

Trip Diary Update

User Group Meeting

November 10th, 2022

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Together all the way



The Trip Diary

- A survey of Households and their travel patterns in the region (MV + FVRD)
- Conducted every 5-6 years
- Was schedule to be fielded in two waves – 2022 and 2023
- Has been re-schedule to be fielded in fall of 2023



How is the Data Used?

- Develop TransLink's Regional Travel Demand Model
- Inform regional planning and investment decisions
- Comparison with municipal and regional model estimates
- Better understand current and future traffic needs



Status Report

- Was scheduled for 2 years – 2022 and 2023
 - Hope was to capture some of COVID related changes
- Has been changed to one phase in 2023
 - Cost
- Response rates have dropped precipitously
 - Spam and suspected spam calls
 - Plummeting interest in responding to surveys



New Considerations

- Answer questions regarding transport infrastructure equity in the region
- Rank future projects by their impact on improving equity
- Building an Activity Based Model
- Building a Baseline Equity Dashboard
- Building tools to measure equity impacts of future projects



The Ask

- We need your help
- Answer the survey
- Support with community outreach
- Consideration and feedback
- Mailing lists
- Community contacts
- Social media



Thank You. Questions?



Together all the way

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