

Travel Behavior Inventory Program Update

October 17, 2018

Transportation Advisory Board



The Travel Behavior Inventory and regional model program is a ten-year program consisting of

- a biennial household travel survey,

- a once-in-five years transit on board survey, and

- other direct and 3rd party travel behavior data collection

to support the currency and validity of the regional travel demand forecast model, which supports roadway and transit projects across the region.

First six years:

- TAB: Awarded \$2,700,000 in federal funds programmed for 2018
- MnDOT: Committed \$850,000 in federal funds in 2019 and \$850,000 in 2021
- Metropolitan Council: Committed \$3,200,000 in local match and additional federal and local funds.

* Note- funding year is ahead of project-year (next two slides)

First six years:

Element	Status	Cost Estimate
2018/19 Household travel survey	Under contract	\$2,021,000
2020/21 Household travel survey	Under contract	\$852,000
2022/23 Household travel survey	Under contract	\$852,000
2019 Model update	Planning	\$275,000
2019 3 rd party data purchase	Planning	\$215,000
2021 Transit on-board survey	Planning	\$1,612,000
2022 Model overhaul	Planning	\$1,150,000
2020, 2022 special generator studies	Planning	\$280,000

Years 7/8

- In program:
 - 2024-2025 Household travel survey (\$1000K)
 - 2024 Third party data purchase (\$250K)
 - 2025 Special generator surveys (\$200K)
 - 2025 Model update (\$300K)
- Reviewed by Regional Travel Demand Forecasting Committee
- Cost estimate- \$1,750,000
- Three-way equal split- (rounded)
 - \$585,000 (TAB/Regional Solicitation)
 - \$585,000 (MnDOT)
 - \$585,000 (Council)

Household Survey Status

- Under contract: January 2018
- Pilot test: May 2018
- Data Collection: October 1, 2018 – September 30, 2019



TRAVEL
BEHAVIOR
INVENTORY



Household Travel Survey- Data Collected

Household

- People
- Workers
- Students
- Vehicles
- Income
- Residence Information

Vehicle

- Characteristics
- Fuel
- Parking/Toll

Person

- Demographic Characteristics
- Work data
- School data
- Typical travel behavior
- Interest in AV

Employment

Trip

- Mode
- Purpose
- Time / Date
- Travel party
- Payment



Household Travel Survey- Data Collected

	Estimated 2018/2019 Data Collection
Households	7,500
Persons	15,400
Travel Days	107,800
Trips	485,100
Data Points	485,510,000



TBI Data Collection



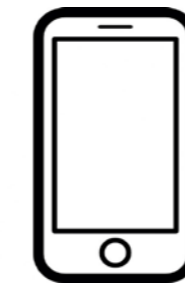
Mailed Invitation Materials

- Address-based sample
- Invitation Letter
- Two reminder postcards



ONLINE OR PHONE (rSURVEY)

- **1 Day** of trip data collected
- Approximately **25% of HHs** will participate using this method



SMARTPHONE (rMOVE)

- **7 Days** of trip data collected
- Approximately **75% of HHs** will participate using this method

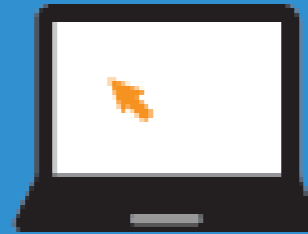


TRAVEL BEHAVIOR INVENTORY

METROPOLITAN COUNCIL
390 ROBERT ST. NORTH | ST. PAUL, MN 55101-1805

PARTICIPATE THIS WEEK!

TO BEGIN:



Go online:
MSPtravelstudy.org

OR



Call toll free:
1-888-476-6157

YOUR PASSWORD IS: MPS123

Complete a survey about how you travel and receive a gift card as thanks for your time.

Visit MSPtravelstudy.org for more information about the study.

Your participation helps transportation planning in your community!





Outreach

General Population Outreach

- Social media
- Council website
- Press release / earned media
- Newsletters / emails

Targeted Outreach

- Targeted social media
- Targeted paid media
- Partner with community organizations
- Community ambassadors

Translated materials

- Spanish
- Hmong
- Somali
- Oromo
- Karen

Household survey- Next Steps

- Data Collection- through September 2019
- Data cleaning/processing- Through 2019
- Preliminary findings, sharing of data- early 2020



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