

Travel Survey Methods

TRB Committee ABJ40

		Chair Update	Conference Watch
Inside this issue:		<p>The first quarter of 2009 has proven to be a busy start to an exciting year! I want to thank all of you who have worked on Calls for Papers and the Travel Surveys Manual update, and who have offered feedback on our Strategic Plan. I encourage everyone to participate in committee activities and paper submissions.</p> <p>Our mid-year meeting will be held in Houston at the Planning Applications Conference this year. The meeting is scheduled for Monday, May 18th at 5:15 pm.</p> <p>We will discuss the Triennial Strategic Plan, session and workshop ideas, and the Travel Surveys Manual. I look forward to seeing all of you!</p> <p>Best wishes, Kara Kockelman</p>	<ul style="list-style-type: none"> • Planning Applications Conference, May 2009 • AAPOR, May 2009 • TRB Midyear, July 2009 • Freight Flows Conference, Sept 2009 • European Transport Conference, Oct 2009 • TRB Women's Issues Conference, Oct 2009
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Update on the American Community Survey (ACS) and Census Transportation Planning Products (CTPP)

In December 2008, the Census Bureau released the first multi-year data products from the American Community Survey (<http://www.census.gov>), specifically using surveys from 2005 through 2007. For the 3-year data products, the tables are available for geographic units meeting a population threshold of 20,000. This means that nearly 60 percent of counties are included for many tables. The Census Bureau applies a test using coefficient of variation (COV) to determine whether the table can be released, so even if a County or City meets the 20,000 population threshold, some tables are still suppressed. The ACS table set includes tables both for residence geography and workplace geography, but does not include any home-to-work flow tabulation. FHWA has been preparing a series of "profile sheets" using this multi-year data from ACS, and combining it with data from Census 2000 and CTPP2000. These profiles will be posted at AASHTO's CTPP page: <http://ctpp.transportation.org>

The first 3-year CTPP was originally planned to use these same three years, 2005 through 2007, however, the first 3-year CTPP is now planning to use ACS from 2006 through 2008. This delay was largely due to prolonged discussions with the Census Bureau's Disclosure Review Board in calendar 2008. As the DRB did not relent on any restrictions on data release the CTPP table list was substantially reduced in size, in particular, reducing the cross-tabulations using the variable Means of Transportation to Work. AASHTO is re-submitting the CTPP table request on April 1 and hopes that the DRB will approve it. One possible advantage of waiting a year, is that the ACS in 2005 did not include group quarters population. By using ACS from 2006 through 2008, all 3 survey years will have group quarters population included.

Exploring Public Attitudes to Climate Change and the Barriers and Motivators to Travel Behavior Changes— Suzanne King

This was an 18 month deliberative study that explored public attitudes to climate change and how this relates to personal travel choices. The three primary aims for the study were to: i) provide a greater insight into public understanding of climate change and how it relates to personal travel behaviours, ii) explore the barriers and motivations for travel behaviour change, and iii) to consider the role of information in increasing public awareness and understanding of the issues.

The research design was based around a 10-month fieldwork period where 140 participants attended five deliberative workshops, completed quantitative attitudinal questionnaires, and four, one week travel diaries. Participants were given information about climate change and the impact of transport to see how this information impacted attitudes and behaviour.

The deliberative method allowed members of the public to learn from, and debate with, experts in the field, as well as to interact with each other. By grouping participants into socio-economic life stage groups, the intention was to identify differences on this dimension and by gender. Researchers worry that the public may over-claim pro-environmental behaviour because such behaviour is socially desirable. The great strength of this multi-method approach was internal verification of the findings. Additionally, the prolonged period over which the researchers engaged with the participants meant that more honest answers were elicited.

Participants were given the findings from their first three travel diaries and discussed this in the deliberative sessions. Oddities in the data were found to be the result of changes in personal circumstances, such as job changes, that overrode trends in changes from greater awareness of the impact of transport on climate change. Some participants were disappointed that their CO2 emissions had not reduced even though they had taken action. There was no evidence of any inclination among the participants to present themselves as environmentally friendly. If anything the tendency was in the opposite direction, with participants not wanting to be seen as 'eco warriors' or 'extreme greens'. The full report can be found at: <http://www.dft.gov.uk/pgr/scienceresearch/social/socialresearchandeval>

Committee News

Subcommittee Chairs

Kouros Mohammadian is joining Elaine Murakami to co-chair the New Technologies subcommittee.

John Rose is joining Eric Molin to co-chair the Stated Response subcommittee. (A big thanks to Stacey Falzarano for serving as the SR co-chair for the past two+ years!)

2010 Calls for Papers

- *Passively Collected Travel Data: Issues of Access, Storage, Quality Control, Validation, and Application* — Contact: Jesse Simon (simonj@metro.net)
- *Methodologies to Capture Long-Distance Travel Data* — Contacts: Guy Rousseau (GRousseau@atlantaregional.com) & Jimmy Armoogu (Jimmy.Armoogu@inrets.fr)
- *Intelligent Processing of GPS Data for Travel Modes and Activities* — Contact: Elaine Murakami (Elaine.Murakami@dot.gov)
- *Data Needs for Freight Decision Making* — Contacts: Krishnan Viswanathan (kviswanathan@camsys.com) & Chris Simek (csimek@nustats.com)

Important Deadlines and Events

Committee Mid-Year Meeting—May 18th at the Planning Apps Conference

Call for Papers submissions—May 1st

Workshop submissions—June 1st