

ITEM 11 - Information

September 21, 2011

Briefing on Household Travel Survey in Fourteen Geographic Subareas of the Region

Staff Recommendation: Receive briefing on the schedule and proposed subareas to be surveyed.

Issues: None

Background: In response to the need expressed by local jurisdiction users of the 2007/2008 Regional Household Travel Survey to have additional household samples in smaller geographic subareas, new household travel survey data will be collected in FY 2012 from 4,800 households in fourteen focused geographic subareas of the region to permit more intensive analysis of specific growth and transportation issues.

National Capital Region Transportation Planning Board

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MEMORANDUM

September 12, 2011

To: Transportation Planning Board

From: Robert E. Griffiths,
Technical Services Director, DTP

Subject: FY 2012 Household Travel Survey Data Collection

In FY 2012, household travel survey data will be collected from 4,800 households in 14 geographically-focused subareas of the region to permit more intensive analysis of specific growth and transportation issues. This item was included in the FY 2012 TPB work program in response to needs expressed by local jurisdiction users of TPB household travel survey data for additional household samples in smaller geographic subareas to assist them with their local planning efforts.

Households agreeing to participate in this survey will be asked to record and report on the travel of each household member for a specified 24-hour period. The data collected in the survey will be used to analyze specific aspects of daily travel behavior in smaller geographic subareas of the region that include Metrorail stations areas, transportation corridors with recent or planned major improvements, and regional activity centers with specific characteristics.

Household travel survey interviews will be conducted in the fall of 2011 between mid-September and mid-November and in the spring of 2012 between mid-March and mid-May.

The seven geographic subareas to be surveyed in the fall of 2011 are:

1. The 14th St NW Corridor in the District of Columbia (from Massachusetts Ave NW to north of Florida Ave NW)
2. The White Flint area in Montgomery County, Maryland
3. The Purple Line International Corridor in Montgomery and Prince George's Counties, Maryland (University Blvd from south of I-495 to Adelphi Rd)
4. The Largo area in Prince George's County, Maryland
5. The City of Frederick, Maryland
6. The Reston area in Fairfax County, Virginia
7. The Woodbridge area in Prince William County, Virginia

The seven geographically-focused subareas to be surveyed in the spring of 2012 are:

1. Friendship Heights in the District of Columbia and Montgomery County, Maryland
2. New York Avenue Corridor in the District of Columbia
3. St. Charles Urbanized Area in Charles County, Maryland
4. National Harbor in Prince George's County, Maryland

5. Eisenhower Avenue Corridor in the City of Alexandria, Virginia
6. East Falls Church and West Falls Church Metrorail Station areas in Arlington County, the City of Falls Church and Fairfax County, Virginia
7. The Dulles North Area in Loudoun County, Virginia

Westat, a nationally recognized survey research firm headquartered in Rockville, MD with local call centers in Montgomery and Frederick Counties, MD, has been retained to conduct the household travel survey interviews. The survey procedures have been designed to make this survey as representative as possible of all population groups residing in these geographic subareas. Survey interviews will be conducted in both English and Spanish.

Survey advance letters for the fall 2011 wave of this effort were mailed to households randomly selected for participation in the survey beginning the week of August 22, 2011. Initial results of the fall survey interviewing are expected to be available in January, 2012. Survey advance letters for the spring 2012 wave of this effort will be mailed to households randomly selected for participation in the survey beginning the week of February 20, 2012. Initial results of the spring survey interviewing are expected to be available in July, 2012.