

Centralized Transit

Group Members Present:

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Group Point of Contact:

Danielle Wood

Project Description:

A non-rider survey intended to find out why people that are likely candidates for using public transit are not. The results would be compiled, analyzed, and shared with local public transit providers (Transpo).

Project Outline

High-level project map – major project activities in sequence

1. Identify likely neighborhoods (demographics, locations) – with team
2. Connect with neighborhood liaisons (NRC?)
3. Define Sampling Strategy (for digital neighborhoods)
 - a. Focus groups for less developed neighborhoods
4. Student assistants?
5. Carry out Survey/focus groups
6. Compile and report

Near-term action plan – detailed action items for next 2-3 project activities or steps. For each, state the resources the group has or will need to acquire (data, funding, students/volunteers, subject matter expertise, etc) to complete the step.

1. Contact Group next week (Apr 24)
2. Identify core participants (end of May)

Survey Rough Draft

[coded by neighborhood]

Age:

Gender:

Race:

Current annual household income: _____

1. Do you currently use Transpo?
2. If yes, Frequency of use (including return trip):
 - a. < 1 time per week
 - b. 3-5 times per week
 - c. 5+ trips per week

3. If not, why not?
 - a. Doesn't go where I need
 - b. Cost
 - c. Time/Schedule
 - d. Convenience of driving myself
 - e. Safety concerns
 - f. Other:_____
4. What types of trips are the most important to you for using mass transit?
 - a. Work
 - b. Shopping
 - c. Entertainment (restaurants, bars, etc.)
 - d. Social (visiting)
 - e. Other:_____

Next Strategy Group Meeting Date/Time: