



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



Data Items Collected

- Household Characteristics
- Characteristics of Individual Household Members
- Characteristics of Vehicles Used by Household Members
- Information on Daily Trips and Activities



Project Objectives

- Analyze daily travel behavior in communities with different densities, physical characteristics and transportation options
- Assist local planners with current local land use and transportation planning efforts
- Build a household travel survey database that can measure changes in local community travel behavior over a period of time (Before and After comparisons)



Successful Application of Prior Survey Methodology

- Methodology used in the 2007-2008 Regional Household Travel Survey was very successful
- Arlington County with assistance from TPB staff used this methodology to conduct its own supplemental geographically focused follow-on in the Spring of 2010
- Arlington County collected 400 additional targeted household travel survey interviews in the Columbia Pike, Shirlington and Jefferson Davis (US 1) areas of the County
- TPB staff processed the collected survey data using the same procedures used in the 2007-2008 Regional Household Travel Survey.



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



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
- Eisenhower Avenue 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)



Survey Operations

- Westat, a nationally recognized survey research firm has been contracted to conduct the surveys.
- Households agreeing to participate in this survey will be asked to record and report on the travel of each household member for a specified 24-hour period
- Survey interviews will be conducted in both English and Spanish
- Survey procedures have been designed to make this survey as representative as possible of all population groups residing in these geographic subareas



Survey Schedule

- Fall 2011
 - Advance Letters - Week of August 22nd
 - Survey Interviews – mid-Sep to mid-Nov
 - Initial Results – January, 2012
- Spring 2012
 - Advance Letters - Week of February 20th
 - Survey Interviews – mid-Mar to mid-May
 - Initial Results – July, 2012



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.