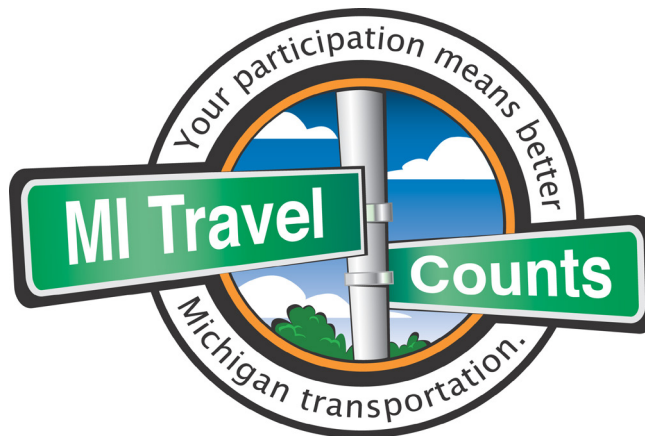


## **Appendix AA**

# **Interviewer Training Manual**

**MI Travel Counts  
MTCIII & STC15  
Household Travel Survey**

**Interviewer Training Manual**



August 2015

## Table of Contents

|  |    |
|--|----|
| I. Introduction.....                                     | 4  |
| A. Background and Overview.....                          | 4  |
| B. Survey History.....                                   | 4  |
| C. 2015 Household Travel Survey (MTC III and STC15)..... | 5  |
| D. Confidentiality.....                                  | 7  |
| E. Basic Project Information.....                        | 8  |
| F. Acronyms.....   | 8  |
| G. Project Charge Numbers.....                           | 9  |
| H. Area Information.....                                 | 10 |
| II. Data Collection Process.....                         | 13 |
| A. Recruitment Process.....                              | 13 |
| B. Recruitment Materials.....                            | 14 |
| C. Recruitment Survey.....                               | 20 |
| D. Travel Date Assignment.....                           | 20 |
| E. Travel Log Packet.....                                | 21 |
| F. GPS Package.....                                      | 25 |
| G. Pre-and Post-Travel Day Follow-up.....                | 29 |
| H. Retrieval Survey.....                                 | 30 |
| I. Incentive Structure.....                              | 31 |
| III. The Survey Management System.....                   | 32 |
| A. Getting Started.....                                  | 32 |
| B. Survey Actions.....                                   | 32 |
| C. Navigating within the Survey.....                     | 34 |
| D. Ending Calls.....                                     | 34 |
| E. Reminder Calls.....                                   | 35 |
| F. Active Calls.....                                     | 35 |
| G. Result Codes & Dispositions.....                      | 35 |
| H. Household Status.....                                 | 38 |
| I. Scheduling a FedEx Pick-Up.....                       | 39 |
| IV. Interviewing and the Help Desk.....                  | 40 |
| A. Many Hats.....  | 40 |
| B. Handling Questions and Refusals.....                  | 40 |
| C. Answers to Commonly Asked Questions.....              | 41 |
| D. Refusals.....   | 47 |

## Figures

|   |    |
|---|----|
| Figure 1. Map of Study Area .....                                   | 10 |
| Figure 2. Map of SEMCOG region.....                                 | 11 |
| Figure 3. Invitation Letter - MDOT .....                            | 14 |
| Figure 4. Invitation Letter - SEMCOG .....                          | 15 |
| Figure 5. Postcard #1 - MDOT.....                                   | 16 |
| Figure 6. Postcard #1 - SEMCOG .....                                | 17 |
| Figure 7. Postcard #2 - MDOT.....                                   | 18 |
| Figure 8. Postcard #2 - SEMCOG .....                                | 19 |
| Figure 9. Cover Letter - Travel Log Only Households - MDOT.....     | 22 |
| Figure 10. Cover Letter - Travel Log Only Households - SEMCOG ..... | 23 |
| Figure 11. Travel Log .....   | 24 |
| Figure 12. Example Travel Log.....                                  | 24 |
| Figure 13. Cover Letter - GPS Households - MDOT.....                | 25 |
| Figure 14. Cover Letter - GPS Households - SEMCOG .....             | 26 |
| Figure 15. GPS Device Use and Return Instructions.....              | 27 |
| Figure 16. GPS Equipment Usage Log.....                             | 29 |
| Figure 17. Example of TripBuilder Web.....                          | 31 |

## Tables

|  |    |
|--|----|
| Table 1. Basic Project Information for MI Travel Counts Survey ..... | 8  |
| Table 2. Main Survey Charge Numbers.....                             | 9  |
| Table 3. Model areas in MDOT sample .....                            | 11 |
| Table 4. List of Result Codes for MI Travel Counts Survey.....       | 36 |

# **I. Introduction**

## **A. Background and Overview**

The MI Travel Counts survey, (pronounced “My Travel Counts”), also known as the Michigan Travel Counts III (MTC III) and the SEMCOG Travel Counts 2015 (STC15) is sponsored by the Michigan Department of Transportation (MDOT) and the Southeast Michigan Council of Governments (SEMCOG). The purpose of this study is to provide data to update the travel behavior data for the State of Michigan and the Southeast Michigan Council of Governments (SEMCOG). The MTC III and the STC15 will provide much needed travel behavior data for use in updating state and regional transportation models.

- MDOT is responsible for Michigan’s 9,655-mile state highway system, including state and federal transportation programs for aviation, intercity passenger services, rail freight, and local public transit services.
- SEMCOG is southeastern Michigan’s designated Metropolitan Planning Organization (MPO) and is responsible for Southeast Michigan’s transportation planning and for making the transportation system more safe and efficient.

In order to forecast future development and management of Michigan transportation systems, MDOT and SEMCOG use a variety of data-driven transportation models (also called travel demand models). Data collected in 2015 for the MTC III and STC15 will be the basis for travel demands models for the next 10 years at a minimum.

## **B. Survey History**

The first statewide household travel survey (MTC I) was conducted in 2004-2005. Then, as now, the purpose of the survey was to support the development of all travel demands models in the state. The household travel survey was developed to provide both statewide and area-specific information to develop the urban and statewide models. For example, following the completion of MTC I, the Michigan economy continued to decline, gas prices fluctuated dramatically, and travel decreased statewide. As reported by MDOT permanent traffic recorder data, traffic declined by 4% (2.2 billion vehicle miles) from 2004 to 2007. This decrease in travel, and the desire to determine if household travel had changed due to the downturn in the economy, prompted the MTC II survey in 2009. Data collected with the MTC II survey showed slight changes in discretionary and long-distance travel but indicated that household travel remained essentially unchanged.

### C. 2015 Household Travel Survey (MTC III and STC15)

The MTC III and STC15 will include an assessment of 21,000 total completed household surveys statewide, approximately 14,000 from the statewide sample and close to 7,000 from the SEMCOG regional sample. Households will be selected for the survey by a random selection process from all residential addresses in the study area. Some households will be offered the opportunity to participate in a global positioning system (GPS) technology component of the study. In the GPS subsample, all household members, aged 16 – 75, will be asked to carry a wearable GPS device with them for three days.

The study will be conducted in two phases. The pilot and spring data collection will begin in February 2015. After a break in the summer, the second phase of data collection will resume in the fall of 2015

The survey process consists of several steps beginning with deciding who is invited to be part of the study to collecting travel behavior information from those households. A brief overview of these steps follows.

- **Sample Selection** – The sample for this study is selected randomly from all residential addresses the state of Michigan. The sample unit is the address, not a phone number or a particular person or family.
- **Invitation to Participate** – Sampled addresses are mailed a letter inviting them to participate in the study. Participants are encouraged to log on and begin the survey on the secure public website created for the study. Participants may also contact us to complete by phone.
- **Recruitment** – The primary method of completing the recruitment survey is by web. This survey can be completed by the participants themselves via the website. CATI recruitment surveys require the assistance of an interviewer who takes information from the participant by telephone. The recruitment survey will provide details regarding the study, and collect basic demographic information about the household.

It is in the recruitment survey that households selected to be offered the opportunity to take part in the GPS component of the study will be recruited to do so.

- **Travel Date assignment** – At the conclusion of the recruitment survey, the participants will be asked to record their household's travel for a 24-hour period on a specific day of the week. Travel dates will be assigned on pre-assigned weekdays (Monday-Thursday only) when school is in session.

- **Mailing and Downloading Travel Logs** - Approximately 7 days before each designated travel day, travel logs and instructions for completing the retrieval survey will be mailed to participants. Participants also have the option to download and print the logs themselves. Because this is an address-based sample, we don't have names, so in the recruitment interview it's important that we collect the respondent's name, and for the GPS sample confirm the address, to ensure that the packet arrives on time. Households participating in the GPS study must have an address where they can receive a FedEx package to participate in the GPS part of the survey. For log only households that choose to download their own logs, the travel day can be assigned closer to the recruitment date. All household members will be asked to use the logs and record any travel that occurs for the assigned days.
- **Travel Day Reminder** – Two days before the travel day, reminder messages are initiated to remind the respondent of their travel day. This contact will be made via email, text message, or phone (based on their preference) and is intended to remind them about their travel day and also to confirm that their household travel logs were received (if logs were mailed). Those participants contacted by phone will also be given an opportunity to ask any questions they may have about the survey process. Those contacted via text or email will be given contact information they may use to clarify any questions they may have. If the participant has not received his/her travel logs, they will be referred to the following link where they can find digital copies of the logs: [www.MITTravelCounts.com](http://www.MITTravelCounts.com)
- **Retrieval** – The retrieval survey is where travel day activities are reported. The participants who chose to be reminded or contacted by email or text will be notified to go online and use the web-based retrieval tool to provide the details of their travel day on the day after their travel day. Among the data to be collected are places visited, arrival and departure times, mode of transportation used, travel companions, and the purpose of the trip.

After the GPS devices are returned, the data will be processed into trips and loaded into TripBuilder Web (TBW). These respondents will then be contacted and asked to complete the retrieval survey.

**Web participants:** We will email, text, or call households to complete the retrieval survey if they still haven't completed by web the 3rd day after their travel day.

**Phone participants:** If the participant indicated that they prefer to complete by telephone, we will begin calling them immediately the day after their travel day.

**A completed household** is one in which (1) all household members have participated, (2) all household members have provided activities for the assigned travel day, and (3) all locations have been assigned an XY coordinate.

There are two types of household surveys.

Travel Log Only Households: All eligible members of each household will be asked to keep a travel log and record the places they go for one pre-assigned 24 hour period.

Travel Log and GPS Households (10% of households): All eligible members of each household will be asked to keep a travel log and record the places they go for one pre-assigned 24 hour period. Additionally, household members will be asked to wear a GPS device for three consecutive days, beginning on the pre-assigned travel day.

Additionally, a three-month long-distance retrospective travel report will be collected from all participating households.

#### **D. Confidentiality**

One of the most important duties of a survey researcher is to protect the confidentiality of participant data gathered during surveys. We have an obligation to assure respondents that names of individuals and any information gathered about them will be held in the strictest confidence, will be used only for the purposes of the study, and will never be released in a form where individuals could be identified. This confidentiality not only applies to the data released through external sources, it also prohibits sharing of information internally. As a member of this study team, you are required to uphold this obligation.



## E. Basic Project Information

**Table 1. Basic Project Information for MI Travel Counts Survey**

|  |   |
|--|---|
| <b>Project Website:</b>                              | <a href="http://www.MITravelCounts.com">www.MITravelCounts.com</a>  |
| <b>Project E-mail:</b>                               | <a href="mailto:MITravelCounts@westat.com">MITravelCounts@westat.com</a>  |
| <b>Toll Free Project Hotline:</b>                    | 1-855-774-1800  |
| <b>Project Twitter:</b>                              | <a href="http://www.twitter.com/MITravelCounts">www.twitter.com/MITravelCounts</a>  |
| <b>Time Zone:</b>                                    | Eastern Time Zone   |
| <b>Call Center Hours<br/>(Respondent time zone):</b> | M – F            9am – 9pm<br>Saturday       10am - 6pm<br>Sunday          2pm - 9pm  |
| <b>Average Survey Length:</b>                        | REC: 15 minutes<br>RET: 20-25 minutes   |
| <b>Project Completion Goal:</b>                      | 21,000 complete households <ul style="list-style-type: none"> <li>• 2,100 GPS households</li> <li>• 18,900 Log Only households</li> </ul> |
| <b>Languages:</b>                                    | English   |
| <b>Survey Methods:</b>                               | Web recruitment<br>CATI & Web retrieval   |
| <b>Project Director:</b>                             | Jesse Casas   |
| <b>Deputy Project Director:</b>                      | Martha Wilaby   |
| <b>Project Managers:</b>                             | Shawn McCloskey<br>Jeremy Wilhelm   |

## F. Acronyms

This list of acronyms will help clarify the meanings of abbreviated words:

|        |  |
|--------|--|
| CATI   | Computer-Assisted Telephone Interviewing (completing over the phone) |
| CASI   | Computer-Assisted Self Interviews (completing on the web)            |
| HH     | Household  |
| HHM    | Household member   |
| HTS    | Household Travel Survey  |
| MDOT   | Michigan Department of Transportation                                |
| MPO    | Metropolitan Planning Organization                                   |
| REC    | Recruitment  |
| RET    | Retrieval  |
| SEMCOG | Southeast Michigan Council of Governments                            |
| SMS    | Survey Management System   |
| TBW    | TripBuilder Web  |

## G. Project Charge Numbers

The project charge numbers for staff working on the MTCIII/STC15 travel survey are provided below for the main survey for both MDOT and SEMCOG. You should charge 1/3 of your time to SEMCOG AND 2/3 to MDOT. Please seek direction from your task leader to determine the appropriate charge number to use for work being performed.

### MAIN SURVEY IMPLEMENTATION

**Table 2. Main Survey Charge Numbers**

|                  | <b>MDOT</b><br><b>6290.01.12</b> | <b>SEMCOG</b><br><b>6300.01.12</b> |
|------------------|----------------------------------|------------------------------------|
| INTV TRAINING    | 6290.01.12.01                    | 6300.01.12.01                      |
| REC FORM PROCESS | 6290.01.12.02                    | 6300.01.12.02                      |
| INTERVIEWING     | 6290.01.12.03                    | 6300.01.12.03                      |
| RESEARCH CALLS   | 6290.01.12.04                    | 6300.01.12.04                      |
| LOG FULFILLMENT  | 6290.01.12.05                    | 6300.01.12.05                      |
| GPS FULFILLMENT  | 6290.01.12.06                    | 6300.01.12.06                      |
| GPS EQUIP RET    | 6290.01.12.07                    | 6300.01.12.07                      |
| GPS DATA PROCESS | 6290.01.12.08                    | 6300.01.12.08                      |
| DATA QC          | 6290.01.12.09                    | 6300.01.12.09                      |

## H. Area Information

The study is sponsored by both MDOT and SEMCOG and includes the entire state of Michigan. The SEMCOG region is composed of Livingston, Macomb, Monroe, Oakland, St. Clair, Washtenaw, and Wayne Counties, encompassing the Detroit metropolitan area.

**Figure 1. Map of Study Area**



**Figure 2. Map of SEMCOG region**



**Table 3. Model areas in MDOT sample**

| <b>Statewide Model</b>  |
|---|
| Southeast Michigan Council of Governments (SEMCOG) minus Washtenaw County                                 |
| Southern Michigan Rural   |
| Northern Michigan Rural   |
| Small Cities  |
|   |
| <b>Urban Model Areas</b>  |
| Grand Valley Metropolitan Council (GVMC)  |
| Tri-County Regional Planning Commission (TCRPC)   |
| Genesee County Metropolitan Planning Commission (GCMPC)   |
| Great Lakes Bay Region (GLBR)   |
| Washtenaw Area Transportation Study (WATS)  |
| Kalamazoo Area Transportation Study (KATS)  |
| West Michigan Metropolitan Transportation Planning Program (WestPlan)                                     |
| Jackson Area Comprehensive Transportation Study (JACTS)   |
| Twin Cities Area Transportation Study (TwinCATS) and Niles/Buchanan/Cass Area Transportation Study (NATS) |
| Macatawa Area Coordinating Council (MACC)   |
| Battle Creek Area Transportation Study (BCATS)  |
| Traverse City (TVC)   |

## Fun Facts about Michigan

Source: <http://www.movoto.com/mi/things-people-from-michigan-have-to-explain/>

1. The “Michigan Left”

As if the snow didn't making driving in Michigan hard enough for out-of-towners, they've got to throw in these crazy left hand turns that no one really understands. It's similar to pulling a U-Turn at a traffic light instead of simply turning left, and it's done by traveling through the light first in a straight lane and then turning left at a cut-away between lanes.



2. In Michigan, A carbonated beverage is called a “Pop”

A soft drinks in Michigan isn't “soda,” it's not “coke,” it's “pop.”

3. The Upper Peninsula and the Lower Peninsula are very different.

- Among Michiganders, the Upper Peninsula is known for its frigid temperatures and sparse populations, while the Lower Peninsula is known for big cities, universities, and professional sports. If an out-of-towner is in state, there's a good chance they'll be visiting the lower half.
- People who live in the Upper Peninsula are called “Yoopers.”

4. The word “Mackinac” pops up a lot in Michigan and only tourists pronounce it like it looks. It's actually pronounced “Mack-I-Gnaw.”

5. The Mackinac Bridge (Big Mac) is one of the world's largest suspension bridges, connecting the Upper and Lower peninsulas of Michigan. It's so long, that there's even a service assisting people too scared to drive across themselves.

6. It's actually possible to drive south to Canada from some parts of Michigan.

- Not all of Canada is north of America. In fact, if you drive south out of Detroit you'll instantly hit Windsor, Ontario. It's the only major city along the border that's actually located above our neighbor to the north.

## **II. Data Collection Process**

Throughout this document, different parts of the survey are referred to as the “recruitment survey” and the “retrieval survey.” Please note that these terms are to be used internally, and only among our own project staff. They should not be used when you discuss the survey with potential participants. When speaking with participants think about and refer to the entire survey as a two-part survey. The recruitment survey is part one, or the initial piece where respondents agree to take part in the survey. The retrieval survey is part two where participants get to report their travel.

### **A. Recruitment Process**

The first step in the data collection process is to recruit households into the study. Each sampled address will be sent up to three pieces of mail inviting them to complete a short survey online or by telephone (upon request). This first survey is the recruitment survey.

Sampled households will first be contacted with a mailed invitation letter which is printed on letterhead reflecting the household’s sponsoring agency (either MDOT or SEMCOG). The invitation letter provides a brief description of the study, an overview of the requirements for participation, information about the incentive, and will invite the respondent to visit the project website where they are able to access the recruitment survey. The URL for the public website and a personal identification number (PIN) that provides access to the survey are included in the letter. The letter will also provide a telephone number for participants who would rather complete the survey by telephone with an interviewer.

One week following the invitation letter, a reminder postcard will be sent to all sampled addresses. The postcard includes information about the study, the study website, and the HH’s PIN.


One week after the first reminder, a second reminder postcard will be sent to households that have not yet responded to the survey. The postcard includes the same information as the first postcard, but written in a slightly different way.

## B. Recruitment Materials

### Invitation Letter

The letter sent to each sampled address is presented below. It is addressed to <City> Resident (e.g., East Lansing Resident), rather than to a particular individual. Because this is an address-based sample, the sample unit is the ADDRESS, not a phone number or specific person or family. To maximize the impact of the survey sponsor, the letter will be tailored to the sample region.

Figure 3. Invitation Letter - MDOT



«SAMPNO»  
«CITY» Resident  
«ADDRESS»  
«CITY», «STATE» «ZIP»

«DATENOW»

Dear Resident:

To help us understand Michigan's transportation needs, the Michigan Department of Transportation (MDOT) is asking you to participate in the **MI Travel Counts** survey about transportation in the state. This survey will be used to:

- Help identify projects that improve access to jobs, schools, healthcare, and other important daily activities.
- Help improve roads, public transit, sidewalks, and bicycle routes in your community.
- Help make decisions about how and where to spend transportation dollars.

You and the other people in your household are being asked to take part in a survey about where you go and how you get there. The information that you provide will help us make sure transportation projects reflect the needs of your community. Westat, a nationally recognized survey research firm, is conducting the survey on behalf of MDOT.

Participation is voluntary and your personal information will be kept confidential as required by law.


Thank you in advance for helping to move Michigan forward!

Sincerely,  
Kirk T. Steudle  
Director

**How you can help:**

1. Sign-up and complete a brief survey online at [www.MITravelCounts.com](http://www.MITravelCounts.com). Your PIN# is «PINNO». (Or, if you prefer, call a Westat team member at 1-855-774-1800.)
2. Use a travel log that we provide to keep track of where you go for one day.
3. Complete the final step of the survey by telling us about where you went during that day.
4. Receive \$20 for completing all parts of the survey.

Para obtener más información sobre este estudio, por favor visite nuestro sitio web en [www.MITravelCounts.com/Spanish](http://www.MITravelCounts.com/Spanish)  
[www.MITravelCounts.com/Arabic](http://www.MITravelCounts.com/Arabic) تەتقىقاتىمىزنىڭ نىشانىدا بولۇپ چىقىدىغان مەلۇماتلارنىڭ ئارقىلىق ئىشلىتىلىدىغانلىقىنى بىلىڭ.



---

This survey is sponsored MDOT and conducted by Westat.

Figure 4. Invitation Letter - SEMCOG



«SAMPNO»  
«CITY» Resident  
«ADDRESS»  
«CITY», «STATE» «ZIP»

«DATENOW»

Dear Resident:

To help us understand Michigan's transportation needs, the Michigan Department of Transportation (MDOT) and the Southeast Michigan Council of Governments (SEMCOG) are asking you to participate in the **MI Travel Counts** survey about transportation in the state. This survey will be used to:

- Help identify projects that improve access to jobs, schools, healthcare, and other important daily activities.
- Help improve roads, public transit, sidewalks, and bicycle routes in your community.
- Help make decisions about how and where to spend transportation dollars.

You and the other people in your household are being asked to take part in a survey about where you go and how you get there. The information that you provide will help us make sure transportation projects reflect the needs of your community. Westat, a nationally recognized survey research firm, is conducting the survey on behalf of MDOT and SEMCOG.

Participation is voluntary and your personal information will be kept confidential, as required by law.

Thank you in advance for helping to move Michigan forward!

Sincerely,

Kirk T. Steudle  
Director, MDOT

Kathleen Lomako  
Executive Director, SEMCOG

#### How you can help:

1. Sign-up and complete a brief survey online at [www.MITravelCounts.com](http://www.MITravelCounts.com). Your PIN# is «PINNO». (Or, if you prefer, call a Westat team member at 1-855-774-1800.)
2. Use a travel log that we provide to keep track of where you go for one day.
3. Complete the final step of the survey by telling us about where you went during that day.
4. Receive \$20 for completing all parts of the survey.

Para obtener más información sobre este estudio, por favor visite nuestro sitio web en [www.MITravelCounts.com/Spanish](http://www.MITravelCounts.com/Spanish)

[www.MITravelCounts.com/Arabic](http://www.MITravelCounts.com/Arabic) لتعرفتألا ىلع ان عقوم عرايزى جري سار دلا هذ لوح تامل عملنا نم ديزلم



This survey is sponsored by MDOT and SEMCOG and conducted by Westat.





Figure 6. Postcard #1 - SEMCOG



Please help the Michigan Department of Transportation and the Southeast Michigan Council of Governments improve roads, public transit, sidewalks, and bicycle routes in your community.

Your participation in the MI Travel Counts survey will help us better understand transportation needs as your community continues to grow and change. No matter how you travel from place-to-place: by car or by bus, on foot or on a bike – we want to hear from you!

If you have already responded to our online survey, **thank you!** If not, there's still time.

To begin the survey, please visit the study website at [www.MITravelCounts.com](http://www.MITravelCounts.com) and enter your PIN. Your PIN is located under your address on the other side of this card.

You will receive \$20 as a thank you for completing the survey.

Questions? Please email [MITravelCounts@westat.com](mailto:MITravelCounts@westat.com) or call 1-855-774-1800.

Thank you for helping to move Michigan forward!

Para obtener más información sobre este estudio, por favor visite nuestro sitio web en [www.MITravelCounts.com/Spanish](http://www.MITravelCounts.com/Spanish)

[www.MITravelCounts.com/Arabic](http://www.MITravelCounts.com/Arabic) سنرتب ان الة لة ان عقوم قرايز يجرى دسار دل اذله لوح تامول عمل انم ديز مل



500 Griswold Street, Suite 2900  
Detroit, MI 48226

**Your travel counts!**

<CITY> Resident  
<PRIMARYADDRESS>  
<CITY>, MI <ZIP>  
PIN: <PIN>

Sponsored by the Michigan Department of Transportation and the Southeast Michigan Council of Governments and conducted by Westat

HHID: <SAMPNO>

The second reminder postcard is sent 14 days after the initial invitation letter and seven days after the first reminder postcard. This second postcard is sent to only those addresses that have not yet responded to the survey.

Figure 7. Postcard #2 - MDOT



### *There's still time...*

...for you to help the Michigan Department of Transportation improve roads, public transit, sidewalks, and bicycle routes in your community.

Your participation in the MI Travel Counts survey will help us understand transportation needs as your community continues to grow.

Recently, we sent you a letter asking for your help with this important survey. If you have already responded to our survey **thank you!** If not, you still can.

Please visit our website at [www.MITravelCounts.com](http://www.MITravelCounts.com) to learn more about the study and enter your PIN to get started. Your PIN is located under your address on the other side of this card.

**You will receive \$20 as a thank you for completing the survey.**

If you have questions, you can reach a Westat study team member by phone at 1-855-774-1800 or by email at [MITravelCounts@westat.com](mailto:MITravelCounts@westat.com).

Thank you in advance for helping to move Michigan forward!

Para obtener más información sobre este estudio, por favor visite nuestro sitio web en [www.MITravelCounts.com/Spanish](http://www.MITravelCounts.com/Spanish)

تتبعاً لتعليماتنا يرجى ان تزودنا برأيك في تحسين الطرق العامة في مجلكم من خلال زيارة موقعنا على الانترنت [www.MITravelCounts.com/Arabic](http://www.MITravelCounts.com/Arabic)



500 Griswold Street, Suite 2900  
Detroit, MI 48226

<CITY> Resident  
<PRIMARYADDRESS>  
<CITY>, MI <ZIP>  
PIN: <PIN>

Sponsored by the Michigan Department of Transportation and conducted by Westat

HHID: <SAMPNO>



### **C. Recruitment Survey**

The recruitment survey is designed to provide additional information about the study, encourage participation, and to collect basic demographic information about the household. The recruitment respondent will be asked to provide information about the number of persons in the household, their names, ages, and gender, household income, and number of vehicles available for use by the household. Additionally, details about habitually visited locations (work and school) will be collected for each household member. The addresses collected for the habitual locations will be used to populate the retrieval survey. This will help minimize the response time burden in the retrieval survey. The time it takes to complete the recruitment survey varies depending primarily on the number of persons in the household.

At the end of the recruitment survey, each responding household is assigned a travel date for which each household member is instructed to record their travel for one day (24 hours). Participants are provided with travel logs to help each person keep track of the places they go. Households in the non-GPS sample are offered a choice of whether they want to have travel logs mailed to them or to download and print the logs themselves. Travel logs will be included in the GPS package sent to each household in this part of the study.

- Households that choose to have the travel logs mailed to them will be assigned a travel date at least 10 days in the future so the travel logs can be personalized and mailed to arrive a few days before the travel date.
- Households that choose to print their own materials will be assigned the next available date that falls on the appropriate day-of-week.

### **D. Travel Date Assignment**

The travel day is assigned in two steps. The first step is done when the sample is selected and consists of randomly assigning 25 percent of the sample to each of the four sampled weekdays. The second step is assigning the travel date. The travel date is assigned relative to when the household is recruited and the travel day of week to which they are randomly assigned.

Once a travel date has been assigned, all household members must report their travel on that particular day. While we would prefer to not change the assigned travel date, we will do so under some circumstances (e.g., the household is assigned Wednesday, January 7<sup>th</sup> but all household members will be on vacation out of the state). However, any rescheduled travel dates must fall on the original DAY of week chosen. Therefore, if a participant cannot participate on the originally assigned travel date (e.g. Wednesday, January 7<sup>th</sup>), we will offer them a travel date that is +7, +14, +21, or +28 days from their original date (e.g. Wednesday, January 14<sup>th</sup>).

## **E. Travel Log Packet**

Once a household has completed the survey and been assigned a travel date, travel logs are provided to, and a retrieval survey must be completed for, all household members. The purpose of the logs is to provide the study participants with a tool that they can use to keep track of the travel day details they will be asked to report during the retrieval survey.

Households that choose to receive travel logs by mail will be sent a packet about seven days before the assigned travel date which includes a cover letter with instructions for using the travel log and reporting travel, individualized travel logs for all household members, an example of a completed travel log, and a \$1 bill (as a “primer” incentive to further encourage completion of the travel day survey). The packet will be sent in a 6x9 envelope and addressed to the head of the household.

Households that choose to download and print the travel logs from home will be provided with instructions to do so upon the completion of the recruitment survey. These households will not receive a packet in the mail.

Although using the logs is not required to participate in the survey, we strongly encourage that respondents use the travel log to record their trips on the assigned travel date, and then to help report the trips to us. Information collected in the travel log includes all places visited, and for each place, the time of arrival, time of departure, mode of travel, information about other travelers, and two main activities engaged in at that place. Blank and example travel logs are available online and can be printed from the project website under the “Track Your Travel” tab at the top of the page.

Figure 9. Cover Letter - Travel Log Only Households - MDOT



«FIRSTNAME» «LASTNAME»  
«ADDRESS»  
«CITY», «STATE» «ZIP»-«ZIP4»

«MAILBYDATE»

Dear «FIRSTNAME»,

**Thank you for agreeing to participate in the MI Travel Counts survey!**

The information you provide will help ensure that future transportation projects reflect what your community needs and that transportation funds are spent wisely. Remember that we value your input, no matter how much or how little you travel.

#### Next Steps:

1. Use the enclosed travel log to help you keep track of all the places you go on «TRAVELDATE».
2. Tell us about the places you went on that day.
  - **Online:** Go to [www.MITravelCounts.com](http://www.MITravelCounts.com). Click “Report Travel” and enter your PIN#: «PINNO».
  - **By Phone:** Call 1-855-774-1800 to speak with a Westat study team member.

**Once we confirm that travel information has been reported for all household members, we will send your household \$20 for helping us with the survey.**

Participation is voluntary and your personal information will be kept confidential, as required by law.

Thank you again for helping to move Michigan forward!



This survey is sponsored by MDOT and conducted by Westat.

Figure 10. Cover Letter - Travel Log Only Households – SEMCOG



«FIRSTNAME» «LASTNAME»  
«ADDRESS»  
«CITY», «STATE» «ZIP»-«ZIP4»

«MAILBYDATE»

Dear «FIRSTNAME»,

**Thank you for agreeing to participate in the MI Travel Counts survey!**

The information you provide will help ensure that future transportation projects reflect what your community needs and that transportation funds are spent wisely. Remember that we value your input, no matter how much or how little you travel.

**Next Steps:**

1. Use the enclosed travel log to help you keep track of all the places you go on «TRAVELDATE».
2. Tell us about the places you went on that day.
  - **Online:** Go to [www.MITravelCounts.com](http://www.MITravelCounts.com). Click “Report Travel” and enter your PIN#: «PINNO».
  - **By Phone:** Call 1-855-774-1800 to speak with a Westat study team member.

**Once we confirm that travel information has been reported for all household members, we will send your household \$20 for helping us with the survey.**

Participation is voluntary and your personal information will be kept confidential, as required by law.


Thank you again for helping to move Michigan forward!



This survey is sponsored by MDOT and SEMCOG and conducted by Westat.



Figure 11. Travel Log – MDOT and SEMCOG



# Travel Log

Questions? [www.MITravelCounts.com](http://www.MITravelCounts.com) 1-855-774-1800

Travel Log Form

|  | A List each place you went during your travel day, including short trips like stopping for gas, going to the ATM, or picking kids up from school.   | B What time did you arrive at this place?  | C How did you get to this place? (For example, walk, car, bus, etc.) | D How many people went to this place with you? Who were they?  | E What did you do at this place? Select up to two activities from the list below. | F What time did you leave this place?   |
|--|---|--|--|--|---|---|
| <b>START HERE</b>  | <b>BEGIN HERE:</b> Your travel day starts at 3 AM on the morning of your assigned day. Where were you at this time?<br><input type="checkbox"/> Home <input type="checkbox"/> Other Place (Provide place name and address):<br><input type="checkbox"/> Work<br><input type="checkbox"/> School |  |  |  | Select from list below  | __ : __ <br>am pm<br><input type="checkbox"/> Did not leave   |
| <b>PLACES 5-12 ON BACK</b>   | <b>PLACE 2</b><br>Where did you go next?<br><input type="checkbox"/> Home <input type="checkbox"/> Other Place (Provide place name and address):<br><input type="checkbox"/> Work<br><input type="checkbox"/> School  | __ : __ <br>am pm  |  | # with you: _____<br>Names: _____  | Select from list below  | __ : __ <br>am pm<br><input type="checkbox"/> Did not leave   |
|  | <b>PLACE 3</b><br><input type="checkbox"/> Home <input type="checkbox"/> Other Place (Provide place name and address):<br><input type="checkbox"/> Work<br><input type="checkbox"/> School  | __ : __ <br>am pm  |  | # with you: _____<br>Names: _____  | Select from list below  | __ : __ <br>am pm<br><input type="checkbox"/> Did not leave   |
|  | <b>PLACE 4</b><br><input type="checkbox"/> Home <input type="checkbox"/> Other Place (Provide place name and address):<br><input type="checkbox"/> Work<br><input type="checkbox"/> School  | __ : __ <br>am pm  |  | # with you: _____<br>Names: _____  | Select from list below  | __ : __ <br>am pm<br><input type="checkbox"/> Did not leave   |
| <b>Activity List</b> <span style="float: right;">Continue with places 5-12 on back</span><br>Record the code(s) in column E that best describes the activity for each place. For public transit stops or car/vanpool meeting places: Record activity '20'. |   |  |  |  |   |   |
| <b>HOME ACTIVITIES</b><br>01. Typical home activities<br>02. Working at home (paid)  |   | <b>SHOPPING &amp; ERRANDS</b><br>08. Major purchase shopping<br>09. Other routine shopping<br>10. Drive-thru food or errands<br>11. Vehicle service<br>12. Health care visit<br>13. Other non-shopping errands |  | <b>SOCIAL ACTIVITIES</b><br>14. Eat out<br>15. Socialize with friends/relatives<br>16. Religious or community events<br>17. Exercise or recreation<br>18. Attend major special event |   | <b>TRAVEL-RELATED ACTIVITIES</b><br>19. Drop off/Pick up passenger(s)<br>20. Change travel mode/Transfer (from walk to bus, bus to bus, etc.) |

Sponsored By:







Figure 12. Example Travel Log



# Travel Log Example

Johnny

Johnny started his day at home. In the morning, he left with his daughter, Kate, to go to the grocery store. Then, he and Kate went to the dry cleaners and then came back home. Johnny stayed home for the rest of the day.

|  | A List each place you went during your travel day, including short trips like stopping for gas, going to the ATM, or picking kids up from school.  | B What time did you arrive at this place?  | C How did you get to this place? (For example, walk, car, bus, etc.) | D How many people went to this place with you? Who were they?  | E What did you do at this place? Select up to two activities from the list below. | F What time did you leave this place?   |
|--|--|--|--|--|---|---|
| <b>START HERE</b>  | <b>BEGIN HERE:</b> Your travel day starts at 3 AM on the morning of your assigned day. Where were you at this time?<br><input checked="" type="checkbox"/> Home <input type="checkbox"/> Other Place (Provide place name and address):<br><input type="checkbox"/> Work<br><input type="checkbox"/> School |  |  |  | Select from list below  | 10 : 23 <br>am pm<br><input type="checkbox"/> Did not leave   |
| <b>PLACES 5-12 ON BACK</b>   | <b>PLACE 2</b><br>Where did you go next?<br><input type="checkbox"/> Home <input checked="" type="checkbox"/> Other Place (Provide place name and address):<br>Whole Foods Market<br>115 Mack Ave, Detroit, MI   | 10 : 46 <br>am pm  | Car  | # with you: 1<br>Names: Kate   | Select from list below  | 11 : 35 <br>am pm<br><input type="checkbox"/> Did not leave   |
|  | <b>PLACE 3</b><br><input type="checkbox"/> Home <input checked="" type="checkbox"/> Other Place (Provide place name and address):<br>Knox Cleaners<br>2903 Trumbull Ave, Detroit, MI   | 11 : 58 <br>am pm  | Car  | # with you: 1<br>Names: Kate   | Select from list below  | 12 : 09 <br>am pm<br><input type="checkbox"/> Did not leave   |
|  | <b>PLACE 4</b><br><input checked="" type="checkbox"/> Home <input type="checkbox"/> Other Place (Provide place name and address):  | 12 : 37 <br>am pm  | Car  | # with you: 1<br>Names: Kate   | Select from list below  | __ : __ <br>am pm<br><input checked="" type="checkbox"/> Did not leave  |
| <b>Activity List</b> <span style="float: right;">Continue with places 5-12 on back</span><br>Record the code(s) in column E that best describes the activity for each place. For public transit stops or car/vanpool meeting places: Record activity '20'. |  |  |  |  |   |   |
| <b>HOME ACTIVITIES</b><br>01. Typical home activities<br>02. Working at home (paid)  |  | <b>SHOPPING &amp; ERRANDS</b><br>08. Major purchase shopping<br>09. Other routine shopping<br>10. Drive-thru food or errands<br>11. Vehicle service<br>12. Health care visit<br>13. Other non-shopping errands |  | <b>SOCIAL ACTIVITIES</b><br>14. Eat out<br>15. Socialize with friends/relatives<br>16. Religious or community events<br>17. Exercise or recreation<br>18. Attend major special event |   | <b>TRAVEL-RELATED ACTIVITIES</b><br>19. Drop off/Pick up passenger(s)<br>20. Change travel mode/Transfer (from walk to bus, bus to bus, etc.) |

See other helpful tips on the back!


## F. GPS Package

In addition to the travel logs that are sent to each household, GPS households receive specific materials and instructions for participating in the GPS survey. Eligible GPS HHMs are asked to wear a GPS device for three days, beginning on the assigned travel day. GPS HHMs are asked to keep a travel log for only the first day of travel. The following items are included in the package mailed to GPS households:

- a cover letter explaining the next steps of the survey and how to report travel online
- wearable GPS devices for all eligible household members (aged 16-75)
- instructions for how to use the GPS devices
- a device usage log to help household members remember and keep track of the devices
- a pre-paid FedEx package with instructions for mailing back the devices

Included in the cover letter is a description of the incentive that each HHM will receive if the full survey is completed.

Figure 13. Cover Letter - GPS Households -MDOT



«FIRSTNAME» «LASTNAME»  
«ADDRESS»  
«CITY», «STATE» «ZIP»-«ZIP4» «DATENOW»

Dear «FIRSTNAME»,

**Thank you for agreeing to participate in the MI Travel Counts survey!**

The information you provide will help ensure that future transportation projects reflect what your community needs. Remember that we value your input, no matter how much or how little you travel.

**NEXT STEPS:**

**1. Record your travel information using the GPS devices and Travel Logs.**

- Use the Travel Logs to record all places visited by your household on «FIRSTTRAVELDAY».
- Use your GPS devices from «FIRSTTRAVELDAY» to «LASTTRAVELDAY». GPS equipment is being provided for each household member between the ages of 16 and 75 as noted in the table below. Please follow the instructions for use that are provided in the package.

| Person    | Name    | Age    | GPS Unit ID  |
|-----------|---------|--------|--------------|
| «PERSON1» | «NAME1» | «AGE1» | «GPSUNITID1» |
| «PERSON2» | «NAME2» | «AGE2» | «GPSUNITID2» |
| «PERSON3» | «NAME3» | «AGE3» | «GPSUNITID3» |
| «PERSON4» | «NAME4» | «AGE4» | «GPSUNITID4» |
| «PERSON5» | «NAME5» | «AGE5» | «GPSUNITID5» |
| «PERSON6» | «NAME6» | «AGE6» | «GPSUNITID6» |

- Return the GPS devices and the completed **Equipment Usage Record** in the pre-paid FedEx packaging immediately after your travel period. Refer to the return instructions in the package. **Be sure to keep the Travel Logs for the next step.**

**2. Once your GPS equipment has been returned, we will contact you via text, email, or phone and ask you to confirm your travel information in one of the following ways:**

- **Online:** Go to [www.MITravelCounts.com](http://www.MITravelCounts.com).  
Click "Report Travel" and enter your PIN#: «PINNO».
- **By Phone:** Call 1-855-774-1800 to talk with a Westat study team member.

Once we confirm the travel information for all household members, we will send your \$«INCENTIVE» check for participating in the survey. Remember, participation is voluntary and your personal information will be kept confidential, as required by law.

Thank you again for helping to move Michigan forward!



This survey is sponsored MDOT and conducted by Westat.

Figure 14. Cover Letter - GPS Households –SEMCOG



«FIRSTNAME» «LASTNAME»  
 «ADDRESS»  
 «CITY», «STATE» «ZIP»-«ZIP4»

«DATENOW»

Dear «FIRSTNAME»,

**Thank you for agreeing to participate in the MI Travel Counts survey!**

The information you provide will help ensure that future transportation projects reflect what your community needs. Remember that we value your input, no matter how much or how little you travel.

**NEXT STEPS:**

**1. Record your travel information using the GPS devices and Travel Logs.**

- Use the **Travel Logs** to record all places visited by your household on «FIRSTTRAVELDAY».
- Use your **GPS devices** from «FIRSTTRAVELDAY» to «LASTTRAVELDAY». GPS equipment is being provided for each household member between the ages of 16 and 75 as noted in the table below. Please follow the instructions for use that are provided in the package.

| Person    | Name    | Age    | GPS Unit ID  |
|-----------|---------|--------|--------------|
| «PERSON1» | «NAME1» | «AGE1» | «GPSUNITID1» |
| «PERSON2» | «NAME2» | «AGE2» | «GPSUNITID2» |
| «PERSON3» | «NAME3» | «AGE3» | «GPSUNITID3» |
| «PERSON4» | «NAME4» | «AGE4» | «GPSUNITID4» |
| «PERSON5» | «NAME5» | «AGE5» | «GPSUNITID5» |
| «PERSON6» | «NAME6» | «AGE6» | «GPSUNITID6» |

- Return the **GPS devices** and the completed **Equipment Usage Record** in the pre-paid FedEx packaging immediately after your travel period. Refer to the return instructions in the package. *Be sure to keep the Travel Logs for the next step.*

**2. Once your GPS equipment has been returned, we will contact you via text, email, or phone and ask you to confirm your travel information in one of the following ways:**

- **Online:** Go to [www.MITravelCounts.com](http://www.MITravelCounts.com).  
Click “Report Travel” and enter your PIN#: «PINNO».
- **By Phone:** Call 1-855-774-1800 to talk with a Westat study team member.

Once we confirm the travel information for all household members, we will send your \$«INCENTIVE» check for participating in the survey. Remember, participation is voluntary and your personal information will be kept confidential, as required by law.

Thank you again for helping to move Michigan forward!



This survey is sponsored MDOT and SEMCOG and conducted by Westat.

Figure 15. GPS Device Use and Return Instructions

## GPS Device Use Instructions

This package contains one GPS logging device for each person in your household between the ages of 16 and 75. Travel Logs have also been provided for all household members.

### TURNING ON THE GPS DEVICE

- To turn on the GPS device, press and hold down the **silver** power button in the upper right-hand corner for approximately 5 seconds. When the device turns on, all 3 lights will flash (**green**, **blue** and **red**), and the **green** and **red** light should remain on.
- Please make sure the device is turned on every morning, and whenever you are away from home. The **red light** should always be on, and the **green light** should be on (solid or flashing). If these lights are not on, press and hold the **silver** power button to turn the device off, and then press button and hold the button again to turn it back on.



### WHEN AND HOW TO WEAR THE GPS DEVICE

- You should wear the GPS device whenever you travel outside of your home starting on your assigned travel date and continuing through all days of your GPS study period (as listed on the letter in this package).
- When walking, biking, or riding public transportation, you should wear the GPS device on your waist or clipped to your bag or purse. If you are riding inside a vehicle such as a car or truck, you can continue to wear the GPS device on your waist or place your bag or purse on the seat.
- The **green light** will flash when data are being collected.



### CHARGING THE GPS DEVICE

- Each night after using each GPS device, plug one end of the enclosed cable (the end with the larger connector) into the cable on the side of the GPS device. Connect the opposite end of the cable into the wall plug adaptor and plug the adaptor into the wall. If the connection is right, the bottom light on the GPS device will light up in **red** indicating that it is charging. The **red** light may go off once the device is fully charged.



*Please recharge the GPS device every night.*

**Have Questions?**  
**Call 1-855-774-1800**  
**9am - 9pm EST**  
**Monday - Friday**

Equipment Return Instructions  
(See Other Side)



## GPS Equipment Return Instructions

As soon as possible after your last travel day, collect all GPS devices, cables, and AC adapters, place them in the packaging material and box in which they arrived, and place the box inside the pre-paid FedEx Pak (and seal the Pak). Please include the completed **Equipment Usage Log**, but remember to **keep the Travel Logs to confirm your travel once we contact you**.

### PACKAGING THE DEVICE FOR RETURN

**Step 1:**  
Repackage The GPS Devices



**Step 2:**  
Place GPS Devices Into Box



**Step 3:**  
Place Equipment Usage Log In Box



**Step 4:**  
Place Box Into FedEx Package



### FEDEX RETURN OPTIONS

- Option 1:** Take the package to a FedEx Drop Box or to FedEx Office Location. To find the nearest location, visit [www.fedex.com](http://www.fedex.com), or call 1-800-GO-FEDEX (1-800-463-3339).
- Option 2:** Schedule a FedEx pickup at your home or office. To schedule a pickup, visit [www.FedEx.com/pickup](http://www.FedEx.com/pickup), or call 1-800-GO-FEDEX (1-800-463-3339). Tell the FedEx representative you have a prepaid return envelope.
- Option 3:** Have us schedule a FedEx pickup for you. Just call us at 1-855-774-1800.

### REMEMBER, IN ORDER TO RECEIVE YOUR PARTICIPATION CHECK, YOU MUST:

1. Use the enclosed GPS devices and Travel Logs
2. Fill out the Equipment Usage Log
3. Return GPS devices and the completed Equipment Usage Log using the FedEx return packaging
4. Use your Travel Logs to confirm your travel information by web or phone

Equipment Use Instructions  
(See Other Side)

**Figure 16. GPS Equipment Usage Log**



**Equipment Usage Log**

Please complete this sheet and return it with the GPS equipment.

Device and Log Use: Fill in the appropriate columns (with a Yes or No) at the end of each travel day.

|   | PERSON: | Day 1<br>«DOW»<br>«ASSN» |          |                             | Day 2<br>«TD+1»<br>«NEXTDATE» |          | Day 3<br>«TD+2»<br>«DATEAFTERNEXT» |          |
|---|---------|--------------------------|----------|-----------------------------|-------------------------------|----------|------------------------------------|----------|
|   |         | Traveled?                | Use GPS? | Filled in<br>Travel<br>Log? | Traveled?                     | Use GPS? | Traveled?                          | Use GPS? |
| 1 | «NAME1» |                          |          |                             |                               |          |                                    |          |
| 2 | «NAME2» |                          |          |                             |                               |          |                                    |          |
| 3 | «NAME3» |                          |          |                             |                               |          |                                    |          |
| 4 | «NAME4» |                          |          |                             |                               |          |                                    |          |
| 5 | «NAME5» |                          |          |                             |                               |          |                                    |          |
| 6 | «NAME6» |                          |          |                             |                               |          |                                    |          |
| 7 | «NAME7» |                          |          |                             |                               |          |                                    |          |
| 8 | «NAME8» |                          |          |                             |                               |          |                                    |          |

«HHID»-«GFLAG»

**G. Pre-and Post-Travel Day Follow-up**

Households will be reminded about their participation in the survey before and after the assigned travel day. In the recruitment survey, each participating household is informed that we will provide them with reminders and asked how they would prefer to receive those reminders. The reminder options are telephone, text, and email. Respondents are also asked how they would prefer to complete the retrieval survey (web or phone). The first reminder occurs two days before the travel date. Subsequent reminders are sent 1, 5 and 10 days after the assigned travel day. The GPS household reminders are slightly different from the non-GPS households in that they remind people to charge and to return the equipment.

## H. Retrieval Survey

The retrieval phase begins immediately after the participant's travel date has passed, officially at 2:59 AM on the day following the travel date. The retrieval survey uses TripBuilder Web (TBW) as a tool for collecting the travel day trip details of each household member.

Household members are asked to log on to the website and report about each of the places they went on the assigned travel day. Households are also provided the option to complete the retrieval survey over the phone. Those preferring telephone participation are contacted by an interviewer the first day following the assigned travel date. Those choosing to respond online have a day to do so before being contacted with a reminder.

The retrieval survey for the GPS households will also use TBW, but the process will be somewhat different. Once the GPS data is processed, the household members who carried the devices will be presented with information about their travel day and asked to verify the information presented about their travel day (e.g., trip times and place locations) and provide other details about each trip (e.g., the purpose of the trip). This type of survey is referred to as GPS plus prompted recall (GPS+PR).

**Figure 6. Example of TripBuilder Web**

Figure 7. Example of TripBuilder Web

The screenshot displays the TripBuilder Web interface. At the top, it shows the MDOT Department of Transportation logo and user information: Reporting For: Person: Joe (P1), Sampno: 9012002. The main content area is divided into several sections:

- PLACE 6**: A form for reporting a specific location. It includes fields for:
  - Where did you go next? (HOME (4167 N 28th ST E APT 2 , Detroit, MI, USA, 48210))
  - What TIME did you ARRIVE at this place? (7:17 PM)
  - HOW did you get to this place? (Auto/Van/Truck (as the driver))
  - How many people went to this place with YOU? (0)
  - What TIME did you LEAVE this place? (2:59 AM)
  - Checkboxes for "I didn't leave this place" and "I didn't leave this place. (This is where I ended my travel day.)"
- Map of Your Travel Day**: A map showing the travel route with numbered waypoints (1-6) and a pink line connecting them. The route starts at HOME (1), goes to Southeast Michigan Council of Governments (2), Belle Isle Park (3), Southeast Michigan Council of Governments (4), Craft Work (5), and ends at HOME (6).
- Your Travel Day**: A table summarizing the travel day.
 

| View # | Place                                     | Mode                           | Arrival Time | Departure Time | Duration (Minutes) | Distance |
|--------|---|--------------------------------|--------------|----------------|--------------------|----------|
| 1      | HOME                                      |                                | 3:00 AM      | 7:45 AM        | 4:45               | ✓        |
| 2      | Southeast Michigan Council of Governments | Auto/Van/Truck (as the driver) | 8:00 AM      | 12:00 PM       | 4:00               | ✓        |
| 3      | Belle Isle Park                           | Walk                           | 12:15 PM     | 1:00 PM        | 0:45               | ✓        |
| 4      | Southeast Michigan Council of Governments | Walk                           | 1:15 PM      | 5:00 PM        | 3:45               | ✓        |
| 5      | Craft Work                                | Auto/Van/Truck (as the driver) | 5:15 PM      | 7:00 PM        | 1:45               | ✓        |
| 6      | HOME                                      | Auto/Van/Truck (as the driver) | 7:17 PM      | 2:59 AM        | 7:42               | ✓        |

At the bottom, there is a green box indicating "Reported all of your travel for the day" and a "Continue" button. A footer section includes the Michigan.gov logo and copyright information for Westat, Inc. (2014).

## I. Incentive Structure

Once all parts of the survey have been completed, households will receive an incentive check for participating in the study. The incentive structure is outlined below:

- **Non-GPS households (travel log-only HHs):** The household is provided with one check for \$20.
- **GPS households:** Each household member who used a GPS device and participated in the prompted recall survey will receive \$25.



### III. The Survey Management System

This is a just brief overview of SMS. Please review the separate SMS User's Guide document for more details.

#### A. Getting Started

##### Logging into SMS

- SMS Login: <http://www.MITravelCounts.com/sms>
- MI Travel Counts survey website: <http://www.MITravelCounts.com>
- Username is (lastname\_firstname). Password is assigned by the system and should be changed when the interviewer first log in to something memorable.

Example username: John Doe username would be Doe\_J

##### My Account

- My Account is where each user can update their password.

#### B. Survey Actions

##### *Callbacks*

- After logging in, go to the 'Callbacks' page under 'Survey Actions'. This is where the interviewer will get most of their calls.
- Click on "Get Next Call" to access the next prioritized household's survey.
- Get next call will open surveys for recruitment, retrieval, and reminder calls.
- Calls are assigned based on a pre-determined set of criteria to prioritize calls for the interviewer's convenience.
- Within the Callbacks page the column to the far right contains the "Go To Survey" link, which takes the interviewer directly into the survey.

##### *Browse Households*

- Use the Browse Households page to search for specific households and criteria. This is useful during inbound calls. For example, if someone calls to complete the survey by phone or is looking for their PIN.

### ***Household View***

- Click on 'View' go to the 'Household View' page for a specific household. The household view contains more detailed information about the household.
- The 'Household View' page shows key information about the household, and has links to enter the REC (recruitment) or RET (retrieval) surveys.
- The 'Go To Survey' link in the Household View page will exit SMS and take the interviewer directly into the household survey. When the interviewer finishes a survey the system will automatically return to SMS.
- The 'Household View' also has a link to the household's Contact History.

### ***Contact history***

- Contact history is useful to interviewers to see information such as who the last interviewer was to contact the household and when, or how many, voicemails have been left.
- The Household Status shows what stage of the survey the household is in.
- The Instrument Disposition is shown at the bottom of the Contact History page. The instrument disposition is set at the end of each call or when a survey becomes a complete.
- The Change Travel Date function on the Household View page is a tool that survey managers use when travel dates need to be changed and should not be accessible to interviewer staff. If a household needs a travel date change then interviewers should alert a survey manager to make the change.
- The View Survey Data page on the Households View page, opens up a new window that shows all the data recorded for either recruitment or retrieval. Sometimes interviewers need to refer to this page to look up specific information about a household such as retrieval preference, emails addresses, etc., although the interviewer may find that they may not need to refer to this page at all.

### ***Searching for Households within Browse Households Page***

There are several different ways to search for and locate a household within the Browse Households page. The easiest way is to search using the sample # (all numbers), or the PIN # (numbers and letters).

If a participant does not have either of these pieces of information, then households can be searched for by address. If searching by address, start with street names first and ignore prefixes/suffixes such as St. or Ln. or apartment numbers, which may lead to unsuccessful searches.

Households in retrieval, or households in recruitment with publicly listed phone numbers, can be searched for by phone number using the following format: (907) 356-3173. Households can also be searched for by using the participant's last name.

### **C. Navigating within the Survey**

Once inside the survey, the household sample number and phone number will be in the top left corner. Pay special attention to the outbound prompt before picking up the phone to dial the household. Depending on the status of the household, the script may be different depending if it is in recruitment, retrieval, or a reminder.

To navigate to the next page of the survey, select the 'Next' button, and 'Back' to return to the previous page. 'Next Plus' is used to quickly return to the furthest point reached in the survey if an interviewer needs to go back to re-answer a question and then return to where they left off.

Much of the information found in the View Household page can also be found in the Household Summary page within the survey. This way, interviewers can still access important background information about the household they are calling without first having to open up the Household View page.

It is important that the interviewer check the Summary Page at the beginning of each call, especially during retrieval. This way, the interviewer will know who to ask for, any relevant information left in the Notes field about the household, and the call history and previous disposition. For example: an interviewer may see that a voicemail was left within the last several days and therefore will not leave another voicemail if the call is not answered.

### **D. Ending Calls**

Whenever an outbound call is made, or a household survey is opened, the call must either end with a survey being successfully completed and the household becoming a complete in either REC or RET, or the call will end with the interviewer setting a disposition or 'result code' after selecting the 'End Call' button in the upper right hand corner of the survey.

After selecting the 'End Call' button, the interviewer is taken to the select dispositions page to end the call using the correct disposition or 'result code'. For more information on selecting the correct result code refer to Table 4 on page 36. If a survey ends, either by successfully completing the survey, or by selecting End Call and selecting a disposition code,

the interviewer should arrive back at the Callbacks page within SMS so that the interviewer can begin making more calls.

### **E. Reminder Calls**

Reminder calls are made the day before a household's assigned travel date. These calls are made to remind the household of their travel date, and to see if the households have any questions about the materials that they were sent.

Unlike normal calls, if the interviewer does not reach a live participant, the interviewer should never select "End Call". Instead, if a household member does not pick up the phone, or if the call ends unexpectedly, the interviewer should select 'No Answer' and then continue to the following page. If the interviewer does successfully reach a participant, then they simply read the script and select either 'No Questions', or 'Travel Date is Bad for Respondent.'

Selecting 'Travel Date is Bad for Respondent' will lead the interviewer to a page that allows the interviewer to choose a new travel date for a participant, or have them be called back by a supervisor. Selecting 'No Answer' will lead the interviewer to a script to read specifically for leaving voicemail messages during reminder calls.

### **F. Active Calls**

Within SMS, there is a link in the top left corner named 'Active Calls'. This page shows the list of Active Calls, which are surveys that are still considered to be 'active'. This can happen when an interviewer fails to close out of a survey correctly. It is important to always end surveys by either successfully completing the survey or by selecting 'End Call' and choosing the appropriate disposition code so that surveys do not remain open and show up in the 'Active Calls' list.

When a survey is left open in an active state, no other interviewers can access that survey until the interviewer who initiated the survey goes back and correctly closes out of the survey or if a survey manager closes out of the survey. Please check the 'Active Calls' list regularly and make sure to close out of any surveys that the interviewer may have left open.

### **G. Result Codes & Dispositions**

The result codes available for use on the project are presented below. In addition to the code, you will find a description of the code and the outcome that will result for each code.

**Table 4. List of Result Codes for MI Travel Counts Survey**

| <b>CODE</b> | <b>CALL RESULT</b>               | <b>DESCRIPTION</b>  | <b>OUTCOME</b>  |
|-------------|----------------------------------|---|---|
| 200         | Will Continue Online             | The participant told you they wanted to complete the study online.  | Participant may be called again, if not completed online.   |
| 201         | Mailed Travel Logs Back          | For Retrieval: The Participant has mailed the travel logs back to Westat.   | The participant may be called again if the travel logs are not received in a designated amount of time. |
| 202         | Logs Received                    | Use when we receive a physical copy of the travel log via mail.   | Participant may be called again, if there is a detail that needs clarification.                         |
| 203         | Logs Received – Follow-up Needed | Use when we receive a physical copy of the travel log via mail AND one or more times, addresses, modes, or trip purpose fields is left blank. | Participant will be called again to gather the missing information.                                     |
| 300         | Call-back General                | The participant requested an appointment sometime in the future, but not at a specific day and time.  | Participant will be called again during the requested timeframe.  |
| 301         | Call-back Specific               | The participant requested an appointment on a specific day at a specific time   | Participant will be called again at appointed time.   |
| 302         | Call-back to Reach Adult         | The person who answered the phone is not above 18 and no one of legal age is currently available to take the call.                            | Participant will be called again.   |
| 400         | Ring no Answer                   | Use after letting the phone ring 7 times without being answered   | Case will be called again on a different day and time.  |
| 401         | Voice Mail                       | Use after you reach an answering machine/voicemail message but do not leave a message.  | A voicemail message will be left at least once, but not for every time this code is applied.            |
| 402         | Busy Signal                      | Use after reaching a busy signal.   | Case will be called again, typically within the half hour.  |
| 403         | Voicemail Message                | Use when you reach a  | Follow established study  |

| CODE | CALL RESULT            | DESCRIPTION   | OUTCOME  |
|------|------------------------|---|--|
|      | Left                   | voicemail/answering machine and DO leave a message  | guidelines on how often and how many voicemail messages to leave.  |
| 500  | Initial Refusal        | Use after you speak with someone that refuses to participate in the survey.   | Case may be called back to attempt to convert the refusal.   |
| 501  | Final Refusal          | Use after you speak with someone that is hostile or threatening.  | Case is finalized – no more call attempts.   |
| 600  | Non-Working Number     | Used when you reach a telephone number that is out of service.  | Case is finalized – no more call attempts.   |
| 602  | Non-Residential        | Used when you reach a business.   | Case is finalized – no more call attempts.   |
| 603  | Invalid Address        | Use this code when the number you call does not match the sampled address.  | Case is finalized – no more call attempts.   |
| 604  | Invalid GPS Address    | This code should only be used when a person requests that a GPS device be sent to a PO Box and will not provide an alternative address. | Case is finalized – no more call attempts.   |
| 605  | HH Size DQ             | Use when participant will not reveal the size of the household.   | Case may be recontacted.   |
| 606  | HH Age DQ              | Use when participant says that no one above the age of 18 is currently available.   | Case may be recontacted.   |
| 700  | Language Barrier       | Use after you speak with someone that cannot communicate in English and there is no one else you could speak with in English.           | Note the language being used if you can identify it. We work with a translation firm that will call these households back. |
| 800  | Complete               | Use when you complete the survey with a participant.  | Case is finalized – no more call attempts.   |
| 900  | PROBLEM                | Use when no other code is appropriate.  | Case will be reviewed to determine how to handle.  |
| 901  | New Travel Date Needed | Use when the new travel dates provided still do not work for  | Case will be called back to identify a travel date that  |

| CODE | CALL RESULT | DESCRIPTION   | OUTCOME  |
|------|-------------|---|--|
|      |             | the participant (e.g. they need a date more than 2 weeks past the original date). | works for the participant. Once a date is confirmed with the participant, then the interviewer must notify a Survey Coordinator who will then change the date. |

## H. Household Status

**Loaded/Active** – household has not called, nor has the participant logged into the website to start the survey.

**Recruit/Retrieval Partial** – The household has been opened by a telephone interviewer or by a household participant through the website. This does not mean that the survey has necessarily been started because a survey will receive a Recruit Partial status as soon as it has been opened by the interviewer to make a call or if a household participant logs into the website, and no question have to be answered to receive a Recruit Partial status.

**Recruit Complete** – The household has finished recruitment into the survey but the Retrieval part of the survey has not yet been opened by the interviewer or a household participant.

**Retrieval Complete** – The household has finished reporting all of their retrieval data either through CATI or WEB and has completed the last step of the survey.

**Research** – These households will not show up using get next call, and involve issues that must be resolved by survey management. Any interaction involving a household with this status should be re-directed to project coordinator at WESTAT.

**Refusal** – This means that a member of the household was unwilling to take the survey or that there is another problem such as a non-working number.

**Unreachable** – A household may be set to unreachable for a variety of different reasons, but this should only be done by project coordinators/managers.

## I. Scheduling a FedEx Pick-Up

As the participant doesn't need to be on hold while you enter in the package details, you should always collect the following information from the participant upfront:

- Number of devices to be shipped
- Date of pick-up
- Time that package(s) will be ready for pick-up
- Location of package(s) for pick-up

To schedule a FedEx pick-up follow the list below.

1. Go to FedEx site.
  - a. <http://www.fedex.com/us/fcl/pckgenvlp/pickup/>
2. Log-in using your FedEx account information
3. Choose "Westat-273" under Account no.
4. Enter participant address, which can be found in SMS
5. Check "This is a residence"
6. Always choose FedEx Express Pickup, do not select Ground or Express Freight
7. Number of packages
  - a. Typically 1
  - b. If shipping 4+ devices then enter 2 (<=8 devices) or 3 (<12 devices)
8. Total Weight
  - a. Allot 1 pound per device
9. Time window must be at least four hours long
  - a. Whatever time the participant gives you, make sure that you enter this as the Ready Time, not the Latest Available Time.
10. Location of packages
  - a. If the participant is leaving the package somewhere other than their front door, then you can leave special instructions for the delivery driver in this box.
11. Go to Field Management Website
  - a. <https://mitravelcounts.wesdemo.com/sms>
12. Look up HHID and select household via blue link
13. Under the Mailing Address information, select "Equipment Retrieval"
14. Click "Add Entry" above the Reminder Contact Log section
15. Leave a note saying that you talked to the participant, include the pick-up date and time window



## **IV. Interviewing and the Help Desk**

### **A. Many Hats**

As an interviewer, you play a critical role in motivating respondents to participate and provide accurate information. Ensuring a positive respondent experience is fundamental to the entire data collection process. This not only affects response rates, but also data quality and reflects on the MDOT and SEMCOG agencies. While the respondent experience may begin in the public awareness campaign, Westat is committed to making participation in this study a rewarding experience from start to finish.

### **B. Handling Questions and Refusals**

It is natural for participants to have questions or concerns about confiding personal information to a stranger. Some people will voice their concerns directly, while others will leave you guessing at the underlying problem. While there will always be people who outright refuse to participate, your approach and demeanor have a significant influence on the frequency of refusals. When you are interested in the study, knowledgeable, and enthusiastic about its purpose, the respondent recognizes this and will be more likely to trust you and the work you are doing.

Being well-versed with commonly asked questions and likely objections will allow you to anticipate and reassure the respondent, putting to rest any fears. Often, a respondent's decision to participate or not will be based on how well you answer the respondent's questions. Listen to the respondent and answer what is asked. Be clear and concise. Providing more information than what is asked may suggest to the respondent that you are not giving them your full attention or that you have a canned speech you must present. Sometimes addressing a concern that was not raised by the respondent could lead them to be concerned about other issues they had yet to consider.

#### **Perceived Invasion of Privacy**

It is possible the respondent is willing to participate in the study but tells you that they are unwilling to discuss certain subject areas. If this should happen and the respondent is adamant about not answering certain questions, explain that you are required to ask every question, but they may refuse to answer any question. There are only a few questions in the survey that require a response. These are programmed to indicate this and text is provided in the CATI instrument.

Remember to assure the respondent that all answers are kept in confidence.

### **Fear of Study and/or Use of the Data**

Respondents tend to fear things they don't understand. Some respondents may think you are selling them something, or interested in their schedule as a means of "casing" their home. By having the purpose of the study and what the data will be used for clearly in your mind, you can alleviate the respondent's fears.

### **Hostility toward the Sponsor**

People who might express displeasure with MDOT or SEMCOG often just want to be heard, and so listening respectfully is important. It is always helpful to preface a rebuttal to a respondent's objection with a token agreement or understanding of his/her viewpoint, e.g., "I understand that" or "You certainly have a right to feel that way." These neutral acknowledgements often take the respondent off the defensive and usually work well in a more detailed rebuttal.

You can tell the respondent that his/her views and experiences may get overlooked if s/he decides not to participate.

### **Threatening Subject Matter**

The information collected in this study should not be threatening to most people. Reading each question in an even-toned, non-judgmental manner without hesitation can eliminate hesitancy on the part of most respondents.

## **C. Answers to Commonly Asked Questions**

Respondents' questions are rarely phrased the same way as we have noted them in this manual. Some questions may in fact not be questions at all but a rambling response. Some respondents will be quite articulate in expressing their viewpoints and some may have a great deal of knowledge about the topic under study. Articulate and knowledgeable respondents will perhaps present the most challenging questions.

Whether the question is ill-phrased or well-phrased, you must answer each question with sincerity and directness. By doing so, you will communicate to the respondent a professional attitude and a concern that their questions are important. Should you be asked a question that you are unable to answer you should be honest and say, "That's a good question. I don't know the answer to that. Let me get my supervisor."

The responses here are suggested responses to questions most likely to be asked. However, these responses should not be considered the only suitable ones. They do, however, offer the guidelines for what should be incorporated into your answers.

**I need more information about the study before I'll answer any questions.**

I would be happy to answer any question you have. If I don't know the answer, I will find someone who does. What would you like to know?

**What is this study about?**

The purpose of this study is to learn more about how, when, where, and why people travel in Michigan. The information you provide will be combined with the responses of others in your region. Michigan will use this information to plan and improve roads, public transit, sidewalks, bicycle routes, and overall transportation safety as the region continues to grow.

**Who are you? Who is doing this study?**

The study is being conducted by the Michigan Department of Transportation (MDOT) and the Southeast Michigan Council of Governments (SEMCOG). I work for a company called Westat, an independent, social science research company located outside of Washington, DC. We have been hired to conduct this survey for MDOT and SEMCOG.

**Why did you pick me/my household?**

To plan for future transportation needs successfully, the survey must include travel details from all different kinds of households. We can't select everyone for the study, so we randomly select households by address. Because your household was randomly selected to participate, you have the opportunity to represent others in your neighborhood. Whether you travel a lot or a little—and whether you travel by car, bus, rail, biking, or walking—it doesn't matter. All types and amounts of your travel are important as we develop transportation solutions for the future.

**What if I don't drive a car?**

We are interested in all types of travel—by bus, train, bicycle, car, truck, taxi, walking—any means you use to get around.

**Why should I participate?**

The Michigan Department of Transportation (MDOT) and the Southeast Michigan Council of Governments (SEMCOG) are continually working to provide a safe and efficient transportation network for Michigan. Information gathered from your participation will help paint a more accurate picture of how state and local transportation systems are used and where needs exist. With this knowledge, state and local officials can better determine how public funds for improvements should be spent and where they are needed most.

State and local decision-makers require accurate, updated travel information to make the best recommendations for transportation improvements. Your information will be used to help manage the transportation system efficiently and effectively, and will enable us to get the most value out of future transportation investments. Making wise transportation investments

can provide better access to jobs and housing, reduce traffic congestion, and increase mobility—all of which can improve our economy, environment, and quality of life.

If you have ever wondered what you can do to help improve transportation, this is your chance!

**Who is conducting the survey?**

Westat is conducting the survey. Westat is a social science research company. Our corporate headquarters is located in Rockville, Maryland. Westat conducts surveys and evaluations on many different subjects and has been contracted to conduct this study. Westat is a nationally recognized survey expert in travel behavior and health studies.

The Westat web site address is [www.westat.com](http://www.westat.com).

**What is a Metropolitan Planning Organization (MPO) and what does an MPO do?**

A Metropolitan Planning Organization is a federally required and funded coalition made up of local elected officials and state agencies created for the purpose of transportation planning. To receive federal gas tax revenues, an MPO is required for metropolitan areas with a population of 50,000 or more and is responsible for the development of a Long Range Transportation Plan (LRTP) and a Unified Planning Work Program (UPWP) to achieve regional goals and objectives.

**Are there penalties if I do not participate?**

No, the study is voluntary and there are no penalties if you don't participate, but we hope you will want to participate. Some things we can learn only by talking to people, by asking them questions about their lives and experiences. To keep Michigan moving, we need to learn how, when, where, and why people travel. Without good data about how people move about the region, accurate predictions about future needs will be difficult to make. This could affect your travel for years to come.

**What risks are there if I participate in this study?**

The plans for this study were brought before an Institutional Review Board which, among other things, requires that any real or potential risks be fully disclosed to participants. I'm happy to tell you there are no risks to participation in this study.

**Will the information I give be confidential?**

Yes. The information you give us will be kept private to the fullest extent allowed by law. Nobody outside the research team will ever know you participated unless you choose to tell them. Researchers understand the privacy concerns of participants and have developed very strict rules and ethics to protect the confidentiality of people who participate in studies. The information we collect will appear as statistical data in a report; no names or identifying materials will be included in the report.

We do not sell, distribute, or otherwise share your personal information with any third party.

**How do I know the survey is legitimate?**

You can visit the MI Travel Counts website at <http://www.MITravelCounts.com> to read more about the survey you can contact MDO T or SEMCOG by emailing Karen Faussett at [faussettk@michigan.gov](mailto:faussettk@michigan.gov) or calling her at 517-335-2956.

IF HELPFUL: You can offer to have one of the team leads or the Project Manager call the participant back to speak with them personally.

**What will be done with the data collected from the survey?**

The data collected from participating households will be statistically summarized to describe the travel patterns resulting from a variety of typical daily travel and activities. The data will be used by transportation modelers to predict future travel patterns in the region.

Some examples: the general activities people engage in, the means of travel they use to get to these activities, where the trips are coming from and going to, the extent to which the trips are combined together, and the time of day the trips are made, will be summarized.

The information you provide will be used to aid in the planning, development, and maintenance of various transportation systems to help improve car, bus, and train travel options, and air quality in the region. For example, knowing where and how people travel helps determine which roads are used more than others and may need widening, or where more buses are needed. Transportation planners use this information to evaluate existing transportation systems, the assessment of future transportation needs, and serve as a means to forecast transportation trends in Michigan.

**What kind of questions will you be asking?**

We will ask questions about your household and the number of vehicles used by the people living in your home. Later you can go online or we can call you back to talk with you about the different places you went, the types of transportation you used to get there and the activities you engaged in while at each place.

**Why do you need to know when and where each trip and activity took place?**

We need to know the times of day and locations of trips and activities to determine the uses of the transportation network in "peak" and "off peak" periods of travel. This information will allow planners to better understand the connection between land use and transportation so that they can better plan for future modifications and improvements to the network.

**Is information about where I live and where I go linked to my name?**

There is no connection between your name and the information collected about your travel. Your household is assigned an ID number that is supplied with the data. In fact, you do not even need to provide us with your real name; we simply need a way to differentiate the people within your household. However, if you want to be able to cash the incentive check, then we need a real name from you.

**Will information from the survey be available to the public?**

Your specific activities and travel patterns will remain confidential, as will any contact information (your name, home address, phone number, e-mail address, etc.). Key findings about travel patterns drawn from the survey will be summarized and may be made public. This information will be general in nature and will relate to regional transportation factors.

**How did you get my phone number? How did you get my unlisted number?**

Every household selected for this study is selected randomly. We match addresses in our sample to a telephone database.

**Do I have to do this?**

Your participation is voluntary, but your input and opinions are very important to the success of this study. You represent many other people in situations similar to yours, and you are actually speaking for them and yourself. If there is a question you do not wish to answer, just let us know and we will skip to the next one. However, we think you will find this study interesting.

**Why don't you just send me the questionnaire?**

**[Recruitment Stage]:** We ask questions over the phone because people are asked different questions based on their answers to previous questions. The computer selects the appropriate questions for each respondent automatically, which also saves time.

**How long will this take?**

The exact time varies from household to household.

[IF PRESSED FOR A TIME: The recruitment interview typically takes about 10-15 minutes to complete. The retrieval interview typically takes about 20-25 minutes to complete.

**Why should I be willing to give you my income information?**

Household income may be a factor in the amount of travel made. We also want to be sure that the experiences of persons with varying levels of income are fairly represented in this study.

**Why do you need to know where I work?**

A significant portion of travel is made by people going to and from work and by people at work. We want to understand what types of jobs generate travel.

**Why do you need to know about my family?**

The reason why we ask for the number of people living in each selected household is to get a general picture of travel patterns of all types of household members. Household size is a factor in the amount of travel made and the types of trips taken.

**Why do you want to know about our cars?**

The study we're conducting is about transportation. The information collected on each vehicle in each surveyed household is used by transportation planners to compare with other similar households in the area. Environmental planners use the data to evaluate the fuel use and environmental aspects of transportation (e.g., air pollution and petroleum consumption).

**Why do you want to know about my children's trips?**

It's important for transportation planners to understand when, where, and why trips occur for all household members.

**Why do you need to know so much information about my household?**

All the information that we collect is used by Michigan's Department of Transportation to evaluate travel options as well as future state transportation planning.

**Why does everyone in the household need to participate?**

Because understanding trip making decisions within each household is important to understanding the bigger picture of travel behavior across the state.

**Why do you need to know when and where our children go to school?**

Part of the travel patterns we are following involve the safety of our transportation needs involving children and their travel activities. A significant portion of travel is generated by children going to and from school and other places like daycare or soccer practice.

**Do you really want to know if all I did was stop at the ATM?**

Yes, even just making one stop affects the traffic patterns on the entire road network.

**What if I do not plan on going anywhere on my travel day? What if I don't travel very much?**

To appropriately represent this travel research we need to talk with people that make no trips, just a few trips, and lots of trips on any given day.

**What if I am not in Michigan on my assigned travel day?**

We are really interested in travel within Michigan. If you are planning to be outside of the state on your assigned travel day, please let us know and we will try to select another travel day for your household. If you happen to make some trips outside of Michigan, that's okay. Record those trips just like those in the state.

### **Why do you want information about me that is not about my travel?**

We ask personal questions about your household to gauge how many households look like yours. To create a statistically sound survey, we have to ensure that we account for households with varying numbers of people, vehicles, jobs and income levels. Most of the other questions we ask are about work, school, and volunteer activities. We ask about these types of activities because they generate travel.

## **D. Refusals**

### **Refusal Avoidance**

Refusals are going to happen in survey research. As interviewers you are expected to make consistent but professional efforts to overcome or avoid these initial soft refusals. To do so effectively, you will need to focus on quickly educating the person you're speaking with on the purpose and benefits of participation in the study and overcoming any concerns or fears that they may have. Remaining professional, friendly, and courteous at all times is required. You should always remain tactful, pleasant, sincere, and well prepared.

Probably the most common category of refusal is the "I'm not interested" refusal, followed closely by "I'm too busy." Most people who use these responses do so without even knowing what the study is about or why you're calling them. Think about it. It's easier to say "thanks, but no thanks" to the person passing out flyers or coupons on the street than it is to stop and engage with them to find out whether or not you may be interested in what they have to share. Think about what would keep you on the phone with a stranger calling to conduct a research study and use that.

### **I'm not interested.**

Please, if you could spare just a couple of minutes, I'd like to explain a bit about this important transportation research study being conducted in Michigan. The Michigan Department of Transportation and the Southeast Michigan Council of Governments are sponsoring this study to learn more about the travel experiences and concerns of people in your area.

### **I just don't have time for your survey. I am too busy now.**

I'd be happy to call back at a more convenient time. Is day, evening, or weekend better for you? I look forward to talking to you then.

You may also complete the survey online at a more convenient time, if you would like. Provide URL ([www.MITravelCounts.com](http://www.MITravelCounts.com)) and household PIN.



**The money for this study could be spent more wisely, etc.**

Occasionally argumentative respondents are encountered. In spite of their argumentative response, they tend to be persons who are really interested in the study, but want to tell you what they feel before they will consent to being interviewed. Bear with them and hear them out! As long as they keep talking, they have not refused. *Do not argue; simply make short, neutral comments to let them know you are listening.* When they have finished, make a comment such as: Your opinions are very interesting and your answers will be important for the survey. This is your opportunity to be heard. Let's get started now. (Ask the first question.)

**I had a bad experience recently with someone taking a survey, so I don't think I want to participate.**

I'm sorry that your previous experience was a bad one. I would like to have a chance to make your contact with us a pleasant one. Also, by participating in this study, you will have an opportunity to help transportation planners better understand the needs of your area.

**Take me off your list.**

Your household was randomly selected to be invited to be in a State of Michigan transportation study. We are offering you an opportunity to participate in an important household travel study that will be used by transportation planners to help decide how to better meet your state's needs in the future. Also, if you participate we will provide you with an incentive check for your time and effort.

**Call me back next week.**

Such statements are usually a "put-off" tactic and will be continued when you call back. Try to retain control of the situation by establishing an appointment. For example, "O.K., I have made an appointment for you at 8:00 p.m. next Tuesday. I look forward to talking with you then."

**List of standard refusal conversion strategies:**

Acknowledge importance of respondent's time and make every effort to work around his/her schedule.

- "I know you have a lot going on, but this study will help busy people like you."
- "You have such an important role as a respondent in this study so I want to make it as easy as possible for you to participate."
- "Our schedule is very flexible. I can choose any time that works best for you – mornings, late evenings, weekends, whatever you need."

Empathize with confidentiality/privacy concerns and explain the procedures used to assure confidentiality.

- “I understand your concerns about privacy. I’m a private person, too. I can assure you that your information will not be attached to your name. Instead, it will be combined with information from thousands of other participants and presented in totals and graphs.”

Empathize with anti-government concerns.

- “I understand your concerns about big government studies, this study will help shape the future transportation needs in your area.”
- “You can refuse any questions that make you feel uncomfortable.”

Explain sampling and stress the importance of the respondent’s participation in the survey as a representative of others like him/her.

- “You were randomly chosen to be part of a scientific sample. You represent thousands of others like you. If you don’t participate, no one can replace you, not even your neighbors.”
- “We need to collect information from a variety of people, including single person households and those with families.”

## **Appendix BB**

### **Email Responses to Frequently Asked Questions**

# Email Responses to Frequently Asked Questions

**Table of Contents**

Email Responses to Frequently Asked Questions ..... 1

Lost PIN ..... 4

Lost PIN- need more information ..... 4

PIN not found in our database..... 4

Change Travel Day ..... 5

Change Travel Day - missed travel day ..... 5

Change Travel Day - too late to reschedule..... 5

Website is slow – RECRUITMENT..... 6

Website is slow - RETREIVAL..... 6

No time to participate..... 7

Completed Survey..... 7

Missing Name – for incentive check ..... 8

Comment or complaint about the roads in Michigan ..... 8

Comment or complaint about the Spanish and Arabic Language ..... 8

Comment or complaint about the survey..... 9

Technical issue with completing the survey ..... 9

Address or Phone Number does not match sample..... 10

TPS Research Needed ..... 10

Want logs mailed after all ..... 11

How do I mail the travel logs back to you?/HH emails travel..... 11

I printed out the travel logs, now what? ..... 12

I don’t want to participate because I don’t go anywhere ..... 12

I can’t cash a check, will you send me cask or gift card..... 13

GPS privacy questions..... 13

Want to join but data collection is ending..... 14

TPS Research when no Phone Number is available, but email was provided ..... 8



## Lost PIN

---

Hello,

Thank you for contacting us to request your PIN. Your household's PIN is <123456>. You may use your PIN to log on to our website at [MITravelCounts.com](http://www.MITravelCounts.com) to complete the survey.

We look forward to your help in making Michigan a better place to live, work, and play.

Regards,

<Name>

MI Travel Counts Survey Team

[www.MITravelCounts.com](http://www.MITravelCounts.com)

1-855-774-1800

## Lost PIN- need more information

---

Hello,

Thank you for contacting us to request your PIN. Residents of Michigan are selected for participation in our study through their addresses. In order to make sure we send you the correct PIN assigned to your household, we will need your full address, including apartment number if you live in an apartment or condo.

We look forward to your help in making Michigan a better place to live, work, and play.

Regards,

<Name>

MI Travel Counts Survey Team

[www.MITravelCounts.com](http://www.MITravelCounts.com)

1-855-774-1800

## PIN not found in our database

---

Hello,

We were not able to find a match associated with the information you provided. Can you please confirm that you received a letter or postcard invitation addressed to your home? Invitations to participate in the survey are sent to randomly sampled addresses. If you did not receive an invitation in the mail, then your household may not be eligible to participate at this time, although it is possible that your household could still receive an invitation at a future date.

Thank you for your interest in helping to make Michigan a better place to live, work, and play.

Regards,

<Name>

MI Travel Counts Survey team

[www.MITravelCounts.com](http://www.MITravelCounts.com)

1-855-774-1800

## Change Travel Day

---

Hello,

Thank you for informing us that <Month Day, YEAR> is not a suitable travel day for you. I would be happy to reschedule your travel day. The next available travel date for your household is <Day of Week, Month Date, YEAR>. Please respond to this email and let us know if this date is acceptable.

We look forward to your help in making Michigan a better place to live, work, and play.

Regards,

<Name>

MI Travel Counts Survey Team

[www.MITravelCounts.com](http://www.MITravelCounts.com)

1-855-774-1800

## Change Travel Day - missed travel day

---

Hello,

Thank you for informing us that you missed your assigned travel day, <Month Date, YEAR>. I would be happy to reschedule your travel day. The next available travel date for your household is <Day of Week, Month Day, YEAR>. Please respond to this email and let us know if this date is acceptable.

We look forward to your help in making Michigan a better place to live, work, and play.

Regards,

<Name>

MI Travel Counts Survey Team

[www.MITravelCounts.com](http://www.MITravelCounts.com)

1-855-774-1800

## Change Travel Day - too late to reschedule

---

Hello,



Thank you for informing us that <Month Day, YEAR> is not a suitable travel day for you. Unfortunately, our survey period is almost over, and there isn't another travel day that I am able to schedule for your household. Please respond to this email and let us know if your original travel date of <Month Day, YEAR> is acceptable for your household. If this is not an acceptable date, your household will be unable to complete the rest of the survey.

We look forward to your help in making Michigan a better place to live, work, and play.

Regards,

<Name>

MI Travel Counts Survey Team

[www.MITravelCounts.com](http://www.MITravelCounts.com)

1-855-774-1800

## Website is slow – RECRUITMENT

---

Hello,

Thank you for writing to tell us about your experience using our website. We apologize that the system responded slowly for you. Each experience completing the online survey is a bit different. We would be happy to help you complete the remaining portion of the survey over the phone with one of our highly trained telephone interviewers.

Your travel date is <Friday, April 27<sup>th</sup>>. Please respond to this email, or call our toll-free number at 1-855-774-1800.

We look forward to your help in making Michigan a better place to live, work, and play.

Regards,

<Name>

MI Travel Counts Survey Team

[www.MITravelCounts.com](http://www.MITravelCounts.com)

1-855-774-1800

## Website is slow - RETREIVAL

---

Hello,

Thank you for writing to tell us about your experience using our website. We apologize that the system responded slowly for you. Each experience completing the online survey is a bit different. We would be happy to help you complete the remaining portion of the survey over the phone with one of our highly trained telephone interviewers.

Please respond to this email, or call our toll-free number at 1-855-774-1800, to schedule an appointment to report the remainder of your travel over the phone.

We appreciate your help in making Michigan a better place to live, work, and play.

Regards,

<Name>

MI Travel Counts Survey Team

[www.MITravelCounts.com](http://www.MITravelCounts.com)

1-855-774-1800

## No time to participate

---

Hello,

Thank you for informing us that this is an inconvenient time for you to help with MI Travel Counts survey. Each household that is selected to participate represents hundreds of other households not selected in your area. Because of that, your participation is very valuable to us.

We hope that you can find the time to help us make the Michigan a better place to live, work, and play. If you do, please give us a call at 1-855-774-1800 or go online and complete the study at [www.MITravelCounts.com](http://www.MITravelCounts.com).

Regards,

<Name>

MI Travel Counts Survey Team

[www.MITravelCounts.com](http://www.MITravelCounts.com)

1-855-774-1800

## Completed Survey

---

Hello,

Thank you for taking the time to participate in the MI Travel Counts survey. Your time and effort will go a long way in helping to make Michigan a better place to live, work, and play.

Regards,

<Name>

MI Travel Counts Survey Team

[www.MITravelCounts.com](http://www.MITravelCounts.com)

1-855-774-1800

### **Missing Name - for incentive check**

---

Hello,

Thank you for participating in the MI Travel Counts survey. We are in the process of preparing your incentive check and need to know to whom we should make the check payable.

To provide your name and the address where the check should be mailed, please respond to this email or call our toll-free number at 1-855-774-1800.

Thank you for your help in making Michigan a better place to live, work, and play.

Regards,

<Name>

MI Travel Counts Survey Team

[www.MITravelCounts.com](http://www.MITravelCounts.com)

1-855-774-1800

### **Comment or complaint about the roads in Michigan**

---

Hello,

We appreciate that you have taken the time to provide your comments. I have forwarded your feedback to the project managers at the Michigan Department of Transportation.

Thank you for your help in making Michigan a better place to live, work, and play.

Regards,

<Name>

MI Travel Counts Survey Team

[www.MITravelCounts.com](http://www.MITravelCounts.com)

1-855-774-1800

### **Comment or complaint about the Spanish and Arabic Language**

---

Hello,

Thank you for contacting us and providing your feedback about the MI Travel Counts survey. We value the feedback that we receive and we are always looking for ways to improve your respondent experience.

When we were designing this survey, we performed an analysis to determine the most common languages spoken in Michigan. We identified three languages that are most commonly spoken across Michigan's population – English, Spanish, and Arabic.

The sponsors of the MI Travel Counts survey recognize the responsibility to provide equal access to individuals with limited ability to speak, write, or understand the English language. Every effort is made to ensure fairness and equity in all programs, services, and activities. Providing the survey in English, Spanish, and Arabic, helps us equally reach all types of residents living in Michigan.

We appreciate your input into making Michigan a better place to live, work, and play.

Regards,

<Name>

MI Travel Counts Survey Team

[www.MITravelCounts.com](http://www.MITravelCounts.com)

1-855-774-1800

## **Comment or complaint about the survey**

---

Hello,

Thank you for contacting us and providing your feedback about the MI Travel Counts survey. We value the feedback that we receive and we are always looking for ways to improve your respondent experience.

We appreciate your input into making Michigan a better place to live, work, and play.

Regards,

<Name>

MI Travel Counts Survey Team

[www.MITravelCounts.com](http://www.MITravelCounts.com)

1-855-774-1800

## **Technical issue with completing the survey**

---

Hello,

Thank you for contacting us at the MI Travel Counts survey to let us know about the issue you are having with our website. We would be happy to answer your questions and to help you complete the survey over the phone. Please call our toll-free number at 1-855-774-1800 to reach a survey team member who can further assist you.

We appreciate your help in making Michigan a better place to live, work, and play.

Regards,

<Name>

MI Travel Counts Survey Team

[www.MITravelCounts.com](http://www.MITravelCounts.com)

1-855-774-1800

## Address or Phone Number does not match sample

---

Hello,

We are unable to find the [address/telephone number] you gave us in our database. Invitations to take part in the survey are mailed to randomly selected addresses. Please provide [your address/all telephone numbers associated with your address]. You may also call us at 1-855-774-1800 so we can find your log in information.

Regards,

<NAME>

MI Travel Counts survey team

[www.MITravelCounts.com](http://www.MITravelCounts.com)

1-855-774-1800

## TPS Research Needed

---

Hello,

Thank you for participating in the MI Travel Counts survey. After reviewing the information you provided in the survey, we still have a few items to clarify about your travel day before we can process your incentive check.

<IF THE DETAILS ARE SIMPLE ENOUGH TO PRESENT IN AN EMAIL, DO SO HERE...OTHERWISE USE STATEMENT BELOW>We are missing a few pieces of information from your survey and would like to contact you to retrieve them.

It would be easiest to clarify our questions if we could speak with you briefly. If you would provide us with a telephone number to reach you, we would be happy to call you at a time that is convenient for you. You may also reach our survey team toll-free at 1-855-774-1800.

We appreciate you taking the time to help make Michigan a better place to live, work, and play.

Regards,

<Name>

MI Travel Counts survey team

[www.MITravelCounts.com](http://www.MITravelCounts.com)

1-855-774-1800

## Want logs mailed after all

---

Hello,

Thank you for contacting us at the MI Travel Counts survey, we would be happy to mail the travel logs to you. What is the best address to us?

Regards,

<NAME>

MI Travel Counts survey team

[www.MITravelCounts.com](http://www.MITravelCounts.com)

1-855-774-1800

## How do I mail the travel logs back to you?/HH emails travel

---

Hello,

Thank you for contacting us at the MI Travel Counts survey. This is an online survey. You may report your travel by using the PIN number provided in the letter, going to [www.MItravelcounts.com](http://www.MItravelcounts.com) and clicking on "report your day." If you prefer to report your travel by phone, call us at 1-855-774-1800.

Regards,

<NAME>

MI Travel Counts survey team  
www.MITravelCounts.com  
1-855-774-1800

## **I printed out the travel logs, now what?**

---

Hello,

Thank you for contacting us at the MI Travel Counts survey. You will use the log to keep track of everywhere you go on your assigned travel day. The day after your travel day you can report your travel by using the PIN number provided in the letter, going to [www.MItravelcounts.com](http://www.MItravelcounts.com) and clicking on “report your day.” If you prefer to report your travel by phone, call us at 1-855-774-1800.

Regards,

<NAME>

MI Travel Counts survey team  
www.MITravelCounts.com  
1-855-774-1800

## **I don't want to participate because I don't go anywhere**

---

Hello,

Thank you for contacting us at the MI Travel Counts survey. To appropriately represent this travel research we need to talk with people that make no trips, just a few trips, and lots of trips on any given day. So even if you don't go anywhere, we still want to hear from you.

You will use the log to keep track of anywhere you go on your assigned travel day. Even if you go nowhere, the day after your travel day you can using the PIN number provided in the letter, going to [www.MItravelcounts.com](http://www.MItravelcounts.com) and clicking on “report your day.” If you prefer to report your travel by phone, call us at 1-855-774-1800.

Regards,

<NAME>

MI Travel Counts survey team  
www.MITravelCounts.com  
1-855-774-1800

## **I can't cash a check, will you send me cash or gift card**

---

Hello,

Thank you for your e-mail; we understand your concern. However, due to the large number of survey participants we expect, the need to make sure the incentive goes to the appropriate recipient, and for our internal tracking needs, sending a check is the best method for us. Again, thank you and we appreciate your feedback

Regards,

<NAME>

MI Travel Counts survey team  
www.MITravelCounts.com  
1-855-774-1800

## **GPS privacy questions**

---

Hello,

The GPS device is not a tracking device. It only logs information about where you went and what time you traveled. It cannot transfer data wirelessly, so no one can know where you are in real time. The GPS data collected by the device can be used only when you send the device back to us after you have completed your assigned travel day.

There is no connection between your name and the information collected on the GPS device. Your household is assigned an ID number that is supplied to the client with the data, but this ID is not attached to your name. Only the research company contracted to conduct the survey, Westat, has access to a file containing both respondent names and IDs. Westat has more than 50 years of experience conducting the highest quality research for both the private sector as well as the US government.

Regards,

<NAME>



MI Travel Counts survey team  
www.MITravelCounts.com  
1-855-774-1800

### **Want to join but data collection is ending**

---

Hello,

We appreciate your interest in participating in this study; however, we are no longer accepting additional participants at this time. The next phase of the study will begin in late August, and if you received an invitation letter, you can use your PIN to join at that time

Regards,

<NAME>

MI Travel Counts survey team  
www.MITravelCounts.com  
1-855-774-1800

**Appendix CC**  
**Screenshots of Website**



# MI Travel Counts

Sponsored by the Michigan Department of Transportation & Southeast Michigan Council of Governments

 Español

 العربية

[Home](#) | [About the Survey](#) | [Frequently Asked Questions](#) | [Contact Us](#)

## About the Survey

### The Critical Role this Survey Plays in Transportation Planning in Michigan

The **MI Travel Counts** survey is designed to improve Michigan's 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** survey 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.

### More About the Survey

This survey will be conducted with approximately 21,000 households across the state. Randomly selected households will be initially contacted by mail and asked to respond to a brief survey about their household and then asked to keep track of the places they go for one day. The details about these places will be reported separately in the second part of the survey.

When the survey is completed, the data will be used to estimate how much travel is generated by all households in Michigan.

For more information, visit [Frequently Asked Questions](#). If you have other questions, please [contact us](#).



By Dave Hogg from Royal Oak, MI, USA (In The Beginning) [CC BY 2.0], via Wikimedia Commons

## Downloads



Instructions And Examples  
(One per household)



Blank Travel Log  
(One per person)



Example Travel Log I



Example Travel Log II



Long Distance Travel Log



# MI Travel Counts

Sponsored by the Michigan Department of Transportation & Southeast Michigan Council of Governments

Español  
 العربية

[Home](#) | [About the Survey](#) | [Frequently Asked Questions](#) | [Contact Us](#)

## Contact Us

### Call Us

#### Have questions about participating in the survey?

For questions or comments, call the toll-free MI Travel Counts Hotline at **1-855-774-1800**. Hours:

|                 |                       |
|-----------------|-----------------------|
| Monday - Friday | 9:00 am – 9:00 pm ET  |
| Saturday        | 10:00 am – 6:00 pm ET |
| Sunday          | 2:00 pm – 9:00 pm ET  |

### Email Us

Topic / Question:



By Hunting38 (Own work) [CC BY-SA 3.0 or GFDL], via Wikimedia Commons

#### Provide information now to help guide transportation in the future.

The MI Travel Counts survey collects information about how and where people travel across Michigan. We also ask questions about your household, such as the number of people living in your home, vehicles available, and other socio-demographic questions. This information will ensure that all types of households are included in the survey.

[View Frequently Asked Questions](#) about the survey.



[Privacy Statement](#) | [Contact Us](#)



© 2014 Westat, Inc.



# MI Travel Counts

Sponsored by the Michigan Department of Transportation & Southeast Michigan Council of Governments



[Home](#) | [About the Survey](#) | [Frequently Asked Questions](#) | [Contact Us](#)

## Frequently Asked Questions

- [General Information](#)
- [Taking the Survey](#)
- [For Households using GPS Devices](#)

[Expand All](#)  
[Collapse All](#)

### General Information

- What is the MI Travel Counts survey?
- Who is sponsoring this survey?
- How is MI Travel Counts funded?
- Who is conducting this survey?
- How can I provide my survey information?
- Why should I participate?
- How was my household selected?
- What is a household?
- Why do you need to know information about the household?
- Why provide households with a monetary incentive to complete the survey?
- Can I participate even if I did not receive a letter or postcard in the mail?
- What will be done with the data collected from the survey?
- How will my information be used?

### Taking the Survey

- How long will the survey take?
- Will information from the survey be available to the public?
- What if I don't feel comfortable answering some of the questions?
- Will the information collected be useful for environmental purposes?
- Why do you need to know when and where our children go to school?
- Why do you need to know my occupation or job?
- What if out-of-the-ordinary events happen on the day I'm supposed to keep track of the places I go?
- What if I travel out of the area or region on my assigned travel days?
- What if I don't go to many places?
- What if I don't drive a car?

### Information for Households using GPS Devices

- How heavy / bulky is the wearable GPS device?
- How should I carry the wearable GPS device?
- What do you do with the GPS data?
- What's the process for GPS participants?
- Is information about where I live and where I go linked to my name?
- Can you tell where I am all the time?
- What do I have to do to get the GPS device so that I can participate?
- How do I return the GPS devices?



By Alabaster12345 (Own work) [CC0], via Wikimedia Commons

### Provide information now to help guide transportation in the future.

The MI Travel Counts survey collects information about how and where people travel across Michigan. We also ask questions about your household, such as the number of people living in your home, vehicles available, and other socio-demographic questions. This information will ensure that all types of households are represented in the survey.

Contact us for any additional questions. You can reach us by email and phone.

**Other questions?** Call or send us a message on the [Contact Us](#) page.





# MI Travel Counts

Sponsored by the Michigan Department of Transportation & Southeast Michigan Council of Governments



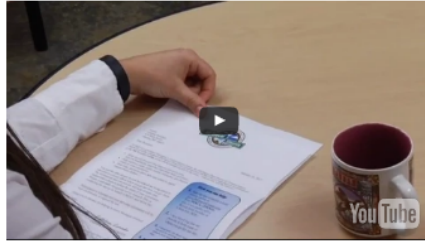
[Home](#) | [About the Survey](#) | [Frequently Asked Questions](#) | [Contact Us](#)

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

**It's true.** Your daily commutes 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.

To plan for transportation improvements, we need to understand how you travel today. Your participation in this survey is critical in helping improve the future of transportation for all of us.

**If you received an invitation letter, enter your PIN Code at the right to begin the survey.** The MI Travel Counts survey is sponsored by the Michigan Department of Transportation (MDOT) and the Southeast Michigan Council of Governments (SEMCOG) and conducted by Westat.



Your participation means better Michigan transportation



### Why Your Participation Matters

#### We need your input to help us spend our transportation dollars wisely.

Accurate information about how and when people get from place to place in our state will help ensure that transportation funds are spent where they are needed most.

#### You can make a difference.

Your travel information will help build a complete picture of local and statewide transportation needs, so decision-makers can effectively recommend where to make improvements.

#### You are important.

Your household was randomly selected to statistically represent many other households like yours across the region and state.

#### Your involvement can improve everyone's quality of life.

Smart investments in transportation will help improve our state's economy and minimize environmental impact through better access to jobs and housing, reduced traffic congestion, improved air quality, and increased mobility.

### 1. Begin the Survey

### 2. Track Your Travel

### 3. Report Your Day

On your assigned travel date, record all the places you go in your paper travel log.

Want to print a travel log? Print one and view an example travel log on the About the Survey page.

A few common questions:

- What if out-of-the-ordinary events happen on the day I'm supposed to keep track of the places I go?
- What if I don't drive a car?
- What if I travel out of the area or region on my assigned travel days?

Learn more at [Frequently Asked Questions](#). If you have other questions, please contact us.

### News about the Survey

"Summer may be coming to a close, but the MI Travel Counts household travel survey continues on." [Read the SEMCOG Blog](#). (9-8-2015)

SEMCOG and MDOT continue collecting travel data from Michigan households. [Read the SEMCOG press release](#). (9-2-2015) [Read the MDOT press release](#). (9-1-2015)

*Surviveeey says!* How often do you participate in surveys? Do you just ignore them when they show up in your mailbox or do you tear into them like a kid on Christmas? [Read more on the SEMCOG Blog](#). (4-30-2015)

WXYZ-TV's Spotlight on the News discusses MI Travel Counts with SEMCOG's Kathleen Lomako. [Watch the video here](#). (4-19-2015)

SEMCOG News Release, "Household travel survey continues in April." [Read the press release](#). (4-8-2015)

Comcast Newsmakers talks with SEMCOG's Kathleen Lomako about MI Travel Counts. [Watch the video here](#). (3-23-2015)

WBKB Fox 11 speaks with Michigan Department of Transportation's James Lake about MI Travel Counts. [View the video](#). (1-29-2015)

How and why do you travel? WDET 101.9 FM interviews Michigan Department of Transportation's Karen Faussett about the survey. [Listen to the interview](#). (1-28-2015)

The Detroit News, "Michigan agencies collecting travel data." [Read the article](#). (1-28-2015)

MDOT and SEMCOG to collect travel data from Michigan households. [Read the MDOT press release](#). (1-27-2015) [Read the SEMCOG press release](#). (1-27-2015)

SEMCOG's Regional Update with MI Travel Counts. [Read the regional update](#). (1-26-2015)

The first invitations to participate in the survey were mailed out on January 26.

Follow the survey on... Facebook Twitter

### The Survey Area

Information about how, when and where people travel is being collected from residents across the state of Michigan.

