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TRANSPORTATION TOMORROW SURVEY – 2006

The Planning and Economic Development Committee recommends the adoption of the recommendation contained in the following report August 23, 2006, from the Commissioner of Planning and Development Services:

1. RECOMMENDATION

It is recommended that the Regional Clerk forward copies of this report to the Clerks of the local municipalities in York Region.

2. PURPOSE

The purpose of this report is to inform Committee and Council of York Region's involvement in the 2006 Transportation Tomorrow Survey, which is designed to collect travel information including transit usage and obtain an update on the travel behaviours of residents since the previous 2001 survey. This information will be used to determine travel patterns across the Greater Toronto Area (GTA) and other participating municipalities, and establish a database which can assist in planning future needs and improvements to transportation facilities.

3. BACKGROUND

The Regional Municipality of York has participated in the conduct of the Transportation Tomorrow Survey (TTS) every five years since 1986. Similar surveys were completed in 2001, 1996, 1991, and 1986 typically with each survey being contracted out to the Data Management Group at the University of Toronto's Joint Program in Transportation.

The survey is carried out through telephone interviews. Trip information for each household member is obtained including trip origin, destination, time, purpose and method of travel as well as participant's demographic characteristics such as age, gender, employment status, size of household and number of motor vehicles they operate. The results of the survey will be compiled and compared to the earlier similar surveys. Although information will be collected based on individual households, this information will be used only in combination with other households in an aggregated form. All information collected will be kept in strict confidence and cannot be traced to an individual household. The survey database in aggregated form is used to provide input to traffic impact studies, to develop transportation models to project future road and transit travel demands, to conduct operational planning of transit routes and to assess the overall impact of changing demographic trends which have an affect on travel demand.

The 2006 TTS will involve the Greater Toronto Area as well as the fringe areas of Barrie, County of Simcoe, Orangeville and Peterborough and a dozen other municipalities and regions from Niagara to Waterloo to Peterborough County.

4. ANALYSIS AND OPTIONS

4.1 Survey Methodology

The TTS will be conducted by the Data Management Group (DMG) staff at the University of Toronto through confidential telephone interviews with on-line Direct Data Entry (DDE) and automated geo-coding of all geographic information collected. An introduction letter explaining the survey will be mailed out to randomly selected households about two to three weeks in advance of the telephone interview.

The surveys will be conducted between September and December, 2006. Depending on the household size, the interviews could take about 10 minutes each. The telephone calls would be made between 5:30-9:30 p.m. on weeknights, and between 10:00 a.m.-5:00 p.m. on Saturdays, if needed. Interviews can also be made in non-English languages at the request of the individual. A copy of the draft introductory letter is shown as *Attachment 1*.

In addition, sample survey questions will be included in the mail-out letter shown herein as *Attachment 2*. Trip information will be obtained for persons 11 years of age or older. Survey questions would include information on:

- Demographic characteristics of each household member.
- Where, why and when trips were taken by each member in the household for trips made on the previous weekday.
- Trip modes taken by each member in household.
- Transit lines and stops used for each transit trip.

4.2 Survey Sampling

Over the four month period, the survey will target a sample completion rate of 5% of all households in the GTA and participating area municipalities. This would represent a randomly selected sample of approximately 15,000 households in York Region, while an estimated total of 150,000 completed household interviews would be targeted in the GTA and participating area municipalities. The household and trip information collected will be coded to municipal co-ordinates so that individual households can not be identified.

The 5% target completion sample rate is consistent with surveys carried out in 1996 and 2001, which were considered two of the largest travel surveys ever undertaken anywhere. The extent of the survey area is also the same as in 2001 except for the inclusion of the Regional Municipality of Waterloo and City of Brantford in the current survey. The organizational structure and role of the DMG in carrying out the survey remains the same as in 2001 and 1996.

Due to the size of the survey and inclusion of more municipalities, areas external to the GTA were surveyed in Fall 2005. Completion of this initial phase of the survey will allow coverage of the GTA in a timely manner.

Recently completed Census data for 2006 at the municipal level and 2006 Cordon Count data will be used to calibrate and verify the results obtained from the TTS survey.

4.3 Communications/Information Packets

It is important that various individuals and agencies that could logically be expected to receive inquiries from the public about the surveys be informed. This would include local politicians, area MPPs, local police, area OPP detachments, school boards, etc. The DMG will produce packages that provide information about the survey including copies of the introductory letter, sample types of questions to be asked, and purpose of the survey. These would be distributed prior to the survey being carried out.

In addition, the DMG will be preparing a publicity package and Regional staff will inform the local media about the survey.

5. FINANCIAL IMPLICATIONS

There are no financial impacts at this point in time. The cost associated with York Region's participation in the survey is approximately \$25,000 per year spread over three years (2005-2007). The 2006 budget was approved and the 2007 budget will be secured through the normal budget approval process. This survey is a useful benchmark monitoring tool for all municipalities in the GTA and surrounding areas to assess the effectiveness of their long range planning and transportation policies.

6. LOCAL MUNICIPAL IMPACT

The TTS data is readily available at no cost for each of the area municipalities to make use of in their planning and transportation studies. Local municipalities and consultants working on municipal transportation or planning projects may obtain this data through the University of Toronto's web site or through the Region.

7. CONCLUSION

The 2006 Transportation Tomorrow Survey will be carried out during the months of September to December with telephone interviews of randomly selected households in York Region as well as the GTA and other area municipalities. The resulting travel database will allow municipal staff, researchers, and consultants an opportunity to use updated information in the preparation of traffic impact studies, development monitoring, and transit planning.

The Senior Management Group has reviewed this report.

(The attachments referred to in this clause are attached to this report.)