

Show me the money
Show me the results
Evaluation and funding (Part 1)

April 13, 2012

Overview

- ▶ Summarize major points from customer survey and the one-on-one briefings conducted week of April 2
 - ▶ Demography
 - ▶ Effectiveness
 - ▶ Impacts
- ▶ Open a discussion about how to increase effectiveness and impacts
- ▶ Note: still waiting for information on how some of the programs allocate their budgets and staff among activities



Demography

- ▶ Whether by design or by accident, the customers of the ridematching programs differ from the general population in several ways
 - ▶ Nothing inherently wrong with these differences (a car off the road is a car off the road)
 - ▶ But programs may want to look at these differences
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- ▶

Why pay attention to these differences?

- ▶ Is this what the programs wanted?
 - ▶ If no, what might be done to change it?
 - ▶ If yes, are there better ways (to improve effectiveness) of working with these customers than with the full range of potential customers in the service area?
 - ▶ Might a different mix of customers be more cost-effective to serve?
 - ▶ Example: There is increasing (but not yet definitive) evidence that younger people are less-interested in driving and in car ownership than young people 10 or 15 years ago were.
 - ▶ May be the economy (can't afford to drive)
 - ▶ May be technology (internet, smartphones, social media)
 - ▶ May be something else (concern about environment, prefer to spend on other things)
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- ▶

Why pay attention (2)

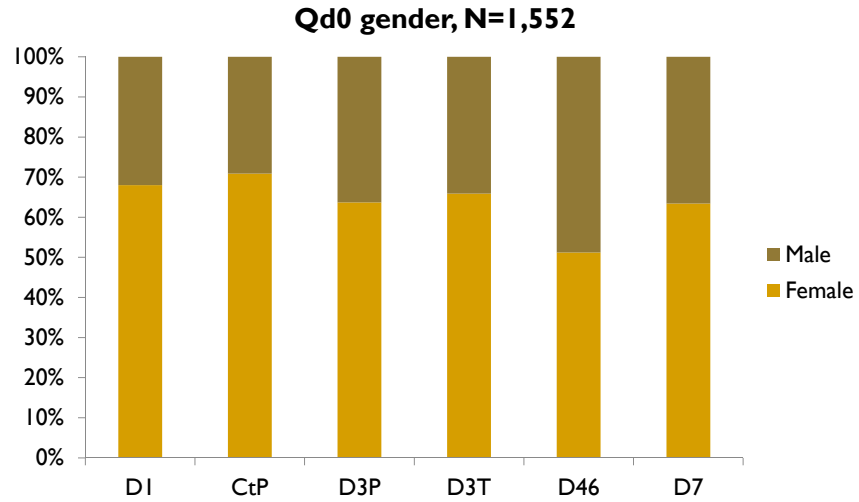
- ▶ Does this mix of customers make it easier or more difficult to justify funding or increased funding?



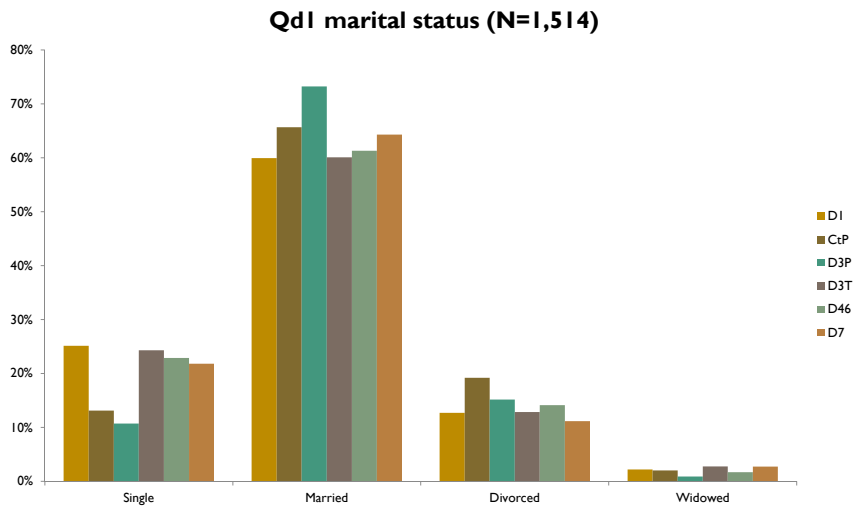
Demographics and commute characteristics

6 ridematching programs

Customers tend to be female (except D4/6)

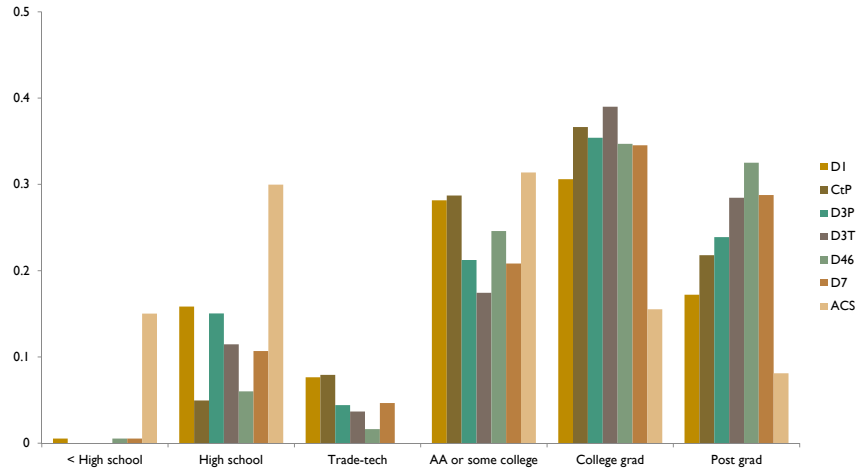


Customers tend to be married (same as general population)



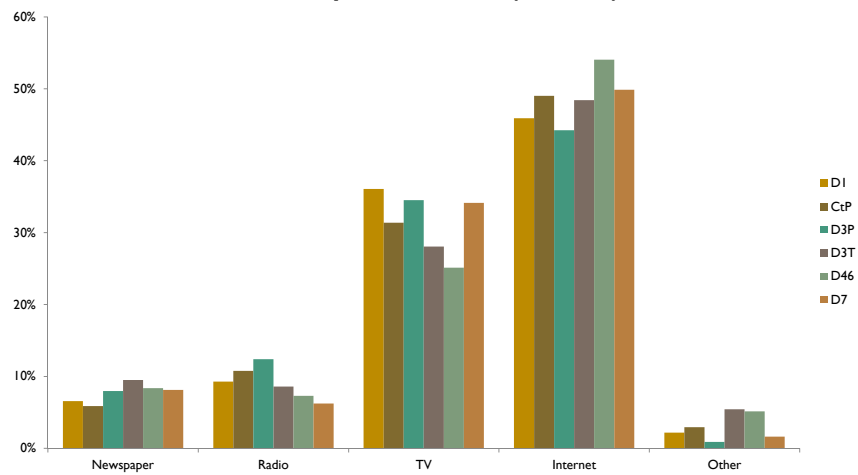
Customers much more likely to have bachelors or advanced degrees

Qd5 education (N=1,532)



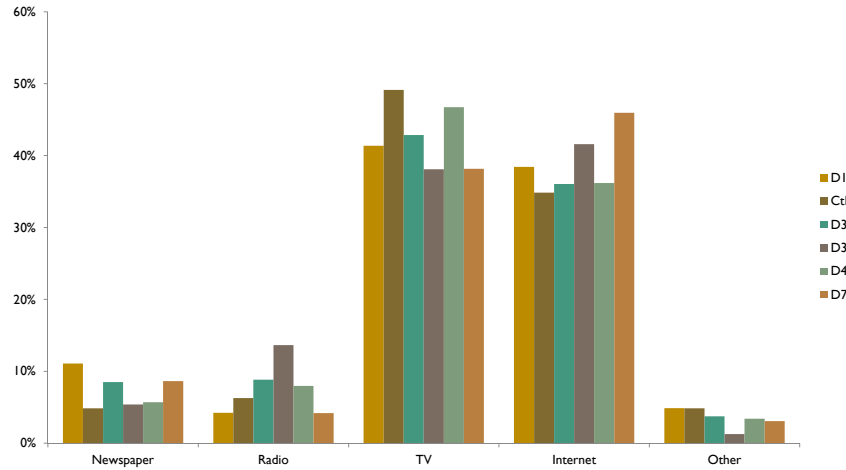
Customers tend to rely on internet more than other media

Qd5 key media source (N=1,544)



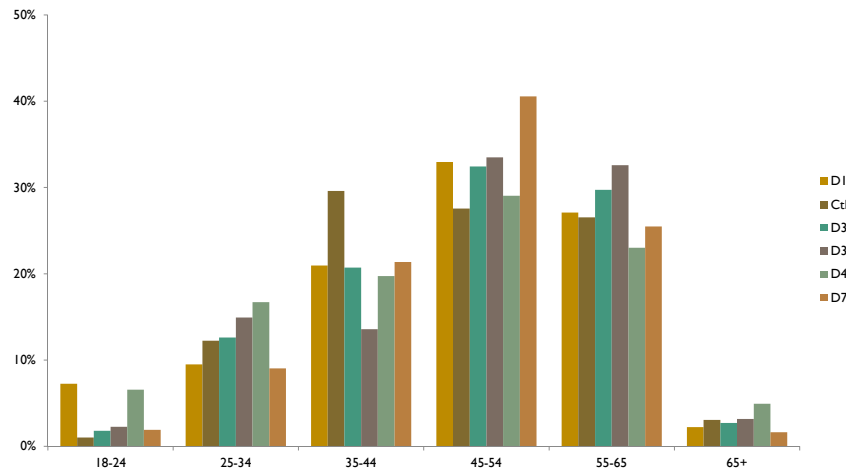
General public tends to rely slightly more on TV than internet (except D3T and D7)

Key media source (general public survey)



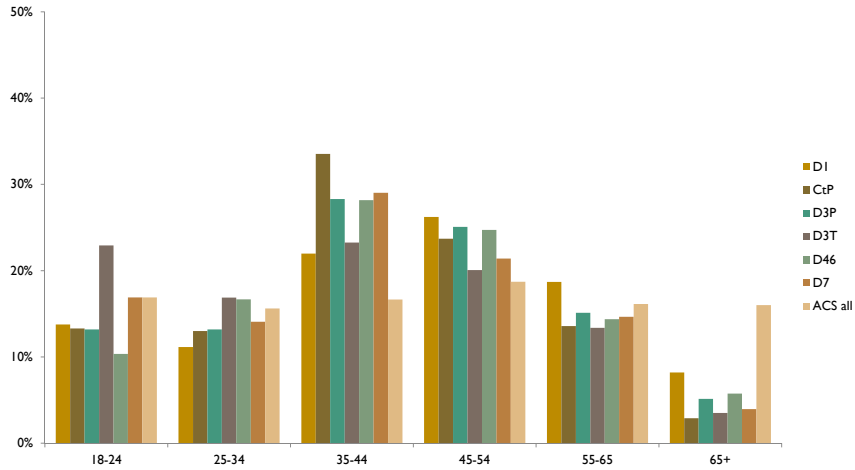
Customers tend to be older than average

Qd8 age (N=1,518)



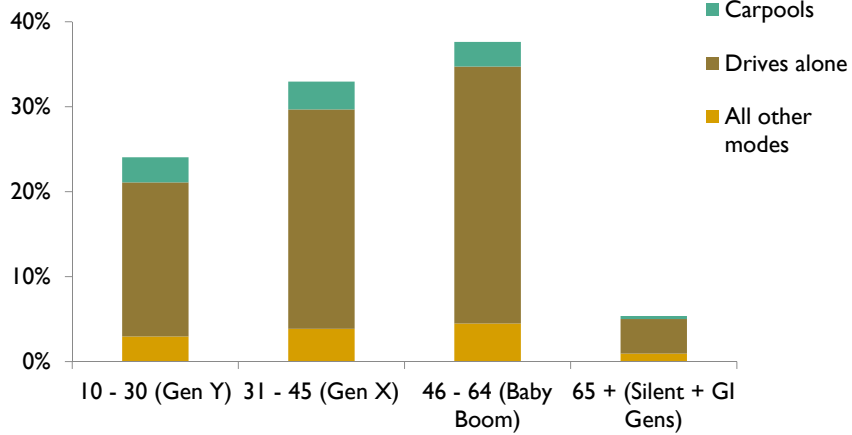
General population tends to be younger

Age, General Public Survey and ACS 2010



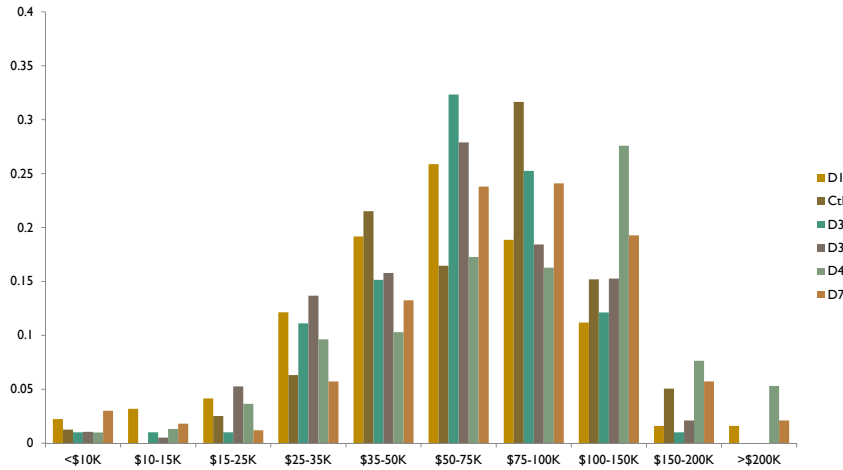
Another view of age and commuting

Mode split and age (Florida, 2010 ACS)



Customers tend to be among wealthier households

Qd9 income (N=1,314)



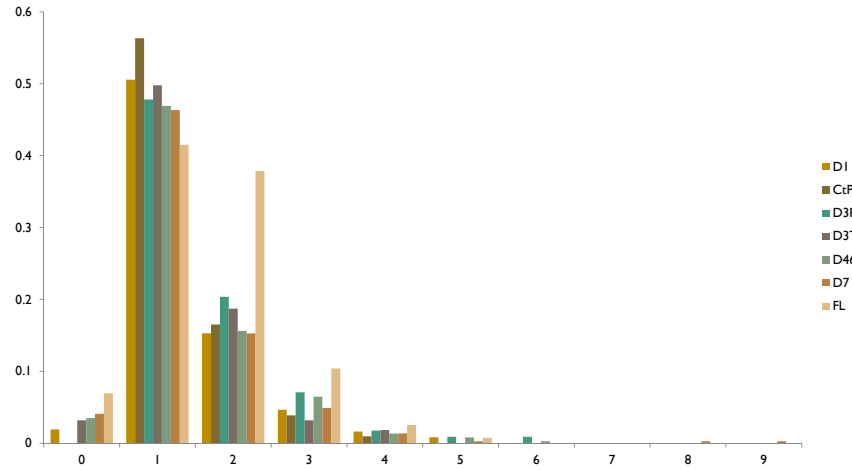
General population has a different income distribution

Income (Census)



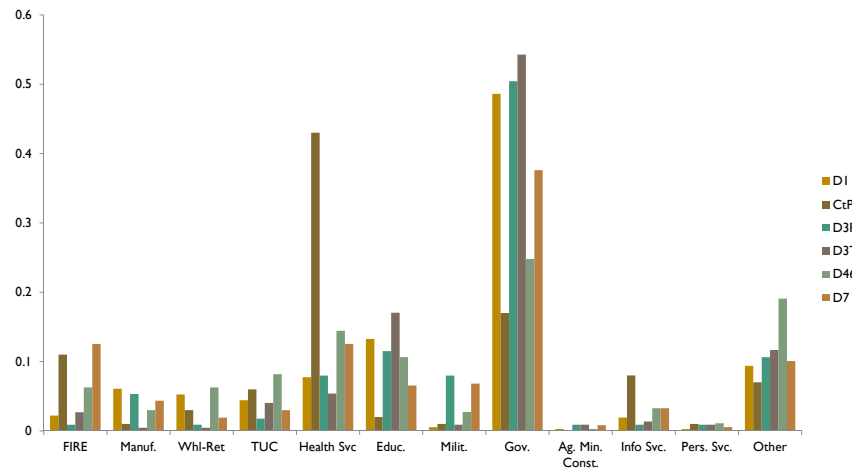
Interestingly, given these characteristics, customers are less likely to own cars

Qd4 number of cars in household (N=1,539)



Customers tend to be government employees

Qd10 type of employer (N=1,532)



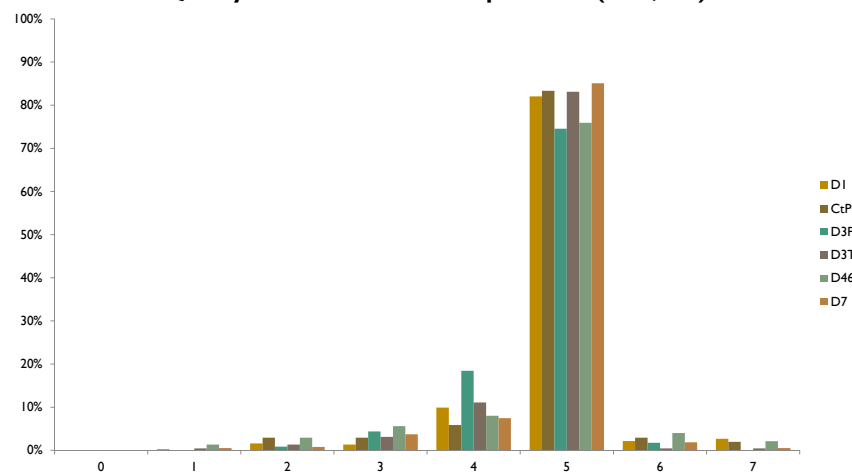
Thinking ahead

- ▶ These might be the easiest to reach
- ▶ These might be the easiest to match
- ▶ These might be the ones that, if switched to alternative modes, yield the largest reductions in emissions
- ▶ But we don't know that
 - ▶ Needs additional research
- ▶ If we want to build a better case for what we are doing, how would we frame that?



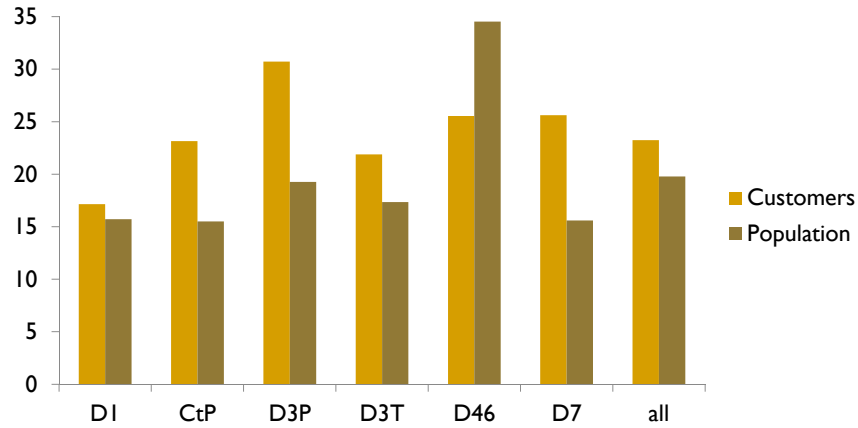
Commute characteristics

Q1 days commuted to work per week (N=1,563)



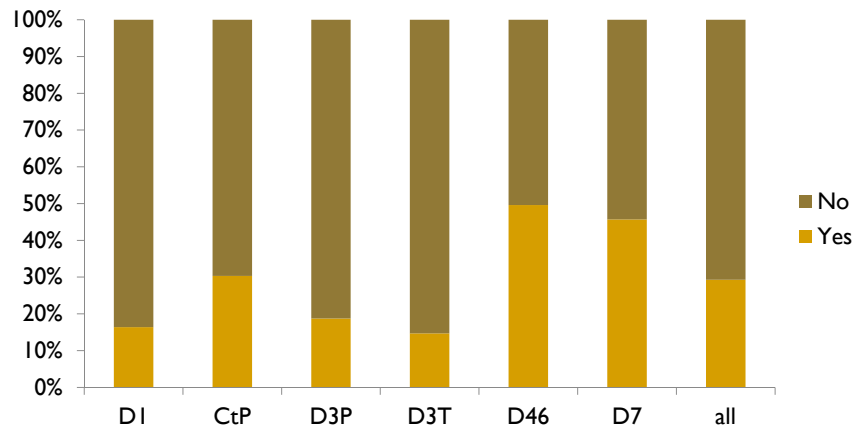
Commute characteristics

Distance to work, Customer and General Population



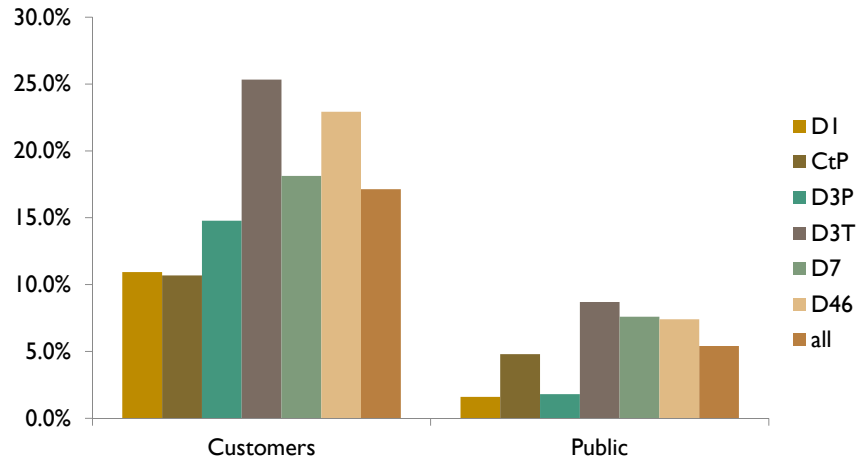
Commute characteristics

Q59 % whose employer offers any type of commuting benefits, N=1,530



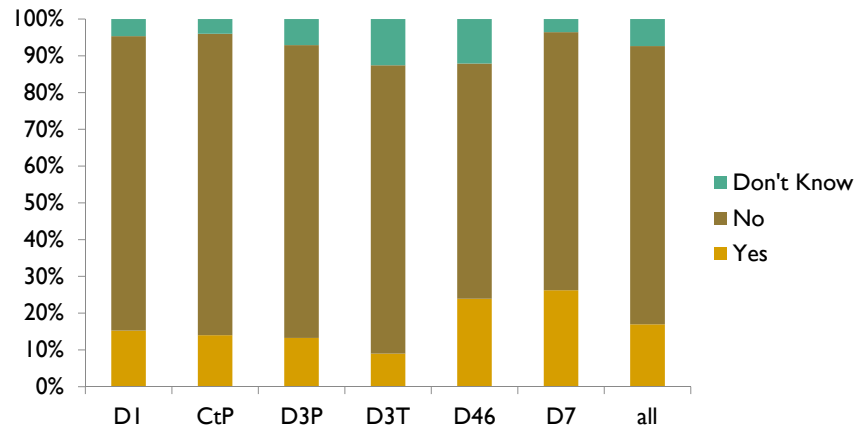
Commute characteristics

Paid parking at worksite



Commute characteristics

Q62 % who who say there is an ETC at their workplace, N=1,541

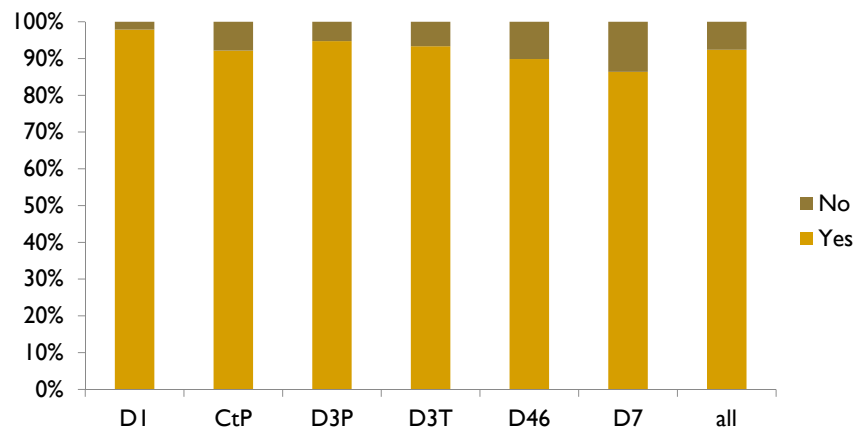


Performance measures

6 ridematching programs

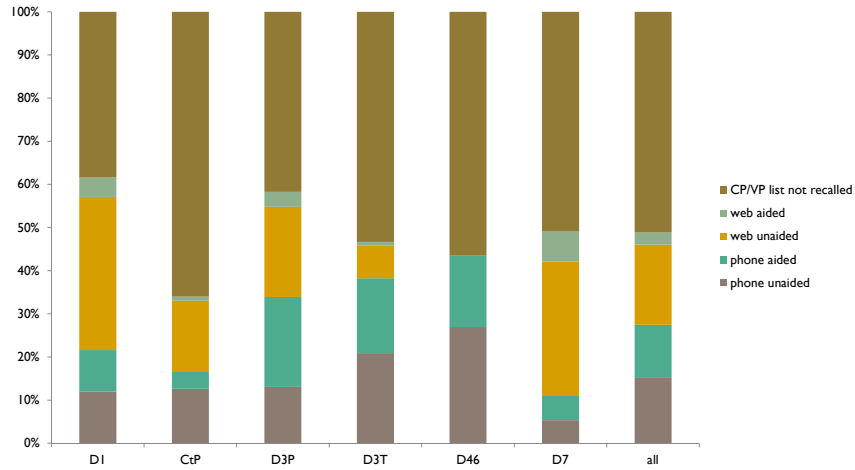
Have you registered with a carpool/vanpool service?

Q11 % saying they have their name registered with carpool/vanpool service N=1,565



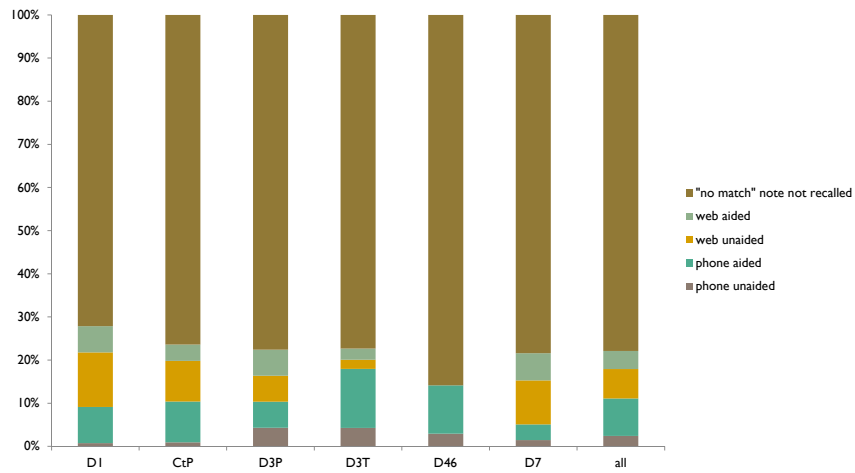
Carpool/Vanpool Matchlist

Q23b, recall receipt of CP/VP list



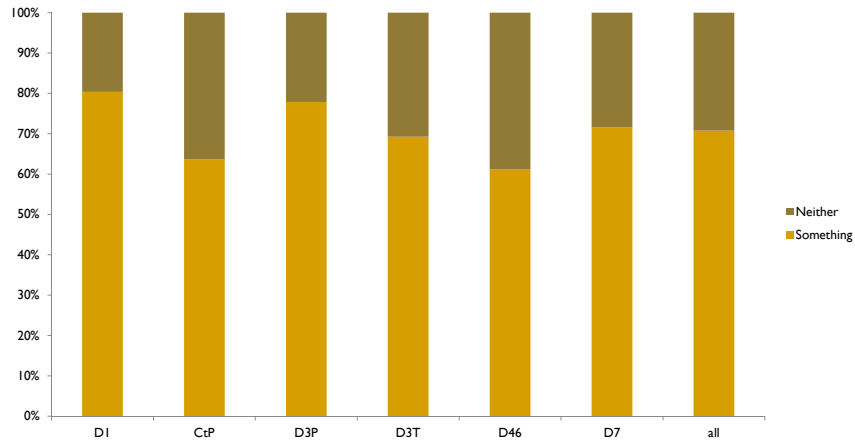
“No Match” Letter

Q23d, recall receipt of "no match" note



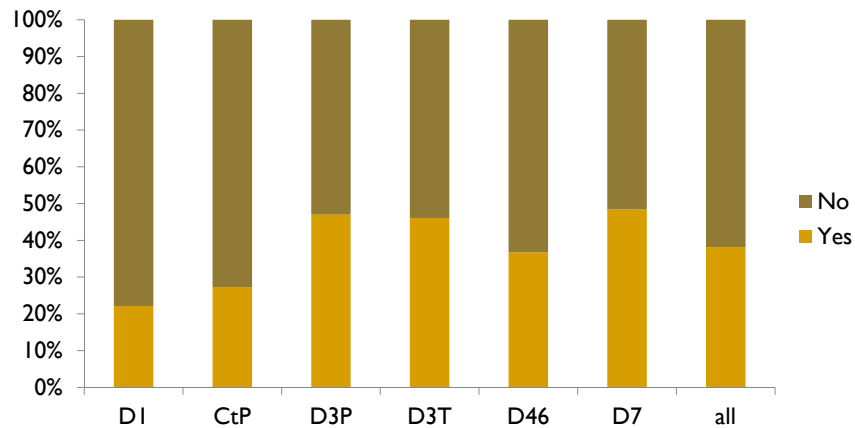
Matchlist or No Match Letter

Q22, Q23b, Q23d, received match list or "no match" note, N=2,250

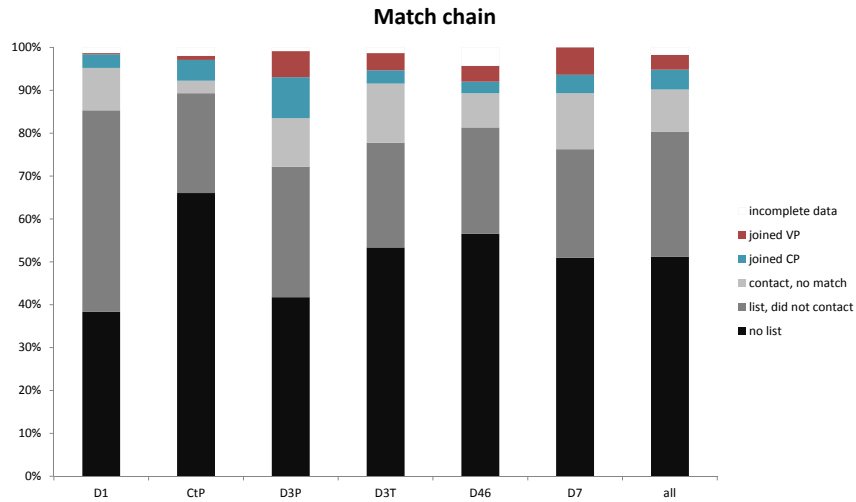


(If they received a list) did they try to contact someone on it?

Q23e % who received a list that tried to contact someone on it, N=775

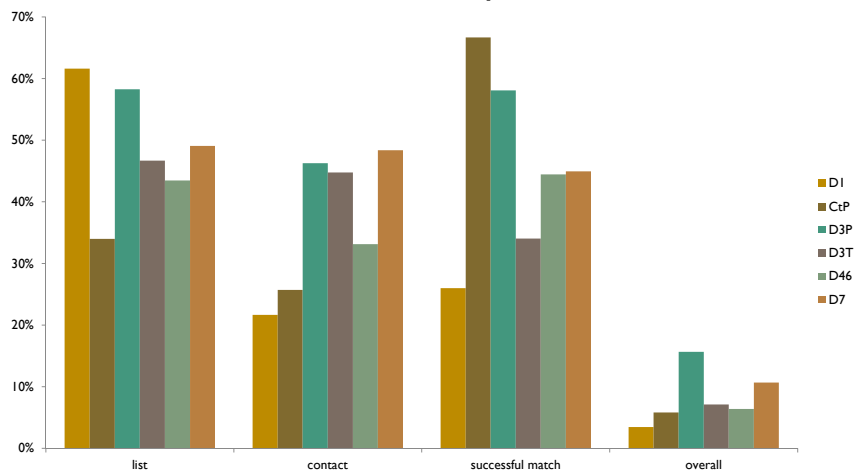


Successful matches are not as common as we would like



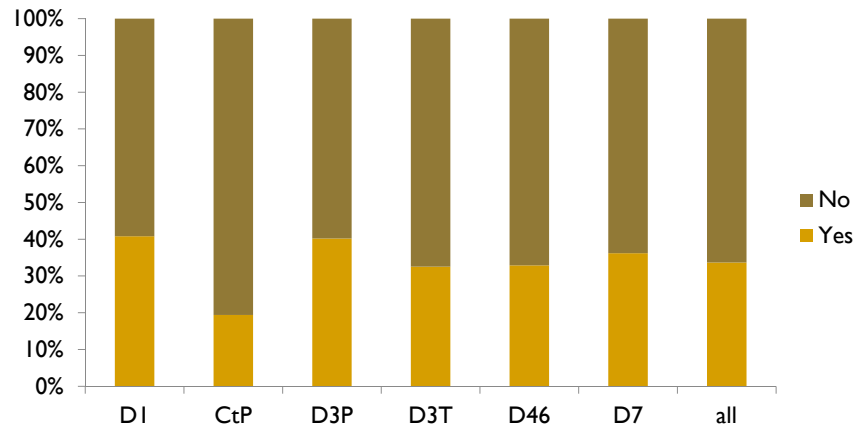
Success in Matching

% success rate at each step in match chain



Customer follow-up

Q55 percent who received followup from CAP,
N=1,500



Suggestions to improve effectiveness

- ▶ (I) revisit the ridematching software: example
 - ▶ Alice registers, requests a match, and is told there are none
 - ▶ A week later, Bob registers, requests a match, and receives a list containing Alice's name
 - ▶ Bob is shy and does not call Alice
 - ▶ Alice never revisits the site
 - ▶ No match happens
 - ▶ Current software asks people to keep checking in to see if there is a match
 - ▶ Social media and online dating sites keep track of connections and let people know when they change (new expectation)
 - ▶ Alice receives a note saying that someone new has registered who looks like a good match (or even receives an updated match list automatically)



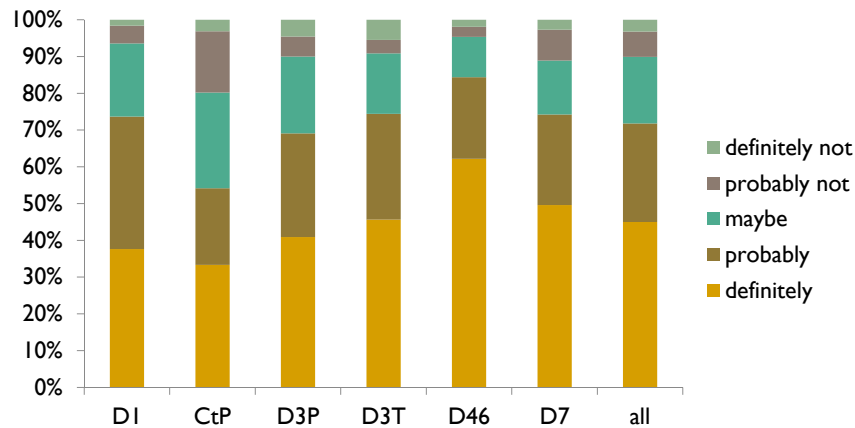
Suggestions to improve effectiveness

- ▶ (2) Develop a more active relationship with customers
 - ▶ Follow up
 - ▶ Incentivize subsequent revisits to the ridematching site?
 - ▶ Quasi-manual ridematching? (several programs told us they do this)
 - Run match software
 - Look for matches
 - Notify matched parties
 - ▶ Staff-intensive
 - ▶ Probably not practical for large customer databases
- ▶ Barriers
 - ▶ Customers may be unwilling to provide contact information, or to be contacted
 - ▶ Limited staff/funding (which seems unlikely to ease)



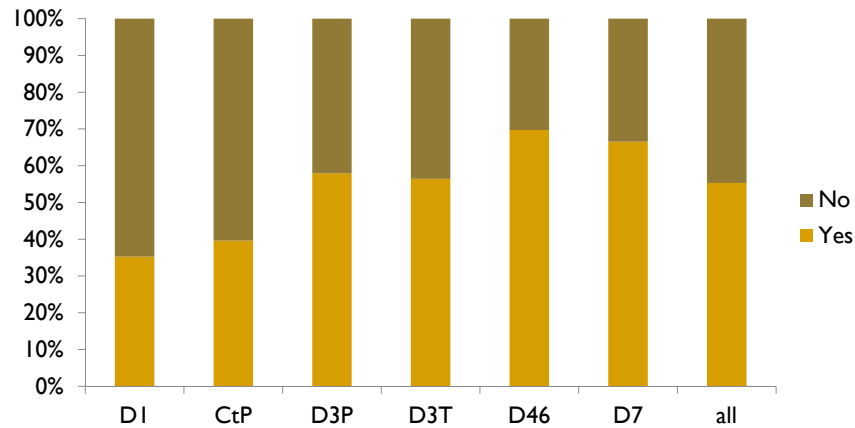
Likely to recommend CAP?

Q58 % likelihood of recommending CAP to someone else, N=1,531



Recommended CAP to others

Q58a % "definitely" or "probably" who have recommended CAP to someone else, N=1,146



Impacts (3)

- ▶ Survey data show some additional changes in commuting
 - ▶ Some did not result through CAP action
 - ▶ We asked car/vanpoolers who were not matched how they got started
 - Found a neighbor who works in a nearby location
 - Talked to a co-worker
 - ▶ Others are hard to attribute
 - ▶ CAP activities *may* have gotten people thinking about alternatives even if the ridematching service couldn't match them
 - ▶ Other CAP services may have supported switching from driving alone to other modes
 - Emergency Ride Home
 - Information on transit, biking, walking
 - ▶ But we don't know



Impacts (1)

- ▶ 1,150 carpool person-round-trips per day
- ▶ 1,270 vanpool person-round-trips per day
- ▶ 2,420 total person-round-trips
- ▶ This represents an annual reduction of:
 - ▶ 5.35 million person trips
 - 2 one-way person-trips per round trip (this is adjusted for occupancy, number of days commuted, and number of days worked per week)
 - ▶ 183.7 million vehicle-miles traveled
 - ▶ 8.75 million gallons of gasoline
 - ▶ \$30-34 million in fuel expenditures (\$3.60-\$3.90/gallon)
 - ▶ 83,800 metric tons of CO₂ (equivalent)
 - ▶ 4,350 metric tons of CO
 - ▶ 570 metric tons of hydrocarbons
 - ▶ 290 metric tons of NO_x



Impacts (2)

- ▶ People do drop out of carpooling and vanpooling
- ▶ Additional respondents reported having been matched, for the equivalent of ~425 carpool person-round-trips per day
 - ▶ These lasted an average of 15 months
 - ▶ This indicates that programs need to replace some proportion of current matched carpoolers to maintain current impacts
- ▶ Additional respondents reported having been matched, for the equivalent of ~390 vanpool person-round-trips per day
 - ▶ The number of these former vanpoolers who provided data on how long they vanpooled is too small to estimate a meaningful average
- ▶ Current vanpoolers and carpoolers matched by the programs have been pooling for an average of 45-47 months



Topics for discussion

- ▶ What can be done presently at the ride-match program level to improve effectiveness?
- ▶ What can be done at the state level?
 - ▶ Increases in funding seem unlikely
 - ▶ If reducing car trips is the goal, are there more cost-effective ways to do TDM?
- ▶ What can we learn from other states/programs?



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