

Commuter Connections TDM Evaluation FY 2022 Project – Detailed Survey Schedule

Tasks

- Task B - Evaluation Framework
- Task C – GRH Surveys
- Task D – State of the Commute Survey

Task B - TERM Evaluation Framework

Draft document

- | | |
|---|-----------------|
| • Review FY 2018-2020 framework – propose updates; send to COG staff | Sept 20, 2021 |
| • Refine recommendations per COG staff comments | October 4, 2021 |
| • 1 st presentation of recommendations to TDM Evaluation Group | Oct 19, 2021 |
| • Refine recommendations per COG staff/TDM Eval Group comments | Nov 2, 2021 |
| • 2 nd presentation of recommendations to TDM Evaluation Group | Nov 16, 2021 |
| • Refine recommendations per COG staff/TDM Eval Group comments | Dec 6, 2021 |
| • Present draft of 2021-2023 framework to TDM Evaluation Group | Dec 21, 2021 |
| • Send draft 2021-2023 framework to COG | Dec 31, 2021 |

Final document

- | | |
|---|----------------|
| • Present draft framework to CC Subcommittee | Jan 18, 2022 |
| • Review and comment period | Feb 11, 2022 |
| • Revise report | Feb 28, 2022 |
| • Endorse for release of final document (CC Subcommittee) | March 15, 2022 |

Task C – Guaranteed Ride Home Survey – Interviews in April 2022

Survey questionnaire and sample plan

- Update 2019 methodology, sample plan, and questionnaire Oct 5, 2021
- Revise questionnaire per COG comments Oct 29, 2021
- Present method/questionnaire to TDM Evaluation Group Nov 16, 2021
- Revise method/questionnaire per COG staff/TDM Eval Group comments Dec 10, 2021
- Finalize questionnaire Dec 31, 2021

Questionnaire and database programming/testing

- Conduct meeting with COG online vendor; review survey/schedule Early Dec 2021
- Program logic for internet questionnaire/database Jan 10 – Jan 31, 2022
- Test and revise Internet logic/database Feb 1–18, 2022
- Program and test internet interface Feb 21 – Mar 7, 2022
- Obtain sample internet data from vendor; verify phone compatibility Mar 8–15, 2022
- Program and test CATI questionnaire for phone survey Feb 21 – Mar 18, 2022

Survey sample

- Prepare instructions for COG sample draw from GRH database Jan 7, 2022
- COG sends preliminary sample (registered through Jan 31) Feb 4, 2022
- Clean, dedupe sample, separate into sample groups Mar 15, 2022
- COG sends final sample (Feb 1 – March 15) Mar 21, 2022
- Update sample, prepare for online and postal mail alerts Mar 28, 2022
- Finalize sample plan Mar 28, 2022

Internet Interviews

- COG sends email/postal mail alerts Apr 5, 2022
- COG sends 1st reminder email alerts Apr 11, 2022
- COG sends 2nd reminder email alerts Apr 18, 2022
- COG sends 3rd (final) reminder email alerts Apr 25, 2022
- Close online survey Apr 27, 2022

Telephone Interviews

- Conduct phone survey for phone-only respondents Apr 14–22, 2022
- Conduct phone follow-up for internet non-respondents Apr 20 – May 3, 2022

Analysis and report

- Online vendor sends Internet data to WBA; clean/prepare data Apr 28, 2022
- Clean/prepare telephone data; merge with online data May 13, 2022
- Weight data; prepare frequencies and crosstabs May 24, 2022
- Conduct analysis, prepare draft report June 30, 2022
- Incorporate comments and finalize technical report Oct 28, 2022

Presentations – FY 2023 anticipated

- Present draft technical report to CC Subcommittee July 19, 2022
- Present revised draft technical report to CC Subcommittee Sept 20, 2022
- Present Final technical Report to CC Subcommittee Nov 15, 2022

Task D – State of Commute Survey – Interviews in Jan-Mar 2022

Survey questionnaire and methodology

- Update 2019 methodology and questionnaire; send to COG staff Sept 20, 2021
- Revise questionnaire per COG comments October 4, 2021
- Present method and questionnaire to TDM Evaluation Group Oct 19, 2021
- Revise method/questionnaire per COG staff/TDM Eval Group comments Nov 1, 2021
- 2nd presentation of method/questionnaire to TDM Evaluation Group Nov 16, 2021
- Finalize questionnaire Nov 22, 2021

Questionnaire programming/testing

- Program internet questionnaire/database Nov 23 – Dec 16, 2021
- Test and revise Internet questionnaire Dec 16–31, 2021

Survey sample and Internet survey postcard printing/mailing

- Finalize ABS sample plan for sample selection/count by jurisdiction Nov 30, 2021
- Design and finalize Internet invitation postcard Dec 1 – 20, 2021
- Define Wave 1 sample counts by jurisdiction Dec 10, 2021

Wave 1

- Obtain Wave 1 sample file Dec 17, 2021
- Append Wave 1 passcodes to sample file Dec 22, 2021
- Postcard artwork/sample file to printer for Wave 1 printing Dec 27, 2021
- Mail Wave 1 Jan 7, 2022

Wave 2

- Review Wave 1 response by area; rebalance sampling plan for Wave 2 Jan 21, 2022
- Obtain Wave 2 sample file Jan 28, 2022
- Append Wave 2 passcodes to sample file Feb 1, 2022
- Postcard artwork/sample file to printer for Wave 2 printing Feb 2, 2022
- Mail Wave 2 Feb 14, 2022

Internet Interviews

- Internet Wave 1 survey open Jan 7, 2022
- Internet Wave 2 survey open Feb 14, 2022
- Close survey Mar 14, 2022

Analysis and report

- Clean/code data Mar 28, 2022
- Weight data and prepare frequencies and crosstabs Apr 22, 2022
- Conduct analysis, prepare draft report June 30, 2022
- Incorporate comments and finalize technical report Oct 28, 2022

Presentations – FY 2023 anticipated

- Present draft technical report to CC Subcommittee July 19, 2022
- Present revised draft technical report to CC Subcommittee Sept 20, 2022
- Present Final technical Report to CC Subcommittee Nov 15, 2022