



Institute for Transportation Research and Education  
North Carolina State University

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**MEDIA ADVISORY**

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**Triangle Roadside Survey Asks Drivers, “Where Are You Going?”**

**Raleigh, NC** – The Institute for Transportation Research and Education (ITRE) will oversee a traffic survey beginning September 25, where survey representatives will randomly stop motorists at designated sites in the Triangle and ask questions about their trip, including where they are coming from, where they are headed and their general purpose of travel.

This survey will help plan and prioritize future transportation improvements in the Triangle, as the data will be used to update the Triangle Regional Model. The Model helps transportation engineers and planners make informed decisions about long-range transportation projects in the Triangle region.

The Triangle Regional Model is a predictive tool used to forecast automobile, transit, commercial vehicle, and non-motorized travel, and is used by the North Carolina Department of Transportation (NCDOT), the Triangle Transit Authority (TTA), the Capital Area Metropolitan Planning Organization (CAMPO) and the Durham-Chapel Hill-Carrboro (DCHC) MPO, all of which are sponsoring the survey.

Each survey is expected to last one to two minutes, and minimal traffic delays are anticipated. Only a small percentage of motorists will be stopped, and personal information will not be recorded.

The surveys will be conducted during daylight hours daily from 7 a.m. to 7 p.m., and survey sites will vary. Motorists will be asked to slow down as they approach a survey site and obey traffic control signs and personnel.

ITRE has contracted with the national engineering and land planning firm Kimley-Horn and the ETC Institute, a community-based market research firm, to conduct the study.

The Triangle Regional Model Service Bureau is located at the Institute for Transportation Research and Education (ITRE), administered by North Carolina State University, a non-profit organization that conducts research, education, and technical assistance projects on a wide variety of surface transportation issues with the goals of solving problems and creating new products, better services and smarter workers. ITRE is located on NCSU’s Centennial Campus. For more information about ITRE and related programs, please visit our Web site at [www.itre.ncsu.edu](http://www.itre.ncsu.edu).

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