

# REGIONAL TRAVEL SURVEY



Planning Our Future Together

# 2017-2018 REGIONAL TRAVEL SURVEY

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## Status Report #11

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Travel Forecasting Subcommittee  
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# Presentation Outline

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- Recruitment and completion rates to date
- Sampling plan update
- Targeted Hispanic outreach
- Next steps and next report to TFS



# Recruitment and Completion Rates to Date

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- As of March 22, 2018, there are 13,095 recruited households who completed the Part 1 survey
- Households were recruited from all jurisdictions (counties and independent cities) in the region
- As of March 22, 2018, there are 8,933 households who completed the travel diary (Part 2 survey)
- Completed survey responses were received from all jurisdictions
- The conversion rate (% of recruited HHs who completed the survey) is 71.4%

# Sampling Plan Update

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- Address-based sample (ABS) drawn on a quarterly basis
- Quarter 1 and Quarter 2 are completed
- Sample draw for Quarter 3 was conducted in February 2018
- Q3 sample draw was based on strata sample targets and estimated response rates from Q1 and Q2
- Q3 mail drops began on March 6, 2018 and will run through July 3, 2018
- Q3 did not include sample addresses for BMC and Maryland Travel Surveys; subsequent quarters will include these addresses to ensure no overlap for jurisdictions included in both TPB and BMC/MTS

# Targeted Hispanic Outreach

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- Met with representatives from CASA de Maryland on February 26, 2018 to seek assistance in improving survey response in Hispanic and Latino communities
- Draft survey materials in Spanish (e.g., invitation letters and postcards) that will be sent to households in majority Hispanic/Latino census block groups that did not respond to the initial survey mailing
- Distribute flyers at Hispanic markets, community centers, and other public places to enhance outreach effort

# Next Steps and Next Report to TFS

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- Review interim survey data deliverables
- Prepare sample plan and address sample order for Quarter 4
- Next report to TFS: May 2018 meeting

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