



2011 Travel Behavior Survey

Where and how the region travels

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Metro | *Making a great place*



Presentation overview

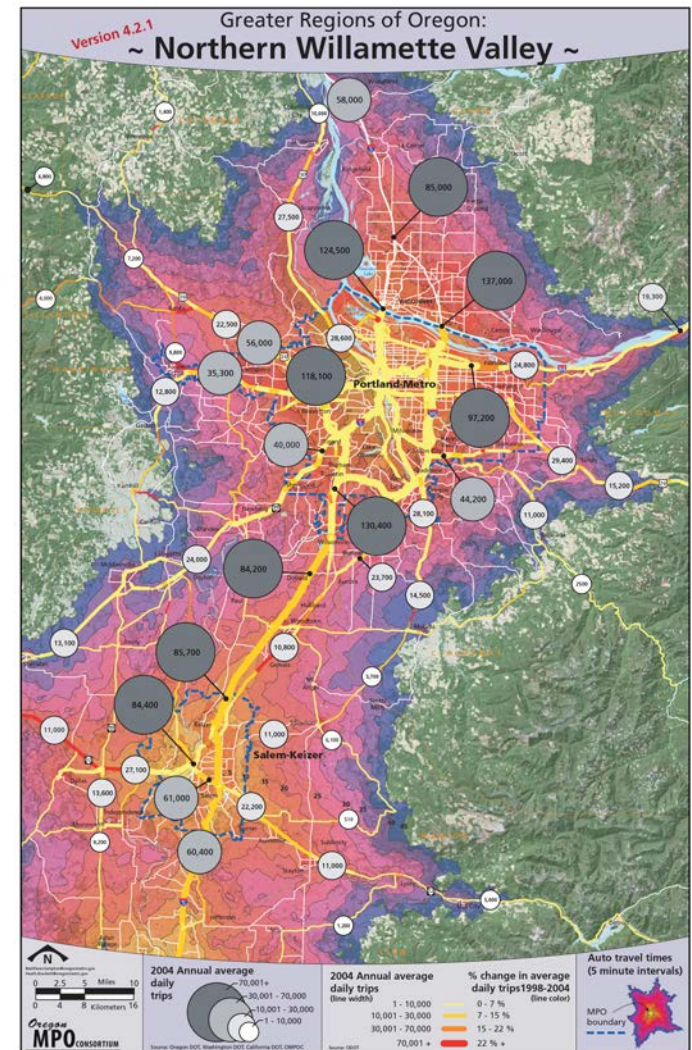
- Why this survey is important
- Background
- Some key trends
- Methodology
- Q & A

WHY the survey is important

- Provides core transportation information to make a great place
- Adds precision to analysis
- Collects sample data to develop travel models
- Gains in awareness of how travel behavior is changing
- Responds to federal planning guidelines
23 CFR 450.322(f)(1)

Oregon Household Activity Survey and ODOT survey

- All counties in Oregon plus Clark County required to do survey
- Travel sheds overlap
- More efficient in time, cost to coordinate effort





WHO was surveyed

- 6,450 households regionwide
 - 4,800 households in Multnomah, Clackamas, Washington counties
 - 1,650 households in Clark County



WHAT was asked

- Socio-economic information
- Travel information
 - Where people go (origins/destinations)
 - How people get there
 - What they do when they get there
 - How they link trips
 - Time of day when travel took place



WHEN the survey was conducted

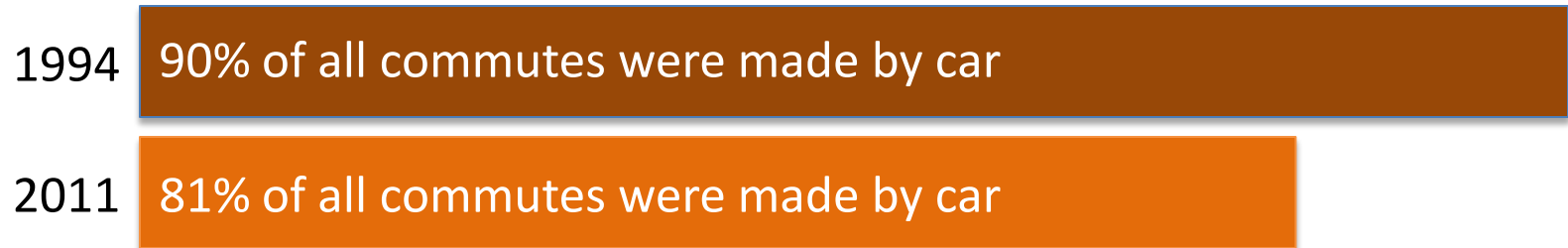
- Clark County conducted survey in 2009
- New survey initiated April 2011
- Second round in fall 2011
- Completed in December 2011
- Data delivered to Metro June 2012
- Last conducted in 1994

Some key findings

- Automobile use is declining and distances traveled are shortening
- Bike use is dramatically up in the Portland metropolitan region
- Transit use is up in the four county region
- Little change in walking (percentage-wise)

TRENDS in automobile travel

- Percent of commute trips made by automobile are down



- Average miles per trip are down to 4.4 miles – more than half a mile reduction
- Majority of carpools are two person from the same household (85%)

TRENDS in transit travel

- For all trips, the percent of people using transit has increased almost 50%



- Nearly one half of all commute trips to downtown Portland are by transit (45%)

TRENDS in non-motorized travel

- Percent of commuter bike use more than quadrupled

1994 1.0% of all commutes were made by bike

2011 4.6% of all commutes were made by bike

- Bike use for all purpose has more than doubled since 1994 (1.1% to 2.8%)
- Percent of walkers held fairly constant over time (9% - all trips)

A vertical orange graphic on the left side of the slide, featuring a faint, stylized map of a city street grid and highway network.

Survey methodology



HOW the survey was conducted

- Place survey – in contrast to activity survey techniques used in 1994
- Certain households were oversampled to gain statistically relevant information about a specific group

HOW survey data is used

- Ensure that travel models reflect decision process of travelers
- Create profile of daily travel characteristics for large scale spatial areas
- Compare travel characteristics between two points in time

HOW is data best used

- Less than 1% of region's households were surveyed
- Less than 1% is an appropriate size for developing models
- Sample best used for summarizing larger geographic areas

LESSON: Look for trends and stories in data, not numbers



We're not done!

- Data will be used to update travel models
- Release reports with statistics for regional travel and select policy areas



Suggested enhancements

- Build a query tool to make the data more accessible
- Conduct specialized surveys more frequently on targeted areas of interest

Metro Council questions

- Questions regarding the purpose, approach and results of the survey?
- Is further discussion needed, particularly at the JPACT level?

For more information

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