



# 2019 PUGET SOUND REGIONAL Travel Study

1011 Western Avenue Suite 500 | 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 us better plan and prioritize future transportation improvements in the region. **As thanks for your time, all participating households will receive at least \$15 after completing the two-part study. Some households will participate by smartphone and receive \$25 or more.**

## 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: **1-844-807-4540\***

- Monday-Friday: 10AM – 8PM PT
- Saturday: 10AM – 5PM PT

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 household members keep track of all trips they make on your assigned travel day. Then return to the survey website or call toll-free to report your trips.

If you are invited to the smartphone study, we will ask all household adults to record their trips and their children's trips for one week and answer a few questions each day on their smartphones.

Please see the back of this letter for answers to Frequently Asked Questions. For more information, email [help@psrc.org](mailto:help@psrc.org) or call 1-844-807-4540.

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

\*Phone support is available for the following languages:  
Español Spanish | 中文 Chinese | 한국 Korean  
Русский Russian | Tagalog Tiếng Việt Vietnamese  
Soomaali Somali



## 2019 PUGET SOUND REGIONAL Travel Study

## FREQUENTLY ASKED QUESTIONS

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Call toll-free: 1-844-807-4540

### GENERAL INFORMATION

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

This study collects information about day-to-day travel in and across the Puget Sound region to obtain a statistically accurate picture of travel patterns.

#### How will you use the study results?

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.

#### Why should I participate?

Planning agencies need data about local travel characteristics to plan for current and future transportation needs. Your input has a big impact because your household is one of a small number participating.

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

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

#### Who are the sponsors for this study?

The Puget Sound Regional Council is the regional sponsor. The City of Seattle is sponsoring extra data collection in Seattle's Urban Villages.

#### How was I selected to participate?

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

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

Yes. Please report your travel even if it wasn't a "typical" day.

#### 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?

We are committed to your privacy and we take it very seriously. To read our full privacy policy, visit [survey.psrc.org](http://survey.psrc.org).

#### What will I get for participating?

Your household will receive at least **\$15** after completing the two-part study. Some households will participate by smartphone and receive **\$25 or more**.

### TAKING THE SURVEY

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

This helps provide a snapshot of travel throughout the region on a randomly selected day. We call this your "travel day" or "travel date."

#### 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 we can improve it.

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

If you are selected for the smartphone-based study, we will assign you to a one-week travel period and ask all adults to download a smartphone app, rMove™, that will automatically record your trips and prompt you to answer a few questions each day about your travel behaviors. For more information, visit <https://survey.psrc.org>.

### 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.		