DVRPC Household Travel Survey
Public Participation Task Force Meeting

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Household Travel Survey Overview

- Year-long effort (September 2012 to August 2013)

- 10,000 households record travel for a 24-hour period (weekdays)

- Recruitment by phone or advance letter

- Random sampling

- Travel Diary data retrieved

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HOUSEHOLD TRAVEL SURVEY

Why Conduct the Survey?

- Helps build a fuller, more accurate picture of transportation needs

- Enables us to make wise transportation investments

- Smart transportation investments can provide better access to
  - jobs & housing
  - reduce traffic congestion
  - improve walking and bicycle paths
  - enhance public transportation
  - ultimately increase mobility
  - improve our economy, environment, and quality of life.
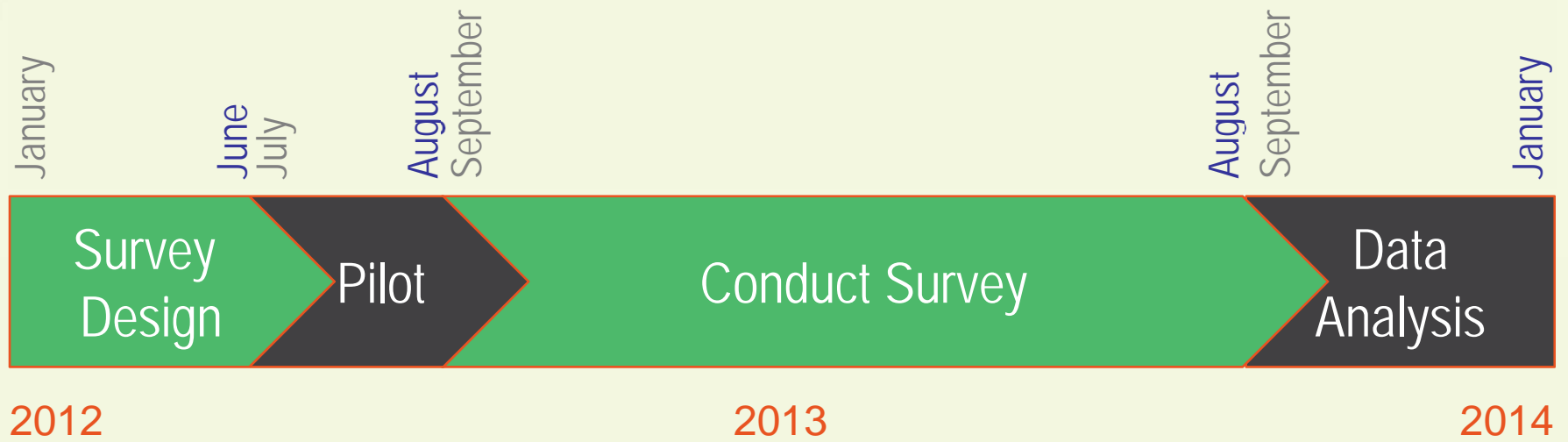
- All travel is important

How is the data used? (the inside scoop)

Having basic data on regional travel behavior allows us to do:

- Forecasting

- Transit planning and marketing

- Electric vehicle planning

- Health planning

Schedule

January	June July	August September		August September	January
Survey Design	Pilot	Conduct Survey		Data Analysis	

2012   2013   2014

Sampling Plan

Sampling plan – helps us to ensure that we get a representative picture of the diverse types of households in the region.

- Stratified random sample by State and Urban / Suburban / Rural
- Transit propensity oversample
- Tracking household characteristics that effect travel behavior
  - Income
  - Household size
  - Number of vehicles
- Incentive program:
  - 0-vehicle
  - Low income (<$35,000)
  - Spanish speaking
- No volunteers

How does it work?

- Sampling plan randomly selects household from address list
- Recruitment – advanced letter or phone call
- Recruitment interview –
  - Demographic info
  - Work and school destinations
  - Occupation info, employer transit/parking subsidies
  - Vehicle type
- Travel day assigned and materials send to household
- Travel DAY!
- Retrieval
  - Web portal
 - Phone interview
  - Mail-in diary
- Data processing

Planned Public Outreach

• Visit www.dvrpc.org/travelsurvey to experience the DVRPC HTS for yourself!

• Navigate to "Materials" to access our online brochure and read about us in the News

• Printed brochures will be available at select locations

• Video featuring Barry Seymour, DVRPC Executive Director, explaining the merits of the DVRPC HTS
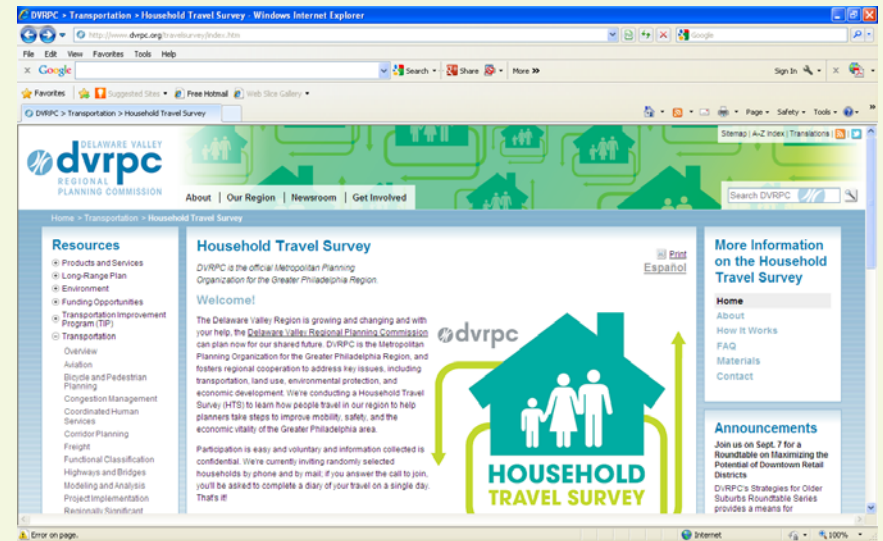
Go to Website

Survey Results as of January - Modes

Mode	Percent
Private Vehicle	79.7%
Walk	9.8%
Public Transit	5.1%
School Bus	3.0%
Bike	1.0%
Other Private Transit	0.9%
Other Non-Motorized	0.5%

Survey Results as of January - Activities

Type	Percent
Home activities not related to work, school, or online (sleeping, personal care, chores, etc.)	40.4%
Work for pay	10.8%
Everyday shopping (grocery, drug store, gas, etc.)	6.4%
Other activity 4.6%	4.6%
Recreation – active participation (sports, exercise, walk the dog, etc.)	4.1%
Eat out (restaurant, drive-thru, etc.)	3.7%
Online personal business (banking, e-mail, etc.)	3.5%
Personal business (banking or atm, salon, library)	3.3%
Attended classes	2.9%
Social (visit friends, relatives, etc.)	2.8%
Recreation – watch/observe (movies, concert, sports event, etc.)	2.7%
Change type of transportation/transfer	2.4%
Homework, class related assignments or attended an online course	2.2%
Drop off passenger	2.0%
Medical (medical appointment, medical procedure, etc.)	1.8%
Pick up passenger	1.8%
Major shopping (appliances, cars, home furnishings, clothes, etc.)	1.1%
Online shopping for products, services or goods	1.0%
Social community/religious (meetings, worship, wedding, funeral, etc.)	1.0%
Accompany household member	0.8%
Attended other school activities (performances, meetings, clubs)	0.7%

GPS Sampling

- 500 household subsample to carry a GPS device for 3-days for persons 13 to 85 years of age
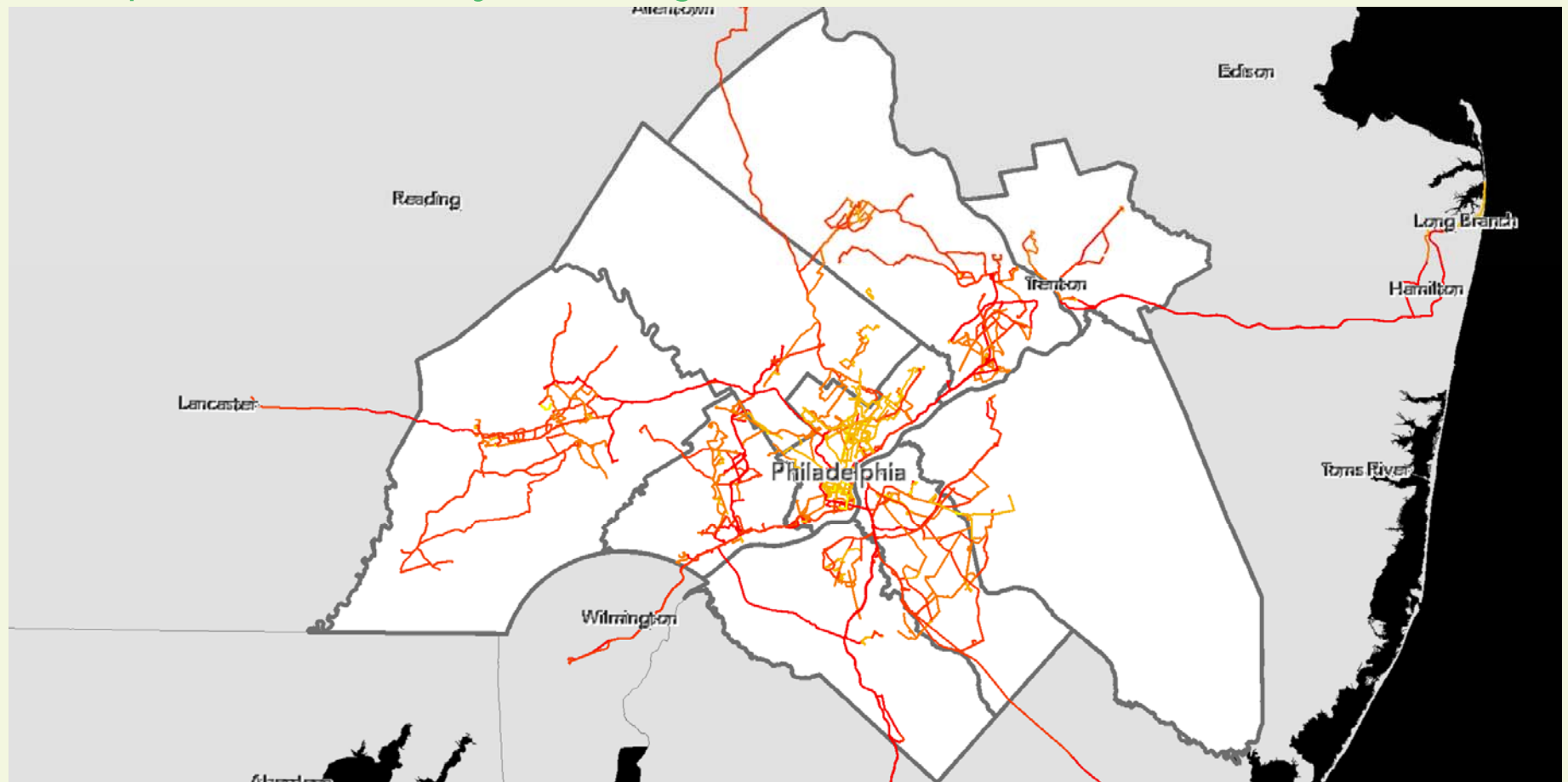
GPS Sampling

- Adds additional source of travel time information
- Accounts for under-reporting of trips

Discussion

How can the Public Participation Taskforce help this effort?

Email signature?

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Answer the Call! DVRPC Household Travel Survey

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