



2007 Household Travel Survey

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Presentation Overview

- **Background on Survey**
- **Household Travel Survey Basics**
- **Survey Challenges**
- **Survey Design Elements**
- **Sampling Plan**
- **GPS Vehicle Data Collection**
- **Non-Respondent Follow-Up**
- **Related Data Collection Activities**
- **Schedule**

Background on Survey

- **Major Data Collection Effort**
- **About Once Every Decade**
- **When, Where, How, and Why People Travel**
- **Used to Update Travel Models**
- **Trend Analysis**

Household Travel Survey (HTS) Basics

- **Two-stage survey**
- **Recruitment Stage**
 - Advance Letter
 - Request Participation
 - Obtain Basic Information about HH
- **Travel Data Retrieval Stage**
 - Travel Diary for 24-hr Time Period
 - Retrieve Data on Daily Travel for each Household Member

Data Items Collected

- **Household Characteristics**
- **Characteristics of Individual Household Members**
- **Characteristics of Vehicles Used by Household Members**
- **Information on Daily Trips and Activities**
- **Geocoding of Trip Origins and Destinations**

Challenges for 2007 HTS

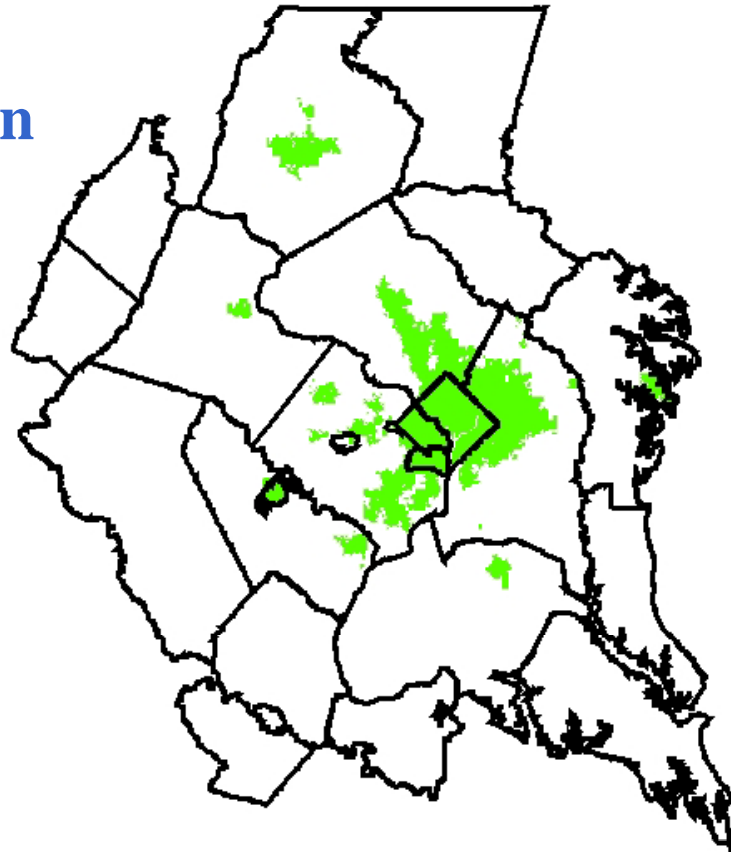
- Declining telephone response rates
- “Cell phone only” households
- Obtaining the participation of lower income, minority, younger and no-vehicle households
- Identifying “travel substituting” activities (e.g. teleworking, teleshopping, etc.)
- Incomplete reporting of auto travel
- Measuring non-response

Design Elements for 2007 HTS

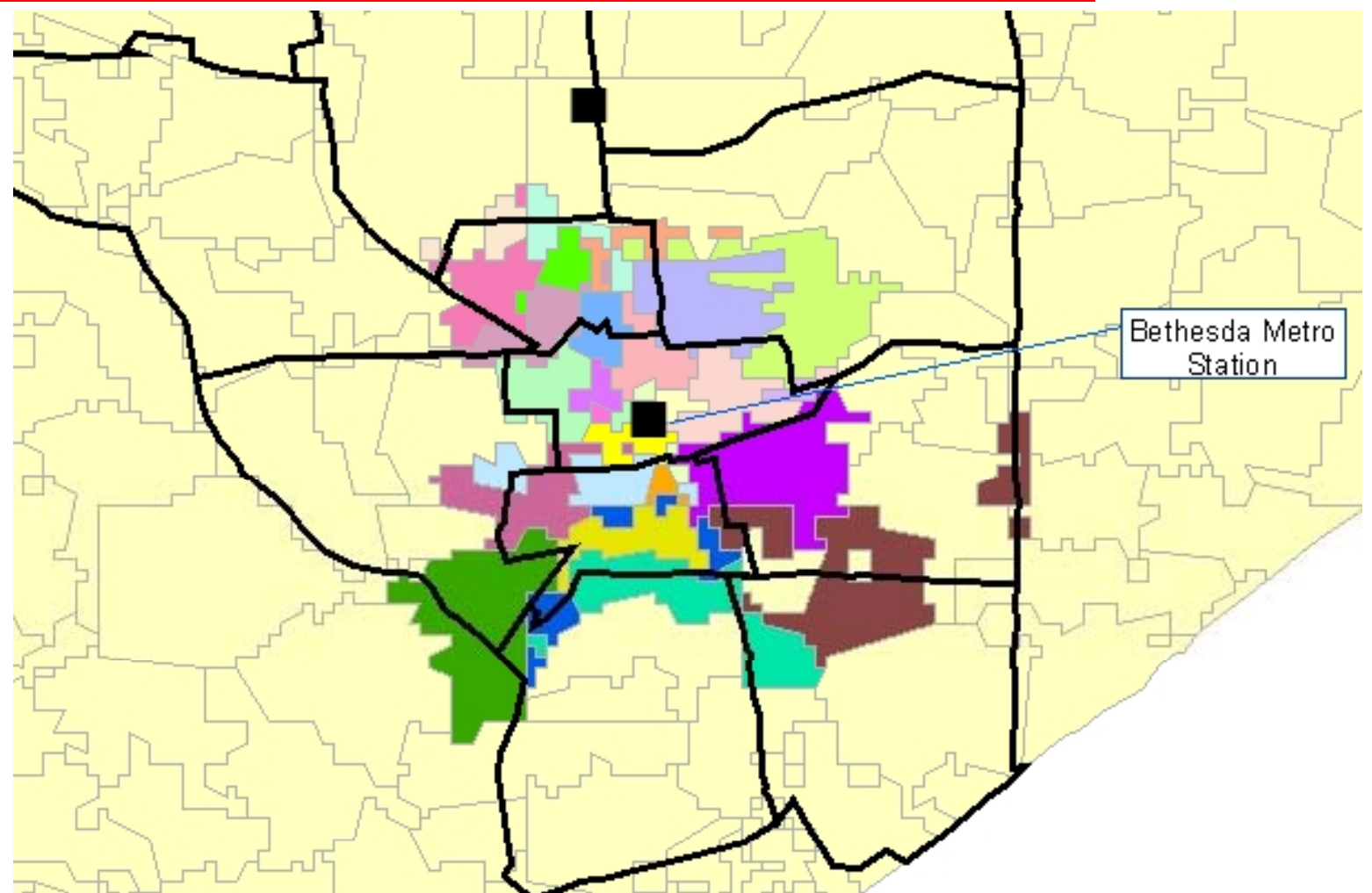
- **Address List-based Sampling Frame**
- **Address-Telephone Matching**
- **Mail-out of Short HH Questionnaire with Advance Letter**
- **Survey Materials in English and Spanish**
- **Website for Scheduling Recruitment Interviews**
- **Special Focus Group Incentives**
- **“Activity-Based” Travel Diary**
- **GPS Vehicle Data Collection to Supplement Travel Diary Data Collection**
- **Non-Respondent Follow-up Survey**

Sampling Plan

- **10,000 Randomly Selected Households in TPB Region and adjacent areas**
- **Ensure a sufficient number of samples in higher density, mixed use urban areas**
- **Quarterly Sample Draws**



Postal Carrier Routes



Address-Telephone Matching

- **Address Matched Against Database of Listed Telephone Numbers**
 - ➔ **Households with Listed Phone Number**
 - **Advance Letter w/Household Questionnaire**
 - **Begin Calling after 7 days**
 - **No Monetary Incentive**
 - ➔ **Households not having a Listed Phone Number**
 - **Advance Letter w/Household Questionnaire**
 - **Up to 3 Reminder Post Cards**
 - **\$50 Participation Incentive**
 - **Household provides Phone Number via mail, telephone, or website**

GPS Vehicle Data Collection Sub-Sample

- Randomly selected GPS Household Sub-Sample
- 2-3 Days of GPS Data Collection
- Obtain independent estimates of vehicle trip rates and VMT
- Collect route choice data
- Equipment plugs into cigarette lighter
- Antenna on dash
- Power splitters for other devices



Non-Respondent Follow-Up Survey

- **Measures size and likely impacts of survey non-response**
 - ➔ **500 Households with Listed Phone Number**
 - **Rest and Re-Call after 6 Weeks (Quarters 2 & 3)**
 - **In-Person Interviews (Quarter 4)**
 - ➔ **500 Households with No Listed Phone Number**
 - **In-Person Interviews (Quarters 2,3 & 4)**
 - ➔ **“One Last Attempt”**
 - **Public Records Search**

Related Data Collection Activities

- **Baltimore Metropolitan Council (BMC) 4,500 Household Add-On Travel Survey Interviews**
- **Arlington County, VA 100 Household Transit Oriented Development Add-On**
- **MDOT 400 Additional GPS Add-On Deployments**
- **Spring 2007 Metrorail On-Board Survey (30,000 Metrorail Passengers)**
- **Fall 2007 Regional Air Passenger Survey**
- **Spring 2008 Regional Bus On-Board Survey (30,000 Bus Riders)**
- **Spring 2008 Supplemental Traffic Counts (600 Additional 48-hr Weekday Counts)**

Schedule

Element	Time Period
Start Survey	January 2007
Interim Deliveries	June – December 2007
End Data Collection	February 2008
Final Deliveries	April 2008
Findings Report	June 2008