

Highway 26 Transportation Study: Winter Travel Pattern Survey

Fact Sheet

The MTO Central Region Planning and Design Office will be conducting an origin-destination survey of visitors to the Blue Mountain Resort and the Craigleith Ski Club during late February / early March 2009. The survey will include data collection through voluntary face-to-face interviews within the two area ski resorts and the gathering of license plate information from resort parking lots. The ministry's consultant team will administer short face-to-face interviews of between 1,000 and 1,500 resort visitors within the ski lodges.

This initiative is a key component of further provincial highway studies that will evaluate the road network in the Georgian Triangle Area. The survey results will provide critical origin-destination information in support of the Highway 26 Transportation Study project being undertaken by the ministry.

1. **Survey Type:** Face-to-face interview, Licence Plate Recording
2. **Survey Methodology:** A random sample of ski resort visitors will be approached to participate in a short face-to-face interview survey. The survey is intended to capture trip related travel characteristics such as trip purpose, origin, destination, routing, mode of transportation, ski payment type, trip frequency and whether they are staying overnight. Participation in the travel survey is voluntary.

The Licence Plate Recording will include recording the licence plates of vehicles parked in the resort parking lots on Sunday. License plate data will be collected for 50% of the parked vehicles at the two surveyed resorts as well as three other private resorts (Georgian Peaks, Osler Bluffs and Alpine). While the license plate data is collected and directly entered into a Microsoft Excel file on Sunday, the total number of parked vehicles will also be recorded. The data would then be turned over to MTO who would then search the home location of the registered vehicle owner. Detailed address information will be kept confidential, and no information will be sent to individuals homes.

3. **Winter Survey Form:** See attached
4. **Duration:** Over a weekend (February 27 – March 1, 2009 or March 6-8, 2009)
5. **Time of Day:** Generally, the survey hours will be 5:00 pm to 7:00 pm on Friday, February 27; 8:30 am to 8:30 pm on Saturday, February 28; and 9:00 am to 6:00 pm on Sunday, March 1, 2009.
6. **Survey Days:** Friday evening, Saturday, and Sunday
7. **Number of Surveys:** Approximately 1,000-1,500 surveys will be conducted
8. **Survey Sample:** 1,500 surveys of estimated 35,000 weekend skiers at the two resorts (4%)
9. **Number of Locations:** Interview surveys will be conducted at two resorts; Blue Mountain Resort and the Craigleith Ski Club. Licence plate Information will be collected at Blue Mountain Resort, and at Craigleith, Georgian Peaks, Osler Bluffs and Alpine Ski Clubs.
10. **Municipalities:** Winter surveys will be undertaken in Collingwood in Simcoe County and in the Town of the Blue Mountains in Grey County.

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