



Edmonton Household Travel Survey Pilot *Outcomes and Lessons Learned*

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Agenda

- Background
- 2014 “Learning” Pilot outcomes
- 2015 Edmonton Household Travel Survey

Project Team

- Project Manager
- Project Team
- Working Group
 - City stakeholders
 - Alberta Transportation
 - Capital Region Board
- Consultant team:
 - Texas Transportation Institute
 - Advanis



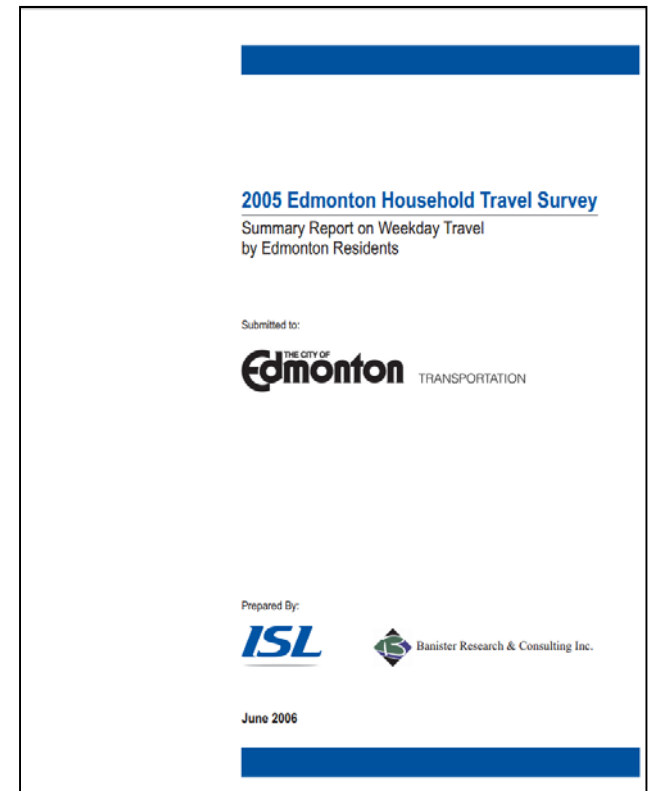


Why a Household Travel Survey

- Largest, comprehensive source of personal travel data for Edmonton region
- Basis for travel forecasting and transportation planning in Edmonton
- Edmonton Region Travel Model used by decision-makers, administration, developers
- Household, individual socio-economic factors & travel data

2005 Edmonton Household Travel Survey

- 24-hour, activity-based survey
- 6,620 households sampled
- 1.7% sampling rate
- Sept-Dec collection period
- Informed:
 - City's Transportation Master Plan – *The Way We Move*
 - LRT planning and expansion
 - Prioritization and design new road infrastructure in City and Region





2014 Learning Pilot Purpose

1. Understand changes over 10 years
2. Build in-house knowledge
3. Evaluate effort and resources needed

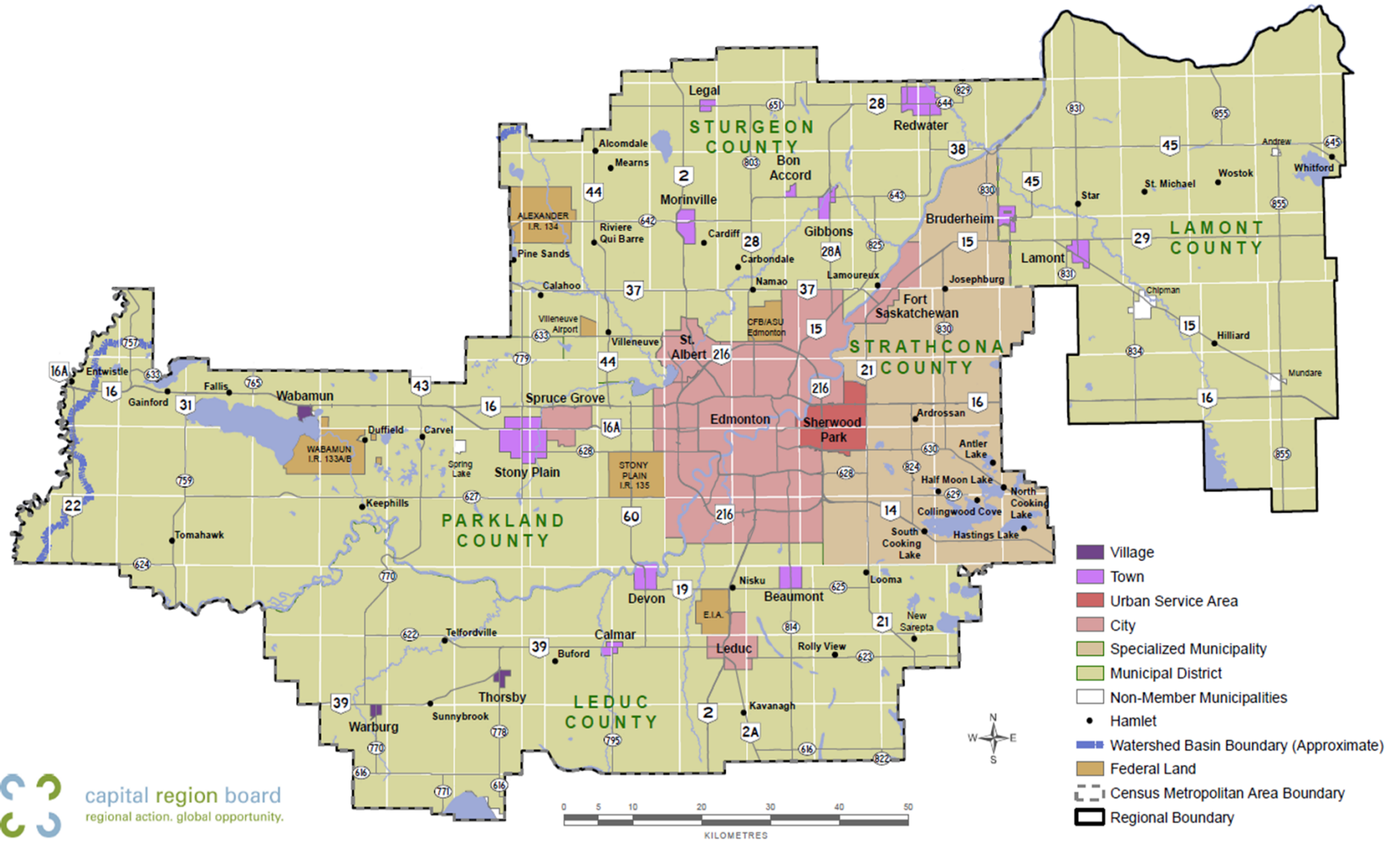
Pilot Study Area

- City and surrounding region 420,000 households
- 1.2 million people
- Large university campus
- Major employment sectors: health, education, public service, construction and manufacturing





CAPITAL REGION GEOGRAPHY



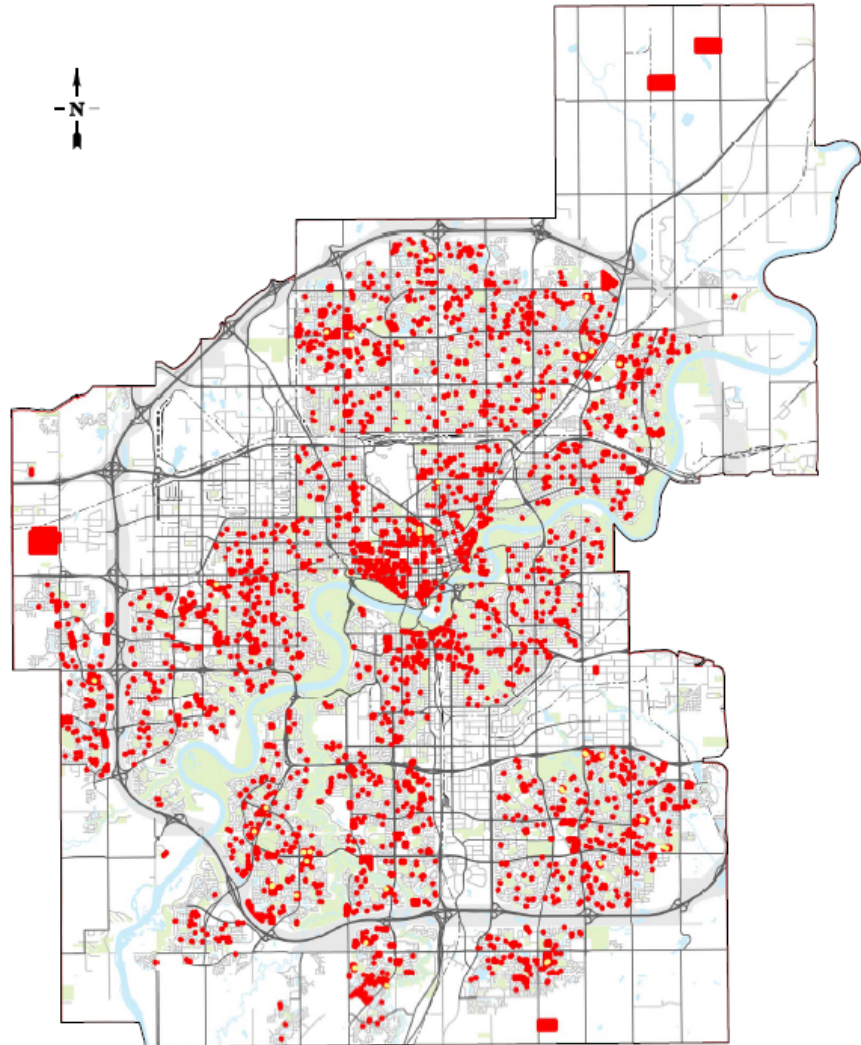


Pilot Design Phase

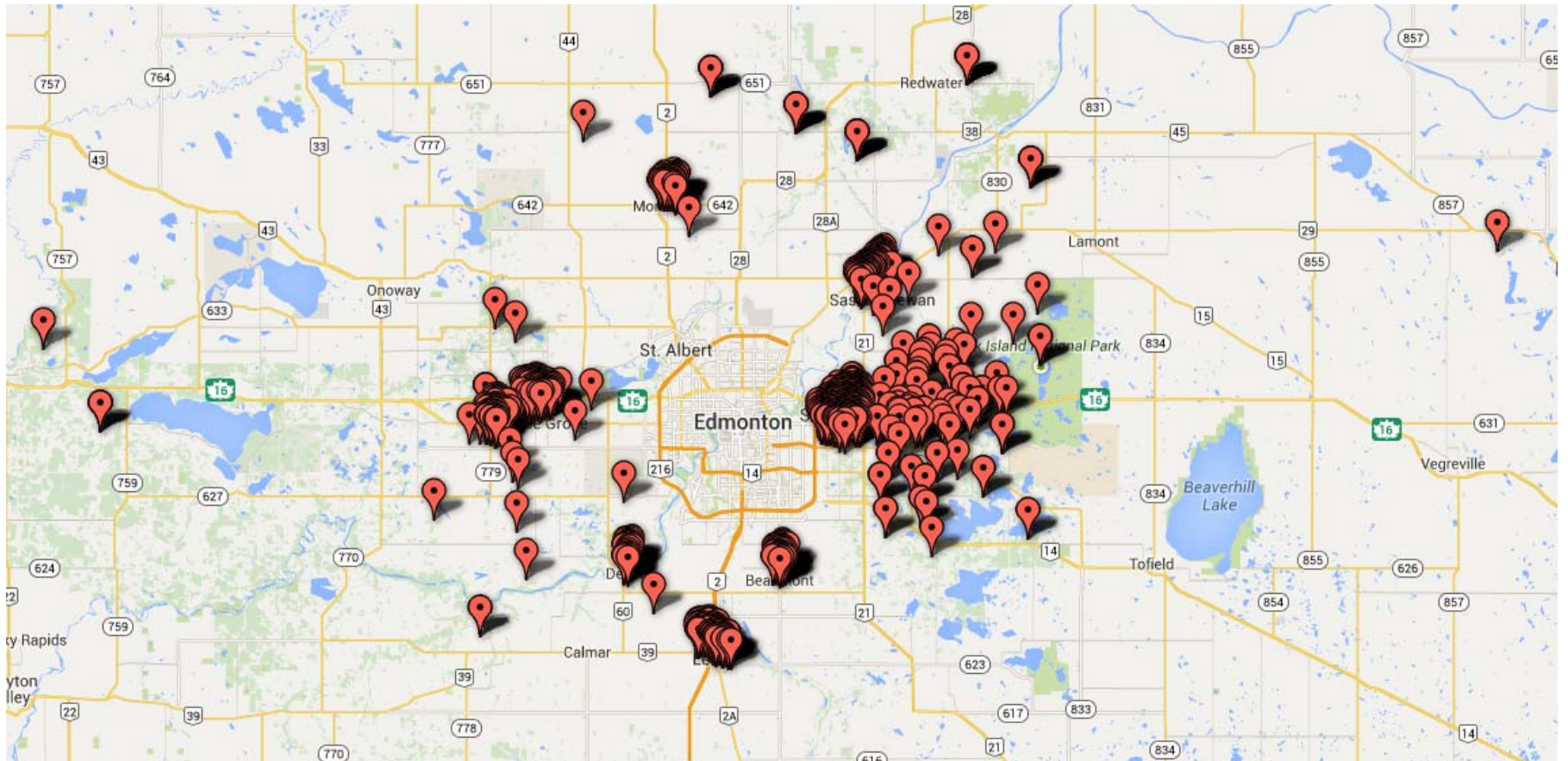
- 2005 Survey used as Base
- Updated data elements, survey questions
- Identified Sample
 - City, region, Insight community, City staff
- Survey design
- Online survey and CATI script programming

City Sample

- Random address selection using 2014 Municipal Census records
- 2800 selected



Regional Sample



Recruitment

- City/Region random address selection
- Edmonton Insight Community
- City staff
- Total 6,035 households invited



What is the Edmonton Household Travel Survey?

The Edmonton Household Travel Survey is being conducted by the City of Edmonton, in cooperation with Alberta Transportation and the Capital Region Board, to understand the transportation needs of the growing Edmonton and region population. The survey will collect information from participating households in Edmonton and the region about:

- Where people go
- Why they go
- When they go
- How they get where they need to go.

How can I participate in the survey?

1. Receive an invitation to participate in the mail or by email.
2. Register to participate in the survey.
3. Receive your "Travel and Activity Diary" package in the mail.
4. Record all travel and activities for 24 hours during your assigned survey day.
5. Submit your "Travel and Activity Diary" via web, phone or by mail.

Get started online or by phone
www.edmonton.ca/TravelSurvey
 (780) 229-1877
 Weekdays 9:00 am-5:00 pm
 Saturday 10:00 am-3:00 pm

Transportation Planning for our Growing Region



EDMONTON
HOUSEHOLD TRAVEL SURVEY

Provide insight into travel patterns that will shape our future

We need your participation in the Edmonton Household Travel Survey to provide the information needed for transportation planning in the City of Edmonton and the region.

the city of **Edmonton**
 Alberta Government
 capital region board



Your input is essential

How will results be used?

The City of Edmonton, in cooperation with Alberta Transportation and the Capital Region Board, is conducting a household travel survey to understand the travel patterns of households throughout Edmonton and the region. The information you provide to us is very important and will support and inform transportation planning in the Edmonton region.

Data collected from the last household travel survey conducted in 2000 helped in the development of the City of Edmonton's Transportation Master Plan, planning for LRT expansion, and prioritizing and designing new road infrastructure throughout the region, including Anthony Henday Drive.

Why should I participate?

As citizens of the City of Edmonton and the surrounding region we rely on the transportation system in one way or another. Many of us use the transportation system everyday by walking, cycling, using transit or driving to the places we need to go. To plan an effective and efficient transportation system we require up-to-date information, including people's travel patterns.


How will my personal information be protected?

Personal information will be collected under the Freedom of Information and Protection of Privacy Act of Alberta. All information obtained from the Edmonton Household Travel Survey will be kept completely confidential. Advantis, a local professional research firm, has been contracted to collect the information for the survey.

For more information visit www.edmonton.ca/TravelSurvey call (780) 496-5685

Recruitment

- Online and phone self-recruitment
- Insight Community and City Staff online only



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HOUSEHOLD TRAVEL SURVEY

November 21, 2014

Resident of:
[Bldg][Sfx]-[StName] [SType] [Quad], [StE]
[City], [Prov]
[PC]

Ref No. 164081134 TP

Dear Sir/Madam:

Get started online or by phone
www.edmonton.ca/TravelSurvey
(780) 229-1877
Weekdays 9:00 am - 9:00 pm
Saturday 10:00 am - 5:00 pm

ID: [hhid]
Password: [hhpass]

Your household has been selected to participate in the Edmonton Household Travel Survey.

The City of Edmonton, in cooperation with Alberta Transportation and the Capital Region Board, is conducting a household travel survey to understand the travel patterns of households throughout Edmonton and the region. The information you provide to us is very important and will support and inform transportation planning in the Edmonton region.

Participation in the survey involves completing a diary of activities, including travel, by all members of your household for one day during the week of December 3 to 9. The information will then be retrieved from you in one of three ways of your choosing: online, by phone or by mail.

Advansa, a local professional research firm, has been contracted to collect the information for the survey. All information will be held strictly confidential and used only in combination with information provided from other participating households.

Please register your household for the survey online or by phone by December 2. If you have any further questions about this survey, please visit our website, email TravelSurvey@edmonton.ca or call (780) 496-5685 to reach the survey project manager.

Thank you - your input is essential.

Sincerely,

EDMONTON
HOUSEHOLD TRAVEL SURVEY

Edmonton Household Travel Survey collects the information from participating Edmonton and region households on their travel and activities for a period.

In this survey, the City of Edmonton, in cooperation with the Capital Board and Alberta Transportation, aims to better understand the transportation choices of citizens living in Edmonton and the surrounding region.

Your time is valuable and we appreciate you taking the time to complete the survey.

Things to note:

- Please have your Form A and Travel and Activity diaries for all members of your household with you as you complete the survey. These will help you as you enter the information into the online form.
- Refer to your Edmonton Household Travel Survey Guide Book for guidance in answering the questions.
- You can complete this survey on a computer, most tablets, and many mobile phones.
- If you stop the survey, you can restart where you left off by using the ID and password assigned to you.
- This survey may take longer than 30 minutes to complete depending on your household size and amount of activity on your travel day. Your patience is greatly appreciated.

Please enter the ID and password that were provided to you in your diary package.

ID:

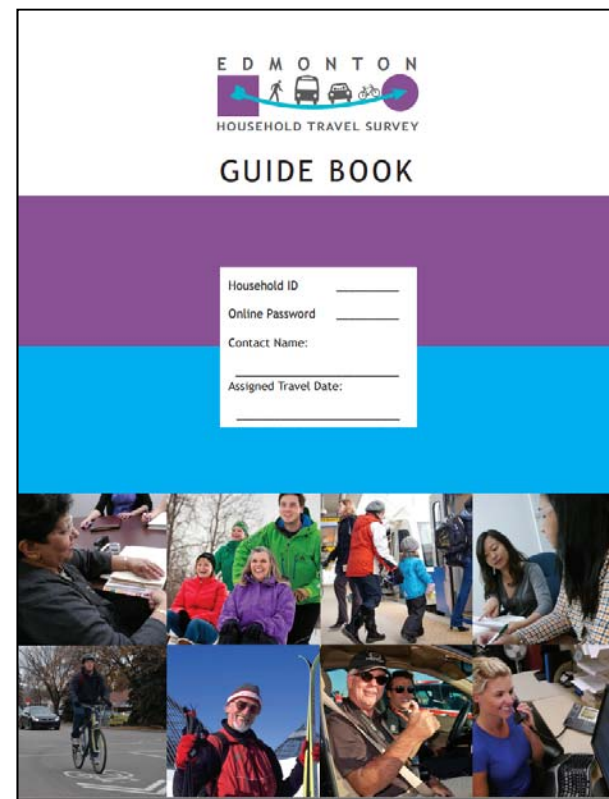
Password:

Advansa, a local professional research firm, has been contracted to collect the information for the survey. All information will be held strictly confidential and used only in combination with information provided from other participating households.

[Privacy Statement](#) [Help](#)

Data Retrieval

- Household instruction guide and individual diaries
- Household information
- Personal & Work/School Location
- Travel and Activity Diary
- Multimodal data retrieval (mail, phone and web)





Pilot Findings

Response Rates

	City (n=2800)		Region (n=1175)		Total (n=3975)	
Recruited	115	4.1%	88	7.5%	203	5.1%
Retrieved	71	62%	51	58%	122	60%

- An additional 2,000 Insight Community members and 120 Transportation Planning staff were also invited to participate .
- In total, nearly 6,000 households were invited.

Mode of Retrieval



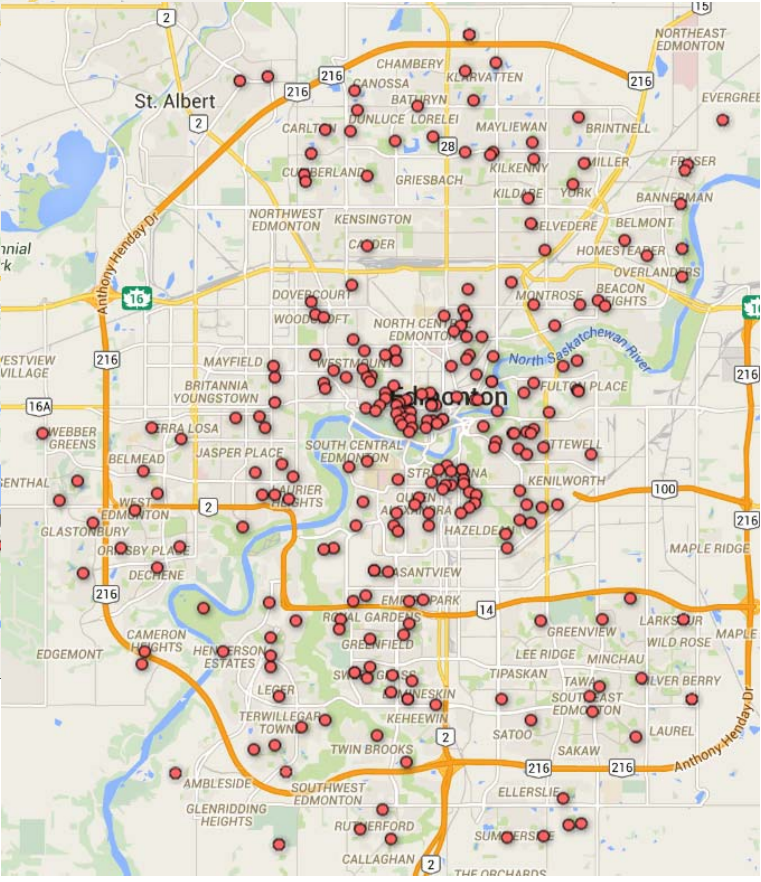
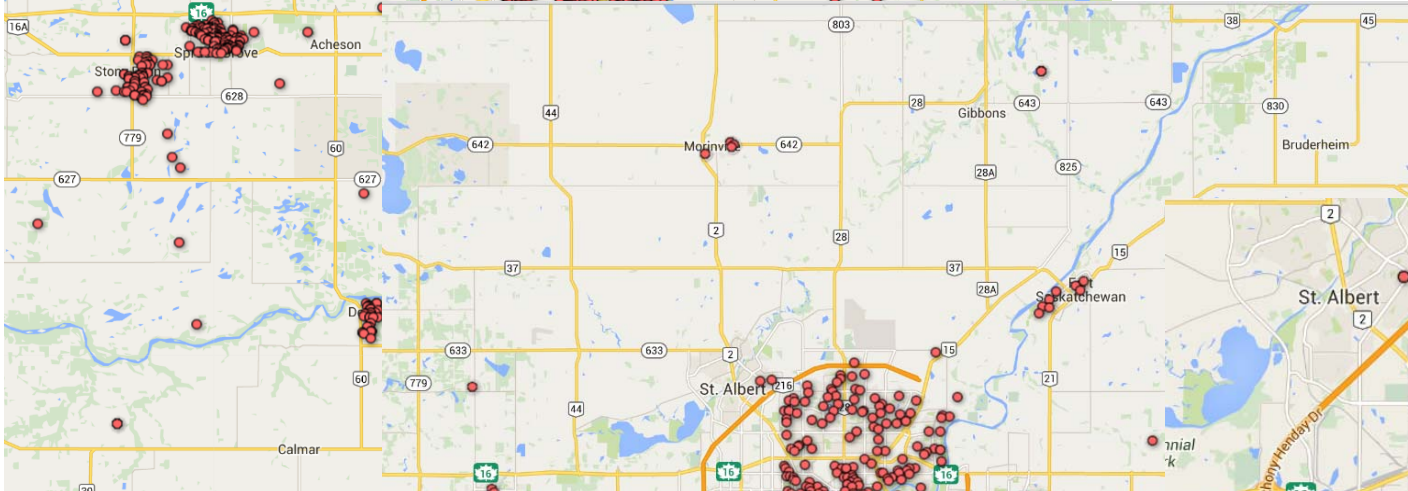
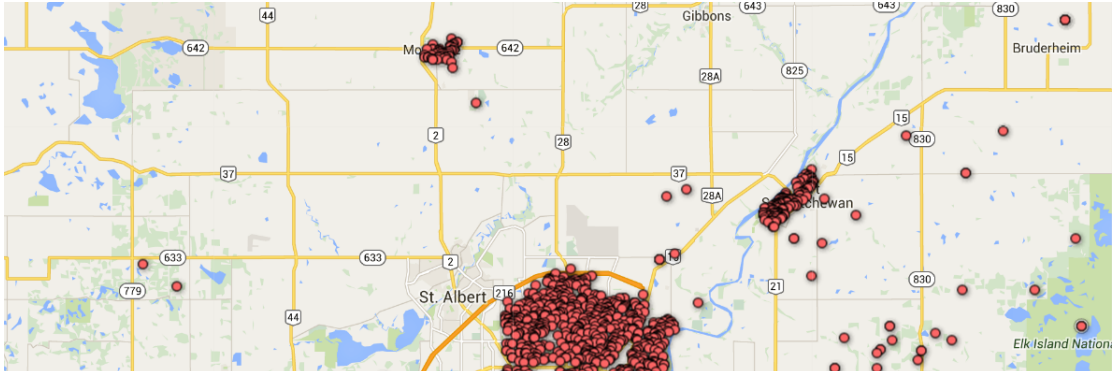
Of those households that fully completed and submitted their survey:

	City	Region
Online	58%	45%
Mail	31%	43%
Phone	11%	12%

Retrieved vs. Usable

	City & Region	Edmonton Insight Community and Staff	Total
Retrieved	164	321	485
Usable	122	257	379
% loss	26%	20%	22%

- All of the survey loss occurred from the mailback mode
- Of the 247 received by mail, 106 were not usable (43%)



Demographics

Age Group	Survey % Males	Census % Males	Diff. Males	Survey % Female	Census % Female	Diff. Female	Survey %	Census %	Total Diff.
0 - 9	9.7%	12.2%	-2.5%	6.8%	11.6%	-4.8%	8.2%	11.9%	-3.7%
10 - 14	3.4%	5.9%	-2.5%	3.5%	5.5%	-2.0%	3.5%	5.7%	-2.2%
15 - 19	2.9%	6.5%	-3.6%	4.7%	6.3%	-1.6%	3.8%	6.4%	-2.5%
20 - 24	6.1%	7.9%	-1.8%	4.0%	7.6%	-3.6%	5.0%	7.7%	-2.8%
25 - 34	17.1%	16.3%	0.8%	20.4%	15.6%	4.8%	18.9%	16.0%	2.9%
35 - 44	16.3%	14.1%	2.2%	13.8%	13.9%	0.0%	15.0%	14.0%	1.0%
45 - 54	12.9%	15.3%	-2.4%	17.1%	15.2%	1.9%	15.1%	15.3%	-0.1%
55 - 64	19.5%	11.6%	7.9%	17.4%	11.6%	5.8%	18.4%	11.6%	6.8%
65 - 74	9.2%	5.9%	3.3%	10.1%	6.4%	3.7%	9.7%	6.1%	3.5%
75 - 84	2.1%	3.3%	-1.2%	2.1%	4.3%	-2.2%	2.1%	3.8%	-1.7%
85+	0.8%	1.0%	-0.2%	0.0%	2.0%	-2.0%	0.4%	1.5%	-1.1%

Dwelling Type

Housing Structure Type	Survey Count	Survey %	Census %	Difference
Single Detached	90	75.0%	59.2%	15.8%
Semi-Detached/Row/Duplex	8	6.7%	14.4%	-7.7%
Apartment	22	18.3%	24.7%	-6.3%
Other	10	8.3%	1.7%	6.6%
Total	120	100.0%	100.0%	



Comparison to Census Results

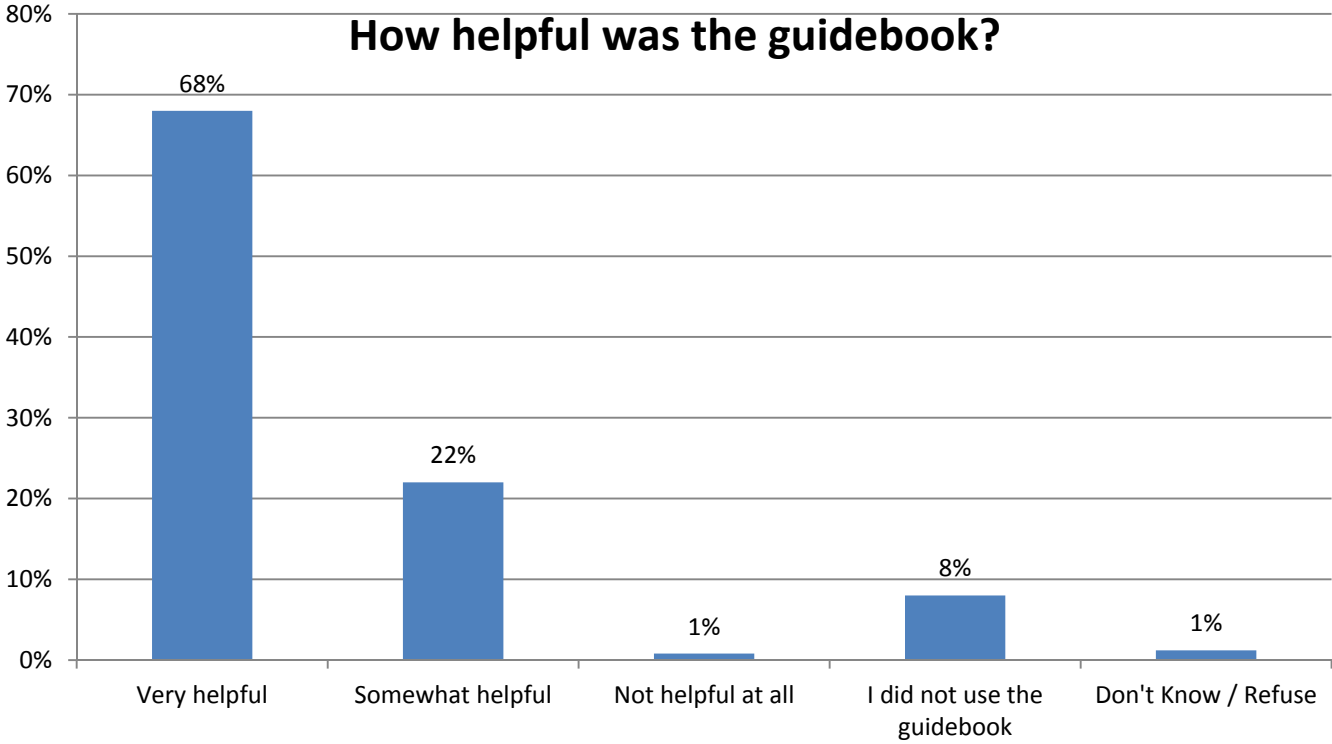
- Slight oversampling on seniors
- Good alignment with Journey to Work 2014 census results
- Over-sampling on single family dwelling type
- Under-sampling on multi-family dwellings



Respondent feedback

- 94% were adequately aware of what participating meant
- 81% were motivated by invitation materials
- 72% were motivated by their interest in local/regional transportation/issues

Respondent feedback



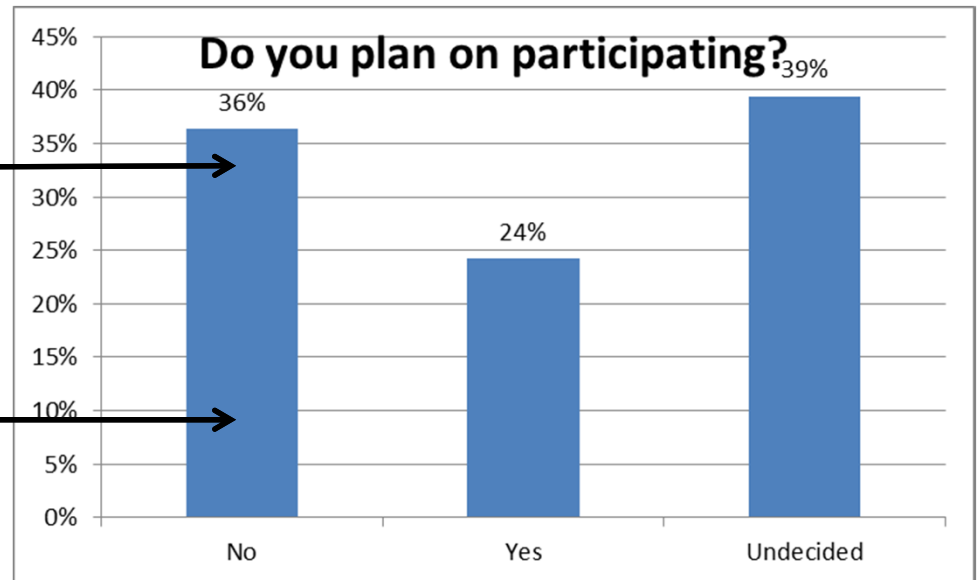
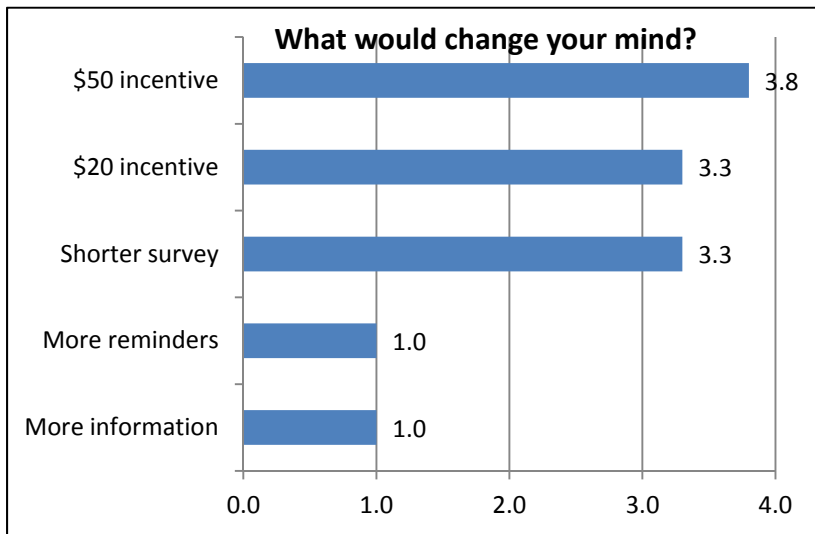


Respondent feedback

- Some seniors did not see value in participating since they don't travel much
- The word “survey” has a negative connotation
- Mentioning City of Edmonton adds validity

Respondent feedback – Outbound Calling

- “I don’t travel much”
- “I don’t have time to do surveys”





Learnings



Design Phase

- HTS survey programming is complex & specialized
- Call centre services are costly to set up
- Call centre staff training needed is extensive
- Survey materials development is time consuming



Recruitment Phase

Mail recruitment

- 2005 vs. 2014 pilot: 7.8% vs. 5.1%
- Outbound recruitment improves participation

Web

- 4 times more likely to web recruit vs. phone
- 1.5 times more likely to web retrieve vs. mail and 4.5x more likely than phone



Respondent Feedback

- FAQs common questions and helpful tips
- Examples of use of 2005 survey data
- Clarify what it means to participate
- Multimodal submission options
- Web incentives
- Mailback is prone to error, intimidating and seen as burdensome relative to web
- Simplify travel diary



Next Steps: 2015 Household Travel Survey

- Ruled out mail back survey
- Interactive, easy to use web tool
- Data quality control and database
- Data expansion and scaling methodology
- Booster sample of transit users
- Potential study of active mode use



Household Travel Survey Next Steps

- Awarded to Malatest
- Team includes HDR, Prof. Jeff Casello, David Kriger, Vision Creative

Questions



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