

**TDM EVALUATION GROUP
MEETING NOTES
October 19, 2010**

1. Introductions

(Please see attached attendance sheet)

2. FY 2011 TDM Evaluation Project Data Collection Activities

Nicholas Ramfos stated that there were several data collection activities associated with the FY 2011 TDM Evaluation project including a Bike to Work Day event survey, an employer telework survey for Virginia and Maryland employers, a review of the Employer Outreach database and a corresponding analysis, as well as the preparation of the draft Analysis report.

Lori Diggins, LDA Consulting, then reviewed the timeline for the Bike To Work Day event survey. A draft survey has been prepared and any changes should be submitted to Mr. Ramfos by this Friday, October 22nd. It is not anticipated that major changes will be needed to the survey. A draft report will be produced for review and comment and then will be finalized before the end of the fiscal year.

Next, Ms. Diggins reviewed the survey and timeline for the Employer Telework Survey. The survey will be conducted in February and results will be incorporated into the TERM Analysis report. The employers that will be targeted will include those that have received telework assistance from either COG or a Commuter Connections network member in Maryland or Virginia.

Next, Ms. Diggins briefed the group on the the Employer Outreach ACT! Database review process. She stated that the database would be pulled in early January and that all data in the database services section should be

updated by the local jurisdictions prior to that. The analysis will include any new programs employers have started or existing programs that have been expanded.

Lastly, Ms. Diggins reviewed the timeline for the preparation of the draft TERM Analysis report. She reviewed each of the TERMS and the analysis that would be conducted which included the GRH, Mass Marketing, Telework, Employer Outreach, the Commuter Operations, and Integrated Rideshare term. A draft interim report would be prepared by June 30, 2011.

3. 'Pool Rewards Demonstration Project Initial Survey Analysis

Mr. Ramfos reviewed the initial results from the 'Pool Rewards survey. He also stated that there were 110 participants in the program that completed the pilot program. He also stated that a follow-up survey was currently being conducted to ascertain whether or not the program participants had continued carpooling.

Next, Erin Morrow, COG/TPB staff reviewed the transportation and emission impacts of the 'Pool Rewards program as well as assumptions of the benefits of the program during FY 2011.

Mr. Ramfos stated that based on the results, the state funding agencies have decided to continue the program and there would be many additional reasons to continue the program that would include congestion management benefits to the region as well as providing incentives to commuters to change travel behavior.