

SAN DIEGO REGIONAL TRANSPORTATION STUDY FACT SHEET



The San Diego Regional Transportation Study is an effort by the San Diego Association of Governments (SANDAG) to gather detailed information about travel activities and behaviors of local residents. This information is vital for state and local planning agencies to understand how our transportation system is coping with growth, development, and other changes across the region.

Schedule

SANDAG began the study in spring 2016 with a small pilot, the results of which were used to improve the design and effectiveness of the larger study which took place in fall 2016 and early 2017.

The Need

Last completed in 2006, this study was designed to provide a picture of transportation patterns across the region, which helps SANDAG understand local transportation needs and plan for future improvements. The study aggregates data, such as when and where people travel; whether they drive alone, carpool or vanpool, walk, bike, or use public transit; and how much their travel activities cost.

Methods

Households across the San Diego region were randomly selected to participate in order to provide a sample that reflects the varied demographics and travel behaviors around the region. More than 275,000 households in San Diego County were invited to participate in the study, representing approximately one in four households in the region.

Most participants in the study used a smartphone app to answer questions about their daily travel behavior. Participants who did not own smartphones completed the study online or by phone.

Each household that used the smartphone app logged their trips for seven days, while households that completed the study by phone or online logged travel for one day.

Results

Nearly 6,200 households completed the study, which surpassed the goal of 5,500. SANDAG will use the study data to inform planning efforts. The full report will be completed in late summer 2017.

For More Information

To learn more about the San Diego Regional Transportation Study, visit sandag.org/study or contact Project Manager Darlanne Hocht Mulmat at (619) 699-7326 or darlanne.mulmat@sandag.org



401 B Street, Suite 800
San Diego, CA 92101
(619) 699-1900
Fax (619) 699-1905
sandag.org



SAN DIEGO REGIONAL TRANSPORTATION STUDY

