



TAC TDM Subcommittee Meeting

March 20, 2023

ITEM 1: CALL TO ORDER AND INTRODUCTIONS



ACTION



ITEM 2: APPROVAL OF JANUARY 20, 2023 MEETING SUMMARY



ITEM 3: DISCUSSION AND RECOMMENDATION OF IMPLEMENTATION STRATEGY





Recommended Strategies

- SchoolPool
- Essential Worker Outreach
 - ▶ Warehousing, transportation, and manufacturing
- Congested Corridors
- Guaranteed Ride Home
- Park-and-Ride Campaigns
- Faith-based Carpools
- Large-event Carpools



Launch Activities

- Update branding
- Create marking and communications plan





	2023				2024				2025				2026				2027			
Task/activity	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Schoolpool Implementation																				
Update Marketing Materials and Outreach Processes																				
Launch the Formal Program in Summer 2023																				
Review Lessons Learned																				
Consider Expansion to Other Modes																				
Essential Worker Outreach																				
Identify Employers and Property Managers																				
Initiate Employer and Property Manager Partnerships																				
Develop an Incentive Structure																				
Recruit Employers																				
Create Tailored Materials																				
Launch the Commute Program																				
Provide On-Going Employee Support																				
Evaluate and Innovate																				
Expand the Program																				
Congested Corridors																				
Identify Key Stakeholder Organizations																				
Identify Property Manager and Employer Leads																				
Hold Lunch and Learn Series																				
Design the Engagement Process																				
Create a Corridor-wide Digital Marketing Campaign																				
Evaluate and Innovate																				
Expand the Strategy																				



	2023				2024				2025				2026				2027			
Task/activity	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Regional Guaranteed Ride Home																				
Define an Ideal GRH Model																				
Define Operational Elements of the Program																				
Create Interagency Agreement																				
Develop Marketing Materials																				
Launch a Pilot Effort																				
Evaluate and Expand																				
Park-and-Ride Campaigns																				
Select a Park-and-Ride Facility																				
Identify Implementation Partners																				
Develop an Incentive and Marketing Plan																				
Conduct Outreach																				
Conduct Marketing Efforts																				
Evaluate and Refine																				
Expand the Strategy																				
Faith-Based Carpools																				
Adapt Lessons Learned																				
Identify Partners																				
Research Needs and Solutions																				
Determine Matching Process and Develop Marketing Materials																				
Pilot the Program																				
Evaluate and Refine																				
Expand the Program																				
Large Event Carpools																				
Identify Partners																				
Develop the Carpool Concept																				
Refine the Concept																				
Formally Secure Partnerships																				
Develop Unique Workplans																				
Pilot the Program																				
Expand the Program																				



Recommendation



Staff requests the TAC TDM Subcommittee make a recommendation to the Technical Advisory Committee to recommend the proposed implementation strategy of the Regional TDM Program to the Transportation Policy Board.



INFORMATION



ITEM 4: SCHOOLPOOL UPDATES



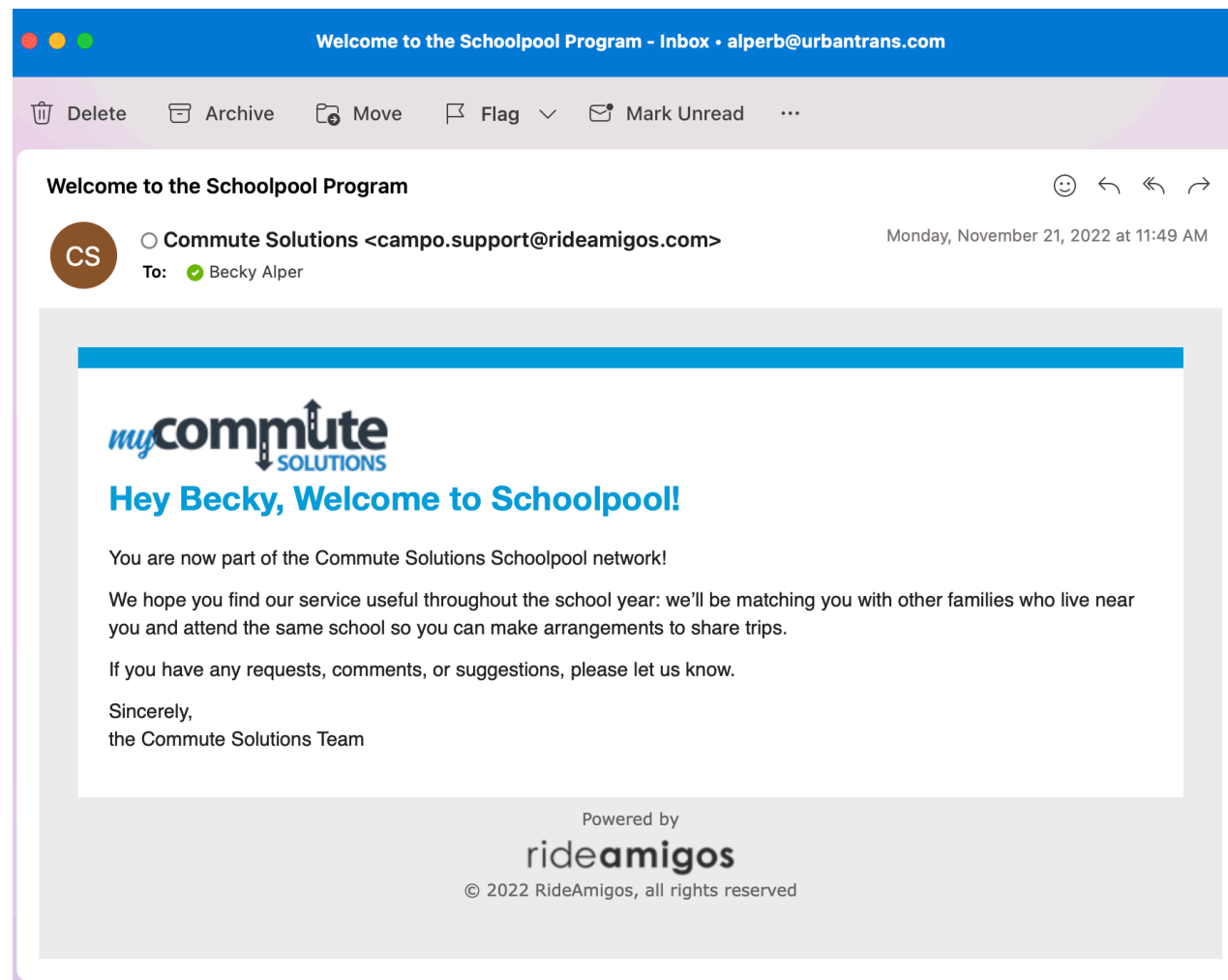


SchoolPool

- Del Valle
 - ▶ Starting with Del Valle Elementary School
 - ▶ Training on March 21
 - ▶ Will roll out to 4 to 5 schools in fall
- BASIS Pflugerville
 - ▶ Seeking approval from board
- KIPP Texas
 - ▶ Backup

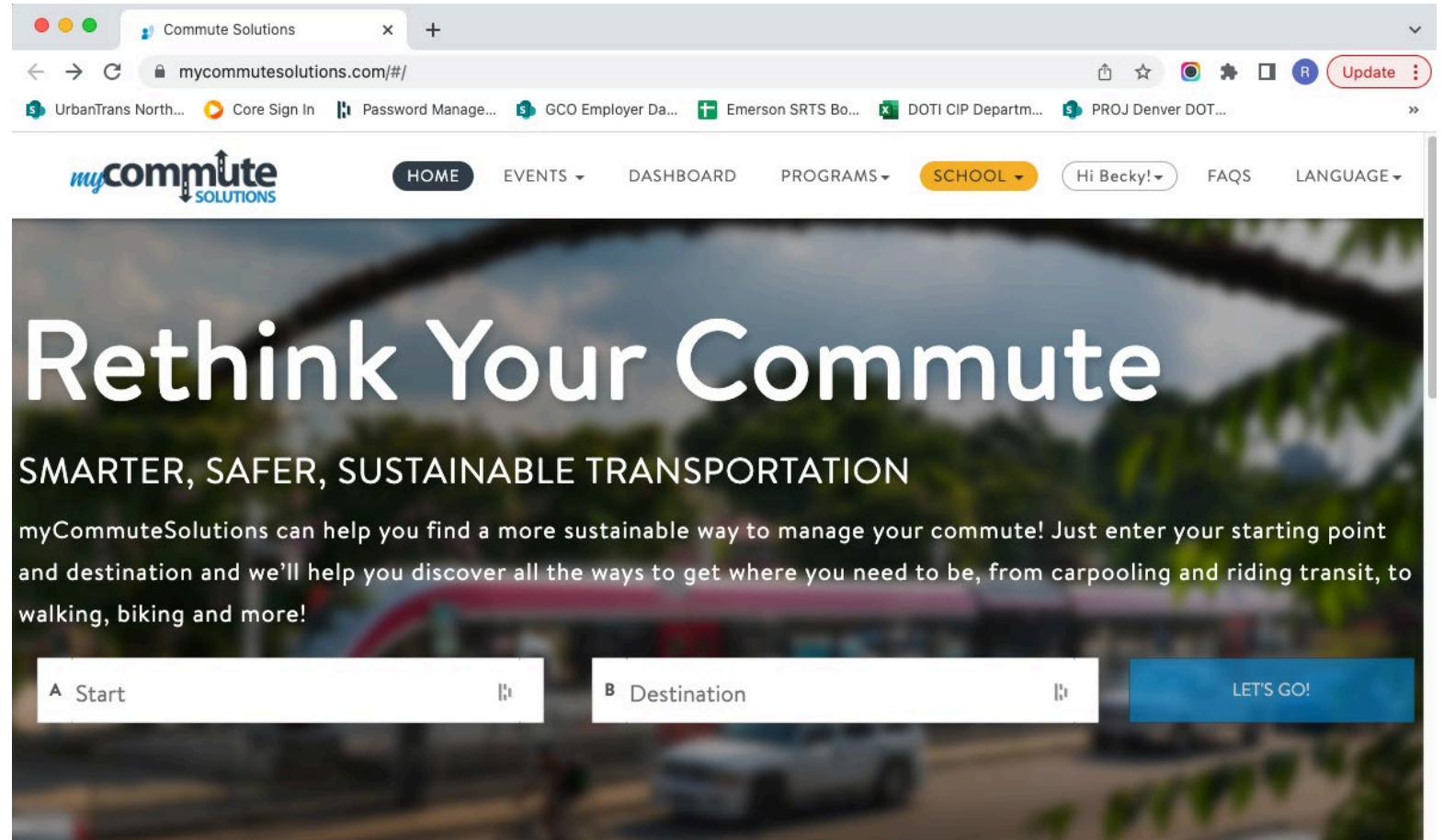


Customizable





- Mobile friendly
- RideAmigos platform





- Share contact info
- Add notes such as "likes to bike" or "attends basketball practice on Tuesdays and Thursdays"



Commute Solutions

mycommutesolutions.com/#/schoolpools/households/637bbb88070f762cbfdf98ce

UrbanTrans North... Core Sign In Password Manage... GCO Employer Da... Emerson SRTS Bo... DOTI CIP Departm... PROJ Den

mycommuteSOLUTIONS

HOME EVENTS DASHBOARD PROGRAMS SCHOOL

Manage Your Household

CROSS-SCHOOL VISIBILITY

☐ Share your contact information with families from other schools

☐ I'm a faculty member.

PARENT #1 *required

Becky Alper

alperb@urbantrans.com

555-555-5555

PARENT #2



- Generate matches (sort by distance or alphabetically)
- Contact matched families by email or phone

The screenshot shows the mycommutesolutions.com website. The browser address bar displays the URL: mycommutesolutions.com/#/schoolpools/households/637bbb88070f762cbdf98ce/schools/6376ac04070f762cbfde9ad2/map. The website header includes the mycommute SOLUTIONS logo and navigation links: HOME, EVENTS, DASHBOARD, PROGRAMS, and SCHOOL (highlighted). A user greeting 'Hi Becky!' and links for FAQs and LANGUAGE are also present.

The main content area features a map of Austin, Texas, with a red location pin and a blue location pin. The sidebar on the right is titled 'Test Middle School - 2022-2023' and contains the following information:

- Generate Full Match List** (with a question mark icon)
- Email Selected Households** (with a checkmark icon)
- Home** (with a red location pin icon), **Other Households** (with a blue location pin icon), **School** (with a green location pin icon)
- Search for a household** (with a magnifying glass icon)
- Sort by Distance** (with a dropdown arrow) and **Sort Alphabetically** (with a dropdown arrow)
- Solano**
 - ☒ Email this household
 - ~0.6 mi away**
 - 2101 Rio Grande St**
 - Austin, TX 78705**
 - Click to see more details**
 - Associated Schools:**
 - We like seat warmers on cold days. Willing to drive or be driven.
 - Guardian:**
 - Noe Solano
 - solanon@urbantrans.com
 - 310-560-7042
 - Students:**
 - Olivia
 - Gender - F
 - Grade - 2nd
 - Activities - futbol
 - Last updated on Nov 17, 2022**



Spanish and English
versions



Commute Solutions

mycommutesolutions.com/#/schoolpools/households/637bb88070f762cbfdf98ce/schools/6376ac04070f762cbfde9ad2/map

UrbanTrans North... Core Sign In Password Manage... GCO Employer Da... Emerson SRTS Bo... DOTI CIP Departm... PROJ Denver DOT... Multiyear Program...

mycommuteSOLUTIONS

INICIO EVENTOS TABLERO DE INSTRUMENTOS PROGRAMAS ESCUELA ¡Hola, Becky! FAQ IDIOMA

Map of Austin, Texas, showing the location of the household and the school. The map includes labels for various neighborhoods and landmarks, such as Lake Austin, Barton Creek, and the University of Texas at Austin.

Test Middle School - 2022-2023

Generar lista completa de coincidencias

Enviar correo electrónico a hogares seleccionados

Inicio Otras familias Escuela

buscar una familia

Ordenar por distancia Ordenar alfabéticamente

Solano

Email this household

~0.6 mi away
2101 Rio Grande St
Austin, TX 78705

Haz clic aquí para ver más información

Associated Schools: -
We like seat warmers on cold days. Willing to drive or be driven.

Guardian:

- Noe Solano
- solanon@urbantrans.com
- 310-560-7042

Students:

- Olivia
 - Gender - F
 - Grade - 2nd
 - Activities - futbol

Last updated on Nov 17, 2022



ITEM 5: PROGRAM EVALUATION STRATEGY





Overview of the Approach

- Reviewed existing TDM-related performance measures and data sources
- Literature review of proposed/recommended performance measures from other transportation plans in the region (e.g., Regional Active Transportation Plan)
- Review of peer programs' performance measures
- Reviewed implementation steps for each strategy
- Developed wide range of input-, output-, and outcomes-based measures for each implementation step, based on available data sources
- Prioritized metrics quantifying the performance and impacts of the recommended strategies advancing the region's TDM program



SchoolPool

Primary Data Sources:

- Outreach/Marketing Tools (e.g. CRMs, MailChimp, etc.)
- MyCommuteConnections (sponsored by RideAmigos)

Type	School Pool Metrics	Data Source
Input	Develop five School Pool action plans each academic year	
	Mass mailing details (quantity and open, bounce, and unsubscribe rates)	MailChimp
	Number and types of outreach materials developed (languages, hard materials, videos, engagements)	
	Number of and types of contacted schools (e.g. school districts, public, charter, private)	
	Number of jurisdictions and public agencies that conduct outreach and disseminate TDM (e.g. School Pool) informational materials	
	Number of media messages	
	Number of outreach events (general)	CRM
	Number of school transportation coordinators trained annually	CRM
Output	Average number of matches per match list generated	myCommuteConnections
	Number of and types of interested schools (e.g. school districts, public, charter, private)	myCommuteConnections
	Number of applications/signups received	School interest forms
	Number of complaints received related to School Pool	Survey / CRM
	Number of complete/incomplete School Pool registrations	Parent registration forms
	Number of new School Pools formed	myCommuteConnections
	Number of new student members in School Pool	myComuterConnections
	Number of parents, teachers, and students engaged for the first time	Survey / CRM
	Number of ridematch for School Pool requests sent	myCommuteConnections
	Number of ridematch searches performed in School Pool	myCommuteConnections
	Number of ridematches available in School Pool	myCommuteConnections
	Number of School Pool contacts (e.g., sources: website hits, transportation fair contacts, ridematch applications)	myCommuteConnections
	Number of students participating in "School Pool Incentive Program" / Incentives distributed	myCommuteConnections
Outcome	Number of and types of participating schools (e.g. school districts, public, charter, private)	myCommuteConnections
	Number of complaints resolved related to School Pool	Survey / CRM
	Number of employers, parents, students, and teachers who are familiar with or who have used the program	myCommuteConnections
	Number of individuals aware of School Pool amongst employees of participating regional TDM program employers	Survey / CRM
	Number of participating parents/families in School Pool	myCommuteConnections
	Number of ridematch for School Pool searches with no result	myCommuteConnections
	Number of students switching modes	myCommuteConnections
	Number of successfully matched rides for School Pool	myCommuteConnections
	Percent of parents/teachers who were successful in forming a School Pool	myCommuteConnections
	Student participants' frequency of bike commuting before and after a TDM (e.g. Car Free Day) event	Surveys / myCommuteConnections
	Total Non-SOV Trips	myCommuteConnections





Essential Worker Outreach



Primary Data Sources:



Type	Essential Worker Metrics	Data Source
Input	Mass mailing details (quantity and open, bounce and unsubscribe rates)	MailChimp
	Number and types of outreach materials developed (hard materials, videos, engagements).	
	Number of employee transportation coordinators trained over a specific period of time	CRM
	Number of employer contacts for potential recruitment by industry type	CRM
	Number of employers who are provided with technical assistance	CRM
	Percent of essential workers who can reach their place of employment by transit within 30 and 45 minutes	LODES
Output	Availability of Flextime for Ridesharers (e.g. Grace Period, Work Shifts)	Employer Surveys / Registration Form
	Availability of ongoing subsidies (Carpool/Walk/Transit/Bike-to-Work Subsidies)	Employer Surveys / Registration Form
	Geographic range of essential worker employers (or trip generators) demonstrating official commitments to TDM	
	Improved last mile connections near essential workers worksites	
	Number and types of employers contacted by industry type (e.g., employer calls, employers assisted/employer partners, employers with TDM programs) in the database	CRM
	Number of employees/commuters with access to transportation programs or benefits	CRM
	Number of employers that implement/expand telework programs after receiving assistance	CRM
	Number of employer-sponsored transportation services implemented/offered to employees	CRM / Employer Survey
	Number of total recruited community/program partners	CRM
	Percent of essential workers with positive attitudes toward alternative modes (e.g., willingness to try)	Employee Survey
Outcome	Average commute time	Employee Survey
	Average number of essential workers reaching worksites by car	Employee Survey
	Average number of essential workers reaching worksites by transit, carpooling or vanpooling	MyCommuterConnections / Survey
	Changes in attitudes and behavior as a direct result of mass marketing campaigns	Employee Surveys
	Cost savings from rideshare (estimated savings on auto operation and maintenance)	TDM Conversions (myCommuterConnections)
	Customer (user or employer) satisfaction with TDM programs (ranking on scale from 110)	Employee Survey
	Number of employers who offer transit, vanpool, GRH, or parking cash out	CRM / myCommuterConnections
	Number of employers with access to regional carpool/vanpool database.	CRM / myCommuterConnections
	Number of essential workers participating in 'Incentive Program'	myCommuterConnections
	Number of essential workers switching modes	myCommuterConnections
	Number of on-site transit information or pass sales	myCommuterConnections
	Number of successfully matched rides for essential workers	myCommuterConnections
	Number of vanpools in operation serving essential workers.	myCommuterConnections
	Participants' frequency of bike commuting before and after a TDM (e.g. Car Free Day) event	myCommuterConnections
	Percent of workforce participating in commuter programs	LODES / myCommuterConnections





Congested Corridors



Primary Data Sources:



Type	Congested Corridor Metrics	Data Source
Input	Amount and Percentage of Population and Jobs along the Congested Corridor accessible to Light Rail, Bus Rapid Transit, Commuter Rail and Frequent Bus Service (½ Mile to Stations, ¼ Mile to Frequent Bus Service)	LODES
	Mass mailing details (quantity and open, bounce and unsubscribe rates) related to the congested corridor	MailChimp
	Number and types of outreach materials developed (languages, hard materials, videos, engagements)	
	Number of active transportation programs	DOT/CAMPO
	Number of employers contacts	CRM
	Number of grant applications for bicycle and pedestrian projects	DOT/CAMPO
	Number of tabling/outreach events	
	Parking meter usage	Parking Management Authorities
	Percent of the labor force within a quarter mile of a bus stop on the origin end of a route or within one mile from a Park and Ride served by the route	LODES
Output	Additional travel incentives for private entities' consumer base (e.g., transit services, EV Charging, and/or shared mobility)	
	Number of commuter contacts (e.g., web site hits, transportation fair contacts, rideshare applications, GRH registration)	CRM
	Number of residents/commuters receiving information on parking pricing and availability.	
	Number of stakeholders (e.g. employers, residents, etc.) engaged along Parmer Lane corridor	
	Percentage of Bus Stops Meeting Defined Facility Criteria (E.G. Benches, Shelters, Arriving Bus Status)	DOT/CAMPO
	Percentage of Cycling Facilities by Type (Bike Lanes, Shared Use Paths, Etc.) Rated in Good Condition	DOT/CAMPO
	Percentage of Peak Hour Travelers Driving Alone	Survey / Census
	Percentage of residents in region receiving marketing material on shuttle service opportunities.	
	Percentage of Roadway Corridor with OnRoad Bike Facilities	DOT/CAMPO
Outcome	Percentage of Roadway Corridor with Sidewalks	DOT/CAMPO
	Alternative mode utilization (Number of users placed in commute alternative as a result of TDM program / population base of program)	myCommuteConnections
	Changes in attitudes and behavior as a direct result of mass marketing campaigns	Survey / CRM
	Number of TDM program participants who increased their level of engagement by signing up for additional services or services with more trip reduction potential	CRM / Survey / TDM Conversions
	Percent of drivealone commuters switching to a commute alternative	CRM / Survey / TDM Conversions
	Share of employees along congested corridor walking, biking, telecommuting, carpooling/vanpooling, riding transit, driving alone.	Survey / Census
	Transit, Cycling and Walking Mode Shares along corridor	LODES / Census
	VMT Reduction	





Guaranteed Ride Home

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Primary Data Sources:



Type	Guaranteed Ride Home Metrics	Data Source
Input	Availability of Transportation Allowances	CRM / Survey
	Number and types of outreach materials developed (language, hard materials, videos, engagements)	
	Number of applications/signups from regional employers	Registration form
	Number of employer contacts	CRM
	Number of types/sponsors for Provided GRH Trips (e.g. TMA/TMO, Taxi, Company, Emergencies, etc.)	
Output	Geographic Range of Employers demonstrating official commitments to TDM via GRH	
	Number of applications/signups for GRH	
	Number of employers who offer transit, vanpool, GRH, or parking cashout	CRM / myCommuteConnections
	Number of GRH applicants	CRM / GRH System-generated
	Number of new employer members in GRH	CRM / GRH System-generated
	Number of rides paid for GRH	GRH System-generated
	Number of total employer/community/program partners in GRH	CRM / GRH System-generated
Outcome	GRH Placement Rate	GRH System-generated
	Number of one-time exception GRH users	GRH System-generated
	Percent of GRH participants who take a GRH trip	GRH System-generated
	Satisfaction of GRH users with the service	Survey
	Total/number of reimbursements for documented mileage if a coworker of an eligible employee provides the emergency ride home	myCommuteConnections





Park and Ride Campaign



Primary Data Sources:

Type	Park and Ride Campaign Metrics	Data Source
Input	Capacity of park & ride lots, including bicycle spaces	DOTs
	Proximity of alternative transportation modes to Park & Ride location	DOTs
	Number of residents/commuters receiving information on parking pricing and availability.	
Output	Number of users aware of park-and-ride lots in their region.	Survey
	Percent of the labor force within a quarter mile of a bus stop on the origin end of a route or within one mile from a Park and Ride served by the route	LODES
	Number of riders at park-and-ride lot	DOTs
	Park and ride lot use	DOTs
	Parking costs at destination	Parking Management Authority
	Capacity changes (spaces gained and lost)	DOT
	Number of passenger boardings on transit, shuttles, or vanpools	Transit Agencies
Outcome	(Reductions in) Travel delays (Traffic delay time change; Hours of travel delay per capita per year in urban areas)	
	Average money spent by Park & Ride users/customers of shared retail spaces	Survey, Study
	Percent change in park & ride utilization each year	DOTs
	Percent of micro-mobility rides that originate or end within 200 feet of a transit stop or park and ride facility	DOTs
	Percent of residents within 3, 5, and 7 miles of a park and ride facility	DOTs, Census
	Total Unlinked Transit Trips	Transit Agencies



Faith-Based Carpool



Primary Data Sources:



Type	Faith-Based Carpool Metrics	Data Source
Input	Number of total community/program partners	CRM
	Stakeholder demographics	Survey / CRM
	Number of interviews/focused group conducted	CRM
	Number and types of outreach materials developed (hard materials, videos, engagements)	
	Number of outreach or tabling events attended	
	Number of media messages	
Output	Mass media details	MailChimp
	Number of participants in incentive program	RideAmigos / myCommuteConnections
	Number of web site hits	Website Analytics
	Number of ridematches requests sent	myCommuteConnections
	Number of ridematch searches with no results	myCommuteConnections
	Number of faith-based provided registered vehicles	myCommuteConnections
	Number of new faith-based pools formed	myCommuteConnections
	SOV Trip Reductions	myCommuteConnections
	VMT Reductions	myCommuteConnections
	Number of persons in trips by faith-based carpool in region.	myCommuteConnections
	Number of inbound and outbound calls by category (such as GRH inquiry calls, match list request calls, Cash for Commuters payment questions)	
	Percent of commuter and/or employers who are familiar with or who have used the program	Survey / myCommuteConnections
	Percent of customers who were successful in forming a pool with assistance of program	Survey / myCommuteConnections
	Number of participating community/program partners	CRM / myCommuteConnections
Outcome	Trip Reduction	myCommuteConnections
	VMT Reduction (outcome measure)	myCommuteConnections
	Number of (person?) trips by carpool/vanpool in region	myCommuteConnections



Large-Event Carpool



Primary Data Sources:



Type	Large-Event Carpool Metrics	Data Source
Input	Number of commuter contacts (e.g., web site hits, transportation fair contacts, rideshare applications, GRH registration)	CRM
	Number of inbound and outbound calls by category (such as GRH inquiry calls, match list request calls, Cash for Commuters payment questions)	CRM
	Number of jurisdictions and public agencies that conduct outreach and disseminate TDM materials	
	Number of marketing promotions for participation in events	
	Number of problems/issues/solutions	CRM
	Number of regional TDM planning documents and guidelines	
	Number of communities in which visitor information centers are constructed	
	Amount of Social Media Activity (Number of Facebook, instagram, twitter, linkedin posts)	Social Media Analytics
	Mass mailing details (quantity and open, bounce and unsubscribe rates)	MailChimp
	Number and types of outreach materials developed (hard materials, videos, engagements)	
	Number of media messages	
	Percentage of residents in region receiving marketing material large-event ridesharing opportunities	
	Number of implemented technologies that allow for remote monitoring of sites (CCTV).	DOT/Transportation Agency
	Number of Partnerships with Rideshare Services for Large Events	CRM
Output	Number of total community/program partners	CRM / myCommuteConnections
	Number of web site hits	Website Analytics
	Number of ridematch searches performed	myCommuteConnections
	Number of users aware of park-and-ride lots in their region.	Surveys
	Percent of customers who were successful in forming a pool with assistance of program	Survey / myCommuteConnections
	Number of rideshare trips (through a rideshare matching system) over time	myCommuteConnections
	Number of riders at park-and-ride lot	DOT/Transportation Agency
Outcome	Trip Reduction	myCommuteConnections
	VMT Reduction (outcome measure)	myCommuteConnections
	Number of (person?) trips by carpool/vanpool in region	myCommuteConnections



ITEM 6: CHAIR ANNOUNCEMENTS





Announcements



- Next TAC TDM Subcommittee: May 15

Adjournment