

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

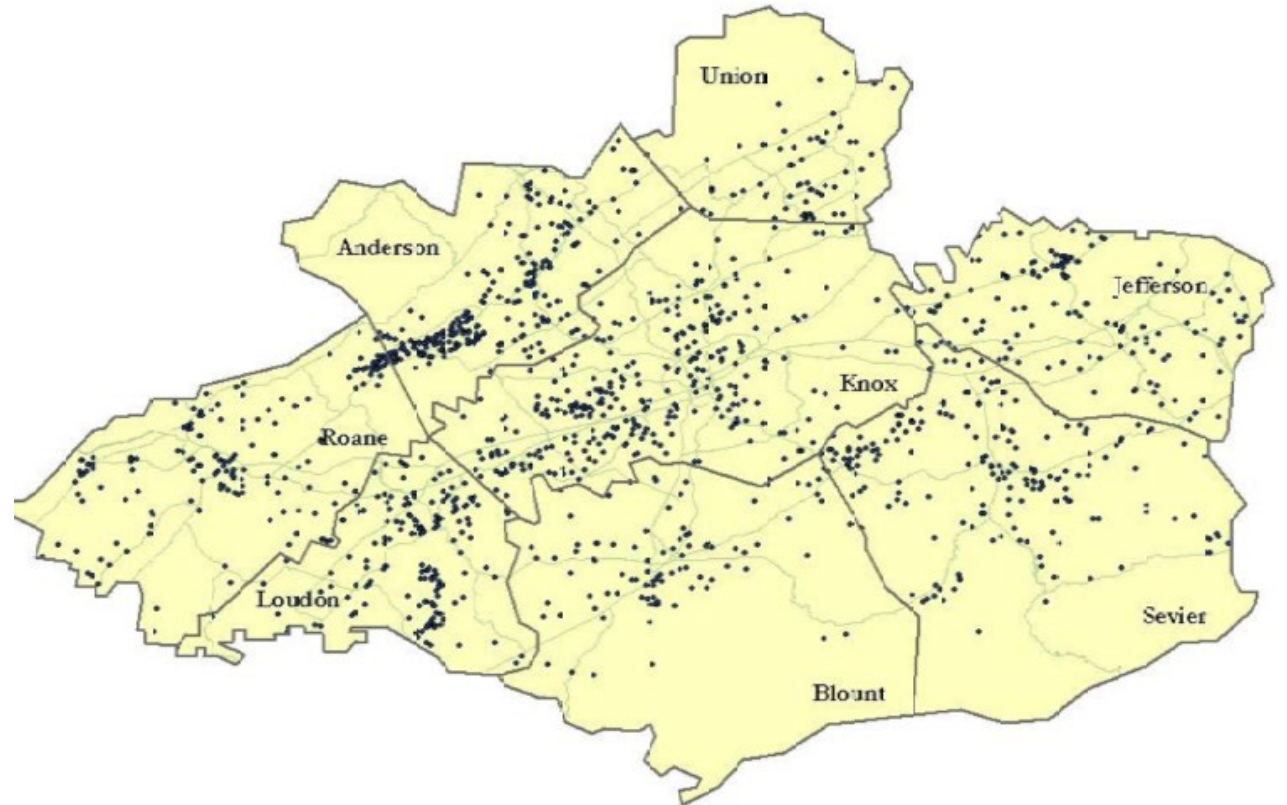
1962 – Knox County included 7,778 households (in-home interviews)

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

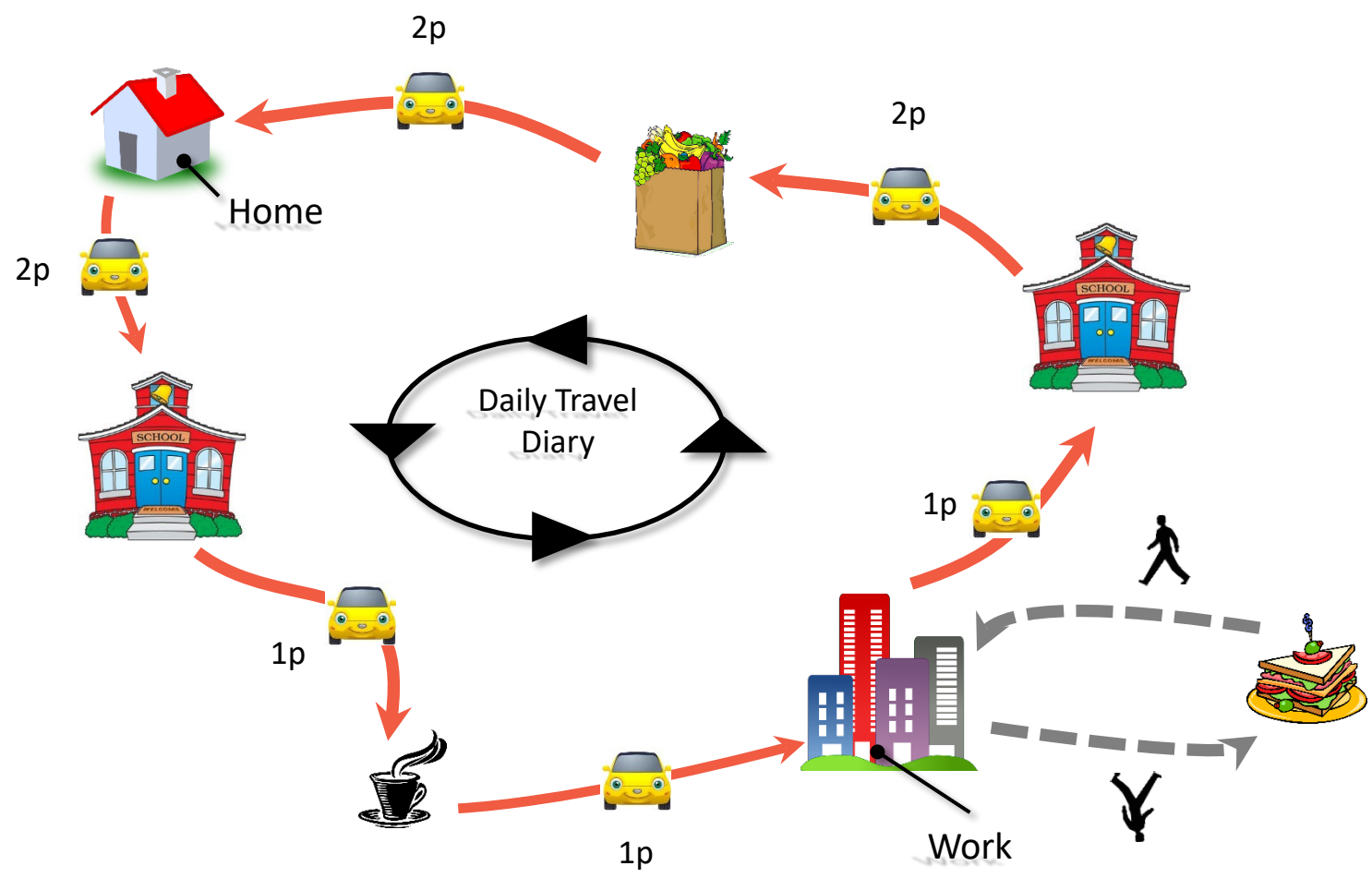
2008 – 8-County Region included 1,400 households

Think about changes affecting Travel since 2008:

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



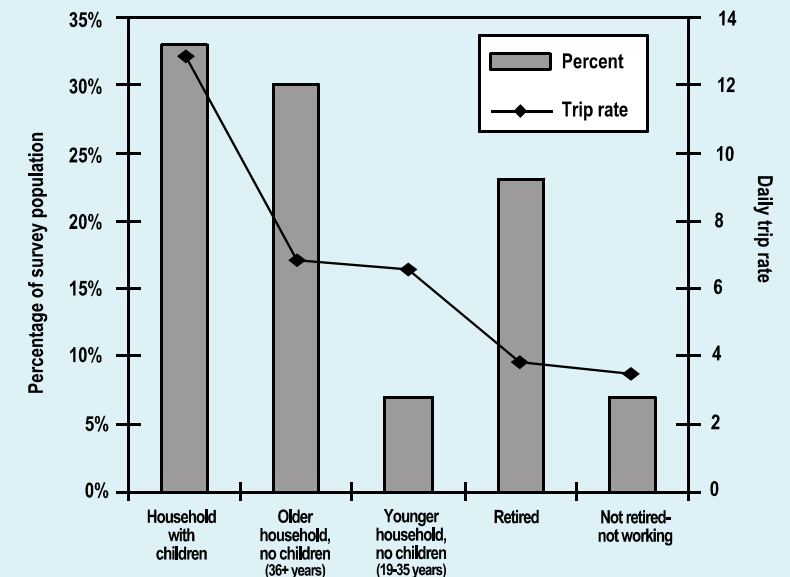
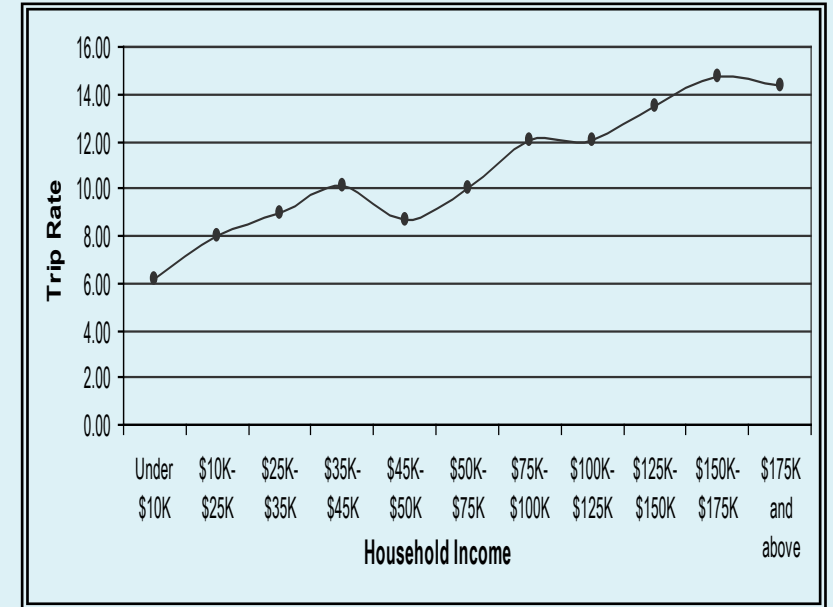
Daily Travels



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

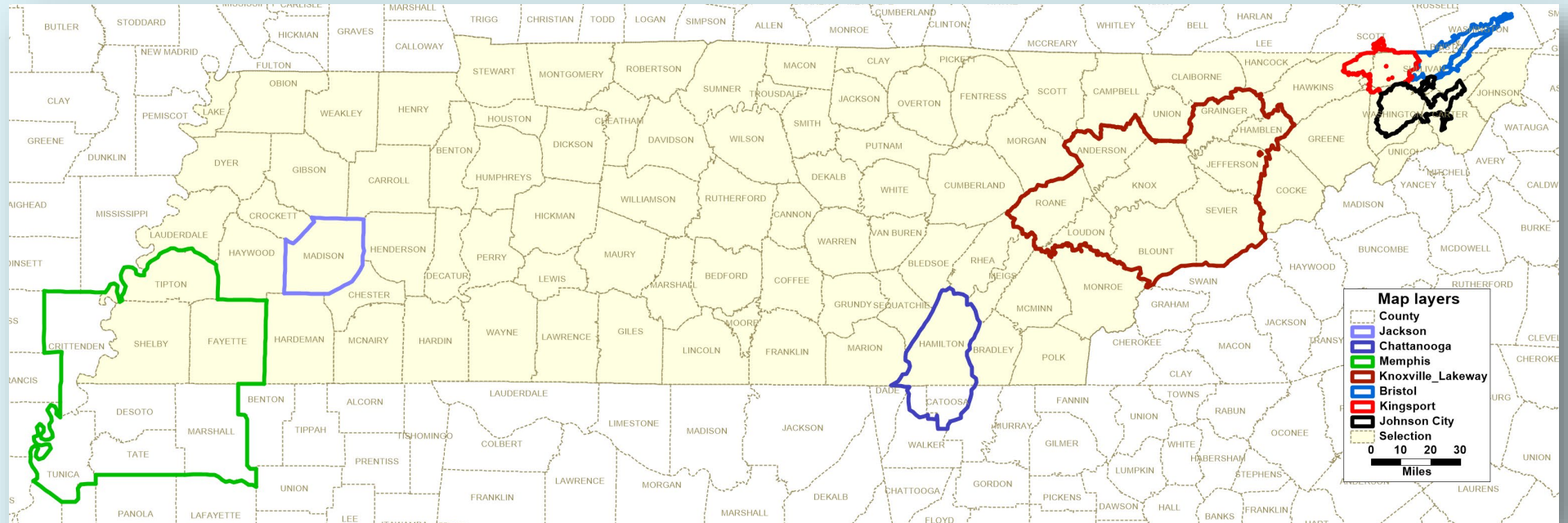
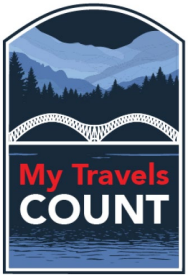
- Vehicle
 - Make/Model/Year
 - Body of vehicle
 - Type of fuel
 - Ownership
- Trips
 - Primary/secondary trip purpose
 - Mode of travel
 - Joint travel participants
 - Primary and intermediate stop locations
 - Parking/Transit Fare/Toll
 - Day of week
 - Departure/arrival times
 - Transit access/egress 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 early 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 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 a sub-header 'Help us improve transportation in your community'. It explains the survey's purpose and provides a 'Take the Survey' button. Below this, there's a section for 'Lost your PIN?' with a link to request a new one. The bottom of the page features a collage of images related to transportation: a street scene, a winding road, a bridge, a water tower, and a bus.

Welcome to My Travels Count
Help us improve transportation in your community

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.

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.

Take the Survey
Start the survey or pick up where you left off.

Enter PIN here

8 character code (e.g., A2B5C7D3)

Lost your PIN? [Request that it be emailed to you.](#)

If you prefer to take the survey by telephone interview, please call the survey team, Westat, at 1-888-896-3027





Personalized Incentive Structure



Real-time, integrated source for participant and household information



Provides clear, concise instructions



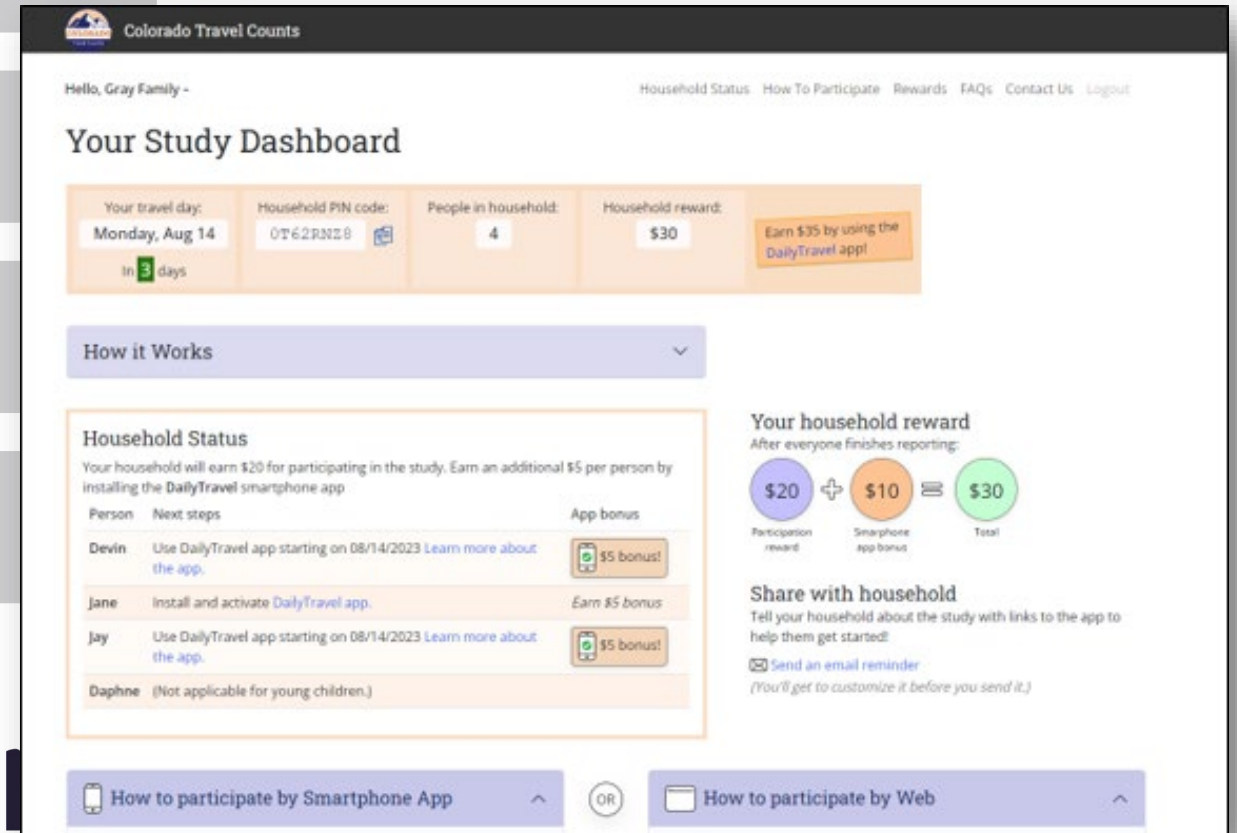
Details total incentive amounts



Highlights app-use incentives



Provides survey and app FAQs



Colorado Travel Counts

Hello, Gray Family - Household Status How To Participate Rewards FAQs Contact Us Logout

Your Study Dashboard

Your travel day: Monday, Aug 14 In 3 days	Household PIN code: 0T62R3Z8	People in household: 4	Household reward: \$30	Earn \$35 by using the DailyTravel app!
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How it Works

Household Status

Your household will earn \$20 for participating in the study. Earn an additional \$5 per person by installing the DailyTravel smartphone app.

Person	Next steps	App bonus
Devin	Use DailyTravel app starting on 08/14/2023 Learn more about the app.	Earn \$5 bonus!
Jane	Install and activate DailyTravel app.	Earn \$5 bonus
Jay	Use DailyTravel app starting on 08/14/2023 Learn more about the app.	Earn \$5 bonus!
Daphne	(Not applicable for young children.)	

Your household reward

After everyone finishes reporting:

Participation reward: \$20	+	Smartphone app bonus: \$10	=	Total: \$30
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Share with household

Tell your household about the study with links to the app to help them get started!

[Send an email reminder](#)
(You'll get to customize it before you send it.)

How to participate by Smartphone App OR 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

