





PUGET SOUND REGIONAL

# Travel Study

Puget Sound Regional Council | PO Box 31104 | Seattle, WA 98103

In a few days, you will receive an invitation packet in the mail to participate in an important transportation study.

The Puget Sound Regional Council is sponsoring this study to better understand residents' travel needs and attitudes about transportation. Your feedback will help improve the transportation system and prioritize future improvements for the Puget Sound region. As one of the few households randomly selected to participate in the study, you will have a significant impact. As thanks, your household will receive your choice of either an **Amazon.com** or **Starbucks \$10 gift card** after completing the survey.

Your password is:

For more information, go to: <https://survey.psrc.org>

or email: [help@psrc.org](mailto:help@psrc.org)

or call toll-free: **1-844-393-4436**

Lo invitamos a compartir sus experiencias de traslado en su region. Para participar, llame a nuestro número gratuito:  
1-844-393-4436



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Puget Sound Regional Council | PO Box 31104 | Seattle, WA 98103

<Month day, 2014>

<First and last name/City name resident  
Street Address 1  
Street Address 2  
City, WA #####>

Dear <First and last name/City name resident>,

I'm asking you to help us improve our region's transportation system by participating in the Puget Sound Regional Travel Study. Your input will help the Puget Sound Regional Council to better plan future transportation improvements. Yours is one of the few households randomly selected for this study, so your feedback will have a significant impact on transportation planning in the region. As thanks, all households that complete the survey will receive your choice of either an Amazon.com or Starbucks \$10 gift card.

## PARTICIPATION IS EASY:

### STEP 1: Briefly tell us about your household. You can do this now.



Log on to the secure website using your password:

Study website: <https://survey.psrc.org/go>

Password:



Alternatively, participate toll-free over the phone by calling: **1-844-393-4436**

- Monday-Friday: 9AM – 8PM PDT
- Saturday: 9AM – 5PM PDT

Or leave a message with the best time and number to call you.

**STEP 2: Track your trips on Wednesday, September 25, 2014.** We ask that each member of your household keeps track of every trip they make that day, using the enclosed Travel Logs to record the details of each trip.

**STEP 3: Tell us about your travels.** Please call us or complete the survey online using your password (see above). We will ask about the trips you and other members of your household made on **Wednesday, September 25, 2014**.

## Thank you. That's all it takes to help us with this critical research!

**Your privacy will be protected** and your name and address will never be linked to the survey form, so all answers will be kept strictly anonymous. Please refer to the study website for our privacy policy.

For more details about this study, please see the back of this letter for answers to Frequently Asked Questions or visit the study website: <https://survey.psrc.org>. You can also email [help@psrc.org](mailto:help@psrc.org) or call us toll-free at **1-844-393-4436**.

Thank you in advance for your important contribution to improving transportation in the Puget Sound region.

Sincerely,

Josh Brown  
Executive Director  
Puget Sound Regional Council

Puget Sound Regional Council

|                         |              |
|-------------------------|--------------|
| English                 | 844-393-4436 |
| Español   Spanish       |              |
| 中文   Chinese            | 206-587-4819 |
| 한국   Korean             |              |
| Русский   Russian       |              |
| Tagalog                 |              |
| Tiếng Việt   Vietnamese |              |



Secure study website: <https://survey.psrc.org> • Email: [help@psrc.org](mailto:help@psrc.org) • Call toll-free: 1-844-393-4436

### GENERAL INFORMATION

#### What is the Puget Sound Regional Travel Study all about?

The study is collecting information on day-to-day travel in and across the Puget Sound region to obtain a complete picture of travel patterns.

#### How will the study results be used?

This study will help the Puget Sound Regional Council plan and prioritize transportation improvements.

#### How does my input help?

Planning agencies need data about local travel to plan for current and future transportation needs. A travel study like this one is only conducted occasionally, which is why we are asking for your help today.

#### What is the Puget Sound Regional Council?

The Puget Sound Regional Council is charged with regional transportation, economic development and land use planning within King, Kitsap, Pierce and Snohomish counties and assembles data used by planners throughout the region. Please visit [www.psrc.org](http://www.psrc.org) for more information.

#### What is the Puget Sound study region?

The study region includes all of King, Kitsap, Pierce, and Snohomish counties.

#### How was I selected to participate?

Invited households (like yours) were randomly selected from all the residential addresses in the study area.

#### Why should I participate?

We need local travel characteristics for analysis and planning. Your input has a big impact because yours is one of a small number of households participating.

#### My travel on my assigned day isn't "typical" – should I still participate?

Yes, this study is about what you actually do. Please report your travel even if it wasn't a "typical" day. We will separately ask you how you typically travel around the region.

#### I don't travel very much – should I still participate?

Yes. Whether you make a lot of trips or don't go anywhere at all, please report what actually happens on your travel date.

#### How is my personal privacy protected?

All of your answers are strictly confidential. Your responses are grouped with the responses from all other participating households and will not be analyzed individually. A copy of this study's privacy policy is available on the study website.

#### What will I get for participating?

As thanks, your household will receive your choice of either a \$10 Amazon.com gift card or \$10 Starbucks gift card within 10 business days after every person completes the survey.

#### How do I get more travel logs for my household?

Please go online and enter your password: <https://survey.psrc.org/go>  
After login, you will see an option at the bottom of the screen to print additional travel logs.

### TAKING THE SURVEY

#### What do I use the "Travel Log" for?

The "Travel Log" helps you keep track of the details of your trips.

#### Why is my household assigned a specific travel date?

We are asking for information about the travel made by each person in your household on one chosen weekday. We call this your "travel day" or "travel date".

#### What is a trip?

A trip is anytime you travel for 5 or more minutes and stop at a new location. Even if you stop briefly for gas, at an ATM, or to drop a child off at school, travel to that stop counts as one trip, and travel from that stop to another destination is a separate trip. If you travel for more than five minutes but return to the same place (such as a recreational jog or bike ride), this counts as two trips: from the starting location to the furthest point you reach, and the reverse trip back.

#### Can you share some example trips with me?

Yes. Here are some example trips for you to think about:

- Drive to work
- Drop your child off at school
- Walk the dog
- Walk your child to a neighbor's house
- Bike to the grocery store
- Ride the bus to the bank
- Carpool to a meeting in Tacoma

Often what we think of as one trip is actually two or more trips. For example, "I stopped to buy gas and a snack on my way home from work" counts as two trips: one trip from work to the gas station and another trip from the gas station to home.

#### Should my children participate?

Yes, trips to and from school, sports practice, play dates, and other activities help us understand the full nature of how the transportation system is used, and how it can be improved.

#### What is a household?

Everyone who lives in a dwelling unit and shares the kitchen is a part of that household.

### STUDY OVERVIEW

This study has 2 parts

1

HOUSEHOLD  
INFO SURVEY

2

TRAVEL DIARY  
SURVEY

|                                |   |  |
|--------------------------------|---|--|
| When do I take the survey?     | As soon as convenient                                     | After the day of your assigned travel  |
| Who takes the survey?          | You   | All adults (an adult should also report trips for children under 18)   |
| How long will the survey take? | About 5 minutes   | About 10 minutes per person  |
| What is the survey about?      | We ask you about your household and the vehicles you use. | Return to the website (or call) to tell us about the details for all the trips you made on your assigned travel date. (Use your Travel Log to keep track!) |

After completing both parts, your household will receive your choice of an Amazon.com or Starbucks gift card.



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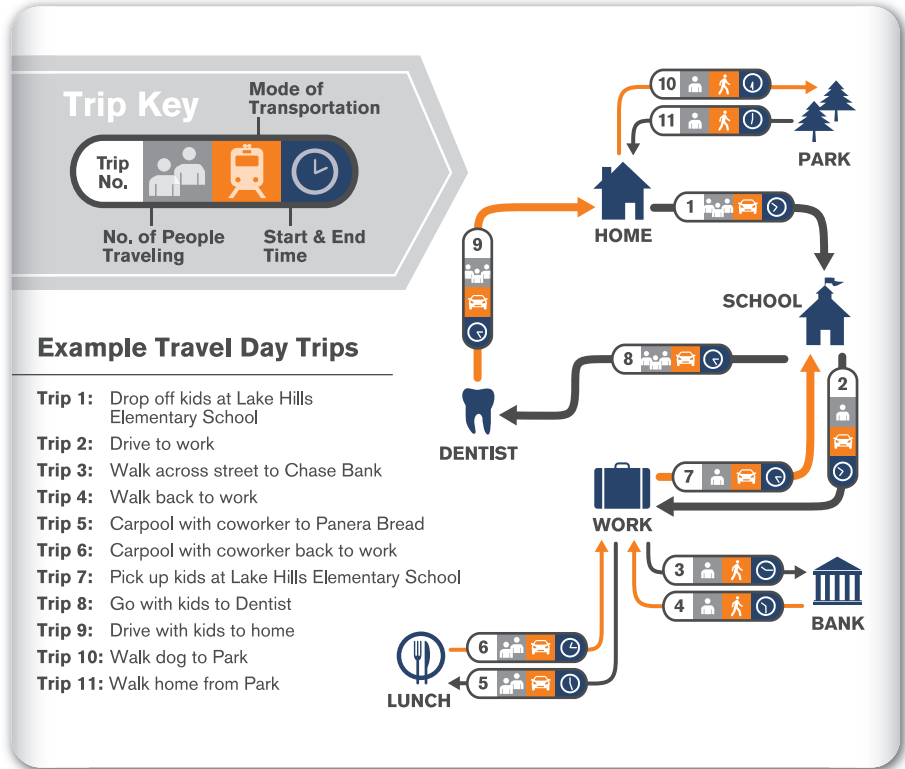
## TRAVEL LOG INSTRUCTIONS

Secure study website: <https://survey.psrc.org/go> ▪ Email: [help@psrc.org](mailto:help@psrc.org) ▪ Call toll-free: 1-844-393-4436

**STEP 1: On your assigned travel day:** Each member of your household (18+) should take this Travel Log with them and note each trip made. Note: Your travel day begins at 3AM on your assigned day and ends 24 hours later. For many people, the first trip begins when they leave home in the morning.

**STEP 2: After you complete your travel for the day:** Have your password ready (from the invitation letter) and call us or log on to the secure study website to record all your logged trips. Adults should log trips for all children under 18 in the household.

**WHAT IS A TRIP?** You make a trip anytime you travel for 5 or more minutes AND stop at a new location. Even if you stop briefly for gas, at an ATM, or to drop a child off at school that equals 1 trip. If you go out but don't make a stop (e.g. walking the dog or going for a bike ride), please report 2 trips. The place farthest from where you began (such as where you turned around on your walk) is your "destination".





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## TRAVEL LOG

Secure study website: <https://survey.psrc.org/go> ▪ Email: [help@psrc.org](mailto:help@psrc.org) ▪ Call toll-free: 1-844-393-4436

Name  Travel Date  Password

|                | When did your trip... |        | Traveled by: | Traveled with:<br> | Where did you go?   |   |
|----------------|-----------------------|--------|--------------|--------------------|---------------------|---|
|                | Start                 | End    |              |                    | Description         | Address, Intersection, or Business Name |
| <i>Example</i> | 7:05AM                | 7:20AM | Car          | Grace, Sophie      | Drop kids at school | Lake Hills Elementary School, Bellevue  |
| <i>Example</i> | 7:25AM                | 7:35AM | Car          | N/A                | Drive to work       | 10400 Main St., Bellevue                |
| 1st Trip       |                       |        |              |                    |                     |   |
| 2nd Trip       |                       |        |              |                    |                     |   |
| 3rd Trip       |                       |        |              |                    |                     |   |
| 4th Trip       |                       |        |              |                    |                     |   |
| 5th Trip       |                       |        |              |                    |                     |   |
| 6th Trip       |                       |        |              |                    |                     |   |
| 7th Trip       |                       |        |              |                    |                     |   |
| 8th Trip       |                       |        |              |                    |                     |   |
| 9th Trip       |                       |        |              |                    |                     |   |
| 10th Trip      |                       |        |              |                    |                     |   |

- Include ALL trips you made on your travel day, including short stops such as for gas or coffee
- Include only the time spent traveling when listing your 'start' and 'end' times. Do not include any time spent at the location
- Keep track of extra information when applicable, such as whether you were driver or passenger, parking costs, and bus routes

This sheet is for your use only. We do not need you to return this form. If you have questions, please email [help@psrc.org](mailto:help@psrc.org)



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**Help us improve transportation  
in the Puget Sound region!**

**\* REMINDER! You can still participate!**

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Puget Sound Regional Council



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**Participation only takes 10-15 minutes!**

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Tell us about your travels on: **Wednesday, September 25th**

**Go online and enter your password:**

**<https://survey.psrc.org/go>**

**Or participate by telephone, toll-free: 1-844-393-4436**

As thanks, your household will receive your choice of either an **Amazon.com** or **Starbucks \$10 gift card** after completing the survey.

We recently mailed you an invitation to participate in the Puget Sound Regional Travel Study. If you have already started the survey, **thank you!** If not, you still have time: see above for instructions on how to get started.

Remember, your input is important! Your participation will help the Puget Sound Regional Council prioritize transportation improvements in the region.

Lo invitamos a compartir sus experiencias de traslado en su region. Para participar, llame a nuestro número gratuito: **1-844-393-4436**