



**WASATCH FRONT REGIONAL COUNCIL**

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## NEWS RELEASE

**FOR IMMEDIATE RELEASE – FEBRUARY 9, 2012**

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### Wasatch Front Regional Council to Conduct Utah Travel Study

Salt Lake City, UT. — Beginning this spring, thousands of Utah residents will have the opportunity to participate in an important transportation study which is sponsored by the Wasatch Front Regional Council (WFRC), along with other partners, including the Utah Department of Transportation (UDOT), Utah Transit Authority (UTA), and Mountainland Association of Governments (MAG). The purpose of the Utah Travel Study is to better understand the travel patterns and travel needs of residents from across Utah, including Salt Lake, Davis, and Weber Counties.

Understanding daily travel patterns in the area is vital to the officials responsible for planning future transportation projects. These plans set the priority for the 30-year long range transportation plan for the spending of billions of dollars on various highway and transit projects.

The research firms Resource Systems Group, Inc. (RSG) and Westat are administering the survey on behalf of WFRC. A random sample of the households from the region and across the state will be invited to participate in the survey. These households will receive first-class mail invitations and will be provided the option of completing the questionnaire via an advance web-based survey instrument or via telephone.

The survey will first collect basic household information, including the number and type of vehicles available and the number and characteristics of adults and children in the household. After completing this portion of the survey, each adult household member will be asked to report all trips made over the course of a weekday (24 hour period). These trip details include the origin and destination location, purpose, mode(s), and whether or not they traveled with other people. Finally, household members will be asked general questions about their long distance travel, bike use, and attitudes about transportation planning.

When the data collection period ends in mid 2012, survey results will be used to analyze the current travel habits and patterns of the resident population, identify trends in transportation use, and help develop models to project future travel behavior.

In the end, having an accurate and up-to-date picture of regional travel patterns and transportation needs in the area will help planning officials at WFRC, as well as UDOT and UTA evaluate and prioritize different transportation projects, which may include highway improvements or expanded bus service.

If you have any questions regarding the purpose of the Utah Travel Study, you may contact us using the information below:

- Study e-mail address: [Utah@rsgsurvey.com](mailto:Utah@rsgsurvey.com)
- Phone number: 1-888-202-8995
- Study website: <http://www.rsgsurvey.com/utah/home>
- WFRC project contact: Jon Larsen