



2021-2022 Travel Behavior Inventory

Project-Specific Privacy Documentation

1.0 Who is conducting the survey?

The *Travel Behavior Inventory* is being conducted on behalf of the Metropolitan Council by Resource Systems Group, Inc. (RSG). RSG conducts market research on behalf of both public and private sector clients using software applications, smartphones, websites, surveys, computers, tablets, and other means of collecting data (collectively, "Research Tools"). The data RSG collects is governed by this [privacy policy](#).

In the event of a conflict between the terms of the Project-Specific Documentation below and the terms of RSG's [privacy policy](#), the terms in the Project-Specific Documentation below will govern.

2.0 What are we collecting?

RSG will need to collect and use certain personal information from you for this survey, including:

- Travel information – for example, information about trips you make including precise locations, travel times, and travel mode.
- Demographics – for example, race, ethnicity, and household income to ensure that the survey sample reflects the population of the study region.
- Your household makeup – for example, who is in your household and your relationship to these household members including marital status and gender identity of you and your spouse/partner.
- Contact information – for example, an email address or phone number for the purposes of sending survey reminders and distributing gift cards.
- Computer settings – for example screen size to optimize the survey for your device, your computer's IP address and user agent string to identify your device when interacting with the survey.

RSG is committed to protecting the confidentiality, integrity, and security of your personal information. We will not disclose or share personal information we collect from you except as required by law or described in this Project-Specific Documentation and our privacy policy.

3.0 How are we using this data?

RSG and the Metropolitan Council will use your data to:

- Understand regional travel patterns and behaviors.
- Help the Metropolitan Council propose practical transportation investments and prioritize the improvements that best fit the Twin Cities' needs.
- Contact you about the status of your survey and provide support.
- Contact you to provide a financial incentive for completion (if applicable).
- Allow the Metropolitan Council upon request to provide a version of the study dataset where all private information has been removed.

4.0 Who we share this data with?

RSG will share your data with:

- The Metropolitan Council
- Minnesota Department of Transportation
- Wisconsin Department of Transportation
- An email automation software provider to issue emails for this survey
- A call center to conduct survey support
- A printing firm to print and mail survey materials
- A gift card vendor to issue survey completion gift cards
- A public relations and community engagement firm to support study participation
- A consulting firm to support community engagement efforts and data analysis

RSG's [privacy policy](#) does not apply to the practices of companies that we do not own or control, or to individuals that we do not employ or manage.

5.0 What financial incentives are offered for providing this information?

- Upon your completion of the entirety of this survey, RSG will provide you a gift certificate valued at \$10 - \$25, depending on how you complete the research tool, the scarcity of information concerning your demographic group, and the priorities of the Metropolitan Council. This reward represents RSG's good-faith estimate of the value of your



information to the Metropolitan Council, as calculated using (a) historical evidence regarding the value of data in similar surveys, and (b) the budget the client has given us for this project.

- Please see Section VIII of our [Privacy Policy](#) for more information about RSG's financial incentives.

6.0 Your participation is voluntary.

The parties above agree that the participants in each project are volunteers, offering their participation freely, without pressure or coercion, and without promise or expectation of compensation from RSG.

7.0 Can you change your mind?

Yes. You may remove your consent or exercise your data rights by [submitting a Data Privacy Request](#) through our secure system.