



THE CITY OF WINNIPEG

REQUEST FOR PROPOSAL

RFP NO. 381-2007

PROFESSIONAL SERVICES FOR HOUSEHOLD TRAVEL SURVEY

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PART B - BIDDING PROCEDURES

B1. CONTRACT TITLE

B1.1 PROFESSIONAL SERVICES FOR HOUSEHOLD TRAVEL SURVEY

B2. SUBMISSION DEADLINE

B2.1 The Submission Deadline is 4:00 p.m. Winnipeg time, June 15, 2007.

B2.2 Proposals determined by the Manager of Materials to have been received later than the Submission Deadline will not be accepted and will be returned upon request.

B2.3 The Contract Administrator or the Manager of Materials may extend the Submission Deadline by issuing an addendum at any time prior to the time and date specified in B2.1.

B3. ENQUIRIES

B3.1 All enquiries shall be directed to the Contract Administrator identified in D6.2.

B3.2 If the Bidder finds errors, discrepancies or omissions in the proposal, or is unsure of the meaning or intent of any provision therein, the Bidder shall promptly notify the Contract Administrator of the error, discrepancy or omission at least five (5) Business Days prior to the Submission Deadline.

B3.3 Responses to enquiries which, in the sole judgment of the Contract Administrator, require a correction to or a clarification of the Request for Proposal will be provided by the Contract Administrator to all Bidders by issuing an addendum.

B3.4 Responses to enquiries which, in the sole judgment of the Contract Administrator, do not require a correction to or a clarification of the Request for Proposal will be provided by the Contract Administrator only to the Bidder who made the enquiry.

B3.5 The Bidder shall not be entitled to rely on any response or interpretation received pursuant to B3 unless that response or interpretation is provided by the Contract Administrator in writing.

B4. CONFIDENTIALITY

B4.1 Information provided to a Bidder by the City or acquired by a Bidder by way of further enquiries or through investigation is confidential. Such information shall not be used or disclosed in any way without the prior written authorization of the Contract Administrator.

B4.2 The Bidder shall not make any statement of fact or opinion regarding any aspect of the Request for Proposals to the media or any member of the public without the prior written authorization of the Contract Administrator.

B5. ADDENDA

B5.1 The Contract Administrator may, at any time prior to the Submission Deadline, issue addenda correcting errors, discrepancies or omissions in the Request for Proposal, or clarifying the meaning or intent of any provision therein.

B5.2 The Contract Administrator will issue each addendum at least two (2) Business Days prior to the Submission Deadline, or provide at least two (2) Business Days by extending the Submission Deadline.

B5.2.1 Addenda will be available on the Bid Opportunities page at The City of Winnipeg, Corporate Finance, Materials Management Branch internet site at <http://www.winnipeg.ca/matmgt>.

B5.2.2 The Bidder is responsible for ensuring that he has received all addenda and is advised to check the Materials Management Branch internet site for addenda regularly and shortly before the Submission Deadline, as may be amended by addendum.

B5.3 The Bidder shall acknowledge receipt of each addendum in Paragraph 8 of Form A: Proposal. Failure to acknowledge receipt of an addendum may render a Proposal non-responsive.

B6. PROPOSAL SUBMISSION

B6.1 The Proposal shall consist of the following components:

- (a) Form A: Proposal
- (b) A description of the proposed Work plan.
- (c) A description of the consulting team's capabilities, knowledge, and experience that is directly related to the proposed Work including:
 - (i) Direct experience in the planning, management, fielding and analysis of large-scale surveys.
 - (ii) Extensive knowledge and direct experience in scaling data to obtain representations of full populations.
 - (iii) Knowledge of urban transportation planning methods.
 - (iv) Working knowledge of Winnipeg's urban transportation system.
 - (v) Demonstrated experience in working effectively with the public and City departments.
 - (vi) Registration with the Marketing Research & Intelligence Association (MRIA) and/or a Provincial/Territorial Association of Professional Engineers.
- (d) A description of the background, related experience, and resumes of each of the professional staff members who will be assigned to the Work (maximum of 4 pages per team member).
- (e) A worksheet that summarizes the project schedule (in elapsed weeks from the study start) and estimated staff time (by staff member) for each task identified in E2 Scope of Work.
- (f) A cost proposal, including staff costs (indicate the hourly or per diem rate for each staff person), disbursements, travel, taxes, and total costs.
- (g) Names of former clients (including contact names and telephone numbers) for whom similar or relevant work has been done and who may be approached for references.

B6.2 The main body of the submission shall be limited to 20 pages (single sided), not including attachments, figures, diagrams, charts, etc. The main body text shall be single spaced lines set in 12 point Arial (Helvetica) or Times (Times New Roman) font.

B6.3 Bidders shall submit **one (1) unbound original** and **six (6) bound printed copies**.

B6.4 All components of the Proposal shall be fully completed or provided, and submitted by the Bidder no later than the Submission Deadline, with all required entries made clearly and completely, to constitute a responsive Proposal.

B6.5 Bidders are advised not to include any information/literature except as requested in accordance with B6.1.

B6.6 Bidders are advised that inclusion of terms and conditions inconsistent with the proposal document, including the General Conditions, may result in the Bid being determined to be non-responsive.

B6.7 The Proposal shall be submitted enclosed and sealed in an envelope clearly marked with the RFP number and the Bidder's name and address.

B6.7.1 Samples or other components of the Proposal which cannot reasonably be enclosed in the envelope may be packaged separately, but shall be clearly marked with the RFP number,

the Bidder's name and address, and an indication that the contents are part of the Bidder's Proposal Submission.

B6.8 Proposals submitted by facsimile transmission (fax) or internet electronic mail (e-mail) will not be accepted.

B6.9 Proposals shall be submitted to:

The City of Winnipeg
Corporate Finance Department
Materials Management Branch
185 King Street, Main Floor
Winnipeg MB R3B 1J1

B7. PROPOSAL

B7.1 The Bidder shall complete Form A: Proposal, making all required entries.

B7.2 Paragraph 2 of Form A: Proposal shall be completed in accordance with the following requirements:

- (a) if the Bidder is a sole proprietor carrying on business in his own name, his name shall be inserted;
- (b) if the Bidder is a partnership, the full name of the partnership shall be inserted;
- (c) if the Bidder is a corporation, the full name of the corporation shall be inserted;
- (d) if the Bidder is carrying on business under a name other than his own, the business name and the name of every partner or corporation who is the owner of such business name shall be inserted.

B7.2.1 If a Proposal is submitted jointly by two or more persons, each and all such persons shall identify themselves in accordance with B7.2.

B7.3 In Paragraph 3 of Form A: Proposal, the Bidder shall identify a contact person who is authorized to represent the Bidder for purposes of the Proposal.

B7.4 Paragraph 10 of Form A: Proposal shall be signed in accordance with the following requirements:

- (a) if the Bidder is a sole proprietor carrying on business in his own name, it shall be signed by the Bidder;
- (b) if the Bidder is a partnership, it shall be signed by the partner or partners who have authority to sign for the partnership;
- (c) if the Bidder is a corporation, it shall be signed by its duly authorized officer or officers and the corporate seal, if the corporation has one, should be affixed;
- (d) if the Bidder is carrying on business under a name other than his own, it shall be signed by the registered owner of the business name, or by the registered owner's authorized officials if the owner is a partnership or a corporation.

B7.4.1 The name and official capacity of all individuals signing Form A: Proposal shall be printed below such signatures.

B7.4.2 All signatures should be witnessed, except where a corporate seal has been affixed.

B7.5 If a Proposal is submitted jointly by two or more persons, the word "Bidder" shall mean each and all such persons, and the undertakings, covenants and obligations of such joint Bidders in the Proposal and the Contract, when awarded, shall be both joint and several.

B8. QUALIFICATION

B8.1 The Bidder shall:

- (a) undertake to be in good standing under The Corporations Act (Manitoba), or properly registered under The Business Names Registration Act (Manitoba), or otherwise properly registered, licensed or permitted by law to carry on business in Manitoba, or if the Bidder does not carry on business in Manitoba, in the jurisdiction where the Bidder does carry on business; and
- (b) be financially capable of carrying out the terms of the Contract; and
- (c) have all the necessary experience, capital, organization, and equipment to perform the Work in strict accordance with the terms and provisions of the Contract.

B8.2 The Bidder and any proposed Subcontractor (for the portion of the Work proposed to be subcontracted to them) shall:

- (a) be responsible and not be suspended, debarred or in default of any obligations to the City a list of suspended or debarred individuals and companies is available on the Information Connection page at The City of Winnipeg, Corporate Finance, Materials Management Branch internet site at <http://www.winnipeg.ca/matmgt>.

B8.3 The Bidder and/or any proposed Subcontractor (for the portion of the Work proposed to be subcontracted to them) shall:

- (a) have successfully carried out work similar in nature, scope and value to the Work; and
- (b) be fully capable of performing the Work required to be in strict accordance with the terms and provisions of the Contract; and
- (c) have a written workplace safety and health program, if required, pursuant to The Workplace Safety and Health Act (Manitoba);

B8.4 The Bidder shall submit, within three (3) Business Days of a request by the Contract Administrator, proof satisfactory to the Contract Administrator of the qualifications of the Bidder and of any proposed Subcontractor.

B8.5 The Bidder shall provide, on the request of the Contract Administrator, full access to any of the Bidder's equipment and facilities to confirm, to the Contract Administrator's satisfaction, that the Bidder's equipment and facilities are adequate to perform the Work.

B9. OPENING OF PROPOSALS AND RELEASE OF INFORMATION

B9.1 Proposals will not be opened publicly.

B9.2 After award of Contract, the name(s) of the successful Bidder(s) and the Contract Amount(s) will be available on the Closed Bid Opportunities (or Public/Posted Opening & Award Results) page at The City of Winnipeg, Corporate Finance, Materials Management Branch internet site at <http://www.winnipeg.ca/matmgt>.

B9.3 To the extent permitted, the City shall treat all Proposal Submissions as confidential, however the Bidder is advised that any information contained in any Proposal may be released if required by City policy or procedures, by The Freedom of Information and Protection of Privacy Act (Manitoba), by other authorities having jurisdiction, or by law.

B9.4 Following the award of Contract, a Bidder will be provided with information related to the evaluation of his submission upon written request to the Contract Administrator.

B10. IRREVOCABLE OFFER

B10.1 The Proposal(s) submitted by the Bidder shall be irrevocable for the time period specified in Paragraph 9 of Form A: Proposal.

B10.2 The acceptance by the City of any Proposal shall not release the Proposals of the other responsive Bidders and these Bidders shall be bound by their offers on such Work until a Contract for the Work has been duly executed and the performance security furnished as herein

provided, but any offer shall be deemed to have lapsed unless accepted within the time period specified in Paragraph 9 of Form A: Proposal.

B11. WITHDRAWAL OF OFFERS

B11.1 A Bidder may withdraw his Proposal without penalty by giving written notice to the Manager of Materials at any time prior to the Submission Deadline.

B11.1.1 Notwithstanding C22.5, the time and date of receipt of any notice withdrawing a Proposal shall be the time and date of receipt as determined by the Manager of Materials.

B11.1.2 The City will assume that any one of the contact persons named in Paragraph 3 of Form A: Proposal or the Bidder's authorized representatives named in Paragraph 10 of Form A: Proposal, and only such person, has authority to give notice of withdrawal.

B11.1.3 If a Bidder gives notice of withdrawal prior to the Submission Deadline, the Manager of Materials will:

- (a) retain the Proposal until after the Submission Deadline has elapsed;
- (b) open the Proposal to identify the contact person named in Paragraph 3 of Form A: Proposal and the Bidder's authorized representatives named in Paragraph 10 of Form A: Proposal; and
- (c) if the notice has been given by any one of the persons specified in B11.1.3(b), declare the Proposal withdrawn.

B11.2 A Bidder who withdraws his Proposal after the Submission Deadline but before his offer has been released or has lapsed as provided for in B10.2 shall be liable for such damages as are imposed upon the Bidder by law and subject to such sanctions as the Chief Administrative Officer considers appropriate in the circumstances. The City, in such event, shall be entitled to all rights and remedies available to it at law.

B12. INTERVIEWS

B12.1 The Contract Administrator may, in his sole discretion, interview Bidders during the evaluation process. Should the City request a presentation / interview, it will provide at least two weeks notice.

B13. NEGOTIATIONS

B13.1 The City reserves the right to negotiate details of the Contract with Bidders.

B13.2 Negotiations, if any, are intended to address administrative and technical details of the Contract. The Bidder is advised to present his best offer, not a starting position for negotiations, in his Proposal; the City will not necessarily pursue negotiations with any Bidder.

B13.3 If, in the course of negotiations pursuant to B13.2 or otherwise, the Bidder amends or modifies a Proposal after the Submission Deadline, the City may consider any amended Proposal as an alternative to the Proposal as originally submitted without releasing the Bidder from the Proposal as originally submitted.

B14. EVALUATION OF PROPOSALS

B14.1 Proposals will be evaluated on, but not necessarily limited to, the following criteria:

Criterion	Description	Weight
Mandatory Requirements	<ul style="list-style-type: none"> compliance by the Bidder with the requirements of the Request for Proposal 	pass/fail
Proposal Quality	<ul style="list-style-type: none"> Evidence of understanding the scope of the project and its goals Quality, comprehensiveness, and features of work plan Clarity, organization, and completeness of the submission 	20%
Survey Cost Proposal	<ul style="list-style-type: none"> Proposed total cost of proposal Costs for each major task Distribution of staff time and staff costs for each major task Hourly or per diem rates for professional staff Completeness of the cost proposal 	30%
Capability/Experience of the Consulting Team and the Staff Assigned to the Work	<ul style="list-style-type: none"> Relevant experience, knowledge, and qualifications Project management capability Personnel – key staff qualifications and experience References from other clients 	50%
Total		100%

B14.2 Further to the Mandatory Requirements, the Award Authority may reject a Proposal as being non-responsive if the Proposal Submission is incomplete, obscure or conditional, or contains additions, deletions, alterations or other irregularities. The Award Authority may reject all or any part of any Proposal, or waive technical requirements or minor informalities or irregularities if the interests of the City so require.

B15. AWARD OF CONTRACT

B15.1 The City will give notice of the award of the Contract, or will give notice that no award will be made.

B15.2 The City will have no obligation to award a Contract to a Bidder, even though one or all of the Bidders are determined to be responsible and qualified, and the Proposals are determined to be responsive.

B15.2.1 Without limiting the generality of B15.2, the City will have no obligation to award a Contract where:

- (a) the prices exceed the available City funds for the Work;
- (b) the prices are materially in excess of the prices received for similar work in the past;
- (c) the prices are materially in excess of the City's cost to perform the Work, or a significant portion thereof, with its own forces;
- (d) only one Proposal is received; or
- (e) in the judgment of the Award Authority, the interests of the City would best be served by not awarding a Contract.

B15.3 Where an award of Contract is made by the City, the award shall be made to the responsible and qualified Bidder submitting the most advantageous offer.

B15.3.1 Following the award of contract, a Bidder will be provided with information related to the evaluation of his Proposal upon written request to the Contract Administrator.

PART C - GENERAL CONDITIONS

C0. GENERAL CONDITIONS

- C0.1 The *General Conditions for Supply of Services* (Revision 2007 04 12) are applicable to the Work of the Contract.
- C0.1.1 The *General Conditions for Supply of Services* are available on the Information Connection page at The City of Winnipeg, Corporate Finance, Materials Management Branch internet site at <http://www.winnipeg.ca/matmgt>.
- C0.2 A reference in the proposal to a section, clause or subclause with the prefix “**C**” designates a section, clause or subclause in the *General Conditions for Supply of Services*.

PART D - SUPPLEMENTAL CONDITIONS

GENERAL

D1. GENERAL CONDITIONS

D1.1 In addition to the *General Conditions for Supply of Services*, these Supplemental Conditions are applicable to the Work of the Contract.

D2. INTRODUCTION

D2.1 The City of Winnipeg is seeking proposals to plan, develop, and implement a Household Travel Survey. The purpose of the Survey is to collect comprehensive data on weekday travel patterns and mode choices by each member, age six years and over, of a representative sample of households. Specifically, data will be collected for trips within, to and from the City of Winnipeg. Data will NOT be collected for any trips involving goods movement. The data collected is required for the City's overall land use and transportation system planning.

D2.2 For each sampled household, data is to be collected at three levels: for the household, for each of the members of the household, and for each of the trips made by each member of the household on the survey day. Trip data shall be filed so that it can be arranged and sorted by geographic markers, households, household members, and individual trip links. The project requires detailed and structured trip and demographic descriptions, and a high level of accuracy of geo-positioning information.

D2.3 This Request for Proposals outlines the background; the scope of Work; the project schedule; the required experience, knowledge, and qualifications; the criteria to evaluate proposals; and the requirements for proposals.

D3. BACKGROUND

D3.1 The City of Winnipeg conducted its first area-wide travel survey in 1962. Since then, it has conducted five more – in 1971, 1976, 1981, 1986 and 1992.

D3.2 A census-style survey was undertaken in 1962 wherein all homes within the City were visited. Residents were requested to answer questions regarding destination, times of departure and arrival, and mode of travel for all work trips originating in that household.

D3.3 Home interviews were also conducted in 1972 and 1976, but using a 20% sample of households. Demographic and travel mode choice questions were added.

D3.4 Self-completed mail-back questionnaires were sent to households in 1981 (50% sample of households), 1986 (30%) and 1992 (100%). Questions similar to those in the interview surveys were included.

D3.5 This survey will include a sample of households within the boundaries of the City of Winnipeg, and one of persons that live within a 100-kilometre radius of the City that make regular weekday trips to/from Winnipeg. This survey will be the first Winnipeg survey to sample all trip types. Previous surveys were for work and post secondary trips only.

D3.6 This project is a joint undertaking of three departments of the City of Winnipeg - Public Works, Transit, and Planning, Property and Development.

D4. SCOPE OF WORK

D4.1 The Work to be done under the Contract shall consist of all aspects of survey planning, survey implementation, and administration as detailed in Part E Specifications.

D5. DEFINITIONS

D5.1 When used in this Request for Proposal:

- (a) "**Consultant**" and "**Contractor**" means Contractor as defined in the General Conditions;

D6. CONTRACT ADMINISTRATOR

D6.1 The City's Household Travel Survey Steering Group will provide oversight of this project. This group is composed of staff from three City departments: Public Works, Transit, and Planning, Property and Development.

D6.2 For information during the Request for Proposal process, please contact the Contract Administrator:

Phil Wiwchar
Market Research Analyst
Planning and Schedules Division
Transit Department
421 Osborne Street
Winnipeg, Manitoba R3L 2A2
Telephone: (204) 986-5742
e-mail: pwiwchar@winnipeg.ca

SUBMISSIONS

D7. AUTHORITY TO CARRY ON BUSINESS

D7.1 The Contractor shall be in good standing under The Corporations Act (Manitoba), or properly registered under The Business Names Registration Act (Manitoba), or otherwise properly registered, licensed or permitted by law to carry on business in Manitoba, or if the Contractor does not carry on business in Manitoba, in the jurisdiction where the Contractor does carry on business, throughout the term of the Contract, and shall provide the Contract Administrator with evidence thereof upon request.

SCHEDULE OF WORK

D8. COMMENCEMENT

D8.1 The Contractor shall not commence any Work until he is in receipt of a notice of award from the City authorizing the commencement of the Work.

D8.2 The Contractor shall not commence any Work until:

- (a) the Contract Administrator has confirmed receipt and approval of:
(i) evidence of authority to carry on business specified in D7.

D9. PROJECT SCHEDULE

D9.1 The Consultant shall adhere to the following the schedule:

Event	Date
RFP closes	June 15, 2007
Award contract	Early July 2007
Survey and sample preparations	July – August 2007
Conduct Pilot Survey	Early September 2007
Conduct Main Survey	September to November 2007
Deliver clean data & technical survey report	April 30, 2008

D9.2 The Pilot Survey shall not commence before Saturday, September 8, 2007. The Main Survey shall not commence until the City has reviewed the results of the Pilot Survey and has indicated it is satisfied with the outcome.

D9.3 The surveys shall be conducted under normal circumstances, insofar as trip-making patterns are concerned. Accordingly, the City reserves the right to suspend, postpone, extend or cancel the surveys for any reason, including disruption due to disaster, weather, election, labour dispute, etc.

D10. PROJECT TIMING

D10.1 On the basis of the information provided in E2 Scope of Work, the Consultant shall prepare a detailed work schedule, clearly showing the level and timing of effort provided by the Consultant manager and any other team member, as appropriate, for each of the tasks described. This work schedule will necessarily reflect the timing of the major tasks noted in E2.

PART E - SPECIFICATIONS

GENERAL

E1. APPLICABLE SPECIFICATIONS AND DRAWINGS

E1.1 These Specifications shall apply to the Work.

E2. SCOPE OF WORK

E2.1 The Work to be done under the Contract shall consist of all aspects of survey planning, survey implementation, and administration, including:

- (a) Survey approach and design.
- (b) Design of sampling frame.
- (c) Design of questionnaire.
- (d) Development and application of a scaling method for expansion of the sample to obtain representations for full population.
- (e) Coordination and implementation of public awareness before and during the Survey.
- (f) Pre-testing of the Survey, both internally and externally, to validate the questionnaire.
- (g) Administration of a Pilot Survey to test system resources.
- (h) Administration of the Main Survey.
- (i) Coding and verification of data.
- (j) Documentation of survey process and results of scaling to obtain representations for full population.
- (k) Preparation and delivery of files of the survey data in formats prescribed by the City of Winnipeg.
- (l) Preparation and delivery of a report summarizing existing travel patterns.
- (m) Attendance at public and City Council meetings as requested.

E3. SURVEY APPROACH AND DESIGN

E3.1 The Consultant shall recommend the survey methodology, or combination of methodologies, best suited for the project, including by telephone, mail, the Internet, and/or other approaches.

E3.2 The Consultant shall investigate and recommend the possible use of incentives for participants to increase response rates, to encourage early response, and to reduce call-back requirements.

SAMPLE FRAME DESIGN

E4. STUDY AREA

- E4.1 The Survey shall include a sample of households within the boundaries of the City of Winnipeg, and one of persons that live within a 100-kilometre radius of the City that make regular weekday trips to/from Winnipeg. This will measure travel that has the greatest impact on the transportation system and land use requirements of the City of Winnipeg.

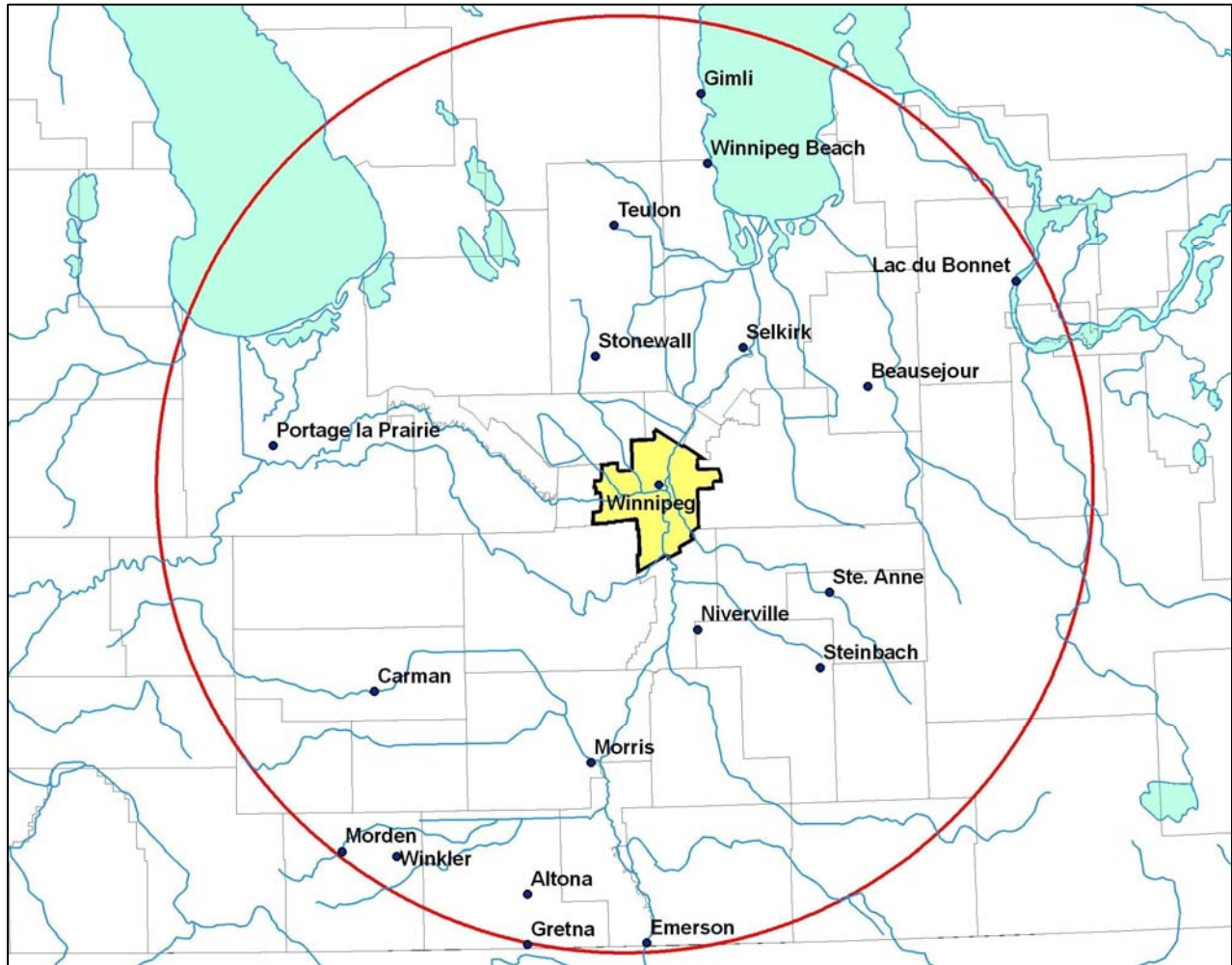


Figure 1 : Study Area – 100-km Radius of City of Winnipeg

E5. SAMPLE SELECTION

- E5.1 The Consultant shall be responsible for sample selection and management. A random representative sample of households with varying socio-economic characteristics and geographic location shall be targeted. The socio-economic characteristics shall include, but not be limited to, household size, household income, level of education, car ownership, etc.
- E5.2 The Consultant shall be responsible for obtaining contact information to achieve the sample. The City will provide access for the Consultant to a database of household, address and geographic information for those households located within the boundaries of the City of Winnipeg.

E6. SAMPLE SIZE

- E6.1 The Consultant shall establish minimum sample sizes (i.e. completed surveys) of households within each traffic zone of the City of Winnipeg, and a minimum sample size (i.e. completed surveys) of households in the area external to Winnipeg, as established upon review of the project requirements. Depending upon available funding, the City may as part of this Work seek to have additional surveys completed beyond the minimum numbers required. The Consultant shall provide the incremental cost for these additional surveys.
- E6.2 *It is important to note that data shall only be collected for those trips occurring within, destined to, or originating from the City of Winnipeg. The following data shall be discarded and shall NOT be included in the sample:*
- (a) Trips occurring wholly outside the boundaries of the City;*
 - (b) Trips involving the movement of goods.*
- E6.3 Note that the survey data will be used as input to network modelling activities as part of the City's ongoing transportation planning work. The trip-level data collected in the Survey will be aggregated to create a zone-based origin-destination matrix. Consequently, it is necessary that the sample size of surveyed households in each zone be sufficiently high to ensure that a statistically reliable origin-destination matrix can be generated from the data.

E7. QUESTIONNAIRE DESIGN

E7.1 In consultation with City staff, the Consultant shall develop the survey questionnaire. Data to be collected shall include the following:

Category	Item	Description
Household	Household ID	<ul style="list-style-type: none"> Control number
	Contact Phone	<ul style="list-style-type: none"> For follow-up
	Contact Name	<ul style="list-style-type: none"> For follow-up
	Location	<ul style="list-style-type: none"> Home address
	Geographic Coordinates of Household	<ul style="list-style-type: none"> X-Y coordinates of household (UTM Zone 14 coordinates)
	Household Size	<ul style="list-style-type: none"> Total number of household members Number of household members age 6+ years
	Household Income	<ul style="list-style-type: none"> Category of total household income from all sources
	Vehicle Ownership	<ul style="list-style-type: none"> Type & quantity of registered motor vehicles, bicycles
Personal (for each household member)	Person ID	<ul style="list-style-type: none"> Control number
	Proxy Code	<ul style="list-style-type: none"> Code indicating direct or proxy contact
	Gender	<ul style="list-style-type: none"> Male or Female
	Year of Birth	<ul style="list-style-type: none"> (Preferable to requesting age)
	Labour Code	<ul style="list-style-type: none"> Labour force status (employed, laid off, seeking work, future start, not in labour force)
	Occupation Code	<ul style="list-style-type: none"> (Ask ONLY of those who are employed) Statistics Canada definitions
	Place(s) of Work	<ul style="list-style-type: none"> (Ask ONLY of those who are employed) Name, address, x-y coordinates and Statistics Canada industry code of the workplace(s)
	Hours of Work	<ul style="list-style-type: none"> Usual work start and finish times Average hours of paid work per week, excluding overtime
	Education Level	<ul style="list-style-type: none"> Highest level of education achieved
	School Attendance	<ul style="list-style-type: none"> Attending a school, college or university?
	Place(s) of Education	<ul style="list-style-type: none"> (Ask ONLY of those who are students) Name, address, and x-y coordinates of school(s)/ post-secondary institution(s) attended
	Driving License	<ul style="list-style-type: none"> Whether or not a current drivers license is held
	Mobility Related Disabilities	<ul style="list-style-type: none"> No physical limitation, wheelchair, cane/walker, difficulty standing, difficulty climbing, low vision, hearing impaired/deaf, other
Trip	Trip ID	<ul style="list-style-type: none"> Control number
	Trip Date	<ul style="list-style-type: none"> Year - Month - Day
	No Trip	<ul style="list-style-type: none"> Indication that no out-of-home trip was made on survey day
	Trip Origin	<ul style="list-style-type: none"> Address and UTM Zone 14 x-y Coordinates
	Departure Time	<ul style="list-style-type: none"> Use 24-hour clock
	Trip Destination	<ul style="list-style-type: none"> Address and UTM Zone 14 x-y Coordinates
	Arrival Time	<ul style="list-style-type: none"> Use 24-hour clock
	Trip Purpose	<ul style="list-style-type: none"> Home, work, school/college, shopping, social/ recreational, medical/personal business, eat meal, religious, other (specify)

Category	Item	Description
Trip (cont'd)	Mode of Travel	<ul style="list-style-type: none"> Auto driver, auto passenger, transit passenger, intercity bus, school bus, private shuttle bus, walk, bicycle, motorcycle, wheelchair, taxi, other (specify)
	Type of Vehicle	<ul style="list-style-type: none"> (Ask ONLY auto driver and auto passenger) Auto/van/SUV, pick up truck, utility truck, other truck, RV, other (specify)
	Travel Party Size	<ul style="list-style-type: none"> (Ask ONLY auto driver, auto passenger, motorcycle) How many people travelled with respondent?
	Auto Requirement	<ul style="list-style-type: none"> (Ask ONLY auto driver, auto passenger and motorcycle modes) Was auto / motorcycle required to make this trip?
	Parking Location	<ul style="list-style-type: none"> On-site, on-street, or off-site parking lot/structure
	Parking Fee	<ul style="list-style-type: none"> User share of parking fee (dollars)
	Unit of Time for Parking Fee	<ul style="list-style-type: none"> Hourly / daily / weekly / monthly / annual
	Length - Parking to Final Destination	<ul style="list-style-type: none"> Length of walk (in minutes) to final destination
	Bus Route(s) Used	<ul style="list-style-type: none"> (Ask ONLY transit passengers) Route numbers of all buses used to make one-way trip
	Transfer Validation	<ul style="list-style-type: none"> (Not asked) Check of valid bus transfers
	Auto Availability	<ul style="list-style-type: none"> (Do NOT ask auto driver, auto passenger and motorcycle modes) Was auto / motorcycle available to make this trip?

WEIGHTING AND EXPANSION OF DATA

E8. WEIGHTING AND EXPANSION OF DATA

E8.1 Weighting is the process of assigning weights to observations in a sample so that the weighted sample accurately represents the population. Expansion is the multiplication applied to each observation in a sample so that the expanded sample is an estimate of the population.

E9. DATA WEIGHTING

E9.1 Weighting reduces bias in survey values and, therefore, provides more accurate estimates of the true underlying values obtained in a survey. The Consultant shall conduct a weighting exercise, include the weights in the dataset, and include a description of the weighting process. The weights shall include expansion factors, so that the sum of the weights match population estimates.

E10. DATA EXPANSION

E10.1 In addition to data collected from the 2007 Household Travel Survey, other data will be required to support the development of a scaling method for expansion of the sample to obtain representations for full population.

E10.2 The Consultant shall review existing sources of data and recommend what additional data needs to be obtained and/or collected to support the scaling. The City will cover the cost of obtaining any additional data agreed upon with the Consultant (e.g. Census data by traffic zone).

PILOT SURVEY

E11. PILOT SURVEY

- E11.1 The Consultant shall conduct a Pilot Survey on a small sample of the population prior to fielding the Main Survey.
- E11.2 The Pilot Survey will test all elements of the Main Survey by:
- (a) Validating the questionnaire design;
 - (b) Testing resources for questionnaire dispersal and data collection;
 - (c) Confirming data coding and verification procedures.
- E11.3 The Pilot Survey will obtain a minimum of one hundred (100) completed surveys. Based upon the Consultant's review of the sample requirements as discussed in E4, E5 and E6, these surveys shall be apportioned appropriately between households within the City of Winnipeg, and those outside the City, but within the 100 kilometre radius study area.
- E11.4 The Consultant shall prepare and print all necessary materials for the conduct of the Pilot Survey, including any reference or instruction materials.

SURVEY ADMINISTRATION

E12. GENERAL CONDITIONS

- E12.1 The Consultant shall choose, train and monitor staff to ensure that the Survey is conducted in a professional and objective manner. This includes personnel for data collection, data coding and input, quality / production control, and supervision.
- E12.2 The Consultant shall prepare and print all necessary materials for the conduct of the Survey, including any reference or instruction materials.

E13. WORKING RELATIONSHIPS

- E13.1 The Consultant shall:
- (a) Provide copies of all survey materials for review by City staff.
 - (b) Obtain approval from City staff for all survey materials prior to distribution.
 - (c) Provide City staff with access to the Consultant's work site to observe any process related to the Survey.
 - (d) For the entire duration of the project, make a verbal report to a single designated contact acting for the City, on a weekly basis, on the progress of the project generally.
 - (e) For the duration of the data collection periods for the Pilot Survey and the Main Survey, make a verbal report to a designated City contact, on a daily basis (weekdays), on the progress of the data collection in particular.
 - (f) For the duration of the data collection periods for the Pilot Survey and the Main Survey, conduct a weekly review with City staff, including a written sampling report. This report is to provide the number of surveys where the interview has been completed, the number of surveys where the data has been entered and the number of surveys where the data checks have been completed. The report will also include information on the progress toward the set sample targets.
 - (g) Consult and seek direction from City staff on any and all substantial problems that are encountered during the Survey.

E14. QUALITY CONTROL

- E14.1 The Consultant shall indicate how quality control will be maintained.

E15. PUBLIC AWARENESS

E15.1 The Consultant shall raise public awareness of the Survey prior to and during its execution through various media.

Part A: Traditional Media — Newspaper, radio, mail, television and/or other resources.

E15.2 Messages must include the following:

- (a) The objectives of the Survey
- (b) The importance of participation
- (c) An assurance of confidentiality
- (d) A reminder to return completed questionnaires (if required)
- (e) A reference to the companion website

Part B: Internet — A website, developed and maintained by the Consultant.

E15.3 Content must include all of Part A above, and the following:

- (a) Answers to frequently asked questions
- (b) The ability to download survey materials/information
- (c) E-mail and telephone contact for assistance or further information
- (d) Links to sponsoring departments and agencies
- (e) The ability to link to this website from various City webpages

E15.4 The Consultant shall obtain the City's approval of all advertising material prior to its release.

E16. RESPONDENT CONTACT

E16.1 A schedule of contacts and reminders shall be put in place. The number of call-back attempts for the Survey shall be set to an agreed upon limit, and that these call-back attempts be made at different times on different days of the week.

E16.2 Any form of survey used should include the use of reminders, which should be planned and programmed in the initial stages of the Survey. The form of the reminders will depend on the methods used for the Survey. However, some mix of telephone, mail, and e-mail reminders would normally be appropriate.

E17. PROXY REPORTING

E17.1 The Consultant shall establish policies with regard to proxy reporting, based on the following:

- (a) For all persons, include a code for whether the travel report was provided directly by the individual conducting the travel, or by a proxy.
- (b) Persons under age 6 are not to be interviewed, directly or through proxy.
- (c) For persons aged 6 to 14, require parental or other adult proxy reporting.
- (d) For persons aged 15 to 17, permit proxy reporting unless the individual is available to report their activities directly with parental permission.
- (e) All persons aged 18 or older should be asked directly for their travel unless they defer due to a language barrier or cognitive impairment.

E18. ETHICS

E18.1 The Consultant shall observe the following practice standards regarding ethics:

- (a) Survey personnel must identify the identity of the research company they represent and the nature of the Survey being conducted at the initiation of the conversation.
- (b) Survey personnel must be prepared to divulge their own name or identification number and the identity of the City and its departments that commissioned the study if requested by a respondent.
- (c) The anonymity of the persons surveyed, and the confidentiality of the information they provide, must be protected – and seen to be protected – at all times. See E19 for further details.
- (d) A survey respondent may not be sold anything or asked for money as part of the Survey.
- (e) Persons must be contacted at reasonable times to participate in the Survey and must be allowed to reschedule participation in the Survey to a different time if that is more convenient for them.
- (f) Children under the age of 15 may not be interviewed without the consent of a parent or responsible adult.
- (g) A respondent's decision to refuse participation in the Survey, not answer specific questions in the Survey, or terminate an interview while in progress, must be respected if that is the respondent's firm decision.
- (h) Respondents shall not be surveyed or observed without their knowledge. Methods of data collection such as the use of hidden tape recorders, cameras, one-way mirrors, or invisible identifiers on mail questionnaires, may not be used.
- (i) The Consultant shall ensure the reasonable safety of its fieldworkers during the execution of the Survey.

E19. CONFIDENTIALITY AND OWNERSHIP OF INFORMATION

E19.1 Information provided to the Consultant by the City or acquired by the Consultant by way of further enquiries or through investigation is strictly confidential. Such information, including any use of aggregate data or analyses of data, shall not be used or disclosed in any way without the prior written authorization of the Contract Administrator.

E19.2 The Contract, all deliverables produced or developed, and information provided to or acquired by the Contractor are the property of the City. The Contractor shall not disclose or appropriate to its own use, or to the use of any third party, all or any part thereof without the prior written authorization of the Contract Administrator.

E19.3 The Consultant shall not make any statement of fact or opinion regarding any aspect of the Request for Proposals or of the research findings to the media or any member of the public without the prior written authorization of the Contract Administrator.

E19.4 The data collected in the Survey are confidential and are covered under the Freedom of Information and Protection of Privacy Act (FIPPA) of the Province of Manitoba. The Consultant is expected to adhere to the principles of the Act in all aspects of the conduct of the Survey. Secure methods for the storage and transfer of data must be used. If information from the Survey is transmitted over the Internet, appropriate precautions and encryption shall be used.

E20. LANGUAGE

E20.1 The proposal should indicate which non-English languages will be accommodated in the Survey, and also indicate what measures will be taken in providing these accommodations. It is not expected that non-English versions of the survey materials will be developed, but other

measures such as the provision of telephone interviewers with capabilities in other languages are expected.

E21. RESPONDENTS WITH DISABILITIES

E21.1 The proposal should indicate how respondents with disabilities will be accommodated in the Survey, and also indicate what measures will be taken in providing these accommodations. Such measures may include the provision of TTY/TDD for the hearing-impaired, and the use of large, clear fonts for those persons with low vision.

E22. DATA OWNERSHIP

E22.1 The City shall always retain ownership of all databases provided to the Consultant. These databases have been provided on condition that they shall be used solely for the purpose of the Survey, and that they shall be removed from all files and systems at the conclusion of the Survey.

E22.2 The City shall always retain ownership of all data collected by Consultant for the purpose of the Survey. All of this data shall be removed from all files and systems upon transfer to the City at the conclusion of the Survey.

DATA PROCESSING AND VERIFICATION

E23. SOFTWARE

E23.1 The Consultant shall use software that is designed to:

- (a) make conducting interviews / entering data easy;
- (b) process information in a way that makes the hardware respond quickly;
- (c) maximize productivity;
- (d) maintain the high quality of the data collected.

E23.2 The software shall provide:

- (a) intelligent support for formulating questions;
- (b) branching off through the questionnaire;
- (c) real-time searching (pick lists);
- (d) validation of responses;
- (e) editing.

E23.3 The software shall take advantage of integrated geocoded databases provided by the City and validation tools to increase the quality and consistency of the data collected.

E24. DATA RECORDING SCREENS

E24.1 While the survey software shall be designed to guide the interviewer / data recorder to keep errors at a minimum, it shall also provide flexibility, making corrections easy through full write-over possibility in every entry field, as well as back-tracking within the same trip record, between trip records and between household members. Additional trip records may also be inserted at any time. The data recording screens may include:

- (a) *Household data recording screen*: previously geocoded data provided by the sample file, which appear automatically and may be confirmed or changed if necessary, as well as interviewer / coder number, respondent status, current date, household size and car ownership.

- (b) *Person data recording screen*: age, gender, holding of driver's license, usual place of work or school, as well as household data summary (which can be displayed on this screen).
- (c) *Trip data screens*: display of trip chains, simplifying chronological sorting and mapping, display of individual trips, as well as household and person data summaries (which can be displayed on this screen).
- (d) *Optional fields*, where comments may be entered at any time, for better interpretation of the data recorded.

E25. GEOCODING

- E25.1 Geocoding is the process of assigning a set of x and y coordinates to the geographic variables of the Survey, such as homes, trip origins and destinations or transfer points (between modes).
- E25.2 All locations shall be geocoded by the Consultant using data supplied by the City and other agencies. The home location (a civic address) would have been geocoded prior to the Survey but may need to be coded again if the address obtained from the sample file turns out to be invalid. An exact address is the preferred reference for homes. Other locations may be referred to as addresses, intersections, landmarks or postal codes. Most addresses (schools, hospitals, etc.), intersections, address ranges and postal codes within the survey area will have been geocoded prior to the Survey and will be accessible through the survey software. This preparatory work will contribute to make the information collected as complete and as accurate as possible and reduce post-survey processing. Manual data entry is possible for any location-related information. Geocoding and validation of manual entries shall be done the following day and added to the reference databases on an on-going basis.

E26. VALIDATION

- E26.1 Basic validation for survey consistency and logic will be carried out at the time of data recording. Several multivariate validation tests shall be integrated to the survey software, checking the consistency of address information, trips, trip chains, socio-demographic characteristics of a person or of a household. However, in the case of telephone interviews, some tests found to be too detrimental to software performance or interview length may only be run after the interview is completed. Such tests may be run the following morning, producing error reports to be processed that same day. The interviewer can carry on with the interview (ignoring error messages) notwithstanding the validation test results, so as to finish it rather than running the risk of having the required corrections compromise the completion of the interview.

E27. CITY-SUPPLIED DATA FILES

E27.1 The City will make available to the Consultant a number of data files to assist processing and verifying collected data. These file descriptions are summarized below:

File Name	Description	File Type
Street_Centre_Line	Files that define the street and pedestrian network in Winnipeg.	ArcView MapInfo
Traffic_Zone_Boundary	Files that define the boundaries of traffic zones in Winnipeg.	ArcView MapInfo
Town	Contains a record of x-y coordinates for each city and town within a 100-kilometre radius of Winnipeg.	CSV
Address	Contains a record of x-y coordinates and traffic zone for each unique address in Winnipeg. Records for East St. Paul, West St. Paul and Headingley are under development.	CSV
Street_Intersection	Contains a record of x-y coordinates and traffic zone for each valid street intersection in Winnipeg.	CSV
Postal_Code	Contains a record of the x-y coordinates for each postal code in Winnipeg and for towns within a 100-kilometre radius of Winnipeg.	CSV
Landmark	Contains a record of address attributes, x-y coordinates, and traffic zone for each major landmark in Winnipeg.	CSV
Stops_Rte_Direction	Contains a record for each valid combination of Stop, Route, and Route Direction. Each record contains descriptive information about the stop and the x-y coordinates of the stop.	CSV
Transfers	Contains a record for each valid transfer between bus routes, between bus routes and bus stops, and transfer walking distance.	CSV

DELIVERABLES

E28. DELIVERABLES

E28.1 The Consultant shall document and provide to the City the following:

- (a) Sample frame design
- (b) Survey questionnaire
- (c) Expansion procedure
- (d) Public awareness strategy
- (e) Data processing and verification strategy
- (f) Technical report
- (g) Results report
- (h) Related materials
- (i) Database

E29. SAMPLE FRAME DESIGN

E29.1 In consultation with City staff, the Consultant shall design a sample frame according to the specifications in E4, E5 and E6.

E30. SURVEY QUESTIONNAIRE

E30.1 In consultation with City staff, the Consultant shall develop the Survey questionnaire according to the specifications in E7

E31. EXPANSION PROCEDURE

E31.1 In consultation with City staff, the Consultant shall develop an expansion procedure according to the specifications in E8, E9 and E10.

E32. PUBLIC AWARENESS STRATEGY

E32.1 In consultation with City staff, the Consultant shall develop a public awareness strategy according to the specifications in E15.

E33. DATA PROCESSING AND VERIFICATION STRATEGY

E33.1 In consultation with City staff, the Consultant shall develop a strategy to process and verify data according to the specifications in E23, E24, E25, E26 and E27.

E34. TECHNICAL REPORT

E34.1 The Consultant shall deliver five (5) hard copies of a draft of the technical report for review. Upon approval of the draft by the City, the Consultant shall deliver ten (10) hard copies and one (1) PDF copy of the technical report. The PDF copy is intended for distribution of the report through the Internet or the City's Intranet and shall be in an appropriate format to allow this. The PDF copy shall contain all material provided in the hard copy report, including appendices and inserts. The technical report shall include the following:

- (a) Population and sampling frame -- a description of the population that the Survey is intended to represent as well as why this population was selected, and a description of the sampling frame used to identify this population.
- (b) Sample design -- a complete description of the sample design: sample size, sampling frame, information on eligibility criteria, screening procedures.
- (c) Sample selection procedures -- methods by which respondents were selected, details of how the sample was drawn, the levels of proxy reporting, constitution of a complete household.
- (d) Questionnaire and other survey documents - wording of all questions including specific interviewer and respondent instructions. It also includes aids such as recruitment scripts, interview script (telephone and personal interview), maps, travel diaries, memory joggers, etc.
- (e) Other useful survey materials such as interviewer instruction manuals, validation of results (techniques employed), codebooks, incentive descriptions (e.g. pre or post, type of incentive).
- (f) Data collection methods - survey mode and procedures.
- (g) Number of fieldwork staff.
- (h) Survey period dates of interviews of fieldwork or data collection, and reference dates for reporting, e.g. time, day and date when calls, or other forms of contact, were made.
- (i) Sample disposition - refusals, terminations, ineligible, completed interviews, and non-contacts. Also a description of the level of item non-response accepted for key variables and why.
- (j) Response rates - how the eligibility rate for the unknown sample units was determined, a description of the response rate formula used, as well as the calculation of the overall response rate for a two or more stage survey.
- (k) Processing description - editing, data adjustment, and input procedures used.

E35. RESULTS REPORT

E35.1 The Consultant shall deliver five (5) hard copies of a draft of the results report for review. Upon approval of the draft by the City, the Consultant shall deliver ten (10) hard copies and one (1)

PDF copy of a report describing the scaling methodology and the scaled results. The PDF copy is intended for distribution of the report through the Internet or the City's Intranet. The PDF copy shall contain all material provided in the hard copy report, including appendices and inserts. The report shall summarize at least the following:

- (a) Scaled demographic characteristics describing characteristics about households, population and employment in the study area.
- (b) Trip generation behaviour describing various aspects of auto, transit, school and other trips, including trip purpose, time of day, trip length and alternate travel choices.
- (c) Trip origin and destinations by trip purpose, mode choice and automobile occupancy.
- (d) Precision of estimates - sampling error and include other possible sources of error to inform user of accuracy or precision, description of weighting or estimating procedures.
- (e) Quality indicators - results of internal validity checks and any other relevant information such as external research.
- (f) Contextual information - any other information required to make a reasonable assessment of the findings and data.

E36. RELATED MATERIALS

E36.1 The Consultant shall return to the City all survey forms, including both used and unused, and any other related materials. The used survey forms shall be sorted and stored in a manner that allows easy retrieval. The Consultant shall not be allowed to retain copies of the original materials.

E37. DATABASE

E37.1 The Consultant shall deliver a digital database containing the information collected in the Survey. The database shall be in a format that is prescribed by the City. The Consultant must arrange details of the format before delivery. The database shall be fully documented to facilitate its use and analysis by the City.

E37.2 The different files comprising the database are described in more detail below.

E37.3 Household Sample

E37.3.1 This file shall contain the survey completion status for each household selected in the sample. The Household ID will be used to link this file with other files.

E37.4 Household Completed Survey

E37.4.1 This file shall contain the information on the household form for each household where a survey was completed, including:

- (a) Household ID
- (b) Geographic coordinates
- (c) Household size
- (d) Household income
- (e) Type and quantity of registered vehicles and bicycles

E37.4.2 The Household ID will be used to link this file with other files.

E37.5 Household Confidential Information

E37.5.1 This file shall contain the confidential information from the household, such as the contact name and the phone number. The Household ID will be used to link this file with other files.

E37.6 Person Information

E37.6.1 This file shall contain the Person ID of each person residing in households where data was collected. The Household ID and Person ID will be used to link this file with other files.

E37.7 Person Confidential Information

E37.7.1 This file shall contain the confidential information of each person from households where data was collected, including:

- (a) Person ID
- (b) Proxy code
- (c) Gender
- (d) Year of birth
- (e) Labour code
- (f) Occupation name and code
- (g) Name, industry code, address and geographic coordinates for each place of work
- (h) Hours of work
- (i) Education level
- (j) School attendance code
- (k) Name, address and geographic coordinates for each place of education
- (l) Driving license
- (m) Mobility related disabilities

E37.7.2 The Person ID will be used to link this file with other files.

E37.8 Trip

E37.8.1 This file shall contain a description of each trip made by a member of households included in the Survey, including:

- (a) Trip ID
- (b) Person ID
- (c) "No trip" code
- (d) Origin and the destination for the trip (address and x-y coordinates)
- (e) Date, start time and the end time for the trip
- (f) Trip purpose
- (g) Mode of travel

E37.8.2 The Trip ID and Person ID will be used to link this file with other files.

E37.9 Trip Chains

E37.9.1 This file shall contain the Trip ID of each trip link of a journey made by a household member. The Chain ID, Trip ID and Person ID will be used to link this file with other files.

- (a) Chain ID
- (b) Trip ID
- (c) Person ID
- (d) Sequence number of trip within journey

E37.9.2 Note that if there are multiple members of a surveyed household travelling together in a group making a journey, then there will be multiple listings of this journey, one for each of the household members.

E37.10 Auto Trips

E37.10.1 This file shall contain a description of each auto trip, including:

- (a) Trip ID
- (b) Vehicle used
- (c) Auto requirement
- (d) Parking location
- (e) Length of walk to/from parking location
- (f) Parking fee
- (g) Unit of time for parking

E37.10.2 The Trip ID will be used to link this file with other files.

E37.11 Transit Trips

E37.11.1 This file shall contain a description of each trip made on Winnipeg Transit, including:

- (a) Trip ID
- (b) Bus route(s) used
- (c) Auto availability

E37.11.2 The Trip ID will be used to link this file with other files.

E37.12 Other Mode Trips

E37.12.1 This file shall contain a description of each trip not taken by auto or Winnipeg Transit, including:

- (a) Trip ID
- (b) Mode used
- (c) Auto availability

E37.12.2 The Trip ID will be used to link this file with other files.