Overview of Travel Survey Program

**Joint MTC Planning Committee with
the ABAG Administrative Committee**

January 13, 2023

Shimon Israel, Senior Transportation Planner

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Agenda

- Why we need these data
  - MPO requirements
  - Transit operator requirements
- Why we collect empirical travel data
- Primary data collected
  - Travel diary survey
  - Transit passenger survey
- A comparison of data sources
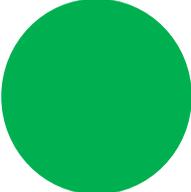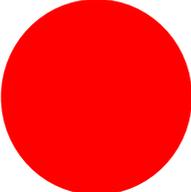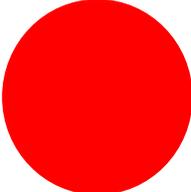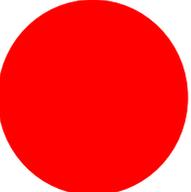- Future program direction

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Agency Data Needs
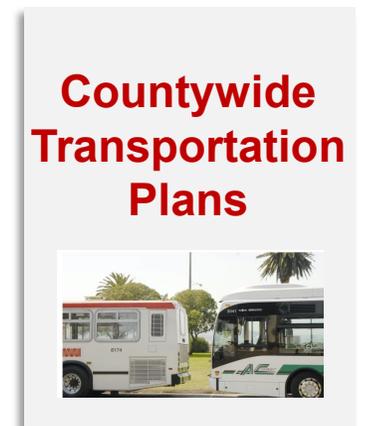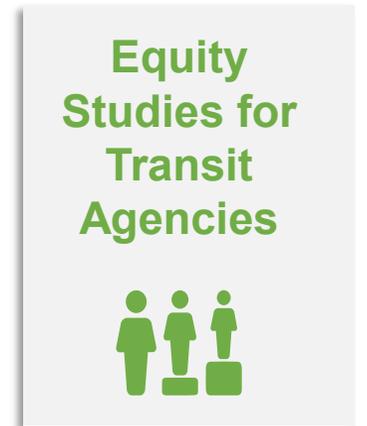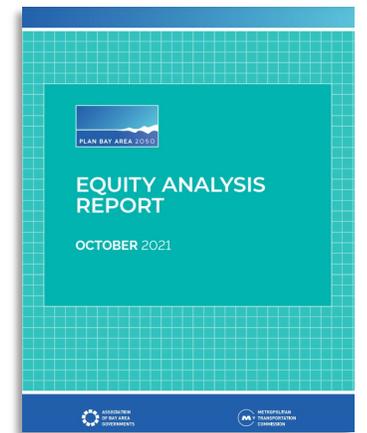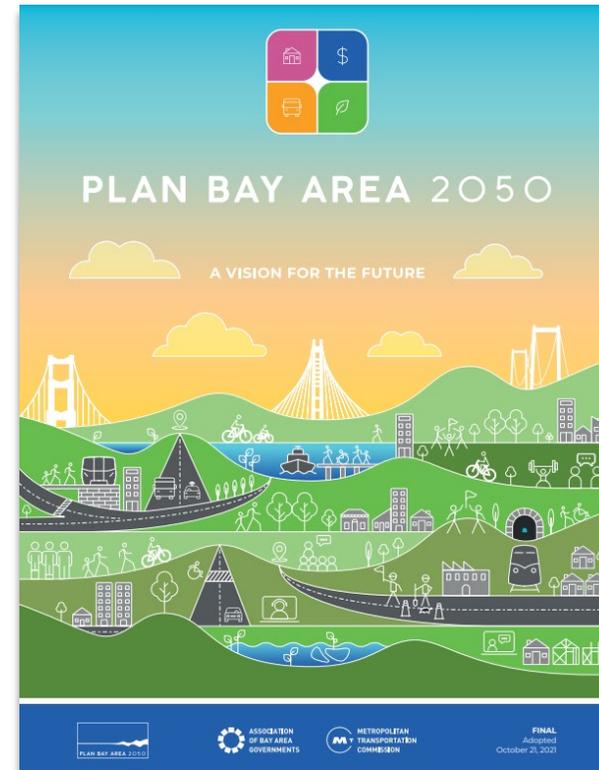
Existing Datasets: Pros and Cons

❖ Where possible, staff uses existing datasets
❖ These datasets provide valuable information, but gaps remain, necessitating more direct methods of data collection

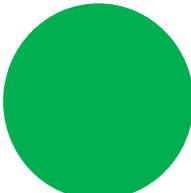| Data Source	Who (Demo-graphics)	When	Where	Why (Trip Purpose)	How (Mode)	Transit Detail
Census/ American Community Survey (ACS)	🟢	🔴	🔴	🔴	🟡	🔴
Location-Based Services (LBS) Data (Big Data)	🔴	🟢	🟢	🔴	🟡	🔴
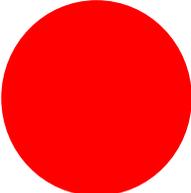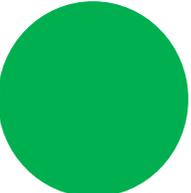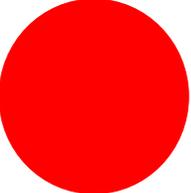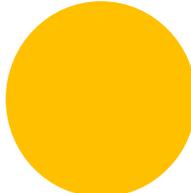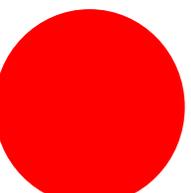
Travel diary and *transit passenger surveys* fill the data gaps.

They form the core of MTC's Survey Program.

Bay Area Travel Diary Survey: Since 1965
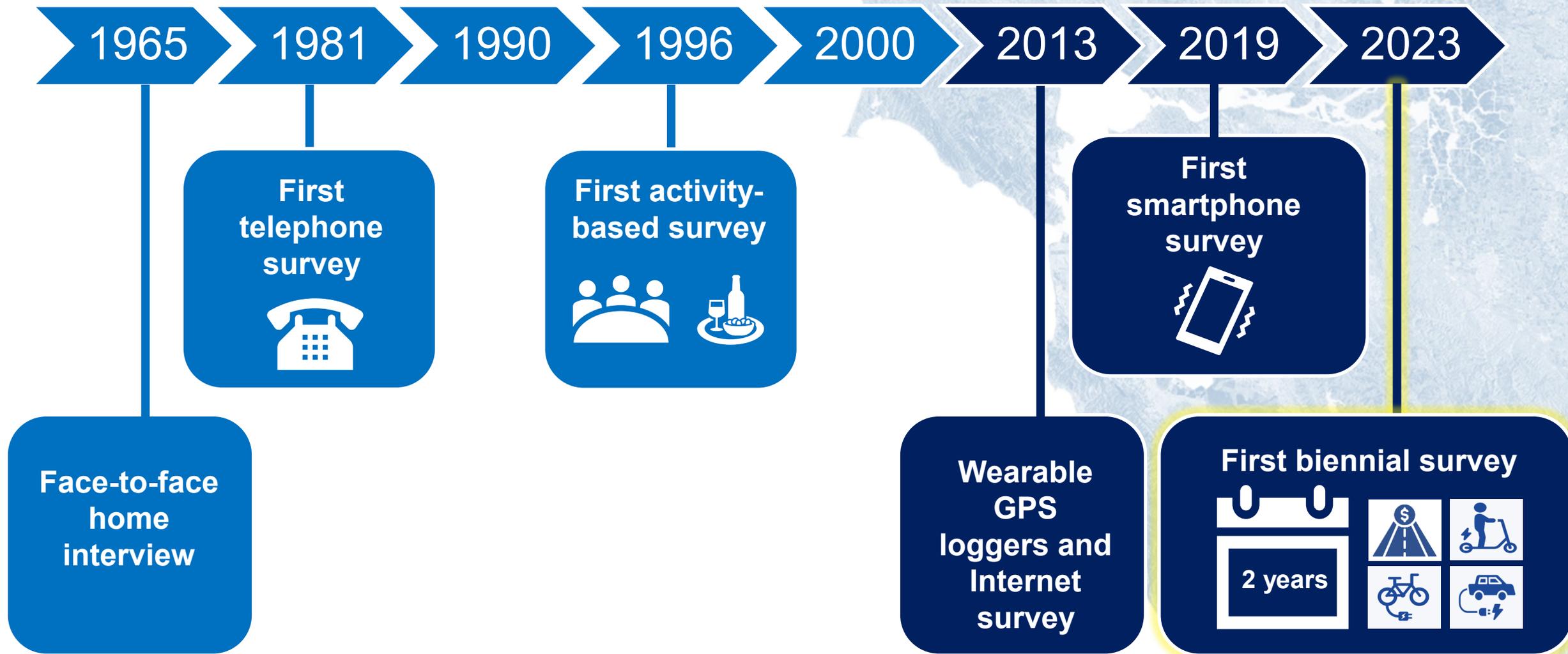
Travel Diary Survey Data (2019): Topical Insights

Ride-hailing

Only 1.3% of transit trips used ride-hailing for first/last-mile connection

26% of all ride-hail users said they would use transit for their trip if ride-hailing wasn't an option.

56% of all ride-hail users are under 35

Telecommuting

44% of respondents in 2019 telecommuted <1 time/month
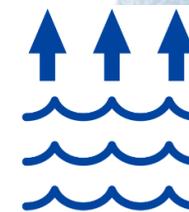
Only 6% of respondents in 2019 telecommuted 5 days

Traveler profile on major facilities

40% of U.S. 101 users have household income of $200k+ (compared to 26% regionally)
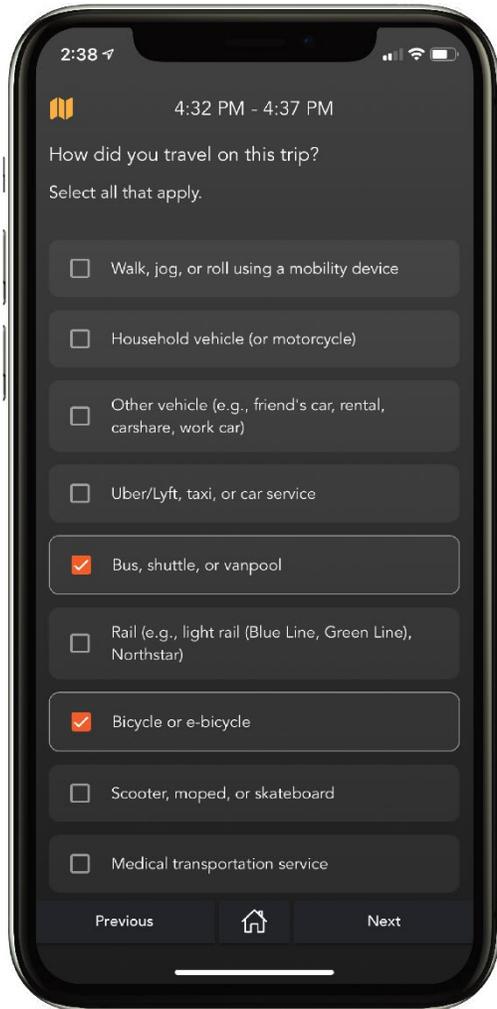
60% of AM peak Bay Bridge users are white (compared to 38% regionally)

85% of SR-37 user household incomes < AMI (compared to 38% of all Bay Area freeway users)

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Sources: Travel Diary Survey 2019, ACS 2019

What is a Modern Travel Diary Survey?

RSG rMove Smartphone App Travel Diary

- Participants use a smartphone app for 7 days
- Representative of Bay Area resident travel (~4,000 households in upcoming 2023 survey)

Information collected:
- Trip purpose, mode(s)
- Travel party size/composition
- Detailed travel paths
- Parking, transit, and toll fees
- Travel substitution
- Household/person demographics, vehicle data

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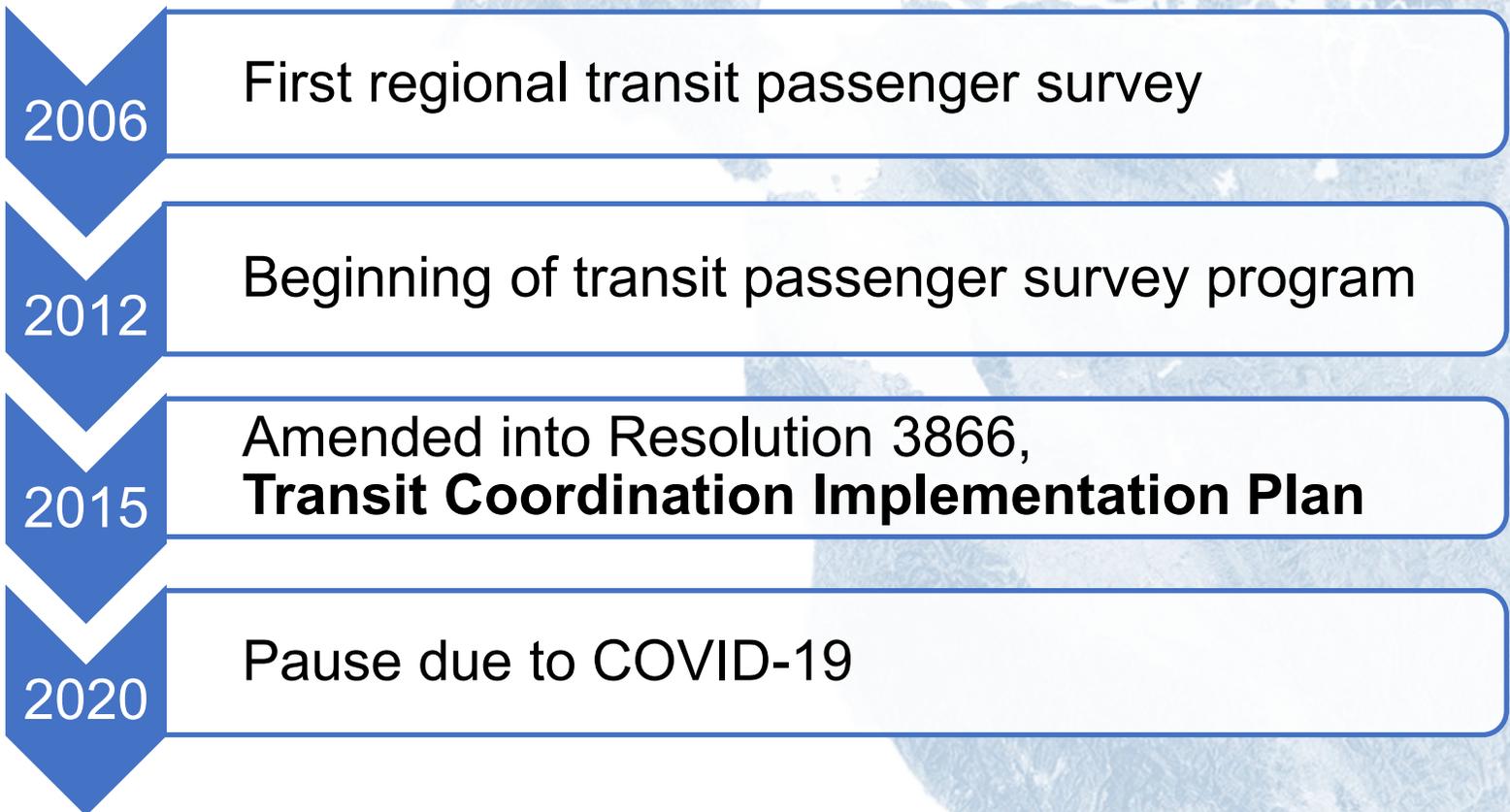
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Transit Passenger Survey

Context

Transit markets vary greatly!
Bay Area Transit Trips, 2019:

- **6%** of all travel
- **14%** of work trips
- **47%** of work trips to SF

Transit passenger survey representative of:

- **24** operators in 9 counties
- **1.4M** boardings in 2019

History

2006 — First regional transit passenger survey

2012 — Beginning of transit passenger survey program

2015 — Amended into Resolution 3866, **Transit Coordination Implementation Plan**

2020 — Pause due to COVID-19

Sources: Travel Diary Survey 2019, ACS PUMS 2019, Transit Passenger Survey 2014-2019, National Transit Database 2019

Transit Passenger Survey (cont.)

Focuses on Bay Area transit riders

Personal interviews collect demographic details, trip milestone location data, fare payment, trip purpose, and access/ egress modes

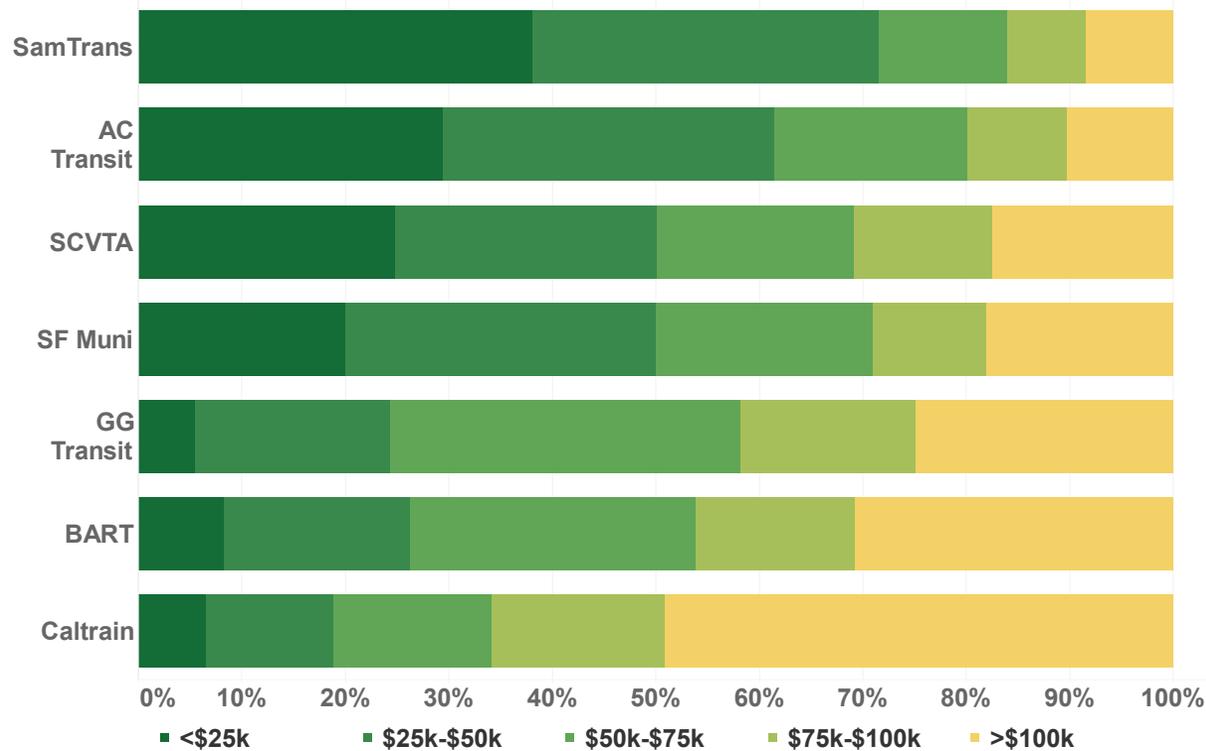Fulfills data collection requirements for Title VI of the 1964 Civil Rights Act

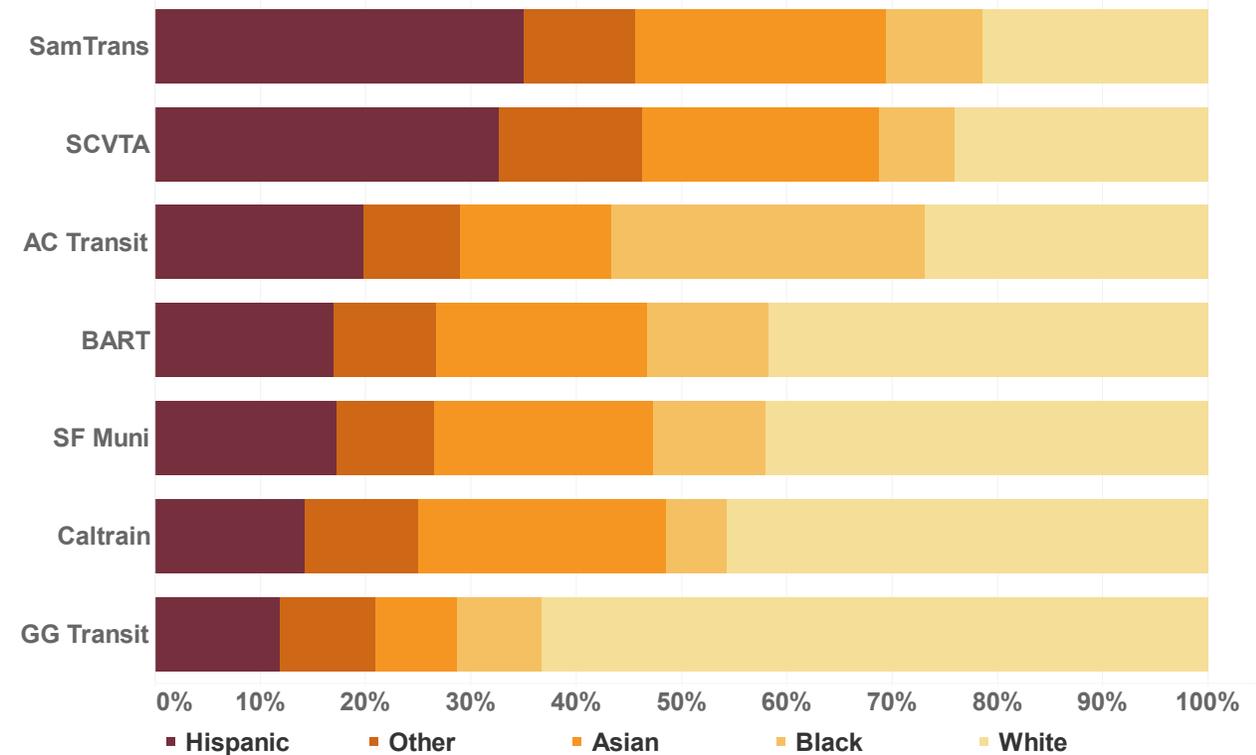Survey cycle takes 5-7 years to complete

Transit Passenger Incomes and Race/Ethnicity Vary

Transit Passenger Survey (2014-2019)

Income Distribution by Operator

Race/Ethnicity Distribution by Operator

- Small and large operators carry equivalent shares of minority riders (both 62%, vs. 62% of Bay Area pop)
- Small operators carry twice the share of riders with incomes <$25k (35% vs. 18%, vs. 6% of Bay Area pop)

We Need Updated Post-Pandemic Data!

Significant Changes to:

Rider composition

Reasons for traveling

Travel patterns

Snapshot Survey Planned for 2023

Source: National Transit Database 2017-2021

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Data Source	Who (Demo-graphics)	When	Where	Why (Trip Purpose)	How (Mode)	Transit Detail
Census/ American Community Survey	🟢	🔴	🔴	🔴	🟠	🔴
Location-Based Services Data (Big Data)	🔴	🟢	🟢	🔴	🟠	🔴
Travel Diary Surveys	🟢	🟢	🟢	🟢	🟢	🔴
Transit Passenger Surveys	🟢	🟢	🟢	🟢	🔴	🟢
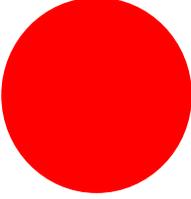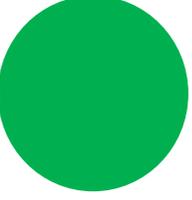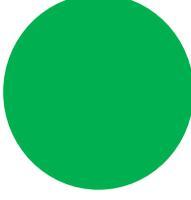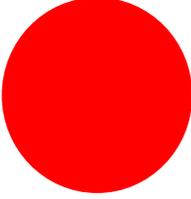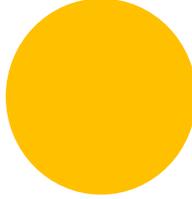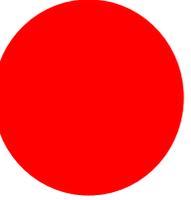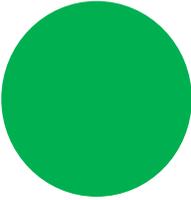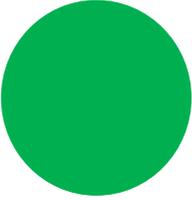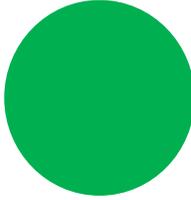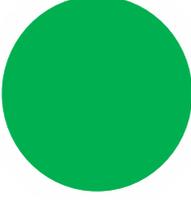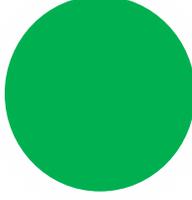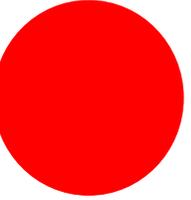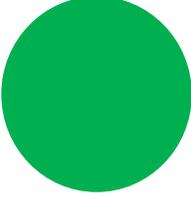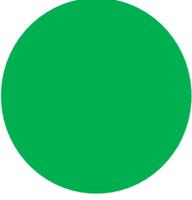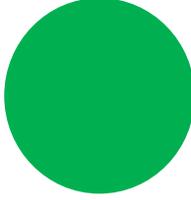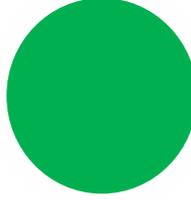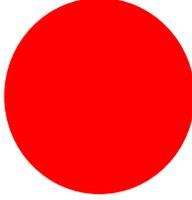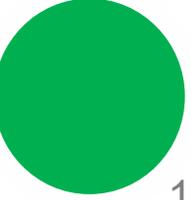
Future Travel Survey Program Direction

Biennial TDS first round

Snapshot TPS

Update website survey content

Resume Ongoing TPS

Biennial TDS first round results

Snapshot TPS Results

Biennial TDS second round

Jan 2023   April   July   Oct   Jan 2024   April   July   Oct   Jan 2025   April   July

Travel Diary Survey (TDS)

Transit Passenger Survey (TPS)
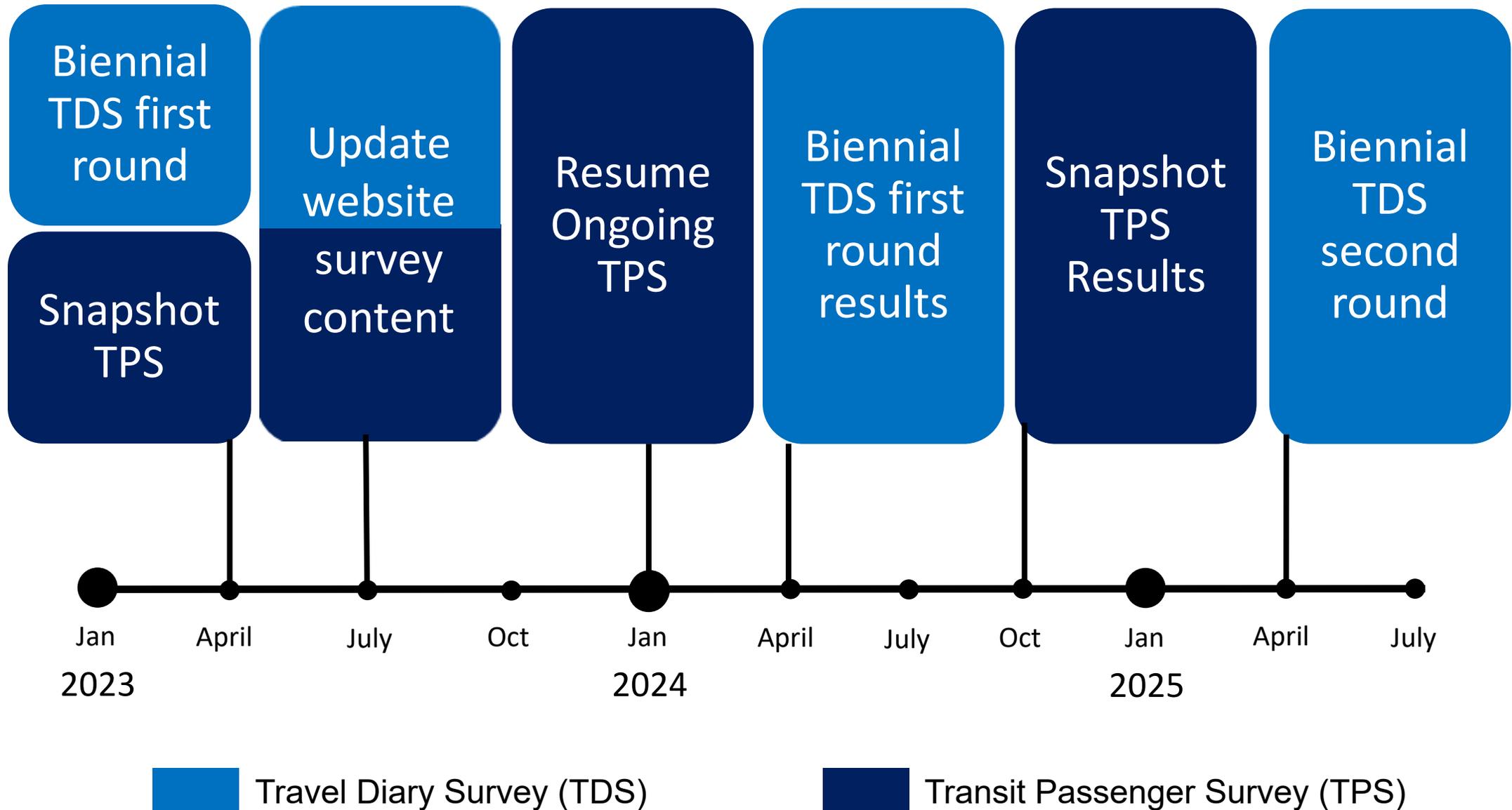
Thank You!

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Travel Survey Program Website:
https://mtc.ca.gov/tools-resources/survey-program

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