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CENTER for URBAN  
TRANSPORTATION  
RESEARCH

**CAP Evaluation**

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## Overview

- Statewide Summary of Results
- Key recommendations
- Discussion on the next round

## Statewide Summary of Key Performance Measures

Performance Measure		Results
Vehicle miles of travel reduced	28,289,200	Miles
Vehicle trips reduced	847,800	Trips
Percent of Drive-alone Customers Switching to a Commute Alternative (the most restrictive definition)	3% to 16%	Net values of customers
Percent of Drive-alone Customers Switching to a Commute Alternative (a more generous definition)	13% to 35%	Gross values for all customers influenced by program
Annual current carpool and vanpool person miles of travel	35,152,948	Person Miles
Annual current carpool and vanpool person trips	1,145,385	Person Trips



## Statewide Summary of Key Performance Measures

Performance Measure		Results
Customer Round-Trip Commutes Avoided By Use of Telework (For reasons explained in the report, changes in telework have not been included in estimates of program impacts on emissions, etc.)	601,061	Trips
Customer Round-Trip Commutes Avoided By Use of Alternative Work Schedules	721,537	Trips
Gasoline consumption reduced	1,243,400	gallons
Carbon Dioxide	11,050	Metric tons
Carbon Footprint (CO2 Equivalent)	11,390	Metric tons
Cost Savings to Commuters (saving based on only fuel, tire, maintenance and reduced depreciation costs)	\$9,847,000	Per year



## Statewide Summary of Key Performance Measures

Performance Measure	Results
Share of customers receiving names of potential ridesmatches who contacted others	37%
Share of customers receiving names to pool and contacted other who actually formed a pool	45%
Overall share of customers who were successful in forming a pool with assistance of CAP	8%
Customer Satisfaction – Would Recommend to Friend/Colleague	54% to 84% would definitely or probably recommend



## Higher Satisfaction = Higher Referrals

Recommendations	Customer Satisfaction	
	High*	Low**
Definitely would recommend	73%	12%
Definitely/probably would recommend	92%	31%

\*Top 4 boxes on 10 point scale

\*\*Bottom 3 boxes on 10 point scale

2011 Statewide Commuter Assistance Program Evaluation (data for South Florida Commuter Services)

## Recommendations for Improving the CAP Evaluation Process

1. Produce brief summaries of the evaluation to each CAP and FDOT District.
2. Based on discussions of results with staff of the ridematching programs, future customer surveys, and their eligibility criteria, should be structured to focus on other services, rather than just carpool and vanpool matching.
3. Continue to mine the data to provide more insight into the users of the services and those who change behavior.



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## Recommendations for Improving the CAP Evaluation Process

4. Fully allocating the benefits to one-year period is understating the benefits. Continue to track the duration of the placements in alternative modes to facilitate life-cycle analysis.
5. Investigate opportunities for tracking changes in overall travel behavior, not just commuting.
6. Continue to assess combinations of methods to data collection.
  - The ability to contact people to participate via the web lowered the costs, but resulted in some differences in how aided and unaided awareness questions had to be asked.



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## Recommendations for Improving the CAP Evaluation Process

7. Expand the benefits to include more societal benefits (e.g., safety) by adapting the TRIMMS™ methodology to off-model calculations of VMT and vehicle trip reductions.
  - CAPs did not have sufficient inventories of employer programs to allow the data to be estimated via TRIMMS™ directly.
8. Consult with the CAPs and districts to devise a means for fully allocating costs to major elements to facilitate better understanding of return on investment in CAP programs and services.



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## Recommendations to CAPs

1. CAPs should collect email addresses for customers.
2. If they are not already doing so, CAPs should examine how to use social media such as Facebook and Twitter to foster more two-way communication with customers to build rapport and handle customer problems/questions.
3. CAPs should begin asking new customers about their current mode use and frequency of mode use by day of week.



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## Recommendations to CAPs (continued)

4. CAPs also should ask customers at the time of registration whether they use multiple commute modes on a given day, not just how many days they used each
5. CAPs should capture work schedule at the time the customer contacts the CAP, and not leave open the possibility of reporting an alternative schedule that had changed by the time of contact.



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## Recommendations to CAPS (continued)

6. CAPs may be missing an opportunity to make significant, long lasting reductions by not facilitating the adoption of compressed workweek and telework programs at worksites.
7. CAPs should create a database/spreadsheet for tracking employer-provided commute benefits at the employer level.



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