

This report documents the design, implementation and results of the 1995 San Diego Region Travel Behavior Survey, conducted January through June, 1995. The survey is an essential element in the regional study of transportation activity and travel patterns. It was conducted under the auspices of the San Diego Association of Governments (SANDAG).

The survey was designed and executed to accomplish three objectives:

•Provide up-to-date travel information.

The 1995 San Diego Region Travel Behavior Survey was the fourth such study in the San Diego region. In 1986, 2,754 households were surveyed via telephone in a two-stage process similar to the 1995 survey effort. In 1977, 1,000 households were surveyed using a single stage, in-home method. In 1966, 26,000 households were surveyed via the in-home method. Given the significant regional changes since the 1986 survey, there was an obvious need for more up-to-date information representing the current transportation system.

•Provide information about household and travel characteristics.

Effective transportation planning starts with a close look at the relationship between characteristics of households and travel behavior. Particularly important for planning is the link between geographic location of trip ends and the average number of trips the household typically makes each day. The San Diego Region Travel Behavior Survey was specifically designed to collect this information.

•Provide a basis for future projections.

The household travel survey was also designed to provide the type of information that state and local decision makers require when considering future regional transportation needs and investments. The data will be incorporated into SANDAG's regional transportation database. This database will be used to maintain and enhance the regional and sub-area transportation models; for model calibration; to serve as a comprehensive database for short-range transportation system management projects; and to monitor and analyze trends in travel behavior. The 1995 San Diego Region Travel Behavior Survey, like all recent household travel surveys, relied on the willingness of area residents to complete diary records of their daily travel.

Recruitment of households was conducted through a "recruitment interview" in which respondents were informed of the survey, its purpose and the respondent's obligation to complete diaries. Data on households and household members were also collected during the recruitment interview. Recruitment for the San Diego Region Travel Behavior Survey was conducted from March 8, 1995 to June 23, 1995.

Participating households were assigned a "travel day", which typically occurred 10 days after recruitment and during which household members were asked to record travel information in their diaries for a specified 24 hour period. Immediately after the assigned date, households were contacted to retrieve the diary information. Retrieval interviews were conducted from March 10, 1995 to June 23, 1995. In total, 2,375 households were recruited to participate in the study. Of these, 2,062 households completed travel diaries, and the information was retrieved from all household members older than age five. Of these, 2,049 were successfully geocoded to California

state plane coordinates for home addresses.

While the sample is a good representation of households in the San Diego region, weights were applied to expand the sample to total households in the San Diego region. These weights were developed by SANDAG, using household size and major statistical areas of the 2,049 households that were successfully geocoded. Except when noted, all data in this report are expanded and weighted.

The survey used a scientifically formulated sample design, appropriate instruments for data collection, a package of written materials to communicate with survey respondents, a toll-free survey hotline, and data collection, processing and reporting procedures that comported to standards of the Council of American Survey Research Organizations (CASRO).