



2017 PUGET SOUND REGIONAL Travel Study

Puget Sound Regional Council | 815 1st Ave #281 | Seattle, WA 98104

<Letter date>

<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 and local governments to better plan and prioritize future transportation improvements. As thanks for your time, all participating households will receive your choice of either an **Amazon.com or Starbucks \$10 gift card**.

A small portion of households will be randomly invited to complete a smartphone-based study for part 2 of the study instead of a diary survey. Households that choose to complete this smartphone study will receive a \$15 thank-you gift card instead of \$10 upon completion.

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>

Password:



Alternatively, participate toll-free over the phone by
calling: **1-844-247-8189**

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

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

STEP 2: Track your trips on <travel date>. We ask that all members of your household keep track of every trip they make that day, using travel logs (available on the study website) to record the details of each trip. Then return to the survey website or call to report your trips.

If you are invited to the smartphone study, all adults will be asked to track your trips and your children's trips and answer a few questions each day on their smartphone for one week.

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

Your privacy will be protected within the bounds of the law and your contact information will be kept separate from your responses and destroyed after the study is over. 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. You can also email help@psrc.org or call **1-844-247-8189**.

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



Seattle
Department of
Transportation

English	844-247-8189
Español Spanish	
中文 Chinese	206- 587-4819
한국 Korean	
Русский Russian	
Tagalog	
Tiếng việt Vietnamese	



2017 PUGET SOUND REGIONAL

Travel Study

FREQUENTLY ASKED QUESTIONS

Secure study website: <https://survey.psrc.org> • Email: help@psrc.org • Call toll-free: 1-844-247-8189

GENERAL INFORMATION

What is the Puget Sound Regional Travel Study?

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

How will the study results be used?

This study will help the Puget Sound Regional Council and local governments plan transportation improvements so that investments are made when and where needed to accommodate the region's growth.

How does my input help?

Planning agencies need data about local travel characteristics to plan for current and future transportation needs. Your input helps fulfill this need.

What is the Puget Sound Regional Council?

The Puget Sound Regional Council is a consortium of local governments charged with regional transportation, economic development, and land use planning within King, Kitsap, Pierce, and Snohomish counties and assembles data used by planners in the region. For more info: www.psrc.org

Who are the sponsors for this study?

The Puget Sound Regional Council is the regional sponsor. The City of Redmond and the City of Seattle are sponsoring extra data collection in their respective jurisdictions.

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 local analysis and planning. Your input has a big impact because your household is one of a small number 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 ask separately how you typically travel around the region.

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

Yes. Whether you make many trips or don't travel at all, please report your activity on your travel date.

How is my personal privacy protected?

Your contact information is stored separately from your responses and will be destroyed after the study is over. Your responses are grouped with all other participating households' and will not be analyzed individually. A full 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 Starbucks or Amazon.com \$10 gift card within 10 business days after all household members have completed the survey. A small portion of households will be randomly selected to complete a smartphone-based study and will receive a \$15 gift card.

TAKING THE SURVEY

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". This helps provide a snapshot of travel throughout the region on a randomly selected day.

What is a trip?

A trip is anytime you travel for five 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 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 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.

How do I participate if my household is invited to the smartphone study?

If you are selected for the smartphone-based study, you will be assigned to a one-week travel period and all adults will be asked to download rMove, a smartphone app that automatically records your trips. The app will prompt you to answer a few questions each day. For more information about how rMove works, visit rmove.rsginc.com.

STUDY OVERVIEW

This study has 2 parts

	1 HOUSEHOLD INFO SURVEY	2 TRAVEL DIARY SURVEY OR rMOVE TRAVEL APP
When do I take the survey?	As soon as convenient	After your assigned travel day During your assigned travel period
Who takes the survey?	You	All adults (an adult should also report trips for children under 18)
How long will the survey take?	About 15 minutes	About 5 minutes per person About 5 minutes per person per day
What is the survey about?	We ask you about your household and the vehicles you use.	We ask about the details for all the trips made during your assigned travel period.

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