



**Oahu Metropolitan Planning Organization  
NEWS RELEASE**

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**OahuMPO TO SURVEY OAHU RESIDENTS – PARTICIPATION IS ENCOURAGED**

OAHU – The Oahu Metropolitan Planning Organization (OahuMPO), in cooperation with the Hawaii Department of Transportation and the City and County of Honolulu, is conducting a comprehensive two-phase survey of the travel behavior of Oahu residents called the Oahu Household Travel Survey. The goal of the survey is to help local governments plan for transportation investments that will help strengthen the community.

Over the next few months, a randomly selected sample of about 100,000 Oahu households will receive letters asking for their participation in the survey. A Honolulu-based survey firm, OmniTrak, will make follow-up phone calls to ask them questions about how, when, where, and why they travel on the island of Oahu (Phase 1). Residents who do not have a landline telephone or have an unlisted number can take the survey online or they may call a toll-free number to take the survey over the phone. All information gathered in the survey is strictly confidential.

After the initial household interview, respondents will be sent travel diaries for all household members to complete on an assigned travel date. Household members will fill out the travel diaries indicating the places they went, and the times they traveled, as well as how they got to and from each location (Phase 2). OmniTrak will collect travel information from 4,000 Oahu households.

“I encourage all residents who receive the letter to participate – even if they do not take TheBus or travel much – as the findings will help City and State agencies improve our transportation options,” said OahuMPO Policy Committee Chair Marilyn Lee.

OahuMPO Executive Director Brian Gibson said, “The results from this survey will help the sponsoring agencies develop plans for transportation improvements that affect mobility, access to jobs, air quality, and quality of life on Oahu.” The survey will continue through Spring 2012.

For additional information, visit <http://www.oahutravelssurvey.com>.

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**Media Contact:**

Brian Gibson, Executive Director  
(808) 587-2015