

rMove Travel Survey Application – User Experience

Presentation to Technical Committee

January 5, 2016



Travel Diary

- Keep for 24 Hours
- Record Activities
- Phone In Results (CATI)

EXAMPLE PLACE

A WHAT is this PLACE?

☐ My Home
☐ My Primary Workplace
☐ My School

☐ Bus Stop/Train Station or Car/Vanpool Meeting Place
☒ Another PLACE

Please provide as much of the address as possible:

Name of Place: KinderCare Learning Center

Street Address: 7500 Security Blvd.

City/County/State/Zip: Baltimore, MD 21244

Nearest Cross Streets: Greengage Rd. & Security Blvd.

B What TIME did you ARRIVE? (Please be as exact as possible) 7:32 am / pm

C HOW did you get to this PLACE? (Write code from TRAVEL MODES LIST - on flap →)

Mode: 1

D If you got there by:

Private Motor Vehicle* Modes: 1 - 4	Public Transportation* Modes: 6 - 13
Total number of people traveling with you? (Don't include yourself) <u>1</u> # of household members traveling with you? (Don't include yourself) <u>1</u>	How did you pay the fare? (check all that apply) <input type="checkbox"/> MTA Pass <input type="checkbox"/> School Cash Fare <input type="checkbox"/> MARC Pass <input type="checkbox"/> Senior/Disabled Fare <input type="checkbox"/> MARC Ticket <input type="checkbox"/> Cash or Credit Card <input type="checkbox"/> TLC (Transit Link Card) <input type="checkbox"/> Transfer <input type="checkbox"/> Baltimore City School Ticket

* When we call to collect your information, we will also ask which household vehicle you used, your parking cost, if you traveled in an HOV lane, or if your fare was discounted (for transit users), etc.

E What ACTIVITIES did you do? (Write code from ACTIVITY LIST - on flap →)

Main Activity: 7 Other Activities:

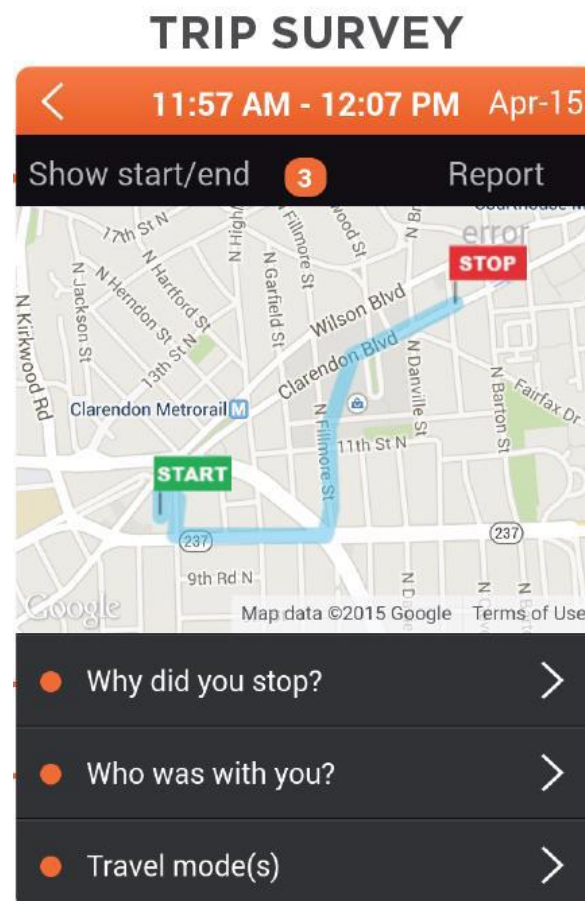
F What TIME did you LEAVE? (Please be as exact as possible) 7:46 am / pm → Next PLACE

☐ Did not leave → **DONE**



Smartphone Application

- Customizable in-app trip survey is triggered automatically by stop
- In-app survey has validation and real-time logic based on response
- Selection of which vehicle used and persons in HH on trip
- Ability to give feedback or report errors



Smartphone Application

Data quality and completeness:

- Reduce recall bias
- Much more likely to always have smartphone with you
- Ability to collect days (or weeks) of travel data

Reduction in participant burden:

- Faster and easier than completing paper, web, or phone surveys long after travel has finished.

Scalability and cost reduction for agencies:

- As app matures, incremental costs should be reduced allowing longer data collection periods and recruitment of more households.



Trip Survey: Expanded

Expand a list

Why did you stop here (at destination)?

- Went home
- +** Went to work/work-related
- + Went to school/school-related
- Went shopping/ran errand(s)
- Grocery shopping
- Get gas
- Other shopping (e.g. mall)
- Errands (e.g. post office, bank)

- Why did you stop?
- Who was with you?
- Travel mode(s)

Who was with you?

Non-household members with you?

0	1	2
3	4	5+

Household members with you? (SELECT ALL)

- Just me
- Adam ✓

How did you travel? (SELECT ALL)

- Own vehicle (or motorcycle, moped)
- 2004 Xterra
- 2014 Kia Sorrento
- Other vehicle in my household
- + Other vehicle (e.g. rental, carshare, taxi)
- + Any bus (e.g. public, school)
- Walk/jog/wheelchair



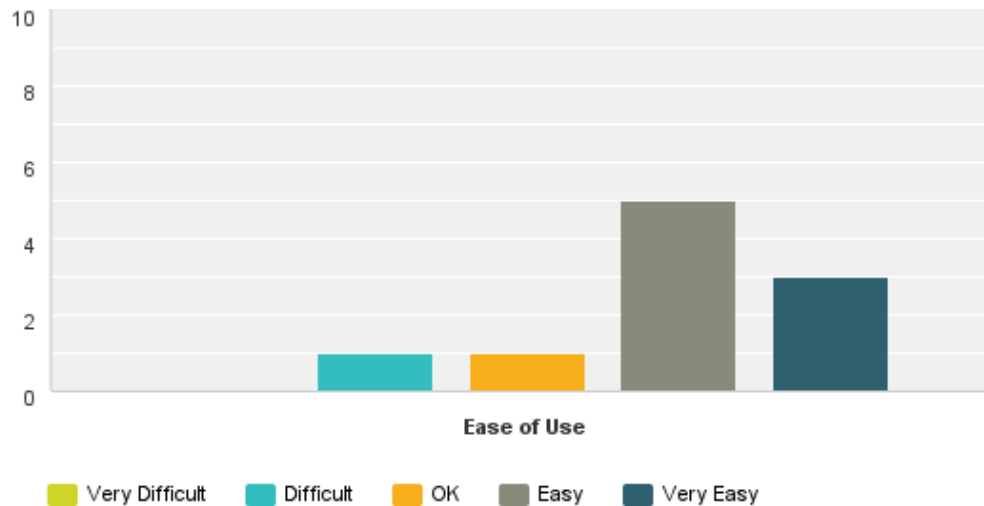
rMove Survey

- Conducted December 15-18, 2015 using Survey Monkey
- 16 participants (10 completed to date)
- 4 questions



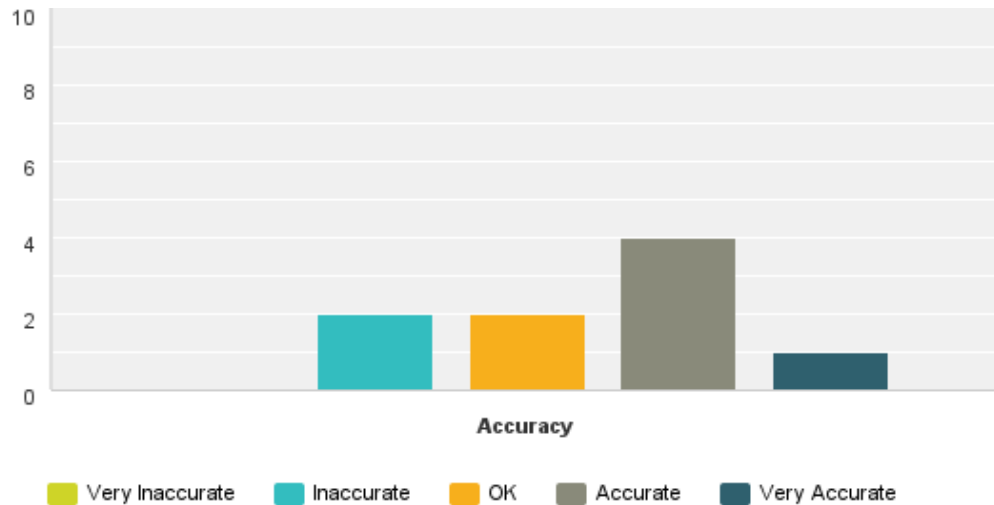
How easy was rMove to use?

Answered: 10 Skipped: 0



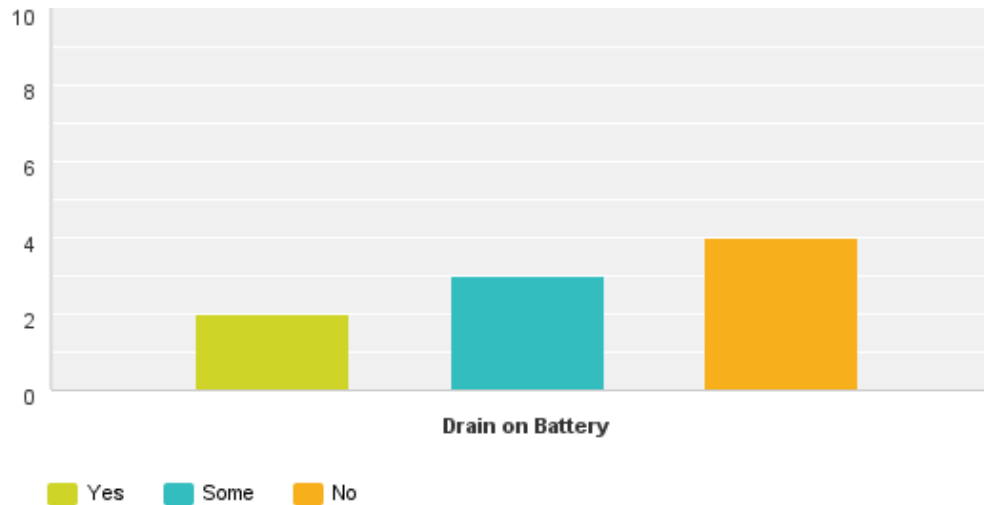
How accurate was rMove in tracking your trips?

Answered: 9 Skipped: 1



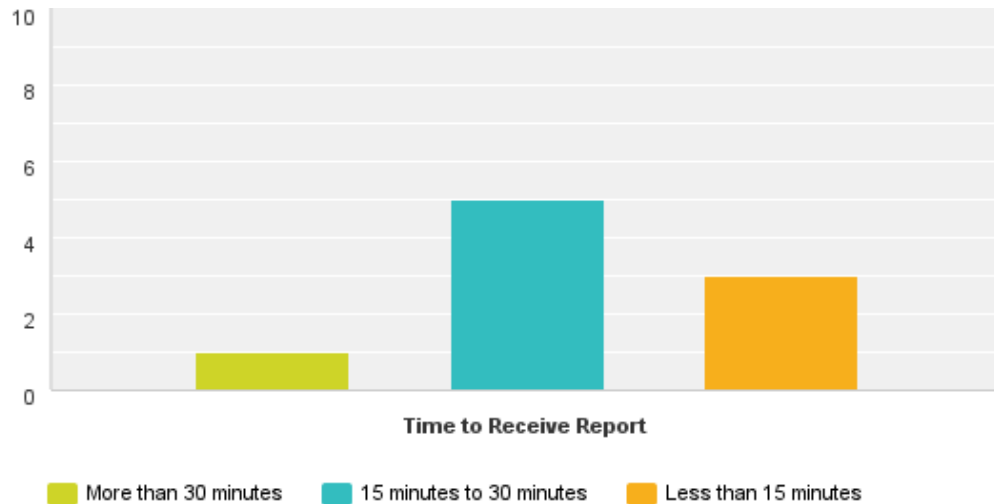
Did your phone battery drain faster than usual with rMove?

Answered: 9 Skipped: 1



On average, how much of a lag was there between completing a trip and rMove sending a trip report form?

- Answered: 9 Skipped: 1



Next Steps

- Evaluate other travel survey applications
- Review results of MWCOG pilot test
- Refine travel survey application specifications
- Develop a survey plan



For More Information

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