

**Commuter Connections TDM Evaluation
2009-10 Project Schedule – 11-2-09**

TERM Evaluation Framework

Draft document

- Prepare initial update recommendation Nov 17
- Present recommendations to Evaluation Group Nov 17
- Present revised recommendations to Evaluation Group Dec 15
- Prepare draft of 2008-2011 framework Dec 31
- Present framework to CC Subcommittee Jan 19, 2010
- Review period _____

Final document

- Present final report to CC Subcommittee Mar _____
- Review Period _____
- Prepare final report May _____
- Approval/release of final document (CC Subcommittee) _____

State of Commute Survey

Survey preparation

- Review / update 2008 survey methodology Nov 17
- Prepare draft questionnaire Nov 17
- Present method / questionnaire to Evaluation Group Nov 17
- Review / revision period _____
- Revise questionnaire Dec 15
- Finalize questionnaire Jan 15, 2010
- Program questionnaire for pretest Jan 22
- Prepare sampling methodology and CATI setup Jan 22

Conduct survey interviews

- Conducted survey pre-test Jan 26
- Conduct survey interviews Jan 30 – Apr 30

Perform analysis and presentations

- Weight data and conduct preliminary frequency analysis May 7
- Complete analysis June 11
- Present survey highlights to Evaluation Group June 25
- Prepare draft report June 30
- Present draft report to CC Subcommittee July _____
- Comment period _____

- Finalize technical report _____

Guaranteed Ride Home Survey

Survey preparation

- Conduct meeting with COG online vendor Nov 20
- Update survey methodology draft Dec 15
- Prepare draft questionnaire – update from 2008 Dec 15
- Present method / questionnaire to Evaluation Group Dec 15
- Review / revision period _____
- Receive archived data from COG and current data from online vendor Dec 18
- Finalize questionnaire Mar 5, 2010
- Program questionnaire for pretest Mar 12
- Obtain final sample from COG Mar 17

Conduct survey interviews

- Select sample for online / telephone surveys Mar 20
- Conduct online survey Mar 24 – Apr 7
- Conduct telephone survey pre-test Mar 29
- Conduct telephone survey interviews Mar 31 – Apr 9
- Conduct online non-respondent follow-up survey Apr 12 – Apr 19

Perform analysis and presentations

- Prepare telephone data / merge with online data Apr 30
- Weight data / prepare initial frequencies May 7
- Complete analysis May 28
- Present survey highlights to Evaluation Group June 25
- Prepare draft report June 30
- Present draft report to CC Subcommittee July ____
- Comment period _____
- Finalize technical report _____