

**TDM EVALUATION GROUP
MEETING NOTES
January 27, 2009**

1. Introductions

(Please see attached attendance sheet)

2. FY 2009 Placement Rate Survey

Nicholas Ramfos, COG/TPB staff distributed the presentation on the highlights of the data collected for the FY 2009 Placement Rate Study.

Lori Diggins, LDA Consulting reviewed the Placement Rate survey background, the types of data collected for the survey, and the purpose of the Placement rate survey. Next, Ms. Diggins covered the survey respondents' demographics. She then covered the analysis of the survey results including, placement rate, vehicle trip reduction factors, trip distance, and alternative mode access and distance. Ms. Diggins then discussed the mode splits of the survey respondents as well as other travel characteristics. Travel changes made by the respondents for the current survey period were reviewed and compared to previous survey periods. The continued and temporary changes were discussed along with the previous and new mode changes made by survey respondents. Ms. Diggins reviewed the reasons mode changes were made by survey respondents and how the respondents had heard about Commuter Connections, and the information they had received. Respondents were also asked about the use of the matchlist, transit, and park and ride lot information they had received from Commuter Connections. Lastly, Ms. Diggins briefed the group on improvements that respondents said could be made to the Commuter Connections program.

Mr. Ramfos stated that a draft report of the survey findings would be prepared and presented at the Commuter Connections Subcommittee meeting on March 17th. A comment period would be established at that time.

3. Employer Outreach Customer Satisfaction Survey

Mr. Ramfos stated that there were two handouts in the agenda packet for the Employer Outreach Customer Satisfaction Survey. The first handout was a copy of the revised survey questionnaire which was based on comments received from the group. The second document was a comment/response memorandum which Mr. Ramfos reviewed with the group regarding changes to the survey questionnaire. The changes to the survey were reviewed with the group. The next steps will be to finalize the survey questionnaire with the changes made and

the survey will be conducted in late February. A draft report will be prepared and will be presented to the Commuter Connections Subcommittee in May.