



TRAVEL BEHAVIOR INVENTORY



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

<Letter Date>

Dear <First name/City name resident>,

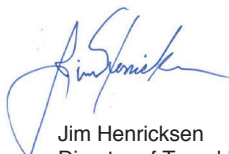
The Metropolitan Council in partnership with the Minnesota and Wisconsin Departments of Transportation is conducting an important transportation study to understand how residents travel around their communities. Your input will help us get a complete picture of travel behavior in the region. As technologies and the way people get around continue to change, we need your help to plan for the future. We will not disclose or share personal information we collect from you except as required by law.

Your voice can change your community, and we encourage you to participate today.

Together, we can improve transportation in our region.



Nick Thompson
Director, Metropolitan Transportation Services
Metropolitan Council



Jim Henricksen
Director of Travel Behavior Analysis,
Metro District
Minnesota Department of Transportation



Jennifer Murray
Traffic Forecasting Section Chief
Bureau of Planning and Economic Development
Wisconsin Department of Transportation

STEP
1

GET STARTED



Go online:
MSPtravelstudy.org

OR



Call toll free:
1-888-476-6157

YOUR PASSWORD IS: **MPS123**

STEP
2

TELL US ABOUT YOUR TRIPS



After step one, download rMove for one week. As thanks for your time earn **\$15 per adult** once all adults in your household have completed the study.

If all adults in your household do not own smartphones, answer a few questions online (or by phone) for one day and earn **\$10 per household** once your household completes the study.



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FREQUENTLY ASKED QUESTIONS



What is this study all about?

We want to hear how you get around: How do you travel? How far do you go? How much does it cost? Our goal is to get a complete picture of transportation patterns to better plan for future improvements in your community.

Why should I participate?

Your participation ensures that households like yours are represented in our regional transportation plans. (The gift card at the end helps too!)

How was I selected to participate?

Invited households were selected at random from the greater Twin Cities region.

What do I get for participating?

Everyone who lives with you must participate to receive a gift card for your household. The gift card amount will depend on how you participate. Households that complete the study on their smartphones will receive \$15 per adult (e.g., a household with two adults receives \$30). Households that complete the study online or by phone will receive one \$10 gift card per household.

How much time does it take to participate?

It takes 15 minutes to begin and determine your next steps. Households that complete the study on their smartphones will take about 5 minutes per day for one week to report their travel. Households that complete the study online or by phone will later take about 10 minutes to report their travel.

I was asked to use the study smartphone app (rMove™). How does it work?

rMove collects travel and trip information from invited participants. Participants who use rMove should keep their phones with them any time they travel during their study period.

What if I don't travel much?

Any amount of travel (including no travel) will help us improve regional transportation planning. Don't forget that short trips, such as walking the dog, count too.

What if my transportation habits during the study aren't my "typical" habits?

That's no problem - we still encourage you to participate. We'll also ask how you typically travel.

How is my personal privacy protected?

We will not disclose or share personal information we collect from you except as required by law. To read the full privacy policy for this study, visit MSPtravelstudy.org.

Who is sponsoring this study?

This study is sponsored by the Metropolitan Council in partnership with Minnesota Department of Transportation and the Wisconsin Department of Transportation.



To learn more, visit MSPtravelstudy.org or call 1-888-476-6157