28, 2016

### Transportation Demand Management Strategic Plan Update

**Issue:** Updating the Transportation Demand Management (TDM) Strategic Plan.

**Recommendation:** None; this is for information and discussion only.

**Discussion:**

SACOG staff, external stakeholders, and interested Board members are in the process of updating the strategic plan for the Transportation Demand Management (TDM) program. The intent is to inform future program funding guidelines to implement a program that is performance-based and clear in outcomes focus. This effort is intended to bring the TDM program into parity with other funding programs in terms of performance-based decision-making, as well as to demonstrate accountability towards our air quality goals for federal, state and local partners. Additionally, with rapidly changing technologies and shifting travel patterns, the TDM landscape is changing, so addressing these changes through the strategic planning process will help both in assessing current strategies as well as identifying means by which SACOG can stay on the cutting edge of TDM implementation activities and partnerships.

As part of the planning effort, SACOG staff is working with two consultants, Community Transportation Association of America (CTAA) and Sierra Research, to assist with evaluating the current TDM program and scanning national best practices and state-of-the-art tools in TDM. Qualitative and quantitative methods are being used to assess all facets of the current TDM program, including, but not limited to, the regional marketing campaigns led by SACOG staff, regional rideshare website tools and vanpool incentive programs, and Transportation Management Association/Organization (TMA/TMO) programs. The consultants will suggest changes to the program based on their evaluations and research. The attachment to this item outlines the methods that will be used for the strategic plan update.

In February, staff and CTAA will convene stakeholders for working sessions during which stakeholders will review the information from the interviews and research efforts to begin forming recommendations for the strategic plan. Staff will begin circulating a draft plan for peer review in March and have a completed strategic plan with short term and long term recommendations by April 1.

**Background on SACOG's TDM Program:**

The TDM program is listed in the Metropolitan Transportation Plan/Sustainable Communities Strategy as Strategy 8.1: *Continue the region's previous commitment to TDM programs as a strategy for education and promotion of alternative travel modes for all types of trips toward reducing Vehicle Miles Traveled (VMT) by 10 percent.*

The TDM program is also included as a Transportation Control Measure in the State Implementation Program for air quality. TDM focuses on moving people by more efficiently utilizing existing transportation infrastructure through activities that include the promotion of carpooling, vanpooling, transit, bicycling, walking, and telecommuting. The TDM Program includes outreach to commuters, employers, and the general public. SACOG and the region's 13 TDM outreach partners provide commuter education, ride matching, bicycle encouragement and incentives for starting carpools or vanpools.

Approved by:

Mike McKeever  
Chief Executive Officer

MM:SB:ds  
Attachments

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## Methodologies for Evaluating Current and Potential TDM Program Activities

Two consultants, Sierra Research and Community Transportation Association for America (CTAA), will be evaluating SACOG's current TDM program activities and examining other TDM activities that SACOG may want to consider offering in future years. Qualitative and quantitative methods will be used to assess and identify the most cost-effective strategies for reducing vehicle miles traveled (VMT) in the region.

In broad categories, current TDM activities include:

- Sac Region 511 Call Center and Website (traffic and travel information)
- Sac Region Commuter Club Website (ride matching tools, travel information and prize incentives)
- Vanpool Incentive Program (subsidy program for new vanpools)
- May is Bike Month Campaign
- October is Smart Commute Month Campaign
- Emergency Ride Home Program
- General Marketing, Education, and Outreach Activities/Materials
- Additional TMA Activities/Programs (e.g., local campaigns/programs, subsidy programs)
- Additional SACOG Activities (e.g., program management, coordination)

Sierra Research is using data from the vanpool incentive program reports, Sac Region Commuter Club and May is Bike Month website databases to assess current program activities and estimate air quality benefits of the current TDM program. Where quantitative data does not exist, SACOG staff and Sierra Research are reviewing similar marketing programs in other regions that are quantifying their program benefits and conducting a qualitative assessment to determine the effectiveness of the current program. This research will also inform recommendations about how to improve performance measurement of the TDM program. TDM programs that are known for good performance measurement include a substantial budget for ongoing survey work to assess the impact of their programs. Sierra Research is also using modeling tools and report research to assess the cost effectiveness of various TDM programs to determine which strategies and programs tend to have the greatest impact in reducing vehicle miles traveled, air pollutants, and greenhouse gas emissions to provide information about where to focus funding in future years.

CTAA specializes in using the Design Thinking process to draw on stakeholder and user knowledge to evaluate programs and identify opportunities for ideation and innovation. CTAA and SACOG staff have conducted interviews with outreach partners including Transportation Management Associations/Organizations, transit agencies, air districts, universities, health centers, non-profits, employers and residents to gather input about what motivates people to try/use non-drive alone modes of transportation, how to measure performance of TDM programs, and what is working and not working with the current TDM program. This input is helping to inform the assessment of the current program and recommendations for short term and long term program changes by offering guidance on what activities might be most effective in our region specifically. Programs that are successful in one region may not have the same impact in another region. The interviews and collaborative discussions with stakeholders will help identify activities that are most likely to change travel behavior in this region.



## CURRENT TDM ACTIVITIES FUNDED BY SACOG



Program/Activity	Description	Methodology for Assessment	Data	Funding Needed to Obtain Data
<b>Sac Region 511 Call Center and Website (Website is funded by STARNET Project)</b>	511 phone system is funded by STARNET project; phone tree will take you to someone to talk to about ride matching	Pull call logs to see how often it is used, types of questions received and qualitatively assess value of service	Call reports from TeleDirect	Minimal staff/consultant time - data exists
<b>Sac Region Commuter Club</b>	Website that offers carpool matching, vanpool matching, prizes for logging trips, emergency ride home voucher for TMA members	<ol style="list-style-type: none"> <li>1. Conduct survey to determine effect that the website and tools have on changing travel behavior</li> <li>2. Examine programs that are tracking performance and qualitatively assess effectiveness in changing travel behavior based on performance of similar programs</li> <li>3. Estimate air quality &amp; GHG benefits based on CARB calculations using number of employers/employees that are members of TMAs and/or are in database, and number of people logging non-drive alone trips.</li> </ol>	<ol style="list-style-type: none"> <li>1. New surveys</li> <li>2. Peer Review Research</li> <li>3. Existing Commuter Club data from administrative page</li> </ol>	<ol style="list-style-type: none"> <li>1. Significant cost for staff/consultant time</li> <li>2. Minimal staff/consultant time for research</li> <li>3. Minimal staff time to compile data</li> </ol>
<b>Vanpool Incentive Program</b>	Six month subsidy of \$300 per month to new vanpools through Enterprise or Vride vendors	Calculate air quality & GHG reductions based on number of participants in vanpools and length of trips	Monthly vanpool reports from drivers	Minimal staff/consultant time - data exists
<b>May is Bike Month Campaign</b>	Marketing campaign and website that encourages people to log bicycle trips in May and encourages bicycling for all trips through competition, gamification and prize drawings	<ol style="list-style-type: none"> <li>1. Conduct survey to determine effectiveness of campaign and website in changing travel behavior</li> <li>2. Examine programs that are tracking performance and qualitatively assess effectiveness based on performance of similar programs</li> <li>3. Estimate air quality &amp; GHG benefits based on participation and follow up survey work</li> </ol>	<ol style="list-style-type: none"> <li>1. Surveys</li> <li>2. Peer Review Research</li> <li>3. May is Bike Month data from administrative page and survey responses 2013</li> </ol>	<ol style="list-style-type: none"> <li>1. Significant cost for staff/consultant time</li> <li>2. Minimal staff/consultant time for research</li> <li>3. Minimal staff time to compile data</li> </ol>
<b>October is Smart Commute Month Campaign</b>	Marketing campaign and website that encourages people to log non-drive alone trips in October and encourages alternative modes for all trips through competition, gamification, and prize drawings	<ol style="list-style-type: none"> <li>1. Conduct survey to determine effectiveness of campaign and website in changing travel behavior</li> <li>2. Examine programs that are tracking performance and qualitatively assess effectiveness based on performance of similar programs</li> <li>3. Estimate air quality &amp; GHG benefits based on participation and follow up survey work</li> </ol>	<ol style="list-style-type: none"> <li>1. Surveys</li> <li>2. Peer Review Research</li> <li>3. May is Bike Month data from administrative page and survey responses 2013</li> </ol>	<ol style="list-style-type: none"> <li>1. Significant cost for staff/consultant time</li> <li>2. Minimal staff/consultant time for research</li> <li>3. Minimal staff time to compile data</li> </ol>
<b>General Marketing, Education and Outreach Materials/Activities</b>	Attending events and visiting employer sites with informational brochures and giveaway items (magnet clips, pens, bags, coffee mugs) that offer travel option information and/or promote non-drive alone modes of transportation, Commuter Club and 511 website. Could also include media but funds are not currently spent on media for TDM program.	<ol style="list-style-type: none"> <li>1. Conduct survey to determine effectiveness of these items and activities in changing travel behavior</li> <li>2. Examine programs that are tracking performance and qualitatively assess effectiveness based on performance of similar programs</li> </ol>	<ol style="list-style-type: none"> <li>1. New surveys</li> <li>2. Peer Review Research</li> </ol>	<ol style="list-style-type: none"> <li>1. Significant cost for staff/consultant time</li> <li>2. Minimal staff/consultant time for research</li> </ol>

Program/Activity	Description	Methodology for Assessment	Data	Funding Needed to Obtain Data
<b>Subsidies for Alternative Modes (prize drawings)</b>	Residents who log trips in the Commuter Club earn points that are scaled in value based on travel mode (bicycling earns more points than carpooling or driving alone) and points can be used to bid on monthly prize drawings	<ol style="list-style-type: none"> <li>1. Conduct survey to determine effectiveness of this incentive in changing travel behavior</li> <li>2. Examine programs that are tracking performance and qualitatively assess effectiveness based on performance of similar programs</li> </ol>	<ol style="list-style-type: none"> <li>1. New surveys</li> <li>2. Peer Review Research</li> </ol>	<ol style="list-style-type: none"> <li>1. Significant cost for staff/consultant time</li> <li>2. Minimal staff/consultant time for research</li> </ol>
<b>Emergency Ride Home Program</b>	Residents whose employers are members of a TMA receive a voucher through the Commuter Club database for a taxi or rental car for an emergency ride home.	<ol style="list-style-type: none"> <li>1. Conduct survey to determine effectiveness of this incentive in changing travel behavior</li> <li>2. Examine programs that are tracking performance and qualitatively assess effectiveness based on performance of similar programs</li> <li>3. Use existing survey information from Caceres thesis and SJCOG Interregional TDM study to evaluate importance of program to travel behavior</li> </ol>	<ol style="list-style-type: none"> <li>1. New surveys</li> <li>2. Peer Review Research</li> <li>3. Existing surveys</li> </ol>	<ol style="list-style-type: none"> <li>1. Significant cost for staff/consultant time</li> <li>2. Minimal staff/consultant time for research</li> </ol>
<b>Additional TMA Activities</b>	Promote Commuter Club, offer emergency ride home to members, offer personalized trip planning to members, work with employers to encourage them to offer subsidies and encourage non-drive alone transportation, host informational events at employer sites, organize vanpools, hold training sessions for employee transportation coordinators	<ol style="list-style-type: none"> <li>1. Conduct TMA-member based survey (mostly through employers) to determine whether these programs/services are the reason people take a non-drive alone mode of transportation; could be coupled with a scientific survey that asks about awareness of TMA and regional programs</li> <li>2. Examine programs that are tracking performance and qualitatively assess effectiveness based on performance of similar programs</li> </ol>	<ol style="list-style-type: none"> <li>1. New surveys</li> <li>2. Peer Review Research</li> </ol>	<ol style="list-style-type: none"> <li>1. Significant cost for staff/consultant time</li> <li>2. Minimal staff/consultant time for research</li> </ol>
<b>Additional Staff Activities</b>	Manage contracts with TMAs and web vendors, coordinate meetings with TMAs for information sharing and joint planning/marketing, plan projects that provide more travel options, create brochures and promotional items, update websites, manage social media accounts, procure and distribute materials to partners	<ol style="list-style-type: none"> <li>1. Conduct survey to determine effectiveness of programs in changing travel behavior</li> <li>2. Examine programs that are tracking performance and qualitatively assess effectiveness based on performance of similar programs</li> </ol>	<ol style="list-style-type: none"> <li>1. New surveys</li> <li>2. Peer Review Research</li> </ol>	<ol style="list-style-type: none"> <li>1. Significant cost for staff/consultant time</li> <li>2. Minimal staff/consultant time for research</li> </ol>