

WHY PARTICIPATE?

The Knoxville Regional Transportation Organization (TPO) is putting together a new plan for guiding future growth and transportation investment in the Eastern Tennessee region. To make sure this plan best meets the needs of the region, we're asking for your help. If you and your household members can tell us about your daily transportation habits by participating in our Travel Survey, it will help us plan future transportation improvements that will best serve your needs.

Making sure that your transportation needs are met is a top priority for TPO. It's important that everyone's travel habits are included as we develop transportation solutions for the future:

- Whether you travel a lot or a little.
- Whether you travel by car, bus, or simply by biking or walking.

To successfully plan for the future of transportation in the region, our survey needs to include travel details from households of all types, including yours. We ask for your help so that transportation projects will truly reflect the needs of all regional residents.

FREQUENTLY ASKED QUESTIONS

WHAT IS THE TRAVEL SURVEY?

- Collects information on travel patterns – when, where, how and why.
- Results will be used to show travel patterns throughout the region.
- Provides information necessary to determine future transportation investments and priorities.

WHY IS MY PARTICIPATION SO IMPORTANT?

- We need to understand changes in travel behavior since our last survey was done.

WHY DO YOU NEED DETAILED PERSONAL INFORMATION?

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



HELP THE EASTERN TENNESSEE REGION PREPARE FOR ITS FUTURE TRANSPORTATION NEEDS!

Find out how to participate inside.

Survey conducted by NuStats
on behalf of:



WHY THIS SURVEY?

The design, construction, and maintenance of roads, bikeways, sidewalks, and public transit cost taxpayers a lot of money.

The **TRAVEL SURVEY** collects data about where people in the region travel for work, school, recreation, shopping, and other purposes to help define transportation needs. The results are used to plan transportation



improvements, 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 eastern Tennessee region were randomly selected. Because government surveys are exempt from Do-Not-Call lists, everyone in your area had an equal chance of being selected to participate in our study.

CONFIDENTIALITY

All information your household provides will be kept strictly confidential.

Your name and personal information will be separated from your responses for analysis.

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, a nationally recognized survey research firm. Questions will be asked to ensure that our survey represents different types of households in the eastern Tennessee region. Such information includes the number of people in your household, their ages, where they work or go to school, and the number and types of vehicles. The interviewer will be happy to answer any questions that you have about the survey.

You may also participate by completing and mailing back the enclosed questionnaire, calling us at 1-877-261-4621, or entering the information online. The web address and your personal PIN#

are printed on the letter included in this mailing.

Next, all persons in your household will receive personalized travel logs in the mail. Everyone should use the logs to record their activities, the places they visit, and stops they make, whether around town or out of town for 24 hours on the assigned travel day.



An interviewer will call after your travel day to collect information from each person in the household.



The interviewer will want to 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 all the information, this interview is quick.

To plan for future transportation needs, transportation planners rely on the information YOU provide about your actual travel habits. 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 GET STARTED WITH THE SURVEY?

Call Stacey Bricka, NuStats, toll-free 1-800-447-8287, ext. 2240, or email, sbricka@nustats.com

WANT MORE INFORMATION ABOUT TPO OR THE TRAVEL SURVEY?

Call Mike Conger: 865-215-3813 or email, Mike.Conger@knoxtrans.org or visit, www.knoxtrans.org/about/history.htm