

Travel Survey - Data Application On-Call

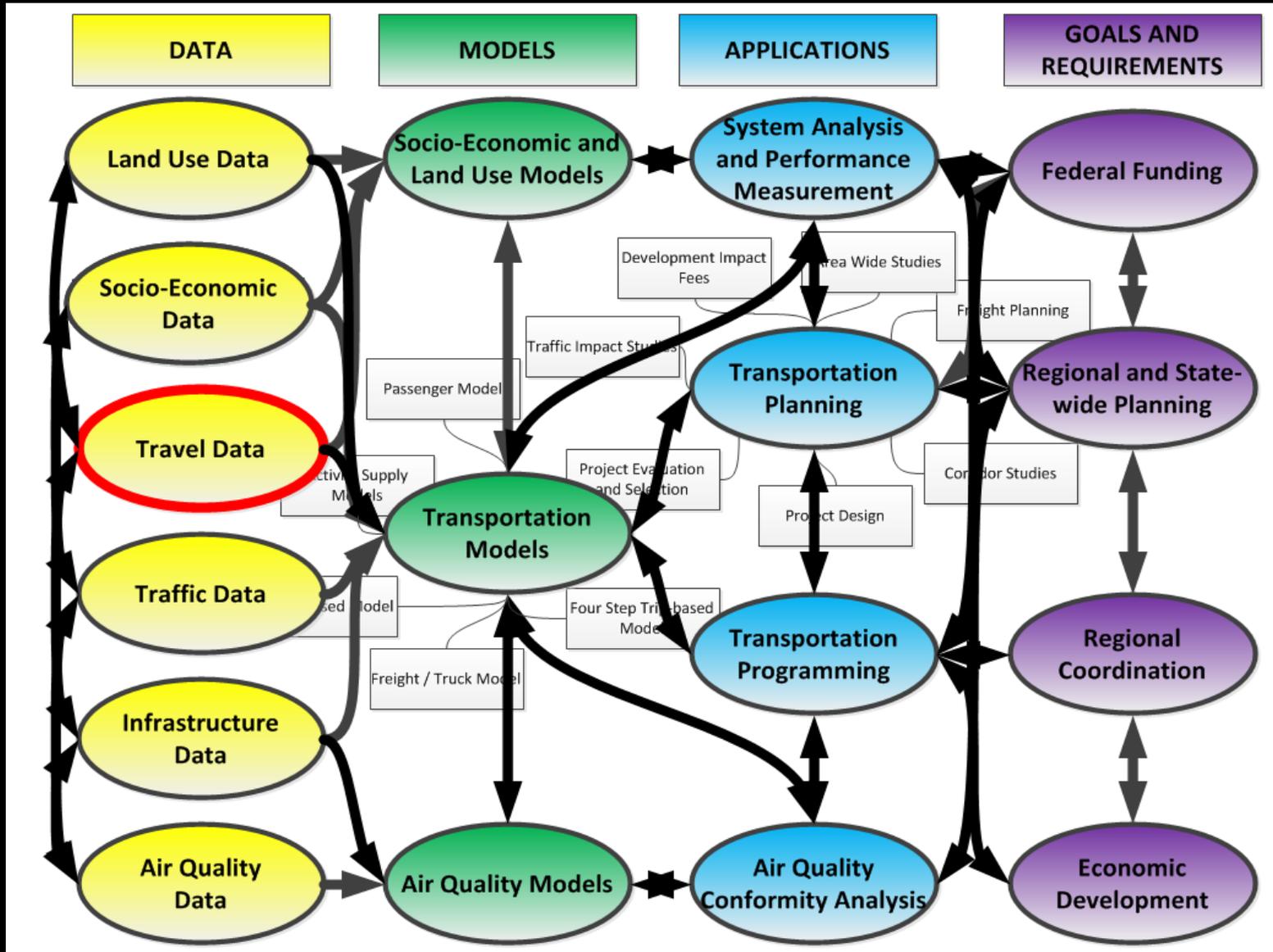
Consultant Selection for the Establishment/Commercial Surveys

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System Analysis Program Manager

- 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?

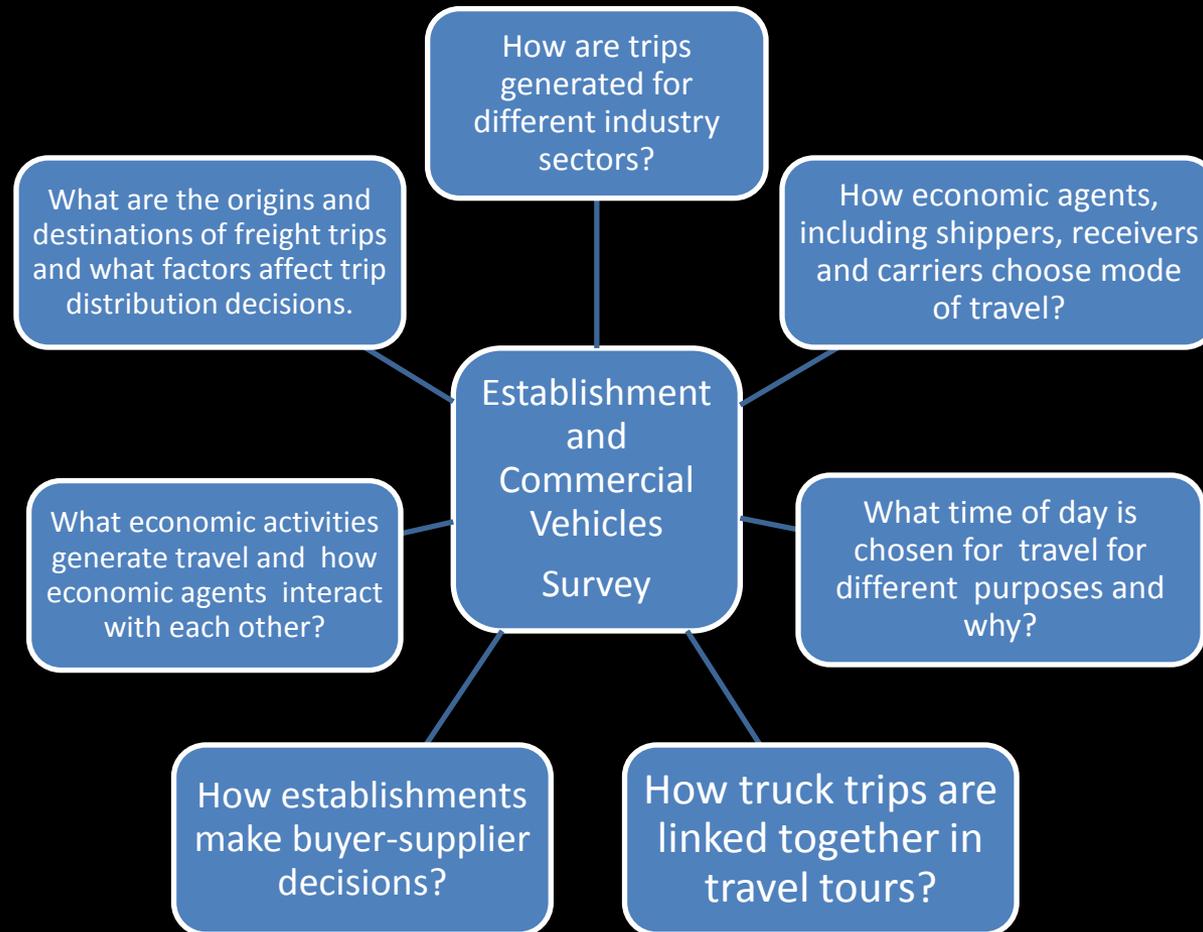
Major COG and MPO tasks will be compromised in the absence of timely travel data.



Why do we need to do it now?

- For timely update of the regional models and to maintain a relevant transportation forecast
- To address new requirements of the next generation of transportation models, including new MAG freight model (being developed with FHWA under the Strategic Highway Research Program 2 Implementation Assistance Program grant) and activity-based model (ABM)
- To synchronize timeline with the regional household survey and facilitate integration of both surveys data within MAG ABM framework
- To update regional freight travel data for freight planning and analysis purposes

What data is being collected and how it will be used? Establishment and Commercial Vehicle Survey Data is a vitally important source for travel demand forecasting model development.

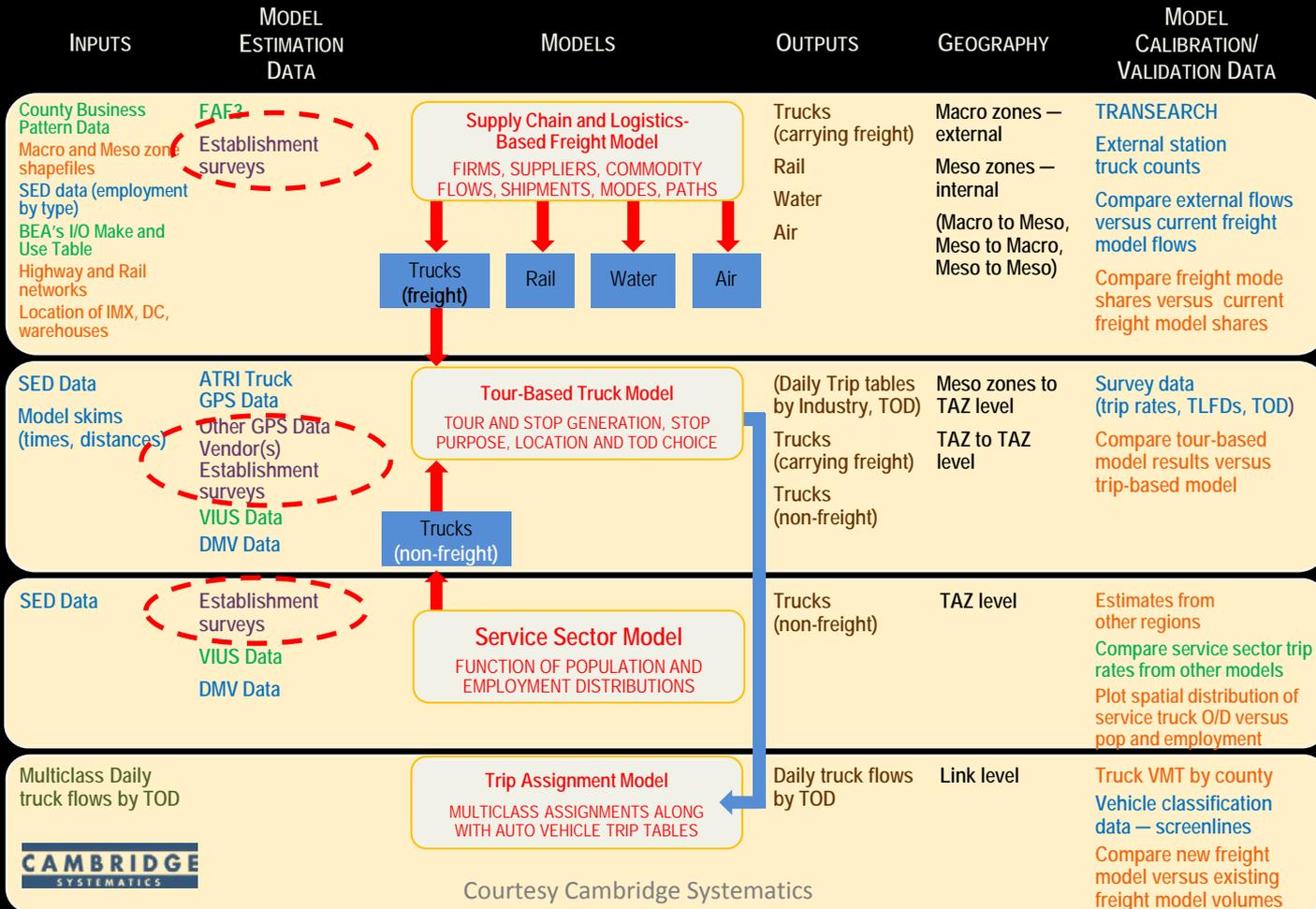


What determines cost of the project?

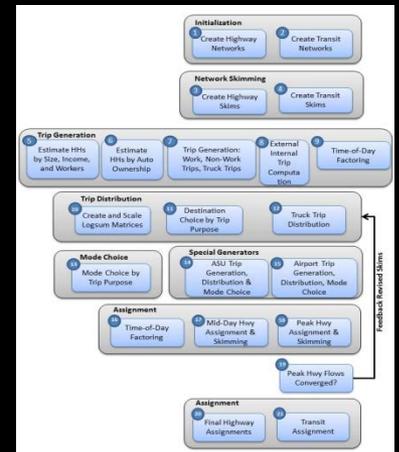
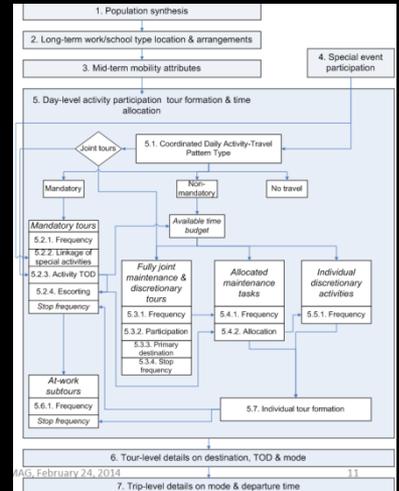
- Sample Size (number of establishments)
- Sample Design
- Survey Methods
- Other

How the sample size is defined?

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



Courtesy Cambridge Systematics



Green Public Data / Borrowed Models
 Blue Available to MPO / Current MPO Models
 Orange To be developed as part of this project

Purple To be collected as part of 2014 On-Call Travel Survey
 Gold Outputs of Supply Chain – Tour based Freight

January 7, 2015



Management Committee

Highlights of the Successful Proposal

- 1,100 Establishments
- 10,000 employees
- Timeline 2015-2016
- Total Budget \$1,499,325
- Methods:
 - Tablet-held intercept
 - On-line
 - Phone-based
 - GPS-device-based

Questions?