

Appendix A. Advance Letter and Brochure



NOTE: Letter reformatted for this report.

«DATE»

«SAMPN»

«FIRSTNAME» «LASTNAME»

«ADDRESS»

«CITY», «STATE» «ZIP»

Dear «FIRSTNAME» «LASTNAME»:

The quality of our lives depends on access to our homes, businesses, schools, parks, places of worship, and our neighboring communities. Likewise, our economy depends on travel along the federal, state, and local highway system.

To ensure the right mix of transportation options as the Minneapolis/St. Paul region grows, the Metropolitan Council and the Minnesota Department of Transportation are conducting the

2000 Travel Behavior Inventory (TBI). If you have not already, you will receive a call from a survey interviewer verifying some basic information about your household.

How can you help?

- **Participate in the survey.** You have been selected, together with hundreds of other families in the «ZIP» zip code, to provide a snapshot of travel from your area in the region by keeping a travel diary for 24 hours.
- **Make sure everyone in your household fills out their travel diary, completely and accurately.** We promise to protect your privacy. All information is kept strictly confidential, and will be used for research purposes only.

Prior to sending you the diaries, a survey specialist from NuStats, the TBI contractor, will call to confirm your participation, to answer any questions you may have about the survey, to ask you additional questions about your household and vehicles and to assign a specific travel day for your household. We assure you that your name and personal information will not be shared. In fact, your name and telephone number will be deleted from our records once we have collected the required data.

We appreciate your time and help with this very important project. If you want to find out more about the study, please contact Michael Skipper (800-447-8287, extension 2241) at NuStats or visit the project website at www.nustats.com/twincitiesstudy.htm. We thank you for joining us in this very important research project.

Sincerely,

Mark Filipi
Project Manager, Metropolitan Council

Metropolitan Council 230 East Fifth Street

Michael Skipper
Project Manager, NuStats

St. Paul, Minnesota 55101-1626 (651) 602-1000 Fax 602-1739 TDD/TTY 291-0904 Metro Info Line 602-1888

Why participate?

Everyone needs to travel . . . and wants to travel on uncongested roads. The growing number of cars in the region not only leads to congested roads but also to polluted skies.

In the Twin Cities region alone, local communities invest millions of dollars each year in improving local transportation and air quality. The survey information is needed to spend that money wisely in the future for:

- Improving highways.
- Changing bus routes to provide more convenient service.
- Adding park-and-ride lots to meet peoples' needs.
- Building sidewalks and bike trails.
- Reducing air pollution from cars and trucks.

This will benefit those who respond to the survey (and many others).



Who are the sponsors?

The importance of this study is recognized throughout the region. This study is sponsored by the Metropolitan Council [which serves the counties of Anoka, Carver, Dakota, Hennepin, Ramsey, Scott and Washington] and the Minnesota Department of Transportation.



Do you have questions?

For more information please contact:

Michael Skipper
of NuStats at **800-447-8287 x. 2241**

or

Mark Filipi
of the Metropolitan Council at
651-602-1725

or

visit the website at

www.nustats.com/twincities.htm



NuStats



**Your Participation
is Important!**

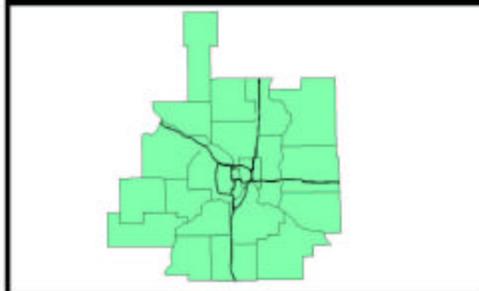


Travel & Congestion Survey: What is it?

It is a major survey of travel patterns in the Metropolitan Council region. The survey occurs once every 10 years to gather detailed information on:

- where people travel,
- why they travel, and
- how they travel.

Travel Survey Area



This information is needed to properly plan for transportation improvements that meet the needs of the people. Since the last survey in 1990, many changes have taken place including shifts in population and employment and improvements in highways and transit services.

This survey will ensure that your local transportation system is meeting the needs of travelers. The information will be used by transportation planners to determine where and when people travel - as well as what travel modes are most used - so that needed road improvements can be properly identified and prioritized.



What does your participation involve?

We have contracted with NuStats, a nationally recognized survey research firm. NuStats understands that your time is valuable and has trained its surveyors to be efficient and polite. NuStats uses a well-tested three-phase survey method.

PHASE 1: RECRUITMENT



NuStats conducts a telephone interview with a random sample of households in the region. You will be asked to provide information about your household, such as household income, whether you own or rent your home, how many vehicles you own or lease, how many telephone lines you have, among others. The telephone surveyor also collects information about each member of your household, such as age, employment status, and work and school information. The analysis of such information ensures that all types of households with a wide range of travel patterns are selected to participate.

We guarantee that the information you provide will remain confidential.



PHASE 2: TRAVEL LOG

The survey requires that travel information from all types of people is collected -- no matter how much they travel or what age they are. So NuStats will provide personal travel logs for all members of your household. These logs should be carried on the assigned travel day and used to record travel details. Parents can complete the logs of any children age 12 and younger.

It is important that you record exact addresses in your logs. This information helps planners calculate how long it takes you to get from place to place and to figure out solutions for making it easier for you and others. Therefore, all of the places you went to, such as work, school, gas station, ATM, friends house, coffee shop, etc., should be recorded in detail.

PHASE 3: INFORMATION RETRIEVAL

After your travel day, NuStats will call to collect the log information from each household member. If your information is already recorded in the logs, the interview is relatively quick. NuStats needs to talk directly to each person age 13 and older so a specific appointment (day and time) is made.

