

REGIONAL TRAVEL SURVEY



Planning Our Future Together

2017-2018 REGIONAL TRAVEL SURVEY

Status Report #9

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Travel Forecasting Subcommittee
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Presentation Outline

- Launch of the Regional Travel Survey (RTS)
- Overview of RTS methodology
- Recruitment and completion rates to date
- Survey outreach and media activities
- Next steps and next report to TFS



Launch of the Regional Travel Survey

- The once-in-a-decade Regional Travel Survey launched on October 3, 2017
- Over the next 12 months, approximately 15,000 randomly selected households will have completed the survey
- Households will be asked to share information about their usual travel patterns (Part 1 survey) and complete a detailed travel diary (Part 2 survey)
- In the travel diary, participants record every trip made by household members for one randomly assigned weekday



Overview of RTS Methodology (1)

- **Data Collection Method**
 - Primary data collection via web survey (rSurvey) with telephone option
- **Mail Recruitment Protocol**
 - Recruitment by mailed invitations, followed by 3 reminder postcards (last two postcards sent only to households who have not already recruited; i.e., have not completed Part 1 of the survey)
 - Invitations will be mailed on a bi-weekly basis every other Tuesday beginning October 3, 2017 (except December 26, 2017) and through July 24, 2018
 - \$20 incentive for participation per household (Amazon/Walmart gift card or donation to the American Red Cross)
 - Letters for targeted outreach to large apartment complexes located in areas with low response rates in the pre-test



Overview of RTS Methodology (2)

- **Sampling Plan**

- Address-based sample (ABS) to be drawn on a quarterly basis (Quarter 1: Oct. 2017 – Dec. 2017)
- Survey strata will consist of Census PUMAs and defined COG Activity Centers in the TPB Model Area
- The District of Columbia, Arlington and Alexandria, and higher density mixed-use Activity Centers in other jurisdictions to be sampled at approximately twice the rate of areas in suburban jurisdictions outside of Activity Centers
- A higher number of mailed invitations to participate in the survey will be sent to jurisdictions with lower response in the 2007 HTS



Recruitment and Completion Rates to Date

- As of November 17, there are 3,585 recruited households who completed the Part 1 survey
- Households were recruited from all jurisdictions (counties and independent cities) in the region
- As of November 17, there are 2,057 households who completed the travel diary (Part 2 survey)
- Completed survey responses were received from all jurisdictions (except for Manassas Park)
- Recruitment rate for the first mail drop is 6.5% and the completion rate is 4.0%; conversion rate (% of recruited HHs who completed the survey) is 76.5% for weeks 1-4

Survey Outreach and Media Activities

- Emails and announcements to the TPB and COG Board
- Article in the TPB News
- Interview with WAMU 88.5
- Interview with Fairfax County Times
- News articles posted on RTS website:
<https://regionaltravelsurvey.com/web/pages/about?locale=en-US>



Next Steps and Next Report to TFS

- Review interim survey data deliverables
- Prepare sample plan and address sample order for Quarter 2
- Next report to TFS: January 2018 meeting



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