

**TDM EVALUATION GROUP**  
**MEETING NOTES**  
**January 15, 2008**

**1. Introductions**

*(Please see attached attendance sheet)*

**2. Regional Bike To Work Day Survey**

Lori Diggins with LDA Consulting distributed a handout regarding the highlights of the 2007 Bike To Work Day Survey. The sample size of the survey was 6,600 based on the participation for the 2007 event. The survey was conducted via Internet in November after the initial e-mail a reminder was send a week later. There were 2,411 survey participants and a 37% response rate.

Next, Ms. Diggins reviewed the analysis aspects of the survey. 28% of the respondents stated that their source of information was the notice of the event of Bike To Work on the Internet and this was up from the 2004 survey. Personal referral was 21%. About one third said that this was their first Bike To Work Day which was a drop from 2004 when it was half. Half participated last year, 40% in 2005, and 32% participated before 2005 which suggests that we are getting many repeat event participants.

Next, Ms. Diggins covered bicycle commuting results before and after event participation. 79% respondents commuted to work by bicycle before the participated in a BTW, about the same in 2004. 89% of respondents stated that they commuted by bicycle, at least occasionally after the event. 10% stated that they started to bike to work after the event and 12% started to bicycle more often. 67% said they were biking to work before the event and continued the same number of days per week after the event. 11% said they did not Bike To Work before Bike to Work Day and still did not Bike to Work after the event.

78% of the respondents said they were still biking to work either regularly (44%) or occasionally (34%) during the fall (November) after the event. The remaining 22% said they were not biking then.

Next, Ms. Diggins covered the frequency of bicycling both before and after the event. She also covered why participants stopped bicycling to work and their use of bike for non-work trips after participating in Bike To Work Day. The average commute distance was 10.1 miles one way and about a quarter 26% traveled fewer than five miles to work and nearly six in ten (57%) traveled fewer than 10 miles.

Lastly, Ms. Diggins reviewed the results from bike commute assistance offered by employers. Three quarters of the respondents stated that their employers offer some

type of support for bicycling. A draft report will be made available for review at the next TDM Evaluation Group meeting on March 18<sup>th</sup>.

### **3. Regional Carsharing Survey**

Ms. Diggins reported that the goal was to complete the regional Carsharing Survey pre-test in November. Flexcar did not have permission to conduct the pre-test because of the merger between Zipcar and Flexcar. There were 30 completed surveys out of 200 surveys sent to the group. Based on this poor response rate the questionnaire had to be revised. We are now awaiting a unified database for Zipcar. Nicholas Ramfos stated that the revised questionnaire would be sent to the group.

### **4. Regional Vanpool Survey**

Ms. Diggins stated that a meeting was held with the various vanpool providers to discuss the logistics of the survey. Lois Wauson stated that the various databases were received and were being streamlined. Packets are being put together with an alert letter that will be included in the survey packet along with a business reply envelope and an explanation of other options of how they can respond including calling an "800" line, a fax number, or a URL on the web. After three weeks, follow-up phone calls will be made to those not responding and an attempt will be made to collect the information by telephone. In 2002, the response rate was 68% and half came through the telephone follow-up. The survey packets will be mailed next week.

### **5. Employer Telework Survey**

Mr. Ramfos stated that the Employer Telework Survey would be sent out in the next few weeks. Ms. Diggins stated that the survey will look to capture the number of teleworkers, formal policies and is targeted to those employers that have received assistance from Commuter Connections.

### **6. Employer Outreach Satisfaction Survey**

Nicholas Ramfos discussed the last Employer Outreach Satisfaction Survey last completed in FY 2006. He stated that the survey was first administered in 1998 and was conducted on an annual basis. He also stated that the survey was modeled after a similar survey that the Southern California region had developed and implemented. He stated that the survey was sent out via mail with no reminders to employers due to the limited budget available to conduct the survey. An incentive was also included but not described in the survey. Mr. Ramfos

stated that perhaps the survey did not need to be completed annually and that perhaps a named incentive could help with the response rate.

Ms. Diggins stated that there may be some areas in the questionnaire which could be reviewed. Perhaps more e-mails could be used to conduct an on-line version of the survey. She stated that surveys using telephone calling have the highest response rates while Internet surveys are next followed by paper surveys. Perhaps pushing the survey up to the May time frame would be more beneficial for a higher response rate. Mark Hersey stated that the primary purpose of the survey is to measure how we are doing with Employer Outreach in the region. For the most part the survey results have been positive. Mark also stated that 95% of the responses rate was by fax.

Robert Moore stated that the poor response rate was of concern and that there needs to be a set of reasons identified for this low response rate. He also stated that there needs to be a consolidated agreed upon database that will be part of the survey. Ms. Diggins stated that the issues are independent in terms of a clean database and increasing the response rate. The desire to get a higher response rate is an important key for any survey. Christopher Arabia also stated what this could do for the local programs in terms of the survey results. Lori Diggins stated that it is appropriate for the jurisdictions to contact the employers to let them know about the survey and encourage them to fill it out. Donna Norfleet asked if the survey could be tailored to each jurisdiction given the various services offered. Mark Soffman felt that this approach would dilute the purpose of the survey and that it should be regionally focused. Lori Diggins stated that this survey was done on-line it could be a bit more tailored.

Nicholas Ramfos stated additional discussion will be held beginning in July regarding the next steps of how to address the survey methodology, response rates, and survey results.

## **7. TERM Analysis Report**

Nicholas Ramfos stated that work is continuing on collecting the data for the draft TERM Analysis Report. Ms. Diggins stated that the information would be pulled together over the next few months which will include a number of calculations for each of the TERMS including Employer Outreach, Guaranteed Ride Home, Telework, Marketing, and the Operations Center.