

## WHY SUPPORT THIS SURVEY?

**Mark Ahrendsen, TCC Chairman Durham-Chapel Hill-Carrboro Metropolitan Planning Organization (DCHC MPO)**

*"We've heard from the public, through recent outreach efforts, that transportation is a top issue for the community. As we chart a 20-year vision for the greater Triangle region, we will rely on travel information from this survey. It's important that everyone's voice is heard as we develop transportation solutions for the future."*

**Ed Johnson, Director  
Capital Area Metropolitan Planning  
Organization (CAMPO)**

*"Mobility is essential for the economic health of our community. All citizens should participate to ensure that transportation projects planned for the region truly reflect the region's needs."*

**Sig Hutchinson, Chair  
Open Space and Parks Advisory  
Committee for Wake County**

*"The Triangle Travel Survey will provide regional planners with critical information needed to make the Triangle a safer, more accessible region for bicycles and pedestrians. I urge everyone to participate."*

**Alba Onofrio, Interim Executive Director  
El Centro Hispano**

*"Your participation in this study will allow our collective voices to be heard so we can contribute to the future transportation needs in the Triangle region."*

## FREQUENTLY ASKED QUESTIONS

### WHAT IS THE SURVEY?

- Collects information on travel behavior – when, where, how and why.
- Travel data will be used to reveal travel trends in the greater Triangle region.
- Our goal is to gather information necessary for our travel models to identify where transportation investment is most needed.

### WHY IS MY PARTICIPATION SO IMPORTANT?

- The last survey was done ten years ago and we need to understand changes in travel behavior since then.
- Your household will statistically represent 109 other households in your area and enable us to get a more accurate picture of the area's transportation needs.

### WHY DO YOU NEED SO MUCH PERSONAL INFORMATION?

- Personal characteristics are good predictors of household travel patterns, which we model to identify investment needs for the transportation system.
- Your information, combined statistically with that of other households, will be used to provide a general profile of everyone in your area. With this information, we can identify where future transportation investment is needed.



**YOU CAN HELP THE REGION  
PREPARE FOR ITS FUTURE  
TRANSPORTATION NEEDS!**

Find out how to participate inside.

Survey conducted by NuStats  
on behalf of:

North Carolina  
Department of Transportation (NCDOT)  
Capital Area  
Metropolitan Planning Organization (CAMPO)  
Durham-Chapel Hill-Carrboro  
Metropolitan Planning Organization  
(DCHC MPO)  
Triangle Transit Authority (TTA)

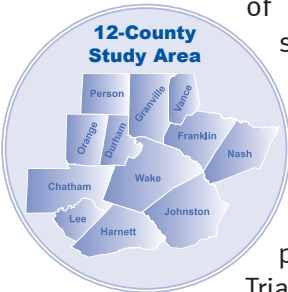
**AND THE**



**TRM**  
Triangle Regional Model Service Bureau  
North Carolina State University

## WHY THIS SURVEY?

The design, construction, and maintenance of roads, bikeways, sidewalks, and public transit cost taxpayers a lot of money. The **GREATER TRIANGLE TRAVEL SURVEY** collects data about where people in the greater Triangle region travel for work, school, recreation, shopping, and other purposes to prioritize transportation needs. The results are used to plan the construction of future roads, sidewalks, bike routes, changes in bus service, and other projects that affect mobility, access to jobs, air quality, and quality of life.



### HOW WAS YOUR HOUSEHOLD SELECTED?

A small number of households in the greater Triangle region were randomly selected through a statistical process. By doing so, we are contacting some households with unlisted telephone numbers. Because survey organizations are exempt from Do-Not-Call lists, everyone in your area has an equal chance of being selected to participate in our study.

### CONFIDENTIALITY

*All information your household provides will be kept strictly confidential.*

*Your information will be combined with that from other residents for analysis and your name will not be associated with your responses.*

## WHAT DOES YOUR PARTICIPATION INVOLVE?



In the next 2-3 days, you will receive a phone call between 5:00pm and 9:00pm. The phone call will be from an interviewer at NuStats/DataSource, a nationally recognized survey research firm. Questions will be asked to ensure that our survey represents all types of households in the greater Triangle region. Such information includes the number of people, their ages and race/ethnicity, where they work or go to school, and the number and types of vehicles. The interviewer who calls can answer any questions that you have about the survey.

*To plan for future transportation needs, decision makers rely on the information YOU provide about your actual travel habits. But, your household's information can only be used for planning and decision-making if everyone in the household participates.*



Next, all persons in the household will receive personalized travel logs in the mail. The logs are to record all the places that members of your household travel to in the greater Triangle region for one-day. Logs should be self-completed by all persons ages 12 and older. Parents should fill out the logs of all children under age 12.

An interviewer will call after your travel day to collect information from each person in the household. The interviewer must speak directly with each person age 16 and older, so a specific appointment (day and time) will be set. If the logs were used to record exactly where people went, this interview is quick.



### WANT MORE INFORMATION ABOUT THE SURVEY?

**Call Stacey Bricka, NuStats, toll-free 1-800-447-8287, ext. 2240, or email, [sbricka@nustats.com](mailto:sbricka@nustats.com)**

### WANT MORE INFORMATION ABOUT HOW THE INFORMATION WILL BE USED?

**Call Leta Huntsinger, TRM, 919-513-7378, or email, [leta\\_huntsinger@ncsu.edu](mailto:leta_huntsinger@ncsu.edu)**