

UTC Project Information	
Project Title	Comparing Data Quality and Cost From Three Modes of On-Board Transit Passenger Surveys (Former title: Modes of Onboard Transit Passenger Surveys: Assessing Trade-Offs between Data Quality and Cost)
University	San José State University Mineta National Transit Research Consortium
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Funding Source(s) and Amounts Provided (by each agency or organization)	Research and Innovative Technology Administration University Transportation Centers Program (\$30,404) California Department of Transportation Office of Research—MS42 (\$30,404)
Total Project Cost	\$60,808
Agency ID or Contract Number	DTRT12-G-UTC21
Start and End Dates	August 2013 – June 2015
Brief Description of Research Project	This report presents the findings from a research project investigating the relative data quality and administration costs for three different modes of surveying bus passengers that produce results generalizable to the full passenger population. The three modes, all of which used survey methods distributed or administered onboard the transit vehicle, were: self-complete paper surveys, self-complete online surveys, and interviewer-assisted tablet-based surveys. Results from this study indicate several implications for practitioners choosing a survey mode. First, and most importantly, the analysis reinforces the point that there is no single, best survey mode. The choice of mode must depend on an agency's priorities for what questions most need to be answered, what population groups are most important to represent, and exactly how the agency chooses to define concepts like a "complete" survey or a "usable" address. Findings suggest several general recommendations for current survey practice: (1) online surveys administered via an invitation distributed on the transit vehicle are not a good option; (2) old-fashioned, low-tech paper survey may still be the best option for

	<p>many bus passenger surveys; (3) changes in survey results that accompany changes in survey methods should be interpreted with caution; and (4) using a new survey method, especially one relying on more complex technologies, may create unexpected glitches.</p>
<p>Describe Implementation of Research Outcomes (or why not implemented)</p>	<p>Nixon, Hilary. "Comparing Modes of On-Board Transit Passenger Surveys: Assessing Trade-Offs Between Data Quality and Cost." Presentation at the Association of Collegiate Schools of Planning Annual Conference, Philadelphia, PA, November 1, 2014.</p> <p>Agrawal, Asha. "Comparing Data Quality from Three Modes of On-Board Transit Surveys." Presentation at the 94th Annual Meeting of the Transportation Research Board, Washington, DC, January 13, 2015.</p> <p>Agrawal, A., Granger-Bevan, S., Newmark, G., & Nixon, H. "Comparing Data Quality and Cost from Three Modes of On-Board Transit Surveys". <i>Transport Policy</i>, 54 (2017): 70-79.</p>
<p>Place Any Photos Here</p>	
<p>Impacts/Benefits of Implementation (actual, not anticipated)</p>	
<p>Web Links</p> <ul style="list-style-type: none"> • Reports • Project Website 	<p>Final report (MNTRC Website): http://transweb.sjsu.edu/project/1206.html</p>