



Texarkana Workplace Travel Survey

Final Report

March 2014

Prepared for:

Texas Department of Transportation

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CONTENTS

WORKPLACE TRAVEL SURVEY	1
Introduction	1
Project Commencement	1
Task A: Survey Selection, Sample, and Recruitment	2
Task B: Pilot Survey	2
Pilot Survey Methodology	2
Pilot Survey Results	2
Pilot Survey Conclusions	3
Tasks C and D: Coordinate and Conduct Full and Partial Surveys	3
Task E: Verify, Edit, Process, and Geocode Survey Data	5
Task F: Survey Documentation and Reporting	5

LIST OF TABLES

Table 1: Survey Distribution.....	3
Table 2: Full Surveys Collected	5

APPENDICES

APPENDIX A | Survey Instruments.....6



WORKPLACE TRAVEL SURVEY

Introduction

As a result of ongoing efforts, the Texas Department of Transportation (TxDOT), in cooperation with local Metropolitan Planning Organizations (MPOs), is updating travel parameters for urban areas within the State of Texas. A Workplace Survey is one of the component surveys necessary to update the basic travel information for developing and calibrating the trip generation and distribution models used for transportation planning in the Texarkana urban study area.

The purpose of the Texarkana Workplace Survey is to provide data that will enable TxDOT to forecast vehicle travel demand within the urban area. These forecasts will be based in part on the following information being collected during the Workplace Survey:

- ▶ General Information Survey (Full and Partial);
- ▶ Person or Vehicle Count (Full and Partial);
- ▶ Intercept Interview Survey (Full only);
- ▶ Commercial Vehicle Survey (Full only); and
- ▶ Commercial Vehicle Count (Full and Partial).

The Texarkana study area consists of Bowie County, Texas and Miller County, Arkansas.

Project Commencement

TxDOT identified the Texarkana area to update workplace travel data. Alliance Transportation Group, Inc. (Alliance) was selected to perform this data collection effort. A survey implementation plan was developed and provided to TxDOT and the Texas Transportation Institute (TTI) in April 2013. The plan was reviewed and approved and survey preparation activities began.

Task A: Survey Selection, Sample, and Recruitment

A database containing business listings for Bowie County Texas and Miller County Arkansas was purchased from InfoUSA and provided to TTI which assigned the appropriate business category to each record and randomized the database for recruitment. The randomized database was returned to Alliance where it was loaded into a computer interface in the desired random order for use in contacting candidate companies and individuals. Two issues impacted the recruitment process: verification of phone numbers and business closures.

Even though the InfoUSA data contained phone numbers, not all numbers were current or active. The business listings in the database did not always reflect the actual public company name and in some cases there were duplicated entries where the same company at the same address was listed under two different business names.

The second issue was a reflection of economic instability. While the InfoUSA database was supposedly current, there were still a number of businesses which had closed, changed names, or relocated in the period between the update of the database and the start of recruitment in 2013. In some cases recruiters were even informed that the company listed had been out of business for years and the number called was now a residential number or a different business that had been using that number for many years.

Task B: Pilot Survey

Alliance began by conducting a pilot survey as specified in the Bid Specification document. The following describes the Pilot Survey conducted in the Texarkana area during May 2013.

Pilot Survey Methodology

Following the approval of the implementation plan, Alliance began preparing to recruit for the Pilot Survey. Since there was adequate time remaining in the Spring 2013 data collection season, the Pilot Survey was scheduled for the week of May 13, 2013. Alliance conducted the following activities during April through May 2013:

- ▶ Loaded the randomized business database into the recruitment interface.
- ▶ Called firms listed in the database to obtain contact person information.
- ▶ Reproduced survey forms.
- ▶ Developed site-specific survey plans.

The TxDOT Bid Specification called for a Pilot Study consisting of a survey of 5 workplaces using a visitor intercept survey instrument. A target recruitment of 6 workplaces was established for the pilot study.

Alliance conducted recruitment for the Texarkana area during May 2013. Response to recruitment was very positive. Alliance recruited and received approval over a two day period to conduct the Pilot Survey at 6 workplaces.

Pilot Survey Results

Alliance personnel collected 127 usable intercept surveys and 3 usable commercial vehicle surveys from 6 workplaces for inclusion in the Pilot Study data. Based on the participation rate experienced during the Pilot

Study, the over-sample rate was established at 10%. A target number of 330 workplaces (208 full and 122 partial) was established.

Pilot Survey Conclusions

The purpose of the Pilot Survey was to test the survey instrument and data collection procedures. No changes were made to the survey instrument between the Pilot Survey and the Primary Survey.

Tasks C and D: Coordinate and Conduct Full and Partial Surveys

Following the acceptance of the Pilot Survey data, Alliance began preparations for the primary data effort of collecting the Full and Partial surveys. Table 1 provides a summary of the breakdown of the Full and Partial surveys to be collected in each area by workplace type.

Table 1: Survey Distribution

Employment Type	Required for Submittal			Target for Recruitment		
	Full Survey	Partial Survey	Total	Minimum Full	Target Partial	Total
Basic	20	20	40	28	16	44
Retail	60	60	120	83	49	132
Service	55	55	110	77	45	122
Total w/o Education	135	135	270	188	110	298
Education	15	15	30	20	12	32
Total with Education	150	150	300	208	122	330

The primary survey was conducted in the same manner as the pilot survey. Recruitment for the primary survey began in July 2013. During recruitment, a contact person was identified at each agency or company. Alliance personnel were in Texarkana during August 2013 to conduct pre-survey site visits. Alliance personnel were in Texarkana from September 2013 through November 2013 conducting Full and Partial workplace surveys and 4 Special Generator surveys at Texas A&M University Texarkana, Christus St. Michael Hospital, Cooper Tire and Rubber Company, and Central Mall.

Field staff consisted of the following personnel:

- ▶ Data Collection Supervisor – responsible for overall activities in the field. One data collection supervisor was in the field at all times.
- ▶ Field Site Supervisor – responsible for ensuring data at each site is collected in accordance with the project procedures and specifications as prescribed by TxDOT. One field site supervisor was in the field at all times.

- ▶ Camera Crew – responsible for installing, maintaining, and retrieving cameras where businesses had agreed to permit video collection for count purposes.
- ▶ Surveyor – responsible for collecting person interviews at a site. At low volume sites with one access point, Surveyors also collected the count. At higher volume sites and sites with multiple entrances the number of Surveyors was increased accordingly to provide coverage at the entrances and to ensure an adequate number of surveys. Cameras or manual counters were also assigned to higher volume sites to permit Surveyors to be focused strictly on conducting interviews. The number of Surveyors at a site was dependent on the layout and volume at the site and typically ranged from 1 to 4.
- ▶ Manual Counter – responsible for collecting counts without interviews at sites where cameras could not be used or were not approved by the business. At higher volume interview sites, Counters were also deployed so that an accurate count was collected while permitting the Surveyors to focus only on interviews. The number of Counters at a site was dependant on the layout and volume at the site and typically ranged from 1 to 4.

Onsite tasks included interviewing employees of and visitors to the business (Surveyors) and counting the persons or vehicles entering and leaving the business (Counters). The Data Collection Supervisor designated businesses for each day's activities and coordinated with business owners. The Field Site Supervisor determined each person's task and location on the site, as well as maintaining contact with the business owner. Clip boards, adequate copies of interview forms and pens were provided for each surveyor or counter. All personnel were issued project identification badges and business cards.

The type of count (person or vehicle) collected at each location was determined based on the access to the workplace. Most counts were person counts collected with video or manually as employees and visitors entered and exited the workplace. At free-standing workplaces with clearly defined parking and access points, manual vehicle counts were performed.

Data collection activities began during the week of August 5, 2013 with pre-survey visits to participating workplaces. Alliance personnel began collecting Full and Partial workplace surveys the week of September 16, 2013 and continued through November 14, 2013 (survey instruments are provided in Appendix A).

All data collection was completed during the public school terms. Survey personnel were provided with a picture identification badge to assure participants of their legitimacy.

In total, Alliance collected 3,531 usable surveys combined from 150 participating workplaces. In addition, 1,666 surveys were collected at 4 special generators as shown in Table 2 below.

Table 2: Full Surveys Collected

Workplace Type	Surveys Collected
Basic	145
Retail	2,024
Service	836
Education	526
Total	3,531
Texas A&M University Texarkana	389
Christus St. Michael Hospital	471
Cooper Tire and Rubber Company	215
Central Mall	591
Total	1,666
Grand Total	5,197

Task E: Verify, Edit, Process, and Geocode Survey Data

Prior to survey data editing, TTI delivered the Excel Edit Check Templates to Alliance. Edit checks were incorporated into Alliance’s survey data entry interface on the tablets used to collect the data in the field. Once data entry was completed, the database was checked for completeness and additional data checks were performed.

The geocoding was performed using a Geographic Information System (GIS) in latitude and longitude format. The bid specification required that 90% be geocoded to latitude and longitude. Alliance provided geocoded data which exceeded the minimum levels specified in the bid.

Task F: Survey Documentation and Reporting

As required in the Bid Document, this report documents all activities necessary to complete this workplace survey effort.



APPENDIX A | Survey Instruments

Record 9 – Texarkana

NAISC Code _____

WORK PLACE RECRUITMENT AND GENERAL SURVEY

Form A

SAMPLE NUMBER: _____ RECRUITER: _____
DATE: ____/____/____ COMPANY NAME: _____
ADDRESS: _____
CONTACT NAME / POSITION: _____ / _____
COMPANY PHONE: _____ FAX NUMBER: _____
EMPLOYMENT TYPE: _____

Hello, my name is _____ from (vendor name). We are working with the Texas Department of Transportation to collect travel data at area businesses. May I speak to the owner or manager, please?

(If you have to call back, get):

The manager or owner's name: _____

And, a good time to call back: _____

(If you are transferred to the owner or manager, repeat):

Hello, my name is _____ from (vendor name). We are working with the Texas Department of Transportation to collect travel data at area businesses. Your business has been randomly selected to participate in this data collection effort because TxDOT needs information about where traffic is being generated. Do you have time for me to explain how the data collection would work? It will take about 3 minutes.

If yes, continue. If NO, when can I call back? _____

If a refusal, ask if they can provide some information to assist in this study, if yes ask preliminary questions, if no thank them.

- For one single day, we would have a person outside of your business, a discrete distance away from your business. After visitors and employees leave your business, we would ask them politely to answer a few questions about where they came from and where they are going to.

Would you be willing to participate in this data collection effort?

If yes, ask:

We'll need to coordinate with someone at your workplace on the survey day. Should we coordinate with you or is there someone else you would like us coordinate with on the day of the survey?

(Name: _____). Then ask the Preliminary Questions.

If no, ask: I just explained the longer version of our data collection effort. Would you be willing to allow us to just place traffic counters at the entrances to your business? In this case no one would ask your visitors or employees any questions, but we could still get data on the amount of traffic your business generates each day.

If the answer is yes,

We'll need to coordinate with someone at your workplace on the survey day. Should we coordinate with you or is there someone else you would like us coordinate with on the day of the survey?

(Name: _____). Tell them that we will call them back in a couple of days to let them know the day we will be there to perform the counts. Thank them and ask the Preliminary Questions.

Texarkana Workplace Recruitment and General Survey Form A (English) - Continued

If they have agreed to participate in the survey, tell them you need to get some preliminary information from them to assist in planning the data collection effort at their location.

If they did not agree to participate in the survey, tell them they can assist the study by answering a few questions about their business and where it is located.

PRELIMINARY QUESTIONS

First, let me verify your address (**front page**).

1. How many full and part time employees are located at your site? EMPLOYEES: _____ #

2. On a typical week day, how many persons visit this location? VISITORS: _____ #

3. On a typical week day, how many employees do you have working at this location? _____ #

4. What are your hours of operation? FROM _____ am/pm, TO _____ am/pm

5. Are you in a shopping center or in an office building? _____.

If yes, are any other companies in the shopping center or office building?

Yes No (circle one)

6. Does the building you are in have its own parking lot? Yes No (circle one)

Is this parking shared between your business and other businesses? Yes No (circle one)

Do people use your parking lot **or driveway** as a cut through to access other businesses?

Yes No (circle one)

7. How many deliveries are made at this location on an average day? _____ #

8. What are the delivery hours? FROM _____:_____ am/pm, TO _____:_____ am/pm

9. As part of the survey, it is important that we survey persons from all entry and exit points to the building. Do you have a special door for deliveries or for employees? Yes No (circle one)

10. How many vehicles are owned and/or leased by your company for business use in this area? _____ #

How many of these are:

_____ passenger car or sport utility vehicle

_____ pickup truck

_____ van used for cargo delivery or pickup

_____ van used as a service vehicle

If not one of the above categories, how many of these are:

_____ cargo transport vehicles

_____ vehicles used for service or other business purposes

Thank you very much. We will call you in a day or two to schedule an exact date for the data collection. If you have any questions about the survey, please don't hesitate to call _____ at ###-####.

Texarkana Workplace Recruitment and General Survey Form A (English) - Continued

CALL DISPOSITION LOG

Company Name: _____

Keep a record of the calls made to this company below. Indicate if it is an initial call, a call back, a reminder call, a follow-up call, or a form retrieval call. Record notes about what happened during the call.

DATE	CALLS
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

**TEXARKANA WORK PLACE
INTERCEPT TRAVEL SURVEY
Form B**

Free Standing Work Place

Survey Area: _____

Site #: _____

Date: ____/____/____

Interviewer: _____

Employment Type: _____

Address: _____

Location: _____

<u>Questions</u>	<u>Person 1</u>	<u>Person 2</u>
Time interview began	_____ am / _____ pm	_____ am / _____ pm
Time interview ended	_____ am / _____ pm	_____ am / _____ pm
1. Do you work in this building or at this location?	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
2. In what city or town do you live?	_____	_____
3a. Is that in Bowie or Miller counties? (If YES, go to question 4)	a. <input type="checkbox"/> Yes (Go to 4) <input type="checkbox"/> No (Go to 3b)	a. <input type="checkbox"/> Yes (Go to 4) <input type="checkbox"/> No (Go to 3b)
3b. If NO, which roadway did you use to enter the area? (airport is an option)	b. _____	b. _____
4. What is your home address or the names of the nearest two intersecting streets?	_____ _____ (Address or nearest intersection)	_____ _____ (Address or nearest intersection)
5a. Did you travel here directly from your home with no stops? (If YES, go to Question 7)	a. <input type="checkbox"/> Yes (Go to 7) <input type="checkbox"/> No (Go to 5b)	a. <input type="checkbox"/> Yes (Go to 7) <input type="checkbox"/> No (Go to 5b)
5b. If NO, where did you start the trip that brought you to _____?	b. _____ (Address or nearest intersection)	b. _____ (Address or nearest intersection)
6a. Is that location in:	a. <input type="checkbox"/> Bowie County <input type="checkbox"/> Miller County <input type="checkbox"/> Other county (enter name) _____	a. <input type="checkbox"/> Bowie County <input type="checkbox"/> Miller County <input type="checkbox"/> Other county (enter name) _____
6b. If outside of Bowie and Miller counties, what street or highway were you on when you entered the Texarkana area?	b. _____	b. _____
7. What approximate time did you arrive at this location today?	_____ am / _____ pm	_____ am / _____ pm
8. How did you arrive here at the _____ today? (Choose from Arrival Options)	Arrival Option #: _____ Other: _____	Arrival Option #: _____ Other: _____
Arrival Options: 1) Driver (car/truck/van) 5) Transit Bus 9) Commercial Service Vehicle 2) Passenger (car/truck/van) 6) School Bus 10) Motorcycle 3) Walk 7) Taxi/Paid Limousine 96) Other (Specify) 4) Bicycle 8) Commercial Cargo Transport Vehicle 99) Refused		
9a. If car/truck/van, ask: How many people, including you, were in the vehicle?	a) # of People _____	a) # of People _____
9b. If bus, ask: What fare did you pay?	b) Fare \$ _____.	b) Fare \$ _____.

Texarkana Work Place Intercept Survey, Record 10, Form B - Continued

<u>Questions</u>	<u>Person 1</u>	<u>Person 2</u>
10. What is the reason for coming here today? (Choose from Trip Purpose Options)	Trip Purpose Option #: _____ Other: _____	Trip Purpose Option #: _____ Other: _____
Trip Purpose Options: 1) Return Home 2) Work Related 3) School 4) Social/Recreational/Visit 5) Shop 6) Eat Out 7) Personal Business 8) Pick Up/Drop Off Passenger 9) Change Travel Mode 10) Delivery – Pick Up/Drop Off Cargo 96) Other (Specify) 99) Refused		
11. When you leave here are you going straight home with no stops?	<input type="checkbox"/> Yes (Go to 14) <input type="checkbox"/> No (Go to 12)	<input type="checkbox"/> Yes (Go to 14) <input type="checkbox"/> No (Go to 12)
12. What is the address of the place you will be going?	_____ _____ (Address or nearest intersection)	_____ _____ (Address or nearest intersection)
13a. Is that location in: 13b. If outside of Bowie and Miller counties, what street or highway will you be on when you leave this area?	a. <input type="checkbox"/> Bowie County <input type="checkbox"/> Miller County <input type="checkbox"/> Other county (enter name) _____ b. _____	a. <input type="checkbox"/> Bowie County <input type="checkbox"/> Miller County <input type="checkbox"/> Other county (enter name) _____ b. _____
14. How often do you travel to the Austin-San Antonio area?	<input type="checkbox"/> Never <input type="checkbox"/> 1 - 2 times per year <input type="checkbox"/> 1 - 2 times every 6 months <input type="checkbox"/> 1 - 2 times every 3 months <input type="checkbox"/> 1 or more times every month <input type="checkbox"/> 1 or more times every week	<input type="checkbox"/> Never <input type="checkbox"/> 1 - 2 times per year <input type="checkbox"/> 1 - 2 times every 6 months <input type="checkbox"/> 1 - 2 times every 3 months <input type="checkbox"/> 1 or more times every month <input type="checkbox"/> 1 or more times every week
15. How often do you travel to the Dallas-Ft. Worth area?	<input type="checkbox"/> Never <input type="checkbox"/> 1 - 2 times per year <input type="checkbox"/> 1 - 2 times every 6 months <input type="checkbox"/> 1 - 2 times every 3 months <input type="checkbox"/> 1 or more times every month <input type="checkbox"/> 1 or more times every week	<input type="checkbox"/> Never <input type="checkbox"/> 1 - 2 times per year <input type="checkbox"/> 1 - 2 times every 6 months <input type="checkbox"/> 1 - 2 times every 3 months <input type="checkbox"/> 1 or more times every month <input type="checkbox"/> 1 or more times every week
16. How often do you travel to the Houston area?	<input type="checkbox"/> Never <input type="checkbox"/> 1 - 2 times per year <input type="checkbox"/> 1 - 2 times every 6 months <input type="checkbox"/> 1 - 2 times every 3 months <input type="checkbox"/> 1 or more times every month <input type="checkbox"/> 1 or more times every week	<input type="checkbox"/> Never <input type="checkbox"/> 1 - 2 times per year <input type="checkbox"/> 1 - 2 times every 6 months <input type="checkbox"/> 1 - 2 times every 3 months <input type="checkbox"/> 1 or more times every month <input type="checkbox"/> 1 or more times every week
17. If high-speed rail service were available to Dallas-Ft. Worth, Austin-San Antonio or to Houston, would you use it to travel to these areas?	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Possibly	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Possibly
Thank them for their time and participation.		

WORK PLACE AND SPECIAL GENERATOR COMMERCIAL VEHICLE SURVEY

Form D

Work Place Site # or Special Generator: _____ Date: ____/____/____

Interviewer: _____

<u>Questions</u>	<u>Vehicle 1</u>	<u>Vehicle 2</u>																																																
1. Time interview began	_____ am / _____ pm	_____ am / _____ pm																																																
2. Time interview ended	_____ am / _____ pm	_____ am / _____ pm																																																
3. Number of People in vehicle																																																		
4. Standard Vehicle Class (Choose from Vehicle Class Options)																																																		
<p>Vehicle Class Options</p> <table style="width: 100%; border: none;"> <tr> <td style="width: 33%;">1) Passenger Car</td> <td style="width: 33%;">4) Sport Utility Vehicle (SUV)</td> <td style="width: 33%;">7) Single Unit 4-axle (14 wheels)</td> </tr> <tr> <td>2) Pickup</td> <td>5) Single Unit 2-axle (6 wheels)</td> <td>8) Semi (all tractor-trailer combinations)</td> </tr> <tr> <td>3) Van (cargo or mini)</td> <td>6) Single Unit 3-axle (10 wheels)</td> <td>96) Other (Specify)</td> </tr> </table>			1) Passenger Car	4) Sport Utility Vehicle (SUV)	7) Single Unit 4-axle (14 wheels)	2) Pickup	5) Single Unit 2-axle (6 wheels)	8) Semi (all tractor-trailer combinations)	3) Van (cargo or mini)	6) Single Unit 3-axle (10 wheels)	96) Other (Specify)																																							
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5. Vehicle Type	<input type="checkbox"/> Cargo Transport <input type="checkbox"/> Service	<input type="checkbox"/> Cargo Transport <input type="checkbox"/> Service																																																
6. What is the cargo being delivered? (Choose from Cargo Options)	Option # _____ (If coded 19, enter name of cargo) _____	Option # _____ (If coded 19, enter name of cargo) _____																																																
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20) No cargo delivered or picked up																																																		
96) Other	Unclassified Cargo - Cargo not falling within one of the above. Record name of cargo																																																	
98) Unknown																																																		
99) Refused																																																		
7. What is the weight of the cargo being delivered in pounds?	Weight _____ <input type="checkbox"/> No cargo delivered	Weight _____ <input type="checkbox"/> No cargo delivered																																																
8. What is the cargo being picked up? (Choose from Cargo Options above)	Option # _____ (If coded 19, enter name of cargo) _____	Option # _____ (If coded 19, enter name of cargo) _____																																																
9. What is the weight of the cargo being picked up in pounds?	Weight _____ <input type="checkbox"/> No cargo picked up	Weight _____ <input type="checkbox"/> No cargo picked up																																																

<u>Questions</u>	<u>Vehicle 1</u>	<u>Vehicle 2</u>
10. What is your reason for coming here today? (Choose from Trip Purpose Options)	_____ (Trip Purpose Option #)	_____ (Trip Purpose Option #)
11a. What is the address of the last place you got into your vehicle? (Address or nearest two intersecting streets) 11b. What type of place was that location? (Choose from Type of Place Options)	a. _____ _____ b. Type of Place Option # _____	a. _____ _____ b. Type of Place Option # _____
12a. Is that location in: 12b. If outside of Bowie and Miller counties, what street or highway were you on when you entered the area?	a. <input type="checkbox"/> Bowie County <input type="checkbox"/> Miller County <input type="checkbox"/> Other county (enter name) _____ b. _____	a. <input type="checkbox"/> Bowie County <input type="checkbox"/> Miller County <input type="checkbox"/> Other county (enter name) _____ b. _____
13. What was your purpose for being at that location? (Choose from Trip Purpose Options above)	_____ (Trip Purpose Option #)	_____ (Trip Purpose Option #)
14. What approximate time did you leave that location?	_____ am / _____ pm	_____ am / _____ pm
15a. What is the address of the place you will be going when you leave? (place/address or nearest intersection/city) 15b. What type of place is that location? (Choose from Type of Place Options)	a. _____ _____ b. Type of Place Option # _____	a. _____ _____ b. Type of Place Option # _____
16a. Is that location in: 16b. If outside Bowie and Miller Counties, what street or highway will you be on when you leave the study area?	a. <input type="checkbox"/> Bowie County <input type="checkbox"/> Miller County <input type="checkbox"/> Other county (enter name) _____ b. _____	a. <input type="checkbox"/> Bowie County <input type="checkbox"/> Miller County <input type="checkbox"/> Other county (enter name) _____ b. _____
17. What is your purpose for traveling to your next destination? (Choose from Trip Purpose Options)	_____ (Trip Purpose Option #)	_____ (Trip Purpose Option #)

Thank them for their time and participation.

Trip Purpose Options

- | | | |
|--|--|---|
| 1) Base location/Return to base location | 5) Pick up Cargo | 9) Sales/Professional Service |
| 2) Vehicle Maintenance (fuel, oil, etc.) | 6) Deliver and Pick up Cargo | 96) Other Cargo or Service Activity (specify) |
| 3) Driver Needs (lunch, restroom, etc.) | 7) Government Service | 99) Refused |
| 4) Delivery of Cargo | 8) Installation/Maintenance/Repair Service | |

Type of Place Options

- | | | |
|---|---------------------------------------|-------------------------|
| 1) Office Building | 6) Educational (College, Trade, etc.) | 11) Warehouse |
| 2) Retail / Shopping | 7) Government Office/Building | 12) Distribution Center |
| 3) Industrial/Manufacturing | 8) Residential | 13) Construction Site |
| 4) Medical / Hospital | 9) Airport | 96) Other (Specify) |
| 5) Educational (12 th grade or less) | 10) Intermodal Facility | 99) Refused |

CHRISTUS ST. MICHAEL'S HOSPITAL
SPECIAL GENERATOR INTERCEPT SURVEY

Form B

Date: ____/____/____

Survey Area: _____

Interviewer: _____ Location on Medical Center Campus: _____

<u>Questions</u>	<u>Person 1</u>	<u>Person 2</u>
Time interview began	_____ am / _____ pm	_____ am / _____ pm
Time interview ended	_____ am / _____ pm	_____ am / _____ pm
1. Do you work in this building or at this location?	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
2. In what city or town do you live?		
3a. Is that in Bowie or Miller county? (If YES, go to question 4) 3b. If NO, which roadway did you use to enter the Texarkana area? (airport is an option)	a. <input type="checkbox"/> Yes (Go to 4) <input type="checkbox"/> No (Go to 3b) b. _____	a. <input type="checkbox"/> Yes (Go to 4) <input type="checkbox"/> No (Go to 3b) b. _____
4. What is your home address or nearest two intersecting streets?	_____ _____ (Address or nearest intersection)	_____ _____ (Address or nearest intersection)
5a. Did you travel directly from your home to the Medical Center with no stops? 5b. If NO, where did you start the trip that brought you to the Medical Center?	a. <input type="checkbox"/> Yes (Go to 7) <input type="checkbox"/> No (Go to 5b) b. _____ _____ (Address or nearest intersection)	a. <input type="checkbox"/> Yes (Go to 7) <input type="checkbox"/> No (Go to 5b) b. _____ _____ (Address or nearest intersection)
6a. Is that location in: 6b. If outside of Bowie and Miller counties, what street or highway were you on when you entered the Texarkana area?	a. <input type="checkbox"/> Bowie County <input type="checkbox"/> Miller County <input type="checkbox"/> Other county (enter name) _____ b. _____	a. <input type="checkbox"/> Bowie County <input type="checkbox"/> Miller County <input type="checkbox"/> Other county (enter name) _____ b. _____
7. What approximate time did you arrive at the Medical Center today?	_____ am / _____ pm	_____ am / _____ pm
8. How did you arrive at the Medical Center today? (Choose from Arrival Options)	Arrival Option # _____ Other _____	Arrival Option # _____ Other _____
Arrival Options: 1) Driver (car/truck/van) 5) Transit Bus 9) Commercial Service Vehicle 2) Passenger (car/truck/van) 6) School Bus 10) Motorcycle 3) Walk 7) Taxi/Paid Limousine 96) Other (Specify) 4) Bicycle 8) Commercial Cargo Transport Vehicle 99) Refused		
9a. If car/truck/van, ask: How many people, including you, were in the vehicle? 9b. If bus, ask: What fare did you pay?	a. # of People _____ b. Fare \$ _____.	a. # of People _____ b. Fare \$ _____.

Christus St. Michael's Hospital Special Generator Survey, Record SH, Form B – Continued

<u>Questions</u>	<u>Person 1</u>	<u>Person 2</u>
10. What is the reason for coming here today? (Choose from Trip Purpose Options)	Trip Purpose Option # _____ Other _____	Trip Purpose Option # _____ Other _____
Trip Purpose Options: 1) Return Home 2) Work Related 3) School 4) Social/Recreational/Visit 5) Shop 6) Eat Out 7) Personal Business 8) Pick Up/Drop Off Passenger 9) Change Travel Mode 10) Delivery – Pick Up/Drop Off Cargo 96) Other (Specify) 99) Refused		
11. When you leave the Medical Center, are you going straight home with no stops?	<input type="checkbox"/> Yes (Go to 14) <input type="checkbox"/> No (Go to 12)	<input type="checkbox"/> Yes (Go to 14) <input type="checkbox"/> No (Go to 12)
12. What is the name and address of the place you will be going?	_____ _____ (Address or nearest intersection)	_____ _____ (Address or nearest intersection)
13a. Is that location in: 13b. If outside of Bowie and Miller counties, what street or highway will you be on when you leave the Texarkana area?	a. <input type="checkbox"/> Bowie County <input type="checkbox"/> Miller County <input type="checkbox"/> Other county (enter name) _____ b. _____	a. <input type="checkbox"/> Bowie County <input type="checkbox"/> Miller County <input type="checkbox"/> Other county (enter name) _____ b. _____
14. How often do you travel to the Austin-San Antonio area?	<input type="checkbox"/> Never <input type="checkbox"/> 1 - 2 times per year <input type="checkbox"/> 1 - 2 times every 6 months <input type="checkbox"/> 1 - 2 times every 3 months <input type="checkbox"/> 1 or more times every month <input type="checkbox"/> 1 or more times every week	<input type="checkbox"/> Never <input type="checkbox"/> 1 - 2 times per year <input type="checkbox"/> 1 - 2 times every 6 months <input type="checkbox"/> 1 - 2 times every 3 months <input type="checkbox"/> 1 or more times every month <input type="checkbox"/> 1 or more times every week
15. How often do you travel to the Dallas-Ft. Worth area?	<input type="checkbox"/> Never <input type="checkbox"/> 1 - 2 times per year <input type="checkbox"/> 1 - 2 times every 6 months <input type="checkbox"/> 1 - 2 times every 3 months <input type="checkbox"/> 1 or more times every month <input type="checkbox"/> 1 or more times every week	<input type="checkbox"/> Never <input type="checkbox"/> 1 - 2 times per year <input type="checkbox"/> 1 - 2 times every 6 months <input type="checkbox"/> 1 - 2 times every 3 months <input type="checkbox"/> 1 or more times every month <input type="checkbox"/> 1 or more times every week
16. How often do you travel to the Houston area?	<input type="checkbox"/> Never <input type="checkbox"/> 1 - 2 times per year <input type="checkbox"/> 1 - 2 times every 6 months <input type="checkbox"/> 1 - 2 times every 3 months <input type="checkbox"/> 1 or more times every month <input type="checkbox"/> 1 or more times every week	<input type="checkbox"/> Never <input type="checkbox"/> 1 - 2 times per year <input type="checkbox"/> 1 - 2 times every 6 months <input type="checkbox"/> 1 - 2 times every 3 months <input type="checkbox"/> 1 or more times every month <input type="checkbox"/> 1 or more times every week
17. If high-speed rail service were available to Dallas-Ft. Worth, Austin-San Antonio or to Houston, would you use it to travel to these areas?	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Possibly	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Possibly
Thank them for their time and participation.		

SPECIAL GENERATOR INTERCEPT SURVEY

Form B

Date: ____/____/____

Survey Area: _____

Interviewer: _____ Location at Special Generator: _____

<u>Questions</u>	<u>Person 1</u>	<u>Person 2</u>
Time interview began	_____ am / _____ pm	_____ am / _____ pm
Time interview ended	_____ am / _____ pm	_____ am / _____ pm
1. Do you work in this location?	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
2. In what city or town do you live?		
3a. Is that in Bowie or Miller county? (If YES, go to question 4) 3b. If NO, which roadway did you use to enter the Texarkana area? (airport is an option)	a. <input type="checkbox"/> Yes (Go to 4) <input type="checkbox"/> No (Go to 3b) b. _____	a. <input type="checkbox"/> Yes (Go to 4) <input type="checkbox"/> No (Go to 3b) b. _____
4. What is your home address or nearest two intersecting streets?	_____ _____ (Address or nearest intersection)	_____ _____ (Address or nearest intersection)
5a. Did you travel directly from your home to this location with no stops? 5b. If NO, where did you start the trip that brought you to this location?	a. <input type="checkbox"/> Yes (Go to 7) <input type="checkbox"/> No (Go to 5b) b. _____ (Address or nearest intersection)	a. <input type="checkbox"/> Yes (Go to 7) <input type="checkbox"/> No (Go to 5b) b. _____ (Address or nearest intersection)
6a. Is that location in: 6b. If outside of Bowie and Miller counties, what street or highway were you on when you entered the Texarkana area?	a. <input type="checkbox"/> Bowie County <input type="checkbox"/> Miller County <input type="checkbox"/> Other county (enter name) _____ b. _____	a. <input type="checkbox"/> Bowie County <input type="checkbox"/> Miller County <input type="checkbox"/> Other county (enter name) _____ b. _____
7. What approximate time did you arrive here today?	_____ am / _____ pm	_____ am / _____ pm
8. How did you arrive here today? (Choose from Arrival Options)	Arrival Option # _____ Other _____	Arrival Option # _____ Other _____
Arrival Options: 11) Driver (car/truck/van) 15) Transit Bus 19) Commercial Service Vehicle 12) Passenger (car/truck/van) 16) School Bus 20) Motorcycle 13) Walk 17) Taxi/Paid Limousine 97) Other (Specify) 14) Bicycle 18) Commercial Cargo Transport Vehicle 99) Refused		
9a. If car/truck/van, ask: How many people, including you, were in the vehicle? 9b. If bus, ask: What fare did you pay?	a. # of People _____ b. Fare \$ _____	a. # of People _____ b. Fare \$ _____

SPECIAL GENERATOR INTERCEPT SURVEY

Form B

Date: ____/____/____

Survey Area: _____

Interviewer: _____ Location at Mall: _____

<u>Questions</u>	<u>Person 1</u>	<u>Person 2</u>
Time interview began	_____ am / _____ pm	_____ am / _____ pm
Time interview ended	_____ am / _____ pm	_____ am / _____ pm
1. Do you work in this Mall?	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
2. In what city or town do you live?		
3a. Is that in Bowie or Miller county? (If YES, go to question 4) 3b. If NO, which roadway did you use to enter the Texarkana area? (airport is an option)	a. <input type="checkbox"/> Yes (Go to 4) <input type="checkbox"/> No (Go to 3b) b. _____	a. <input type="checkbox"/> Yes (Go to 4) <input type="checkbox"/> No (Go to 3b) b. _____
4. What is your home address or nearest two intersecting streets?	_____ _____ (Address or nearest intersection)	_____ _____ (Address or nearest intersection)
5a. Did you travel directly from your home to the Mall with no stops? 5b. If NO, where did you start the trip that brought you to the Mall?	a. <input type="checkbox"/> Yes (Go to 7) <input type="checkbox"/> No (Go to 5b) b. _____ (Address or nearest intersection)	a. <input type="checkbox"/> Yes (Go to 7) <input type="checkbox"/> No (Go to 5b) b. _____ (Address or nearest intersection)
6a. Is that location in: 6b. If outside of Bowie and Miller counties, what street or highway were you on when you entered the Texarkana area?	a. <input type="checkbox"/> Bowie County <input type="checkbox"/> Miller County <input type="checkbox"/> Other county (enter name) _____ b. _____	a. <input type="checkbox"/> Bowie County <input type="checkbox"/> Miller County <input type="checkbox"/> Other county (enter name) _____ b. _____
7. What approximate time did you arrive at the Mall today?	_____ am / _____ pm	_____ am / _____ pm
8. How did you arrive at the Mall today? (Choose from Arrival Options)	Arrival Option # _____ Other _____	Arrival Option # _____ Other _____
Arrival Options: 1) Driver (car/truck/van) 5) Transit Bus 9) Commercial Service Vehicle 2) Passenger (car/truck/van) 6) School Bus 10) Motorcycle 3) Walk 7) Taxi/Paid Limousine 96) Other (Specify) 4) Bicycle 8) Commercial Cargo Transport Vehicle 99) Refused		
9a. If car/truck/van, ask: How many people, including you, were in the vehicle? 9b. If bus, ask: What fare did you pay?	a. # of People _____ b. Fare \$ _____	a. # of People _____ b. Fare \$ _____

