

REGIONAL TRAVEL SURVEY



Planning Our Future Together

2017-2018 REGIONAL TRAVEL SURVEY UPDATE

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Presentation Outline

- Regional Travel Survey (RTS) overview
- Comparing the 2007 HTS and 2017 RTS
- Review of pre-test survey results
- Modifications for the main survey
- Main survey schedule



Regional Travel Survey Overview

- TPB has conducted a regional household travel survey approximately every ten years since 1968
- Collect demographic and travel information from a representative sample of households in the TPB model region
- Primary source of observed data for model estimation, validation, and calibration (both for current trip-based model and future activity-based model)
- Data used for addressing regional growth and transportation planning issues
- Largest single discrete project (on cost basis) in UPWP



Comparing the 2007 HTS and 2017 RTS

- The last regional Household Travel Survey (HTS) was in 2007-2008, which covered 11,000 households; 2017-2018 Regional Travel Survey (RTS) will cover 15,000 households
- Both surveys ensure sufficient samples in higher density, mixed-use areas and Regional Activity Centers
- Both surveys include a 24-hour travel diary and retrieve data on daily travel for each household member on randomly assigned weekdays
- Both surveys use address-based sample (ABS) for household recruitment, but retrieval method is different (2007 mostly by telephone interview, 2017 by web survey)
- Both surveys include a comprehensive pre-test of proposed survey protocols for the main survey



Review of 2017 RTS Pre-Test Survey Results (1)

- The pre-test survey was an experimental design to evaluate two proposed primary data collection methods of the survey, a smartphone app (rMove) and an online survey instrument (rSurvey)
- Households were split into two equal segments
 - Segment 1 (rSurvey and rMove) households
 - Segment 2 (rSurvey only) households
- rMove households completed a 7-day travel survey, rSurvey households completed a 1-day travel survey
- The survey was split into two parts:
 - Part 1 recruitment survey completed using rSurvey
 - Part 2 travel diary completed using rMove or rSurvey



Review of 2017 RTS Pre-Test Survey Results (2)

- The overall survey response rate for the pre-test was 3.3%, which was lower than the target of a 5% overall response rate
- The response rate for Segment 1 (which included rMove) was only 2.6% while the response rate for Segment 2 (rSurvey only) was 4.1%
- Among recruited households with qualifying smartphones, the survey completion rate for rMove households was less than half that of rSurvey households (30.1% completion rate for rMove households, 67.0% completion rate for rSurvey households)
- Based on analysis of pre-test results and after discussion with the RTS Technical Advisory Committee, the main survey will only include the web survey (rSurvey)

Modifications for the Main Survey (1)

- Mail Recruitment Protocol

- Revised invitation letter to be mailed first, followed by 3 reminder postcards (no pre-notice postcard)
- Increase incentive for participation from \$10 to \$20 per household
- Letters for targeted outreach to large apartment complexes located in areas with low response rates in the pre-test



Modifications for the Main Survey (2)

- **Revisions to Survey Questionnaire**
 - *Part 1 Recruitment Survey*: # of HH bikes used by children, bicycle use and bikeshare, typical public transit use for weekday travel, revised household income and race/ethnicity questions, updated vehicle list and incentive amount
 - *Part 2 Travel Diary*: Second “trip trapper” page at the end of the survey to capture forgotten trips, trip roster “catch” for duplicate place names (e.g., “bus stop”), separate questions for walk and bike loop trips



Main Survey Schedule

- Survey scheduled to open on October 3, 2017 with the first mailout of invitation letters, followed by reminder postcards
- First travel date scheduled for October 5, 2017, last travel date on October 4, 2018
- Travel dates will exclude federal holidays and the period between Christmas Day and New Year's Day, inclusive
- The main survey will cover 12 months of travel dates



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