

ITEM 9 - Information

May 16, 2012

Briefing on Household Travel Characteristics and Behavior in Ten Focused Geographic Subareas of the Region

Recommendation: Receive briefing on the household travel characteristics and behavior identified in ten different subareas of the region, and on the schedule for surveying additional subareas.

Issues: None

Background: In Spring 2011, 2,200 households in seven focused geographic subareas of the region were surveyed to obtain demographic information and travel data for more intensive analysis of specific growth and transportation issues. Subareas included Metrorail station areas, highway corridors with recent or planned major improvements, proposed light rail study areas, and regional activity centers with specific characteristics. Previously, in the Spring of 2010, Arlington County in collaboration with TPB staff conducted a similar survey of 400 households in three subareas of Arlington County.

National Capital Region Transportation Planning Board

777 North Capitol Street, N.E., Suite 300, Washington, D.C. 20002-4290 (202) 962-3310 Fax: (202) 962-3202 TDD: (202) 962-3213

MEMORANDUM

May 9, 2012

To: Transportation Planning Board

From: Robert E. Griffiths,
Technical Services Director, DTP

Subject: Household Travel Surveys in Focused Geographic Subareas of the Region

Project Objective

The objective of the Geographically-Focused Household Surveys work item in the TPB work program is to collect additional household travel survey data in smaller geographic subareas of the region for the purposes of : (1) permitting more intensive analysis of differences in daily travel behavior in a wide variety of communities with varying densities, physical characteristics, demographic characteristics and transportation options, (2) assisting local planners with current land use and transportation planning efforts and to provide information and illustrative examples that can also be used by all local jurisdictions in their future planning, (3) building a household travel survey database that can be used to measure changes over time in local community travel behavior resulting from major transportation improvements and/or significant shifts in the pattern of new development in these local communities.

Project Background

The conduct of Geographically-Focused Household Surveys began as a follow-on to the successful 2007-2008 TPB Household Travel Survey (2007-2008 TPB HTS). The 2007-2008 TPB HTS was primarily conducted for the development of the new regional travel demand model. While the 11,000 household sample size for 2007-2008 TPB HTS was sufficient for modeling all large counties and cities in the entire TPB model area, it did not provide enough household samples to permit analysis of daily travel behavior in smaller member jurisdictions or specific subareas within the region's larger jurisdictions.

The need for additional household travel survey samples to examine the travel patterns within specific smaller geographic areas was first expressed by Arlington County transportation planners in 2009. These planners were very interested in learning how the new higher density residential and commercial development occurring in the Jefferson Davis Highway/Crystal City/Pentagon City and the Village of Shirlington areas of the County was affecting the daily travel behavior of existing and new residents in these areas. These planners were also interested in obtaining additional household travel survey samples in the Columbia Pike Corridor for the planning of a light rail line in that corridor. Consequently, in the spring of 2010, Arlington County in collaboration with TPB staff completed the collection of additional household travel survey interviews with 400 households in these three subareas of the County. These survey interviews were completed using the exact same methodology as was used in the 2007-2008 TPB HTS and the

additional data collected was used to supplement the household travel surveys previously collected in these subareas. Arlington County directly paid the survey firm for the additional survey interviewing and data collection. TPB staff processed the collected survey data and prepared the final survey data files for Arlington County and their consultants. Arlington County is now using these data for its local planning efforts and TPB staff is using these data for more intensive analysis of the travel behavior of households residing in regional activity centers and other higher density residential areas.

Following the Arlington County supplemental effort, transportation planners in other TPB member jurisdictions expressed similar needs for the household travel survey data for smaller geographic areas to support their local planning efforts. Out of these discussions grew a strong recommendation by the members of the TPB Technical Committee that the TPB include in its Unified Planning Work Program a continuing Household Survey work item that would conduct Geographically-Focused Household Travel Surveys in three to seven areas of the region each fiscal year depending on the amount of funding available. The geographic areas selected to be surveyed in each fiscal year would be suggested by TPB and local planning staff and reviewed and approved by the members of the TPB Technical Committee. Thus, beginning in FY 2011 the conduct of Household Travel Surveys in Focused Geographic Subareas of the Region was added to the TPB work program. In the fall of 2011 the first wave of these household travel surveys was conducted. The second wave, spring 2012, is now underway and a third wave is currently being planned for fall 2012.

Fall 2011 TPB Geographically-Focused Household Travel Surveys

In the fall of 2011, household travel survey data were collected from 2,200 households in seven geographically-focused subareas of the region to permit more intensive analysis of local land use and transportation issues in these areas. The seven areas selected for the survey interviewing in the fall 2011 wave were reviewed and approved by the members of the TPB Technical Committee. Households in the selected areas who agreed to participate in this survey were asked to provide some basic demographic information about their household and to record and report on all travel by each member of their household for a specified 24-hour period.

The seven geographic subareas surveyed in the fall of 2011 between mid-September and mid-November were:

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

Some initial results of the survey interviewing in these seven areas are now available and will be presented to the TPB at its May 16, 2012 meeting.

Spring 2012 TPB Geographically-Focused Household Travel Surveys

Survey interviewing for the spring 2012 wave of the Geographically-Focused Household Travel Surveys is currently underway in the following seven areas:

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

Fall 2012 TPB Geographically-Focused Household Travel Surveys

Survey interviewing for the fall 2012 wave of the Geographically Focused Household Travel Surveys is currently being planned for the following six areas:

1. Federal Center/southwest/Navy Yard in the District of Columbia
2. H Street NE Corridor in the District of Columbia
3. Silver Spring in Montgomery County, Maryland
4. US 1/Green Line Corridor in Prince George's County, MD
5. City of Fairfax in Virginia
6. City of Manassas in Virginia

The six areas selected to be surveyed in the fall 2012 wave of the Geographically-Focused household travel surveys are subject to further review, refinement and approval by the members of the TPB Technical Committee.

Proposed fall 2013 TPB Geographically-Focused Household Travel Surveys

Thinking ahead to FY 2014, the St Elizabeths/Anacostia, Greenbelt and the Tysons Corner areas are three additional geographic areas for which focused household travel surveys would considerably add to the TPB's knowledge base about travel behavior changes in regional activity centers where significant increases in residential and commercial development are about to occur and will be served by existing or new Metrorail stations. These and other potential geographic areas to be surveyed in the fall of 2013 will be subject to further review and refinement by the members of the TPB Technical Committee and the availability of FY 2014 funding.

Conduct of TPB Geographically-Focused Household Travel Surveys

Westat, a nationally recognized survey research firm headquartered in Rockville, MD with local call centers in Montgomery and Frederick Counties, MD, has been retained to conduct the household travel survey interviews. The households selected to participate in this survey are randomly selected from residential address lists and contacted both by mail and telephone. A website

is also available for participating households to schedule their survey interviewing at a time convenient for them. Household survey materials are printed both in English and Spanish and telephone interviews can be conducted in either English or Spanish in response to the household's preference. All survey procedures have been designed to make this survey as representative as possible of all population groups residing in the selected geographic subareas.