

**MINUTES OF THE TRAVEL SURVEY METHODS COMMITTEE MEETING**  
**Transportation Research Board Annual Conference**  
**Wednesday, January 16, 2008, 12:15 pm**

**I. Call to Order and Introductions** **Kara Kockelman**

**II. TRB Report (Tom Palmerlee)**

- The Survey Methods Committee is right on target with TRB requirements.
- All TRB committees have done really well at putting large number of research needs in the research needs database.
  - Next challenge is to make research needs database a continuing tool with status on how topics have played out. If any committee members or friends have ideas for the database, including system management, please pass along to TRB.
  - If you have ideas for the database and system management issue for database, please contact Tom (at tpalmerlee@nas.com).
- Energy and Climate Change is the theme for next year's meeting.
- TRB will pick 10-12 cross-group sessions for next year's conference that don't count against our committee's quota number of sessions (2.2).
  - These sessions should be sponsored by multiple committees.
  - Proposals for these sessions are due June 1.
  - These sessions do not have to be supportive of the next year's theme.

**III. Committee Business** **Kara Kockelman**

**Approval of Minutes**

- Approved with no comments

**Standing Ovation for Past Year's Top Contributors**

- Kara thanked several people for their help with the committee over the past year.
  - Thanks to Nancy McGuckin (Newsletter), Laurie Wargelin (Paper review chair), and Sharron O'Connor (webmaster) for their untiring service to the committee;
  - Thanks to subcommittee chairs, those providing research needs statements (RNSs), Lisa Altman-Hall for loading our RNSs, those helping assemble workshops and paper sessions, those making new-member nominations, and those providing our meeting with sublime snacks (Susan Liss, Sudeshna Sen & Brenda Zhou).

**Summary of Paper Reviews (Laurie Wargelin)**

- Laurie provided summary of paper review process and outcomes for this year's annual conference.
  - Laurie thanked all reviewers for their help.
  - There were two calls for papers this past year, one on freight and the other on technology. Did not get as many papers for the freight call as we would like to see, but there is often overlap across committees.

- The committee received 26 papers and completed 83 reviews. The paper review team accepted about half of the papers (15) for presentation. Out of that, we expect that 6 will be published.

### **Membership Rotation**

- Very first Emeritus Member Award for our committee goes to Peter Stopher. Peter initiated the subcommittee that became committee chair in 1999. He is the author of the new NCHRP report 837, on Standardizing Household Travel Surveys.
- The committee has several nominees for new members. Kara is working through these and will make recommendations for membership in the upcoming month.
- Two committee members resigned during the year:
  - Lee Giesbrecht left DOT and took a job with the Veteran's Administration.
  - Donna Murray also left the transportation sector.

### **Paper Review Chair**

- Committee needs a volunteer for this year's paper review chair.
  - Ho-Ling Huang volunteered to serve as chair (Yay, Ho-Ling!)
  - Laurie Wargelin, Jimmy Armoogum, and Guy Rousseau volunteered to assist.

### **Committee Strategic Plan Update**

- Kara has received good feedback on strategic plan, but would like to hear more. It is posted on our website.
  - Johanna says that the Triennial Review is April 2009, and our Strategic Plan will feed into this. We should build up the strategic plan and feed this into the Triennial Evaluation document, for TRB's review.
- Data Section Retreat: March 19-20, 2008, in Irvine, CA
  - Mark McCourt has volunteered to be our committee representative.
  - Johanna mentioned that the Data and Information Section is comprised of 11 committees and one task force, making it one of the largest sections in TRB. Emphases range – from travel survey methods and artificial intelligence to urban data and ITS.
  - Data section is first section to have a retreat like this. Each committee has one representative.
  - Objectives: (1) identify priority issues (or research priorities) and needs across committees, and see where there are cross-cutting interests, (2) develop a shared vision, and (3) use base/power of section to create a set of champions for data programs. What better group to champion data programs than this data section!
  - Out of retreat will be (1) agenda for championing data programs, and (2) publication/update on data programs (status, issues, etc.).
  - Retreat has commitment of 10 out of 11 committees to attend. 8 are chairs.
  - Ed Christopher is the Chair of the retreat.
  - Part of the retreat is getting the committees to know each other and work together.
  - **Top 3 Committee Issues are needed:** Example issues suggested are as follows: (1) funding for continuation of key data collection programs, (2) privacy issues in sharing GPS-based data, (3) the impact of technology (GPS & CAPI) and how to best use such technology, (4) appropriate archiving of data for others' use, (5)

- synthesis/fusion of distinctive data sets (e.g., across modes and with administrative records, including, e.g., transit system call center records]), and (6) the impact of cell phone use and related laws on contacting potential respondents.
- Johanna says both research needs and institutional/logistic issues can/will be addressed at the retreat.

## Research Needs Statements

- **Research needs statements** have been posted on the TRB website by committees throughout the past year, and can be found listed at the end of these Minutes and full text description at <http://www.travelsurveymethods.org/pdfs/RESEARCH%20NEEDS%20STATEMENTS%20ABJ40%20August%202007.pdf>.
  - Origins of the research needs statements include 76 from the data section, 200 from construction, 300 design, and 600 from highways (with much overlap among the latter three categories, resulting in 700 total statements at [www.rns.trb.org](http://www.rns.trb.org)).
- Our committee would like to enhance existing statements and add others. Kara Kockelman requested that committee members and friends review current research statements on the committee website.
- Our committee would like to identify the high priority topics for **funding**.
  - Looking for suggestions on getting research funded like mechanisms like NCHRP and working with AASHTO Committees. Please let Kara know if you have ideas on whom to tap for funding (via AASHTO representatives, for example).
  - Projects tend to range between \$300K and \$800K. Another option is synthesis (of the literature) projects, which are in the range of \$50K - \$100K.
- **Straw poll taken, for top 3 priorities** among current research needs statements. Analysis of the 69 marked items (among the 18 statements submitted thus far) suggests that topics 15 (Multiple Survey Collection Methods to Improve Travel Survey Response Rates), 18 (Use and Potential of Longitudinal Surveys for Travel Models), and 4 (Freight Transportation Surveys - Methods and Guidelines) are the highest vote receivers (with 9, 7, and 6 vote marks, respectively).
- Committee also discussed other potential research needs, with participants' thoughts including the following:
  - Nonresponse and new technologies appear to be well represented in our research statement list. However, things like data archiving and methods research do not appear to be not included.
  - We know the least about truck movements. We also know nothing about many/most imports. There is no good data collection device for trucks – especially O-D information for trucks at the regional level. Agencies have spent tons of money on developing a freight data architecture and very little on actual freight data.
  - Integrating data sources is essential. Lots of methods for integrating data that we can adopt if we choose to get into this topic area.
  - Freight – Telematics data will leapfrog over the freight architecture. How does one marry Telematics data with establishment survey data? Truck delivery in metro areas is important and where congestion pricing will hurt the most.

- Light and medium duty vehicle data. Very problematic. VIUS is gone.
- New Technology – how to use it right (including, for example, data expansion)
- Sampling issues in GPS data
- Privacy – sharing data, lat/long data, sunset clauses (after a certain point it has to be destroyed)
- Data archival
- Integration of multi-modal data collection
- Combining surveys with administrative records
- Using GPS and adding on human information
- Non-response and coverage – particularly cell-phone only households
- New Technology is not just about GPS – also about web design, user interfaces, etc.
- Data ownership and how data is being used.
- Non-work trips. Congestion vs. climate and carbon
- Funding for methods improvements
  - Mismatch between TRB research funding mechanisms and ongoing data programs – this process is not leading into support for the data programs for which we rely
- Please feel free to develop research needs statements (similar to existing statements) and send to Kara as you wish. Subcommittee support and/or other champions will be sought to help finalize such statements, for posting and committee consideration in solicitation of funding.

#### **IV. Conference Program (Kara Kockelman)**

The conference program this year included the following committee sponsored sessions.

- The Application of Passenger Travel Data for National, State and Local Congestion Performance Measurement
- Observing Complex Choice Behavior with Stated Preference Experiments: Innovations in Design
- How Can We Best Measure the Links Between Land Use, Infrastructure, Physical Activity and Health?
- Bringing Global Positioning System and Mobile Computing On-Stream

#### **V. Subcommittee Activity Reports**

##### **Freight Surveys (Krishnan Viswanathan & Chris Simek)**

- 15 people attended this year's subcommittee meeting.
- Meeting focused on purpose of subcommittee. Decided focus is on how freight data is collected – methods and at what scale. Discussed the various work being done across the country plus Canada in freight data collection. Focus on understanding how – the different techniques used for freight vs. household travel survey data.
- Joy Sharp provided update on CFS survey. Preliminary tables expected by the end of 2008. Update from Rolf Schmitt as well.
- Freight subcommittee will coordinate with freight data committee and do more focused joint call for papers for next year's annual meeting.
- Subcommittee is working on putting together a bibliography on freight data collection methods.

- Nancy McGuckin had a paper call suggestion: There is a lot of interest in the relative contribution to particulate and green house gases across mode categories.

### **Household Travel Surveys (Guy Rousseau & Jimmy Armoogum)**

- 28 people attended this year's subcommittee meeting.
- Nonresponse data quality and sampling bibliographies are on the website.
- Talked about call for paper topics and research needs statements.
- Provided project updates – great international group was in attendance.
- Request for volunteers to complete review of literature.

### **New Technologies (Elaine Murakami)**

- 20 people attended this year's subcommittee meeting.
- Focus on data processing.
- Presentations by students from University of Illinois at Chicago and one from Peter Stopher. Challenges in combining with land use files, identifying trip ends, dealing with modes, travel speeds, etc. Will add presentations to the website committee website.
- Decided to do another **call for papers**. Topic is on using **new technology to reduce respondent burden** – would include different types of user interfaces. Elaine particularly interested in games.

### **Stated Response (Eric Molin & Stacey Falzarano)**

- New committee so last year the focus was on getting people interested in the committee.
- 18 people attended this year's subcommittee meeting
- Talked about scope of the committee and focused on developing committee mission.
- Asked presenters to discuss stated response methods.
- Discussed research statements and came up with some very good ideas that the committee will operationalize.

### **Transit Travel Surveys (Kevin Tierney & Mark McCourt)**

- 12 people attended this year's subcommittee meeting.
- Two good presentations: John Neft from APTA and FTA's Ken Cervenka, about the FTA perspective on New Starts and its impact on transit on-board survey needs.
- Identified new research topics that the committee is interested in.
  - Web-based inventory of transit on-board materials (field materials and reports)
- Talked about a listserve and logistics for that.

## **VI. Other Business**

### **Qualitative Methods Subcommittee –**

- Should we have one? Roughly 10 people raised their hands as being interested in participating in such a subcommittee, and Rob Sheldon indicated a willingness to chair such a group, either as a formal or informal committee in the near term.
- What other committees can we co-sponsor with? - Public transit marketing and fair policy, public involvement, and behavior and values may be good partners.
- Topics could include focus groups, ethnographic studies, cognitive testing and in-depth interviews, deliberative polling, human factors research, etc.

- Qualitative methods for travel data may make a good paper session.

### **Survey Methods Listserv**

- Should we have one? There was not much interest in starting a new listserv. Kara Kockelman is willing to pass questions along to the larger group at any point, and Nancy McGuckin and others noted the value in ideas exchanged on the AAPOR and TMIP listservs. Those are good places to post survey-methods questions.

### **New Calls for Papers**

Ideas on new calls for papers were discussed and the following suggestions were made by the committee:

- Mike (CRA International) asked whether there is interest in airport access research.
  - Mark Freedman suggested that there are several large scale surveys, in addition to access surveys, that deal with airport use and air travel.
- Guy Rousseau -Design of household travel surveys: improving and enhancing
- Mark Bradley – Environmental awareness surveys, and how behavior changes in response to outside forces and new policies (e.g., carbon pricing or caps). Nancy and Johanna suggested that there may be several applications of this, including unique methodologies to capture this type of information.
- Mark Bradley, Nancy McGuckin and Johanna Zmud hope to write up a related call for papers, regarding methods to support applications of data for behavior change, emissions/fuel use, and congestion pricing.
- Linking with other committees in developing calls for papers.
- Please let subcommittee chairs and/or Kara know of your interest in generating new Calls.

### **Updating the 1996 Travel Surveys Manual**

- This has been scanned and is on the website (lower right-side link from main page).
- Elaine Murakami has been trying to get money to update the manual for several years. Kevin Tierney says that someone has found money to do the update, and he has electronic version that will turn into an HTML file – but it has aged. He says it's in desperate need of an update. The Table of Contents may be the only thing to salvage. CambridgeSystematics will aim to convert it to HTML (or MSWord) and then we can work to get it updated.
- Johanna suggested that we apply in for 8-36 funding (via TRB's Standing Committee on Planning).

### **ABJ40's Summer Meeting: 8<sup>th</sup> International Conference on Survey Methods in Transport**

- Conference will be held in Annecy, France – base of Alps, last week of May.
- Patrick Bonnel says it's a very good program. Workshops are listed on a document/flyer he distributed and on the website.
- Very nice social activities are planned. These include visit to cities, dinner on the lake, and a walk with typical dinner in the Alps.
- Registration is now open until February 14<sup>th</sup> – after February 14<sup>th</sup>, cost increases by 150 Euro.

- Our **ABJ40 Travel Survey Methods mid-year meeting will be held at the Annecy conference** (most likely on Tuesday morning, May 27).

### **Recreational Travel Symposium (Elaine Murakami)**

- Motorcycle crash rates are up high, and many people are interested in travel on weekends vs. weekdays, and in recreational areas.
- There is trouble with pavement loop detector equipment in capturing motorcycle data
- Carol Zimmerman (committee for national parks) has been leading the discussion group.

### **NCHRP 08-37 (Survey Methods) – Available and On-line.**

- Standardization of Household Travel Surveys, by Peter Stopher & team.
- Peter has contract with Cambridge University Press for a new book on Survey Design and Management, all the way from survey design to data archival.

### **NCHRP 08-48 (ACS) – Available and On-line.**

- Kevin Tierney mentioned that Cambridge Systematics (NCHRP report author) is interested in people's feedback on the conduct of bike and ped surveys.

## **VII. Meeting Adjourned (2:30 pm)**

### ***ABJ40 Submitted Research Needs Statements: Listing of Titles***

1. The Use of GPS, GIS, and Accelerometer/pedometer Technologies for Generating Improved Measures of Travel and Physical Activity
2. Using Person-based GPS Technology for Improving Response Rates and Data Quality in Travel Surveys
3. Assessment of Freight Needs in Urban Transportation Planning
4. Freight Transportation Surveys, Methods and Guidelines
5. Truck Movements – A Significant Data Gap
6. Movements of Imported Goods within the United States
7. Expansion Factors for Transit Survey Responses
8. How Can We Use Technology to Improve Transit Trip Information Collection?
9. Survey Design for Activity-Based and Tour-Based (ABTB) Model Calibration
10. Sampling Persons within Households for Travel Surveys
11. Bridging the Gap between SP Theory and Practice
12. Cross Cultural Dimensions of Stated Preferences
13. Relating Sample Size Calculations to Statistical Methods Rather than Allowable Error
14. Investigation of Dual Frame Telephone Survey Design for Improving Response Rates and Coverage
15. Multiple Survey Collection Methods to Improve Travel Survey Response Rates
16. Investigating Non-Response Bias by Extension of the Completion Window for the Retrieval Sample
17. Non-Response and Application of Cognitive Research to Travel Diary Design
18. Use and Potential of Longitudinal Surveys for Travel Models