

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

1. Introductions

(Please see attached attendance sheet)

2. TERM Analysis Report

Mr. Ramfos distributed the timeline for the TERM Analysis Draft report and reviewed it with the group. He also distributed the draft TERM Analysis Report and a PowerPoint presentation. Mr. Ramfos reviewed the overall TERM results and then results for each individual TERM. He covered the data collection activities for each TERM along with the established goals and impacts for transportation and emissions. He also stated that some of the impacts have not been fully realized such as Guaranteed Ride Home and the Operations Center because the data used for the analysis is through December 2007. Once the additional data is made available the impacts will be updated accordingly. Mr. Ramfos also addressed the shortfalls in the GRH and Mass Marketing TERMS. He stated that the GRH applications had dramatically decreased due to the change in the marketing strategy and streamlining the stand alone GRH marketing into Mass Marketing.

Mr. Ramfos stated that the draft report would be posted on the Commuter Connections Extranet and that comments should be posted by August 22nd. Updates will be made to the draft report and it will be presented to the Commuter Connections Subcommittee on September 16th and another comment period would be established at that time.

3. Regional Carsharing Survey

Mr. Ramfos distributed the draft copy of the regional Carsharing Survey Report. He reviewed some of the conclusions including demographics of carshare users, the type of carshare accounts used, how users heard about carsharing, and reasons why users joined carshare. Mr. Ramfos also covered typical and recent carshare use; including the frequency of carshare use, carshare pickup locations, distance to the carshare pickup locations, type of parking facility used for carsharing, carshare trip purposes, the duration of rental and length of carshare trips, reasons for using carshare for trips, and travel options if carshare was not available. Next, Mr. Ramfos reviewed the impacts of carsharing on auto ownership and the impacts of carsharing on commute travel patterns. Mr. Ramfos also briefly reviewed satisfaction results related to use of carsharing.

Mr. Ramfos stated that the draft regional Carshare Survey Report would be posted to the Commuter Connections Extranet for review and comment and that comments should be posted by close of business on August 15th. The updated report would then be presented at the Commuter Connections Subcommittee on September 16th and an additional comment period would be established at that time.

4. Regional Vanpool Survey

Next, Mr. Ramfos distributed the draft report of the regional Vanpool Driver Survey and stated that the highlights presented during the April meeting have not changed. He stated that the draft report would be posted to the Commuter Connections Extranet and that comments should be posted no later than close of business, August 8th. Additionally, the report would be presented at the September 16th Commuter Connections Subcommittee meeting and an additional comment period would be established.

5. Employer Outreach Customer Satisfaction Survey

Mr. Ramfos reviewed the timeline distributed earlier for the Employer Outreach Customer Satisfaction survey. He stated that the survey would more than likely be conducted by telephone. He also stated that the questionnaire that was used previously would be reviewed and possibly updated. Mr. Arabia stated that the purpose of the survey would be to gauge the level of effectiveness of the employer outreach sales representatives' efforts. Mr. Ramfos stated that the draft survey questionnaire would more than likely be presented to the Employer Outreach Committee for feedback.

6. FY2009 Placement Rate Survey

Mr. Ramfos reviewed the timeline for the FY 2009 Placement Rate Survey. He stated that the questionnaire would be reviewed, however, there would more than likely be few, if any, changes made. Mark Sofman stated that the survey results are used for the TERM Analysis. Mr. Ramfos stated that this was the first data collection activity associated with the new three year data collection activity period. He also stated that in the future, the data would be collected in an electronic fashion.

The next meeting of the TDM Evaluation Group will be held on October 21, 2008.