DVRPC Household Travel Survey
Public Participation Task Force Meeting
January 22, 2013

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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
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

- Survey Design: January
- Pilot: June - July
- Conduct Survey: August - September
- Data Analysis: January 2014

Years: 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

<table>
<thead>
<tr>
<th>Mode</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Private Vehicle</td>
<td>79.7%</td>
</tr>
<tr>
<td>Walk</td>
<td>9.8%</td>
</tr>
<tr>
<td>Public Transit</td>
<td>5.1%</td>
</tr>
<tr>
<td>School Bus</td>
<td>3.0%</td>
</tr>
<tr>
<td>Bike</td>
<td>1.0%</td>
</tr>
<tr>
<td>Other Private Transit</td>
<td>0.9%</td>
</tr>
<tr>
<td>Other Non-Motorized</td>
<td>0.5%</td>
</tr>
</tbody>
</table>
## Survey Results as of January - Activities

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