



**REPORT TO THE
PLANNING, TRANSPORTATION AND PROTECTIVE SERVICES COMMITTEE
MEETING OF WEDNESDAY FEBRUARY 22, 2012**

SUBJECT CRD 2011 ORIGIN DESTINATION HOUSEHOLD TRAVEL SURVEY

PURPOSE

To update the Planning, Transportation and Protective Services Committee on the status and progress of the 2011 Origin Destination Household Travel Survey.

BACKGROUND

In 2004, the Board approved a program to integrate and establish consistency in the scheduling, timing and funding of various transportation data collection programs which had been ongoing since 1991. The purposes were to set directions for enhancing data quality and reliability, and provide better support for transportation planning initiatives being undertaken by the Capital Regional District (CRD), municipalities and provincial agencies.

One of the key components of the CRD transportation data acquisition program is the Origin Destination Household Travel Survey (OD Survey) carried out every five years coinciding with the Census of Canada. OD surveys gather information from a random sample of households in a region on where and when trips are taken during an average weekday, for what purposes and using what modes of travel. As such they provide reliable information on regional and municipal travel patterns including trips by mode of travel, distribution of trips during the day, periods of peak travel and inter municipal travel flows. OD surveys conducted at regular intervals over a period of time show shifts in travel patterns which can then be used to support the development of regional and municipal transportation policies and actions. OD surveys have also been a critical component for updates of the CRD regional transportation model, a key tool for evaluating the impacts of proposed transportation planning and investment decisions.

Previous OD surveys have been carried out in the CRD in 1992, 2001 and 2006. The 2006 OD Survey results were used extensively in high profile transportation projects and studies done in the last five years such as the *CRD State of the Region Report, Pedestrian and Cycling Master Plan, Transportation Demand Management Strategy* and BC Transit's *Victoria Regional Rapid Transit Project and Transit Future*.

2011 OD SURVEY

Staff prepared for the 2011 OD Survey in Spring 2011 by reviewing past surveys, and establishing survey objectives for enhancing data reliability and relevance to current regional transportation initiatives, compared to the 2001 and 2006 surveys. The Request for Proposals issued in July 2011 specifically asked for a larger sample size than previous surveys, and additional survey questions to support current CRD climate change, public transit and active transportation initiatives. After an evaluation of proposals, R.A. Malatest and Associates of Victoria BC were selected as the preferred consultant to carry out the work, and this decision was approved at the August 2011 Board meeting.

The 2011 survey was carried out between October 7 and December 17, 2011. During this time a random sample of 21,767 households in the CRD and southern Cowichan Valley were selected and contacted for participation. Of these, 6,328 agreed to participate and completed the survey. This is 289 more than the original survey target of 6,039 completions. The completed surveys represent a random sample of 4.0% of households in the survey area comparing favourably to the 2.4% sample from the 2006 survey.

Now that the data collection stage has been successfully completed, the consultant will check, validate and geocode the information from the survey returns. This work will be finished by April 2012. To expand the sample of validated surveys to represent the entire study area population requires the most recent Census information on gender and age. Statistics Canada has scheduled the official release of this data from the 2011 Census of Canada for the end of May 2012. Using 2011 Census data, the survey sample can be weighted and expanded to represent the study area population. This work is scheduled to be completed by mid-June 2012, and staff will report the results to the committee either in June or July. A final report will be prepared by the consultant and presented either to the committee or Board in September 2012 according to committee direction.

CONCLUSION

The household survey and data collection stage of the 2011 OD Survey has been successfully completed with the target number of completions exceeded. The preliminary results scheduled to be released in mid-June 2011 will be used to support current regional transportation initiatives such as the CRD *Regional Transportation Plan*, the implementation strategy for the *Pedestrian and Cycling Master Plan*, and the implementation of *Transit Future*. The final report will be presented either to committee or Board in September, and its findings and conclusions will be relevant to the ongoing development of these initiatives and others.

RECOMMENDATION

That the Planning, Transportation and Protective Services committee receive report No. PPS/RP-2012-02, regarding the CRD 2011 Origin Destination Household Travel Survey for information.

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