



## NEWS RELEASE

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### Madison County Council of Governments to Conduct Heartland in Motion Transportation Study

As growth and economic development occur in Central Indiana, how are the regions travel patterns affected? To help answer this question and better understand the current needs and preferences of the region, the Madison County Council of Governments (MCCOG) will conduct a regional transportation study in Madison, Delaware, and Hancock counties in early 2014. Prior to the main study in 2014, MCCOG will conduct a small pilot of the study in December 2013.

In February 2014, MCCOG will launch the Heartland in Motion Transportation Study. 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. The information collected will be vital for planning and prioritizing improvements for the region's transportation system, as well as understanding residents' needs in preparation for future regional travel options in Central Indiana.

Studies like the Heartland in Motion Transportation Study rely on data about when, where, how, and why people travel throughout the region. Understanding the travel behavior of real households, such as the trips people make to work, school, or shopping centers, will help MCCOG and CIRTA planners to prioritize transportation projects. For example, the results of this study will help MCCOG to plan for highway improvements, expanded regional travel options, pedestrian and bicycle access improvements, and other projects.

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:

- Call: 1-800-401-9786
- Visit the website: <http://www.heartlandinmotion.org>
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