



Institute for Transportation Research and Education
North Carolina State University

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MEDIA ADVISORY

FOR MORE INFORMATION:

Lisa Gullette, ITRE Communications Manager
(919) 515-8039; lisa_gullette@ncsu.edu

Transit Survey to Board Triangle Buses this Fall

Raleigh, NC – This fall, statisticians will ride buses in the Triangle and randomly select riders to participate in a transit customer survey. The data from this survey will be used to improve transit planning and develop long-range transportation plans.

The Institute for Transportation Research and Education (ITRE) will oversee this survey on behalf of the four major transportation planning agencies in the Triangle Region. The North Carolina Department of Transportation, the Triangle Transit Authority, the Capital Area Metropolitan Planning Organization (MPO), and the Durham-Chapel Hill-Carrboro MPO will support the survey, which will be administered by NuStats, a nationally known survey research firm specializing in travel behavior and transportation research.

Approximately 8,000 transit riders on all seven transit systems in Wake, Durham, Orange and surrounding counties will be asked to participate. To recruit participants, staff will hand each rider a survey form when they board the bus and be asked to participate.

The participant can either fill out the form while on the bus and put it in a designated collection box or they can mail in the form at a later date. Participation is completely voluntary. The survey will begin the week of September 11 and the data will be ready in December.

NuStats recently completed the Triangle Regional Household Survey for ITRE in June, after a six-month study on trips. An overwhelming 12,560 triangle residents participated in that survey. The primary objective of this survey was to document demographic and travel behavior characteristics of Triangle travelers in order to update the current regional model and to develop a new, more robust travel forecast model for the 12-county region. The survey provided high quality travel related data, which transportation planning agencies can begin to use immediately for planning needs. It was jointly funded by the same four planning agencies that are funding the Transit Survey this fall.

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.

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Centennial Campus
Box 8601, Raleigh, NC 27695-8601
(919) 515-8899 ☎ (919) 515-8898 fax
<http://www.itre.ncsu.edu>

Nagui M. Roupail,
Ph.D, Director

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