

**TDM EVALUATION GROUP
MEETING NOTES
December 15, 2009**

1. Introduction
(Please see attached attendance sheet)

2. Commuter Connections TERM Evaluation Framework Methodology Document Update

Nicholas Ramfos stated that the highlights to the Framework Evaluation Methodology that were reviewed from the last meeting have been incorporated into the draft document that was included in today's agenda packet.

Loris Diggins, with LDA Consulting, then discussed the changes made to the document. Section eight will describe methods and tools to report Commuter Connections' evaluation results to various stakeholder-audiences. Section nine of the document is also a placeholder for anticipated regional goals, policies, and evaluation issues. Both sections need further discussion during the January Commuter Connections Subcommittee meeting.

The group then discussed the specific evaluation issues for each TERM. For the Maryland and Virginia Telework TERM, results for Virginia will only be calculated for the first year of the project based on the transfer of funding from the regional TERM to the Telework VA program. Telework!VA is a separate TERM and data collection efforts as well as transportation and emission impacts will need to be collected and reported separately.

The goals for each of the TERMS will need to be changed based on 2011 emission factors.

A handout on Section 8 of the document was distributed to the group regarding communications and reporting of results. Three questions to consider including: What audiences would be interested? What information would interest them or be useful to them? What

communication tools would be best? These are key questions in order to get a dialogue started.

Mr. Ramfos suggested that the questions could be posed in an on-line survey to the Commuter Connections Subcommittee as a follow-up to the January meeting. The group then discussed proposing the approach to the Subcommittee.

A handout was then distributed on Section 9 of the proposed framework methodology regarding anticipated regional goals, policies, and evaluation results. Are there things that we are not measuring that may need to be measured? Identification of other objectives that would be important could be included in the next evaluation period for new performance indicators. This will necessitate a larger discussion that will be longer term in nature.

The draft TERM Evaluation Framework Methodology document will be presented to the Commuter Connections Subcommittee at the January 19th meeting and a comment period will be established.

3. 2010 State of the Commute Update

Nicholas Ramfos stated that the changes made to the draft State of the Commute Survey are shown in the handout and were discussed during the November meeting. There were some additional questions that were also added to the survey.

Ms. Diggins reviewed the changes to the questions in the document.

4. 2010 Guaranteed Ride Home (GRH) Applicant Survey

The draft GRH survey was in the agenda packet. Ms. Diggins stated that there were few changes to the survey. The target market for the survey includes new registrants and past registrants over a three year period (March 2007 to March 2010). We are comparing travel patterns in order to determine the role GRH played into the mode shift for the GRH applicant.

An updated draft survey will be presented at the January 19th TDM Evaluation Group meeting.