

## What is the HaliTRAC survey?

The Halifax Travel Activity (HaliTRAC) survey will collect information regarding daily household travel activities. A better understanding of when, where, why, and how people travel will lead to better estimates of future transportation needs as the municipality grows.

## What will participation include?

Participation is entirely voluntary. Your participation in the HaliTRAC Survey includes:

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

## 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, providing insight on future transportation needs.



# Help Halifax prepare for its future transportation needs



[halifax.ca/HaliTRAC](http://halifax.ca/HaliTRAC)



# HaliTRAC Survey

**2022 Travel Activity in  
the Halifax Regional  
Municipality**



## How to participate

You can participate in this survey in **three** ways:

### Web survey

By scanning the QR code or going to [halifax.ca/2022HaliTRAC](http://halifax.ca/2022HaliTRAC) and using the web survey access code provided on the questionnaire of the invitation package you received.

### Phone Survey

If we do not receive your web submission of the survey, someone from our team will give you a call and provide you with an opportunity to complete the survey by phone. If that's your preference, simply wait until we contact you.

### By mail

You can also choose to complete the questionnaire and travel logs provided in your invitation package and return them using the enclosed pre-paid envelope.

## Confidentiality

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

## What type of questions should you expect?

### Questions about your household, such as:

- The number of residents, status, and income
- The number and types of vehicles
- Electric vehicle preferences

### Questions about the survey respondent, such as:

- Age
- Education and employment information

### Questions about weekday travel, such as:

- Departure and arrival time
- Location of places visited
- Reason for making trip (e.g., work/school)
- Mode of transportation used

### Questions about travel during the COVID-19 pandemic, such as:

- Changes encountered due to COVID-19
- Current work arrangement
- Lockdown and post-COVID-19 activities, transportation modes, and preferences

## Why participate?

Your participation will:

- Provide useful information about the travel habits of your community
- Help evaluate mobility patterns across the municipality
- Help plan future investments in transportation infrastructure and services

Upon completion of the survey, you will be eligible to enter to win a gift card (\$200 or one of ten \$50 VISA gift cards) and be entered into our panel for follow-up surveys.



## Contact us

For more information about the HaliTRAC survey, please visit [halifax.ca/HaliTRAC](http://halifax.ca/HaliTRAC)

If you have any questions regarding your participation, please contact the DalTRAC Project Coordinator via email at [daltrac@dal.ca](mailto:daltrac@dal.ca) or visit [www.dal.ca/sites/daltrac/HaliTRAC.html](http://www.dal.ca/sites/daltrac/HaliTRAC.html)

Scan me!

