

Commuter Connections 2012-2014 TERM Analysis
Major Changes from 2009-2011 Document
December 18, 2012

Section 3 - Performance Measures

- Added new section on process to review and update performance indicators (page 10)
- Added Appendix C – Proposed Method to Document Impacts of TERMS on Transportation System Performance
- Added Appendix D - Proposed Method to Quantify Benefits of TERMS to Encourage Greater Business Involvement in Commuter Connections Programs

Section 4 – Evaluation Components for Individual TERMS

Section 4A – Telework – no major changes

Section 4B – Guaranteed Ride Home – no major changes

Section 4C – Employer Outreach

- Described the “new vs expanded vs maintained” impacts (pages 19-20)
- Noted that coefficients for COMMUTER Model will be reviewed and updated if necessary (page 21)

Section 4D – Mass Marketing

- Expanded “Nature of Evaluation” to include description of “special event” impacts (page 23)
- Expanded “Data Needs and Sources” to include data for ‘Pool Rewards and Car Free Day (page 24)

Section 4E – Commuter Operations Center

- Described how calculation of transit information impacts will be different from 2011, due to shift to the current Commuter Connections online information system (page 26-27)
- Added method for calculating bicycle information impacts (page 27)

Section 5 – Description of Data Sources

- In Section on Ongoing Monitoring, added monitoring of Car Free Day participation and ‘Pool Rewards participation (page 32), and Commuter Connections online information system database (page 33)
- In section on Surveys, expanded description of SOC survey (page 33) and Commuter Connections Online Information System User Placement Rate survey (page 34)

Section 6 – Basic Method for Calculating Program Impacts

- No major changes
- Note that TERM goals, emission factors, and calculation appendices (E, F, G, H, I, J, K) have not been updated yet. This will be done following the TDM Evaluation Group meeting.

Section 7 – Reporting and Communication of Evaluation Results

- Added section on “Enhanced Reporting” (page 45-47)

Section 8 – Evaluation Schedules and Responsibilities

- No major changes

