

National Capital Region  
**SPECIAL GENERATOR SURVEY**

*Survey Design and Conduct Report*

*Prepared for*  
**TRANS Committee**

*Prepared by*  
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## **APPENDIX A: SURVEY QUESTIONNAIRES**

## SECTION 1: PROJECT OVERVIEW

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R. A. Malatest & Associates Ltd. (Malatest), in association with David Kriger Consultants Inc. and Resource Systems Group Inc., was contracted by the TRANS Committee to conduct a Special Generators Survey (SGS). The survey was conducted with four types of generators:

- Transportation terminals;
- Sports and entertainment venues;
- Post secondary institutions; and
- Hotels.

The current report details the tasks completed during the planning and data collection phases of the SGS. It also describes the challenges encountered during the project as well as the strategies used to mitigate them. The results of the SGS are available in separate reports for each generator type.

### 1.1 Project Background

Understanding travel patterns and trends is critical to planning transportation services. Origin-destination (O-D) surveys that ask respondents how, when, where, and why they travelled are one tool to capture this information. Household O-D surveys collect information from sampling residences across a metropolitan area. However, household O-D surveys are not designed to capture trips made by non-permanent residents such as students, visitors and professionals conducting business in the region. Further, household O-D surveys do not sufficiently capture trips made to and from big trip generators such as universities, sporting venues and transportation terminals. The SGS was designed to collect this information to supplement data collected during the last household O-D survey conducted in the fall of 2011.

Data for the SGS was collected using a mixed-mode approach; transportation terminals, sports and entertainment venues and hotels were primarily surveyed using an intercept approach while the survey of post-secondary students was conducted online. Some flexibility to these approaches was necessary to accommodate generator preferences and to increase survey productivity. Specific details on the data collection approach for each generator type are presented in Section 3 of this report.

The scope of the information collected as well as the respondents who were invited to participate also varied by type of generator. Thus a separate questionnaire was developed for each generator. The hotel questionnaire collected information on all room occupants, much like a household origin-destination survey, while the other surveys only collected travel information for the individual surveyed. Moreover, the hotel questionnaire collected data on all trips made the previous day, as did the post-secondary student questionnaire. Data collected for the other generators was limited to trips to and from the generator. Figure 1.1 lists all generators included in the study and outlines the scope of information collected and respondent eligibility for each. At all generators, employees of the generator were not considered eligible for the survey (i.e., the survey datasets do not include the work trips of employees. Such trips may be presumed to be represented in the 2011 household travel survey).

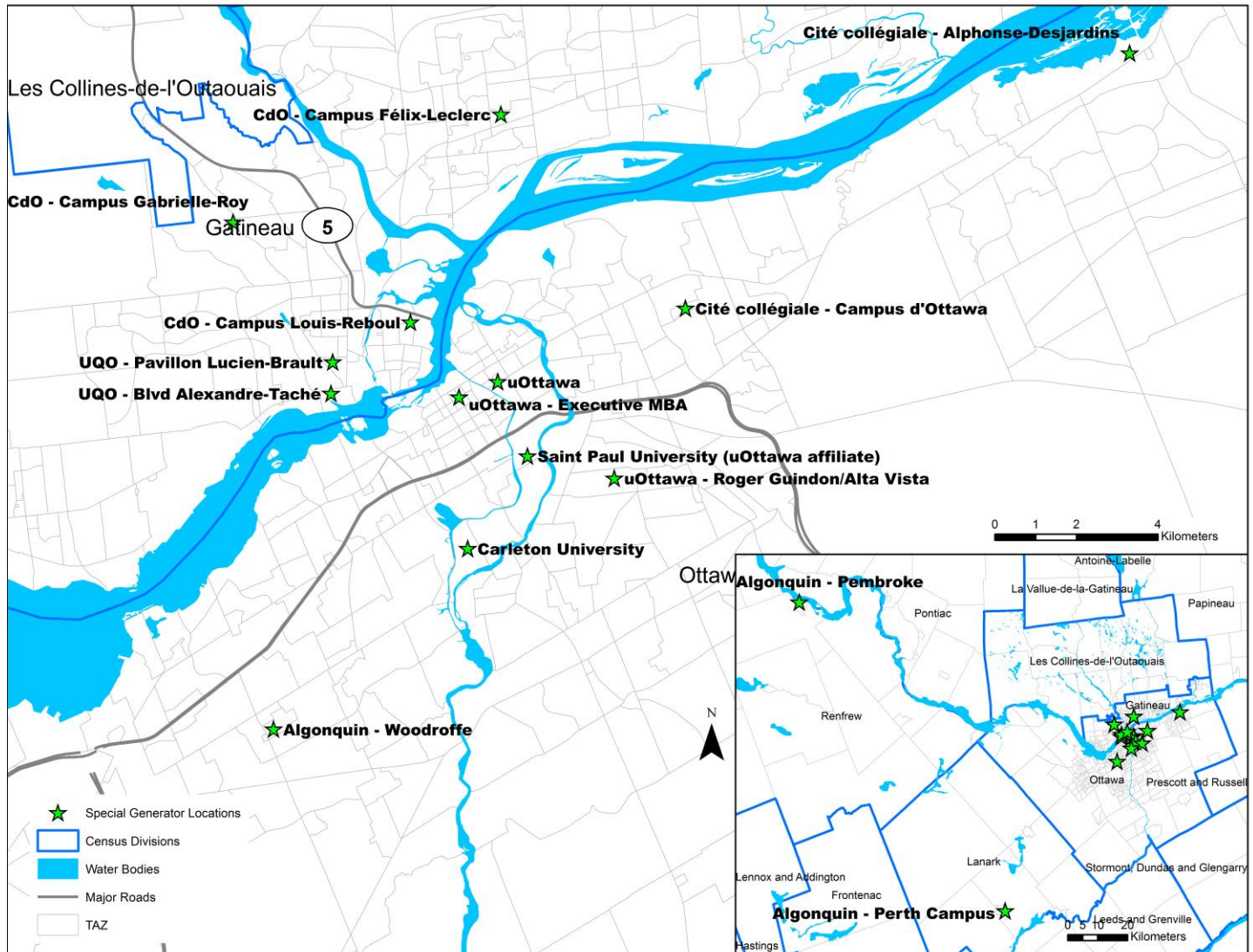
**Figure 1.1 – Generators, Scope and Eligible Respondents**

Type of Generator	Scope	Main Data Collection Approach	Eligible Respondents	Specific Generators Surveyed
Hotels	All trips made on the previous day	Intercept	Room occupants*	A sample of large and small hotels in the inner and outer areas of the NCR
Post-secondary schools		Online	Individual student	Algonquin College
				Carleton University
				C��GEP de l'Outaouais
				La Cit�� Coll��giale
				Universit�� du Qu��bec en Outaouais
Sports & Entertainment Venues	Trips to and from generator	Intercept	Individual visitor	University of Ottawa
				Canadian Tire Centre
				Casino du Lac-Leamy
				TD Place Stadium (at Lansdowne Park)
				Shaw Centre (convention centre)
Transportation Terminals			Individual traveller, or traveller escort	Robert Guertin Centre
				Greyhound Ottawa Central Station
				Fallowfield Train Station
				Macdonald-Cartier International Airport
				Ottawa Train Station

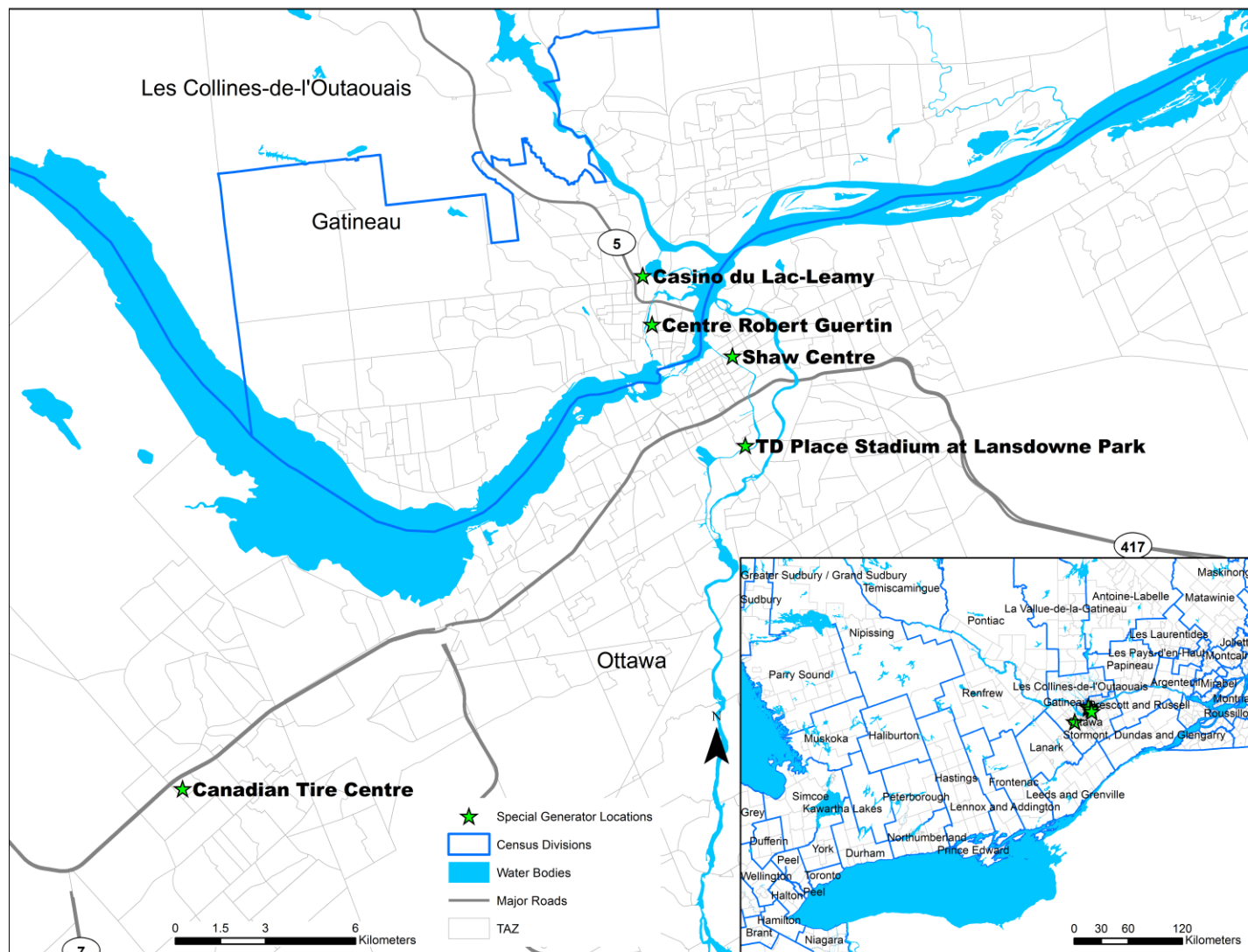
\*One guest responded on behalf of themselves and any room co-occupants.

Maps 1 through 3 on the following pages depict the locations of the following types of generators: post-secondary schools' campus locations; sports, entertainment, and event venues; and transportation terminals. The locations of hotels have not been mapped.

**Map 1: Post-Secondary Institutions – Campus Locations**

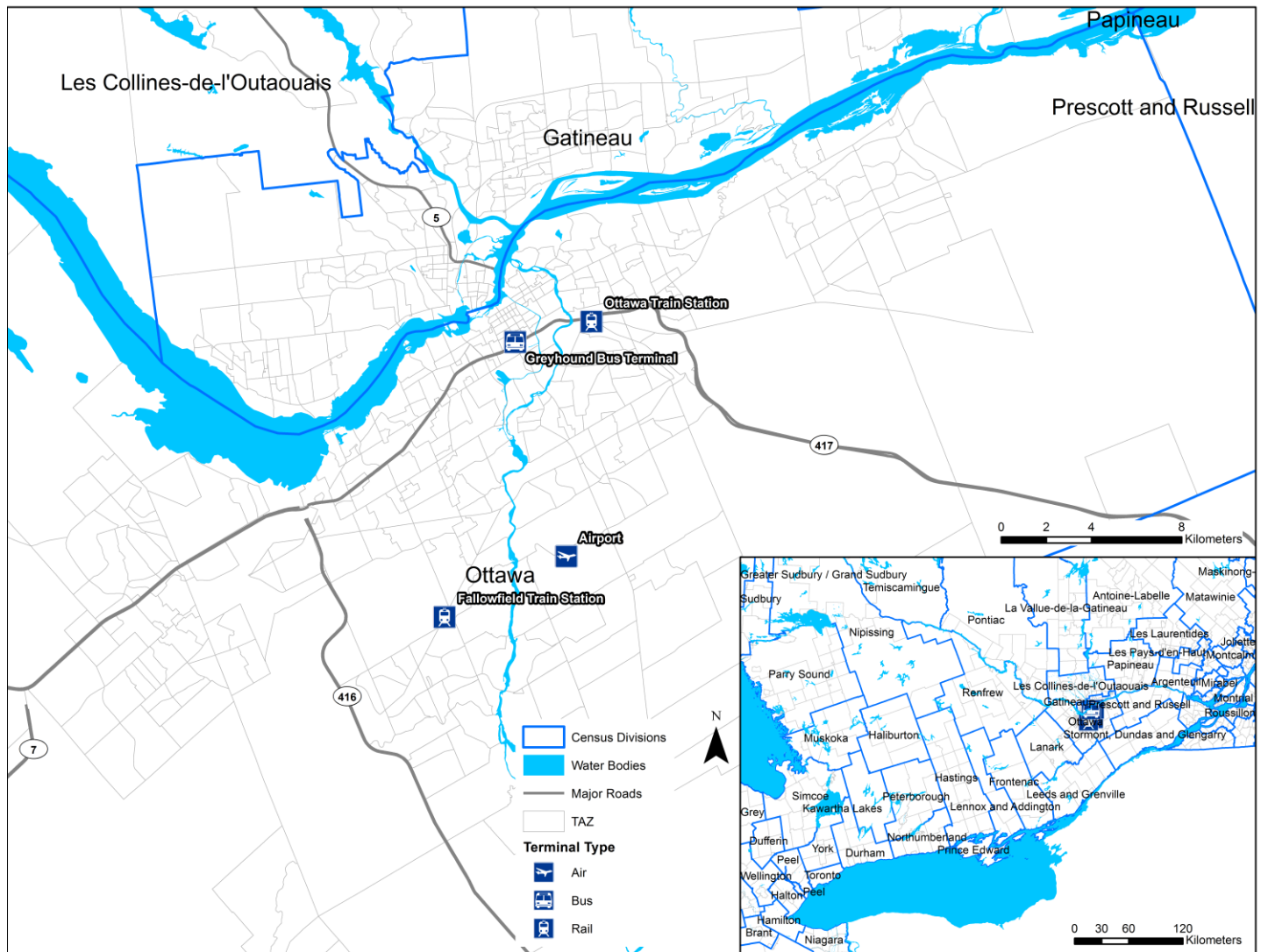


**Map 2: Locations of Sports, Entertainment and Event Venues**





**Map 3: Locations of Transportation Terminals**



## **1.2 Project Timelines**

The SGS began in early October 2013 with planning and design activities. It was originally anticipated that, with the exception of Lansdowne Park,<sup>1</sup> data collection at each generator would be completed by the end of November 2013. However, the short planning period as well as the approval processes required for most generators to allow data collection on their premises and other challenges (detailed in section 5) extended the data collection into fall 2014. Figure 1.2 shows the timing of key survey activities and data collection period for each generator.<sup>2</sup>

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<sup>1</sup> Lansdowne Park was closed for renovations during this period. It reopened in late summer of 2014. TD Place Stadium (within the park) was surveyed in fall 2014.

<sup>2</sup> Specific data collection dates are detailed in section 4



**Figure 1.2 – SGS Project Timelines**

	Fall 2013			Winter 2014		Spring 2014			Summer 2014			Fall 2014	
	Oct	Nov	Dec	Jan	Feb	March	April	May	June	July	Aug	Sep	Oct
<b>Planning and Design</b>													
Develop sampling and scheduling													
Develop survey instruments													
Recruit and coordinate with generators (other than hotels)													
Develop survey approach and logistics													
Recruit and coordinate with hotels													
Train surveyors													
Program and test online post-secondary survey													
Program and test online hotel survey													
<b>Data Collection</b>													
Airport (Malatest)													
Airport (Airport Staff)													
Ottawa Train Station													
Fallowfield Train Station													
Greyhound Ottawa Central Station													
Canadian Tire Centre													
Casino du Lac Leamy													
Shaw Centre (convention centre)													
Robert Guertin Centre													
Université du Québec en Outaouais													
CÉGEP de l'Outaouais													
University of Ottawa													
Carleton University													
Algonquin College													
Cité Collégiale													
Hotels													
TD Place Stadium (Lansdowne Park)													

## **SECTION 2: PLANNING AND DESIGN**

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Considering the number of generators involved in the study and the variety of data collection approaches, efficient and effective planning and design were crucial elements to the success of the SGS. The following sub-sections outline the tasks associated with these phases of the study:

- Communicating with generators;
- Designing questionnaires; and
- Training survey staff.

### **2.1 Communicating with Generators**

Securing the participation of the generators that the TRANS Committee wanted to include in the study was the most important element in the planning and design of the SGS. Following the project initiation meeting, Malatest began communicating with generators. Many generators were unaware of the study, therefore Malatest had to introduce generators to the study and secure their participation. TRANS Committee members supported this process by providing contact information for appropriate generator representatives and, in some cases, communicating with generators to emphasize the importance of the study.

After securing approval, Malatest worked with the generators to obtain the information required to develop the most appropriate survey approach. This information included the following:

- Dates of upcoming events (for generators that are only open for events);
- Peak traffic volumes to ensure data collection (and the number of surveyors required) was scheduled appropriately;
- Generator specific protocols with which the survey team needed to comply;
- Information to inform the expansion of the data to annual totals;
- Occupational health and safety considerations; and
- Best survey locations within the generator.

Communicating with so many and so varied generators required significant effort. The project required continuous communication with fifteen generators from post-secondary institutions, sports and entertainment venues and transportation terminals in addition to a large number of hotels in the NCR.

### **2.2 Designing Questionnaires**

The level of detail and type of information required by the survey varied by generator type:

- Transportation terminals and sports and entertainment generators required demographic data as well as information about the trip to and from the generator.
- Post-secondary institutions required information about all trips made by the student on a specific day as well as demographic and housing information.

- Hotels required information about all trips made by hotel guests during the previous day. This included information on all guests staying in the hotel room, not just the survey respondent. Demographic information was also collected.

As a result, each generator type required a separate questionnaire to be developed. Post-secondary students from all participating institutions were administered the same questionnaire. Likewise, hotel guests from all participating hotels were surveyed with identical questionnaires.

However, some specific generators required their own customized versions. The Casino du Lac-Leamy required three additional close ended questions about one of the casino's new attractions to be added to the sports and entertainment questionnaire. TD Place Stadium required additional questions to evaluate their transportation demand management plan.<sup>3</sup>

Transportation terminals also required customized questionnaires. Passengers and escorts at the train and bus stations were surveyed using the same questionnaire. However, for the airport, two survey instruments were developed; a core set of questions plus tailored questions for respondents at:

- the flight departure holding room (departure gates), and
- the arrivals hall / arrivals curbside.

The individual survey questionnaires developed for the study are appended (Appendix A).

### **2.3 Training Survey Staff**

The majority of the data collected was gathered through intercept surveys. Surveyors approached potential respondents at transportation terminals, sports and entertainment venues and hotels to complete the survey with them. Malatest worked to ensure that the surveying team had the skills required to conduct these intercepts with the required professionalism and productivity.

The survey team consisted of existing and newly recruited staff. New staff underwent the basic training program which consists of two days of general training on surveying techniques. This training time included both classroom training (surveying protocols and rules) and hands-on training (involving shadowing of experienced staff and completing mock surveys). Training specific to the SGS included a briefing on study objectives, a comprehensive review of the survey instruments, and a description of each generator and related considerations and expectations. Further, newly recruited staff were paired with more experienced interviewers, and all interviewers worked under the supervision of supervisors with intercept survey experience.

Due to the lapse between data collection periods, surveyor training was an ongoing endeavor. A large team received training at the beginning of the data collection, on October 28, 2013 and smaller teams received additional training over the course of the remaining data collection periods.

Overall, 45 Malatest staff were trained to complete intercept surveys for the SGS. Malatest also

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<sup>3</sup> With the reopening of Lansdowne Park and TD Place Stadium, a transportation demand management plan incorporating shuttle services and public transportation was developed to manage large traffic volumes during games and special events. The survey was used to assess the success of the plan.

trained employees of some generators to administer questionnaires. Three Ottawa Airport Authority staff were trained to complete surveys in the departure gates as Malatest staff did not have access to this area. Malatest also trained TD Place Stadium staff to boost capacity given the limited number of events during the data collection period. TD Place Stadium supplemented the survey team with 15 of their staff members to reach data collection targets.

## SECTION 3: SURVEY APPROACH

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Considering the variety of generators included in the study, a mixed-mode approach to data collection was used. The following sub-sections describe the approaches used for each generator type.

### 3.1 Overall Approach

All generators (with the exception of post-secondary institutions) were attended by survey teams to identify eligible respondents, and to conduct the survey with them. For each of these sites, standard approaches included:

- Set-up and decamp procedures;
- Recruitment of potential respondents; and
- Incentives for participants.

#### 3.1.1 Setup and Decamp Procedures

Standard procedures for set-up and decamp ensured that survey teams were prepared to carry out data collection at each generator for which intercept surveying was required.

##### **Setup**

1. Survey team convened on site prior to scheduled data collection periods. For first-time visits to a generator, the survey team arrived thirty minutes early to allow for:
  - a. Making contact with the onsite generator contact;
  - b. Touring the site to familiarize themselves with intercept points, washroom facilities, and emergency exits, and identify any potential safety hazards, or obstacles to data collection; and
  - c. Completing all other set-up steps (see below).

For follow-up visits, survey teams arrived fifteen minutes early and implemented the following steps:

2. Survey team convened at designated meeting spot and attendance was taken;
3. Supervisor ensured all team members were identifiable and wearing a jacket or vest with the Consultant name and logo;
4. Supervisor briefed surveyors on any special considerations for the shift;
5. Supervisor distributed printed questionnaires to surveyors;
6. Supervisor directed pairs of surveyors to intercept locations; and
7. Data collection commenced.

**Decamp**

1. Supervisor gathered all surveyors at meeting spot;
2. Supervisor collected all completed questionnaires and other supporting materials;
3. Supervisor garnered feedback from surveyors on any issues related to data collection, safety, or any other issues that may have emerged during the data collection period. For the first time visit to a generator, the supervisor also garnered feedback from the on-site generator contact on any issues they may have had to report; and
4. Supervisor returned the completed questionnaires to the Consultant's office.

**3.1.2 Respondent Recruitment**

During the data collection at generators, surveyors completed the following steps when attempting to complete a survey:

1. Surveyors approached individuals coming to and going from the generator;
2. Surveyors introduced themselves and the survey;
3. Surveyors determined if the individual is an eligible respondent (i.e., not an employee of the generator);
4. Surveyors offered to complete the questionnaire with the individual; and
5. Surveyors thanked the individual for their time (whether or not they completed the questionnaire).

Supervisors monitored the various intercept locations to assist surveyors, answer questions and, overall, ensure a productive data collection. At times when the data collection was running smoothly, supervisors also collected data from respondents.

**3.1.3 Motivating Participants**

To encourage survey participation, the following incentive strategy was used:

- The importance of the survey was stressed to all eligible respondents:
  - For local residents, participating in the study would ensure that their travel habits and experiences are considered by transportation planners when developing or improving travel infrastructure.
  - For non-residents, participating in the study would help to ensure they have an even better experience the next time they are in the NCR.
- Respondents were offered a chance to enter a draw for one of eight tablet computers (Apple iPad)

**3.2 Transportation Terminals and Entertainment Venues**

Malatest applied the approach described above in Section 3.1 at sports and entertainment generators and transportation terminals. Unlike other generator types, no changes to this approach were required.



### 3.3 Post-secondary Schools

The post-secondary student survey was designed to capture a full day diary of students' trips. While the survey was primarily administered online, limitations and institution preferences resulted in a variety of approaches to participant recruitment as well as an extended data collection period.

The ideal approach was for Malatest to be provided with student email addresses and to send invitations to the survey via email to either the entire student body, or a sample, depending on student population. As part of this approach, invitations would be sent in daily batches over the course of a week, asking students to report on trips made the previous day. This method would ensure that all students (or sample) would have the opportunity to complete the survey and that a sufficient number of surveys for each weekday were completed.<sup>4</sup>

Limitations due to institutional policies as well as varying degrees of engagement from the participating institutions resulted in a need for flexibility, and the above approach was tailored accordingly.

All approaches and methods used to achieve survey completions and the time period of these activities are outlined in Figure 3.1 below:

**Figure 3.1 – Approach and Data Collection Strategies by Post-Secondary Institution**

Post Secondary Institution	Sample Approach	Challenge	Corresponding Data Collection Strategy	Time Period
Université du Québec en Outaouais	All students invited	<ul style="list-style-type: none"> <li>School administration could not provide student emails or send out email invitations</li> </ul>	<ul style="list-style-type: none"> <li>Distribution of hard copy invitations by survey team on site</li> <li>Information and survey link posted on school intranet dashboard</li> </ul>	Fall 2013
		<ul style="list-style-type: none"> <li>An agreement with the school student body council would have them send out the invitation to known email addresses</li> </ul>	<ul style="list-style-type: none"> <li>Mass email by student body council to known email addresses</li> </ul>	Spring 2014
		<ul style="list-style-type: none"> <li>Minimal student response to online survey</li> </ul>	<ul style="list-style-type: none"> <li>On site intercept survey (over two days)</li> </ul>	Fall 2014

<sup>4</sup> In the event that the student did not access the email the day it was received, the survey was programmed to randomly assign a weekday on which the student should report their trips.

Post Secondary Institution	Sample Approach	Challenge	Corresponding Data Collection Strategy	Time Period
CÉGEP de l'Outaouais	All students invited	<ul style="list-style-type: none"> <li>School administration could not provide student emails or send out email invitations</li> </ul>	<ul style="list-style-type: none"> <li>Distribution of hard copy invitations by survey team on site</li> <li>Information and survey link posted on school intranet dashboard</li> </ul>	Fall 2013 Spring 2014
University of Ottawa	Sample	<ul style="list-style-type: none"> <li>Due to competing research priorities, UofO could only release smaller samples during specific periods</li> </ul>	<ul style="list-style-type: none"> <li>Staggered emails using sample, sent by Malatest</li> <li>Two data collection periods were used (lasting about two weeks each)</li> </ul>	Fall 2013 Fall 2014
Carleton University	Sample	<ul style="list-style-type: none"> <li>Could not release student emails to Malatest</li> </ul>	<ul style="list-style-type: none"> <li>With support from Malatest, Carleton sent staggered emails (daily batch approach) to sample</li> </ul>	Fall 2013
Algonquin College	Sample	<ul style="list-style-type: none"> <li>Lengthy approval process to approve study and release sample</li> </ul>	<ul style="list-style-type: none"> <li>Staggered emails using sample, sent by Malatest</li> </ul>	Spring 2014
Cité Collégiale	All students invited	<ul style="list-style-type: none"> <li>Could not release email addresses to Malatest</li> </ul>	<ul style="list-style-type: none"> <li>Mass email by school to known email addresses</li> </ul>	Spring 2014 Fall 2014

### 3.4 Hotels

The questionnaire for hotels was designed to capture a travel diary about a full day spent in the National Capital Region (NCR). The questionnaire captured all trips made the previous day by the respondent and all other occupants of their hotel room.

Generator engagement was an important challenge to this data collection. The approach that Malatest had proposed to TRANS involved an online survey. Hotels were asked to distribute cards with a brief introduction to the survey and the survey web link to their guests upon registering at the hotel. This approach encountered two problems. First, hotels that agreed to participate did not want the survey to interfere with their operations. Hotel staff did not actively distribute the cards to their guests. Second, only a small percentage of guests who received these cards completed the survey.

After initial testing and conversations with several hotels during fall 2013, it was determined that securing the level of engagement required from a sufficient number of hotels to ensure the success of proposed online methodologies would not be possible in the timeframe of the study. This resulted in a shift to a more labour intensive intercept survey. While this approach required less

active participation from hotels, the increased resource commitment led to concerns over the data collection budget. Overall, a number of approaches were attempted to find the most productive approach. These attempted approaches are described below.

#### **3.4.1 Approach 1 – Intercept Survey with Online Availability**

For this approach, the emphasis was to complete the survey in person. A team of two surveyors intercepted guests in the hotel lobby to complete the questionnaire with them. If the guest declined to participate in person, surveyors would provide them with the opportunity to complete the survey online. While requiring little effort from hotels, this approach demanded considerable effort from the data collection team, more than was allocated in the initial data collection budget. It was anticipated that this could be covered by project budget contingency. However, the intercept approach resulted in much lower than expected production rates. Both trials conducted in the spring and late summer resulted in less than one survey per hour (453 total surveys completed) and consumed 63 data collection days. Given that this productivity would have required an additional 160 surveying days to reach the target, it was considered cost-prohibitive.

Challenges that impacted the productivity of the intercept method included the following:

- Lower than anticipated hotel occupancy. Based on discussions with some hotels, occupancy was between 50% and 60%.
- A large proportion of hotel guests who were intercepted did not qualify for the survey. Many room occupants during weekdays are business travellers and are in the NCR for less than a day. Surveyors found that many arrived in the NCR late in the day, checked into their hotel, made no trips, then left early in the morning for meetings and did not return to the hotel prior to leaving the NCR. If intercepted in the evening, these individuals do not qualify as they were not in the NCR the day prior. If intercepted in the morning, many do not qualify as they checked in late in the day, did not make any trips outside of the hotel and were not in the NCR for at least 24 hours.
- Many hotel guests intercepted in the morning were in a rush (mostly business travelers). They were provided the card with the survey link, but few completed the survey online.
- Many hotel guests intercepted in the afternoon had just arrived in the NCR, therefore did not qualify for the survey as they had not been in the NCR for 24 hours.

#### **3.4.2 Approach 2 – Card Distribution for Online Survey with Extra Incentive**

Despite initial concerns about the effectiveness of an exclusively online approach, it was newly considered with an additional incentive to respondents. To test this approach, Malatest staff distributed cards with the survey link to all hotel guests they intercepted and offered \$5 coffee cards to respondents on completion of the survey. This was piloted in August 2014 at two hotels, the Ottawa Marriott and the Lord Elgin. The pilot yielded a 2% uptake: 200 cards were distributed, resulting in 4 survey completions.

Following the pilot, the average number of cards that could be distributed daily at a typical hotel was calculated. This would help determine the number of hotels and the number of days that would be required to reach targets. To account for varying levels of occupancy and visit durations, it

was estimated that hotels could distribute cards to 40% of rooms each day. Figure 3.2 below details the number of cards that could be distributed each day based on this assumption.

**Figure 3.2 – Daily Estimated Card Distribution**

Hotel Strata	Total hotels	Total rooms	Average rooms per hotel	Daily card distribution per hotel (40% of average # of rooms)
Small hotels – Inner Area	13	1,673	129	51
Large hotels – Inner Area	14	4,424	316	126
Small hotels – Outer Area	23	2,711	118	47
Large hotels – Outer Area	6	1,702	284	113
<b>TOTAL</b>	<b>56</b>	<b>10,510</b>	<b>188</b>	<b>338</b>

Figure 3.3 below shows the number of participating hotels required to reach targets in 60 or 30 days based on the 2% uptake.

**Figure 3.3 – Days and Hotels Required**

Hotel Strata	Daily card distribution per hotel (40% of average # of rooms)	Possible daily completions (based on 2% uptake)	Remaining surveys required	Days required to reach target	Participating hotels required to reach target in 60 days	Participating hotels required to reach target in 30 days
Small hotels - Inner Area	51	1	226	226	4	8
Large hotels - Inner Area	126	3	112	37	1	2
Small hotels - Outer Area	47	1	301	301	5	10
Large hotels - Outer Area	113	2	271	136	2	5
<b>TOTAL</b>	<b>338</b>	<b>7</b>	<b>910</b>	<b>130</b>	<b>12</b>	<b>24</b>

Based on the pilot and the above assumptions, this data collection approach was implemented. The difference between the pilot and the implemented approach is that in the pilot, cards were distributed by Malatest staff; in the implemented approach it was hotel front desk staff who distributed cards. Hotels were asked to distribute information cards with the survey link to all guests checking in or out of their hotel. The success of the approach was dependent on the willingness of hotels to actively distribute the cards to their guests and promote the survey.

In actuality, recruited hotels did not consistently distribute cards or promote the survey as agreed upon despite attempts by Malatest to encourage distribution. In total, 12 hotels were recruited to which almost 6,000 cards were provided for distribution. Each hotel was provided enough cards for one week of distribution but inventories lasted for three weeks. Because many hotels lost, or threw out remaining cards, it was not possible to determine exactly how many cards were distributed to guests. Overall, this approach resulted in only 25 online survey completions.

### **3.4.3 Approach 3 – Collecting Email Addresses at Front Desks**

In an effort to increase the ability to directly contact potential survey respondents, select hotels were approached to collect email addresses from their guests. Overall, two hotels agreed to invite their guests to provide their email address to participate in the survey. The team would then collect the lists of emails and send respondents the survey link. This required increased engagement from hotels and was not very successful. One of the hotels lost the list of collected emails and the other hotel only collected five email addresses over a two week period.

### **3.4.4 Lessons Learned from Hotel Data Collection**

The various approaches attempted for data collection among hotel guests have resulted in the following lessons learned:

- While the hotel association had been contacted by the City prior to issuing the request for proposals for this project, and had expressed a willingness to support the project and provide useful information on the universe of hotels in the area, the association itself had limited leverage to encourage hotels to participate fully. Any approach used for a similar survey should require limited hotel engagement, or be implemented over a considerable period of time to ensure targets can be reached.
- The timing of when hotel guests are surveyed should be considered carefully, as there are three types of travel days that could be represented, depending on when the survey is administered: an 'arrival day', for which the guest(s) arrive(s) from another city and checks into the hotel; a 'full day in town', but only applicable to guests who stay more than one day; and 'a departure day', for which the guest(s) check(s) out of the hotel and departs the city. Conducting a single 24-hour travel day for each respondent may present challenges also for data weighting and ensuring the appropriate volumes of each type of travel day are represented in the final data set. Possible modifications to the survey might include asking respondents to report on their planned itinerary for future days, including scheduled meetings, confirmed sightseeing plans, and their expected travel on their departure day.
- An intercept approach is an effective, but costly approach considering eligibility requirements which limit survey productivity (i.e. a survey of the previous day's trips when many hotel guests are not in the city for more than 24 hours).
- An alternate approach to surveying hotel guests could involve very brief intercepts to capture e-mail addresses and departure dates from travelers while in town, emailing them a survey invitation on the day after their departure (when they might have more time and means at hand to participate online). Such a survey could ask respondents to report on key destinations and modes of travel while in town, as well as both their intercity arrival and departure trips, but with less emphasis on some of the minutia such as the exact time of travel. Before adopting an approach that would result in surveys completed perhaps some days after arrival, with less precision of recall, whether such an approach would yield detailed enough information for transportation modelling purposes would need to be considered.

## SECTION 4: SAMPLING AND SCHEDULING

Survey targets and sampling requirements differed for each of the generators. Survey targets were established based on generator size or visitor capacity or average numbers of visitors (if known); therefore larger generators required a greater number of surveys compared to smaller generators. Minimum targets of at least 300 surveys were set for smaller generators in order to obtain samples with reasonable statistical reliability.<sup>5</sup> Sampling plans and schedules for each generator were developed to achieve these targets. Figure 4.1 below summarizes the survey targets by generator.

**Figure 4.1 – Survey Targets per Generator**

	Event Attendance/ Daily Visitors/ Population/ Room Capacity	Survey Target	Sampling Rate
<b>Sports and Entertainment Venues*</b>			
Canadian Tire Centre	20,000	1,500	8%
Robert Guerin Centre	4,000	500	13%
Casino du Lac-Leamy	10,000	800	8%
Shaw Centre	10,000	800	8%
TD Place Stadium (Lansdowne Park)	20,000	1,500	8%
<b>TOTAL</b>	<b>44,000</b>	<b>5,100</b>	<b>12%</b>
<b>Transportation Terminals**</b>			
Airport	234 planes /11,878 travellers	1,000	8%
Ottawa Train Station	27 trains / 2,665 travellers	400	15%
Fallowfield Train Station	26 trains / 533 travellers	300	56%
Greyhound Bus Station	# buses unknown / 2,050 travellers	300	15%
<b>TOTAL</b>	<b>17,126 travellers</b>	<b>2,000</b>	<b>12%</b>
<b>Post-Secondary Institutions***</b>			
University of Ottawa	41,000	2,000	5%
Carleton University	25,000	1,200	5%
Algonquin College	15,000	800	5%
La Cité collégiale	5,000	600	12%
Université de Québec en Outaouais	6,500	600	9%
Cégep de l'Outaouais	5,000	600	12%
<b>TOTAL</b>	<b>97,500</b>	<b>5,800</b>	<b>6%</b>
<b>Hotels****</b>			
Small hotels (<200 rooms) - Inner Area	1,800	350	19%
Large hotels (>200 rooms)- Inner Area	5,200	600	12%
Small hotels (<200 rooms)- Outer Area	2,600	400	15%
Large hotels (>200 rooms)- Outer Area	900	350	39%
<b>TOTAL</b>	<b>10,500</b>	<b>1,700</b>	<b>16%</b>
<b>GRAND TOTAL SURVEYS</b>		<b>14,600</b>	

\*Population for sports and entertainment generators, attendance per event or day. Casino estimate was later revised to approx. 4,900/day.

\*\* Est. planes and trains arriving and departing (combined); combined traveler arrivals and departures each weekday estimated post-survey.

\*\*\*Population for post-secondary institutions, enrolment as understood at the time of planning the surveys in Fall 2013.

\*\*\*\*Number of hotel rooms in the NCR for that category of hotels, not the actual number of visitors.

<sup>5</sup> For example, 300 survey completions drawn from a large population would have an expected margin of error associated with random sampling of  $\pm 5.7\%$  at a 95% confidence level (i.e., 19 times out of 20), or slightly less for smaller populations. In comparison, a sample of 100 surveys would yield a sampling error of  $\pm 9.8\%$ ; a sample of 500 surveys would result in a sampling error of  $\pm 4.3\%$ ; and, for 2,000 surveys,  $\pm 2.1\%$ .



Sampling plans and surveying schedules spread data collection across weekdays and generator operating hours. This approach ensured that data was collected over the course of the day, on each day of the week. The following sub-sections outline the sampling plans and schedules developed for each generator.

Readers are also referred to the analytic reports under separate covers for more detail on final estimates of the population universe and approaches undertaken to weight and expand the survey sample to better represent the population surveyed.

#### **4.1 Sampling and Scheduling for Sports and Entertainment Venues**

Sampling for most sports and entertainment generators was largely determined by the events scheduled during the data collection period. In some cases, depending on the event, data collection was not only dependent on the approval of the generator, but also the event promoter (in the case of concerts etc.).

As much as possible, scheduled data collection included a sample of events that varied in nature and size and spread over weekdays and times of the day. This was also balanced with practicality and other productivity considerations.

##### **4.1.1 Canadian Tire Centre**

A selection of NHL games and one performing arts event were originally selected for data collection at the Canadian Tire Centre. However, the promoters of the performing arts event declined participation. In the end, seven NHL games were selected. All games started between 6:00 pm and 7:30 pm.

Figure 4.2 below presents the dates and events as well as the daily survey completions and targets.

**Figure 4.2 – Survey Dates, Targets, and Completions for the Canadian Tire Centre**

Event	Date	Day	Start Time	Survey Targets	Survey Completions
Ottawa Senators vs. Montreal Canadiens	Nov. 7, 2013	Thu	6pm-7:30pm	250	213
Ottawa Senators vs. Philadelphia Flyers	Nov. 12, 2013	Tue	6pm-7:30pm	250	225
Ottawa Senators vs. Boston Bruins	Nov. 15, 2013	Fri	6pm-7:30pm	250	247
Ottawa Senators vs. Minnesota Wild	Nov. 20, 2013	Wed	6pm-7:30pm	250	249
Ottawa Senators vs. Vancouver Canucks	Nov. 28, 2013	Thu	6pm-7:30pm	250	215
Ottawa Senators vs. Philadelphia	Dec. 9, 2013	Mon	6pm-7:30pm	250	231
Ottawa Senators vs. St. Louis	Dec. 16, 2013	Mon	6pm-7:30pm	n/a	277
				1,500	1,657

#### 4.1.2 Robert Guertin Centre

There were only four events (all hockey games) scheduled at the Robert Guertin Centre during the initial data collection period (October to December 2013). Surveying was scheduled for each of these games. To reach targets, a fifth game was surveyed in early January.

Figure 4.3 below presents the dates and events as well as the daily survey completions and targets.

**Figure 4.3 - Survey Dates, Targets, and Completions for the Robert Guertin Centre**

Event	Date	Day	Start Time	Survey Targets	Survey Completions
Gatineau vs. Halifax	Oct. 30, 2013	Wed	7 :30pm	125	163
Gatineau vs. Rouyn Noranda	Nov. 15, 2013	Fri	7 :30pm	125	121
La Russie vs la LHJMQ	Nov. 18, 2013	Mon	7 :30pm	125	136
Gatineau vs. Baie-Comeau	Nov. 29, 2013	Fri	7 :30pm	125	69
Gatineau vs. Unknown	Jan. 3, 2014	Fri	7 :30pm	n/a	77
				500	566

#### 4.1.3 Casino du Lac-Leamy

Unlike the other sports and entertainment generators, data collection at the casino was not limited to certain events. As the Casino receives patrons 24 hours a day, seven days a week, surveying could be scheduled for anytime. However, to ensure good productivity, surveying was limited to afternoons and evenings until midnight. While this might have meant that patrons who arrived or departed between midnight and noon might not be well represented, these were thought to be only a small portion of the visitor population, as afternoons and evenings were reportedly the busiest times. I.e., the survey data represent the majority of the visitor population, with the caveat that earlier visitors would be poorly represented (with the exception that some would be represented if they left the casino between noon and midnight).

The data collection was also scheduled to align with the weekly visitor volume distribution. The specific figures provided by the casino reflected the observed volumes for the month of November 2013. While the data collection extended into the spring of 2014, overall survey targets were established to align with the volume distribution reflected in the November data. Overall, the data collection succeeded in achieving the survey targets, with 166 extra survey completions, with only one day achieving less than target. Figure 4.4 below presents the volume distribution by day of week, along with the corresponding survey targets, dates and completions. When the data were weighted, adjustments were made to better represent the distribution by day of week.

**Figure 4.4 –Visitor Distribution and Survey Targets/Completions**

Week Day	% of Weekly Visitors	Survey Target	Survey Dates	Survey Completions
Monday	6%	98	Dec. 2, 2013 May 5, 2014	132
Tuesday	5%	82	Dec. 3, 2013	100
Wednesday	7%	114	May 7, 2014	96
Thursday	10%	163	Nov. 28, 2013 May 1, 2014 May 8, 109	259
Friday	21%	343	Nov. 29, 2014 May 2, 2014 May 9, 2014	379
Saturday	30%	n/a	n/a	n/a
Sunday	21%	n/a	n/a	n/a
		800		966

#### 4.1.4 Shaw Centre

The Shaw Centre (formerly Ottawa Convention Centre) hosts events of varying types and sizes. A list of upcoming events was provided by the Shaw Centre and an event sampling plan was developed to include representation of this spectrum. Events that would likely host residents of the National Capital Region as well as those hosting visitors were both included in the plan.

The Shaw Centre could only allow data collection during events where the promoter agreed to the survey. For this reason, back up events were also selected. Unfortunately, very few promoters agreed to participate in the survey. This resulted in moving forward with a sample of convenience in that any event that provided their approval was surveyed. In total seven events over 11 data collection days were surveyed.

**Figure 4.5 - Survey Dates and Completions for the Ottawa Convention Centre**

Event	Date	Day	Forecasted attendance	Survey Completions
Invariant Security	Nov. 7, 2013	Thu	200	4
Signatures Shows Ltd.	Nov. 15, 2013	Fri	1000	128
2013 Best Ottawa Business	Nov. 21, 2013	Thu	600	54
Big Brothers Big Sisters of Ottawa	Dec. 5 2013	Thu	800	10
Cannexus 2014	Jan. 20 2014	Mon	850	102
Cannexus 2014	Jan. 21 2014	Tue	850	50
Baffin Regional Chamber of Commerce	Jan. 30 2014	Thu	1200	57
Baffin Regional Chamber of Commerce	Jan. 31 2014	Fri	1200	103
Canadian Evaluation Society Conference	June 16, 2014	Mon	unknown	106
Canadian Evaluation Society Conference	June 17, 2014	Tue	unknown	
Canadian Evaluation Society Conference	June 18, 2014	Wed	unknown	
				614

The original survey target for this generator was 800; however given the limited number of events that could be surveyed, the target was reduced to 600.

#### **4.1.5 TD Place Stadium (Lansdowne Park)**

Following extensive renovations, Lansdowne Park and TD Place Stadium re-opened in the summer of 2014. The data collection schedule was then planned accordingly. The stadium hosts a variety of events, but to maximize productivity and to include questions that would explore the effectiveness of the site's transportation demand management plan for major events, surveying was limited to Ottawa RedBlacks football games. There were seven RedBlacks games scheduled on Fridays between July and November: July 18, August 15, September 5, September 26, October 3, October 24, and October 31.

To allow time for any issues with the transportation demand management plan to be mitigated and to maximize public knowledge of the various transportation options available, data collection was not scheduled for the first two games. Surveying occurred during games 3, 4, 5 and 6, leaving game 7 as a contingency in the case that the survey target had not been reached. Due to successful data collection at games 3 through 6, the contingency game 7 was not required.

**Figure 4.6 - Survey Dates, Targets, and Completions for TD Place Stadium**

Event	Date surveyed	Day	Start Time	Survey Targets	Survey Completions
Ottawa vs. BC	Sep. 5, 2014	Fri	7:30 PM	375	395
Ottawa vs. Montreal	Sep. 26, 2014	Fri	7:00 PM	375	516
Ottawa vs. Winnipeg	Oct. 3, 2014	Fri	7:00 PM	375	362
Ottawa vs. Montreal	Oct. 24, 2014	Fri	6:30 PM	375	506
				1,500	1,779

#### **4.2 Sampling and Scheduling for Transportation Terminals**

Sampling and scheduling for the transportation terminals was meant to balance the number of questionnaires completed:

- by departing and arriving travelers, as well as by escorts dropping off and picking up travelers;
- by time of day based on business volumes, such that periods with high volumes were targeted for the most surveys; and,
- by location at the generator site (e.g., different exits, disembarking areas, or waiting areas), to ensure sampling of users of different terminal access travel modes.

As such, Malatest scheduled surveying to be proportional with the volume of expected flights, trains and buses over the course of the day. Figure 4.7 below outlines this approach. The numbers of daily travellers arriving and departing were later estimated based on data provided by the terminal authorities.

**Figure 4.7 – Sampling Approach by Transportation Terminal**

Terminal	Time	Number of weekly flights/ daily trains / daily buses on weekdays	Daily %	Targeted Completions by time of day	Scheduled data collection hours	% of total scheduled hours
Airport Arrivals	0:01-08:00	32	5%	86	14	8%
	08:01-16:00	255	43%	286	101.8	55%
	16:01-24:00	311	52%	295	69	37%
	<b>Total</b>	<b>598</b>	<b>100%</b>	<b>667</b>	<b>184.8</b>	<b>100%</b>
Airport Departures	0:01-08:00	95	16%	53	10	12%
	08:01-16:00	264	44%	147	41	50%
	16:01-24:00	242	40%	133	31	38%
	<b>Total</b>	<b>601</b>	<b>100%</b>	<b>333</b>	<b>82</b>	<b>100%</b>
Ottawa Train Station	05:00-09:00	5	19%	74	18.5	19%
	09:01-14:00	5	19%	74	18.5	19%
	14:01-19:00	11	41%	163	40.7	41%
	19:01-24:00	6	22%	89	22.2	22%
	<b>Total</b>	<b>27</b>	<b>100%</b>	<b>400</b>	<b>100</b>	<b>100%</b>
Fallowfield Train Station	05:00-09:00	5	19%	58	14.4	19%
	09:01-14:00	6	23%	69	17.3	23%
	14:01-19:00	9	35%	104	26.0	35%
	19:01-24:00	6	23%	69	17.3	23%
	<b>Total</b>	<b>26</b>	<b>100%</b>	<b>300</b>	<b>75</b>	<b>100%</b>
Ottawa Greyhound Terminal	05:00-09:00	N/A	19%	56	13.9	19%
	09:01-14:00	N/A	19%	56	13.9	19%
	14:01-19:00	N/A	41%	122	30.6	41%
	19:01-24:00	N/A	22%	67	16.7	22%
	<b>Total</b>	<b>N/A</b>	<b>100%</b>	<b>300</b>	<b>75</b>	<b>100%</b>

N/A = the schedule of bus arrivals and departures by hour of day was not available and the number of buses associated with each arrival or departure time may fluctuate from day to day (as the operator may add more buses for scheduled departure times depending on the number of tickets sold). Therefore, at the bus terminal, the distribution of surveys by time of day was a rough estimation, following the distribution of arrivals and departures at Ottawa Train Station for convenience in scheduling survey shifts.

The sampling and scheduling also balanced these objectives with practicality and safety considerations during the data collection. Specific scheduling approaches and dates are further detailed in the following sub-sections.



#### 4.2.1 Macdonald-Cartier International Airport

Surveys at the arrival hall and exterior curb of the airport were completed with arriving passengers as well as individuals dropping off, picking up or meeting the passengers (also referred to in the reporting as ‘escorts’ or ‘local supporters’ of the passengers). The survey completions from these two locations represent approximately two thirds of the 1,000 completions targeted for the airport overall. Airport Authority staff completed the remaining surveys with departing passengers at the airport departure gates. When the survey targets were initially developed, an equal number of surveys were planned the three locations (arrival hall, exterior curb, and departure gates) with the thought that surveys conducted at the exterior curb would capture surveys with local supports at the airport to either pick up or drop off passengers, and that these respondents would provide accurate information on the origins and destinations of their local trips that the intercity travelers that they were serving would not necessarily be aware of. In practice, very few surveys were completed with local supporters dropping off intercity travelers, and most were with local supporters picking up intercity travelers, so more trips were collected for intercity arrivals than departures. Provisions were made in the data weighting to compensate for this. The data weighting is discussed in greater detail in the separate report on the results of the transportation terminals survey.

The distribution of arriving and departing flights was consistent from Monday to Friday, therefore while ensuring data collection on each weekday, it was particularly important to schedule around the volume of arriving and departing flights which fluctuated throughout the day. Figure 4.7 above outlines the number of arriving and departing flights throughout an average day (the weekly total across Monday through Friday divided by five) as well as the data collection hours scheduled to align with these proportions.

Practicality and survey team safety also played a role in the distribution of survey hours. While it was attempted to align data collection hours with the proportion of arrivals and departures as closely as possible, it was not practical to allocate many survey hours during late nights and early mornings as few flights were scheduled. Figure 4.8 below outlines the survey shifts completed for the airport arrivals and departures data collection.

**Figure 4.8 – Survey Schedule – Airport Arrivals and Departures**

Terminal	Date	Weekday	Shift Times	Survey Targets	Survey Completions
Airport Arrivals / Airport Curbside	November 4	Monday	06:00-10:00	86	85
	November 5	Tuesday	09:00-16:00	100	182
	November 6	Wednesday	14:00-23:00	233	326
	November 8	Friday	11:00-16:00	100	148
	November 14	Thursday	17:00-21:00	148	69
				667	810
	Date	Weekday	Shift Times	Survey Targets	Survey Completions
Airport Departures	November 5	Tuesday	06:00-15:00	32	42
	November 6	Wednesday	05:00–15:00	32	43
	November 7	Thursday	10:00 – 14:00	-	36
	November 8	Friday	06:00-15:00	32	36
	November 11	Monday	11:00 – 15:00	32	20
	November 12	Tuesday	08:00 – 12:00	-	19
	November 13	Wednesday	11:00-23:00	19	44
	November 14	Thursday	06:00-15:00	32	32
	November 18	Monday	19:00 – 23:00	16	20
	November 19	Tuesday	15:00–24:00	36	46
	November 21	Thursday	15:00–24:00	48	51
	November 29	Friday	15:00 – 23:00	54	43
				333	432

#### 4.2.2 Train Stations

Ottawa has a main train station and a smaller station in the suburbs known as Fallowfield Train Station. The volume of train arrivals and departures over the course of the day was consistent from Monday to Friday. Therefore, as with the airport data collection, surveying was planned to align with the distribution of arrivals and departures as much as possible, keeping practicality and safety in mind. A target of 400 surveys was set for Ottawa Train Station, and a target of 300 surveys was set for Fallowfield Train Station. While Fallowfield would likely experience considerably less traffic than the main station, a minimum target of 300 survey completions was set in order to obtain a reasonable level of statistical reliability. When survey flowrates proved higher than expected for Ottawa Train Station, additional surveys were obtained for this station, rather transferring additional survey hours to Fallowfield, to reflect this higher volume of travelers.

Figure 4.9 below outlines the shifts completed at the Fallowfield and Ottawa train stations.

**Figure 4.9 – Survey Schedule – Fallowfield and Ottawa Stations**

Station	Date	Weekday	Shift Times	Survey Targets	Survey Completions
Fallowfield Train Station	November 5	Tuesday	19:00-23:00	25	25
	November 8	Friday	unknown	71	71
	November 13	Wednesday	07:00-11:00	27	27
	November 14	Thursday	14:00-19:00	52	52
	November 19	Tuesday	14:00-21:00	44	45
	November 20	Wednesday	19:00-23:00	29	29
	November 21	Thursday	14:00-19:00	52	59
				300	313
Ottawa Train Station	November 4	Monday	09:00 – 14:00	74	121
	November 5	Tuesday	06:00 – 09:00	74	58
	November 13	Wednesday	14:00 – 19:00	163	162
	November 14	Thursday	19:00 – 22:00	89	200
				400	541

### 4.2.3 Greyhound Bus Station (Ottawa Central Station)

As the generator noted that Wednesdays, Thursdays and Fridays were the busiest weekdays, scheduling was limited to these three weekdays. As seen in Figure 4.7 above, exact numbers of bus arrivals and departures were not provided by time of day (and the number of buses for each scheduled arrival or departure time may vary as the operator may add buses depending on the number of tickets sold for a given departure); however the volume distribution over the course of a business day was estimated based on the volumes at the train stations as a proxy, assuming that patterns might be similar, and for convenience in scheduling surveying shifts. Figure 4.10 outlines the survey dates and times.

**Figure 4.10 – Survey Schedule – Greyhound Bus Station (Ottawa Central Station)**

	Date	Weekday	Shift Times	Survey Targets	Survey Completions
Greyhound Bus Station	October 31	Thursday	08:00 – 14:00	111	169
	November 1	Friday	14:00 – 22:00	89	128
	November 6	Wednesday	14:00 – 19:00	100	56
				300	353

### 4.3 Sampling and Scheduling for Post Secondary Institutions

The sampling for the post-secondary student survey varied depending on the post-secondary institution's engagement and their capacity to directly solicit participation from their student body. For institutions that were able to send (or have Malatest send on their behalf) an email invitation to the students, the sample of email addresses was divided into batches. On each day of the week (Tuesday through Saturday) one batch of email addresses was sent the survey invitation, asking students to report on trips made on an assigned day of the week. This approach facilitated an even proportion of surveys for each weekday.

Figure 4.11 below outlines the email schedule for the institutions that used this approach. Students who did not access the survey immediately upon receipt were still asked to recall trips made on the assigned day of the week according to their batch (but if the most recent such weekday was more than two days in the past, they were encouraged to complete the survey the day after the upcoming such weekday). They also had the option to select another date on which to report trips.

**Figure 4.11– Email batches sent to post-secondary school students**

Generator	Day					Total Sample	Survey Target	Survey Completions
	Tue	Wed	Thu	Fri	Sat			
Algonquin College	1,600	1,600	1,600	1,600	1,600	8,000	800	932
Carleton University	2,400	2,400	2,400	2,400	2,400	12,000	1,200	1636
University of Ottawa (Fall 2013)	1,000	1,000	1,000	1,000	1,000	5,000*	1,000*	785
University of Ottawa (Spring 2014)	1,000	1,000	1,000	1,000	1,000	5,000*	1,000*	1080
<b>Total</b>	<b>6,000</b>	<b>6,000</b>	<b>6,000</b>	<b>6,000</b>	<b>6,000</b>	<b>30,000</b>	<b>4,000</b>	<b>4,433</b>

\*It was originally requested that the University of Ottawa provide a sample of 20,000 for a one phase data collection; however institutional priorities and limitations only allowed for two samples of 5,000 to be released, one in Fall 2013 and one in Spring 2014. The original survey target was 2,000.

A varied approach, as detailed in section 3.3, was used for the institutions that could not provide student email information, or send out invitations in batches. The survey was still completed online, but not sent in batches over the course of a week. To ensure that a sufficient number of surveys were completed for each day of the week, the survey programming would randomly assign a day to the student, based on the day they accessed the survey. Based on the limited success of these approaches, it is clear that capacity to reach survey targets for these institutions was impacted by the limitations around reaching students.

**Figure 4.12– Completions for alternate methodology post-secondary schools**

Generator	Student Population	Survey Target	Total Completions
Université du Québec en Outaouais	4,832	600	159
CÉGEP de l'Outaouais	4,541	600	439
Cité Collégiale	5,660	600	123
<b>Total</b>	<b>15,033</b>	<b>1,800</b>	<b>721</b>

#### 4.4 Sampling and Scheduling for Hotels

The original sampling approach for hotels included a selection of small and large hotels in both the inner and outer regions of the NCR. The approach also aimed to include representation of as many TRANS districts as possible. The approach was based on building a sample where the total number of rooms represented was at least double the survey target. Three possible approaches were developed (see Figure 4.13 below).

- Approach #1 required at least 13 hotels, but it did not include all TRANS districts (e.g., inner large and inner small categories both include only hotels in “Ottawa Centre,” and exclude “Ottawa Inner Area”).
- Approach #2 was more geographically representative. It required at least 20 hotels to ensure that each TRANS district was surveyed at least once (with either a small or large hotel).

- Approach #3 included both small and large hotels in each TRANS district with the exception of one (e.g., there were no large hotels in Bayshore / Cedarview). It required at least 25 hotels.

**Figure 4.13 – Hotel Sampling Approaches**

Region	Size	Target Completions	Minimum number of rooms necessary (twice target)	Approach #1: <i>Number of hotels necessary to achieve minimum number of rooms necessary</i>	Approach #2: <i>Further ensures each district is represented at least once</i>	Approach #3: <i>Where possible, ensures each district is represented per hotel size</i>
Inner	Large (>200 rooms)	600	1200	3 hotels 1,405 rooms	4 hotels 1,654 rooms	4 hotels 1,654 rooms
Inner	Small (<200 rooms)	350	700	4 hotels 733 rooms	4 hotels 733 rooms	5 hotels 817 rooms
Outer	Large (>200 rooms)	350	700	2 hotels 744 rooms	4 hotels 1,245 rooms	4 hotels 1,245 rooms
Outer	Small (<200 rooms)	400	800	4 hotels 716 rooms*	8 hotels 987 rooms	12 hotels 1,625 rooms
<b>Total</b>		<b>1,700</b>	<b>3,500</b>	<b>13 hotels 3,598 rooms</b>	<b>20 hotels 4,619 rooms</b>	<b>25 hotels 5,141 rooms</b>

\*For the Outer, Small stratum, some latitude was taken in Approach #1 to set a target based on somewhat less than twice the required number of surveys.

To ensure the best representation possible, approach three was initially targeted. However, with the challenges mentioned in section 3.4 around recruiting hotels, the approach quickly became a sample of convenience – any hotel that we could engage and secure participation from was included in the study. Effort was made to include hotels in at least each of the four main strata.

Given the challenges involved in surveying the hotels and the very modest sample obtained at great effort, further work on the hotel survey was suspended, in favour of focussing other project resources on the other special generator surveys. In total, 18 hotels participated using the various data collection methodologies and resulted in 490 completed surveys (n=453 intercept, n=37 online). Completions by hotel strata and by hotel are presented in Figures 4.14 and 4.15 below.

The survey completions obtained may not be representative of all weekday hotel guests in the NCR. These data have not been subjected to full trip data validation. The data also have not been weighted or expanded to represent the distribution and size of the population universe. Therefore, any interpretation of the raw data collected should be undertaken with caution.



**Figure 4.14 – Hotel Survey Targets and Completions**

Hotel Strata	Target	Surveys
Large hotels (>200 rooms) - Inner Area	600	203
Small hotels (<200 rooms) - Inner Area	350	49
Large hotels (>200 rooms) - Outer Area	350	120
Small hotels (<200 rooms) - Outer Area	400	118
<b>TOTAL</b>	<b>1,700</b>	<b>490</b>

**Figure 4.15 – Hotel Survey Completions by Hotel and Survey Type**

Hotel	Region	Size	TRANS District	Rooms	Completions	Survey Type
Ottawa Marriott	Inner	large	Ottawa Centre	480	143	Intercept/Online
Delta City Centre	Inner	large	Ottawa Centre	410	1	Online
Lord Elgin Hotel	Inner	large	Ottawa Centre	355	59	Intercept
Albert at Bay Suite Hotel	Inner	small	Ottawa Centre	197	1	Online
Byward Blue Inn	Inner	small	Ottawa Centre	53	1	Online
Capital Hill Hotel & Suites	Inner	small	Ottawa Centre	152	3	Online
Courtyard by Marriott Downtown	Inner	small	Ottawa Centre	183	38	Intercept
Residence Inn Downtown	Inner	small	Ottawa Centre	177	6	Online
Brookstreet Hotel	Outer	large	Kanata / Stittsville	276	55	Intercept/Online
Courtyard by Marriott East	Outer	large	Ottawa East	395	55	Intercept
Hilton Lac-Leamy	Outer	large	Hull Périphérie	349	10	Online
Best Western Plus Barons Hotel	Outer	small	Bayshore / Cedarview	83	27	Intercept
Comfort Inn West	Outer	small	Kanata / Stittsville	146	1	Online
Days Inn West	Outer	small	Bayshore / Cedarview	260	1	Online
Double Tree	Outer	small	Aylmer	125	16	Intercept/Online
Hampton Inn	Outer	small	Ottawa East	179	20	Intercept
Hilton Garden Inn Airport	Outer	small	Hunt Club	167	21	Intercept
Ramada Plaza-Le Manoir du Casino	Outer	small	Hull Périphérie	174	32	Intercept/Online
<b>Total</b>					<b>490</b>	

## SECTION 5: SURVEY COMPLETIONS

Where the data collection methodology was allowed to be undertaken as planned, the survey targets were not only reached, but surpassed. Table 5.1 below outlines the number of surveys completed at each generator. It should be noted that a proportion of these surveys would be excluded from analysis due to problematic or incomplete information. The final numbers of surveys included in the analysis are confirmed in the final reports for each generator type.

**Figure 5.1 – Survey Completions by Generator**

Generator	Target	Completions	Data Collection Hours Used*	Production Rate (surveys per hour)
Airport (Malatest)	667	810	185.8	4.4
Airport (Airport)	333	432	82	5.3
Ottawa Train Station	400	541	116.3	4.7
Fallowfield Train Station	300	313	90.5	3.5
Greyhound Ottawa Central Station	300	353	74.8	4.7
Canadian Tire Centre	1,500	1,657	357	4.6
Casino du Lac Leamy	800	966	201.5	4.8
Ottawa Convention Centre	800	620	162.8	3.8
Robert Guertin Centre	500	566	125.8	4.5
TD Place Stadium (Lansdowne Park)	1,500	1,779	377.8 <sup>6</sup>	4.7
Cité Collégiale	600	123	NA	NA
UQO	600	159	32 <sup>7</sup>	NA
Ottawa U	2000	1,835	NA	NA
Carleton	1200	1,636	NA	NA
Algonquin	800	932	NA	NA
Cégep de l'Outaouais	600	439	NA	NA
Large hotels (>200 rooms) - Inner Area	600	203	152	1.3
Small hotels (<200 rooms) - Inner Area	350	49	40	1.0
Large hotels (>200 rooms) - Outer Area	350	120	80	1.4
Small hotels (<200 rooms) - Outer Area	400	118	200	0.5

\*Surveyor time for the portion of the surveys that were intercept surveys

NA = Not applicable.

<sup>6</sup> Total is approximate based on exact hours for Malatest staff and approximate hours for TD Place Stadium staff (based on typical shift time for each survey date).

<sup>7</sup> Time represents hours completing some in person recruitment and on site survey completions

## SECTION 6: LESSONS LEARNED

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The main challenges encountered over the course of the SGS were related to generator engagement, Malatest's capacity to conduct the data collection as planned, and timelines. These aspects are discussed in the following sub-sections.

### 6.1 Time Required to Engage Generators

Considerable effort was required to engage the various generators. Further, with the large number of generators included in the study, continuous communication to ensure collaboration became an important part of project management. A few of the generators had already been informed of the study by the TRANS committee and had already committed to participate. Others were not aware and this required a substantial effort to first, make contact with the appropriate representatives, and second, secure their participation.

Communication with potential generators included in any future studies should begin far in advance of launching the study, with more concrete agreements to participate in place in advance of scheduled data collection. In some cases, months of communication were required to secure participation and confirm a data collection approach that met generator approval. For some generators, the data collection period had to be extended because this approval and engagement had not been possible in the limited time allotted for planning. Representatives within the institutions capable of making decisions and undertaking the logistics should be identified early on in order to ensure that planned schedules can be achieved, and sufficient time and resources should be built into the schedule to allow for this initial work to identify contacts and agree on methods.

### 6.2 Time Required to Hone Methodology

It was found that some generators were less engaged and this limited the study team's capacity to complete the data collection as originally anticipated and directly impacted survey targets and timelines.

Communicating with generators far in advance would also identify those with limited engagement, or those that cannot accommodate the anticipated data collection approach. This would provide time to either replace these generators or time to develop and test an alternative and feasible approach that meets timelines and project budgets. In the case of the hotel survey, feasibility testing of a variety of survey approaches in advance of the data collection period could have limited the time and resources spent on approaches that proved unfeasible, either due to issues around engagement, resources required, or time required to reach targets.

## **APPENDIX A – SURVEY QUESTIONNAIRES**

## **GENERIC SURVEY QUESTIONNAIRE FOR SPORTS AND ENTERTAINMENT VENUES**

TRANS Special Generator Survey – Intercept Survey Script for Entertainment/Sporting Generators

Surveyor: \_\_\_\_\_ Date: DD / MM / YY Time: HH : MM ☐ AM ☐ PM Generator: \_\_\_\_\_

**ALWAYS READ: I would like to assure you that your survey answers will remain confidential. Any information you provide will be treated in accordance with the privacy act and will only be used for regional planning purposes.**

**A** → **1. Are you:**  
☐ Male  
☐ Female

→ **2. Would you identify which age range you belong to?**

<input type="checkbox"/> 15-19	<input type="checkbox"/> 30-34	<input type="checkbox"/> 45-49	<input type="checkbox"/> 60-64	<input type="checkbox"/> 75-79
<input type="checkbox"/> 20-24	<input type="checkbox"/> 35-39	<input type="checkbox"/> 50-54	<input type="checkbox"/> 65-69	<input type="checkbox"/> 80+
<input type="checkbox"/> 25-29	<input type="checkbox"/> 40-44	<input type="checkbox"/> 55-59	<input type="checkbox"/> 70-74	<input type="checkbox"/> Decline to answer

→ **B**

**B** → **3. Are you a resident of the National Capital Region? (Ottawa-Gatineau Metropolitan area)**  
☐ Yes  
☐ No

**YES** → **4. What is your home address, or the names of the nearest two intersecting streets?**  
\_\_\_\_\_  
\_\_\_\_\_

**NO** → **6. What city/town do you live in?**  
City: \_\_\_\_\_  
Prov/State: \_\_\_\_\_  
Country: \_\_\_\_\_

**5. Did you come to [GENERATOR] directly from your home address (with no stops)?**  
☐ Yes (Skip to C)  
☐ No (Answer 8a & 8b)  
☐ Refusal/Don't know

**7. How did you get to the NCR?**  
☐ Intercity or chartered bus  
☐ VIA Rail Train  
☐ Airplane  
☐ Car – Driver  
☐ Car – Passenger  
☐ Taxi  
☐ Motorcycle/Scooter  
☐ Other, please specify: \_\_\_\_\_

**8. Where were you immediately before coming to [GENERATOR]? [address / intersection / landmark, city, etc.]**  
\_\_\_\_\_  
\_\_\_\_\_

**9. What kind of place was this?**  
☐ Residence  
☐ Workplace  
☐ Hotel/motel/B&B  
☐ Restaurant/club/bar  
☐ School  
☐ Convention Centre  
☐ Other, please specify: \_\_\_\_\_  
☐ Refusal/Don't know

→ **C**

**C** → **10. What time did you start your trip to come here today? (from previous location)**  
\_\_\_\_\_ ☐ AM ☐ PM  
☐ Refusal/don't know

→ **11. What time did you arrive at [GENERATOR]?**  
\_\_\_\_\_ ☐ AM ☐ PM  
☐ Refusal/don't know

→ **D**

**D** → **12. How did you get here? (Last mode of travel)**  
☐ Urban transit (OC Transpo, STO)  
☐ Car – Driver  
☐ Car – Passenger  
☐ Taxi  
☐ Motorcycle or scooter  
☐ Bicycle  
☐ School bus (e.g. yellow bus)  
☐ Other bus or minibus  
☐ Paratransit  
☐ Walk (more than 50m)  
☐ Travelled directly from city external to the NCR  
☐ Other, please specify: \_\_\_\_\_  
☐ Decline to answer/Don't know

→ **13. What are your main reasons for using that mode of travel?**  
☐ Convenience  
☐ Comfort  
☐ Price/cost  
☐ Travel time  
☐ Do not own a vehicle  
☐ Other, please specify: \_\_\_\_\_

→ **Mode**  
Urban transit  
Car  
All other modes

→ **14. Why did you not use transit to get to here?**  
☐ Transit not available  
☐ Do not like riding on transit  
☐ Prefer using another mode of travel  
☐ Would not know where to get transit information  
☐ Other, please specify: \_\_\_\_\_

→ **E**  
→ **F**  
→ **G**

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TRANS Special Generator Survey – Intercept Survey Script for Entertainment/Sporting Generators

Surveyor: \_\_\_\_\_ Date: DD / MM / YY Time: HH : MM □ AM □ PM Generator: \_\_\_\_\_

**E** → **15. What bus route(s) did you take?**  
Route 1: \_\_\_\_\_ □ OC □ STO  
Route 2: \_\_\_\_\_ □ OC □ STO  
Route 3: \_\_\_\_\_ □ OC □ STO  
Route 4: \_\_\_\_\_ □ OC □ STO  
☐ O-Train

→ **16. Where did you board (transit or shuttle bus)? [address / intersection / landmark, city, etc.]**  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

→ **17. How did you get to where you boarded?**  
☐ Stop/station was right in front of my origin (less than 50m)  
☐ Car – Driver  
☐ Car – Passenger  
☐ Taxi  
☐ Motorcycle or scooter  
☐ Bicycle  
☐ Walk (more than 50m)  
☐ Other, please specify: \_\_\_\_\_  
☐ Decline to answer/Don't know

→ **18. How did you get from where you got off the (transit or shuttle bus) to the here?**  
☐ Stop/station is right in front of Generator (less than 50m)  
☐ Car – Driver  
☐ Car – Passenger  
☐ Taxi  
☐ Motorcycle or scooter  
☐ Bicycle  
☐ Walk (more than 50m)  
☐ Other, please specify: \_\_\_\_\_  
☐ Decline to answer/Don't know

**F** → **19. How many people, including yourself, were in the car?**  
# of people: \_\_\_\_\_

→ **ASK QUESTIONS 20 & 21 OF TRANSIT USERS IF TRIP INVOLVED CAR**

→ **20. What kind of parking did you use?**  
☐ On-street parking  
☐ Municipal parking garage  
☐ Municipal parking surface lot  
☐ Private parking garage  
☐ Private parking surface lot  
☐ Parking lot at generator (Skip to G)  
☐ Park and Ride (Skip to G)  
☐ Did not park, was dropped off (Skip to G)  
☐ Other, please specify: \_\_\_\_\_

→ **21. Nearest intersection / location of parking:**  
\_\_\_\_\_

**G** → **22. What is the purpose of your trip to [GENERATOR]?**  
☐ Recreation/attend event  
☐ I have business at [GENERATOR]  
☐ Other, please specify: \_\_\_\_\_

→ **23. At what time do you plan on leaving [GENERATOR]? (approximate)**  
\_\_\_\_\_ □ AM □ PM  
☐ Refusal/don't know

→ **24. How will you be leaving from the [GENERATOR] today?**  
☐ Car – Driver  
☐ Car – Passenger  
☐ Taxi  
☐ Motorcycle or scooter  
☐ Bicycle  
☐ Intercity or chartered bus  
☐ VIA Rail Train  
☐ Airplane  
☐ Urban transit  
☐ School bus (e.g. yellow bus)  
☐ Other bus or minibus  
☐ Paratransit  
☐ Walk (more than 50m)  
☐ Other, please specify: \_\_\_\_\_  
☐ Decline to answer/Don't know

**H** → **25. When you leave this location, are you going straight home with no stops?**  
☐ No  
☐ Yes, returning to home IN NCR  
☐ Yes, returning to home EXTERNAL to NCR (if non-resident)  
☐ Decline to answer/Don't know

→ **26. Could you please tell me the address, place name, or nearest intersection to the location you will be going to after leaving this location?**  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

→ **27. What kind of place was this?**  
☐ Residence  
☐ Workplace  
☐ Hotel/motel/B&B  
☐ Restaurant/club/bar  
☐ School  
☐ Convention Centre  
☐ Other, please specify: \_\_\_\_\_  
☐ Refusal/Don't know

→ **28. Thank you very much for your time and your participation in the survey. For completing the survey, you are eligible for the prize draw of one of two iPads. Would you like to enter the draw?**  
☐ Yes – Could you please give us your name and phone number or email address so that we can notify you in the event that you win the prize  
Name: \_\_\_\_\_ Phone: (\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_ Email: \_\_\_\_\_  
☐ No

**ALWAYS READ: Thank you for participating!**

## **SURVEY QUESTIONNAIRE – CASINO DU LAC LEAMY**



TRANS Special Generator Survey – Intercept Survey Script for the Casino du Lac Leamy

Surveyor: \_\_\_\_\_ Date: DD / MM / YY Time: HH : MM ☐ AM ☐ PM Generator: \_\_\_\_\_

**ALWAYS READ: I would like to assure you that your survey answers will remain confidential. Any information you provide will be treated in accordance with the privacy act and will only be used for regional planning purposes.**

**A** → **1. Are you:**  
☐ Male  
☐ Female

→ **2. Would you identify which age range you belong to?**

<input type="checkbox"/> 15-19	<input type="checkbox"/> 30-34	<input type="checkbox"/> 45-49	<input type="checkbox"/> 60-64	<input type="checkbox"/> 75-79
<input type="checkbox"/> 20-24	<input type="checkbox"/> 35-39	<input type="checkbox"/> 50-54	<input type="checkbox"/> 65-69	<input type="checkbox"/> 80+
<input type="checkbox"/> 25-29	<input type="checkbox"/> 40-44	<input type="checkbox"/> 55-59	<input type="checkbox"/> 70-74	<input type="checkbox"/> Decline to answer

→ **B**

**B** → **3. Are you a resident of the National Capital Region? (Ottawa-Gatineau Metropolitan area)**  
☐ Yes  
☐ No

**YES** → **4. What is your home address, or the names of the nearest two intersecting streets?**  
 \_\_\_\_\_  
 \_\_\_\_\_

**NO** → **6. What city/town do you live in?**  
 City: \_\_\_\_\_  
 Prov/State: \_\_\_\_\_  
 Country: \_\_\_\_\_

**4** → **5. Did you come to [GENERATOR] directly from your home address (with no stops)?**  
☐ Yes (Skip to C)  
☐ No (Answer 8 & 9)  
☐ Refusal/Don't know

**5** → **8. Where were you immediately before coming to the casino? [address / intersection / landmark, city, etc.]**  
 \_\_\_\_\_  
 \_\_\_\_\_

**5** → **7. How did you get to the NCR?**  
☐ Intercity or chartered bus  
☐ VIA Rail Train  
☐ Airplane  
☐ Car – Driver  
☐ Car – Passenger  
☐ Taxi  
☐ Motorcycle/Scooter  
☐ Other, please specify: \_\_\_\_\_

**8** → **9. What kind of place was this?**  
☐ Residence  
☐ Workplace  
☐ Hotel/motel/B&B  
☐ Restaurant/club/bar  
☐ School  
☐ Convention Centre  
☐ Other, please specify: \_\_\_\_\_  
☐ Refusal/Don't know

→ **C**

**C** → **10. What time did you start your trip to come here today? (from previous location)**  
 \_\_\_\_\_ ☐ AM ☐ PM  
☐ Refusal/don't know

→ **11. What time did you arrive at the casino?**  
 \_\_\_\_\_ ☐ AM ☐ PM  
☐ Refusal/don't know

→ **D**

**D** → **12. How did you get here? (Last mode of travel)**  
☐ Urban transit (OC Transpo, STO)  
☐ Car – Driver  
☐ Car – Passenger  
☐ Taxi  
☐ Motorcycle or scooter  
☐ Bicycle  
☐ School bus (e.g. yellow bus)  
☐ Other bus or minibus  
☐ Paratransit  
☐ Walk (more than 50m)  
☐ Travelled directly from city external to the NCR  
☐ Other, please specify: \_\_\_\_\_  
☐ Decline to answer/Don't know

→ **13. What are you main reasons for using that mode of travel?**  
☐ Convenience  
☐ Comfort  
☐ Price/cost  
☐ Travel time  
☐ Do not own a vehicle  
☐ Other, please specify: \_\_\_\_\_

→ **Mode**  
 Urban transit  
 Car  
 All other modes

→ **14. Why did you not use transit to get to here?**  
☐ Transit not available  
☐ Do not like riding on transit  
☐ Prefer using another mode of travel  
☐ Would not know where to get transit information  
☐ Other, please specify: \_\_\_\_\_

→ **E**  
**F**  
**G**

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TRANS Special Generator Survey – Intercept Survey Script for the Casino du Lac Leamy

Surveyor: \_\_\_\_\_ Date: DD / MM / YY Time: HH : MM ☐ AM ☐ PM Generator: \_\_\_\_\_

**E** → **15. What bus route(s) did you take?**  
Route 1: \_\_\_\_\_ ☐ OC ☐ STO  
Route 2: \_\_\_\_\_ ☐ OC ☐ STO  
Route 3: \_\_\_\_\_ ☐ OC ☐ STO  
Route 4: \_\_\_\_\_ ☐ OC ☐ STO  
☐ O-Train

→ **16. Where did you board (transit or shuttle bus)? [address / intersection / landmark, city, etc.]**  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

→ **17. How did you get to where you boarded?**  
☐ Stop/station was right in front of my origin (less than 50m)  
☐ Car – Driver  
☐ Car – Passenger  
☐ Taxi  
☐ Motorcycle or scooter  
☐ Bicycle  
☐ Walk (more than 50m)  
☐ Other, please specify: \_\_\_\_\_  
☐ Decline to answer/Don't know

→ **18. How did you get from where you got off the (transit or shuttle bus) to the here?**  
☐ Stop/station is right in front of Generator (less than 50m)  
☐ Car – Driver  
☐ Car – Passenger  
☐ Taxi  
☐ Motorcycle or scooter  
☐ Bicycle  
☐ Walk (more than 50m)  
☐ Other, please specify: \_\_\_\_\_  
☐ Decline to answer/Don't know

**F** → **19. How many people, including yourself, were in the car?**  
# of people: \_\_\_\_\_

→ **ASK QUESTIONS 20 & 21 OF TRANSIT USERS IF TRIP INVOLVED CAR**

→ **20. What kind of parking did you use?**  
☐ On-street parking  
☐ Municipal parking garage  
☐ Municipal parking surface lot  
☐ Private parking garage  
☐ Private parking surface lot  
☐ Parking lot at generator  
☐ Park and Ride  
☐ Did not park, was dropped off  
☐ Other, please specify: \_\_\_\_\_

→ **21. Nearest intersection / location of parking:**  
\_\_\_\_\_

**G** → **22. What is the purpose of your trip to the casino?**  
☐ Recreation/attend event  
☐ I have business at [GENERATOR]  
☐ Other, please specify: \_\_\_\_\_

→ **23. At what time do you plan on leaving the casino? (approximate)**  
\_\_\_\_\_ ☐ AM ☐ PM  
☐ Refusal/don't know

→ **24. How will you be leaving from the casino today?**  
☐ Car – Driver  
☐ Car – Passenger  
☐ Taxi  
☐ Motorcycle or scooter  
☐ Bicycle  
☐ Intercity or chartered bus  
☐ VIA Rail Train  
☐ Airplane  
☐ Urban transit  
☐ School bus (e.g. yellow bus)  
☐ Other bus or minibus  
☐ Paratransit  
☐ Walk (more than 50m)  
☐ Other, please specify: \_\_\_\_\_  
☐ Decline to answer/Don't know

**H** → **25. When you leave this location, are you going straight home with no stops?**  
☐ Yes, returning to home IN NCR  
☐ Yes, returning to home EXTERNAL to NCR (if non-resident)  
☐ Decline to answer/Don't know  
☐ No

→ **26. Could you please tell me the address, place name, or nearest intersection to the location you will be going to after leaving this location?**  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

→ **27. What kind of place was this?**  
☐ Residence  
☐ Workplace  
☐ Hotel/motel/B&B  
☐ Restaurant/club/bar  
☐ School  
☐ Convention Centre  
☐ Other, please specify: \_\_\_\_\_  
☐ Refusal/Don't know

**I** → **28. (Include bracketed words if after 13:30) Are you aware of La Zone, Casino du Lac-Leamy's (hosted) multi-games area with interactive terminals?**  
☐ Yes  
☐ No  
☐ Refusal/Don't know

→ **29. Did you play at one of the terminals of La Zone during your visit today?**  
☐ Yes  
☐ No  
☐ Refusal/Don't know

→ **30. Thank you very much for your participation. For completing the survey, you are eligible for the prize draw of one of two iPads. Would you like to enter the draw?**  
☐ Yes – Could you please give us your name and phone number or email address so that we can notify you in the event that you win the prize  
Name: \_\_\_\_\_ Phone: \_\_\_\_\_ Email: \_\_\_\_\_  
☐ No

## **SURVEY QUESTIONNAIRE – TD PLACE STADIUM**

TRANS Special Generator Survey – Intercept Survey Script for TD Place Stadium

Surveyor: \_\_\_\_\_ Date: DD / MM / YY Time: HH : MM ☐ AM ☐ PM Generator: TD Place Stadium

**ALWAYS READ: I would like to assure you that your survey answers will remain confidential. Any information you provide will be treated in accordance with the privacy act and will only be used for regional planning purposes.**

**A** → **1. Are you:**  
☐ Male  
☐ Female

→ **2. Would you identify which age range you belong to?**  
☐ 15-19 ☐ 30-34 ☐ 45-49 ☐ 60-64 ☐ 75-79  
☐ 20-24 ☐ 35-39 ☐ 50-54 ☐ 65-69 ☐ 80+  
☐ 25-29 ☐ 40-44 ☐ 55-59 ☐ 70-74 ☐ Decline to answer

→ **B**

**B** → **3. Are you a resident of the National Capital Region? (Ottawa-Gatineau Metropolitan area)**  
☐ Yes  
☐ No

**YES** → **4. What is your home address, or the names of the nearest two intersecting streets?**  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**NO** → **6. What city/town do you live in?**  
City: \_\_\_\_\_  
Prov/State: \_\_\_\_\_  
Country: \_\_\_\_\_

**4** → **5. Did you come to TD Place from your home address (with no stops)?**  
☐ Yes (Skip to C)  
☐ No (Answer 8 & 9)  
☐ Refusal/Don't know

**5** → **8. Where were you immediately before coming to TD Place? [address / intersection / landmark, city, etc.]**  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**5** → **7. How did you get to the NCR?**  
☐ Intercity or chartered bus  
☐ VIA Rail Train  
☐ Airplane  
☐ Car – Driver  
☐ Car – Passenger  
☐ Taxi  
☐ Motorcycle/Scooter  
☐ Other, please specify  
\_\_\_\_\_

**8** → **9. What kind of place was this?**  
☐ Residence  
☐ Workplace  
☐ Hotel/motel/B&B  
☐ Restaurant/club/bar  
☐ School  
☐ Convention Centre  
☐ Other, please specify  
\_\_\_\_\_  
☐ Refusal/Don't know

→ **C**

**C** → **10. What time did you start your trip to come here today? (from previous location)**  
\_\_\_\_\_ ☐ AM ☐ PM  
☐ Refusal/don't know

→ **11. What time did you arrive at TD Place?**  
\_\_\_\_\_ ☐ AM ☐ PM  
☐ Refusal/don't know

→ **D**

**D** → **12. How did you get here? (Last mode of travel)**  
☐ TD Place Shuttle (yellow bus)  
☐ Urban transit (OC Transpo, STO, including special service ex. 450 series)  
☐ Paratransit  
☐ Car – Driver  
☐ Car – Passenger  
☐ Bicycle  
☐ Taxi  
☐ Motorcycle or scooter  
☐ Other bus or minibus  
☐ Walk all the way  
☐ Other, please specify: \_\_\_\_\_  
☐ Decline to answer/Don't know

→ **13. What are your main reasons for using that mode of travel?**  
☐ Convenience  
☐ Comfort  
☐ Price/cost  
☐ Travel time  
☐ Do not own a vehicle  
☐ No parking at generator  
☐ Other, please specify: \_\_\_\_\_  
\_\_\_\_\_

→ **Mode**  
TD Place Shuttle  
Urban transit  
Car  
Bicycle  
All other modes

→ **14. Why did you not use transit to get to here?**  
☐ Transit not available  
☐ Do not like riding on transit  
☐ Prefer using another mode of travel  
☐ Would not know where to get transit information  
☐ Other, please specify: \_\_\_\_\_  
\_\_\_\_\_

→ **14X. Did you know that your game ticket includes free public transit/shuttle services to and from the game?**  
☐ Yes  
☐ No

→ **E**  
**F**  
**FX**  
**G**

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TRANS Special Generator Survey – Intercept Survey Script for TD Place Stadium

Surveyor: \_\_\_\_\_ Date: DD / MM / YY Time: HH : MM ☐ AM ☐ PM Generator: \_\_\_\_\_

**E** → **15. What bus route(s) did you take?**  
Route 1: \_\_\_\_\_ ☐ OC ☐ STO  
Route 2: \_\_\_\_\_ ☐ OC ☐ STO  
Route 3: \_\_\_\_\_ ☐ OC ☐ STO  
Route 4: \_\_\_\_\_ ☐ OC ☐ STO  
☐ O-Train  
☐ Paratransit

**OR**

☐ TD Place Shuttle (yellow bus) → **16X. Where did you board the TD Place Shuttle?**  
Carleton lot  
Canada Post lot  
Vincent Massey  
RA Centre  
Other: \_\_\_\_\_

**16. Where did you board the bus? [address / intersection / landmark, city, etc.]**  
\_\_\_\_\_  
or Park and Ride: \_\_\_\_\_

**17. How did you get to where you boarded?**  
☐ Stop/station was right in front of my origin (less than 50m)  
☐ Car – Driver  
☐ Car – Passenger  
☐ Taxi  
☐ Motorcycle or scooter  
☐ Bicycle  
☐ Walk (more than 50m)  
☐ Other, please specify: \_\_\_\_\_  
☐ Decline to answer/Don't know

**18. How did you get from where you got off the (transit or shuttle bus) to the here?**  
☐ Stop/station is right in front of Generator (less than 50m)  
☐ Car – Driver  
☐ Car – Passenger  
☐ Taxi  
☐ Motorcycle or scooter  
☐ Bicycle  
☐ Walk (more than 50m)  
☐ Other, please specify: \_\_\_\_\_  
☐ Decline to answer/Don't know

**F** → **19. How many people, including yourself, were in the car?**  
# of people: \_\_\_\_\_

**20. What kind of parking did you use?**  
☐ On-street parking  
☐ Municipal parking garage  
☐ Municipal parking surface lot  
☐ Private parking garage  
☐ Private parking surface lot  
☐ Parking lot at generator (Skip to G)  
☐ Did not park, was dropped off (Skip to G)  
☐ Other, please specify: \_\_\_\_\_

**21X. Did you park your bike at the designated bike corral?**  
☐ Yes  
☐ No

**21. Nearest intersection / location of parking:** \_\_\_\_\_

**G** → **22. What is the purpose of your trip to TD Place?**  
☐ Recreation/attend event  
☐ I have business at TD Place  
☐ Other, please specify: \_\_\_\_\_

**23. At what time do you plan on leaving TD Place? (approximate)**  
\_\_\_\_\_ AM ☐ PM ☐  
☐ Refusal/don't know

**24. How will you be leaving from TD Place today?**  
☐ TD Place Shuttle (yellow bus)  
☐ Car – Driver  
☐ Car – Passenger  
☐ Taxi  
☐ Motorcycle or scooter  
☐ Bicycle  
☐ Urban transit  
☐ Other bus or minibus  
☐ Paratransit  
☐ Walk all the way  
☐ Other, please specify: \_\_\_\_\_  
☐ Decline to answer/Don't know

**H** → **25. When you leave this location, are you going home with no stops?**  
☐ No  
☐ Yes, returning to home IN NCR  
☐ Yes, returning to home EXTERNAL to NCR (if non-resident)  
☐ Decline to answer/Don't know

**26. Could you please tell me the address, place name, or nearest intersection to the location you will be going to after leaving this location?**  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**27. What kind of place was this?**  
☐ Residence  
☐ Workplace  
☐ Hotel/motel/B&B  
☐ Restaurant/club/bar  
☐ School  
☐ Convention Centre  
☐ Other, please specify: \_\_\_\_\_  
☐ Refusal/Don't know

**28. Thank you very much for your time and your participation in the survey. For completing the survey, you are eligible for the prize draw of one of two iPads. Would you like to enter the draw?**  
☐ Yes – Could you please give us your name and phone number or email address so that we can notify you in the event that you win the prize  
Name: \_\_\_\_\_ Phone: (\_\_\_\_) \_\_\_\_\_-\_\_\_\_ Email: \_\_\_\_\_  
☐ No

**Thank you for participating!**



## **GENERIC TRANSPORTATION TERMINAL SURVEY QUESTIONNAIRE - TRAIN AND BUS STATIONS**

TRANS Special Generator Survey – Intercept Survey Script for Train and Bus Terminals

Surveyor: \_\_\_\_\_ Date: DD / MM / YY Time: HH : MM □ AM □ PM Generator: \_\_\_\_\_

**ALWAYS READ: I would like to assure you that your survey answers will remain confidential. Any information you provide will be treated in accordance with the privacy act and will only be used for regional planning purposes.**

**NOTE: DO SURVEY TRAVELERS WHO ONLY HAVE A STOP-OVER IN OTTAWA / NO TRAVEL WITHIN NCR.**

**A** → **1. Are you:**  
☐ Male  
☐ Female

→ **2. Would you identify which age range you belong to?**  
☐ 15-19 ☐ 30-34 ☐ 45-49 ☐ 60-64 ☐ 75-79  
☐ 20-24 ☐ 35-39 ☐ 50-54 ☐ 65-69 ☐ 80+  
☐ 25-29 ☐ 40-44 ☐ 55-59 ☐ 70-74 ☐ Decline to answer

→ **B**

**3. Are you a resident of the National Capital Region? (Ottawa-Gatineau Metropolitan area)**  
☐ Yes  
☐ No

**YES** → **4. What is your home address, or the names of the nearest two intersecting streets?**  
 \_\_\_\_\_  
 \_\_\_\_\_

**NO** → **6. What city/town do you live in?**  
 City: \_\_\_\_\_  
 Prov/State: \_\_\_\_\_  
 Country: \_\_\_\_\_

**5. Did you come to [GENERATOR] directly from your home address (with no stops)?**  
☐ Yes (Skip to C)  
☐ No (Answer 8a & 8b)  
☐ Refusal/Don't know

**8. Where were you immediately before coming to [GENERATOR]? [address / intersection / landmark, city, etc.]**  
 \_\_\_\_\_  
 \_\_\_\_\_

**7. How did you get to the NCR?**  
☐ Intercity or chartered bus  
☐ VIA Rail Train  
☐ Airplane  
☐ Car – Driver  
☐ Car – Passenger  
☐ Taxi  
☐ Motorcycle/Scooter  
☐ Other, please specify: \_\_\_\_\_

**9. What kind of place was this?**  
☐ Residence  
☐ Workplace  
☐ Hotel/motel/B&B  
☐ Restaurant/club/bar  
☐ School  
☐ Convention Centre  
☐ Other, please specify: \_\_\_\_\_  
☐ Refusal/Don't know

→ **C**

**10. The purpose of your trip to the [train/bus station] today is...**  
☐ To meet or see of a passenger  
☐ You are dropping off or picking someone up  
☐ To pick up an employee who works at the [train/bus station]  
☐ You have business at the [train/bus station]  
☐ Other, please specify: \_\_\_\_\_

☐ To take the train/bus somewhere (Departures) → **Departures**

☐ To return from a train/bus trip (Arrivals) → **Arrivals**

**11. What is/was the main purpose of your travel?**  
☐ Business trip  
☐ Conference / trade show  
☐ Vacation – tourism  
☐ Visit family / friends  
☐ Other family / personal business  
☐ School  
☐ Other, please specify: \_\_\_\_\_

**Non-passengers** → **D**

**12. What time did you start your trip to come here today? (from previous location)**  
 \_\_\_\_\_ AM \_\_\_\_\_ PM  
☐ Refusal/don't know

**13. What time did you arrive at [GENERATOR]?**  
 \_\_\_\_\_ AM \_\_\_\_\_ PM  
☐ Refusal/don't know

→ **E**

**14. How did you get here? (Last mode of travel)**  
☐ Urban transit (OC Transpo, STO)  
☐ Car – Driver  
☐ Car – Passenger  
☐ Taxi  
☐ Motorcycle or scooter  
☐ Bicycle  
☐ School bus (e.g. yellow bus)  
☐ Other bus or minibus  
☐ Paratransit  
☐ Walk (more than 50m)  
☐ Travelled directly from city external to the NCR  
☐ Other, please specify: \_\_\_\_\_  
☐ Decline to answer/Don't know

**15. What are your main reasons for using that mode of travel?**  
☐ Convenience  
☐ Comfort  
☐ Price/cost  
☐ Travel time  
☐ Do not own a vehicle  
☐ Amount of luggage [Airport/ bus/train only]  
☐ Other, please specify: \_\_\_\_\_

**Mode** → **Next page**

Urban transit → **F**

Car → **G**

All other modes → **H**

TRANS Special Generator Survey – Intercept Survey Script for Train and Bus Terminals

Surveyor: \_\_\_\_\_ Date: DD / MM / YY Time: HH : MM □ AM □ PM Generator: \_\_\_\_\_

**16. What bus route(s) did you take?**  
Route 1: \_\_\_\_\_ □ OC □ STO  
Route 2: \_\_\_\_\_ □ OC □ STO  
Route 3: \_\_\_\_\_ □ OC □ STO  
Route 4: \_\_\_\_\_ □ OC □ STO  
☐ O-Train

**17. Where did you board (transit or shuttle bus)?**  
[address / intersection / landmark, city, etc.]  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**18. How did you get to where you boarded?**  
☐ Stop/station was right in front of my origin (less than 50m)  
☐ Car – Driver  
☐ Car – Passenger  
☐ Taxi  
☐ Motorcycle or scooter  
☐ Bicycle  
☐ Walk (more than 50m)  
☐ Other, please specify: \_\_\_\_\_  
☐ Decline to answer/Don't know

**19. How did you get from where you got off the (transit or shuttle bus) to the here?**  
☐ Stop/station is right in front of Generator (less than 50m)  
☐ Car – Driver  
☐ Car – Passenger  
☐ Taxi  
☐ Motorcycle or scooter  
☐ Bicycle  
☐ Walk (more than 50m)  
☐ Other, please specify: \_\_\_\_\_  
☐ Decline to answer/Don't know

**20. What kind of parking did you use?**  
☐ On-street parking  
☐ Municipal parking garage  
☐ Municipal parking surface lot  
☐ Private parking garage  
☐ Private parking surface lot  
☐ Park and Ride  
☐ Parking lot at generator (Skip to 22)  
☐ Did not park, was dropped off (Skip to 22)  
☐ Other, please specify: \_\_\_\_\_

**21. Nearest intersection / location of parking:**  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**22. Why did you not use transit to get to here?**  
☐ Transit not available  
☐ Do not like riding on transit  
☐ Prefer using another mode of travel  
☐ Would not know where to get transit information  
☐ Not enough room for luggage  
☐ Other, please specify: \_\_\_\_\_

**23. How many people, including yourself, traveled with you to the train/bus (including those who came to drop you off, taxi driver, etc.)?**  
# of people: \_\_\_\_\_

**24. Of the people who traveled with you (including yourself), how many are taking the train/bus?**  
# of people: \_\_\_\_\_

**25. How will you be leaving from the [GENERATOR] today?**  
☐ Intercity or chartered bus (departing passenger)  
☐ Car – Driver  
☐ Car – Passenger  
☐ Taxi  
☐ Motorcycle or scooter  
☐ Bicycle  
☐ VIA Rail Train  
☐ Airplane  
☐ Urban transit  
☐ School bus (e.g. yellow bus)  
☐ Other bus or minibus  
☐ Paratransit  
☐ Walk (more than 50m)  
☐ Other, please specify: \_\_\_\_\_  
☐ Decline to answer/Don't know

**26. When you leave this location, are you going straight home with no stops?**  
☐ No  
☐ Yes, returning to home IN NCR  
☐ Yes, returning to home EXTERNAL to NCR (if non-resident)  
☐ Decline to answer/Don't know

**27. Could you please tell me the address, place name, or nearest intersection to the location you will be going to after leaving this location?**  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**28. What kind of place was this?**  
☐ Residence  
☐ Workplace  
☐ Hotel/motel/B&B  
☐ Restaurant/club/bar  
☐ School  
☐ Convention Centre  
☐ Other, please specify: \_\_\_\_\_  
☐ Refusal/Don't know

**29. How many people, including yourself, will be leaving the train/bus station together (including those who came to pick you up, taxi driver, etc.)?**  
# of people: \_\_\_\_\_

**30. Of the people who are leaving the train/bus station with you (including yourself), how many were on the train bus?**  
# of people: \_\_\_\_\_

**31. Thank you very much for your time and your participation in the survey. For completing the survey, you are eligible\* for the prize draw of one of two iPads. Would you like to enter the draw?**  
☐ Yes – Could you please give us your name and phone number or email address so that we can notify you in the event that you win the prize  
Name: \_\_\_\_\_  
Phone: \_\_\_\_\_  
Email: \_\_\_\_\_  
☐ No

\*Excluding residents of Québec.

ALWAYS READ: Thank you for participating!





## **AIRPORT SURVEY QUESTIONNAIRE – DEPARTURES LOUNGE**

TRANS Special Generator Survey – Intercept Survey Script for Airport – Departures

Surveyor: _____ Date: DD / MM / YY      Time: HH : MM □ AM □ PM	<input type="checkbox"/> Domestic Departure <input type="checkbox"/> INTL Departure
--	---

**ALWAYS READ:** I would like to assure you that your survey answers will remain confidential. Any information you provide will be treated in accordance with the privacy act and will only be used for regional planning purposes.

**NOTE:** This survey is intended only for people leaving the National Capital region via a departing flight.  
Do not complete any survey with people who are only in Ottawa for a stop-over / not traveling within the NCR.

**A** → **1. Are you:**  
☐ Male  
☐ Female

→ **2. Would you identify which age range you belong to?**

<input type="checkbox"/> 15-19	<input type="checkbox"/> 30-34	<input type="checkbox"/> 45-49	<input type="checkbox"/> 60-64	<input type="checkbox"/> 75-79
<input type="checkbox"/> 20-24	<input type="checkbox"/> 35-39	<input type="checkbox"/> 50-54	<input type="checkbox"/> 65-69	<input type="checkbox"/> 80+
<input type="checkbox"/> 25-29	<input type="checkbox"/> 40-44	<input type="checkbox"/> 55-59	<input type="checkbox"/> 70-74	<input type="checkbox"/> Decline to answer

→ **B**

**B** → **3. Are you a resident of the National Capital Region? (Ottawa-Gatineau Metropolitan area)**  
☐ Yes  
☐ No

**YES** → **4. What is your home address, or the names of the nearest two intersecting streets? [minimum: postal code]**  
 \_\_\_\_\_  
 \_\_\_\_\_

→ **5. Did you come to [GENERATOR] directly from your home address (with no stops)?**  
☐ Yes (Skip to C)  
☐ No (Answer 7 & 8)  
☐ Refusal/Don't know

**NO** → **6. What city/town do you live in?**  
 City: \_\_\_\_\_  
 Prov/State: \_\_\_\_\_  
 Country: \_\_\_\_\_

→ **7. Where were you immediately before coming to the airport? [address / intersection / landmark, city, etc.]**  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

→ **8. What kind of place was this?**  
☐ Residence  
☐ Workplace  
☐ Hotel/motel/B&B  
☐ Restaurant/club/bar  
☐ School  
☐ Convention Centre  
☐ Other, please specify: \_\_\_\_\_  
☐ Refusal/don't know

→ **C**

**C** → **9. What time did you start your trip to come here today? (from previous location)** \_\_\_\_\_ □ AM □ PM  
☐ Refusal/don't know

→ **10. What time did you arrive at the airport?** \_\_\_\_\_ □ AM □ PM  
☐ Refusal/don't know

→ **D**

**D** → **11. How did you get here? (Last mode of travel)**

<input type="checkbox"/> Airplane – NON-QUALIFIER – TERMINATE SURVEY	
<input type="checkbox"/> Urban transit (OC Transpo, STO)	
Shuttle:	<input type="checkbox"/> Hotel shuttle <input type="checkbox"/> YOW shuttle <input type="checkbox"/> Park n' fly shuttle
Private auto:	<input type="checkbox"/> Car – Driver <input type="checkbox"/> Car – Passenger
Other auto:	<input type="checkbox"/> Taxi <input type="checkbox"/> Rental Car <input type="checkbox"/> Pre-arranged limo <input type="checkbox"/> On-demand limo
All other modes:	<input type="checkbox"/> Motorcycle or scooter <input type="checkbox"/> Bicycle <input type="checkbox"/> Walk (more than 50m) <input type="checkbox"/> School bus (e.g. yellow bus) <input type="checkbox"/> Other bus or minibus <input type="checkbox"/> Paratransit <input type="checkbox"/> Other, please specify: _____
<input type="checkbox"/> Decline to answer/Don't know	

→ **12. What are your main reasons for using that mode of travel?**

<input type="checkbox"/> Convenience	<input type="checkbox"/> Do not own a vehicle
<input type="checkbox"/> Comfort	<input type="checkbox"/> Amount of luggage
<input type="checkbox"/> Price/cost	<input type="checkbox"/> Other, please specify: _____
<input type="checkbox"/> Travel time	

→ **Arrival Mode**

Urban transit	→ <b>E</b>
Shuttle	→ <b>F</b>
Private auto	→ <b>G</b>
Other auto	→ <b>H</b>
All other modes	→ <b>I</b>

→ **J**

TRANS Special Generator Survey – Intercept Survey Script for Airport – Departures

Surveyor: _____ Date: DD / MM / YY      Time: HH : MM □ AM □ PM	<input type="checkbox"/> Domestic Departure <input type="checkbox"/> INTL Departure
--	---

**13. What bus route(s) did you take?**

Route 1: \_\_\_\_\_ ☐ OC ☐ STO

Route 2: \_\_\_\_\_ ☐ OC ☐ STO

Route 3: \_\_\_\_\_ ☐ OC ☐ STO

Route 4: \_\_\_\_\_ ☐ OC ☐ STO

☐ O-Train

**14. Why did you not use transit to get to here?**

☐ Transit not available

☐ Do not like riding on transit

☐ Prefer using another mode of travel

☐ Would not know where to get transit information

☐ Not enough room for luggage

☐ Other, please specify: \_\_\_\_\_

**15. Where did you board (transit or shuttle bus)?**  
[address / intersection / landmark, city, etc.]

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**16. How did you get to where you boarded?**

☐ Stop/station was right in front of my origin (less than 50m)

☐ Bicycle

☐ Car – Driver\*

☐ Car – Passenger\*

☐ Hotel shuttle

☐ Limo – On-demand

☐ Limo – Pre-arranged

☐ Motorcycle or scooter

☐ Park n' fly shuttle

☐ Taxi

☐ Walk (more than 50m)

☐ YOW (airport) shuttle

☐ Other, please specify: \_\_\_\_\_

☐ Decline to answer/Don't know

**17. How did you get from where you got off the (transit or shuttle bus) to the here?**

☐ Stop/station is right in front of Generator (less than 50m)

☐ Bicycle

☐ Car – Driver\*

☐ Car – Passenger\*

☐ Hotel shuttle

☐ Limo – On-demand

☐ Limo – Pre-arranged

☐ Motorcycle or scooter

☐ Park n' fly shuttle

☐ Taxi

☐ Walk (more than 50m)

☐ YOW (airport) shuttle

☐ Other, please specify: \_\_\_\_\_

☐ Decline to answer/Don't know

\*Ask Transit/Shuttle users Q18 if car used

**18. What kind of parking did you use?**

☐ Did not park, was dropped off

☐ Parkade

☐ Surface parking lot

☐ Park n' fly

Location: \_\_\_\_\_

☐ Other, please specify location/intersection: \_\_\_\_\_

**19. How many people, including yourself were in the car (including all drivers/passengers, taxi driver, etc.)**  
# of people: \_\_\_\_\_

**20. How many people in the car, including yourself, were dropped off at the airport/bus/train?**  
# of people: \_\_\_\_\_

**21. Why did you not use transit to get to here?**

☐ Transit not available

☐ Do not like riding on transit

☐ Prefer using another mode of travel

☐ Would not know where to get transit information

☐ Not enough room for luggage

☐ Other, please specify: \_\_\_\_\_

**22. How many times per year do you use this airport?**  
# of times \_\_\_\_\_

**23. Is that for business or pleasure?**

Business: \_\_\_\_\_ %

Leisure: \_\_\_\_\_ %

**24. What is the main purpose of your travel today?**

☐ Business Trip

☐ Conference / trade show

☐ Vacation – tourism

☐ Visit family / friends

☐ School

☐ Other family / personal business

☐ Other, please specify: \_\_\_\_\_

**25. Thank you very much for your time and your participation in the survey. For completing the survey, you are eligible\* for the prize draw of one of two iPads. Would you like to enter the draw?**

☐ Yes – Could you please give us your name and phone number or email address so that we can notify you in the event that you win the prize

Name: \_\_\_\_\_ Phone: (\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_ Email: \_\_\_\_\_

☐ No

\*Excludes residents of Québec.

**ALWAYS READ: Thank you for participating!**



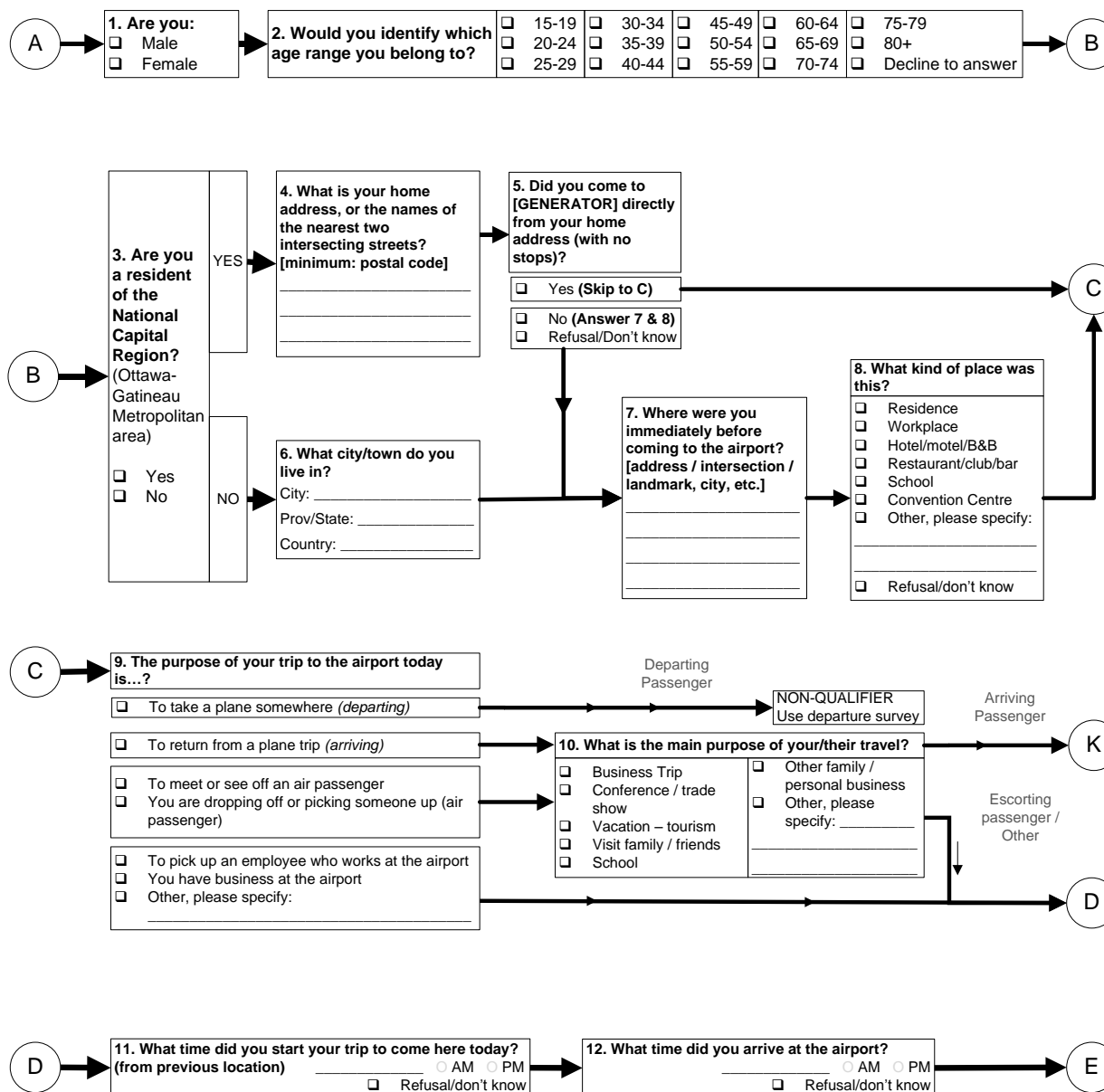
## **AIRPORT SURVEY QUESTIONNAIRE – ARRIVALS AND CURBSIDE**

TRANS Special Generator Survey – Intercept Survey Script for Airport – Arrivals & Curbside

Surveyor: _____	Location: <input type="checkbox"/> Curbside <input type="checkbox"/> Arrival Hall
Date: DD / MM / YY Time: HH : MM <input type="checkbox"/> AM <input type="checkbox"/> PM	

**ALWAYS READ:** I would like to assure you that your survey answers will remain confidential. Any information you provide will be treated in accordance with the privacy act and will only be used for regional planning purposes.

**NOTE:** This survey is not intended for people departing the airport by a flight today. Use the “Departure Survey.”  
Do not complete any survey with people who are only in Ottawa for a stop-over / not traveling within the NCR.



TRANS Special Generator Survey – Intercept Survey Script for Airport – Arrivals & Curbside

Surveyor: _____	Location: <input type="checkbox"/> Curbside <input type="checkbox"/> Arrival Hall
Date: DD / MM / YY	Time: HH : MM <input type="checkbox"/> AM <input type="checkbox"/> PM

**E** → **13. How did you get here? (Last mode of travel)**

<input type="checkbox"/> Airplane	<b>14. What are your main reasons for using that mode of travel?</b> <input type="checkbox"/> Convenience <input type="checkbox"/> Comfort <input type="checkbox"/> Price/cost <input type="checkbox"/> Travel time <input type="checkbox"/> Do not own a vehicle <input type="checkbox"/> Amount of luggage <input type="checkbox"/> Other, please specify: _____ _____ _____	Arrival Mode: Airplane	Go to <b>K</b>
<input type="checkbox"/> Urban transit (OC Transpo, STO)		Urban transit	<b>F</b>
Shuttle: <input type="checkbox"/> Hotel shuttle <input type="checkbox"/> YOW shuttle <input type="checkbox"/> Park n' fly shuttle		Shuttle	<b>G</b>
Private auto: <input type="checkbox"/> Car – Driver <input type="checkbox"/> Car – Passenger		Private auto	<b>H</b>
Other auto: <input type="checkbox"/> Taxi <input type="checkbox"/> Rental Car <input type="checkbox"/> Pre-arranged limo <input type="checkbox"/> On-demand limo		Other auto	<b>I</b>
All other modes: <input type="checkbox"/> Motorcycle or scooter <input type="checkbox"/> Bicycle <input type="checkbox"/> Walk (more than 50m) <input type="checkbox"/> School bus (e.g. yellow bus) <input type="checkbox"/> Other bus or minibus <input type="checkbox"/> Paratransit <input type="checkbox"/> Other, please specify: _____		All other modes	<b>J</b>
<input type="checkbox"/> Decline to answer/Don't know			<b>K</b>

**F** → **15. What bus route(s) did you take?**  
Route 1: \_\_\_\_\_ ☐ OC ☐ STO  
Route 2: \_\_\_\_\_ ☐ OC ☐ STO  
Route 3: \_\_\_\_\_ ☐ OC ☐ STO  
Route 4: \_\_\_\_\_ ☐ OC ☐ STO  
☐ O-Train

**G** → **16. Why did you not use transit to get to here?**  
☐ Transit not available  
☐ Do not like riding on transit  
☐ Prefer using another mode of travel  
☐ Would not know where to get transit information  
☐ Not enough room for luggage  
☐ Other, please specify:  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**17. Where did you board (transit or shuttle bus)?**  
[address / intersection / landmark, city, etc.]  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**18. How did you get to where you boarded?**  
☐ Stop/station was right in front of my origin (less than 50m)  
☐ Bicycle  
☐ Car – Driver\*  
☐ Car – Passenger\*  
☐ Hotel shuttle  
☐ Limo – On-demand  
☐ Limo – Pre-arranged  
☐ Motorcycle or scooter  
☐ Park n' fly shuttle  
☐ Taxi  
☐ Walk (more than 50m)  
☐ YOW (airport) shuttle  
☐ Other, please specify:  
\_\_\_\_\_  
☐ Decline to answer/Don't know

**19. How did you get from where you got off the (transit or shuttle bus) to the here?**  
☐ Stop/station is right in front of Generator (less than 50m)  
☐ Bicycle  
☐ Car – Driver\*  
☐ Car – Passenger\*  
☐ Hotel shuttle  
☐ Limo – On-demand  
☐ Limo – Pre-arranged  
☐ Motorcycle or scooter  
☐ Park n' fly shuttle  
☐ Taxi  
☐ Walk (more than 50m)  
☐ YOW (airport) shuttle  
☐ Other, please specify:  
\_\_\_\_\_  
☐ Decline to answer/Don't know

**K**

\*Ask Transit/Shuttle users Q20 if car used

**H** → **20. What kind of parking did you use?**  
☐ Did not park, was dropped off  
☐ Parkade  
☐ Surface parking lot  
☐ Park n' fly  
Location: \_\_\_\_\_  
☐ Other, please specify location/intersection:  
\_\_\_\_\_  
\_\_\_\_\_

**I** → **21. How many people, including yourself were in the car (including all drivers/passengers, taxi driver, etc.)**  
# of people: \_\_\_\_\_

**J**

TRANS Special Generator Survey – Intercept Survey Script for Airport – Arrivals & Curbside

Surveyor: _____ Date: DD / MM / YY      Time: HH : MM □ AM □ PM	Location:      □ Curbside      □ Arrival Hall
--	---

**22. Why did you not use transit to get to here?**

☐ Transit not available

☐ Do not like riding on transit

☐ Prefer using another mode of travel

☐ Would not know where to get transit information

☐ Not enough room for luggage

☐ Other, please specify: \_\_\_\_\_

**23. How will you be leaving from the airport today?**

Any Auto	<input type="checkbox"/> Car – Driver <input type="checkbox"/> Car – Passenger <input type="checkbox"/> Taxi <input type="checkbox"/> Rental Car <input type="checkbox"/> Pre-arranged limo <input type="checkbox"/> On-demand limo
Any other modes	<input type="checkbox"/> Urban transit <input type="checkbox"/> Hotel shuttle <input type="checkbox"/> YOW shuttle <input type="checkbox"/> Park n' fly shuttle <input type="checkbox"/> Motorcycle or scooter <input type="checkbox"/> Bicycle <input type="checkbox"/> Walk (more than 50m) <input type="checkbox"/> School bus (e.g. yellow bus) <input type="checkbox"/> Other bus or minibus <input type="checkbox"/> Paratransit <input type="checkbox"/> Other, please specify: _____

☐ Decline to answer/Don't know

Go to

**24. How many people, including yourself will be in the car (including all drivers/passengers, taxi driver, etc.)?**  
# of people: \_\_\_\_\_

**25. How many of the people, including yourself, will be getting on from the airport?**  
# of people: \_\_\_\_\_

**26. When you leave this location, are you going straight home with no stops?**

☐ No

☐ Yes

**27. Could you please tell me the address, place name, or nearest intersection to the location you will be going to after leaving this location?**

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**28. What kind of place was this?**

☐ Residence

☐ Workplace

☐ Hotel/motel/B&B

☐ Restaurant/club/bar

☐ School

☐ Convention Centre

☐ Other, please specify: \_\_\_\_\_

☐ Refusal/Don't know

**29. How many times per year do you use this airport?**  
# of times \_\_\_\_\_

**30. Is that for business or pleasure?**

Business: \_\_\_\_\_ %

Leisure: \_\_\_\_\_ %

**31. Thank you very much for your time and your participation in the survey. For completing the survey, you are eligible\* for the prize draw of one of two iPads. Would you like to enter the draw?**

☐ Yes – Could you please give us your name and phone number or email address so that we can notify you in the event that you win the prize

Name: \_\_\_\_\_ Phone: (\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_ Email: \_\_\_\_\_

☐ No

\*Excludes residents of Québec.

**ALWAYS READ: Thank you for participating!**



## **POST SECONDARY INSTITUTION SURVEY QUESTIONNAIRE**



**TRANS Special Generator Surveys  
National Capital Region Student Survey – Online Survey Script  
English Language Version**

<b>SUMMARY OF KEY DATA ELEMENTS</b>
-------------------------------------

**Household level**

- Travel day surveyed (date and day of week)
- Institution/college attend (main campus)
- Live on-campus or live off-campus
- Confirm address (Geocode home XY coordinates, traffic zone, etc.)
- Dwelling type
- Number of householders
- Type of cohabitants (roommates, parents, spouse or family, etc.)
- Land line, cell phone, or both
- Do you have a permanent residence? If so, city/town of permanent residence.

**Person level**

- Student status (f/t, p/t)
- Gender
- Age Range
- Has driver's license
- If live on campus – have vehicle available, if live off-campus # of vehicles available
- Has transit pass / type of transit pass
- School name / campus location (Geocode school XY coordinates, traffic zone, etc.)
- Number of jobs
- If employed, on-campus or off-campus job
- If employed, number of hours work per week
- If employed, primary workplace location (Geocode workplace XY coordinates, traffic zone, etc.)
- Number of days of week have regularly scheduled classes, other activities on campus, work at job
- Made any trips between 4:00 a.m. yesterday and 3:59 a.m. today (excl. trips between buildings on campus)
- Telecommuted? (if did not report any work related trips in their travel day)
- If worker, confirm if did not report any trips to work on travel day
- Confirm if did not report any trips to school

**Trip level    *Note: Focus is on trips with impact on transportation network (excl. non-motorized travel entirely on campus)***

- Depart time
- Purpose
- Origin (Geocode origin XY coordinates, traffic zone, etc.)
- Reason origin of first trip <> home
- Destination (Geocode destination XY coordinates, traffic zone, etc.)
- Arrival time
- Modes of transportation (up to 5 modes, if urban transit probe for mode to/from bus stops)
- Urban transit route(s) (if transit taken)
- Urban transit transfer Location
- Auto occupancy (if auto driver or passenger)
- Relationship to driver (if auto passenger)



- If auto driver trip to work or school, type of parking location
- If auto driver trip to work or school, parking costs (free or \$ per day/week/month/year/school semester)

#### Key

Question numbering reflects a template programmed in CallWeb and may not always be sequential.

For questions similar to those on the 2011 household travel survey, response category numbering is the same as for that survey.

[square brackets – skip patterns, programming instructions, or other notes not seen by respondent]

### INTRODUCTION – ONLINE HOUSEHOLD TRAVEL SURVEY

*[PROGRAMMER NOTE: FRENCH/ENGLISH TOGGLE TO BE IN THE HEADER OR FOOTER OF EVERY PAGE]*

Welcome to the National Capital Region 2013 Student Travel Survey!

This survey is about the transportation choices college and university students make in the metropolitan region of Ottawa-Gatineau. The data collected in this survey will be used to develop analytical tools that describe travel behavior and needs of the population as well as to update mathematical models that estimate traffic volumes, parking needs and transit usage associated with your post-secondary institution. The survey will help municipal and provincial decision-makers make informed choices to help improve your travel to and from campus and around the region.

As an important segment of the population that uses transportation infrastructure in the region, students attending your school are invited to participate in this survey. While the survey is voluntary, your participation is important.

The survey is being conducted on behalf of the TRANS Committee, which coordinates efforts between transportation planning agencies in the region. The TRANS Committee includes the Ministère des Transports du Québec, the Ministry of Transportation of Ontario, Ville de Gatineau, the City of Ottawa, and the Société de transport de l'Outaouais. The survey is being conducted by independent research firm R.A. Malatest & Associates Ltd. The survey has been approved by your school.

The online survey takes about 10-15 minutes, depending on your travel patterns and your responses will remain entirely confidential. If you cannot complete the survey all at once, you may return later and continue from where you left off. [Display if survey case was generated through generic logon: Click [here](#) to send yourself a link to the survey so that you can return later.]

#### For more information on the survey [click here](#) or:

- If you require assistance with the on-line survey, please call [Malatest project toll-free] or e-mail us at [trans@malatest.net](mailto:trans@malatest.net)
- If you wish to verify the authenticity of this survey you may contact [Client contact]
- For more information about transportation planning in the region, please visit [O-Dsurvey.ca](http://O-Dsurvey.ca).

#### Begin Survey

*[PROGRAMMER NOTE: SURVEY INFORMATION WILL BE DISPLAYED TO ALL RESPONDENTS AND SHOULD ALSO BE AVAILABLE AT ANY TIME THROUGHOUT THE SURVEY THROUGH A BUTTON IN THE FOOTER THAT CAN LAUNCH A POP UP WINDOW]*

Welcome to the National Capital Region 2013 Student Travel Survey!

What is the survey about?

This survey is about the transportation choices college and university students make in the metropolitan region of Ottawa-Gatineau. The data collected in this survey will be used to develop analytical tools that describe travel behavior and needs of the population as well as to update mathematical models that estimate traffic volumes, parking needs and transit usage associated with [INSTITUTION NAME]. The survey will help municipal, provincial, and [university/college/cégep] decision-makers make informed choices to help improve your travel to and from campus and around the region.

Why was I asked to participate?

Students attending your school are an important segment of the population that uses transportation infrastructure in the region. The survey invitation for this study has been e-mailed to a limited number of college, Cégep, and university students[, selected at random\*]. While the survey is voluntary, your participation is important.

[\* “selected at random” not displayed for institutions where invitations will be sent to entire student body.]

Who is conducting the survey?

The survey is being conducted on behalf of the TRANS Committee, which coordinates efforts between transportation planning agencies in the region. The TRANS Committee includes the Ministère des Transports du Québec, the Ministry of Transportation of Ontario, Ville de Gatineau, the City of Ottawa, and the Société de transport de l’Outaouais. The survey is being conducted by independent research firm R.A. Malatest & Associates Ltd. The survey has been approved by [INSTITUTION NAME].

What questions are asked?

The online survey takes about 10-15 minutes, depending on your travel patterns.

- The first two sections of the survey contain questions about your living arrangements and about you; these sections may be completed at any time.
- The final section asks questions about the trips you made on a particular weekday (your Travel Day).

You may download a daily trip record [hyperlink to .pdf of daily trip record] to keep track of your trips on your Travel Day. You can then complete the Trips section online at your convenience.



What day of the week will I report my travel for?

[If TRAVEL DAY is yesterday:]

Your Travel Day is yesterday ([TRAVEL DAY]). Today would be a good time to fill out the survey, while it is still fresh in your memory! If you did not make any trips at all yesterday, it is important that we record that information as well.

If you cannot fill complete the survey online today, you may download a PDF version of a trip diary [here](#). You can quickly fill it out to help you remember your trips on your travel day when you return to this online survey.

[If TRAVEL DAY is not yesterday:]

Your Travel Day is [TRAVEL DAY]. If at all possible, please complete the survey about travel on the day of the week suggested for you. For the most accurate recollection of your travel, please complete the Trips section on the day immediately following your Travel Day. Even if you did not make any trips on your travel day, it is important that we record that information as well.

If [TRAVEL DAY] is not convenient for you, you may choose another weekday as your Travel Day. Click here to download a PDF version of a trip diary. You can record your trips on the next [TRAVEL DAY], then return to this online survey to enter your trips the day after your travel day.

#### **Are my answers confidential?**

Yes. This survey is entirely confidential (using secure internet and database management protocols). Your survey responses will only be analyzed after all identifying information has been removed. Survey responses will be aggregated for statistical analysis and will be used only for transportation and regional planning purposes.

How long do I have to participate?

Please complete the survey before TBD.

[if Ottawa-based school, offer prize incentive (cannot in Québec due to lottery regulations):]

How do I benefit?

- Participants in the survey are eligible to enter a prize draw! You could win [incentives to be determined subject to client approval, e.g. one of two iPads]. (The prize draw is administered by R.A. Malatest & Associates Ltd. and will be drawn once the survey is completed. The draw is open to residents of provinces in Canada other than Québec. For more details click [here](#).)
- You also receive the satisfaction of knowing that your information will help to improve transportation planning in the region!

#### **For more information**

- If you require assistance with the on-line survey, please call [Malatest project toll-free] or e-mail us at [trans@malatest.net](mailto:trans@malatest.net)
- If you wish to verify the authenticity of this survey you may contact [Client contact]
- For more information about transportation planning in the region, please visit [O-Dsurvey.ca](http://O-Dsurvey.ca).

If you cannot complete the survey right now, you may return to later and continue from where you left off.

[Display if survey case was generated through generic logon: Click [here](#) to send yourself a link to the survey so that you can return later.]

#### ENROLMENT STATUS

C4A. What is your enrolment status at [INSTITUTION NAME]

1. Full-time student
2. Part-time student
3. Distance learning student
3. Not currently enrolled as a student [thank and terminate]
99. decline / don't know

C4X. [if C4 = Not currently a student, then thank and terminate]

You indicated that you are not currently a student. This survey is for students who are currently attending classes at [INSTITUTION NAME]. Thank you for your participation.

#### HOUSEHOLD INFORMATION

B2. [for institutions which have on-campus housing:]

Do you currently live on-campus or off-campus?

1. On-campus
2. Off-campus

B2A. [if live off-campus] Where do you currently live?

*You may provide the nearest intersection if you are uncomfortable providing us your exact street address. Understanding where students live is important as it allows planners to accurately model travel patterns, such as distances travelled using different modes of travel. . Please be assured that this information will remain confidential and your anonymity is guaranteed.*

**LOCATION CAPTURE** [HOME COORDINATES / TAZ]

[if on-campus: record campus name and coordinates as their home location]

B2X. [IF DECLINE TO ANSWER B2A]

Unfortunately, the survey cannot proceed without an answer to this question. Your participation is very important, and all personal information you provide will be kept strictly confidential.

You may provide a nearby intersection if you are uncomfortable providing us your exact street address.

Rather than terminating the survey, would you reconsider answering this question?

Click **Previous** to go back and provide a response.

B3B. What type of dwelling is that?

8. Designated student residence/dormitory

1. Single-detached house

2. Semi-detached house

3. Row / townhouse

4. Apartment or condominium (owner)

5. Apartment or condominium (tenant)

6. Other (e.g. caravan, cottage, etc.), please specify: \_\_\_\_\_

7. Decline to answer / don't know

#### NumPersons

B4. [if dwelling type is other than designated student residence/dormitory]

What is the total number of people living in your current residence, including yourself?

*Include children in joint custody if living in your household on your Travel Day.*

*Include roommates and housemates. Exclude anyone living in a separate apartment within the building.*

*Do not include visitors, even if they are staying for an extended period of time.*

\_\_\_ Total # persons in household

99. decline / don't know

B4B. [if number of people > 1]

Who do you live with? (select all that apply)

1. Your parents

2. Your partner/spouse

3. Children

4. Roommates (non-family members)

9. Decline to answer

B5. Which following telecommunications option(s) apply to you and the place you currently live in (recall home location)? (select all that apply)

1. Have a cell phone

2. Telephone listed in the phone book (land line)

3. Unlisted land-line or voice over internet protocol (VOIP) line

9. Decline to answer

*[Note: this question will help identify what proportion of post-secondary students would have been covered by the household travel survey sample frame.]*

#### NumVehicles

B6. How many licensed (insured) vehicles (including cars, light trucks, and vans) are available to the members of your household, including yourself?

*Include vehicles provided by employers which household members use to go to work or for personal use.*

*Exclude motorcycles/scooters and RVs.*

*Exclude any motor vehicles which are not insured to be on the road.*

—

77. none

99. decline / don't know

B7A. [if live off-campus]: When not enrolled in school, do you have a permanent residence other than your current residence?

[if live on-campus]: Do you have a permanent residence when you are not living on-campus?

1. Yes

2. No

B7B. Where is your permanent residence?

City/Town: \_\_\_\_\_

Province: \_\_\_\_\_

Country (if not Canada): \_\_\_\_\_

## LOCATION CAPTURE MODULE

*The general format of the location capture screen is as follows, modified for each survey question as required.*

*Anywhere the survey indicates **LOCATION CAPTURE** in the survey instrument this format will be used.*

- LOC1
1. **Home** (display confirmed address, from sample or as captured in the survey)
  2. **Your main work** location (display location captured in survey)
  3. **Your school** (display location captured in survey)
  5. On the road / no fixed location [if in occupation capture section: no fixed place of work, etc.]
  6. Enter location:
 

Municipality (always asked): \_\_\_\_\_  
[if municipality is outside survey area, no further detail is required]

Place name or nearby landmark: \_\_\_\_\_

Address : \_\_\_\_\_

Intersection: \_\_\_\_\_ at \_\_\_\_\_

Postal Code: \_\_\_\_\_
  7. not applicable
  8. don't know
  9. decline to answer

[note: preferred order of importance is (1) place name + 1 other field, (2) address, (3) intersection (not ideal), (4) postal code]



## DEMOGRAPHICS

I will now ask you to provide some information about yourself.

### Sex

C1. Are you male or female?

- 1. Male
- 2. Female
- 9. Decline

### Age

C2. What is [your/PERSON's] age?

- \_\_\_\_\_
- 9. Decline / don't know

### AgeGroup

C2A. [if not provide specific age]

Would you identify which age range you belong to?

- 4: 15-19
- 5: 20-24
- 6: 25-29
- 7: 30-34
- 8: 35-39
- 9: 40-44
- 10: 45-49
- 11: 50-54
- 12: 55-59
- 13: 60-64
- 14: 65-69
- 15: 70-74
- 16: 75-79
- 17: 80 and over
- 18: Decline to answer

#### DriversLicense

C3A. Do you have a valid automobile driver's license?

1. Yes
2. No
3. Decline / don't know

#### TransitPass

C3B Do you currently use a valid public transit pass? If yes, what type?

4. U-Pass / Cam-Puce
1. Regular
2. Express
3. Express Rural / Interzone
5. Senior
6. Other
7. No
8. Decline / don't know

[Note: question is phrased as "do you use" rather than "do you have". Some students may not be aware that they have a U-Pass or Cam-Puce if it is included in their student fees.]

C3C Do you own a bicycle (available to you where you are currently living)?

1. Yes
2. No
9. Decline / don't know

C4B. What type of program are you in?

1. Cégep or college degree
2. University undergraduate
3. Graduate degree
4. Certificate program
5. Continuing education
6. Adult Basic Education
7. Other, specify: \_\_\_\_\_
9. Decline / don't know

SchoolLocType, etc.

C4D. [if more than one campus at given institution]

Which campus(es) do you attend classes at? (You may select more than one)

[List of campuses for institution]

C5A. Do you currently work at a job?

1. Yes

2. No.

C5B. How many jobs do you currently have?

\_\_\_\_\_

99. Decline to answer

C5B. How many hours per week do you work (if multiple jobs: at all of your jobs)?

\_\_\_\_\_ Hours

999. Decline to answer

C5D. [If worker in C5A]

Is your main job on campus?

[if multiple jobs: Your main job is the one at which you work the most hours]

1. Yes

2. No

OccLocType etc.

C6A. [if worker in C5A or C5B]

Where is your usual place of work [if more than one job: for your main job, the one at which you work the most hours]?

**LOCATION CAPTURE** [WORK CO-ORDINATES / TAZ]

[PROGRAMMER NOTE: INCLUDE HOME AS A POSSIBLE WORK LOCATION. INCLUDE DROP DOWN WITH CAMPUS LOCATIONS]

C9. On which days of the week do you have regularly scheduled school activities (classes, labs, group work, research, other activities) on campus [RECALL CAMPUS LOCATION]? [if worker: On which days do you work at your main job at [recall job location]?]

	Classes Scheduled	On campus for other reasons	Work at your main job
Monday	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tuesday	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wednesday	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Thursday	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Friday	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Saturday	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sunday	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

C10. [if dwelling type is other than designated student residence/dormitory; and number of vehicles >0]  
You indicated that your household has [NUMBER OF VEHICLES]. On average, how many weekdays (Monday-Friday) do you usually drive to/from campus using one of these vehicles?

- 0. Never
- 1. 1 day per week
- 2. 2 days per week
- 3. 3 days per week
- 4. 4 days per week
- 5. 5 days per week
- 8. Rarely / infrequently
- 99. Decline / don't know

## YOUR TRAVEL DAY

### D1. TRIP INTRO 1

This section consists of questions about the trips you made during a single weekday (your Travel Day)

[IF PREFERRED TRAVEL DAY = CURRENT DAY-1]

In order to ensure the most accurate recollection of your travel, please use yesterday ([TRAVEL DAY]) as your Travel Day.

[IF PREFERRED TRAVEL DAY = CURRENT DAY-2]

Please respond to the survey with respect to a [TRAVEL DAY]. If you do not have a strong recollection of all of your trips on Travel Day, then please plan on completing the survey next [TRAVEL DAY]. [IF CURRENT DAY = TUESDAY THROUGH SATURDAY: Or, you can change your travel day to report on yesterday's travel.]

[IF PREFERRED TRAVEL DAY < CURRENT DAY-2]

Please respond to the survey with respect to the next [TRAVEL DAY OF THE WEEK]. You may download a daily trip record here [link to PDF]. You can use this daily trip record to keep track of your trips and then log on again after [TRAVEL DAY] to enter the information at a time which is convenient for you. Click [here](#) to request a reminder e-mail be sent to you next [TRAVEL DAY].

Alternatively, if you have already kept a record of trips on a previous day, you may use that day as your Travel Day.

Please enter the date of the day for which you are providing your daily travel information. [Calculate day of week for TRAVEL DAY]

[select travel day – default selection is the preferred Travel Day, limit selection to valid weekdays earlier than today, excluding statutory holidays]

What if my [TRAVEL DAY] is not representative of the typical trips I usually take every day?

[Mouseover text or pop-up: The goal of the survey is to obtain a 'snapshot' of a representative sample of students on specific days. It is normal that some survey respondents will make more trips than they usually do, while others will take less than usual. When the data are combined, they will provide an accurate picture of average trip volumes across all students. Please report on exactly what you did on your selected date.]

## YOUR TRIPS

### D1A. TRIP INTRO 2

Your trips on [TRAVEL DAY]

This section is about the trips you made on [TRAVEL DAY], that is any trip during the 24-hour period between 4:00 AM [TRAVEL DAY] and 3:59 AM [TRAVEL DAY +1].

Include all trips, even for a short distance or walking.

Exclude trips made solely for the purpose of exercise (e.g., going for a run in a loop to the same location).

[if employed:]

If your job includes work as a commercial driver, we are interested in your personal trips only. So you can tell us about your trips to and from work, but you do not have to tell us about the trips taken as part of commercial deliveries or while driving a taxi.

[What if my \[TRAVEL DAY\] is not representative of the typical trips I usually take every day?](#)

[Mouseover text or pop-up: The goal of the survey is to obtain a 'snapshot' of a representative sample of students on specific days. It is normal that some survey respondents will make more trips than they usually do, while others will take less than usual. When the data are combined, they will provide an accurate picture of average trip volumes across all students. Please report on exactly what you did on the selected date.]

## TRIP CAPTURE

### AnyTrip

E1. Did you make at least one trip – including walking or cycling – at any time on [TRAVELDAY]?

*Trips include those made via any mode of travel including non-motorized modes of transportation such as walking, cycling, rollerblading, skateboarding, and so on.*

*Please consider the time between 4:00 a.m. the morning of your Travel Day, [TRAVEL DAY], and 4:00 a.m. the morning of the next day, [TRAVEL DAY +1] (24 hours later)?*

1. Yes

2. No

E1B. [If no trips]

Why did you not make any trips on [TRAVEL DAY]?

1. I studied from home
2. I worked from home (home-based business or telecommuting) [only display if a worker]
3. I was not scheduled for classes or work, so I stayed home
4. I took a vacation/personal day and stayed home [only display if a worker]
5. I was sick or I cared for someone who was sick/unwell
6. Other, please specify: \_\_\_\_\_
9. Decline to answer

If you did go to school or went to work, please return to the previous page and change your answer to 'Yes' to provide information about the trips you took to school or work.

E1C. [If live on-campus] Did you go off-campus on [TRAVEL DAY]?

1. Yes, I took trips off campus
2. No, I stayed on the same campus the entire day from 4:00 a.m. [TRAVEL DAY] and 4:00 a.m. [TRAVEL DAY +1]

E1D. [if did not leave campus]

Which of the following applies to you on [TRAVEL DAY]? Select as many as apply

1. Attended classes
2. Worked at a job on campus
3. Took trips to recreational or social activities on campus
4. Did not take any trips on campus (stayed in residence)

[if did not leave campus, there are no off-campus trips to capture, so skip remainder of trip capture section]

## Depart

E2. [if first trip]

At what time did you leave to make your first trip?

[subsequent trip]

At what time did you leave your previous destination to make your next trip?

*Please enter a time between 4am [TRAVELDAY] and 3:59am [TRAVELDAY+1]*

*Please provide your best guess if you cannot give the exact time.*

Time: [Dropdown with hours and AM/PM, don't know] [Dropdown with minutes, don't know]

## Purpose

E3. What was the main purpose of this trip?

1. Getting to Work (usual place of work)
2. Work-related (other than usual place of work) / Business meeting
3. Working on the road / itinerant workplace / no fixed work address (e.g., delivery driver, taxi driver)
4. Attend School
5. Shopping and household maintenance (grocery store, shoe store, auto repair, etc.)
6. Restaurant
7. Recreation
8. Visiting friends / family
9. Health and Personal Care
10. Driving someone
11. Picking someone up
12. Returning home (your current residence)
13. Other
14. Decline to answer / don't know

[note: a trip of 3. Working on the road / itinerant workplace / no fixed address will not necessarily have a known destination, but is recorded as a 'dummy trip' or a placeholder so that we can record the return to the workplace]

## OriginLocType etc.

E4. [if first trip ask E4, otherwise starting point is presumed to be the destination of the previous trip]

What was the **starting point** of the trip?

**LOCATION CAPTURE** [ORIGIN CO-ORDINATES / TAZ]



E4A. [If E4 <> home] [This question useful for data validation / catching possible errors]

You mentioned that your first trip of the day started at a location other than your home. Is it that you were...?

1. Working a night shift (past 4 am, the start of the travel day)?
6. Studying all night / completing school assignments?
2. Staying overnight at another household? (friend's, relative's, parent's, etc.)
3. Away from home on business travel?
4. Away from home on vacation (or other personal travel)?
5. Another reason, please specify: \_\_\_\_\_
9. Decline to answer

E5A. [If Trip purpose = Return Home and E5 not asked]

To confirm, the destination of your trip was your home ([recall address for reference])?

1. Yes [go to E6]
2. No, another location [go to E5]

[If returning home, software records "home" as destination in E5]

[DestLocType, etc.](#)

E5. [always ask if first trip just to be sure this is clear; OR ask if trip number>1 and purpose not Return Home (i.e., do not need to ask if subsequent trips and purpose of return home); OR ask if trip number>1 and E5A=No]

What was the **destination** of this trip?

**LOCATION CAPTURE** [DESTINATION CO-ORDINATES / TAZ]

[WORK LOCATIONS AND SCHOOL LOCATIONS FOR ALL HOUSEHOLD MEMBERS ARE INCLUDED IN LIST OF KNOWN LOCATIONS]

[confirm with client whether travel to train stations should be considered a separate trip from travel by train]

## Arrive

E6. [Ask only for trips when respondent gave “exact” time with minutes in E2.]

At what time did you (he / she) reach that destination?

*Please enter a time between 4am [TRAVELDAY] and 3:59am [TRAVELDAY+1]*

*Please provide your best guess if you cannot give the exact time.*

Time: [Dropdown with hours and AM/PM, don’t know] [Dropdown with minutes, don’t know]

[Programmer: verify that arrival time is greater than the departure time before allowing respondent to proceed to next question.]

## Mode1, Mode2, Mode3, Mode4, Mode5

E7. How did you get there? Please select up to 5 modes, in order of use.

What was your first mode of transportation?

Mode 1: [select from drop down]

Mode 2: [select from drop down]

Mode 3: [select from drop down]

Mode 4: [select from drop down]

Mode 5: [select from drop down]

### [Private modes]

1. Car – Driver

2. Car – Passenger

3. Taxi

4. Motorcycle or scooter

5. Bicycle

### [Collective modes]

6. Urban transit (OC Transpo, STO, O-Train)

7. School bus (e.g. yellow bus)

8. Other bus and minibus

9. Paratransit

### [External modes]

10. Intercity or chartered bus

11. VIA Rail Train

12. Airplane

[Other modes]

- 13. Walk (entire trip)
- 14. Ferry
- 15. Other
- 16. Decline to answer / don't know

E7A. [if first mode (Mode 1) recorded was 6. transit]

How did you get to the bus stop (or the O-Train station)?

19. Bus stop / station was right in front of my origin (the starting point of the trip: [previous destination])

[Same list of modes as above]

99. Decline / don't know

[if "19. bus stop /station was right in front of origin" do not need to ask transfer location in E9A]

E7B. [If last of the modes recorded was 6. transit (last mode could be in any of Mode 2 through Mode 5)]

How did you get from the bus stop (or O-Train station) to your final destination ([destination of this trip])?  
Or did the bus stop drop you off right in front of your destination?

19. Bus stop /station was right at my destination ([recall current destination])

[Same list of modes as above]

99. Decline / don't know

[if bus stop was right in front of destination, do not need to ask transfer location in last of E9A, B,C,D]

[BusRoute1](#), [BusRoute2](#), [BusRoute3](#), [BusRoute4](#), [BusRoute5](#)

E9. [if urban transit]

What bus route(s) did you take? (in the order that they were taken)

First route: \_\_\_\_ [drop downs with list of bus routes + O Train can be selected]

Second route: \_\_\_\_

Third route: \_\_\_\_

Fourth route: \_\_\_\_

Fifth route: \_\_\_\_

999. Decline / don't know

#### TransferLocType, etc.

E9A. [If for two consecutive modes, the respondent / household member went from one group of modes to another (e.g. private to collective or external; or car-driver to car-passenger) or vice versa:]

Where did you (he / she) switch transportation modes between [mode] and [subsequent mode]?

#### **LOCATION CAPTURE [DESTINATION CO-ORDINATES / TAZ]**

[for ease of responding: if one of the modes of travel is intercity bus, then list intercity bus terminals; if one of the modes of travel is air, then list Ottawa MacDonald-Cartier International Airport; if one of the modes of travel is rail, then list

[Programmer note: E9A does not need to be asked if E7A = “19. bus stop was right in front of starting point of my trip”

E9B, E9C, E9D. [if necessary, repeat question E9A for all other changes between one group of modes and another]

[Programmer note: Any of E9B through E9D may not need to be asked if E7B = “19. bus stop was right in from of my destination”]

#### VehicleOccupants

E10. [if automobile driver or automobile passenger]

How many people, including yourself, were in the car?

1. 1 (alone)
2. 2
3. 3
4. 4
5. 5
6. 6
7. 7
8. 8
9. 9 or more
10. Decline to answer / don't know

#### VehicleDriver

E11. [if car passenger]

Was the vehicle's driver:

1. A member of your household
2. A work or study colleague
- 3: Other
- 4: Decline to answer / don't know

E15A. [if mode is "car driver" AND ((destination = school) OR (trip purpose is "getting to work (usual place of work)" AND usual place of work = school))]:

Where did you park?

1. Student parking on campus
2. Visitor parking on campus
3. Staff parking on campus
4. Other parking on campus
5. Private parking lot
6. Municipal parking lot
7. On-street parking
8. Parking space rental at a private home
9. Decline / don't know

#### OccParkType

E15. [if mode is “car driver” AND (trip purpose is “getting to work (usual place of work)” or “school” OR destination = usual place of work OR destination = school)]:

How much did you spend for parking at this destination? ([recall destination])

1: Free (public or private, off-street or on-street parking)

2: Provided by employer [only display if employed]

4. Parking pass provided free by your school [only display if purpose = school or destination=school]

3: Pay parking:

a. Amount: \$ \_\_\_\_\_ (OccParkRate)

b. Term: (OccParkTerm)

6. by hour

1. by day

2. by week

3. by month

5. by school semester

4. by year

E11N. [Display trip details]

Is there any additional information you would like to provide about this trip (such as clarification of location, purpose, etc.)

---



---

[intent of this question is to provide the respondent with an opportunity to clarify information without having to go back through all of the trip questions]

#### OtherTrip

E12. Did you make another trip after that yesterday?

[if trip purpose E3 = “3. Working on the road / itinerant workplace / no fixed work address”:

You mentioned earlier that you were working on the road / itinerant workplace. If you work on the road as a commercial driver (e.g., delivery driver, taxi driver), you do not need to report on every trip you made while working as a driver. Please resume reporting on personal trips you made starting at the end of your work day, starting from the trip that left your last work stop at the end of your work day. ]

1. Yes

2. No

9. Decline to answer / don’t know

[CYCLE THROUGH TRIPS FOR THIS PERSON AS REQUIRED]

<b>CONFIRM TRIP CAPTURE COMPLETE</b>
--------------------------------------

[E13 through E18 are data checks to ensure that trip capture is complete]

E13. [if E12 = No AND (last destination <> home AND last trip purpose <> home)

Just to confirm, [yesterday / on TRAVEL DAY], were you at this final destination, [recall destination], until at least past 4 a.m. (the end of the travel day)? Did you not return home?

1. Yes, at this location past 4 a.m. (did not return home)
2. No, returned home (record a trip home) [AUTOMATICALLY CORRECT E12, START NEW TRIP]
9. Decline to answer / don't know

E14. [if E13 = 1. yes]

[This question is useful for data validation, and for catching possible errors during the interview.]

May I ask why you did not return home before the end of the day?

*For this survey, the end of the Travel Day extends past midnight to 4 am the next day*

*We are only asking as a check to ensure that we captured your entire travel*

1. Worked a night shift past 4 am
6. Studying all night / completing school assignments
2. Stayed overnight at another household (whether friend, relative, parent)
3. Away from home on business travel
4. Away from home for vacation travel
5. Other, please specify: \_\_\_\_\_
9. Decline to answer

E16. [if a worker AND {did not take any trips at all OR did not make a work-related trip (no responses of 1, 2, 3 to E3) AND no trip destination of 'usual workplace' (E5<>main work location)}]

Did you work [yesterday / on TRAVEL DAY] (between 4 a.m. and 3:59 a.m. today)?

(From the trips described, it does not appear that you made any work-related trips.)

1. Yes
2. No
9. Decline to answer

## Telecommute

E17. [if worked E16=Yes and usual workplace location other than 'home']

Did you **telecommute (work) from home** [yesterday / on TRAVEL DAY], instead of travelling to your usual place of work?

1. Yes, telecommuted
2. No, I was away on business / working on the road
3. No, I did not work
4. No, I worked and I took at least one trip to work or related to work
9. Decline to answer

E17A. [if E17 = 4. No, worked and took at least one trip to work]

Was your trip to work or work-related trip one of the following trips? Please select the trip number that took you to work.

List trips taken

77. No, it was another trip

E17B. [if trip to work was another trip]

Please enter the details of your trip to work or work-related trip [yesterday / on TRAVEL DAY]

[go to start of trip capture, force origin capture]

E18. [if a student AND {did not take any trips at all OR did not make a trip to school (no responses of 1, 2, 3 to E3) AND no trip destination of school (E5<>school location)}]

Did you attend have any school activities (classes, labs, group work, research or other-school-related activities) on campus yesterday?

(From the trips described, it does not appear that you made any trips to school.)

1. Yes
2. No
9. Decline to answer

E18A. [if E18 = Yes]

Was your trip to school one of the following trips? Please select the trip.

List trips taken

77. No, it was another trip

E18B. [if trip to school was another trip]

Please enter the details of your trip to school [yesterday / on TRAVEL DAY]



<b>FURTHER CONTACT AND PRIZE DRAW</b>
---------------------------------------

F1. Would it be alright to contact you again if we have questions about your answers? or to participate in future transportation research?

1. Yes, contact me about this and future research studies
2. Yes, contact me only if there are questions about my survey answers
3. No

*If you agree to be contacted again, any contact information you provide will only be used to contact you for transportation research studies.*

F2. [If yes]

So that we can contact you again, please provide your first name and a phone number or e-mail address we can contact you at?

Name: \_\_\_\_\_

Phone Number: \_\_\_\_\_

E-mail Address: \_\_\_\_\_

9. Decline

*This information will be kept confidential will not be shared with anyone.*

*The e-mail inviting you to participate was sent to you by [INSTITUTION NAME]. Our survey research firm has not been provided with your e-mail address. If you fill in your email address above, we will contact you only if we need to verify your responses.*

[Note: if Malatest is asked to send out email invitations on behalf of institutions, above wording will need to be adapted for those institutions that require it.]

[if Ottawa-based school, offer prize incentive (cannot in Québec due to lottery regulations):]

F3. As a thank you for participating, you are eligible to enter a prize draw for 1 of 2 iPads. The draw is eligible for residents of provinces in Canada other than Québec.

The prize draw is administered by R.A. Malatest & Associates Ltd. and will be drawn once the survey is completed. Click [here](#) for more information about the prize draw [links to the legal wording around the administration of the prizes].

Would you like to enter into the draw?

1. Yes
2. No



F4. [If yes]

Please confirm your name and phone number below, so that we can to let you know if win.

*This personal information will not be used for any other purpose than the prize draw, nor will it be shared with anyone else.*

Name: \_\_\_\_\_

Phone: \_\_\_\_\_

<b>THANK YOU</b>
------------------

G1. That concludes the survey. If you have any additional comments about transportation to or from [INSTITUTION], or any comments about the survey, please enter them below:

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After you click below, your online survey will no longer be accessible. Your answers will remain entirely confidential, and will be aggregated with the answers of others for analysis. Your privacy and anonymity are assured.

**End Survey**

Thank you very much for your contribution to this important research!



## **HOTEL SURVEY QUESTIONNAIRE**



**TRANS Special Generator Surveys  
National Capital Region Hotel Guests Survey  
Survey Draft for Online and Intercept Completions**

<b>HOTEL ROOM INFORMATION</b>
-------------------------------

A1. [ONLINE COMPLETION ONLY] Where did you stay during your current/most recent trip to the National Capital Region?

*If more than one hotel, please select hotel at which you stayed the longest.*

1. Hotel [select from drop down list]

99. Decline to answer / don't know

A1X. [ONLINE COMPLETION ONLY] [IF DECLINE TO ANSWER A1]

Unfortunately, the survey cannot proceed without an answer to this question. Your participation is very important, and all personal information you provide will be kept strictly confidential.

Rather than terminating the survey, would you reconsider answering this question?

Click **Previous** to go back and provide a response.

A2. When did you check-in to the [HOTEL\_NAME]?

1. [Use calendar]

99. Decline to answer / don't know

A3. When will you/did you check-out of the [HOTEL\_NAME]?

1. [Use calendar]

99. Decline to answer / don't know



- A4. What is/was the main purpose of your stay in the National Capital Region?
1. Business trip
  2. Conference / trade show
  3. Vacation – tourism
  4. Visit family / friends
  5. Other family / personal business
  6. Other, please specify:
  99. Decline / don't know
- A5. Including yourself, how many people are staying/stayed in the hotel room with you?
- \_\_\_ Total # room occupants (including yourself)
99. Decline / don't know
- A5B. [if number of people > 1] Could you please give me an initial or some other designation for person [PERSON\_NUM]? [FOR EACH OCCUPANT]
- Name or initial:
1. \_\_\_\_\_
  9. Decline [Auto assign name "Person\_1," "Person\_2," etc.]
- A6. [if number of people > 1]
- What is your relation to your co-occupants? (select all that apply)
1. Family (e.g., partner/spouse, children, etc.)
  2. Colleagues (e.g., coworkers, professional peers, etc.)
  3. Friends
  4. Other, please specify:
  9. Decline to answer

<b>TRIP CAPTURE – PRIMARY RESPONDENT</b>
--

We would like to ask you about the trips you made on [TRAVEL DAY]. Trips include those made via any mode of travel including non-motorized modes of transportation such as walking, cycling, rollerblading, skateboarding, and so on.

Please consider the time between 4:00 a.m. the morning of [TRAVEL DAY] and 4:00 a.m. the morning of the next day, [TRAVEL DAY +1].

B1. Did you leave your hotel at least once on [TRAVEL DAY]?

[if TRAVEL DAY = CHECK IN DATE] Did you leave your hotel at least once after checking in on [TRAVEL DAY]

[if TRAVEL DAY = CHECK OUT DATE] Did you leave your hotel at least once before checking out on [TRAVEL DAY]

1. Yes
2. No

B1B. [IF NO TRIPS]

Why did you not make any trips?

1. Illness
2. Decided to relax at the hotel / enjoy accommodations
3. Worked on-site
4. Please specify: \_\_\_\_\_
9. Decline to answer

B2. [IF FIRST TRIP]

At what time did you leave to make your first trip?

[SUBSEQUENT TRIP]

At what time did you leave your previous destination to make your next trip?

*Please enter a time between 4am [TRAVEL DAY] and 3:59am [TRAVELDAY+1]*

*Please provide your best guess if you cannot give the exact time.*

Time: [Dropdown with hours and AM/PM, don't know] [Dropdown with minutes, don't know]

B3. What was the main purpose of this trip?

1. [BUSINESS – SET LOCATION] Work-related / Business meeting
2. [BUSINESS – NO SET LOCATION] Working on the road / itinerant workplace / no fixed work address (e.g., delivery driver, taxi driver)
3. [RECREATION] Shopping

4. [RECREATION] Restaurant
5. [RECREATION] Visiting attractions (e.g., visiting a monument, attending an event, watching a hockey game, etc.)
6. [RECREATION– NO SET LOCATION] Sightseeing on the road / no fixed address (e.g., wandering through the ByWard Market, cycling along the Ottawa River pathway, driving through the Gatineau hills)
7. [RECREATION] Visiting friends / family
8. [CHAPERONE] Driving someone
9. [CHAPERONE] Picking someone up
10. [HOTEL] Arriving at / returning to hotel
11. [INTERCITY\_TRAVEL] Going to a transportation hub (e.g., bus terminal, train station, or airport) to leave National Capital Region
12. [OTHER] Other, please specify
99. Decline to answer / don't know

[note: a trip of **3**. "Working on the road / itinerant workplace / no fixed address" or **6**. "Sightseeing on the road / no fixed address" will not necessarily have a known destination, but is recorded as a 'dummy trip' or a placeholder so that we can record the return to the hotel]

B4. [if first trip ask B4, otherwise starting point is presumed to be the destination of the previous trip]

What was the starting point of the trip?

1. [HOTEL]
2. Other: LOCATION CAPTURE [ORIGIN CO-ORDINATES / TAZ]

B4B. [If B4 <> hotel] [This question useful for data validation / catching possible errors]

You mentioned that your first trip of the day started at a location other than your hotel. Is it that you were:

1. Outside the National Capital Region
2. Working a night shift (past 4 am, the start of the travel day)
3. Enjoying the nightlife in the National Capital Region (e.g., at a restaurant/club/bar, attending an event, at a friend's, etc.)
4. Staying overnight at another household? (friend's, relative's, parent's, etc.)
5. Another reason, please specify: \_\_\_\_\_
99. Decline to answer

- B5. [If Trip purpose = Return hotel and E5 not asked]  
To confirm, the destination of your trip was your hotel ([recall address for reference])?  
1. Yes [go to B7]  
2. No, another location [go to B6]
- B6. What was the **destination** of this trip?  
**LOCATION CAPTURE** [DESTINATION CO-ORDINATES / TAZ]
- B7. At what time did you (he / she) reach that destination?  
*Please enter a time between 4am [TRAVELDAY] and 3:59am [TRAVELDAY+1]*  
*Please provide your best guess if you cannot give the exact time.*  
Time: [Dropdown with hours and AM/PM, don't know] [Dropdown with minutes, don't know]
- B8. How did you get there? Please select up to 5 modes, in order of use.  
[Private modes]  
1. Car – Driver  
2. Car – Passenger  
3. Taxi  
4. Motorcycle or scooter  
5. Bicycle  
[Collective modes]  
6. Urban transit (OC Transpo, STO, O-Train)  
7. School bus (e.g. yellow bus)  
8. Other bus and minibus  
9. Paratransit  
[External modes]  
10. Intercity or chartered bus  
11. VIA Rail Train  
12. Airplane  
[Other modes]  
13. Walk (entire trip)  
14. Ferry  
15. Other  
16. Decline to answer / don't know



B9. [if first mode (Mode 1) recorded was 6. transit]

How did you get to the bus stop (or the O-Train station)?

1. Bus stop / station was right in front of my origin (the starting point of the trip: [previous destination])
2. [Same list of modes as above]
99. Decline / don't know

[if "19. bus stop /station was right in front of origin" do not need to ask transfer location in E9A]

B9B. [If last of the modes recorded was 6. transit (last mode could be in any of Mode 2 through Mode 5)]

How did you get from the bus stop (or O-Train station) to your final destination ([destination of this trip])?  
Or did the bus stop drop you off right in front of your destination?

1. Bus stop /station was right at my destination ([recall current destination])
- [Same list of modes as above]
99. Decline / don't know

B9C. [if urban transit]

What bus route(s) did you take? (in the order that they were taken)

- First route: \_\_\_\_ [drop downs with list of bus routes + O Train can be selected]
- Second route: \_\_\_\_
- Third route: \_\_\_\_
- Fourth route: \_\_\_\_
- Fifth route: \_\_\_\_
999. Decline / don't know

B10. [If for two consecutive modes, the respondent / household member went from one group of modes to another (e.g. private to collective or external; or car-driver to car-passenger) or vice versa:]

Where did you (he / she) switch transportation modes between [mode] and [subsequent mode]?

**LOCATION CAPTURE [DESTINATION CO-ORDINATES / TAZ]**

B11. [if automobile driver or automobile passenger]  
How many people, including yourself, were in the car?

1. 1 (alone)
2. 2
3. 3
4. 4
5. 5
6. 6
7. 7
8. 8
9. 9 or more
10. Decline to answer / don't know

B11B. [if car passenger]

Was the vehicle's driver:

1. A co-occupant of your hotel room [ASK ONLY IF >1 GUEST]
2. A work or study colleague (not staying with you)
3. A relative or friend (not staying with you)
4. Other
- 99: Decline to answer / don't know

B12. [if mode is "car driver"]

Where did you park?

1. Visitor parking at location
2. Staff parking at location
3. On-street parking
4. Private parking garage
5. Private parking surface lot
6. Municipal parking garage
7. Municipal parking lot
8. Park and ride
9. Did not park, was dropped off
10. Other, please specify
9. Decline / don't know

B13. [if mode is "car driver" ]

How much did you spend for parking at this destination? ([recall destination])

1: Free (public or private, off-street or on-street parking)

2: Provided by employer [only display if business trip]

3: Pay parking:

a. Amount: \$ \_\_\_\_\_ (OccParkRate)

b. Term: (OccParkTerm)

6. by hour

1. by day

2. by week

4. by year

B14. [Display trip details]

Is there any additional information you would like to provide about this trip (such as clarification of location, purpose, etc.)

---

---

[intent of this question is to provide the respondent with an opportunity to clarify information without having to go back through all of the trip questions]

B15. Did you make another trip after that yesterday?

[if trip purpose B3 = "2. Working on the road / itinerant workplace / no fixed work address":

You mentioned earlier that you were working on the road / itinerant workplace. If you work on the road as a commercial driver (e.g., delivery driver, taxi driver), you do not need to report on every trip you made while working as a driver. Please resume reporting on personal trips you made starting at the end of your work day, starting from the trip that left your last work stop at the end of your work day. ]

1. Yes

2. No

9. Decline to answer / don't know

[CYCLE THROUGH TRIPS FOR THIS PERSON AS REQUIRED]

<b>CONFIRM TRIP CAPTURE COMPLETE – PRIMARY RESPONDENT</b>
---

C1. [if B15 = No AND (last destination <> hotel AND last trip purpose <> hotel)]

Just to confirm, [yesterday / on TRAVEL DAY], were you at this final destination, [recall destination], until at least past 4 a.m. (the end of the travel day)? Did you not return to your hotel?

1. Yes, at this location past 4 a.m. (did not return to hotel)
2. No, returned to hotel (record a trip to hotel) [AUTOMATICALLY START NEW TRIP]
9. Decline to answer / don't know

C2. [if C1 = 1. yes]

[This question is useful for data validation, and for catching possible errors during the interview.]

May I ask why you did not return to your hotel before the end of the day?

*For this survey, the end of the Travel Day extends past midnight to 4 am the next day*

*We are only asking as a check to ensure that we captured your entire travel*

1. Worked a night shift past 4 am
2. Enjoying the nightlife in the National Capital Region (e.g., at a restaurant/club/bar, attending an event, at a friend's, etc.)
3. Stayed overnight at another household (whether friend, relative, parent)
4. Outside the National Capital Region
5. Other, please specify: \_\_\_\_\_
9. Decline to answer

<b>CO-OCCUPANTS' TRIPS</b>
----------------------------

[PERSON]'s trips on [TRAVEL DAY]

This section is about the trips [PERSON] made on [TRAVEL DAY], that is any trip during the 24-hour period between 4:00 AM [TRAVEL DAY] and 3:59 AM [TRAVEL DAY +1].

Include all trips, even for a short distance or walking.

Exclude trips made solely for the purpose of exercise (e.g., going for a run in a loop to the same location).

D1. Did [PERSON] make the exact same trips as you? [subsequently, it will be Did [PERSON] make the exact same trips as [previous person capture]

1. Yes [Skip Trip Capture & Trip Confirm]
2. No, at least one of their trips was different

D2. Did they make at least one trip – including walking or cycling – at any time on [TRAVELDAY]?

[go through trip capture and confirmations for each co-occupant]

<b>INFORMATION ON RESPONDENT AND ROOM OCCUPANTS</b>
---

E1. Are you male or female?

- 1. Male
- 2. Female
- 9. Decline

E2. What is your age?

\_\_\_\_\_  
9. Decline / don't know

E2B. [if not provide specific age]

Would you identify which age range you belong to?

- 4: 15-19
- 5: 20-24
- 6: 25-29
- 7: 30-34
- 8: 35-39
- 9: 40-44
- 10: 45-49
- 11: 50-54
- 12: 55-59
- 13: 60-64
- 14: 65-69
- 15: 70-74
- 16: 75-79
- 17: 80 and over
- 18: Decline to answer

E3. Where is your permanent residence?

[AB8A] City/Town: \_\_\_\_\_

[AB8B] Province: \_\_\_\_\_

[AB8C] Country (if not Canada): \_\_\_\_\_

99. Decline / don't know

E4. How did you get to the National Capital Region?

1. Intercity or chartered bus
2. VIA Rail Train
3. Airplane
4. Car – Driver
5. Car – Passenger
6. Other, please specify:
99. Decline / don't know

E5. How will /did you leave the National Capital Region?

1. Intercity or chartered bus
2. VIA Rail Train
3. Airplane
4. Car – Driver
5. Car – Passenger
6. Other, please specify:
99. Decline / don't know

E6. Do you have a valid automobile driver's license?

1. Yes
2. No
3. Decline / don't know

E7. How many licensed (insured) vehicles (including cars, light trucks, and vans) are/were available to the guests of your room, including yourself?

*Include vehicles provided by employers which room guests use to go to work or for personal use.*

*Exclude motorcycles/scooters and RVs.*

*Exclude any motor vehicles which are not insured to be on the road.*

\_\_\_ private vehicles [owned/leased]

\_\_\_ rented vehicles

77. none

99. decline / don't know

I will now ask you to provide some information on the individuals who stayed with you in the hotel room. (program to appear for each guest – number of guests provided in first section)

E8. Are they male or female?

1. Male
2. Female
9. Decline

E9. What is [PERSON's] age?

\_\_\_\_\_  
9. Decline / don't know

E9B. [if not provide specific age]

Would you identify which age range you belong to?

- 1: 0-4
- 2: 5-9
- 3: 10-14
- 4: 15-19
- 5: 20-24
- 6: 25-29
- 7: 30-34
- 8: 35-39
- 9: 40-44
- 10: 45-49
- 11: 50-54
- 12: 55-59
- 13: 60-64
- 14: 65-69
- 15: 70-74
- 16: 75-79
- 17: 80 and over
- 18: Decline to answer

[Only ask if Person's age 15-19 or higher]

E10. Do they have a valid automobile driver's license?

1. Yes
2. No
3. Decline / don't know

<b>FURTHER CONTACT AND PRIZE DRAW</b>
---------------------------------------

F1. Would it be alright to contact you again if we have questions about your answers? Or to participate in future transportation research?

1. Yes, contact me about this and future research studies
2. Yes, contact me only if there are questions about my survey answers
3. No

*If you agree to be contacted again, any contact information you provide will only be used to contact you for transportation research studies.*

F2. [If yes]

So that we can contact you again, please provide your first name and a phone number or e-mail address we can contact you at?

Name: \_\_\_\_\_

Phone Number: \_\_\_\_\_

E-mail Address: \_\_\_\_\_

9. Decline

*This information will be kept confidential will not be shared with anyone.*

F3. As a thank you for participating, you are eligible to enter a prize draw for 1 of 2 iPads. The draw is eligible for residents of provinces in Canada other than Québec.

The prize draw is administered by R.A. Malatest & Associates Ltd. and will be drawn once the survey is completed. Click [here](#) for more information about the prize draw [links to the legal wording around the administration of the prizes].

Would you like to enter into the draw?

1. Yes
2. No

F4. [If yes]

Please provide your name and phone number below, so that we can to let you know if win.

*This personal information will not be used for any other purpose than the prize draw, nor will it be shared with anyone else.*

Name: \_\_\_\_\_ [prepopulate with first name, if respondent provided their name earlier]

Phone: \_\_\_\_\_ [prepopulated with phone number, if respondent provided this earlier]





## THANK YOU

- G1. That concludes the survey. If you have any additional comments about your travel around the National Capital Region or any comments about the survey, please enter them below:

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After you click below, your online survey will no longer be accessible. Your answers will remain entirely confidential, and will be aggregated with the answers of others for analysis. Your privacy and anonymity are assured.

### End Survey

Thank you very much for your contribution to this important research!