

Hard to reach populations
for NYMTC meeting
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Hard-to-find and Hard-to-reach

- Depends on WHERE the survey is being conducted!
 - In New York City, finding 0-vehicle households is EASY, but in out-lying suburban counties, finding 0-vehicle households could be difficult!

Why is New York unique?

	New York City	U.S. total
0-vehicle households	54%	9%
Transit share of commute	54%	5%
% of persons foreign-born	37%	12%
Language spoken at home, other than English	48%	20%

Source: 2006 American Community Survey

Start with difficult populations!

- You don't need many households with 2+ vehicles and 2 workers who live in the suburbs. They all travel about the same.
- Work with the survey research organization to **start recruiting difficult populations at the beginning**. If you wait until the end, you will run out of money and not have sufficient samples.

Hard-to-reach populations

- African American
- Non-English speaking
 - Hispanic, fear of INS
 - Distrust of government
- Young males, who are often very mobile

Hard-to-reach populations and difference in travel behavior

- African American
 - Lower income
 - Different vehicle availability
 - More likely to be “cell phone only”
- Non-English speaking (Hispanic, Asian)
 - Lower income
 - Different driver licensing (especially women)
- Young males, who are often very mobile
 - May be intrigued by new technology

Survey methods for hard-to-reach populations

- Special targeted time periods of specific populations
- Work with neighborhood schools
- Work with University to add legitimacy
- Adding legitimacy by local knowledge and jargon
- Differential incentives
- Easy to read materials (6th or 7th grade) Use graphics to translate message and purpose
- Use choice-based samples

Survey methods to try

- Establish a CALENDAR period focused on specific target populations
 - Pre-survey meetings with community leaders
 - Special and different media campaign
 - Radio, television, print, bus and subway signs
 - How to avoid scam artists

Work with Selected Neighborhood Schools

- Develop a homework assignment related to travel behavior and transportation planning.
 - Work with the UTC to develop and implement this?

Add legitimacy with link to University

- In Chile, South America, response rates to travel behavior surveys are much better when part of university research, not government.

Add legitimacy with local knowledge and local jargon

- CMAP (Chicago) survey. Used local African American survey firm for sample recruitment and had good recruitment. But, then, travel data retrieval was conducted by firm in Texas and retrieval rates fell off considerably.

Choice samples vs. “random” samples

- Samples today are non-random. We are kidding ourselves if we pretend they are random.
- Typically, much lower response rates from both lower and upper income ranges, and Hispanic populations.
- WHY NOT try choice-based sample and weight them by known characteristics, like Vehicle Ownership, Household Income, Household size, Education.

Choice-based samples

- Hispanic
- African American
- Men between 16 and 25 (how about trying a driver's license file and a web-based survey with cash incentive?)
- Regular bicycle riders (e.g. more than once a week)

Differential Incentives

- MORPACE in Michigan (MI Travel Counts) implemented differential cash incentives, based on household size and whether or not household had 0-vehicle (difficult to find in Michigan!).

Ideas, not solutions

- Do a couple of small tests
- Conduct a couple of focus groups with populations you think will be particularly problematic
- Outreach: Start working with community leaders for special populations.
- “Thank You” to respondents. In the long run, increases legitimacy and can improve responses to other transportation surveys.