



2004-2005
Comprehensive Household Travel
Data Collection Program

MI Travel Counts



Final Report Appendices

August 31, 2005

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19. MI Travel Counts Website Design



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Did you know that YOUR travel habits help shape Michigan's transportation system?

It's true. Your daily commute to work from home and back. Cross-state vacations. Errands around town. Even bike rides and walks. And everything in between. Where you go, how you get there and what you do when you get there all shape the understanding of how Michigan's transportation system is used and how it can be improved - now and in the future.

This is why the Michigan Department of Transportation (MDOT) is conducting **MI Travel Counts**, a statewide data collection program of 14,280 households across the state of Michigan.

Michigan's transportation community will use the results of your participation to evaluate and develop a 21st century transportation system that provides mobility to every Michigan citizen, community, and visitor.

It comes down to one thing:

your participation means better Michigan transportation!

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The MI Travel Counts study is a simple five-step, two-day participation travel study.

Every effort has been made to create a study that is as EASY for participants as it is informative for the Michigan transportation community.

Here is how the MI Travel Counts study works:

Selection

Across the state, potential participants' households are selected at random. These households are sent an initial letter describing the MI Travel Counts study and requesting participation.

Invitation

The randomly selected participants then receive an informative telephone call from a trained interviewer from MORPACE International, a Michigan-based research firm. During this interview call, potential participants are told more about the study and are asked to commit to take part. Participants can at this time request to think about participating, and are called back at a later time. Participants are also asked general questions about their households. This call takes just five to ten minutes to complete.

Participation

Following the interview call, participants are mailed instructions and Travel Diaries for each member of their household. Participants are also provided with the mission dates of the two days that they will record their travel activities. The evening before their mission begins, participants receive a reminder call from MORPACE International.

Collection

After participants have completed their two-day mission and compiled their Travel Diaries, they receive a telephone call from MORPACE International for collection. Participants may choose one of several methods to submit their data, including telephone, mail-in, or the Internet.

Completion

Once participants have submitted their travel diaries to MORPACE International, they receive a final letter acknowledging that their data has been received and thanking them for participation in this groundbreaking study.



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Michigan needs YOU. But do you need one good reason why you should participate in the **MI Travel Counts** study? Well here are three good reasons for you:

1. Your community and region could benefit from your participation.
2. Your voice is heard--It's your opportunity to easily get involved and make a positive difference as a Michigan resident.
3. You're playing an important role in a never-been-done before, comprehensive statewide Michigan travel study.

Your community and region can benefit, as the study results in a better:

- Understanding of Michigan's transportation users and needs
- Prioritization of limited funding
- Allocation of funding across the state
- Implementation of an improved transportation system

If you are one of thousands of Michigan residents randomly selected and contacted for participation in MI Travel Counts, please consider these factors.

Michigan - and your local community - needs you!

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If you are a member of the press and would like to have us address your specific questions, please contact Bill Shreck at the MDOT Office of Communications: shreckw@michigan.gov, (989)754-0878, Ext 227.

Frequently Asked Questions

As a first-of-its-kind comprehensive statewide Michigan travel study, MI Travel Counts generates media interest in news outlets across the state. Here are some of the most frequently asked questions we receive from the media regarding MI Travel Counts.

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The MI Travel Counts study is designed to result in an improved Michigan transportation system now and over the next 20 years.

How does that happen? Basically, Michigan is required to update statewide and urban long range transportation plans. Travel Demand models are the tools used to estimate where future travel in Michigan will occur. The information that MI Travel Counts participants submit is the data on which these models are built.

The estimates gathered from these models are then used as the basis for transportation planning, alternative analysis and setting priorities for future transportation investments. That means the information submitted by participants directly correlates to the selection and prioritization of transportation system improvements that the state enjoys as a whole.

Ultimately, this planning requirement affects how the state prioritizes and allocates limited funding available for transportation improvements. The data gathered in the MI Travel Counts study will be used to project and budget for transportation improvements across Michigan over the next 20 years.

What does it all boil down to?

- Easier, safer local and statewide travel.
- Less traffic congestion.
- Improved allocation of limited funding resources.
- Better-integrated Multi-Modal transportation system.

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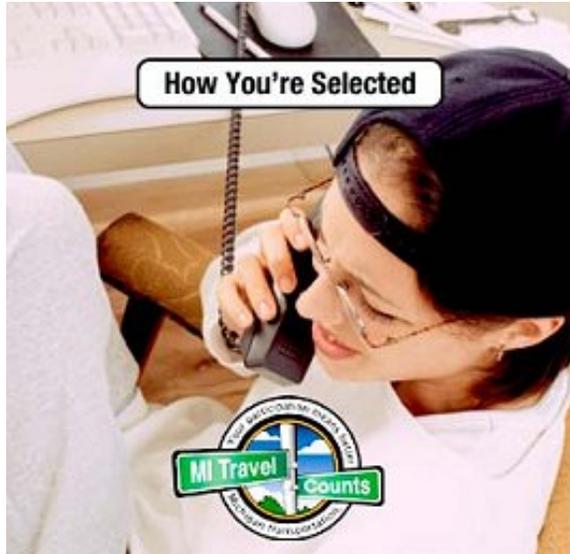
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As the first ever comprehensive statewide Michigan travel study, the MI Travel Counts project is breaking new ground in the way the Michigan transportation community learns how Michigan residents use the state's transportation system.

To make MI Travel Counts as accurate and informative as possible, over 14,280 households across the state are needed to participate in the study. That means many, many Michigan households have been randomly selected as potential participants to represent their local areas.

To make sure that the project accurately represents all Michigan residents, randomly selected households first participate in an initial interview call. During this interview call, questions are asked regarding information such as location, household size, number of vehicles in the household and number of employed individuals in the household.

Depending upon participants' answers during this call, they may or may not be selected to continue with the MI Travel Counts study. Please understand that if you are not selected, it simply means that your demographic group has already been filled.

Remember, the reason these questions are asked in a travel study is to ensure that the voices and transportation needs of ALL Michigan residents are heard.

To learn more about how participants' study information is used, visit our [Program Privacy page](#).

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We have worked hard to make sure that the MI Travel Counts study is as EASY for participants as it is accurate and informative for the Michigan transportation community.

As a result, if you are randomly selected and requested to participate, you can count on being contacted in the following ways:

1. Initial contact letter from Gloria Jeff, Director of the Michigan Department of Transportation, sent by mail.
2. Interview telephone call from MORPACE International.
3. Follow-up interview telephone calls from MORPACE International if participant requests the opportunity to think about participating before committing.
4. Travel Diary and information package sent by Priority mail from MORPACE International.
5. Reminder call the evening before participation begins from MORPACE International.
6. Telephone call from MORPACE International initiating Travel Diary information collection, received two to four days after participants' mission dates.
7. Potential telephone call from MORPACE International if more information is required from participants who choose to submit their Travel Diary data via mail or the Internet.
8. Follow-up letter thanking participants and confirming that their participation in the study has concluded.

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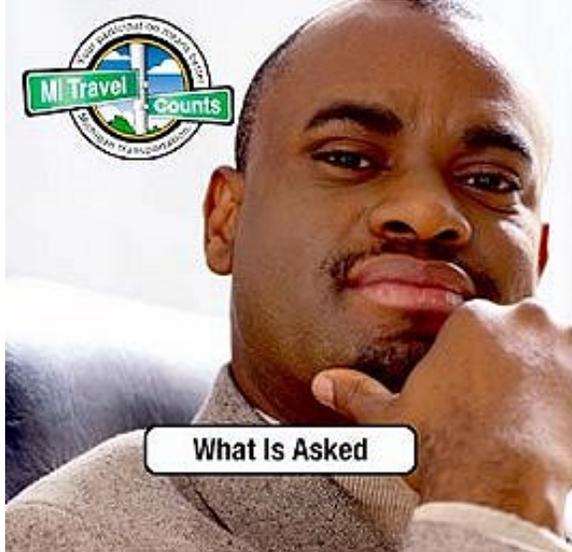
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If you participate in MI Travel Counts, you may wonder what will be asked and why?

As you learned in [How It Works](#), there are five simple stages to the study.

Here is what is asked during the two stages of the study in which participants are asked for information:

Interview Call Questions

In the initial interview call, randomly selected potential participants receive a phone call from MORPACE International. Potential participants are asked the preliminary questions on which their Travel Diaries are based. These include questions about the participants':

- Number of vehicles
- Household members
- Education
- Employment
- Annual income

Travel Diary Questions

The Travel Diary participants receive is designed to help record and retain every bit of travel done by their household during their specified two-day mission period. These questions include:

- Travel time
- Destination
- Number of people in vehicle
- Payment for parking
- Length of time spent at a destination
- Vehicle(s) used to get to a destination
- Types of transportation to get to a destination
- Payment for transportation used
- Activity at a destination

And Why

Study data is used solely for the purpose of providing information on overall travel patterns. Your

household's information is grouped with all the other participants' information and is not analyzed individually. Individual data will NOT be released to any persons or agencies, and will only be used when combined with their neighbors.

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