

TERM ACTIVITIES/DATA COLLECTION COMPLETED AND TO DO BY TERM NOVEMBER 24, 2004

Following are data collection and analysis activities that have been completed and those yet to be completed. All analysis is planned to be completed by end of May 2005 and a draft TERM Analysis Report will be prepared during June 2005. Because analysis of many TERM components requires data from Commuter Connections databases and other tracking tools and the analysis will be conducted primarily during March through May 2005, this report will estimate benefit only through DECEMBER 31, 2004. During July-September 2005, the report will be updated to include data for the final six months of the three-year evaluation period (January-June 2005).

Telework Resource Center (TRC)

Data Previously Collected by Source

- **2004 SOC survey** – # regional TC, TC characteristics, travel patterns on non-TC days, commuters' source of TC info, use of TRC for info
- **2004 MWTC occupancy survey** – # TC seats used per day, # TC users
- **2004 MWTC users survey** – Travel of TC users on TC and non-TC days

Remaining Data Collection and Analysis

- **Mini-HH survey** – # regional TC, characteristics, travel patterns, TC info Feb-Apr 05
- **2005 TC occupancy survey** – # TC seats used per day, # TC users Mar-Apr 05
- **CC TRC database** – # and list of employers assisted by TRC through 12/04 Mar 05
- **Expanded TW employer survey** – change in TC under Exp TW program Mar 05
- **TRC TW assistance survey** – employers' source of TC info and changes in worksite TC since TRC assistance Mar-Apr 05
- Complete all data collection Early Apr 05
- Conduct analysis, benefit calculation Apr-May 05

Guaranteed Ride Home (GRH)

Data Previously Collected by Source

- **2004 GRH survey** – GRH placement rate, VTR factor, and other travel characteristics of GRH users

Remaining Data Collection and Analysis

- **CC GRH database** – # GRH applicants, OT-exception users through 12/04 Mar 05
- Conduct analysis, benefit calculation Mar-Apr 05

Integrated Rideshare - Kiosks

Data Previously Collected by Source

- **2004 SOC survey** – # regional kiosk users, kiosk placement rate, VTR factor, other travel characteristics

Remaining Data Collection and Analysis

- **CC applicants database** – # CC applicants through kiosk through 12/04 Mar 05
- Conduct analysis, benefit calculation Mar-Apr 05
- Estimate VT/VMT benefit overlap with Commuter Oper. Ctr. May 05

Integrated Rideshare – Software Upgrades

Data Previously Collected by Source

- **2003 applicant placement survey** – awareness and use of transit/P&R info on matchlists, software upgrade placement rate, VTR factor, other travel characteristics

Remaining Data Collection and Analysis

- **2004 placement survey** – transit/P&R placement rate, VTR factor, etc Nov-Dec 04
- **CC applicants database** – # database applicants through 12/04 Mar 05
- Conduct analysis, benefit calculation Mar-Apr 05
- Estimate VT/VMT benefit overlap with Commuter Oper. Ctr. May 05

Mass Marketing

Data Previously Collected by Source

- **2004 SOC survey** – % commuters who remember ad messages, % aware of CC services, % using services, % contacting CC, shifts to alt modes from ads/services
- **2003 applicant placement survey** – source of referral to CC

Remaining Data Collection and Analysis

- **2005 Mini-HH survey** – ad/service awareness and use, mode shifts Feb-Mar 05
- **2004 placement survey** – source of referral to CC Nov-Dec 04
- **CC contact records** – # of calls/contacts during ad and non-ad periods Mar 05
- **CC applicants database** – # database applicants Mar 05
- Conduct analysis, benefit calculation Mar-Apr 05
- Estimate VT/VMT benefit overlap with other TERMS May 05

Employer Outreach – Jurisdiction Sales Reps

Data Previously Collected by Source

- **2004 SOC survey** – regional travel characteristics, e.g. travel distance by mode

Remaining Data Collection and Analysis

- **2005 Mini-HH survey** – regional travel characteristics Feb-Mar 05
- **ACT! contact database** – employers participating in EO, employer characteristics and services offered – through 12/04 Mar 05
- **Employer baseline surveys** – worksite starting mode split Jan-Mar 05
- **CC applicants database** – # database applicants Mar 05
- Compile employer analysis groups Mar-Apr 05
- Conduct analysis, benefit calculation – EPA COMMUTER model Apr 05
- Estimate VT/VMT benefit overlap with other TERMS May 05

Employer Outreach – Jurisdiction Sales Reps

Data Previously Collected by Source

- **2004 SOC survey** – regional travel characteristics, e.g. travel distance by mode

Remaining Data Collection and Analysis

- **2005 Mini-HH survey** – regional travel characteristics Feb-Mar 05
- **Metrocheck/SmartBenefits DB** – employers participating in MC/SB, employer characteristics and transit benefits – through 12/04 Mar 05
- **Metrocheck/SmartBenefits survey** – services provided by MC/SB employers in addition to MC/SB (WMATA assistance) Jan-Feb 05
- **Employer baseline surveys** – worksite starting mode split Jan-Mar 05
- **CC applicants database** – # database applicants Mar 05
- Compile employer analysis groups Mar-Apr 05
- Conduct analysis, benefit calculation – EPA COMMUTER model Apr 05
- Estimate VT/VMT benefit overlap with other TERMS May 05

Employer Outreach for Bicycling – Bicycle Outreach Staff

Data Previously Collected by Source

- **2004 SOC survey** – regional bike travel distance

Remaining Data Collection and Analysis

- **2005 Mini-HH survey** – regional bike travel distance Feb-Mar 05
- **ACT! contact database** – employers participating in EO for Bicycling, employer characteristics and other services offered – through 12/04 Mar 05
- **Employer baseline surveys** – worksite starting mode split Jan-Mar 05
- **CC applicants database** – # database applicants Mar 05
- Compile employer analysis groups Mar-Apr 05
- Conduct analysis, benefit calculation – EPA COMMUTER model Apr 05
- Estimate VT/VMT benefit overlap with other TERMS May 05

Employer Outreach for Bicycling – Bike to Work Day Event

Data Previously Collected by Source

- **2002 and 2003 BTW day surveys** – # of BTWD participants, pre- and post BTWD bicycling, travel distance, mode on non-bike days

Remaining Data Collection and Analysis

- **2004 BTW day survey** – # of BTWD participants, pre-and post-BTWD bicycling, mode on non-bike days, travel distance– through 12/04 Dec 04
- Compile employer analysis groups Mar-Apr 05
- Conduct analysis, benefit calculation – EPA COMMUTER model Apr 05
- Estimate VT/VMT benefit overlap with other TERMS May 05

Commuter Operations Center

Data Previously Collected by Source

- **2003 applicant placement survey** – placement rate, VTR factor, other travel characteristics

Remaining Data Collection and Analysis

- **2004 placement survey** – placement rate, VTR factor, etc Nov-Dec 04
- **CC applicants database** – # database applicants through 12/04 Mar 05
- Conduct analysis, benefit calculation Mar-Apr 05
- Estimate VT/VMT benefit overlap with other TERMS May 05

Table 1
Remaining Data Collection Activities
Proposed Schedule and Responsibilities

Data Collection Activity	Schedule	Responsibility *
<u>CC Tracking</u> <ul style="list-style-type: none"> • Provide list/info on employers in ACT! DB • Provide list/info on employers in MC/SB DB • Provide list/info on TRC-assisted employers • Compile counts of BTWD participants • Compile counts of CC DB applicants, including kiosk applicants • Compile counts of GRH applicants • Compile counts of CC contacts/referrals • Provide results of employee commute surveys 	<ul style="list-style-type: none"> Mar 05 Mar 05 Mar 05 Mar 05 Mar 05 Mar 05 Mar 05 March 05 	<ul style="list-style-type: none"> CC WMATA / CC CC CC CC CC CC (marketing contractor) CC (obtained from BMI)
<u>Surveys/Data Collection</u> <ul style="list-style-type: none"> • 2004 CC Applicant Placement Survey • Bike-to-Work Participant Survey • MWTC occupancy count • Expanded TW employer follow-up survey • TRC assisted employer follow-up survey • Metrochek/SmartBenefits employer survey • Mini-household Survey 	<ul style="list-style-type: none"> Nov 04 Dec 04 Mar 05 Mar 05 Mar 05 Feb 05 Feb-Mar 05 	<ul style="list-style-type: none"> LDA LDA prepares CC distributes 12/04 LDA analyzes LDA LDA/CC LDA develops CC distributes 3/05 LDA analyzes LDA develops WMATA distributes 2/05 LDA analyzes LDA

* Responsibility

CC = Commuter Connections staff

Washington Metropolitan Area Transit Authority (WMATA)

LDA = members of LDA team contractor (LDA, CIC Research, ESTC, Elham Shirazi, Cheryl Collier)