



# 2011-2012 TPB Geographically-Focused Household Travel Surveys

---

Robert E. Griffiths  
Technical Services Director

Travel Forecasting Subcommittee Meeting  
September 21, 2012



# Project Background

- Follow-on to 2007-2008 Regional Household Travel Survey that was primarily conducted for the development of the new travel demand model
- Will collect additional household travel data in specific geographic sub-areas of the region (Case Studies)
- Addresses a need expressed by local planners
- Will provide some current small area community-level socio-economic data that are no longer available from the Decennial Census



# Household Travel Surveys

## The Basics

- Where, When, How and Why People Travel

### Two-Stage Survey

#### (1) Recruitment Stage

- Advance Letter
- Request Participation
- Obtain Basic Information about Household

#### (2) Travel Data Retrieval Stage

- Travel Diary for 24-hr Time Period
- Retrieve Data on Daily Travel for each Household Member



# Spring 2012 Data Collection

The seven areas surveyed in the spring of 2012 were:

- Friendship Heights in the District of Columbia and Montgomery County, Maryland
- New York Avenue Corridor in the District of Columbia
- St. Charles Urbanized Area in Charles County, Maryland
- National Harbor in Prince George's County, Maryland
- Beauregard Corridor in the City of Alexandria, Virginia
- East Falls Church and West Falls Church Metrorail Station areas in Arlington County, the City of Falls Church and Fairfax County, Virginia
- The Dulles North Area in Loudoun County, Virginia



# Spring 2012 Data Collection

Area	Completed HH	Vehicles	Persons	Unlinked Trips
NY Ave NE	462	449	824	4,720
Friendship Hgts	542	723	1048	6,660
E&W Falls Church	483	851	1094	6,565
National Harbor	331	412	537	3,170
Beauregard	172	315	360	1,874
Dulles North	376	785	952	5,173
St. Charles	343	672	794	3,981



# Spring 2012 Data Collection Initial Results

Area	Vehicles/HH	Persons/HH	Unlinked Trips/HH
NY Ave NE	0.97	1.78	10.22
Friendship Hgts	1.33	1.93	12.29
E&W Falls Church	1.76	2.27	13.59
National Harbor	1.24	1.62	9.58
Beauregard	1.83	2.09	10.90
Dulles North	2.09	2.53	13.76
St. Charles	1.96	2.31	11.61



## Fall 2012 Data Collected Moved To Spring 2013

- Westat requested a 30% increase in the project budget
- Could not negotiate acceptable budget modification in August
- Decided to re-bid contract in Fall 2012
- Pre-Test Self-Complete Web option for household respondents in late fall
- No surveying until after November elections



# Spring 2013 Data Collection

The six areas to be surveyed in the Spring of 2013 are:

- Federal Center/Southwest/Navy Yard in District of Columbia
- H Street NE Corridor in the District of Columbia
- Silver Spring in Montgomery County, Maryland
- US 1/Green Line in Prince George's County, Maryland
- City of Fairfax in Virginia
- City of Manassas in Virginia