



PRESS RELEASE

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Knoxville Regional TPO to Sponsor Travel Survey of Households in Eight Knoxville-Area Counties

Knoxville—The Knoxville Regional Transportation Planning Organization (TPO) announced today that a travel survey of approximately 1,400 households will be conducted during March, April and May 2008 throughout an eight county area including Anderson, Blount, Jefferson, Knox, Loudon, Roane, Sevier and Union counties. A portion of the funding for the survey, which is known as the “East Tennessee Travel Survey” is being provided by the Tennessee Department of Transportation (TDOT).

The TPO is putting together a new plan for guiding future transportation investment in the East Tennessee Region. The data collected from the East Tennessee Travel Survey will be a critical element in the development of a new computer model to better evaluate how well the region’s infrastructure meets current and future travel demand. The model will assist the TPO in being able to develop plans for transportation improvements that affect mobility, access to jobs, air quality and quality of life in the region.

The TPO has contracted with NuStats, a nationally-known survey research firm specializing in travel behavior and transportation research, to conduct the survey. NuStats representatives will randomly select and contact households throughout the study area in order to recruit enough households of varying characteristics to ensure that a representative cross-section of the region is surveyed. Because government surveys are exempt from Do-Not-Call lists, everyone in the region has an equal chance of being selected for the survey.

The households that agree to participate in the survey will receive a travel log and be asked to track the daily travels of all members of the household over the course of one 24-hour day. An interviewer will then call each household after their assigned travel day in order to collect their travel information, including the times and purposes for every trip that was made. As a result, important information on travel patterns in the region will be obtained that will ensure that transportation projects are developed which truly reflect the needs of all regional residents.

Participation in the East Tennessee Travel Survey is voluntary and all information that each household provides will be kept strictly confidential. The names and personal information will be separated from the responses for analysis purposes and all results will be reported in summary form only.

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