



July 7, 2010

To: Citizen Advisory Committee  
From: Susan Payne  
Subject: Item 7: Household Travel Survey Findings

**Action Recommended:** None. Information and discussion only.

### **Issue Statement**

The Central Lane MPO, along with other MPOs, maintains and operates a regional travel model in order to assess the long term impacts of the interaction of land use patterns, travel infrastructure and traveler behavior. One of the most important components used in the development of the current model was a data base describing the travel behavior of persons within households in the MPO and surrounding area. Since this data base was constructed from a survey conducted throughout Oregon circa 1996, it was deemed at least prudent, if not urgent, to re-survey households and reassess their travel behavior in 2010. This is particularly important in light of the many challenges that are now confronting planners and policy makers in the areas of transportation, public health and climate change.

### **Background**



The Oregon Travel and Activity Survey (OTAS) project is an integrated collaborative multi-agency effort by the Oregon MPOs, Southwest Washington Regional Transportation Council (Clark Co.), and the Oregon Department of Transportation (ODOT).

ODOT is the project manager, and NUSTATS (Austin, Texas) is the contractor for the survey portion of the project.

The project aims to collect data that will be used for travel model development and for analysis at both statewide and regional levels. In particular, the survey was designed to collect data suitable for estimating the new generation of tour and activity-based travel models. With data collection spanning the State of Oregon and SW Washington, travel models will be able to analyze long distance travel behavior in addition to local travel patterns. For example, data collection in ODOT Region 2, the Salem-Keizer MPO and the Corvallis MPO will provide information on long distance commuting into Eugene-Springfield.

The project began with planning for the survey in 2007; data collection will be complete by 2012 when a total of 17,550 households will have been surveyed across Oregon and Clark County, Washington. Total direct costs for the data survey, quality assessment and data base preparation will exceed \$2 million.

Each participating agency has contributed funds to the project. In 2007, MPC approved the programming of \$225,000 of STP-U funds to support the data collection within the MPO area. Non-federal match was \$26,000 and was provided by ODOT. ODOT also funded the transit-enhancement portion of the survey. Total direct costs in the Central Lane MPO area totaled \$280,000. Staff time within the MPO is funded under the Unified Planning Work Program.

Central Lane MPO was the first Oregon MPO to field the survey. In addition to the core questions (common throughout OTAS), we also added some extra questions to try to better understand transit usage. Data collection in our area occurred in fall 2009, and is now complete. Our data report is being finalized. Analysis can proceed for the most part, except where sample sizes are too small to be statistically significant. In those cases, analysis will have to wait until the sufficient statewide data are collected. We collected socio-economic and demographic data and travel behavior from 1750 households with 3,910 persons.

Attachment 1 shows the location of the households participating in the survey. Attachment 2 is the travel diary that tracked each person's travel for a full day.

### **Discussion:**

MPO staff will work with others at ODOT and particularly with members of the Oregon Model Steering Committee to develop analysis techniques that result in statistically valid conclusions. These results will feed into the update of the travel modeling tools available to the MPO.

A draft copy of the data report will be available shortly and will be posted to the MPO's web site.

At the July meeting of CAC, MPO staff will give an overview of the project and present some initial results.

### **Attachment**

1. Map of households participating in the Central Lane MPO Travel and Activity Survey
2. Travel Diary

