



**Planning for the current and future transportation  
needs of Colorado's Front Range communities**

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## **SURVEY SET TO EXAMINE FRONT RANGE TRAVEL PATTERNS** **Survey runs this fall and next spring**

About 6,000 households in the Denver metro area have a unique opportunity beginning Sept. 21 to help their community by participating in the Front Range Travel Counts survey. For those who have ever wondered how they might influence the traffic they put up with every day, this is a chance to play a part in solving the problem!

Front Range Travel Counts is the first in-depth study of urban household travel behavior covering all of Colorado's Front Range, from Fort Collins to Pueblo. From this August through the spring of 2010, the four Metropolitan Planning Organizations (MPOs) along the Front Range will randomly ask approximately 12,000 households to identify where and how each member of the household traveled on a specific, designated travel day (24 hours). The MPOs include the North Front Range Metropolitan Planning Organization, the Denver Regional Council of Governments, the Pikes Peak Area Council of Governments, and the Pueblo Area Council of Governments. The Colorado Department of Transportation and the Regional Transportation District also are survey partners. The cost of the household survey for the Front Range is about \$2 million.

Front Range Travel Counts will begin in the Denver metro area Sept. 21, running through the fall and into the spring of 2010. Front Range Travel Counts will randomly call households to participate. Once enrolled, participants will receive a travel diary and instructions for recording travel. Surveying is already underway in the North Front Range area.

Household travel diary surveys are valuable because they gather data on a large number of households and household members, and the trips that those particular individuals make on a specific day. The survey doesn't ask for opinions; it asks what people did. This enables transportation planners to tie individual and household characteristics to the trips actually made, seeing how, for instance, the number of automobiles a household owns or having small children in a household affects daily activities. Each household will be asked to provide some information on personal and household characteristics, and about household members' travel choices.



Data from the survey will help the MPOs build fuller, more accurate pictures of local transportation needs and estimate how much travel is generated by all households along the Front Range. The outputs of travel models built with the survey data will reveal regional travel patterns and behavior, which can help local, state and federal officials make informed transportation decisions by evaluating and prioritizing different regional projects for federal funding. In addition, communities need accurate models to be eligible to receive federal funding for their transportation projects.

In the Denver metro area, households near light rail transit lines will be an additional focus to help answer questions about who lives and works near transit and transit-oriented development, and why.

For more information about the household survey, please visit [www.nustats.com/FrontRange](http://www.nustats.com/FrontRange) or call the survey hotline at 1-888-222-7734. Additional survey contacts include Erik Sabina of the Denver Regional Council of Governments, 303-480-6789 or [esabina@drcog.org](mailto:esabina@drcog.org) or Julie Paasche of NuStats, 1-800-447-8287, ext. 2241, or [jpaasche@nustats.com](mailto:jpaasche@nustats.com).

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