

2010 CHTS Lessons Learned & The Next Travel Survey

Modeling and Forecasting
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SOUTHERN CALIFORNIA
ASSOCIATION of GOVERNMENTS

Survey Background ...

Why Survey?

- Multi-modal study of demographic and travel behavior characteristics
- Informs modeling, planning, monitoring activities
- Activity based - surveys individual's activities over time
- New areas: vehicle acquisition decisions, parking choices, work schedules/flexibility, toll/pricing, telecommuting, Uber/Lyft, walk/bicycle, others?
- Typically conducted with Census – 10 year cycle



2010 CHTS Lessons Learned

- Ensure that the contracting process allows for flexibility and change
- Extend the survey timeline to add more time for coordination and survey pretest
- Incorporate a comprehensive outreach program into the survey design
- Incorporate new data collection practices and methods, such as smart phone applications



CHTS Lessons Learned, Continued ...

- Recognize the need to continue to provide incentives
- Work to keep respondent burden to a reasonable level
- Consider conducting surveys on a continuous or more frequent cycle
- Plan the data sharing protocols for different levels of users in advance

Next Travel Survey Objectives:

- Gather data for a new generation of models
- Reduce costs - MPOs share development costs
- Investigate and utilize new survey methods
- Big data?
- Flexible contracting approach
- Allow MPOs/others to survey based on their needs

Next Travel Survey, Preplanning Effort

- Cooperative effort ... four largest Calif. MPOs
- Large MPOs share similar survey needs
- Collectively hire a consultant(s)
- Collectively plan survey methodologies
- Collectively maintain survey infrastructure
- MPOs individually conduct surveys at set price
- Develop Memo of Agreement describing process

Next Travel Survey, Proposed Survey Phases

- Phase One – Survey Design:
 - Develop survey methodologies
 - Develop survey instruments & conduct pretest
- Phase Two – Survey Maintenance:
 - Maintaining survey infrastructure – website
 - Methodology testing and refinements
- Conduct the Survey:
 - Using jointly procured consultant
 - At a set price & on MPOs' schedule

Next Travel Survey, Expected Benefits

- Agencies will benefit from collective expertise of group
- Agencies will benefit from collective resources of group
- Standard procedures will make across region comparisons possible and improve estimates of inter-regional travel
- The collective procurement should reduce administration costs and attract higher-quality firms
- MPOs will be able to conduct surveys more frequently, based on their planning needs
- Facilitate coordinated research efforts aimed at improving surveying techniques and exploring new technologies

Current Project Status

- Memorandum of Agreement has been created and is being circulated for adoption
- Grant funding is being pursued
- Draft RFP is being developed
- Other public agencies may participate

Thank you

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