

# Travel Survey Methods

TRB Committee ABJ40

**It's not too early to start thinking about  
The TRB Annual Meeting  
January 22-26, 2006**

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**Spotlight Theme.** *Transportation 2025: Getting There from Here.* As part of this theme, it is expected that sessions will be developed that look beyond today's research results to what the transportation could and should look like over the next 20 years. Sessions will also address the updated TRB critical issues, transportation as part of future trends (economic, technology, etc.), accountability and performance, and the Technical Activities Council cross-cutting issues.

**Data Section Initiatives: Metadata**

A workgroup chaired by Johanna Zmud was charged with recommending a plan of action for the Section. Which type of institutional mechanism, under the Section umbrella, should be given authority for dealing with metadata issues? What should be this entity's mission? Their report to the Section provides a brief introduction to the definition and value of metadata, identifies challenges in addressing metadata issues, and presents options, as well as recommendations, for the Section focus on metadata. Section Chair Alan Pisarski accepted the report and appointed Frances Harrison to chair a section subcommittee to move the metadata agenda forward. He further



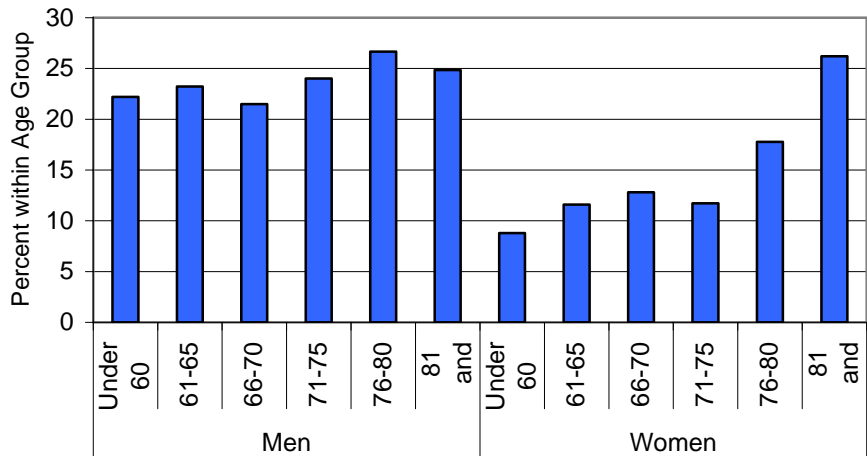
## Focus on Transportation Data

*Did you know?*

### Older Drivers are Driving Older Cars

Analysis of the 2001 NHTS shows that older drivers in the U.S. drive older cars than younger drivers. Insurance companies have indicated that the very young and the very old are statistically the populations more at risk in travel—a greater likelihood of being involved in an accident and a greater likelihood of injuries when accidents occur. The introduction of safety equipment into the U.S. fleet may have a time-delay in helping keep older drivers safe.

Older Drivers Driving Older Cars (pre-1988)



Source: 2001 National Household Travel Survey

*Papers for  
the TRB  
Annual  
Meeting  
are due:*

*August 1,  
2005*

### *Freight Survey Methods* **ABJ90 Freight Data and ABJ40 Travel Survey Methods**

The TRB committees on Travel Survey Methods (ABJ40) and Freight Data (ABJ90) invite papers on the collection of freight data for use in freight planning, modeling freight, and integrating freight into the urban transportation planning process. This call for papers is intended to result in a joint session on freight survey methods and the challenges and opportunities for advancing the practice of collecting, measuring, and understanding freight data and its impact on transportation. The committees welcome papers on topics related to freight surveys including:

- **Survey Methods:** challenges and solutions for collecting accurate data on the types and amounts of freight being transported nationally, regionally, and locally.
- **Non-response Issues:** how survey methods are dealing with non-response and the methods used to adjust freight data to account for any non-response bias.
- **New Technologies:** new methods for collecting data on freight including sampling and data expansion.
- **Innovative Approaches:** how freight surveys are being designed and implemented including methods for sampling and the techniques for collecting the data.
- **Data Needs for Modeling:** how are data needs for modeling being identified and addressed in the survey process and how are the data being integrated and used in the freight models.

Please indicate ABJ40 or ABJ90 on the Submission Review form to indicate a response to this call for papers. Authors who submit papers are requested to send the paper number and title by August 3, 2005 to Benjamin Ritchey (Committee on Freight Data) [ritchey@battelle.org](mailto:ritchey@battelle.org) or Mark McCourt (Committee on Travel Survey Methods) [mmccourt@redhillgroup.com](mailto:mmccourt@redhillgroup.com).

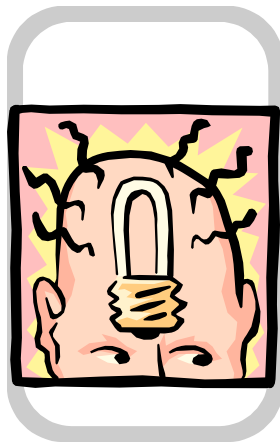
### *PERFORMANCE MEASURES* **ABJ40 TRAVEL SURVEY METHODS AND APO30 PUBLIC TRANSIT MARKETING**

The TRB committee on Travel Survey Methods (ABJ40) in association with the committee on APO30 Public Transit Marketing and Fare Policy invites papers on **the methodology and use of performance measures from the customer perspective. Papers are invited that pertain to performance measurement in both transit and roadway contexts.** This call for papers is intended to result in a joint session that initiates a dialogue about the need to view performance, not from an industry or internal agency perspective, but from the perspective of the customer. The committee welcomes papers on topics related to the above, including:

- **Survey Methods:** survey challenges and solutions for collecting accurate information on performance and importance from the perspective of customers/users. This includes the definition of measurable attributes; such as, reliability, convenience, accessibility, safety, value, etc.; and
- **Qualitative Methods:** qualitative approaches for discovering how survey respondents "think about" or "process" these service attributes.

Please identify ABJ40 when you submit your paper on the TRB web site ([www.trb.org](http://www.trb.org)) to indicate a response to this call for papers. **Also**, send the paper number and title by August 3, 2005, to Mark McCourt (Committee on Travel Survey Methods) [mmccourt@redhillgroup.com](mailto:mmccourt@redhillgroup.com).

## David Pearson, Freight Data Research Subcommittee Chair



Methods for collecting information on commodities, or commodity carriers (trucks, trains, boats, planes), are still in their infancy. Do we measure commodities, and try to estimate the number and type of carriers, such as the volume of trucks? Do we measure truck garage locations directly and try to apply trip generation rates for trucks by size, commodity, sector of the economy served, or other factors? What methods produce sound estimates of tonnage and mileage? How do we measure through traffic, both tonnage and mileage? How do we use the information for alternatives testing, and how do we forecast for long-range planning?

The purpose of the Freight Data subcommittee is to identify issues in freight data that may be addressed through new and on-going areas of research and promote areas of research in freight data needs, methods for the collection, analysis, and dissemination of freight data, and the integration of freight planning into the transportation planning process. Core to this purpose is identifying and promoting specific areas of research in freight that involve methods to collect the data, how the data is analyzed, how freight information is used and interpreted in transportation planning.

### Future Activities

The following activities will be pursued:

1. Establish liaison with other TRB committees that are actively involved in freight and freight data issues
2. Develop and publish a research agenda, research problem statements, and submitting same to NCHRP and TCRP for implementation.
3. Issuing call for papers for the 2006 TRB meeting and co-sponsoring a session at the 2006 TRB.
4. Review of papers for presentation and publication through TRB.
5. Sponsor a specialty conference on freight data issues
6. Synthesizing and disseminating research on freight data
7. Sponsor and/or host an international discussion of freight data issues
8. Interface and work with travel and freight modelers to identify specific data needs for freight modeling and planning.

### Collaborating Committees

It is anticipated this sub-committee will interact with the Travel Survey Methods Committee, Urban Transportation Data and Information Systems Committee, Freight Transportation Data Committee, Innovations in Freight Transportation Modeling Task Force, Trucking Industry Research Task Force, Urban Freight Transportation Committee, and other committees as may be identified later.

*This is number two of five heartfelt descriptions of the challenges in research from each of the research sub-committee chairs.*

To get involved in the research subcommittee on Freight Data Research, contact David Pearson, Chair at:

**David Pearson [david-pearson@tamu.edu]**

**CALL FOR PAPERS**  
**ABJ40 TRAVEL SURVEY METHODS**  
*THE EFFECT OF STOP MAKING*

The TRB committee on Travel Survey Methods (ABJ40) in association with the committee on Traveler Behavior and Values (ADB10) invites papers on **the effect of stop-making on commute activity-patterns, the role of incidental trips in understanding traveler behavior** as well as on **improved survey methods for the capture of incidental trips or stops**. This call for papers is intended to result in a joint session that keeps the dialogue going on the "Starbucks Effect" as cited in an April 2005 *Washington Post* article, *Pursuit of a Grande Latte May Be Stirring Up Gridlock*. "Researchers say the craving for gourmet coffee may add mileage to the morning rush and also complicate efforts to reduce traffic, save fuel, and reduce air pollution." The committee welcomes papers on topics related to the above, including:

- **Survey Methods:** survey challenges and solutions for collecting accurate information on stops and incidental trips; treatment of such incidental trips in the context of model development, especially how the reported trip data and travel diaries are "cleaned-up" to feed into model development.
- **Qualitative Methods:** qualitative approaches for discovering how survey respondents "think about" or "process" these incidental trips when recording or reporting their travel in a travel survey;
- **Activity Scheduling and Planning Behavior related to Incidental Trips:** the process of how people schedule and plan activities, specifically incidental trips, either in advance or spontaneously; explanatory factors that best illuminate behavior relative to incidental trips.
- **Stop-Making and Mode Choice:** Measuring, understanding, and modeling how commute stops affect commute mode choice;
- **Trip-Chaining and VMT:** Empirical analyses of the association between trip-chaining and VMT (i.e., increase or decrease);
- **Incidental Trips and Trip Generation Model Estimation:** Compare and contrast how trip-based, activity-based or tour-based models treat incidental trips.

Papers for the 2006 Annual Meeting must be submitted electronically **no later than August 1, 2005**. Please identify ABJ40 when you submit your paper on the TRB web site ([www.trb.org](http://www.trb.org)) to indicate a response to this call for papers. **Also**, send the paper number and title by August 3, 2005, to Mark McCourt (Committee on Travel Survey Methods) [mmccourt@redhillgroup.com](mailto:mmccourt@redhillgroup.com).

**Committee Roundtable:**

**Tony Richardson**

### Personal Contact Increases Response Rates

The Urban Transport Institute, in conjunction with I-view Pty Ltd, has recently completed household travel surveys in Australia for Queensland Transport and Main Roads in Brisbane, the Gold Coast and the Sunshine Coast. The South-East Queensland Travel Survey (SEQTS) collected one-day travel diary data from about 7000 households in these areas in 2003 and 2004. The survey method was based on a self-completion questionnaire with a stage-based travel diary. However, in order to maximize response rates, personal contact with respondents was increased by means of the personal delivery and collection of the questionnaire packs. A week after their Travel Day, non-responding households were phoned as a reminder for them to return their completed questionnaires. As a result of these various efforts, a response rate for fully completed questionnaires of 60% was obtained in Brisbane and 58% on the Coasts.

More details on the design and conduct of the surveys can be found on the TUTI website ([www.tuti.com.au](http://www.tuti.com.au)) or by contacting Dr. Tony Richardson ([Tony.Richardson@tuti.com.au](mailto:Tony.Richardson@tuti.com.au)).

**Please send a SHORT description of activities and current research to:**  
**Nancy McGuckin, Editor, [N\\_McGuckin@Rocketmail.com](mailto:N_McGuckin@Rocketmail.com)**