2010 CHTS Lessons Learned & The Next Travel Survey

Modeling and Forecasting
Mike Ainsworth

May 27, 2015
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
- 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

Contact information:
Mike Ainsworth
Ainsworth@scag.ca.gov