

2010 CHTS Lessons Learned & The Next Travel Survey

Modeling and Forecasting
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SOUTHERN CALIFORNIA
ASSOCIATION of GOVERNMENTS



2010 CHTS Lessons Learned

- Ensure that the contracting process allows for flexibility and change;
- Extend the survey timeline to: a) add more time for coordination and survey pretest;
- Incorporate a comprehensive outreach program into the survey design;
- Incorporate new data collection practices and methods, such as smart phones;



CHTS Lessons Learned, Continued ...

- Recognize the need to continue to provide incentives;
- Work to keep the respondent burden to a reasonable level;
- Consider conducting surveys on a continuous or more frequent cycle;
- Plan the data sharing protocols for different levels of users in advance.

Next Travel Survey, Preplanning Effort

- Cooperative effort ... four largest MPOs;
- MPOs share similar survey needs;
- Collectively hire a consultant(s);
- Collectively plan survey methodologies;
- Collectively maintain survey infrastructure;
- MPOs individually conduct surveys at set price.

Next Travel Survey, Proposed Survey Phases

- Phase One – Survey Design:
 - Develop survey methodologies;
 - Develop survey instruments & conduct pretest.
- Phase Two – Survey Maintenance:
 - Maintaining survey infrastructure – website;
 - Methodology testing and refinements.
- Conduct the Survey:
 - Using jointly procured consultant;
 - At a set price & on MPOs schedule.

Next Travel Survey, Expected Benefits

- Agencies will benefit from collective expertise of group;
- Agencies will benefit from collective resources of group;
- Standard procedures will make across region comparisons possible and improve estimates of inter-regional travel;
- The collective procurement should reduce administration costs and attract higher-quality firms;
- MPOs will be able to conduct surveys more frequently, based on their planning needs;
- Facilitate coordinated research efforts aimed at improving surveying techniques and exploring new technologies,

Current Project Status

- Memorandum of Agreement has been created and is being circulated for adoption;
- Grant funding is being pursued;
- Draft RFP is being developed;
- Other public agencies may participate.

Thank you

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