



2026 REGIONAL TRAVEL SURVEY

Update and Outreach

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National Capital Region
Transportation Planning Board

Why the Regional Travel Survey (RTS) Matters

- TPB has conducted a regional household travel survey periodically since 1968; the most recent RTS was conducted in 2017–2018.
- Provides a comprehensive picture of daily travel behavior, including who travels, where, when, how, and why
- Links detailed travel behavior with household and demographic characteristics
- Provides observed data for regional model estimation, calibration, and validation
- Helps explain changing travel patterns and supports regional transportation planning
- Provides behavioral context that passive mobility data cannot fully capture

Passive data show what happened. The RTS helps explain why.



2026 Regional Travel Survey: Key Features

- Introduces a **smartphone app-based survey** with passive data collection while retaining web and telephone options.
- Maintains **address-based sampling** as the statistical foundation, supplemented by targeted recruitment approaches.
- Expands **outreach** through transit agencies, community organizations, targeted communications, and digital media.
- Uses **enhanced and differential incentives** to encourage participation.
- Protects participant information through strict confidentiality and aggregate reporting.
- Supports more frequent and flexible data collection through multiple survey waves.

2026 Regional Travel Survey: Invitation Postcard



You can shape the future of your community!
Help make it easier to get around the region.

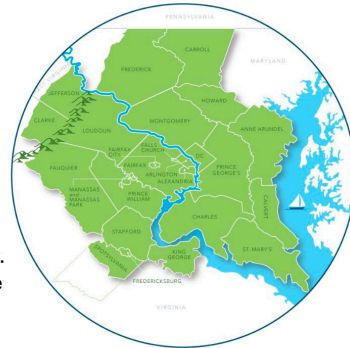
Congrats, you've been selected to participate in the **2026 Regional Travel Survey**. As one of a small sample selected to participate, your household will have a large impact in identifying the needs of the community.



Your responses will help us better plan future improvements to roads, transit facilities and services, bike routes, and sidewalks.



All information will be held in strict confidence and reported only in aggregated form. For more information, visit RegionalTravelSurvey.org/privacy-policy.



Receive \$5 to get started! Earn an **additional \$5–\$10** per household member once your household has completed the full survey.



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Receive \$5 to get started!

1



Go to RegionalTravelSurvey.org

2



Enter your access code: <ACCESSCODE>

3



Complete a 10-minute survey and **receive \$5**

4



Next, tell us about your household's daily travel and earn an **additional \$5–\$10 per household member**

If you have any questions, please visit RegionalTravelSurvey.org, or contact the survey team, RSG, toll-free at 1-888-453-7760 or by email at help@regionaltravelsurvey.org.

Thank you for helping keep the National Capital Region moving!



Scan to start!

Please respond by:
<COMPLETEDATE>



National Capital Region
Transportation Planning Board

c/o RSG
1101 Connecticut Ave NW, Suite 450
Washington, DC 20036

<CITY NAME> Resident
<STREET ADDRESS 1>
<STREET ADDRESS 2>
<CITY>, <STATE> <ZIP>

Para obtener más información, visita nuestra página web RegionalTravelSurvey.org/?lang=es

2026 RTS: Flyer and Digital Ads



REGIONAL TRAVEL SURVEY Planning Our Future Together

Receive **\$5 – \$10** per person

ACCESS CODE: XXXXXXXX

Click to Get Started!

Help make it easier to get around the region

Sponsored by



Targeted Digital Ad



WATCH FOR THE REGIONAL TRAVEL SURVEY

If you see this postcard in your mailbox, we need your support to improve transportation in the National Capital Region.



The Regional Travel Survey will ask you how you get from place to place. It will ask what forms of transportation you use, when you use them, and how frequently you use them. Your answers help guide our priorities for planning future transportation improvements. The survey will collect input from people of all ages and abilities who walk, roll, drive, bike, and take transit around the region.



 Complete the survey. Let's plan our future together!
RECEIVE \$5 - \$10 PER PERSON AS A THANK YOU.

Survey Flyer

What We Learned from the Spring 2026 Wave

- **No single recruitment strategy is sufficient.** Multiple approaches are needed to reach and engage participants.
- **Technology alone does not solve participation challenges.** Reducing respondent burden helps, but recruitment and retention remain difficult.
- **Representation matters as much as sample size.** Participation needs to be monitored across population and geographic groups.
- **Recruitment channels need to be evaluated differently.** Consider whom they reach, their contribution to the sample, and their effectiveness.
- **Recruitment needs to be adaptive.** Strategies should evolve based on recruitment performance and sample composition.



How We're Adapting for Fall 2026 and Beyond

- **Maintain address-based sampling (ABS) as the statistical foundation**, while incorporating complementary recruitment approaches to expand reach.
- **Diversify recruitment channels**, including transit-based outreach and other partnerships that can reach underrepresented populations.
- **Reduce respondent burden** by shortening app-based travel reporting from seven days to two days.
- **Monitor recruitment and sample composition throughout fieldwork** to identify emerging gaps and opportunities.
- **Use adaptive management to make mid-course adjustments** to sample allocation, recruitment strategies, outreach, and other survey protocols.
- **Learn across waves**, using Fall 2026 results to inform the strategy and recruitment mix for Spring 2027.



Promoting the Regional Travel Survey (RTS)

- Mailed invitations and reminder postcards to sampled households
- Outreach to transit riders through WMATA SmarTrip communications
- In-app promotion through Transit app banners and notifications
- Targeted digital ads, flyers, and social media outreach
- Communications toolkit for TPB member agencies and community partners

Please help distribute the RTS communications toolkit through your agency and community networks.



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