

## **Frequently Asked Questions: Special Generators Survey November 4 to 29, 2013**

### **1. *What is the Special Generators Survey (SGS)?***

The Special Generators Survey is a study of the travel patterns and characteristics of residents and non-permanent residents of the National Capital Region related to major destinations and travel hubs in the region. These sites are called special generators as they generate large amounts of road, transit, and non-motorized traffic. Special generators being surveyed in the National Capital Region include post-secondary schools, intercity transportation hubs, hotels, and recreation and entertainment venues.

### **2. *What kind of information is being collected and how?***

All surveys will collect trip information – i.e. how did you get here, and how will you leave – as well as basic demographic information. See Question 6 below (“What generators will be surveyed?”) for additional questions asked at selective sites. Surveys are to be primarily conducted either on-the-spot, as travellers arrive at, or depart from, a special generator. Participants also have the option to complete the survey later, online using a take-home card given to them at by the data collection team.

### **3. *Who is conducting the survey?***

The survey is being conducted by R.A. Malatest & Associates Ltd., a market research and program evaluation company, on behalf of TRANS, a joint technical committee on transportation systems planning in the National Capital Region (NCR). TRANS member organizations include the National Capital Commission, the Ontario Ministry of Transportation, the ministère des Transports du Québec, the cities of Ottawa and Gatineau, and their respective transit authorities (OC Transpo and STO). Malatest & Associates have conducted numerous Origin-Destination surveys across the country including a survey of 25,000 households in the NCR for TRANS in 2011.

### **4. *What is the purpose of the survey?***

TRANS is learning more about the travel patterns and characteristics of visitors to the National Capital Region, as well as the traffic generated by major destinations within the region for both permanent and non-permanent residents. Understanding travel patterns and characteristics, as well as measuring trends, are critical to forecasting and planning for transportation needs and services. Origin-Destination surveys are one tool from which this information can be collected.

However, household based O-D surveys are not designed to capture trips made by non-permanent residents such as visitors and professionals conducting business and do not sufficiently capture trips made to and from special generators such as universities, entertainment and sporting venues. The SGS will supplement the household data collected during the 2011 TRANS Origin-Destination Survey.

**5. *When will the survey take place?***

The SGS will be conducted November 4 to 29, 2013 and will capture average weekday travel patterns to and from special generators.

**6. *What generators will be surveyed?***

Four types of generators are being surveyed:

- ✓ **Post-Secondary Schools**, including three colleges and three universities in the National Capital Region. Surveying at these generators is restricted to students. Students will be surveyed exclusively on their previous day's travel using a take-home survey. They will be asked to report on all trips they made during the previous day.
- ✓ **Intercity Transportation Hubs**, including the Ottawa International Airport, the Greyhound Central Terminal, and VIA Rail's Ottawa and Fallowfield stations. Both travellers and people dropping off or picking up travellers are eligible to participate.
- ✓ **Hotels**, including a balanced mix of large and small hotels both in the inner and outer areas of the National Capital Region. Surveying here is related to room occupants rather than individuals; all room occupants will be asked to report on their trips.
- ✓ **Recreation & Entertainment Venue**, including the Ottawa Convention Centre, hockey arenas, and Casino du Lac-Leamy. All visitors to these generators (excludes employees) are eligible to participate.

A complete list of the special generators is shown on Page 4.

**7. *Do other jurisdictions undertake these types of surveys?***

Most Canadians and American jurisdictions regularly carry out travel surveys. The Province of Ontario has carried out similar types of travel surveys in the Greater Toronto Area.

**8. *What method of data collection will be used to gather the information?***

Considering the variety of generators included in the surveys, a mixed-mode approach to data collection is being used. Survey will primarily be conducted on-the-spot by Malatest & Associates' experienced, bilingual surveyors. Participants will also be given the opportunity to complete the survey securely online.

9. ***Why is participation important?***

For local residents, participation will guarantee that travel habits and experiences are considered by transportation planners when developing or improving travel infrastructure. For visitors, participation will contribute to making even better transportation experiences for all in the future.

10. ***Is participation in the survey voluntary?***

Yes, the survey is entirely voluntary.

11. ***How is information guaranteed to be confidential? What happens to the data when the survey period is over?***

Confidentiality and long-term security of the information collected during the survey is **guaranteed**. The information from participants is collected in such a way that no personal information can be tracked back to a specific respondent and is combined with other data collected from the same area. Survey data will be used exclusively for transportation planning and can only be transferred with authorization from all six member organizations.

Any arrangement to provide public information related to data is subject to the *Federal Access to Information Act and Privacy Act, the Freedom of Information and Protection of Privacy Act or the Municipal Freedom of Information and Protection of Privacy Act.*

# Special Generators

## NCR Post-Secondary Schools

- University of Ottawa
- University of Carleton
- Algonquin College
- La Cité Collégiale
- Université du Québec en Outaouais
- CÉGEP de l'Outaouais

## 2. Airport/Rail/Intercity Bus Terminals

- Macdonald-Cartier International Airport
- Ottawa Train Station
- Fallowfield Train Station
- Greyhound Ottawa Central Station

## 3. Major Hotels

## 4. Sporting Venues / Casino / Convention Centre

- Canadian Tire Centre
- Robert Guertin Centre
- Casino du Lac-Leamy
- Ottawa Convention Centre