

**TDM EVALUATION GROUP
MEETING NOTES
October 21, 2008**

1. Introductions

(Please see attached attendance sheet)

2. TERM Analysis Report

Nicholas Ramfos distributed the updated draft TERM Analysis Report as well as a memorandum that included responses to the comments received from the release of the draft document at the September 16th Commuter Connections Subcommittee meeting.

Lori Diggins and Nicholas Ramfos reviewed the comments and responses received and then reviewed the substantive changes made to the draft TERM Analysis Report. Ms. Diggins reported that all of the TERM results have been updated with new data since the draft version of the report was released in July with the exception of the Employer Outreach TERM. The Analysis for Employer Outreach will include employers in the baseline from 2005, those employers that have dropped out and new and expanded programs at employer sites. Those employers that have dropped out will be replaced with the “new and expanded program” employers. Ms. Diggins reported that the results for the GRH TERM increased slightly because there were new numbers; however it did not go up as much as expected because a partial credit is also given to Mass Marketing based on when the advertisements are running and the number of applications received. The Mass Marketing TERM received about 15% of the credit from the GRH TERM. The Mass Marketing TERM credit went up as well due to the number of GRH and Rideshare applications. These are applications received during and after the marketing campaigns. The Operations Center impacts changed from the final draft report because of increased Rideshare applications and the software upgrades credit from the Integrated Rideshare TERM. There was a sizeable number of Rideshare applications received between January and June which helped boost the impacts of the Operations Center.

A revised TERM Analysis draft Report will be distributed at the November 18th Commuter Connections Subcommittee meeting. A comment period will be established and the final draft of the report will be presented at the January Commuter Connections Subcommittee meeting.

3. Regional Carsharing Survey

Ms. Diggins distributed the updated draft of the regional Carshare Survey report and the comment response memorandum.

There were a few areas where some additional analysis were provided. Ms. Diggins reviewed the responses to the comments received on the draft document. A new table was added on Page 44 of the report that shows travel changes for respondents by whether they moved or changed job locations. The major difference was in annual driving miles increasing for those that moved than those who did not move.

In general, the VMT and emission impacts are on the low side for car sharing. There are some increases in uses of other modes but mainly because they have given up their vehicles.

Mr. Ramfos asked that any additional comments on the report be submitted to his attention by next Friday, October 31st. The final draft of the report will be presented at the November Commuter Connections Subcommittee for final release.

4. Regional Vanpool Survey

Mr. Ramfos distributed the latest version of the draft regional Vanpool Driver Survey report as well as the comment/response memorandum. Ms. Diggins reviewed the responses to the comment received and also gave some highlights on the changes to the report.

Mr. Ramfos stated that the final draft report would be presented for release at the November Commuter Connections Subcommittee meeting.

5. Employer Outreach Customer Satisfaction Survey

Mr. Ramfos distributed the draft questionnaire for the Employer Outreach satisfaction survey. He stated that some of the questions have been re-designed, but for the most part many of the questions that have been used in the past are still included.

Ms. Diggins stated that the survey will be sent by telephone, e-mail, and an alert letter will be sent by postal mail. If the survey is completed on-line, a code will be entered in order that the survey firm can track who has completed a survey and who has not. The goal is to obtain 400 completed surveys out of about 1600 records that are available in the ACT! Database. Next, the group discussed updates to the information in the ACT! Database with respect to updated information the survey consultant may be obtaining during their calls. Ms.

Diggins stated that any updated information would be sent to Mark Hersey at COG.

Next, Ms. Diggins reviewed the questionnaire with the group. Mr. Ramfos stated that any comments to the questionnaire should be submitted through the Extranet by November 21st.

6. FY2009 Placement Rate Survey

Mr. Ramfos stated that the draft copy of the Placement Rate Study questionnaire was in today's agenda packet. Ms. Diggins reviewed the minor changes that were made on the questionnaire. A new question was added (Q. 5-1) which states "What prompted you to seek commute information or assistance from Commuter Connections at that time?" This question was added to capture any effects from the high gasoline prices. Ms. Diggins also reported the section of telework questions was removed mainly because there weren't enough respondents on these questions and the results are not used for any of the analysis conducted for the regional TDM program.