

# MAKING A GREAT PLACE



## Modeling Services

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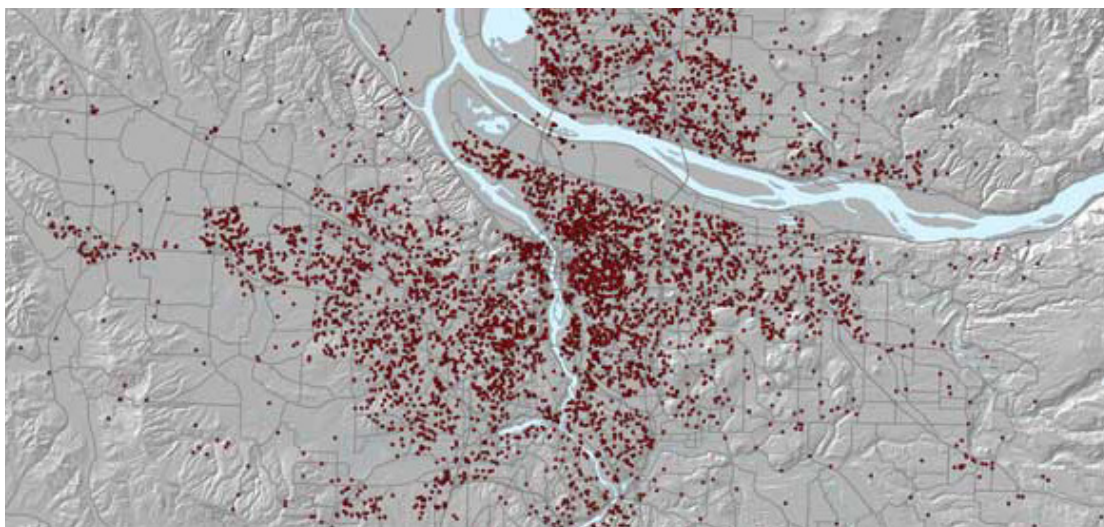
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# Research Center updates

## Oregon Household Activity Survey



### What's new?

The Oregon Household Activity Survey (OHAS) is an in-depth study of local travel behavior initiated by the Oregon Modeling Steering Committee (OMSC), which represents the Oregon Department of Transportation (ODOT) and all Oregon and Southwest Washington metropolitan planning organizations. A common survey instrument was developed and subsequently administered in the various jurisdictions, gathering detailed information on households, persons, vehicles and daily trip-making characteristics. Results were used to update and augment data from a previous survey conducted more than a decade prior.

### How does it work?

The portion of OHAS covering the Portland-Vancouver metropolitan area included a total of 6,450 households surveyed at several intervals between 2009 (Clark County, WA) and 2011 (Oregon). Households were randomly selected from a list of all residential addresses, with those that could be matched to a listed phone number contacted by phone and all others contacted by mail. Steps were taken to ensure sufficient representation of certain types of households that would otherwise not be adequately captured, such as those made up of diverse population groups and those in areas with exceptional multi-modal access.

Each household was assigned a 24-hour travel day, all of which were scheduled on weekdays in spring and fall months in an effort to capture "typical" travel conditions. Each individual household member was asked to record every place visited, arrival and departure times, purpose of the visit, fellow travelers, travel mode used and any transit fares or parking charges paid. Households reported their travel either during a telephone retrieval interview or by mail, eventually yielding information on 42,000 trips within the region.

### Why does it matter?

The OHAS data provides a snapshot of travel behavior in the region at the time of the survey, information that is valuable to planners and policy makers in assessing current conditions and recent trends. The survey provides the basis for updating and enhancing existing transportation models that are central to the long-range planning process. Rigorous statistical analysis of the survey data enables these models to capture relationships between context and behavior that underlie the traveler's decision-making process.

With this intelligence in place, the models can be used to forecast likely outcomes of future network and policy scenarios.