Commuter Connections TDM Evaluation
FY 2022 Project – Detailed Survey Schedule

<u>**Tasks**</u>
- **Task B - Evaluation Framework**
- **Task C – GRH Surveys**
- **Task D – State of the Commute Survey**

<u>**Task B - TERM Evaluation Framework**</u>

Draft document

Review FY 2018-2020 framework – propose updates; send to COG staff	Sept 20, 2021
Refine recommendations per COG staff comments	October 4, 2021
1st presentation of recommendations to TDM Evaluation Group	Oct 19, 2021
Refine recommendations per COG staff/TDM Eval Group comments	Nov 2, 2021
2nd presentation of recommendations to TDM Evaluation Group	Nov 16, 2021
Refine recommendations per COG staff/TDM Eval Group comments	Dec 6, 2021
Present draft of 2021-2023 framework to TDM Evaluation Group	Dec 21, 2021
Send draft 2021-2023 framework to COG	Dec 31, 2021

Final document

Present draft framework to CC Subcommittee	Jan 18, 2022
Review and comment period	Feb 11, 2022
Revise report	Feb 28, 2022
Endorse for release of final document (CC Subcommittee)	March 15, 2022

Task C – Guaranteed Ride Home Survey – Interviews in April 2022

Survey questionnaire and sample plan
- Update 2019 methodology, sample plan, and questionnaire — Oct 5, 2021
- Revise questionnaire per COG comments — Oct 29, 2021
- Present method/questionnaire to TDM Evaluation Group — Nov 16, 2021
- Revise method/questionnaire per COG staff/TDM Eval Group comments — Dec 10, 2021
- Finalize questionnaire — Dec 31, 2021

Questionnaire and database programming/testing
- Conduct meeting with COG online vendor; review survey/schedule — Early Dec 2021
- Program logic for internet questionnaire/database — Jan 10 – Jan 31, 2022
- Test and revise Internet logic/database — Feb 1–18, 2022
- Program and test internet interface — Feb 21 – Mar 7, 2022
- Obtain sample internet data from vendor; verify phone compatibility — Mar 8–15, 2022
- Program and test CATI questionnaire for phone survey — Feb 21 – Mar 18, 2022

Survey sample
- Prepare instructions for COG sample draw from GRH database — Jan 7, 2022
- COG sends preliminary sample (registered through Jan 31) — Feb 4, 2022
- Clean, dedupe sample, separate into sample groups — Mar 15, 2022
- COG sends final sample (Feb 1 – March 15) — Mar 21, 2022
- Update sample, prepare for online and postal mail alerts — Mar 28, 2022
- Finalize sample plan — Mar 28, 2022

Internet Interviews
- COG sends email/postal mail alerts — Apr 5, 2022
- COG sends 1st reminder email alerts — Apr 11, 2022
- COG sends 2nd reminder email alerts — Apr 18, 2022
- COG sends 3rd (final) reminder email alerts — Apr 25, 2022
- Close online survey — Apr 27, 2022

Telephone Interviews
- Conduct phone survey for phone-only respondents — Apr 14–22, 2022
- Conduct phone follow-up for internet non-respondents — Apr 20 – May 3, 2022

Analysis and report
- Online vendor sends Internet data to WBA; clean/prepare data — Apr 28, 2022
- Clean/prepare telephone data; merge with online data — May 13, 2022
- Weight data; prepare frequencies and crosstabs — May 24, 2022
- Conduct analysis, prepare draft report — June 30, 2022
- Incorporate comments and finalize technical report — Oct 28, 2022

Presentations – FY 2023 anticipated
- Present draft technical report to CC Subcommittee — July 19, 2022
- Present revised draft technical report to CC Subcommittee — Sept 20, 2022
- Present Final technical Report to CC Subcommittee — Nov 15, 2022

Task D – State of Commute Survey – Interviews in Jan-Mar 2022

Survey questionnaire and methodology
- Update 2019 methodology and questionnaire; send to COG staff   Sept 20, 2021
- Revise questionnaire per COG comments   October 4, 2021
- Present method and questionnaire to TDM Evaluation Group   Oct 19, 2021
- Revise method/questionnaire per COG staff/TDM Eval Group comments   Nov 1, 2021
- 2nd presentation of method/questionnaire to TDM Evaluation Group   Nov 16, 2021
- Finalize questionnaire   Nov 22, 2021

Questionnaire programming/testing
- Program internet questionnaire/database   Nov 23 – Dec 16, 2021
- Test and revise Internet questionnaire   Dec 16–31, 2021

Survey sample and Internet survey postcard printing/mailing
- Finalize ABS sample plan for sample selection/count by jurisdiction   Nov 30, 2021
- Design and finalize Internet invitation postcard   Dec 1 – 20, 2021
- Define Wave 1 sample counts by jurisdiction   Dec 10, 2021

Wave 1
- Obtain Wave 1 sample file   Dec 17, 2021
- Append Wave 1 passcodes to sample file   Dec 22, 2021
- Postcard artwork/sample file to printer for Wave 1 printing   Dec 27, 2021
- Mail Wave 1   Jan 7, 2022

Wave 2
- Review Wave 1 response by area; rebalance sampling plan for Wave 2   Jan 21, 2022
- Obtain Wave 2 sample file   Jan 28, 2022
- Append Wave 2 passcodes to sample file   Feb 1, 2022
- Postcard artwork/sample file to printer for Wave 2 printing   Feb 2, 2022
- Mail Wave 2   Feb 14, 2022

Internet Interviews
- Internet Wave 1 survey open   Jan 7, 2022
- Internet Wave 2 survey open   Feb 14, 2022
- Close survey   Mar 14, 2022

Analysis and report
- Clean/code data   Mar 28, 2022
- Weight data and prepare frequencies and crosstabs   Apr 22, 2022
- Conduct analysis, prepare draft report   June 30, 2022
- Incorporate comments and finalize technical report   Oct 28, 2022

Presentations – FY 2023 anticipated
- Present draft technical report to CC Subcommittee   July 19, 2022
- Present revised draft technical report to CC Subcommittee   Sept 20, 2022
- Present Final technical Report to CC Subcommittee   Nov 15, 2022