

**Commuter Connections TDM Evaluation  
FY 2013 Project Schedule – SOC, GRH, Evaluation Framework**

**State of Commute Survey**

Survey questionnaire

- First review of 2010 survey questionnaire Aug 14, 2012
- Prepare 1<sup>st</sup> draft questionnaire – COG review Sept 14, 2012
- Prepare 2<sup>nd</sup> draft questionnaire – COG review Sept 28, 2012
- Present method / questionnaire to Evaluation Group Oct 16, 2012
- Prepare 3<sup>rd</sup> draft questionnaire Oct 30, 2012
- Present revised questionnaire to Evaluation Group Nov 20, 2012
- Finalize questionnaire Nov 23, 2012
- Program questionnaire for pretest Dec 7, 2012

Survey sample

- Update 2010 survey methodology, sample plan Sept 14, 2012
- Prepare sampling methodology and CATI setup Nov 30, 2012

Pre-test and Interviews

- Conduct landline pre-test Dec 8-10, 2012
- Conduct cell phone pre-test Dec 12-14, 2012
- Review pretest / modify sample plan and questionnaire Mid Dec 2012
- Start main survey Jan 7, 2013
- Complete survey interviews Apr 15, 2013

Perform analysis and prepare report

- Prepare new variable instructions Mid Mar 2013
- Weight data and prepare frequencies and crosstabs End Apr 2013
- Complete analysis, prepare survey highlights Mid June 2013
- Prepare draft report June 30, 2013
- Incorporate comments and finalize technical report TBD – Oct 2013

Presentations

- Present survey highlights to Evaluation Group June 18, 2013
- Present draft technical report to CC Subcommittee July 16, 2013
- Comment period
- Present revised draft technical report to CC Subcommittee Sept 17, 2013
- Comment period
- Present Final technical Report to CC Subcommittee Nov 19, 2013

## **Guaranteed Ride Home Survey**

### Survey questionnaire and database

- First review of 2010 survey questionnaire Aug 14, 2012
- Prepare 1<sup>st</sup> draft questionnaire – COG review Oct 29, 2012
- Conduct initial meeting with COG online vendor; review schedule, questionnaire, data output format Nov 5, 2012
- Prepare 2<sup>nd</sup> draft questionnaire – COG review Nov 23, 2012
- Present method / draft questionnaire to Evaluation Group Dec 18, 2012
- Review comments / finalize questionnaire Jan 7, 2013
- Program / test internet questionnaire Jan 7 – Feb 27, 2013
- Program / test CATI questionnaire Feb 27 – Mar 11, 2013

### Survey sample

- Update 2010 survey methodology, sample plan Oct 29, 2012
- Prepare instructions for sample draw Mar 1, 2013
- Receive sample from COG Mar 29, 2013
- Clean, dedupe sample, separate into sample groups; Prepare sample for online / postal mail alerts April 8, 2013

### Pre-test and Interviews

- Conduct telephone survey pre-test April 9 - 11, 2013
- Review pretest – finalize questionnaire Apr 12, 2013
- Conduct online survey and phone survey Apr 15 – Apr 29, 2013
- Conduct phone follow-up for internet non-respondents Apr 29 – May 3, 2013

### Perform analysis and prepare report

- Obtain sample internet data output from online vendor; Verify compatibility with phone output Feb 4, 2013
- Prepare new variable instructions Mar 15, 2013
- Prepare telephone data / merge with online data; Weight data / prepare frequencies and crosstabs May 8, 2013
- Complete analysis; prepare survey highlights Jun 7, 2013
- Prepare draft report June 30, 2013
- Incorporate comments and finalize technical report TBD – Oct 2013

### Presentations

- Present survey highlights to Evaluation Group Mid June 18, 2013
- Present draft technical report to CC Subcommittee July 16, 2013
- Comment period
- Present revised draft technical report to CC Subcommittee Sept 17, 2013
- Comment period
- Present Final technical Report to CC Subcommittee Nov 19, 2013

## **TERM Evaluation Framework Methodology Document**

### Draft document

- Outline performance measure options Aug 20, 2012
- Review options with COG staff Sept 7, 2012
- Prepare initial update recommendation Sept 28, 2012
- Present recommendations to Evaluation Group Oct 16, 2012
- Present revised recommendations to Evaluation Group Nov 20, 2012
- Present draft of 2012-2015 framework to Evaluation Group Dec 18, 2012
- Send draft 2012-2015 framework to COG Dec 31, 2012

### Final document

- Present draft framework to CC Subcommittee – Jan 15, 2013
- Review and comment period
- Revise report –Feb 15, 2013
- Present updated Framework to CC Subcommittee March 19, 2013
- Review and comment period
- Endorse for release of final document (CC Subcommittee) May 21,- 2013