Task 1**:** Pre-Implementation Survey

Survey Goals:

To understand the impact of contactless payment systems and trip planning platforms on the safety of rural public transit passengers and riders during the COIVD-19 pandemic

To identify what impact contactless payment technologies will have on boosting public confidence in rural public transit system

To gauge perceptions of public transit agencies and contactless payment solutions before and after deployment of the technology

Survey Audience:

Existing riders of the demand-responsive rural transit agencies in the study area.

Criteria:

* Age: 18 or older
* Past user, current user, potential future user of rural transit services in the study area

Target Sample Demographics

Target Sample Size: 500

*Geography Targets:*

Transit Alternatives (M) (93)

Tri-Cap Transit Connection (M) (87)

Morris Transit (M) (25)

Prairie Five Rides (F) (77)

Central Community Transit (87)

United Community Transit (84)

Survey Distribution

The research team will use Qualtrics panel service to collect survey responses. Qualtrics projects that they can obtain 800 responses that meet our Criteria and Target Sample Demographics for $6,000. Qualtrics will independently recruit and compensate participants. The research team will work with Qualtrics throughout survey collection to ensure the procedures meet our requirements. Although Qualtrics quotes 800 respondents, they may be able to deliver 1,000.

The research team can implement additional survey recruitment through social media or targeted to current public transit users if desired. The University could implement a simplified survey to public transit riders through text (e.g., the select multiple questions would not be compatible as written). The University is not able to implement a paper survey.

Key for Reviewers

**Section Heading for reviewers**

1. {Question}

[question type/notes]

* Answer Choices

*Notes to Reviewers/Survey Branching Logic*

--- Start of Survey ---

# Consent

1. {Consent}: Do you wish to participate in this study?

[select one]

Yes

No

1. {El\_Age}: Are you 18 years or older?

[select one]

Yes

No

*If {Consent} or {El\_Age} = “No” 🡪 End of Survey*

--- Page Break ---

# Transit Questions

1. {Transit\_heard}: Which of the following public transit providers have you used most in the last year?

[select one]

[Displayed list of transit options]

None of the above

1. {Mode\_pre}: Before the COVID-19 pandemic, how often did you typically use demand-responsive public transit (dial-a-ride) service?

[not at all, less than one day a week, 1–2 days a week, 3–4 days a week, 5 or more days a week, not applicable]

1. {Mode\_cc}: During the COVID-19 pandemic before vaccines were widely available, how often did you typically use demand-responsive public transit (dial-a-ride) service?

[not at all, less than one day a week, 1–2 days a week, 3–4 days a week, 5 or more days a week, not applicable]

1. {Mode\_post}: If COVID-19 is no longer a threat, how often would you like to use demand-responsive public transit (dial-a-ride) service?

[not at all, less than one day a week, 1–2 days a week, 3–4 days a week, 5 or more days a week]

1. {Measures\_sat}: In general, how satisfied are you with safety and health measures on vehicles during COVID-19?

[select one]

Very satisfied

Satisfied

Neutral

Dissatisfied

Very dissatisfied

1. {Fare\_sat}: In general, how satisfied are you with fare payment options?

[select one]

Very satisfied

Satisfied

Neutral

Dissatisfied

Very dissatisfied

1. {Transit\_balance}: Overall, do you think COVID-19 safety measures or general service improvements are more important in increasing your use of public transit?

[select one]

Covid-19 safety measures are more important

General service improvements are more important

There is no difference in importance

1. {Contactless\_payment}: How does a contactless or mobile payment method affect your decision to use public transit?

[select one]

Makes me less likely to use public transit

Does not affect my decision

Makes me more likely to use public transit

1. {Tripplanning}: How does a trip planning tool affect your decision to use public transit?

[select one]

Makes me less likely to use public transit

Does not affect my decision

Makes me more likely to use public transit

--- Page Break ---

# Fare Payment Questions

1. {SmartPhone\_Access}: Cell phones that use the internet and install new applications (apps) are called "smartphones". Is your phone a smartphone?

[select one]

Yes, it is a smartphone

No, it is not a smartphone

I don’t have a cell phone or smartphone

1. {Data\_Access}: How concerned are you about running out of monthly data on your phone?

[select one]

Very concerned (use for necessary tasks only)

Somewhat concerned (use sparingly, prefer to be connected to internet)

Not very concerned (use it frequently, for all purposes)

N/A – I do not use the internet on my phone

1. {Internet\_Access}: How do you typically access the internet?

[select multiple]

Home internet

Work internet

Library/community center/other hotspots

Mobile internet/cell phone data plan

No access to the internet

1. {Bankedness}: Which of the following do you have access to?

[select multiple]

Savings Account

Checking Account

Debit Card

Credit Card

Prepaid or Gift Card (with Mastercard/Visa logo)

PayPal, Venmo, Cash App, or some other mobile payment service

1. {Payment\_Comfort}: How comfortable are you with sharing credit card or bank account information with the transit agency for the purpose of fare payment?

[multipart question; Completely Uncomfortable, Slightly Uncomfortable, Slightly Comfortable, Completely Comfortable, Don’t Know/Not Applicable]

Using your credit card or bank account information on a website one time without allowing the website to store it

Storing your credit card or bank account information in a website for regular payments

Storing your credit card or bank account information in a smartphone application for regular payments

Giving your credit card or bank account information over the phone to the transit agency

1. {Cashless\_Future}: Imagine a situation in the future where cash may not be accepted on board transit vehicles. If this were the case, how would you primarily prefer to pay for your fare?

[select one]

Cash at a transit office for a contactless fare card

Credit/Debit at a transit office for a contactless fare card

Credit/Debit payment through a smartphone app or computer (mobile payment)

I would not be able to use the bus

# Socio-Demographic Questions

1. {Age}: What is your age?

[range, 18–100]

1. {ZipCode}: What zip code do you live in?

[text entry]

1. {Disability}: Do you have a disability or illness that affects your ability to travel in the region?

[select one]

Yes

No

1. {Race}: What best describes your race or ethnicity? Select all that apply.

[select multiple]

American Indian – Dakota or Ojibwe

Other American Indian or Alaska Native

Asian ­– Hmong, Laos, or Vietnamese

Asian – Indian or Chinese

Other Asian or Pacific Islander

Black – Descendant of Slaves

Black – Somali

Other Black or African American

Latinx–Mexican

Other Latinx, Hispanic or Spanish origins

White

Some other race

1. {Gender}: What is your gender?

[select one]

Woman

Man

Non-binary

Other

# Incentive Questions

1. {Incentive}: Thank you for completing this survey! As thanks for participating, our team is able to provide a voucher for one free future transit trip through the agency you reported using most. Are you interested in receiving this voucher?

[select one]

Yes

No

1. {address}: Please provide your email address to receive that voucher. By providing your email address, you are consenting to being contacted for future communication related this project:

[text entry]