



# 2011-2012 TPB Geographically-Focused Household Travel Surveys

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# 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



## Fall 2011 Data Collection

The seven areas being surveyed in the fall of 2011 are:

- The 14th St NW Corridor in the District of Columbia (from Massachusetts Ave NW to north of Florida Ave NW)
- The White Flint area in Montgomery County, Maryland
- The Purple Line International Corridor in Montgomery and Prince George's Counties, Maryland (University Blvd from south of I-495 to Adelphi Rd)
- The Largo area in Prince George's County, Maryland
- The City of Frederick, Maryland
- The Reston area in Fairfax County, Virginia
- The Woodbridge area in Prince William County, Virginia



# Fall 2011 Data Collection

| Area                    | Completed HH | Vehicles | Persons | Unlinked Trips |
|-------------------------|--------------|----------|---------|----------------|
| 14 <sup>th</sup> Street | 379          | 408      | 546     | 3,269          |
| White Flint             | 426          | 649      | 810     | 3,773          |
| Purple Line             | 204          | 299      | 436     | 2,101          |
| Largo                   | 186          | 312      | 342     | 1,440          |
| Frederick               | 355          | 644      | 756     | 3,473          |
| Reston                  | 352          | 606      | 679     | 3,052          |
| Woodbridge              | 283          | 517      | 612     | 2,834          |



# Fall 2011 Data Collection Initial Draft Results

| Area                    | Vehicles/HH | Persons/HH | Unlinked Trips/HH |
|-------------------------|-------------|------------|-------------------|
| 14 <sup>th</sup> Street | 1.07        | 1.44       | 8.63              |
| White Flint             | 1.52        | 1.90       | 8.86              |
| Purple Line             | 1.47        | 2.14       | 10.30             |
| Largo                   | 1.68        | 1.84       | 7.74              |
| Frederick               | 1.81        | 2.13       | 9.78              |
| Reston                  | 1.72        | 1.93       | 8.67              |
| Woodbridge              | 1.82        | 2.16       | 10.01             |



# Spring 2012 Data Collection

The seven areas to be surveyed in the spring of 2012 are:

- 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

(areas subject to further review and refinement)



## Fall 2013 Data Collection

The six areas to be surveyed in the fall of 2012 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

(areas subject to further review and refinement)





# Survey Schedule

- Fall 2011
  - Initial Results – March, 2012
- Spring 2012
  - Advance Letters - Week of February 20<sup>th</sup>
  - Survey Interviews – mid-Mar to mid-May
  - Initial Results – July, 2012
- Fall 2013 - TBD



# HTS-Based Update & Follow-On to Housing and Transportation Cost Study

- The design of the geographically-focused household travel lends it self to an ideal follow-on to the CNT Housing and Transportation Cost Study.
- Housing cost data can be assembled and appended to the HTS transportation data for the households in the HTS sample areas.
- This would be a disaggregate-level analysis to complement CNT's aggregate analysis that used Census data.
- This follow-on could provide useful, specific community level comparisons between different geographic areas in the region.