

Appendix 11

Survey types

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Guidance on choosing the right type of data collection method

Questionnaire surveys:

A comprehensive way of finding out how people travel is to ask how frequently they use different modes of travel over a year. This picks up occasional trips and even seasonal variations.

This requires data to be reported on the actual number of journeys carried out by people over a year, rather than the number of people choosing a particular travel option on a 'typical' day. This can be converted from the questionnaire data using a spreadsheet that can be obtained from www.movingsomersetforward.co.uk. This is much more effective at detecting fine differences a travel plan has made, including when people have made alterations to their travel habits on selected days, rather than entirely switching from one mode to another, e.g. when people change their travel choices for one or two days per week.

This type of survey also reveals the distances people are travelling – useful for analysing trip distance patterns (e.g. to focus on cutting trip length rather than frequency) and reporting on carbon emissions.

Modal share data must be collected through SCC's standard questionnaire survey template online (using iOnTRAVEL's survey tool, see www.iontravel.co.uk) and in paper form.

Completing household questionnaires:

Responses should include the travel choices of each member of the household in full-time or part time work, excluding trips for educational (learning rather than teaching) or leisure purposes.

Snapshot surveys:

This is similar to the above, but asks how a person travelled on the particular day they were asked the question. It assumes the random 'snapshot' on a particular day will pick up people making both regular and occasional journeys on that day.

Travel diaries:

Travel diaries are a type of self-reporting system, whereby people log on a daily basis how they travel over a week or longer period. This would not pick up seasonal changes unless it was repeated several times in a year. Getting a good response rate might also be difficult because actually filling in the diary would be seen as a nuisance to most people. However, it could be an option where incentives such as Residential Travel Vouchers are used, and developers would like evidence to show that such incentives have made a difference to travel behaviour.

Manual counts:

Where a site is well-contained or isolated, it may be effective to do a manual count of cars, cycles, and motorcycles parked on site and count the number of pedestrians coming through the site gates. This would give a good indication of how the people

who came to work that day travelled. However, it does not count people who are working from home or people who are working off-site that day. You also cannot count car sharers unless you monitor people as they arrive, rather than count parked vehicles.

Automatic counts:

If the number of people likely to be working on the site at any one time is known, automatic counts of cars entering the site can be used to calculate numbers of car drivers and work out this as a percentage of all workers. However, this does not count car sharers unless supported by manual occupancy counts. It is also impossible to differentiate travel-to-work trips from other arrivals such as visitors, travel in the course of work. For residential developments certain time windows might need to be agreed which are assumed to count as work-related trips

Automatic Traffic Counters (ATCs) will be required, which are permanently-installed equipment for the monitoring of vehicle flows/person movements. The locations of ATCs must be determined with Somerset County Council prior to the construction of any part of the site. The responsibility for the implementation of ATCs (including funding the application, advertising, public consultation and implementation of related TROs) will lie with the developer in all cases.