

MI Travel Counts III Household Travel Survey



- MI Travel Counts III (MTC III) Statewide Household Travel Survey
 - 14,100 households surveyed statewide
 - Stratified by 16 sample areas
 - Each urban model area is a sample area
- SEMCOG Travel Counts 2015 (STC15) Household Travel Survey
 - SEMCOG is contracting for an additional 6,880 households to be surveyed in the SEMCOG area.

Benefits of MI Travel Counts III



- Updated statewide and urban travel demand models with current household travel characteristics which will then drive the models for the next 10 years
- Will support decision-making for MDOT and the MPOs
- Will also provide travel characteristics information for other studies and research

MI Travel Counts III Schedule



- Westat consultant team was selected
- Contracting process for MTC III and STC15 are currently under way.
- Contract work will start on October 1, 2014
- Public awareness activities will start Winter 2014/2015
- Pilot survey will be in February 2015
- Full Survey will be performed Spring and Fall of 2015

MI Travel Counts III Schedule



- We will keep the MPOs updated on the progress of the contract
 - Expect an update in October once the work plan is finalized
 - More information on the public awareness plan before the Pilot survey in February
- Please contact one of the project managers if you have any questions
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