Treasure Coast (Florida South East)
1994
Walter H. Keller, Inc.

a. Title

1. *Name of Survey:*   Treasure Coast Travel Characteristics Study
2. *Year:*   1994
3. *Geographic Area:*   Treasure Coast (Florida South East)
4. *Investigating Org.:*   FLDOT

b. Principle Investigator

1. *PI:*   Walter H. Keller, Inc
   Institution Affiliation: Walter H. Keller, Inc

2. *PI:*
   Institution Affiliation:

c. Abstract:

The Treasure Coast Travel Characteristics Study was initiated in January, 1995, in order to improve the travel forecasting accuracy of the Florida Standard Urban Transportation Model System (FSUTMS) for this area. The prime Consultant for this effort was Walter H. Keller, Inc., of Coral Springs, Florida, with Regional Research Associates, Inc. and Marda L. Zimring, Inc., both of Boca Raton, Florida, as subconsultants.

The Study procedure for this effort utilized a series of telephone and mail-out questionnaire surveys to establish the socio-economic and travel characteristics of the Treasure Coast Area of Mart, St. Lucie and Indian River Counties. A systematic random sample pool of 5,000 household was drawn from the Property Appraiser records of the three counties. A Telephone Cross-Reference Directory was used to match approximately 2,600 of the households. More than 5,100 telephone calls were made in early March, 1995, to identify individual household and the profile of their travel characteristics, the household FSUTMS Standard Cell classification and to seek subsequent participation in the upcoming mail-out travel log surveys. In order to improve participation in the questionnaire surveys, an active Public Awareness Program was implemented.

d. Additional Information:

The household study was separated into multiple parts - one just used phone interviews to collect data, another provided travel logs for study participants to fill out, ranging from 1 day to 3 day logs.

e. Grant/Sponsor Information:

f. Data Information

Type of Data

1. *Qualitative or Quantitative?:*   Both
2. *Collection Method:*
   Telephone interview with some participants filling out mail-surveys
3. *Travel Journal kept?:*   Yes/no
4. *Confidential information?:*   None
     a) *Pseudonyms?:*   No pseudonyms used
5. *Copyright data?*   No

Data Description

1. *Area Studied:*   Martin, St. Lucie and Indian River counties in Florida
2. *Group studied:*   Households
3. *Universe of Study:*   Households within study area
4. *Number of Households:*   1,531*/5,100**
5. *Number of Entries:*   7,937
6. *Study Period:*   3/1/1995 - 4/1/1995
7. *Collection Period:*   3/1/1995 - 4/1/1995
8. *Data:*
   2 spreadsheet files – 1 is Household data, 1 is Logs data. Have matching "HH" column
9. *Smallest data unit:*   Household member
10. *Smallest geo-unit:*   County
11. *Sampling Method:*   Review documentation
12. *Response Rate:*   38 (travel diary)– 46 (called)%
13. *Measure Tool:*   N/A
14. *Weights:*   Weighted, but method unknown

*Filled out travel diaries
**Number of households called