

Why participate?

Your participation will

- Provide useful information about the travel habits of your community
- Offer valuable insights to ensure planning efforts match the needs of your community
- Help Halifax and Nova Scotia track progress in transportation sustainability

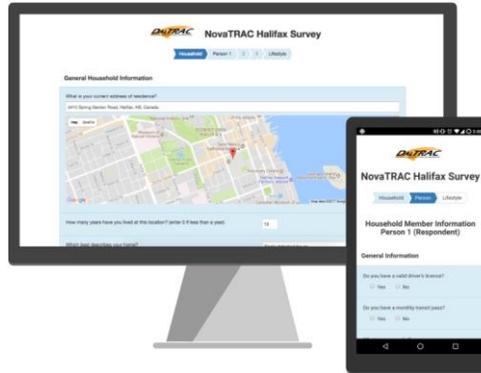
A better understanding of when, where, why, and how people travel will lead to better estimates of future needs for transportation as your area grows.



Participating in this survey also provides a chance for the household to be entered into a draw to win one \$200 VISA gift card or one of ten \$50 VISA gift cards.

Online survey

To complete the survey online, please visit www.daltrac.com



Contact us

For more information about the NovaTRAC Halifax Survey please visit www.dal.ca/sites/daltrac/novatrac-info.html

If you have any questions regarding your participation, please email the DalTRAC Project Coordinator at daltrac@dal.ca

Social media

Follow us on Twitter and Facebook to find out more information about the NovaTRAC Halifax Survey!



**NOVATRAC
HALIFAX SURVEY**

What is the NovaTRAC Halifax Survey?

The Nova Scotia Travel Activity (NovaTRAC) Survey is the first of its kind in the Halifax Regional Municipality. This survey will collect information regarding households' daily travel activities (when, where, why and how people travel), which will be used to improve transportation planning and policy-making.

What will participation include?

Participation is **entirely voluntary**. Your participation in the NovaTRAC Halifax Survey includes:

- Asking each adult member of your household if they agree to provide demographic and travel log information for the research project
- Collecting travel information for a 24-hour period from each member
- Completing the survey by an adult member of the household online, via phone or mail

Why do we need detailed information?

- Your information, combined with that of other participating households, provides a general representation of the entire region
- Demographic information provides additional details about your travel choices, giving insights as to what future transportation needs may arise

How to participate?

You can participate in this survey in three ways:

1. *Web survey*: by going to our secure website www.daltracclub.com and using the web survey access code provided on the questionnaire of the invitation package you received.
OR
2. *Phone survey*: if we do not receive your web submission of the survey, you may receive a phone call to complete it over the phone. The interviewer will ask the same questions as the web survey.
OR
3. *Mail back survey*: you may choose to complete the questionnaire and travel logs provided in your invitation package, and return them using the enclosed pre-paid envelope.

“Help Halifax prepare for its future transportation needs”

Confidentiality

- Protecting your privacy is critical to the success of this survey
- All information collected will be kept strictly confidential, and used to produce statistical summaries only



Here is an outline of the questions you will be asked:

- A. About your household
 - Number and types of vehicles available for personal use
 - Number of people living in your household
 - About your home, including ownership status and type of home
- B. About the survey respondent
 - Age
 - Education and employment
 - If the person owns a transit pass or has a valid driver's license
- C. Health and lifestyle information
 - Height and weight
 - General health descriptions
 - Transportation preferences
 - Preferences towards commuting, neighbourhood, and the environment
- D. About each place visited and trips made by each person on a weekday (Monday-Friday, excluding holidays)
 - Departure and arrival time
 - Location of places you visited
 - Reason for making the trip (e.g. work or shopping)
 - Mode of transportation used