

## **Part B. Collections of Information Employing Statistical Methods**

The Next Generation of Travel Study will provide qualitative information, through the conduct of eight (8) focus groups, on the travel activities, choices and views of transportation by the traveling public. The information collected from the focus groups will be used to explain existing quantitative data and to identify new and emerging perspectives that may impact future travel demand and mode choice.

1. Describe (including a numerical estimate) the potential respondent universe and any sampling or other respondent selections to be used. Data on the number of entities in the universe covered by the collection and in the corresponding sample are to be provided in tabular form for the universe as a whole and for each of the strata in the proposed sample. Indicate expected response rates for the collection as a whole.

The objective of this study is to collect qualitative data from people in the United States on their travel activities, choices, and views of transportation. Opinions and perspectives will be obtained from the traveling public through the conduct of 8 focus groups. The primary population of interest for the focus groups is the next generation of travelers, defined for this study as persons age 18-26. Three focus groups will also be conducted with persons age 27-61.

The focus groups will be held in five cities across the United States. The locations were selected based on urbanicity, geographic coverage (east, west, north, south), and the presence of developed transit systems and include Richmond, VA, Boston, MA, Portland, OR, Atlanta, GA, and St. Louis, MO.

Persons 18-26 and in some cases, 27-61 will be included in the focus groups. People over 61 and people residing on college campuses will not be recruited for participation. Focus group participants will be recruited over the phone from a list of persons who have previously volunteered to participate in upcoming focus group sessions at each facility. Recruitment of focus group participants requires the inclusion of some persons who have had a graduated license and who have used public transportation within the last month. This is to ensure that feedback is obtained from a variety of transportation users.

As this is a qualitative study, response rate estimates or calculations are not applicable. The results of the study will be used solely to provide qualitative information on how the participants perceive and use transportation, new technologies, and environmentally friendly travel options.

2. Describe the procedures for the collection of information including (1) statistical methodology for stratification, (2) estimation procedures, (3) degree of accuracy needed for the purpose described in the justification, (4) unusual problems requiring specialized sampling, and (5) Any use of periodic data collection cycles to reduce burden.

This request is for the conduct of focus groups to collect information on the current travel preferences, perceptions, and needs of the public. This study does not include the use of statistical methodology for stratification, estimation procedures, or sampling. This is a onetime

data collection effort. Therefore, the use of periodic data collection cycles to reduce burden is not applicable.

3. Describe methods to maximize response rates and to deal with the issues of non-response. The accuracy and reliability of the information collected must be shown to be adequate for intended uses. For collections based on sample, a special justification must be provided for any collection that will not yield “reliable” data that can be generalized to the universe studied.

The study collects qualitative information from participants and does not use sampling, statistical methods for stratification, or estimation. Therefore, the estimation of response rates or nonresponse is not applicable. The results of the study will not be generalized to any population.

The objective is to obtain qualitative information on travel preferences, perceptions, and needs of youth. The information obtained in the focus group discussion will be used to improve the .....

4. Describe any tests of procedures or methods to be undertaken. Testing is encouraged as an effective means of refining collections of information to minimize burden and improve utility. Well established procedures and methods will be used in the conduct of the focus groups by a professional focus group moderator. There are not tests included in the study design.
5. Provide the name and telephone numbers of individuals consulted on the statistical aspects of the design and the name of the agency unit, contractors, grantees or other persons who will actually collection and/or analyze the information.

Persons consulted on the methodological aspects of the study include:

Heather Contrino 202-366-5060  
Mary Lynn Tischer 202-366-9232  
Rami Chami 301-961-8788  
Maddy Wolf 201-585-0393

Agencies and Contractors involved in the collection of the information and analysis of results include:

US Department of Transportation, Federal Highway Administration, Office of Policy and Governmental Affairs  
Jack Faucett Associates  
Premium Solutions