



Updates on SoCal Transportation Study

SCAG Modeling Task Force

September 25, 2024

WWW.SCAG.CA.GOV



ACKNOWLEDGMENTS

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RSG, WestGroup Research: Youme Yai, Jeremy Wilhelm



PROJECT BACKGROUND

History

SCAG manages/participates in survey related projects for decades:

- 1960, 1967, 1976
- 1991 Southern California Origin-Destination Survey
SCAG & 5 CTCs in the SCAG region: Applied Management & Planning Group (consultant)
- 2001 Post-Census Regional Travel Survey
SCAG & 6 CTCs in the SCAG region: NuStats (consultant)
- 2010-2012 California Household Travel Survey (CHTS)
Caltrans, SGC, CEC, 8 MPOs including SCAG: NuStats (consultant)
- 2012 CHTS Supplement
SCAG: Abt-SRBI (consultant)
- 2017 California MPO Cooperative Household Travel Survey
MTC, SCAG, SANDAG, SACOG: RSG (consultant)
- 2019 the Future of Mobility: Analyzing the Impact of Ride-hailing on California Communities (TNC passenger survey)
SANDAG, SCAG, MTC, SFCTA, Caltrans: RSG (consultant)
- SCAG Regional Travel Survey (SoCal Transportation Study)
SCAG & LACMTA: RSG / WestGroup Research (consultants)

SoCal Transportation Study

Objectives:

- Support both SCAG Modeling & Planning for 2028 RTP/SCS and beyond
 - Base year model estimation and validation
 - Transportation policy analysis in the post-pandemic recovery era
 - Evaluation for emerging changes in activity and travel patterns for planning strategies
- Develop a recurrent travel survey program to collect and process HTS data
- Support LACMTA model development

SoCal Transportation Study

Data Collection Waves:

- Wave 1 (Fall 2024): Sept. 19 – Nov 3, 2024: 800 complete households
- Wave 2 (Spring 2025): 2,075 complete households
- Wave 3 (Fall 2025): 875 complete households

Sample Size:

- 3,750 complete households
 - 3,500 complete households through address-based probability sampling (ABS)
 - 250 complete households through non-probability sampling

SoCal Transportation Study

Project outputs:

- Survey data: household table, person table, vehicle table, travel day table, trip table, tour table, trip route location table
 - Raw and Post-processed, Unweighted and Weighted
- Data user guide, codebook
- Technical documentation on survey design & methodology, sampling, questionnaire, outreach, QAQC, weighting / expansion
- Reports and presentations



SURVEY QUESTIONNAIRE & INSTRUMENTS

Goal: develop an industry-standard and customized questionnaire and instruments that capture all essential data needed for use in SCAG ABM and policy analysis

Reviewed by SCAG modeling, planning departments, LA Metro modeling, and WSP

Translated by SCAG Media & Public Affairs

Survey Questionnaire

Industry-standard, customized to SCAG region:

- SCAG closely follows best practices and industry trends:
 - Collaboration with SANDAG, MTC, SACOG on standardizing survey design
 - Build on top of 2023 MTC HTS questionnaire
- Reviewed by SCAG modeling & planning departments, Media & Public Affairs, Metro modeling, and WSP

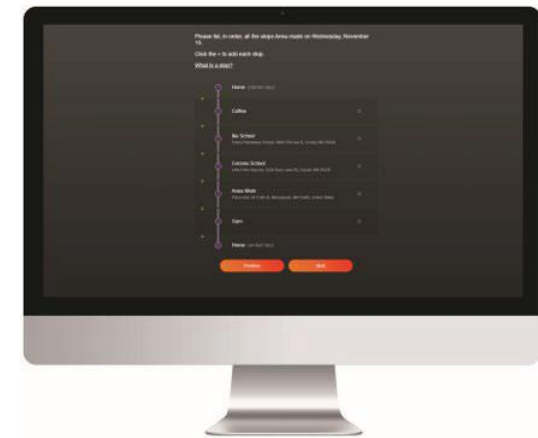
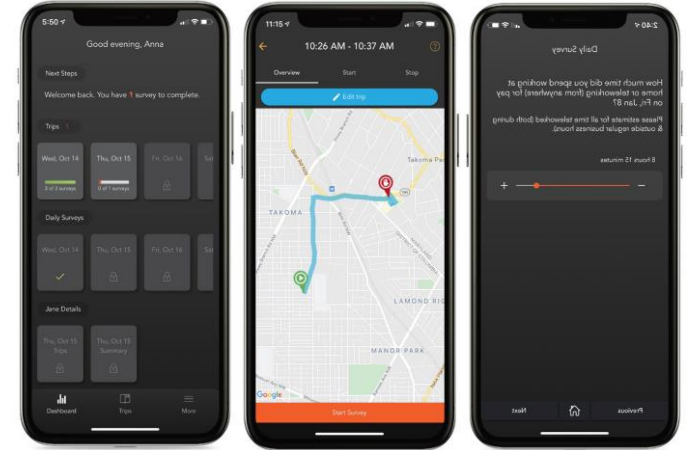
Sections:

- Recruitment survey
- Daily surveys
- Trip diaries
- Child proxy survey

Survey Instruments

Survey Modes:

- Smartphone-app: rMove (iOS and Android): 7-day travel period
- Online: rMove for Web: 1-weekday travel period
- Call Center (facilitated by WestGroup Research): 1-weekday travel period





PARTICIPANT RECRUITMENT

Primarily using probability-based Address-Based Sampling (ABS): greater confidence in resulting analysis and weighting

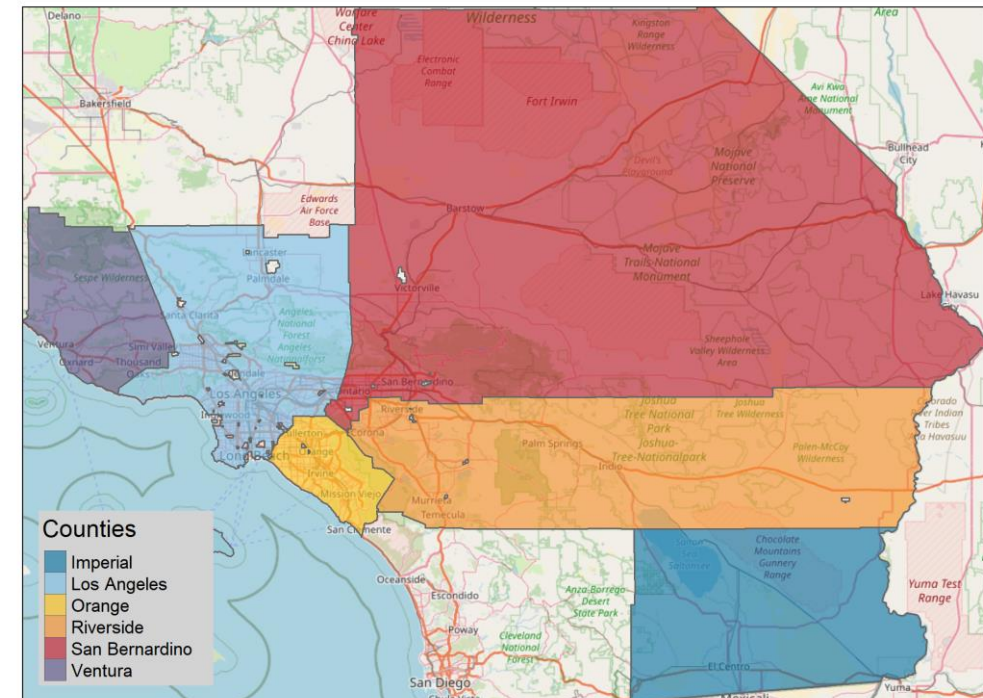
Address-Based Sampling (ABS)

Study region:

- SCAG six-county modeling area excluding Census Block Groups with No households reported in the 2018-2022 ACS 5-Year estimates

Sampling frame:

- All households in the study region excluding any group quarter population
- Draw a random sample of addresses from all residential addresses in the sampling frame
- All households within each Census block group have an equal chance of selection for sampling

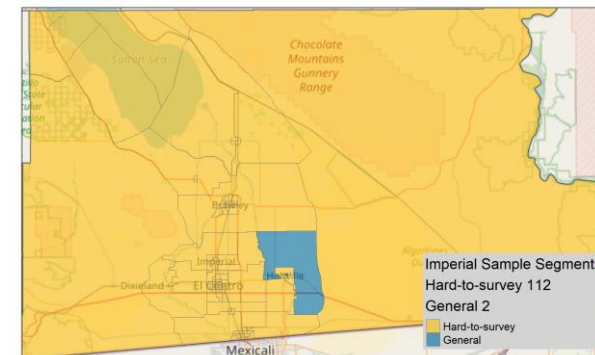
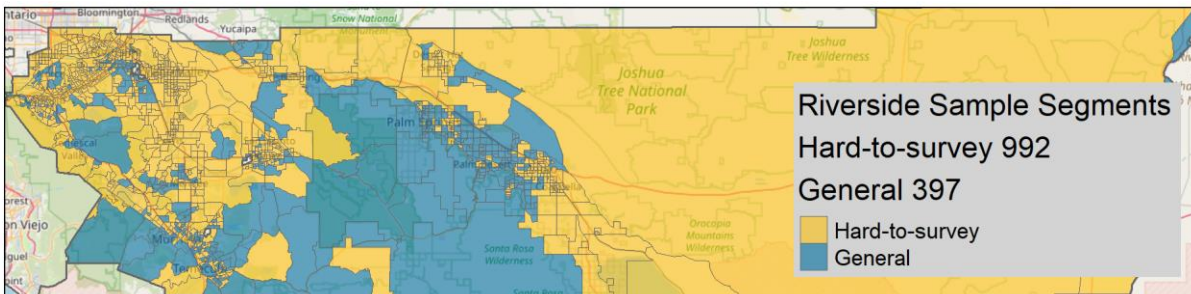
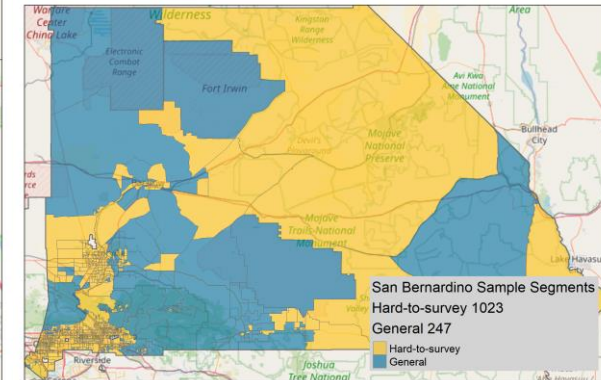
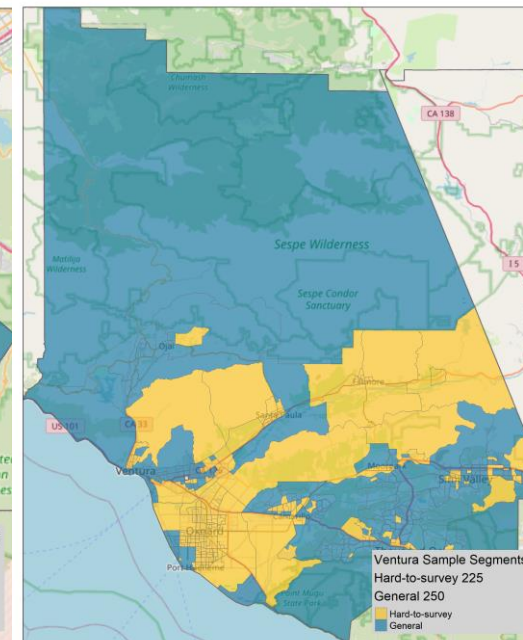
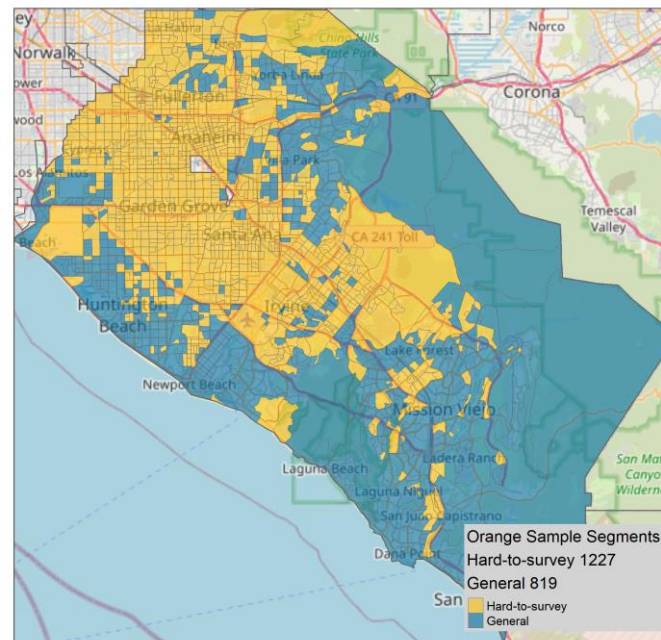
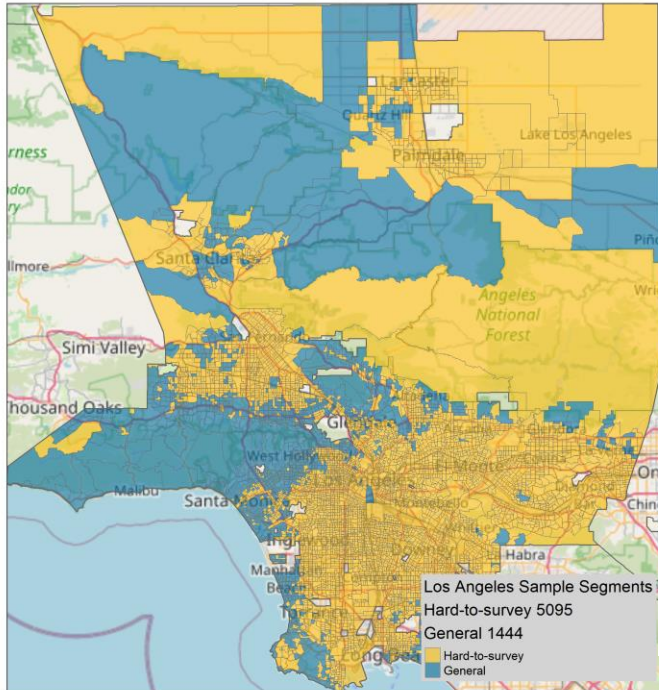


Oversampling

Hard-to-reach oversample strata: Census block groups in the sample frame with: (not working)

- Low Income: at least 50% of households earning less than \$25,000 per year, or
- BIPOC (Hispanic and/or Black, Indigenous, or People of Color): at least 50% of population identified as BIPOC, or
- Limited English: at least 25% of households speak limited English

Oversampling



Oversampling

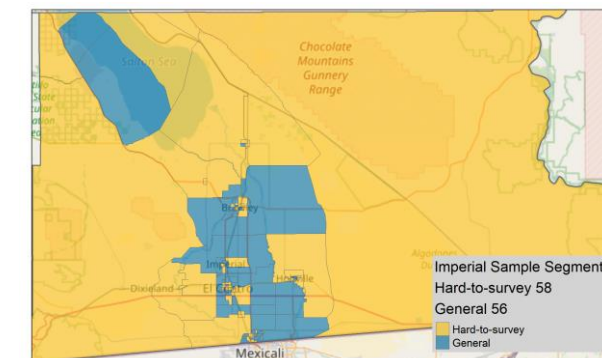
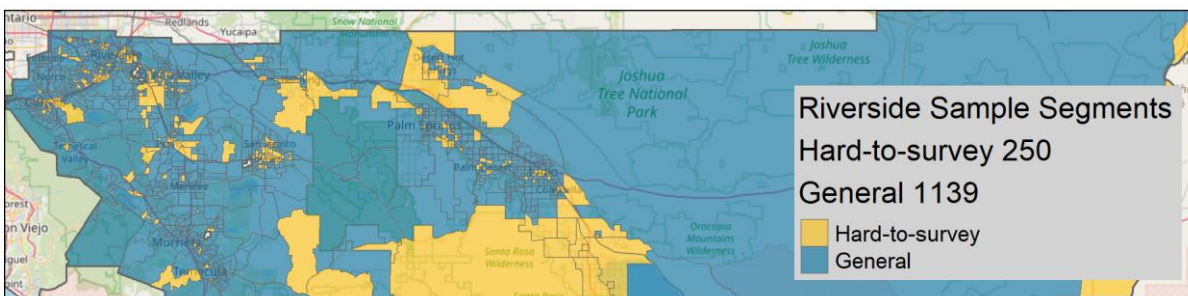
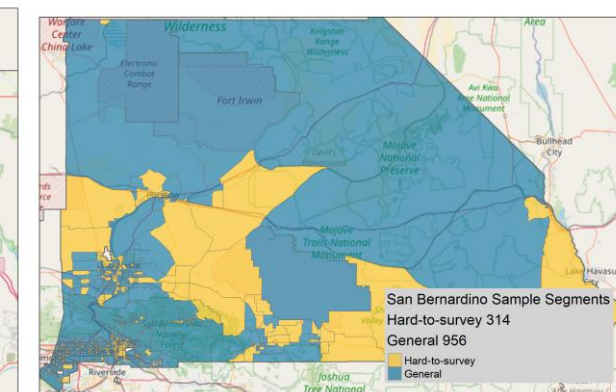
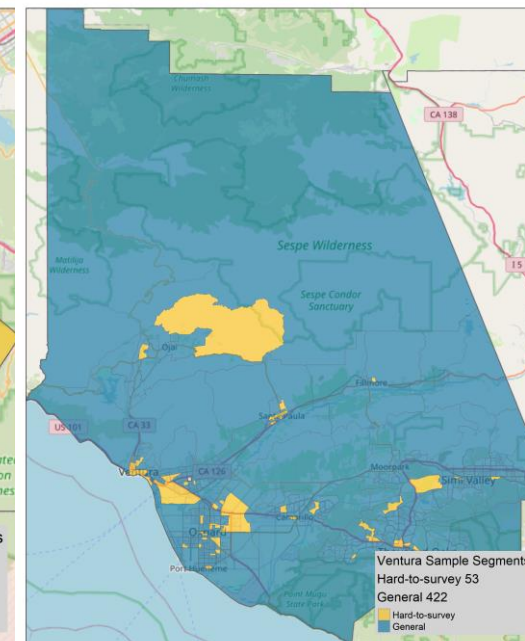
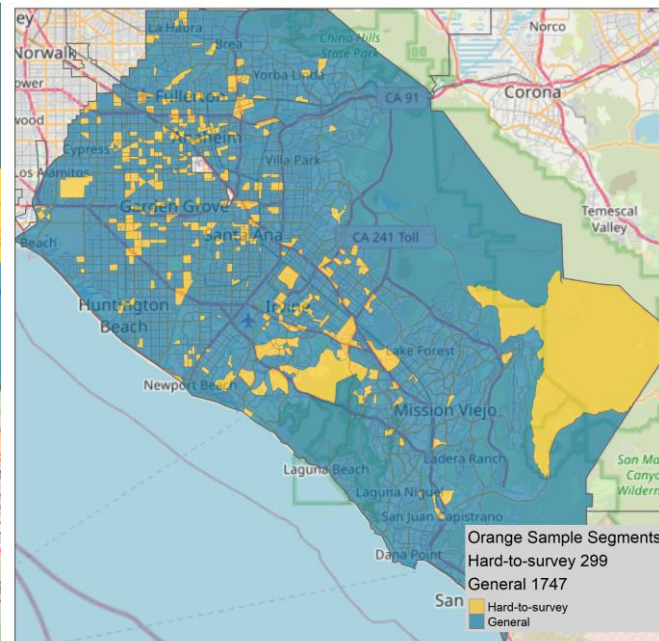
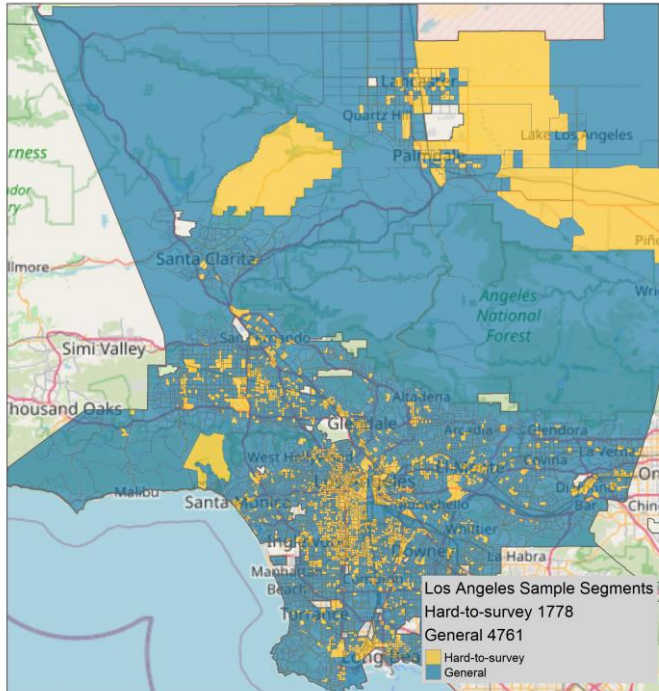
Hard-to-reach oversample strata: Census block groups in the sample frame with:

(applied in Wave 1 differential incentive, inform sampling of Waves 2 & 3)

- Low Income: at least 20% of households earning less than 2024 federal poverty level per year, or
- Zero-Vehicle: at least 20% of households having zero vehicles

Household Size	Household Income
1	\$15,060
2	\$20,440
3	\$25,820
4	\$31,200
5	\$36,580
6	\$41,960
7	\$47,340
8	\$52,720

Oversampling



Sampling

Response rate:

- 2.15% for both General strata and Hard-to-Reach strata in Wave 1 (based on observed and recent response rates in similar region among similar populations)
- Tailored response rates in Wave 2 and 3 informed by Wave 1 data collection to meet overall sample size target

Future Waves:

- Oversampling strategies will be applied based on findings of the Wave 1 data collection
- Supplemental targeted recruitment will be considered as needed: Community-based Organization, transit rider contact list



PARTICIPANT ENGAGEMENT

Goal: develop a set of engaging, professional materials to support the project's creditability and response rate

Support from SCAG Media & Public Affairs

Project Branding |

Transparency, consistency, and accessibility boost project's legitimacy:

- Name: SoCal Transportation Study
- Logo
- Website: <https://scag.ca.gov/socal-transportation-study>

Participant support:

- E-mail: help@SoCalTransportationStudy.com
- Toll-free phone: (833) 313-9555
- Team: WestGroup Research / RSG

Project Communication: Invitation Letter



Southern California Association of Governments
900 Wilshire Blvd., Ste. 1700, Los Angeles, CA 90017



Southern California Association of Governments
900 Wilshire Blvd., Ste. 1700, Los Angeles, CA 90017

<City name resident>
<Street Address 1>
<Street Address 2>
<City, CA <#####>

<Letter Date>

The Southern California Association of Governments (SCAG) invites you to participate in the Southern California Transportation Study. SCAG, the federally designated Metropolitan Planning Organization for Southern California, in partnership with Los Angeles County Metropolitan Transportation Authority (LA Metro), is conducting this study to collect accurate information about residents' day-to-day trip-making throughout Southern California.

By taking part, you'll help us understand how local roads, highways, public transportation, sidewalks, and emerging mobility choices are used today. We would like to hear from you even if you don't make trips often. A limited number of households have been selected to participate, so your input will have a big impact. Please follow the instructions below to sign up today.

Your voice can shape the future of our community.

Kome Ajise

Kome Ajise, SCAG Executive Director



Get started today

Option 1 Download the smartphone app rMove™ and sign up → Receive \$XX per adult after all adults in your household complete the 1-week survey.

OR

Option 2 Sign up at scag.ca.gov/SoCal-Transportation-Study or call (833) 313-9555 → Receive \$XX per household after completing the 1-day survey.

Invitation access code: XXXXXXXX



You can participate in English, Spanish, Traditional Chinese, Vietnamese, and Korean through the study smartphone app, the study website, or by calling toll-free.

ESPAÑOL Lo invitamos a participar en un estudio sobre sus viajes por el Sur de California. Al participar, nos ayudará a comprender cómo se utilizan hoy en día las carreteras locales, las autopistas, el transporte público, las aceras y las nuevas opciones de movilidad. Complete el estudio y le enviaremos una tarjeta de regalo como agradecimiento. Para registrarse, visite scag.ca.gov/SoCal-Transportation-Study o llame al (833) 313-9555.

TRADITIONAL CHINESE 我們邀請您參與南加州出行的相關研究。您的參與將幫助我們了解本地道路、高速公路、公共交通、人行道和新興交通出行選擇。請完成這項研究，我們將向您寄送禮品卡表示感謝。若要報名，請登錄 scag.ca.gov/SoCal-Transportation-Study 或致電 (833) 313-9555。

VIETNAMESE Chúng tôi mời quý vị tham gia nghiên cứu về các chuyến đi của quý vị khắp Nam California. Bằng cách tham gia, quý vị sẽ giúp chúng tôi hiểu cách thức sử dụng đường địa phương, đường cao tốc, phương tiện giao thông công cộng, vỉa hè và các lựa chọn di chuyển mới xuất hiện hiện nay. Vui lòng hoàn tất nghiên cứu và chúng tôi sẽ gửi cho quý vị một thẻ quà tặng thay lời cảm ơn. Để đăng ký, hãy truy cập scag.ca.gov/SoCal-Transportation-Study hoặc gọi số (833) 313-9555.

KOREAN 남가주 전역에 걸친 이동 경로에 대한 연구에 여러분을 초대합니다. 참여를 통해 귀하는 현재 지역 도로, 고속도로, 대중교통, 보도 및 선형할 수 있는 새로운 이동 수단이 어떻게 사용되고 있는지 파악하는 데 도움을 주실 수 있습니다. 연구를 완료해 주세요. 감사의 의미로 기프트 카드를 보내드립니다. 등록하려면 scag.ca.gov/SoCal-Transportation-Study를 방문하거나 (833) 313-9555로 전화하세요.

Learn more at scag.ca.gov/SoCal-Transportation-Study or by calling (833) 313-9555

Frequently Asked Questions

What is this study all about?

We want to learn how, when, where, and why people travel in and outside of the region. We're inviting you to log your travel to help us understand regional transportation patterns. By participating, you help us plan for future transportation improvements that benefit our community.

Why should I participate?

Your participation is essential to ensure that households like yours are represented in regional transportation plans.

How was I selected to participate?

Households were selected by mailing address at random from Southern California to ensure a comprehensive representation of the community.

Who should sign up?

Please have only one household member complete the initial registration for the study. If your household opts to use the app, please have all household members download the app and use the participation code provided in our email. For the one-day study, please answer for your entire household either online or by phone.

How much time does it take to participate?

Registering for the study takes about 10 minutes. After registering, you'll receive instructions on how to log your trips and complete the questionnaire. For households using the rMove smartphone app, logging trips takes about five to ten minutes per day over seven days. For households reporting trips online or by phone, it takes about ten minutes per household member for one day of reporting.

I was invited to use the study smartphone app, rMove. How does it work?

After you download rMove and sign up for the study, the app will log your trips for one week while you go about your daily life. Each day, you'll be asked to complete a short daily questionnaire about your transportation habits as well as a trip diary about each trip you make.

How is my personal privacy protected?

We are committed to protecting the confidentiality, integrity, and security of your personal information. Our Privacy Policy is intended to help you understand how we collect and safeguard your information. The study's full privacy documentation is available online at scag.ca.gov/SoCal-Transportation-Study.

What do I get for participating?

Once all members of your household have reported their trips and completed their questionnaires, you will receive a gift card. Once your household is registered, all household members need to participate in the study to be eligible for gift cards. If your household participates using the rMove smartphone app, each participating adult will receive a gift card (e.g., a household with two adults receives two gift cards). Households that report their trips online or by phone will receive a single gift card per household.

What if I don't travel much?

Any amount of travel, even if you don't make any trips, is valuable. Don't forget that short trips, such as walking the dog, count too.

What if my transportation habits during the study aren't my "typical" habits?

No problem! We encourage your participation regardless of whether your transportation habits during the study align with your routine.

Who is sponsoring this study?

This study is sponsored by the Southern California Association of Governments (SCAG), with additional support from the Los Angeles County Metropolitan Transportation Authority (LA Metro).



Learn more at scag.ca.gov/SoCal-Transportation-Study or by calling (833) 313-9555

Project Communication: Envelop



Southern California Association of Governments
900 Wilshire Blvd., Ste. 1700, Los Angeles, CA 90017

Help improve transportation in our community!



Project Communication: Postcard (front)



Help improve transportation in Southern California!



Receive a gift card as thanks for your time!



Project Communication: Postcard (back)



SoCal Transportation Study

Southern California Association of Governments
900 Wilshire Blvd., Ste. 1700, Los Angeles, CA 90017

Help us improve transportation in our community. No matter how you make trips, we would like to hear from you! Please complete the study, and we'll send you a gift card as thanks.



Go online: scag.ca.gov/SoCal-Transportation-Study



Call toll-free: (833) 313-9555 OR Scan:



INVITATION ACCESS CODE:

XXXXXXXXXX

ESPAÑOL Ayúdenos a mejorar el transporte en nuestras comunidades. No importa cómo haga sus viajes, ¡nos gustaría saber de usted! Complete el estudio y le enviaremos una tarjeta de regalo como agradecimiento. Para registrarse, visite scag.ca.gov/SoCal-Transportation-Study o llame al (833) 313-9555.

TRADITIONAL CHINESE 請協助我們改善社區內的交通。無論您以哪種方式出行，我們都希望收到您的意見！請完成這項研究，我們將向您寄送禮品卡表示感謝。若要報名，請登錄 scag.ca.gov/SoCal-Transportation-Study 或致電 (833) 313-9555。

VIETNAMESE Hãy giúp chúng tôi cải thiện giao thông trong cộng đồng của chúng ta. Dù quý vị di chuyển bằng cách nào, chúng tôi cũng muốn lắng nghe ý kiến của quý vị! Vui lòng hoàn tất nghiên cứu và chúng tôi sẽ gửi cho quý vị một thẻ quà tặng thay lời cảm ơn. Để đăng ký, hãy truy cập scag.ca.gov/SoCal-Transportation-Study hoặc gọi số (833) 313-9555.

KOREAN 우리 지역 사회의 교통을 개선할 수 있도록 도와주세요. 어떤 경로로 이동하시든, 여러분의 의견을 듣고 싶습니다! 연구를 완료해 주세요. 감사의 의미로 기프트 카드를 보내드립니다. 등록하려면 scag.ca.gov/SoCal-Transportation-Study를 방문하거나 (833) 313-9555로 전화하세요.

<City name resident>
<Street Address 1>
<Street Address 2>
<City, CA <#####>

Campaign

Increase public awareness of the project:

- SCAG Media & Public Affairs
 - Email list
 - Social media news post
 - Government Affairs Officer communication
 - Newsletter
 - Executive Director report
- Coordinated campaign with LA Metro
- Future consideration:
 - Invitation to members of Community-based Organizations (CBO): historically underrepresented demographic groups



SURVEY INCENTIVES

Offering incentives is a cost-effective method to reach target sample size within budget

Incentive Structure: Direct and Differential

Why Offers Incentives?

Evidence-based benefits when probability sampling methods are used:

- Improve the overall response rate
 - Higher response rate -> Larger sample size -> Improved quality of resulting survey data
- Improve representation of survey samples
 - Reduce non-response bias: certain demographic groups are systematically less likely to participate
- Decrease the cost of survey project
 - Higher response rate -> fewer ABS mailed invitation -> lower printing & postage cost

	Target Sample Size	# of Mailed Invitation	Mailing-related Cost	Incentive Cost
Response Rate: 2.5% No Incentive	300	12,000	12,000 x \$	\$ -
Response Rate: 3% Incentive: \$10	300	10,000	10,000 x \$	\$ 3,000

Differential Incentives

Offering extra incentives to “hard-to-reach” demographic groups:

- A universal incentive value range is displayed in printed materials
- Offer higher incentives to qualifying households based on info gathered in the recruitment survey

2021 PSRC HTS RESPONSE RATE BY DEMOGRAPHIC BY INCENTIVE AMOUNT

Category	Incentive for Completion	Response Rate
Highest Expected Response (< 30% Non-White, ≤ 20% Income > \$25K)	\$15	6.80%
High Expected Response (30-55% Non-White, ≤ 20% Income > \$25K)	\$15	4.10%
Medium Expected Response (> 20% Income > \$25K)	\$15	4.10%
Low Expected Response (55-70% Non-White, ≤ 20% Income > \$25K)	\$15	3.30%
Lowest Expected Response (≥ 70% Non-White, ≤ 20% Income > \$25K)	\$25	4.30%

Incentives Structure

Hard-to-reach demographic for higher incentives:

- Reported household income below the 2024 federal poverty level, **or**
 - Not a fixed income threshold, account for household size
- Reported zero household vehicle ownership
- Informed of incentive amount after recruitment survey
- Incentive paid after the survey is complete

Mode	Travel Period	Base Incentive	Higher Incentive
Smartphone-app	7 days	\$20 per adult participant	\$30 per adult participant
Online / Call Center	1 day	\$15 per household	\$25 per household

Incentives

Only households that complete the study are provided with incentives:

- Logistics: managed by RSG
- Format:
 - Electronic or physical gift card (Visa, Wal-Mart, Target, Amazon)
 - Decline incentive: charity donation
- Future consideration:
 - Invitation to members of Community-based Organizations (CBO)
 - Incentives to both CBO and survey participants recruited by CBO



THANK YOU!

For more information, please visit:

<https://scag.ca.gov/socal-transportation-study>