

TDM EVALUATION GROUP
MEETING NOTES
APRIL 17, 2007

1. Introductions

(Please see attached attendance sheet)

2. 2007 Commuter Connections TERM Evaluation Framework Methodology Document Update

Mr. Ramfos stated that the draft TERM Evaluation Framework document was presented to the Commuter Connections Subcommittee on March 20, 2007. A comment period was established through April 6th. Mr. Ramfos stated that COG/TPB staff had some comments regarding the document including the fact that the Telework project is specific to Maryland and Virginia and that the District of Columbia had not been funding telework since FY 2006, and that the adjustment to the methodology would encompass the 3 year period. He also stated that staff had changes to the TERM goals in the document based on the recent approval by the Commuter Connections Subcommittee. He asked that the group submit any additional comments by the end of this week. He also stated that the Commuter Connections Subcommittee would be approving the final document on May 15th. Mr. Ramfos also explained that the goals adopted were maintenance goals with the exception of Employer Outreach where the goals have increased.

3. Information Packaging

The group discussed the process in which the data collection activities for the TDM Evaluation project could be packaged. Mr. Ramfos stated that he met with other COG/TPB staff to discuss the Congestion Management Process and how the data from this project would be used. He also stated that the VT/VMT reductions shown as part of the project would suffice from now, however, we would also be approaching the TPB's Technical Committee on whether there were additional ways that the information could be packaged.

Christopher Arabia also stated that there could be information added on the carbon footprint of the project results based on the global warming issues. Lori Diggins stated that a process would be jump-started through the production of a white paper that would be used to generate ideas for the next evaluation cycle of data collection. She also stated that there may be other ways to report the existing

data. Robert Moore asked if a condensed summary would be prepared and Ms. Diggins stated that a PowerPoint presentation would be prepared on the Framework Methodology document. The next steps would be to make a presentation to the Tech Committee and add a component of how information from the TDM Evaluation project can be packaged and/or re-packaged and what other information would be useful for planners and policy makers that would help develop the conceptual paper.

4. State of the Commute Survey

Ms. Diggins stated that the SOC data collection was almost completed. Lois Wauson stated that there were about 712 surveys to be completed. A data set would be prepared for frequency tabulations and sub-cross analysis. Ms. Diggins stated that if the group had additional analysis that needed to be conducted to contact Mr. Ramfos. Ms. Diggins also stated that new cross-tabs would be added. Mr. Ramfos stated that COG would also be releasing CD's with all of the data after the technical report is finalized. Mr. Moore asked whether the data between states is different. Ms. Diggins stated that the difference in data is typically between urban and non-urban areas in each state. Donna Norfleet asked if special jurisdictional runs could be requested. Ms. Diggins stated that special frequency runs were completed for each jurisdiction. The 600 level of respondents' confidence level is 95% plus or minus 4% of the mean.

Mr. Ramfos stated that the final questionnaire and the cross-tabs were posted on the Extranet.

5. GRH Applicant Survey

Ms. Diggins stated that the GRH telephone pre-test was completed last week and that results were being reviewed. Ms. Wauson stated that the survey was taking about 10 minutes. Ms. Diggins state that the Internet version was still being programmed and tested. The alert letters for the telephone surveys were distributed this week. There were 1600 randomly selected names for the phone survey. It is anticipated that the survey would begin later this week. The e-mail alert will be sent to 750 applicants electronically and 700 letters were being sent as well. A small \$5 Starbucks card will be offered to the 1st 300 respondents. The 2nd e-mail to the link would be sent this week. The telephone surveys would be completed in about 5 weeks. The Internet survey will be completed in 3 weeks.

The next meeting of the TDM Evaluation Group will be held on July 10, 2007 at 1 p.m.