Evaluation and Reporting Activities

Standard Operating Procedures

511 Regional Rideshare Program

Version	Action	Date
1.0	Revised	September 2011
2.0	Revised	September 2012
3.0	Revised	September 2013
4.0	Revised	September 2014
5.0	Revised	August 2015

This SOP reflects procedures for the Rideshare Program FY12-FY16 Scope of Work. Not all procedures will be applicable under future contracts.

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Prepared by: WSP | PARSONS BRINCKERHOFF

Standard Operating Procedures

Evaluation and Reporting Activities

There are seven major deliverables that are produced by the Evaluation and Reporting staff:

1. Monthly Report Card
2. Quarterly Rideshare Update Report
3. Monthly Progress Reports
4. Employer Surveys, Results and Emissions Reports
5. TFCA Reporting and Methodology
6. Client Surveys
7. Employee Density Map

Reports

In general, the process for each report generated by the 511 Regional Rideshare Program (RRP) has six parts:

1. Template – this may be a standard set of calculations and/or descriptive text. Calculations are done in either Excel or SPSS.[1] MS Word is used for text documents.

2. Data sources – all of the reports contain calculations that show important information about the effectiveness of 511 Rideshare. Data comes from tracking mechanisms within 511 Rideshare and partner agencies.

3. Quality control – all reports are reviewed to ensure that the information they present is correct and that they meet the needs of the recipient. Quality control is also implemented by having a standard process for each report type.

4. Report archive – all reports are kept in electronic format with back-up documentation for future reference.

5. Submission – all reports are presented to specific individuals within RRP and MTC.

6. Revisions – document content and the methodology are periodically reviewed and revised to ensure client and program needs are met.

<u>Monthly Report Card</u>

This report contains information about how 511 Rideshare performs on a monthly basis. It is submitted to the Metropolitan Transportation Commission (MTC).

Report Template: Excel spreadsheet. A template is located at R:\Evaluation\Report Cards (look in the subdirectory for the appropriate Fiscal Year). However, it is best to start with

[1] SPSS is statistical database software. See www.spss.com for more information.

a copy of the previous month's Report Card to ensure that the calculations, assumptions and methodology is up-to-date and reflects the most recent comments from MTC.

Data Sources: Data for the Report Card comes from a variety of sources, including 511 RideMatch Service database reports, the Employer database, Urchin, and RRP vanpool and commuter services reports (see Exhibit 1) (R:\Evaluation\Report Cards\Current Checklists & Worksheets\Updated Report Card Data Sources List_FY15-16.xlsx). The data is collected as soon as possible after the end of the month. Some of the data must be collected on the first business day after the end of the month because the reporting mechanism is dynamic and does not summarize the data for the month. Hard copies are made of all data summaries.

Employer database statistics are collected using several worksheets (see Exhibit 2) by the Employer Services Manager. This data is compiled from the Employer Database (File Maker Pro), as well as information reported on a monthly basis by the Employer Services Representatives.

Quality Control/Quality Assurance: There is a checklist for completing the Monthly Report Card (see Exhibit 3) so that the process for completing the Report Card every month is uniform. Once the Report Card is completed, a draft is submitted to the Project Manager for review. The Report Card is then submitted to MTC.

Report Archive: All of the Report Cards are kept at R:\Evaluation\Report Cards (see appropriate fiscal year).

Submission: Excel document sent as an email attachment. As of 9/1/14, sent to Barbara Laurenson, MTC; cc: L. Isaac, H. Cohn, G. Arias (email typically submitted by H. Cohn).

Revisions: Report Card Log kept at R:\Evaluation\Report Cards\(see appropriate fiscal year)\Revisions; shows change; reason for change; person requesting change.

Exhibit 1

Monthly Report Card Metric Summary - FY 15-16
511 Regional Rideshare Program

Category	Metric	Definition	Source	RRP Contact Person
Contractual Deliverables	Estimated Clients Placed (All Activities except Employer Outreach)	The number of individuals who switched to, maintained or tried carpooling, vanpooling or other non-drive alone modes for the current month as a result of utilizing RRP services.	Monthly Report Card spreadsheet	GA/KT
	Clients Placed (Employer Outreach)	The number of individuals who switched to, maintained or tried carpooling, vanpooling or other non-drive alone modes for the current month as a result of utilizing Employer Outreach activities. This number is calculated at the end of each fiscal year based on the average number of Employees Represented by Active Employers at year's end. The inclusion of this metric is consistent with BAAQMD's methodology for assessing the effectiveness of TFCA programs.	Monthly Report Card spreadsheet	GA/KT
	Active Employers	An employer is considered Active if they meet minimum participation guidelines. Maintenance Employers do not meet minimum participation guidelines. Employer services are provided for by RRP in Alameda, Marin, Santa Clara, and Sonoma counties. New Employers entered the database for the first time during the current month.	Monthly Report Card spreadsheet	GA/KT
511 RRP Targets	New Ridematch Applicants	The number of current RideMatch Service applicants who self-registered (usually via 511.org) or completed a registration form, admin-registered, in the last month. The number is shown as total and as a break down by registration method. Carpool to BART Permits reflect the number of individuals who get BART parking permits (through RRP) because they carpool to the station.	511 RideMatch Service - All Applicants by Month	GA/KT

	RideMatch Registrants (activated each month)	The number of current RideMatch Service applicants who activated their account in the last month. The number is shown as total and as a break down by registration method. The Clients Placed number is based on active accounts only.	511 RideMatch Service - All Applicants by Month	GA/KT
	Total Registrants Searching for Carpools	The number of active status registrants who have their ridematching preferences turned on, either as Match Me With Everyone or Match Me With My Company Only. Registrants Searching for Carpools include entries with origins or destinations in all nine Bay Area counties. Either trip end may occur outside of Bay Area counties. This number represents the entire database.	511 RideMatch Service -data dump	GA/KT
	Registrants Searching for Carpools: Everyone	The number of active status registrants who have their ridematching preferences turned on as Match Me With Everyone.	511 RideMatch Service -data dump	GA/KT
	Registrants Searching for Carpools: Company Only	The number of active status registrants who have their ridematching preferences turned on as Match Me With My Company Only.	511 RideMatch Service - data dump	GA/KT
	Registrants Searching for Carpools: Do Not Match	The number of active status registrants who have their ridematching preferences turned off as Do Not Match.	511 RideMatch Service - data dump	GA/KT
	Total Active Status Registrants	The total number of active status registrants in the 511 RideMatch Service database. This number includes all matching preferences.	511 RideMatch Service -data dump	GA/KT
	Registrants Tracking Trips	The number of registrants who are logging trips in the 511 trip diary in the current month.	511 RideMatch Service - Log Summary by Month	GA/KT

	Placement Calls	The number of phone calls made in the current month by the Information Center to people already in the 511 RideMatch Service database to encourage them to search again for a carpool match by generating a new, updated matchlist. This activity counts toward the Clients Placed calculation.	511 RideMatch Service - CSD Placement Calls 30 Days Old	DR
	New Vanpools Formed	The New Vanpools Formed total reflects vans whose creation was facilitated by, referred to or found by RRP, in the current month. Vanpool services are provided by RRP for the following counties: Sonoma, Marin, Contra Costa, Alameda, Santa Clara, San Mateo, San Francisco. This activity counts toward the Clients Placed calculation.	Vanpool Group Monthly Report	LM
	Vanpool Fleet Size	Vanpools supported and maintained by RRP and SNCI. Support services include ridership maintenance, passenger recruitment, critical list assistance, administration of promotional incentives and parking permits.	511 RideMatch Service - Vanpool Contact History	LM
	Total Employer Database Size	Total number of employers in the database within Alameda, Marin, Santa Clara, and Sonoma Counties. Number shown as total and as a break down by county. The number for the delegated counties is reported at the end of each quarter.	Employer Database	CG
	Vehicle Trips Reduced	The total reduction in drive-alone vehicle trips caused by the switch to carpooling or vanpooling based on clients placed.	Monthly Report Card Spreadsheet	GA/KT
	Vehicle Miles Reduced	The total reduction in the number of vehicle miles traveled (VMT) by drive-alone vehicles due to the switch to carpooling or vanpooling, based on clients placed.	Monthly Report Card Spreadsheet	GA/KT
	Greenhouse Gas Emissions Reduced in Metric Tons	The total reduction in the greenhouse gas emissions by drive-alone vehicles due to the switch to carpooling or vanpooling based on clients placed.	Monthly Report Card Spreadsheet	GA/KT

Tracking & Monitoring	Average Number of Names per Matchlist	Ratio of total names on matchlists/total number of matchlists viewed.	511 RideMatch Service - Match Request Report	GA/KT
	Number of Maintenance Employers	Total number of maintenance employers in the database in Alameda, Marin, Santa Clara and Sonoma Counties. Maintenance employers receive mailing/email updates on a periodic basis.	Employer Database	CG
	New Employers Contacted/Added to Database	Total number of new employers added to the database during the current month. New employers must meet participation guidelines for either Active or Maintenance employers.	Employer Database	CG
	# of Employees Represented by Active Employers	Number of employees working for Active Employers	Employer Database	CG
	Cost per Client Placed (no Empl. Outreach)	The ratio of the cumulative monthly budget and the number of estimated clients placed for the current month.	Monthly Report Card Spreadsheet	GA/KT
	Cost per Client Placed (incl. Employer Outreach)	The ratio of the annual program budget spent to date to the number of Clients Placed including Employer Outreach activities for the current month. This number is calculated at the end of each fiscal year, all other months are grayed out.	Monthly Report Card Spreadsheet	GA/KT
	Cost per Vehicle Trip Reduced (no Empl. Outreach)	The ratio of the annual program budget spent to date to the number of vehicle trips reduced for the current month.	Monthly Report Card Spreadsheet	GA/KT
	Cost per Vehicle Trip Reduced (incl. Empl. Outreach)	The ratio of the cumulative monthly budget and the number of vehicle trips reduced including Employer Outreach activities for the current month. This number is calculated at the end of each fiscal year, all other months are grayed out.	Monthly Report Card Spreadsheet	GA/KT

	Number of New TDM Benefits Implemented	Notes when a new Transportation Demand Management (TDM) Benefit is added for an employer. Benefits are components of employee commute programs that reduce VMT and greenhouse gas emissions. More than one TDM benefit may be implemented at a worksite during the month.	Employer Database	CG
	Employees with Access to New TDM Benefits	Adds up total employees whose employers have implemented TDM programs or benefits during the current month.	Employer Database	CG
Activity Measurements	Customer Satisfaction Rating	An evaluation by customers of service received during phone calls with Customer Service Representatives. The rating is on a scale of 1-10 and is an average for all representatives.	Telephone Interviews	DR
	Incoming Calls	Calls transferred to RRP from the 511 phone tree.	Phone system	JE
	Event Days	Number of employer and community events staffed by RRP during the current month. An event may take place over multiple days, these days are counted individually.	Customer Service Department Monthly Report	DR
	Matchlist Request Forms from Events	The total number of matchlist request (MLR) forms filled in and collected at each event. The number combines MLRs from community and employer events.	Customer Service Department Monthly Report	DR
	Web User Sessions	The number of visits to the rideshare.511.org website in the current month. This total reflects both first time (current month) and returning visitors.	[redacted] Urchin (Marketing Options/Visitor Segment Performance /New vs. Returning)	GA/KT

	Unique Website Users	The number of people (counting each visitor only once) who visited the rideshare.511.org website for the first time in the current month.	[redacted] Urchin (Marketing Options/Visitor Segment Performance /New vs. Returning)	GA/KT
	New Vanpools Added (orgin/destination) (511 RRP only)	The origin/destination pairs for New Vanpools Formed (RRP only) for the current month.	Vanpool Group Monthly Report	LM
Trip Tables	Ridematch Database System Origin/Destination	O/D Tables by county for new ridematch registrants for the month.	511 RideMatch Service - data dump	GA/KT
	Vanpool Fleet Origin/Destination	O/D Tables by county (all vans).	511 RideMatch Service - VP Contact History	GA/KT
Initial Commute Mode	Initial Commute Mode	Initial commute modes selected by registrants at the time of registration.	511 RideMatch Service - data dump	GA/KT
	Top 4 Initial Commute Modes	A graph of the top 4 commute modes selected by registrants at the time of registration shown of the course of the fiscal year.	511 RideMatch Service - data dump	GA/KT
Commuter Benefits Program Tracking & Monitoring	Complete Employer Registrations (to date)	Employers who have completed the commuter benefits registration process and stated their benefit options.	[redacted]	GA/KT
	Complete Employer Locations Registrations (to date)	Employer locations who have completed the commuter benefits registration process. The number is shown as total and by county.	[redacted]	GA/KT

	Number of Locations Offering Each Benefit	The number of employer locations who have stated their benefits as options 1, 2, 3, 4a, 4b, or 4c.	[redacted]	GA/KT
	Help Line Call Volume	Calls transferred to RRP from the 511 phone tree.	Phone system	JE
	Employer E-mail Volume (via registration site/Comment Sense only)	The number of emails received from employers requesting an ID and other information.	Customer Service Department Monthly Report	CG

RRBP Contact Person - FY 14-15

511 Regional Rideshare Program

	Initials	Name	Title
RRP Contact Person	GA	Gina Arias	IT/GIS Analyst
	KT	Kyra Tao	Evaluation
	JE	Jon Eastlund	IT Manager
	DR	Daniel Robins	Commuter Services Manager
	CG	Christy Garland	Employer Services Manager
	LM	La Shawn Martin	Vanpool Services Manager

Exhibit 2 – Monthly Employer Services Department Activity Summary

County	TTL ACTIVE	Total Emplys	TTL MAINT	"NEW" TTL	New TDM Benft	#of Emplys
Alameda	633	256,592	427	2	4	307
Marin	320	30982	92	6	6	235
Santa Clara	1065	416,864	575	7	22	5514
Sonoma	327	43937	71	1	1	300
TOTAL	**2345**	**748,375**	**1165**	**16**	**33**	**6,356**

Commuter Benefit Program - Email Volume	**383**

Exhibit 3

FY 15-16
511 RIDESHARE PROGRAM
REPORT CARD CHECKLIST

JULY 2015	AUGUST 2015	SEPTEMBER 2015
Inputs from Daniel	Inputs from Daniel	Inputs from Daniel
Inputs from Christy	Inputs from Christy	Inputs from Christy
Send reminders as necessary by AUG 15.	Send reminders as necessary by SEPT 15	Send reminders as necessary by OCT 15.
Review Kyra's inputs	Review Kyra's inputs	Review Kyra's inputs
Review results	Review results	Review results
Review paragraph	Review paragraph	Review paragraph
Review vanpool o/d table	Review vanpool o/d table	Review vanpool o/d table
Review new registrants table	Review new registrants table	Review new registrants table
Review initial registration mode worksheet	Review initial registration mode worksheet	Review initial registration mode worksheet
Review CBP worksheet	Review CBP worksheet	Review CBP worksheet
Review against Progress Report	Review against Progress Report	Review against Progress Report
Submit to LI	Submit to LI	Submit to LI
Make changes as necessary	Make changes as necessary	Make changes as necessary
Submit to MTC (Barbara L). date:	Submit to MTC (Barbara L). date:	Submit to MTC (Barbara L). date:

Quarterly 511 Rideshare Update

This report summarizes key activities for each component of 511 Rideshare on a quarterly basis. It is submitted to MTC.

Report Template: Quarterly reports are located at R:\Evaluation\Quarterly Rideshare Program Update (look in the subdirectory of the appropriate fiscal year). Use the previous quarter's final submittal as a template as it will include the most recent required contents and calculations.

Data Sources: The calculations in the Quarterly Report are based on the monthly calculations made for the Report Card and additional metrics submitted quarterly by the delegated counties (SFDOE, 511 Contra Costa, Commute.org, and Solano Napa Commuter Information (SNCI)). Separate spreadsheets are located in R:\Evaluation|Report Cards (see appropriate fiscal year). 511 Rideshare calculates clients placed, vanpool fleet size and average annual database size for SNCI.

Information on key program activities are provided by the Marketing Manager, Employer Services Manager, and the Project Manager as needed. Marketing materials are submitted as pdfs.

Quality Control/Quality Assurance: Once a draft of the quarterly report is completed, it is submitted to the Project Manager for review. Upon approval by them, it is submitted to MTC.

Report Archive: All of the quarterly reports are kept at R:\Evaluation\Quarterly Rideshare Update (see appropriate fiscal year).

Submission: Word document sent as an email attachment. As of 7/1/14, sent to Barbara Laurenson, MTC; cc: L. Isaac, H. Cohn, G. Arias (email typically submitted by H. Cohn).

Revisions: the report is reviewed and returned to L. Isaac or H. Cohn if edits are requested.

Monthly Progress Reports

The Evaluation Department provides inputs to the Project Manager for their production of Monthly Progress Reports to the client. Progress Report inputs are entered into Excel and Word templates. Activities for this department are typically summarized in the Program Planning section of the Progress Report. The monthly progress reports accompany the monthly invoice submitted to MTC.

The Evaluation Department updates the Language Services report which is included as "Attachment 4" in the Monthly Progress Report. Web Services for Spanish and Chinese pages are reported by visits and pageviews. Visit and pageview counts are taken from

Urchin [redacted]. Detailed instructions for navigating Urchin can be found at: R:\Common\Project Mangement\Deliverables (project reports, implementation plan, etc)\Deliverables\RRP-Year4\Instr for Spanish_Chinese Visits and Pageviews.docx. The Voiance Language Services invoice is received via mail by 511 RRP early each month. Telephone Services for Spanish, Chinese, and Vietnamese languages are reported by minute and cost.

Submission: Templates are shared with the Project Manager, L. Isaac. (inputs typically submitted by H. Cohn and G.Arias/K. Tao).

Revisions: the report is reviewed and returned to G. Arias/K.Tao if edits are requested.

Other Products

Employer Surveys

Employer surveys are used by 511 Rideshare Employer Service Representatives (ESRs) to provide employers with information about the travel behavior of their employees. Customized on-line registration forms are used by employers and by RRP for campaigns and workshop attendance. Requests for employer surveys and registrations are made to the Evaluation Manager by the ESRs and by representatives of the delegated counties. The Evaluation Manager's role is to work with the ESR and other representatives concerning any customization of questions, and to process and document the results of the survey. For the purposes of this SOP, the term "survey" will refer to both employer surveys and registration forms.

There are 9 survey templates (standard, ecopass, shuttle, relocation, expanded, ICLEI, Clearpath, LEED, and registration) featuring questions for particular situations for which an employer might want information about their employees' travel behavior. The "standard" template is used most frequently. The templates files are located at R:\Information_Technology\Online Surveys\0Templates. The ESR selects the type of survey to be used. The surveys can be customized further on a limited basis. Please see the Evaluation Manager for the latest guidelines. At the discretion of the ESR and in coordination with the Commuter Services Manager (for data entry), paper versions of the survey can also be distributed.

The survey templates can be viewed at:
[redacted]

[redacted]

Surveys are requested by the ESRs and by representatives of the delegated counties. The request form is located here: R:\Information_Technology\OnlineSurveys\SurveyMapEventEmiss_requestform.doc The request form is submitted to the Evaluation Manager which specifies the type of survey, the timeframe for the administration of the survey, and any other special requests.

Once the survey is complete, the Evaluation Department downloads the results of the survey. The original url for the survey location is provided by the Evaluation Department. Instructions for downloading and processing the survey results are located at R:\Evaluation\Online Employer Surveys\Instructions. If paper copies of the survey were completed, the results are entered manually by the Commuter Services Department into the online survey form. These results are processed with the online survey results. The Evaluation Department will replace the survey with a page that states that the employee transportation survey is closed and the results page is removed when the on-line portion of the surveying process is complete.

The results of the survey are processed in SPSS, a statistical database program. In summary, there are separate “syntax” files for processing each type of survey template. The syntax files automate the tabulation of the results and summarize the results in tables. The tabulated data is then inserted into the Survey Report templates (described in previous section). Generally, Survey Reports are available for the ESRs in about three weeks. The results of a registration are processed in Excel.

Exhibits 4 & 5 show the quality control checklists used by the Evaluation Department and the ESRs before submitting the report to their clients.

Submission: Word document sent as an email attachment. Email sent to ESR or representative of the delegated county who made the original request; cc: H. Cohn, G. Arias (email typically submitted by G. Arias).

Revisions: the report is reviewed and returned to G. Arias if edits are requested.

Exhibit 4

Employer Survey Checklist FY 15-16

Employer:
url: [redacted]
Dates of Survey:

RRBP Survey Format

- ○ Standard
- ○ Ecopass
- ○ Shuttle
- ○ Registration
- ○ Expanded
- ○ Relocate
- ○ ICLEI_Standard
- ○ ICLEI_Clearpath

Number of ONLINE Responses ...

Task	Completion Date
Download final online survey results & create text file	
Print hard copy of survey	
Create Excel file of survey results	
Prepare survey report	
Give report and QA/QC checklist to ESR for review	
Respond to ESRs comments and finalize survey report	
Close survey page and results removed from internet	

Exhibit 5

ESR Quality Control Checklist
Employer Survey Reports FY 15-16

Fill out before report is submitted to client. Give completed checklist to G. Arias/K. Tao.

Employer:
Report Date:
ESR/Reviewer:
Date of review:

TABULATIONS

Are there tabulations for all questions on survey?
Were text/tables updated to reflect customizations?
Do tables show the correct totals?

***Initials:*

READABILITY

Is employer name & address correct?
Check for misspellings & other typos.
Are the survey dates correct?
Turn off "track changes" & lines to comments. (turn off lines to comments: Tools menu; options; track changes tab – unselect "show lines connecting to text" box.)

***Initials:*

RESULTS

Do results make sense in terms of employer's workforce characteristics (e.g. no. of responses; vehicle occupancies; zip codes).

***Initials:*

EMISSIONS CALCULATIONS

Were they completed if requested?
Do results make sense in terms of previous years' calculations (if applicable)?

**Initials:

Employer Commute Program Emissions Calculations

Employer commute program emissions calculations are used by 511 Regional Rideshare ESRs to provide employers with information about the emissions generated by the travel behavior of their employees. Requests for emissions calculations are made to the Evaluation Manager by the ESRs and by representatives of the delegated counties. The request form is located here:
R:\Information_Technology\OnlineSurveys\SurveyMapEventEmiss_requestform.doc
The request form is submitted to the Evaluation Manager. The Evaluation Manager's role is to work with the ESR and other representatives to process the available commute data and to produce emissions calculations.

Employee commute data can be attained directly from the employer if it is available or, if a 511 Rideshare Employee Transportation Survey has been completed, emissions data is attained from those results. Using the emissions calculation template, R:\Evaluation\Emissions Calculators\511 Rideshare Calculator\Use These\Emissions Calcs with PerCapita 10-27-09.xls, employer and commute data is input into the template. If the employer can provide employee commute data for past years or has previously obtained emissions calculations with 511, change in emissions over time can be calculated.

The following emissions calculations are summarized:
work mode split
annual auto trips
annual vehicle miles traveled
average vehicle ridership
vehicle employee ratio
vehicles on the road
emissions annually and by employee
annual fuel consumption

The metrics used in the template are based upon *Methods to Find the Cost-Effectiveness of Funding Air Quality Projects*, May 2005. Metrics are also attained from the California Environmental Protection Agency Air Resources Board (CARB) and Caltrans. Assumptions are noted in the template.

Generally, emissions calculations are available for the ESRs in about three weeks.

Submission: Excel document sent as an email attachment. Email sent to ESR or representative of the delegated county who made the original request; cc: H. Cohn, G. Arias, K. Tao (email typically submitted by G. Arias/K. Tao).

Revisions: the report is reviewed and returned to G. Arias/K. Tao if edits are requested.

Personally Identifiable Information

Personally Identifiable Information (PII) is information ‘that identifies or describes a person or can be directly linked to a specific individual’; RRP follows guidelines, approved by MTC, to protect PII from unauthorized use or disclosure. Employer surveys collect travel pattern data and contact information in an attached MatchList Request Form. Typically, the results of the survey are aggregated in a summary report and submitted to the client. Because individual travel patterns/data cannot be identified using aggregated data, PII is not present.

Requests are occasionally made by non-RRP entities to have access to PII information that is collected via employer travel behavior. There are three scenarios that cause the PII guidelines to take effect.

1. Occasionally employers (or other entities working with the employers) are interested in the “raw data” from the surveys for their own analyses. Results shown for each individual taking the survey are “raw data” and are considered PII.

2. Completed paper surveys contain travel pattern data and contact information (if the MLR form is filled out). They are typically collected by the employer (or their consultants) and returned to RRP for electronic input. Therefore, individual survey results and MLR information are visible and available to non-RRP persons.

3. RRP often collects contact information and some travel pattern data as part of marketing campaigns and promotions, particularly if prizes are awarded. In some cases, prize sponsors and other entities may request this information for prize fulfillment.

Disclosure to the public is required in all instances when PII might be provided to a non-RRP entity. Disclosure language has been provided by MTC. Details regarding the guidelines can be found here:
R:\Evaluation\Special Projects\PII\PII Guidelines\PII guidelines_employer surveys& mktg campaigns_9-13.docx
Prior to survey administration, ESR or RRP Marketing staff should determine if any of the three scenarios will apply. If so, the disclosure must be included with the survey at the top of the form /Terms & Conditions in order to distribute the PII to a third party. If the disclosure is not included, the PII cannot be distributed.

TFCA Reporting and Methodology

511 Rideshare participates in the preparation of the grant application for Transportation for Clean Air (TFCA) funding from the Bay Area Air Quality Management District (BAAQMD). The program is evaluated by the Air District on its ability to reduce regional vehicle miles traveled (VMT) and vehicle trips reduced (VTR) in the Bay Area. The application provides supporting calculations and assumptions to show the impact of 511 Rideshare on travel behavior. 511 Rideshare contributes data for the calculations which is based on the results of the 511 Ridematch Service Client Survey.

Some of the typical assumptions made in the application, based on 511 Rideshare data, are matchlist placement rate; "previously drove alone" factor; ridesharing number of days/year and "drive to HOV pick-up" factor. Final calculations and assumptions for the application should be developed in conjunction with MTC.

MTC submits the TFCA application to BAAQMD. 511 Rideshare provides supporting documentation for the application. Some sections must be completed by MTC as they pertain directly to MTC's policies and programs. A mid-year report summarizing 511 Rideshare and delegated counties' programs is typically due at the end of March, and a final report is typically due at the beginning of November. Check with MTC for due dates for the current fiscal year.

Submission: Word document sent as an email attachment. As of 7/1/14, sent to Barbara Laurenson, MTC; cc: L. Isaac, H. Cohn, G. Arias (email typically submitted by H. Cohn).

Revisions: Application reviewed with BAAQMD to answer questions and give clarification. The application is returned to H. Cohn if edits are requested.

Client Surveys

Client surveys are administered by 511 Rideshare to track travel behavior changes by people using the program's ridematching system (511 RideMatch Service). The survey results are used to calculate placement rates and other factors for the program's activities.

The surveys are administered twice during a 12-month period. Surveys are conducted the first full week of the month at the beginning of a quarter so that respondents will take into account the previous quarter when answering survey questions. The survey is administered in April and October to avoid holidays and other potential regional disruptions. The survey was most recently administered in November 2014 and April 2015. The October 2015 survey for FY 15-16 is on schedule.

The survey is designed to collect the following types of information: placement rates for different 511 Rideshare activities (matchlists and placement calls); current and past (past three months) travel behavior; longitudinal data for current travel mode and changes in travel modes (including temporary changes); distance traveled; carpool and vanpool occupancy; and demographic data. The survey also asks some questions which provide data on attitudes about carpooling and vanpooling. This information is useful for marketing purposes. Prior to each survey cycle, the survey tool and administration process should be reviewed for effectiveness in meeting the needs of 511 Rideshare and MTC.

The FY 15-16 scope of services to complete the Client Surveys are:

- A planning meeting to initiate the project
- Programming and testing the questionnaire, if necessary
- Completion of around 400 interviews, with the precise magnitude depending on the size of your database
- Cleaning of the comments made by respondents
- Daily transmission of all comments requiring follow-up
- Tabulation, analysis, and reporting as in previous iterations of the survey

Every 12 months the scope of services will need to be revisited to determine if it is adequate to meet the current reporting needs of 511 Rideshare.

Submission: Survey tool, administration process, and final report submitted to MTC. Word document sent as an email attachment; as of 9/1/14, submitted to Barbara Laurenson, MTC; cc: L. Isaac, H. Cohn (email typically submitted by H. Cohn).

Revisions: Survey tool, administration process, and final report are reviewed and returned to H. Cohn if clarification is needed or edits are requested.

<u>Clients Placed</u>

The Clients Placed calculation shows the number of drive-alone commuters that were assumed to become new carpoolers or vanpoolers during the previous due to 511 Rideshare’s efforts. This number is reported in the monthly Report Card. The process for calculating this number is shown below in Exhibit 6:

Exhibit 6

Explanation of Clients Placed Calculations Used in Contractor Monthly Report Card

511 Regional Rideshare Program
For use in FY 15-16
August 13, 2015

Part 1

The Clients Placed number is based on placements generated by three program activities:

1. New Ridematch Applicants
2. Placement Calls
3. Riders in New Vanpools

Certain assumptions are made to determine the number of placements that are generated by each type of activity. They are shown below:

Matchlist Placements = “New Applicants” x “Update Factor” x “Placement Rate”

New Applicants: The number of new individuals creating registrations in the 511 RideMatch Service during the month. Source: 511 RideMatch Service database

Update Factor: 1.53
Number of people who received an updated matchlist but not a new matchlist during the month. This factor is used to include old applicants who wanted an updated matchlist. Source: 511 RideMatch Service database

Placement Rate: 27.5%
Percentage of 511 RideMatch Service registrants who joined a carpool, vanpool or alternative mode during the previous month. Source: Client Survey.

Placement Calls Placements = “Placement Calls” x “Multiple Factor” x “Placement Rate”

Placement Calls: The number of Placement Calls that are made each month to individuals registered in the 511 RideMatch Service (from 511 RideMatch Service database/Information Center)

Multiple Factor: 0.12

Factor applied to avoid double-counting individuals who received a placement call as well as a new/updated matchlist (which would be included in the “matchlist” placements). Source: Derived from e-mail list of those eligible for Client Survey

Placement Rate: 27.5%
Percentage of 511 RideMatch Service registrants who joined a carpool, vanpool or alternative mode during the previous month. Source: Client Survey.

Vanpool Placements = “New Vanpools Formed” x “Avg. Vanpool Occupancy” x “Percent Not Registered”

New Vanpools Formed:
Number of new vanpools starting operation during the month (from vanpool database) Source: RRP New Vanpool Starts

Avg. Vanpool Occupancy: 8.7
Average number of riders per new van. Source: RRP New Vanpool Starts.

Percent Not Registered: 0.85
Vanpool riders who are not in the RMS and, thus, did not receive a matchlist. Factor used to prevent double-counting of individuals who were counted with the “matchlist” placements. Source: survey of new vanpool starts.

Part 2

SUMMARY – Overall Factor Applied to Each Type of Activity

"Matchlist" Clients Placed = No. of New Applicants x 0.42

"Placement Calls" Clients Placed = No. of Placement Calls x 0.03

"Vanpool" Clients Placed = No. of New Vanpools Formed x 7.4

1 Clients Placed	= 2.4 New RideMatch Applicants
	= 33 Placement Calls
	= 0.14 New Vanpools Formed (1 New Vanpool Formed = 7.4 Clients Placed)

Part 3

EXAMPLE

Matchlist Placements = 1,400 New Applicants x 0.42 =	588 Clients Placed
Placement Calls Placements = 1,300 placement calls x 0.03 =	39 Clients Placed
Vanpool Placements = 4 new vanpools x 7.4 =	30 Clients Placed
TOTAL	**657 Clients Placed**

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Regional Rideshare Program is also financed in part by a grant from the Bay Area Air Quality Management District.

APPENDIX – Placement Rate History

	Placement Rate
FY 14-15	27.5%
FY 13-14	36.5%
FY 12-13	29.5%
FY 11-12	28.5%
FY 10-11	--
FY 09-10	37%
FY 08-09	33%
FY 07-08	38%
FY 06-07	36%
FY 05-06	25.8%

Employee Density Maps

The ESRs often use density maps as tools to show employers if their employees might be candidates for carpooling or vanpooling. The maps show the home locations of all employees, either by address or clustered by zip code. Employers and delegated counties also use maps representing the RideMatch Service database of registrants who are Active status and have their ridematching preferences "turned on." This type of map shows employees that there are other commuters already in the database who live and work near them.

The maps are produced using information provided by the employer, usually the human resources department, or taken from the RideMatch Service database. The ESRs obtain this information and request maps from the Evaluation Manager. The data is transferred to the Evaluation Manager in an Excel file. Current formatting requirements for map data can be found at R:\GIS\0Making Maps\Data Preparation for Employee Density Maps.doc.

The maps are produced using ArcMap/ArcView 9.2. Templates are available on 511 Rideshare's network GIS drive. All of the maps use the same Bay Area base maps; however, the maps can be customized to suit the needs of the ESR and their client.

When starting a map, usually the easiest approach is to use a map that was previously completed for the ESR as a template.

Exhibit 7 is intended as a guide for creating the maps but additional instruction may be necessary depending on the software experience of the person doing the maps. Additional instructions can be found at R:\GIS\0Making Maps. GIS base maps used in the creation of density maps must be kept up to date; updates are taken from MTC or other reliable sources. Maps are plotted on WC_Field (Plotter) HPGL2.

Submission: PDF draft of map sent as an email attachment. Email sent to ESR or representative of the delegated county who made the original request; cc: H. Cohn, G. Arias, K. Tao (email typically submitted by G. Arias). Final paper copies of maps are handed or mailed to ESR or representative of the delegated county.

Revisions: Map is reviewed and returned to G. Arias if edits are requested.

Exhibit 7

Address - Density Map instructions

In order to do the address map, the Excel file with the addresses should be cleaned up to reflect Bay Area addresses only, no P.O. boxes, remove dashes that are in front of the street name). Add a second worksheet to the file with the headers of "employer address" and "zip" and input the company's information. Label the worksheets "zips" and "employer address" respectively. Open Microsoft Access and create a new blank database in the employer's directory, save as G:\Employer\Employer_address_(insert current year here).mdb (the file must save as an mdb, Access does not default the Save As type to mdb). Go the External Data tab, Import, Excel, open the Excel address file that was just created. Do this twice to import both zips and employer address worksheets. With a table selected, on the Home tab, View, Design View, check that all data is in text format, save and close.

1. Start with a recent existing map for that employer or a template map for a new employer. Remove old address layers if needed.
2. To prepare for adding addresses, load the ESRI Geocoding Service locator for North America, instructions are found here:

G:\ESRI Geocoding Service_instructions.doc

3. Adding the employee and employer addresses
    a. Go to Tools, Geocoding, Geocode Addresses-You should see the locators listed here. Select Locators/TA_address/NA– click 'OK.' In this box, you will add your .mdb address file
        i. 'address table' – add the .mdb address file
        ii. 'Zip' – postal code
        iii. Leave default – static
    b. 'output shape file or feature class' –Save the shape file to the employer's database and rename, G:\Employer\employee_addresses.shp, hit Enter, geocoding begins and a box will display progress.
    c. The next screen reflects how many matches were found.
    d. Repeat the above process for the employer address.
4. Selecting the symbols for the address dots (you can use whatever size/color that makes sense for the map)
    a. Size - Circle 2 - Color – Blackberry
    b. Employer address – Star 3 – Mars Red

Zip Code – Density Map Instructions

1. Start with a recent existing map for that employer or a template map for a new employer. Remove old address layers if needed.
2. Add data,

G:\MAPS for 9 County Area\Updates from MTC_08\TANA.gdb\Postal_Code_Boundary(polygon not point)

Select the newly added Postal_Code_Boundary layer, right-Click layer properties, Joins & Relates,Join

a. Choose the field in this layer that the join will be based on: Key
b. Choose the table to join to this layer, or load the table from disk: G:\Employer\Employer_address_(insert current year here).mdb

   c. Choose the field in the table to base the join on: Zip
   d. OK

   The employee zip code data has now been joined to the postal code boundary layer.

3. To create ranges for the density of zips: select the postal code boundary layer, right-click for layer properties, symbology tab
   a. Show: Quantities, Graduated colors
   b. Fields: value = #of employees/count, Normalization: none
   c. Classify – choose 4-5 classes (depending on the data). Break Values: in general use this breakdown 1 (solo driver), 6 (2-6 people for a carpool), 15 (7-15 people for a vanpool), and the highest data value. If the data has counts in the hundreds than adjust these breaks. Hit OK.
   d. You can select the colors using the Color Ramp.
4. Definition Query, query builder, #of employees hit ">" "0" , then click verify
5. To add a label of the zip code number and count to each area on the map in the layer properties, go to the Labels tab. Check the box to "Label features in this layer," Expression, delete the current expressions text, in the Label Fields double click the zips.zips expression and it will populate into the Expression box, hand type "& vbnewline &" then double click the label field zips.count. Tip: the "& vbnewline &" text allows the label to be divided into 2 lines. The text must be written correctly (including spaces) in order for the expression to work properly.
6. Other Options: Placement Properties, Duplicate Labels, select Remove duplicate labels, hit OK.
7. Employer Address: Follow the address map instructions to geocode the employer location.

Printing Instructions:

a. File, Page & Print setup, Printer-WC_Field (Plotter) HPGL2
b. Paper-Oversize:D
c. Hit OK
d. File, Print, Output Image Quality-Best
e. Hit OK

Tips:

Always double-check the placement of

a. 511 Rideshare Logo and that the additional legal text is not cut off

PDF files

To create a PDF:

a. File, Export Map
b. Save as type-PDF
c. Make sure the boxes are checked for converter maker/embed fonts

Exhibit 8 – Placement Contact

511 RIDESHARE

70 Washington Street, Suite 407, Oakland, CA 94607
(510)273-3600 FAX (510) 893-2029

January 14, 2010

Barbara Laurenson
Program Coordinator
Metropolitan Transportation Commission
101 8th Street
Oakland, California 94607

Subject: Tracking Placement Calls (aka Follow-up Customer Contact Calls)

Dear Barb,

The purpose of this letter is to examine the definition and tracking protocols for Placement Calls to ensure that they are appropriate and useful for this fiscal year and beyond.

The objective of tracking Customer Contact Calls is to correlate 511 Rideshare's provision of services with changes in travel behavior. Customer Contact Calls are generated by 511 Rideshare staff to "reach out" to the general public, usually in an individualized fashion, to facilitate carpooling or vanpooling. At the end of the year, the percentage of 511 RideMatch Service registrants who received Customer Contact Calls (and matchlists, in general) and tried non-drive alone modes is calculated. This "placement rate" contributes to the Clients Placed calculation for the program.

In response to new functionalities, such as trip tracking, incentives and special events matching, the 511 Rideshare Contact Center has developed a proactive "lifecycle" approach which focuses on keeping individuals in the database and not on getting them out (i.e. purge activities). High-touch customer service is tailored based on the length of time the registrant has been in the database (e.g. new registrant, short-, medium-, and long-term) or the type of activity associated with the account (e.g. existing account requiring activation post-new RMS). As a result, the volume and diversity of contact that the Contact Center provides has increased. Specifically, the Contact Center relies not only on phone calls to communicate but also heavily on e-mail. US Mail ("snail mail") and fax are used with continually decreasing frequency. With these changes and the implementation of the new 511 RideMatch Service which offers new features, it was time to re-examine and possibly update the activities counting as Customer Contact Calls.

In 511 Rideshare's original scope of work & glossary, "Follow-up Contact" was defined as follows:

> "Contact with people already in the Ridematching database to encourage them to generate another matchlist or form a carpool (e.g., tell them someone new has entered the database that matches their commute profile). Follow-up contact (for purposes of RRP standards) does not include purge activities."

Traditionally, these calls were made by selecting people at random from the 511 RideMatch Service and calling them. We are proposing that the source of Placement Calls be expanded beyond making random calls to

On the phone. 511 On the web. 511.org On your way.

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(510)273-3600 FAX (510) 893-2029

registrants in the database. Placement Calls would continue to be made by phone. The proposed expanded sources of Placement Calls are the following:

- Existing RMS users (random calls, new matches identified, inactivity, data integrity)
- Carpool, vanpool and Bike Buddy formation efforts
- Matchlist Request (MLR) form (incomplete or illegible)
- Data integrity (incorrect data, undeliverable email addresses, bad phone numbers, records without email addresses, etc)
- Lifecycle follow-up (record activation or deletion efforts, inactivity)
- Client, 511 Rideshare staff, or other requests to contact a commuter
- Client Survey requests for contact or comments follow-up
- Logicalis records NR to Active status conversion efforts
- Others as necessary

Because the impetus for contacting an individual will vary, we propose the following guidelines to count as a Placement Call:

1. Contact by the Contact Center with individuals registered in the 511 RideMatch Service database, at some point during the contact, must address:
    a. Encouragement to look at their matchlist OR
    b. Offer assistance with finding a carpool or vanpool or viewing their matchlist OR
    c. Tell them something about their matchlist (e.g. new potential partners) OR
    d. Provide a matchlist by e-mail, fax, mail, or phone.
2. Follow-up by phone to clarify information on an MLR form. Counts as a Placement Call if new registration is completed. Must include one of four talking points (from #1) in conversation.
3. Placement Call only counts if it can be associated with an individual's account in the 511 RideMatch Service database. Tracking of Placement Call must be done in the 511 RideMatch Service database.
4. The contact can originate to address other issues (such as inactivity, data verification, other modes) but must incorporate at least one of the three talking points above by the end of contact.
5. Contact counts as Placement Call if a message is left (i.e. voicemail or with a person).

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6. Contact counts as Placement Call if offer of assistance is rebuffed.

7. The implementation of the newly upgraded 511 RideMatch Service may result in new ways and purposes for contacting individuals. Qualification as a Placement Call will be decided on a case-by-case basis and mutually agreed upon with MTC.

8. The process for making and tracking Placement Call will be documented in the Contact Center's SOP and updated as needed.

We are interested in your feedback as to what continues to be meaningful in the context of understanding the impact of 511 Rideshare on travel behavior.

Please do not hesitate to contact me with any questions or if you require additional information.

Sincerely,

Helise A. Cohn, AICP
Evaluation Manager

cc: Susan Heinrich
Emily Van Wagner

Exhibit 9 – Job Descriptions

511 Rideshare Evaluation Manager

Key responsibilities include the following: Developing, implementing and overseeing the production of monthly, quarterly and bi-annual deliverables related to program performance to MTC. Establishing data collection and management systems including the bi-annual Client Survey of 511 RideMatch Service registrants. Working with subconsultants regarding scope, schedule and budget to carry out Evaluation Department tasks as necessary. Overseeing the administration and delivery of employee travel behavior surveys, employee density maps and emissions reductions calculations to support Employer Services department. Ensuring the integrity of program performance methodology and data reported in program deliverables. Preparing the annual TFCA grant application on behalf of MTC. Coordinating with client and partners. Basic qualifications include excellent verbal, interpersonal, and written communications skills; strong analytical, problem-solving and decision making capabilities; proficient in Microsoft Office suite; working knowledge of SPSS and ESRI GIS. Expertise in transportation planning necessary.

Systems Analyst I

The systems analyst carries out tasks for both the Evaluation and Reporting & Information Technology (IT) departments of the 511 Rideshare Program. The Evaluation and Reporting Department provides performance data to the client on the 511 Rideshare Program as well as supporting the program's external outreach efforts to facilitate travel behavior changes. The IT Department maintains the program's computer and technology environment and provides the mechanisms for several data gathering tools. On the Evaluation side, the systems analyst provides assistance with overall data collection, management and analysis tasks. Key tasks include preparation of employee density maps and market research survey reports (using ArcView and SPSS) to support employer outreach activities. Other activities include providing assistance in synthesizing other internally collected data (primarily related to transportation planning, travel behavior, and demographics) to support and inform 511 Rideshare Program activities. On the IT side, the systems analyst creates online surveys using HTML templates, maintains the RideMatch Service , and provides support and maintenance of end users' desktop environment (including installing, trouble shooting, and upgrading PC hardware, software and peripherals). Other tasks include supporting the Systems Administrator managing a robust Microsoft based network running 2000/2003 Server and MS SQL Server, and managing the program's Avaya phone system.