The City of Calgary’s Continuous Household Activity Survey Program

Why Continuous Surveys?
- HTS Historically conducted every 10 years
- Has a number of challenges
  - Episodic resource needs
  - Loss of Staff Expertise
  - Susceptible to one time events
- Proposed continuous surveys in 2005

What Changed?
- New land use and transportation plan approved
- Growth targeted in nodes and corridors rather than green fields
- Assumes citizen behaviour will change
- Includes a Monitoring and Reporting Program
  - All day, all purpose mode split
  - Report every 3 years

Continuous Survey Proposal
- Household travel survey best method to monitor all day
  - All purpose mode split
  - Also captures changes in behaviour
- 10 year model update cycle not aligned with 3 year monitoring cycle
- Continuous surveys would address both needs
- Other benefits
  - Seasonal variation
  - Economic trends

Feasibility Study
- Continuous Travel Surveys are rare in North America
- Represents a significant change in business process
- Conducted a feasibility study to investigate

Study Methodology
- State of Practice Research
- Implications of Process Change
- Risk Assessment
- Recommendations & Implementation Plan

Types of Continuous Surveys
- Continuous – survey runs every day of the year
- Annual – survey collects data every year, but only at specific times. E.g.: Spring or Fall
- Multi-Day – data is collected over multiple travel days
- Panel – same respondents year after year

European National Surveys
- 5 National Surveys
  - 3 still on-going
  - All provided annual reports with detailed statistics on travel behaviour
  - Data generally unsuited to regional model development

European Regional Surveys
- 4 Regional Surveys
  - All provided annual reports with detailed statistics on travel behaviour
  - 2 were for specific studies
  - 2 were to develop travel models
- None are in operation now

European Regional Surveys
- All 6 programs were regional surveys
  - Intended to gather and report information on travel behaviour
- 4 Programs are on-going
- 2 programs were used to support regional travel model development
- These programs are still ongoing

Keys to Success
- Program champion is critical
- Availability of long term, stable funding
- Consistent survey instrument and methodology
- Multiple stakeholders in utilizing the data

Modelling and Monitoring Process Changes
- Continuous surveys represent a significant change in business process
- Sample size needs to meet the needs of the Modelling and Monitoring programs
- Additional data (e.g. transportation network and money costs) collected on an annual basis

Integrated Risk Management
- Requirement for large multi-year projects
- Two significant risks:
  - Project Funding
  - Expectation Management

Calgary Context
- Adoption of the Monitoring Program provides an additional rationale for the project
- Calgary recently completed an episodic survey to build on
- Well tested survey instrument (2001 and 2011)
- Champions at Senior Management level

Implementation Options
- Continuous vs Annual Survey
  - Multi-day
  - Panel
- Internal Operation vs Contractor vs Hybrid
- Hybrid Option Selected
  - Capital funds available for a Contractor to administer the survey while The City develops internal processes
  - Reduces risk

Calgary Timeline
- 2012
  - Feasibility report completed in May 2012
  - Developed and presented recommendation to Management
  - Obtained support from Director of Transportation Planning and the General Manager of Transportation
  - Submitted through Calgary’s 10 year Capital Funding process
  - Council decision on all Calgary Capital Funding by end of November
  - Do not expect issues

- 2013 (approval assumed)
  - RFP for a consultant in Q1
  - Rollout Q3/Q4

- 2014
  - Analyze survey process. Are the processes, methodologies and resources working as expected?
  - Analyze data. Are we getting the required data? Is it satisfying all of the stakeholder’s needs?
  - Q3 – based on a positive recommendation from the above, recommendation to move program into Operating Budget for the next business cycle

- 2015 onwards
  - If moved into Operating Budget – maintain program
  - If not moved into Operating Budget
    - Continue funding through 10 year Capital Program
    - Recommend moving program to Operating Budget for the next business cycle (2018-2020)

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