



1504 Third Avenue, P.O. Box 3368  
Rock Island, IL 61204-3368  
Phone: (309) 793-6300 • Fax: (309) 793-6305  
Website: <http://www.bistateonline.org>

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## FACT SHEET FOR QUAD CITIES HOUSEHOLD TRAVEL SURVEY

### FOR MORE INFORMATION CONTACT:

Gena McCullough, AICP, Planning Director  
(309) 793-6302, Ext. 146

**SURVEY FIRM:** Bi-State Regional Commission hired ETC Institute, a survey research firm, to conduct a survey of more than 1,500 households in the Quad Cities. Around 150 households will be asked to volunteer to participate in a GPS survey of travel patterns.

**TIMEFRAME:** The survey will occur from September through November 2013. Results are anticipated by early 2014.

**VOLUNTEER HOUSEHOLDS:** Starting in mid-September, households in the Quad Cities will be randomly chosen to participate in this survey. *Participation is voluntary but very important.* Trained interviewers from ETC Institute will mail notices to randomly selected households and recruit participating household using a blend of procedures (telephone, mail, internet, and Global Positioning System (GPS) techniques) to ask households questions on daily travel and household demographics, vehicle information, and mode choices. A travel diary will be mailed to participating households to record trips, including walking, bicycling, riding the bus, or driving. Reminders will be sent the day prior to the assigned travel day being recorded. Once data is collected, households will receive a "thank you" postcard.

The last survey of this kind was conducted in the late 1960s. Travel patterns and choices have changed greatly since that time. Community participation is critical to the success of our transportation future.

**SURVEY FUNDING SOURCE:** This effort has been funded through an Iowa Clean Air Attainment Program (ICAAP) grant of \$300,000. ETC Institute has been hired by Bi-State Regional Commission to conduct the survey. The information provided by Quad Citians will be kept confidential and used only for statistical purposes as part of the Long Range Transportation Plan update.

**DATA COLLECTION PURPOSE:** The survey results will help transportation planners in our metro area better understand how and why people travel. The results will be used by planners and local officials to identify current travel choices and their effect our transportation system. The data will also help improve regional mobility. Note, data collected will remain confidential for individual households and will be aggregated to a traffic analysis zone level.

**LONG RANGE TRANSPORTATION PLAN:** Bi-State's Quad Cities Transportation Policy and Technical Committees oversee Long Range Transportation Plan preparation. These committees are made up of local elected officials and technical staff. In the next three years, they will work with Bi-State staff to prepare a full draft update by early 2016. The update will include transportation goals, and collection of existing and proposed transportation system recommendations. Additional public input is planned in spring 2014 and prior to the adoption of the plan in spring 2016. To examine the existing 2040 long range transportation plan, go to the direct link at <http://www.bistateonline.org/ser/tra/lon.shtml>.

For more information on transportation planning, contact Bi-State Regional Commission at (309)793-6302, Ext. 146 or to give input, go to the e-comment form on Bi-State's website [www.bistateonline.org](http://www.bistateonline.org).