



NEWS RELEASE

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Heartland in Motion Transportation Study set for full-scale kick off!

What role can carpooling, biking, walking, and taking transit play on improving Central Indiana accessibility and mobility? To help answer this question and better understand the current needs and preferences of the region, the Madison County Council of Governments (MCCOG) announced in November they would initiate a regional transportation study. In December 2013, MCCOG conducted a small pilot survey to test survey mechanisms and ensure good results. MCCOG is pleased to announce that beginning in February 2014, the full-scale Heartland in Motion Transportation Study will proceed as planned.

Thousands of residents in the area will receive invitations to participate in this important transportation study sponsored by MCCOG and the Central Indiana Regional Transportation Authority (CIRTA). The study will be conducted through mid-March, and is essential for collecting information that is necessary for planning and prioritizing improvements to the regional transportation system. It is a chance for citizens within Madison County and significant portions of Hancock and Delaware Counties to have an unprecedented impact by communicating their transportation preferences and needs.

Studies like the Heartland in Motion Transportation Study rely on data about when, where, how, and why people travel throughout the region. This information is used to predict future travel patterns. Metropolitan Planning Organizations (MPOs) generally conduct these studies every ten years. Data from this is used to update our predictive models and analysis tools so that we are accurately reflecting local conditions and preferences. Resident participation in this study is critical to help guide transportation decisions over the next 20 years.

Resource Systems Group, Inc. (RSG) and ETC Institute, independent research firms, are administering the survey on behalf of MCCOG and CIRTA. A random sample of the region's households will be invited to participate in the survey. Households are receiving invitations by first-class mail and have the option of completing the survey online or by telephone. The survey will involve questions about general household information as well as travel details for a given weekday. All individual and household information collected in this study will remain strictly confidential. Transportation planners will use aggregated data for analysis and modeling purposes.

For more information on the Heartland in Motion Transportation Study:

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