

REGIONAL TRAVEL SURVEY



Planning Our Future Together

2017-2018 REGIONAL HOUSEHOLD TRAVEL SURVEY

Status Report #8

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Travel Forecasting Subcommittee
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Presentation Outline

- Review of pre-test survey results
- Modifications for the main survey
- Revisions to survey questions
- Main survey schedule
- Next steps and next report to TFS

Review of Pre-Test Survey Results

- The primary objective of the pre-test survey was to test the survey methodology in preparation for the main survey effort
- The pre-test survey was set up as an experimental design to evaluate the two primary data collection methods of the survey, a smartphone app (rMove) and an online survey instrument (rSurvey)
- Households were split into two equal segments
 - Segment 1 (rSurvey and rMove) households
 - Segment 2 (rSurvey only) households
- rMove households completed a 7-day travel survey, rSurvey households completed a 1-day travel survey
- The survey was split into two parts:
 - Part 1 recruitment survey completed using rSurvey
 - Part 2 travel diary completed using rMove or rSurvey



Review of Pre-Test Survey Results

- The overall survey response rate for the pre-test was 3.3%, which was lower than the target of a 5% overall response rate
- The response rate for Segment 1 (which included rMove) was only 2.6% while the response rate for Segment 2 (rSurvey only) was 4.1%
- Among recruited households with qualifying smartphones, the survey completion rate for rMove households was less than half that of rSurvey households (30.1% completion rate for rMove households, 67.0% completion rate for rSurvey households)
- The Technical Advisory Committee for the RTS met on July 21, 2017 to discuss the findings from the survey pre-test and to make recommendations for the main survey



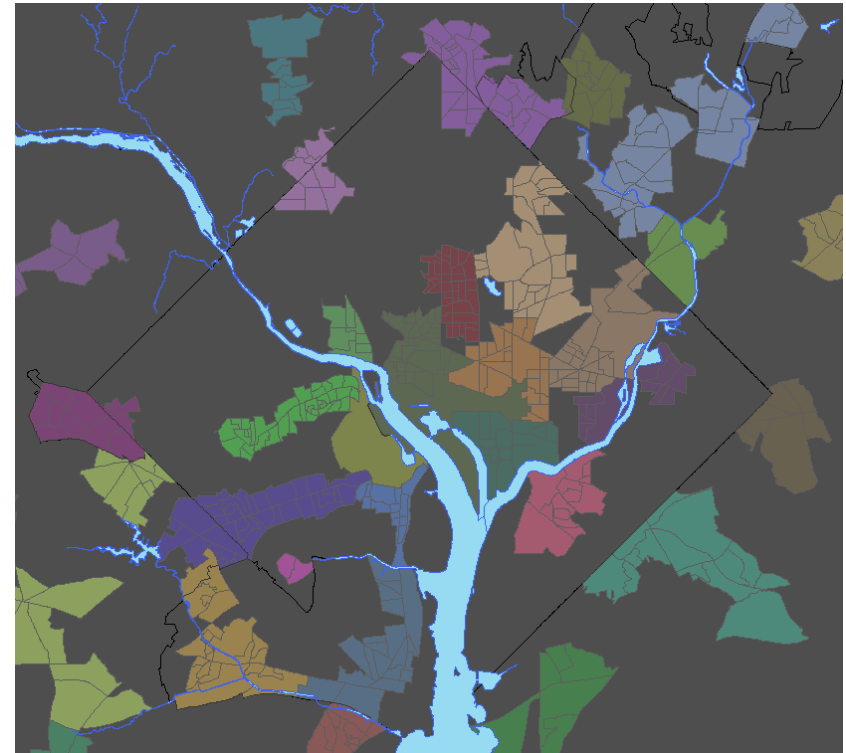
Modifications for the Main Survey (1)

- **Data Collection Method**
 - Given the low response rate and completion rate for the smartphone app (rMove), the main survey will only include the web survey (rSurvey)
- **Mail Recruitment Protocol**
 - Revised invitation letter to be mailed first, followed by 3 reminder postcards (no pre-notice postcard)
 - Increase incentive for participation from \$10 to \$20 per household
 - Immediate thank you email to recruited households
 - Pre-cancelled stamps on invitation letter envelopes
 - New call center staffed 7 days a week to answer inquiries and to coordinate recruitment calls with the mailing schedule
 - Letters for targeted outreach to large apartment complexes located in areas with low response rates in the pre-test



Modifications for the Main Survey (2)

- **Sampling Plan**
 - 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 selected Activity Centers to be sampled at approximately twice the rate of suburban jurisdictions outside of Activity Centers



Higher Density/Mixed Use Regional Activity Clusters



Revisions to Survey Questions

- **Additional Revisions to Part 1 Recruitment Survey**
 - # of HH bikes used by children, combined bicycle use and bikeshare question, use of public transportation for weekday travel, revised household income and race/ethnicity questions, updated vehicle list and incentive amount
 - Deleted references to smartphone app and questions about smartphone age and type, but retained question about HH member smartphone ownership (yes or no)
- **Revisions to Part 2 Travel Diary**
 - Added a second “trip trapper” page at the end of the survey to capture forgotten trips not included in the trip roster
 - Trip roster “catch” for duplicate place names (e.g., “bus stop”)
 - Separate questions for walk and bike loop trips



Main Survey Schedule

- Survey scheduled to open on October 3, 2017 with the first mailout of invitation letters, followed by reminder postcards
- First travel date scheduled for October 5, 2017, last travel date on October 4, 2018
- Travel dates will exclude federal holidays and the period between Christmas Day and New Year's Day, inclusive
- The main survey will cover 12 months of travel dates

Next Steps and Next Report to TFS

- Final preparations for the main survey launch
- Next report to TFS: November 2017 meeting

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