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REPORT

REGIONAL HOUSEHOLD TRAVEL SURVEY

12.23.2014



PREPARED FOR:
ANCHORAGE METROPOLITAN AREA TRANSPORTATION SOLUTIONS (AMATS)

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1.0 INTRODUCTION

1.1 | STUDY OVERVIEW

In 2014, Anchorage Metropolitan Area Transportation Solutions (AMATS) contracted with Resource Systems Group, Inc. (“RSG”) to conduct the Regional Household Travel Survey (RHTS). This survey was conducted in order to collect current information about household and individual travel patterns for residents throughout the greater Anchorage area, including residents in Chugiak-Eagle River and the Mat-Su Valley, as well as in the Anchorage Bowl. AMATS will use the results of this survey to update the region’s travel demand model (TDM) and to calibrate local traffic and travel models. RSG, under a separate contract, is working with AMATS to update the regional TDM. The survey will also help AMATS and its local and regional partners develop plans that accommodate the diverse travel needs and preferences of residents. Surveys were also collected from transit riders on People Mover, Share-A-Ride vanpool users, and AnchorRIDES paratransit users during the same period; these transit survey efforts are reported separately.

The results of this survey can potentially also be compared to results from the last household travel survey (conducted in 2002). There have been significant changes in regional demographics, employment, land use, and travel patterns in the past decade, and new data from the current survey can help planners better understand evolving transportation patterns and predict future needs. The 2014 survey was partially informed by the design of the 2002 survey to facilitate a review of how travel patterns have changed over time.

1.2 | SURVEY OBJECTIVES

The primary goal of the RHTS was to collect complete travel information for a 24-hour weekday period from a representative sample of households in the region; the survey also sought to collect a sufficient sample of households that may be more difficult to reach or are important to transportation policies and plans. This includes (but is not limited to) low-income households, low- or no-vehicle households, and households in rapidly growing parts of the region. The survey aimed to collect the full range of household travel information, including detailed trip purposes, all types of trip modes (e.g., driving, walking, bicycling, riding transit, etc.), and trips made by every household member (both individually and jointly with other household members).

1.3 | SURVEY AREA

The survey area (Figure 1) includes the Anchorage Bowl, Eagle River, Chugiak, and Joint Base Elmendorf-Richardson (in the AMATS planning area), as well as Wasilla, Palmer, and other communities in the Mat-Su Valley immediately to the north. While the Mat-Su Valley is not officially part of the AMATS planning area, many residents commute daily between Anchorage and the Valley. The Mat-Su Valley is also a fast-growing part of the region, so it will be important to understand changing travel patterns in this area and throughout the greater region.

FIGURE 1: STUDY REGION



2.0 SAMPLING APPROACH

This section of the report describes the sampling approach for the main data collection effort conducted in September–October, 2014. Sampling for the pilot effort (conducted in July 2014) used a somewhat simpler approach and is described in Section 5.1.

2.1 | SAMPLE PLAN GOAL

The RHTS sample plan sought to yield data that reflected the demographic and travel behavior characteristics of area residents in order to ensure that representative parameters can be generated for the AMATS TDM. To meet this goal, the address-based sampling plan for the RHTS included a combination of simple geographic proportional sampling, along with targeted “oversampling” (higher sampling rates) in selected geographic areas. For sample stratification, the main geographic unit used was Census Block Groups. Block Groups are the smallest areas for which the desired demographic variables are available from the American Community Survey (ACS). Because there are often small ACS sample sizes within individual Block Groups, these data are only available using five years of aggregated data (in this case, 2008–2012).

Larger areas, such as Census Tracts, could have been used for this analysis, which would have required fewer years of data and been geared toward recent years. However, there is typically greater demographic variation across Block Groups within the same Tract than there is across recent years within the same Block Group. Therefore, the approach that yielded the maximum geographic detail was selected.

2.2 | SAMPLE METHOD

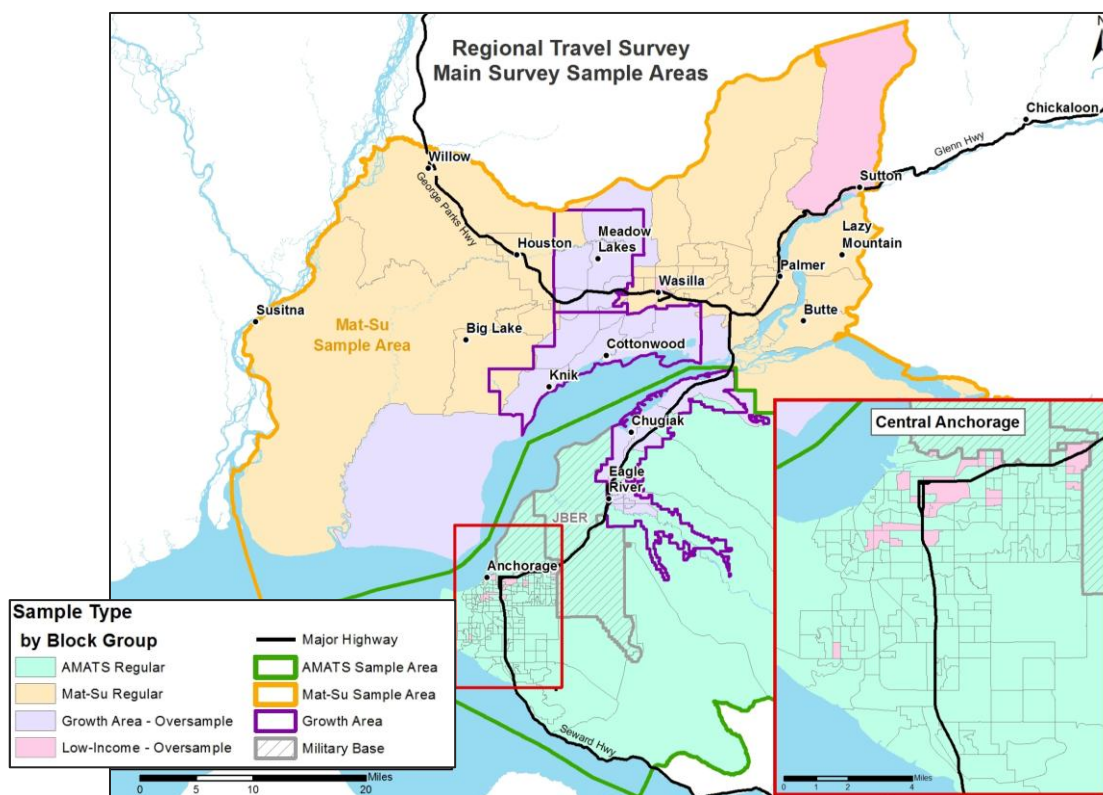
The RHTS recruited households using a stratified address-based sampling method. Addresses were obtained from Marketing Systems Group (MSG), a data vendor that maintains the United States Post Office’s Computerized Delivery Sequence File (CDSF). The CDSF is a regularly updated list of all mailing addresses in the United States, providing coverage for approximately 97% of all households.¹

The sampling frame for the RHTS included all Census Block Groups in the AMATS planning area, and Block Groups in the Mat-Su Valley sub area defined by AMATS (including the towns of Wasilla, Palmer, and other surrounding communities). This survey’s sample was stratified to increase the data collected from growth areas identified by planners at AMATS and the Mat-Su Borough (MSB). To define the stratification plan, the Block Groups were grouped into either “regular” or “growth” sampling areas based on the sampling goals. The “growth areas” were defined as a Block Group with its centroid in either the Chugiak-Eagle River region of the AMATS planning area or the communities of

¹ In 2003, researchers estimated that 97% of all households in the United States have locatable mailing addresses, though this may be less prevalent in rural areas where home mail delivery is not readily available (MSG white paper, “Pros and Cons of Address-Based Sampling”, provided to RSG June 2014).

Meadow Lakes and Knik-Fairview in the Mat-Su Valley (Figure 2). These boundaries were provided to RSG by AMATS and MSB in the Community Council boundaries shapefiles.

FIGURE 2: SURVEY SAMPLE AREAS



In addition to identifying and applying higher sampling rates to these “growth areas,” the final number of households invited to the survey was increased in areas with lower incomes due to expected lower response rates. For example, in the 2013 South Sound Travel Study (conducted by RSG in Thurston and Pierce Counties in Washington State), approximately 4% of households in low-income areas (i.e., defined as areas where more than 30% of households had incomes less than \$25,000) responded to the survey. In comparison, approximately 7% of households from higher-income areas responded to that same survey. Increasing the number of invitations in low-income areas helps mitigate the impact of the lower response rates.

Response rate assumptions for the pilot sample were based on other recent studies in the Anchorage area and conservatively estimated to be approximately 3% of invited households; actual pilot response rates were higher. Therefore, the assumed response rates for the main survey were adjusted to reflect this.

2.3 | SAMPLE SIZES AND RATES

Table 1 summarizes the sampling rates, expected response rates, and quantity of invitations planned for each of the sample groups.

TABLE 1: MAIN SURVEY SAMPLE RATES

Sample Region	Total HHs in Region*	Target Completes (# HHs)	Sampling Rate**	Assumed Response Rate	# HHs Invited
AMATS Regular	86,049	1,800	2.1%	6.0%	30,000
AMATS Growth Area	9,727	325	3.3%	4.0%	8,130
AMATS Low-Income	8,725	225	2.6%	4.0%	5,630
AMATS Subtotal	104,501	2,350	2.2%	5.4%	43,760
Mat-Su Regular***	20,239	375	1.9%	6.0%	7,609
Mat-Su Growth Area***	7,815	250	3.2%	4.0%	4,891
Mat-Su Low-Income	1,063	25	2.4%	3.5%	720
Mat-Su Subtotal	29,117	650	2.2%	4.9%	13,220
TOTAL	113,618	3,000	2.2%	5.3%	56,980
<p>* Total number of households in sample area Block Groups, 5-year ACS 2008–2012 ** Sample rate is the percent of the total number of households targeted for completion *** Invitation rates in the Mat-Su “growth area” were necessarily reduced as the number of mailing addresses in these areas was lower than the total household count according to the ACS. The difference was made up by inviting additional “regular” Mat-Su households.</p>					

In the latter part of the data collection effort, external factors (including elections scheduled for November 4, shortly after the survey ended) likely impacted recruitment rates. This impact could be attributed to increases in election campaign mailings, leading to fewer households noticing or opening their survey invitations, and resulting in decreased recruitment rates and a lower number of weekly completions. As discussed later in this report, sampling and administration changes were implemented to counteract these election effects, and households completing the pilot survey were added to the main survey data to exceed the completion goals.

Undeliverable invitations were counted and excluded from the final response rate calculation.² Approximately 13% of main survey invitations were returned as undeliverable. This was slightly higher than the 11% return rate for pilot invitations. Table 2 summarizes the final recruitment and response rates for the main survey, including the overall response rate adjusted to reflect the actual number of delivered invitations.

² Based on standards from the Council of American Survey Research Organizations (CASRO), addresses where invitations could not be delivered were considered ineligible sample units because the addresses were invalid. Therefore, the final response rate is calculated based on the number of delivered invitations. Standards and definitions can be found on the American Association for Public Opinion Research (AAPOR) website: http://www.aapor.org/Response_Rates_An_Overview1.htm#.VH8U5THF9KY



TABLE 2: MAIN SURVEY RESPONSE RATES

Sample Region	# HHs Invited	# HHs Recruited	# HHs Completed	Final Response Rate*	Conversion Rate**
AMATS Regular	30,000	1,934	1,553	5.2%	80.2%
AMATS Growth Area	8,130	609	466	5.7%	76.7%
AMATS Low-Income	5,630	229	182	3.2%	79.9%
AMATS Subtotal	43,760	2,772	2,201	5.0%	79.4%
Mat-Su Regular	7,609	551	438	5.7%	79.5%
Mat-Su Growth Area	4,891	326	234	4.9%	71.8%
Mat-Su Low-Income	720	48	35	5.8%	72.9%
Mat-Su Subtotal	13,220	925	707	5.4%	76.4%
Undeliverable Invitations	7,660				
TOTAL	49,320	3,697	2,908	5.9%	78.7%

* Final response rates by sample region are not adjusted for returned invitations.
** The "conversion rate" is the percentage of recruited households that completed the full study.

2.4 | TRAVEL DATE ASSIGNMENT

The households invited to the survey were assigned to one of 21 "travel dates" over seven weeks in September and October 2014. All members of each household were asked to report all the trips they made (i.e., places they went) during their pre-assigned 24-hour travel date. All travel dates were on a Tuesday, Wednesday, or Thursday. This is a common approach for household travel surveys because travel on these days is more frequently expected to represent "typical" household travel patterns.

Travel dates were pre-assigned and invitations were evenly spread over seven weeks so that the recruitment and survey retrieval process could be easily managed. In particular, this allowed responses to be tracked over time so that adjustments to the process (e.g., sample sizes, recruitment methods, or other adjustments) could be made, as needed. More details about sample monitoring and adjustments are available in Section 5.0. Additionally, sampling over several weeks minimizes possible response impacts from unusual events that may occur on a single day. For example, on September 25, an earthquake occurred north of Anchorage. While this earthquake did not result in significant property damages in Anchorage, it likely disrupted some residents' typical travel patterns that day. However, the majority of travel dates were "normal," so the final results will largely reflect typical fall travel patterns across the region.

TRAVEL DATE REASSIGNMENT

Travel date reassignments were accommodated only if invited households planned to be out of town on their assigned travel date or if a household missed the deadline for completing the survey after their assigned travel date, but still wished to participate. (Households were able to complete the survey for one week after their travel date, as it is typically assumed that the ability to recall details of travel decreases over time.) Five households requested travel date reassignment.

Additionally, a large group of recruited households was reassigned in the last week of data collection due to lower response rates in some study weeks. In the latter half of the main data collection effort (beginning “Week 5” in early October 2014), recruitment rates did decrease noticeably. To boost response rates, households that had completed the recruit survey (but not yet reported their travel details) were re-contacted via phone or e-mail (based on preference) and asked to report their travel activity for an alternative travel date. These households were offered the higher incentive (\$20) for completing the survey. In total, 480 incomplete households that were recruited during Weeks 1-5 were re-invited to the survey with a new travel date of October 22 (during Week 7). Of these re-invited households, 32 (6.7%) completed the survey.



3.0 SURVEY DESIGN

As detailed in Section 1.0, a household travel survey seeks to obtain data that is representative of the demographic and travel behavior characteristics of regional households. Therefore, the survey must collect demographic information about the households and individuals as well as reported travel behavior. Collecting this information can help explain variations in travel patterns, ensure that the final survey responses are a reasonable representation of households and individuals throughout the region, and allow for weighting of the data, as described in Section 8.0 of this report.

“Core” data elements are elements required for the transportation modeling and/or planning process. Most questions in this survey collected “core” data. A household travel survey can also include supplemental questions about commuting behaviors, travel preferences, and typical trip-making behavior over time; these are not required for the transportation modeling process, but can be helpful to the transportation planning process. RSG and AMATS reviewed questions from the 2002 survey and AMATS’ current transportation planning needs to determine which additional questions were most important.

Based on the core and supplemental information desired, the survey questionnaire was designed with three primary sections:

- Recruit Survey with information about the household, its members, and vehicles.
- One-day travel diary for each person over age five (i.e., the Retrieval Survey).
- Person-level travel behavior and attitude questions (asked at the end of the Retrieval Survey).

The online survey was implemented using RSG’s proprietary survey software rSurvey™, designed to ensure data consistency and minimize respondent burden. The rSurvey architecture includes rigorous Web 3.0 Protocol to protect data during and after data collection (e.g., encryption of all data submitted via the Internet) to ensure proper consideration of all data privacy concerns and continuous “uptime” of all technology. ETC Institute (“ETC”), which conducted all telephone activities for the survey, used the same online survey tool to administer the survey over the phone if respondents preferred this.

3.1 | RECRUIT SURVEY

The recruit survey was designed as a stand-alone survey that households could complete prior to their travel date, on their travel date, or immediately after their travel date. If completed after their travel date, households could then proceed directly to the retrieval survey to report their trips and typical travel patterns.

The recruit survey focused primarily on household-level demographics, basic person-level demographics, and administrative questions, including contact information and incentive preferences. Data collected included the following variables:

- Household composition (number of members and relationships to householder).
- Household demographics (e.g., income).

- Number and type of household vehicles (e.g., make, model, year of vehicle, and year obtained vehicle).
- Person-level demographics (e.g., age, gender, employment, education status).
- Person-level behaviors used to dynamically design certain diary questions (e.g., use of paid parking).
- Current home location, type, and tenure.
- Secondary home location (if not a full-time resident in Anchorage).
- Administrative data (e.g., contact information, incentive preferences, and willingness to participate in future studies).
- An optional comment box for households that wished to provide feedback on specific items.

Only one (adult) household member was required to complete the recruit survey. Once this section was complete, respondents were shown (or read) a survey dashboard with further instructions about logging their travel day trips and completing the retrieval. Household members returned to this dashboard after their travel date to access and complete the individual travel diaries.

3.2 | RETRIEVAL SURVEY

The retrieval survey included a 24-hour travel diary and person-level travel behavior and attitude questions. The diary collected trip-making behavior for every household member (over age five) on their pre-assigned Tuesday, Wednesday, or Thursday travel date. The retrieval survey was made available to respondents on the day after the assigned travel date.

The first question was a proxy reporting question to determine whether the respondent was filling out his or her own survey, was present while another household member filled out the survey, or was not present while the survey was filled out by another household member. This question was used to skip certain questions (explained later in this section) for respondents who were not present while another household member filled out the survey for them.

The diary questions included the following for each person:

- Where they started and ended their travel day (defined as 24 hours, beginning at 3 a.m. on the travel date).
- A full list of all of the places they went during the travel date.
 - If respondents did not go anywhere, they were asked to select one or more reasons why they did not travel.
- The exact location of each place they went on their travel day (located by address or marked on a map).
- For the trip to each destination, respondents were asked:
 - When they traveled (when they started traveling and when they arrived); and
 - The primary purpose of their trip (e.g., go to work, personal errands, etc.).

- How they traveled (e.g., driving, carpooling, riding transit, walking, etc.).
- Whom they traveled with (other household members and non-household members) (asked unless it was a drive-alone trip).
- For driving trips, respondents were asked about:
 - Vehicle used; and
 - Type and cost of parking location.
- For carpool or vanpool trips (including family-only as well as traditional carpool trips), respondents were asked:
 - Where the carpool started; and
 - Whether they were the driver or passenger.
- For transit trips, respondents were asked:
 - How they got to and from the transit stop; and
 - Which specific transit systems and routes were used.
- For taxi trips, respondents were asked:
 - The total cost of the taxi fare for the trip.
- For bicycle trips, respondents were asked:
 - Whether the route included a bicycle lane or path.

At the end of the trip roster, a prompt question verified that respondents had reported all of their trips by listing the type of trips that are commonly forgotten, and gave respondents an opportunity to add any trips they may have forgotten to report. Commonly under-reported trips include short trips (e.g., stops for gas or running a short errand on a lunch break) and loop trips (e.g., walk the dog, go for a run, etc.). There were specific instructions provided for loop trips, including a demonstration video on how those trips should be reported.

Finally, respondents could use a feature of rSurvey to easily “copy” trips across household members. When a respondent reported joint travel with another household member, that trip was then made available to household members who were reported on the trip to “copy” to their own travel diary. Subsequent household members had to verify that they took the joint trip. These members then skipped the geocoding and time-reporting steps and were only asked about the purpose of the trip (as it is reasonable that household members may have different purposes on the same trip). For example, if a parent reported driving a child to school in his or her diary, he or she could copy that trip into the child’s diary instead of having to re-enter all of the details. The copy-trip functionality saved time, reduced respondent burden, and created built-in data consistency for intra-household travel.

Following the trip details for the day, respondents were asked for a few more details about their travel day, including:

- If the pre-assigned travel day was “typical” (and, if not, reasons why);
- If they had telecommuted for part or all of their travel day instead of going to their workplace (if employed); and

- If they had purchased anything online for delivery at a later time.

3.3 | GENERAL TRAVEL BEHAVIOR AND ATTITUDE QUESTIONS

Following the 24-hour diary portion of the retrieval survey, respondents were asked a series of questions about their typical transportation behaviors. These questions provided additional context about people’s typical travel behaviors (such as commute to work), even if the trips or the travel day were not “typical” for the individual. Other questions in this section collected preferences or attitudes about transportation alternatives intended to assist AMATS planners in evaluating potential project impacts. The questions in this section included the following:

- Typical work behaviors (e.g., commuting frequency, work-related trips, work location, etc.).
- Current work location.
- Availability and use of employer-provided commuter benefits (e.g., flextime, commuting subsidies, etc.).
- Typical frequency of trips to school and current school location (if a student).
- Typical frequency of travel by transit, biking, walking, or vanpool.
 - If a person rode transit or vanpool in the past month, he or she was asked follow-up questions about transit or vanpool payment methods.
 - If a person walked or biked in the past month, he or she was asked follow-up questions about typical purposes for bicycling or walking trips.
- Typical frequency of travel to destinations outside the region (e.g., Fairbanks, the Kenai Peninsula, the continental United States., etc.)

At the end of the retrieval survey, individuals were again invited to provide open-ended comments about transportation issues in the region.



4.0 PUBLIC INVOLVEMENT AND OUTREACH

A thoughtful and uniquely tailored public outreach process increased awareness of and ensured public confidence in the project. R&M Consulting (“R&M”) developed a public involvement plan in coordination with RSG and AMATS. This plan summarized the objectives and strategies for engaging stakeholder groups and the public for the RHTS. The RHTS Public Involvement Plan (PIP), completed in July 2014, outlined the process to support and encourage participation from users of all transportation modes in the study region. The PIP followed the guidelines adopted in the 2009 AMATS Public Participation Plan (PPP). The PPP provides guidelines for officials, staff, consultant teams, and the public on participation opportunities for AMATS projects.

The goal of the PIP was to involve stakeholders and the public during the course of the RHTS through the following objectives:

- Assist AMATS in developing a positive presence for the survey, and in delivering a targeted message about the importance of the survey for collecting information that will help prioritize future transportation needs.
- Assess and increase stakeholders’ understanding of—and advance community support for and acceptance of—the survey.
- Assist stakeholder/user groups in communicating information about the survey to their constituents or members.
- Clearly define lines of communication related to the survey.
- Respond to stakeholder concerns and provide timely and meaningful feedback.
- Comply with the adopted AMATS PPP to encourage and support public participation in AMATS projects.

Overall, these objectives supported the larger goal of increasing the public’s confidence in the legitimacy, value, and quality of the project. Increased public confidence in the project was an important component in encouraging invited households to participate.

4.1 | STAKEHOLDER ENGAGEMENT

AMATS and R&M identified “stakeholders,” or individuals and organizations that play important roles in the community. Eighty-seven individuals from several groups participated as stakeholders. These included individuals representing the following:

- Government agencies (e.g., Alaska Department of Transportation & Public Facilities (ADOT&PF) and the Mat-Su Borough [MSB]).
- Planning committees (e.g., AMATS Technical Advisory Committee and Policy Committee and the MSB Transportation Advisory Board).
- Business groups (e.g., local chambers of commerce).
- The Native Village of Eklutna (NVE).
- Joint Base Elmendorf-Richardson (JBER).

The primary goals of engaging a wide range of stakeholder organizations for the RHTS were to gain their support in promoting the survey to their constituents and to ensure that the stakeholders could answer general questions about how and why the survey was being conducted.

STAKEHOLDER ENGAGEMENT STRATEGIES

Stakeholders were primarily contacted via e-mail notifications at key points throughout the survey; stakeholders were also engaged during presentations at planning committee meetings. E-mail notifications were sent to the entire list of stakeholders at the beginning of the pilot survey effort. Also, e-mails were sent through the mailing list of the Federation of Community Councils (the official neighborhood organizations in the Municipality of Anchorage). These e-mails informed stakeholders when the survey was taking place, briefly described the project, and provided contact information and links to the project website for more information.

Four presentations about the study were made to various committees and stakeholders, including the AMATS Policy Committee and Technical Advisory Committee (TAC) (July 31), the AMATS Policy Committee (August 14), AMATS TAC (August 28), and MSB Transportation Advisory Board (TAB) (August 27). These presentations provided committee members and stakeholders with an overview of the study goals and process.

The aforementioned outreach methods were designed to efficiently engage as many stakeholder groups as possible and ensure that these stakeholders were aware of the survey and where to find more information, if desired. Additional efforts were made to engage representatives of two specific groups—residents on JBER (the military base in Anchorage) and residents in the NVE. Military households at JBER represent an important segment of the traveling population, but they typically have lower response rates (due in part to potential security concerns and the younger population that typically lives on a base). AMATS and R&M contacted JBER representatives to determine whether targeted outreach on the base (e.g., publishing information in a base newsletter) could help increase response rates from JBER residents. However, there was not sufficient time to obtain permissions from base officials for these activities. JBER households were invited proportional to population (similar to the rest of the region), but response rates from households with JBER addresses were lower than in the rest of the AMATS sample area.

AMATS and R&M also made an additional effort to engage representatives from the NVE. NVE is geographically located in the “oversample” area near Chugiak and NVE households were invited at the same rate as other households in the area. (However, it is assumed that many members of the tribe live throughout the region.) No assumptions were made about the rate at which NVE residents would respond; however, AMATS is committed to engaging NVE as outlined in the Memorandum of Understanding for transportation projects. Therefore, AMATS and R&M sent additional e-mails to NVE representatives to ensure that they were provided with information about the survey.



4.2 | PUBLIC OUTREACH

In addition to outreach to the specific stakeholders and stakeholder groups, the project team conducted several activities to engage invited households and the public. The primary goal of these public outreach activities was to encourage invited households to participate in the survey. Engaging invited households is an important part of ensuring that the sample of household and travel behavior data collected is reasonably representative of the entire region.

Secondarily, outreach to the public supports the goals of informing residents about the survey and assuring them of the survey's legitimacy and value. Residents were welcome to provide comments about transportation issues or the survey process. Residents who had not been invited to the survey as part of the random sample were also welcome to complete the survey as volunteers (though this nonrandom data was separated from the statistically representative sample). Twelve households asked to volunteer and were provided with passwords, travel dates and survey instructions; four of these volunteer households completed the survey.

PUBLIC OUTREACH STRATEGIES

The primary methods for outreach to households invited to the survey were First-Class Mail, telephone recruitment and reminders, and e-mail reminders. Study information (e.g., FAQs, contact information, etc.) was shared more broadly on a website designed for this project. The materials, communication protocols, and online information were coordinated to provide a unified "public face" for project communication. These materials and procedures are described in more detail in the section on survey administration methods.

In addition to direct outreach to invited households and the information on the official project website, survey information was also shared with the public in other venues. AMATS published a summary of the survey project on their official webpage. This summary was posted before the pilot survey began and was updated at the start of the main survey effort. AMATS also shared information through social media, posting announcements and reminders about the survey on their Facebook page and Twitter feed at several points throughout the main survey effort. R&M developed a press release in coordination with RSG and AMATS, and AMATS worked with the press office at the Municipality of Anchorage to distribute the release to a wide range of media organizations. The AMATS coordinator was also interviewed by multiple news channels, and several stories were published about the survey, sharing information from the press release or the interviews.

In addition to outreach to the public, steps were also taken to ensure that the survey was accessible to residents with limited English proficiency whose first language was one of the three most common foreign languages in the region (i.e., Spanish, Korean, or Tagalog). Materials were translated into these languages and made available to the public on the project website, and the press release mentioned that the survey would be available in these languages. More detail about the survey translation options is provided in the section on survey administration.

5.0 SURVEY ADMINISTRATION METHODS

The survey was administered in two stages. First, the survey was piloted in July 2014 to test the question and instrument design and assess the overall effectiveness of the administration process and sampling plan. Second, the main survey was then conducted in fall 2014. The following section describes the administration process, including an overview of the pilot survey approach and resulting adjustments to the main survey and details of the invitation process, household participation methods, and communication protocols for the main survey.

5.1 | PILOT SURVEY

The primary goal of the pilot survey was to assess the survey design, administration process and response rates by collecting complete data from 100 households throughout the region. To meet this goal, the pilot was administered with the same materials and procedures planned for the main survey. The pilot resulted in 196 complete household records, which were later combined with the data from the main survey.

PILOT SURVEY SAMPLE

The pilot household sample was segmented into two geographic areas: the AMATS planning area and the Mat-Su Valley communities identified by the AMATS project manager. The sample of invited addresses was split, with 70% drawn from the AMATS area and 30% drawn from the Mat-Su Valley communities. This split was approximately proportional to the population in each area, though it resulted in a slightly higher sampling rate in the Mat-Su Valley than in the AMATS area. The pilot sample was not stratified further by demographics or other criteria, as the small sample size was not considered sufficient to support more detailed response rate assessments.

Based on responses to other recent surveys in the region, a conservative response rate of 3% was assumed. This assumption informed the number of invitations that were required to obtain 100 pilot responses. As with the main sample (described previously), the pilot sample was drawn from the USPS address file, and was drawn in proportion to the population in each sample area.

PILOT SURVEY DESIGN AND ADMINISTRATION

The pilot survey was conducted in July 2014, with assigned travel dates of July 15, 16, and 17. The recruit survey was available for approximately one week in advance of the travel dates, and the entire survey closed approximately one week after the last travel date.

The pilot questionnaire design and administration procedures were similar to the design and procedures for the main data collection efforts. This was intentional so that the assessment of the pilot process would provide reliable feedback and expectations for the main survey.



The questionnaire design included the majority of the elements described in the previous section of this report, including household and person-level demographics, individual travel diaries, and typical travel behaviors and attitudes.

The printed invitation materials, e-mail and telephone protocols, and incentives offered were also similar to the materials and communication protocols for the main survey (as described in the next section). AMATS and a small subgroup of stakeholders participated in the pilot survey and provided feedback on the design.

PILOT SURVEY RESPONSE

The pilot survey goal was to collect 100 complete household responses. (Completed households were only counted when every person responded to every question.) The final response was almost double the target size. In total, 196 households completed the pilot survey. After accounting for undeliverable invitations, the final response rate was more than 6%, double the conservative assumption used for the pilot sample plan.

TABLE 3: PILOT SURVEY RESPONSE RATES

Sample Region	# HHs Invited	# HHs Completed	Response Rate**
AMATS Area	2,340	142	6.1%
Mat-Su Sub Area	1,100	54	4.9%
Subtotal	3,340	196	5.9%
<i>Returned Invitations*</i>	374		
TOTAL	2,966	196	6.6%

** Invitation packets returned as undeliverable are not included in the final response rate calculation.
** The response rate is the percentage of those invited who completed the survey.*

CHANGES BETWEEN THE PILOT AND MAIN SURVEYS

After the pilot data collection was complete and the results were reviewed, a few changes were made to improve the survey experience and increase the overall success of the survey. In the questionnaire design, a few questions that were included in the pilot were eliminated from the final main survey design. Questions included factors influencing residential choices, transportation funding priorities, and a question asking pilot respondents to provide feedback on the survey design and experience (e.g., commenting on unclear instructions or parts of the survey that were difficult to complete). In the main survey, these questions were eliminated, and a new question about all-terrain vehicle (ATV) ownership was added. Also, some questions that had been asked of everyone in the pilot were altered in the main survey so that they were only asked of adults (e.g., frequency of transit use).

The invitation materials were largely unchanged. The primary changes included updating the survey contact information and modifying the color scheme slightly to make the materials more readable. Additionally, for the main survey, only the two most popular incentives from the pilot were offered (i.e., Walmart and Amazon gift cards), while the Starbucks gift card option was eliminated. Finally, based on the pilot response, the response rate assumptions were adjusted to provide better estimates for the main sampling plan.

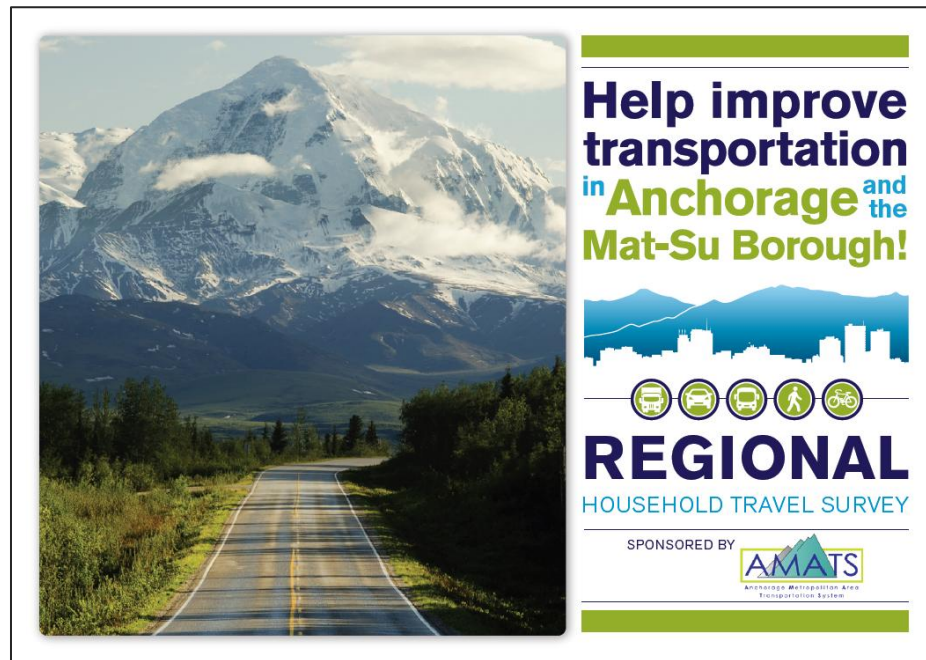
Given that the changes implemented for the main survey did not significantly alter the design or methodology, the pilot responses were combined with the main dataset to increase the final sample size. The pilot data were recoded, where necessary, to match the main survey, and the combined results are discussed later in this report.

5.2 | SURVEY RECRUITMENT AND RETRIEVAL

MAILED INVITATION MATERIALS

Initial recruitment of households began with invitations delivered via First-Class Mail. For the main survey, invitations were mailed out beginning in late August 2014 for arrival prior to the first travel date of September 9, 2014. Households received a pre-notice postcard informing them of the survey (Figure 3), an invitation packet inviting them to participate in the survey, and two reminder postcards. Below are more details about these first-class mailings.

- **Pre-notification Postcard**
 - Delivered approximately seven days before the assigned travel date.
 - Provided an introduction to the survey and a link to the project website.
- **Invitation Packet**
 - Delivered approximately four days before the assigned travel date.
 - This packet included the following:
 - A large envelope branded with the survey logo and AMATS' logo to distinguish it from other mail received by the household.
 - A letter signed by AMATS' manager, Craig Lyon, with information about the project, the survey link, and the household's unique password and assigned travel date. The household could begin participating (in the recruitment survey) immediately.
 - A FAQ sheet (on the back of the letter) with more information about the survey's purpose and how to track and report trips.
 - Travel logs for recording the household's travel day trips.
- **Reminder Postcards**
 - The first reminder postcard was delivered on the travel date (approximately).
 - The second reminder postcard was delivered (approximately) two days after the travel date.
 - All households received these postcards regardless of whether they had completed their travel diaries, as they were printed and mailed prior to the travel date.

FIGURE 3. PRE-NOTIFICATION POSTCARD (FRONT)

A local post office box was established prior to the pilot survey to be used as the return address for any invitations that were undeliverable. These undeliverable invitations were tallied and removed from the final response rate calculations.

PHONE RECRUITMENT

In the address-based sample provided by MSG, approximately 14% of all invited households had a landline telephone number associated with the address. For the main survey, ETC obtained an additional phone match to increase the ability to contact invited households. After including these additional phone numbers, approximately 20% of invited households included a landline number matched to the address. Once printed invitation materials were delivered, households with a known telephone number received calls encouraging them to participate in the survey. Households who agreed could complete the recruit survey over the telephone or could participate online on their own. RSG sent a prioritized recruitment call list to ETC each weekday during data collection, and ETC conducted recruitment calls up until the day before a household's travel date.

The recruitment phone calls prioritized households based on their designation as a "target" or hard-to-reach household. "Target" recruitment households were designated based on estimated income and geography. The sample provider included income estimates for 88% of households. Households with an estimated income of lower than \$25,000 were given first recruitment call priority. Geographic priorities were determined based on expected response rates and were adjusted during the survey as actual response rates were monitored.

RETRIEVAL METHODS

Once a household received the invitation materials in the mail, they could immediately begin the first part of the survey (the recruit survey). A household could participate online in the self-administered survey, or they could call the help line and participate over the phone.

Households invited to take the survey were able to enter their unique password and complete the survey through the online survey portal, which was accessible from the project website. rSurvey has several features that ensure data quality and minimize respondent burden. One feature of rSurvey is that participants who stop midway through the survey arrive at the question they last answered when they return to the survey (with all previously provided data saved). Other functionalities to ensure data consistency and minimize respondent burden included:

- Validation and logic checking, such as real-time geocoding of addresses, intersections, businesses, and utilizing points on a Google map; and
- “Copy trips” functionality, allowing household members to report other household members on a trip and “copy” the trip details to that member’s diary to reduce respondent burden of repeating trip details.

In addition, administrative data (also known as metadata) were collected, including browser language, browser type, use of a mobile device, and survey duration. A majority of households (83%) completed the entire study online (including both the recruit and retrieval surveys). The median time spent on the recruit survey was 11 minutes per household, and the median time spent on the retrieval survey was 12 minutes per person.

ETC conducted the phone recruitment and retrieval efforts using the same online survey instrument, entering responses while speaking to respondents on the phone. The toll-free phone number was listed on all the invitation materials, on the project website, and in all e-mail communications for the survey. Households could call to participate over the phone or call with specific questions. ETC fielded incoming calls and made outbound calls to households with a known phone number. For the main survey effort, 17% of participating households took the recruit or retrieval survey (or both) over the phone.

5.3 | RESPONDENT COMMUNICATION

Respondents continually received information about the study, and they were able to communicate with the survey team to ask questions or provide feedback. Multiple communication methods were provided: the mailed invitations (described in the previous section), the project website, and e-mail and telephone contacts. To help present all types of communication in a consistent and recognizable way, a project name and logo were developed to “brand” the materials (Figure 4). The project name, “Regional Household Travel Survey,” was selected by AMATS in order to help advertise the survey as inclusive of all parts of the region (Anchorage, Chugiak-Eagle River, and the Mat-Su Valley) and to avoid confusion with other places or projects in the region. The logo provided a unifying color scheme and referenced both urban and natural features of the region. This project name and

logo informed the design of all subsequent materials, including the print materials, e-mails and project website.

FIGURE 4: RHTS LOGO



PROJECT WEBSITE

A project website was developed specifically for the survey for two primary purposes. First, it hosted the online survey instrument where respondents could complete the questionnaire. Second, it provided general information about the survey, answers to frequently asked questions, and contact information for more information. The informational portion of the project website was available to the public and survey participants. This was published in late summer after the pilot survey was complete. Before and during the pilot, the primary source of public information was the project page on the AMATS website, which included a brief summary of the survey and a more detailed project summary.

E-MAIL AND PHONE REMINDERS

Once recruited, households received telephone and e-mail reminders that encouraged them to complete the steps to finish the survey. Reminders to households were conducted based on the household's indicated communication preference (provided in the recruit survey). Households that indicated a preference for phone call reminders received phone calls; similarly, households that indicated a preference for e-mail reminders received e-mails. A small number (1.5%) of recruited households received both phone call and e-mail reminders after indicating a preference for receiving both.

RSG sent e-mail reminders to households that preferred e-mail contact, encouraging them to log and report trips on their assigned travel date; these e-mails also described the reporting process. Reminders included a link to the survey website, the household password, and the toll-free telephone number in case the household preferred to report travel over the telephone, or in case they had difficulty completing the survey online.

Depending on when a household recruited and when they completed the last part of the survey, they received up to four reminder e-mails:

- The day before the assigned travel date (reminder to log travel the following day).

- The morning after the assigned travel date (reminder to report travel from the previous day).
- Saturday morning after the travel date (only if travel had not yet been reported).
- Monday morning after the travel date (only if travel had not yet been reported).

If a household completed the recruit and retrieval survey at the same time (after their travel date), they did not receive any e-mail reminders. If a household had not reported travel after seven days past the assigned travel date, the survey was closed and no further e-mail reminders were sent to the household. Approximately 60% of all recruited households received one or more e-mail reminders during the main survey.

For households that preferred receiving reminders via telephone, ETC conducted reminders through the following process:

- A telephone call was placed to the household on the day before their travel date to remind the household to track their travel the following day.
- Additional calls were placed (for up to seven days after the travel day) to the households to remind them to complete the survey online or over the telephone. The timing and frequency of telephone calls varied based on households' previously expressed preferences for a "call back" and the ease of reaching the household.
- After seven days from the travel date passed, no additional phone calls were placed to that household.

ETC ensured that all reminder phone calls were placed on time and that scripted voice messages were left if a voice mailbox was available. Reminder phone calls were prioritized similar to recruit call prioritization, with low-income households as the first call priority, followed by geographic and demographic targets based on survey response. Approximately 9% of recruited households received telephone reminders.

Partway through the main data collection efforts, lower response rates prompted RSG and ETC to adjust the recruitment and reminder process. Because response rates in the "regular" and "low-income" AMATS segments were under target, the e-mail reminders to households in these areas were modified to appeal to local interests. (The primary e-mail reminders to the AMATS "growth area" households and the Mat-Su households intentionally avoided specific local references as these reminders aimed to engage a wider regional audience.)

At the beginning of October 2014 (in Week 5 of the survey) recruitment rates dropped noticeably compared to previous weeks. No changes had been made to the administration process, and it was determined that the most likely cause of this decrease was an increase in election-related mailings (the election included several hotly contested races and issues). At that time, ETC began making repeated recruitment phone calls to all invited households with a phone number. During the first few weeks of data collection, ETC left voicemails if they did not reach a live person for recruitment; repeated attempts to reach a live person were not necessary. However, when recruitment rates dropped off, ETC began making additional attempts after leaving a voicemail.

E-MAIL AND PHONE QUERIES

E-mail and phone were also the primary way respondents contacted the survey administrators to ask questions or get help with the survey. RSG monitored and maintained project e-mail accounts for the pilot and main surveys. As standard protocol, RSG responded to all e-mail inquiries within one business day. RSG received over 350 e-mails during the main survey. Approximately one-third of these e-mails were “thank you” replies sent when respondents redeemed their Amazon gift cards. Other inquiries sent via e-mail typically involved questions about gift cards, requests for help with a specific part of the survey (such as how to use the map), requests for a new travel date, requests to volunteer, or general comments or questions about the survey. Occasionally, households e-mailed comments about regional transportation issues.

ETC operators also handled similar types of questions over the phone. If an operator did not know the answer to a question or needed more information, the call center supervisor contacted RSG for guidance.

ETC kept records of telephone interactions with respondents. Throughout the main survey, the toll-free number received over 650 inbound telephone calls from participating households. No telephone calls were received from the public. There were three primary types of calls. Many participants called in simply to complete the survey over the phone (this constituted the majority of the calls). Some participants called if they had trouble with a particular question. In these cases, the respondent would typically answer one or two questions over the phone and continue with the rest of the survey online, or they would finish the rest of the survey over the phone. The other most common type of call concerned questions about the gift cards. If a respondent needed help obtaining a gift card, the call was forwarded to RSG for resolution.

AMATS, R&M, and other contacts within the Municipality of Anchorage also received a small number of phone calls and e-mails about the project from the public and participating households. In some cases, a survey respondent contacted both the project e-mail address or help line and an AMATS representative. Typically, residents call the sponsoring agency to provide direct feedback on their survey experience or to ensure the survey’s validity. For general questions or concerns, AMATS responded directly to households. In cases where a respondent was inquiring about a specific survey item (such as the status of their gift card), AMATS coordinated with RSG to provide a response. The AMATS contact information was provided on the project website, and it is expected that this was the source of many of the incoming inquiries. AMATS or R&M informed RSG about calls or e-mails from eight households.

INCOMING MAIL COMMUNICATION

After the initial mailed invitations, the vast majority of communication occurred through phone or e-mail. The invitation materials specified that responses should be recorded online or over the phone, and travel logs returned via mail were not accepted as completed surveys. However, five travel logs were mailed to the project’s PO Box.

Undeliverable mail was also returned to the project’s PO Box and tallied by R&M. In total, 7,660 invitation letters were returned during the main survey. These addresses were excluded from final response rate, as discussed previously.

5.4 | SURVEY INCENTIVES

As noted, incentives were offered as encouragement and compensation for households that completed the survey. The printed survey invitation materials and survey reminders notified households that they would receive their choice of a \$10 Amazon or Walmart gift card upon completion of the retrieval survey.

Incentives were sent approximately once per week for households that had completed their travel diaries the previous week (ensuring that the incentives were sent within 10 days of survey completion). Respondents who chose an Amazon incentive received their gift cards via e-mail. Respondents who preferred a Walmart incentive and preferred to receive survey reminders by e-mail during the recruit survey were e-mailed their Walmart gift card; those who preferred Walmart and also preferred phone reminders were given the option of receiving an e-mailed gift card or a mailed gift card.

Some “hard-to-reach” households were selected for a higher incentive (\$20) to encourage a higher completion rate. Initially, higher incentives were offered to households with low incomes (under \$25,000). Over the course of the survey, incentive amounts offered to households were modified based on response rates. Starting September 23 (the third week of travel dates), the \$20 incentive was also offered to large households with four or more people.

In total, 21% of households qualified for the \$20 gift card in the main survey. Table 4 shows the number of gift cards sent, by type and amount.

TABLE 4: MAIN SURVEY INCENTIVES, BY TYPE AND AMOUNT

	Amazon	Walmart	Total
\$10 Gift Card	1,212 (42%)	1,093 (38%)	2,305 (79%)
\$20 Gift Card	257 (9%)	346 (12%)	603 (21%)
Total	1,469 (51%)	1,439 (49%)	2,908 (100%)

5.5 | TRANSLATION OPTIONS

In order to ensure that the survey was accessible to key populations with limited English proficiency, translation options were made available upon request in Spanish, Korean, or Tagalog (the primary Filipino dialect). Other languages are spoken throughout the Anchorage region, but households that speak other languages also typically speak English proficiently (or the number of households speaking other languages makes up a small part of the total population). Spanish, Korean, and Tagalog were offered for the survey because these were the most common primary languages spoken by the Low English Proficiency (LEP) population (as described in AMATS’ 2012 Title VI Non-Discrimination Implementation Plan).

While the survey invitations that were mailed to all homes were printed in English, information about how to access the survey in Spanish, Korean, or Tagalog was also printed on the invitation in these languages. Additionally, the letter and FAQs were translated into each language and published on the project website. A translation tool was also offered on the project website and the online survey in order to translate the survey into one of these three languages.

If a household wanted to ask a question or participate over the phone in Spanish, Korean, or Tagalog, then this option was also available. ETC's call center employs several bilingual operators who speak Spanish and English, so if a Spanish-speaking household called to participate, they could speak directly with an ETC operator. For Korean and Tagalog options, RSG contracted with an external organization, Jewish Vocational Services (JVS). JVS is a social service organization whose translation services were recommended by ETC. ETC set up separate voicemail boxes for Korean and Tagalog messages, and JVS interpreters were tasked with translating any messages that were left and with conducting the survey in respondents' native language, if requested.

These services were offered to ensure that LEP households had the opportunity to participate. However, no questions or requests to participate were made in the Korean or Tagalog voicemail boxes, and no Spanish-speaking households participated through the ETC call center. ETC made recruitment calls to 21 non-English speaking households, but none of these households participated. From passively collected survey data, RSG observed that eight recruited households used web browsers set to a language other than English or used the translation tool available online; the non-English languages passively identified included Spanish (four households), French (two households), German (one household), and Korean (one household). However, none of these households requested assistance in their native language. This is not surprising, as LEP households are typically hard-to-reach, particularly in a random sample as required by this survey. Further, when households who speak other languages do choose to participate, they often either speak English proficiently or rely on the members of their household who are more proficient in English to translate for them (such as younger family members). Significant outreach would likely be required to obtain high participation from LEP populations, and the results of this kind of effort would be difficult to include with an otherwise random and statistically representative sample of the entire population.

6.0 DATA PROCESSING

Data quality assurance and quality checks happen during all stages of the project, from questionnaire and sample design to final deliverables. During and after data collection, responses must be reviewed and cleaned to assure the quality of the final data. This includes reviewing response frequencies for consistency, mapping location data, flagging, correcting or excluding records with survey errors, and deriving key variables for downstream data uses. This section discusses the data preparation process and summarizes steps taken to prepare the final datasets.

6.1 | rSURVEY™ REAL-TIME DATA CHECKS

An important step in collecting and preparing accurate, high-quality survey data is to ensure that respondents understand the questions and provide complete, accurate data as they take the survey. RSG's proprietary survey software, rSurvey, includes built-in data checks that reduce respondent confusion, verify response completeness and consistency, facilitate dataset preparation, and reduce the amount of data cleaning and up-coding required. A few examples of these built-in data checks include the following:

- Validation logic required that respondents answered all questions on a page before continuing the survey.
- Logic checking, such as real-time geocoding of addresses, businesses, or location points on a Google map ensured complete geographic data.
- Filters to automatically show or hide certain questions based on previous responses helped reduce respondent burden (e.g., nonemployed persons were not asked commuting questions).
- Metadata collection (passive collection of data such as survey duration and browser type) was used to help troubleshoot survey errors and assist households that call or e-mail for help. These metadata also helped inform improvements to the survey design between the pilot and main data collection periods.
- The “copy trips” feature in rSurvey allowed a household member to select and copy information already reported by another household member if the first person reported making the trip together with that person. This feature, described in more detail in the previous section on survey design, ensures that jointly made household trips were reported with the same locations, modes, and trip times.
- Reported trip sequences were required to be logical (i.e., one trip's end location was required to match the next trip's starting location, and a trip's starting time could not be before the previous trip ended).

6.2 | POST-SURVEY DATA PROCESSING

After the data collection period was over, additional steps were taken to further review the data and prepare it for delivery.



PILOT AND MAIN DATASET MERGE

The first step in preparing the RHTS dataset after the survey closed was to combine the pilot and main survey datasets. Including the pilot data in the main dataset was feasible because the changes between the pilot and main survey were relatively minor (as discussed in the previous section). The merging of these datasets generally involved cleaning or recoding the pilot data to match the main survey data, as the main survey sample was significantly larger and included the preferred questions and logic. These changes to the pilot data included the following:

- Clearing data for questions that were only asked in the pilot or asked of a larger set of respondents in the pilot. For example, the pilot question about funding priorities was eliminated in the main survey, and the question about typical transit use (asked of everyone in the pilot) was only asked of adults in the main survey.
- Coding pilot responses as “missing” for questions that were only asked in the main survey. For example, the pilot survey did not ask how many ATVs a household owned, but this question was added in the main survey.
- Reconciling pilot response values with a more detailed list of main survey answer options. For example, in the pilot survey, a child in grade school indicated if they attended any K-12 school, while in the main survey these were further segmented into either a public or a private grade school.

A flag was also included in the deliverable datasets to identify whether the record was from the pilot or main survey.

SURVEY DATA REVIEW AND EXCLUSION CRITERIA

Once the pilot and main datasets were combined, the data were reviewed to ensure quality and completeness. Geographic data checks included review of the address and coordinate data recorded passively by the survey program during data collection. Additionally, during data collection, the rSurvey program used the Google Maps API Distance Matrix Service to estimate distance and travel time between a trip’s origin and destination points. These estimates indicate the distance and duration of a trip under “standard driving directions”³ during “free flow” travel conditions and allow comparisons to be made to the self-reported trip duration. They could also be used for future trip validation to detect trip records with potential issues. All but a few trips returned Google distance and time estimates—those trips where a driving time and distance estimate could not be provided or could not be driven to by road (e.g., boat, airplane or off-road trips, or trips to the military base on private roads).

In addition to the review of geographic data, frequency distributions for all of the categorical variables were reviewed to confirm that the correct number of responses were recorded and that the response distributions generally fell within expected ranges (e.g., the majority of trips took place during peak travel times). These checks helped identify a small number of issues requiring correction. These data corrections and exclusions included the following:

³ <https://developers.google.com/maps/documentation/javascript/distancematrix>

- Nine complete households were excluded from the final dataset because the reported home locations were outside the study area. This is likely due to mail forwarding or to differences between where people live and where they receive mail (e.g., post office boxes).
- Two person-records were excluded because respondents informed the survey administrators that they had mistakenly listed people who were not members of their household.
- A small number of respondents incorrectly saw and answered questions that did not apply to them (e.g., 15 adults who said they were not students saw a question about what kind of school they attended). This error occurred because certain survey display rules did not function correctly in older browsers (Internet Explorer 7 and 8). The error was identified and corrected during data collection, and the “extra” responses were cleaned out.
- Three people who stated that they were employed did not see certain questions about their typical commuting behavior. This survey error could not be identified or recreated, so it was determined that it was not a systemic error. The fields that these respondents should have answered were coded as missing.
- Fifteen bicycle trips reported using the “copy trips” feature did not correctly copy the response to the question about bike-path use. These responses were manually copied after the survey closed.
- In the pilot, a duration of “0 minutes” was reported for 37 trips; this is likely either because respondents were “rounding down” for short trips or because they did not realize they had selected the same 5-minute increment for a trip’s start and end time. These trips were flagged; in the main survey, logic was then implemented to prevent reporting of 0-minute trips.
- In both the pilot and main survey, respondents recorded 114 trips that started and ended at “home.” This often happened when someone did not realize the ending location for their day (usually home) was automatically recorded for them. These trips were flagged in the dataset.

DERIVED AND CALCULATED VARIABLES

In addition to the core variables reported by respondents, a set of derived variables are necessary for downstream data weighting and analysis. Similar quality checks were conducted on the derived and added variables as were conducted on the core data. Examples of these derived variables include:

- The number of workers in each household;
- The number of trips reported per household and per person; and
- The total travel party size, including household and non-household members.

These and other derived variables aid with data clarity or aim to make analysis more efficient by merging disaggregate responses from detailed categories or multiple survey questions into simpler variables. All derived variables were labeled as such in the data dictionary.

Deriving Trips for Children Under Five

Children under the age of five were not required to complete a diary, but they could be reported on trips made by household members age five or older. After deriving all other trip-level variables, trip records were created for the children under five by copying trip records from other household members and editing relevant details. Edits included identifying and removing duplicate trips, creating unique trip IDs, and recoding instances of “driver” to “passenger” for vehicle trips. This exercise added 1,631 trip records to the dataset, all of which were identified with a flag.

INCOME IMPUTATION

Households had the option of reporting income in 10 categories or selecting “prefer not to answer.” For those who preferred not to answer this disaggregate income question, a follow-up question offered the option of reporting income in one of five broader categories. Knowing that the income category was a key variable in weighting, the broad household income category was imputed for the 393 households (12.7%) that preferred not to report any income. This was done using a multinomial logit model to predict probabilities for each income category; then a Monte Carlo simulation was run to predict a single income category for each household. The model predicted income based on household attributes of the 2,711 households that did provide an income response. These household attributes included number of workers by education level; household composition (children, working-age adults, and retirement-age adults); and home ownership. The model also included the income distribution of each household’s residential Block Group (based on 2008–2012 ACS 5-year estimates).

The original detailed and broad income responses are included in the dataset (including the missing/“prefer not to answer” responses) along with a final income variable in which the missing responses are replaced with the imputed values. This final variable was created using the following rules:

- If a person answered the detailed or broad income question, the reported broad category was used.
- If a person did not answer either income question in the survey, the imputed income category was used.

The final income categories are shown in Table 5 in comparison to the self-reported broad income. This “final income” variable was used for all of the weighting steps described in Section 8.0.

TABLE 5: FINAL INCOME CATEGORY VERSUS REPORTED INCOME FOR ALL HHS

Broad Income Survey Response	Final Income Variable (used for weighting)					Total
	Under \$25,000	\$25,000-49,999	\$50,000-\$74,999	\$75,000-\$99,999	\$100,000 or more	
Under \$25,000	276	0	0	0	0	276
\$25,000-\$49,999	0	441	0	0	0	441
\$50,000-\$74,999	0	0	492	0	0	492
\$75,000-\$99,999	0	0	0	481	0	481
\$100,000 or more	0	0	0	0	1,021	1,021
Prefer not to answer	20	52	69	79	173	393
Total	296	493	561	560	1,194	3,104



7.0 SURVEY RESULTS

The final survey dataset comprises four different “levels” of data, including:

1. Household-level data;
2. Person-level data;
3. Trip-level data; and
4. Vehicle-level data.

All of the data can be linked to individual households (the highest level), and trip-data can be linked to individual people, providing the context for reported travel behaviors.

This section of the report summarizes the survey responses at all of these levels. All of the results presented and discussed below are based on the combined pilot and main datasets (described previously in Section 6.2). The results summarize the cleaned, unweighted data.

7.1 | RESPONSE SUMMARY

The final response rates to the survey are shown in Table 6.

TABLE 6: RHTS FINAL RESPONSE RATES

Sample Area	Total # HHs Invited	# HHs Recruited	# HHs Completed	Conversion Rate	Response Rate
AMATS “Regular”	31,947	2,086	1,676	80.3%	5.2%
AMATS “Growth Area”	8,321	619	473	76.4%	5.7%
AMATS “Low-Income”	5,832	242	194	80.2%	3.3%
AMATS Subtotal	46,100	2,947	2,343	79.5%	5.1%
Mat-Su “Regular”	8,339	610	484	79.3%	5.8%
Mat-Su “Growth Area”	5,129	339	242	71.4%	4.7%
Mat-Su “Low-Income”	752	48	35	72.9%	4.7%
Mat-Su Subtotal	14,220	997	761	76.3%	5.4%
Returned Invitations*	8,034				
Total	52,886	3,944	3,104	78.7%	5.9%

** Invitations that are returned as undeliverable are not counted in the final response rate*

Table 7 shows the final count for survey responses at the household, person, and trip level. The number of person diaries is slightly lower than the total number of people, as household members under the age of five did not complete a diary. However, the number of reported trips includes trips that were derived for children under age five (as described previously). Results in this section are based on the total counts shown in Table 7.

TABLE 7: NUMBER OF HOUSEHOLD, PERSON AND TRIP RESPONSES

Data Type	Main Study	Pilot	Total
Households	2,908	196	3,104
Persons	7,001	451	7,452
Person Diaries	6,460	424	6,884
Travel Day Trips	26,759	1,603	28,362

7.2 | HOUSEHOLD RESULTS

The household-level survey measurements may be compared to demographic profiles of the population. The ACS 2008–2012 5-year estimates are used for comparison in this report because the sampling plan drew upon population data from this source. The demographic distributions of the Municipality of Anchorage and the Mat-Su Borough are combined to provide comparisons for the total survey distribution (though it is acknowledged that demographic profiles vary across the region).

Income, household size, and vehicle ownership are three elements that typically play a significant role in household travel behavior, and the survey results and ACS estimates for these questions are shown in Table 8.

The household characteristics of the survey sample are relatively close to the regional characteristics. The observable differences are typical of household travel studies—there are fewer low-income and large households in the survey sample as compared to the population. Low-income households are frequently underrepresented in many surveys, and larger households can be difficult to recruit and retain due to the additional burden per respondent for the household overall. However, due in part to the sample design and recruitment and retention strategies (described previously), the differences between the unweighted responses and the regional population are relatively minor.

TABLE 8: HOUSEHOLD DEMOGRAPHICS (SURVEY RESPONSES AND ACS ESTIMATES)

	Unweighted Survey Data		Anchorage and MSB ACS 2008-2012
	Count	Percent	Percent
Household Income (Broad Categories)			
Under \$25,000	276	10.2%	12.6%
\$25,000–\$49,999	441	16.3%	18.9%
\$50,000–\$74,999	492	18.1%	18.3%
\$75,000–\$99,999	481	17.7%	15.7%
\$100,000 or more	1,021	37.7%	34.5%
Total*	2,711	100%	100%
<i>* Total survey responses excludes 393 (12.7% of households) who preferred not to answer the income question. The percentages of survey responses are based on the number of households that provided an income response.</i>			
Household Size			
1-person household	758	24.4%	24.5%
2-person household	1303	42.0%	33.8%
3-person household	433	13.9%	17.2%
4+ person household	610	19.7%	24.5%
Total	3,104	100%	100%
Vehicle Ownership			
0 vehicles	111	3.6%	5.4%
1 vehicle	853	27.5%	31.4%
2 vehicle	1325	42.7%	40.1%
3 vehicles	531	17.1%	16.1%
4+ vehicles	284	9.1%	7.0%
Total	3,104	100%	100%

Table 9 and Table 10 show the unweighted household response distributions for household size and income compared to the weighted distributions. The methodology for weighting the dataset is described in Section 8.0. Comparing the household size and income distributions of the weighted sample to the ACS distributions in Table 8 shows that once the weights are applied, the distributions matched the estimated population profile more closely. For example, in the unweighted sample, two-person households were overrepresented by approximately 10%, but the weighted sample almost exactly matched the ACS estimate.

TABLE 9: HOUSEHOLD SIZE (UNWEIGHTED AND WEIGHTED SURVEY DISTRIBUTIONS)

Household Size	Unweighted		Weighted
	Count	Percentage	Percentage
1-person household	758	24.4%	24.4%
2-person household	1303	42.0%	33.7%
3-person household	433	13.9%	17.2%
4+ person household	610	19.7%	24.7%
Total	3,104	100%	100%

TABLE 10: HOUSEHOLD INCOME IN 2013 (UNWEIGHTED AND WEIGHTED SURVEY DISTRIBUTIONS)

2013 Household Income	Unweighted		Weighted
	Count	Percentage	Percentage
Under \$25,000	276	10.2%	12.4%
\$25,000–\$49,999	441	16.3%	18.9%
\$50,000–\$74,999	492	18.1%	18.3%
\$75,000–\$99,999	481	17.7%	15.7%
\$100,000 or more	1,021	37.7%	34.7%
Total*	2,711	100%	100%

** Total does not include 393 households (12.7%) who preferred not to answer income. The percentages of unweighted survey responses are based on the number of households that provided an income response, while the weighted responses include imputed values for these households.*

7.3 | PERSON RESULTS

Person-level results from the survey can also be compared to ACS demographic estimates. As seen in Table 11, individuals between ages 18–24 participated at a fairly low rate compared to the ACS percentage of people in this age group. This is typical for household surveys and is potentially due to the fact that adults in this age group are more transient, less likely to have a permanent address, and possibly away at school, which leads to difficulty in achieving a representative sample of this age group. Residents age 65 or older actively participated in the survey (14% of the total), possibly because many are retired and therefore easier to reach at home during the phone survey recruitment and reminder process. Again, this is typical for many types of surveys.

TABLE 11: PERSON DEMOGRAPHICS

	Unweighted Survey Data		Anchorage and MSB ACS 2008-2012
	Count	Percent	Percent
Age			
Under age 5	568	7.6%	7.5%
5-17	1,084	14.5%	18.9%
18-24	328	4.4%	10.7%
25-34	1,064	14.3%	14.9%
35-44	953	12.8%	13.5%
45-54	1,056	14.2%	15.3%
55-64	1,359	18.2%	11.5%
65-74	770	10.3%	4.8%
75-84	218	2.9%	2.2%
85 or older	52	0.7%	0.6%
Total	7,452	100.0%	100.0%
Gender			
Female	3,614	48.5%	51.0%
Male	3,838	51.5%	49.0%
Total	7,452	100.0%	100.0%

Table 12 and Table 13 show the unweighted person response distributions for person age and employment as compared to the weighted distributions. Again, compared to the ACS estimates shown in Table 11, the age distribution of the weighted sample was somewhat closer to the ACS estimates. There were still some discrepancies, particularly in the younger-adult age categories (likely because the weights are applied at the person level and were not calculated using the ages of individual household members). However, adjustments in the proportion of children and seniors were noticeable. For example, the proportion of school-age children closely matched the ACS estimate.

TABLE 12: RESPONDENT AGE (UNWEIGHTED AND WEIGHTED SURVEY DISTRIBUTIONS)

Age	Unweighted		Weighted
	Count	Percentage	Percentage
Under 5 years old	568	7.6%	9.8%
5-17	1,084	14.5%	18.3%
18-24	328	4.4%	5.6%
25-34	1,064	14.3%	16.6%
35-44	953	12.8%	14.0%
45-54	1,056	14.2%	13.2%
55-64	1,359	18.2%	14.3%
65-74	770	10.3%	6.0%
75-84	218	2.9%	1.7%
85 or older	52	0.7%	0.5%
Total	7,452	100%	100%

In the unweighted sample, 65% of respondents over the age of 18 reported being employed, meaning that they were full-/part-time employees or self-employed; the next most common status was “retired” (21%). When the weights were applied, the proportion of full- or part-time employed adults was slightly higher, while the proportion of retired adults was significantly lower in the weighted sample. This is likely related to the high response from older adults, which the weighting calculation partially addressed.

TABLE 13: EMPLOYMENT STATUS UNWEIGHTED AND WEIGHTED SURVEY DISTRIBUTIONS)

Employment	Unweighted		Weighted
	Count	Percentage	Percentage
Employed full-time	2,877	49.6%	53.0%
Employed part-time	502	8.7%	10.0%
Self-employed	372	6.4%	6.5%
Unpaid volunteer or intern	40	0.7%	0.6%
Homemaker	397	6.8%	8.1%
Retired	1,190	20.5%	13.8%
Not currently employed	422	7.3%	8.0%
Total adults (age 18+)	5,800	100%	100%

7.4 | TRAVEL DIARY RESULTS

TRIP RATES

The overall trip rate was calculated by dividing the total number of trips by the total number of participating households and persons. Approximately 4% of households and 14% of people reported making no trips on their travel day. However, these households and individuals were included in the average trip rate calculation, as a “0-trip” day still represents

a valid travel day. The trip rates also include the trips derived for children under the age of five. Table 14 shows the unweighted overall trip rates.

TABLE 14: HOUSEHOLD AND PERSON TRIP RATES

	Trip rate
Household trip rate*	9.14
Person trip rate*	3.81
<i>* Includes households and people who did not report any trips</i>	

As expected, larger households made more trips per household (Table 15), and children under the age of 18 made fewer trips on average than adults (Table 16). Employed adults made more trips on average than retired or unemployed adults.

TABLE 15: HOUSEHOLD TRIP RATE BY HOUSEHOLD SIZE

Household Size	Trip Rate
1-person	4.50
2-person	7.58
3-person	11.03
4+-person	16.89
Overall	9.14

TABLE 16: PERSON TRIP RATE BY PERSON TYPE

Person Type	Trip Rate
Adults	4.02
Employed adults*	4.14
Unemployed adults**	3.81
Retired adults	3.80
Children under 18 years	3.04
Overall	3.81
<i>* Includes full/part-time, self-employed and volunteer adults</i>	
<i>** Includes homemakers and unemployed adults</i>	

TRIP PURPOSE

Table 17 shows the number of trips by destination purpose. The most common trip purpose was to go home, followed by trips to work, school, or to go shopping.

TABLE 17: NUMBER OF TRIPS BY DESTINATION PURPOSE

Purpose	Count	Percentage
Go home	8,821	31.1%
Go to primary workplace	3,433	12.1%
Go to school/daycare (e.g. daycare, K-12, college)	2,019	7.1%
Go grocery shopping	1,820	6.4%
Go to other shopping (e.g. mall, pet store)	1,704	6.0%
Drop off/pick up someone (e.g. son at a friend's house, spouse at bus stop)	1,606	5.7%
Conduct personal business (e.g. bank, post office)	1,568	5.5%
Other	1,561	5.5%
Go exercise (e.g. gym, walk, jog, bike ride)	1,486	5.2%
Go to restaurant to eat/get take-out	1,283	4.5%
Go to other work-related place (e.g. meeting, delivery)	863	3.0%
Go to medical appointment (e.g. doctor, dentist)	640	2.3%
Attend social event (e.g. visit with friends, family, co-workers)	631	2.2%
Go to religious/community/volunteer activity	393	1.4%
Attend recreational event (e.g. movies, sporting event)	299	1.1%
Transfer to another mode of transportation (e.g. walk to bus)	235	0.8%
Total	28,362	100%

MODE SHARE

Table 18 shows the number of trips reported, by mode, and the median reported trip duration for each mode. Driving trips comprise approximately 86% of the total trips in the dataset; almost half of the trips are drive-alone trips, and almost one-third are driving-with-household-members trips. Walk/wheelchair and bicycle trips comprise just under 10% of trips made; school bus trips account for just under 2%; public transit trips account for just over 1%; and all other modes comprise the remaining 1% of trips.

The median trip duration was calculated based on the start and end times for each trip, reported in five-minute increments. Overall, the median trip took 15 minutes. Bicycle, vanpool and bus trips tended to be slightly longer, while walking trips and family carpools tended to be slightly shorter. The median airplane trip, not surprisingly, took significantly longer (over two hours).

TABLE 18: NUMBER OF TRIPS, BY MODE

Mode	Count	Percentage	Median trip duration (minutes)
Drove alone	13,824	48.7%	15.0
Drove/rode ONLY with other household members	9,024	31.8%	10.0
Walk, jog, or wheelchair	2,321	8.2%	10.0
Drove/rode with people not in household (may also include household members)	1,654	5.8%	15.0
School bus	508	1.8%	20.0
Bicycle	439	1.5%	20.0
Bus (public transit)	305	1.1%	30.0
Airplane/ floatplane/ helicopter	78	0.3%	140.0
Vanpool	72	0.3%	22.5
Private shuttle or bus	43	0.2%	15.0
Other (e.g. ATV, motor home, etc.)	33	0.1%	15.0
Taxi	25	0.1%	15.0
Paratransit (e.g. AnchorRIDES)	16	0.1%	15.0
Motorcycle/moped/scooter	16	0.1%	25.0
Train	3	0.0%	15.0
Boat (e.g. ferry, kayak, etc.)	1	0.0%	30.0
Total	28,362	100.0%	15.0

7.5 | TYPICAL TRAVEL PATTERNS

Typical or “usual” travel behavior information was gathered at the person-level. As a result, this information may differ from how each person reported travel on his or her specifically assigned travel date.

TYPICAL MODE TO WORK

As shown in Table 19, adults indicated that “drive alone” was the most common way that they traveled to work. Approximately 10% of commuters indicated that they typically carpool with family members, while another 10% said that they bicycle, carpool with nonfamily members, fly, ride public transit, or walk to work in roughly equal measure.

TABLE 19: TYPICAL MODE TO WORK, EMPLOYED/VOLUNTEER ADULTS

Mode	Count	Percentage
Drive alone	2,800	78.6%
Drive/ride ONLY with other household members	364	10.2%
Bicycle	85	2.4%
Drive/ride with others not in household (may also include household members)	76	2.1%
Airplane/ floatplane/ helicopter	67	1.9%
Bus (public transit)	62	1.7%
Walk, jog or wheelchair	58	1.6%
Vanpool	27	0.8%
Other (e.g. ATV, motor home, etc.)	8	0.2%
Motorcycle/moped/scooter	4	0.1%
Taxi	4	0.1%
Paratransit (e.g. AnchorRIDES)	3	0.1%
Private shuttle or bus	2	0.1%
Train	0	0.0%
Boat (e.g. ferry, kayak, etc.)	0	0.0%
Total	3,561	100%

OTHER TYPICAL TRAVEL BEHAVIOR

Adults who were present to record their own responses were asked how frequently they had traveled for any reason, by transit, bicycle, carpool, or walking in the past month. Almost 70% of respondents had gone for a walk for 15 minutes or more at least once in the past month, and more than half had walked at least once per week. Approximately 20% rode a bicycle in the past month. The most common reason people cited for going on a walk or bike ride was exercise, but respondents also reported that they walked or biked to shop or run errands, attend social or recreational activities, or go to work or school. Just over 6% of adults reported that they had ridden transit in the past month, and approximately 3% had ridden in an organized carpool or vanpool.

TABLE 20: FREQUENCY OF TRANSIT, CAR/VANPOOL, BICYCLE AND WALK TRIPS, ADULTS, PAST MONTH

	1+ days/ week	Less than once/week	Never or not in past month	Total
How often ridden transit	186 (4%)	130 (3%)	4,637 (94%)	4,953 (100%)
How often ridden in an organized car/vanpool	103 (2%)	45 (1%)	4,805 (97%)	4,953 (100%)
How often ridden a bike	591 (12%)	441 (9%)	3,921 (79%)	4,953 (100%)
How often gone for a walk (15+ minutes)	2,772 (56%)	676 (14%)	1,505 (30%)	4,953 (100%)



8.0 DATA WEIGHTING

8.1 | THE ROLE OF WEIGHTING

Household travel surveys sample a fraction of the population, yet the resulting datasets are used to analyze and make inferences about the population at large. Weighting is the process of comparing selected demographics in the survey to external control data such as Census or ACS, and then adjusting the profile of the survey dataset to improve the representativeness of the population in the study area.

The final demographic and geographic distribution of households and persons in a survey dataset is a result of the sampling plan, adjustments made during survey administration, and the final response rates. Depending on the outcome of these factors, the resulting data are not necessarily fully representative of the population in a region in terms of demographic or geographic characteristics—there is some bias attributable to nonresponse. By assigning lower weights to households and person types that were overrepresented in the survey, and assigning higher weights to combinations that were underrepresented, these differences can be mitigated.

8.2 | FIRST STAGE EXPANSION BASED ONLY ON SAMPLING PROBABILITIES

Weights were developed for the combined pilot and main dataset (3,104 households) in a three-step process. In the first step, the number of survey households was expanded to the number of households in each sampling segment. This was done by assigning an expansion factor to each household based on the sampling rate. This step was based only on the calculated sampling rates for the different sampling groups. The sampling probabilities were equal for all households within each group. The groups used in this step were the six sampling segments. The other data source for this step was the most recent estimate of the number of households at the Block Group level from the five-year 2008–2012 ACS. The ratio of the number of ACS 2008–2012 households to the number of households in the sample resulted in the initial expansion factor.

TABLE 21: FIRST STAGE EXPANSION FACTORS, BY SAMPLING SEGMENT

Sample Name	Total HHs (ACS 2008-2012)	Actual Completes (# HHs)	Actual Sample Rate	Initial Expansion Weight
AMATS Regular	86,049	1,677	1.95%	51.3113
AMATS Growth	9,727	473	4.86%	20.5645
AMATS Low Income	8,725	193	2.21%	45.2073
Mat-Su Regular	20,239	484	2.39%	41.8161
Mat-Su Growth	7,815	241	3.08%	32.4274
Mat-Su Low Income	1,063	36	3.39%	29.5278
Total	133,618	3,104	2.32%	43.047

The initial expansion weight is the inverse of the actual sampling rate. Therefore, the highest expansion weight is for the AMATS “Regular” segment (which was not oversampled), while the lowest expansion weight is for the AMATS “Growth” segment (which was oversampled and had higher than expected response rates).

8.3 | ESTABLISHING TARGETS FOR REWEIGHTING

In the second step, target demographic variables and weighting geographies were established. The initial expansion weights were adjusted to match demographic control data targets from the ACS 2008–2012 five-year estimates. The target dimensions selected for weighting included:

- Household size (1, 2, 3, 4, 5+);
- Number of workers (0, 1, 2, 3+);
- Number of vehicles (0, 1, 2, 3+);
- Income group (five categories, identical to the broad income question);
- Age of head of household⁴ (Under 35, 35-64, 65 or older);
- Presence of children (0, 1+); and
- Household tenure (own, rent/other).

The goal of the weighting is to make the expanded sample match the marginal distributions along each of these target dimensions within each of the two county-level areas (i.e., the AMATS planning area and the Mat-Su Valley).⁵

The target values for these distributions were derived from Census Bureau tables for the 2008–2012 five-year ACS, with the five-year estimates. ACS one-year estimates at the county level would have provided more current estimates, but these could not be used directly as the study area does not include all of the land area or population in the two county areas; in addition, one-year estimates at the Block Group level would have had significantly higher margins of error. Instead, the five-year estimates at the Block Group or Tract level (number of workers is only available at the Tract level) were aggregated up to the AMATS and Mat-Su areas that are within the survey study area.

Comparisons between the ACS (2008–2012) aggregated data and the initial expanded sample were made for the seven demographic household dimensions (Table 22 through Table 28). The values in the columns labeled “Difference” are the percent difference in the expanded survey sample cell size to the ACS estimate. For example, after initial expansion, the AMATS survey sample had 22% fewer three-person households than the ACS target for three-person households in the aggregated Census Block Groups in the AMATS sampling area.

Summarizing these seven tables, the groups that appear to be underrepresented due to nonresponse bias include the following:

⁴ In the survey, the “head of household” was identified as the respondent who completed the recruit survey.

⁵ While the Municipality of Anchorage and the Mat-Su Borough are not technically counties, they are referred to as such here as this is how the Census Bureau describes these regions for data purposes.

- Larger households with three or more people are underrepresented; in particular, households with five or more people are underrepresented by about 40% relative to the ACS target.
- Households with 3+ workers are underrepresented by 42%. This is likely related to nonresponse from larger households, and related to typically higher responses from older, retired households.
- Households with zero vehicles are underrepresented by about 30%, which may be related to lower responses from low-income households. This discrepancy is larger for the Mat-Su region.
- Low-income households (under \$25,000) are underrepresented by about 20%, with a somewhat larger discrepancy in the Mat-Su region. Households with incomes less than \$50,000 were also underrepresented.
- Young households (with heads of household under age 35) are underrepresented by 28%. This is likely related to the fact that younger households are more transient and harder to contact. This contrasted with a large (67%) overrepresentation of senior households.
- Households with children are underrepresented by 29%, which is likely related to the underrepresentation of large households and overrepresentation of senior households.
- Renters are underrepresented by about 40% in the survey, which is likely related to nonresponse bias, by income.

Some household types (i.e., low-income and large households) were targeted in the sample plan and/or with administrative strategies such as higher incentives. The oversampling and administrative strategies were successful to a certain degree (e.g., the discrepancy for low-income households is smaller than is sometimes observed in other surveys); however, this success did not eliminate the need to reweight the types of households with higher nonresponse rates. In effect, just like lower response rates were anticipated and addressed by sending more invitations and offering higher incentives to these groups, the higher reweighting factors compensated for the lower initial expansion factors.

TABLE 22: INITIAL EXPANDED SAMPLE VERSUS ACS-BASED TARGETS: HH SIZE

Household size	AMATS Area			Mat-Su Valley			Total		
	Expanded Sample	ACS Totals	Difference	Expanded Sample	ACS Totals	Difference	Expanded Sample	ACS Totals	Difference
1 person	28.2%	25.6%	10.5%	18.6%	20.0%	-7.2%	26.1%	24.4%	7.3%
2 people	40.9%	33.2%	23.2%	43.2%	35.7%	20.9%	41.4%	33.7%	22.7%
3 people	13.5%	17.3%	-22.0%	14.6%	17.0%	-13.7%	13.7%	17.2%	-20.2%
4 people	11.5%	13.1%	-12.5%	14.1%	14.2%	-1.2%	12.1%	13.4%	-9.8%
5+ people	5.9%	10.8%	-45.7%	9.6%	13.1%	-26.9%	6.7%	11.3%	-41.0%
Total	100.0%	100.0%	0.0%	100.0%	100.0%	0.0%	100.0%	100.0%	0.0%

TABLE 23: INITIAL EXPANDED SAMPLE VERSUS ACS-BASED TARGETS: HH WORKERS

Household workers	AMATS Area			Mat-Su Valley			Total		
	Expanded Sample	ACS Totals	Difference	Expanded Sample	ACS Totals	Difference	Expanded Sample	ACS Totals	Difference
0 workers	22.9%	15.7%	45.2%	24.0%	23.5%	2.2%	23.1%	17.4%	32.6%
1 worker	39.3%	43.3%	-9.4%	39.6%	41.8%	-5.5%	39.3%	43.0%	-8.6%
2 workers	34.1%	33.9%	0.4%	32.5%	29.4%	10.6%	33.7%	32.9%	2.4%
3+ workers	3.8%	7.0%	-45.4%	4.0%	5.3%	-25.5%	3.9%	6.6%	-41.9%
Total	100.0%	100.0%	0.0%	100.0%	100.0%	0.0%	100.0%	100.0%	0.0%

TABLE 24: INITIAL EXPANDED SAMPLE VERSUS ACS-BASED TARGETS: HH VEHICLES

Household vehicles	AMATS Area			Mat-Su Valley			Total		
	Expanded Sample	ACS Totals	Difference	Expanded Sample	ACS Totals	Difference	Expanded Sample	ACS Totals	Difference
0 vehicles	4.5%	6.0%	-24.5%	1.3%	3.3%	-61.4%	3.8%	5.4%	-29.4%
1 vehicle	31.9%	33.3%	-3.9%	20.8%	24.6%	-15.4%	29.5%	31.4%	-5.9%
2 vehicles	42.2%	40.2%	4.8%	41.3%	39.7%	4.0%	42.0%	40.1%	4.6%
3+ vehicles	21.3%	20.5%	4.1%	36.7%	32.5%	13.0%	24.7%	23.1%	6.8%
Total	100.0%	100.0%	0.0%	100.0%	100.0%	0.0%	100.0%	100.0%	0.0%

TABLE 25: INITIAL EXPANDED SAMPLE VERSUS ACS-BASED TARGETS: HH INCOME

Household income	AMATS Area			Mat-Su Valley			Total		
	Expanded Sample	ACS Totals	Difference	Expanded Sample	ACS Totals	Difference	Expanded Sample	ACS Totals	Difference
< \$25,000	9.7%	11.6%	-16.6%	10.9%	15.3%	-28.7%	9.9%	12.4%	-19.8%
\$25,000-\$49,999	15.8%	19.5%	-18.7%	18.8%	16.7%	12.8%	16.5%	18.9%	-12.6%
\$50,000-\$74,999	17.5%	17.9%	-2.3%	19.4%	19.8%	-2.0%	17.9%	18.3%	-2.3%
\$75,000-\$99,999	17.6%	15.6%	13.0%	19.2%	16.1%	19.6%	18.0%	15.7%	14.5%
\$100,000 +	39.4%	35.5%	11.1%	31.6%	32.1%	-1.6%	37.7%	34.7%	8.6%
Total	100.0%	100.0%	0.0%	100.0%	100.0%	0.0%	100.0%	100.0%	0.0%

TABLE 26: INITIAL EXPANDED SAMPLE VERSUS ACS-BASED TARGETS: AGE OF HEAD OF HOUSEHOLD

Household head age	AMATS Area			Mat-Su Valley			Total		
	Expanded Sample	ACS Totals	Difference	Expanded Sample	ACS Totals	Difference	Expanded Sample	ACS Totals	Difference
HH head age under 35	18.7%	26.6%	-29.9%	16.9%	21.2%	-19.9%	18.3%	25.4%	-28.1%
HH head age 35-64	59.8%	60.9%	-1.7%	63.7%	66.0%	-3.4%	60.7%	62.0%	-2.1%
HH head age 65+	21.5%	12.5%	71.9%	19.3%	12.9%	50.2%	21.0%	12.6%	67.1%
Total	100.0%	100.0%	0.0%	100.0%	100.0%	0.0%	100.0%	100.0%	0.0%

TABLE 27: INITIAL EXPANDED SAMPLE VERSUS ACS-BASED TARGETS: PRESENCE OF CHILDREN

Presence of children	AMATS Area			Mat-Su Valley			Total		
	Expanded Sample	ACS Totals	Difference	Expanded Sample	ACS Totals	Difference	Expanded Sample	ACS Totals	Difference
1+ children	25.4%	37.5%	-32.2%	33.3%	40.3%	-17.3%	27.2%	38.1%	-28.8%
No children	74.6%	62.5%	19.4%	66.7%	59.7%	11.6%	72.8%	61.9%	17.7%
Total	100.0%	100.0%	0.0%	100.0%	100.0%	0.0%	100.0%	100.0%	0.0%

TABLE 28: INITIAL EXPANDED SAMPLE VERSUS ACS-BASED TARGETS: HH TENURE

Household tenure	AMATS Area			Mat-Su Valley			Total		
	Expanded Sample	ACS Totals	Difference	Expanded Sample	ACS Totals	Difference	Expanded Sample	ACS Totals	Difference
Own	76.5%	61.3%	24.8%	85.8%	76.9%	11.6%	78.5%	64.7%	21.3%
Rent/other	23.5%	38.7%	-39.2%	14.2%	23.1%	-38.6%	21.5%	35.3%	-39.1%
Total	100.0%	100.0%	0.0%	100.0%	100.0%	0.0%	100.0%	100.0%	0.0%

8.4 | USE OF ITERATIVE PROPORTIONAL FITTING TO ADJUST THE EXPANSION WEIGHTS TO MATCH THE ACS TARGETS

The final weighting step used iterative proportional fitting (IPF) to adjust the initial expansion weights so that the weighted sample distributions more closely match the ACS estimates for each target variable. An IPF program looped through the seven target dimensions for 50 iterations, gradually adjusting the weights until each target cell value matched within 0.01%. The adjusted expansion weights were constrained to be between 25% and 400% (one-fourth and four times) of the initial expansion weight in order to avoid extreme weights.

The resulting adjusted expansion factors approximately range from 8 to 200, with the majority remaining in the range of the initial expansion factors (shown in Table 21). Table 29 shows the resulting mean and standard deviation of the final expansion weights by weighting group.

TABLE 29: MEAN VALUES OF FINAL EXPANSION FACTOR, BY SAMPLING SEGMENT

Sample Name	Actual Completes (# HHs)	Initial Expansion Weight	Mean Adjusted Expansion Weight	St. Dev. Adjusted Expansion Weight
AMATS Regular	1,677	51.31	50.00	27.49
AMATS Growth	473	20.56	19.95	9.87
AMATS Low Income	193	45.21	58.09	28.87
Mat-Su Regular	484	41.82	41.87	16.89
Mat-Su Growth	241	32.43	30.63	11.03
Mat-Su Low Income	36	29.53	40.81	21.69
Total	3,104	43.05	43.05	25.83

As a check on the reweighting process, the reweighted survey distributions were compared to the target distributions for the six demographic dimensions. All cell differences were 0.0%, so these tables have not been included in this report.

9.0 SURVEY LIMITATIONS AND NEXT STEPS

During the RHTS, comprehensive demographic and travel data were collected from 3,104 households throughout Anchorage and the Mat-Su Valley. As with any sample of data meant to represent the larger picture, some limitations in the data exist.

- **Survey Nonresponse and Response Bias:** For a variety of reasons, some level of nonresponse occurs in every type of survey. Household travel surveys, in particular, tend to experience lower response rates due to the complexity of the two-stage survey design, the large burden on multi-person households, and the detailed information required. Additionally, certain types of households are typically less likely to respond (e.g., larger households or lower-income households), while others (e.g., older, retired households) are generally more likely to respond.
- **Underreporting of trips:** Overall, households underreport trips in travel surveys. This may be due to a failure to recall all the trips made on a particular day, confusion about the survey instructions, privacy concerns, respondent fatigue, or simple lack of attention to detail. The survey process and materials are designed to minimize confusion and reduce the burden. However, some underreporting or inconsistencies may still exist in the resultant dataset.
- **Seasonal Travel Differences:** In many regions, typical travel behavior may vary throughout the year with changes in the weather or other seasonal patterns. In the Anchorage region, seasonal differences in daylight and weather have a significant impact on travel behavior, as observed in the types of trips and travel behaviors reported during the pilot survey (conducted in July 2014) as compared to travel behavior reported in the main survey (conducted in September and October 2014). It would be reasonable to assume that travel patterns in the middle of winter are even further removed from the typical summer travel patterns.

In the analysis and application of the RHTS data, these limitations should be considered when conclusions are drawn. Even with these considerations, the RHTS data provide a useful sample of travel patterns and preferences in the region and can help inform local and regional plans. The next step for the survey dataset will be to develop an updated regional TDM. RSG's survey team has provided the dataset and accompanying documentation to AMATS and to RSG's modeling team to include in this model update in 2015.

Questionnaire notes:

This questionnaire is designed to show the question wording, answer choices and survey flow logic for the Regional Household Travel Survey.

A notes on the formatting in this document:

- Slides with a gray background (such as this one) include notes, instructions for programming the survey, or longer lists of answer choices, but may not be shown to all survey respondents.
- Text written in **red** indicate survey logic (e.g. who should see which questions) and other notes for the programmers, and are not shown to survey respondents
- Text between < > angle brackets indicate information displayed dynamically for each respondent (e.g., a person's name or travel date)

Entry page

Entry page includes the 'Privacy' and 'Contact us' links in the footer.



**WELCOME
TO THE**





REGIONAL
HOUSEHOLD TRAVEL SURVEY

Please enter your password:

For assistance, email us:
help@regionaltravelsurvey.com

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Previous

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Header design:



Footer (Content shown at the bottom of every page/question of survey)

- Privacy *-clicking 'Privacy' will open a new tab. Link to the "Privacy" page on the project website*
- Contact us *-clicking 'Contact us' will open an email with subject "User: " + <password>*
- Travel Log *-clicking 'Travel Log' will open a new tab displaying the travel log pdf.*
- Study Sponsor *-clicking 'Study Sponsor' will open a new tab for sponsor website (or sponsor page in study website, if multiple sponsors)*
- Study FAQs *-clicking 'Study FAQs' will link to the FAQs page on the study website*

Copyright text in footer:

© 2014, Resource Systems Group, Inc. for Anchorage Metropolitan Area Transportation System (AMATS)

Resource Systems Group, Inc. Privacy Statement

SUMMARY

© Resource Systems Group, Inc. 2014 is conducting this study for Anchorage Metropolitan Area Transportation System (AMATS).

Resource Systems Group (RSG) will never sell, trade or otherwise share any personal information collected in its surveys with any third party.

RSG will never spam you, advertise to you or otherwise contact you outside of this survey without your explicit and direct permission.

Any and all information collected during this survey will only be presented to RSG's clients as part of an aggregate sample. At no time will individual responses be connected to survey takers' personal information.

During the study, we need your name and contact information in order to reach you, but at the conclusion of the study, this information will be destroyed. Your survey responses will never be sold or shared.

PRIVACY STATEMENT IN DEPTH

We are committed to your privacy and we take it very seriously. This statement is intended to provide you with information and understanding about how Resource Systems Group (RSG) collects and safeguards personal information that is used as part of the firm's market research studies.

ABOUT RSG'S MARKET RESEARCH WORK

RSG conducts market research on behalf of both public and private sector clients using Internet, stand-alone computer, and other data collection means. Ultimately, this research allows our clients to provide you with better products and services that you use on a daily basis. These products and services range from large infrastructure, like rail service and highways, to consumer products, like magazines and cell phones.

THE INFORMATION WE COLLECT AND WHAT WE DO WITH IT

Through independently commissioned surveys, RSG may collect information such as your email address, home or work location, and a variety of demographic information (e.g., gender, age, household income) that will allow us to qualify you for a current survey, tailor survey questions, or ensure we have collected a sample that provides representation across a variety of characteristics. Once you are qualified to participate in a survey, you may be asked to provide additional demographic data, express opinions, and register preferences. The information gathered is aggregated, analyzed, and summarized on behalf of RSG's clients. This information is always presented to clients in summary fashion and never contains any personally identifiable information. Participation in these surveys is completely voluntary, and you therefore have a choice whether or not to disclose this information requested.

INFORMATION COLLECTED TO MAKE YOUR SURVEY EXPERIENCE MORE PLEASANT

During the course of our surveys, we may passively collect information about your Internet browser and computer settings that makes your survey experience more pleasant. In addition to making your survey experience better, we use this information, which does not identify individual users, to analyze trends, to administer the site, and to track users' movements around the site.

CHANGING OR DELETING PERSONAL INFORMATION

If your personal information changes, if you no longer desire to participate in this study, or if you have inquiries or complaints, please contact us via email at help@regionaltravelsurvey.com.

SECURITY

We follow generally accepted industry standards to protect the personal information submitted to us, both during transmission and once we receive it. No method of transmission over the Internet, or method of electronic storage, is 100% secure, however. Therefore, while we strive to use commercially acceptable means to protect your personal information, we cannot guarantee its absolute security.

CHANGES IN THIS PRIVACY STATEMENT

RSG reserves the right to change its privacy policy. These changes will be posted clearly on the firm's websites and other places we deem appropriate so that you are aware of what information we collect, how we use it, and under what circumstances, if any, we disclose it.

LEGAL DISCLAIMER

We reserve the right to disclose your personally identifiable information as required by law, and when we believe that disclosure is necessary to protect our rights and/or to comply with a judicial proceeding, court order, or legal process served on our website.

CONTACT US

If you have any questions or suggestions regarding our privacy policy, please contact us at:
Resource Systems Group, Inc.

41 North Rio Grande St, Suite 106
Salt Lake City, UT 84101

Email: help@regionaltravelsurvey.com

Thank you for your participation!

The purpose of the Regional Household Travel Survey is to better understand the transportation needs and travel patterns of residents like you. Your participation is very important to us and your responses *will* have a significant impact on future transportation planning decisions throughout the region.

This study is conducted by © Resource Systems Group, Inc. 2014, for Anchorage Metropolitan Area Transportation System (AMATS) in cooperation with the Alaska Department of Transportation and the Matanuska-Susitna (Mat-Su) Borough.

Your privacy will be protected. Please click [here](#) to view our privacy policy.

If you have any questions or concerns, please email help@regionaltravelsurvey.com or call toll-free: 1-844-393-4437. You may also visit the project website for more information:

<https://regionaltravelsurvey.com>.

Here are some tips to help you complete the Regional Household Travel Survey.

How do I go from question to question?

After you have answered all questions on a page, use the “Next” button at the bottom of the screen to advance.

If you need to back up, click the “Previous” button. Do not use your web browser’s “Back” button.

Can I complete this survey on a mobile device?

We recommend taking the survey on a tablet or laptop/desktop, but the survey will also work on smartphones.

What if I need to stop taking the survey before I finish?

No problem. You can always return to the website later and pick up from where you left off. All of your answers will automatically be saved for you.

Now, let’s get started!

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STUDY OVERVIEW

This study has 2 parts

1
HOUSEHOLD
INFO SURVEY

2
TRAVEL DIARY
SURVEY

When do I take the survey?	As soon as convenient	After the day of your assigned travel
Who takes the survey?	You	All adults (an adult should also report trips for children under 18)
How long will the survey take?	About 5 minutes	About 10 minutes per person
What is the survey about?	We ask you about your household and the vehicles you use.	Return to the website (or call) to tell us about the details for all the trips you made on your assigned travel date. (Use your Travel Log to keep track!)

After completing both parts, your household will receive your choice of a Walmart or Amazon.com gift card.

Remember, your household's travel date is **<travel date>!**

How many motor vehicles (in working order) are there in your household?

Please include all motor vehicles that your household regularly uses.

Please include cars, trucks, SUVs, vans, RVs, & motorcycles (whether owned, leased, or a company vehicle).

Please do NOT include uninspected/unregistered motor vehicles.

Please do NOT include recreational vehicles such as snowmachines, ATVs, trailers, golf carts, or watercraft.

- 0 (no vehicles)
- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10 or more vehicles

“household” pop-up text:

Your household includes everyone who lives in the same dwelling unit, including roommates, friends or household help as well as relatives.

How many All-Terrain Vehicles (ATVs) does your household own?

- 0 (no ATVs)
- 1
- 2
- 3 or more ATVs

This page is shown for each vehicle in the household.

This page is only shown if the household has 1 or more vehicle(s).

Please tell us about the vehicles in your household.

Viewing <x> of <n> vehicle(s).

Year

Make

Model

Fuel type

Does this vehicle have a disability license plate or parking pass?

Answer choices shown based on year of vehicle:

When did your household purchase/obtain this vehicle?

How many total people (including yourself) currently live in your household?

Please include yourself, all other adults, all children, and all roommates who normally reside with you in your home.

Please do not include people who live away at school or college.

- 1 (I am the only person)
- 2 people
- 3 people
- 4 people
- 5 people
- 6 people
- 7 people
- 8 people
- 9 people
- 10 people
- 11 people
- 12 or more people

Please tell us about yourself. *First hh member*

Viewing <x> of <n> member(s).

Initials or nickname

Gender

Age

Primary type of employment

[if employed full/part/self] Number of jobs

Military Affiliation:

Currently a student?

[if full/part time student] What type of school does this member attend?

Highest level of education completed

Has a valid driver's license?

[if numvehs > 0 and has license] Vehicle used most often

How often typically pays for parking
(e.g. park vehicle somewhere where parking is NOT free)?

Please describe your race or ethnicity.

This information is only used to help understand how closely the participants in this survey represent the region’s population as a whole. Your answers will be kept strictly anonymous and will be grouped with answers from all other participating households. Please click [here](#) to view our privacy policy.

Please select all that apply.

- African American or Black
- Alaskan Native
- Asian
- Hispanic or Latino
- Native American (non-Alaskan)
- Native Hawaiian or Pacific Islander
- White or Caucasian
- Other
- Prefer not to answer

Other hh members

Please tell us about the other members of your household.

Viewing <x> of <n> member(s).

Initials or nickname

Relationship to you

Gender

Age

[if 18+] Primary type of employment

[if 16-17 OR (18+ and employed full/part/self)] Number of jobs

[if age 18+] Military Affiliation:

[if 18+] Currently a student?

[if currently a student or under age 18] What type of school does this household member attend?

[if 18+] Highest level of education completed

[if 16+] Has a valid driver's license?

[if numvehs > 0 and has license] Vehicle used most often

[if 16+] How often typically pays for parking (e.g. park vehicle somewhere where parking is NOT free)?

Other hh members

Please describe <Name>'s race or ethnicity.

This information is only used to help understand how closely the participants in this survey represent the region's population as a whole. Your answers will be kept strictly anonymous and will be grouped with answers from all other participating households. Please click [here](#) to view our privacy policy.

Please select all that apply.

- African American or Black
- Alaskan Native
- Asian
- Hispanic or Latino
- Native American (non-Alaskan)
- Native Hawaiian or Pacific Islander
- White or Caucasian
- Other
- Prefer not to answer

[member_details]

relationship:

Husband/Wife/Partner
Son/Daughter/In-law
Mother/Father/In-law
Brother/Sister/In-law
Other relative
Roommate/Friend
Household help
Other

age:

Don't show to first HH member:

Under 5
5-11
12-15
16-17

Show to all members:

18-24
25-34
35-44
45-54
55-64
65-74
75-84
85 or older

employment:

Employed full time (paid)
Employed part time (paid)
Self-employed
Unpaid volunteer or intern
Homemaker
Retired
Not currently employed

gender:

Male
Female

jobs_count:

0 jobs (*only show to ages 16-17*)
1 job
2 jobs
3 jobs
4 jobs
5 or more jobs

education:

Less than high school
High school graduate
Some college
Vocational/technical training
Associates degree
Bachelor degree
Graduate/post-graduate degree

[member_details]

Military Affiliation:

“None (no military affiliation)”

“Active duty Soldier or Airman”

“Reserve or National Guard”

“Department of Defense Civilian workforce”

“Spouse/Partner/Dependent (of a service member)”

“Military veteran”

Currently a student:

No, not a student

Part-time student

Full-time student

Student, school type: See following slides

license: Yes, No

vehicle:

[List of reported household vehicles from Question 3]

Other vehicle (e.g., taxi, carpool vehicle or business vehicle)

None

park_Freq:

6-7 days per week

5 days per week

2-4 days per week

1 day per week

A few times per month

Less than monthly

Never

Not applicable

School Questions – Logic & answers (slide 1 of 2)

Resp Age	“Currently a Student” Question [student]	What type of school does this member attend?
Under 5 years old	Question not shown	<ol style="list-style-type: none"> 1. Daycare 2. Preschool 3. K-12 public school 4. K-12 private school 5. K-12 home school (full-time or part-time) 6. Other 7. None
5-11 years	Question not shown	<ol style="list-style-type: none"> 1. Daycare 2. Preschool 3. K-12 public school 4. K-12 private school 5. K-12 home school (full-time or part-time) (6. College, 7. Vocational not shown) 8. Other 9. None
12-15 years	Question not shown	<ol style="list-style-type: none"> 1. Daycare 2. Preschool 3. K-12 public school 4. K-12 private school 5. K-12 home school (full-time or part-time) (6. College, 7. Vocational not shown) 8. Other 9. None
16-17 years	Question not shown	<ol style="list-style-type: none"> 1. Daycare 2. Preschool 3. K-12 public school 4. K-12 private school 5. K-12 home school (full-time or part-time) 6. College, graduate, or professional school 7. Vocational/technical school 8. Other 9. None

School Questions – Logic & answers (slide 2 of 2)

Resp Age	“Currently a Student” Question [student]	What type of school does this member attend?
18-24 years	Show Question: Answer choices are: <ul style="list-style-type: none"> - No, not a student - Part-time student - Full-time student 	<ol style="list-style-type: none"> 1. Daycare 2. Preschool 3. K-12 public school 4. K-12 private school 5. K-12 home school (full-time or part-time) 6. College, graduate, or professional school 7. Vocational/technical school 8. Other 9. None
25+	Show Question: Answer choices are: <ul style="list-style-type: none"> - No, not a student - Part-time student - Full-time student 	<ol style="list-style-type: none"> 1. Daycare 2. Preschool 3. K-12 public school 4. K-12 private school 5. K-12 home school (full-time or part-time) 6. College, graduate, or professional school 7. Vocational/technical school 8. Other 9. None

How many months of the year do you live at your current residence (the residence where we sent your invitation to participate in this study)?

If you received the study invitation in a PO Box, please answer for your primary residence closest to the Post Office where you collect your mail.

- 12 months (I live here all year long)
- 9–11 months of the year
- 6–8 months of the year
- 3–5 months of the year
- Fewer than 3 months of the year

If doesn't live at current residence year-round

You said that you don't live all year-long at your current residence (the place where we sent your invitation to participate in this study).

Where do you live the other months of the year?

City/Town: _____

State:

OR

Zip: _____

Location outside of the US

If they select this, all other fields can be blank

How long have you lived at your current residence (the place where we sent your invitation to participate in this study)?

If you received the study invitation in a PO Box, please continue to answer for your primary residence closest to the Post Office where you collect your mail.

- Less than a year
- Between 1 and 2 years
- Between 2 and 3 years
- Between 3 and 5 years
- Between 5 and 10 years
- Between 10 and 20 years
- More than 20 years

Do you rent or own your current residence? (the place where we sent your invitation to participate in this study)?

- Own/Buying (paying mortgage)
- Rent
- Provided by job or military
- Other
- Prefer not to answer

What type of place is your current residence? (the place where we sent your invitation to participate in this study)?

- Single-family house (detached house)
- Townhouse (single-family attached house)
- Duplex (two-family house)
- Building with 4 or fewer apartments/condos
- Building with 5 or more apartments/condos
- Mobile home/ trailer
- Dorm or institutional housing
- Other (including boat, RV, van, etc.)

Please share where your home is located.

This information is only used to make sure a representative sample of the region participates in the study. Please click [here](#) to view our privacy policy.

[Click here to view a help video for this page](#)

Locate by address

Locate on the map

<if locate by address>

To locate by address, please enter a *street number* or the *nearest intersection*.

- Example: 100 Spruce Street, Wasilla, AK
- Example: Eagle River Rd & Lee St, Eagle River, AK

<if locate by map>

Map instructions

1. Click on the map to zoom in.
2. When zoomed in close enough, clicking the map will place a 'marker.'
3. Continue clicking until you have located the correct place.



Previous

Next

In 2013, what was your household's total annual income (from all sources) before taxes or other deductions from pay?

This information is only used to make sure a representative sample of the region participates in this study. Please click [here](#) to view our privacy policy.

- Under \$10,000
- \$10,000–\$24,999
- \$25,000–\$34,999
- \$35,000–\$49,999
- \$50,000–\$74,999
- \$75,000–\$99,999
- \$100,000–\$149,999
- \$150,000–\$199,999
- \$200,000 or more
- Prefer not to answer

“household” pop-up text:

Your household includes everyone who lives in the same dwelling unit, including roommates, friends or household help as well as relatives.

If prefers not to answer narrower income levels

Would you be willing to tell us more generally about your household's 2013 income?

We ask this question to help understand how closely the people who participate in this study represent the region's population as a whole. It also helps Anchorage Metropolitan Area Transportation System (AMATS), the Matanuska-Susitna (Mat-Su) Borough and other planning organizations understand how residents are impacted by different transportation projects, policies and costs.

Your answers will be kept strictly anonymous and will be grouped with answers from all other participating households. Please see our [privacy policy](#) for more information about how we protect your privacy.

- Under \$25,000
- \$25,000–\$49,999
- \$50,000–\$74,999
- \$75,000–\$99,999
- \$100,000 or more
- Prefer not to answer

Do you have any comments about transportation in the region or thoughts about potential transportation projects (such as commuter rail, new roadways, etc.) that you would like to share with Anchorage Metropolitan Area Transportation System (AMATS), the Municipality of Anchorage, or the Matanuska-Susitna (Mat-Su) Borough?

If so, please enter them below .

Answering the text box is optional.

How would you prefer to be contacted for the remainder of this study? This helps us understand how your household would prefer to receive reminders about the study.

We will remind you to keep track of your travel on <**TRAVELDATE**>. You will be contacted for this study only and your personal information will NEVER be shared. Please click [here](#) to view our privacy policy.

Please select all that apply.

- By email
- By telephone

The \$20 incentive text is only shown to a subsection of invited households

Congrats! Approximately 1 in 10 participating households are being chosen to receive a \$20 gift card. Your household has been selected! This means you will receive a \$20 gift card after completing the survey instead of a \$10 gift card.

The \$10 incentive text is shown to all other invited households (those not shown the \$20 incentive text).

Thank you again for your participation in this study. You are almost done with Part 1 of the study. After completing Part 2 your household will receive a \$10 gift card.

Then the incentive type question is shown to all invited households, regardless of incentive amount:

What type of gift card would you like to receive?

The amount on the gift card will be the same no matter which gift card you choose.

- Amazon.com gift card
- Walmart gift card

Do NOT show gift card text (in <> brackets) or checkbox to volunteer HHs (password prefix = 'X', segnum = 99)

For future contact, <including sending your thank you gift card once your household completes Part 2 of the survey,> please enter your email address.

As part of our [privacy policy](#), you will only be contacted for this study and your information will NEVER be shared. <If you said you only want to receive survey reminders via telephone, your email will only be used to deliver your thank you gift card.>

Email

if person is NOT segnum=99 (i.e., not a volunteer, so they'll receive an incentive), show this text if the checkbox is visible:

Even though it will take longer after my household completes the survey, please send my gift certificate to me by mail.

if person is segnum=99 (i.e., is a volunteer, or other "X" password so NO incentive), show this text if the checkbox is visible

I prefer to only receive phone reminders.

Email requirement criteria:
HIDE THE CHECKBOX AND REQUIRE EMAIL if the person selected email and/or selected Amazon as their incentive type (Amazon incentives will be email-only)
SHOW the checkbox and email box, but only require one, if the person selected phone only AND the Walmart incentive

Asked if respondents prefer to be contacted by phone

What is your phone number?

Please enter the full 10 digit phone number.

As part of our [privacy policy](#), you will only be contacted for this study and your information will NEVER be shared.

Phone 1:

Phone 2 (Optional):

Would you be willing to participate in future regional transportation surveys (like this one) that are conducted by Anchorage Metropolitan Area Transportation System (AMATS), the Municipality of Anchorage, or the Matanuska-Susitna (Mat-Su) Borough?

An important part of transportation planning is obtaining input from residents like you. If you answer “yes”, you may be contacted in the future to ask if you would like to participate in another transportation survey.

Thank you again for your participation and help in improving the region’s transportation.

- Yes
- No

Thank you!

Your household has completed part 1 of the study. In order to complete the entire study, all members of your household (listed at the bottom of this page) must complete a diary. See below for additional instructions.

Next Steps

We will remind you

We will provide a reminder to tell us about the trips each household member makes on **<traveldate>**. We will only contact you by phone if you prefer to be contacted that way.

Keep a log your trips

Please remember to ask EACH adult member of your household to keep track of all the trips they make on **<traveldate>**. In addition, adults will need to log trips for children age 5 to 18. Please use the [Travel Log](#) to record the details of your trips.

Return to the website to report your trips

Starting on **<traveldate + 1>**, your household may return to this website to report the trips made on **<traveldate>**. The survey will be available for one week after your travel date.

OR call in to report your trips

You may also call toll-free **1-844-393-4437** to complete the survey over the telephone.

And you're done!

<Once your household has completed the survey, we will send you your gift card within 10 business days.> *[Do not show this sentence to [volunteer HHs](#) (password prefix = 'X', segnum = 99)]*

Members	Status
James	Completed
Brianne	In progress
PJ	Let's get started!

LOGIC:

1. Children under age 5 are not listed in the table (do not complete the travel diary)
2. All other HH members would be listed in the table
3. Surveys become available at midnight after the travel date

Note: Children under the age of 5 are not asked to complete a travel diary

Asked if hhsiz > 1

To better understand how households are completing the study, we would like to know if someone other than <NAME> is filling out this portion of the survey.

Are you <NAME> or are you filling out this survey on <NAME's> behalf?

- I am <Name> and I am answering this survey
- I am answering this survey for <Name> and <Name> **IS** here with me to provide answers
- I am answering this survey for <Name> and <Name> is **NOT** here with me to provide answers

The "travel day" began at 3AM on <assigned travel date> and ended at 3AM on <assigned travel date + 1 day>.

Where was <Name> at 3AM on <assigned travel date> (when the travel day BEGAN)?

- At Home
- At Work
- At another place, please specify:
- Traveling between places (in a car, on a bus/plane, etc.)

Asked if respondents were traveling at 3 AM when the travel date began

<Name> was traveling at 3 AM on <assigned travel date> (when the travel day BEGAN).

Where was the last place <Name> stopped BEFORE 3AM (even if it was a short stop such as to get gas)?

Home

Work

Other, please specify:

e.g. gas station, coffee shop, etc.

The "travel day" began at 3AM on <assigned travel date> and ended at 3AM on <assigned travel date + 1 day>.

Where was <Name> at 3AM on <assigned travel date + 1 day> (when the travel day ENDED)?

- At Home
- At Work
- At another place, please specify:
- Traveling between places (in a car, on a bus/plane, etc.)

<Name> was traveling at 3 AM on <assigned travel date + 1> (when the travel day ENDED).

Where was the first place <Name> stopped AFTER 3AM (even if it was a short stop such as to get gas)?

- Home
- Work
- Other, please specify:

<Name>'s day began at <startloc> and ended at <endloc>.

Did <Name> make any trips on <assigned travel date>, even if it was just a short trip such as a walk or bike ride?

Please do not report trips between two locations on base at JBER (Joint Base Elmendorf-Richardson). You only need to report trips to or from the base or between off-base locations.

- Yes
- No

What is a trip?

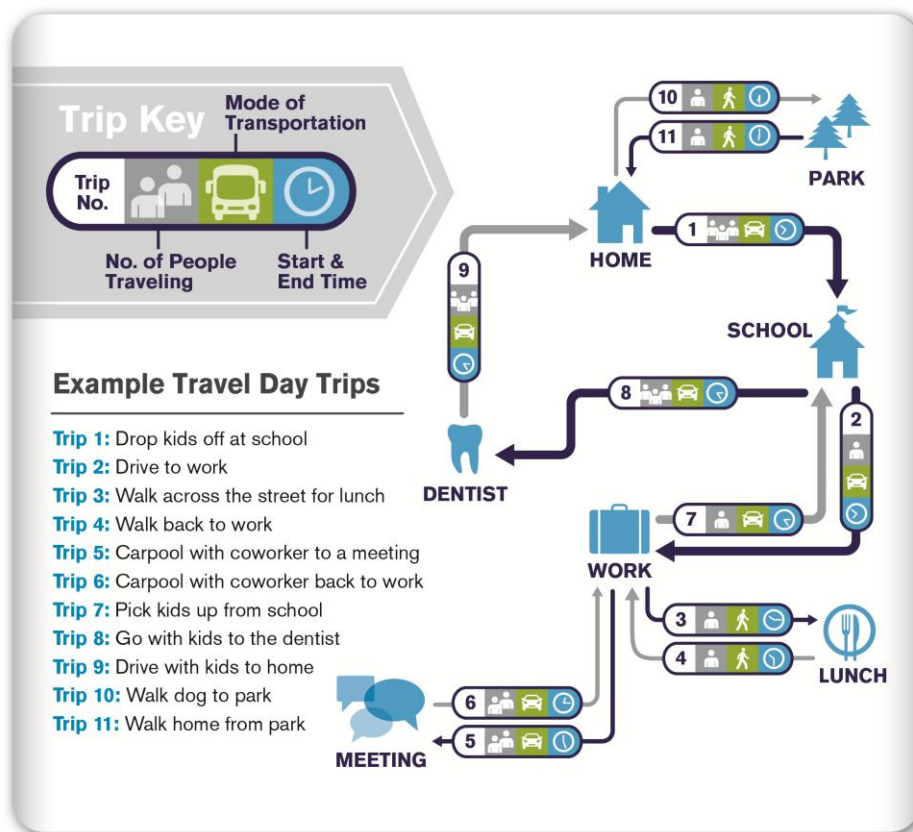
Anytime you travel for 5 or more minutes and stop at a new location, that equals 1 trip. Even if you stop briefly for gas, at an ATM, or to drop a child off at school, each stop equals 1 trip.

What are some example trips?

- Drive to work
- Ride the bus to the bank
- Bike to the grocery store
- Get a ride to the movies
- Walk to school

What if I go out, but don't make a stop (e.g. to walk the dog or go for a bike ride)?

Please report 2 trips. The place that was farthest from where you began (such as the place that you turned around on your bike ride) is your "destination."



Note: This screen/question is asked if the respondent started and ended their assigned travel date at the same location (e.g. home). This is to confirm they traveled.

Thank you for your answers so far. Now, we'll ask you to provide **details about the trips** <Name> made on <assigned travel date>.

Please review the definition of a “trip” below, then click “Next” to continue.

What is a trip?

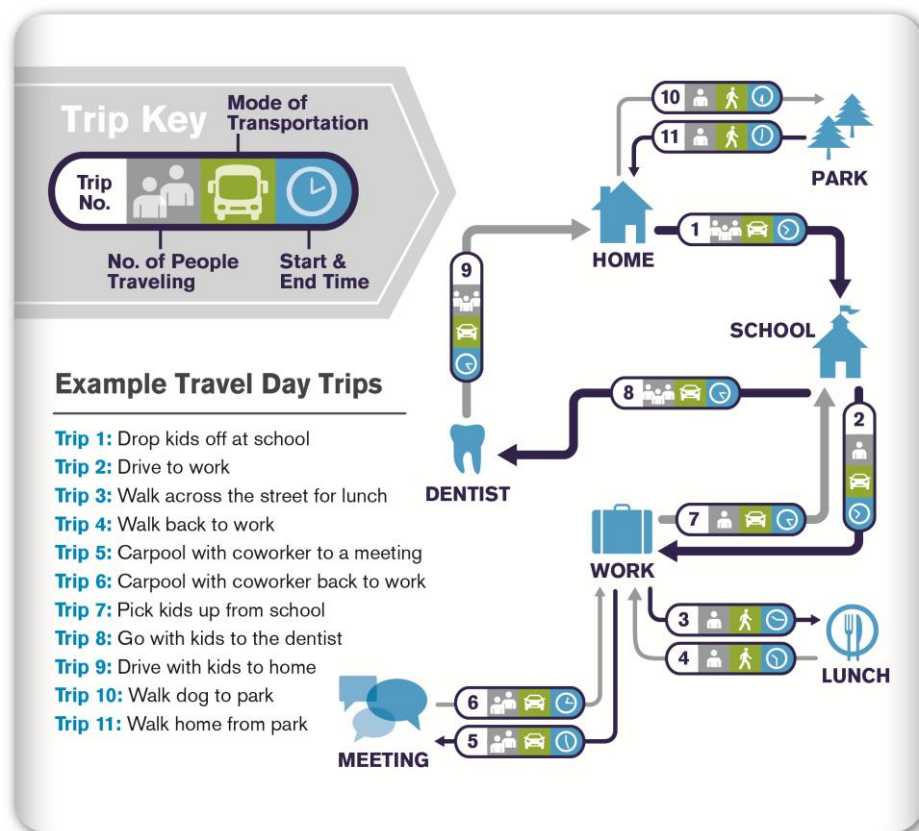
Anytime you travel for 5 or more minutes and stop at a new location, that equals 1 trip. Even if you stop briefly for gas, at an ATM, or to drop a child off at school, each stop equals 1 trip.

What are some example trips?

- Drive to work
- Ride the bus to the bank
- Bike to the grocery store
- Get a ride to the movies
- Walk to school

What If I go out, but don't make a stop (e.g. to walk the dog or go for a bike ride)?

Please report 2 trips. The place that was farthest from where you began (such as the place that you turned around on your bike ride) is your “destination.”



Note: This screen is only shown if the respondent started and ended their assigned travel date in different places (b/c we know they traveled over the course of the day)

If the respondent did not make any trips on their assigned travel date

Why didn't <Name> travel or make any trips on <assigned travel date>?

- I did not need to go anywhere all day
- I wanted to travel, but was unable to for personal reasons

What is the main reason why <Name> didn't need to go anywhere all day?

Please select all that apply.

- I was not scheduled to work or I took a vacation/personal day
- I worked from home for pay (e.g. telecommuted or home-based job)
- I worked around the home (not for pay)
- The kids were on school vacation/break
- Other, please specify: _____

If the respondent wanted to travel, but couldn't

What is the main reason why **<Name>** was unable to travel?

Please select all that apply.

- I had no available transportation (no car, no way to get to the bus, etc.)
- I was sick or caring for another person (child or family member) at home
- I was waiting for a delivery or visitor (e.g. cable installation)
- Other, please specify: _____

Please list, in order, all the places **<Name>** went between 3AM on **<assigned travel date>** and 3AM on **<assigned travel date +1>**.

Please provide a nickname or short description for each place. When all your places are listed below, click “Next” to continue.

[Click here to view a help video for this page](#)

<show if person branches back from “locs_confirm” to add more trips>

Please **INSERT** any places you want to add (remember –you can drag the places to reorder the list).

To add a new place, type the name of the place in the box (such as “Work” or “Wells Fargo Bank”) and click “Add new.”

To add a place already listed below, click “Add existing” and select the correct place from the dropdown.

Add new ▼

My places ▼

<Start location>
 <End location>
 Work

Click and drag a place to re-order the list. Click x to remove a place.

I started my day at:

<3am_startlocA or 3am_startloc>

Then I went to:

e.g. Work
✕

Then I went to:

e.g. Child’s daycare
✕

I ended my day at:

<3am_endlocB or 3am_endloc>

Example Travel Day	
I started my day at:	Home
Then I went to:	Bear Valley Elementary
Then I went to:	Work
Then I went to:	Wells Fargo Bank
Then I went to:	Work
Then I went to:	Snow City Café
Then I went to:	Work
Then I went to:	Bear Valley Elementary
Then I went to:	Dentist
Then I went to:	Home
Then I went to:	Kincaid Park
Then I went to:	Home

Listed to the right are all the places <Name> reported going on <assigned travel date>.

Do you have any trips to add for <Name's> travel on <assigned travel date> that you haven't already reported?

Please select all that apply.

<Name>'s trips	
I started my day at:	<3am start loc>
Then I went to:	<first location>
Then I went to:	<second location>
Then I went to:	Etc.
I ended my day at:	<3am end loc>

- Yes, I went out but [didn't stop anywhere](#) (e.g. for a jog or bike ride, to walk the dog, go for a Sunday drive, etc.) *<pop-up example graphic on blue text – see next slide>*

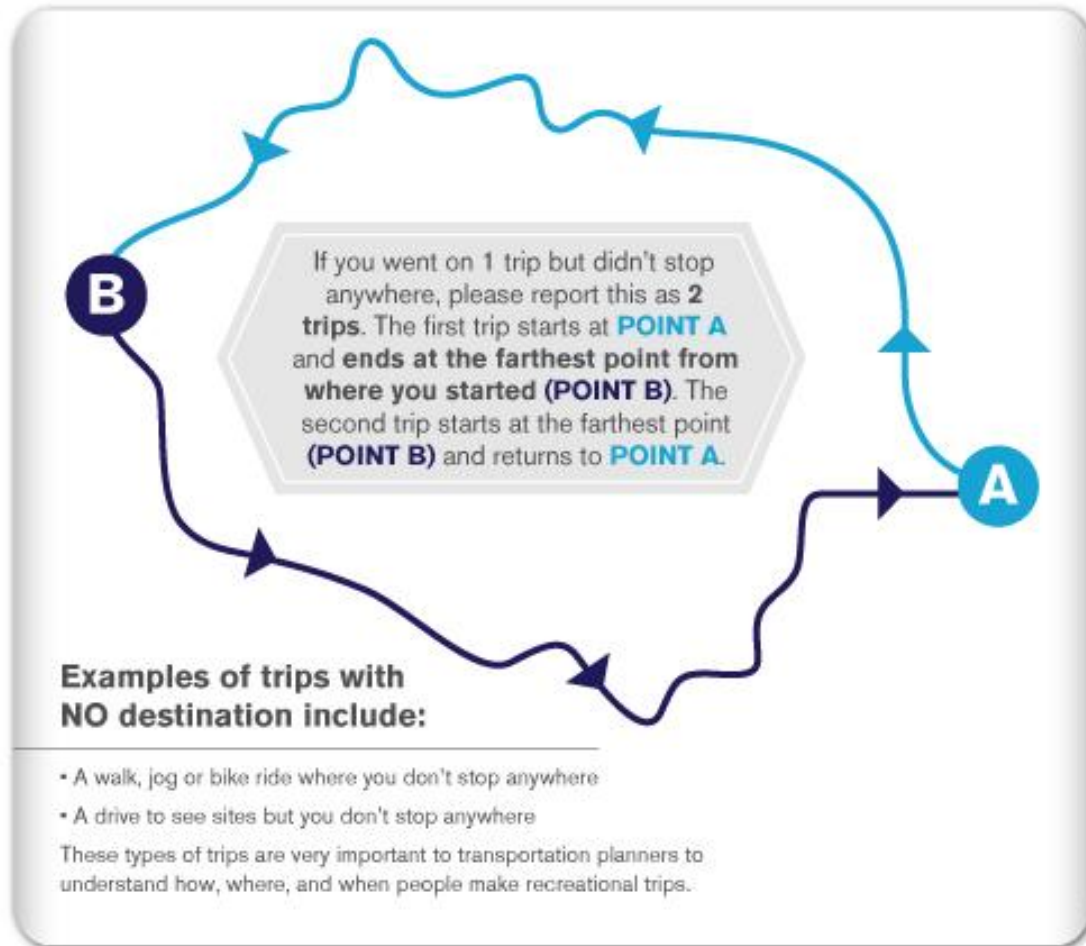
View this [Help Video](#) to see how to record a trip without any stops

- Yes, I made one or more short trips in the middle of other activities (e.g. a quick trip for lunch)
- Yes, I stopped briefly on my way to somewhere else (e.g. for gas, at an ATM, at a drive-thru restaurant, etc.)
- Yes, I dropped someone off on my way to somewhere else (e.g. spouse at a park and ride lot, child at a friend's house, etc.)
- Yes, I forgot to include another type of trip
- No, I listed all of my trips

Note: It is important to share all your trips, including short stops. This will help us with understanding transportation planning needs. Some types of trips (like walks, bike rides or short stops on your way somewhere else) are easy to forget.

If the respondent selected any "Yes" answers, branch back to locs; the 2nd time they see this page, the "No" box will automatically be checked but their original answers will be saved in the database

How do I record a trip if I didn't stop anywhere? <pop-up example>



Please locate:

Locate by address Locate on the map

To locate by address, please enter a street address. If you can enter a business name.

pumpkin

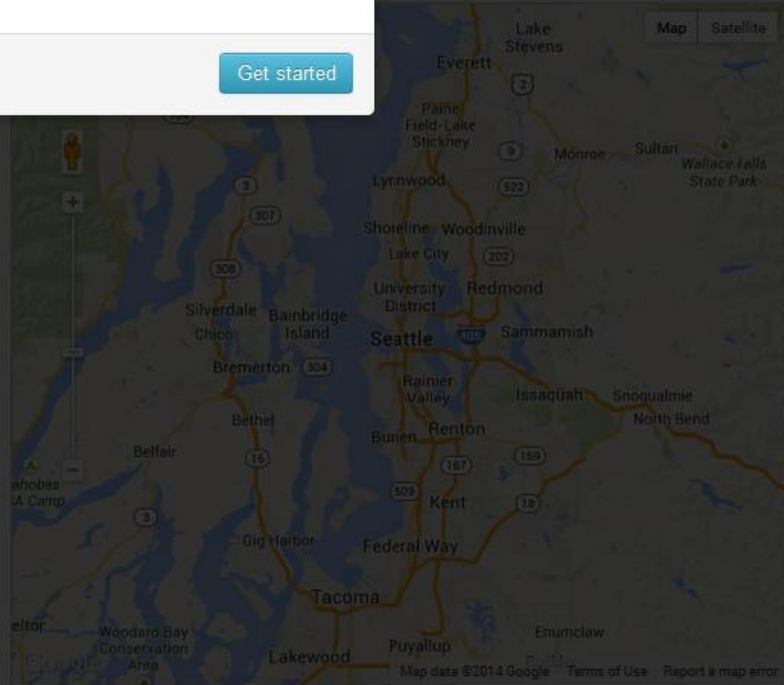
- Example: 100 Main Street, Seattle, WA
- Example: Main Street & State Street, Seattle, WA
- Example: Lowell's Restaurant, Seattle, WA

We'll now ask you to locate each place you went.

Please select "Get started" to begin.

Previous

Get started



Please locate: <place name>

[Click here to view a help video for this page](#)

<two buttons/ options>

Locate by address

Locate on the map

<if locate by address>

To locate by address, please enter a *street number* or the *nearest intersection* – or you can enter a business name.



- Example: 100 Spruce Street, Wasilla, AK
- Example: Eagle River Rd & Lee St, Eagle River, AK
- Example: University of Alaska, Anchorage, AK

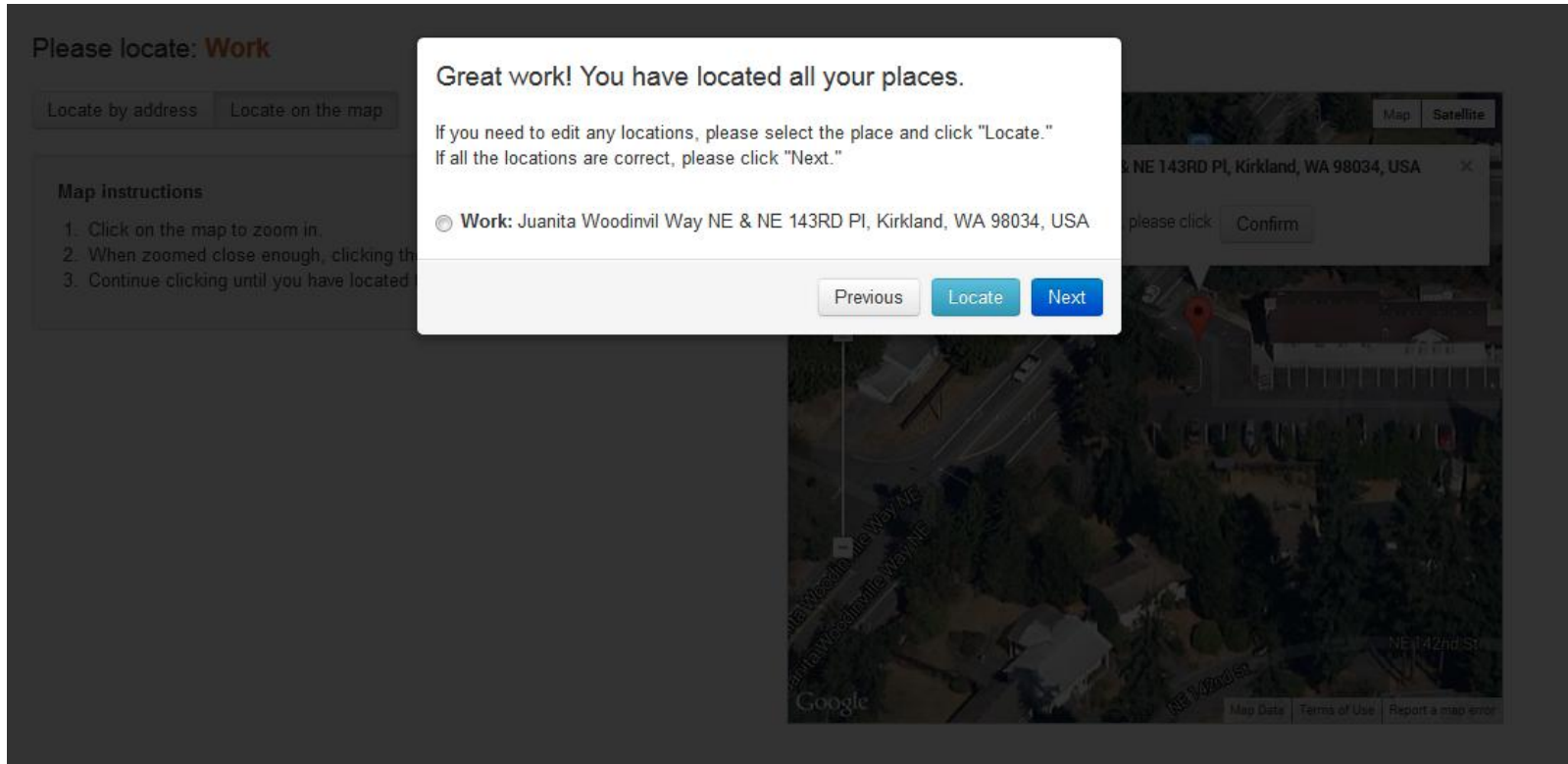
<if locate by map>

Map instructions

1. Click on the map to zoom in.
2. When zoomed in close enough, clicking the map will place a 'marker.'
3. Continue clicking until you have located the correct place.



Note: Because the respondent has already provided their home address, there is no need to locate “home” during this portion of the survey



The list below should include all the trips <Name> made on <travel date>.

If you need to add or remove any trips, please click "Previous" to go back and edit your locations. If all of your trips from <travel date> are shown below, please click "Next" to continue.

Trip #	Origin	Destination	Approx. Distance
1	<3am start loc>	<first location>	<auto-calculated>
2	<first location>	<second location>	<auto-calculated>
3	<second location>	Etc.	<auto-calculated>
4	Etc.	<3am end loc>	<auto-calculated>



Previous

Next

Please tell us about **<Name>**'s trip from **<place 1>** to **<place 2>**.

[Click here to view a help video for this page](#)

Viewing trip 1 of <n> total trip(s).

Time departed from **<place 1>**

Time arrived at **<place 2>**

Main purpose of the trip

<If purpose = "Other"> Please describe the main purpose of your trip:

Main way traveled on trip

<Other mode-dependent follow-up questions appear as relevant – see next slides>

Household members who traveled with you (select all that apply):

 <hh member 1>
 <hh member 2, etc.> No household members traveled with me

Number of people who traveled with you who are **NOT members of your household** (e.g. friends and co-workers)

Travel Day for <name>
Trip #1: Home to Son's daycare
Trip #2: Son's daycare to Work
Trip #3: Work to Lunch at Taco Cart
Trip #4: <Etc.>
Trip #n: <last location> to <3am end loc>

show as pop-up if they click "NOT members of your household":

Do not include other passengers on the vanpool or transit vehicle

List of Answer Options: Trip Detail Questions

[purpose]

- (1) Go home
- (2) Go to primary workplace
- (3) Go to other work-related place (e.g. meeting, second job, delivery)
- (4) Go grocery shopping
- (5) Go to other shopping (e.g. mall, pet store)
- (6) Go to school/daycare (e.g. daycare, K-12, college)
- (7) Go to medical appointment (e.g. doctor, dentist)
- (8) Conduct personal business (e.g. bank, post office)
- (9) Drop off/pick up someone (e.g. son at a friend's house, spouse at bus stop)
- (10) Go exercise (e.g. gym, walk, jog, bike ride)
- (11) Go to restaurant to eat/get take-out
- (12) Attend social event (e.g. visit with friends, family, co-workers)
- (13) Attend recreational event (e.g. movies, sporting event)
- (14) Go to religious/community/volunteer activity
- (15) Transfer to another mode of transportation (e.g. walk to bus)
- (16) Other

[mode]

- (1) *<if age 16+>* Drove alone
- (2) Drove/rode ONLY with other household members
- (3) Drove/rode with others not in household (may also include household members)
- (4) Vanpool
- (5) *<if age 16+>* Motorcycle/moped/scooter
- (6) Bicycle
- (7) Walk, jog, or wheelchair
- (8) Taxi
- (9) Train
- (10) School bus
- (11) Bus (public transit)
- (12) Private shuttle or bus
- (13) Paratransit (e.g. AnchorRides)
- (14) Airplane/ floatplane/ helicopter
- (15) Boat (e.g. ferry, kayak, etc.)
- (16) Other (e.g. ATV, motor home, etc.)

[vehicle]

[List of reported household vehicles from Question 3]
<if vanpool> Vanpool vehicle
Other vehicle (e.g., taxi, carpool vehicle or business vehicle)

[driver]

Driver
Passenger

[pool_start]

Yes (or already in the vehicle)
No, I drove to another meeting place
No, I walked/biked to another meeting place
No, I rode a bus to another place

[bike_route]

Yes, part or all of my trip was on an off-street path and/or bike lane
No, I did not travel on an off-street path or bike lane

List of Answer Options: Trip Detail Questions

[change_vehicles]

- No, stayed in the same vehicle (pick-up/drop-off passengers)
- Yes, changed vehicles to join carpool/vanpool

[park]

- Yes, in personal driveway/garage (e.g. my own or my friend's/family's)
- Yes, in parking lot/garage (off-street) at destination
- Yes, in parking lot/garage (off-street) 2+ blocks from destination
- Yes, in a park and ride lot
- Yes, on the street by destination
- Yes, on the street 2+ blocks from destination
- No, I did not get out of vehicle
- No, I was dropped off

[park_pay]

- Nothing – parked in free private space (e.g. business parking lot)
- Nothing – parked in free public space (e.g. public lot or on street)
- Less than \$1.00
- \$1.00-\$1.99
- \$2.00-\$4.99
- \$5.00-\$9.99
- More than \$10.00
- Not applicable (e.g. used a monthly parking pass)
- I don't know

[mode_acc]

- Walked or jogged
- Rode a bike
- Drove and parked a car
- Got dropped off
- Took a taxi
- Other

[mode_egr]

- Walked or jogged
- Rode a bike
- Drove a parked car
- Got picked up
- Took a taxi
- Other

[non_hh_occs]

- Nobody (0 people)
- 1 person
- 2 people
- 3 people
- 4 people
- 5 or more people

[taxi_fare]

- Less than \$5.00
- \$5.00-\$9.99
- \$10.00-\$19.99
- \$20.00-\$29.99
- \$30.00-\$39.99
- \$40.00-\$49.99
- \$50.00-\$99.99
- More than \$100.00
- I don't know (e.g. someone else paid)

Logic for trip details

Time departed from <start loc>	Always
Time arrived at <end loc>	Always
Main purpose of trip	Always
Main way traveled on trip	Always
Vehicle used on trip	If mode = drive alone, drive w/ others, motorcycle, vanpool
Driver or passenger	If mode = drive w/ others, vanpool
Did you join the car/vanpool at <start loc>?	If mode = drive w/ others, vanpool
Did you change vehicles where the carpool/vanpool started?	If mode = drive w/ others, vanpool and if pool_start = drove to meeting place
Did you park when you got to <end loc>?	If mode = drive alone, drive w/ others, motorcycle, vanpool
Did you pay for parking?	If parked but not in personal driveway/garage AND person pays for parking 1+ days/ week (member_details)
How did you travel from <start loc> to the stop/station?	If mode = Bus (public transit)
How did you travel from the stop/station to <end loc>?	If mode = Bus (public transit),
Number of people who traveled with you who are NOT members of your household (e.g., co-workers, friends)	If mode is not drive alone or family-only carpool
Household members who traveled with you (select all that apply)	If member_count > 1 && mode != drive alone

If Travel Mode = drive alone

Please tell us **<Name>**'s trip from Home to Son's daycare.

Viewing trip 1 of 11 total trip(s).

Time departed from Home:

7:15 AM

Time arrived at Son's daycare:

7:35 AM

Main purpose of trip

Go to school/childcare

Main way traveled on trip:

Drive alone

What vehicle was used on the trip?

Select... ▼

Did the vehicle get parked after getting to **<place>**?:

Select... ▼

If parked and respondent pays for parking at least once/week: What was the total cost of parking at this stop?

Select... ▼

Previous

Next

If Travel Mode = motorcycle, walk, Taxi, shuttle, paratransit, train, school bus, private shuttle, airplane, boat, ATV or other

Please tell us about <Name>'s trip from Home to Son's daycare.

Viewing trip 1 of 11 total trip(s).

Time departed from Home:

Time arrived at Son's daycare:

Main purpose of trip

Main way traveled on trip:

<if taxi> About how much was the total cost of the taxi fare for this trip?

Household members who traveled with you (select all that apply):

- Brianne
- PJ
- No household members traveled with me

Number of people who traveled with you who are NOT members of your household (e.g. friends, co-workers)

show as pop-up if they click "NOT members of your household":

Do not include other passengers on the vanpool or transit vehicle

If Travel Mode = bike

Please tell us about <Name>'s trip from Home to Son's daycare.

Viewing trip 1 of 11 total trip(s).

Time departed from Home:

7:15 AM

Time arrived at Son's daycare:

7:35 AM

Main purpose of trip

Go to school/childcare

Main way traveled on trip:

Bicycle

<if bike> Did you travel on an off-street path and/or designated bike lane during this trip?

Select... ▼

Household members who traveled with you (select all that apply):

- Brianne
- PJ
- No household members traveled with me

Number of people who traveled with you who are NOT members of your household (e.g. friends, co-workers)

Select... ▼

show as pop-up if they click "NOT members of your household":

Do not include other passengers on the vanpool or transit vehicle

If Travel Mode = drive with family members, carpool with others, vanpool

Please tell us about <Name>'s trip from Home to Son's daycare.

Viewing trip 1 of 11 total trip(s).

Time departed from Home:

7:15 AM

Time arrived at Son's daycare:

7:35 AM

Main purpose of trip:

Go to school/daycare

Main way traveled on trip:

Drove with others

What vehicle was used on the trip?

Select... ▼

Was <name> the driver or the passenger?

Select... ▼

Did <name> get in the car/vanpool at <start loc>?

Select... ▼

If drove to park and ride or other meeting: Did <name> change vehicles at <start loc>?

Select... ▼

Did the vehicle get parked after getting to <place>?

Select... ▼

If parked and respondent pays for parking at least once/week: What was the total cost of parking at this stop?

Select... ▼

Also ask how many HH members

Only ask non-HH members for traditional carpool and vanpool (not "family-only" carpool)

If Travel Mode = bus (public transit)

Please tell us about <Name>'s trip from Work to Meeting downtown.

Viewing trip 5 of 11 total trip(s).

Time departed from Work:

1:40 PM

Time arrived at Meeting downtown:

1:55 PM

Main purpose of trip:

Go to other work-related place

Main way traveled on trip:

Bus (public transit)

How did <Name> travel from Work to the stop/station?

Select... ▼

How did <Name> travel from the stop/station to Meeting downtown?

Select... ▼

Note: follow-up questions asked for transit system & route

Household members who traveled with you (select all that apply):

Brianne

PJ

No household members traveled with me

Select... ▼

Number of people who traveled with you who are NOT members of your household (e.g. friends, co-workers)

show as pop-up if they click "NOT members of your household":

Do not include other passengers on the vanpool or transit vehicle

Previous

Next

If Travel Mode on Trip = Bus

Please list, IN ORDER, the different types of transit that **<Name>** used on your trip from <place 1> to <place 2>.

IMPORTANT: Please list all transfers separately. For example, if you transferred from one People Mover bus to another People Mover bus, please list “People Mover” twice.

To add a new transit system, click “Add Transit and select the correct transit system from the dropdown. Then select the correct transit route from the second dropdown menu.

If you want to remove a system, click the “X” next to that row.

Add Transit ▼

People Mover

15 – 15th Ave/ Debarr ▼

X

People Mover

1 – Crosstown ▼

X

When you have submitted all of the types of transit you used please click “Next” to continue.

“Example transit trip” table shown as pop-up on “Please list all transfers separately”

Example Transit Trip		
First I rode on:	Valley Mover	N/A
Then I transferred to:	People Mover	15 – 15 th Ave/ Debarr
Then I transferred to:	People Mover	1 – Crosstown

Previous

Next

Anchorage Area transit options:

List of Transit Systems:

- People Mover
- MASCOT (Mat-Su Community Transit)
- Valley Mover
- Other

List of Transit Routes:

People Mover routes:
1 – Crosstown
2 - Lake Otis
3 - Northern Lights
7 – Spenard
8 – Northway
9 – Arctic
13 - University/Hospitals
14 - Government Hill
15 - 15th Ave/Debarr
36 - West Anchorage/U-Med
45 - Mountain View
60 - Old Seward
75 – Tudor
102 - Eagle River/Peters Creek

MASCOT routes:
Green Route – Knik
Red Route – Wasilla
Blue Route – Palmer
Yellow Route - Wasilla-Palmer

Note: Valley Mover only has one route, thus no need to obtain route info

“Copy Trips” Feature

The Travel Diary has been formatted to allow household members to “copy” trips that previous members reported them on.

1. The first HH Member will need to list and describe ALL of their trips (as shown on the previous slides)
2. For HH Members 2 → n, if they are NOT reported on any previous members’ trips, they will also simply list and describe all of their trips (as shown on the previous slides)
3. For HH Members 2 → n that ARE reported as travelers in any of the previous members’ trips, they will see an alternate set of survey questions for the first part of the diary (see the slides following this)

First page shown if person was reported on a previous HH member's trips

Below is a list of trips that other households reported making with <Name>. To make things easier, you can copy and use the information they already provided if you made these trips together.

Please select the trips that <Name> made with other household members.

Start location	End location	Start time	End time	Members with you	Confirm
Home	School	7:40 AM	7:55 AM	Person 1, Child 1	<input checked="" type="checkbox"/>
School	Piano Lesson	2:55 PM	3:25 PM	Person 1, Child 1	<input checked="" type="checkbox"/>
Piano Lesson	Gas Station	4:35 PM	4:50 PM	Person 1, Child 1	<input checked="" type="checkbox"/>
Gas Station	Home	5:00 PM	5:15 PM	Person 1, Child 1	<input checked="" type="checkbox"/>
None of the above					<input type="checkbox"/>

Page shown if person was reported on and confirms a previous HH member's trips. If person was not reported on previous trips or chose not to confirm any of the trips, they will complete the travel diary in the same way that the first household member did from the "location start" question

Your "travel day" began at 3AM on Tuesday, August 13, 2013 and ended at 3AM on Wednesday, August 14, 2013.

Was the following trip the first trip you made on your travel day?

Home to School, from 7:40 AM to 7:55 AM

Yes

No

Was the following trip the last trip you made on your travel day?

Gas Station to Home, from 5:00 PM to 5:15 PM

Yes

No

Previous

Next

If person confirms previous trips, but says they started or ended at a different location (i.e. they say "no" to one or both of the above questions), they will answer the location start and/or end questions before continuing.

Previous

Next

Page shown after person confirms start and end location of the travel day for people who were reported on and confirmed being on previous HH members' trips.

We have added the trips that you confirmed making with other household members.

Now, please add any other trips that you made on your travel day.

[Click here to view a help video for this page](#)

From		To		
Home	➔	School	add trip below	
School	➔	Work	add trip below	remove this trip
Work	➔		add trip below	remove this trip
School	➔	Piano Lesson	add trip below	
Piano Lesson	➔	Gas Station	add trip below	
Gas Station	➔	Home	add trip below	
	➔		add trip below	remove this trip
	➔	Home		

[Previous](#) [Next](#)

Person sees locs_confirm and geocoder after this page before proceeding to trip detail pages

Page shown for any previously reported trips that the person confirmed. (Respondent will report the trip purpose for ALL copied trips and confirm transit routes for all copied transit trips; all other trip details are automatically copied behind the scenes)

Here are the details for your trip from Home to School that were reported by another member of your household.

- Departed: Home at 7:40 AM
- Arrived: School at 7:55 AM

What type of place is School?

Previous

Next

Travel day for Person 2

Trip #1: Home to School

Trip #2: School to Work

Trip #3: Work to School

Trip #4: School to Piano Lesson

Trip #5: Piano Lesson to Gas Station

Trip #6: Gas Station to Home

Trip #7: Home to Park

Trip #8: Park to Home

For all NEW trips each person adds, they will go through the normal trip details pages

Previous

Next

End of the “Copy Trips” Feature Section

The remaining questions in the survey are the same for all participants, whether they “copied” trips or not

<if made trips>

Was <Name>'s travel on <assigned travel day> typical of a normal <travel day of week>?

<if did not make trips>

You said <Name> didn't make any trips on <assigned travel date>.

Was that typical of a normal <travel day of week>?

- Yes, it was a typical <travel day of week>
- No, it was NOT a typical <travel day of week>, please specify reasons:

If employed (full, part, self)

On <assigned travel date> did <Name> work from home for pay during any part of the day?

Examples include both time working at home outside of your normal business hours or time telecommuting instead of going to a regular workplace.

- No
- Yes, please estimate the number of hours worked at home: _____

If "Yes", require numeric entry

Only allow numbers between 1-24

If age >= 18

On <assigned travel date> did <Name> receive any deliveries at your house or purchase anything online to be delivered to your home at a later time?

Examples might include packages delivered by UPS, FedEx, or DHL, or orders made on Amazon or another online retail site.

Please select all that apply.

- Yes, I made purchases to be delivered at a later time
- Yes, I received one or more deliveries at my house on <travel date>
- No, I did not order or receive any deliveries

If age >= 18 and proxy <> 3

In the past 30 days, how often has <Name> walked, biked, ridden in a vanpool, or ridden on transit?

	6-7 days/ week	5 days/ week	2-4 days/ week	1 day/ week	1-3 times in the past 30 days	I do this, but not in the past 30 days	I never do this
Rode transit (bus or rail)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rode a bike (for 15 minutes or more)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gone for a walk or walked to get somewhere (for 15 minutes or more)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rode/ drove in an organized vanpool (e.g. Share-A-Ride)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

If ridden transit in the past 30 days

How does **<Name>** typically pay the transit fare?

Please select all that apply.

- Cash
- Tickets or Punch-card
- Day Pass
- Monthly Transit Pass
- Annual Transit Pass
- Smartcard/ ID card
- Student ID or U-Pass
- Ride for free (e.g. senior/youth free-ride days)
- Other, please specify: _____
- I don't know

If uses Cash, Tickets, Day pass, Monthly Pass, or Annual Pass

Is <Name> eligible for a discounted fare (e.g. senior, youth, disability, veteran)?

- Yes
- No
- I don't know

If uses Monthly or Annual Pass

What type of transit pass does <Name> have?

Please select all that apply.

- People Mover Pass
- MASCOT Pass
- Valley Mover Pass
- Other, please specify: _____
- I don't know

If ridden vanpool in the past 30 days

How does **<Name>** typically pay the vanpool fare?

Please select all that apply.

- Cash
- Monthly Pass
- Not applicable/ no fare
- Other, please specify: _____
- I don't know

If ridden bike in the past 30 days

You said **<Name>** has ridden a bike in the past month.

Thinking about the last 30 days, what were the reasons **<Name> went on a bike ride?**

Please select all that apply.

- Go to/from work
- Go to/from school
- Go to/from shopping (e.g., grocery store, mall)
- Conduct personal errands (e.g., go to the bank)
- Socialize with others (e.g., training group, bike club)
- Attend a recreational event (e.g., go to a movie)
- Go to visit friends/family
- Exercise/ physical activity
- Travel to/from another mode (e.g. bus, carpool, vanpool, etc.)
- Go to a restaurant to eat/get takeout
- Other, please specify: _____
- I don't know

If gone for walk in the past 30 days

You said **<Name>** has gone for walks in the past month.

Thinking about the last 30 days, what were the reasons **<Name> went for a walk?**

Please select all that apply.

- Go to/from work
- Go to/from school
- Go to/from shopping (e.g., grocery store, mall)
- Conduct personal errands (e.g., go to the bank)
- Socialize with others (e.g., hiking club)
- Attend a recreational event (e.g., go to a movie)
- Go to visit friends/family
- Exercise/ physical activity
- Walk a dog
- Travel to/from another mode (e.g. bus, carpool, vanpool, etc.)
- Go to a restaurant to eat/get takeout
- Other, please specify: _____
- I don't know

If employed full/part/self or if volunteer

Now we will ask some questions about **<Name>**'s work or volunteer activity. For many people, travel to, from, and for your job is a major part of traveling around the region. If **<Name>**'s commute habits vary from week-to-week, please answer for last week (or the most recent work week).

If 2+ jobs: Please answer the following questions for **<Name>**'s primary job where **<Name>** works the most number of hours per week.

if employed full/part/self (not volunteers): How many **hours** per week does **<Name>** typically work?

if employed full/part/self (not volunteers): Does **<Name>** typically work at the same times and days each week?

How often does **<Name>** commute to the **primary** workplace or volunteer location?

if employed full/part/self (not volunteers): How often does **<Name>** typically telecommute (work from home)?

If commutes or has multiple jobsites: How does **<Name>** typically travel to the work or volunteer location(s)?

If employed (not volunteers) AND commutes or has multiple jobsites: Does **<Name>** choose the way to travel to/from work based on the weather (e.g bike in the summer but drive in the winter)?

If commutes: How long has **<Name>** been commuting to the **primary** job or volunteer location?

If self-employed: How long has **<Name>** been self-employed?

If employed (not volunteers) AND commutes or has multiple jobsites: Does **<Name>** drive for a living or need to **drive a lot as part of the job**?

If employed (not volunteers) AND commutes or has multiple jobsites: Does **<Name>**'s job involve evening or overnight shifts where **<Name>** has to commute to the place of employment?

Pop-up text for drive_job:

For example, make at least 3 trips for meetings, sales calls, and/or deliveries on a typical day.

Logic for work_detail page and questions:

- Show the PAGE to anyone who is employed (full, part, self) or is an unpaid volunteer
- Show each of the QUESTIONS on the page as described below:

Question	Logic (Who is asked)
Hours worked per week	Employed full/part/self (NOT volunteers)
Varied work schedule	Employed full/part/self (NOT volunteers)
Commute Frequency	Employed full/part/self OR volunteers
Commute mode	(Employed full/part/self OR volunteers) AND commute_freq is not "never"
Commute weather changes	(Employed full/part/self, NOT volunteers) AND commute_freq is not "never"
Commute duration	(Employed full/part/self OR volunteers) AND (commute_freq is not "never" or "multiple jobsites")
Self-employed duration	If Self-employed
Drive for a living	(Employed full/part/self, NOT volunteers) AND commute_freq is not "never"
Overnight shifts	(Employed full/part/self, NOT volunteers) AND commute_freq is not "never"

[work_details] Answer Choice Options

[hours_work]

More than 50 hours
40–50 hours
31–39 hours
21–30 hours
11–20 hours
10 hours or fewer

[work_schedule]

Yes, I work at the same times and days each week
No, I often work at different times and/or days each week (but for the same number of hours)
No, I often work a different number of hours and/or days each week

[commute_freq]:

“6-7 days a week”
“5 days a week”
“4 days a week”
“3 days a week”
“2 days a week”
“1 day a week”
“A few times per month”
“Less than monthly”
“Not applicable (e.g. I travel to different work locations regularly)”
“Never, I work from home”

[commute_mode]:

(1) Drive alone
(2) Drive/ride ONLY with other household members
(3) Drive/ride with others not in household (may also include household members)
(4) Motorcycle/moped/scooter
(5) Vanpool
(6) Bicycle
(7) Walk, jog or wheelchair
(8) Bus (public transit)
(9) Train
(10) Taxi
(11) Private shuttle or bus
(12) Paratransit (e.g. AnchorRides)
(13) Airplane/ floatplane/ helicopter
(14) Boat (e.g. ferry, kayak, etc.)
(15) Other (e.g. ATV, motor home, etc.)

[commute_dur]:

Less than a year
Between 1 and 2 years
Between 2 and 3 years
Between 3 and 5 years
Between 5 and 10 years
Between 10 and 20 years
More than 20 years

[selfemp_dur]:

Less than a year
Between 1 and 2 years
Between 2 and 3 years
Between 3 and 5 years
Between 5 and 10 years
Between 10 and 20 years
More than 20 years

[drive_living]: “No”, “Yes”

[night_shift]: “No”, “Yes”

[choose_weather]:

“No, always commute the same way regardless of weather”
“Yes, occasionally”
“Yes, the way I commute is usually based on weather”

[telecommute_freq]

“6-7 days a week”
“5 days a week”
“4 days a week”
“3 days a week”
“2 days a week”
“1 day a week”
“A few times per month”
“Less than monthly”
“Never”
“Not applicable (not available for my job)”

If employed full/part

Which of the following commuter benefits does <Name>'s employer offer?

	Not offered	Offered, but I don't use	Offered, and I use	I don't know
Flextime (can adjust schedule as long as work a certain number of total hours)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Compressed work week (e.g. four 10 hour days, 9 days/80 hours)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Free/fully subsidized parking (no personal cost for parking)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Partly subsidized parking (employer pays part of the parking costs)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Free or subsidized transit use	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other subsidized commuter benefits (vanpooling, bike storage, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

If employed full/part/self OR unpaid volunteer/intern, AND if commutes (i.e. commute_freq is not “never, I always work from home” or “Not applicable (e.g. I work in multiple locations)”)

Please share where <Name>'s primary workplace is located.

If your primary workplace is located on base, you only need to locate JBER (Joint Base Elmendorf Richardson).

<two buttons/ options>

Locate by address

Locate on the map

<if locate by address>

To locate by address, please enter a *street number* or the *nearest intersection* – or you can enter a business name.

- Example: 100 Spruce Street, Wasilla, AK
- Example: Eagle River Rd & Lee St, Eagle River, AK
- Example: University of Alaska, Anchorage, AK

<if locate by map>

Map instructions

1. Click on the map to zoom in.
2. When zoomed in close enough, clicking the map will place a 'marker.'
3. Continue clicking until you have located the correct place.



If age 5+ and student and school-type is NOT “home-school” or “none”:

How often does <Name> travel to school to attend class or other events such as study group?

- 6–7 days per week
- 5 days per week
- 4 days per week
- 3 days per week
- 2 days per week
- 1 day per week
- A few times per month
- Never, I take online classes

Asked of everyone except:

- People who only take online classes
- Children who are home-schooled
- Children under age 5
- Adults who are not students

Please share where **<Name>**'s school is located.

If **<Name>** attends school at multiple locations, please locate the place **<Name>** goes most often for school.

<two buttons/ options>

Locate by address

Locate on the map

<if locate by address>

To locate by address, please enter a *street number* or the *nearest intersection* – or you can enter a business name.



- Example: 100 Spruce Street, Wasilla, AK
- Example: Eagle River Rd & Lee St, Eagle River, AK
- Example: University of Alaska, Anchorage, AK

<if locate by map>

Map instructions

1. Click on the map to zoom in.
2. When zoomed in close enough, clicking the map will place a 'marker.'
3. Continue clicking until you have located the correct place.



Only asked of respondents age >=18

Thank you for your answers so far. You are almost done!

How many times has <Name> traveled to the following places in the last 30 days?

	0 times	1 time	2 times	3-4 times	5-6 times	7-10 times	More than 10 times
Fairbanks, AK	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Juneau, AK	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Denali National Park/ Denali Wilderness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Kenai Peninsula	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Anywhere in the Lower 48 states (e.g. Seattle, Houston)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Anywhere in Canada (e.g. Yukon Territory, Toronto)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Only asked if has been to Fairbanks in the last 30 days

When traveling to Fairbanks, how does <Name> make the trip?

	Usually travel this way (Select One)	Also sometimes travel this way (Select all that apply)
Drive alone (car, truck, van)	<input type="radio"/>	<input type="checkbox"/>
Drive/ ride with others (car, truck, van)	<input type="radio"/>	<input type="checkbox"/>
Drive/ride in an RV or motorhome	<input type="radio"/>	<input type="checkbox"/>
Ride an inter-city bus	<input type="radio"/>	<input type="checkbox"/>
Ride the train (e.g. Alaska Railroad)	<input type="radio"/>	<input type="checkbox"/>
Fly/ride a commercial airplane	<input type="radio"/>	<input type="checkbox"/>
Fly/ ride in a personal airplane	<input type="radio"/>	<input type="checkbox"/>
Other	<input type="radio"/>	<input type="checkbox"/>
None (I always travel the same way)		<input type="checkbox"/>

All respondents:

Thank you for participating in this study.

If you have any comments about transportation in the region or thoughts about potential transportation projects (such as commuter rail, new roadways, etc.) that you would like to share with Anchorage Metropolitan Area Transportation System (AMATS), the Municipality of Anchorage, or the Matanuska-Susitna (Mat-Su) Borough, please enter them below and then click “Finish.”

Otherwise, please click the “Finish” button to submit your survey. If any household members still need to complete this survey, you will return to the beginning of the survey where you can start the next person’s survey.

Answering the text box is optional.

Once all HH members have completed the diary

Congratulations, your household has completed the Regional Household Travel Survey!

Thank you very much for your participation in this important research.

<Your gift certificate will be sent to you within the next 10 business days.> *[Do not show to volunteer HHs (password prefix = 'X', segnum = 99), they do not get an incentive]*

You may now close your browser.

Appendix 2.1
Mailed Invitation Materials



**Help improve
transportation
in Anchorage and the
Mat-Su Borough!**



REGIONAL

HOUSEHOLD TRAVEL SURVEY

SPONSORED BY





PO Box 231490 | Anchorage, AK 99523

**You are invited to
participate in an
important transportation
survey!**

Anchorage Metropolitan Area Transportation System (AMATS) is sponsoring this survey to better understand your travel needs in the Anchorage and Mat-Su areas.

Your input will help improve transportation planning in your community and help AMATS prioritize future transportation investments. As thanks, your household will receive a **\$10 gift card** from Walmart or Amazon.com after completing the survey.

In a few days, you will receive a letter with more information, or you can start the survey now on the secure website: <https://survey.regionaltravelsurvey.com>

Your household's password is:



For more information:

email: help@regionaltravelsurvey.com

or call toll-free: **1-844-393-4437**

PRESORT
FIRST-CLASS MAIL
U.S. POSTAGE PAID
MADISON WI
PERMIT NO. 406



PO Box 231490 | Anchorage, AK 99523

**We need your help to improve
transportation in Anchorage
and the Mat-Su Borough!**

PRESORT
FIRST-CLASS MAIL
U.S. POSTAGE PAID
MADISON WI
PERMIT NO. 406





PO Box 231490 | Anchorage, AK 99523

Dear

I'm asking you to help us improve our region's transportation system by participating in the Regional Household Travel Survey. Your input will help Anchorage, the Mat-Su Borough, and other state, local and regional agencies to prioritize future transportation improvements. Your household has been randomly selected for this survey, so your input will have a significant impact on transportation planning in the region. As thanks for your time, you will receive your choice of a **Walmart** or **Amazon.com \$10 gift card** after completing the survey.

PARTICIPATION IS EASY:

STEP 1: Briefly tell us about your household. You can do this now.



Log on to the secure website using your password:

Survey website:

<https://survey.regionaltravelsurvey.com>

Password:



Alternatively, participate toll-free over the phone by calling: **1-844-393-4437**

- Monday-Friday: 9AM – 8PM AKDT
- Saturday: 10AM – 5PM AKDT

Or leave a message with the best time and number to call you.

STEP 2: Log your trips on Wednesday, September 24. We ask that each member of your household keep track of every trip they make that day, using the enclosed Travel Logs to record the details of each trip.

STEP 3: Tell us about your travels. After your travel day is complete, please call us or complete the survey online using your password (see above). We will ask about the trips you and other members of your household made on **Wednesday, September 24.**

THANK YOU. That's all it takes to help us with this critical research!

Your privacy will be protected! Your name and address will not be linked to the survey and all answers will be kept strictly anonymous. Please visit the project website for more information: <https://regionaltravelsurvey.com>

For more details, please see the back of this letter for answers to Frequently Asked Questions. You can also email help@regionaltravelsurvey.com or call **1-844-393-4437** with any questions.

Thank you in advance for your important contribution to improving transportation in your community.

Sincerely,

Craig Lyon
Manager
Anchorage Metropolitan Area Transportation System (AMATS)



Lo invitamos a compartir sus experiencias con el transporte en su región. Para participar, llame al número gratuito: 1-844-393-4437.

우리는 귀 지역의 교통에 대해 경험하신 바를 함께 나누어 주시도록 참여를 부탁드립니다. 이에 참여하시려면 아래의 수신자 부담 전화로 연락해 주십시오: 1-844-393-4437.

Iniiimbita ka naming ibahagi ang iyong mga karanasan sa transportasyon sa iyong rehiyon. Upang lumahok, mangyaring tumawag nang toll-free: 1-844-393-4437.



FREQUENTLY ASKED QUESTIONS

Secure survey website:
<https://survey.regionaltravelsurvey.com>

Email:
help@regionaltravelsurvey.com

Call toll-free:
1-844-393-4437

GENERAL INFORMATION

What is the Regional Household Travel Survey all about?

The survey is collecting information about day-to-day travel in Anchorage, the Mat-Su Borough, and the surrounding region: how you travel, where you go, how long it takes you to get there, etc. We want to obtain a complete picture of travel patterns in the region.

How will the survey results be used?

This survey will help AMATS, the Mat-Su Borough, and other state, local and regional agencies plan and prioritize transportation and land-use improvements. For example, what role can commuting alternatives, transit, biking and walking play in improving regional travel, and what can we do to address congestion and safety concerns on Glenn Highway?

How does my input help improve travel on the roads in my community?

Planning agencies need data about local travel characteristics to understand and plan for current and future transportation needs. That is why transportation planners conduct a travel survey like this one every 10-15 years and why we are asking for your help today.

What is the Regional Household Travel Survey region?

The survey region includes Anchorage, Chugiak-Eagle River, and other nearby communities, as well as Wasilla, Palmer, and other communities in the Mat-Su Borough. If you received an invitation to participate, then you live in the survey area.

How was I selected to participate?

Invited households (like yours) were randomly selected from all the residential addresses in the study area.

Why should I participate?

We need local travel characteristics for local analysis and planning. Your responses have a significant impact because yours is one of a small number of households participating.

My travel on my assigned day isn't "typical" – should I still participate?

Yes. This survey is about what you actually do, not what you usually do. Please report your travel even if it isn't "typical".

I don't travel very much – should I still participate?

Yes. Whether you make a lot of trips or don't go anywhere at all, please report what actually happens on your travel date.

I was also recently invited to another travel survey – can I participate in more than one survey?

Yes. The region is currently conducting travel surveys on several different topics (such as vanpool and transit use). This household survey is separate, and we encourage you to participate.

How is my personal privacy protected?

All of your answers are strictly confidential. Your responses are grouped with the responses from all other participating households and will not be analyzed individually. A copy of this survey's privacy policy is available on the website.

What will I get for participating?

As thanks, invited households will receive a \$10 gift card from Walmart or Amazon.com. Your gift card you will be sent within 10 business days after every person in your household completes the survey (reports all trips on their assigned travel day).

TAKING THE SURVEY

What do I use the "Travel Log" for?

The "Travel Log" helps you keep track of the details of your trips on your assigned travel day, so you can remember the details when you complete the survey later on.

Why is my household assigned a specific travel date?

The goal of this survey is to fully understand travel patterns and preferences throughout the region, and a first step is to understand all travel on specific days. That is why we are asking for information about the travel of each person in your household on your assigned "travel date".

What is a trip?

A trip is anytime you travel for 5 or more minutes or stop at a new location. Even if you stop briefly for gas, at an ATM, or to drop a child off at school, travel to each stop counts as one trip. If you travel for more than five minutes but return to the same place (such as walking the dog or going for a bike ride), this should be recorded as two trips: one from the starting location to the furthest point you reach, and the other the trip back.

Can you share some example trips with me?

Yes. Here are some example trips for you to think about:

- Drive to work
- Drop your child off at school
- Walk the dog
- Walk your child to a neighbor's
- Bike to the grocery store
- Ride the bus to the bank
- Carpool to a meeting

Often what we think of as one trip is actually two or more trips. For example, "I stopped to buy gas on my way home from work" counts as two trips: one trip from work to the gas station and another trip from the gas station to home.

Should my children participate?

Yes, trips to and from school, sports practice, play dates, and other activities help us understand the full nature of how the transportation system is used and how it can be improved.

What is a household?

Everyone who lives in a dwelling unit and shares the kitchen is a part of that household.

STUDY OVERVIEW

This study has 2 parts:

	1 HOUSEHOLD INFO SURVEY	2 TRAVEL DIARY SURVEY
When do I take the survey?	As soon as convenient	After the day of your assigned travel
Who takes the survey?	You	All adults (an adult should also report trips for children under 18)
How long will the survey take?	About 5 minutes	About 10 minutes per person
What is the survey about?	We ask you about your household and the vehicles you use.	Return to the website (or call) to tell us about the details for all the trips you made on your assigned travel date. (Use your Travel Log to keep track!)

After completing both parts, your household will receive your choice of a Walmart or Amazon.com gift card.



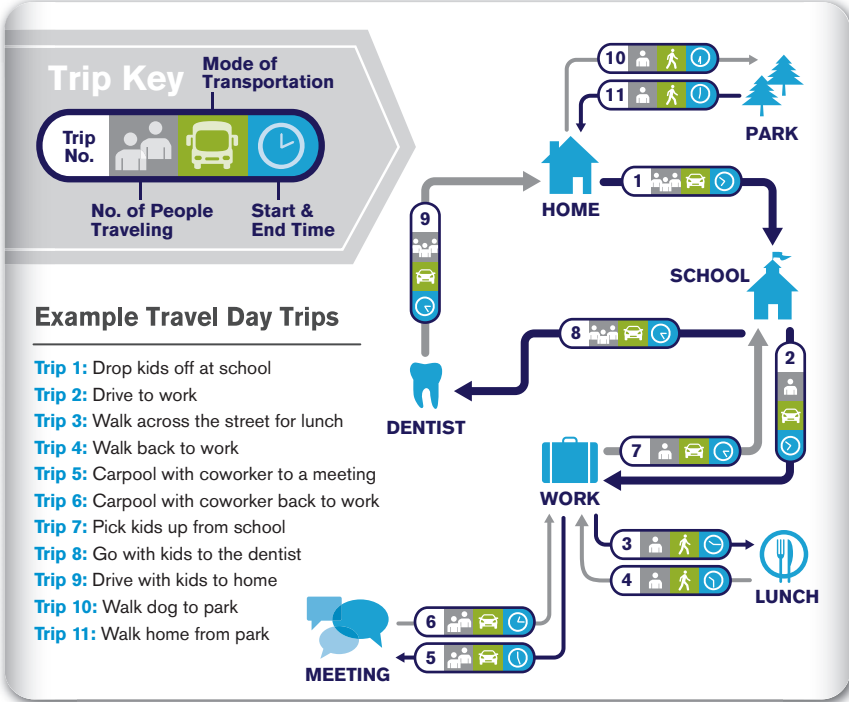
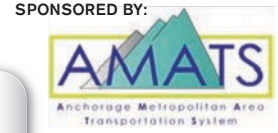
REGIONAL

HOUSEHOLD TRAVEL SURVEY

STEP 1: On your assigned travel day: Each member of your household (18+) should take this Travel Log with them and note each trip made. *Note: Your travel day begins at 3AM on your assigned day and ends 24 hours later. For many people, the first trip begins when they leave home in the morning.*

STEP 2: After you complete your travel for the day: Have your password ready (shown on the invitation letter) and call us or log on to the secure survey website to record your trips. Adults should log trips for all children under 18 in the household.

TRAVEL LOG INSTRUCTIONS



WHAT IS A TRIP? You make a trip anytime you travel for 5 or more minutes or stop at a new location. Even if you stop briefly for gas, at an ATM, or to drop a child off at school, travel to each stop counts as one trip. If you go out but don't make a stop (e.g. walking the dog or going for a bike ride), please report 2 trips. The place farthest from where you began (such as where you turned around on your walk) is your "destination".



REGIONAL

HOUSEHOLD TRAVEL SURVEY

▪ Report ALL trips you made on your travel day, including short stops such as for gas or coffee

▪ Include only the time spent traveling when listing your 'start' and 'end' times. Do not include any time spent at the location

Questions? Call us toll-free at **1-844-393-4437**

This sheet is for your use only. We do not need you to return this form. If you have questions, please email help@regionaltravelsurvey.com or call us toll-free at 1-844-393-4437.

Secure survey website: <https://survey.regionaltravelsurvey.com>

Email: help@regionaltravelsurvey.com |

Call toll-free: 1-844-393-4437

TRAVEL LOG

Name

Travel Date

mm / dd / yy

Password

	When did your trip...		Where did you go?		Traveled by:	Traveled with:
	Start	End	Description	Address, Intersection, or Business Name		
<i>Example</i>	<i>7:05AM</i>	<i>7:15AM</i>	<i>Drop kids off at school</i>	<i>Shaw Elementary School, Wasilla</i>	<i>Car</i>	<i>Grace, Jacob</i>
<i>Example</i>	<i>7:20AM</i>	<i>8:15AM</i>	<i>Drive to work</i>	<i>6th Ave and G St, Anchorage</i>	<i>Car</i>	<i>N/A</i>
1st Trip						
2nd Trip						
3rd Trip						
4th Trip						
5th Trip						
6th Trip						
7th Trip						
8th Trip						
9th Trip						
10th Trip						



REMINDER
You can
still participate!

**Help improve
transportation
in Anchorage and the
Mat-Su Borough!**



REGIONAL
HOUSEHOLD TRAVEL SURVEY

SPONSORED BY





PO Box 231490 | Anchorage, AK 99523

Participation is easy!

Please tell us about your travel on:

We recently mailed you an invitation to participate in the Regional Household Travel Survey. If you have already started the survey, **thank you!** If not, there is still time to participate:

Go online and enter your password:

<https://survey.regionaltravelsurvey.com>

Or participate by telephone: 1-844-393-4437

As thanks, your household will receive your choice of a Walmart or Amazon.com **\$10 gift card** after completing the survey.

Remember, your participation is important to help prioritize future transportation improvements in region.

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Appendix 2.2
Example Reminder Emails

Example Email Reminder #1: Day Before Travel Date



Thank you for participating in the Regional Household Travel Survey.

The next step is to keep track of all the trips your household makes **tomorrow, Tuesday, October 21** (your assigned travel day).

To help keep track of your trips, we encourage each person in your household to use their [Travel Log](#).

On **Wednesday, October 22** (after your travel day is over), please go online or call us:

1. Log in to the secure website: <https://survey.regionaltravelsurvey.com>

or

2. Call toll-free: **1-844-393-4437** (Mon-Fri: 9am-8pm, Sat: 10am-5pm), or leave a message with the best time and number to call you back.

Please feel free to forward this reminder to other members of your household. You share a password with the rest of your household, so the unique link to the survey in this message will work for everyone.

Once your entire household has completed the survey, we will email you a **\$20 Amazon.com gift certificate** as a thank you.

Thank you again for helping to improve transportation in the region!



View the study privacy policy [here](#).

Example Email Reminder #2: Day After Travel Date



Thank you for participating in the Regional Household Travel Survey. Don't forget: the next step is to complete the travel diary portion of the study. Please log in or call us to report all the trips your household made **yesterday, Thursday, September 25** (your assigned travel day).

Participation is easy:

1. Log in to the secure website: <https://survey.regionaltravelsurvey.com>

or

2. Call toll-free: **1-844-393-4437** (Mon-Fri: 9am-8pm, Sat: 10am-5pm), or leave a message with the best time and number to call you back.

(Tip: you can use a [Travel Log](#) to remind yourself about the trips you made.)

Please feel free to forward this reminder to other members of your household. You share a password with the rest of your household, so the unique link to the survey in this message will work for everyone.

Once your entire household has completed the survey, we will email you a **\$10 Walmart gift certificate** as a thank you.

Thank you again for helping to improve transportation in the region!



View the study privacy policy [here](#).

Example Email Reminder #3: Saturday After Travel Date



Thank you for participating in the Regional Household Travel Survey. Don't forget: the next step is to complete the travel diary portion of the study by telling us about your household's trips on **Thursday, October 23** (your assigned travel day). Please log in or call us by **Thursday, October 30** to complete your travel diary.

Participation is easy:

1. Log in to the secure website: <https://survey.regionaltravelsurvey.com>

or

2. Call toll-free: **1-844-393-4437** (Mon-Fri: 9am-8pm, Sat: 10am-5pm), or leave a message with the best time and number to call you back.

(Tip: you can use a [Travel Log](#) to remind yourself about the trips you made.)

Please feel free to forward this reminder to other members of your household. You share a password with the rest of your household, so the unique link to the survey in this message will work for everyone.

Once your entire household has completed the survey, we will send you a **\$20 Amazon.com gift certificate** as a thank you within 10 business days.

Thank you again for helping to improve transportation in the region!



View the study privacy policy [here](#).

To unsubscribe, [click here](#) or send an email to: unsubscribe-0@elabs10.com

Example Email Reminder #4: Monday After Travel Date



Thank you for participating in the Regional Household Travel Survey. Don't forget: we still want to hear about your household's trips on **Tuesday, September 16** (your assigned travel day). Please log in or call us **by Tuesday, September 23** to complete your travel diary.

Participation is easy:

1. Log in to the secure website: <https://survey.regionaltravelsurvey.com>

or

2. Call toll-free: **1-844-393-4437** (Mon-Fri: 9am-8pm, Sat: 10am-5pm), or leave a message with the best time and number to call you back.

(Tip: you can use a [Travel Log](#) to remind yourself about the trips you made.)

Keep in mind that if two or more household members are on the same trip, only the first household member needs to enter all of the trip details. Subsequent household members reporting the same trip can then quickly copy those trip details into their own travel diary to save time.

Please feel free to forward this reminder to other members of your household. You share a password with the rest of your household, so the unique link to the survey in this message will work for everyone.

Once your entire household has completed the survey, we will send you a **\$10 Amazon.com gift certificate** as a thank you within 10 business days.

Thank you again for helping to improve transportation in the region!



View the study privacy policy [here](#).

To unsubscribe, [click here](#) or send an email to: unsubscribe-0@elabs10.com

Appendix 3.1
Public Outreach Announcements



How Can We Help You?

Most Popular

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- ▶ [Title VI](#)



This summer, AMATS will begin conducting a household travel survey to better understand the travel of Anchorage and Mat-Su Valley residents. The previous household travel survey (HTS) in the area was completed in 2002, and lots of changes have happened since then:

- Population has increased by over 40,000 residents;
- Several roads have been extended or built (e.g. Elmore Road, Martin Luther King Jr Blvd., C Street and Dowling Road);
- There are new highway interchanges at Glenn Highway and Bragaw Street, Parks Highway and Glenn Highway, and International Airport Road and Minnesota Drive;
- Roundabouts have been added at Southport, Seward Highway and Dowling, Huffman Road, C Street and O Malley and Elmore Road at UAA;
- The Eagle River and South Anchorage High Schools have opened;
- The Ted Stevens Anchorage International Airport South Terminal has expanded;
- The Goose Creek Correctional Center was developed; and
- There are several new destinations including the Denaina Convention Center, the expanded Anchorage Museum, Tikahtnu Commons, Cabela's, and Sportsman Warehouse.

The Regional Household Travel Survey will provide transportation planners with current information on how residents travel for work, school, recreation and shopping, and how existing roads, trails, highways and other transportation facilities are used.

WHAT CAN YOU DO? PARTICIPATE!

Starting in July 2014, your household may be randomly selected to participate in the survey on a pre-assigned date. It is important to collect travel data from households like yours across Anchorage, Chugiak-Eagle River and Mat-Su Valley so that the survey is statistically representative of all residents. If your household is selected and you agree to participate (we hope you will!) you will be asked to report your travel for one day by logging all trips taken on that day for every one in your household. Your privacy will be protected! Your name and address will not be linked to the survey and all answers will be kept strictly anonymous.

For more information click on the link below to visit the project website. You can also email help@regionaltravelsurvey.com with questions about the survey or email the public involvement coordinator at VLe@rmc-onsult.com.

<https://regionaltravelsurvey.com/>

Help us get the word out!

Pass along this e-mail and other news about the AMATS Regional Household Travel Survey to encourage participation.

AMATS IS CONDUCTING A REGIONAL HOUSEHOLD TRAVEL SURVEY IN ANCHORAGE AND PARTS OF THE MAT-SU VALLEY

This summer, AMATS will begin conducting a household travel survey to better understand the travel of Anchorage and Mat-Su Valley residents. The previous household travel survey (HTS) in the area was completed in 2002, and lots of changes have happened since then:

- Population has increased by over 40,000 residents;
- Several roads have been extended or built (e.g. Elmore Road, Martin Luther King Jr. Blvd., C Street and Dowling Road);
- There are new highway interchanges at Glenn Highway and Bragaw Street, Parks Highway and Glenn Highway, and International Airport Road and Minnesota Drive;
- Roundabouts have been added at Southport, Seward Highway and Dowling, Huffman Road, C Street and O'Malley and Elmore Road at UAA... [read more](#)

The Regional Household Travel Survey will provide transportation planners with current information on how residents travel for work, school, recreation and shopping, and how existing roads, trails, highways and other transportation facilities are used.

This information will also help AMATS and other local agencies understand how people travel between communities in the region, including Anchorage, Chugiak-Eagle River, Wasilla, Palmer, and other communities included in the study area shown below ([click to enlarge](#)).

Who is conducting the Survey?

Resource Systems Group, Inc. (RSG), ETC Institute, independent research firms, and R&M Consultants, Inc. are administering the survey on behalf of AMATS, in partnership with the Municipality of Anchorage and the Alaska Department of Transportation and Public Facilities.

When

Starting July 2014

Questions? Please Contact:

Teresa Brewer,
AMATS Project
Manager
brewertm@muni.org

Van Le, AICP
Planner & Public
Involvement
Coordinator
R&M Consultants, Inc.

vle@rmconsult.com
phone: 907-646-9659



Regional Household Travel Survey Area Map

Visit the project
website:
[AMATS Travel Survey](#)

Public Outreach Materials: Pilot Review Invitation to “INVOLVE” Stakeholders

You have been recommended by AMATS to preview the Regional Household Travel Survey, which will be conducted this fall for AMATS by RSG Inc. and ETC Institute, independent transportation market research companies. R&M Consulting is coordinating public involvement for the survey. You can see more information about the survey [here](#).

As an early reviewer, your participation and feedback on the survey now will help improve the study so we can best collect vital information for the region’s planning needs in September. Thank you in advance for volunteering your time.

The first step is to complete the Household Information Survey. Please go online or call:

1. Log in to the secure website with your unique link: <https://rsgresearch.com/alaska>

or

2. Call toll-free **1-844-393-4437** (Mon-Fri: 9am-7pm, Sat: 10am-5pm), or leave a message with the best time and number to call you back. Your password is **a82357ng**

The next step will be to record all the trips your household makes on **Wednesday, July 16**. You can download a [Travel Log](#) to keep track of the details. Then you can return to the website or call us back to report your trips. We will remind you and provide instructions for next steps.

There will be a place at the end of the Travel Diary where you can leave comments and suggestions for improving the survey, but if you would like to provide feedback after the Household Information Survey (before you complete the Travel Diary), please email your comments to alaska@rsgsurvey.com.

Thank you again for helping to improve transportation in the Anchorage and Mat-Su regions! To learn more about the study and how it will be administered this fall, please feel free to email alaska@rsgsurvey.com, or email the public involvement coordinator at vle@rmconsult.com.

Sincerely,

The Regional Household Travel Survey
On behalf of AMATS



View the study privacy policy [here](#).



Regional Household Travel Survey

Regional Household Travel Survey

The Municipality of Anchorage, Anchorage Metropolitan Area Transportation System (AMATS) in partnership with the Alaska Department of Transportation is sponsoring a Regional Household Travel Survey in Anchorage and parts of the Mat-Su Valley during September 9-October 24, 2014 to capture trips traveled on our highways, roads, trails and sidewalks.

Starting September 9th, Resource Systems Group, Inc. (RSG) and ETC Institute, independent research firms, and R&M Consultants, Inc. are administering the survey on behalf of AMATS. Households are randomly selected to receive an invitation to participate in the survey at <https://regionaltravelsurvey.com>.

Participating households statistically represent all households across Anchorage, Chugiak-Eagle River and Mat-Su Valley. **Privacy for all participants will be protected!** Names and address will not be linked to the survey and all answers will be kept strictly anonymous.

Project Website:

<https://regionaltravelsurvey.com>

For questions, please contact:

Municipality of Anchorage
Anchorage Metropolitan Area Transportation System
Teresa Brewer, Project Manager
907-343-7994 | brewertm@muni.org

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AMATS CALENDAR

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[Public Participation Plan](#)
[Household Travel Survey](#)
Model Update

[?](#) **POLICY COMMITTEE MEETING 8.28.14**

The Policy Committee meets the fourth Thursday of every month. Please join us on:

August 28th, 2014
1:30p-3:30p
Mayor's Conf Room City Hall
[632 W 6th Avenue Anchorage, AK 99501](#)

BUSINESS ITEMS:
[2015-18 TIP Air Quality Conformity Approval](#)
[2015-18 TIP Document](#)
[FAC Bylaw revision](#)
[BPAC Bylaw revision](#)
[3rd Quarter Obligation Report](#)
2011-14 TIP Admin Mod #12 [Memo](#) [Tables](#)
Other Business items

INFORMATION ITEMS:
2nd Quarter UPWP report
Household Travel Survey update
Other informational items

Get Involved! Improve your commute!
The Anchorage Metropolitan Area Transportation System (**AMATS**) is a federally recognized multiagency team that works to plan and fund the transportation system in the Anchorage/Chugiak-Eagle River areas. **AMATS** will begin conducting a travel survey of Anchorage and Mat-Su Valley residents. The **Regional Household Travel Survey** will provide transportation planners with current information on how residents travel for work, school, and recreation; and how existing roads, trails, highways, and other transportation facilities are used.

If you want to get involved in transportation planning and have an influence on **AMATS** process, sign up for email notification by sending an email to amatsinfo@muni.org or call Craig Lyon, Transportation Planning Support Supervisor, at 907-343-7996.



SEARCH



Recent News

▶ [Regional Household Travel Survey](#)
09/02/2014

Regional Household Travel Survey

Published: 9/2/2014

Municipality of Anchorage

Anchorage Metropolitan Area Transportation System

Teresa Brewer, Project Manager

907-343-7994 | brewertm@muni.org

FOR IMMEDIATE RELEASE

REGIONAL HOUSEHOLD TRAVEL SURVEY

The Municipality of Anchorage, Anchorage Metropolitan Area Transportation System (AMATS) in partnership with the Alaska Department of Transportation is sponsoring a Regional Household Travel Survey in Anchorage and parts of the Mat-Su Valley during September 9-October 24, 2014 to capture trips traveled on our highways, roads, trails and sidewalks.

Household travel surveys provide information on how people travel to work, recreation, and daily life activities - providing a complete picture of how the roads, trails, highways, commute options and other transportation facilities are used. This helps identify existing and future deficiencies in the transportation system and inform how improvements are prioritized. According to Transportation Planning Manager, Craig Lyon, "We need up-to-date information to guide decision making and investments in our community. You can help improve transportation in our region by participating in the survey." When the survey is complete, the data is used to estimate how much travel is generated by all households within the region. The data also helps ensure that investments in transportation are better informed, so that future projects can help improve Anchorage's and the Mat-Su Valley's economy through better access to jobs and housing, reduce traffic congestion, improve air quality and increase mobility.

AMATS Policy Committee Member and Anchorage Assembly Chair Patrick Flynn states, "Like most Anchorage residents, a portion of my day is consumed with transporting kids to school, getting to work, attending meetings, running errands and, if time allows, enjoying some recreation! Our ability to perform those tasks relies on a well-integrated transportation system that includes roads, trails, public transit and other transportation modes. We can better plan for our future by understanding today's data - if asked, please participate so we can best implement your transportation needs."

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AMATS is the federally recognized Metropolitan Planning Organization (MPO). AMATS is a multiagency team that works together to plan and fund the transportation system in the Anchorage Bowl and Chugiak-Eagle River areas when federal funds are being used. These federal funds are generated from the national gasoline taxes paid by the motoring public. Additionally, the State of Alaska Legislature authorizes appropriations and general obligation bonds and Municipal bonds generate local funding.

####

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Appendix 3.2
Press Coverage

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46°F Anchorage

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NEWS POLITICS VOICES ARCTIC CULTURE SPORTS ADVENTURE MULTIMEDIA
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Transportation habits surveyed in Anchorage, Mat-Su Borough

Devin Kelly | September 14, 2014

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A pair of surveys being conducted this month are designed to give Anchorage transportation planners a better picture of how commuters get from point A to point B.

One, called the Regional Household Travel Survey, began Monday and asks randomly-selected households to offer an in-depth window into travel habits. It's the first time the federally funded survey has been conducted since 2002.

The survey is jointly sponsored by the Municipality of Anchorage and the Alaska Department of Transportation. Surveyors sent postcard invitations to households in Anchorage, Chugiak-Eagle River and the Matanuska-Susitna Borough with instructions to record "travel diaries" and report findings either online or over the phone.



Commuter traffic northbound on the Glenn Highway near the JBER-Richardson overpass in Anchorage kicks up a cloud of dust on Monday afternoon, Feb. 10, 2014. Transportation surveys currently underway in Southcentral Alaska are looking at how residents get around Anchorage, Eagle River and the Mat-Su.

Bill Roth

RELATED:

Busy election bumps People Mover ad revenue

Transportation secretary nixes pardon for Mat-Su ferry bill

Tudor Road.

On top of that, more people are biking year-round, Lyon said. He said the new data is expected to improve modeling and inform projects that are years in the making.

Lyon said surveyors are hoping for a 3 percent return rate on the surveys. Participants earn a \$10 gift card to Amazon or Walmart.

"The bigger the return rate, the more confident you can feel about the results," he said.

More information on the survey can be found at regionaltravelsurvey.com.

Separately, starting Wednesday, riders on Anchorage's People Mover bus system may see surveyors with tablets aboard buses. The surveyors will be asking riders questions, such as why and how often the rider boards the bus, and loading answers directly onto their tablets.

The goal is to get a picture of travel habits, as well as ask questions about bus service, said Lance Wilber, Anchorage transportation director.

Wilber said he expects surveyors to wrap up in about two weeks. He said this is the first bus survey in about six years.

Contact Devin Kelly at dkelly@adn.com, Google+ or Twitter

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REGIONAL HOUSEHOLD TRAVEL SURVEY

The Municipality of Anchorage and the Anchorage Metropolitan Area Transportation System (AMATS) in partnership with the Alaska Department of Transportation is sponsoring a Regional Household Travel Survey in Anchorage and parts of the Mat-Su Valley during September 9-October 24, 2014 to better understand travel on our highways, roads, trails and sidewalks.

Household travel surveys provide information on how people travel to work, recreation, and daily life activities - providing a complete picture of how the roads, trails, highways, commute options and other transportation resources are used. This helps identify existing and future deficiencies in the transportation system and inform how improvements are prioritized. According to Transportation Planning Manager, Craig Lyon, "We need up-to-date information to guide decision making and investments in our community. You can help improve transportation in our region by participating in the survey." When the survey is complete, the data is used to estimate how much travel is generated by all households within the region. The data also helps ensure that investments in transportation are better informed, so that future projects can help improve Anchorage's and the Mat-Su Valley's economy through better access to jobs and housing, reduce traffic congestion, improve air quality and increase mobility.

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"Like most Anchorage residents, a portion of my day is consumed with transporting kids to school, getting to work, attending meetings, running errands and, if time allows, enjoying some recreation! Our ability to perform those tasks relies on a well-integrated transportation system that includes roads, trails, public transit and other transportation modes. We can better plan for our future by understanding today's data - if asked, please participate so we can best implement your transportation needs."

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Anchorage surveys to look at transportation habits

Sep 15, 2014 – 2:00pm

- ANCHORAGE, Alaska (AP) - Anchorage transportation planners are hoping two surveys this month will give them a better idea of transportation habits among commuters. Alaska Dispatch News reports that one of the surveys asks households that have been randomly selected to record travel diaries, while another starting Wednesday will look at bus commuters. The survey using commuter diaries is called the Regional Household Travel Survey, and it's the first time the federally funded survey has been conducted since 2002. Anchorage transportation planning manager Craig Lyon says it's an opportunity for people to share where they go. For bus commuters, surveyors will be asking questions, such as why and how often the bus is used. Anchorage transportation director Lance Wilber says the goal is to get a picture of travel habits.

Return to: [KFQD News Blog](#)



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Anchorage Road Survey

Not making the grade. A national study ranks Alaska dead last in the state of its roads.

POSTED: 05:48 PM AKDT Sep 09, 2014



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Comments

The views expressed are not those of this company or its affiliated [companies](#). Please note by clicking on "Post" you acknowledge that you have read the Terms Of Service and the comment you are posting is in compliance with such terms.



PO Box 231490 | Anchorage, AK 99523

HELLO. In a few days, you will receive an invitation in the mail to participate in an important transportation survey.

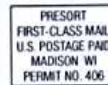
Anchorage Metropolitan Area Transportation System (AMATS) is sponsoring this survey to better understand your travel needs in the Anchorage and Mat-Su areas and to help prioritize future transportation improvements throughout the region.

Your participation will have a significant impact on transportation planning for your community. As thanks, your household will receive a \$10 gift card from Starbucks, Walmart or Amazon.com after completing the survey.

To start the survey now, log in to the secure website: <https://rsgresearch.com/alaska>

Your household's password is:

4*6*****AUTO**SCH 5-DIGIT 99507



1993

For more information:

Lo invitamos a compartir sus experiencias de traslado en su region. Para participar, llame sin costo: 1-844-393-4437



Where do you travel?

By Heather Hintze 4:43 PM July 8, 2014

Estimated Read Time 1m 4s

ANCHORAGE – Do you bike or drive to work? Which roads do you take? A new survey aims to find out.

Anchorage Metropolitan Area Transportation Solutions (AMATS) is updating its travel survey for the first time in 12 years.

The population around the Anchorage Bowl has grown by about 40,000 since the last survey in 2002, said Craig Lyon, transportation planning manager. There are also a number of new roads and bike paths around town as well.

AMATS sent out 3,340 postcards to randomly selected households to participate in the pilot survey.

Lyon said it's crucial to have the most accurate information so the city knows how and where to spend money for improvements.

"In the last 10 years we've seen a lot more people riding their bikes for work commute," Lyon said. "It's not just choice riders anymore. And there are more transit riders. So we want to look at all that information to help us determine how we spend our federal transportation dollars that come into the city."

This is just a preliminary survey. AMATS will send out about 50,000 cards this fall when people are back to their normal commuting routines to work and school.

Lyon said if your home receives a card, be sure to follow the instructions and go online to take the survey.

Top 5 Stories

News | Jul 10, 17:01

Baby born in Anchorage after mother listed as brain dead

News | Jul 09, 21:51

Woman killed in Seward Highway crash near Girdwood identified

News | Jul 09, 14:21

Missouri Senator calls for investigation; Alaska Native Corporations push back

Crime | Jul 10, 11:28

Wasilla mother arrested for infant assault

Municipality of Anchorage
Anchorage Metropolitan Area Transportation System
Teresa Brewer, Project Manager
907-343-7994 | brewertm@muni.org



FOR IMMEDIATE RELEASE

REGIONAL HOUSEHOLD TRAVEL SURVEY

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Household travel surveys provide information on how people travel to work, recreation, and daily life activities - providing a complete picture of how the roads, trails, highways, commute options and other transportation facilities are used. This helps identify existing and future deficiencies in the transportation system and inform how improvements are prioritized.

According to Transportation Planning Manager, Craig Lyon, “We need up-to-date information to guide decision making and investments in our community. You can help improve transportation in our region by participating in the survey.” When the survey is complete, the data is used to estimate how much travel is generated by all households within the region. The data also helps ensure that investments in transportation are better informed, so that future projects can help **improve Anchorage’s and the Mat-Su Valley’s economy through better access to jobs and housing**, reduce traffic congestion, improve air quality and increase mobility.

AMATS Policy Committee Member and Anchorage Assembly Chair Patrick Flynn states, "Like most Anchorage residents, a portion of my day is consumed with transporting kids to school, getting to work, attending meetings, running errands and, if time allows, enjoying some recreation! Our ability to perform those tasks relies on a well-integrated transportation system that includes roads, trails, public transit and other transportation modes. We can better plan for our future by understanding today's data - if asked, please participate so we can best implement your transportation needs."

Starting September 9th, Resource Systems Group, Inc. (RSG) and ETC Institute, independent research firms, and R&M Consultants, Inc. are administering the survey on behalf of AMATS. Households are randomly selected to receive an invitation to participate in the survey at <https://regionaltrevelsurvey.com>. Participating households statistically represent all households across Anchorage, Chugiak-Eagle River and Mat-Su Valley. **Privacy for all participants will be protected!** Names and address will not be linked to the survey and all answers will be kept strictly anonymous. Additionally, the survey and website are supported in Spanish, Korean and Tagalog.

AMATS is the federally recognized Metropolitan Planning Organization (MPO). AMATS is a multiagency team that works together to plan and fund the transportation system in the Anchorage Bowl and Chugiak-Eagle River areas when federal funds are being used. These federal funds are generated from the national gasoline taxes paid by the motoring public. Additionally, the State of Alaska Legislature authorizes appropriations and general obligation bonds and Municipal bonds generate local funding.

###

Appendix 3.3
Committee Presentation



Regional Household Travel Survey

Prepared for AMATS Policy Committee

28 August 2014





Intro to Travel Survey Consultants

RSG Experience

Snapshot of Qualifications:

- Nationally known for travel demand modeling and transportation surveys to support agency strategy and planning efforts
- RSG originally developed survey research capabilities to support modeling practice
- Collected ~40,000 household travel diary surveys across the United States in the last 4 years

Work for AMATS:

- RSG is also conducting transit surveys and the model update work
- This presentation only addresses the household travel diary survey

Household Travel Survey Key Team Members



RSG: Elizabeth Greene, Project Manager

- 9 years market research project management experience at RSG
- Leads RSG's transportation market research practice, managing 30+ projects across the US
- Extensive stated preference survey experience including 2007 Anchorage Knik Arm



RSG: Chloe Ritter, Lead Analyst

- Lead household travel diary survey analyst for RSG including projects such as Olympia Washington
- Specializes in traveler behavior survey panels, including work for US. DOT in San Diego and Dallas



R&M: Van Le, AICP, Public Outreach Coordinator

- Former Muni and AMATS Planner
- Specializes in multi-modal transportation, land-use compatibility & public involvement
- Worked on more than 5 primary research surveys for community development plan updates



Household Travel Survey: WHAT Data Are Collected?

What is a Household Travel Diary Survey?

Typically a Household Travel Diary Survey is:

- Entire household (HH) is invited to participate
- The HH lives within a pre-specified study area / region
- All HH members are asked to comprehensively report their travel that occurs over a pre-assigned 24-hour period

Survey Data Collected:

- Household-Level Data
- Person-Level Data
- Vehicle-Level Data
- Trip-Level Data – the trips made over the 24-hour period



Household Level Data

Examples:

- Home location (address & coordinates), housing type
- HH size, HH income
- Preferred way to be contacted

How many months of the year do you live at your current residence (the residence where we sent your invitation to participate in this study)?

If you received the study invitation in a PO Box, please answer for your primary residence closest to the Post Office where you collect your mail.

- 12 months (I live here all year long)
- 9–11 months of the year
- 6–8 months of the year
- 3–5 months of the year
- Fewer than 3 months of the year

Previous

Next

Person Level Data

Examples:

- Number & relationship of adults & children
- Gender, ages, race, ethnicity
- Education level, employment status, number of jobs

Please tell us about yourself.

Viewing 1 of 2 member(s).

Initials or nickname:

Gender:

Age:

Primary type of employment:

Number of jobs:

Currently a student?

Highest level of education completed:

Has a valid driver's license?

How often typically pays for parking (e.g. park vehicle somewhere where parking is NOT free)?

Vehicle Level Data

Examples:

- Number of vehicles
- Year/make/model and type of fuel for each vehicle
- Year obtained vehicle

Please tell us about the vehicles in your household.

Viewing 1 of 3 vehicle(s).

Year

Make

Model

Fuel type

Does this vehicle have a disability license plate or parking pass?

When did your household purchase/obtain this vehicle?

Previous

Next

Trip Level Data: One Weekday

Examples:

- Trip end locations (latitude/longitude)
- Details of each trip: purpose, travel mode(s), travel duration, travel start/end times, travel party size, travel party composition, costs on trip (parking, transit fare), etc.

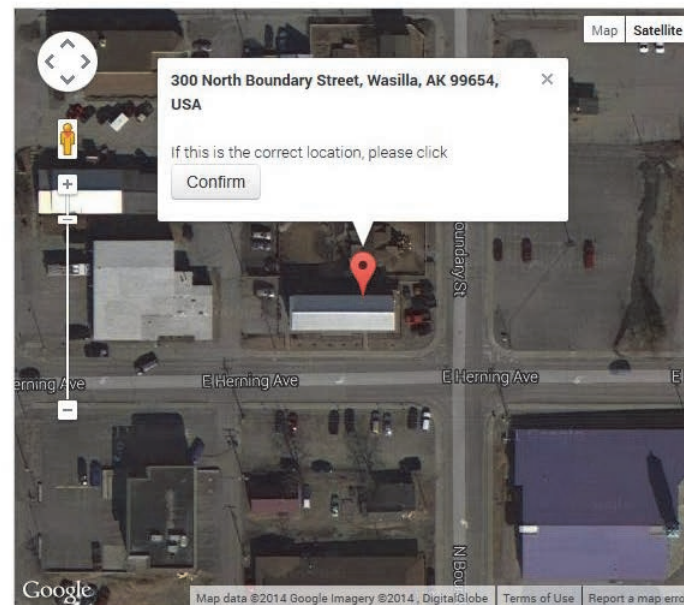
Please locate: **gas station**

[Click here to view a help video for this page](#)

Locate by address Locate on the map

Map instructions

1. Click on the map to zoom in.
2. When zoomed close enough, clicking the map will place a 'marker.'
3. Continue clicking until you have located the correct place.



Extra Questions

Survey includes a small number of extra questions

- General travel questions – frequency of transit, biking, walking behaviors, etc.
- Employment questions – typical commute, etc.
- Long distance trips – frequency of visiting lower 48 states, etc.

Please remember that the more questions, the greater the survey length and respondent burden

- Focus first on obtaining essential data for modeling needs
- Then include questions that help local transportation planning

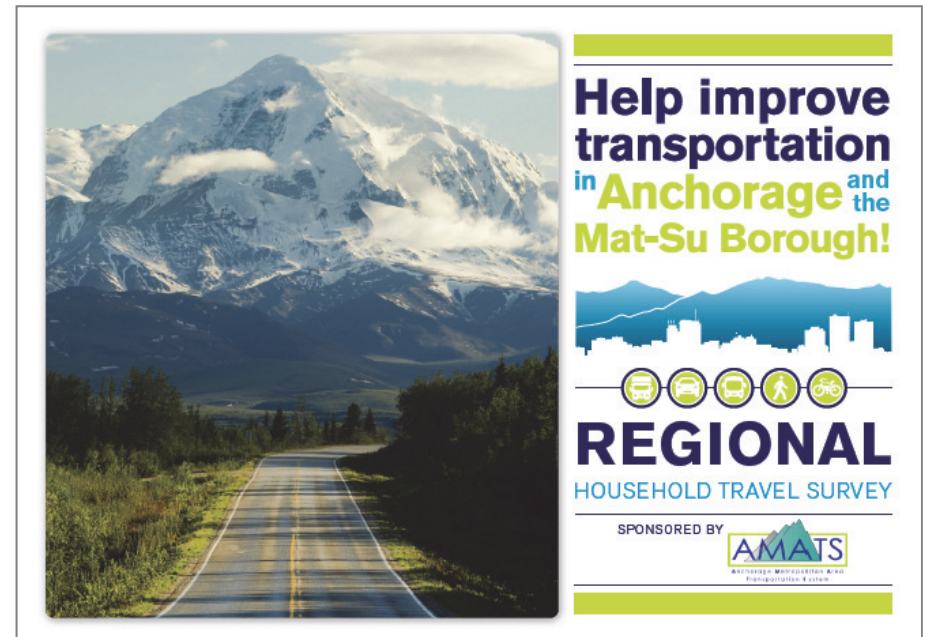


Household Travel Survey: HOW are the Data Collected?

Sampling Methodology

Address-Based Sample

- Sample comes from US Postal Service master database of addresses
 - We provide defined study region and quotas
 - We receive back file of addresses
- Invitations are sent via first-class mail to addresses
 - Pre-notice postcard
 - Invitation packet
 - Reminder postcards



Study Region & Sample Size

Study Region

- Anchorage (AMATS) ~115 HHs
- Mat-Su (MSB) ~30K HHs

Sample Size

- 3,000 HHs to complete survey
- About 2% of HHs in region



Communication with Participants

Based on preference

- By email or phone
- Reminders are provided

Incentives for participation

- Choice of Amazon or Walmart gift card
- Choice of by email or mail (mail takes longer)

How do participants contact us?

- By project email
- Via project website
- By toll-free number (English, Spanish, Tagalog, Korean)



Public Outreach Overview

Public Outreach Goals

- Encourage response to survey from invited HHs
 - “Minimize hesitation and maximize participation”
 - However, not seeking volunteers to survey
- Provide stakeholders with info and resources
 - Provide info sources (e.g. project website, AMATS press release)
 - Facilitate stakeholders’ ability to promote survey



Transportation Planning / AMATS

- ▶ Adopted Plans
- ▶ AMATS Committees
- ▶ Terms and Acronyms
- ▶ Get Involved
- ▶ AMATS Meetings
- ▶ Current Projects
- ▶ Non-Motorized Transportation Plan
- ▶ Documents and Maps
- ▶ Contact Information



This summer, AMATS will begin conducting a household travel survey to better understand the travel of Anchorage and Mat-Su Valley residents. The previous household travel survey (HTS) in the area was completed in 2002, and lots of changes have happened since then:

- Population has increased by over 40,000 residents;
- Several roads have been extended or built (e.g. Elmore Road, Martin Luther King Jr. Blvd., C Street and Dowling Road);
- There are new highway interchanges at Glenn Highway and Bragaw Street, Parks Highway and Glenn Highway, and International Airport Road and Minnesota Drive;
- Roundabouts have been added at Southport, Seward Highway and Dowling, Huffman Road, C Street and O'Malley and Elmore Road at UAA;
- The Eagle River and South Anchorage High Schools have opened;
- The Ted Stevens Anchorage International Airport South Terminal has expanded;
- The Goose Creek Correctional Center was developed; and
- There are several new destinations including the Denali Convention Center, the expanded Anchorage Museum, Tikahnu Commons, Cabela's, and Sportman Warehouse.

The Regional Household Travel Survey will provide transportation planners with current information on how residents travel for work, school, recreation and shopping, and how existing roads, trails, highways and other transportation facilities are used.

WHAT CAN YOU DO? PARTICIPATE!


Starting in July 2014, your household may be randomly selected to participate in the survey on a pre-assigned date. It is important to collect travel data from households like yours across Anchorage, Chugliak-Eagle River and Mat-Su Valley so that the survey is statistically representative of all residents. If your household is selected and you agree to participate (we hope you will!) you will be asked to report your travel for one day by logging all trips taken on that day for everyone in your household. Your privacy will be protected! Your name and address will not be linked to the survey and all answers will be kept strictly anonymous.

For more information select one of the links below or contact the project public involvement coordinator at VLE@rmoconsult.com

Public Outreach Activities

- For Invited HHs
 - Available info online (survey website, AMATS website)
 - Toll-free number (English, Spanish, Korean, Tagalog)
 - Invitation letter/FAQs in 4 languages
- For Stakeholders
 - Presentations at public meetings
 - Stakeholder email notifications
 - Invitation to pilot survey
- For Both
 - Notices in local and regional media
 - Social media updates

Help us get the word out!
Pass along this e-mail and other news about the AMATS Regional Household Travel Survey to encourage participation.



REGIONAL
HOUSEHOLD TRAVEL SURVEY

AMATS IS CONDUCTING A REGIONAL HOUSEHOLD TRAVEL SURVEY IN ANCHORAGE AND PARTS OF THE MAT-SU VALLEY

This summer, AMATS will begin conducting a household travel survey to better understand the travel of Anchorage and Mat-Su Valley residents. The previous household travel survey (HTS) in the area was completed in 2002, and lots of changes have happened since then:

- Population has increased by over 40,000 residents;
- Several roads have been extended or built (e.g. Elmore Road, Martin Luther King Jr. Blvd., C Street and Dowling Road);
- There are new highway interchanges at Glenn Highway and Bragaw Street, Parks Highway and Glenn Highway, and International Airport Road and Minnesota Drive;

Who is conducting the Survey?
Resource Systems Group, Inc. (RSG), ETC Institute, independent research firms, and R&M Consultants, Inc. are administering the survey on behalf of AMATS, in partnership with the Municipality of Anchorage and the Alaska Department of Transportation and Public Facilities.

When
Starting July 2014



Household Travel Survey: Timeline

Project Timeline

Pilot was successful; now planning Sept/Oct data collection

Milestone	Time Period
Contract Issued	May 2014
Study Design (Questionnaire, Sampling, Materials)	May-June 2014
Pilot Survey	July 2014
Conduct Revisions & Finalize Preparations	August 2014
Launch & Conduct Survey	September-October 2014
Prepare & Finalize Dataset	November-December 2014
Prepare & Finalize Documentation	November-December 2014



Q&A



Contacts

www.rsginc.com

Public Outreach Lead

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AMATS Lead

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Consultant Lead

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Senior Consultant
RSG Inc.
egreene@rsginc.com
801.456.4907

Appendix 3.4
AMATS Technical Advisory Committee
Meeting Summary



Meeting Summary

Project Number:	2135.01 (R&M)
Project Title:	AMATS Regional Household Travel Survey
Subject:	AMATS TAC Survey Preview
Author:	Van Le, AICP
Meeting Location:	4700 Elmore Road, Training Conference Room 30
Meeting Date:	Thursday, July 31, 2014, 1:00 PM to 4:00 PM
Distribution Date:	TBD

Attendees:	Teresa Brewer	Project Manager	MOA AMATS
	Craig Lyon	Transportation Manager	MOA AMATS
	James Boyle	Planner	DOT&PF Planning
	Jamie Acton	Associate Planner	MOA AMATS
	Joni Wilm	Associate Planner	MOA AMATS
	Elizabeth Greene	Project Manager	RSG, Inc.
Chloe Ritter	Lead Analyst	RSG, Inc.	
Van Le	PI/Planning Coordinator	R&M Consultants, Inc.	
Other Attendees	See Sign In Sheet		

1. Introduction

The Municipality of Anchorage, AMATS Transportation Planning is conducting a regional household travel survey within the AMATS area and parts of the Mat-Su Borough. The purpose of the study is to gather detailed information about the travel behavior and social characteristics of residents in the study area, provide current travel behavior information to support local and regional planning efforts and provide data to support the future travel demand model update.

2. Meeting Purpose

The purpose of today's meeting is to provide the AMATS Technical Advisory Committee (TAC) and other stakeholders an overview of the Household Travel Survey (HTS) and answer questions about the survey and timeline. A preview of pilot HTS preliminary results was also provided.

3. Consultant Introductions and Overview

Craig Lyon began the meeting by introducing the project team.

Elizabeth Greene introduced the project and schedule including RSG firm information and roles for project team members.

4. Household Travel Survey Diary

Elizabeth provided an overview on the elements of a Household Travel Diary including:

- Households in a particular defined area were invited to participate
- Diaries are travel reports for entire households (every member) over a 24-hour period on a specified day, for example, July 15.

Types of data the Survey Collects:

- Household – location, type of housing (SF, MF etc), location (address), HH size, socio-economic data such as income, communications preference (phone, email etc.)
- Person or individual data- number of people, HH structure (relationships), number of adults, children; demographic data such as age, race/ethnicity, education, employment, jobs
- Vehicle data – type of vehicles (make, year etc.) and how many etc.
- Trip data - number and trips made during the pre-assigned 24-hour period and details on trips such as purpose, mode, duration, costs and who is traveling.

Added Value Questions

- Goal is to gather data for regional travel demand model needs and local transportation planning; need for balance between added value and increasing burden on participants
- General travel questions on mode choice and frequency (transit, biking, walking)
- Employment questions and typical commute to work day
- Long-distance trips to lower 48 etc.

Methodology

- Address based sample from USPS address database
- 3-prong method: pre-notice postcard, invitation packet, reminder postcards
- Study region: Anchorage AMATS & MSB
- Sample Size Main Survey: 3000 Households; 2% of HHs in region
- Communications: email or phone
- Incentives for completing surveys (Amazon or Walmart gift cards)
- Contact options to project team by phone, email or website & includes translation services in Spanish, Tagalog, Korean)
- Outreach Summary: to encourage survey responses, not solicit volunteers
 - Informational resources through AMATS website, press release, stakeholder notifications to help promote survey

Timeline

- May 2014 Survey Start
- May to June 2014 – Survey design
- July 2014 – Pilot Survey

- August 2014 – Revisions to main survey and finalize main survey preparations
- September to October 2014 – Main survey conducted
- November to December 2014 – Prepare and finalize dataset; prepare and finalize documentation

Discussion

Q1. How did you choose survey participants?

A: In 2002, phone lists were used. For this survey, USPS master address database. RSG provides defined study region and quotas and USPS provides a back file of addresses. Invited participants can have the option to take the survey/travel diary logging by phone or web.

Q2. If the main survey will be conducted all through October, will weather events such as the first snowfall affect the sampling and participant responses?

A: It is ok if a snow event happens, we would make note of it as a variable that affected travel for those assigned days.

Q3. How do you account for that weather variable?

A: One place this can be addressed is in the in value added questions.

Q4. Does seasonality difference affect survey results? The pilot survey is collected in the summer and people's behaviors may change depending on the season.

A: The pilots survey was conducted in the summer and kids are not in school and teachers are not working.

Q5. How will you determine if you get the 2% of the household population?

A: We have a QA/QC process built into the survey results analysis. Only 100% completed surveys, which means participants have to answer all questions for a survey to be considered completed. We also a real-time response which means we know about how many households we need, the days we need and how many surveys per day are completed. The pilot survey had a higher response rate than expected and that is a positive sign that the main survey will be similar.

Q6. What is the split between the Anchorage sample and the MSB sample?

A: We used a 70/30 split; 70 for Anchorage and 30 for MSB.

Q7. Are you targeting high growth areas for oversampling?

A: Yes as well as hard to reach populations. Chugiak-Eagle River is one of those high growth areas and we expect their travel behavior to be different that other areas of Anchorage.

Q8. What is oversampling vs. up-sampling?

A: Oversampling targeting a larger sample within a sub-area of the population (relative to the overall sample size), while up-sampling is inviting a larger initial group to counteract lower expected response rates.

Q9. What happens if an invited participant is out of town for the assigned travel date?

A: If we are contacted by the participant and notified that they will be out of town but they would like to participate in the survey, we would reassign their travel date.

Q10. Is JBER (Joint Base Elmendorf Richardson) included in the sampling frame?

A: Yes, JBER is included. Special outreach through the JBER Community Planner and Public Affairs Coordinator will be necessary to ensure that participants are encourage to respond.

Q11. How will you handle participants that do not complete the entire survey to qualify to be counted in the results?

A: We can follow up with a reminder email or phone call. Usually, if we can get people to start the survey, then 95% typically complete the entire survey.

5. Pilot Survey Results Summary

Elizabeth Greene provided an overview of the pilot survey results. She emphasized that the goal of the pilot survey is to measure survey design, administration and sampling frame before the main survey. She added that the goal was to receive 100 completed surveys, 70 for Anchorage sample and 30 for MSB. After the pilot survey was closed the previous week, twice as many respondents participated than expected. Elizabeth provided the following information on the pilot survey below.

The survey had two parts:

- First 10 minutes asked demographic questions about household
- Second part takes approximately 13 minutes per respondent in the household and asks about travel

- 20% were recruited by telephone
- 13% used a Smartphone or tablet
- 12% of trips were copied from previous trips
- 50% logged trips into travel diaries one day after the assigned travel day
- 9.5% of households dropped out of the survey – started but did not complete the survey

- Sampling frame included 2340 HH for Anchorage and 1000HH for MSB
- 6% response rate which is the same as the US nationally

- MOA had 81% of respondents complete the survey
- MSB had 75% complete the survey

For reference, 80% or higher completed surveys of those recruited is considered a good response rate.

Some challenges to the survey include larger households because of the additional burden of answering survey questions for each household member. With those larger households, providing a larger incentive appears to help.

There was a question about travelling on shorter trips such as to Denali. This question may be removed from the main survey questionnaire.

Discussion

Q1. Have you had experience with HTS and political campaigns happening at the same time?

A: Yes, during the last presidential campaign we had a HTS go out at the same time. To ensure success with the survey, it is a good idea to print materials that are very distinct from the political campaign. Also not using Robocalls like the political campaigns do is important.

Q2. Do you ID ATVs as vehicles on the survey?

A: We are collecting household travel data for the travel demand model update which will also use traffic counts to validate the model. We did not include ATVs as vehicles because they are not permitted on Anchorage roadways and parts of the MSB and will not be modeled. ATVs were considered recreational vehicles on the pilot survey.

Q3. Are bicycle trips asked about?

A: Yes, bicycle trips are a mode choice that are asked about on the survey.

Q4. Were the bicycle trips reported as being on sidewalks or roadways?

A: The Survey uses Google Maps to identify routes that survey participants took. From that information it may be possible to cross reference with the sidewalk, pathway and bike lanes routes that exist to see if bicyclists were on any of those facilities or if they were on the roadway.

Q5. Does the survey ask about income in brackets?

A: The Survey asks about income with 10 answer choices. The results are aggregated and do not reflect the exact categories from the survey.

Q6. What is the definition of “typical?”

A: For example, “typical Tuesday, or Wednesday or Thursday.”

Q7. Is there a “blank” response that allows respondents to fill in the blank?

A: The survey currently does not have this option but it can be added.

Q8. Is there a way to analyze trip chaining?

A: Yes, because the survey asks questions about travel that includes all trips and all modes.

Q9. Does the survey ask about trip distribution?

A: With the data that is collected, trip distribution can be reconstructed. There is a “Stop” page that asks questions to help jog respondents’ memory about which trips they took.

Q10. The bus trips look high. For the model update, should this data be used or the on-board transit survey?

A: The on-board transit survey should be used.

Q11. Why do you want to oversample for the bus trips?

A: A small response rate is not as useful for the model. More demographic information for transit will be more useful. Transit ridership represented 10-12% of mode.

Q12. Why do you need the Race question on the survey?

A: This is mostly for AMATS’ funding prioritization reporting requirements to FHWA and FTA to meet the obligations of including Low-English Proficiency (LEP) populations and to meet Title VI of the Civil Rights Act.

Q13. Why is there a question on why households were selected?

A: Mostly to provide more interesting questions than just Census demographic questions.

Q14. Does the survey capture the North Slope workers who typically have a 2 week on and 2 week off schedule?

A: The survey does not specifically address this work schedule but asks about typical work days within a 24 hour period.

Q15. For the Race question, if we say we “Need” to ask this question, will it help with responses?

A: This may be helpful if we emphasize the need for the question for Census representative analysis and for funding reporting requirements. Like the income question, there will be respondents who are concerned about privacy protection and will not respond to this question.

Q16. Why does the “bike/walk” question ask about doing this in the past 30 days but not on the assigned travel day?

A: On the travel day people are prompted to list all trips, including bike/walk trips.

Q.17. Can we add a question asking why people don’t use transit?

A: Yes

Q18. Would it be helpful to ask for volunteers in the low- income category?

A: It may be useful to up-sample this group to get a representative sample.

Q19. Will AMATS share the datasets from the main survey results?

A: Yes AMATS can provide aggregated data from the main survey results but not data that will have privacy implications such as responses linked to personal addresses.

Q20. There are concerns about the survey only looking north to the MSB but there are areas in within the Municipality such as Indian and Girdwood that have growth potential that will not be included in the survey.

A: The survey has the goal of capturing areas that are within the AMATS Planning boundary, which does not include the Turnagain Arm Communities of Rainbow, Indian, Bird Creek, Girdwood or Portage, even though they are within the Municipality. The MSB is not within the AMATS boundary or within the Municipality but this HTS and subsequent travel demand model update is looking to the future when a Regional model will be required.

Main Survey

Elizabeth mentioned that the main survey will be conducted after the September Labor day weekend with October 23 as the last travel day assigned.

5. Attachments

The following document is attached to this meeting summary record:

- a. Sign-In sheet

DRAFT



Municipality of Anchorage

Community Development Department
 AMATS Transportation Planning
 4700 Elmore Road
 Anchorage, AK 99507



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Municipality of Anchorage

Community Development Department
 AMATS Transportation Planning
 4700 Elmore Road
 Anchorage, AK 99507



Project Name: **AMATS Regional Household Travel Survey**

Date: July 31, 2014

Meeting Location: 4700 Elmore Road, Training Room 30

Time: 1:00 PM

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Kirk Hoff	JSER	384-1064	Kirk.hoff.ctr@us.af.mil	

Appendix 3.5
Public Outreach and Comment Log

Log of News Stories about the Regional Household Travel Survey

Date	Time	Featured on project website	Publication	Title	Reporter	Link	Type of Coverage	Angle
7/8/2014	4:43p	x	KTVA Ch. 11	Where do you travel?	Heather Hintze	http://www.ktva.com/where-do-you-travel-228/	Video	Pilot
9/2/2014	N/A	x	Alaska Business Monthly	Regional Household Travel Survey	N/A	http://www.akbizmag.com/Alaska-Business-Monthly/August-2014/REGIONAL-HOUSEHOLD-TRAVEL-SURVEY/	Article	Reprinted Press Release
9/2/2014	N/A	x	MOA	Regional Household Travel Survey	N/A	http://www.muni.org/Departments/OCPD/Planning/AMATS/News/Pages/PressRelease.aspx	Press Release	Press Release
9/9/2014	5:48p	x	KTUU Ch. 2	Anchorage Road Survey	Adam Pinsker	http://www.ktuu.com/news/news/anchorage-road-su/27963792	Video	Road Conditions/RHTS
9/14/2014	N/A	x	Alaska Dispatch News	Transportation habits surveyed in Anchorage, Mat-Su Bourough	Devin Kelly	http://www.adn.com/article/20140914/transportation-habits-surveyed-anchorage-mat-su-borough	Article	RHTS/ Transit Survey
9/15/2014	2p	x	KFQD Blog	Anchorage Survey to look at transportation habits	N/A	http://www.kfqd.com/common/more.php?m=49&post_id=27351	Blog Post	RHTS/ Transit Survey
9/19/2014	5:36p		KYUR Ch 13/ Fox 4	Public Transportation Surveys hit Anchorage	Derek Smith	http://www.youralaskalink.com/news/Public-Transportation-Surveys-hit-Anchorage-275851021.html	Video	RHTS/ Transit Survey
9/15/2014	11:15a		News Miner	Anchorage Survey to look at transportation habits	Associated Press	http://www.newsminer.com/news/alaska_news/anchorage-surveys-to-look-at-transportation-habits/article_acf814da-3d0c-11e4-9619-001a4bcf6878.html	Article	RHTS/ Transit Survey
9/16/2014	12:02p		Juneau Empire	New Anchorage surveys to look at commuting habits	N/A	http://juneauempire.com/state/2014-09-16/new-anchorage-surveys-look-commuting-habits#.VEavUfnF_1E	Article	RHTS/ Transit Survey

Log of postings on AMATS Social Media Sites (Facebook, Twitter, Instagram)

Date	Platform	Message	Image	Video
Tuesday, September 02, 2014	FB	Kick off	x	
Tuesday, September 02, 2014	TWITTER	Project website	x	
Wednesday, September 03, 2014	FB	KTVA story	x	
Wednesday, September 03, 2014	TWITTER	Invitation	x	
Wednesday, September 03, 2014	TWITTER	Where do you travel?	x	
Thursday, September 04, 2014	Instagram	Invitation	x	
Thursday, September 04, 2014	TWITTER	Invitation	x	
Monday, September 15, 2014	FB	AK Dispatch article	x	
Wednesday, October 15, 2014	FB	Help!	x	
Saturday, October 18, 2014	FB	Reminder	x	
Friday, October 17, 2014	TWITTER	Reminder	x	
Monday, October 20, 2014	FB	Deadline	x	
Monday, October 20, 2014	TWITTER	Deadline	x	
Thursday, November 13, 2014	FB	Preliminary Results	x	

Log of contacts received by AMATS or R&M (forwarded to RSG when appropriate)

Contact Number	Type of Contact	Date	Nature of Contact	Password (if known)	Name	Question or Concern	Results of Contact
1	Volunteer	8/22/2014	Called R&M		Jeff Schmitz	interested in volunteering	Van forwarded to RSG; RSG set up as volunteer
2	Media	9/15/2014	Called Craig		Channel 11	Channel 11 interested in reporting (following up on Pilot blurb)	Craig arranged time to speak with them
3	Participant	9/19/2014	Called/ emailed Muni/ citizen complaints		Stewart Costello	Had unspecified trouble in survey	Forwarded to RSG. (He also emailed/ called help line directly, and eventually finished the survey over the phone)
4	Participant	9/19/2014	Mailed travel log to PO Box	R05232bw	Thomas Swarthout	Mail-in	Van forwarded to RSG
5	Participant	9/25/2014	Called/ emailed to complain to Muni		Dale Zellner	Had password trouble, then other technical trouble	Forwarded to RSG. (He also emailed/ called help line directly.) RSG emailed with him several times
6	Participant	9/25/2014	Called Teresa		Linda	Complained about multiple mailings/ gov't waste	Teresa forwarded comments to RSG. No follow up action, just a record of call
7	Participant	10/15/2014	Called Teresa		Margaret Baumann	Had trouble with survey map, complaints about call center	Teresa forwarded to RSG, RSG also received emails and calls at the help line and we were eventually able to help her directly)
8	Participant	10/23/2014	Called Jerry (planning director), forwarded via Van		Maxine Rachow	Complaints about emailed gift card (preferred mail)	Van forwarded to RSG, and RSG also followed up with her through the help line and email.
9	Participant	10/23/2014	Called Jamie with same concern		Maxine Rachow	Continued questions about gift card	After some discussion, Jamie offered to print Maxine's emailed gift card and send it to her (since she didn't have a printer)
10	Participant	10/27/2014	Emailed Teresa		Brett & Tammy Woern	Question about the validity of the Walmart gift card email (looked like spam)	Teresa forwarded to RSG, RSG replied to reassure him the gift card email was valid. RSG also revised future Walmart emails to reduce "spammy" appearance

Log of transportation/planning related comments provided via the project email address; personally identifiable information is removed.

Email date	Comment
9/11/2014	<p>Your format assumes workers commute. I work full time from home. I also work in social science research. I predict your response rate will be VERY low. Too complex and frustrating, folks.</p> <p>The problem my husband and I have with your survey is that you (AMATS) don't seem to have designed it to collect information about the kind of transportation issues my husband and I experience. To reiterate, I am a full time professional (with the federal government) who is officially stationed in Washington DC but who actually works full time from my home on Anchorage's Upper Hillside (i.e., we cannot practically "walk to the store" as it is 7 miles and 1500' of elevation from here). My husband is a full-time ATP-rated pilot with a multi-state air ambulance company. He travels to many destinations all over AK but does not do this for fun (as a private pilot would) or commercially (as a normal passenger on Alaska Airline etc. would). So he is feeling frustrated by the limited choices the survey provides when it asks him how often he goes to Fairbanks and how he gets there (in the right seat of a King Air with an EMT, nurse, and patient in the back, maybe in the middle of the night). Plus he doesn't have a normal commute -- no office -- he only goes to work when he is called out (he works 12 hour on-call shifts 20 days/month).</p> <p>Yesterday the only time I left the house was to walk our dogs 1.3 miles around the block. <My husband> also took the dogs out a couple of times on foot. Based on this we look like a couple of retired or independently wealthy people, but we're not, although we save lots on gas and car maintenance and have also reduced our GHG emissions substantially. We both work full time + in professional occupations. As a scientist I know it's important to randomize data collection when you are trying to collect information about the population at large, but filling out the survey would have been much easier for both of us had I still been commuting daily to an office building in downtown Anchorage, and had <My husband> still been the XO of his USMC fighter squadron, commuting on base most days.</p> <p>Welcome to the new reality (telework and on-call piloting) and good luck trying to characterize our transportation needs based on the snapshot of a not-too-typical day for us.</p> <p>Feel free to share this anecdotal information with whomever designed the survey. To me, it's like doing phone surveys using land lines only, when you are trying to capture a random sample of all adults. Reality has shifted and you miss a significant proportion of the population that has only cell phones (younger and more educated, perhaps, so introducing bias). Telework is real -- I firmly believe the concept of fighting for road space and parking while burning fossil fuel to drag a couple of tons of steel to and from a distant office building twice a day five days/week, at the same time of day as everyone else in the community, will seem pretty silly for most knowledge-based professionals in 10-20 years.</p>
9/22/2014	It sure would be nice to have a high-speed bypass of Wasilla on the Parks Highway with an alternate "business loop" to take you through town.

10/7/2014	<p>I know you recently did a travel survey, and I wanted to provide information to you about something that I just became aware of.</p> <p>I just started volunteering as a refugee mentor, and have discovered the following: When refugees first get jobs, they are working all over Anchorage in very low paying positions. They often work nights and weekends, and are relying on public transportation to get them where they need to be. Sometimes there is no bus running when they need to get one.</p> <p>An example: I am mentoring a family who live in Mountain View. The wife just got a job – for \$10/hr – working over by the airport. It takes 2 buses to get to and from work. She has to work on Sunday, but there are no buses running at the right time to get her to and from work. She ends up spending \$25 on a taxi every Sunday because she can't catch a bus. That's a huge expense for that family, since she's the only one with a job so far.</p> <p>I am sure that it is not just refugees in that situation. There must be a lot of people who don't make much money and rely on public transportation to get to work at times when buses don't run.</p> <p>I would like to see a creative, reliable way that people like that could get public transportation to and from their job. Maybe I just don't know what the options are, since I have the luxury of driving my own vehicle everywhere. If there aren't enough people to warrant the cost of a bus, perhaps a minivan or something driving the same route would work.</p> <p>I am glad that you are doing surveys to assess the needs, and I hope you can keep in mind the low wage earning shift workers in mind when you create your plans for the future.</p>
10/8/2014	<p>Not comfortable putting so much personal information into this survey. However, I would like to go on the record as feeling strongly that the bus service in Eagle River needs to be improved. Use to be able to take it into Anch and return to Eagle River. No kids from Chugiak/Birchwood can't get into Eagle River or Anch unless they leave at 5 in the morning and return late in the day (6 or something). that's a VERY long day for anyone.</p>

10/9/2014

I received your survey about your desire to improve traffic in our region of Alaska. I have an idea for a good place to start.

The law recently changed regarding green arrows at a left turn. I have spent time at the Dimond and C street, Dimond and Old Seward, Tudor and Old Seward intersections, plus many more waiting for a green arrow to turn left, while there was little or no traffic coming from the opposite direction. The light at Arctic and Raspberry has been changed, however, it is not a major traffic clog.

I would suggest changing the lights for a left turn without having to wait for the green arrow. I would begin at the major intersections in Anchorage. C st, International, Old Seward, Tudor, Dimond, No Lights, Benson, 5th and 6th ave, and Muldoon.

I believe this will help hasten travel and ease frustration of driving in the area.

My daughter told me of a city with computers directing traffic that works very well. I do not know the cost of that.

Hope this helps

10/21/2014	I am looking forward to the results. There have been a lot of issues in town with pedestrians and bikers getting hit. I hope the Muni comes up with better plans to move Anchorage to more walkable and bikable city.
10/27/2014	<p>I would like to comment on busing and biking. Instead of driving as frequently as I do, I would rather bus and bike combo, or just bus, as I work at the university and have free bus fare.</p> <p>Busing: The buses are not frequent enough. I would love to use the bus as a main form of transportation, but only coming through stops 1x an hour makes it ineffective when I have the option of a bike or my car. Biking takes me 40 minutes one way to work, and driving takes me 18 minutes. Busing only takes 15 minutes from stop to stop, but I do need to walk or bus the last distance, making it approximately equal to my own driving. However, if the bus comes early, or I otherwise miss it due to my own timing, I must wait another 60 minutes. This loses all validity as a mode of transportation, because I do not have an hour to wait to get to work when I can be there in 1/3 the time. If the bus was more frequent, the wait would be shorter, therefore allowing me to become a more frequent rider. I suggest increasing buses to every 15 or 20 minutes during typical high traffic times of morning and evening commuting, targeting times that employees need to be at high density employment areas (I am in the #3, U-Med District).</p> <p>Biking: I enjoy bike commuting (completely exposed person), and would do so with a great deal more comfort if the speed limits for vehicles (people shielded in armor) were more compatible. What is the need for 45-50-55 mph roads through Anchorage, when we are as small a town as we are? If roads were in a 25-30-35-40 range, roadways would be much safer not only for bikers, but pedestrians and drivers. With road conditions of ice and snow 6 months of the year, the speed limits could be lowered with a positive impact on the number of accidents, property damage, and injuries.</p> <p>I'm grateful for the increased facilities for biking around Anchorage as a commuter. I hope this transportation method will continue to grow.</p>

11/17/2014

Sure glad somebody had the insight to put those street light along the freeway That was a good stroke of business! However, none the less, there are several issues with our road system locally that sure cry out for betterment in my way of thinking.

- First of all whoever dumped that freeway into Wasilla sure did us a bad deal.....In my mind that move was nothing short of stupid, dumping all that traffic into Wasilla. I don't mean to come across as rude, but in my mind that move was really really really dumb. Therefore, my conclusion is this. That freeway needs to bypass Wasilla and go at least until past Big Lake intersection with exits as needed. The Parks highway is ridiculously busy.....Its a joke!
- The Knik road is another road that is ridiculously busy. A freeway is needed out at least until mile 12.....but sense you are doing it that far run the fool thing out to Point MacKenzie road.....Then in the future it can connect with the freeway that will be developed from the bridge crossing. Create frontage road as needed for both of those freeways.

To develop those two freeways would do very much to aide the traffic problem around Wasilla.

- The intersection at Lucille and Seldon was put in with out a street light.....Not good
- Another lane or two is needed from Anchorage to Eagle river.....If you really want to do it right we need three lanes to Wasilla nd four lanes from Eagle River to Wasilla..
- A freeway that hugs the mountains needs to connect the Glenn Highway to the Seward Highway with appropriate exits.....This is another that should have been done a long time ago. (in my opinion)
- YOU DID GOOD TO RECREATE THE INTERSECTION AT LUCILLE AND SELDON.....IT IS MUCH BETTER, AND MUCH SAFER
- Seldon needs to be pushed through north ward.
- The Palmer Wasilla Highway needs to be five lanes, two lanes going each way with a turn lane.

These are the major points as I see them.

I hope the state of Alaska really does get the led out and steps up to the plate and creates some answers for these traffic problems.....it would create a much better driving situation for lots of people.



Korean

Spanish

Filipino (Tagalog)

Regional Household Travel Survey

"We need up-to-date information to guide decision making and investments in our community. You can help improve transportation in our region by participating in the survey."

- Craig Lyon, AMATS Transportation Planning Manager

"Like most Anchorage residents, a portion of my day is consumed with transporting kids to school, getting to work, attending meetings, running errands and, if time allows, enjoying some recreation! Our ability to perform those tasks relies on a well-integrated transportation system that includes roads, trails, public transit and other transportation modes. We can better plan for our future by understanding today's data - if asked, please [participate](#) so we can best implement your transportation needs."

- Patrick Flynn, Anchorage Assembly Chair

[Korean](#)[Spanish](#)[Filipino \(Tagalog\)](#)

About the Study

The purpose of this Regional Household Travel Survey is to update the AMATS regional database of household travel behavior, including regional trip activities (e.g. Mat-Su to Anchorage), which will be used to forecast travel through the planning horizon year of 2040. This information will be used to update AMATS's long-range transportation plan and the Metropolitan Transportation Plan (MTP), which prioritize future transportation investments for the region.

Informed investments in transportation can help improve the regional economy through better access to jobs and housing, reduced traffic congestion, improved air quality and increased mobility. The last survey of regional travel behavior was conducted in 2002, so it is important to collect current information about household travel patterns and preferences.

STUDY OVERVIEW

This study has 2 parts

1
HOUSEHOLD
INFO SURVEY

2
TRAVEL DIARY
SURVEY

When do I take the survey?	As soon as convenient	After the day of your assigned travel
Who takes the survey?	You	All adults (an adult should also report trips for children under 18)
How long will the survey take?	About 5 minutes	About 10 minutes per person
What is the survey about?	We ask you about your household and the vehicles you use.	Return to the website (or call) to tell us about the details for all the trips you made on your assigned travel date. (Use your Travel Log to keep track!)

After completing both parts, your household will receive your choice of a Walmart or Amazon.com gift card.

About the Region

The study region includes communities throughout the AMATS area, including Anchorage, Chugiak-Eagle River, and Joint Base Elmendorf-Richardson (JBER).

It also includes Wasilla, Palmer, and other communities in the Mat-Su Valley highlighted in the map below.



Since the last time a regional travel survey was conducted (in 2002), the region has grown and changed significantly:

- The population has increased by over 40,000 residents;
- Several roads have been extended or built (e.g. Elmore Road, Martin Luther King Jr. Blvd., C Street and Dowling Road);
- There are new highway interchanges at Glenn Highway and Bragaw Street, Parks Highway and Glenn Highway, and International Airport Road and Minnesota Drive;
- Roundabouts have been added at Southport, Seward Highway and Dowling, Huffman Road, C Street and O'Malley and Elmore Road at UAA;
- The Eagle River and South Anchorage High Schools have opened;
- The Ted Stevens Anchorage International Airport South Terminal has expanded;
- The Goose Creek Correctional Center was developed; and
- There are several new destinations including the Dena'ina Convention Center, the expanded Anchorage Museum, Tikahtnu Commons, Cabela's, and Sportsman Warehouse.

The Regional Household Travel Survey will provide transportation planners with current information on how residents travel within and between communities in the region.

[Korean](#)[Spanish](#)[Filipino \(Tagalog\)](#)

FAQs

[일반 정보](#) [Información General](#) [Pangkahatang Impormasyon](#)

What is the Regional Household Travel Survey all about?

The survey is collecting information about day-to-day travel in Anchorage, the Mat-Su Borough, and the surrounding region: how you travel, where you go, how long it takes you to get there, etc. We want to obtain a complete picture of travel patterns in the region.

How will the survey results be used?

This survey will help AMATS, the Mat-Su Borough, and other state, local and regional agencies plan and prioritize transportation and land-use improvements. For example, what role can commuting alternatives, transit, biking and walking play in improving regional travel, and what can we do to address congestion and safety concerns on Glenn Highway?

How does my input help improve travel on the roads in my community?

Planning agencies need data about local travel characteristics to understand and plan for current and future transportation needs. That is why transportation planners conduct a travel survey like this one every 10-15 years and why we are asking for your help today.

What is the Regional Household Travel Survey region?

The survey region includes Anchorage, Chugiak-Eagle River, and other nearby communities, as well as Wasilla, Palmer, and other communities in the Mat-Su Borough. If you received an invitation to participate, then you live in the survey area.

How was I selected to participate?

Invited households (like yours) were randomly selected from all the residential addresses in the study area.

Why should I participate?

We need local travel characteristics for local analysis and planning. Your responses have a significant impact because yours is one of a small number of households participating.

My travel on my assigned day isn't "typical" – should I still participate?

Yes. This survey is about what you actually do, not what you usually do. Please report your travel even if it isn't "typical".

I don't travel very much – should I still participate?

Yes. Whether you make a lot of trips or don't go anywhere at all, please report what actually happens on your travel date.

I was also recently invited to another travel survey – can I participate in more than one survey?

Yes. The region is currently conducting travel surveys on several different topics (such as vanpool and transit use). This household survey is separate, and we encourage you to participate.

How is my personal privacy protected?

All of your answers are strictly confidential. Your responses are grouped with the responses from all other participating households and will not be analyzed individually. A copy of this survey's privacy policy is available on the website.

What will I get for participating?

As thanks, invited households will receive a \$10 gift card from Walmart or Amazon.com. The gift card you select will be sent within 10 business days after every person in your household completes the survey (reports all trips on their assigned travel day). We will happily accept volunteers for the study, but we are not able to offer a gift card to volunteering households who have not received an invitation.

How can I find out more information about transportation planning activities in the Mat-Su Borough?

The information collected in the Regional Household Travel Survey will help support planning efforts in the Mat-Su Valley as well as Anchorage. However, the Mat-Su Borough also has its own transportation planning projects. In fact, the Mat-Su Borough is currently updating its Long-Range Transportation Plan. You can find out more about this and other projects on the Mat-Su Borough website: <http://www.matsugov.us/plans/lrtp>.




REGIONAL
HOUSEHOLD TRAVEL SURVEY

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In the News



Public Transportation Surveys Hit Anchorage



Anchorage Road Survey



Transportation habits surveyed in Anchorage, Mat-Su Borough



Anchorage surveys to look at transportation habits



AMATS News



Regional Household Travel Survey



Where do you travel?



[Korean](#)

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[Filipino \(Tagalog\)](#)

Participate

Invited Households

If you received a mailed invitation to the study, click here to access the survey and enter your password:

[Go to survey](#)

If you have misplaced the invitation with your password, feel free to call or email us and we can retrieve it for you.

[Contact us](#)

Want to Participate?

If you did not receive an invitation to the study but would like to volunteer to participate, please [contact us](#).



[Korean](#)

[Spanish](#)

[Filipino \(Tagalog\)](#)

Contact Us

For questions about the survey:

- help@regionaltravelsurvey.com
- 1-844-393-4437 (toll-free)

For media inquiries or general information:

- vle@rmconsult.com

Survey Sponsor:



<http://www.muni.org/departments/ocpd/planning/amats/pages/default.aspx>

AMATS Project Manager: BrewerTM@muni.org

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Resource Systems Group, Inc. Privacy Statement

SUMMARY

- © Resource Systems Group, Inc. 2014 is conducting this study for the Anchorage Metropolitan Area Transportation System (AMATS).
- Resource Systems Group (RSG) will never sell, trade or otherwise share any personal information collected in its surveys with any third party.
- RSG will never spam you, advertise to you or otherwise contact you outside of this survey without your explicit and direct permission.
- Any and all information collected during this survey will only be presented to RSG's clients as part of an aggregate sample. At no time will individual responses be connected to survey takers' personal information.
- During the study, we need your name and contact information in order to reach you, but at the conclusion of the study, this information will be destroyed. Your survey responses will never be sold or shared.

PRIVACY STATEMENT IN DEPTH

We are committed to your privacy and we take it very seriously. This statement is intended to provide you with information and understanding about how Resource Systems Group (RSG) collects and safeguards personal information that is used as part of the firm's market research studies.

ABOUT RSG'S MARKET RESEARCH WORK

RSG conducts market research on behalf of both public and private sector clients using Internet, stand-alone computer, and other data collection means. Ultimately, this research allows our clients to provide you with better products and services that you use on a daily basis. These products and services range from large infrastructure, like rail service and highways, to consumer products, like magazines and cell phones.

THE INFORMATION WE COLLECT AND WHAT WE DO WITH IT

Through independently commissioned surveys, RSG may collect information such as your email address, home or work location, and a variety of demographic information (e.g., gender, age, household income) that will allow us to qualify you for a current survey, tailor survey questions, or ensure we have collected a sample that provides representation across a variety of characteristics. Once you are qualified to participate in a survey, you may be asked to provide additional demographic data, express opinions, and register preferences. The information gathered is aggregated, analyzed, and summarized on behalf of RSG's clients. This information is always presented to clients in summary fashion and never contains any personally identifiable information. Participation in these surveys is completely voluntary, and you therefore have a choice whether or not to disclose this information requested.

INFORMATION COLLECTED TO MAKE YOUR SURVEY EXPERIENCE MORE PLEASANT

During the course of our surveys, we may passively collect information about your Internet browser and computer settings that makes your survey experience more pleasant. In addition to making your survey experience better, we use this information, which does not identify individual users, to analyze trends, to administer the site, and to track users' movements around the site.

CHANGING OR DELETING PERSONAL INFORMATION

If your personal information changes, if you no longer desire to participate in this study, or if you have inquiries or complaints, please contact us via email at help@regionaltravelsurvey.com.

SECURITY

We follow generally accepted industry standards to protect the personal information submitted to us, both during transmission and once we receive it. No method of transmission over the Internet, or method of electronic storage, is 100% secure, however. Therefore, while we strive to use commercially acceptable means to protect your personal information, we cannot guarantee its absolute security.

CHANGES IN THIS PRIVACY STATEMENT

RSG reserves the right to change its privacy policy. These changes will be posted clearly on the firm's websites and other places we deem appropriate so that you are aware of what information we collect, how we use it, and under what circumstances, if any, we disclose it.

LEGAL DISCLAIMER

We reserve the right to disclose your personally identifiable information as required by law, and when we believe that disclosure is necessary to protect our rights and/or to comply with a judicial proceeding, court order, or legal process served on our website.

CONTACT US

If you have any questions or suggestions regarding our privacy policy, please contact us at:
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