REGIONAL TRAVEL SURVEY

Planning Our Future Together

2017-2018 REGIONAL HOUSEHOLD TRAVEL SURVEY

Status Report #5

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Travel Forecasting Subcommittee
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Agenda Item 5

National Capital Region
Transportation Planning Board

Presentation Outline

- Sampling frame and pre-test strata

- Demographic and commuting characteristics of pre-test strata

- Pre-test of two survey methods

- Survey pre-test status and response rates

- Updated survey schedule

- Next steps and next report to TFS

Survey Pre-Test Strata

- The address-based sampling frame composed of 66 geographic strata were aggregated into five "Super Strata" for the survey pre-test.

  - **S1: District of Columbia**

  - **S2: Arlington and Alexandria**

  - **S3: Suburbs – High Density**
    (MTG, PG, FFX, LDN, PW, CHS, FRD)

  - **S4: Suburbs – Low Density**
    (MTG, PG, FFX, LDN, PW, CHS, FRD)

  - **S5: Outer Ring Jurisdictions**
    (CAR, HOW, AA, CAL, STM, KG, SPOT, FRB, STF, FAQ, CLK, JEFF)

TPB Modeled Area

Demographic Characteristics of Pre-Test Strata

	S1: District of Columbia	S2: Arlington and Alexandria	S3: High Density Suburbs	S4:Low Density Suburbs	S5: Outer Ring Jurisdictions
Total Block Groups	438	298	521	1,980	912
Total Households	268,570	173,084	331,244	1,146,478	595,432
% Rent	59.3	56.8	50.1	26.6	25.1
% 1-Person HHs	44.1	40.5	30.6	21.4	21.8
% 2-Person HHs	30.3	32.6	29.9	29.9	33.6
% 3-Person HHs	12.1	12.4	16.5	18.4	17.7
% 4 or More-Person HHs	13.5	14.6	22.9	30.4	26.9
% Single Family Detached Home	11.6	22.8	30.1	59.0	67.9
% Zero Vehicle HHs	36.8	11.0	9.6	5.0	3.9
% Household Income < $50,000	38.4	23.2	27.2	21.5	24.9
% Minority Population	64.7	42.6	60.8	54.4	28.8

Source: 2015 American Community Survey 5-Year Estimate

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Commuting Characteristics of Pre-Test Strata

	S1: District of Columbia	S2: Arlington and Alexandria	S3: High Density Suburbs	S4: Low Density Suburbs	S5: Outer Ring Jurisdictions
% Drive Alone to Work	33.6	56.1	63.7	72.0	80.3
% Carpool to Work	5.7	7.2	10.8	10.3	9.1
% Transit to Work	37.5	24.2	16.5	9.9	3.0
% Bike to Work	4.0	1.5	0.5	0.3	0.2
% Walk to Work	13.1	4.4	3.4	1.5	1.7
% Other Mode to Work	1.2	1.2	0.9	0.9	0.9
% Work at Home	5.0	5.4	4.2	5.1	4.8

Source: 2015 American Community Survey 5-Year Estimate

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Pre-Test of Two Survey Methods

- Survey pre-test households were assigned to one of two different survey segments within each survey strata

    - <u>Segment 1:</u> Households with qualifying smartphones for each household member age 16+ were assigned to complete the survey using the **rMove app**. (Households not meeting this smartphone criteria were assigned to complete the survey using the **rSurvey** online web survey).

    - <u>Segment 2:</u> All households were assigned to complete the survey using the **rSurvey** online web survey regardless of smartphone qualification criteria.

- **rMove** households were asked to report trips for an assigned 7-day travel period

- **rSurvey** households were asked to report trips for only one randomly assigned weekday

Survey Pre-Test Status

- Survey pre-test for the Regional Travel Survey was launched on February 9

- A total of 16,020 randomly selected households were invited to participate in the pre-test survey

  - 8,010 households assigned to Segment 1 (rMove eligible)

  - 8,010 households assigned to Segment 2 (rSurvey only)

- Survey packets, pre-notice, and reminder postcards were mailed out

- Households agreeing to participate were assigned specific travel dates

- Reminder phone calls/emails were made to recruited households

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Survey Pre-Test Status: Response Rates

Sample Type	Recruited Households	Address Samples	Recruitment Rate
Segment 1: Smartphone	471	8,010	5.9%
Segment 2: Web Only	495	8,010	6.2%
TOTAL	966	16,020	6.0%

Results as of 03/16/17

Survey Method	Recruited Households	Household Retrievals	Retrieval Rate
rMove	278	81	29.1%
rSurvey	614	417	67.9%
TOTAL	892	498	55.8%

Results as of 03/13/17

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Survey Pre-Test Status: Response Rates by Strata and Survey Method

Pre-Test Strata	Survey Method	Recruited Households	Household Retrievals	Retrieval Rate
District of Columbia	rMove	69	21	30.4%
District of Columbia	rSurvey	104	74	71.2%
Arlington/Alexandria	rMove	54	22	40.7%
Arlington/Alexandria	rSurvey	91	66	72.5%
Suburbs - High Density	rMove	82	23	28.0%
Suburbs - High Density	rSurvey	215	143	66.5%
Suburbs - Low Density	rMove	43	8	18.6%
Suburbs - Low Density	rSurvey	117	77	65.8%
Outer Ring Jurisdictions	rMove	30	7	23.3%
Outer Ring Jurisdictions	rSurvey	87	57	65.5%
TOTAL		892	498	55.8%

Results as of 03/13/17

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Updated Survey Schedule

- Some dates still subject to adjustment

- Survey pre-test: February and March 2017

  - Last travel date – March 27

- Analysis of pre-test results and survey refinement: April through June 2017

- Main survey: July 2017

  - WMATA SafeTrack Surges 15 and 16 May and June 2017 (specific dates TBD)

  - 12 months of travel dates

- Complete main survey: early Summer 2018

- All deliverables by end of 2018

Next Steps and Next Report to TFS

- Wrap-up survey pre-test

- Analyze pre-test results and make necessary revisions to survey instrument

- Non-response follow-up for pre-test

- Next report to TFS: May 2017 meeting

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