

Why Participate?

Your participation will

- Provide useful information about travel habits of members of your household as well as other members of your community
- Ensure future transportation investments better reflect the local needs and travel demand
- Help Halifax and Nova Scotia track progress in transportation sustainability

A better understanding of when, where, why, and how people travel will lead to better estimates of future needs for transportation networks as your area grows.



Participating in this survey also provides the chance to be entered into a draw to win one \$200 VISA gift card or one of ten \$25 VISA gift cards.

Social Media

Follow us on Twitter (@DalTRAC) and Facebook (Dalhousie Transportation Collaboratory) to find out more information about the Nova Scotia TRavel ACTivity Survey (NovaTRAC)!



Dalhousie
Transportation
Collaboratory

@DalTRAC

Contact Us

For more information about the NovaTRAC Survey please visit www.dal.ca/sites/daltrac/novatrac-info.html or if you have any questions regarding your participation please email Sara Campbell, DalTRAC Project Coordinator, at daltrac@dal.ca.



DALHOUSIE
TRANSPORTATION
COLLABORATORY



**NOVA SCOTIA
TRAVEL ACTIVITY
SURVEY**

What is the NovaTRAC Survey?

The Nova Scotia Travel Activity Survey is the first of its kind in Nova Scotia and Halifax Regional Municipality (HRM). This survey will collect information regarding daily household travel activities (when, where, why and how people travel) which will be used for better transportation planning and policy making.

What will participation include?

Participation is **entirely voluntary**. Your participation in the Nova Scotia Travel Activity Survey includes:

- Asking each adult member of your household if s/he agrees to provide demographic and travel log information for the research study
- Collecting travel log information for a 24-hour period from each member
- Completing the online survey by an adult member of the household

Confidentiality

- Protecting your privacy is critical to the success of this survey
- All information collected will be kept strictly confidential, and used to produce statistical summaries only
- Your name and email address will be separated from your response for analysis

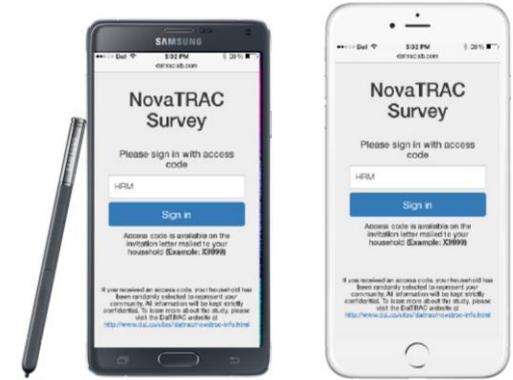
How to participate?

You can participate in this online survey by using your **desktop**, **smartphone** or **tablet** to go to our secure website **www.daltracalab.com** and enter by using the survey access code **nova2016**

“Help Nova Scotia & HRM prepare for its future transportation needs”

Why do we need detailed information?

- Your information, combined with that of other participating households, provides a general representation of the entire region
- Demographic information provides additional details pertaining to your travel choices, giving insights as to what future transportation needs may arise



Here is an outline of the questions you will be asked:

- A. About your household
 - Number and types of vehicles available for personal use
 - Number of people living in your household
 - About your home including ownership status and type of house
- B. About each person living in your home
 - Age
 - Education and employment
 - If the person owns a transit pass or has a valid driver's license
- C. About each place visited and trip made by each person on the previous weekday (Monday-Friday, excluding holidays)
 - Location of Place A and Place B
 - Reason for making the trip (e.g. work or shopping)
 - Start time of the trip
 - Mode of transportation used