Household Travel Surveys Subcommittee ABJ40(1)

Tuesday 07:00 AM - 08:00 PM
Marriott Marquis, Liberty L (M4)

Stacey Bricka, MacroSys Research and Technology, presiding
Jimmy Armoogum, IFSTTAR, presiding

Sponsored by: Standing Committee on Travel Survey Methods (ABJ40)

Meeting Agenda [07:00 – 07:45]

Our main activity this year will be "refresh" the travel survey manual (most recent text located at http://tfresource.org/Household_travel_surveys).
We recognize that most of the innovations in this area have been the result of your efforts. To that end, our meeting agenda consit of 5 slots for updates on recent advancements in household travel survey methods.

1. [07:00-07:05]   Welcome
2. [07:05-07:45]   "Refresh" the travel survey manual
                        Jeremy Wilhelm – Chicago survey findings
                        Anurag Komanduri/Jason Lemp – LOCUS and LBS samples
                        Felix Becker/ Kay Axhausen – MOBIS tracking study
                        K. Shankari smartphone apps for travel surveys
                        Bpb Torongo, online probability panels

Jeremy Wilhelm – Chicago survey findings
Westat is concluding our work with the Chicago Metropolitan Agency for Planning in collecting 12,000 households in their nine-county region. This survey has been uniquely challenging in that, after the delivery of three pilot tests, the best response we could achieve to our traditional methods of household recruitment was less than 1% of all sampled and invited households. There were simply not enough households in the region to sample in order to recruit and complete the targeted number of final completes. To address this, Westat and WSP worked closely with CMAP managers to develop an approach similar to the one used in Maricopa County, Arizona two years ago. This included non-probability sampling, detailed sample source tagging and tracking, and a unique method for both assigning weights and assessing error in the estimates.

Anurag Komanduri/Jason Lemp – LOCUS and LBS samples
In response to the increased cost of travel surveys, CS developed an LBS product called LOCUS that can be used to understand origin-destination flows in major urban areas and to supplement travel survey data in support of model development and calibration. This 5 min presentation will include an overview of the product, 1-2 case study applications, and a discussion of the true sample sizes within the LBS data.

Felix Becker/ Kay Axhausen – The MOBIS tracking study

MOBIS is an on-going tracking study undertaken in the German and French speaking part of Switzerland. It involves about 3000 participants in three groups of a 1000: control, nudging group and virtual pricing group. They are tracked for two times 4 weeks. The first four are the baseline and the second the treatment weeks. The nudging group receives information on the externalities their behaviour produces estimated using the nationwide IVT MATSim model of Switzerland. The virtual pricing group receives a budget based on their behavior in the first 4 weeks from which a virtual price is deducted given their behaviour in the second 4 weeks. Everybody receives an incentive for participation. A recruitment and debriefing survey, including a stated choice survey, complement the tracking.

K. Shankari - smartphone apps for travel surveys

There are now many solutions for tracking mobility data, both proprietary and open source. The existing ones will change and there will be almost certainly be other options in the future. There is no one perfect solution, instead they all represent various tradeoffs within a continuum of possible solutions.

We propose a well-researched evaluation that clearly outlines these tradeoffs, both for features and for accuracy. This can allow practitioners to pick the right tool for their needs quickly, instead of performing repeated, ad-hoc evaluations. It will also allow developers to determine which evaluation criteria need improvement and focus their efforts accordingly.

Bob Torongo – online probability panels

Current estimates state 81-90% of U.S. households have access to the Internet, representing a fundamental shift in how Americans connect with one another, gather information and conduct their day-to-day lives. Scientific online surveys represent a new survey approach that researchers and policymakers can use to survey the American public. Nationally representative panels of individuals and households, recruited and maintained from Address Based Samples, provide an alternative to one-time custom recruitment of households often resulting in low response rates with prohibitive costs. Online probability panels represent the future of high-quality data collection in the United States, and probability panels provide a sustainable way to conduct travel surveys into the future. In this context, surveys such as the NHTS can be conducted at greater frequency using probability panels, at reduced cost, and without sacrificing the quality of estimates produced.