

## **2006 Puget Sound Household Travel Survey**

### **Project Overview**

PSRC is conducting a household travel survey this spring to further develop a regional database of households and their travel behavior. The survey builds on the 1999 Household Travel Survey, which collected daily activity and travel information in the form of a two-day activity diary. The survey was designed to obtain data needed for recalibration of the existing trip generation, trip distribution, mode choice, and assignment models.

Given the unique opportunity that a large-scale household survey presents for collecting travel data, PSRC is partnering together with WSDOT's Office of Transit Mobility (OTM) on the project. OTM is contributing \$400,000 to ensure sufficient samples of both transit and non-transit users can be obtained. PSRC has budgeted a total of \$1,000,000 for conducting the survey and analysis.

The survey will be designed to accomplish the goals of both the PSRC and OTM. Both agencies are seeking better knowledge of transit users and systems today, and how users make choices among options available. Such knowledge would better inform OTM about how to meet their agency goals of: 1) facilitating the connection and coordination of transit services and planning, and 2) maximizing opportunities to use public transportation to improve efficiency of transportation corridors. By assembling such a database, PSRC would be in a position to support long-range regional system integration planning and to include such planning in future updates to Destination 2030. The agency also would have the database necessary to advance integration between the land use and travel demand models, such as the ability to forecast how land use plans and policies affect travel. Comparison to the 1999 Household Travel Survey will be a component of analysis, allowing an examination of how travel and opinions have changed in the region over time.

The primary aim of the Household Travel Survey is to collect behavioral data from households to determine why they make the decisions they do regarding transportation options, or "choice" data, as opposed to opinion surveys that measure responses to "what if" questions. This can be accomplished by the use of a traditional activity diary (similar to the one used in the previous survey), along with such additional methods as attitude questionnaires, a stated preference survey, interviews, and the use of global positioning systems (GPS) to collect path information, trip duration, trip departure and arrival times. The 2006 Household Travel Survey was undertaken to obtain information on region wide household activities and the travel these activities generate. PSRC will use the data to update, develop, and calibrate statewide and urban travel demand models. The primary use of the models is to estimate future travel demand and travel patterns. Other uses include air quality conformity, alternatives analysis, and detour analysis.

Beginning in March 2006, basic demographics, activities, and tour and travel characteristics were collected for every member (including children) of 4,746 households during a consecutive 48-hour travel period. Vehicle GPS data were collected from a subsample of 220 of these households, with completed activity/travel diaries also collected for each household member. (Up to three-vehicles per household were equipped with GPS units).

Finally, a follow-up attitude perception and stated preference (SP) survey was conducted with a subsample of 916 respondents whose revealed trips fit criteria of interest for possible public transit and highway toll alternatives. A customized preference/choice survey instrument was generated using actual origin-destination data taken from trips reported in the household activity survey.

For more information, contact:

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