

**TDM EVALUATION GROROUP  
MEETING NOTES  
December 12, 2006**

**1. Introductions**

*(Please see attached attendance sheet)*

**2. State of the Commute Survey**

Mr. Ramfos stated that the draft questionnaire for the SOC 2007 survey was distributed at the last meeting and a comment period was established. Several comments were received and responses to the comments and questions were prepared and distributed to the group for review and discussion. Lori Diggins reviewed the responses to each of the comments and edits. The group discussed the sampling methodology and the weighting. The 600 surveys conducted for each jurisdiction are weighted so that there is a proportional sampling.

Next, the group reviewed the changes made to the questionnaire based on the comments received. Lois Wauson stated that the plan is to begin interviews on January 29<sup>th</sup>. Robert Griffiths stated that the Household Travel survey will be occurring during the same time period and Robert Griffiths stated that we may want to coordinate how to handle the SOC sample. Staff will work with LDA to address the issue. Mr. Ramfos stated that edits to the survey should be submitted to him by next Friday, December 22<sup>nd</sup>.

**3. Commuter Connections TERM Evaluation Framework Methodology Document Update**

Lori Diggins distributed a handout on the TERM Evaluation methodology summary. Mr. Schreffler discussed the unique data required for each of the TERM areas in order to calculate the travel and air quality impacts. Mr. Schreffler then discussed the Telework program and stated that the change for the new methodology is that there would be no data collection activities for the Telecenters. Next, Mr. Schreffler discussed the GRH methodology. He stated that there is no double-counting with GRH and the Operations Center in the methodology. Ms. Diggins also stated that only travel within the non-attainment region is counted.

Next, the Employer Outreach TERM was discussed and changes to the methodology. The Metrochek employer survey would not be conducted and the Employer Outreach for Bicycling component will be counted in the Employer Outreach TERM. The analysis for Employer Outreach is modeled through EPA's COMMUTER model. The Worksite Trip Reduction model at CUTR will be compared to EPA's COMMUTER model. The Marketing TERM methodology was also discussed. Mr. Ramfos stated that the marketing components from all projects have now been streamlined. The InfoExpress kiosk methodology was also discussed. Mr. Ramfos stated that the analysis would be conducted to determine the credits event though the kiosk project would be going away during this fiscal year. Lastly, the COC methodology was discussed and the software upgrades (formerly Integrated Rideshare) has now been streamlined into the COC and benefits would not need to be calculated separately.

Mr. Schreffler then discussed future direction of TDM performance measures. Phil Winters discussed the language we are using to communicate the performance measure results. A handout was distributed outlining issues that may need to be included in the discussion including revised performance measures for the revised goals and new performance measures that will better assist in regional decision-making as well as new ways to communicate program effectiveness. Ms. Robey would like to define the stakeholder groups and define what would be meaningful.

#### **4. 2007 GRH Applicant Survey**

Lois Wauson stated that the GRH telephone survey would be conducted next calendar year. The survey will also be piloted with 300 surveys that will be conducted on-line. There would be comparisons drawn between the characteristics between the two groups. Bob Griffiths stated that if not everyone has an e-mail addresses in the GRH database then for those that do, they should be a strata. Lori Diggins stated that we need to maximize our capabilities to draw a parallel. Bob also stated that security may need to be addressed (i.e. using PIN numbers for survey access).