

Overview

- The Oregon Travel and Activity Survey is the first in-depth study of metro area household travel behavior in more than 15 years
- The survey captures data from about 4700 households in Clackamas, Multnomah, and Washington counties.
- Metro is conducting the survey in collaboration with the Oregon Modeling Steering Committee, which includes ODOT, Metro, and other Oregon and SW Washington metropolitan planning organizations.
 - 20,000 Households throughout Oregon and SW Washington.
 - Shared design costs
 - Common survey instruments and methods
 - Opportunities to pool data and share analysis



Data

- The survey provides detailed information on household demographics, on attributes of each household member, on each vehicle owned by the household, and on all trips made during a designated 24-hour weekday.
- Household, person, vehicle, and trip data can be linked together
- Survey designed specifically for tour-based models such as DASH
 - Can classify persons within households by roles
 - Establishes primary tour destinations (workplace, school)
 - Tracks joint household activities, joint travel, and 'escort' trips



Provides "Snapshot" of Current Travel

- Which neighborhoods have the highest proportion of walk trips?
- What is the average bike trip distance?
- Who commutes to the Portland CBD?
- What is the transit mode share for households living within a half mile of a MAX station?
- What portion of commute carpools are intra-household?
- What are the destinations and purposes of trips crossing the Columbia River?

Provides Data for Model Estimation

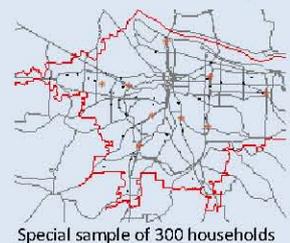
Special Features

Geographic Over-Sample Strata

- Oversampling to capture more trips by less frequently used modes:
- Walk
 - Bike
 - Walk-to-Bus
 - Walk-to-MAX



Park & Ride User Sample



Smart-Phone GPS Sample
GPS tracking on about 3000 trips

Timeline

- Last travel day: December 2, 2011
- Data retrieval: December 31, 2011
- Final data set: March, 2012
- Preliminary report: March, 2012

For more information, contact:

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