



# Atlanta Household Travel Survey

Presented to:  
TMIP Webinar, January 5, 2011

Presented by:  
Guy Rousseau  
Surveys & Transportation Modeling Manager  
Atlanta Regional Commission



## Acknowledgements

- Survey Contractor & Sub-Consultants:
  - NuStats [www.nustats.com](http://www.nustats.com)
  - GeoStats [www.geostats.com](http://www.geostats.com)
  - PB Americas [www.pbworld.com](http://www.pbworld.com)
- Funding Agency:
  - ARC \$2,000,000



## Why Do We Need This?

### Purpose:

- Better understand weekday travel patterns of residents in 20-county planning region
- Last survey in 2001
- Supplement CTPP Journey-to-Work Data
- Update the region's travel demand model

### Goal:

- Obtain completed surveys from 10,000 households in the region (10% GPS, in-vehicle & wearable – for walk, bike, transit users)



## Some Key Survey Elements

- **Sampling frame:**
  - permits differential sampling rates by land use type
  - mitigates sample coverage bias inherent in traditional RDD-based frames
- Household, Person & Vehicle Data to be collected from all household members
- Daily travel behavior collected for all trips made, places visited, and activities carried out at all locations for a 24-hour weekday period (Monday – Friday)
- Household recruitment & travel day information retrieval by multi-modes such as mail, telephone, and Web, while maintaining quality and consistency across all modes



## Incentives

- Different incentives are being used in the pre-test to compare & evaluate the effectiveness of using incentives for both address-based and targeted sample, particularly with certain population subgroups that are already predisposed to non-participation in travel behavior studies:
  - low-income households
  - zero-car households
  - renters
  - non-English-speaking groups.
- For the GPS households, the incentive will be offered regardless of sample type.
  - GPS households respond well to monetary incentives
  - not necessary to test the use of incentives for GPS participation.



## Survey Logo, Draft Website & Media Outreach

**Regional  
Travel Survey**



ImproveGaTravel.com  
and  
ImproveGeorgiaTravel.com

### Purpose of public site

- Provide information about the study to general public & the media
- Allows participants to join the survey (web-based recruitment)
- Allow participants to report their travel after their travel day
- Allow the public and participants to contact Study Team via email

### Basic parameters

- URL: [www.improvegatravel.com](http://www.improvegatravel.com) & [www.improvegeorigatravel.com](http://www.improvegeorigatravel.com)
- Languages: Site content in English and Spanish



# IMPROVE YOUR TRANSPORTATION FUTURE



[Welcome](#)
[Invited to Join?](#)
[Report Travel](#)
[Materials](#)
[FAQs](#)
[Contact Us](#)
[Ver en español](#)

**Welcome!** The *Regional Travel Survey* is a joint effort of the Atlanta Regional Commission (ARC), the Georgia Department of Transportation and our partners in regional transportation planning. If you received a participation letter, click [Start Here](#) to join the survey.





Every day, millions of people move throughout the region – in cars, on bikes, by foot, by train, by bus. To plan the projects for tomorrow, we need to understand how you travel today. Please participate in this important study and improve your transportation future.

**Invited to join the survey?** **Step 1**

★ [Start Here](#)  
(PIN required)

**Finished your travel day?** **Step 2**

➔ [Report Travel](#)  
(PIN required)

**Why your participation matters**

The Regional Travel Survey will collect travel data from households in 20 counties in the Atlanta Metro area. The goal is to help the region's transportation




Copyright © 2010 Atlanta Regional Commission

[Privacy Statement](#) | [Contact Us](#)

 Follow us on [Facebook](#)



# IMPROVE YOUR TRANSPORTATION FUTURE



[Welcome](#)
[Invited to Join?](#)
[Report Travel](#)
[Materials](#)
[FAQs](#)
[Contact Us](#)
[Ver en español](#)

**Invited to Join the Survey?**

**Here's where to start!** Thanks be willing to participate in this exciting research. Your participation in this travel survey is voluntary. All information is confidential; we will not sell or rent any information to any third party.

To begin the survey, please enter your PIN# below. Your PIN# is located on the letter you received and on the label inside the Contact Card.

**Enter your PIN to join the survey**

★ Your PIN #:

9 digit code (e.g., 1234567GF)

Lost your PIN? [Click here](#) to request that it be emailed to you. If you prefer to participate by telephone interview, please call 1-888-223-6234.

[View frequently asked questions about the study.](#)

If you have other questions, please [Contact Us](#).



**Why should I participate? Our Top 5 Reasons:**



1. Improving mobility, the environment, and quality of life are important...
2. Better transportation options will make all of our daily activities easier.
3. Good information is critical for making good transportation planning decisions.
4. Making the right transportation improvements is extremely important to the health of our economy.
5. Your participation will provide a solid





Copyright © 2010 Atlanta Regional Commission

[Privacy Statement](#) | [Contact Us](#)

 Follow us on [Facebook](#)

# IMPROVE YOUR TRANSPORTATION FUTURE



[Welcome](#)
[Invited to Join?](#)
[Report Travel](#)
[Materials](#)
[FAQs](#)
[Contact Us](#)
[Ver en español](#)

## Report your Travel

**Finished your travel day?** Now it's time to report your travel online. Enter your PIN # below to begin reporting where you traveled on your designated travel day.

Enter your PIN to report your travel

➔

Your PIN #:


Submit

9 digit code (e.g., 1234567GF)

Lost your PIN? [Click here](#) to request that it be emailed to you. If you prefer to provide your travel by telephone interview, please call 1-888-223-6234.

[View frequently asked questions about the study.](#)



If you have other questions, please [Contact Us](#).



**Be part of planning the region's transportation future.**


Setting the region's transportation agenda for the next 20 years is the goal of the Regional Travel Survey. Data from this survey will b...



[View frequently asked questions about the study](#)


Copyright © 2010 Atlanta Regional Commission

[Privacy Statement](#) | [Contact Us](#)

 Follow us on **FaceBook**




# IMPROVE YOUR TRANSPORTATION FUTURE




[Welcome](#)
[Invited to Join?](#)
[Report Travel](#)
[Materials](#)
[FAQs](#)
[Contact Us](#)
[Ver en español](#)

## Materials for the Survey

Click links below to view and print survey materials as PDF documents.


-  [Welcome Letter](#)
-  [Blank diary](#)
-  [Sample diary with example travel information](#)
-  [Regional Travel Survey Press Release](#)



**Provide travel information now to help guide transportation in the future.**


The Regional Travel Survey collects information about how and where people in the region travel. Transportation planners use all of the information from the study to plan for the future of the tri-state region's transportation network.



[View frequently asked questions about the study](#)





Copyright © 2010 Atlanta Regional Commission

[Privacy Statement](#) | [Contact Us](#)

 Follow us on **FaceBook**

# IMPROVE YOUR TRANSPORTATION FUTURE



[Welcome](#)
[Invited to Join?](#)
[Report Travel](#)
[Materials](#)
[FAQs](#)
[Contact Us](#)
[Ver en español](#)

## Frequency Asked Questions


[General Information](#) | [Information about the GPS Devices](#)

### General Information

[Who is sponsoring this survey?](#)  
[Will the information from the survey be available to the public?](#)  
[Who will be surveyed?](#)  
[Is the survey mandatory?](#)  
[What if I don't feel comfortable answering some of the questions?](#)  
[What if I don't drive a car?](#)  
[What if I want to speak to a real person about this survey?](#)  
[How are households selected for the survey?](#)  
[What is expected of me and my household?](#)



### Information about the GPS Devices

[What do you do with the GPS data captured?](#)  
[Is information about where I live and where I go linked to my name?](#)  
[Can you tell where I am all the time?](#)  
[How heavy / bulky is the GPS device?](#)




Did you know that Atlanta residents make an average of x.xx trips every day?



**Media Inquiry?**  
 For media inquiries, contact Jim Jaquish at ARC at 404-463-3194 or [email him](#).


Copyright © 2010 Atlanta Regional Commission

[Privacy Statement](#) | [Contact Us](#)

 Follow us on Facebook


# IMPROVE YOUR TRANSPORTATION FUTURE




[Welcome](#)
[Invited to Join?](#)
[Report Travel](#)
[Materials](#)
[FAQs](#)
[Contact Us](#)
[Ver en español](#)

## Contact Us

**Call Us**


 Have questions about joining or being in the survey? For questions or comments, call the Regional Travel Survey Hotline toll-free 1-888-223-6234.

**Email Us**



Your Name:   
 Your Email address:   
 Confirm Email address:   
 Topic / Question:  How data will be used   
 Message:   
 Message limited to 1,000 characters.



You will receive a response within 2 business days.



Provide travel information now to help guide transportation in the future.


The Regional Travel Survey collects information about how and where people in the region travel. Transportation planners use all of the information from the study to plan for the future of the Atlanta region's transportation network.


[View frequently asked questions about the study.](#)

Copyright © 2010 Atlanta Regional Commission

[Privacy Statement](#) | [Contact Us](#)

 Follow us on Facebook



## Survey Schedule

- **Survey pre-test / pilot test:**
  - October, November, December 2010
- **Conduct full survey:**
  - January through May 2011
  - August – September 2011
- **Survey complete in November 2011**