



## MEDIA RELEASE



Friday, September 9, 2011

# York Region joins Transportation Tomorrow Survey

Survey conducted every five years to help identify travel patterns

**NEWMARKET** – The Regional Municipality of York will once again participate in the Transportation Tomorrow Survey that will engage more than 150,000 households in Central Ontario and assist planners to understand and meet the future transportation needs of residents.

Between September to December of 2011 and again in 2012, approximately 15,000 randomly-selected York Region households will be contacted by professional telephone interviewers and asked about their recent travel choices and preferences. This will represent a sample completion rate of five per cent of York Region households.

The information provided by residents will create a database for long-range planning and improvements to transportation facilities and transit services. In addition to trip information of each household member (origin, destination, time, reason for travel, mode of transportation), the number of vehicles available for personal use and where each family member works or attends school will also be asked.

An introductory letter explaining the survey in detail will be sent to selected households prior to being contacted. This year, a portion of the survey will be conducted via the internet. All information collected will be kept in strict confidence and cannot be traced to an individual household.

Similar surveys were conducted in 1986, 1991, 1996, 2001 and 2006, typically using staff hired through the Data Management Group at the University of Toronto's Joint Program in Transportation.

In addition to York Region and the Greater Toronto Area, the survey will include Niagara Region, Hamilton, Brantford, Brant County, Waterloo Region, Wellington County, Guelph, Dufferin County, Orangeville, Simcoe County, Barrie, Orillia, Kawartha Lakes and Peterborough.



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All gathered information related to individual households will be used for statistical purposes only and kept strictly confidential. The survey results will be collated and released early in 2013.

More information can be obtained at the website for the Transportation Tomorrow Survey at [www.transportationtomorrow.on.ca](http://www.transportationtomorrow.on.ca)

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Founded in 1971, The Regional Municipality of York is made up of nine municipalities and provides services to more than one million residents, 29,000 businesses and 495,000 employees.