

**TDM EVALAUTION GROUP  
MEETING NOTES  
March 18, 2008**

**1. Introductions**

*(Please see attached attendance sheet)*

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

Nicholas Ramfos stated that the draft Bike To Work Day event report was in today's agenda packet. He stated that the report was presented to the BTWD Steering Committee last week and asked that comments on the draft be submitted directly to him by next Friday, March 28<sup>th</sup>.

**3. TERM Analysis Report**

Mr. Ramfos stated that data collection activities for the last three years for the TERMS are winding down and that calculations will be completed over the next few months to culminate in a draft TERM Analysis report. Results from the report will be used in the regional TERM tracking sheet which is then used as part of the region's air quality conformity determination approved by the TPB.

Lori Diggins stated that information from the various TERMS such as GRH are being collected through December 2007 for the draft report. Additional results through June 30<sup>th</sup> will be added to the report next fiscal year to finalize the results. The evaluation for Employer Outreach is slightly different in that a model is used to determine the impacts of the TERM. Ms. Diggins explained how impacts are calculated for the Telework TERM using data from the State of the Commute survey and the Employer Telework survey. She also stated that the analysis of the InfoExpress kiosks would be through December 2006 and would be based on results from the SOC.

The Mass Marketing TERM is a bit more complicated because there are several components including information from the SOC. The Mass Marketing campaign does motivate some individuals to contact

Commuter Connections for ridesharing and GRH. These applicants are not double counted and are placed in one program or the other.

Daivamani Sivasailam stated that results from the draft report would be used in the conformity analysis in June. The final numbers from this analysis would be adjusted in the following fiscal year if needed.

#### **4. Regional Carsharing Survey**

Lori Diggins reported that there were a number of delays in developing the questionnaire as well as the merger between ZipCar and Flexcar. The survey went out two weeks ago to about 27,000 ZipCar members and to date we have about a 10% response rate. An additional 4% of the respondents did not complete the survey. Ms. Diggins is working with ZipCar to get a reminder out to those who have not responded. There is an incentive for five respondents completing the survey. They will each receive \$25 worth of free time with ZipCar. Feedback will be provided on where respondents dropped out for future surveys.

Confidence rates may not be string based on the current response rate and the fact that the respondents are not randomly selected. Robert Moore stated that the results from the survey will not be used in the TERM Analysis but more for feedback on carsharing. Ms. Diggins stated that while most of the survey questions are qualitative, there are some quantitative results that will be gleaned from the results in terms of carsharing impacts on transportation. Mr. Moore asked how we can compare the results to the overall carsharing population. Ms. Diggins stated that we would need to get aggregate information from ZipCar such as zip codes and home county. They may be willing to give us aggregate statistics without compromising privacy issues.

#### **5. Regional Vanpool Survey**

Lois Wauson reported on the regional vanpool survey. There were 5 different databases that were used for the survey. Duplicates were eliminated and one database was created for one mailout. The respondents had four weeks to reply and a call-back process was started in February. Originally there were 845 surveys sent out and 364 have been returned to date. Respondents could reply through the

web, fax, call-back, mail-back, or by telephone. There is currently a 43% response rate on the survey. There are some surveys that are still coming in and the data collection will probably end at the end of the month and data analysis will begin in April. Those samples that are “dead” will be removed and the response rate will be recalculated. The final response rate for the 2002 survey was 60%.

## **6. Employer Outreach Analysis**

Mr. Ramfos stated that COG/TPB will be using EPA’s COMMUTER model to analyze the Employer Outreach TERM. Daivamani Sivasailam stated that staff has been looking at the regional demand model and using some of the data from the regional model to adjust the coefficients in the COMMUTER model. This data will be used to recalibrate the model. The question is whether the model will be used in its current form or will it be provided to a more focused group of employees. Lori Diggins stated that there are a great deal of variables in the regional model and we are only looking at the specific variables in the COMMUTER model. If there is a difference, an adjustment will be made of the coefficients in the model. If there is no difference then the model will be used as is.

Next, Mr. Ramfos stated that staff had been working on verifying data of about 185 employers that have been added as Level 3 & Level 4 since July 2005. He also stated that any employers that have dropped out of the 2005 baseline will be replaced with the new employers. Any additional changes such as new programs at the baseline companies will be taken into account.

## **7. Employer Telework Survey**

Mr. Ramfos stated that the Employer Telework survey would be mailed to about 900 employers in the Telework database. The purpose of the survey is to determine how much of the telework impact in the region can be attributable to Commuter Connections’ efforts. The data from the survey will be included in the TERM Analysis report.