Pooled Fund Quarterly Report

For: January-March 2015

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From January through March, the focus has been on the survey design. Planning and developing the research design has taken into account the lessons learned during the administration of the last two iterations (2001, and 2009). In particular, the technical approach has been concentrated on the re-design of the survey. This technical approach represents diverse and creative survey practices and offers the FHWA and the Add-on the most current knowledge and experience from all types of survey data collection.

One major hurdle that the NHTS team has been working on is the documentation that will be submitted to the Office of Management and Budget (OMB). All federal data collection surveys are required to go through this OMB review. In general, the OMB review is needed to promote government and to facilitate timely and efficient compliance with the Paper Reduction Act of 1995 (PRA).

The new redesigned methodological approach starts with a national address-based sample (ABS), a change from the random digit dialing (RDD) telephone-based sample design used in recent past NHTS efforts. However, the planned methods also incorporate core data elements that have been part of the NHTS since 1969. For 2015, the survey will implement a creative approach to incentivizing respondents; use a mail out/mail back recruitment survey designed to be relevant, aesthetically pleasing, and elicit participation; provide each household with personalized travel logs by mail; and offer the option of completing the retrieval survey by web or telephone. Work on this OMB package will continue until the end of May. Pretest is tentatively scheduled for July 2015.