

**TDM EVALAUTION GROUP  
MEETING NOTES  
NOVEMBER 20, 2007**

**1. Introductions**

*(Please see attached attendance sheet)*

**2. Regional Carsharing Survey**

Nicholas Ramfos stated that the carsharing survey was developed by both the Carsharing Survey Work Group and the TDM Evaluation Group and was quite lengthy. The survey was field tested this week and there were some preliminary response rates that were quite low. Lori Diggins stated that there have also been some administrative issues given the merger of Flexcar and Zipcar. 200 members from Zipcar were sent to their members late Friday afternoon. There were 46 attempted responses with 19 that were not completed. The actual completions were about 27 as of today. An e-mail reminder will be sent to Zipcar members again on Monday. The questionnaire will be re-visited if the response rates do not look good. Flexcar will only have the authority to their database until November 30<sup>th</sup>, therefore any substantive changes to the questionnaire may need to be made prior to that date. Given the current schedule, this may not be possible.

Robert Moore asked whether 600 responses to the survey would be sufficient. Ms. Diggins stated that this was not a random sample survey but a census. We may not have all of the information on the respondents who completed partial survey; however, we will have some data in terms of where they dropped out of the survey. The response rate is very important.

Mr. Ramfos stated that the group would be kept informed on the next steps of the survey and an update would be given at the January 15<sup>th</sup> meeting.

### **3. Regional Bike To Work Day Survey**

Next, Mr. Ramfos stated that the Bike To Work Day event survey is completed every three years and the current survey was sent out in the past two weeks and the response rate has been very good. Ms. Diggins stated that the survey was also completed several years in a row up until 2004 and the survey is now conducted every three years. Ms. Diggins stated that one of the questions was whether or not respondents' employers offer bicycling services. Ms. Diggins stated that the purpose of the survey is to capture impacts of bicycling after the event in order to capture transportation and emission impacts. Donna Norfleet suggested renaming the survey to Bike To Work survey. Mr. Ramfos stated that the purpose of the survey was to learn whether or not the event has propelled additional interest in bicycling after the event.

Mr. Ramfos stated that preliminary results will be available at the January 15<sup>th</sup> TDM Evaluation Group meeting. Ms. Diggins stated that the results will be used in the TERM Analysis.

### **4. Employer Outreach Model Analysis**

Mr. Ramfos stated that COG/TPB staff discussed the Employer Outreach TERM and its analysis with regards to the use of the original COMSIS TDM Model and the current model in use for evaluating the TERM which is EPA's COMMUTER model. Ms. Diggins explained the process that the consultant team went through to analyze both models. Mr. Ramfos then distributed a memorandum that outlined the evaluation process and the four different approaches that could be taken in regards to using either the current EPA COMMUTER model or the CUTR Worksite Trip Reduction Model (WTRM). He then stated that staff was recommending continued use of the EPA COMMUTER model with re-calibration.

Lori Diggins stated the WTRM is not a pivot-point model and the COMMUTER model is and is more closely related to the regional COG/TPB model. Ms. Diggins also stated the Washington State data used is more general and varied than just Employer Outreach data from the DC region. It includes employers that are larger and closer to transit and only includes employers at Levels 3 and 4. If all

employers in the DC metropolitan region were included in the analysis then it could make sense to use the WTRM model. The majority of employers are office employers and there are not many service economy type employers. Mr. Ramfos stated that the baseline surveys are very important to the project and Ms. Diggins stated that these are vital as well as surveys conducted after a program is implemented at the worksite.

Re-calibrating the COMMUTER model with Washington DC information along with updated co-efficients that are updated will need to be accomplished. Daivamini Sivasailam stated that the co-efficients are available at the regional modeling level. The group then discussed the role gasoline costs play in the model. Ms. Diggins stated that perhaps the model could be tested on gas cost sensitivity.

Lastly, Mr. Ramfos stated that this recommendation would be on the agenda for the next State TDM Work Group meeting for further comments and consideration.

## **5. Regional Vanpool Survey**

Mr. Ramfos stated that the regional Vanpool Survey would be conducted this fiscal year and that the previous survey was conducted in 2002. Ms. Diggins distributed the survey methodology and questionnaire. She gave an overview of the survey objectives and then discussed the survey methodology as well as the survey schedule. The four ways to complete the questionnaire will be either by mail-back, fax, telephone or on-line through the Internet. Respondents will be notified by mail and e-mail, if available. Gus Robey asked whether questions could be added on HOT lanes. Mr. Ramfos asked that the proposed questions be sent to him. Donna Norfleet asked if a GRH awareness question should be considered. Gus stated that perhaps an incentive could be offered to those who go on-line and perhaps additional questions could be added there. Mr. Ramfos asked that any comments or edits to the survey be submitted to his attention no later than Friday, December 14<sup>th</sup>.