



The Greater Cincinnati Area Household Travel Survey

Dear Greater Cincinnati Area Resident:

<INSERT SPONSOR> Ohio Kentucky Indiana Regional Council of Governments (OKI) <INSERT ISARE> conducting a survey of daily travel, using small global positioning satellite (GPS) devices, to better understand travel within the Greater Cincinnati Region. This study is important because the results will be used to plan and evaluate transportation improvements within the region. The more people who complete the survey, the more accurate our results will be.

Your household has been randomly selected to take part in the survey of daily trip-making activity. To participate, you will need to register by using one of the following two options:



Internet: You can complete the initial survey online by logging on to: <http://survey.oki.org> and entering your password.

Your password is: <<INSERT PASSWORD>>



Phone: If you are not able to complete by Internet, please call our toll-free line at 1-877-284-7879 to participate. You will need to provide your name, home address, and telephone number when you call. A trained telephone interviewer from Abt SRBI, a national research organization, will call your household back within the following couple of weeks to register your household for the travel survey.

Registering will take less than 10 minutes. Everything you tell us will be held in strict confidence as required by law and your participation is voluntary, yet vital. If your household registers and completes the household travel survey we will send your household a **check for \$25** as a thank-you gift for your participation. We know your time is valuable and we will make every effort to make your participation in the **Greater Cincinnati Household Travel Survey** as convenient as possible. During the Internet or phone interview, travel survey days will be assigned and each member of your household 13 years of age and older will be asked to carry a very small GPS device for three or more days. Please be counted.

If you have any questions about the Survey, contact Abt SRBI toll-free at 1-877-284-7879. Information is also available at www.oki.org. We would like to thank you in advance for your participation.

Sincerely,

Mark R. Policinski
Executive Director
OKI Regional Council of Governments