



January 23, 2014

Dear Municipal Official:

The purpose of this letter is to inform you that the Michigan Department of Transportation (MDOT), in cooperation with the Southeast Michigan Council of Governments (SEMCOG), will administer a travel survey program called MI Travel Counts. This survey will begin on Monday, January 26, 2015, and continue throughout the year. MDOT and SEMCOG have contracted with Westat, a nationally recognized survey research firm, to conduct the survey. We want you to be aware of the program and its benefits to transportation in Michigan.

The MI Travel Counts survey results will give the transportation community a better understanding of why people travel and how they plan their daily activities. From this, future trends can be anticipated to meet Michigan's changing travel needs, thus helping to boost Michigan's quality of life while enhancing the economic health and viability of the state. The information gained from the survey will be used to:

- Identify projects that improve access to jobs, schools, healthcare, and other important daily activities.
- Improve roads, public transit, sidewalks, and bicycle routes.
- Make decisions about how and where to spend transportation dollars.

Randomly selected Michigan households will be contacted by U.S. mail and invited to participate in the survey by recording and then reporting their travel activities for one day. A small group of households will also be asked to participate in a Global Positioning System (GPS) survey.

It is our hope that residents will accept and welcome this invitation. To help make this happen, we are enlisting the communication skills of community organizations like yours. If you are contacted by a resident, please inform him or her that this is an official study conducted by MDOT and SEMCOG, and the information collected is confidential and secure, as required by law.

If you would like more information, please visit the survey website at www.mitravelcounts.com. Information is also available from Karen Faussett, MDOT MI Travel Counts Project Manager, at 517-335-2956 or a Westat team member at 855-774-1800.

By working together, we can make MI Travel Counts a valuable opportunity for your constituents to influence Michigan's transportation planning process. Thank you in advance for helping to move Michigan forward!

Sincerely,

Kirk T. Steudle
Director

