



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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FREQUENTLY ASKED QUESTIONS FOR QUAD CITIES HOUSEHOLD TRAVEL SURVEY

FOR MORE INFORMATION CONTACT:
Gena McCullough, AICP, Planning Director
(309) 793-6302, Ext. 146

WHO IS BI-STATE REGIONAL COMMISSION? Bi-State Regional Commission is a regional planning agency given the responsibility for transportation planning for the Quad Cities Metropolitan Area by the U.S. Department of Transportation under federal transportation legislation. Bi-State staff is charged with updating the Quad Cities Long Range Transportation Plan every five years as one of the agency's roles and responsibilities.

WHAT IS A LONG RANGE TRANSPORTATION PLAN (LRTP)? The Quad Cities LRTP is a document inventorying the existing transportation system and outlining the priorities for our transportation infrastructure and services for the next 30 years. 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 a 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 Quad Cities MPO Long Range Transportation Plan*, go to the direct link at <http://www.bistateonline.org/ser/tra/lon.shtml>.

WHAT IS A HOUSEHOLD TRAVEL SURVEY? A household travel survey is a questionnaire asking Quad Citians about their current travel patterns and choices. The survey is used to help understand how many trips a person makes on an average day, for what purpose (work, school, shopping, etc.), where the trip occurs, what time of day, and if the trip is by foot, bike, bus, or car/truck. Households are randomly selected in the metro area to complete the survey.

WHO WILL BE DOING THE SURVEY?: 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 where a unit will be installed in their vehicles, up to three per household.

WHEN WILL THE SURVEY TAKE PLACE? The survey will occur from September through November 2013.

WHO WILL BE CONTACTED? Starting in mid-September, households in the Quad Cities will be randomly chosen and invited to participate in this survey. *Participation is voluntary but very important.*

HOW WILL HOUSEHOLD BE CONTACTED? Trained interviewers from ETC Institute will mail notices to randomly selected households and recruit participating households 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.

WHEN WAS THE LAST TIME A SURVEY OF THIS SORT WAS DONE? 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.

HOW WILL THE SURVEY BE USED? 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 on 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, with identities removed from the data results.

The information collected is used to update the existing travel forecasting model to reflect current travel habits. Together with other information, the model can then be used to help plan future transportation needs in the metro area. By using information on the number of people currently traveling in the Quad Cities, Bi-State staff can model or forecast how travel may occur in the future.

HOW WAS THE SURVEY FUNDED? 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. Texas Transportation Institute (TTI) will conduct quality assurances on the data collection. URS Corporation will assist Bi-State staff in preparing the data for the travel demand model. The information provided by Quad Cities will be kept confidential and used only for statistical purposes as part of the long range transportation plan update.

HOW DOES THIS RELATE TO CLEAN AIR? Iowa Clean Air Attainment Program funds were used to look at travel patterns and behavior. To reduce congestion and encourage alternatives to using our cars, the survey is being conducted to find out how people get around the Quad Cities. This information will help plan sidewalks and bike trails where they are needed. The results will help area planners and transit managers plan for improved bus service and passenger rail facilities. Knowing the preferred travel corridors will also help with prioritizing roadway investments and help with moving traffic versus corridors with stop and go patterns or areas with more numerous crashes.

WHEN WILL THE RESULTS BE AVAILABLE? Results are anticipated by early 2014. They will be presented to the Quad Cities Transportation Technical and Policy Committees. A final report will be posted to the Bi-State website.

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.