

TDM EVALUATION GROUP

Meeting Notes
Tuesday, February 17, 2004

1. Introductions

Meeting participants introduced themselves (*see attached attendance sheet*).

2. Updated Evaluation Methodology Framework Document

Lori Diggins with LDA Consulting handed out an updated summary of the TERM Analysis Evaluation Framework Methodology. A draft report was included in the original mailout packet to the group.

Ms. Diggins discussed the overall objective of the evaluation and gave a summary of changes to the methodology. She reviewed the data collection tools and tracking systems and then reviewed the methodology that would be used for the regional Mass Marketing TERM. Ms. Diggins then discussed the data needs for the overall evaluation methodology.

Charlene Robey asked how the rest of the marketing would be handled in terms of the analysis (i.e. how would we account for marketing for the Wilson Bridge, HOV lanes, etc). Nicholas Ramfos responded that we may take an overall regional credit and then at some point back-out the credit for the Commuter Connections Mass Marketing portion.

Mr. Ramfos then reviewed the substantive changes that were made to the document.

3. FY04 Placement Rate Survey Final Results and Draft Report

Ms. Diggins distributed the preliminary survey results for the FY04 Placement Rate report. Mr. Ramfos stated to the group that if there were any substantive edits to the report that they needed to be received by the following Friday. The final report would go to the Commuter Connections Subcommittee in March for their review and approval for release.

4. Status Report on the 2004 State of the Commute Survey

The 2004 State of the Commute survey instrument was distributed by Ms. Diggins to the group. She stated that this was the final survey with everyone's edits and included changes from the pre-test. Ms. Diggins then reviewed the advertising sections of the survey that pertained to the Mass Marketing TERM analysis.

Commuter Connections TDM Evaluation Group Meeting Sign-in Sheet

Tuesday, February 17, 2004

(Please put a ✓ beside your name, or add it using the space provided on the last page.)

* Chair

** COG Staff Contact

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5. 2004 GRH Applicant Survey

The group discussed the respondent populations for the survey. Ms. Diggins asked how far back we should look at in terms of longevity or duration of the respondent using an alternative mode. The group agreed to look at all applicants who registered to the database. Ms. Robey asked why we would want anyone in the survey pool that registered before 1997. Ms. Diggins responded that we needed to look at all registrants in a comprehensive manner.

Next, Ms. Diggins distributed and reviewed the 2004 GRH Applicant survey instrument. She reviewed changes made to the survey from the 2001 survey.

The next meeting was scheduled for Wednesday, May 19, 2004 at 10 a.m.