

Atlanta Household Travel Survey

Presented to: TMIP Webinar, January 5, 2011

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Acknowledgements

Survey Contractor & Sub-Consultants:

NuStats <u>www.nustats.com</u>
GeoStats <u>www.geostats.com</u>
PB Americas <u>www.pbworld.com</u>

- 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 RDDbased 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 24hour 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



ImproveGaTravel.com
and
ImproveGeorgiaTravel.com

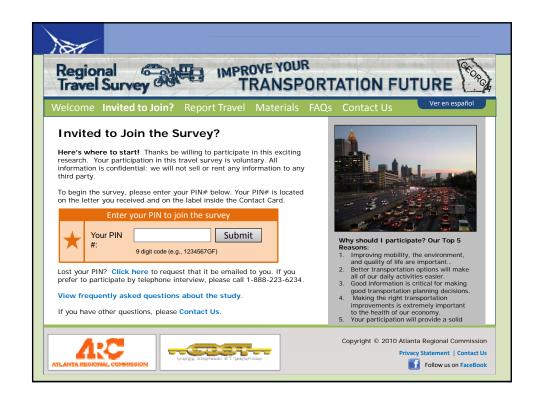
Purpose of public site

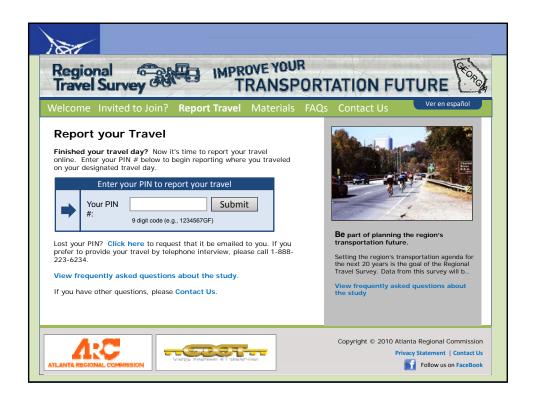
Provide information about the study to general public & the media Allows participants to join the survey (web-based recruitment) Allow participants to report their travel after their travel day Allow the public and participants to contact Study Team via email

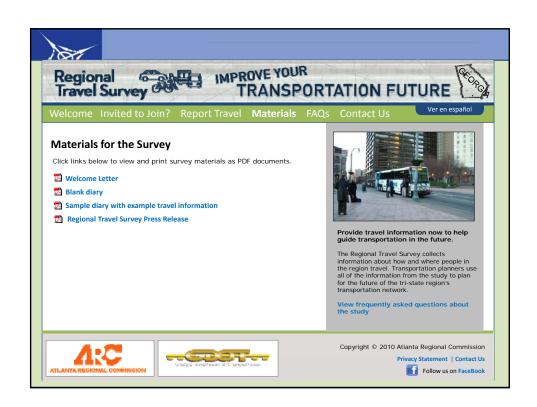
Basic parameters

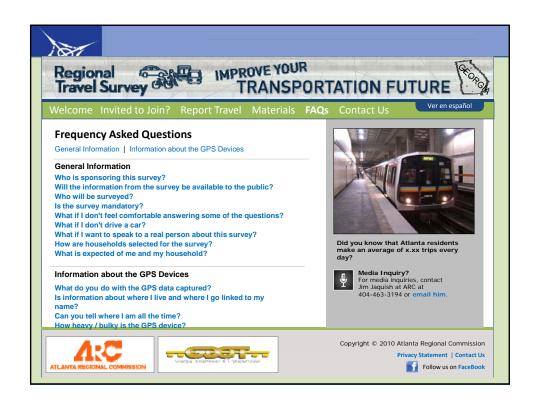
URL: www.improvegeorigatravel.com Languages: Site content in English and Spanish

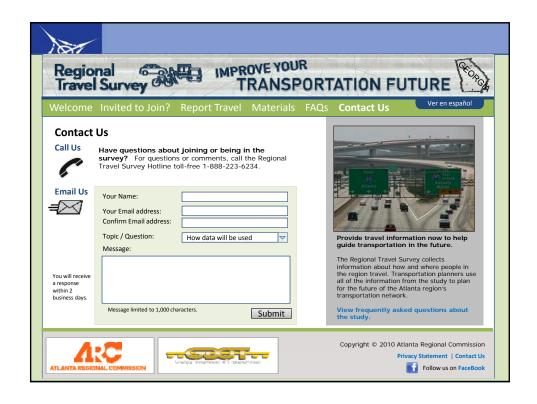














Survey Schedule

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