



Regional Transportation Technical Advisory Committee (RTTAC)
Modeling Subcommittee
and
Public Participation Subcommittee
Meeting Agenda

February 15, 2017 – 9:00 AM to 12:00 PM

Florida Department of Transportation District 6
Conference Room B
1000 NW 111th Avenue, 1st Floor
Miami FL 33172

Call-in information: 1.877.829.8910
Pin: 2114574

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- I. Call to Order
 - II. Introductions
 - III. Approval of the January 18, 2017 Meeting Minutes* (5 minutes)
 - IV. Phase 2: Regional Household Survey Implementation Opt-in Approach - John Lafferty / Josh DeLaRosa (30 minutes)
 - V. Phase 2: Regional Household Survey Implementation Outreach Strategy – John Lafferty / Sergies Duarte (60 minutes)
 - VI. SERPM 8.0: Data Needs Review - Jay Evans / Xuemei Liu / Hui Zhao (15 minutes)
 - VII. SERPM 8.0: Model Design and Validation Plan Updates and Approval*- Jay Evans / Martin Milkovits / Hui Zhao (15 minutes)
 - VIII. SERPM 8.0: Model Usability Plan - Martin Milkovits / Hui Zhao (30 minutes)
 - IX. Member Comments
 - X. Next Meeting March 15, 2017 – Palm Beach MPO
 - XI. Adjournment*

*Action Item



Regional Transportation Technical
Advisory Committee (RTTAC)
Modeling and Public Participation Subcommittee
January 18, 2017 Meeting Minutes

The following is a summary of the RTTAC Modeling Subcommittee (RTTAC MS) meeting held on January 18, 2017.

MEETING TIME AND LOCATION

9:30 AM

Broward Metropolitan Planning Organization
Trade Centre South
100 West Cypress Creek Road
8th Floor, Suite 850
Fort Lauderdale, Florida 33309

MEETING ATTENDEES

1. Neil Lyn, FDOT D6, Neil.Lyn@dot.state.fl.us
2. Wilson Fernandez, Miami-Dade MPO, WFernandez@miamidademppo.org
3. Paul Flavien, Broward MPO, Flavien@browardmpo.org
4. Buffy Sanders Broward MPO, sandersb@browardmpo.org
5. Tim Verbeke, Palm Beach MPO, tverbeke@palmbeachmpo.org
6. Shi-Chiang Li, FDOT D4, Shi-Chiang.li@dot.state.fl.us
7. Hui Zhao, FDOT D4, Hui.Zhao@dot.state.fl.us
8. Jay Evans, Cambridge Systematics, JEvans@camsys.com
9. Brent Selby, Cambridge Systematics, bselby@camsys.com
10. Elizabeth Rockwell, Miami-Dade MPO, erockwell@miamidademppo.org
11. Anthea Thomas, Broward MPO, ThomasA@browardmpo.org
12. Malissa Booth, Palm Beach MPO, MBooth@palmbeachmpo.org
13. Martin Milkovits, Cambridge Systematics, MMilkovits@camsys.com
14. Josh DeLaRosa, Abt SRBI, J.Delarosa@srbi.com
15. Anders Hansen, Abt SRBI, A.Hansen@srbi.com
16. John Lafferty, Parsons Brinckerhoff, Lafferty@pbworld.com
17. Rosella Picado, Parsons Brinckerhoff, Picado@pbworld.com
18. Carlos Cejas, Gannett Fleming, ccejas@gfnet.com
19. Yongqiang Wu, CTS, ywu@csteinc.com
20. Ashutosh Kumar, CTS, AKumar@ctgconsult.com
21. Curlene Thomas, FDOT D6, Curlene.Thomas@dot.state.fl.us
22. Renee Cross, Palm Beach MPO, RCross@palmbeachMPO.org
23. Todd Brauer, Whitehouse Group, tbrauer@whitehousegroup.com

MEETING NOTES

Below is a summary of items discussed during the meeting. Action items and motions are underlined.

I. Call to Order

Neil Lyn called to the meeting to order at 9:46 PM.

II. Introductions

III. Approval of the December 8, 2016 Meeting Minutes

Neil Lyn made a motion for approval of the meeting minutes. The motion was seconded by Paul Flavien and was unanimously approved by the RTTAC MS.

IV. Phase 1: Regional Household Survey Update

John Lafferty introduced the item to inform the RTTAC-MS that recruitment portion of the survey has been mostly completed and the team continues to collect trip diary surveys. Josh DeLaRosa provided an overview of the survey progress to include a detailed breakdown of those that have been recruited according to sample targets established by the RTTAC MS. Specifically, that to date more than 3,600 households have been recruited to complete the travel survey. Currently, there are nearly 800 completed surveys or 22 percent and 51 percent of surveys that were not started. The breakdown of completes by county is Palm Beach County at 25 percent, Broward County at 21 percent and Miami – Dade County at 19 percent. The survey will remain open but the consultant team is not expecting a significant increase of completed surveys for the remainder of Phase 1. It was noted that all of the respondents recruited to date have been assigned a travel date. It is anticipated that the Phase 1 of the survey will be completed by the end of January 2017.

Wilson Fernandez asked about the percent of those that have been initiated but not completed. Josh responded that 27 percent have been started. Wilson asked whether we are able to determine if those not completed have recorded one-day of travel. Josh responded that his team is reviewing the collected data and will be able to identify how many have completed the survey for one-day of travel. Wilson opened a discussion about accepting a trip diary with one-day of travel versus a two-day trip diary. Specifically, if a household is able to complete one-day of travel would we count this as a completed survey? Josh offered that there is precedent based upon the National Household Survey to identify one-travel day as complete. Josh also mentioned that a large number of completed surveys are from two person households whereas a large number of the incomplete surveys are from households with three or more people. Wilson reminded the committee that the sampling plan dictate's the total target by household size. Wilson suggested that for Phase 2 we need to recalibrate the sampling plan target given that the response rates from the Pilot survey and Phase 1 survey. There was general agreement that a household survey with one-day of data will be accepted as a completed household survey.

Wilson also raised the issue of the 5,000 minimum sample size of completed surveys and that a 3,000 minimum sample size seems to be an appropriate sample size given results to date. It is anticipated that about 1,000 completed surveys will be collected from Phase 1 and then a minimum of an additional 2,000 obtained in Phase 2 by applying the opt-in approach.

Shi-Chang Li asked whether the team has approached survey participants to determine the reasons of being non-responsive or not completing the survey so we can approve the approach. Josh explained those households that are not responding are less likely to respond to a survey about why they are not responding.

Wilson also mentioned an observation that there was a drop in survey participation during the month of December which is directly attributed to the holiday season and a waning focus on survey completion. Renee Cross asked whether the team considered developing an app to collect survey information. Josh explained that for this study a GPS logger is being used rather than an app.

A discussion on recruitment methods to improve response rates ensued. Josh reminded the RTTAC-MS that respondents are contacted up to six (6) times once recruited to encourage the completion of their trip diaries. Contact is in the form of phone calls, text messages and email.

Neil Lyn asked whether the progress report could be sent to the RTTAC MS committee.

V. Phase 2: Regional Household Survey Implementation: Opt-In Approach

John Lafferty indicated that the survey team is preparing for the execution of Phase 2 by using the website and email opt-in method. Josh DeLaRosa provided an overview of the opt-in process as well as the contact protocol to remind participants about their assigned travel dates and for the completion of the travel survey. Under Phase 1, a household was contacted seven (7) times, for Phase 2 a household will be contacted up to eight (8) times. The difference with the Phase 2 strategy is that operators will contact individual households to encourage completion of the trip diary over the phone. Neil Lyn asked Josh to walk through the contact protocol.

- Step 1: A respondent receives a mailed letter or email asking them to complete online or over the phone
- Step 2: If they are recruited, a second letter or email is sent to include a PIN number for the trip diary which is tailored to the household size and names of the household members with an assigned travel date.
- Step 3: A confirmation email is sent six-days after mailed letter
- Step 4: A reminder phone call is made two-days before travel
- Step 5: One –day prior to the travel date an email is sent
- Step 6: One-day prior to the travel date a reminder phone call is made
- Step 7: Two-days after their travel date a post reminder is sent.
- Step 8: Final reminder is sent 4 days after travel date
- Step 9: Follow-up with phone call reminder.

Since this is a joint meeting with both the Modeling Subcommittee and the Public Participation Subcommittee the discussion focused on how to raise awareness and promote the travel survey to increase the response rate for Phase 2. Elizabeth Rockwell expressed that the travel survey needs to be presented in a fun and enjoyable manner. She proposes to present this as a tri-county challenge where a landing webpage is designed to include three buttons (one for each county) with a counter below each button to track the number of participants per county. Elizabeth suggested, that from a marketing perspective this could be pitched as a competition and would be more likely to attract media attention to further notify the public to participate.

Wilson Fernandez asked the Treasure Coast Travel Survey consultant about their outreach techniques and whether they were using an app. Yongqiang Wu explained that an app is under development and is nearly ready for testing. Jay Evans asked if the app is collecting GPS information or this being done through survey questions. Yongqiang Wu explained that there is the first part which is the initial questionnaire and the second part or the GPS portion of app which records travel. Josh stated that in response to the previous discussion on ability to apply an app

in the 30-day timeframe for Phase 2 and if possible whether this moves the needle significantly in terms of increasing the trip diary participation.

Anthea Thomas suggested the MPOs should leverage their relationship with school board and seek to have them blast the email on the travel survey to school districts in each respective county. Malissa Booth mentioned that it would be beneficial to have a video produced for the travel survey such that there is a consistent and controlled message to be distributed throughout the region. In closing Elizabeth Rockwell summarized the proposed phase 2 approach for outreach as various levels.

- Level 1: Basic marketing to include a press release, email blast, Facebook and Twitter
- Level 2: Includes level 1 and the design of a "Splash Page" to further help to drive participations to the existing Travel Survey webpage. The Splash Page would have a competition or challenge theme.
- Level 3: Includes Levels 1 and 2, plus an instructional video on the Splash Page
- Level 4: Includes levels 1-3 and media coverage

Neil Lyn brought this item to a close and the consultant team will move forward with developing an approach which would also require the release of contingency funds since these are additional items not previously scoped. Elizabeth Rockwell adjourned the public participation subcommittee at 11:45 AM.

VI. SERPM 8.0 Data Needs

Martin Milkovits proceeded with a PowerPoint presentation to provide an overview of the specific data needs for incorporation into the model. Wilson asked about the employment data. Martin explained that this is now on the critical path at this point. However this is on a paralleled time path as with the Regional Travel Survey as related to a May 2017 timeframe.

VII. SERPM 8.0 Model Design Plan Review

Jay Evans provided an overview of the Model Design Plan in the form of a PowerPoint presentation. There was a discussion on HOV use in existing toll lanes on I-95 where vehicles registered as three-person plus vehicles can use the toll lanes for no charge. It was also noted by the Florida Turnpike that tolling lanes would not be recorded by camera.

VIII. SERPM 8.0 Model Validation

Martin suggested that given the time constraints this item would be tabled for the next meeting scheduled. Neil Lyn concurred and directed that this item be discussed at the February RTTAC MS Meeting.

IX. Member Comments

Jay Evans requested that the RTTAC MS consider the sampling period of the Streetlight data of whether this should coincide with the 2016 sampling period and spring 2017 time frame.

Paul Flavien made a motion for the consultant team collect Streetlight data for the 2016 sampling period. The motion was seconded by Wilson Fernandez and was unanimously approved by the RTTAC MS.

The next meeting is scheduled for Wednesday, February 15th 2017 at FDOT District 6.

X. Adjournment

Neil Lyn adjourned the meeting at 12:35 PM