



SOUTHERN CALIFORNIA ASSOCIATION OF GOVERNMENTS  
900 Wilshire Blvd., Ste. 1700, Los Angeles, CA 90017  
T: (213) 236-1800 www.scag.ca.gov

# SoCal Transportation Study Privacy Policy

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## Project Specific Privacy Documentation

### Who is Conducting the Survey?

The SoCal Transportation Study is being conducted on behalf of the Southern California Association of Governments (SCAG) and Los Angeles County Metropolitan Transportation Authority (LA Metro) by Resource Systems Group, Inc. (RSG). RSG conducts market research on behalf of public and private sector clients using software applications, smartphones, websites, studies, computers, tablets, and other means of collecting data (collectively, “Research Tools”). The data RSG collects is governed by this privacy policy.

In the event of a conflict between the terms of the project-specific documentation below and the terms of RSG’s [privacy policy](#), the terms in the project-specific documentation below will govern.

### What are we Collecting?

RSG will be collecting and using certain personal information from you for this study, including:

Travel information: For example, information about trips you make, including precise locations, trip start time and end time and mode of transportation.

- Demographics: For example, race, ethnicity, age and household income to ensure that the study sample reflects the population of the study region.
- Your household composition: For example, who is in your household and your relationship to these household members, including marital status and gender identity of you and your spouse/partner and children.
- Contact information: For example, an e-mail address, phone number or street address for sending study reminders and distributing gift cards.
- Computer settings: For example, screen size to optimize the study and your computer’s IP address and user agent string to identify your device when interacting with the study
- Device settings: For example, device type when using the rMove smartphone app.

RSG is committed to protecting the confidentiality, integrity and security of your personal information. We will not disclose or share personal information we collect from you except as required by law or described in this project-specific documentation and our privacy policy.

### How Are We Using This Data?

RSG, SCAG, and LA Metro will use your data to:

- Understand regional travel patterns and behaviors.
- Help SCAG propose practical transportation investments and prioritize the improvements that best fit the needs of Southern California.
- Develop future traffic forecasts to be used in regional transportation plans, studies required by the California Environmental Quality Act (CEQA), and for specific projects.
- Evaluate transit improvements, transportation equity and proposed transportation policies. Emergency response planning and economic development.
- Contact you about the status of your study and provide support.
- Contact you to provide a financial incentive for completion (if applicable).

## Who Will We Share This Data With?

RSG will share your data with:

- Southern California Association of Governments and Los Angeles County Metropolitan Transportation Authority (LACMTA, [LA Metro]).
- An e-mail automation software provider to issue e-mails for this study.
- WestGroup, a call center that conducts the study support.
- A printing firm to print and mail study materials.
- A gift card vendor to issue study completion gift cards.

RSG's [privacy policy](#) does not apply to the practices of companies that we do not own or control, or to individuals that we do not employ or manage.

## What Financial Incentives Are Offered for Providing This Information?

Upon your completion of the entirety of this study, RSG will provide you a gift certificate with a value dependent on how you complete the Research Tool, the scarcity of information concerning your demographic group, and the priorities of SCAG. This reward represents RSG's good faith estimate of the value of your information to SCAG, as calculated using (a) historical evidence regarding the value of data in similar studies and (b) the budget SCAG has given us for this project.

Please see Section VIII of RSG's [Privacy Policy](#) for more information about their financial incentives.

## Your Participation is Voluntary

RSG, SCAG, and LA Metro agree that the participants in this study are volunteers, offering their participation freely, without pressure or coercion, and without promise or expectation of compensation from RSG.

## Can you Change Your Mind?

Yes, you may remove your consent or exercise your data rights by submitting a [Data Privacy Request](#) through RSG's secure system.