

TDM EVALUATION GROUP

MEETING NOTES

October 15, 2013

1. Introductions

(Please see attached attendance sheet)

2. FY 2014 Regional TDM Project Timeline and Schedule

Nicholas Ramfos discussed the timelines and schedules for the FY 2014 regional TDM Evaluation project and distributed a handout with the timelines. He reviewed the schedules for the finalization of the 2013 State of the Commute technical report and preparation of the general public report, the internet based 2012 Bike to Work Day survey, the Maryland Employer Telework survey, the finalization of the GRH Applicant reports for both Baltimore and Washington, the analysis of the regional Employer Outreach database, the Employer Satisfaction survey, and the draft TERM Analysis report.

3. FY 2014 Bike to Work Day Participant Survey

Mr. Ramfos discussed the Bike to Work Day survey for FY 2014. He stated that the questionnaire was in draft format and that additional questions on demographics were added to capture information on the event participants. The survey will focus on those that participated in the event in 2013. This will be an on-line survey. Lori Diggins then reviewed some of the questions including those that captured mode use before and after the event. We will also add income categories. For question 11, the non-work trip language should be changed to non-commute to see if people are using biking for a work related purpose and perhaps make the trip by Capital Bikeshare. Also, as part of the demographic questions the "I don't know" related responses should be changed to "prefer not to answer." There is typically a 35% response rate and there will be over 14,000 surveys that will be sent. Preliminary highlights should be ready by December.

4. 2014 Employer Telework Survey

Ms. Diggins stated that the 2014 Maryland Employer Telework survey will be conducted by phone mainly because there will be a small amount of surveys that will be sent. The survey asks demographics and two general questions for employers who had teleworking in place before receiving assistance and those putting a program in place after receiving assistance and what changes were made and the number of current teleworkers. When the Employer Outreach TERM analysis is conducted, teleworking will be counted as a strategy, the employers

surveyed for Telework will get applied to the telework TERM. The other employers will be counted under the Employer Outreach TERM analysis. The group then discussed the types of information and assistance offered to employers for Telework programs. The survey will be solely focused on employers based in Maryland jurisdictions.

5. FY 2014 Employer Services Customer Satisfaction Survey

Mr. Ramfos stated that the last Employer Customer Satisfaction Survey was conducted in 2009 and the survey is now conducted every five years. Mark Hersey stated that the survey used to be conducted annually until 2005 and it was conducted by COG/TPB staff. In 2009, the survey was conducted by LDA Consulting and CIC Research. Mr. Ramfos stated that the survey from 2009 would be reviewed and updated in the December timeframe. He then reviewed the key questions in the survey. He stated that input on the survey questions would be sought during the next meeting. The purpose of the survey is to gauge the level of satisfaction from employers in all level categories that have received Employer Outreach services. The typical response rate is about 20 - 25%. The survey will be emailed and mailed and if the response rate is low, then a research firm will be hired to conduct follow-up telephone calls.

6. 'Pool Rewards Evaluation

Mr. Ramfos stated that the FY 2013 'Pool Rewards survey results were being tabulated. There will also be a long-term participant survey that will be conducted in order to assess the travel behavior of previous program participants. There have been a few hundred carpool participants that have been in the program since it launched in October 2010 along with about 8 vanpools that have recently enrolled. Results from the survey will be used to make any program changes and will also be used in the Mass Marketing TERM Analysis.