

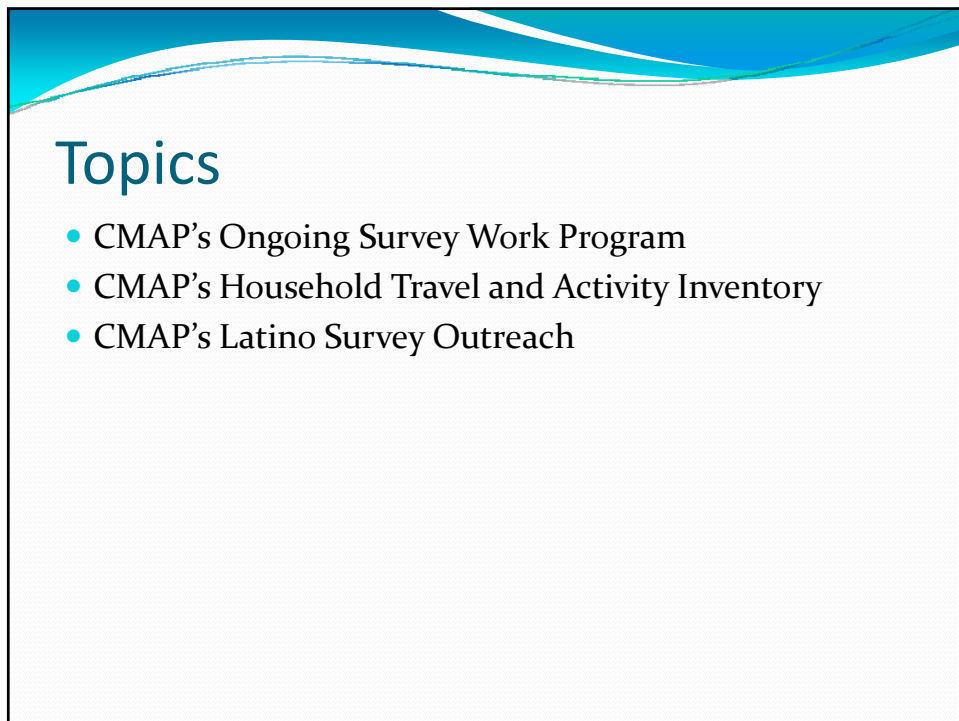


CMAP

**Household Travel and Activity Inventory:
Survey of Latino Households**

TMIP Household Travel Survey webinar
January 5, 2011

Kermit Wies –Deputy Executive Director for Research and Analysis

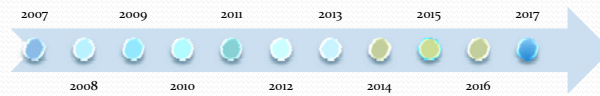


Topics

- CMAP's Ongoing Survey Work Program
- CMAP's Household Travel and Activity Inventory
- CMAP's Latino Survey Outreach

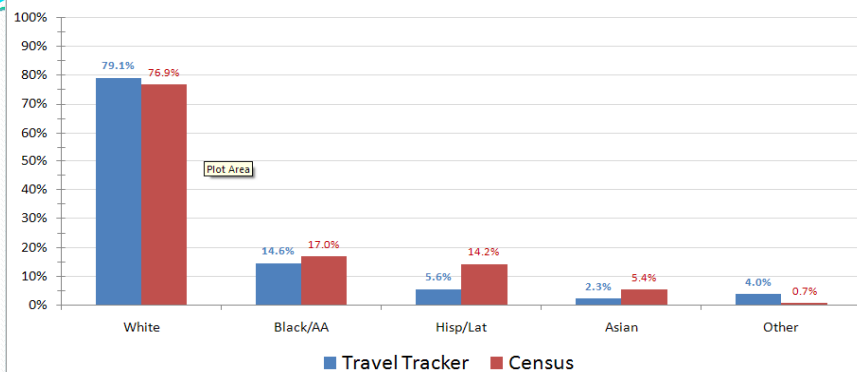
CMAP's Ongoing Survey Work Program

- Strategic Plan for Advanced Travel Modeling
- Regional Indicators Project
- Consistent across time, place and subject matter
- Flexible enough to incorporate new topics



- Institutional legacy
- Staff capacity

HH Distribution by Race and Ethnicity
Travel Tracker vs. Census*



* Derived by applying Census 2000 average household size (by county and ethnicity) to 2008 Census Bureau annual population estimates.

- Difficult-to-reach: race/ethnic, large families, young, no-College
Weighting low-response will over-magnify their travel behavior

Survey Travel and Activity of Latino Households

- Add 1,200 household records to Travel Tracker dataset
- Overcome Low Response
 - Time consuming and onerous
 - Intrusive and personal
 - Socio-cultural barriers
- Maintain Interview Quality
 - Local Knowledge
 - Verbal Skill
 - Transportation Savvy
 - Respectful of time and privacy