

**TDM EVALUATION GROUP
MEETING NOTES
December 18, 2012**

1. Introductions

(Please see attached attendance sheet)

2. 2013 State of the Commute

Nicholas Ramfos stated that the 2013 State of the Commute questionnaire was finalized and a pre-test was conducted. Lori Diggins, LDA Consulting stated that there were 100 survey pre-tests conducted. The goal is to have an 18 minute survey and the survey came in at 23 minutes. In order to move forward with the survey a number of questions needed to be eliminated. After the questions were removed the landline survey came in at an average of 20 minutes per survey respondent; however there were also pre-tests conducted for the cell phone survey and those surveys came in at an average of 23 minutes per respondent given distractions while the survey was occurring. Additional questions will more than likely need to be eliminated. There also seems to be more of an issue with cell phone related phone calls and willingness to complete the survey on the weekends. Currently, landline surveys are conducted beginning at 5:45 through 8:45p.m. and perhaps with the cell phone users, the surveys can begin earlier. Keith Bounds asked whether or not cell phone surveys are conducted when the respondent is driving. Lois Wauson stated that the laws in the region allow cell phone users to talk on the phone hands –free. Mr. Bounds requested that surveys not be conducted with those that are driving, regardless of the laws. Deanna Reed asked how the do not call lists affect the survey. Ms. Wauson stated that because this is a survey, the do not call list does not apply and that CIC Research also maintains its own do not call list.

Next, Ms. Diggins reviewed all of the changes to the survey questionnaire including questions that were deleted and those added and/or changed.

3. 2013 Guaranteed Ride Home Applicant Surveys

Nicholas Ramfos stated that there was a tremendous amount of feedback that was received regarding the survey and changes to the survey were made accordingly. Ms. Diggins stated that there were a number of major arterials that were not included in the survey because there was not further information available on the road. In addition, for the phone version of the survey the list needs to be kept at a minimum in order for the surveyors to locate the information. If the road is truly major, then it will be moved to the upper category. Mr. Ramfos stated that comments and edits on the survey will be accepted through January 4, 2013.

Mr. Bounds asked what the difference was between the GRH Applicant survey and the GRH Customer Satisfaction survey. Mr. Ramfos stated that the GRH Applicant survey included all registrants and measured the impact of the program on transportation and emissions. The satisfaction survey was specific to those who used the program and their overall experience. Roberta Walker asked if a GRH Customer Satisfaction Survey would be conducted for the Baltimore region. Mr. Ramfos stated that it would need to be included in the annual Commuter Connections program and there would be an associated cost.

4. Commuter Connections TERM Analysis Framework Methodology Document

Mr. Ramfos stated that the draft TERM Analysis Framework Methodology document was included in the agenda packet and there was also a handout that described the major changes to the document for each of the Commuter Connections TERMS.

Ms. Diggins discussed Section 3 of the document and stated that new data can be collected to provide additional measurements for the Commuter Connections program and to get everyone thinking about program benefits that could be assessed.

Next, Phil Winters discussed Appendix C. The purpose of the section is to assess the impact of the program on the overall system. The section discusses a sample method to document impacts of the overall TERMS on transportation system performance. Background is given along with a conceptual approach. There are also some specific action steps that are outlined to develop the approach for the 2014 TERM Analysis. Some of this will require a definition of new data elements to identify travel paths of program users who shift travel modes. Another approach could be to apply a factor to VMT reductions to translate it to travel delay. Next, Ms. Diggins discussed Appendix D and the proposed method to quantify TERM benefits to encourage greater business involvement with Commuter Connections.

Next, Ms. Diggins covered Section 7 which is new and revolves around reporting and communication of evaluation results. COG/TPB staff will be looking for guidance and input on how Commuter Connections can better serve needs for network member stakeholders.

Lastly, Mr. Ramfos stated that a follow-up message will be sent to all of the Work Group members with a comment period for the draft Framework Methodology Document. Comments will be due by January 13, 2013. The document will be presented to the Commuter Connections Subcommittee on January 15th.

The next TDM Evaluation Group meeting will be held on June 18, 2013.