Information sheets are prepared and maintained for each project currently approved by IMTC Program organizations for their 2013 list of shared priorities for Cascade Gateway border improvements. Information sheets are updated as needed and thus include a version-date. Current copies, inclusive of any changes to information below, are available in the future-projects section at theIMTC.com.
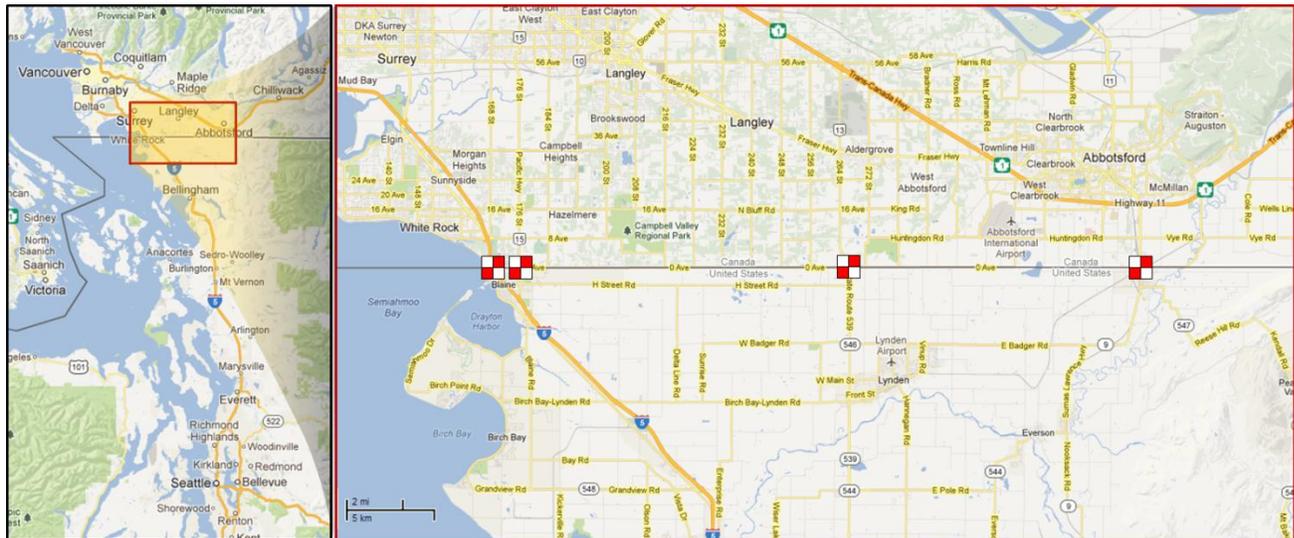
Passenger Vehicle Intercept Survey

Overview

This effort will update important data last collected in 2007/08 during two two-week survey periods (one in summer, one in late fall/winter) at all Cascade Gateway ports of entry, in both directions. The work could likely be done by BPRI and WCOG. As in the past, collaboration with WSDOT, BC MoT, CBP, and CBSA will be essential.

Location

The map below shows the border crossings, related approach roads, and border-region road network of the Cascade Gateway –the geographic focus of this project.

Why this project is needed

It has been five years since the last passenger vehicle intercept was completed in the Cascade Gateway (in 2007/'08) – a length of time commonly used as a refresh rate for transportation survey data. Quality data on trip-purpose, origin-destination patterns, and traveler demographics is an important part of transportation system planning – explaining reasons for changes in demand, identifying emerging needs for reallocation of resources and targeted investments, and revealing opportunities for system optimization from operational and policy changes.

Other needs for improved information on cross-border travelers, which will be addressed in this intercept survey, include regional cross-border traveler characteristics to inform:

- Strategies to promote the NEXUS trusted-traveler program.
- Strategies to promote other radio frequency identification (ex. enhanced drivers' licenses).
- Assessment of traveler/driver use of (real time route choices, trip planning, etc.) and confidence in border wait time measurement systems and the effectiveness of media used to distribute that information (variable message signs, internet, mobile device, connected vehicle technology, etc.).
- Assessment of changing attitudes about cross-border travel (for forecasting in conjunction with other variables like currency exchange rate, commodity prices etc.)

Results

The primary product of this project will be a publically available database of survey records. The database will be corrected for errors and augmented with expansion factors developed from hourly vehicle counts.

Other products will include a project report – documenting data collection schedules, methods, observed anomalies, and recommendations for improving future efforts.

Application to other IMTC projects

In addition to refreshing often-used data sources and continuing the development of a valuable time series of data, this project will have direct applications for other current priority IMTC projects. These include:

- **ATIS Assessment and Calibration** (components of this project include a passenger intercept survey so integration of these projects is an option depending on schedule and funding).
- **Circulation Analysis Phase II**
- **NEXUS Expansion**
- **Regional Economic Model**

Estimated project Schedule

Depending on the length of time between the summer and winter survey waves, this project is estimated to take between nine months and a year to complete.

Cost

This project is estimated to cost $125,000

This project is not currently funded.

Administration, funding, and partnerships

As with the 2007/'08 survey this project could be done jointly by the Whatcom Council of Governments and the Border Policy Research Institute.

Funding support would be looked for and/or requested from U.S. Customs and Border Protection, Canada Border Services Agency, Washington State DOT, British Columbia MOT, Transport Canada, and U.S. Federal Highway Administration.

As with all past border survey projects, collaboration with and support from U.S. Customs and Border Protection and Canada Border Services Agency is essential.