

# A Preliminary Discussion of the TTS 2.0 2016 Pilot Tests

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Travel Data Collection Program for the GGH  
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# 2016 Pilot Test Design

- Serious design of the 2016 pilot tests will begin in September once our initial round of research tasks has been completed.

		2015-16												2016-17												2017-18											
No.	Task	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M
9	Analysis of tests																																				
10	Design pilot tests																																				
11	Pilot tests																																				
12	Design field tests																																				
13	Field tests																																				

- Specifics of these tests simply not yet possible to detail.
- Have provisionally budgeted \$60K for the 2016 pilots & \$200K for the field tests.
- Some tests may be undertaken by DMG; some may be contracted out.



# Pilots

Two types of pilot investigations will be considered:

- Empirical investigation considering secondary (already available datasets) data
- Empirical investigation through data collection for the project



# Investigations Using Secondary Data

- Investigate:
  - Evaluation of passive data sets & methods.
  - Assessment of Presto Card data.
  - Detailed investigation into continuous survey methods & potential.



# Investigations by Purposely Collecting Data

- Clearly defined theme and quantifiable scope of each project
- Specific research questions to be answered that are relevant to proposal of TTS 2.0 modification suggestion



# Investigations by Purposely Collected Data

1. Quantifying instrument biases resulting from survey modes: Empirical investigation is necessary to investigate whether (and how much) deviation of information exists if similar questions (instrument) are used in telephone interview versus web-based survey
  - A guideline will be developed for the proposed TTS 2.0 questionnaire for web-version of the telephone-based questionnaire



# Investigations by Purposely Collected Data

2. Quantifying household level proxy biases resulting from mode of survey: A serious issue related to the consideration of households as sampling and survey units
  - Quantifying percentage or rate of missing trip frequency, destination locations and travel mode of all household members through combined use of telephone interview, web-based survey and GPS/smart phone assisted survey
  - Identifying sources of proxy biases (e.g. overlooking children activities, poor definition of trips, etc.) and developing effective strategy to overcome these for smart-phone and web-based surveys



# Investigations by Purposely Collected Data

3. Combination of Stated preference questions with revealed preference survey to collect information that can potentially be missing in revealed preference diaries because of household proxy bias, survey mode bias and survey instrument bias
  - Target of the this approach would be unravelling intra household resources (e.g. car or transit pass) and task (dropping/picking up off kids to/from sports location, doctors' appointment etc.) allocation among the household members
  - Approach could be presenting a hypothetical scenario to the respondent and asking to identify who does what at the household level.





# Investigations by Purposely Collected Data

## 4. Survey implementation and samples

- Three sample surveys using three modes: telephone interview, web-based survey and GPS/Smart phone assisted survey.
- All three sample surveys target empirical investigations of 3 previous points (instrument bias, proxy bias and stated preference questions to collect apparently missing information)
- Select samples for three surveys independently, but consider that significant number of respondent households will participate in all three surveys (core sub-sample), a higher number will participate in any two surveys and some will participate in only one of the three surveys
- Such approach will allow collecting sufficient and cross-referenced information necessary to targeted research questions. It will also help us empirically testing the Core-Satellite structure of data collection.



# Next Step

- Literature review is on-going
- Next: Compiling summaries of literature review and outlining/finalizing pilot project themes/tasks
- Next: Detailed design of pilot test steps, approach and expected results

