

Travel Survey - Data Application On-Call

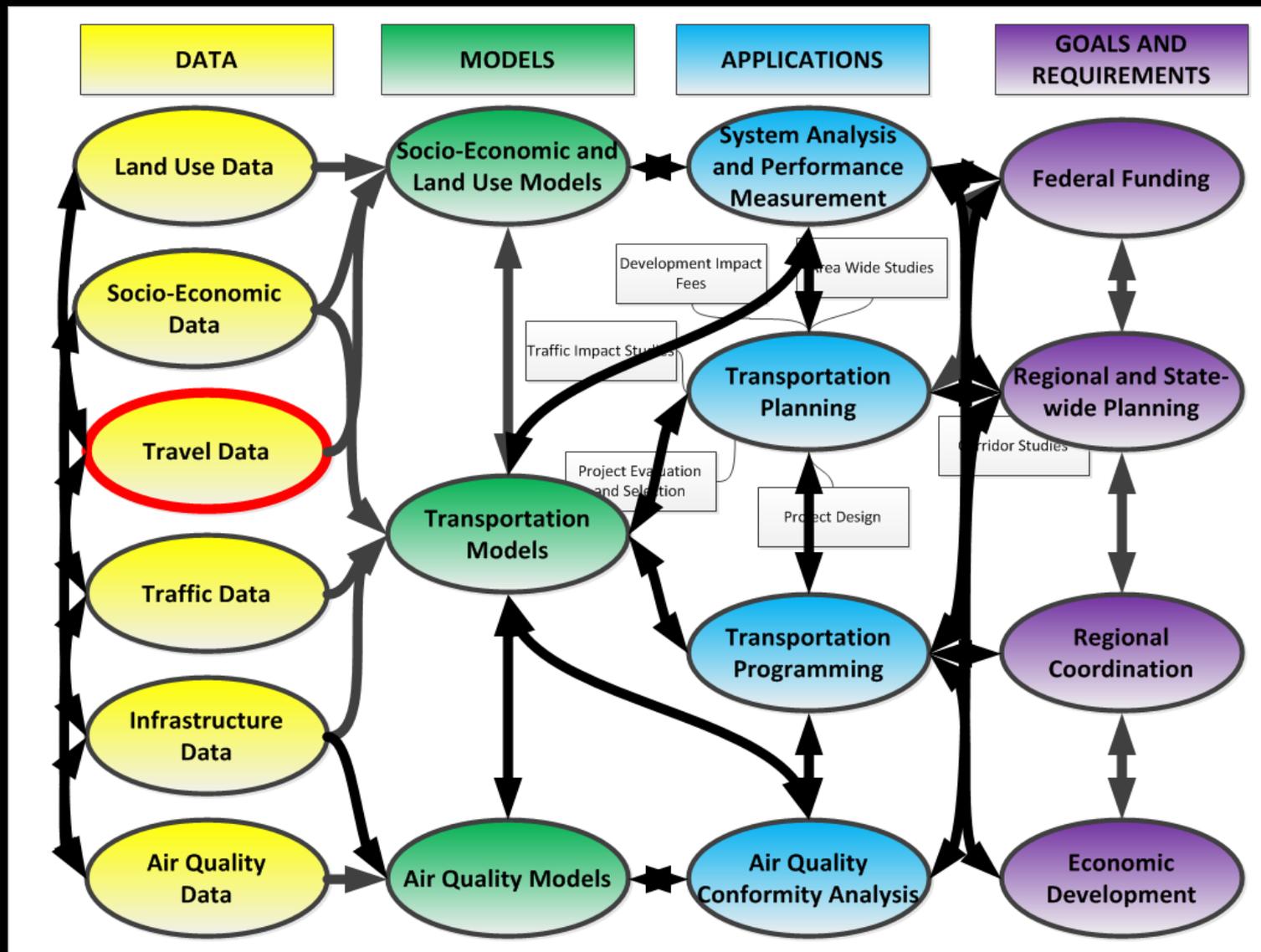
Consultant Selection for Household Travel Survey

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- Why do we need to do this project?
- Why do we need to do it now?
- What data is being collected and how it will be used?
- What determines cost of the project?
- How the sample size is defined?
- Highlights of the successful proposal

Why do we need to do this project?

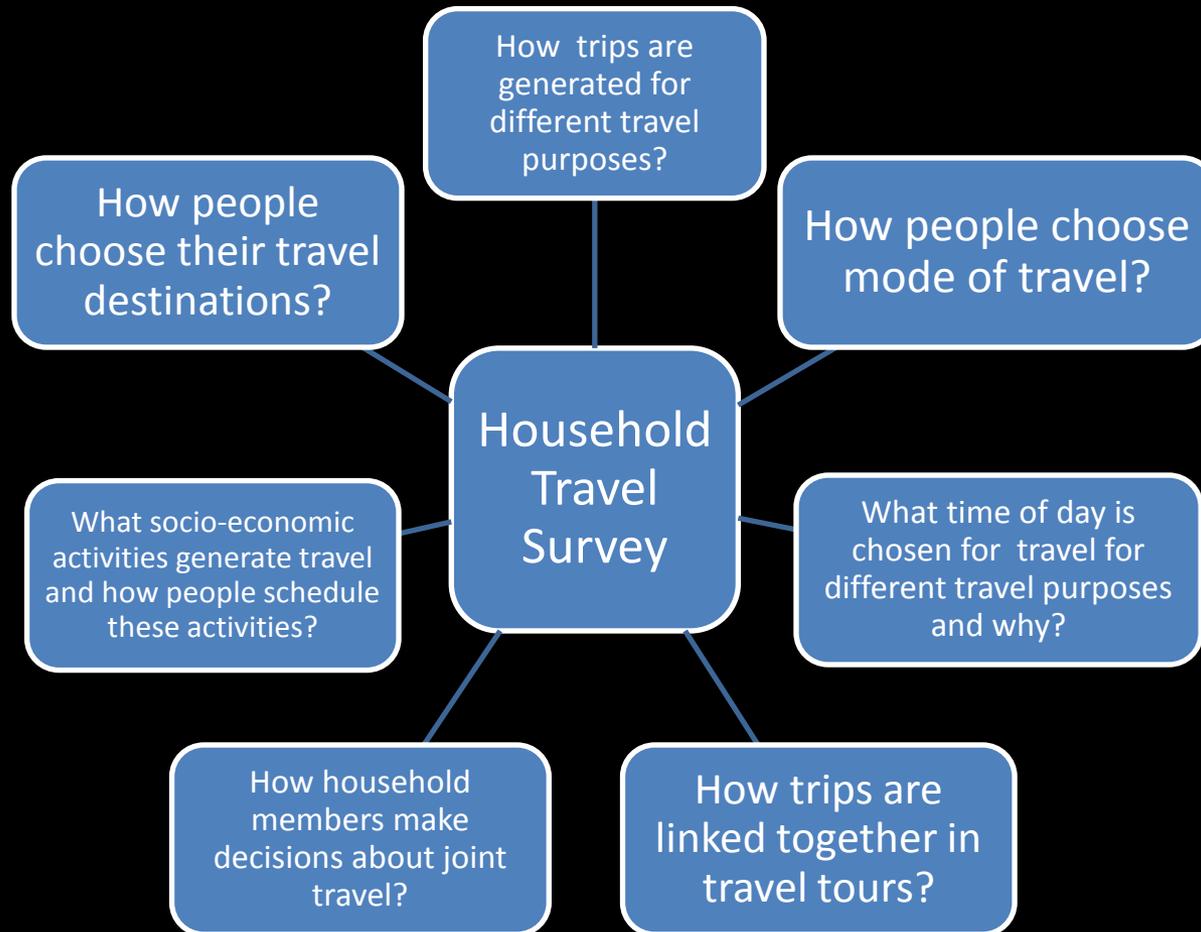
Major COG and MPO tasks will be compromised in the absence of timely travel data.



Why do we need to do it now?

- For timely update of the regional models and to maintain a relevant transportation forecast
- To fill in the gap in the data available from the Census products
- To address new requirements of the next generation of transportation models
- Facilitated by large experience that has been accumulated for the GPS-based surveys

What data is being collected and how it will be used?
Household Travel Survey Data is the single most important source for travel demand forecasting models development.

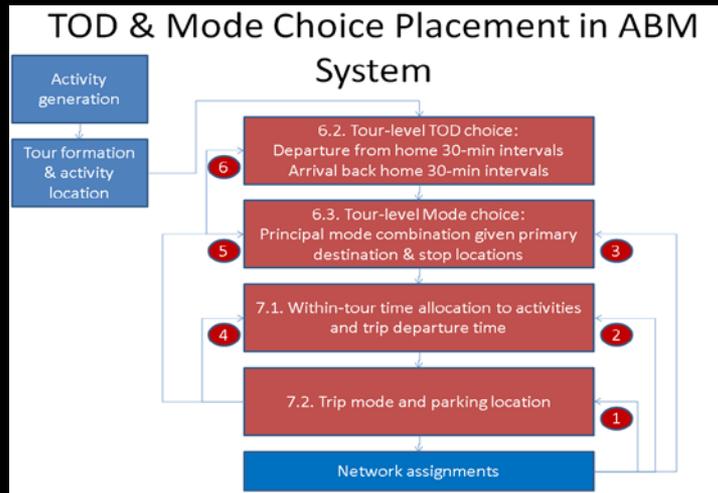


What determines cost of the project?

- Sample Size (number of households)
- Sample Design (hard-to-reach sub-populations
- low income, minorities, transit users, young professionals, etc.)
- Survey Methods
- Other

How the sample size is defined?

Estimation of Transportation Models Require Certain Sample Size for Each of the Segments.



6.2. Tour TOD Choice Segmentation

Tour primary purpose	Individual	Joint
1.1. Work business (full/part)	X	
1.1. Business-related	X	
2. University (1 st for students)	X	
3. School (1 st for students)	X	
4.1. School escorting (drop/pick)	X	X
4.2. Other escorting	X	
5. Shopping	X	X
6. Maintenance	X	X
7.1. Breakfast (depart ≤ 11am)	X	X
7.2. Lunch (11am to 4pm)	X	X
7.3. Dinner (arrive ≥ 4pm)	X	X
8. Visiting	X	X
9. Discretionary	X	X
10. Special event	X	X

Person type	Persons	Number of Individual Tours (MAG, Phoenix-Tucson)								
		1-Work	2-Univ	3-Scho	4-Esco	5-Shop	6-Maint	7-Eat	8-Visit	9-Discr
1- Full Time Worker	3,029	2,462	3	0	237	284	286	74	73	428
2-Part Time Worker	834	425	0	0	118	167	160	46	36	197
3- University Student	287	79	181	0	39	31	29	10	13	36
4-Non-Working Adult	1,631	46	1	3	334	434	337	92	99	410
5-Retiree	2,246	17	0	0	106	590	529	124	99	637
6-Driving Age School Child	235	21	0	194	11	11	8	5	12	50
7-Pre-driving Age School Child	1,004	3	0	821	24	27	26	10	68	130
8-Pre-School Child	531	0	0	210	8	4	2	1	5	3

Highlights of the Successful Proposal

- 7500 Households
- Schedule 11/1/2014-7/29/2016
- Total Budget \$2,393,761
- Cost per sample \$320

Questions?