

## **Establishment Travel Survey Talking Points**

### ***Why is this survey being conducted?***

The purpose of the establishment survey is to collect information on travel generated by workplaces, including commercial vehicle travel. The data collected is used in travel demand models that forecast future traffic levels and patterns in urban areas. The results of this survey, together with similar data collection efforts, help build a more complete picture of transportation needs. This allows Metropolitan Planning Organizations and others to prioritize, plan and budget for local and regional transportation improvements.

### ***What information will be collected?***

The establishment survey consists of two components that collect distinct information about sites. The workplace component gathers data about the size and characteristics of the workplace, the number of persons or vehicles traveling to and from the establishment, the visitors' origin and destination locations, and the type and amount of cargo transported to and from the site. The commercial vehicle component collects details about vehicles used by the establishment for business purposes. It also gathers information about stops made, cargo transported or services performed by those vehicles.

### ***Who will be asked to participate?***

All local places of employment such as private businesses, retailers and public agencies have a chance of being contacted to participate in the establishment survey. Workplaces that use commercial vehicles as part of their business operations may have the opportunity to participate in the commercial vehicle component. Establishments are randomly selected to participate from a list of all workplaces in the area. Since it is not practical to survey every workplace, data collected from participating sites is expanded to represent all of the area's workplaces. Participation in the survey is strictly voluntary, and businesses who choose to participate may take part in one or both components.

### ***How will the survey be conducted?***

The TxDOT contractor responsible for data collection contacts establishments by mail or phone and invites them to take part in the survey. The contractor collects basic information about the site over the phone, including details about any commercial vehicle operations. He or she then assigns the establishment a randomly-selected survey date. For all participants in the workplace component, vehicle or pedestrian counts are collected at the site on the survey date. At half of the participating workplaces, trained personnel stationed outside of the site also invite employees, visitors and commercial vehicle drivers to answer a few brief, travel-related questions. For the commercial vehicle component, commercial vehicle drivers track all trips made on the assigned survey date using one of a variety of means: smartphone app, web-based survey, paper log, or by telephone. The survey is designed to cause little or no disruption to workplace operations.

### ***When will the survey be conducted?***

Establishment travel surveys are conducted from Monday to Thursday throughout the year, excluding local school holidays.