

Highway 26 Transportation Study Summer Travel Pattern Survey

Fact Sheet

The MTO Central Region Planning and Design Office will be conducting an origin-destination survey of vehicle drivers during the months of July and August 2009. The survey will take place along Highway 26 and primary municipal roads from just west of Thornbury in the Town of the Blue Mountains, Grey County to just east of Stayner in Clearview Township, Simcoe County. The ministry's consultant team will administer short roadside interviews to a sample of vehicle drivers in both directions of travel at each site.

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:** Roadside interview survey
2. **Survey Methodology:** A random sample of the vehicular traffic 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.
3. **Survey Form:** See attached
4. **Duration:** Beginning July 19, 2009 and ending September 27, 2009 (excluding long weekends)
5. **Time of Day:** 12 to 14 hours at each site from 6:00 am to 8:00 pm during weekdays (Tuesday to Thursday) and from 9:00 am to 8:00 pm for weekend days (Sunday)
6. **Survey Days:** Tuesday, Wednesday, Thursday, and Sunday
7. **Number of Surveys:** Approximately 27,000 surveys will be conducted
8. **Survey Sample:** Minimum of 10% of all vehicles in both directions of travel
9. **Frequency:** 1 complete weekday and 1 complete weekend day per site
10. **Number of Locations:** All thirteen locations will be surveyed in both directions. There will be six (6) locations on Highway 26 and seven (7) locations on primary municipal roads, with the preliminary locations illustrated on the attached plan.
11. **Municipalities:** 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.

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