

REGIONAL TRAVEL SURVEY



Planning Our Future Together

2017-2018 REGIONAL TRAVEL SURVEY

Status Report #13

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Travel Forecasting Subcommittee
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Presentation Outline

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



Recruitment and Completion Rates to Date

- As of July 19, 2018, there are 19,941 recruited households (46,254 persons) who completed the Part 1 survey
- As of July 19, 2018, there are 13,722 households (30,002 persons) 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 69%
- As of July 12, 2018, there were 104,040 trips and 37,630 vehicles recorded in the travel diary (Part 2 survey)



Estimated Completes by Jurisdictional Strata through 8/7/18

Jurisdictional Strata	Overall Target	Est. Completes thru 08-07-2018	Remaining to be Completed	Percent to be Completed
1 District of Columbia	2,012	1,921	91	5%
2 Arlington County	800	736	64	8%
3 City of Alexandria	600	601	0	0%
4 Montgomery County - In	1,200	1,092	108	9%
5 Montgomery County - Out	1,004	994	10	1%
6 Prince George's County - In	800	736	64	8%
7 Prince George's County - Out	1,204	1,051	153	13%
8 Fairfax County/Cities - In	1,004	964	40	4%
9 Fairfax County/Cities - Out	1,204	1,160	44	4%
10 Loudoun County - In	204	261	0	0%
11 Loudoun County - Out	600	523	77	13%
12 Prince William County/Cities - In	400	350	50	13%
13 Prince William County/Cities - Out	604	579	25	4%
14 Fauquier County	200	173	27	14%
15 Frederick County - In	200	184	16	8%
16 Frederick County - Out	404	398	6	1%
17 Charles County - In	100	102	0	0%
18 Charles County - Out	300	290	10	3%
19 Calvert County	200	166	34	17%
20 St. Mary's County	200	185	15	8%
21 Anne Arundel County - In	412	443	30	7%
22 Anne Arundel County - Out	188	296	18	10%
23 Howard County - In	146	134	40	27%
24 Howard County - Out	154	162	35	23%
25 Carroll County - In	133	102	42	32%
26 Carroll County - Out	67	88	5	7%
27 Stafford County	200	196	4	2%
28 City of Fredericksburg	52	46	6	12%
29 King George County	52	58	0	0%
30 Spotsylvania County	200	166	34	17%
31 Clarke County	52	66	0	0%
32 Jefferson County	152	135	17	11%
99 Total	15,048	14,358	1,065	7%



Sampling Plan Update

- Address-based sample (ABS) drawn on a quarterly basis
- Quarters 1, 2, and 3 are completed
- Quarter 4 letter drops began on June 12, 2018 and will run through August 7, 2018
- Fewer invitations per letter drop in Quarter 4
- Quarter 5 letter drops will begin on August 21, 2018



Hispanic/Latino Outreach (1)

- To address underrepresentation of Hispanic/Latino households in survey responses to date, TPB will expand survey outreach to the Hispanic/Latino community
- Approximately 7,500 households in census block groups with high concentrations of Hispanic/Latino population who did not respond to the initial survey invitation will be mailed survey materials in Spanish
- There will be two sets of Spanish survey mailings beginning in late August through September 2018

Hispanic/Latino Outreach (2)

- CASA de Maryland will subcontract with RSG on the Hispanic/Latino outreach effort, and expected to:
 - Review Spanish translation of survey mailing materials
 - Provide letter of support explaining the importance of the survey and to encourage participation
 - Post flyers at various public locations to inform residents about the survey
 - Provide staff assistance to walk-ins who have questions or need help completing the survey



Next Steps and Next Report to TFS

- Review interim survey data deliverables
- Prepare sample plan and address sample order for Quarter 5
- Prepare for special Hispanic outreach survey
- Next report to TFS: September 2018 meeting

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