



Partnering

Planning

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For immediate release

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National Household Travel Surveys occurring in the region this month

PAG will participate in survey "add on" program

The 2008 National Household Travel Survey is currently under way including in the Tucson region.

Advance letters with a \$5 incentive were sent to 90,000 households across the country on March 7. On March 17, households were contacted to screen for eligibility and to recruit for household participation in the travel diary. The commencement of diary information retrieval from recruited households began on March 30.

"This is a legitimate survey and we encourage you to participate," said Aichong Sun, Pima Association of Governments' manager of travel modeling. "PAG will be able to access this information to enrich our regional travel database and promote the best possible forecasting of future travel for the region."

The NHTS is conducted every five to seven years by the Federal Highway Administration's NHTS program. The national survey will conduct approximately 150,000 interviews. However, PAG has participated in the NHTS Add-On Program to purchase between 2,000 and 2,500 household samples for Pima County, in addition to the 380 samples normally obtained by NHTS. Therefore, travelers in Pima County should expect to have a higher probability of being interviewed than the rest of the nation. It will be late fall, 2008, and early winter, 2009, when the survey of additional samples will be conducted.

Participation is voluntary and responses are kept confidential. Each selected household in Pima County will represent approximately 150 non-selected households.

The study will continue through late spring of 2009.

- Driver's license or Social Security numbers are not collected by NHTS
- Participants are welcome to go to NHTS Web site at <http://www.fhwa.dot.gov/policy/ohpi/nhts/nhtsspinfo.htm>

Pima Association of Governments is an association of local, state and tribal governments with a mission to build consensus among its members and the public on regional planning for transportation, air quality and water quality.

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