

Building Skills for Successful Program Delivery

Week 1: Creating Accessible Documents

Week 2: Developing Effective Surveys

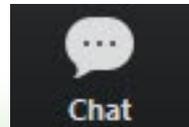
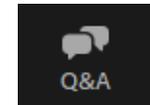
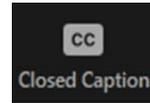
Week 3: Using Data to Enhance Services

Week 4: Meeting the Needs of Your Community



Instructions for Zoom Webinar Participation

- All participants are muted.
- The session is being recorded. All materials including the recording will be put on the [NADTC](#) website.
- Closed captioning is available. You can turn captioning/subtitles on or off by clicking on the cc button.
- Please put your questions in the Q & A button.
- Chat is open and can be used for general comments, or technical assistance.



Developing Effective Surveys

April 2022



Course presenters

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Learning Objectives

- Understand the importance of honest and reliable community input.
- Learn how to write effective survey questions.
- Discover ways to organize a survey to get truthful responses.
- Find out how to finalize the survey.
- Collect survey questions that can be used for upcoming surveys.

Surveys are a Useful Tool

- Fulfill requirement to get public input for Transportation Plan
- Relatively easy and inexpensive way to engage the community
- Can reach a large and varied audience
- Well-developed surveys result in honest and accurate feedback
- Constructive input informs successful transportation programs

Steps to Develop an Effective Survey

- Define the purpose
- Formulate good questions
- Organize the survey
- Finalize the survey

Define the Purpose

Contemplate these questions:

- Why are you doing a survey?
- What do you hope to learn?
- How will you use the information?
- Who do you want to hear from?

Formulate Good Questions

Writing Good Questions

- Know why you're asking each question and how you will use the information
- Write with clarity and simplicity
- Avoid biased questions and responses

Write with Clarity

- Survey respondents may:
 - Have cognitive or learning disabilities
 - Have varying levels of education
 - Be learning English as a second language
- Questions should be easy to understand and easy to answer
- Write at a 5th Grade reading level

Write with Simple, Clear Language – Example 1

Scrutinize for unneeded complexity:

Do you have health complications that restrict your ability to utilize the fixed route transit located near your place of residence?

Yes

No

Write with Simple, Clear Language – Example 2

Try simpler wording instead:

Do you have health problems that keep you from using the bus near your home?

Yes

No

Avoid Jargon and Acronyms – Example 1

Scrutinize for acronyms and jargon:

Have you ever used ADA paratransit services through the AAA's 5310 program?

Yes

No

Avoid Jargon and Acronyms – Example 2

Try this instead:

Have you ever gotten a ride from a van with a wheelchair lift by calling the ABC Agency?

Yes

No

Don't Make Assumptions – Example 1

Scrutinize for terms that might be unfamiliar:

If a microtransit program were available near you, do you think you would use it?

Yes

No

Don't Make Assumptions – Example 2

Try this instead:

A microtransit program provides an app or a phone number to request a ride to designated area, and then you are picked up within 15 minutes of your call.

If a microtransit program were available near you, do you think you would use it?

Yes

No

One Topic Per Question – Example 1

Scrutinize to be sure you're asking only one question at a time:

Is public transportation affordable and convenient for you?

Yes

No

One Topic Per Question – Example 2

Try this instead:

Is public transportation affordable for you?

Yes

No

Is public transportation convenient for you?

Yes

No

Include All Reasonable Responses – Example 1

Scrutinize for major missing options:

What modes of transportation do you use?

Car

Taxi

Bus

Walk

Include All Reasonable Responses – Example 2

Try this instead:

What modes of transportation do you use? (check all that apply)

- Personal Vehicle
- Train
- Bus
- Taxi
- Rides from family/friends
- Uber/Lyft
- Bicycle
- Walk
- Other _____

Narrow the Focus – Example 1

Scrutinize for absurdly broad questions:

Please describe your challenges with transportation.

Narrow the Focus – Example 2

Try this instead:

Please share a challenge that you have experienced in the past month using the volunteer driver program.

Avoid Creating Bias

- Leading questions are worded in a way that point to the preferred response.
- Respondents may feel compelled to “make you happy.”
- Questions with a bias will not elicit an honest answer.
- Be neutral in phrasing to prevent leading the respondent to the desired answer.
- Use a balanced rating scale to allow for a range of choices.

Avoid Bias – Example 1

Scrutinize for wording that asks for agreement:

Do you agree with this statement? Transit programs for older adults and people with disabilities should be a top funding priority for ABC Agency.

Yes

No

Avoid Bias – Example 2

Try this instead:

Which of the following do you think should be the top funding priority for ABC Agency?

- Transit programs for older adults and people with disabilities
- Walking and biking paths
- City bus upgrades

Be Neutral in Phrasing – Example 1

Scrutinize for wording that signals your hopes:

I feel comfortable using the new mobile app.

Yes

No

Be Neutral in Phrasing – Example 2

Try this instead:

On a scale from 1 to 10, rate how comfortable or uncomfortable you are using the new mobile app.

(uncomfortable) 1 2 3 4 5 6 7 8 9 10 *(comfortable)*

Use a Balanced Scale – Example 1

Scrutinize for unbalanced response options:

Rate your satisfaction with the city bus.

- Extremely satisfied
- Very satisfied
- Satisfied
- Not satisfied

Use a Balanced Scale – Example 2

Try this instead:

Rate your satisfaction or dissatisfaction with the city bus.

- Very satisfied
- Satisfied
- Neither satisfied nor dissatisfied
- Dissatisfied
- Very dissatisfied

Consequences of Poorly-Written Questions

- Response errors
- Questions left unanswered
- Feedback is unreliable
- Quit the survey early or throw it away
- Data difficult to analyze
- Lower response rate
- Frustrated customers

Organize the Survey

Survey Introduction

- Purpose of survey and what the information will be used for
- Anonymity/privacy of personal information
- How many questions there are – approximate time to complete
- Instructions for completion

Order of Questions

- Group survey questions by topic, then follow logical order
- Begin with easy-to-answer questions to engage respondents
- Avoid asking too many difficult questions in a row
- Place demographic questions at the end

Other Things to Consider

- Length of survey should be less than 5 minutes
- Use open-ended (short answer) questions sparingly
- Early questions give context to following questions and may influence responses
 - Ask open-ended question before closed-ended
- Most important questions towards the beginning

Finalize the Survey

Test the Survey

- Test survey questions with colleagues or partners.
- Next, test with small pilot of target group.
 - What did they think the question was asking?
 - How confident are they of their answer?
 - Did you feel led to respond a certain way?
- Refine questions or question order based on feedback.

Distribute the Survey

- Consider best ways to reach your **target audience**.
- Offer various ways to take the survey
 - Printed – deliver to target locations, hand out at events, put in mail
 - Online – links on website, social media, e-newsletters
 - Interviews – good for reaching target groups who may not participate
- Utilize your partner agencies.

Final Assignment

Module Two Assignment

Write one or two survey questions that could be used to obtain input for coordinated transportation planning.

- Find your assignment in the Moodle course:
 1. Go to the “Developing Effective Surveys” Module.
 2. Under the description, click, “Assignment: Practice Writing Questions.”
 3. Click the file to download and then re-upload it once completed
- **Due April 27.** Questions will be compiled and shared with course participants at the conclusion of the course.
- Questions? Contact Chelcie Beadnell at cbeadnell@easterseals.com

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