Commuter Connections TDM Evaluation
FY 2019 Project – Detailed DRAFT Survey Schedule – 9/7/18

Tasks
- **Task B - Evaluation Framework**
- **Task C – GRH Surveys**
- **Task D – State of the Commute Survey**
- **Task E – Employer Outreach Customer Satisfaction Survey**

Task B - TERM Evaluation Framework

Draft document

Review 2018 framework – propose updates; send to COG staff	Sept 14, 2018
Refine recommendations per COG staff comments	Sept 28 2018
1st presentation of recommendations to Evaluation Group	Oct 16, 2018
Refine recommendations per COG staff/Eval Group comments	Nov 5, 2018
2nd presentation of recommendations to Evaluation Group	Nov 20, 2018
Refine recommendations per COG staff/Eval Group comments	Dec 4, 2018
Present draft of 2018-2020 framework to Evaluation Group	Dec 18, 2018
Send draft 2018-2020 framework to COG	Dec 31, 2018

Final document

Present draft framework to CC Subcommittee	Jan 15, 2019
Review and comment period	TBD - 2019
Revise report	TBD - 2019
Endorse for release of final document (CC Subcommittee)	TBD - 2019

Task C – Guaranteed Ride Home Survey – Interviews in April 2019

Survey questionnaire and sample plan
- Update 2016 methodology, sample plan, and questionnaire   Oct 5, 2018
- Revise questionnaire per COG comments   Oct 19, 2018
- Present method/questionnaire to Evaluation Group   Nov 20, 2018
- Revise method/questionnaire per COG staff/Eval Group comments   Dec 4, 2018
- Finalize questionnaire   Dec 31, 2018

Questionnaire and database programming/testing
- Conduct meeting with COG online vendor; review survey/schedule   Early Dec 2018
- Program logic for internet questionnaire/database   Jan 21 – Feb 15, 2019
- Test and revise Internet logic/database   Feb 15–28, 2019
- Program and test internet interface   Mar 1–15, 2019
- Obtain sample internet data from vendor; verify phone compatibility   Mar 15–22, 2019
- Program and test CATI questionnaire for phone survey   Feb 18 – Mar 22, 2019

Survey sample
- Prepare instructions for sample draw   Feb 1, 2019
- COG sends preliminary sample (registered through Jan 31)   Feb 15, 2019
- Clean, dedupe sample, separate into sample groups   Mar 11, 2019
- COG sends final sample (Feb 1 – March 15)   Mar 21, 2019
- Update sample, prepare for online and postal mail alerts   Mar 28, 2019
- Finalize sample plan   Mar 28, 2018

Internet Interviews
- COG sends email/postal mail alerts   Apr 3–4, 2019
- COG sends 1st reminder email alerts   Apr 10, 2019
- COG sends 2nd reminder email alerts   Apr 17, 2019
- COG sends 3rd (final) reminder email alerts   Apr 22, 2019
- Close online survey   Apr 25, 2019

Telephone Interviews
- Conduct phone survey for phone-only respondents   Apr 15–21, 2019
- Conduct phone follow-up for internet non-respondents   Apr 22 – May 3, 2019

Analysis and report
- Online vendor sends Internet data to CIC; clean/prepare data   Apr 29, 2019
- Clean/prepare telephone data; merge with online data   May 13, 2019
- Weight data; prepare frequencies and crosstabs   May 24 2019
- Conduct analysis, prepare draft report   June 30, 2019
- Incorporate comments and finalize technical report   TBD – Oct 2019

Presentations – FY 2020 anticipated
- Present draft technical report to CC Subcommittee   July 16, 2019
- Present revised draft technical report to CC Subcommittee   Sept 17, 2019
- Present Final technical Report to CC Subcommittee   Nov 19, 2019

Task D – State of Commute Survey

Survey questionnaire and sample plan
- Update 2016 methodology and questionnaire; send to COG staff   Sept 14, 2018
- Revise questionnaire per COG comments   Sept 28, 2018
- Present method and questionnaire to Evaluation Group   Oct 16, 2018
- Revise method/questionnaire per COG staff/Eval Group comments   Nov 5, 2018
- 2nd presentation of method/questionnaire to Evaluation Group   Nov 20, 2018
- Finalize sampling methodology   Nov 23, 2018
- Finalize questionnaire   Nov 23, 2018

Questionnaire programming/testing
- Program internet questionnaire/database   Nov 26 – Dec 14, 2018
- Test and revise Internet questionnaire   Dec 14–31, 2018
- Program and test CATI questionnaire for phone follow-up survey   Jan 11–31, 2019

Survey sample and Internet survey postcard printing/mailing
- Define ABS/phone survey sample plan   Nov 20, 2018
- Design and finalize Internet invitation postcard   Dec 3 – 21, 2018
- Prepare instructions for sample selection/count by jurisdiction   Dec 14, 2018

Wave 1
- Obtain Wave 1 sample file   Dec 21, 2018
- Postcard artwork/sample file to printer for Wave 1 printing   Jan 2, 2019
- Mail Wave 1   Jan 11, 2019
- Obtain address-phone match for Wave 1 non-respondents   Feb 12, 2019

Wave 2
- Review Wave 1 response by area; rebalance sampling plan for Wave 2   Jan 25, 2019
- Obtain Wave 2 sample file   Jan 30, 2019
- Postcard artwork/sample file to printer for Wave 2 printing   Feb 4, 2019
- Mail Wave 2   Feb 13, 2019

Internet and telephone Interviews
- Internet Wave 1 survey open   Jan 11 – Feb 8, 2019
- Internet Wave 2 survey open   Feb 13 – Mar 13, 2019
- Conduct phone follow-up for Wave 1 non-respondents   Feb 13 – Mar 20, 2019

Analysis and report
- Clean/code Internet data   Mar 28, 2019
- Prepare telephone data; merge with Internet data   Apr 3, 2019
- Weight data and prepare frequencies and crosstabs   Apr 19, 2019
- Conduct analysis, prepare draft report   June 30, 2019
- Incorporate comments and finalize technical report   TBD – Oct 2019

Presentations – FY 2020 anticipated
- Present survey highlights to Evaluation Group   TBD – Mid June 2019
- Present draft technical report to CC Subcommittee   July 16, 2019
- Present revised draft technical report to CC Subcommittee   Sept 17, 2019
- Present Final technical Report to CC Subcommittee   Nov 19, 2019

Task E – Employer Outreach Customer Satisfaction Survey

Survey questionnaire development
- Update 2014 methodology and questionnaire; send to COG staff   Oct 5, 2018
- Revise questionnaire per COG comments   Oct 19, 2018
- Present method/questionnaire to Evaluation Group   Nov 20, 2018
- Finalize method/questionnaire per COG staff/Eval Group comments   Nov 30, 2018

Questionnaire programming/testing
- Program/test internet questionnaire/database   Dec 3–21, 2018
- Program and test CATI questionnaire for telephone survey   Jan 4–18, 2019

Survey sample
- Prepare instructions for sample draw   Nov 9, 2018
- COG sends sample to CIC   Nov 16, 2018
- Clean, dedupe sample, separate into sample groups   Dec 14, 2018
- Prepare sample for online/postal mail alerts   Dec 31, 2018

Internet Interviews
- COG sends email/postal mail alerts   Jan 7–8, 2019
- COG sends 1st reminder email alerts   Jan 14, 2019
- COG sends 2nd reminder email alerts   Jan 21, 2019
- COG sends 3rd (final) reminder email alerts   Jan 28, 2019
- Close online survey   Jan 31, 2019

Telephone Interviews
- Conduct phone survey for phone-only respondents   Jan 23–31, 2019
- Conduct phone follow-up for internet non-respondents   Feb 1–22, 2019

Prepare database
- Clean/code Internet data   Feb 15, 2019
- Prepare telephone data; merge with Internet data   Mar 8, 2019
- Weight data and prepare final dataset and documentation   Mar 22, 2019