



Planning for the current and future transportation needs of Colorado's Front Range communities

FRONT RANGE TRAVEL SURVEY

What is the Front Range Travel Survey?

The *Front Range Travel Counts* survey is the first in-depth study of urban household travel behavior covering all of Colorado's Front Range (until now, the surveys have been done separately and the last one in Pueblo was in 1993). From August 2009 through spring of 2010, the four Metropolitan Planning Organizations (MPOs) along the Front Range will be asking approximately 12,000 households to identify where and how they traveled on a specific, designated travel day (24 hours). In order to ensure a representative sample for the study, each household will also be asked a series of detailed questions about the household's access to transportation and household characteristics. When completed, these data will be used to estimate how much travel is generated by all households along the Front Range including the Fort Collins-Greeley area, Denver-Aurora area, Colorado Springs area and Pueblo area (all of Pueblo County).

The MPOs, along with the Colorado Department of Transportation (CDOT), the Regional Transportation District (RTD) and the Federal Highway Administration (FHWA), have contracted with NuStats, a professional transportation survey firm, to help design and execute this survey. NuStats' sister firm, PTV DataSource, will be making phone calls for the survey. All contractors will be informing households that they are calling concerning the Front Range Travel survey on behalf of the Colorado Department of Transportation and the MPO for your region.

The different steps of the survey and time requirements of each step are described below in the section, "How Long will the Survey Take?"

Who is being Asked to Participate in the Survey?

Participants in the survey will be taken from a list of household addresses randomly selected to ensure participation from the study area and from different types of developed areas found in the study area (Urban Central Business District, Urban Fringe, Suburban Residential, Suburban Central Business District, and Rural). Households with addresses with listed phone numbers will be contacted by phone. Those households without a listed phone will be contacted by mail.

How will the Front Range Travel Survey use my Information?

Travel forecasts produced by the MPOs' travel models are used to help plan for future transportation needs in each area and along the Front Range. The outputs of the MPOs' travel models are used to reveal regional travel patterns and behavior, and to provide descriptive statistics of travel behavior in our area. This information can also help evaluate and prioritize different regional transportation projects for eligibility for federal transportation funds.

Will my Individual Data be Made Public?

No, the survey is strictly confidential. Your responses will be separated from your personal identifying information before the information is given to the survey partners. Data will be summarized by geographic and socioeconomic categories before being made public.

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How Long will the Survey Take?

While this is an extensive survey, we have worked very hard to make every minute count!

The initial phone interview to screen a household and collect demographic data usually takes between 15 and 20 minutes, depending on the number of household members and the number of vehicles you own. If you agree to participate, you will then be asked to agree to an assigned travel day. If you agree with that date or select another day with the interviewer, then NuStats will send your household a travel diary for each household member and instructions on how to fill out the diary on your day.

An interviewer calls each household the day before the scheduled travel day to help remind the household of the travel day and to answer any questions you might have. This is a 5-minute call.

Your travel day diary will begin at 3:00 AM and last for 24 hours. Don't worry; we don't expect anyone to get up at 3:00 AM to fill out the diary! You will be asked to simply record all trips as they would normally occur throughout the day. If you record as you travel throughout the day, the recording time will be minimal. If you record all your trips at the end of the day, it may take additional time to recall each and every trip.

The day after the travel day, an interviewer calls to collect the household's results. Depending on how many household members you have, this will take from 20-30 minutes. After the data is collected over the phone, the household is asked to mail the diaries to NuStats' data collection partner, PTV DataSource.

If there are any questions about your responses in the travel diary, you will receive a follow-up phone call. This follow-up call should not take more than a few minutes.

Why Should I Bother?

You have a truly unique opportunity to help your community! Due to expense, surveys of this type are taken infrequently. There are more than 1.3 million households along the Front Range. If you participate, your household will be one of only about 12,000 selected to represent all the rest. When you participate, you make sure that your travel behavior and needs and the behavior and needs of other households like yours are included. This helps the MPOs build a more accurate and timely picture of local and regional transportation needs.

Without an accurate understanding of how and why people travel along the Front Range and in each sub-region, the MPOs cannot make the best recommendations about how to reduce congestion, maintain transportation facilities and improve your quality-of-life. Your local, state, and federal officials depend on the MPO's recommendations when making important transportation decisions. The MPO must show that it has an accurate model in order for communities throughout the region to be eligible to receive any federal funding for their transportation projects.

If you have ever wondered how you might influence that traffic you sit in daily, this is your chance to play a significant part in solving the problem!

Where Can I get More Information?

For more information about the household survey, please log onto <http://www.nustats.com/FrontRange> where you can view the survey materials that recipients will complete.

For additional questions, please contact Bill Moore at the PACOG MPO office at 719-553-2945 or bmoore@pueblo.us or www.PACOG.net, or contact Julie Paasche with NuStats at 1-800-447-8287, ext. 2241 or jpaasche@nustats.com.

