



MEMORANDUM

TO: Southwest Washington Regional Transportation Council Board of Directors
FROM: Matt Ransom, Executive Director
DATE: September 24, 2019
SUBJECT: **RTC Travel Demand Model Program Update: 2020 Clark County Household Travel Behavior Survey, Scope and Funding**

AT A GLANCE – DISCUSSION

The purpose of this memorandum is to provide information to the RTC Board regarding the RTC's travel demand modeling program, the purpose of 2020 household travel behavior survey and initiate a discussion of local match funding for the survey.

BACKGROUND

In October 2017, the RTC Board of Directors approved the programming of \$500,000 of STBG funds in the Transportation Improvement Program (TIP) for a Clark County household travel survey. RTC staff is coordinating with regional partners in the development of a project scope and schedule that will support fielding the survey in 2020.

The most recent household activity and travel behavior survey for Clark County was conducted by RTC during the fall of 2009. The survey consisted of a revealed preference survey based on a 24-hour household activity and travel diary. The survey provided data for the regional travel demand model, the assessment of current activity and travel patterns, and for the estimation of future activity and travel under various policy scenarios.

RTC's TRAVEL DEAMAND MODELING PROGRAM

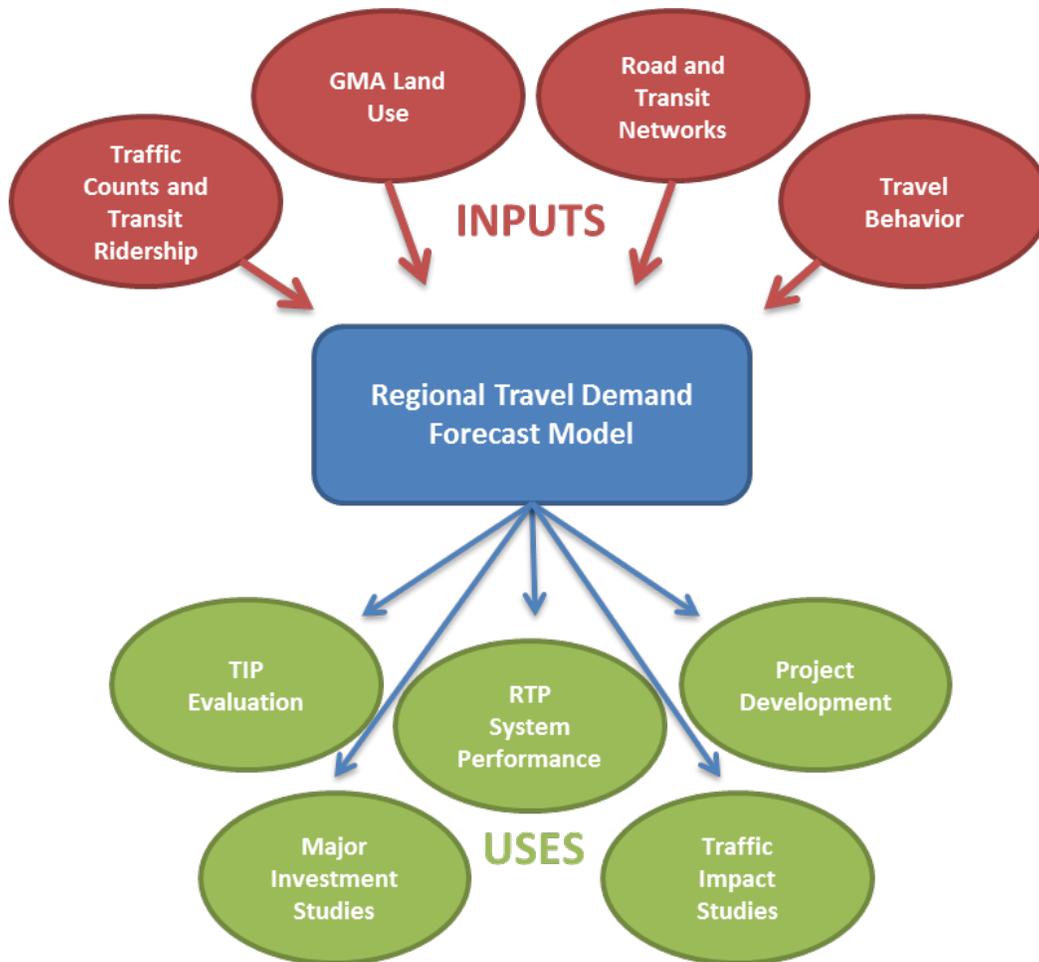
As the Metropolitan Planning Organizations for the Portland-Vancouver Metropolitan Area, RTC and Metro are responsible for the development and application of the regional travel demand forecast model. RTC and Metro staff coordinate in the ongoing development of modeling tools and practices to serve the transportation analysis needs of their members.

The regional model provides a comprehensive, multi-modal, region-wide, transportation analysis tool to support a wide range of policy and technical analyses. The region's modeling tools are developed from local land use, transportation and travel behavior data. Model outputs are utilized in RTP policy analyses, TIP project evaluation, major investment studies, state and local project development, traffic impact studies for local land development and much more.

The regional model consists of a base year and future forecast year. The base year is currently 2015, and it is updated every 5 years. The model is calibrated and validated against observed

data from the base year. The future forecast year is usually the RTP's 20-year horizon year, currently 2040. The travel model forecast is rooted in the region's 20-year land use plans.

Figure 1 – Regional Travel Model Inputs and Uses



Household travel behavior data is used to estimate mathematical representations of individual and household travel decisions. The sum of these decisions is represented as auto, transit, bike, walk and other trips on the model's transportation networks.

SURVEY PURPOSE AND NEED

RTC and Metro attempt to schedule the collection of updated travel behavior data every 10 years. Since the last survey in 2009 travel behavior and choices of Clark County residents have changed in response to quickly evolving technology, new travel options, changing demographics and societal trends.

Policy and decision makers need to be assured that they are making policy and investment decisions based on the most up-to-date understanding of the region's travel patterns and travel choice behavior of residents. The updated survey will provide a robust database about the travel choice making and behavior of Clark County residents. The database will provide a comprehensive picture of household travel that will give decision makers and planners an understanding of current regional travel patterns and behaviors. The database will also provide necessary data for the updating of the region's travel demand modeling tools that are used in all phases of regional transportation planning.

NEXT STEPS

For the 2009 survey, and the earlier 1994 survey, RTC partnered with Oregon survey efforts to ensure data compatibility for joint model development and for the economies of scale found as part of a larger joint effort. RTC staff has been coordinating with staff from Metro and ODOT, as the next Oregon Household Activity Survey (OHAS) is developed.

RTC has worked with OHAS partners to develop a scope of work for a three-phase Request For Proposals (RFP), including review of current survey methods, survey design and survey implementation. Survey methods and instruments have changed significantly since the last effort and challenges in recruiting participants have grown. A full review of current survey collection methods will ensure good survey design and the efficient implementation of an effective survey data collection methodology. The RFP is scheduled to be released this fall.

The scoping work will include the evaluation of suitability of available "big data" products and possibilities for developing an on-going, longitudinal survey program to maintain a constant pulse of rapidly evolving transportation environment. RTC staff will provide updates on the scoping work to RTAC members and seek their feedback on the proposed survey approach and data to be collected.

In the meantime, RTC is seeking to secure \$78,500 in local matching funds for the \$500,000 STBG-Urban grant identified in the TIP for the Household Survey work in 2020. RTC members contributed a total of \$64,500 in local matching funds in support of the 2009 Household Travel Survey. Attached to this memorandum is the formula of required RTC member local match contributions to support the 2020 survey effort. Local match contributions will be billed for payment from members as grant costs are incurred during the 2020/21 calendar period.

Attachment

**Local Match Funding for 2020 Clark County
Household Travel Survey - 10/1/2019**

Member	Local Match Contribution
WSDOT	\$20,000
Clark County	\$17,000
Vancouver	\$17,000
C-TRAN	\$17,000
Camas	\$2,000
Washougal	\$2,000
Battle Ground	\$2,000
Ridgefield	\$1,500
<i>Total</i>	<i>\$78,500</i>