

APPENDIX II

Survey Development And Instructions

SURVEY

SURVEY DEVELOPMENT

Staff from the MPO and CAT designed the survey, devised its questions, and reviewed its purpose. They reviewed surveys used by the state of Minnesota, and the cities of Grand Junction, Colorado, and Sioux Falls, South Dakota. Due to time constraints, the staff decided to limit the survey to one page in length. A comment section with an open format was added to allow bus riders to comment about the system. The demographics section of the survey, used in the past, was eliminated because most of that information could be obtained through the fare category question.

Staff members decided to conduct the survey on a Tuesday, because this day of the week had had the highest ridership the previous year. It was also decided to complete the survey while both the high schools and university were still in session. The survey was scheduled for April 29th. Staff members also discussed at what time of day to conduct the survey. Two options were considered: peak periods and all day (7 a.m. – 10 p.m.). It was decided to survey each route all day.

In addition to the survey of fixed route service users, surveys of the Dial-A-Ride and senior rider service were also conducted. These surveys were done through the mail, and an open house was held at the MTC on April 29th from 5 to 7 p.m. for members of the public to provide comment on the transit service. The open house allowed for comment from all non-users in the metro area. The tripper service was not surveyed due to the lack of information a survey could provide. All trips are destination-driven and the routes fluctuate from year to year.

The survey was then reviewed at the MPO Technical Advisory Committee (TAC), where technical staff, and the public offered suggestions and changes to the survey. The TAC then made a motion to approve the survey.

Informational flyers advertising the surveys were posted in the shelters, buses, and the MTC one week before the bus survey was conducted, to inform the public of the upcoming survey. A press release was also sent out to the local media. An article was published in the Grand Forks Herald and a news story ran on the local radio. A meeting was also conducted with the bus drivers to inform them of the survey and the information that would be gathered.

SURVEY INSTRUCTIONS

Temporary workers were hired by the MPO to conduct the surveys. The workers met with MPO staff the day before the survey took place. Instructions were reviewed with them, and a total of seven workers were hired. Six surveyors were on the bus handing out surveys at any one time, and an additional worker was present to provide breaks.

The surveys were color coded for each route (blue for Route 4/6, yellow for Route 3, etc.) for additional information. A code was also placed at the top of the survey form to coincide with

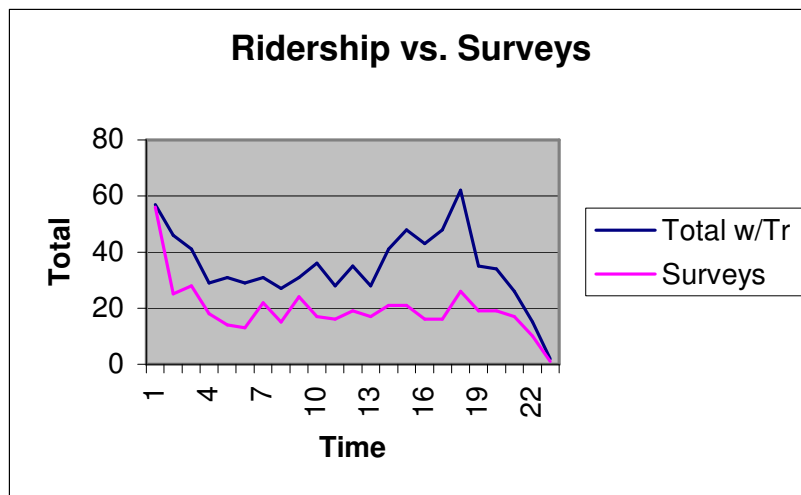
the bus run (time of day). This information enabled staff to provide in-depth evaluation of the survey information.

CAT provided the MPO with the ridership information of April 29th, in order to provide the information related to denials of participation in the survey. The survey questions were coded and entered into a database the day after the survey. Comments were also recorded from the open format from the back of the survey, in addition to the comments from the open house.

SURVEY INFORMATION

Fixed Route

A total of 489 surveys were recorded. The total ridership recorded by the drivers during the surveys hours was 824. This shows a survey response rate of 59 percent. The workers conducting the survey did note an increase of denials later in the day, likely due to the riders not interested in filling out the survey forms a second time. The figure below shows the breakdown of the ridership and surveys received throughout the day. The afternoon peak ridership did not meet with the same peak in the surveys returned.



Demand Response

The two demand response services – Dial-A-Ride and Senior Rider- survey was mailed out instead of an on-board survey. This was done primarily because these services are, by design, individual trips transported curb-to-curb meaning that in order to survey, staff would have to spend considerable time on these vehicles in order to obtain a representative sample. The staff determined that since the riders must be registered in order to use the service, a mailing address of all users was readily available for the mail survey type.

The following table presents the results of the survey response.

May 2003 DAR and SR Survey Response Rates

	DAR	SR
Initial mailing	728	364
Return to sender	118	40
Respondents N/A, deceased, moved	24	5
Possible survey respondents	586	319
Surveys filled out and returned	219	166
Survey response rate	37.4%	52.0%

INSTRUCTIONS

You have been hired to help conduct a survey of transit riders in Grand Forks and East Grand Forks. Your primary duties will include the following:

- Hand out surveys to passengers
- Assist passengers in completing the surveys if requested

The information gathered will help the Grand Forks-East Grand Forks Metropolitan Planning Organization (MPO) and City Bus plan transit services for the area.

The survey will be conducted over one day, April 29, 2003. These instructions provide all the information you will need to know for conducting the survey and should be carried with you at all times during the work shift. The following information is included:

- Survey Purpose
- Surveyor Conduct
- Materials List
- Sample survey form
- Instructions for submission of data to survey supervisor

SURVEY PURPOSE

The purpose of this survey is to assist the MPO, and the City Bus in future planning for transit. The MPO will supervise the survey.

We are asking the workers to distribute a survey to each rider on the bus, and if necessary assist in completing the survey.

There are a total of 11 routes that run in the metro area. Many of these routes are teamed together, for a total of 6 buses that will be counted at any one time.

SURVEY CONDUCT AND RESPONSIBILITIES

Punctuality

It is crucial for surveyors to keep alert and pay attention to their schedules. The schedule allows a few minutes prior to bus departure in order to ensure your packets are complete. Your work schedule is determined by bus schedules, so being a few minutes late could result in missing the first hour of your shift. If you miss a bus due to arriving late, you will not be paid for the time missed before you are able to get back on schedule with a bus. In addition, you are allowed to take bathroom breaks at the designated stops, but you must return to the bus prior to the bus leaving for the next run. Bus drivers can assist you in making sure that you do not miss the run. Surveyors must be well prepared for the survey to run smoothly. Most importantly, surveyors must be on-time, and have all the needed materials to complete the work. In addition, certain behavior and appearance is expected of each surveyor.

1) Bathroom and Lunch Breaks

As was discussed above, you will have the ability to take bathroom breaks at transit stops. Ask the driver exactly how much time is available for your break, and be sure you are back on the bus prior to the bus departing the stop. Lunch breaks will also be provided. Each worker will get a half hour for your break.

Appearance

You should dress comfortably, but also neatly. Because you will be seen as a representative of the transit system, it is important that you are well groomed and presentable. Do not wear shirts with potentially offensive language or designs. You will be expected to wear your “Transit Surveyor” identification during your shift. This is not only identifies you as a legitimate representative of the transit system, but identifies you to the bus driver.

Courtesy

It is very important to have a positive attitude when conducting the survey. Often, people riding the bus are starting a busy day, or are tired after a long day. Respect their mood and be polite. **AVOID CONFRONTATIONS!** If a problem develops with a passenger that you cannot handle, let the bus driver intervene. If a passenger refuses to fill out a survey, thank him/her politely and go on. Never push the issue; always be polite.

1) Bus Driver Relationship

When you start the day, introduce yourself to the bus driver. All drivers will be told about the survey, and will be expecting you on the day the surveys will be conducted. If the drivers change shifts during the day, be sure to introduce yourself to the new driver as well.

2) Shift Work Documentation

The MPO will supervise the survey project, and will be in charge of tracking your work shift times. Ryan Brooks or Kirsten Sjue will be responsible for signing your time card, and you will be paid directly by your Agency.

PASSENGER OPINION SURVEY

You will be handing out surveys to all passengers over age 12. It is your job to try to get every person over 12 years of age to complete the form. Remember to be courteous. Keep a pleasant attitude at all times and avoid confrontations (this is extremely rare). If a passenger begins to hassle you, tell them they can speak with Ryan Brooks with the MPO. If the problem needs immediate attention, tell them to speak with the driver.

At the start of the run, follow these steps:

- 1) Ensure that the survey return boxes are securely in place near the front door. Take the passenger survey forms out of your bag. You will be handing out survey forms to all passengers over the age of 12.
- 2) Complete the “Code” section on forms prior to handing them out. The Code is shown on the time schedule for your route. If you have any questions about which route or run you are on, ask the driver. It is very important to track which bus the information is gathered on.
- 3) Seat yourself near the front door. As passengers get on the bus, (after they have paid the fare), offer them a survey form, a pencil, and politely ask them to help the transit system by filling out a survey. If a lot of people are boarding the bus at one stop, wait until passengers are seated before you hand out the forms. You might tell them that the information is being used to make sure their travel needs are being met. If they say they have already filled out a form, tell them it’s important that we get the information on all of their trips on the bus system. If the passenger refuses again, thank them and don’t push the point. Tell each person to return the survey to you or deposit it in the return box near the front door.

On the front of the large manila envelop, make a check mark for each person who refuses to fill out the survey. This allows us to determine the refusal ratio. Be sure to collect the completed forms and the pencils. Don’t confront passengers you know are taking a pencil – the pencils aren’t worth the hassle.

- 1) Between stops, move around the bus and ask passengers if they need help filling out the forms. Make sure people know they can ask you questions if they are unsure of what is being asked of them. Make a particular effort to help disabled passengers (such as the blind) to fill out the form – you might even fill it out for them by asking the questions.
- 2) At the end of each run, put all completed survey forms in the return box. Collect all of the pencils from the boxes, and put them back with your survey gear.
- 3) You are responsible for ensuring that the surveys, and pencils do not litter the bus. At the end of each run, or as time permits, please walk through the bus and pick up any dropped surveys and pencils. Put everything with your survey gear as you leave your shift.

Periodically throughout the day, a MPO representative will collect the sheets from you. At the end of the day all sheets, and gear should be handed in as well.

Material List

Be sure you have all of your materials before you begin your shift. We will try to supply you with enough survey forms and pencils to last your whole shift. If you see that you are going to run out, please pick up more at the downtown bus stop during one of the scheduled stops.

- Your survey packet includes:
 - Map and schedule of routes
 - Passenger survey forms
 - Your whole day's schedule with the Code Number
- Pencils for passengers to fill out surveys
- Return Box (may be on bus when your shift starts)
- An identification badge, which identifies you to passengers and drivers as a surveyor
- Instructions
- Clipboard
- Pen for surveyor

The above supplies are included in your surveyor bag, which will assist in the organization of your materials. Look over the packets to be sure everything you need is there, and is correct. Make sure you write your name on each form. Ask questions if you are uncertain about how your form is filled out!

Code _____

The Grand Forks-East Grand Forks Metropolitan Planning Organization along with City Bus is collecting information to help plan for transit services in the metropolitan area. Please complete this form and return it to the worker on the bus. You may receive more than one survey form. Please participate by filling out every survey form you receive today. Thank you.

1. Where did you COME FROM before you got on this bus? (Check one only)

- Home Shopping/Errands
- Work School/College
- Medical Social Visit
- Other _____

2. Where did you get on the bus (nearest intersection)?

3. How did you get to THIS bus?

- Walking _____ blocks
- Transfer from _____ bus route
- Bicycle
- Other _____

4. How did you pay? Monthly Pass

- Adult: \$1.25 fare or Ride Ticket
- Elderly: \$0.50 fare or Ride Ticket
- Disabled: \$0.50 fare or Ride Ticket
- Medicare: \$0.50 fare or Ride Ticket
- Student: \$0.60 fare or Ride Ticket
- Children (under 6): Free

5. Where are you GOING TO now?

- Home Shopping/Errands
- Work School/College
- Medical Social Visit
- Other _____

6. Where will you get off the bus (nearest intersection)?

7. How will you get from THIS bus to the place that you are going?

- Walking _____ blocks
- Transfer from _____ bus route
- Bicycle
- Other _____

8. If you have already completed one of these forms, please check here. You do not need to answer any of the remaining questions.

If you have not already completed one of these forms, please complete all of the following questions.

9. How many years have you been riding City Bus?

- Less than 1 year More than 5 years
- 1 to 5 years

10. I usually ride the bus _____ days a week

- One day Four days
- Two days Five days
- Three days Six days
- One to three days per month
- Less than once per month

11. What times of the year do you ride the bus (Check all that apply)?

- Spring Summer Fall Winter

12. What is the most important reason you ride the bus (Check one only)?

- No car available Unable to drive
- Save money Parking issues
- Bus is easier
- Other _____

13. Which style bus do you prefer to ride in (check one only)?



Trolley

Small Bus

Large Bus

No Preference

14. If changes were to occur in the bus service, which of the following features is most important to you (Choose one only)?

- Number of days per week the bus runs
- Number of hours per day the bus runs
- The length of time it takes to reach your destination
- The size of the area served by the bus

USE THE BACK OF THIS PAGE FOR ANY ADDITIONAL COMMENTS. THANK YOU.

PLEASE RETURN THIS FORM TO THE SURVEY WORKER ON THE BUS

The Grand Forks-East Grand Forks Metropolitan Planning Organization along with City Bus is collecting information to help plan for transit services in the metropolitan area. Please complete this survey and drop it in the mail.

1. How many years have you been riding the Senior Rider service?
Less than 1 year 1-2 years more than 2 years
2. How often do you ride the Senior Rider service in one week?
1 day 2-3 days 4-5 days Less than once a week
3. What type of trip do you most often take on Senior Rider?
Shopping/Errands Work Medical Social Visit
Other _____
4. If changes were to occur in the Senior Rider service, which of the following features is most important to you (Choose one only)?
Number of days per week the service is available
Number of hours per day the service is available
The size of the area served by the service
5. Have you been denied service on Senior Rider? Yes No
6. In the past were you a regular rider (at least once a week) of the Dial-A-Ride service?
Yes No
7. In the past were you a regular rider (at least once a week) of the City Bus service?
Yes No
8. If you answered yes to question 6 or 7, why did you switch to the Senior Rider service?

Please explain _____

9. Use the following space for any additional comments. Thank you for your time.

The Grand Forks-East Grand Forks Metropolitan Planning Organization along with City Bus is collecting information to help plan for transit services in the metropolitan area. Please complete this survey and drop it in the mail.

1. How many years have you been riding the Dial-A-Ride (DAR) service?
Less than 1 year 1-2 years 2-5 years more than 5 years

2. How often do you ride the DAR service in one week?
1 day 2-3 days 4-5 days Less than once a week

3. How often do you ride with another paying DAR passenger in one week?
1 day 2-3 days 4-5 days
Less than once a week never

4. What type of trip do you most often take on DAR service?
Shopping/Errands Work Medical Social Visit School/College

Other _____

5. If changes were to occur in the DAR service, which of the following features is most important to you (Choose one only)?

Number of days per week the service is available

Number of hours per day the service is available

The size of the area served by the service

6. Have you been denied service on DAR? Yes No

7. In the past were you a regular rider (at least once a week) of the Senior Bus service?
Yes No

8. In the past were you a regular rider (at least once a week) of the City Bus service?
Yes No

9. If you answered yes to question 7 or 8, why did you switch to the DAR service?

Please explain _____

10. Use the following space for any additional comments. Thank you for your time.

