# Rochester Area
## TRANSPORTATION STUDY

SPONSORED BY THE GENESEE TRANSPORTATION COUNCIL

## What is the purpose of this study?

In order to collect travel information from households across the region, the Genesee Transportation Council (GTC) sponsored the 2011 Rochester Area Transportation Study. The last household travel survey for the Rochester region's Transportation Management Area (TMA) was conducted in 1993. Given that the transportation infrastructure and socio-economic changes in the Rochester region over the past 18 years have greatly impacted travel behavior and travel patterns, the 2011 survey data are now being used to enhance the accuracy of GTC's travel demand model, understand residents' attitudes about transportation, and prioritize funding decisions for transportation improvements.

*Study Area*

## Who participated?

The Rochester Area Transportation Study collected a representative sample of 3,671 households from the TMA. The collected sample represents 1.1% of the total number of households in the study area (334,127), a percentage that is comparable to other household diary surveys recently conducted in US metropolitan regions. Invited household addresses were randomly selected among all existing residential addresses throughout the Rochester region, proportional to the number of households in the study area, which was defined by the ZIP codes that are partially or entirely within the Rochester TMA. Resource Systems Group, Inc.—an independent transportation research company that conducted this study—used the address-based sample frame maintained by Marketing Systems Group (MSG), which is updated bimonthly and stratified based on residential land use classifications, as well as by geographic location within the Rochester TMA.

## How did households participate?

Each address was randomly assigned one of 14 travel dates. In August, a small subset of households was invited to participate in the "pilot" study (two different travel dates); the remaining households participated in September and October (12 different travel dates)

Households were invited to participate via a series of first class mailings sent to their household. The primary survey instrument for the Rochester Area Transportation Study was an online survey. Respondents could also call a toll-free number and complete the survey over the phone. Approximately 11% of households completed some or all of the survey over the phone; all other households used only the web-based survey for survey completion.

| Survey | Travel Date | Day of Week | Households Invited | Households Completes | Response Rate* |
|---|---|---|---|---|---|
| Pilot | 4-Aug | Thu | 1916 | 110 | 5.7% |
| Pilot | 9-Aug | Tue | 1908 | 107 | 5.6% |
| Full | 20-Sep | Tue | 3839 | 233 | 6.1% |
| Full | 21-Sep | Wed | 3832 | 262 | 6.8% |
| Full | 22-Sep | Thu | 3856 | 316 | 8.2% |
| Full | 27-Sep | Tue | 3861 | 328 | 8.5% |
| Full | 28-Sep | Wed | 3846 | 312 | 8.1% |
| Full | 29-Sep | Thu | 3847 | 337 | 8.8% |
| Full | 4-Oct | Tue | 3842 | 281 | 7.3% |
| Full | 5-Oct | Wed | 3847 | 296 | 7.7% |
| Full | 6-Oct | Thu | 3830 | 286 | 7.5% |
| Full | 11-Oct | Tue | 3849 | 261 | 6.8% |
| Full | 12-Oct | Wed | 3859 | 293 | 7.6% |
| Full | 13-Oct | Thu | 3831 | 249 | 6.5% |
| | | Total | 49963 | 3671 | 7.3% |

**Invitations that did not reach the intended household (3.9%) were excluded from the number of "Households Invited". Additionally, the response rate should not be directly compared to studies that used different methodologies.*

## What is the survey about?

The survey itself consisted of 2 sections:

1. Household Information Survey (completed by 1 adult in the household):
   - Household data: home location, housing type, number of adults, etc.
   - Person data: age, gender, employment status, etc.
   - Vehicle data: year, make, miles traveled, etc.
2. Travel Diary Survey (completed by each adult in the household):
   - Trip details: departure time, trip purpose, mode, etc. (adults provided about the trips their children made as well)
   - General travel and opinion: frequency of bus trips, typical commute mode to and from work or school, general attitudes about transportation options in the region, etc.

## How is the travel information being used?

In order to even more closely reflect the true population of those living in the Rochester TMA, the collected survey data were weighted by household size, household income, and number of vehicles available based on the most recent US Census and American Community Survey data. This information was used to estimate, calibrate, and validate GTC's forecasting model, which will ultimately help prioritize future transportation projects across the Rochester region.

STUDY CONDUCTED BY RSG INC. RESOURCE SYSTEMS GROUP, INC.