**NOTES:**

* **DO NOT:**
  + **Give choices the same “Choice Key”**
  + **Give surveys the same “Survey Key”**
  + **Add more cells to tables**
  + **Rearrange cells in tables**
  + **Add/remove tables besides when adding/removing new choices.**
* **“Cost” of a choice can be any integer 1-5.**
* **“Benefit Level” can be any integer 0-4.**
* **Benefit Levels, Costs, and the Total budget should just be integers. (Don’t leave integer fields empty. You can enter 0 if you want)**
* **For colors, please type the Hex value of the color (e.g. #7E6868). You can use this website:** [**redketchup.io/color-picker**](https://redketchup.io/color-picker)
* **Choice Key and Survey Key can only contain letters, numbers, underscores, and spaces.**
* **Choices with the same input for “Choice Group Name” will be placed under the header with that group name.**
* **NOTE: Use " instead of “” (curly quotes) when doing HTML stuff.**
* **For the inputs that are text on the survey (the inputs with “English” and “Secondary Language” fields), keep in mind:**
  + If you want to move text on a new line in the survey, type “<br>”. This does a line break in HTML.
  + All characters are allowed.
  + These inputs can be left empty.

**Survey Specifications:**

|  |  |
| --- | --- |
| **Survey Key:**  **(Unique identifier for this survey that will be the name of the MongoDB collection that the results are stored in.)**  **(Only letters, numbers, and dashes. No spaces)** | blackrock |
| **Total Budget: ($)** | 15 |
| **Save Responses: (“true” or “false”)** | true |
| **Comment Box Enabled: (“true” or “false”)** | true |
| **Comment Box Maximum Number of Characters:** | 250 |
| **Translate Button Enabled**  **(“true” or “false”)** | true |

**General UI Text:**

|  |  |  |
| --- | --- | --- |
|  | **English** | **Secondary Language** |
| **Site Title:** | Black Rock Transit: Design Your Transit System | Black Rock Transit: Diseñe su sistema de tránsito |
| **Survey Title:** | Black Rock Transit: <span class="subtitle">Design Your Transit System</span> | Black Rock Transit: <span class="subtitle">Diseñe su sistema de tránsito</span> |
| **Logo Name (alt text):** | Black Rock Transit | Black Rock Transit |
| **Intro Header Text:** | How would you improve Black Rock Transit? | ¿Cómo mejorarías Black Rock Transit? |
| **Intro Text:** | BlinkTag wants your suggestions for improving the Black Rock Transit system.<br><br>This survey allows you to select potential improvements that you think will help improve Black Rock Transit. | BlinkTag quiere sus sugerencias para mejorar el sistema Black Rock Transit.<br><br>Esta encuesta le permite seleccionar mejoras potenciales que usted piensa que ayudarán a mejorar el tránsito de Black Rock. |
| **Improvements Header:** | Benefit Categories | Categorías de Beneficios |
| **Instructions Header:** | Design your transit system | Así es cómo Funciona: |
| **Instructions Text:** | <ul class="list-disc"><li>Scroll down to see the strategies that could improve transit in Black Rock City.</li><li>You have a total budget of 15 dollar signs ($). Mix and match potential improvements to see how the costs and benefits change by clicking the check boxes below.</li><li>Spend your budget by selecting your preferred strategies.</li></ul> | <ul class="list-disc"><li>Desplácese hacia abajo para ver las estrategias que podrían mejorar el tránsito en Black Rock City.</li><li>Tienes 15 signos de dólar ($) para gastar. Combine y mejore posibles mejoras para ver cómo cambian los costos y beneficios al hacer clic en las casillas de verificación a continuación.</li><li>Pase su presupuesto seleccionando sus estrategias preferidas.</li></ul> |
| **Translation Button Text:** | Completar la encuesta en español | Translate to English |
| **Dashboard Benefits Title:** | Your Overall Benefits | Sus Beneficios Generales |
| **Dashboard Costs Title:** | Your Costs | Sus Costos |
| **Budget Title:** | Budget: $ | Presupuesto: $ |
| **Choice Cost Title:** | Cost | Costo |
| **Reset Button Text:** | Reset | Reiniciar |
| **Submit Button Text:** | Submit | Enviar |
| **Footer Copyright:** | &copy; 2023 <a href="https://blinktag.com" target="\_blank">BlinkTag Inc</a> | &copy; 2023 <a href="https://blinktag.com" target="\_blank">BlinkTag Inc</a> |
| **Footer Left:** | This was made using the “Survey\_Customizer” folder. | Esto se hizo usando la carpeta "Survey\_Customizer". |
| **Over Budget Pop-up Title:** | Budget Exhausted | Presupuesto agotado |
| **Over Budget Pop-up Content:** | You've exceeded your budget. Please change your selections to reallocate your funds before submitting. | Has superado tu presupuesto. Cambie sus selecciones para reasignar sus fondos antes de enviarlos. |
| **Nothing Selected Pop-up Title:** | No Budget Created | No hay presupuesto creado |
| **Nothing Selected Pop-up Content:** | You haven't selected any strategies. Choose at least one strategy and then try submitting again. | No has seleccionado ninguna estrategia. Elija al menos una estrategia y luego intente volver a enviarla. |
| **Under Budget Pop-up Title:** | Budget Remaining | Presupuesto restante |
| **Under Budget Pop-up Content:** | You still have some budget remaining! Is there anything else you would like to select? | ¡Todavía tienes un presupuesto pendiente! ¿Hay algo más que le gustaría seleccionar? |
| **Pre-Submit Pop-up Title:** | Last Chance | Última oportunidad |
| **Pre-Submit Pop-up Content:** | If you would like, leave a comment below (250 characters max) | Si lo desea, deje un comentario a continuación (250 caracteres como máximo) |
| **Post-Submit Pop-up Title:** | Thank you! | ¡Gracias! |
| **Post-Submit Pop-up Content:** | Thanks for taking the time to complete our survey. We value your feedback very much. | Gracias por tomarse el tiempo de completar nuestra encuesta. Valoramos mucho sus comentarios. |
| **Pop-up Close Button:** | Close | Cerrar |
| **Pop-up Back Button:** | Go Back | Regresar |
| **Pop-up Continue Button:** | Continue | Continuar |
| **Pop-up Submit Button:** | Submit | Enviar |
| **Benefit Category #1 Name:** | Ridership | Pasajeros |
| **Benefit Category #1 Description:** | Increase transit ridership | Aumentar el número de viajeros en tránsito |
| **Benefit Category #2 Name:** | Access to Transit | Acceso al Tránsito |
| **Benefit Category #2 Description:** | Increase the number of people who can easily access transit | Aumentar el número de personas que pueden acceder fácilmente al tránsito |
| **Benefit Category #3 Name:** | Passenger Experience | Experiencia del Pasajero |
| **Benefit Category #3 Description:** | Improve the experience of riding transit | Mejorar la experiencia de viajar en tránsito |

**Theme:**

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| --- | --- |
| **Survey Background Color:** | #FFD674 |
| **Link Color:** | #BF1E00 |
| **Translate Button Background Color:** | #F5F5F5 |
| **Translate Button Text Color:** | #1F2D39 |
| **Reset Button Background Color:** | #F5F5F5 |
| **Reset Button Text Color:** | #1F2D39 |
| **Submit Button Background Color:** | #E6843B |
| **Submit Button Text Color** | #1F2D39 |
| **Header Stripe Color:** | #BF1E00 |
| **Footer Background Color:** | #BF1E00 |
| **Footer Text Color:** | #FFFFFF |
| **Instructions Background Color: (text color is set to white b/c text-white)** | #BF1E00 |
| **Dashboard Background Color:** | #E6843B |
| **Dashboard Text Color:** | #1F2D39 |
| **Dashboard Cost Meter Background:** | #FFFFFF |
| **Dashboard Benefit Meter Color:** | #FAB100 |
| **Dashboard Budget Meter Total Color (at or under budget):** | #699639 |
| **Dashboard Budget Meter Total Color (over budget):** | #BF1E00 |
| **Dashboard Budget Meter Low Text Color:** | #1F2D39 |
| **Dashboard Budget Meter High Text Color:** | #FFFFFF |
| **Choice Not Selected Background Color:** | #F5F5F5 |
| **Choice Not Selected Text Color:** | #1F2D39 |
| **Choice Selected Background Color:** | #BF1E00 |
| **Choice Selected Text Color:** | #FFFFFF |
| **Choice Bar Color:** | #FAB100 |
| **Choice Not Selected Dollar Signs Color:** | #699639 |

**Choice 1:**

|  |  |  |
| --- | --- | --- |
|  | **English** | **Secondary Language** |
| **Title:** | Weekday Service | Servicio de lunes a viernes |
| **Description:** | Invest in existing routes so that buses come more frequently on weekdays. | Invertir en las rutas existentes para que los autobuses vienen con más frecuencia durante la semana. |
| **Choice Group Name:** | Transit Service | Servicio de tránsito |

|  |  |
| --- | --- |
| **Choice Key: (for image name and csv)** | weekdayService |
| **Benefit Category #1 Level:** | 3 |
| **Benefit Category #2 Level:** | 1 |
| **Benefit Category #3 Level:** | 3 |
| **Cost:** | 5 |

**Choice 2:**

|  |  |  |
| --- | --- | --- |
|  | **English** | **Secondary Language** |
| **Title:** | Weekend service | Servicio de fin de semana |
| **Description:** | Invest in existing routes so that buses come more frequently on weekends. | Invertir en las rutas existentes para que los autobuses vienen con más frecuencia los fines de semana. |
| **Choice Group Name:** | Transit Service | Servicio de tránsito |

|  |  |
| --- | --- |
| **Choice Key: (for image name and csv)** | weekendService |
| **Benefit Category #1 Level:** | 2 |
| **Benefit Category #2 Level:** | 2 |
| **Benefit Category #3 Level:** | 2 |
| **Cost:** | 2 |

**Choice 3:**

|  |  |  |
| --- | --- | --- |
|  | **English** | **Secondary Language** |
| **Title:** | Local Routes | Rutas locales |
| **Description:** | Increase the number of buses that make frequent stops during commute hours on weekdays. | Aumentar el número de autobuses que hacen paradas frecuentes durante las horas de conmutar entre semana. |
| **Choice Group Name:** | Transit Service | Servicio de tránsito |

|  |  |
| --- | --- |
| **Choice Key: (for image name and csv)** | localRoutes |
| **Benefit Category #1 Level:** | 2 |
| **Benefit Category #2 Level:** | 2 |
| **Benefit Category #3 Level:** | 2 |
| **Cost:** | 4 |

**Choice 4:**

|  |  |  |
| --- | --- | --- |
|  | **English** | **Secondary Language** |
| **Title:** | Express Routes | Rutas expresas |
| **Description:** | Increase the number of buses on express routes during commute hours on weekdays. | Aumentar el número de autobuses en las rutas expresas durante las horas de viaje los fines de semana. |
| **Choice Group Name:** | Transit Service | Servicio de tránsito |

|  |  |
| --- | --- |
| **Choice Key: (for image name and csv)** | expressRoutes |
| **Benefit Category #1 Level:** | 3 |
| **Benefit Category #2 Level:** | 1 |
| **Benefit Category #3 Level:** | 3 |
| **Cost:** | 4 |

**Choice 5:**

|  |  |  |
| --- | --- | --- |
|  | **English** | **Secondary Language** |
| **Title:** | Technology Across All Routes | Tecnología en todas las rutas |
| **Description:** | Invest in capital improvements such as transit signal priority, which will make all buses faster. | Invertir en mejoras de capital como la prioridad de la señal de tránsito, lo que hará que todos los buses sean más rápidos. |
| **Choice Group Name:** | Transit Service | Servicio de tránsito |

|  |  |
| --- | --- |
| **Choice Key: (for image name and csv)** | technology |
| **Benefit Category #1 Level:** | 2 |
| **Benefit Category #2 Level:** | 1 |
| **Benefit Category #3 Level:** | 3 |
| **Cost:** | 3 |

**Choice 6:**

|  |  |  |
| --- | --- | --- |
|  | **English** | **Secondary Language** |
| **Title:** | More shelters at bus stops | Más refugios en paradas de autobús |
| **Description:** | Expand bus shelters to more stops, improving the experience of waiting for a bus to arrive. | Ampliar los refugios de autobuses a más paradas, mejorando la experiencia de esperar a que llegue un autobús. |
| **Choice Group Name:** | Customer Amenities | Servicios al Cliente |

|  |  |
| --- | --- |
| **Choice Key: (for image name and csv)** | busShelters |
| **Benefit Category #1 Level:** | 1 |
| **Benefit Category #2 Level:** | 2 |
| **Benefit Category #3 Level:** | 3 |
| **Cost:** | 2 |

**Choice 7:**

|  |  |  |
| --- | --- | --- |
|  | **English** | **Secondary Language** |
| **Title:** | Improve lighting at bus stops | Mejorar la iluminación en las paradas de autobús |
| **Description:** | Illuminated bus stops provide improved customer security and operational safety. | Las paradas de autobús iluminadas proporcionan seguridad mejorada al cliente y seguridad operacional. |
| **Choice Group Name:** | Customer Amenities | Servicios al Cliente |

|  |  |
| --- | --- |
| **Choice Key: (for image name and csv)** | lighting |
| **Benefit Category #1 Level:** | 1 |
| **Benefit Category #2 Level:** | 1 |
| **Benefit Category #3 Level:** | 3 |
| **Cost:** | 2 |

**Choice 8:**

|  |  |  |
| --- | --- | --- |
|  | **English** | **Secondary Language** |
| **Title:** | Improve online Information | Mejorar la información en línea |
| **Description:** | Redesign website to provide easy access to schedules and service alerts from a desktop or mobile device. | Rediseño del sitio web para facilitar el acceso a los horarios ya las alertas de servicio desde un dispositivo de escritorio o móvil. |
| **Choice Group Name:** | Customer Amenities | Servicios al Cliente |

|  |  |
| --- | --- |
| **Choice Key: (for image name and csv)** | onlineInfo |
| **Benefit Category #1 Level:** | 1 |
| **Benefit Category #2 Level:** | 1 |
| **Benefit Category #3 Level:** | 2 |
| **Cost:** | 1 |

**Choice 9:**

|  |  |  |
| --- | --- | --- |
|  | **English** | **Secondary Language** |
| **Title:** | Provide real-time information at bus stops | Proporcionar información en tiempo real en paradas de autobús |
| **Description:** | Real-time bus arrival information signs would allow riders to see when the next bus is coming. | Señales de información de llegada de autobús en tiempo real permitirán a los pasajeros ver cuándo viene el próximo autobús. |
| **Choice Group Name:** | Customer Amenities | Servicios al Cliente |

|  |  |
| --- | --- |
| **Choice Key: (for image name and csv)** | realtimeInfo |
| **Benefit Category #1 Level:** | 1 |
| **Benefit Category #2 Level:** | 2 |
| **Benefit Category #3 Level:** | 3 |
| **Cost:** | 3 |

**Choice 10:**

|  |  |  |
| --- | --- | --- |
|  | **English** | **Secondary Language** |
| **Title:** | Create smartphone app | Crear aplicación para smartphone |
| **Description:** | Develop a user-friendly mobile app that provides schedules and arrival information. | Desarrollar una aplicación móvil fácil de usar que proporcione información sobre horarios e información de llegada. |
| **Choice Group Name:** | Customer Amenities | Servicios al Cliente |

|  |  |
| --- | --- |
| **Choice Key: (for image name and csv)** | smartphoneApp |
| **Benefit Category #1 Level:** | 1 |
| **Benefit Category #2 Level:** | 1 |
| **Benefit Category #3 Level:** | 3 |
| **Cost:** | 2 |