

City of Vancouver Annual Transportation Survey Frequently Asked Questions

Who is involved?

The City of Vancouver and Mustel Group, a leading local research firm, is collecting the data for this study.

What is the purpose of this study?

We are conducting this transportation survey on behalf of the City of Vancouver regarding the travel patterns residents make on a single assigned day. You will be making an important contribution by helping the City better understand transportation needs and to make better decisions regarding transportation investments for area residents in the future.

What if I deleted/can't find my email invitation?

This may be because you have yet to enter your email address in the registration part of the survey. Once you do so, an invitation will automatically be sent to you.

If you have registered and cannot locate the invitation, please contact Mustel Group via email or phone and request to have your invitation resent. You will be asked to provide your name and address for verification.

Email: covtravelsurvey@mustelgroup.ca

Phone: 236-427-5256

What is my travel day?

This is the day that was assigned to you when you registered to participate in the survey, and is included in the email sent you upon registration.

What if:

- You miss your diary day → Simply pick the same day in the next week.
- Your diary day is a statutory holiday → Please substitute the same day in the following week.
- No trips were made (e.g., home sick or out of town) → You will still need to go into the corresponding diary day and report it as such.
- Trips you took on your assigned travel day are not typical → Even if your trips on the assigned day are not typical for you, we still want you to record your travel.
- You received your survey invitation but are going to be away → We still want to hear from you so after you have returned, record your travel in the following week. The survey runs until the end of November so you have ample time to complete it and enter the draw.

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What is a trip?

Types of trips include ones where you left one location and arrived at another, OR a trip that starts and ends at same location (such as dog walking or jogging) where you return to your origin with no stop along the way.

- Be sure to include small trips to nearby locations.
- Transferring between modes is part of the same trip.
- Note that the return trip will be counted separately.
- Please **include** trips with no destination such as dog walking or jogging, etc.

Examples of Trips

EXAMPLE 1	EXAMPLE 2	EXAMPLE 3
TRIP #1: Home to school (dropping off child is one trip.)	TRIP #1: Home to coffee shop (stop on way to work is one trip)	TRIP #1: Home to home (early morning jogging trip where start and end location is home with no stops anywhere along the way)
TRIP #2: School to shopping (shopping is another trip.)	TRIP #2: Coffee shop to work (continue to work is a separate trip)	TRIP #2: Home to work
	TRIP #3: Work to home (returning home is one trip.)	TRIP #3: Work to home (returning home is one trip.)

How long will it take?

On average, you can complete the trip diary in about 10 to 15 minutes. Recording your daily travel activities (for example, a trip to the grocery store) in the travel diary will take about 2 minutes per trip.

What you will receive for completing the tasks?

If you are eligible, you can choose to be entered into a draw to win one of 245 cash-based or one of 20 monthly Mobi bike passes incentives ranging from \$50 to \$1,000!

For complete PRIZE DRAW CONTEST RULES go to <http://mustelgroup.com/covsurveyhelp/>

Confidentiality

During the data collection phase, responses provided will remain completely confidential and anonymous. As consented to when you were recruited for this survey, your personal information linked with your survey responses will be shared with and subsequently retained by the City of Vancouver, to only be used for the purposes of this study. No published research of results will include information which would enable the identification of any individuals.

For Mustel Group and City of Vancouver privacy policies see the PRIVACY link in the online survey for complete details.

Contact information:

If you require any technical help, have other questions about completing your study tasks or have any general inquiries, please contact Mustel Group:

Email: covtravelsurvey@mustelgroup.ca

Phone: 236-427-5256

To contact someone at the City of Vancouver regarding this study:

City of Vancouver Contact Centre: Phone 311