

**Commuter Connections TDM Evaluation  
FY 2016 Project – Detailed Survey Schedule 9/15/15**

**Tasks**

- **Task B - Evaluation Framework**
- **Task C – GRH Surveys**
- **Task D – Retention Rate Survey**
- **Task E – State of the Commute Survey**

**Task B - TERM Evaluation Framework**

Draft document

- |   |               |
|---|---------------|
| • Review 2012 framework – propose updates/new options                 | Sept 11, 2015 |
| • Review updates/options with COG staff                               | Mid Sept 2015 |
| • Refine update recommendation  | Sept 28, 2015 |
| • 1 <sup>st</sup> presentation of recommendations to Evaluation Group | Oct 20, 2015  |
| • Refine update recommendation – review with COG staff                | Oct 27, 2015  |
| • 2 <sup>nd</sup> presentation of recommendations to Evaluation Group | Nov 17, 2015  |
| • Refine update recommendation – review with COG staff                | Nov 23, 2015  |
| • Present draft of 2015-2018 framework to Evaluation Group            | Dec 15, 2015  |
| • Send draft 2015-2018 framework to COG                               | Dec 31, 2015  |

Final document

- |   |                |
|---|----------------|
| • Present draft framework to CC Subcommittee              | TBD - Jan 2016 |
| • Review and comment period                               | TBD - 2016     |
| • Revise report   | TBD - 2016     |
| • Endorse for release of final document (CC Subcommittee) | TBD - 2016     |

## **Task C - Guaranteed Ride Home Survey**

### Survey questionnaire and database

- Review 2013 questionnaire – prepare draft for COG review Oct 2, 2015
- Revise questionnaire – COG 2<sup>nd</sup> review Oct 16, 2015
- Conduct meeting with COG online vendor; review survey/schedule Early Nov 2015
- Present method / questionnaire to Evaluation Group Nov 17, 2015
- Review comments / finalize questionnaire Dec 10, 2015
- Program logic for internet questionnaire / database Dec 11 – Jan 22, 2016
- Test / revise Internet logic / database Jan 22 – Feb 5, 2016
- Program / test internet interface Feb 5–22, 2016
- Obtain sample internet data output from online vendor; Verify compatibility with phone output Feb 15, 2016
- Program / test CATI questionnaire Feb 8–29, 2016

### Survey sample

- Update 2013 survey methodology, sample plan Oct 23, 2015
- Prepare instructions for sample draw Feb 1, 2016
- COG sends preliminary sample (registered through Jan 31) Feb 15, 2016
- Clean, dedupe sample, separate into sample groups Mar 15, 2016
- COG sends final sample (Feb 1 – March 15) Mar 21, 2016
- Update sample, prepare for online / postal mail alerts Mar 30, 2016

### Pre-test and Interviews

- Conduct Internet/phone pre-tests – delete if no substantive to Q Mar 4–10, 2016
- Review pretest; revise Internet/phone programming if needed March 28, 2016
- COG sends email/postal mail alerts Apr 5–6, 2016
- Conduct online survey and phone survey Apr 5–25, 2016
- COG sends reminder email alerts Apr 13–14, 2016
- Conduct phone follow-up for internet non-respondents Apr 19–29, 2016

### Perform analysis and prepare report

- Online vendor sends Internet data to CIC Apr 29, 2016
- Prepare telephone data / merge with online data; Weight data / prepare frequencies and crosstabs May 9, 2016
- Complete analysis; prepare survey highlights Mid Jun 2016
- Prepare draft report June 30, 2016
- Incorporate comments and finalize technical report TBD – Oct 2016

### Presentations

- Present survey highlights to Evaluation Group TBD – Mid June 2016
- Present draft technical report to CC Subcommittee TBD – July 2016
- Comment period
- Present revised draft technical report to CC Subcommittee TBD – Sept 2016
- Comment period
- Present Final technical Report to CC Subcommittee TBD – Nov 2016

## **Task D – Retention Rate Survey**

### Survey questionnaire and database

- Define method, sampling plan Sept 16, 2015
- Draft questionnaire for COG review Oct 2, 2015
- Revise questionnaire – COG 2<sup>nd</sup> review Oct 23, 2015
- Present method / questionnaire to Evaluation Group Nov 17, 2015
- Revise questionnaire – COG 3<sup>rd</sup> review Nov 23, 2015
- Present method / questionnaire to Evaluation Group Dec 15, 2015
- Review comments / finalize questionnaire (after Eval Group) Dec 21, 2015
- Program / test internet and telephone questionnaires Jan 5–29, 2016

### Survey sample

- Prepare instructions for sample draw Oct 2, 2015
- COG sends sample Oct 16, 2015
- Clean, dedupe sample, separate into sample groups Nov 20, 2015
- Refine method based on sample frame size and data available Dec 4, 2015
- Finalize sample targets based on sample frame size Jan 15, 2016
- Prepare sample for online/postal mail alerts Feb 2, 2016

### Pre-test and Interviews

- Conduct Internet pre-test Feb 9–16, 2016
- Review pretest; revise Internet/phone programming if needed Feb 26, 2016
- COG sends email/postal mail alerts Mar 1–2, 2016
- Conduct online survey and phone survey Mar 1–22, 2016
- Conduct phone follow-up for internet non-respondents Mar 15–28, 2016

### Perform analysis and prepare report

- Prepare telephone data / merge with online data; Weight data / prepare frequencies and crosstabs Apr 18, 2016
- Complete analysis; prepare survey highlights Mid May 2016
- Prepare draft report May 31, 2016
- Incorporate comments and finalize technical report TBD – Oct 2016

### Presentations

- Present survey highlights to Evaluation Group TBD – Mid April 2016
- Present draft technical report to CC Subcommittee TBD – May 2016
- Comment period
- Present revised draft technical report to CC Subcommittee TBD – Sept 2016
- Comment period
- Present Final technical Report to CC Subcommittee TBD – Nov 2016

## **Task E - State of Commute Survey**

### Survey questionnaire and sample

- Update 2013 survey methodology, sample plan Sept 11, 2015
- Review 2013 SOC questionnaire – prepare draft For COG review Sept 11, 2015
- Revise questionnaire – COG 2<sup>nd</sup> review Sept 25, 2015
- Present method / questionnaire to Evaluation Group Oct 20, 2015
- Revise questionnaire Oct 27, 2015
- Present revised questionnaire to Evaluation Group Nov 17, 2015
- Finalize sampling methodology Nov 20, 2015
- Finalize questionnaire Nov 20, 2015
- Program questionnaire for pretest Nov 21 – Dec 11, 2015

### Pre-test and Interviews

- Conduct pre-test (landline and cell phone) Dec 15-18, 2015
- Review pretest / modify sample plan and questionnaire Dec 31, 2015
- Conduct main survey interviews Jan 6 – Apr 15, 2016

### Perform analysis and prepare report

- Weight data and prepare frequencies and crosstabs End Apr 2016
- Complete analysis, present highlights to Evaluation Group Mid June 2016
- Prepare draft report June 30, 2016
- Incorporate comments and finalize technical report TBD – Oct 2016

### Presentations

- Present survey highlights to Evaluation Group TBD – Mid June 2016
- Present draft technical report to CC Subcommittee TBD – July 2016
- Comment period
- Present revised draft technical report to CC Subcommittee TBD – Sept 2016
- Comment period
- Present Final technical Report to CC Subcommittee TBD – Nov 2016