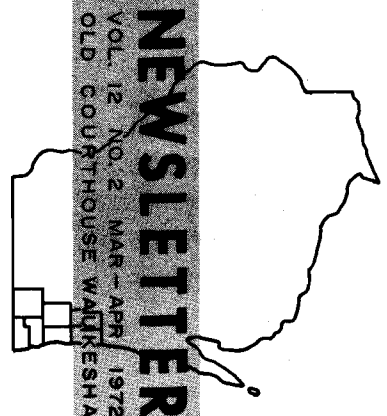


NEW ORIGIN-DESTINATION SURVEY TO BE CONDUCTED

The Southeastern Wisconsin Regional Planning Commission, in cooperation with the Wisconsin Department of Transportation, Division of Planning and Division of Highways, and the U. S. Department of Transportation, Federal Highway Administration and Urban Mass Transportation Administration, will conduct a new inventory of travel (origin-destination survey) within the Southeastern Wisconsin Region this spring and summer. The new inventory will be the second such inventory to be conducted within the Region by the Commission for comprehensive transportation planning purposes. The first such inventory was conducted by the Commission in 1963 and provided an important basis for the preparation of the regional transportation plan adopted by the Commission in 1966.

Similar to the initial inventory, the new inventory will include the conventional home interview, truck/taxi, and external cordon surveys required to fully establish both external and internal travel patterns of persons and vehicles within the entire seven-county Region. Special surveys of mass transit and weekend recreational travel and an inventory of goods movement by all modes of transportation will be included for the first time as a part of the new inventory. The new study will place special emphasis on providing data necessary for improving transit service and increasing transit utilization within the Region. The data will be used to reevaluate and, if necessary, revise the adopted regional transportation plan, with special emphasis on the possible need for changes in the freeway and mass transit elements of the plan.

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ORIGIN-DESTINATION SURVEY—continued

The cost of the \$561,000 inventory is being shared by the U. S. and State Departments of Transportation. The inventory represents the first transportation planning effort within the Region that has received monies from the Urban Mass Transportation Administration (UMTA) of the U. S. Department of Transportation, with UMTA funding all of the cost of the mass transit related surveys as well as portions of several of the other travel surveys.

Need for the Inventory

An understanding of travel habits and patterns and of changes in such habits and patterns over time is absolutely essential to sound urban transportation planning. Such an understanding requires knowledge of how many trips are made in an area, where these trips begin and end, how these trips are made, by whom these trips are made, and for what purposes the trips are made. To ensure such knowledge and understanding, every urbanized area should have at hand reliable information on current travel habits and patterns. It was specifically to provide such information that the Commission undertook the original travel inventories within the Region in 1963.

In any consideration of the need for a new travel inventory within the Region, it must be recognized that the use of, and therefore the need for, the data from such an inventory is a function of the philosophy and concepts underlying the comprehensive, areawide transportation planning effort within the Region. In southeastern Wisconsin that effort is not directed exclusively at the development of long-range transportation system plans, but at the development of a comprehensive development plan and at securing implementation of such a plan through appropriate continuing short-range, as well as long-range, planning efforts. To this end, the Commission, as the official areawide planning agency for the Region, must fully understand the forces which shape regional land use, as well as transportation system development, and must be able to meet in a timely and positive manner requests from federal, state, and local officials and from private transportation facility operators for informa-

ORIGIN-DESTINATION SURVEY—continued

tion pertinent to the making of day-to-day land use and transportation facility development decisions.

Thus, within the context of the comprehensive regional planning program in southeastern Wisconsin, current and valid travel survey data are required to permit the Commission to be actively involved in transportation system improvement project selection and design, in transportation operations planning, and in the provision of valid information required to make day-to-day land use and transportation development decisions within the Region. The information required may range from providing data on daytime versus nighttime population levels and densities, through data on the socioeconomic characteristics of transportation facility users in relation to fare and schedule adjustments, to data bearing on the adequacy of the size of a local taxicab fleet or the adequacy of interregional scheduled air transportation service. Perhaps the most important use of the data, however, is to provide public officials with an understanding of the forces which shape the demand for land and for supporting transportation facilities and services within the Region, and of the trends in changes in these forces over time. Such understanding can only come from a comprehensive travel survey which provides complete information not only on travel habits and patterns but on the basic demographic and economic activities which create the demand for travel.

Based upon such a broadly defined use of travel survey data, a new survey of daily travel within the Region was deemed necessary for the following specific reasons:

1. Major improvements in the regional highway transportation system have taken place since the conduct of the basic travel inventories under the initial regional land use-transportation study which may have greatly changed travel habits and patterns within the Region. In 1963 there were a total of only 61 miles of free-way open to traffic in the entire Region, consisting largely of

ORIGIN-DESTINATION SURVEY—continued

scattered disconnected segments, very few of which served the urbanized areas of the Region. By the end of 1971, there were a total of 162 miles of freeway open to traffic within the Region, over two and one-half times the 1963 mileage. Moreover, this freeway mileage had been molded into a relatively well integrated system. It is vital to measure the effects of this dramatic change in the character of the regional highway transportation system on such basic travel characteristics as the amount of travel generated, the spatial distribution of that travel, and the purpose of that travel, effects undetectable by traffic count monitoring and unaccounted for in the trip generation and trip distribution submodels of the traffic simulation models used in the continuing regional transportation planning program.

2. Major changes in the regional transit systems have also taken place since the conduct of the original travel inventories within the Region. Seven Freeway Flyer routes have been established since 1963, providing an entirely different kind of transit service and attracting entirely different kinds of transit riders than the conventional transit service operating within the Region in 1963. More than half of the users of this new service had a choice of mode available to them, as compared to less than one-tenth of the riders of the more conventional transit system. The Freeway Flyer service has not only attracted many new riders but many of these had formerly made the trip as auto drivers. Other less favorable changes in transit service and use have, however, also occurred in the Region since 1963. Revenue passengers carried annually on the transit systems in the Region have declined from nearly 95 million in 1963 to about 59 million in 1971, a loss of more than 36 million passengers, or more than 38 percent over the eight-year period. Entirely new local transit systems are in operation in the Racine and Kenosha urbanized areas, the original systems in operation during the 1963 surveys having been abandoned. A careful in-depth reexamination of the factors

ORIGIN-DESTINATION SURVEY—continued

affecting transit use is, therefore, essential. Such a reexamination requires new travel data, data collected in a manner so as to ensure full inclusion of transit as well as non-transit users in the survey.

3. Massive changes have occurred since 1963 in the location and densities of residential, commercial, and industrial development within the Region, including the development of three new regional shopping centers, each of which is larger than any existing within the Region in 1963; the development of three large new industrial parks in outlying areas of the Region; a revival of high-rise office building construction in the central business district of Milwaukee; and the completion of several major urban renewal projects, all of which may have significantly affected travel habits and patterns within the Region.
4. A new inventory of travel will provide new transportation data for a second point in time, thus providing a basis against which the assumptions in, and the results of, the mathematical simulation models used in the development and maintenance of the regional transportation plan can be evaluated.
5. New travel surveys will permit increased attention to be given to certain areas of the overall demand for transportation facilities and services, including transit trip generation and modal choice, weekend travel habits and patterns, and goods movement.

All of the foregoing reasons relate to the need to provide valid travel data in support of short-range, as well as long-range, transportation planning; operations planning; and day-to-day decision-making concerning land use and transportation development and, most importantly, a better understanding of the forces shaping regional development and transportation demand.

ORIGIN-DESTINATION SURVEY—continued

Major Elements of the Travel Inventory

The primary purpose of the new travel inventory is to obtain a current measure of the kind, magnitude, and distribution pattern of travel within the Region. To this end, the inventory will consist of:

1. A comprehensive home interview survey of a carefully selected sample of households throughout the Region. This survey will collect data on the socioeconomic and travel characteristics of household members and their personal opinions concerning transportation services and needs. The socioeconomic characteristics obtained will include information about the composition of the household, including the age, sex, employment status, and occupation of all members; family income by general category; and housing structure type and its comparison with previous residences. Information about the number, purpose, and travel mode of trips made on the survey day by each person over five years of age in each interviewed household will also be obtained, including the origin and destination of each trip; a determination of whether or not a freeway was used during any trip; and data pertaining to parking facility location, parking cost, and duration of parking. An opportunity to express personal opinions about freeways, public transportation, revenue sources for public transportation facilities and services, housing needs and factors affecting neighborhood and housing choice, and outdoor recreation activities is also to be offered to those interviewed. The sample rate for the home interview survey will be varied throughout the Region, with a total of 18,000 households being interviewed.
2. A survey of truck-taxi fleet owners to obtain data on travel characteristics of fleet vehicles. Among other things, taxi drivers will be asked to indicate the address of the origin and destination of each trip, the number of passengers carried, and whether or not freeways were utilized. As part of the goods

ORIGIN-DESTINATION SURVEY--continued

movement element of this inventory of travel patterns, truckers will be queried as to the type, weight, and quantity of commodities picked up and delivered within the Region; the capacity of their vehicle; and the type of carrier they represent. Their trip origins and destinations will be recorded, as will their use of freeways. A sample rate of approximately 6 percent will be utilized, with a total of approximately 5,000 interviews being held throughout the Region.

3. An inventory of external travel from interviews conducted with operators of all types of vehicles at the roadside on a cordon line around the Region, and of passengers using intercity railroad and bus, air, and water modes. Extensive goods movement information will be obtained from truckers crossing the cordon line. Drivers of vehicles traveling within the Region, but garaged outside the Region, will be asked to provide detailed trip log information about all their trips within the Region on the day they were interviewed at the external cordon.
4. Special mass transit surveys, including an on-bus survey of existing transit ridership; special transit oriented surveys of selected major commercial, industrial, and institutional traffic generators; and special transit oriented surveys of selected residential areas which should be expected to, but may not be exhibiting, high rates of transit use. Emphasis in these surveys will be directed at providing data on factors which lead choice, as opposed to captive, riders to use mass transit over the private auto, and an examination of true transit desire line trip patterns so that transit service improvements can be planned and made. The on-board bus survey will provide information on the travel and socioeconomic characteristics of the bus patron through analysis of the return of questionnaires handed every inbound bus patron riding the transit system during one given day. Contacts in the homes of those choice riders identified by

ORIGIN-DESTINATION SURVEY--continued

analyses of the on-bus survey results will be undertaken to obtain additional insights into factors affecting transportation mode choice. Passenger count data at specified load points along the transit network will also be gathered. The residential addresses of employees concentrated within two selected major traffic generators will be analyzed to identify opportunities for car pools or special mass transit service between the concentrated employment areas and the employees' homes. Selected residential areas will be selected for expanded home interviews consisting of the series of questionnaires described earlier, as well as questions about their present and/or past use of transit. Nearly a third of the households within these selected areas will be interviewed to obtain data on these transit questions, as well as to check the adequacy of the home interviews undertaken elsewhere at a lesser sample rate.

5. A summer weekend recreation-related travel survey to collect information required to plan and design transportation facilities whose utilization may peak on weekends rather than on weekdays. Weekend trip logs will be requested from all those persons interviewed during the April to June home interview study, and selected external cordon stations will be manned to obtain weekend travel characteristics within the Region. Additional data about the recreation trip purposes and types of vehicles will be gathered during these summer weekend studies.
6. A goods movement survey to obtain information concerning movement of goods not only by truck but by all types of carriers, including rail, air, and water.

Although the new origin-destination survey is concerned with the collection of new comprehensive travel data, it must be recognized that the collection of such data is only a part of the continuing transportation planning process within the Region. That process consists of the opera-

ORIGIN-DESTINATION SURVEY—continued

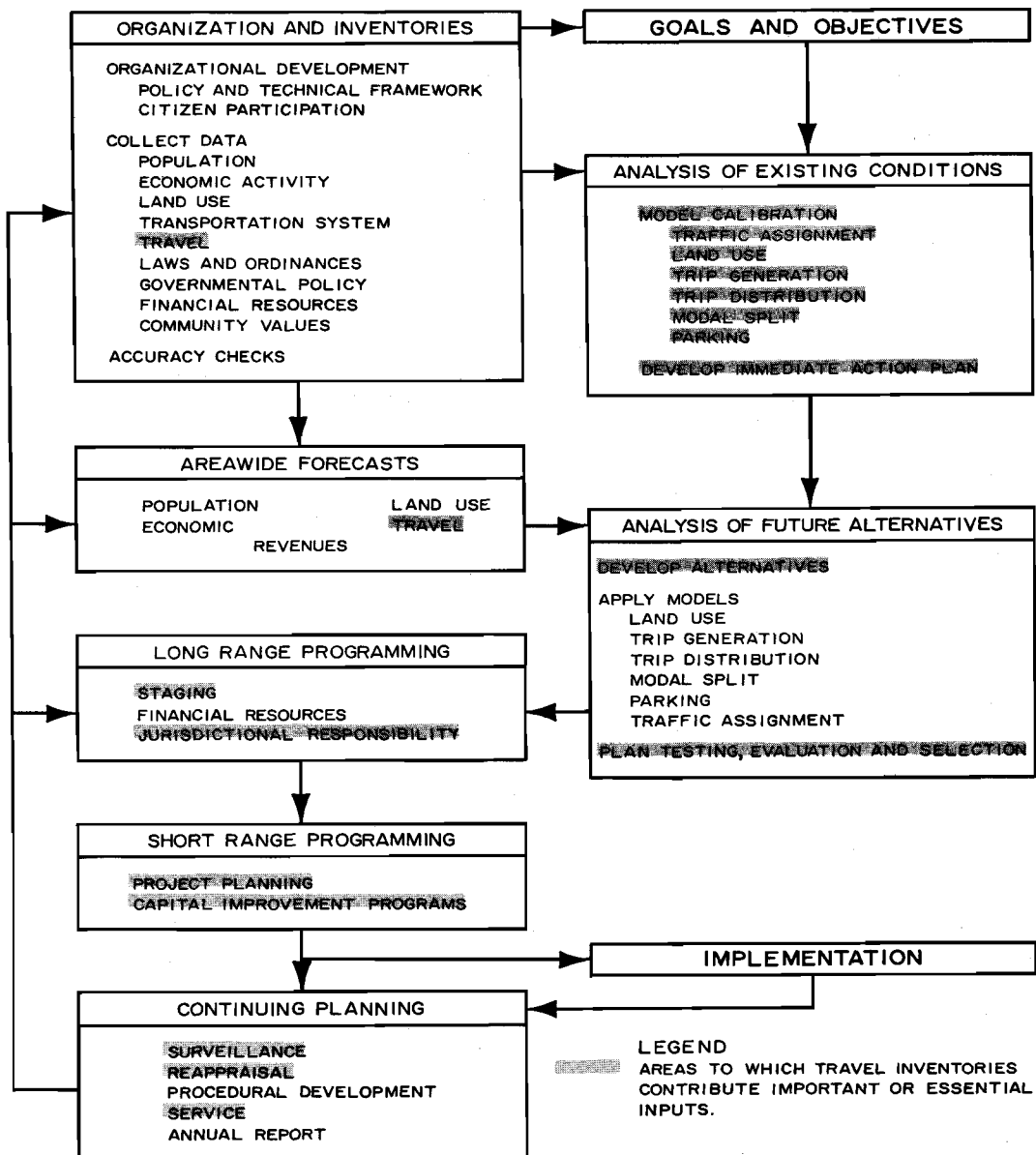
tional procedures and working arrangements by which both short- and long-range highway and transit plans can be soundly conceived, developed, and continuously evaluated. The total process requires that economic, population, and land use elements be included; that estimates be made of the future demand for all modes of transportation, public and private, for both persons and goods; that terminal and transfer facilities, as well as transportation facilities, be included in the inventories and analyses; and that the entire area within which the forces of development are interrelated be included in the planning. The necessary data analyses must be maintained on a continuing basis so that appropriate changes can be made in the plans and recommendations produced to correspond to changes in urban development and the demand for transportation over time. A flow chart depicting the general phases of the overall transportation planning process is shown in Figure 1.

COMMISSION ADOPTS ADDITIONAL REGIONAL PLAN ELEMENTS

The Commission is charged by state statute with the function and duty of preparing and adopting a comprehensive plan for the physical development of the Region. The Commission further believes that such a plan is an essential basis for the making of sound development decisions within the Region by both public and private interests concerned.

At its quarterly meeting on March 2, 1972, the Commission formally adopted two additional elements of the evolving comprehensive plan for the development of the Southeastern Wisconsin Region. They are the Milwaukee River Watershed Plan and the Milwaukee Area Transit Plan. The Commission had previously adopted a regional land use plan, a regional transportation plan (highway and transit), comprehensive plans for the Root and Fox River watersheds, and a Milwaukee County jurisdictional highway system plan. The latter five plan elements, together with the two additional elements adopted at the March 2 meeting, constitute the comprehensive plan for the Region as it exists to date. Addi-

Figure 1
MAJOR PHASES IN THE TRANSPORTATION PLANNING PROCESS



Source: U.S. Department of Transportation, Federal Highway Administration, and SEWRPC.

PLAN ELEMENTS ADOPTED—continued

tional plan elements currently under preparation include a regional library plan, a regional sanitary sewerage system plan, a regional airport plan, and a regional housing plan.

The comprehensive plan for the Milwaukee River watershed was described in two previous issues of this Newsletter (see Volume 11, Nos. 2 and 5). The plan includes a set of carefully coordinated recommendations concerning land use development, natural and recreational resources protection, park and parkway, flood control, water pollution abatement, and water supply development within the most populous watershed of the Region. With the completion and adoption of the Milwaukee River Watershed Plan, the Commission has completed watershed plans for three of the 12 watersheds in the Region, covering 1,566 square miles, or about 58 percent of the total area of the Region.

In adopting the comprehensive plan for the Milwaukee River watershed, the Commission, responding to a request submitted by the Ozaukee County Board of Supervisors, modified plan recommendations dealing with the public acquisition of undeveloped lands termed urban environmental corridors, Milwaukee River main stem environmental corridors, and selected additional environmental corridors, as approved by the Milwaukee River Watershed Committee, to provide that, in lieu of public acquisition of such undeveloped lands, local units of government may elect to achieve the environmental preservation objectives expressed in the plan through the imposition of a carefully coordinated set of land use controls and land development policies. Such controls and policies would include enactment of floodland zoning regulations designed to preserve the existing floodplain storage capacity, as well as the 100-year recurrence interval floodway, through provisions prohibiting filling and developing of such floodlands; the enactment of shoreland zoning regulations which seek to preserve existing wetlands, woodlands, and other wildlife habitat areas in essentially their natural state; the enactment of soil-related sanitary regulations; the recognition of floodland and

PLAN ELEMENTS ADOPTED—continued

shoreland zoning regulations in local property tax assessment policies and procedures; and the recognition of environmental corridor preservation objectives in decisions extending public sanitary sewer and water supply services to such lands. In addition, the Commission reemphasized the gradual, voluntary nature of the plan recommendations to remove by public purchase residences located within the floodway of the Milwaukee River. As adopted, the plan does not include the Waubeka Dam and Reservoir, a highly controversial alternative plan element which dominated discussion at the public informational meetings and public hearing on the plan.

The adoption of the Milwaukee River Watershed Plan by the Commission not only provided a new regional plan element but also amended an already adopted regional plan element, namely the regional transportation plan. As adopted, the Milwaukee River Watershed Plan does not include a Milwaukee River parkway arterial along the Milwaukee River valley from the Juneau interchange with the Lake and Park Freeways to the interchange of the North-South and proposed Bay Freeways, as originally recommended in the adopted regional transportation plan. The Milwaukee River Watershed Plan recommends that no such arterial facility be constructed. The plan does recommend construction of a standard Milwaukee County parkway pleasure drive from Lincoln Memorial Drive near the McKinley Marina to and along the Milwaukee River valley, joining the existing Estabrook Park Drive at its intersection with Capitol Drive in the Village of Shorewood. This parkway pleasure drive would not be a divided roadway facility; would be designed for operating speeds at a maximum of 25 miles per hour; and would not be intended to serve heavy volumes of through trips nor truck traffic, being intended primarily for recreational use. It is proposed that the parkway pleasure drive be utilized, however, as a route for express buses to serve the University of Wisconsin-Milwaukee campus area, thus preserving to a limited degree the service concept contained in the recommended regional rapid and modified rapid transit system component of the adopted regional transportation plan. The deletion of the Milwaukee

PLAN ELEMENTS ADOPTED—continued

River parkway arterial facility from the adopted regional development plan grew out of adamant local citizen opposition to preliminary parkway arterial development plans as prepared by the Milwaukee County Park Commission. This opposition was expressed by individuals and organized groups from within the neighborhoods bordering the proposed parkway who felt adversely affected by the proposed facility. It should be recognized by all concerned that the deletion of this arterial facility from the adopted regional development plan represents a conscious decision to accept the effects of existing and anticipated future traffic congestion on the local street system serving this area of the Region, as well as the North-South Freeway.

In accordance with its strictly advisory role, the Commission has formally certified the adopted comprehensive plan for the Milwaukee River watershed to all local and county units of government in the watershed, including those lying outside the Southeastern Wisconsin Region in Fond du Lac and Sheboygan Counties, and to all concerned area, state, and federal agencies for adoption and implementation. Agreement on the Milwaukee River Watershed Plan among all levels and agencies of government is considered to be essential, especially with respect to implementation of the water pollution abatement recommendations contained in the plan. Federal regulations pertaining to grants-in-aid for sewage treatment facility and trunk sewer construction projects require that all projects seeking federal aid be certified as being in conformance with an adopted areawide plan. The Commission has attempted to partially meet its responsibilities to the constituent local units of government in this respect through the preparation of the Milwaukee River Watershed Plan. Within the statutory framework of regional planning in Wisconsin, it is now up to the local units of government to cooperatively consider and adopt the recommended plan or, in the alternative, to seek agreement upon a modified plan and then to use the agreed-upon plan as a basis for joint implementation.

The Milwaukee Area Transit Plan will be described in detail in a forthcoming issue of the SEWRPC Newsletter.

SEWRPC NOTES

COMMISSION COMMITTEE STRUCTURE FOR 1972 ANNOUNCED

At its adjourned quarterly meeting on January 26, 1972, at the Waukesha County Courthouse, the Commission elected its Executive Committee for 1972. This Committee meets monthly and is empowered to act for the full Commission on all matters except the adoption of an annual budget and the adoption of regional plan elements. The Executive Committee for 1972 consists of the four Commission officers—George C. Berteau, Chairman, Racine County; James F. Egan, Vice-Chairman, Ozaukee County; Richard W. Cutler, Secretary, Milwaukee County; and Joseph A. Schmitz, Treasurer, Washington County—and Commissioners Eugene A. Hollister, Walworth County; Donald L. Klapper, Kenosha County; Theodore F. Matt, Waukesha County; and Norman C. Storck, Milwaukee County.

In addition to the election of the Commission Executive Committee, Chairman George C. Berteau subsequently announced appointments to the three standing committees for the Commission for 1972. These appointments are as follows:

Administrative Committee

Richard W. Cutler, Chairman
Eugene A. Hollister, Vice-Chairman
Thomas H. Buestrin
Leonard C. Rauen
Joseph A. Schmitz
John D. Voss

Intergovernmental and Public Relations Committee

Theodore F. Matt, Chairman
Ralph J. Huiras, Vice-Chairman
George C. Berteau

SEWRPC NOTES—continued

Eugene A. Hollister
Donald L. Knapp
Richard C. Nowakowski
Joseph A. Schmitz
Garth R. Seehawer

Planning and Research Committee

Norman C. Storck, Chairman
Lawrence W. Hillman, Vice-Chairman
George C. Berteau
Charles J. Davis
James F. Egan
Lyle L. Link
Leonard C. Rauen
Paul F. Quick

COMMISSION STAFF CHANGE ANNOUNCED

Mr. Keith W. Graham has recently joined the Commission staff as an Assistant Director for transportation and public utility system planning. He comes to the Commission staff with extensive experience in traffic engineering and transportation planning. Prior to joining the Commission staff, Mr. Graham was in charge of the Atlanta office of Alan M. Voorhees and Associates, Inc., a transportation and urban planning consulting firm with an international reputation in transportation system planning. Prior to his consulting experiences, Mr. Graham had been City Traffic Engineer in Topeka, Kansas and had other traffic engineering experience with the City of Wichita, the Nebraska Department of Roads, and the City of Milwaukee.

He holds a Bachelor of Science Degree in Civil Engineering from the University of Nebraska and a Certificate in Highway Traffic from Yale University, and is a registered professional engineer in the States of Nebraska, Kansas, and Georgia.

The addition of Mr. Graham to the Commission staff completed a reorganization of Commission functions into three major areas, each under the responsibility of an assistant director reporting directly to Commission Executive Director Kurt W. Bauer. Mr. Harlan E. Clinkenbeard, a Commission Assistant Director since 1966, will be responsible for the activities of the Commission's Land Use Planning, Planning Research, Systems Engineering and Data Processing, and Housing Divisions. Mr. Philip C. Evenson was appointed an Assistant Director on January 1, 1972, and will be responsible for the activities of the Commission's Community Assistance, Cartographic and Design, and Administrative Divisions. Mr. Graham will be responsible for the activities of the Commission's Transportation Planning, Data Collection, and Water Resources and Environmental Design Divisions.

HUD RECERTIFIES SEWRPC PLANNING PROGRAM

The U. S. Department of Housing and Urban Development (HUD) has formally recertified the Commission as the official areawide planning organization for the seven-county Southeastern Wisconsin Region. This recertification consists of a finding that there exists an adequate area-wide planning organization; that the Commission is carrying out adequate long-range comprehensive planning for the Region; and that the Commission is carrying out adequate long-range areawide water, sewer, and open-space functional planning and programming for the Region. The recertification period extends until March 31, 1973. Certification of the Commission by HUD is an essential prerequisite for maintaining continued eligibility for local units of government in the Region to obtain federal grants under several programs, including HUD and U. S. Environmental Protection Agency grants for sewers and sewage treatment facilities; HUD grants for water supply facilities; and HUD grants under the legacy of parks program, which includes urban beautification, historic preservation, and park and open-space acquisition and development grants.

AROUND THE REGION

TOWN OF POLK ZONING ORDINANCE ADOPTED

A revised comprehensive zoning ordinance for the Town of Polk, Washington County, was adopted by the Town Board of the Town of Polk on September 21, 1971, and was ratified by the Washington County Board of Supervisors on February 15, 1972. The Commission staff assisted the Town Board and the Town Plan Commission in the preparation of the ordinance.

While the ordinance is aimed at promoting sound local development objectives, it will also serve to implement the adopted regional land use and Milwaukee River watershed plans, and contains several significant provisions in this respect. These include the provision of an exclusive agricultural district having a minimum lot area of five acres, which district has been applied to nearly all of the undeveloped area of the town; the provision of upland conservancy regulations which provide for control of tree cutting, shrubbery clearing, and all earth movements on woodland and wildlife habitat areas lying outside of natural floodlands; and the provision of wetland-floodland conservancy regulations which prohibit undesirable filling and development of natural wetlands and floodlands. The latter two regulations combine to provide for the effective preservation and protection of the primary and secondary environmental corridors in the town. The ordinance further provides special districts for quarrying and sanitary landfills. Applicants for permits in a quarrying district must first gain approval of an ultimate restoration plan for the land to be quarried. Applicants for permits to operate a sanitary landfill must gain approval of an operations plan as well as a site restoration and reuse plan.

The new Town of Polk comprehensive zoning ordinance represents an excellent example of the enactment of sound land use regulations by a local unit of government. The regulations relating to the protection and preservation of the natural resource base of the Town in particular are worthy of special note. The entire ordinance provides an excellent model for other towns in the Region to consider.

DELAFIELD, HARTLAND CREATE JOINT WATER POLLUTION CONTROL COMMISSION

The City of Delafield and the Village of Hartland in Waukesha County have recently enacted ordinances creating a Delafield-Hartland Water Pollution Control Commission. The purpose of the Commission is to construct and operate a sewage treatment plant and major trunk sewers to jointly serve the two communities. The creation of such commissions is permitted under Section 66.30 of the Wisconsin Statutes, which provides that communities may through cooperative contract do jointly what each could do individually. At the present time, the City of Delafield has no public sanitary sewer service while the Village of Hartland is served by a sewage treatment facility located on the Bark River upstream from Lake Nagawicka. It is proposed that the new sewage treatment plant be located on the Bark River above the Nemahbin Lakes, but that it either discharge the treated effluent to the Bark River at a point below the lakes or to a seepage pit, thus helping to abate pollution of the Bark River and the lakes through which the river flows. This joint action by the City of Delafield and the Village of Hartland provides an excellent example of intergovernmental cooperation in order to achieve areawide planning and development objectives.

QUESTION BOX

HOW WILL THE NEW ORIGIN-DESTINATION SURVEY BENEFIT THE AVERAGE CITIZEN IN THE REGION?

The conduct of an origin-destination survey for a major metropolitan region necessarily involves extensive effort on the part of many units and agencies of government. It also, however, requires the full cooperation and participation of individual citizens. The average citizen of the Region might well wonder how such a survey might benefit him.

First, it is important to recognize that transportation has important and ever-increasing impacts on the daily lives of the great majority of persons living in the Region. On any given weekday, the average household in the Region makes from eight to ten trips involving use of either private or public transportation. For this reason it is essential that those agencies responsible for the provision of the facilities by which these trips must be made have accurate and up-to-date information on the behavior of the citizens of the

QUESTION BOX--continued

Region as evidenced in their travel desires, as well as their attitudes and preferences with respect to transportation facilities and services. It is not, of course, possible to personally interview all of the 1.8 million individuals living in the Region to determine their travel behavior and attitudes. Therefore, a statistically valid sample survey is to be conducted. Those individuals who are selected for the sample can contribute in a very meaningful way toward not only the measurement of travel demand within the Region but toward an assessment of public attitudes toward existing and proposed transportation facilities and services. When aggregated, the answers to the behavioral and attitudinal questions in the survey will present a valid representation not only of the travel demands and desires of the Region's citizens, but also of their attitudes toward the provision of transportation facilities and services, including both highway and mass transit facilities and services.

It is also important to recognize in this respect that the survey is not to be directed solely toward automobile drivers and passengers. Particular emphasis will be placed on obtaining information about existing and potential mass transit users in the Region in order to be able to plan for short-term improvements in mass transit service, including rerouting and rescheduling of existing mass transit service, elimination of the need for transfers in trip making, and the establishment of special transit routes between major employment generators and selected subareas of the Region. Thus, by participating in the origin-destination survey, the average citizen in the Region can contribute toward the provision of better mass transit and highway transportation service in the Region and will eventually be able to benefit from such improved service.

Special emphasis will also be placed in the survey on determining weekend recreational travel demand. Citizens of the Region should thereby benefit from the more effective planning and construction of transportation facilities designed to serve their recreational as well as day-to-day work, shopping, educational, and personal business travel needs. In an era where leisure time is increasing and more individuals are taking advantage of opportunities to travel and pursue weekend recreational functions, it is increasingly important to determine travel habits and patterns of those individuals to better plan and provide for the required facilities. Until now, transportation facilities in the Region have been designed primarily to serve the weekday, work-created peak travel demand. The growing importance of recreational travel dictates that attention be given in the design of the transportation system to such travel.

The usefulness of the origin-destination survey, however, goes beyond transportation system planning. The questions asked will also relate to such items as housing preferences and prior places of residence in order to assist in land use as well as transportation planning. In addition, the survey will produce socioeconomic data that can be used to update data obtained in the 1970 census. Finally, and not insignificantly, the origin-destination survey will be used to provide an independent check on certain findings of the 1970 census of population and housing.

Since the last origin-destination survey in the Region nearly ten years ago, there have been considerable changes in travel habits and patterns of the Region's residents. Such changes have been brought about by a number of factors including increased automobile ownership, increased desire for low-density residential living, increased affluence, the provision of a freeway system, and the continuing decline of mass transit service, which, it should be noted, began shortly after World War II and long before the construction of freeway facilities in the Region. Every citizen of the Region will benefit, however indirectly, from the results of the new origin-destination survey. If attitudes toward the provision of transportation facilities are changing, then this survey should reflect such changes. Each resident should carefully consider the importance of obtaining valid behavioral and attitudinal data to the future social and economic well-being of the Region, and should act accordingly if called upon to participate in the 1972 origin-destination survey.

QUOTABLE QUOTE.....

"If we want to know how people feel: what they experience and what they remember, and what their emotions and motives are like, and the reasons for acting as they do--why not ask them?"

G. W. Allport

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