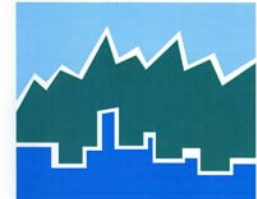


Building the 2009 National Household Travel Survey Program

Heather Contrino
US Department of Transportation
Federal Highway Administration

NHTS



Outline

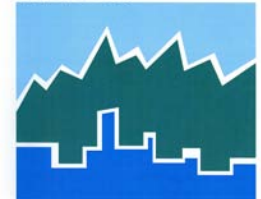
- 2009 NHTS Starting Point
- Program Assets
- Program and Funding Challenges/Barriers
- Program Strategies
- Funding Tools Used
- Lessons Learned



2009 NHTS Starting Point

- \$150K Annual Budget
- 12 months of contract funding (support staff, website and on-line analysis tool)
- Pockets of supporter in DOT – but credibility and relevancy challenges
- Large and diverse user community
- Tradition of NHTS/NPTS in FHWA and Department

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Objective

Fund the NHTS Program for 2009 and institutionalize the study



Program Assets

- Strong, knowledgeable, dedicated team
- Management support (Barna Juhasz)
- 40 year history
- Strong user community with wide range of applications
- Add-On program precedent
- Data Champion – Alan Pisarski

Unsuccessful Strategies

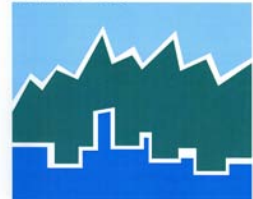
- NHTS Line Item in the Budget
- Dedicated National Data Program in the legislation
- Funding from OST and other modes
- Funding from outside agencies/departments



Ground Rules

- Talk up the survey
- No deals for funding
- Use 2001 Methodology but no long distance
- Maximize flow and content of the survey

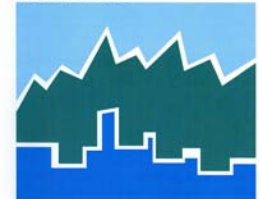
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Program Strategies

- Increase Visibility, Relevance, and Credibility
- Ask for money
- Rally Users
- Leverage Add-On Program

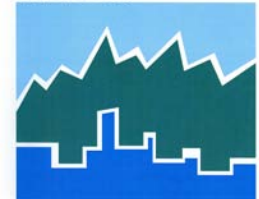
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Visibility, Relevancy and Credibility

- Speak to top policy issues
- Positive “talk”
- Outreach and presentations
- New Products (state profiles, trend data set)
- High level face time
- Source Credit

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Ask for Money

- Ask for Money
 - Traditional and non-traditional sources
- Make easier for States to participate in Add-On Program
 - Waive the match
- Use mechanisms for getting money
 - Pooled fund
 - Interagency agreements
 - Lock Box



Rally Users

Create the Buzz

- Agencies and Modes at DOT
- Organizations that Use NHTS Data
- Agencies outside DOT
- Transportation Research Board activities



Build and Leverage Add-On Program

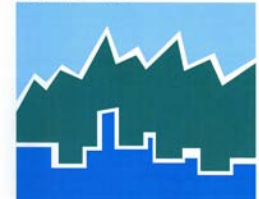
- FHWA Green Light for Add-On Program
- Help States make the argument
- Make it easy to fund
- Provide some customization
- Communicate Add-On Program status and success



Funding Tools

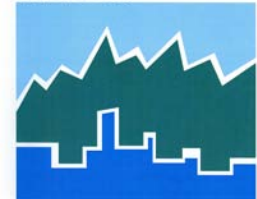
- Pooled Fund Program
- Match Waiver
- Lock Box

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Pooled Fund

- **Tool for different levels of government to collaborate on national and regional projects**
- **Typically one lead agency – Federal does not need to be involved**
- **Formal solicitation, program number, and funds transfer process**
- **Agencies can elect to participate and develop funding plan**



How Pooled Funds Work

- **Rationale** – allows agencies to pool resources for like needs (information/data, case studies, infrastructure, tools, etc.)
- **Costing/fees** – FHWA sets per interview cost, protocols, timeline, and deliverables. NHTS was \$175 per household
- **Matching funds** – Match is waived for NHTS Program --- this is of great benefit to states and local areas
- **Coordination and Communication** – NHTS team provided coordination, contracting, quality assurance, and client service

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Pooled Fund Solicitation

TPF > Browse TPF Studies > Detailed View - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address <http://www.pooledfund.org/projectdetails.asp?id=1118&status=1> Go Links



Transportation Pooled Fund Program

Home About TPF Authorized Users Browse Search Sign Up To Be Notified

TPF Studies >>> Detailed View

Browse by:	Solicitation Number:	1118
Organization	Status:	Solicitation posted
Status	Title:	Add-On to the National Household Travel Survey (NHTS)
Subject	Sponsoring Agency:	Federal Highway Administration
Recently Added	Sponsor Solicitation Contact:	William Zaccagnino (william.zaccagnino@fhwa.dot.gov) Phone: 202-493-3183 Fax: 202-493-3170
	Lead Agency Contact:	Heather Contrino (heather.contrino@fhwa.dot.gov) Phone: 202-366-5060 Fax: 202-366-7742
	Lead Agency:	Federal Highway Administration
	Study Number:	TPF-5(133)
	FHWA Technical Liaison:	Heather Contrino (heather.contrino@fhwa.dot.gov) FHWA Routing Symbol: HPPI-30
	Partners:	AZ, CA, FL, GA, IA, IN, NC, NE, NY, SC, SD, TN, TX, VA, VT, WI
	Date Posted:	7/3/2006 10:14:44 AM
	Solicitation Expires:	7/3/2007 10:14:44 AM
	Commitment Start Year:	2006
	Commitment:	2009

Help

Glossary:

- Status Definitions
- General Definitions
- Organization Roles
- Person Roles
- Full Glossary

General Help:

- FAQs
- FHWA Division Office Contacts
- FHWA Division Office Planning, Environment, Realty & Research Staff
- FHWA Division Office Financial Staff

TPF Sponsors

FHWA

Start 2 Internet Ex... H5 Outline with ... Microsoft Office ... APDU Microsoft Power... 4 Microsoft Off... 3:50 PM

Who Knew? – Lock Box

- Direct “Box” that accepts Checks/Money from any source
- Used for private funding and some State Add-Ons

Lessons Learned

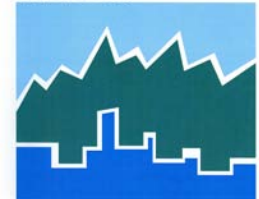
- Add-on program too big
- NHTS Program Team too small
- Users are biggest Asset
- Need a new argument for national data – this one isn't working
- Need a tool/model/indicator



Recommended NHTS Program Goals

- Regular dedicated funding cycle
- Continuous Survey
- Methods research funding
- Larger federal project team
- National Data Home in the Department

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Thank You!
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Heather.Contrino@dot.gov

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