



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

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SURVEY SET TO EXAMINE FRONT RANGE TRAVEL PATTERNS **Survey runs this fall and next spring**

About 1,000 households in the Pueblo area have a unique opportunity beginning January 21, 2010 to help their community by participating in the Front Range Travel Counts survey. For those who have ever wondered how they might influence the traffic they put up with every day, this is a chance to play a significant part in solving the problem!

Front Range Travel Counts is the first in-depth study of urban household travel behavior covering all of Colorado's Front Range, from Fort Collins to Pueblo. From last August through the spring of 2010, the four Metropolitan Planning Organizations (MPOs) along the Front Range will randomly ask approximately 12,000 households to identify where and how each member of the household traveled on a specific, designated travel day (24 hours). The MPOs include the North Front Range Metropolitan Planning Organization, the Denver Regional Council of Governments, the Pikes Peak Area Council of Governments, and the Pueblo Area Council of Governments (PACOG). The Colorado Department of Transportation and the Regional Transportation District also are survey partners. The cost of the household survey for the Front Range is about \$2 million.

Front Range Travel Counts will begin in the PACOG area – all of Pueblo County including all town, cities, and districts - January 21 through March 31, 2010. Front Range Travel Counts will randomly call households to participate. Once enrolled, participants will receive a travel diary and instructions for recording travel. Telephone surveying is already underway in the Pueblo area.

Household travel diary surveys are valuable because they gather data on a large number of households and household members, and the trips that those particular individuals make on a specific day. The survey doesn't ask for opinions; it asks what people did. This enables transportation planners to tie individual and household characteristics to the trips actually made, seeing how, for instance, the number of automobiles a household owns or having small children in a household affects daily activities. Each household will be asked to provide some information on personal and household characteristics, and about household members' travel choices.



Data from the survey will help the MPOs build more complete and accurate pictures of local transportation needs and statistically estimate how much travel is generated by all households along the Front Range. The outputs of travel models built with the survey data will reveal regional travel patterns and behavior, which helps local, state and federal officials develop informed transportation choices for citizens to consider. By evaluating and prioritizing different regional projects, eligibility can be determined for local, state, and federal funding. In particular, communities need accurate models to be eligible for federal transportation programs and projects.

In the Pueblo area, households near transit lines will be an additional focus to help answer questions about who lives and works near transit and why.

For more information about the household survey, please visit www.nustats.com/FrontRange or call the survey hotline at 1-888-222-7734. Additional survey contacts include Bill Moore on behalf of the Pueblo Area Council of Governments, 719-553-2945 or bmoore@pueblo.us or Julie Paasche of NuStats, 1-800-447-8287, ext. 2241, or jpaasche@nustats.com.

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