

## WHY PARTICIPATE?

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Everyone needs to travel . . . and wants to travel on uncongested roads. The growing number of cars in the region not only leads to congested roads but also to polluted skies.

In the Los Angeles region alone, local communities invest millions of dollars each year in improving local transportation and air quality. The survey information is needed to spend that money wisely in the future for:

- Improving highways to reduce congestion.
- Changing bus routes to provide more convenient service.
- Changing park-and-ride shuttle routes to meet peoples' needs.
- Building sidewalks and bike paths.
- Reducing air pollution from cars and trucks.

This will benefit those who respond to the survey (and many others).



## WHO ARE THE SPONSORS?

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The importance of this study is recognized throughout the region. Transportation agencies such as the Los Angeles County Metropolitan Transportation Authority, Orange County Transportation Authority, Riverside County Transportation Commission, San Bernardino Associated Governments, Ventura County Transportation Commission, Imperial County Public Works, and the California Air Resources Board join SCAG in sponsoring this effort.

## DO YOU HAVE QUESTIONS?

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For more information please contact:

Johanna Zmud of NuStats at 800-447-8287 or

Paul Burke of SCAG at 213-236-1938 or

visit the website at

[www.scag.ca.gov/travelsurvey.htm](http://www.scag.ca.gov/travelsurvey.htm)



## YOUR PARTICIPATION IS IMPORTANT!

# TRAVEL & CONGESTION SURVEY: WHAT IS IT?

It is a major survey of travel patterns in the Southern California Association of Governments (SCAG) region. The study occurs once every 10 years to gather detailed information on:

- where people travel,
- why they travel, and
- how they travel.



Since the last survey in 1991, many changes have taken place including the development of new highways and improvements in transit services. An increase in the use of the Internet and telecommuting has also altered how people travel in Southern California.

This survey will ensure that your local transportation system is meeting the needs of travelers. The information will be used by transportation planners to determine where and when traffic is most congested - as well as what travel modes are most used - so that solutions can be devised to reduce traffic congestion.



# WHAT DOES YOUR PARTICIPATION INVOLVE?

We have contracted with NuStats, a nationally recognized survey research firm. NuStats understands that your time is valuable and has trained its surveyors to be polite yet efficient. NuStats uses a well-tested 3-phase survey method.



## PHASE 1: RECRUITMENT

NuStats conducts a telephone interview with a random sample of households in the region. You will be asked to provide information about your household, such as household income, whether you own or rent your home, how many vehicles you own or lease, how many telephone lines you have, among others. The telephone surveyor also collects information about each member of your household, such as age, ethnicity, employment status, and work and school information. The analysis of such information ensures that all types of households with a wide range of travel patterns are selected to participate.

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*We guarantee that the information shared will remain confidential.*

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## PHASE 2: TRAVEL DIARY

The survey requires that travel information from all types of people is collected -- no matter how much they travel or what age they are. So NuStats will provide personal travel diaries to all members of your household. These diaries should be carried on the assigned travel day and used to record travel details. Parents can complete the diaries of any children age 12 and younger.

It is important that you record exact addresses in your diaries. This information helps planners calculate how long it takes you to get from place to place and to figure out solutions for making it easier for you and others. Therefore, all of the places you went to, such as work, school, gas station, ATM, friends house, coffee shop, etc., should be recorded in detail.

## PHASE 3: INFORMATION RETRIEVAL

After your travel day, NuStats will call to collect the diary information from each household member. If your information is already recorded in the diaries, the interview is quick. NuStats needs to talk directly to each person age 13 and older so a specific appointment (day and time) is made.

