
2007/2008 Household Travel Survey

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Presentation Overview

- **Background on Survey**
- **Household Travel Survey Basics**
- **Sampling Plan**
- **Results of Survey Interviewing**
- **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

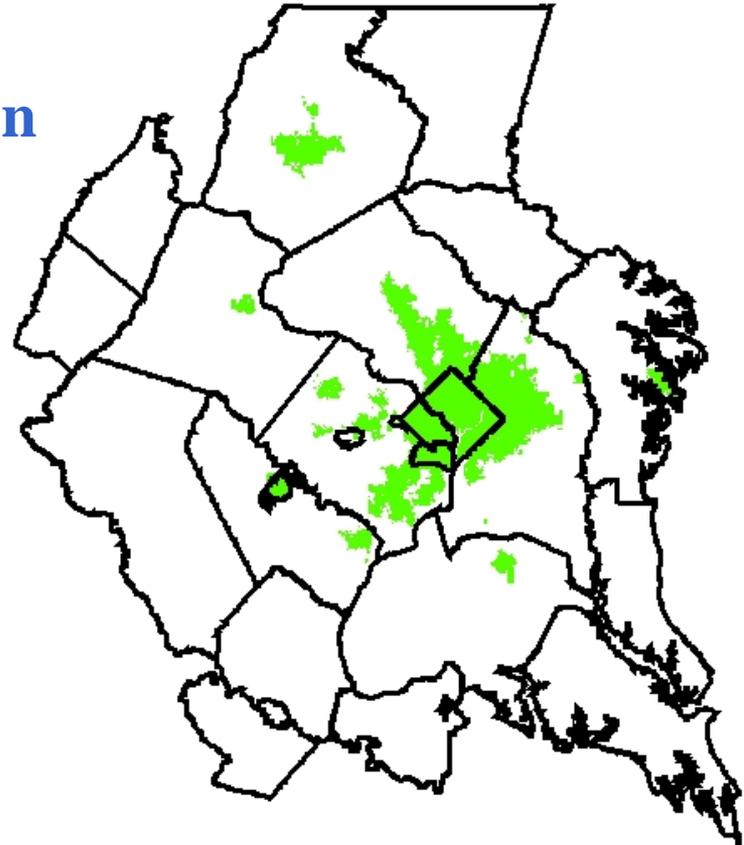
- **Two-stage survey**
- **Recruitment Stage**
 - Advance Letter
 - Request Participation
 - Obtain Basic Information about HH
- **Travel Data Retrieval Stage**
 - Travel Diary for 24-hr Time Period
 - Retrieve Data on Daily Travel for each Household Member

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**

Sampling Plan

- **11,000 Randomly Selected Households in TPB Region and adjacent areas**
- **Ensure a sufficient number of samples in higher density, mixed use urban areas and Regional Activity Centers**



Survey Interviewing

- **14-Months of Interviewing**
- **Interviews Conducted Between February, 2007 and March 2008.**
- **Response Rates**
 - **21% Recruitment Stage**
 - **76% Retrieval Stage**

Number of Completed Surveys by Jurisdiction

Jurisdiction	Sample Goal	Completes
DC	1,600	1,659
Montgomery	1,500	1,563
Prince George's	1,500	1,517
Arlington	700	752
Alexandria	400	409
Fairfax / Cities	1,500	1,538
Loudoun	352	375
Prince William	496	510
Frederick	352	376
Charles	200	224
Calvert	100	104

Number of Completed Surveys by Jurisdiction (cont.)

St. Mary's	100	109
Stafford	152	160
Fredericksburg	48	46
Spotsylvania	100	101
King George	52	56
Fauquier	100	93
Clarke	48	57
Jefferson	100	114
Anne Arundel	700	755
Howard	500	537
Carroll	400	416
Total	11,000	11,471

Survey Data Delivered

- **11,578 Household Records**
- **25,515 Person Records**
- **16,678 Vehicle Records**
- **132,383 Trip Records**
- **97% of Survey Addresses Geocoded to an X-Y Coordinate**

Some Initial Data Checks

- **10% of the Households Interviewed were “Cell Phone Only”**
- **Unweighted Trip Rates were:**
 - ➔ **9.2 daily trips per Household**
 - ➔ **4.3 daily trips per Person**
- **6% of the Households and 12% of the Person Interviewed reported zero trips on their Travel Day**

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
- GPS Data Obtained for 15,000 Vehicle Trips from 900 Households
- GPS Study found a vehicle trips under-reporting rate of 15% for vehicle trips not reported in travel diaries.



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

Schedule

Element	Time Period
Final Survey Data Delivery	August 2008
Review of Survey Data and Geocoding	September 2008
Trip Linking and Survey Weighting	October-November 2008
Survey Analysis	November-December 2008
Findings Report	January 2009