



## COMMITTEE ON TRAVEL SURVEY METHODS (ABJ40)

### Annual Meeting Minutes

Wednesday, January 13, 2010

Washington, D.C.

Hilton Hotel's Monroe Room

#### Welcome and Introduction of Meeting Participants

Committee Chair, Kara Kockelman, thanked everyone for all their hard work with the committee over the past year, particularly those involved in the Travel Survey Manual's (near) completion (including heroics by Peter Stopher, Guy Rousseau, Lei Zhang, and others). She thanked Ho-Ling Hwang for her second year of terrific paper review coordination, Heather Contrino for continued service as committee secretary, and Sudeshna Sen and Brenda Zhou for providing lunch and snacks for so many meeting attendees.

Kara is stepping down as committee Chair this spring, with Guy Rousseau, of the Atlanta Regional Commission, agreeing to serve as Chair. Johanna Zmud presented Kara with an award of appreciation for her work on the committee and with the data section.

#### Committee Business

*Data Section and Other TRB News – Johanna Zmud and Tom Palmerlee*

Tom and Johanna noted that ABJ40 continues to be a very aggressive Committee in terms of the number of papers, workshops, and contributions. The Committee has kept a very active agenda throughout the year and has identified a number of research priorities. It has moved very important activities forward and has maintained an engaged list of committee members and friends. Kara is leaving a strong committee to Guy Rousseau.

Kara noted that this year's Annual Meeting received 3,700 paper submissions, exceeding last year's 3400 record. The 2010 Meeting held 590 sessions, with 56 percent of accepted papers included in poster sessions.

Data has become front and center in the transportation community. We are now even hearing from the non-data people about the importance of data. TRB is now conducting a self initiated policy study on national data and the importance of data. This Policy Study is chaired by Joe Schofer. The non-data world is really looking for better data at a good time.

Guy Rousseau provided the Committee with several handouts on upcoming events. These include a joint summer meeting, freight data meeting (for a research roadmap), commodity flow survey workshop in November, NATMEC conference, research relating to transportation systems for livable communities, and use of NHTS data for decision making.

*Mid-Year Meeting* – The Committee is not required to have a mid-year meeting but we try to every year. Guy aims to stage our mid-year meeting during the *Innovations in Travel Demand Modeling Conference*, in Tempe, Arizona, May 9<sup>th</sup> – 12<sup>th</sup>. (Note: TRB's joint mid-year meeting will be in Minneapolis this July, and Data is the keynote topic.)

#### **TRB 2011 Annual Meeting**

Next year's annual meeting theme is "Transportation, Livability & Economic Development in a Changing World". The Committee is in need a new paper review coordinator for the 2011 cycle. About 30-35 papers come into the Committee for review. **Kouros Mohammadian, Jimmy Armoogum, and Rebekah Anderson** volunteered to take this on. (YAY for these three volunteers!!)

Kara has asked all subcommittee chairs to pursue Calls for Papers for the 2011 Meeting. The Committee will have 2.0 to 2.5 sessions in 2011, and she hopes to see Calls for Papers from all sub-committees (& any others who are interested in encouraging research topics). She would like to see each subcommittee prepare at least one Call by March 15. Once submitted, please plan on circulating the Calls through the Committee website, professional contacts, and listservs, in both March & June.

The Transit Subcommittee intends to issue a call for papers on the conduct of multi-mode surveys as a tool for gaining participation from key population groups. Elaine Murakami noted that the New Technologies Subcommittee is putting together a Call for gaming and social media applications to survey research and travel data collection.

The deadline for the submission of sponsored workshops is June 1<sup>st</sup>. The Committee members and friends provided a few suggestions for Workshops:

- Long distance travel surveys – although we haven't done anything in the US, there is a lot of work that has been done internationally. Univ Maryland's Lei Zhang
- External surveys and methodology and practices. Still challenges with how to collect data on high volume facilities. TTI's Ed Hard will take the lead on this.
- Confidentiality and Privacy in Travel Survey Data (both public and freight) – Westat's Mark Freedman. Elaine says this fits right in with the secure GPS data center.

#### *Paper Review Results – Ho-Ling Hwang*

Ho-Ling thanked all reviewers for the paper reviews. The Committee conducted 126 reviews on the 33 papers and had 170 reviewers. Ho-Ling and Kara thanked the subcommittee chairs for helping to find appropriate reviewers. Of the 33 papers, the Committee accepted 17 for presentation and expects that about 8 will be published. The Committee sponsored/co-sponsored two paper sessions, one poster session, and two workshops.

#### **Travel Surveys Manual – Lei Zhang**

The 25-chapter wiki-editable Travel Survey Manual was completed by 60 reviewers and several additional people working on formatting. The Manual is a product of a lot of hard work by many, many people & can be accessed at [www.travelsurveymanual.org](http://www.travelsurveymanual.org).

All topics in the travel survey field are covered. Both table of contents page and also chapter links on the right hand side. This will help readers navigate the Manual. The Manual is truly a living document which will be updated as new information, new practices, new tools, and new approaches come about. If there are any good ideas on the best methods for keeping this active and updated, please let Lei Zhang know. There is a cost – about \$130 per year to host, and Cambridge Systematics has offered to cover that. The Committee recognized Elaine Murakami who came up with this idea several years ago.

The Committee also recognized TRB and FHWA for providing the Committee with permission to use the foundation documents in the creation of this manual. There have been some formatting issues in the Wiki environment. Kara is looking for people with experience in Wiki to help out with our formatting issues (& Sharon O'Connor volunteered). At some point the Committee will need to decide how to handle access to edit the Travel Surveys Manual. For right now, interested editors can contact Krishnan or Lei for access privileges. (All persons with any experience in survey methods will be granted access.)

The Committee is compiling documentation on surveys - not just standard or large surveys, but every type of transportation study. Kara asked that members and friends please put this on their to-do list. **\*\*Please send Kara you favorite survey files, for sharing with the world at the ABJ40 or Travel Survey Manual website, within a month. Thank you! \*\***

#### **Research Needs Statements**

Kara noted that we have an NCHRP statement now under review, from last year's meeting, on the topic of "Integrating Existing and Emerging Transportation Data Collection Activities to Maximize Analytical Capacity". It is to pursue multipurpose data gathering, sharing & archiving, and was developed by Nathan Erlbaum, Jeff Gonder & Kate Lawson. In addition, our committee generated an NCFRP synthesis project on "Freight Transportation Surveys- Existing Methods and Guidelines", which is nearly complete, and written by iTrans' David Kriger. Finally, NCFRP Project 31, titled "Overcoming Barriers to Sharing Freight Transportation Data", is coming out soon as an RFP (with \$250k budget).

Kara encouraged all members and friends to pursue review of the 19 research needs statements (shown below), and suggest new topics of interest. All subcommittee chairs have been tasked with enhancing their statements, and moving forward with TRB funding programs as they see fit. Nanda Srinivasan reviewed and made several comments with regards to NCHRP submissions. The Committee can also submit these statements to TCRP. The NCHRP deadline is 2/13 and the TCRP deadline is 6/15. Guy Rousseau, Rebekah Anderson, and Nathan Erlbaum (& any others?) can serve as NCHRP project champions. Subcommittee chairs should contact these people for moving their NCHRP-related topics forward. Jimmy Armoogum said he has an idea with Kostas Goulias for reaching hard-to-reach groups. Elaine Murakami encouraged the Committee to also consider NCHRP 08-36 which is done through the AASHTO SCOP. Projects are in the range of \$50-\$100K. Lori Sundstrom is the PM, and Nanda Srinivasan helps with some of that work. NCFRP is a similar mechanism for freight-related projects.

#### **Secure Transportation/GPS Data Center – Jeff Gonder, NREL**

The GPS Data Center was developed to securely archive detailed transpiration data. A great example of that is GPS data collected as part of household travel surveys. The data cannot be stripped of confidentiality very easily, but there are a lot of uses for the data. Three objectives of the Data Center include: (1) Archiving data securely, (2) data processing (e.g., for making it anonymous), and (3) providing controlled access when research really calls for raw data.

An advisory group has been established to develop and approve protocols and set up agreements with data providers. Hopefully access to the first data sets will happen at the latter half of this year. Please contact Jeff Gonder for more information: [Jeff.gonder@nrel.gov](mailto:Jeff.gonder@nrel.gov).

#### **Research Presentation: "Cost of Data Acquisition: A Survey of Surveys"**

David Hartgen's work has found an average cost of \$500k per US region for a HH survey, at about \$100 to \$300 per HH (\$150 average), with a wide distribution in \*unlinked\* HH trip rates (from about 5 to 13, with an average of 9 per day per household).

#### **Subcommittee and Liaison Reports (key highlights)**

##### *Freight Surveys – Krishnan Viswanathan and Chris Simek*

The freight surveys subcommittee enjoyed a good meeting with great presentations on real-time traffic & trade data using GPS and on the process for securing samples for survey research. Joy Sharp also provided an update on the Commodity Flow Survey. The 2007 CFS data is being released now. Mike Sprung, FHWA, discussed the need for a federal freight research roadmap. The subcommittee is interested in documentation and/or updates from anyone conducting freight research.

##### *Household Travel Surveys – Guy Rousseau and Jimmy Armoogum*

Two presentations were made to the subcommittee: Marie Odile from France provided a presentation on the history of travel surveys in France, and Chris Simek (NuStats) presented on the NYMTC study. The 2009 NHTS data just came out and is available on the study website, <http://nhts.ornl.gov/>.

##### *New Technologies – Elaine Murakami and Kouros Mohammadian*

Approx. 50 people attended the New Technologies Subcommittee meeting. All presentations have been posted on the subcommittee website: <http://www.travelsurveymethods.org/Tech.asp>. The Subcommittee has decided to not limit themselves to GPS: there are many other new technologies worth exploring with regards to the applications to travel data. They have 3 new research needs ideas to move forward into statements.

*Stated Response – John Rose & Eric Molin*

The Stated Response Subcommittee hosted a very successful workshop this year with about 40 people in attendance. Several presentations were made on stated response including modeling issues and experimental design. Notes from the workshop will be posted on the subcommittee website (<http://www.travelsurveymethods.org/SP.asp>).

In meeting, the subcommittee discussed several workshop ideas including nontraditional attributes, for freight surveys, and behavioral economics. The subcommittee may resubmit their current Call(s) for Papers, since the topics have not yet been addressed in the research.

*Transit Travel Surveys – Kevin Tierney & Mark McCourt*

Over 20 people attended this subcommittee meeting and several good presentations were made including the role of image and mode selection, availability and use of passive data, field testing of alternative methods to improve response rates, and data quality for on-board surveys.

The subcommittee spent time working on the call for papers and did a roundtable on what is going on. They would love to see more international members/attendees.

**ISCTSC – Martin Lee-Gosselin**

ISCTSC is in between its every-3-years international conferences. The 2011 conference is on track & will be in November in Chile. The book from Annecy was published in October. Emerald is extending the 30% discount through February, for both members and friends of the ABJ40 committee.

**Committee Liaison Highlights**

Kara noted that TRB's Statistical Methods Committee is working to improve transportation professionals' use of statistical methods. They do offer paper awards, which is something ABJ40 may want to take on in the future. TRB's Land Development Committee is beginning to develop some research statements, and looks to tie into survey methods and data acquisition in some fashion.

Guy noted that TRB's Transportation Planning committee will host special summer meetings in 2011 in Reno and 2013 in Cincinnati. In addition, a new TRB committee for Travel Forecasting Resources has formed, namely the "Special Committee for Travel Forecasting Resources." It will eventually issue a web-based set of resources to be developed by the modeling community, but overseen by this committee (in the spirit of sharing and organizing travel forecasting resources, in terms of possible approaches to modeling, rather than mandates).

Steve Ruegg mentioned that the Travel Demand Forecasting Committee (ABD40) is discussing a university curriculum for travel demand forecasting. Please contact Alan Horowitz if you are interested in relaying information about what should be taught about surveys in the travel demand forecasting curriculum. They are producing their triennial strategic plan, so this may be a good time to influence their agenda.

Lisa Aultman-Hall explained that the research committee is looking for case studies where transportation decisions were made that would have been better, if they had used better data.

Rebekah Anderson noted TRB's route choice modeling subcommittee (to committees ADD10 and ADD30) is looking for GPS datasets, for use in route-choice research.

Heather noted that Tim Lomax is the new chair of the National Transportation Data Committee (with Pat Hu stepping down). And Elaine discussed activities of the Transportation Planning for Small & Mid-Size Communities committee (noting that they will have a September 2010 conference in Williamsburg VA). Matt Roorda mentioned that the IATBR subcommittee discussed having it July 2012 meeting in Toronto.

### **Open Floor Announcements**

The 2009 NHTS data is available on the study website. The total sample size is over 150,000 households.

Montreal just completed its regional survey 60,000 households. They are starting a pilot project of a permanent O-D survey (1% of the population every three years), thereby adding to the existing O-D survey. They will use multiple survey modes. The cost is about \$20 per household or respondent, with an 11-minute average interview length.

### **19 Research Needs Statements Uploaded to TRB Website in 2008 & 2009**

- Multiple Survey Collection Methods to Improve Travel Survey Response Rates
- Use and Potential of Longitudinal Surveys for Travel Models (x = Submitted for NCHRP synthesis)
- Freight Transportation Surveys - Methods and Guidelines (x – and won synthesis designation!)  
40-09, David Kriger of iTRANS Consulting as the consultant, \$35k,  
<http://www.trb.org/TRBNet/ProjectDisplay.asp?ProjectID=2527>)
- Using Person-based GPS Technology for Improving Response Rates and Data Quality in Travel Surveys
- Assessment of Freight Needs in Urban Transportation Planning (x)
- Survey Design for Activity-Based and Tour-Based (ABTB) Model Calibration
- Bridging the Gap Between SP Theory and Practice (x)
- Relating Sample Size Calculations to Statistical Methods Rather than Allowable Error
- Investigation of Dual Frame Telephone Survey Design for Improving Response Rates and Coverage
- The Use of GPS, GIS, and Accelerometer/Pedometer Technologies for Generating Improved Measures of Travel and Physical Activity
- Sampling Persons within Households for Travel Surveys
- Non-Response and Application of Cognitive Research to Travel Diary Design
- How Can We Use Technology to Improve Transit Trip Information Collection
- Cross Cultural Dimensions of SP
- Movements of Imported Goods within the United States
- Investigating Non-Response Bias by Extension of the Completion Window for Retrieval Sample
- Truck Movements - A Significant Data Gap
- Passively Collected Travel Data: Issues of Access, Storage, Quality Control, Validation and Application
- Integrating Existing and Emerging Transportation Data Collection Activities to Maximize Analytical Capacity

### **Coming Conferences & Workshops of Possible Interest**

- GIS for Asset Management Peer Exchange, April 11, 2010 Charlestown, West Virginia
- Innovations in Travel Demand Forecasting, May 9, 2010 Tempe, Arizona (*ABJ40 Summer Meeting*)
- Toward Better Freight Transportation Data: A Research Road Map, May 19-20, 2010 Irvine, CA
- Environment and Energy in Transportation Summit, June 6, 2010 Raleigh, North Carolina
- North American Travel Monitoring Exposition and Conference (NATMEC): Improving Traffic Data Collection, Analysis, and Use, June 21, 2010 Seattle, Washington

- 2010 TRB Joint Summer Meeting, July 11, 2010 Minneapolis, Minnesota
- Transportation Planning for Small & Mid-Size Communities, September 2010, Williamsburg VA
- Using National Household Travel Survey (NHTS) Data for Transportation Policy Decisions, October 26, 2010 Washington, D.C.
- 2010 University Transportation Centers Spotlight “Livability” Conference, October 21-22, 2010 Washington, DC
- CFS Workshop, November 2010
- TRB Annual Meeting, January 23-27, 2011
- International Assoc on Travel Behavior Research (IATBR), Summer 2012 in Toronto, Canada