

Using National Household Travel Survey Data for Transportation Decision Making: A Workshop

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Workshop Goals

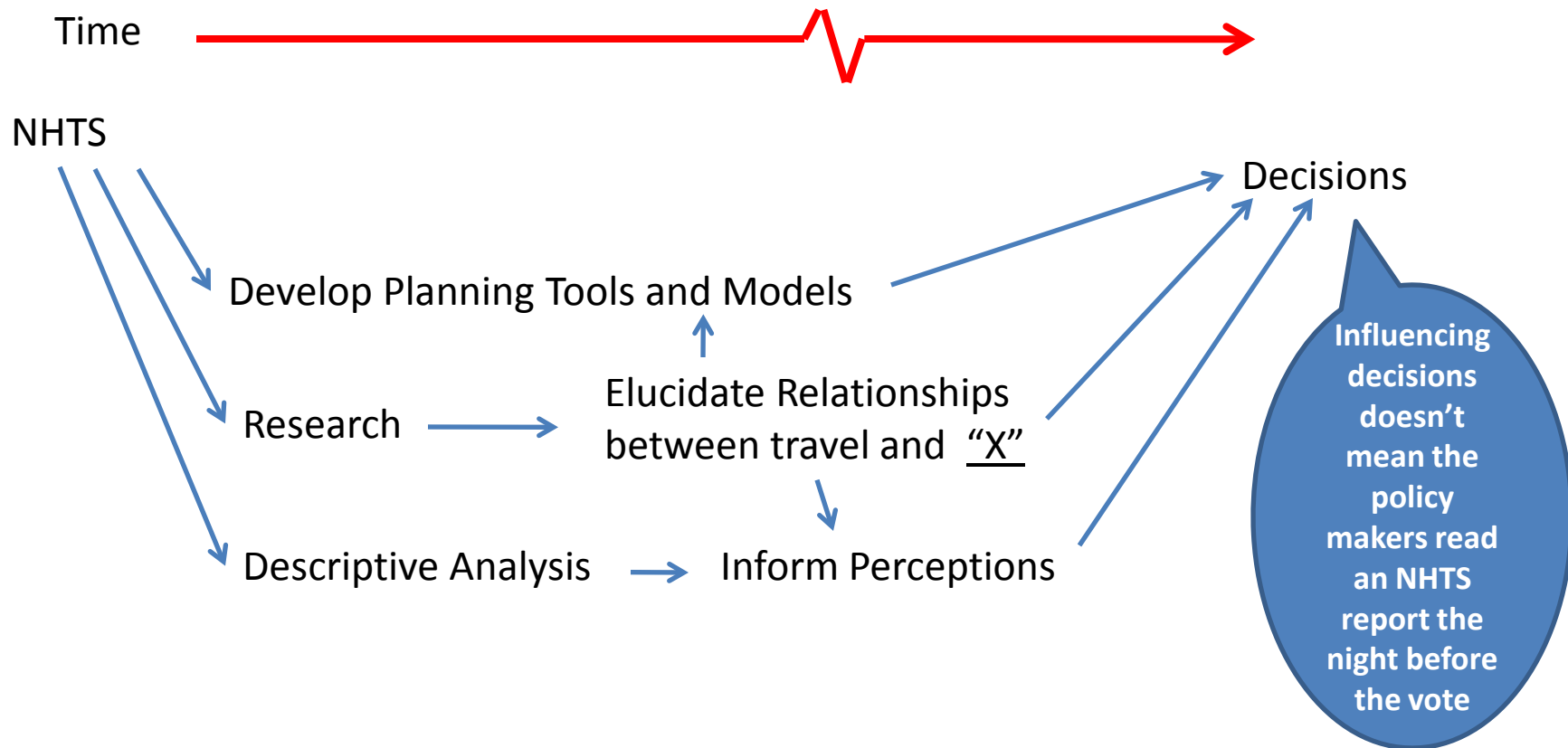
- Enhance knowledge and appreciation of the ways in which NHTS informs policy decisions
- Broaden the constituency for planning future NHTS surveys
- Provide guidance for more directly linking travel data collection analysis and dissemination programs to planning and policy issues.

Ground Rules

- No ground rules other than respect the moderator and speakers.
- Questions, comments and ideas welcome

So What?

How NHTS Impacts Decisions



X = land use, demographics, safety, health, energy use, air quality, etc.

Establishing and Communicating the Value of NHTS

- Appreciating the legacy value in the continuous data series
- Appreciating the contingency value of data to respond to unanticipated issues
- Understanding the importance of regularity/predictability
- Expanding the stakeholder group
- Documenting and communicating the uses

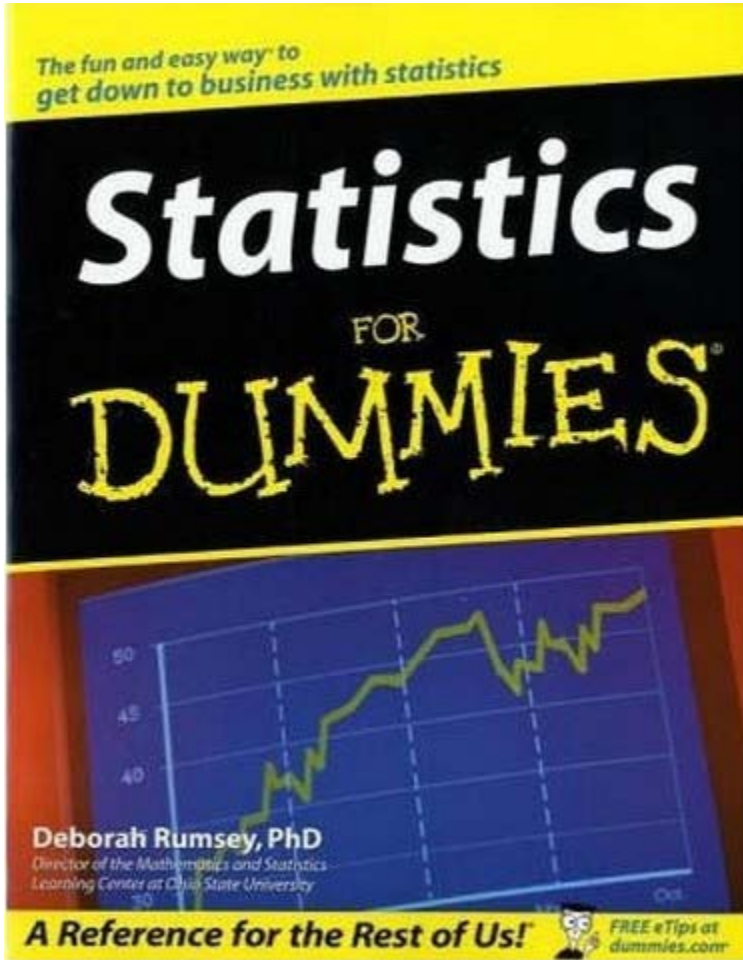
Transportation Decision Making

- Decision types – time frames
- Factors affecting decisions
 - Culture, myth, political philosophy
 - Context , understanding
 - ~~Data~~ → information – interpretation, advice
- How big, how much, what trend, comparison
- Delivery options: Brief!
Simple. Clear. Pictures (that can be understood)



Data and The Policy Process

- Key information issues
 - Access (fast, easy)
 - Interpretation (clear, salient, balanced)
 - Timeliness – decisions won't wait
- Consider the audience
 - Policy makers
 - Staffers – young and mobile
- Granularity to match the consumer – district level
- NHTS gets through indirectly
 - Label the source



The Media as the Messenger



 **the ONION**
America's Finest News Source

[Obama Replaces Costly High-Speed Rail Plan With High-Speed Bus Plan](#)

President Obama's proposed high-speed train system will be replaced with a fleet of buses that will rocket along highways at speeds up to 165 mph.

- Information often gets to DM & public thru media
- Most media outlets hungry for stories, data
- But some have poor taste!
- Researchers, analysts can productively work with media
 - Respond, understand, communicate

But Wait...



- Not everyone is a policy wonk... nor should they be
- Still useful to consider relevance.
- Understand the policy context
 - Your place in the world
- Important to reinforce the connection to ensure the data stream

So What?

Value of the Findings

Shouting the Value

Cautions & Opportunities

- Dynamic behaviors with cross sectional data?
 - Remind the limitations!
- Association vs. causation
 - Don't believe all that you see
- What does it mean for me?
- Who asked for this?
- Value of volunteerism
- How to market it:
 - Announce, communicate it
 - Bank it, label it



NHTS



ALIVE AND WELL AT 40

Topics de Jour, and Plenty of Them

- Trends!
- Devilishly interesting travel details
 - Technologies - Internet
 - Intra-household behaviors
 - Demographics – old, young, beautiful...
 - Electric vehicles
- Non-motorized travel
- Models and modeling
- Energy prices
- Vehicle preferences



Moving forward

- Information desired for future research and modeling
- Innovative methods for NHTS data collection and usability
- Communication and dissemination: value, survey results, research results

Information desired for future research and modeling

- Content areas that will be increasingly important:
 - Demographics (e.g., immigrant country of origin)
 - Built environment (e.g., parking supply and costs)
 - Safety (e.g., inputs for pedestrian vol estimates)
 - Long distance travel; low-emission vehicles, fuel use; internet purchases and freight
- Consistency across time for non-work travel an inviolable part of NHTS; what else?
- What participatory processes should be followed in developing the next NHTS?

Innovative methods for NHTS data collection and usability

- Address challenges in the modern survey environment (e.g., cell phone-only households)
- Consider opportunities in the modern technological environment (e.g., GPS in cell phones; online survey methods)
- Merge with secondary data sources (individual, household, or neighborhood level)
- Enable spatial mashups with NHTS while addressing confidentiality concerns
- Micro-simulation and other forms of data imputation (see, e.g., Census LEHD)
- Seek new opportunities (ATUS combination? Act as clearinghouse for regional travel diary datasets?)

Communication and dissemination: value, survey results, research results

- VALUE: Unique, representative dataset; widespread use; economies of scale; extremely low cost
- SURVEY RESULTS: Enable online graphical display by smaller geographies; provide predigested information, not just data
- RESEARCH RESULTS: Different kinds of research, different kinds of communication; motivate research with a clear research question; answer the question, “so what?”