![OREGON TRAVEL STUDY logo]

A Briefing for Policy Makers

September 2022

- Real-world travel behavior data improves the accuracy of and confidence in future travel forecasts, which are the basis for many public policy and investment decisions.

- Household travel data is an essential building block for travel models and other analysis tools. Household travel surveys provide details about travel behavior that is lacking in other data sources; for example, demographics, trip purpose and vehicle occupancy.

- Through the Oregon Modeling Statewide Collaborative (OMSC), MPOs and other governmental agencies across Oregon are partnering to collect updated household travel data, so that information used to make future policy and investment decisions remains analytically valid.

- Since household travel activities and demographics change over time, travel surveys are traditionally conducted roughly every 10 years. In Oregon, the most recent prior surveys were conducted between 2009-2011, roughly coinciding with the 2010 Census.

- Now that the 2020 Census is complete, the Oregon Modeling Statewide Collaborative (OMSC) has hired a

consulting team to plan and conduct he next household travel survey.

- Many regions in Oregon are experiencing rapid growth and increasing congestion. Emerging technologies offer new travel modes such as carsharing and ride hailing services like Uber and Lyft.   Also, the pandemic introduced changes in travel behavior that may or may not continue into the future The new travel survey will help to identify the behavioral forces creating these changes.

- Because each metropolitan area in Oregon has unique characteristics, it is important to collect region-specific information so that travel forecasts reflect the distinct travel behaviors of residents in each area.

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What information is typically collected? Volunteer participants are asked to record where, when, why, how, and with whom they travel.

How will the travel survey be accomplished? Data will be collected via a smartphone app, a web-based survey, and a call center. As part of the survey planning process a target number of survey participants by survey mode will be investigated for each region. The OMSC will select survey methods that best balance cost and data quality.

Who will conduct the survey? The survey will be conducted by a team of consultants led by the firm Resource Systems Group (RSG). RSG is a leading travel behavior research firm in the world, having collected data from over 100,000 households since 2014.

What is the timeline? The preparatory process was anticipated to take approximately three years, as shown below, and we are currently in year three. Data collection is expected to begin in spring 2023, and may continue through fall 2023.

OREGON TRAVEL SURVEY PREPARATORY PROCESS

2019
- Identify and secure funding

2019-2021
- Convene expert panel
- Develop survey scope

2021-2022
- Hire survey contractor
- Perform pilot

2023
- Launch survey

What about "big data"? Transportation planning agencies can purchase passive data that is extracted from a wide variety of anonymized sources such as cell phone and credit card data, administrative records, internet transactions and social media. While passive data may indicate past travel patterns, it has a limited ability to explain the essential "why" behind those patterns. So passive data is not likely to answer all travel behavior questions needed for our forecasting models, and it does not replace the need for travel surveys.

Nonetheless, there may be a role for passive data in helping to improve the cost-effectiveness of Oregon's travel modeling program. The OMSC is currently examining the quality and reliability of passive data sources, to determine how they may be used to complement household travel surveys.

Since 1996, the OMSC has worked to improve the state-of-the-practice and promote state-of-the-art land use and transportation modeling in Oregon. Our mission is to ensure Oregon continues to have the right tools, skills and expertise needed to answer important questions about our transportation systems, land uses, and economy. Learn more at
www.oregonmodels.org