

2017-2018 REGIONAL HOUSEHOLD TRAVEL SURVEY

Status Report #4

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Travel Forecasting Subcommittee
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Presentation Outline

- Survey design and sampling plan
- Survey questionnaire and other materials
- Updated survey schedule
- Next steps and next report to TFS



Survey Sampling Plan

- Sampling frame stratified into 66 geographic strata in the TPB modeled area
- Specified minimum number of completed household interviews obtained in each geographic and area type stratum

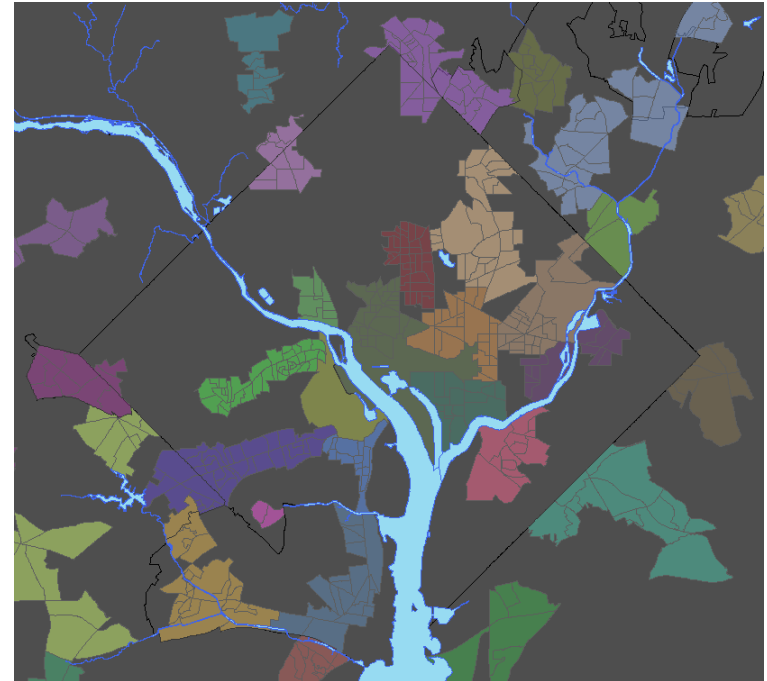


TPB Modeled Area



Survey Sampling Plan

- Sampled areas will include higher density/mixed-use regional activity clusters and lower-density residential areas
- Oversampling of higher density and mixed-use areas with good access to the region's transit network and supportive of daily walk and bicycle travel
- Special outreach efforts will be made to hard to reach households (e.g., lower income and racial/ethnic minority households)



Higher Density/Mixed Use Regional Activity Clusters

Survey Questionnaire and Other Materials

- COG/TPB staff met with the survey contractor (RSG) to discuss and finalize the survey questionnaire and print materials
- Part 1 recruit survey finalized and part 2 retrieval survey nearly finalized
- Print materials (survey advance letter, pre-notice and reminder postcards, and travel log) completed
- Pre-test sample obtained, checked, and delivered to RSG
 - Several TPB staff, survey State DOT / WMATA liaisons, and members of TPB Technical Committee also participating in pre-test



Updated Survey Schedule

- Some items still subject to adjustment
- Survey pre-test: February 2017
 - 4 weeks of travel dates
- Analysis of pre-test results and survey refinement: Spring 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

- Prepare for pre-test (recruitment mailings, survey questionnaire)
- Test latest version of rMove
- Finalize project website and mail schedule
- Launch survey pre-test
- Next report to TFS: March 2017 meeting



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