USER SATISFACTION DATA COLLECTION METHOD

Introduction

Surveys help agencies assess the effectiveness of projects and programs in the Active Transportation Program (ATP). The data gathered from surveys provide quantitative and qualitative insights into the community's satisfaction with the projects or programs.

This document provides guidance on how to record and report data about the level of awareness and satisfaction people have with new infrastructure projects such as a bicycle lane, or new non-infrastructure programs such as a citywide active transportation plan. Details for projects will vary, and survey introductions should be rewritten based on the survey manager's discretion. Avoid changing any of the survey questions, as continuity with data reporting is key to evaluating the success of both projects and plans.

In some instances, your agency may utilize an existing survey to gather information on a project or program. To utilize that survey to collect information on User Experience, please include the survey questions from the User Experience survey explained below.

Overview

Surveys gauge awareness and support of new projects and programs, and analysis of demographics help agencies understand who engages with these new projects and programs and helps inform where investments should go in the future. Two (2) survey options are provided to gather community members' feedback. Staff should choose the survey that best matches the ATP project or program category:

- **Infrastructure** projects
- Citywide or **Non-Infrastructure** programs

Note: Caltrans has project reporting resources for Safe Routes to School Non-Infrastructure projects here: ATP Project Reporting | Caltrans. These are separate from this optional Counts+ metric.

Staff Requirements

- **In person surveying:** One or two surveyors will be needed to conduct intercept surveys. Staff who speak additional languages may be required to interpret for community members who speak no or limited English. Surveys may be translated into additional languages with the results reported in English.

- **Paper data collection:** Staff resources will be required for data entry.

Materials

MATERIALS NEEDED

- Paper surveys
- Pens or pencils
- Clipboards
- Access to online survey platform (optional)
- Tablets (optional)

In-Person Surveying

Staff can print paper copies of surveys and/or use tablets. Surveys should be translated to other languages that community members speak. Once these surveys are complete, staff should input individual response data into these instructions' accompanying Excel tool where a summary sheet will populate with aggregated findings. In-person surveying can also be conducted with tablets, using the methods described in the section below.

Online Surveying

For online surveys, staff may distribute the survey using a surveying platform such as SurveyMonkey or Google Forms. Staff can ask community-based organizations and other partners to distribute surveys to their networks. Surveys should be translated to other languages that community members speak. These surveys should follow the same format as the paper survey. Once these surveys are complete, staff should input the individual response data into these instructions' accompanying Excel tool where a summary sheet will populate with aggregated findings. Alternatively, staff may use functions embedded in SurveyMonkey and Google Forms to synthesize the survey findings and report them directly into the summary sheet in the Counts+ tool.

Instructions

1. Select the appropriate survey for your project.
2. Distribute and collect surveys. Collect at least 200 surveys for a reliable sample size. Online surveys should be open for at least two weeks.

3. Enter data in corresponding spreadsheets.
4. The cover sheet will calculate the relevant metrics for reporting to ATRC.
5. When survey analysis is complete, submit the finalized Excel tool to the ATRC Counts+ Smartsheet Portal.
    a. To submit, navigate to the Counts+ User Satisfaction page on the Active Transportation Resource Center's website. Click on the "Submit Your Data" link.
    b. Enter information into the fields, including the submittal date, your contact information, ATP cycle number, and Project PPNO. From the dropdown menu, select "User Satisfaction."
    c. Under Data Upload, drag and drop or browse files to include a complete "UserSatisfaction_Tool" Excel file.
    d. Click Submit.