

Travel Survey Update

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Travel Survey Subcommittee

Leadership Team:



Joe Broach (Metro)



Becky Knudson (ODOT)

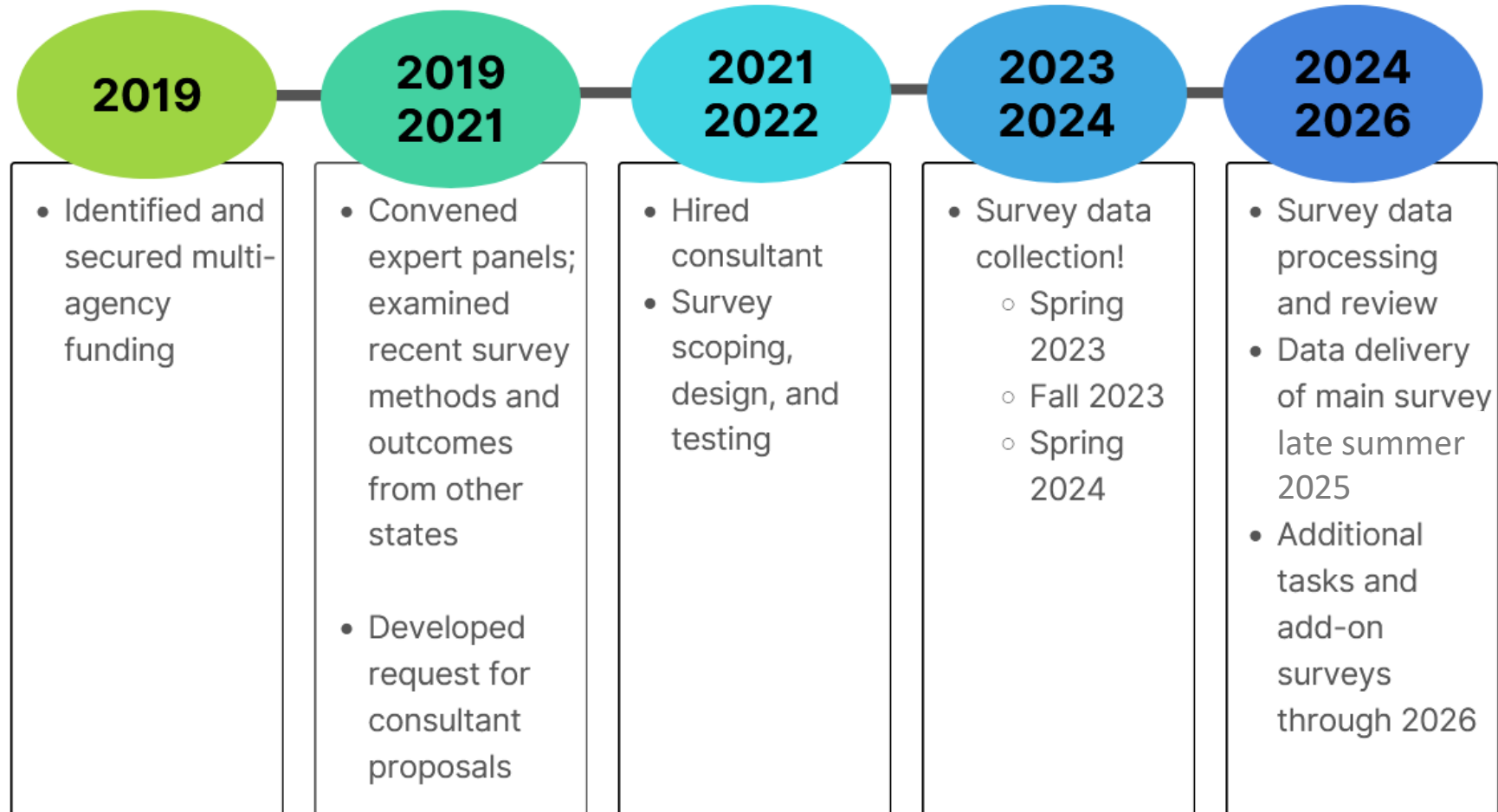


Kelly Clarke (LCOG)

Purpose: “Develop a Planning Framework for Conducting a Household Travel Behavior Survey”

- Work collaboratively to plan and implement the Oregon Travel Survey
- Learned from national peers

Project Timeline



Performing the Survey

Survey Contractor: RSG, Inc.



Survey participants receive a modest incentive for taking part in the survey.

Household Survey Best Practices

- Smartphone-based data collection
- Recurrent surveys
- Innovative sampling methods to address declining response rates
- Increased focus on improving equity and representation
- Commitment to data privacy standards
- Adapting survey questionnaires to accurately capture current and evolving behaviors

Data collection methods



Smartphone app-based data collection provides:

- Detailed demographic information
- Detailed trip paths/traces, locations, and travel times
- Week-long travel periods for:
 - Greater geographic coverage in trip data
 - More sufficient data for rare travel modes
 - Higher volume of data per person/household.

Participants may alternatively choose a one-day travel period using a website option or provide their trip information to a call center over the phone.



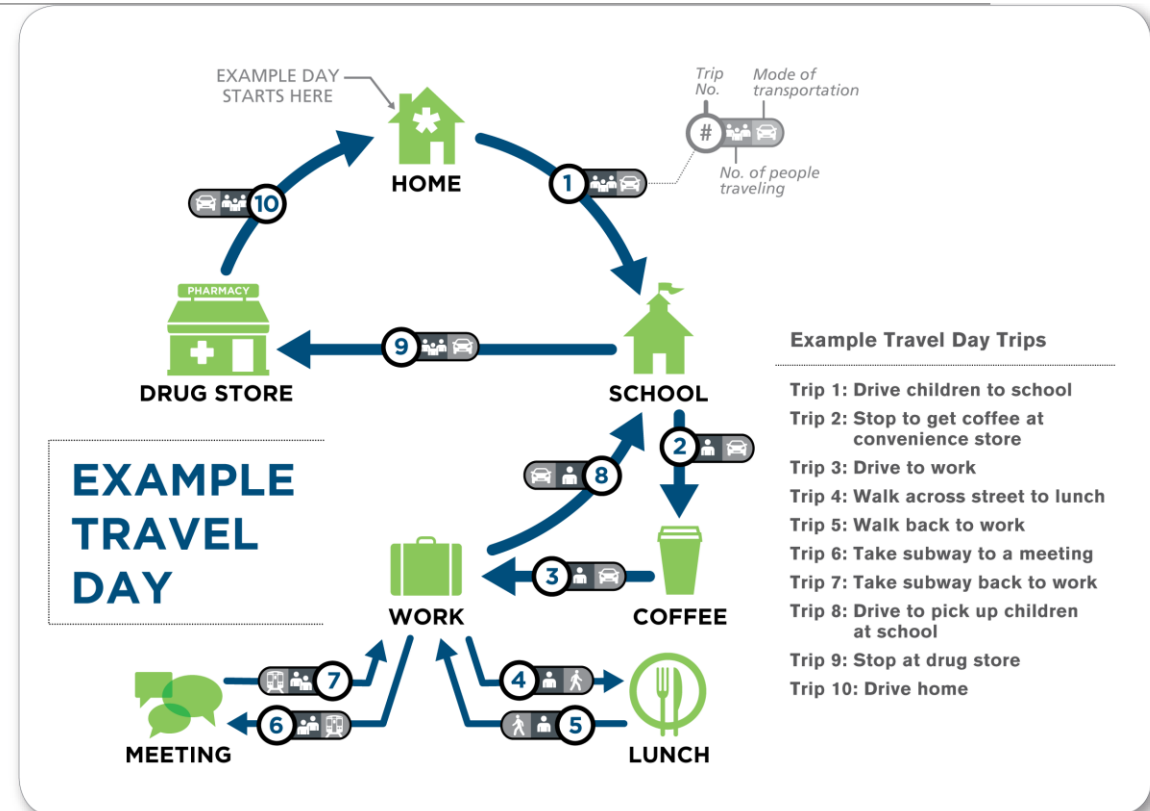
What data do we collect?

TRADITIONAL SURVEY DATA

- Household demographics (e.g., income)
- Person demographics (e.g., employment status, age)
- Vehicle details (e.g., year, make, fuel type)
- Trips (all trips during participant's assigned travel period)

SUPPLEMENTAL DATA

- Transportation network company usage (Uber, Lyft, etc.)
- Bicyclist types, comfort levels, attitudes
- Electric vehicles attitudes/interests, ownership
- Home deliveries and household trips replaced by online shopping



Data collection notes

- Completed survey collection in July 2024
 - Over 850,000 households invited; more than 22,000 households people participated (~2.5% completion rate)
 - Over 51% participated via the 7-day smartphone survey
 - Over 178,000 travel days and 700,000 trips recorded!!
- Survey captured new details and emerging trends
 - More than 170,000 **weekend trips**
 - 2,500+ personal **e-bike trips**
 - 1,600+ **ride hail (Uber/Lyft) trips**
 - 1,100+ **EVs** in surveyed households
 - 30,000+ days **working remotely**
 - **Much more to come!**

Contract Amendment #4

➤ ~\$500,000 project savings

➤ Additional work includes:

1. Increased: resources for developing weights and documentation the methodology
2. Increased: resources for developing the final report aimed at non-technical readers
3. Increased: resources to develop a **data visualization tool**
4. New task: to implement **in-depth interviews** of survey participants to learn more about underrepresented user groups and less common modes
5. New task: to estimate road users' **Value of Time** for use in models and congestion analysis
6. Other work related to bike route mapping, improving trip synthesis, comparing this survey to the last survey and developing data sets that feed directly into ongoing ABM (Activity-based Model) estimation

Contract Amendment #4 Tasks Timeframe

Task	Timeframe
Data Processing, Delivery, Documentation	Through Spring 2025
In-depth interviews for Qualitative Insights	November 2024 through February 2025
Value of Time Study	April 2025 through August 2026
Enhanced Survey Processing	November 2024 through November 2026

On the Horizon

- **Ongoing:** Continue effort to make sure processed data meets modeling needs
- **Ongoing:** Discussions on how/where to store the data. Potentially with the Transportation Secure Data Center (NREL)
- **Ongoing:** Start planning for future surveys, including consideration of more frequent, rolling surveys