# Regional Transportation Technical Advisory Committee Modeling Subcommittee (RTTAC-MS)

## Meeting Agenda

## February 24, 2016 – 10:00 AM to 12:00 PM

Florida Department of Transportation District Four
Executive Conference Room
3400 West Commercial Boulevard
Fort Lauderdale, FL 33309

Call-in information: *1.877.829.8910*
*Pin: 2114574*

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I.   Call to Order

II.  Approval of the January 22, 2016 Meeting Minutes* (5 minutes)

III. Pilot Survey Update – John Lafferty (10 minutes)

IV.  Regional Household Survey – Jay Evans (45 minutes)

   – Sampling Plan
   – Attitudinal Survey

V.   Origin and Destination Discussion (15 minutes)

VI.  SERPM 8.0 Model Development – Shi-Chiang Li (10 minutes)

VII. 2045 Population Control Totals for FDOT 2045 SIS Unfunded Needs– Shi-Chiang Li (10 minutes)

VIII. SERPM 7.0 Plus Network Discussion - Wilson Fernandez (15 minutes)

IX.  Member Comments

X.   Adjournment*

*Action Item

# Regional Transportation Technical Advisory Committee (RTTAC) Modeling Subcommittee

## January 22, 2016 Meeting Minutes

The following is a summary of the RTTAC Modeling Subcommittee (RTTAC MS) meeting held on January 22, 2016 at the Florida Department of Transportation (FDOT) District 6.

MEETING TIME AND LOCATION
FDOT District 6
1000 NW 111th Avenue
Miami, FL 33172

MEETING ATTENDEES
1. Wilson Fernandez, Miami-Dade MPO, wfernandez@miamidadempo.org
2. Paul Flavien, Broward MPO, flavienp@browardmpo.org
3. Buffy Sanders, Broward MPO, sanders@broward,po.org
4. Seth Contreras, Palm Beach MPO, scontreras@palmbeachmpo.org
5. Luke Lambert, Palm Beach MPO, llambert@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. Fang Mei, FDOT D6, fang.mei@dot.state.fl.us
9. Neil Lyn, FDOT D6, neil.lyn@dot.state.fl.us
10. Camila Perez, FDOT D6, camila.perez@dot.state.fl.us
11. Gavin Jones, BCC Engineering, gjones@bcceng.com
12. Mike Brown, Transportation Planning Service, Inc., tps.mike.brown@camcast.net
13. Srin Varanasi, The Corradino Group, svaranasi@corradino.com
14. Jay Evans, Cambridge Systematics, jevans@camsys.com
15. Anurag Komanduri, Cambridge Systematics, AKomanduri@camsys.com
16. John DeLaRosa, abt SRBI, j.delarosa@srbi.com
17. John Lafferty, Parsons Brinckerhoff, lafferty@pbworld.com
18. Rosella Picado, Parsons Brinckerhoff, picado@pbworld.com

MEETING NOTES

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

I.      Call to Order

        Shi-Chiang Li called the meeting to order. All attendees introduced themselves, including the people attending via teleconference.

II.     Approval of November 30, 2015 Meeting Minutes

Wilson Fernandez made a motion for approval.  The motion was seconded by Paul Flavien and unanimously approved by the RTTAC MS.

III.    Subcommittee Elections

Wilson updated the committee that Jitender Ramchandani, the previous acting Subcommittee chair, has resigned from the Miami-Dade Metropolitan Planning Organization (MPO).  Seth Contreras announced that he is leaving the Palm Beach MPO and Luke Lambert will now serve as the Palm Beach MPO representative to the RTTAC MS.

Wilson Fernandez made a motion to nominate Neil Lyn as the new chair of the RTTAC MS subcommittee.  The motion was seconded by Paul Flavien and unanimously approved by the RTTAC MS.  Seth Contreras made a motion to nominate Paul Flavien as the new co-chair of the RTTAC MS Subcommittee.  The motion was seconded by Neil Lyn and unanimously approved by the RTTAC MS.

IV.     2016 Meeting Calendar

Neil Lyn introduced the agenda item.  Wilson Fernandez gave an overview of the proposed meeting dates, rotational meeting locations, and meeting topics to correspond with identified milestones of the Regional Travel Survey.  Wilson also noted that proposed dates were scheduled to assure the subcommittee addresses general model related issues on a quarterly basis.  Shi-Chiang suggested that meetings not be limited to two hours whereas the May and September Subcommittee meetings may require a half-day.  Wilson stated that upon approval the subcommittee meeting schedule will be posted on the SEFTC website.

Neil Lyn made a motion for approval.  The motion was seconded by Wilson Fernandez and unanimously approved by the RTTAC MS.

V.      SERPM 7.0 Zonal Update

Hui Zhao provided background as to the proposed changes noting that the control data remain unchanged. Hui also addressed the minor changes related to the population shift as well as a number of changes referring to the distribution of persons (1 person, 2 person, 3 person, or 4 plus person households) to include rounding errors.  Wilson asked for a clarification of the SERPM 7 Plus data set.  Hui explained that the proposed changes will be made to both the SERPM 7.0 and 7 Plus based upon the item log included as part of the agenda package.

Seth Contreras made a motion for approval. The motion was seconded by Wilson Fernandez and unanimously approved by the RTTAC MS.

VI.     Pilot Survey Update

Josh DeLaRosa updated the Subcommittee on various survey items to include finalization and approval of the invitation letter and envelope, securing a project website (www.SEFTCtravelsurvey.org), as well as the final trip diary and household questionnaire.  Josh stated that the goal is to have the survey programmed, tested and ready to go to live during the week of February 15[th.] The pilot sample period will conclude before the public school spring break in March.  Seth Contreras asked about the increase of the pilot sample size based upon

action taken at the previous RTTAC MS meeting.  John Lafferty informed the committee that an additional 50 survey samples will be collected bringing the total pilot survey sample size to 80. Wilson added the contingency amount has been authorized by the Miami-Dade MPO for the consultant to proceed. Wilson stated that it is the intent is to reach the 80 samples within two weeks and not extend into three or four weeks.

Wilson provided an update on survey branding.  The RTTAC Public Participation Subcommittee provided input on the invitation letter format and a survey logo concept which is a modification of the existing SEFTC logo to specifically identify the regional travel survey.  This is reinforced by the webpage [www.SEFTCtravelsurvey.org](www.SEFTCtravelsurvey.org).  Wilson asked about webpage development and Josh explained that content will be ready shortly for review. A discussion followed about options on how to best announce the upcoming survey to include email blasts as well as press releases from their respective participating agencies.

VII.     Participation Incentives

The pilot survey will proceed without offering an incentive.  It was explained by the consultant team that an incentive is a call to action to motivate and encourage survey participation.  As a result, the survey is at risk to receive a very low response rate. Neil Lyn asked whether the length of the survey should be scaled back since no incentive is offered.  Josh responded the survey was developed to identify a minimum number of needed data elements without overburdening a respondent.  Rosella Picado added that if we were to cut back two or three questions it would not affect participation.  Seth Contreras asked Rosella whether we should ask for three days of travel diary information. Rosella recommended that the travel diary remain at two-days.

Seth Contreras asked about the team's experience with conducting this type of survey without offering incentives. Anurag Komanduri mentioned that every survey he has been involved with has had an incentive offered. Josh also added that surveys across the country include incentives at various study phases.  Neil Lyn clarified that this is a perception issue with FDOT which is led to the directive to remove the incentive as part of the Regional Travel Survey.

VIII.    Regional Household Survey Update

Josh DeLaRosa provided an update on the survey confirming that both the consultant team and RTTAC MS are in agreement for the survey.  Josh committed to have a final survey available for review by January 29th.

Wilson clarified that for the next RTTAC meeting the study team needs to provide a current status of the pilot survey with some data in hand.  Wilson requested that data updates be provided once the pilot survey is initiated.  Josh responded that the team has the capability to provide real time updates.

Anarug Komanduri provided an update on the sampling plan and mentioned that this needs to be finalized and approved prior to initiating phase 1 of the travel survey in the spring.   Wilson requested clarification on the area type concept objective as presented in the Sampling Plan. Anarug explained that census data at a block group level as well as the transit stop files provided forms the basis for creating four area types.  Based upon those area types, targets are established according to household size, number of vehicles, income, and number of workers. Wilson commented on the maps whereas it appears that is high redundancy but the color coding lends itself to respond to multiple area types. Anurag clarified that all the Census Block

group information can show percentile scores which can be illustrated with maps to show a disaggregate to aggregate levels of data.

Neil Lyn asked about the possibility of conducting more surveys since no incentive will be offered. Josh responded that the trade-off is not clear between the savings of not offering incentives while increasing the recruitment sample size since there are diminishing returns. One suggestion was to drive participants to the webpage but there are trade-offs associated with survey representation and random participation. Shi-Chiang asked if there other ways to recruit rather than just by mail such as a media announcement. Josh responded that in other addressed based survey studies experience shows that the ability to match an email with an address is successful about 20% of the time.

Neil Lyn requested the study team to distribute the draft Sampling Plan with a February 5th deadline for comments.

IX.     SERPM 8.0 Model Development

Wilson introduced the agenda item referring to the Memorandum of Understanding that designated SERPM activities to be at the discretion of the RTTAC MS. Wilson reminded the group of the forthcoming UPWP preparation and consideration for the upcoming SERPM 8.0 effort. The last SERPM 7 update effort was based upon a shared approach to include funding by the FDOT and the three MPOs. Therefore, a scope of services, budget and the decision on a contact administrator for the effort should be identified in the near term. Shi-Chiang stated that SERPM model development activities have typically been administered by FDOT District 4. Hui Zhao was identified as the designated project manager for the SERPM 8.0 Model Development.

Wilson Fernandez made a motion to identify the contract administrator as FDOT District 4 for the SERPM 8.0 model development. The motion was seconded by Paul Flavien and unanimously approved by the RTTAC MS.

X.      Member Comments

Seth Contreras made a request that the SEFTC website is updated to reflect the current RTTAC MS representatives newly elected chair and vice chair. Wilson Fernandez will inform Kittelson to update the SEFTC website with a current member list.

Wilson asked Neil Lyn whether a separate log of motions and corresponding approvals should be created or if the meeting minutes are sufficient. There was agreement by the RTTAC MS to continue to document motions and approvals as part of the meeting minutes.

The next RTTAC MS meeting will be held at FDOT District 4 on February 24th and be scheduled for the morning.

XI.     Adjournment

The meeting was adjourned by Neil Lyn at 12:16pm.

# TRAVELER ATTITUDES SURVEY

## *Sample Survey*

The traveler attitude survey is a key element of the regional household survey effort. The data from the attitude survey will be used in three key areas: (a) to quantify traveler attitudes and preferences by sociodemographic strata, (b) to develop traveler market segments using different combinations of the attitudinal questions, and (c) to potentially use some of these market segments as explanatory variables in the estimation of the activity-based models.

This document outlines a detailed list of possible questions that may be asked of household travel survey participants in support of the traveler attitude survey. Respondents will rank their answers to each question on a scale of 1-10 (with 10 indicating that respondents strongly agree with the statement). The questions are organized under eight topic areas as listed below.

We request the RTTAC-MS members to help us streamline these 45 questions to a list of no more than 22 questions. The following rules/suggestions must be kept in mind when choosing the most critical questions.

- RTTAC-MS members may add questions that they feel are relevant to the regional travel patterns and are currently missing from the list of questions;

- Each topic area must have at least 3 questions (ideally 4) to help with market segmentation modeling;

- RTTAC-MS members may combine two different statements if the combined statement provides a valuable insight for regional travel; and

- Statements that are likely to provide a wide range in the ratings are preferred since they are well-suited for analytical purposes.

To manage version control, we request that you make your changes in track change mode so the consultant team can readily collate all the changes made by the RTTAC-MS members.

## ATTITUDINAL QUESTIONS

I would like to ask you about your <u>day-to-day work trips</u>. I am going to read you a number of statements as they relate to these trips.

There are no right or wrong answers. I would like you to indicate <u>*your*</u> level of agreement or disagreement with each statement. Please indicate your rating level on a scale of 1 to 10, where

- <u>1 means that you strongly disagree</u>,
- <u>10 means that you strongly agree</u>.

Remember, you can always say "don't know" if you feel the question does not apply to you. Is that clear or do you have any questions before we proceed?

<u>Time Sensitivity</u>

1. Driving is usually the fastest way to get to work. ...................................> _____

2. I would change my form of travel if it would save me some time...........> _____

3. I like to make productive use of my time when I travel. .........................> _____

4. I am usually in a hurry when I make a trip to work. ...............................> _____

5. I am willing to pay higher tolls, if I am guaranteed higher travel speeds on the routes of my choice ...............................................................................> _____


<u>Flexibility</u>

6. I need to make work trips according to a fixed schedule. ........................> _____

7. I need to make stops on the way to or from work. .................................> _____

8. I need to travel mostly during the morning and afternoon rush hours...> _____

9. It is  important to be able to change my travel plans at a moment's notice  >  _____

10. I can work from home, if traffic conditions worsen ...............................> _____


<u>Travel Experience</u>

11.   It is important to have comfortable seats when I travel. .....................> _____

12. Having my privacy is important to me when I travel ...........................> _____

13. When I travel with others, I prefer to be the driver. ..............................> _____

14. I wouldn't mind walking a few minutes to get to and from a bus

or train stop. .........................................................................................> _____

15.  I don't mind changing between buses or between bus and rail service .  >  _____

16. Buses and trains in the South Florida region are usually clean..............> _____

17. It is important to be able to control air conditioning when I travel .......> _____

18. Having a toll transponder allows me to travel efficiently ....................> _____


## Safety

19. I feel safe walking near my home ..............................................................> _____

20. I feel safe walking near my workplace. .................................................> _____

21. I feel safe on a bus or train to my workplace. . .....................................> _____

22. I feel safe while waiting for a bus or train to my workplace ..................> _____

23. I avoid traveling through certain areas because they are unsafe. ..........> _____

24. I feel safe riding my bicycle on roadways where bike-lanes are clearly marked > _____

25. I feel safe riding Uber/Lyft because of the safety features that the app provides > ____


## Reliability

26. if my travel is delayed, I want to know the cause and length of the delay. .  > _____

27. I don't mind delays as long as I am comfortable. ................................> _____

28. Riding transit  is more reliable than driving during rainy weather.......> _____

29. Predictable and reliable travel to work is important to me ...................> _____

30. I leave earlier or later to avoid highway congestion ..............................> _____

31. I want to know when the next bus or train is coming while waiting at a stop or station  > _____

32. I like the shared car ride apps that tell me exactly when my ride is going to arrive >___

## Stress

33. Having a stress-free trip is more important than reaching my destination quickly.>  __

34. Riding transit is less stressful than driving on congested highways.....> _____

35. Figuring out how to use public transportation is easy...........................> _____

36. When driving, I worry about my vehicle breaking down ......................> _____

37. Shared bike systems allow me to travel in the city without worrying about theft > ____


## Social

38. When traveling, I like to talk and visit with other people ......................> _____

39. My family and friends typically use public transportation....................> _____

40. I don't like riding transit with total strangers sitting next to me ..........> _____

41. I like using systems like Uberpool or Lyftline since I can talk to other riders…. >___

Cost

42. I'm willing to pay a higher fare for a premium quality transit service..> _____

43. I use the fastest form of transportation to work regardless of the costs > _____

44. If gas prices increase substantially, I am likely to consider using public transportation to get to work…………………………………………> _____

45. Shared cars provide me with a reasonable fare for a convenient ride…    > _____