

REGIONAL TRAVEL SURVEY



Planning Our Future Together

2017-2018 REGIONAL TRAVEL SURVEY

Status Report #10

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Travel Forecasting Subcommittee
January 19, 2018



Presentation Outline

- Regional Travel Survey recap
- Recruitment and completion rates to date
- Sampling plan
- Survey outreach and media activities
- Next steps and next report to TFS



Regional Travel Survey Recap

- The Regional Travel Survey launched on October 3, 2017
- Survey will capture usual travel patterns and trips made by household members on a randomly assigned weekday
- 15,000 households completing the survey over 12 months
- Primary data collection via web survey with optional phone
- Recruitment by mailed invitations followed by reminder postcards and emails
- \$20 participation incentive per household



Recruitment and Completion Rates to Date

- As of January 19, 2018, there are 7,997 recruited households who completed the Part 1 survey
- Households were recruited from all jurisdictions (counties and independent cities) in the region
- As of January 19, 2018, there are 5,415 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 71.9%

Sampling Plan

- Address-based sample (ABS) drawn on a quarterly basis
- Quarter 1 (October 2017 – December 2017) is completed
- Sample draw for Quarter 2 (January 2018 – March 2018) was conducted in December 2017
- Q2 sample draw was based on strata sample targets and estimated response rates from Q1
- Q2 mail drops began on January 9, 2018 and will run through March 2018
- Q2 sample included sample addresses for BMC and Maryland Travel Surveys to ensure no overlap for jurisdictions included in both TPB and BMC surveys



Survey Outreach and Media Activities

- Work with outreach consultant to reach out to underrepresented populations (Hispanic, African American)
- Explore targeted mailings (e.g., Spanish-language postcards) to Hispanic communities to increase participation
- Article in the Washington Post about the Regional Travel Survey and previous household travel surveys:
https://www.washingtonpost.com/local/how-has-commuting-in-our-area-changed-in-50-years-lots-of-ways-not-all-good/2017/12/11/7d40258e-de8a-11e7-bbd0-9dfb2e37492a_story.html?utm_term=.17dee8ca1b1f



Next Steps and Next Report to TFS

- Review interim survey data deliverables
- Prepare sample plan and address sample order for Quarter 3
- Next report to TFS: March 2018 meeting



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