

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 Portland area.
- Our goal is to gather information necessary for our travel models to identify where transportation investment is most needed.

WHAT IS A TRAVEL MODEL?

- A travel model simulates travel behavior of households.
- Some good predictors of travel include number of workers, income, age, and the number of vehicles in the household.
- Models allow policy makers to objectively and consistently compare different solutions to transportation problems and find the best solutions.
- Models are used for transportation system planning, traffic forecasting, identifying current and future problems, and evaluating alternative solutions. They are also used to meet mandatory federal air quality standards. These activities require collecting quality up-to-date data for the models.

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 46 other households in your area and enable us to get a more accurate picture of the area's transportation needs.

MORE FAQs ON BACK ➔

FAQ CONT . . .

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.

HOW WILL YOU KNOW WHERE I GO?

- You and members of your household will be asked to record travel and activities for a 24-hour period using a written diary, global positioning unit (GPS), or a combination of the two.
- The method you are asked to use to record your travel will be chosen randomly during the telephone interview.

AFTER I RECORD MY TRAVEL, HOW LONG WILL THE CALL TAKE?

- For the averaged-size household, the call should take about 10 minutes per person. We use computer technology to record the information quickly and accurately.
- We recognize your time is valuable and greatly appreciate your participation.

*Remember:
All your information will be
kept strictly confidential.*



YOU CAN HELP PORTLAND PREPARE FOR ITS FUTURE TRANSPORTATION NEEDS!

See inside for details about
how to participate.

Survey conducted by NuStats
on behalf of:

Metro
and
Oregon Department of Transportation



WHY THIS SURVEY?

The **PORTLAND TRAVEL AND ACTIVITY SURVEY** is designed to collect information about where people in the Portland area travel for work, school, shopping, or other purposes to identify and prioritize transportation needs. The results are used to plan the construction of future roads, bridges, sidewalks or bike routes, changes in transit service, and plan other projects affecting mobility, access to jobs, air quality, or quality of life.



HOW WAS YOUR HOUSEHOLD SELECTED?

A small number of households in Portland were randomly selected through a statistical process. This process might include unlisted telephone numbers as well. 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

We guarantee that 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?

The survey is being conducted by NuStats, a nationally recognized survey research firm. To begin the survey process, please complete and mail back the enclosed Household Questionnaire or call 877-261-4621 (toll-free) to provide the information. Be sure to provide a phone number where you can be contacted. After your questionnaire is received, an interviewer will call you to ask a few additional questions. The questions asked will ensure that the survey represents all types of households in Portland. Questions include the number of people in your household, their ages and race/ethnicity, where they work or go to school, and the number and types of vehicles.



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 Portland region for one-day. Logs should be self-completed by all persons ages 12 and older. We ask that parents fill out the logs for all children under age 12.

An interviewer will call after your travel day to collect information from each person in the household. The interviewer needs to speak directly with each person age 12 and older, so a specific appointment (day and time) will be set. If the logs were used to record exactly where people went, the interview will be quick. You may also call in and provide your travel log information at a time that is convenient for you.



As part of this survey, some households will be selected to help evaluate a technology that gives greater insight into how people travel called GPS (Global Positioning System).



If your household is selected, we will deliver, or you may pick-up a personal GPS unit for each household member age 16 or older, as well as pick them up. Everyone should carry the unit for the 24-hour travel period in addition to recording their travel in the log.

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.

WANT MORE INFORMATION ABOUT HOW TO PARTICIPATE IN THE SURVEY?
Stacey Bricka, NuStats, toll-free 1-800-447-8287, ext. 2240, or email, sbricka@nustats.com

WANT MORE INFORMATION ABOUT HOW THE INFORMATION WILL BE USED?
Jennifer John, Metro, 503-797-1807, or email, johnj@metro.dst.or.us, OR
Becky Knudson, ODOT, 503-986-4113, or email, Rebecca.A.Knudson@odot.state.or.us