

Year 2010 California Household Travel Survey (CHTS)

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SCAG

Modeling Task Force Meeting

July 24, 2013

Current/Future Activities

- Received Final Data Deliveries
- Survey Database Consolidation
- Survey Data Release and Data Distribution
- Lessons Learned

Caltrans/NuStats Survey Returns

- Core Survey Samples:
 - Statewide recruits – 62,367
 - Statewide returns - 42,560
 - SCAG region returns - 15,537

- GPS Samples:
 - Statewide returns – 5,596
 - SCAG region returns – 500
 - Note – MTC and CEC purchased GPS samples

SCAG's Augment Returns

- Objectives:
 - Gather additional travel characteristics needed for SCAG's Activity-Based Model
 - Apply identical core and GPS methodologies
 - Conduct Add-On survey
- Survey Returns:
 - Core survey – 4,323
 - Add-On survey – 2,500
 - GPS – 518

Survey Database Consolidation

Purpose – To merge the Caltrans and SCAG Survey Databases.

Process:

- Survey Record Review and Cleaning
- Database Unification and Consolidation
- Weighting and Expansion
- Final SCAG Survey Database

Survey Data Release/Distribution

- SCAG Web Site:
 - Access to Survey Documentation
 - Downloadable Version of the Public Dataset
- National Renewable Energy LAB – NREL:
 - Transportation Secure Data Center (“TSDC”)
 - Secure Access to guarantee confidentiality
 - Resolves conflict between preserving privacy and making vital transportation data available

NREL Methodology

- Secure Data Center
- Provides Access to the Full Survey Dataset
- Programs Available to Process Dataset
- No downloading of data – Only Summary Results
- Application Process for Permission to Access Database
- Ability for Agency to Review/Approve Results

NREL Advantages

- Proven Methodology – Expert Personnel
- Sponsored by Feds to Support Research
- No Development or Maintenance Costs
- Agency Maintains Control of Data Release
- Data is Not Subject to Public Records Request

Lessons Learned

- Cooperative multi-agency approach was a success;
- Ensure contracting process allows for flexibility and change;
- Extend the survey timeline - add more time for coordination;
- Incorporate a comprehensive outreach program into the survey design;

Lessons Learned (Page 2)

- Incorporate new data collection practices and methods, such as smart phones;
- Recognize the need to continue to provide incentives;
- Work to keep the respondent burden to a reasonable level;
- Conduct the CHTS on a continuous or more frequent cycle.

Thank You