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1.0 INTRODUCTION

1.1 STUDY OVERVIEW

In spring 2017 the North Florida Transportation Planning Organization (North Florida TPO) commenced the 2017 North Florida Travel Survey (2017 HTS). The North Florida TPO was the lead agency for this study. Additional sponsors included the Florida Department of Transportation. In addition, the North Florida TPO Technical Coordinating Committee (TCC) and a Citizens’ Advisory Committee (CAC) were informed about the survey throughout its lifecycle. The 2017 HTS consultants, RSG, Hester Group and Wilkins Research Services, conducted the survey. The primary purpose of the 2017 HTS was to collect current data about household and individual travel patterns for residents throughout the six-county North Florida region to support regional travel models.

North Florida’s last regional household travel survey was the 2000 Northeast Florida Household Travel Survey. Recent modeling efforts have relied on National Household Travel Survey data, which included only a small sample size of the North Florida region. New data (e.g., regional demographics, employment, and travel patterns) were needed to understand current transportation patterns and to update the region’s travel demand models for the future. The 2017 HTS provides planners with comprehensive travel behavior datasets to help regional stakeholders and other local agencies understand current travel behaviors of people and households, allowing them to make informed planning and policy decisions. These data are vital for regional and local planning agencies to understand the impact of growth, development and other changes in the area’s communities on the transportation system. Reliable transportation and viable travel options contribute to the region’s quality of life and economic vitality. The 2017 HTS data will help agencies prioritize transportation improvements to best fit the region’s needs.

The goal for the 2017 HTS was to collect complete data from between 3,000 and 4,000 households. A “complete” household was defined as one in which all eligible household members answered every single data element (every single question) in the survey. A pilot survey conducted during one week in early August 2017 evaluated the survey methodology and allowed for adjustments prior to main survey data collection. The main survey was conducted over a twelve-week period between late September and mid-December 2017. The main survey utilized a combination of probability sampling through mailed survey invitations, and non-probability (convenience sampling) through public outreach efforts to meet the data collection goal. Figure 1 shows a snapshot of study results. This report summarizes the methodology and results of the 2017 HTS.

FIGURE 1: SNAPSHOT OF STUDY RESULTS

3,874 Households participated in the study
8,163 total people took part
25,846 trips reported as part of the study
1.2 STUDY AREA

The 2017 HTS region included Baker, Clay, Duval, Nassau, Putnam and St. Johns counties (see Figure 2). The six-county region includes 550,389 households spread across a combination of dense urban environments to sparsely populated areas.

FIGURE 2: SURVEY REGION

1.3 PILOT SURVEY OVERVIEW

The goal for the pilot was to collect data from 100-150 households to properly evaluate the effectiveness and accuracy of the survey questionnaire design and the overall study methodology for the North Florida TPO’s model development needs. The project team aimed to collect data from approximately 100 households through an address-based sampling methodology (with three mailed materials sent to each invited household) and the remaining 50 households through an e-mail-based sampling methodology (with one e-mail sent to each invited household).
To reach these targets, the project team invited 10,000 household to participate in the pilot survey: 5,000 household through the address-based method and 5,000 through the e-mail-based method—each evenly split between Clay County and downtown Jacksonville. The pilot survey collected complete responses from 65 households in the week of July 31–August 4. This was a lower response rate than anticipated. The response rate in the urban segment (downtown Jacksonville) was noticeably lower than in the less dense segment (Clay County) (Table 1). All complete responses were recruited via the address-based sampling methodology. The e-mail-based recruitment strategy was unsuccessful (yielded only three households).

### TABLE 1: PILOT RESPONSE RATES BY SAMPLE SEGMENT

<table>
<thead>
<tr>
<th>Geographic Area</th>
<th>Target Sample* (# HHs)</th>
<th>Invites (# HHs)</th>
<th>Recruits (# HHs)</th>
<th>Actual Sample (# HHs)**</th>
<th>Retention Rate</th>
<th>Response Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Downtown</td>
<td>50</td>
<td>2,500</td>
<td>57</td>
<td>20</td>
<td>35%</td>
<td>0.8%</td>
</tr>
<tr>
<td>Clay County</td>
<td>50</td>
<td>2,500</td>
<td>86</td>
<td>45</td>
<td>52%</td>
<td>1.8%</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>100</strong></td>
<td><strong>5,000</strong></td>
<td><strong>143</strong></td>
<td><strong>65</strong></td>
<td><strong>45%</strong></td>
<td><strong>1.3%</strong></td>
</tr>
</tbody>
</table>

*Sample and invites in this chart do not include e-mail-based recruitment.
**Number of fully complete HHs

The lower than anticipated pilot survey response resulted in several adjustments to the main survey methodology, including:

- Email recruitment was eliminated.
- The quantity of mailings was increased.
- Urban households were invited at higher rates.
- Some households completed both survey parts at one time.
- An extensive public outreach plan was implemented to recruit volunteers.
- The raffle prize was enhanced to include a significant grand prize.

The following section provides an overview of main survey methodology and data collection.

### 1.4 MAIN SURVEY OVERVIEW

The project team was required to collect data from at least 3,000 complete households to support the North Florida TPO’s model development needs. The team targeted collecting complete data from 4,000 households through a combination of address-based sampling methodology (with a single invitation sent to each invited household, either an invitation letter or an invitation postcard) and a robust public outreach effort. To reach these targets, the project team invited over 376,000 unique households to participate in the main survey through direct mailings and participated in numerous public outreach events. A total of 3,874 households (HHs) completed the main survey. Table 2 shows completion totals by county. Table 3 shows a survey completion summary of household, persons, vehicles and trips by county.
### TABLE 2: COMPLETE HOUSEHOLDS BY COUNTY

<table>
<thead>
<tr>
<th>County Name</th>
<th>Census HH's</th>
<th>Census %</th>
<th>Complete HH's</th>
<th>Percent Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Baker</td>
<td>8,205</td>
<td>1.5%</td>
<td>49</td>
<td>1.3%</td>
</tr>
<tr>
<td>Clay</td>
<td>69,053</td>
<td>12.5%</td>
<td>408</td>
<td>10.5%</td>
</tr>
<tr>
<td>Duval</td>
<td>337,900</td>
<td>61.4%</td>
<td>2,234</td>
<td>57.7%</td>
</tr>
<tr>
<td>Nassau</td>
<td>28,306</td>
<td>5.1%</td>
<td>217</td>
<td>5.6%</td>
</tr>
<tr>
<td>Putnam</td>
<td>27,683</td>
<td>5.0%</td>
<td>201</td>
<td>5.2%</td>
</tr>
<tr>
<td>St. Johns</td>
<td>79,242</td>
<td>14.4%</td>
<td>765</td>
<td>19.7%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>550,389</strong></td>
<td><strong>100.0%</strong></td>
<td><strong>3,874</strong></td>
<td><strong>100.0%</strong></td>
</tr>
<tr>
<td>County Name</td>
<td>Households</td>
<td>Person</td>
<td>Vehicles</td>
<td>Trips</td>
</tr>
<tr>
<td>-------------</td>
<td>------------</td>
<td>--------</td>
<td>----------</td>
<td>--------</td>
</tr>
<tr>
<td>Baker</td>
<td>49</td>
<td>115</td>
<td>116</td>
<td>325</td>
</tr>
<tr>
<td>Clay</td>
<td>408</td>
<td>950</td>
<td>810</td>
<td>2,921</td>
</tr>
<tr>
<td>Duval</td>
<td>2,234</td>
<td>4,537</td>
<td>3,678</td>
<td>14,271</td>
</tr>
<tr>
<td>Nassau</td>
<td>217</td>
<td>478</td>
<td>437</td>
<td>1,382</td>
</tr>
<tr>
<td>Putnam</td>
<td>201</td>
<td>394</td>
<td>390</td>
<td>1,100</td>
</tr>
<tr>
<td>St. Johns</td>
<td>765</td>
<td>1,689</td>
<td>1,489</td>
<td>5,847</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>3,874</strong></td>
<td><strong>8,163</strong></td>
<td><strong>6,920</strong></td>
<td><strong>25,846</strong></td>
</tr>
</tbody>
</table>
2.0 SURVEY SAMPLING

2.1 SAMPLING GOALS

The 2017 HTS aimed to sample 3,000-4,000 complete households through address-based sampling. The primary sampling frame was the list of all households in the six-county study region. RSG used address-based sampling (ABS) to select and invite households to participate in the study. ABS involved drawing a random sample of addresses from all the residential addresses in each defined geography such that all households in each defined geography have an equal chance of selection for the sample. RSG purchased the final household mailing addresses from Marketing Systems Group, which maintains the Computer Delivery Sequence file from the USPS. Initially, 266,300 households were invited to participate in the main survey. Additional households were invited late in data collection to ensure survey goals were met. The sample methodology below describes the initial sample methodology.

The main study aimed to sample a minimum of 3,000 completed household surveys, which equates to a minimum of a 0.50 percent sample rate according to data from the 2012-2016 American Communities Surveys (ACS) data, the most recent ACS data that was available at the time of sampling. However, beyond achieving the overall sample target, an objective was to ensure the sample was representative across key demographics and behaviors, as discussed below.

\[
0.50 \text{ percent sample rate target} = \frac{\text{complete households}}{\text{total households in the study area}} = \frac{3,000}{550,389}
\]

Figure 3 illustrates the sampling plan development process. The first step, determining the desired sample composition, depends heavily on the study area and the overall goals of the study. Step two, assessing response rates, is primarily based on experience from previous surveys (and from the pilot study for the current project). Step three is derived from calculating final sampling rates from steps one and two.

FIGURE 3: BASIC STEPS TO DETERMINE THE SAMPLING PLAN

1. Determine desired sample composition
2. Assess response rates for each key subgroup
3. Finalize sampling and invitation rates
2.2 SAMPLE METHODOLOGY

Most of the main survey sample was recruited using the ABS method. This was the primary sampling method for two reasons. First, the outcome of this method has been used frequently and is therefore more predictable. Second, the ABS method can provide more contextual data to understand response biases – that is, it is possible to assess a household’s chance of being invited to the study based on the number of study invitations that are sent to a certain area, and it is therefore possible to estimate the general characteristics of invited households that do not respond.

However, the ABS method requires large expenditures to recruit households, most notably the cost of printing and mailing invitation materials to invited households. Therefore, the ABS were split into three “sub-methods”:

- **Letter Mailings**: a portion of the ABS mailing list received an invitation letter and one reminder postcard. Letter mailings were split into two types:
  - Prospective Letter: 70 percent of the letter households were assigned a travel date in the future (Monday-Thursday).
  - Recall Letter: 30 percent of the letter households were asked to report their travel the previous weekday (Monday-Thursday).

- **Postcard (recall) only**: All other households received a postcard invitation and were asked to report their travel the previous weekday (Monday-Thursday).

Both the “letter” and “postcard only” were drawn from the same address-based sample. The ABS sample targets all residential households in the survey region. Given the limited study resources, it was not feasible to significantly oversample geographies with small or hard-to-reach populations (which would require mailing significantly more invitations than the budget would allow). However, a modest amount of oversampling was conducted to mitigate expected non-response biases and promote response from certain populations of interest.

The key demographic and behavioral variables in ACS geographies that were oversampled in the main study were:

- Percent low-income HHs (income < $25,000).
- Percent large HHs (5+ persons).

The percentage of 0-vehicle households was highly correlated with the percentage of low-income households in the study region (that is, these characteristics are generally found in the same areas). Therefore, two primary factors used for ABS segmentation were the percent of low-income households and the percent of large households concentrated in specific areas across the study region, rather than three factors.

These characteristics were evaluated using ACS data. Based on previous similar surveys and a review of the distributions of these characteristics, areas that were targeted were in approximately the 90th percentile for these characteristics (i.e., these areas had the highest
densities of these types of households). To identify areas recommended for oversampling the following steps were followed:

- Identified zip code areas in the 90th percentile of the characteristics of interest. This is:
  - For low-income areas: ZIP Code Tabulation Areas (ZCTAs) with more than 45 percent low-income ($\leq 25,000) HHs.
  - For large HH areas: ZCTAs with more than 13 percent large (5+ person) HHs.
- Selected the block groups that overlap with these areas to form contiguous sampling areas.

Though the demographics were evaluated at the zip code level (with larger populations and more reliable ACS estimates), zip code areas are not ideal for sampling because they do not align perfectly with the sampling area (i.e. there are gaps within the counties and overlaps into other counties). Therefore, the block groups that overlapped with “low-income” or “large HH” ZCTAs were selected for oversampling; the remaining block groups in the study area sampled at the “regular” rate. If a block group overlapped with both a low-income and a large HH area, it was assigned to the low-income segment.

The target sample rate (the number of completed household diaries) was then set and the response rates for each segment is predicted. The sampling rate was consistent across the segments, targeting a geographically representative sample; however, the expected response rates were predicted separately for each segment based on the results of the pilot survey. Table 4 shows the breakdown of invitations mailed by sample segment.
<table>
<thead>
<tr>
<th>Sample Segment Name</th>
<th>Mail Type</th>
<th># Invites Sent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Low-Income Letter Prospective</td>
<td>Letter &amp; Postcard</td>
<td>9,700</td>
</tr>
<tr>
<td>Low-Income Letter Recall</td>
<td>Letter &amp; Postcard</td>
<td>4,200</td>
</tr>
<tr>
<td>Low-Income Postcard Recall</td>
<td>Postcard Only</td>
<td>22,500</td>
</tr>
<tr>
<td>Low-Income Subtotal</td>
<td></td>
<td>36,400</td>
</tr>
<tr>
<td>Large Household Letter Prospective</td>
<td>Letter &amp; Postcard</td>
<td>7,100</td>
</tr>
<tr>
<td>Large Household Letter Recall</td>
<td>Letter &amp; Postcard</td>
<td>3,100</td>
</tr>
<tr>
<td>Large Household Postcard Recall</td>
<td>Postcard Only</td>
<td>16,400</td>
</tr>
<tr>
<td>Large Household Subtotal</td>
<td></td>
<td>26,600</td>
</tr>
<tr>
<td>Regular Letter Prospective</td>
<td>Letter &amp; Postcard</td>
<td>54,200</td>
</tr>
<tr>
<td>Regular Letter Recall</td>
<td>Letter &amp; Postcard</td>
<td>23,300</td>
</tr>
<tr>
<td>Regular Postcard Recall</td>
<td>Postcard Only</td>
<td>125,800</td>
</tr>
<tr>
<td>Regular Subtotal</td>
<td></td>
<td>203,300</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td><strong>266,300</strong></td>
</tr>
</tbody>
</table>
In November 2017, it became clear that the project was likely to fall short of completion goals. To meet goals, postcard only invitations were mailed to 109,915 new households and to 15,085 low-income addresses that had been previously invited but had not responded. The overall extra invitation breakout matched the invited breakout by sample segment from the original sample plan. The breakout for additional postcard invitations is shown in Table 5.

**TABLE 5: ADDITIONAL POSTCARD INVITATIONS**

<table>
<thead>
<tr>
<th>Sample Type</th>
<th>Total Invites</th>
<th># Invites of extra Invites to send</th>
</tr>
</thead>
<tbody>
<tr>
<td>Low-Income</td>
<td>17,086</td>
<td>2,001</td>
</tr>
<tr>
<td>Large Household</td>
<td>12,486</td>
<td>12,486</td>
</tr>
<tr>
<td>Regular Household</td>
<td>95,428</td>
<td>95,428</td>
</tr>
<tr>
<td></td>
<td><strong>125,000</strong></td>
<td><strong>109,915</strong></td>
</tr>
</tbody>
</table>

In total, 376,215 unique households in the six-county study area were invited to participate in the 2017 through ABS sampling.
3.0 SURVEY BRANDING AND ADMINISTRATION

3.1 SURVEY BRANDING

RSG developed the study branding collaboratively with the North Florida TPO and Hester Group. The complete branding package included the study name, logo, color scheme and font selections. The final 2017 study logo is shown in Figure 4.

FIGURE 4: SURVEY LOGO

NORTH FLORIDA
TRAVEL SURVEY

Baker, Clay, Duval, Nassau, Putnam, and St. Johns Counties

3.2 SURVEY INVITATION MATERIALS

Each household invited through the mail received either a letter and postcard, or a postcard only invitation (as described in the Sample Methodology section of this report). All mailings were written in English, but the postcards and letter also included Spanish text for non-English-speaking participants to participate by phone. An example postcard is shown below in Figure 5 (front) and Figure 6 (back). The materials contained dynamic information with the name, mailing address, participation instructions (i.e., prospective or recall) and password of the invited households.
The survey was a web-based survey, with an option for participants to respond by phone, with the call center using the same survey instrument. Households were invited to participate in the survey through mailed materials (letter or postcard) and through public outreach.
3.3 SURVEY WEBSITE

RSG developed the project website, which rendered well on computers, tablets and smartphones and provided information about the project, such as frequently asked questions, survey sponsors and contact information. The website also served as the portal to the survey. Participants invited by mail were provided with a unique password allowing them to access the survey from the website, and those who stopped midway through the survey could use their password to return later and resume the survey at the question they last answered. Participants invited through public outreach used the word “survey” to participate. RSG purchased the domain name “NorthFloridaTravelSurvey.com” for the project. The screen capture of the website home page is shown in Figure 7.

FIGURE 7: SURVEY WEBSITE

3.4 RESPONDENT COMMUNICATION

Most respondents were recruited by USPS mail. The sample provided to RSG included landline phone information for households—where available. These households were also contacted by phone as part of the recruitment effort. Recruitment phone calls began when the households received the invitation letter and ceased one day before the travel date. Approximately 34 percent of households had a phone match and received recruitment calls. Several hundred households were invited to participate through a robust public outreach effort (see section Public Outreach). Once they recruited into the survey, their survey experience mirrored that of those households invited to participate through the mail.

After completing the recruitment survey, households received reminders by e-mail or phone call to record their travel and complete the travel diary, depending on which contact method they preferred. Reminder e-mails and phone calls were only conducted for households who completed the recruit survey and had yet to complete the travel diaries for household members.

Wilkins Research Services—a subcontractor for the project—was responsible for all telephone communication. Wilkins highly-trained, long-serving staff conducted professional telephone surveys that captured respondents’ answers as fully as possible. Each telephone interviewer underwent training which included review of the online survey. RSG provided training
documents, including the questionnaire (screen by screen), for reference, guidelines for what operators were to say, and outlined sections of the survey where respondents most frequently have questions (namely the geocoder and the trip details page). Telephone operators who assisted respondents in completing their survey utilized the same web-based survey that web participants used. By administering the same survey both by phone and online, the answers of respondents that used the call-in option were fully integrated with identical real-time validation as that of web respondents’ answers. The telephone operators also had additional materials and information on hand, such as the project frequently asked questions and the invitation letter, to inform their dialogue with household members. Both English- and Spanish-speaking interviewers were available to assist callers. Households that preferred e-mail contact received a series of reminder e-mails: before the travel date (prospective households only), after the travel date and two follow-up e-mails three days and five days after the travel date. Participants could call or e-mail with questions about the survey.

3.5 INCENTIVE STRUCTURE

RSG recommended household-level incentives for household travel surveys; however, due to policy constraints, the 2017 HTS was limited to a raffle incentive. The survey advertised a grand prize of an iPhone X or a chance to win one of 25 $100 gift cards for each household completing the survey. Households were given a choice between two gift card vendors: Amazon and Walmart. Households were permitted to opt-out of inclusion in the grand prize drawing. These retailers were chosen as well-known online and brick-and-mortar stores, respectively, with a presence in the study area.
4.0 SURVEY DESIGN

4.1 SURVEY DESIGN OVERVIEW

The 2017 HTS survey was designed to capture a range of household and person-level demographics, typical attitudes and travel patterns, and the actual travel behavior of all household members on a single, pre-determined weekday. The survey is divided into two parts – the Recruit Survey and the Travel Diary (Retrieval Survey). The survey was administered using rSurvey™, RSG’s proprietary survey platform that has been optimized for household travel surveys.

4.2 RECRUIT SURVEY

The recruit survey was designed as part one of the two-part survey that households took before reporting their travel. The recruit survey focused primarily on household-level demographics, basic person-level demographics and administrative questions such as contact information and raffle preferences to aid in the diary administration. It collected:

- Number and type of household vehicles (e.g. make, model, year).
- Household composition (number of members and relationships).
- Person-level demographics (e.g. age, gender, employment, education status, race/ethnicity).
- Person-level behaviors used to dynamically design certain diary questions (e.g. driver’s license status).
- Household demographics (e.g. income, race, and ethnicity).
- Current home location, type, and seasonality (e.g., ownership status, time months in house per year).
- Administrative data (e.g. contact information, raffle prize preferences, and willingness to participate in future studies).

Only one household member was required to complete the recruit survey. Once this section was complete, respondents were sent to a survey dashboard with further instructions about logging their travel day trips and completing the diary. Household members could return to this dashboard after their travel date to access the individual travel diaries.

4.3 TRAVEL DIARY (RETRIEVAL SURVEY)

The one day travel diary section of the survey (“Diary”) collected trip-making behavior for every household member on a single weekday (the household’s “travel date” assigned as a Monday, Tuesday, Wednesday or Thursday). Participants were given 10 days to complete this diary portion of the survey.
The questions in the diary focus only on where each household member went on their travel date, how they got to their destinations, and what they did at those destinations. The diary questions included the following for each person:

- Where they started and ended their travel day.
- A full list of all the places they went during the travel day.
  - If respondents didn’t go anywhere, they were asked to select one or more reasons why they didn’t travel
- The exact location of each place they went on their travel day (geocoded on a map).
- For the trip to each destination, respondents were asked:
  - When they traveled (when they started traveling and when they arrived).
  - The primary purpose of their trip (e.g. go to work, personal errands, etc.)
  - How they traveled (e.g. driving alone or with others, riding transit, walking, etc.)
  - Who they traveled with (other household members and non-household members) (asked unless it was a drive-alone trip).
- For driving trips, respondents were asked about:
  - Parking costs (if any) on their travel day.
  - Park and Ride lot location (if applicable).
- For carpool or vanpool trips (including family-only as well as traditional carpool trips), respondents were asked:
  - Where the carpool started.
  - If they were the driver or passenger.
- For transit trips, respondents were asked:
  - How they got to and from the transit stop.
  - Which transit systems and routes were used.

After entering trip details, respondents were asked additional questions about their travel day, including:

- If their travel day was a typical or normal day of the week for their household (if not, why).
- If any packages or meals were delivered to the household on the travel date.
- If they had purchased anything online for delivery later.

One important additional feature of the diary was the ability for respondents to “copy” trips that they reported on with other household members. The first household member to complete the travel diary needed to report the full details of the trip, but if they indicated that other household members traveled with them, those members only needed to confirm that they were on the trip and update the trip purpose. For example, a parent driving their child to school would not have to re-enter details about travel time, mode or destination when they completed their child’s diary.
TABLE 6: NUMBER OF HOUSEHOLDS, BY ASSIGNED TRAVEL DATE
4.4 BEHAVIOR AND ATTITUdINAL QUESTIONS

In addition to travel day related questions, respondents were asked a series of questions about their typical transportation behaviors ("Person-Level" section). The questions in this section included:

- Typical transit, bicycling, walking and transportation network company (e.g., Uber or Lyft) use frequency.

- Availability and use of employer-provided commuter benefits (e.g., flextime, compressed work week, commuting subsidies, etc.)

- Interest in the potential benefits associated with autonomous vehicles in the future (e.g., travel time, productivity, amenities, personal time, safety, economy, fuel efficiency, congestion adaptation, etc.)

- Interest in the potential issues associated with autonomous vehicles in the future (e.g., equipment/systems safety, liability for drivers/owners, system/vehicle security, reaction to the environment, conditionally-related performance, cost of use, etc.)

- Interest in using or owning autonomous vehicles in the future.

At the end of the survey, respondents were also invited to provide comments about their survey experience or about any transportation issues in the North Florida region.
5.0 PUBLIC OUTREACH

5.1 OVERVIEW

The Hester Group, the North Florida TPO Public Affairs team and RSG worked together to notify the key stakeholder and the public about the 2017 HTS. Over 50 different organizations and agencies were contacted to help spread word about the survey, and invite their contacts to participate in the 2017 HTS. The public outreach effort developed and maintained high levels of participation in and a positive perception of the 2017 HTS by:

- Conveying the importance of survey participation to collect information to prioritize transportation needs in the region.
- Assessing and increasing stakeholders’ understanding of the survey and promoting community support for and acceptance of the survey.
- Assisting stakeholders in communicating information about the survey to their constituents or members.
- Responding to stakeholder concerns and providing timely feedback.
- Increasing participation through convenience sampling (encouraging survey volunteers).

Encouraging the public to participate in the 2017 HTS required being pro-active in educating the public about the survey and fostering their interest in the importance of collecting survey data. A multi-faceted approach was implemented to encourage large-scale participation in the survey program.

The public involvement efforts utilized both traditional and non-traditional outreach:

- TV, radio and newspaper advertisement (paid and pro-bono).
- Presentation to formal and informal groups.
- Social media (e.g., Facebook advertisements).
- Digital Engagement.

Leveraging opportunities such as North Florida TPO board meetings, Citizen Advisory Committee meetings, City Council/Commission meetings and Chamber of Commerce meetings, Hester Group and North Florida TPO staff presented at scheduled meetings. When a formal presentation was not possible, information about the survey was shared during the time for public comment and announcements. Flyers and business cards with the survey website were widely distributed throughout the region. Figure 8 is a scaled down version of the flyer that was distributed throughout the region. Figure 9 shows the front and back of business cards that were distributed at events throughout the region.
**FIGURE 8: 2017 HTS FLYER**

**NORTH FLORIDA TRAVEL SURVEY**

Baker, Clay, Duval, Nassau, Putnam and St. Johns Counties

**Help Improve Transportation in the North Florida Region!**

**How do you move?**
We need to hear from you.

The North Florida Transportation Planning Organization is sponsoring this survey to better understand residents’ travel needs. The information collected in this survey will help improve the regional transportation system and prioritize future transportation improvements.

Once completed, your household will be entered in a drawing for a **GRAND PRIZE** - iPhone X, or one of 25 $100 Amazon or Walmart gift cards.

One entry per residential mailing address in Baker, Clay, Duval, Nassau, Putnam and St. John’s counties.

**Questions?**
Email: help@NorthFloridaTravelSurvey.com
Call toll-free: 1-800-895-2690

Lo invitamos a compartir sus experiencias de traslado en su región. Para participar, llame sin costo: 1-800-895-2690

**PARTICIPATION IS EASY**

Start now, call **1-300-895-2690** or visit our secure survey website: NorthFloridaTravelSurvey.com
Your password is: *Survey*

**SPONSORED BY** North Florida TPO | FDOT
5.2 IDENTIFY STAKEHOLDERS

The preliminary stakeholder list included organizations, agencies, non-profits, business organizations, community organizations and elected officials. These agencies and organizations have an interest in regional transportation issues and received notifications about the 2017 HTS. Mailings were primarily electronic in format and included e-newsletters, notices and updates to the project website. Groups that were notified about the survey included the chambers of commerce, planning organizations and transit agencies in each of the six counties (and cities within), as well as the TCC and CAC.

5.3 STRATEGIC MEDIA ADVERTISING

Through effective paid and pro-bono advertising, a unified and cohesive message was conveyed that educated and built awareness about the 2017 HTS to increase participation. The paid advertising complemented the grass roots and community outreach efforts. The North Florida TPO Executive Director, Jeff Sheffield, held a widely broadcast news conference about 2017 HTS and the Public Affairs Manager, Marci Larson, was a guest on WJEZ 96.1. In addition, News 4 Jacksonville ran a news story about the survey, and the local public radio station, WJCT, hosted both Jeff Sheffield and Marci Larson on their First Coast Connect program to talk about the survey in October and December.
5.4 PUBLIC OUTREACH RESULTS

The public outreach component of the 2017 HTS was successful. Over 20 percent of recruited households and 17 percent of completed household heard about the survey through public outreach. Table 7 show how participating households that were not included in the ABS (did not receive a mailed invitation to participate) reported learning about the 2017 HTS.

TABLE 7: HOW HOUSEHOLDS HEARD ABOUT THE 2017 HTS

<table>
<thead>
<tr>
<th>How Heard</th>
<th>Count</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business Card</td>
<td>381</td>
<td>19.8%</td>
</tr>
<tr>
<td>E-mail</td>
<td>400</td>
<td>20.7%</td>
</tr>
<tr>
<td>Event</td>
<td>46</td>
<td>2.4%</td>
</tr>
<tr>
<td>Meeting</td>
<td>106</td>
<td>5.5%</td>
</tr>
<tr>
<td>Online</td>
<td>546</td>
<td>28.3%</td>
</tr>
<tr>
<td>Print Media</td>
<td>163</td>
<td>8.4%</td>
</tr>
<tr>
<td>Radio or TV</td>
<td>287</td>
<td>14.9%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>1,929</td>
<td>100.0%</td>
</tr>
</tbody>
</table>
6.0 DATASET PROCESSING AND PREPARATION

RSG conducted data quality assurance and quality checks during all stages of the project from questionnaire and survey design to final deliverables. RSG reviewed and cleaned response during and after data collection to ensure the quality of the final data. This process included reviewing response frequencies for consistency, mapping location data, flagging, correcting or excluding records with survey errors, and deriving key variables for downstream data uses. This section discusses the data preparation process and summarizes steps taken to prepare the final datasets.

6.1 QUALITY CONTROL AND DATA CHECKS

Collecting and preparing accurate, high-quality survey data requires that respondents understand the questions and provide complete, accurate data as they take the survey. rSurvey includes built-in data checks that reduce respondent confusion, verify response completeness and consistency, facilitate dataset preparation and reduce the amount of data cleaning and up-coding required. A few examples of these real-time built-in data checks include the following:

- Validation logic required that respondents answer all questions on a page before continuing the survey (preventing skipped questions).
- Logic checking, for example hiding/skipping questions or answer choices that are not relevant (e.g. not asking employment questions for children); this also helped to reduce respondent burden.
- Filters to automatically show or hide certain questions based on previous responses helped reduce respondent burden (e.g., unemployed persons were not asked commuting questions).
- Metadata collection (passive collection of data such as survey duration and browser type) was used to help troubleshoot survey errors and assist households that call or e-mail for help. These metadata will help inform improvements to the survey design between the pretest and main data collection periods.
- The “copy trips” feature in rSurvey allowed a household member to select and copy information already reported by another household member if the other household member had previously reported making the trip together and if auto was the only mode selected. This feature, described in more detail in the previous section on survey design, ensures that jointly made household trips in a vehicle were reported with the same locations, modes, and trip times.
- Reported trip sequences were required to be spatially and temporally logical (i.e., one trip's end location was required to match the next trip's starting location, and a trip's starting time could not be before the previous trip ended).

In addition to the real-time quality controls used during data collection, several additional quality checks and cleaning procedures were conducted by RSG after data collection was completed to
confirm that the real-time controls worked correctly and consistently, and to evaluate any data questions that were not resolved by real-time rules.

**Geographic Data Checks**

Geographic data checks included review of the address and coordinate data recorded passively by rSurvey during data collection. During data collection, rSurvey used the Google Maps API Distance Matrix Service to estimate distance and travel time between a trip’s origin and destination points. Geocoding of addresses, businesses or location points on a Google map ensured complete geographic data. These estimates indicate the distance and duration of a trip under standard driving directions during free flow travel conditions and allow comparisons to self-reported trip duration. All but a few trips returned Google distance and time estimate. Those trips where a driving time and distance estimate were not returned or were not driven on a road (e.g., boat, airplane or off-road trips, or trips to a military base on private roads) do not have a reported Google distance and time. See the dataset guide provided with the dataset for more details.

### 6.2 DATASET PREPARATION

After data collection was completed, RSG conducted several additional quality checks and cleaning procedures to confirm that the QA/QC measures worked correctly and consistently, and to evaluate any remaining data questions. These processes and methodologies are described in detail in the dataset guides that accompanied these data deliverables.

**Exclusion Criteria**

All e-mail addresses and phone numbers (collected for survey administration only) were removed from the survey. Personally identifiable information data were not provided. More information on exclusion criteria are included in the dataset guide.
7.0 WEIGHTING AND EXPANSION

7.1 INITIAL EXPANSION WEIGHTS

Weighting survey data involves two primary steps:

- Calculating initial expansion weights to expand the sample to represent the study area population.
- Adjusting the initial weights to meet marginal population distributions of key household and person-level socio-demographic measures.

The sampling strata for this study, described in the sampling plan, were initially defined geographically as three strata based on demographic makeup within the ZCTA. Three initial geographic strata (defined at the block group level based on the ZCTA) included a low-income stratum, a large household stratum, and a “regular” stratum (which contained all remaining block groups). Sampling strata were further divided by recruitment and travel date assignment strategies: Letter invitation vs. postcard invitation, and prospective travel date (travel date pre-assigned after letter arrival) vs. “recall” date (travel date on the previous weekday to when the recruitment survey is completed). This sampling methodology was applied to all addressed-based (i.e., probability) sample. Additionally, a portion of the sample was recruited via “convenience” (i.e., non-probability) methods such as intercept, e-mail lists and advertisements.

All residential addresses within each sampling strata had an equal probability of being invited to the study, but there are differing invitation rates between the strata to account for compensatory oversampling (due to projected low response in certain areas). To account for the differences between probability of being invited in the various strata, expansion weights were calculated separately for each stratum. An initial expansion weight for each sampling stratum is calculated by dividing the number of households living within the geographic stratum (using the most recent ACS data) by the number of households in the final survey sample living within the same stratum. In this case, due to different recruitment and travel day assignment strategies used, the initial expansion weights were also based on the number of invitations sent out using each recruitment and travel day strategy.

An estimate of the actual number of households in each block group was obtained from the ACS 2012-2016 5-year data tables. Aggregating across block groups within each sampling stratum gives the results in the total number of households in the region, 550,389. The survey respondents’ reported addresses were also coded to block groups and sampling strata, providing the sample distribution across the strata. Dividing the number of households from ACS by the sample size in each stratum gives resulted in the initial expansion weights. One exception is the convenience-sampled portion of the data. Because these households had no ACS comparison easily available but are still useful data, they were expanded using a lower rate than the address-based sample (but still included in the weighted sample). The convenience sample expansion factor was calculated as half of the average overall expansion weight.
7.2 ADJUSTMENTS OF WEIGHTS TO MATCH DEMOGRAPHIC TARGETS

With the initial expansion factors established, the expanded sample matched the total number of households in the study region, and within each sampling stratum. If there were no non-response biases in survey recruitment and completion, the initial expansion weights are accurate enough to obtain a representative weighted sample. Due to inevitable biases and the inherent randomness of sampling, however, further adjustment of the expansion weights was necessary.

To get an initial idea of how much adjustment was necessary, the initial expanded sample was compared against several demographic “target” dimensions at the study area level (e.g., household size, worker status, income group and age). To re-weight the households and persons to match the ACS-based targets, each survey household and person record was classified along the target dimensions. This was straightforward, except for three variables that have missing values in the survey data—household income, person ethnicity and gender. These missing data were imputed, as described in the weighting memo provided with the final dataset.

Creating Weighting Targets

The weighting targets were created using the 2016 1-year ACS Public Use Microdata Sample (PUMS) data at the Public Use Microdata Area (PUMA)-level. The PUMS are used by the Census Bureau to create the aggregate tables that are published at block group level and other geographic levels. For weighting, using the weighted PUMS data directly is desirable because it is disaggregate survey data that can be processed in a way that is consistent with the way that the household survey data is processed for weighting. The 1-year PUMS is used because it is the most recent year, and because the Census Bureau deems the 1-year data sufficiently accurate for areas with population of 60,000 or more. This applies to the PUMA-level, as PUMAs are defined to have populations of 100,000 or more.

7.3 RE-WEIGHTING AND EXPANSION

After the initial expansion weight was calculated, re-weighting was done using list-based iterative proportional fitting (IPF). List-based IPF is similar to conventional IPF used in weighting, but it allows for both person-level and household-level weighting variables to be included in a single list at the household-level, with the amount that each household contributes towards each target.

Before doing the re-weighting, it is useful to look at how far the weighted sample using the initial expansion weights is from the expansion targets. The initial expansion weights already adjust for compensatory oversampling, so discrepancies between the initial weighted sample and the targets are mainly due to differences in response rates across different demographic and geographic groups. The categories that were far from the targets are typical to this type of household travel survey; large households, low-income households, zero-vehicle households and younger persons are under-represented in the survey data.
The weighting program constrained the IPF procedure in two important ways. First, only small adjustments in the weights were allowed in the initial iterations, as the procedure first starts cycling through the weighting targets. This constraint prevents any single weighting target from having too much influence on the weights relative to the others and tends to slow the progress of the weights towards extremely high or extremely low values. Second, a minimum and maximum weight constraint was placed on each household, which is specified as a factor of the initial expansion weight. Each PUMA was kept separate in the weighting and the final weights were constrained. They are no higher than four times the initial expansion weight and no lower than 0.25 times the initial expansion weight. Overall, the results of the weighting are favorable for this type of study, as only a few cells had discrepancies higher than 5 percent, and weights were constrained within a maximum ratio of four. Additional details about weighting and expansion are available in the weighting imputation process memo delivered with the final weighted dataset.
8.0 SURVEY RESULTS

8.1 RESULTS BY SAMPLE TYPE

The 2017 HTS met the survey completion goal. A total of 7,084 households were recruited into the survey, and complete data were collected from 3,874 households in the six-county survey region. As detailed in the Survey Design section of the report, some households had a travel date assigned and other households reported their travel for the previous Monday, Tuesday, Wednesday or Thursday. Figure 10 shows the distribution of prospective versus recall travel dates. Figure 11 shows the distribution of ABS sample (probability) versus convenience sample (non-probability).

FIGURE 10: ASSIGNED TRAVEL DATE VERSUS RECALL TRAVEL DATE

Prospective vs. Recall Date

- Prospective (future) Travel Date: 2168 (27%)
- Recall Travel Date: 5995 (73%)

FIGURE 11: ADDRESS-BASED SAMPLE VERSUS CONVENIENCE SAMPLE

ABS vs. Convenience

- Address Based Sample: 1430 (18%)
- Convenience Sample: 6733 (82%)
8.2 SURVEY PARTICIPANT DEMOGRAPHICS

Figure 12 through Figure 15 show the participant demographics including age, gender, educational attainment and employment status.

FIGURE 12: AGE DISTRIBUTION

![Age Distribution Graph]

FIGURE 13: GENDER DISTRIBUTION

![Gender Distribution Pie Chart]
8.3 TRIP-LEVEL RESULTS

Participants reported taking 25,846 trips on their assigned travel date. By far, the primary mode of travel for these trips was reported as household vehicle. In fact, 85 percent of reported trips were taken in a household vehicle. Table 8 shows the trip count, and percent total for all trips by primary travel mode.

TABLE 8: TRIPS BY PRIMARY TRAVEL MODE

<table>
<thead>
<tr>
<th>Primary Travel Mode</th>
<th>Count</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Household Vehicle</td>
<td>21,844</td>
<td>85%</td>
</tr>
<tr>
<td>Other Vehicle (not a household vehicle)</td>
<td>647</td>
<td>3%</td>
</tr>
<tr>
<td>Bus</td>
<td>746</td>
<td>3%</td>
</tr>
<tr>
<td>Other Transit (not bus)</td>
<td>35</td>
<td>0%</td>
</tr>
<tr>
<td>Walk/Jog/Wheelchair</td>
<td>2,126</td>
<td>8%</td>
</tr>
<tr>
<td>Bicycle</td>
<td>317</td>
<td>1%</td>
</tr>
<tr>
<td>Other Mode</td>
<td>131</td>
<td>1%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>25,846</td>
<td>100%</td>
</tr>
</tbody>
</table>

At home activities were reported most frequently as the destination trip purpose in the 2017 HTS. The second most frequently report trip purpose was “Shopping, Errand or Appointment”. Figure 16 shows the breakdown of trip primary trip purpose. Figure 17 shows a breakout of the “Shopping, Errand or Appointment” Trip Purpose.

FIGURE 16: DESTINATION TRIP PURPOSE
FIGURE 17: SHOPPING, ERRAND, AND APPOINTMENT TRIP PURPOSES

The arrival and departure time of all trips is shown in Figure 18, summed by hour of day. The 24-hour “travel day” began at 3 am and ended at 2:59 am the following day.

FIGURE 18: TRIP ARRIVAL AND DEPARTURE TIMES

8.4 REGIONAL COMMUTING BEHAVIORS

The 2017 HTS asked several questions related to commuting behaviors. Figure 19 shows the reported commute mode for employed survey participants. The pie chart on the left shows that 90 percent workers reported their typical commute mode as “Drive Alone.” Of the remaining 10 percent, almost half carpooled with family members and two percent reported taking the bus.
The survey also asked about telecommuting. Forty-Five percent of workers reported that they sometimes telecommute, and 23 percent of workers telecommute at least one day per week. See Figure 20 for details.

FIGURE 20: TELECOMMUTE FREQUENCY

- Never
- 6-7 days a week
- 5 days a week
- 4 days a week
- 3 days a week
- 2 days a week
- 1 day a week
- A few times per month
- Less than monthly
The 2017 HTS captured home, work and school locations for all participants. Table 9 shows the percentage of workers by home county (y-axis) that work in their own county, commute to another county or work from a home office (work county is on the x-axis). Of workers that participated in the survey, 15 percent reported working from home, and 14 percent reported not having a fixed work location (e.g., taxi driver, contractor).

**TABLE 9: CROSS-COUNTY COMMUTING**

<table>
<thead>
<tr>
<th>Home County</th>
<th>Baker County</th>
<th>Clay County</th>
<th>Duval County</th>
<th>Nassau County</th>
<th>Putnam County</th>
<th>St. Johns County</th>
<th>Another County</th>
<th>Workplace Varies</th>
<th>Home Office</th>
<th>Grand Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Baker County</td>
<td>25%</td>
<td>0%</td>
<td>37%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>20%</td>
<td>18%</td>
<td>100%</td>
</tr>
<tr>
<td>Clay County</td>
<td>1%</td>
<td>26%</td>
<td>39%</td>
<td>0%</td>
<td>1%</td>
<td>1%</td>
<td>4%</td>
<td>12%</td>
<td>15%</td>
<td>100%</td>
</tr>
<tr>
<td>Duval County</td>
<td>0%</td>
<td>2%</td>
<td>68%</td>
<td>1%</td>
<td>0%</td>
<td>2%</td>
<td>1%</td>
<td>12%</td>
<td>15%</td>
<td>100%</td>
</tr>
<tr>
<td>Nassau County</td>
<td>0%</td>
<td>0%</td>
<td>24%</td>
<td>41%</td>
<td>0%</td>
<td>0%</td>
<td>5%</td>
<td>15%</td>
<td>15%</td>
<td>100%</td>
</tr>
<tr>
<td>Putnam County</td>
<td>0%</td>
<td>3%</td>
<td>7%</td>
<td>0%</td>
<td>37%</td>
<td>7%</td>
<td>14%</td>
<td>17%</td>
<td>15%</td>
<td>100%</td>
</tr>
<tr>
<td>St. Johns County</td>
<td>0%</td>
<td>1%</td>
<td>33%</td>
<td>0%</td>
<td>1%</td>
<td>29%</td>
<td>2%</td>
<td>19%</td>
<td>17%</td>
<td>100%</td>
</tr>
<tr>
<td>Grand Total</td>
<td>1%</td>
<td>4%</td>
<td>53%</td>
<td>3%</td>
<td>2%</td>
<td>7%</td>
<td>2%</td>
<td>14%</td>
<td>15%</td>
<td>100%</td>
</tr>
</tbody>
</table>
8.5 WALK AND BIKE FREQUENCY

The 2017 HTS also asked participants to report how often they walk or bike. Figure 21 and Figure 22 show the distribution of walk frequency by age.

**FIGURE 21: WALK FREQUENCY BY AGE**

**FIGURE 22: BIKE FREQUENCY BY AGE**
8.6 ATTITUINAL RESPONSES

A panel of attitudinal questions were asked about participants interest in and concerns about autonomous vehicles (AVs). Autonomous cars, also known as “self-driving” or “driverless” cars, use sensing and communication technologies to navigate safely and efficiently with little or no input from a driver. Figure 23 graphs the responses to the question “How interested are you in each possible benefit of an autonomous car (in the future)?” for all adult participants.

FIGURE 23: AUTONOMOUS VEHICLES – INTEREST IN BENEFITS
Figure 24 graphs the responses to the question “How concerned are you about the following potential issues related to autonomous cars?” for all adult participants.

**FIGURE 24: AUTONOMOUS VEHICLES – ASPECTS OF CONCERN**
The 2017 HTS was a highly successful survey primarily due to the teamwork exhibited by the North Florida TPO, RSG, Hester Group, regional stakeholders and the households throughout the North Florida region. The data collected from 3,874 households in the six-county regional are critical to support the North Florida regional travel demand model. These data are vital for regional and local planning agencies to understand the impact of growth, development and other changes in the area’s communities on the transportation system. Reliable transportation and viable travel options contribute to the region’s quality of life and economic vitality. Survey data were collected through a combination of probability sampling through mailed survey invitations, and non-probability (convenience sampling) through public outreach efforts to meet the data collection goal. This dual data collection approach is unique, and its success may inform future transportation surveys throughout Florida.
APPENDIX A. PARTICIPANT MATERIALS

PRINT MATERIALS

Household invited to participate through the address-based sample received either an invitation letter and invitation postcard, or only an invitation postcard. The invitation letter shown in Error! Reference source not found. was mailed to 101,600 households in the six-county region. The items highlighted in yellow were dynamically inserted onto the letter.

Dear [First and last name/City name resident],

We are asking you to participate in a survey to help the North Florida Transportation Planning Organization and other regional transportation agencies better plan and prioritize improvements to our transportation system. As one of a few households randomly chosen to participate in this survey, your response will have a significant impact on transportation planning in our region. As thanks for your participation, following survey completion your household will be entered in a drawing for a grand prize of an iPhone X or 1 of 25 $100 gift cards (to Amazon or Walmart).

PARTICIPATION IS EASY:

STEP 1: Visit our secure website OR call our toll-free number to tell us briefly about your household:

Password: [dynamically inserted]

Toll-free number: 1-800-895-9890

- Monday-Friday: 10AM – 6PM EDT
- Saturday: 10AM – 6PM EDT
- Sunday: 9AM – 6PM EDT

Or, leave a message with the best time and number to call you.

Secure survey website: https://NorthFloridaTravelSurvey.com

STEP 2: Tell us about the trips you and the other members of your household [made/make on] yesterday (if a Monday-Thursday) or the most recently past weekday (Monday-Thursday) / traveldate).

Your privacy will be protected and all answers will be kept confidential. Please refer to the survey website for our privacy policy. Please see the back of this letter for answers to Frequently Asked Questions. You can also email help@NorthFloridaTravelSurvey.com or call 1-800-895-2690.

Sincerely,

[Signature]

[Name]

North Florida Transportation Planning Organization Chairman

L'invitamos a compartir sus experiencias de tráfico en su región.
Puede participar, llame al costo 1-800-895-2690
GENERAL INFORMATION
What is the North Florida Travel Survey?
The survey is collecting information on day-to-day travel and activities in the North Florida region: how we travel, where we go, how long it takes us, and what we do when we arrive. We want to obtain a complete picture of travel patterns in the region.

How will the survey results be used?
This survey will help the North Florida Transportation Planning Organization and other regional transportation agencies prioritize transportation and land-use improvements. For example, what role can transit, carpool, and biking play in improving regional mobility? What are transportation improvements needed to relieve congestion?

How does my input help improve travel on the roads in my community?
Transportation planners need data about local travel characteristics to understand and plan for current and future transportation needs. That is why travel surveys like this one are conducted every 8-10 years and why we are asking for your help today.

What is the North Florida Travel Survey region?
The survey region includes Baker, Clay, Duval, Nassau, Putnam, and St. Johns counties. If you received an invitation to participate, you live in the survey area.

How was I selected to participate?
Invited households (like yours) were randomly selected from all the residential addresses in the survey area.

Why should I participate?
We need local travel characteristics for local transportation system analysis and planning. Your responses have a significant impact because yours is one of a small number of households participating.

My travel on my assigned day isn’t “typical” – should I still participate?
Yes. This survey is about what you actually do, not what you usually do. Please report your travel even if it isn’t “typical”.

I don’t travel very much – should I still participate?
Yes. Whether you make many trips or don’t go anywhere at all, please report what actually happens on your assigned travel day.

How is my personal privacy protected?
Your answers are strictly confidential. Your responses are grouped with the responses from all other participating households and will not be analyzed individually. A copy of this survey’s privacy policy is available on the survey website.

What will I get for participating?
Once all households complete the survey, your household will be entered in a raffle. One household will receive the grand prize of an iPhone X, and 25 other households will receive a $100 gift card.

TAKING THE SURVEY
Why is my household assigned a specific travel day?
To depict the full picture of local travel characteristics, we need sufficient travel data across all weekdays and across the entire survey period. We refer to the day you track your travel as your “travel day” or “travel date.”

What is a trip?
A trip is any time you travel for 100 feet or longer and stop at a new location for a purpose. Even if you stop briefly for gas, at an ATM, or to drop a child off at school, travel to that stop counts as one trip, and travel from that stop to another destination is a separate trip. There is always a purpose (or even multiple purposes) for making a trip – to conduct activities at the destination. Therefore, activities are critical information for understanding the travel needs.

If you travel for 100 feet or longer but return to the same place (such as a recreational jog or bike ride), this counts as two trips: from the starting location to the furthest point you reach, and the reverse trip back.

Can you share some example trips with me?
Yes. Here are some example trips for you to think about:
- Drive to work
- Drop your child off at school
- Walk the dog
- Walk your child to a neighbor’s
- Biketo the grocery store
- Ride the bus to the bank
- Carpool to a meeting

Often what we think of as one trip is actually two or more trips. For example, “I stopped to buy gas and a snack on my way home from work” counts as two trips because there was a stop at a new location between your work and home, which led to one trip from work to the gas station and another trip from the gas station to home.

Should my children participate?
Yes, trips to and from school, sports practice, play dates, and other activities help us understand the full nature of how the transportation system is used, and how it can be improved.

What is a household?
Everyone who lives in a dwelling unit and shares the kitchen is a part of that household. It can include roommates, friends or household help as well as relatives.

What do I do after the Travel Logs are complete?
After completing the Travel Logs on the assigned day, complete the follow-up survey online or by phone within one week of your assigned travel day. Refer to the Travel Logs when responding to questions about your trips and activities.

SURVEY OVERVIEW
This study has 2 parts

1. HOUSEHOLD INFO SURVEY
   - How do I start the survey?
     - Call or go online with your password
   - Look for detailed instructions at the end of Part 1, based on your household's information and preferences

2. DAILY TRAVEL SURVEY
   - Who does the survey?
     - All members of your household; adults should report travel information for their children
   - When do I take the survey?
     - As soon as convenient
     - Report your trips during or as soon as possible after your household's assigned travel period
   - How long will it take?
     - About 15 minutes
     - It only takes about 5 minutes per person

What is the survey about?
We ask about your household, including vehicles owned and usual travel habits
We ask about each trip you make, such as how you traveled, who was with you, and why you made the trip; we also ask about why you decided to travel the way you did during the assigned travel period

After your household completes all parts of the survey, we will enter your household into a raffle to win a grand prize of an iPhone X or 1 of 25 $100 gift cards to Amazon or Walmart.
The letter and frequently asked questions were mailed in the window envelope. The envelope is shown below. The participant address was visible through the window.

**FIGURE 25: INVITATION ENVELOPE**
The invitation postcard was sent to all 101,600 households that received a letter (as a follow-up reminding them to participate) and to an additional 276,615 households that only received a postcard invitation. The items highlighted in yellow were dynamically inserted onto the letter. The front and back of the invitation postcards are shown below.

The North Florida Transportation Planning Organization is sponsoring this survey to help improve the regional transportation system and prioritize future transportation improvements. As one of the few households randomly selected to participate, your input has a large impact. **As thanks for your participation, following survey completion your household will be entered in a drawing for a grand prize of an iPhone X or 1 of 25 $100 gift cards (Amazon or Walmart).**

Tell us about the trips you and the other members of your household made on the previous weekday.

Start now, call the number below or visit our secure survey website: [https://NorthFloridaTravelSurvey.com](https://NorthFloridaTravelSurvey.com)

Your password is: <dynamically inserted>

Email: help@NorthFloridaTravelSurvey.com
Call toll-free: 1-800-895-2690

Lo invitamos a compartir sus experiencias de traslado en su región. Para participar, llame sin costo: 1-800-895-2690
CALL CENTER SCRIPTS

The call center attempted to recruit households to participate in the survey using the phone number provided by the address vendor. The call center scripts for survey recruitment are shown below.

Answers phone

Hello, my name is _________ I'm calling on behalf of the North Florida Travel Survey. We see that your household attempted to participate in the survey and received a survey error preventing you from completing. This issue has been fixed, we apologize for the inconvenience. If you would still like to participate, I can help you now or you can go online at NorthFloridaTravelSurvey.com, enter your password and resume your survey where you left off. Would you like to complete the survey now? If yes, help them complete by phone, if no say

Thank you for your time and have a great day.

Voicemail (if doesn’t answer phone)

Hello, my name is _________ I'm calling on behalf of the North Florida Travel Survey. We see that your household attempted to participate in the survey and received a survey error preventing you from completing. This issue has been fixed, we apologize for the inconvenience. If you would like to participate, please go online to NorthFloridaTravelSurvey.com, re-enter your password and resume your survey where you left off. You can also complete the survey by calling us at 1-800-895-2690. Thank you and have a great day.

REMINDER E-MAILS

A series of reminder e-mails were sent to households that provided an e-mail address when recruiting into the survey. Below is an example of a typical reminder e-mail.

Thank you for recently completing Part 1 of the North Florida Travel Survey.

*|TRAVELDATE|* is your assigned travel day, on *|DAYAFTERTRAVELDATE|* you can use the link below to log on to the secure survey website to finish part 2 of the survey.

https://northfloridatravelsurvey.com/northfloridahts?password=*=|HHPASSWORD|*

After your entire household has completed Part 2 of the survey, you will be entered to win a grand prize of an iPhone X or one of 25 $100 Amazon or Walmart gift cards!

Need help?
• See our Frequently Asked Questions
• Email us: help@northfloridatravelsurvey.com
• Toll-free number: 1-800-895-2690

Thank you for your participation and for helping improve transportation in the region. Your input will truly make a difference.

The North Florida Travel Survey Team
RAFFLE WINNER NOTIFICATION

Raffle winners were contacted by phone and e-mail. The e-mail below sent to winners of the $100 Amazon or Walmart gift card. The grand prize winner of the iPhone X was contacted by phone and received his raffle prize in person at the Hester Group office in downtown Jacksonville.

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Congratulations!

Your name has been drawn as a winner of the North Florida Travel Survey prize drawing! As thanks for your participation in the study, you have won a $100 Amazon or Walmart gift card, based on your selection when you took the survey!

Please email us to confirm your acceptance of this prize by January 5, 2018 and to let us know if we may announce you as a winner on the North Florida Travel Survey Website. (We only post winners' first and last initials and home cities.)

Thank you for your help in improving travel in North Florida!

The North Florida Travel Survey Team

Email us: help@northfloridatravelsurvey.com
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