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MEETING NOTICE AND AGENDA

District of Columbia
 Bowie
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 Arlington County
 Fairfax
 Fairfax County
 Falls Church
 Loudoun County
 Manassas
 Manassas Park
 Prince William County

TDM EVALUATION GROUP
Tuesday, February 17, 2004
12 noon - 2:00 p.m.

Metropolitan Washington Council of Governments
 777 North Capitol Street, N.E.
 First Floor, Meeting Room 1
 Staff Contact: Nicholas Ramfos 202/962-3313

NOTE: *A light lunch will be served. If you cannot attend this meeting, please call 202/962-3327.*

<u>ITEM #</u>		<u>ACTION</u>
1.	Introductions	
2.	Updated Evaluation Methodology Framework Methodology Document LDA Consulting and staff will discuss the updated draft Evaluation Framework Methodology document (<i>Enclosed</i>)	(20 min) INFORMATION
3.	FY04 Placement Rate Survey Final Results and Draft Report. LDA Consulting will discuss the final results for the FY04 Placement Rate Survey and the draft report (<i>Enclosed</i>).	(45 min) INFORMATION
4.	Status Report on the 2004 State of the Commute Survey LDA Consulting will discuss the current status of the implementation of the 2004 State of the Commute Survey as well as distribute the final survey questionnaire.	(30 min) INFORMATION
5.	2004 GRH Applicant Survey LDA Consulting will discuss the status of the 2004 GRH Applicant survey.	(30 min) INFORMATION

The TDM Evaluation Work Group's next meeting (if required) will be scheduled during this meeting.

TDM EVALUATION GROUP

Meeting Notes

Tuesday, December 16, 2003

1. Introductions

Meeting participants introduced themselves (*see attached attendance sheet*).

2. Review of TDM Evaluation Project Methodology

Loris Diggins with LDA Consulting discussed the TDM Project Evaluation Framework Methodology document update from 2001. Many of the TERMS will not have methodology changes. The focus will be on how to develop a methodology to capture the impacts of the Mass Marketing TERM.

A draft handout was distributed (*enclosed*) that described how each of the TERMS impacts would be measured. A methodology will also be included in the Framework document for the Employer Outreach for Bicycling TERM. In addition, the group discussed that a determination needed to be made on the continuation of a survey for vanpooling since the Vanpool TERM may not be implemented.

Next, Eric Schreffler reviewed the basic impact calculation for the framework methodology. He explained the calculation of the Vehicle Trip Reduction (VTR) factor. He also explained the estimation of vehicle trips (VT) reduced. A correction to the handout was noted and it was that the VT calculation equaled the placements multiplied by average distance versus the VTR factor. Mr. Schreffler stated that the methodology review needed to include a review of how we capture congestion management impacts. Fuel savings and cost savings to the user are already captured.

Next, the group discussed the proposed changes to the evaluation methodology. The Telework Resource Center (TRC) will include the Expanded Telework TERM adopted by the TPB. The TWVA sites should also be reviewed, although credit for this project is being taken under the Virginia Governor's initiative in the TERM tracking sheet, however employers participating in the program. The Integrated Rideshare measure calculations will include both temporary and one-time placements so there is no need for a separate kiosk user survey.

The group then discussed what to include in the Telework Resource Center contributions as part of the regional telework credit. The TRC credits will include the Telework Centers, employers having direct contact with the TRC and TWVA and TPE program participants. Next, the group agreed that there would be no changes to the evaluation methodology used for the Employer Outreach TERM. The Operations Center analysis would include a combination of the temporary and one-time placement rates.

Next, the group focused on the methodology for the Mass Marketing TERM. There is a

need to determine the “pass-thru” influence of the mass marketing components on the other TERMS. There could be a “credit assignment” to Mass Marketing and then “assisted credits” to the other TERMS which would be reported. A mini-household survey will need to be used to validate any incremental increases to mode shift changes due to Mass Marketing efforts. A validation will also occur for awareness of alternative modes and TDM program services as well as the use of those services. The mini-household survey will be a phone and web-based combination. This group will need to determine the final credit assignments for all of the TERMS and the framework methodology document may need to be updated.

3. State of the Commute 2004

Ms. Diggins discussed the recommendations of the Mass Marketing TERM Analysis report for the State of the Commute survey that was conducted in 2001. The questionnaire used in 2001 would need to be thoroughly reviewed and more than likely updated to include questions on the Mass Marketing TERM.

The group may want to include prompted questions on the mass marketing ads that have run. There will need to be a confirmation if these ads were actually heard by the survey respondents which could be a simple validation of the type of electronic media they listen to or watch (mainly radio and television).

A conference call will be set-up in early January to review the questionnaire and recommended changes. A smaller workgroup will be asked to participate in the exercise. There are recommendations on questions that should be deleted. (**Note: these were outlined in the handout from Item #2).**

The next meeting was scheduled for Tuesday, February 17, 2004 at 12 noon.