

**TDM EVALUATION GROUP
MEETING NOTES
November 17, 2009**

1. Introductions

(Please see attached attendance sheet)

2. Commuter Connections TERM Evaluation Framework Methodology Document Update

Mr. Ramfos gave an overview of the TERM Evaluation Framework Methodology document and the regional TDM Evaluation project. He also stated that the results from the TERM evaluation are used in the region's planning process for both air quality and congestion management. Emission and transportation impacts are used in both the regional TERM tracking sheet and the Congestion Management Plan.

Mr. Ramfos then distributed a handout that reviewed the highlights of changes to the Evaluation Framework Summary document. Lori Diggins, with LDA Consulting reviewed the substantive tasks of the Evaluation Framework Methodology and pointed out proposed changes made to the document. First, Ms. Diggins gave an overview of the framework and the proposed framework document outline. Ms. Diggins then briefly covered the overall objectives of the evaluation and evaluation principles. The TERMS to be evaluated will include Maryland and Virginia Telework, Guaranteed Ride Home, Employer Outreach, Employer Outreach for Bicycling, Mass Marketing, Integrated Rideshare, and Commuter Operations Center.

Next, the group was briefed on proposed data collection and analysis tools which included surveys, databases, and analysis tools. Ms. Diggins briefly reviewed the basic impact calculation methodology steps.

Enhancements to the framework document were then reviewed. Updates to the framework will reflect changes made in the Commuter Connections TERMS. In particular, changes to the Integrated Rideshare TERM with the InfoExpress kiosks no longer in operation will be documented, changes to Telework to show that Virginia's participation in the regional Telework TERM ended on June 30, 2009, and updating the Employer Outreach TERM impact dates to show new and/or expanded programs since July 1, 2008. The document will also shows changes to the methodology such as the changes made with the use of the EPA COMMUTER model for the Employer Outreach TERM and adding greenhouse gases to the emissions impact estimates for all TERMS. There was additional

discussion on updating the coefficients in the EPA COMMUTER model that is used for the Employer Outreach TERM analysis. Ms. Diggins also briefed the group on refining the methodology for the GRH and Placement Rate surveys to include the combination of telephone/internet data collection activities. Ms. Diggins then discussed exploring options to include cell-phone only households in the State of the Commute survey data collection. Ms. Diggins also discussed exploring options to assess the duration of benefits for TERM impacts and whether benefits extend beyond the three-year triennial cycle. Ms. Diggins also discussed the examination of regional transportation objectives and policies that might influence the ways in which TRM impacts are measured. Ms. Diggins then discussed the communication of TERM benefits to local jurisdictions, TDM agency program staff, employers, and the general public.

Mr. Ramfos stated that revised recommendations would be presented to the group in a draft updated document during the next meeting on December 15th.

3. 2010 State of the Commute Survey

Mr. Ramfos distributed the draft survey questionnaire for the 2010 State of the Commute survey. He stated that data collected from the survey is used to determine many of the TERM impacts for emissions and transportation.

Next, Ms Diggins reviewed highlights and changes to the survey questionnaire.

The timeline of the survey was also discussed. If the group had other suggested changes to the questionnaire, they should forward those to Mr. Ramfos. A revised questionnaire would be presented during the December 15th meeting.