

Item 7

Household Travel Survey Update

PRESENTER: MIKE CONGER, TPO STAFF

NO ACTION REQUIRED

Background & Purpose for Household Travel Surveys (HTS)



Household Travel Surveys provide the most comprehensive data regarding people's travel

- **Understand:** To understand local travel behavior at HH level
- **Support:** To support the calibration and validation of travel demand models
- **Analyze:** To analyze changes in travel behavior and patterns over time
- **Inform:** To inform transportation planning and policy decisions

Rule of thumb is to conduct HTS every 10 years or so

Previous Regional Household Travel Surveys

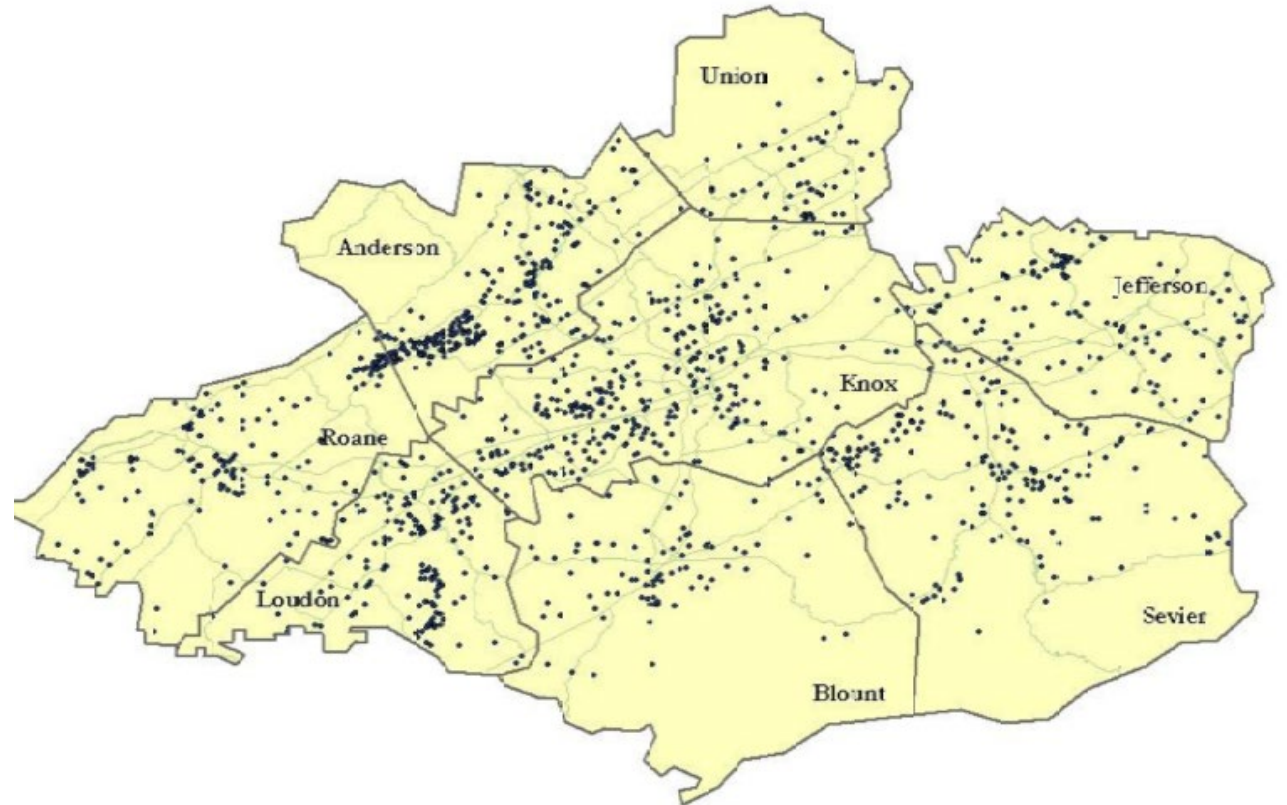
1962 – Knox County included 7,778 households (in-home interviews)

2000 – Knox and Blount Counties included 1,704 household (1,538 with complete data)

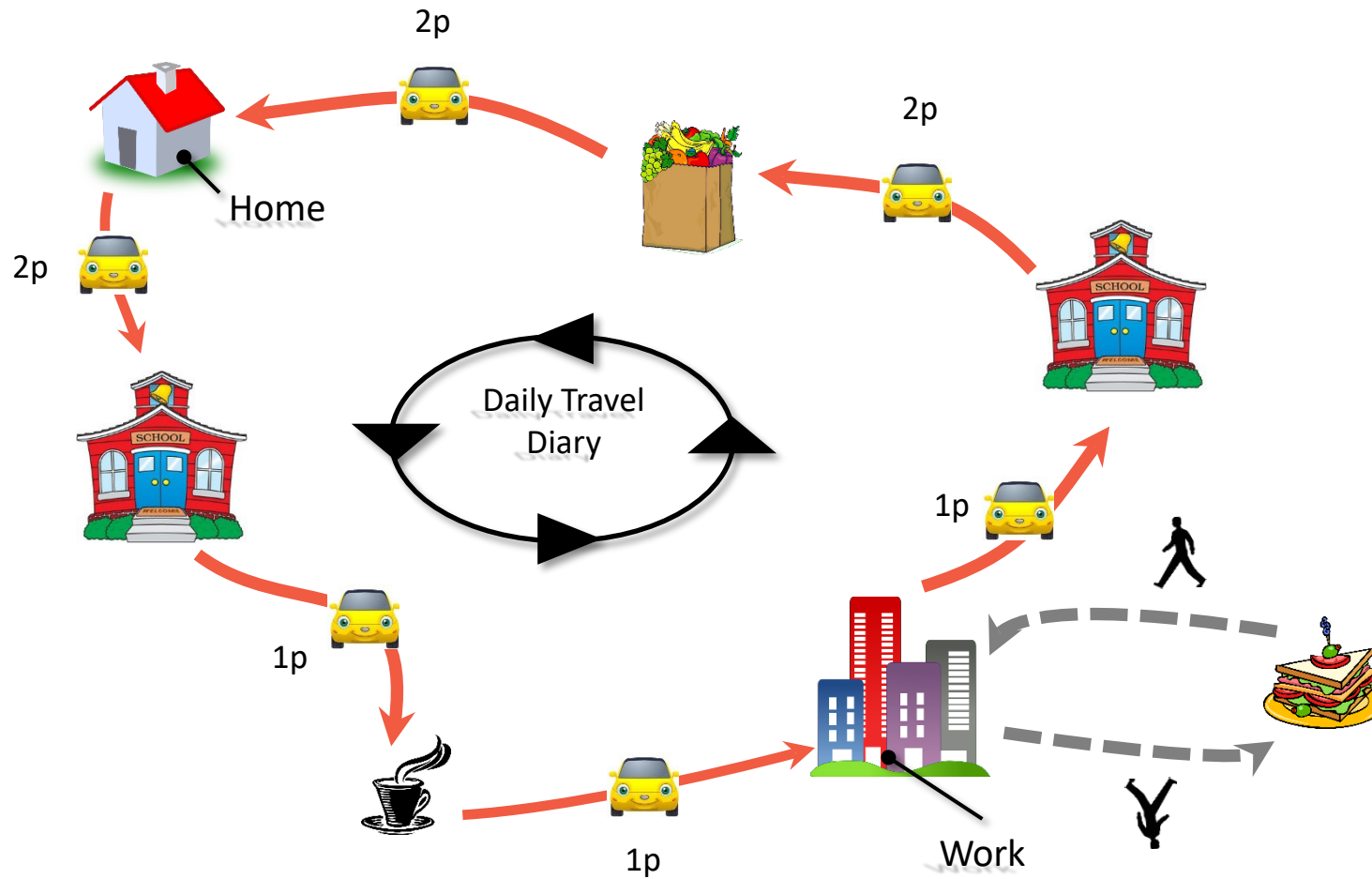
2008 – 8-County Region included 1,400 households

Think about changes affecting Travel since 2008:

- Smartphones
- Uber/Lyft
- Deliveries from Online Shopping
- Work from Home



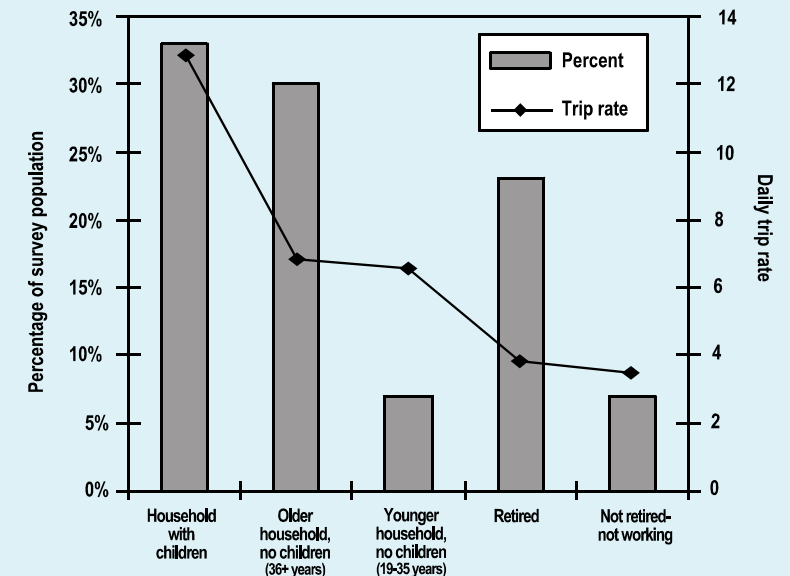
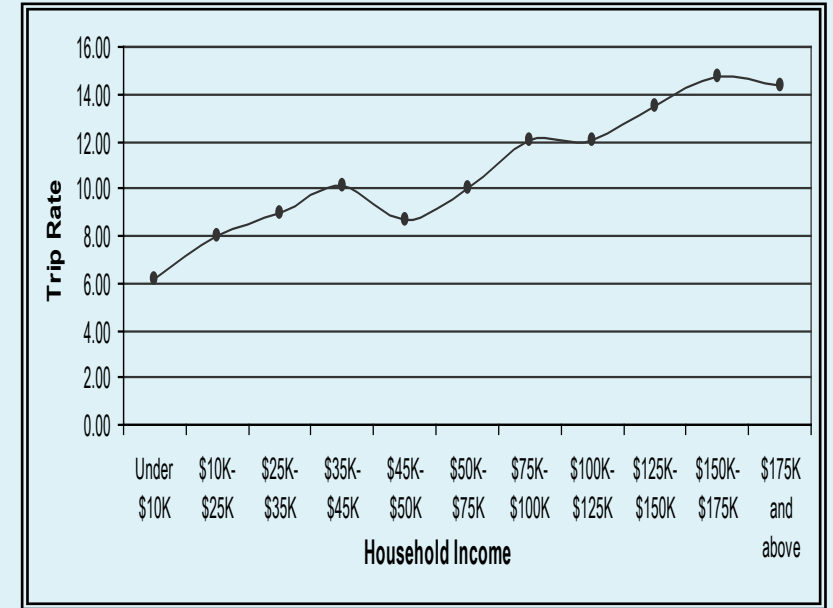
Daily Travels



HTS Major Data Elements & Example Travel Behavior Relationships

- “Anchor”: Household
 - Location (address, TAZ, County FIPS)
 - Resident type
 - Household size & composition
 - Number of household vehicles
 - Household income
- Persons
 - Gender
 - Age
 - Relationship
 - Disability
 - Employment/student status
 - Number of hours worked
 - Teleworking status
 - Industry
 - Occupation
 - Work location
 - Education
 - Race/ethnicity

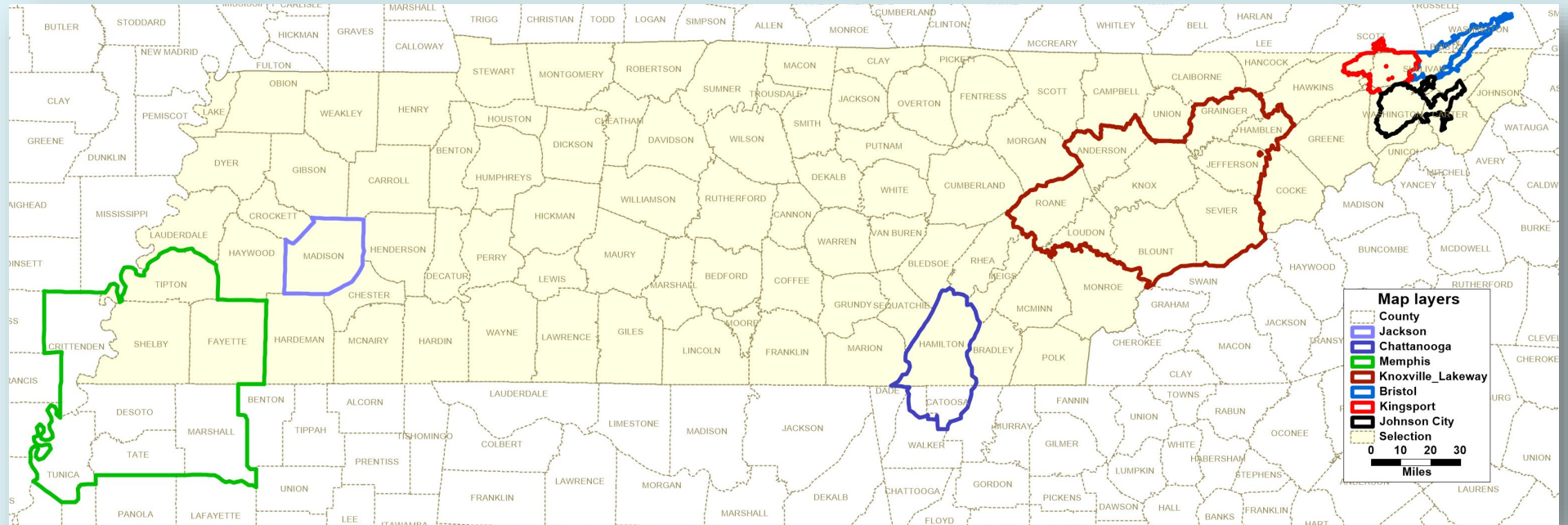
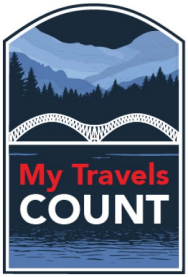
- Vehicle
 - Make/Model/Year
 - Body of vehicle
 - Type of fuel
 - Ownership
- Trips
 - Primary/secondary trip purpose
 - Mode of travel
 - Joint travel participants
 - Primary and intermediate stop locations
 - Parking/Transit Fare/Toll
 - Day of week
 - Departure/arrival times
 - Transit access/egress modes
 - Transit operators/lines



Partnership with Other MPOs in Tennessee

Statewide Household Travel Survey: Overview

- Led by select members of the TN MPO Association, conduct TSHTS for 8 participating MPOs that include TN and neighboring area in other states
- Target sample size: 10,500 households
- Purposes:
 - MPO travel demand models update in MPOs' LRP update cycle
 - Data-driven transportation planning and policy decision making





My Travels Count Survey: Sampling

- Sample Size by MPO
- Nashville, Clarksville, Cleveland MPOs and non-MPO counties excluded
- Address-based Sampling
- Oversample for Hard-to-Reach
- Main Survey Monitoring (Feb-May)
- Travel Days Mon-Fri
- While schools are in session

MPO	Sample Size	2024 NHTS Add-On	Grand Total
Bristol	500	30	530
Chattanooga	1,500	82	1,582
Jackson	500	30	530
Johnson City	500	44	544
Kingsport	500	30	530
Knoxville	2,500	196	2,696
Lakeway	500	30	530
Memphis	4,000	200	4,200
Other		858	858
TOTAL	10,500	1,500	12,000



Main Survey Preparation

- Recruitment
 - 660,000 invitations will be mailed
 - Goal is for 19,800 recruited households
 - First travel dates assigned in mid-February
 - Web and telephone options
- Travel Reporting (Retrieval)
 - 10,500 among the 19,800 recruited
 - Travel from those 5+ years of age



The screenshot shows the 'My Travels Count' website. The header includes the 'My Travels Count' logo and navigation links: 'Why Join the Study', 'FAQs', and 'Contact Us'. The main content area has a 'Welcome to My Travels Count' section with the heading 'Help us improve transportation in your community'. It explains that the Tennessee Department of Transportation and its partner regional planning agencies are asking local households to take part in the survey. A text box states: 'To help us understand the transportation needs of your community, the Tennessee Department of Transportation and its partner regional planning agencies in Arkansas, Georgia, Mississippi, and Virginia are asking local households in your area to take part in My Travels Count.' Below this, another text box says: 'This important survey is conducted across the region and helps build a snapshot of how, when, and why people travel in their daily lives. Regardless of the amount you travel and whether you travel by car, bus, bicycle, or other means, your input is vital. Information collected will assist decision makers in determining where to spend transportation dollars to reduce congestion, improve safety, and increase mobility options in your community.' To the right, there is a 'Take the Survey' section with the text 'Start the survey or pick up where you left off.' It features a form with 'Enter PIN here' and a 'Submit' button. Below the form, it says '8 character code (e.g., A2B5C7D3)' and 'Lost your PIN? [Request that it be emailed to you.](#)'. At the bottom of this section, it says 'If you prefer to take the survey by telephone interview, please call the survey team, Westat, at 1-888-896-3027'. The bottom of the page features a row of five images: a street scene with a red building, a winding road through a forest with autumn foliage, a blue bridge with people walking, a red bus in front of a large golden sphere (the Sunsphere), and a white bus on a street.



Personalized Incentive Structure



Real-time, integrated source for participant and household information



Provides clear, concise instructions



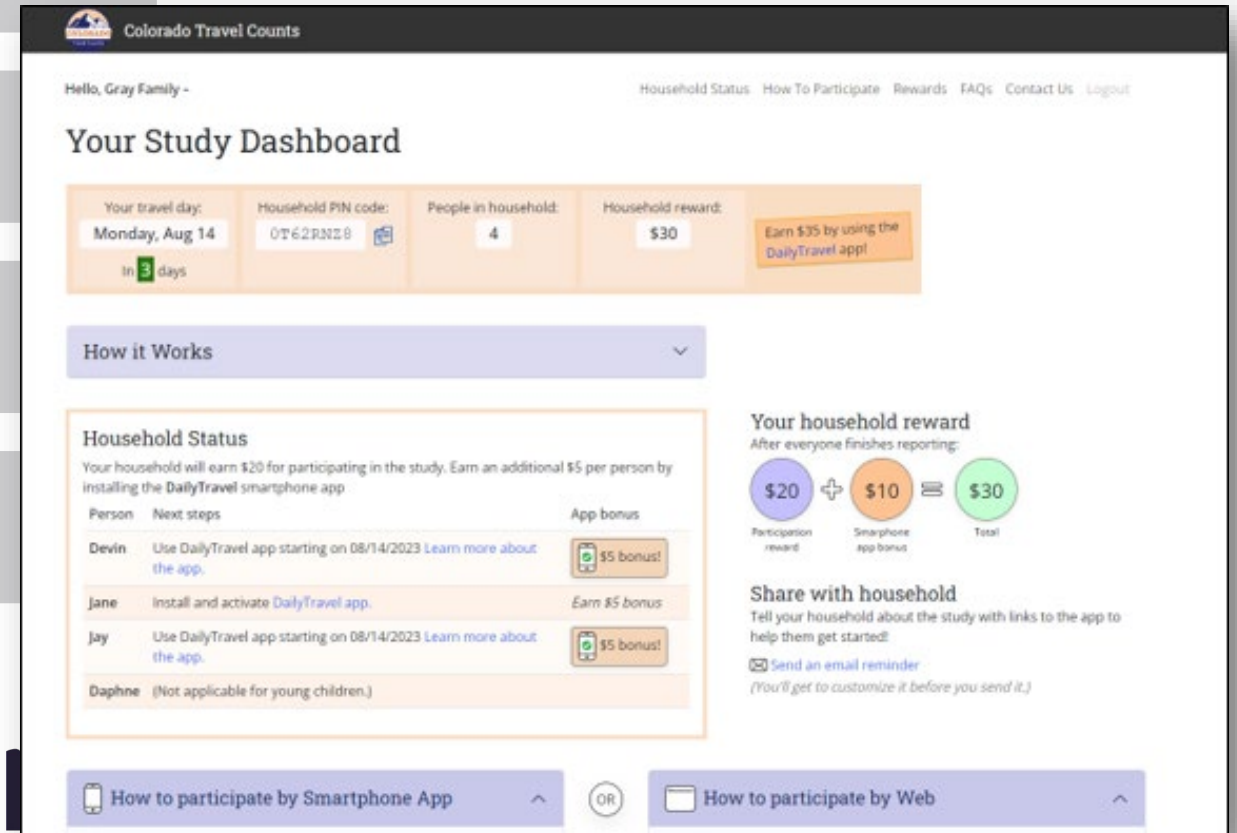
Details total incentive amounts



Highlights app-use incentives



Provides survey and app FAQs



The screenshot shows a personalized dashboard for the 'Gray Family'. At the top, it says 'Hello, Gray Family' and lists navigation links: Household Status, How To Participate, Rewards, FAQs, Contact Us, and Logout. The main heading is 'Your Study Dashboard'. Below this, a summary row displays: 'Your travel day: Monday, Aug 14 (in 3 days)', 'Household PIN code: 0T62R3Z8', 'People in household: 4', and 'Household reward: \$30'. A callout box says 'Earn \$35 by using the DailyTravel app!'. A 'How it Works' section is collapsed. The 'Household Status' section explains that the household will earn \$20 for participating and an additional \$5 per person by installing the app. It lists family members with their next steps and app bonuses: Devin (Use app starting 08/14/2023, \$5 bonus), Jane (Install and activate app, \$5 bonus), Jay (Use app starting 08/14/2023, \$5 bonus), and Daphne (Not applicable for young children). The 'Your household reward' section shows a breakdown: \$20 participation reward + \$10 smartphone app bonus = \$30 total. It also includes a 'Share with household' section with a link to send an email reminder. At the bottom, there are tabs for 'How to participate by Smartphone App' and 'How to participate by Web'.

Summary & Next Steps

- Press Release and Information will be shared with TPO members before survey is formally launched
- Survey timeframe between February – May
- Summary Report upon Completion – will be shared with and presented to TPO TC & EB along with periodic updates
- Travel Demand Model Development based on new survey data will follow and includes scoping & visioning effort

