

Treasure Coast Travel Characteristics Study

Final Report

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EXECUTIVE SUMMARY

The Treasure Coast Travel Characteristics Study (TC²S) was initiated in January, 1995, in order to improve the travel forecasting accuracy of the Florida Standard Urban Transportation Model System (FSUTMS) for this area. The prime Consultant for this effort was Walter H. Keller, Inc., of Coral Springs, Florida, with Regional Research Associates, Inc. and Marda L. Zimring, Inc., both of Boca Raton, Florida, as subconsultants.

The Study procedure for this effort utilized a series of telephone and mail-out questionnaire surveys to establish the socio-economic and travel characteristics of the Treasure Coast Area of Martin, St. Lucie and Indian River Counties. A systematic random sample pool of 5,000 households was drawn from the Property Appraiser records of the three (3) counties. A Telephone Cross-Reference Directory was used to match approximately 2,600 of the households. More than 5,100 telephone calls were made in early March, 1995, to identify individual household and the profile of their travel characteristics, the household FSUTMS Standard Cell classification and to seek subsequent participation in the upcoming mail-out travel log surveys. In order to improve participation in the questionnaire surveys, an active Public Awareness Program was implemented.

Mail-out survey packages were sent to 1,531 households that agreed to participate in the mail-out portion of the Study. A variety of survey packages were developed including the Household Verification Survey, the Travel Log Survey and the Direct Utility Assessment (DUA) Survey. All households were requested to complete the Household Verification Survey which included most of the questions asked in the Telephone Screener Survey with additional information on the Travel Maker's Profile Code and household income.

The Travel Log Surveys were scheduled for the 4th and 5th weeks of March, 1995. Approximately eighty-three percent (83%) of all households were asked to complete the Travel Log Survey Form for one (1) scheduled day for all household members six years of age or older. Eleven percent (11%) of the households were asked to complete two (2) day logs and the remaining six percent (6%) were asked to complete three (3) day logs.

The DUA survey was forwarded to twenty-five percent (25%) of all households. This questionnaire survey used a disaggregate travel demand modeling technique based upon responses to a series of hypothetical situations. A major goal of the DUA Survey was to identify the survey participant's propensity to use travel modes other than "drive alone" and to develop coefficients for use in transit modeling.

Approximately forty-six percent (46%) of all travel logs and thirty-eight percent (38%) of all DUA Surveys were returned by survey participants. After adjusting for incomplete

