

Executive Summary

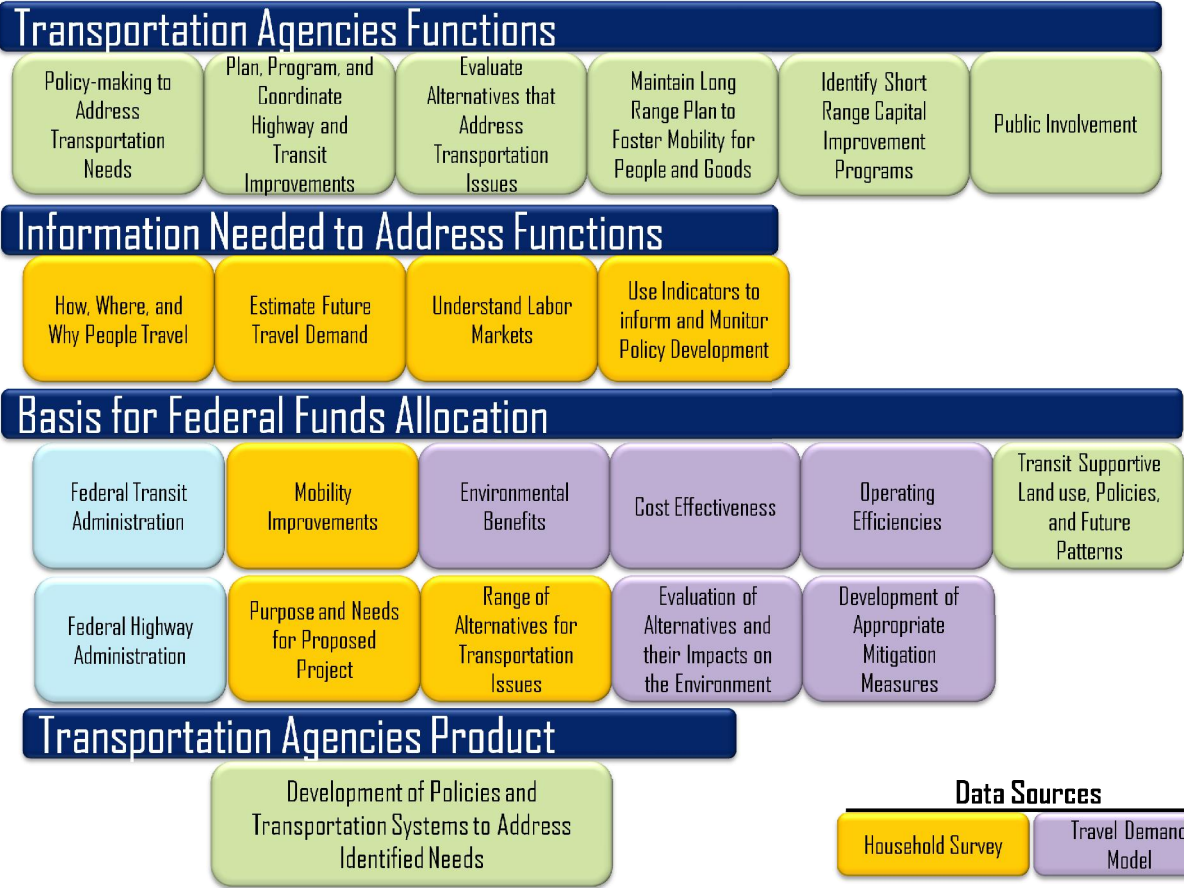
The Southeast Florida region has been changing rapidly and is expected to continue growing and evolving over the next decades. The universe of travel choices is expanding, partly in response to technological change and preferences for alternative transportation options, but also in response to fiscal constraints.

Why is a household survey needed?

Household surveys provide transportation agencies with the necessary information to address their functions and seek funding for the projects identified through the planning process. Travel data are needed to inform and provide guidance to decision-makers in a variety of areas including:

- transportation policy-making,
- short and long range planning, and
- management of current and future transportation assets.

The needed information is obtained directly from the household survey or through a travel demand model which is built upon the data collected from the household surveys.

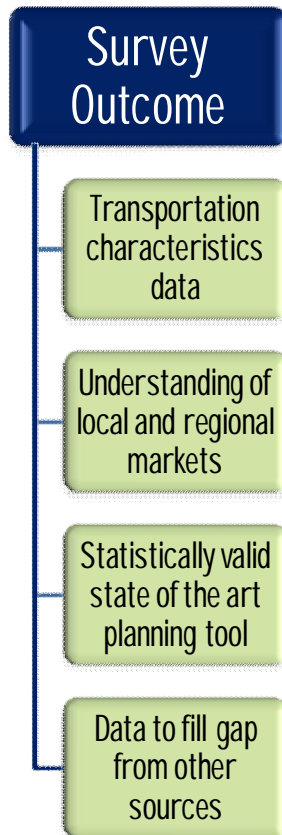


Household travel surveys provide essential information for transportation planning by helping to quantify the travel behaviors of the region’s residents, and helping to quantify how such behaviors relate to population characteristics, travel options and travel costs, changing work and living arrangements, and a myriad of other factors that affect regional travel patterns.

Can we do without a survey?

Without the 2015 Southeast Florida Household Survey, transportation agencies and policy-makers will lack the information needed to address their functions as planners of a transportation system that meets the needs of the region.

- Essential and current transportation characteristics data will not be available to understand and address transportation issues throughout the region and for all modes of transportation, as well as develop relevant data to meet the new performance measures required under MAP-21.



- Significant changes in technology, mobility options, and demographics have occurred in the region (and the nation) since the last survey was conducted. Local information is important to understand the unique combination of characteristics that relate to Southeast Florida, including changing importance of teleworking, usage of transit and managed lanes options, effects of attitudes and preferences of Millennials, and interest in and usage of non-motorized transportation.

- Decision-makers would lack the necessary information to understand local and regional travel markets to plan crucial elements of the region's transportation system including connectivity of passenger facilities, accessibility to public transportation, financial implication of tolled/managed lanes facilities, and impacts of proposed developments or revitalization of targeted economic nodes such as central business districts.

- State (FDOT) and local (MPO) planning agencies would not have the ability to build state of the art tools to identify, implement, and prioritize congestion mitigation measures to address transportation issues since they would not be reflecting current travel characteristics in the region.

- Crucial data will not be available to fill the gap from other data sources such as National Household Travel Survey (NHTS) and Census Data. The small sample size prevents the development of detailed observed travel patterns at county or sub-county levels. Other limitations include under-representation of certain populations, such as non-retiree households, children, and even large subareas of the region.

Are there other means to obtain the data?

Various limited data collection methods are available to gather information on travel selected characteristics. These methods include:

- Census Transportation Planning Package (CTPP)
- Longitudinal Employer – Household Dynamics (LEHD)
- Cellular Device Data (BlueTOAD)
- Transit On-Board Surveys

Extensive research on the data available from these methods reveals their limitations and shortcomings that can only be addressed through a comprehensive household survey. These methods do not address the elements needed to adequately identify, evaluate, and develop transportation systems that address the needs of all sectors of the population, all trip purposes and work tours, and all modes of

transportation. The household survey can pinpoint overall regional travel patterns and then be refined by these other methods to maximize the understanding of the Southeast Florida travel markets.

What is being done in other major metropolitan areas?

The need-for-travel survey has been the cornerstone of development of transportation systems in the United States since they started being conducted in the 1960s. They are now being conducted in practically all medium and large size metropolitan regions of the United States at approximately 10 to 15 year intervals. Ten of the largest metropolitan areas in the country have conducted comprehensive household surveys in the past five years, including New York, Atlanta, San Francisco and Washington, DC. New travel surveys are particularly important in the development of more advanced planning and forecasting tools, such as Activity Based Models (ABM). These sophisticated models require information about the use of the transportation system that was not collected in earlier surveys. Increasingly these tools are being used to plan for our transportation systems. Other regions in Florida (Jacksonville and Tampa) and the Southeast (Atlanta) are actively developing Activity Based Models.



Recommendation for Southeast Florida

In Southeast Florida, the last large sample comprehensive household travel survey was conducted in 2000, as part of the Southeast Florida Regional Travel Characteristics Study (SEFRTCS). Data from this survey have been used to develop and refine the regional travel demand model, which in turn has been used in multiple highway and transit corridor studies, in addition to the Long Range Transportation Plan. The past 14 years have brought substantial changes to Southeast Florida and the way we use our transportation system such as the I-95 and the Florida East Coast Corridors through all three counties in the region. A Regional Household Travel Survey will allow these changes to be captured in a comprehensive and statistically valid way to support needs for funding to improve mobility for the users.

The 2015 Southeast Florida Household Travel Survey (HTS) will gather travel behavior data from a statistically valid sample of households stratified by location, income, household characteristics and other factors that will permit the data to be expanded to the universe of households. Data on personal travel trends are needed to examine whether the transportation system is meeting current demands and is capable of accommodating future demands, to assess the feasibility of proposed highway and transit projects, to assess the effectiveness of travel demand management strategies, and to measure and mitigate, as needed, adverse effects on the environment and impacted populations. The changing nature of travel patterns, and of the factors that affect and influence travel behavior, can only be observed, measured and understood by periodically surveying the system's users.

As the region moves forward developing transportation plans to improve mobility and foster economic growth, comprehensive and timely information about regional travel behaviors, and the factors that influence these behaviors, is essential to develop tools to first identify unmet needs and under-served populations, and then formulate strategies to provide effective and sustainable transportation options. The 2015 Southeast Florida Household Travel Survey is the crucial element to develop these tools.