

Study title: Evaluating the feasibility and viability of establishing ridesharing business – Giving Lifts in Invercargill, Southland.

Locality: Southern Institute of Technology (SIT)

Lead investigator: Martin Nguyen

You are invited to take part in a study on Invercargill current transportation and ridesharing option. This Participant Information Sheet (PIS) will help you decide if you would like to take part. It sets out why we are doing the study, what your participation would involve, and what would happen after the study ends. I will go through this information with you and answer any questions you may have. If you agree to take part in this study, you will be asked to sign the Consent Form (CF) on the last page of this document. This document is 3 pages long, including CF.

About the nature of the research

Giving Lifts is a service – smartphone application, which enables passengers and drivers, who are on the same routes to find one another at the same time. This rideshare can help you, even your family to transport to destinations fast and cheap. Additionally, by using this, the number of cars on roads will decrease, then crashes and pollution will be reduced.

Giving Lifts project purpose is to collect data about how people who have vehicles and people who do not have vehicles think about their transport problems, this ridesharing business, and compare it to your or Invercargill current transportation. This will lead to decision whether Giving Lifts will be operated in Invercargill.

About the use of the data collected and the way in which it will be reported

The data collected from you will only be used for the purposes above. No material that could personally identify you will be used in any reports on this study. Results of all analysis will be coded by a system known and granted to access only by the researcher. After getting the results, data from paper questionnaires, and online data stored in a memory disk will be stored in strong box with password.

At the end of project, personal information data will be destroyed immediately. However, raw data, according to SIT policy (2011), will be retained for 5 years in safe storage, then will be destroyed in accordance with SIT's document destruction policy.

Your rights and if you change your mind

There are no charges to you, but there are no specific benefits to you in participating. On the other hand, your participation may contribute to your convenience and interests in the future.

Whether or not you take part is your option, if you do agree to take part in this study, you are free to withdraw at any time, without having to give a reason, and without any penalty in anyway.

If you withdraw consent for the study, any information about you will not be used in the future. I am unable to retract this information at this point.

Whom to contact to raise any concerns and questions about the research

Researcher

Martin Nguyen

Email: martinnghuyen20494@gmail.com

Supervisor

Fiona Tyrie

Email: fiona.tyrie@sit.ac.nz

Southern Institute of Technology CONSENT FORM

Title of research project:

Evaluating the feasibility and viability of establishing ridesharing business – Giving Lifts in Invercargill, Southland.

Name and position of researcher:

Thong Minh Nguyen (Martin), Post-graduate student, Business Enterprises Course, Southern Institute of Technology

Please initial box

1. I confirm that I have read and understand the information sheet for the above study and have had the opportunity to ask questions.
2. I understand that my participation is voluntary and that I am free to withdraw at any time without giving reason.
3. I agree to take part in the research.

Yes

No

4. I agree to fill the questionnaires.

5. I agree to use of anonymised quotes in publications.

Name of participant

Date:

Signature:

Thong Minh Nguyen (Martin) – Researcher

Date:

Signature:

Questionnaire – Giving Lifts, A Ridesharing Business

Brief introduction

I am a student on the Postgraduate Diploma in Business Enterprise at S.I.T. My project, 'Giving Lifts' is a smartphone service/application that will match drivers and passengers who are on the same routes to allow drivers to give passengers lifts for a fee.

Your participation is voluntary and anonymous. You may withdraw at any time without experiencing any disadvantages. The collated data will be presented in tables and charts. At the end of project, this information will be destroyed in accordance with SIT's secure document destruction policy. If you have any questions, please contact my research supervisor Fiona Tyrie at fiona.tyrie@sit.ac.nz.

Questions

1. Your age is ...? (Please select $\sqrt{\quad}$ one only)

☐ 18 – 20

☐ 21 – 49

☐ 50+

2. What is your status? (Please select $\sqrt{\quad}$ as many as are appropriate)

☐ Working

☐ Student

☐ In between jobs

☐ Retired

3. In the Giving Lifts business, you would be prepared to be ... (Please select $\sqrt{\quad}$ one only)

☐ Driver

☐ Passenger

☐ Both

4. What problems do you expect Giving Lifts ride sharing service can solve? (Please select $\sqrt{\quad}$ as many as are appropriate)

☐ Transport issues (no vehicles, small vehicles, ...)

☐ Parking issues (no parking areas, far parking areas, ...)

☐ Money issues (petrol charges, registration fees, ...)

☐ Environmental issues (pollution, ...)

☐ Other, please specify

These questions below relate to why you would use different modes of travel even if you may not do so

5. If the Giving Lifts service was available, why would you use it? (Please select $\sqrt{\quad}$ as many as are appropriate)

☐ Cheapness/Sharing fees

☐ Quickness

☐ Convenience (no parking/time issues, ...)

☐ Other, please specify

☐ This one does not apply because I would NOT use Giving Lifts service

6. Why do you use a personal vehicle? (Please select $\sqrt{\quad}$ as many as are appropriate)

☐ Independence (e.g. using for your own purposes without any regulations/ restrictions)

☐ Safety

☐ Convenience (e.g. bringing you door to door)

☐ Other, please specify

7. Why do you use scheduled bus services? (Please select \sqrt as many as are appropriate)

- ☐ Cheapness
- ☐ Safety
- ☐ Other, please specify
- ☐ This one does not apply because I do NOT use scheduled bus services

8. Why do you use taxis? (Please select \sqrt as many as are appropriate)

- ☐ Schedule time
- ☐ Emergency (I have car or take the bus and just need taxis for emergency situations)
- ☐ Other, please specify
- ☐ This one does not apply because I do NOT use taxis

<p>These questions below relate to why you would <u>NOT</u> use different modes of travel even if you may do so</p>
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9. Why would you NOT use Giving Lifts ride sharing service? (Please select \sqrt as many as are appropriate)

- ☐ No business reputation
- ☐ Negative press about other ridesharing services in NZ
- ☐ Safety (not enough drivers'/passengers' information, ...)
- ☐ Other, please specify
- ☐ This one does not apply because I would use Giving Lifts service

10. Why would you NOT use a personal vehicle? (Please select \sqrt as many as appropriate)

- ☐ Cost of operating
- ☐ Parking issues (availability and cost)
- ☐ Other, please specify
- ☐ This one does not apply because I would use a personal vehicle

11. Why would you NOT use scheduled bus services? (Please select \sqrt as many as are appropriate)

- ☐ Time issues (trip takes too long or schedule is inconvenient)
- ☐ Inconvenience
- ☐ Does not cover enough routes/streets
- ☐ Huge expense to spend in the long time/on the long trips
- ☐ Other, please specify
- ☐ This one does not apply because I would use scheduled bus services

12. Why would you NOT use taxis? (Please select \sqrt as many as are appropriate)

- ☐ Huge expense
- ☐ Time issues
- ☐ Not good service
- ☐ Other, please specify
- ☐ This one does not apply because I would use taxis

13. Do you have any additional comments about Giving Lifts ridesharing service?

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