



## HOUSTON-GALVESTON AREA COUNCIL

3555 Timmons Lane, Suite 120

Houston, TX 77027

[h-gac.com](http://h-gac.com) | @HouGalvAreaCog

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### FOR IMMEDIATE RELEASE

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### **H-GAC PARTNERS WITH TEXAS DEPARTMENT OF TRANSPORTATION ON HOUSEHOLD TRAVEL SURVEY**

*Selected Area Residents Are being Asked to Record Their Travel Habits and Help TxDOT, Local Agencies Make More Informed Planning Decisions for the Region*

**HOUSTON** – The Texas Department of Transportation (TxDOT) is currently conducting household travel surveys in metropolitan areas across the state to better understand the travel patterns and mobility needs of Texas residents. As the metropolitan planning organization for the Houston-Galveston region, the Houston-Galveston Area Council (H-GAC) is collaborating with TxDOT to raise awareness of the survey and encourage local engagement.



Ten thousand households in the eight-county Houston-Galveston metropolitan area have been selected by TxDOT to take the Texas Travel Survey. ETC Institute – the research company administering the surveys under their American Travel Survey division – will be reaching out to residents through a variety of channels, including mailed postcards, social media, television, and in-person efforts.

Selected residents will be directed to the ETC Institute’s website [www.texastravelsurvey.com](http://www.texastravelsurvey.com) to sign up and participate. Once they have signed up, participants will be asked to record the trips they make on an assigned weekday using a smartphone app. Survey participants can also manually

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H-GAC is a voluntary association of local governments and local elected officials from the 13-county Gulf Coast planning region, which includes an area of 12,500 square miles and more than 7 million people. H-GAC works to promote efficient and accountable use of local, state, and federal tax dollars; serves as a problem-solving and information forum for local governments; and helps analyze trends and conditions affecting the region. For more information, visit [h-gac.com](http://h-gac.com).



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log their travel at [texas travelsurvey.com](http://texas travelsurvey.com). As a reward, ETC Institute will provide participants with a gift card from a vendor of their choice. They will have around 100 gift card options to choose from, including a Visa debit card option.

“In recent years, because of factors like changing demographics and hybrid and virtual technologies allowing for more flexible work environments, the travel habits and patterns of our region’s residents are evolving much more quickly. The Texas Travel Survey will be important in helping H-GAC, TxDOT, and other local planning authorities understand where in our region travel habits are changing, how they are changing, and what programs and improvements need to be prioritized to better suit residents’ needs,” said Jochen Floesser, director of data analytics and research at H-GAC.

TxDOT regularly surveys residents, workplaces, and commercial vehicle industries in Texas’ major metropolitan areas to better understand the traffic activity, patterns, and preferences of drivers and to make more informed decisions about improvements that will enhance Texas’ regional transportation networks. The survey results are also shared with metropolitan planning organizations and local planning agencies so that they can develop and enhance their own plans and programs, improve travel forecasting models, and predict progress towards air quality conformity attainment.

“The results of these surveys will have a big impact on how H-GAC develops its plans over the next 20 or 30 years. The more residents that participate from all corners of the region, the better-quality results we will have,” said Floesser. “It is extremely important that those households selected to be part of the Texas Travel Survey actively participate. You will be helping us and the state decide where we invest our resources and how we shape improvements to make traveling, living, and working in this region better for you, your family, your neighbors, and future generations.”

The last time TxDOT conducted household travel surveys in the Houston-Galveston region was between 2007 and 2009. It has also conducted workplace surveys between 2010 and 2011, commercial vehicle surveys in 2010, and an external survey in 2017. The results of all these past surveys and others across the state as well as information about the Texas Travel Survey program can be found at [www.txdot.gov/projects/planning/texas-travel-survey.html](http://www.txdot.gov/projects/planning/texas-travel-survey.html).

For more information about H-GAC’s transportation planning programs and activities, visit the H-GAC website at [h-gac.com](http://h-gac.com) and click the Mobility button on the home page.

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Residents and stakeholders can also stay up to date on H-GAC events and happenings by viewing our online calendar of events at [h-gac.com/calendar](http://h-gac.com/calendar).

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