

Highway 26 Summer Travel Survey Frequently Asked Questions

Q1: What is the purpose of this survey?

A1: 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. This fundamental source of information is invaluable for examining area-wide transportation infrastructure needs and services, measuring trends and monitoring progress in implementing transportation policies

Q2: When will the survey take place?

A2: The Travel Survey will be conducted over a 3-month period from this July to the end of September 2009.

Q3: What is MTO going to do with the data it collects – will motorist privacy be protected?

A3: Survey participation is voluntary. No personal information is collected and the survey data is aggregated, ensuring individual privacy is protected. The aggregated data is used to identify and assess travel patterns of motorists on the road network.

Q4: Do other jurisdictions undertake travel surveys?

A4: Most Canadian and American jurisdictions canvassed do carry out travel surveys. The province of Ontario has partnered with both New York State and the State of Michigan in undertaking similar travel pattern surveys for long range highway infrastructure planning.

Q5: How many sites will be included in the survey?

A5: There are thirteen locations which will be surveyed in both directions. There will be seven (6) locations on Highway 26 and seven (7) locations on primary municipal roads, with the proposed locations illustrated on the attached plan. Survey work zones will be located in Clearview Township, Wasaga Beach, and Collingwood in Simcoe County and in the Town of the Blue Mountains in Grey County.

For further site location information please see Survey Site Map.

Q6: What method of data collection will be used to gather the travel pattern information?

A6: Data will be collected through a roadside interview survey. A random sample of motorists travelling on Highway 26 or the designated municipal / county roads will be directed, with Police assistance, into clearly signed and marked survey work zones where trained consultant staff will administer a short interview survey. The survey is intended to capture trip related travel characteristics such as trip origin, destination, purpose and duration. Participation in the travel survey is voluntary and personal information is not being collected.

Q7: Why are vehicle licence plates being recorded in a roadside survey?

A7: The summer survey is the second part of a travel pattern survey. Data collected from this survey will be combined with the results from the winter survey at Blue Mountain in February 2009 to provide a valuable understanding of the travel patterns in the Highway 26 Georgian Triangle Area now and in the future.

Q8: What measures will be taken to ensure road safety while this survey is being conducted?

A8: All survey site locations are thoroughly investigated by MTO Project staff, their consultant and appropriate police enforcement personnel to ensure safe survey locations and all appropriate safety measures are implemented.

Q9: How will motorists know that they are entering a survey work zone?

A9: Signs will be posted on the roadway in advance of the location where the survey is being conducted. The survey work zone will also be signed and traffic cones will identify the survey work area.

Q10: What measures will be taken to ensure that there are no traffic delays due to this survey?

A10: Intercept surveys will either survey on the ROW or on the shoulder of the ROW with pre-approved traffic control and safety plans and will involve police to direct traffic and increase safety.

Q11: How will the MTO ensure the safety of those conducting the survey and traffic counts along the highways?

A11: The MTO and Consultant Project team will ensure the survey is conducted in a manner that complies with the Ministry of Labor Guidelines, Occupational Health and Safety Act as well as conform to Book 7 – Temporary Conditions Manual in Ontario. Signs will be posted on the roadway in advance and at the clearly marked survey work zone where the survey is being conducted.

Q12: Is participation in the survey voluntary?

A12: Participation in the survey by the owners/operators of the vehicles is voluntary.

Q13: What steps are being taken to ensure that the information provided remains confidential?

A13: No personal information will be collected during the travel pattern survey. All data collection will conform to Freedom of Information and Privacy guidelines.

Q14: How will the public be notified as to how the information being collected is used?

A14: A Notice of Summer Travel Survey will be published in the local newspapers located within the study area. General information about the purpose of the travel pattern survey is available on the project website: www.highway26transportationstudy.ca. The data collected from the survey will be used to identify existing trip characteristics on how motorists are using the area roadways.

Q15: Will police actually be stopping vehicles?

A15: Trained traffic control personnel and/or appropriate police authority will review and provide for traffic control and safety of the motorists and survey crew personnel. Police participation at travel surveys work sites will be special paid duty outside of their regular police enforcement responsibilities.

Q16: What happens if drivers don't stop or stop but don't want to provide information? Will they be penalized?

A16: A survey site is considered a work zone. Motorists that disobey traffic control personnel and safety control devices, as outlined in, Ontario Traffic Manual, "Book 7, Construction / Survey Site Set Up", could be subject to the same indictable penalties. Participation in the travel survey is voluntary in nature. Once within the survey site work zone, any motorist may decline to be surveyed and will be allowed back into the traffic flow when it is safe to do so. The average time required to conduct a survey is equivalent to the average delay at a traffic signal.