From Gabby on 7/15/22:

I apologize for the delay! We are still working on putting our plan into a draft approach for your review, but I’ll outline below what we’re thinking:

* **Pre-deployment survey**. This survey would be administered before launch in Transit (e.g., via Qualtrics, partnering with local agencies, etc. for distribution). The survey would be targeted at Transit users to ask a very targeted set of questions gathering the following information (not necessarily in this order):
  + Have users heard of Transit app before
  + Listing the features to be deployed in the app, and having users rank them in terms of usefulness, check boxes on features they’d be most likely to use, etc. (e.g., combined trip planning and payment; multimodal trip planning; mobile ticketing; etc. We’d want to confirm all the features with you and Transit).
  + Willingness to change behavior if presented with these new app capabilities
  + Current travel behavior patterns (e.g., basic frequency of use of different modes)
  + Current satisfaction with public transportation
  + Basic demographics

The potential downside of the pre-deployment survey is that sample size could be low. To prevent this from unraveling the overall analysis, the survey results would be used for form a qualitative summary of what we found, the extent to which the community indicated a need for features, willingness to change behaviors, etc. We could also pull findings in from our “during deployment survey”, described next to compare. For example, maybe users indicated app features would not be useful, but then there was massive uptake seen. Or maybe users would say they would find this sort of app very useful, and that was also reflected in the “during deployment” survey. Of course, both surveys would be cross-sections vs. longitudinal. However, we think the pre-deployment survey holds value in filling a market research gap related to MaaS.

* **During deployment survey.** Questions in this survey would be attached to specific hypotheses for our quantitative analysis. Questions would gather information to get at:
  + Behavior change since app launch and use, e.g.
    - Using public transportation more or less than before
    - Traveling via SOV more or less than before
    - Using public transportation instead of SOV more or less than before
  + Satisfaction with public transportation services change since app launch and use
  + Changes related to access to destinations or mobility:
    - Ease of getting to daily activities
  + Rating of app

While we’re still putting this into our draft plan to share with you (similar to the format of the document shared before), if there are any additional details I can expedite to help you finalize your PMP and work with the University of Minnesota, please let me know!