

**TDM EVALUATION GROUP  
MEETING NOTES  
December 17, 2013**

1. Introductions

*(Please see attached attendance sheet)*

2. FY 2014 Bike To Work Day Participant Survey Highlights

Nicholas Ramfos, COG/TPB staff discussed the preliminary results of the 2013 Bike to Work Day participant survey which was administered in November of this year. The results from the survey will be used as part of the analysis of the Marketing TERM as part of the TERM Analysis Report. Mr. Ramfos then reviewed the results from the survey including how participants heard about the event, how often participants rode their bicycles to and from work both before and after the event in order to determine the effect of the event on the frequency of bicycling. Mr. Ramfos stated that there were also results from how participants commute to work on days they do not bike to work and 40% stated that they drove alone, while 30% stated that they used MetroRail. The average distance from home to work was 9 miles. Questions were also asked about the number of times respondents rode their bicycle for non-commute trips in the past month and whether or not they rode more often, less often, or about the same as before they first participated in a BTWD event. 15% of the respondents stated that they had used Capital Bikeshare to commute to and from work. Respondents were also asked whether or not their employer offers any commute assistance information or services to employees who bicycle to work. 7% of respondents stated that they had requested a copy of the Commuter Connections regional Bicycling to Work guide. The remaining results were demographic results on number of employees at the work site, the type of employer, home and work zip codes, age, race, household income and sex.

Lori Diggins, LDA Consulting, stated that the results from the survey will be used as part of the analysis of the Mass Marketing TERM. A full draft report of the results would be presented at the Commuter Connections Subcommittee meeting in January.

### 3. FY 2014 Employer Telework Survey

Nicholas Ramfos reviewed the Employer Telework survey that will be administered to employers in Maryland early next calendar year. Most of the questions on the survey have remained the same, however there have been some changes made in terms of what type of assistance employers received and how the assistance was received. The purpose of the survey is to determine whether or not employers receiving assistance have either started or expanded their telework program. Ms. Diggins stated that the results from the survey would be used as part of the Telework TERM analysis. There would not be a report that will be produced. Feedback and edits to the survey should be submitted by January 7th. The draft survey will be posted to SharePoint for review and feedback.

### 4. FY 2014 Employer Services Customer Satisfaction Survey

Mark Hersey, COG/TPB staff, reviewed the Employer Customer Satisfaction survey which will be conducted in 2014. Mr. Hersey stated that the survey used to be conducted annually and in 2009 the survey began being conducted every five years. The survey tends to receive about a 20-25% survey response rate. The survey will be conducted electronically with paper surveys going to those employers without email addresses. Mr. Hersey stated that there were approximately 60% of employers that have email addresses. Comments on the survey are due by January 7th, by close of business. The draft survey will be posted to SharePoint for review and feedback.

### 5. Employer Outreach TERM Analysis

Mr. Ramfos stated that that Employer Outreach TERM analysis would be conducted in 2014. He stated that Level 3 and 4 employers will be used as part of the evaluation. COG/TPB staff and LDA Consulting will be working to determine how to update the co-efficients for time and cost given that the regional model has changed since the last cycle. The co-efficients are used in EPA's Commuter model. Ms. Diggins stated that employers are categorized in terms of their level of participation and other characteristics such as transit access and incentives provided. Sensitivity coefficients include a time or dollar value. If changes are made to either, the model states what the changes would be in terms of travel

behavior. The coefficients used are specific to the DC region and they were modified to be consistent with the regional model. The new regional model is entirely different and CUTR staff will be working on the changes in order that model runs can be done in the spring. The goal is to not overestimate the results. If results are under-estimated then there are benefits left on the table. The ACT! database needs to be as accurate as possible in terms of number of employees and the services provided at the work site. Financial incentives, shuttles, transit benefits, compressed work weeks and telework programs usually produce the highest amount of benefits. The ACT! database layout format was changed slightly to reflect changes made to the Participation Levels.