Overview of CVTS

- Multi-agency effort to develop a toolkit of transportation survey questions and data collection methodologies for use by FLMAs
  - BLM, USFS, USFWS, NPS, USACE
  - Other agencies providing input: FLH, Volpe, BTS, USGS

- Use survey data to inform long range transportation planning and to help target transportation improvements

- Quantify users’ transportation-related experiences according to specific performance metrics
Purpose

- Streamline data collection process (OMB approved set of questions/methodologies), making user feedback a more feasible part of transportation planning

- Increase collaboration; promote national, regional, unit level planning

- Reduce duplication of effort and public burden by coordinating the collection and sharing of information

- Create a data management system that allows FLMAs to share the data they are collecting
Key Tasks

- Develop Charter
- Identify Goals, Objectives and Performance Metrics
- Develop Information Collection Plan for OMB Generic Clearance
- Conduct CVTS Supporting Activities
- Design and Administer Alaska LRTP Survey (CVTS pilot)
Overview of Goals and Objectives

Align performance metrics to goals/objectives identified in long range transportation plans, regulations

<table>
<thead>
<tr>
<th>Goal Area</th>
<th>Visitor Experience Objective</th>
</tr>
</thead>
<tbody>
<tr>
<td>System Management</td>
<td>• understand visitor perceptions of the condition/ quality of transportation assets</td>
</tr>
<tr>
<td>Mobility/Access</td>
<td>• understand what forms (and combinations) of transportation visitors use to access Federal Lands;</td>
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<td></td>
<td>• understand what aspects of the transportation experience work well and what aspects need to be improved;</td>
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<td></td>
<td>• understand what visitor priorities and needs are with regard to transportation services;</td>
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<td></td>
<td>• understand different sources of information that visitors are using both pre-and during trip;</td>
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<tr>
<td></td>
<td>• understand the visitor profile to identify which populations are being served versus underserved; to identify transportation needs of current users (e.g., if many elderly users)</td>
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</tbody>
</table>
## Overview of Goals and Objectives (2)

<table>
<thead>
<tr>
<th>Goal Area</th>
<th>Visitor experience objective</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Safety</strong></td>
<td>• to identify transportation-related safety issues/concerns;</td>
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<td></td>
<td>• to identify safety issues/concerns with respect to different transportation activities at the site;</td>
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<td></td>
<td>• to identify incidents (reported and non-reported)</td>
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<tr>
<td><strong>Environment/Natural Resource</strong></td>
<td>• to understand visitor priorities with respect to natural/cultural resources and motivations for use of different transportation services</td>
</tr>
<tr>
<td><strong>Economic Impact</strong></td>
<td>• to support economic activities by providing a properly managed and maintained transportation system</td>
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<tr>
<td></td>
<td>• To generate economic benefits by providing access to destinations for recreation, scenic enjoyment, among other activities.</td>
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</tbody>
</table>
Performance Metric: System Management

- % rating different transportation services, facilities, assets as "very important" or "important"
- % who “strongly agree” or “agree” with different management policies
Performance Metric: Mobility

- % using different transportation modes to and within FLMA sites
- % indicating “x” was a “big problem” (traffic congestion at site/ entrance, lack of convenient parking at overlooks, etc.)
- % utilizing different information sources (pre-trip/ during trip) to learn about travel/ transportation options
Performance Metric: Safety

- % rating different activities, conditions, or transportation modes as “very unsafe” or “somewhat unsafe”
- % who report being involved in a safety-related incident
Performance Metric: Environment

- % who indicate environmental factors are important to their transportation-related decisions

- % who rate different natural resources as "important or "very important" and % “very satisfied” or “satisfied” with different natural resources
Performance Metric: Economic Impact

- Amount visitors spend within “x” amount of miles surrounding unit
Development of the OMB Package for the CVTS Generic Clearance

- 60 Day Federal Register Notice
- Supporting Statements A & B
- Compendium of Questions
- Methodologies
Identifying Measures: Question Sources

- Existing OMB-approved surveys conducted by FLMAs (e.g., NPS Pool of Known Questions, FS National Visitor Use Survey)

- Draft surveys, not approved by OMB

- New questions (e.g., safety; Alaska survey)
Compendium of Questions: Topic Areas

- Respondent characteristics

- Traveler information

- Trip behaviors and conditions
  - trip purpose; trip duration & accommodations; activities; destinations & routes; transportation modes/services; parking and traffic conditions

- Assessment of visitor experience
  - evaluation of travel experiences and transportation related facilities/services/conditions; opinions about system management; visitor preferences; safety; resource protection

- Economic impact and visitor spending/costs
Methodologies

- Onsite and in-person intercept surveys
- Mail surveys
- Telephone surveys
- Web-based and social media based surveys
- Focus groups
- Interviews
- Comment cards
Next Steps

- Revise generic clearance package, as per OMB feedback
- Develop Best Practices Guidance document
- Develop Data Management platform/protocols
- Plan for Alaska survey (summer 2015?)
Thank you!

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