

Pilot Questionnaire

Hello Sir/Mam,

I am from the organization *Transportation Today and Tomorrow*. We are undertaking a survey of public transportation customers in order to understand their riding behavior and expectations of service. All of the information provided will aid in the effort to improve public transportation service quality. I would like to ask you a few questions, it should only take a few minutes.

To be filled out by surveyor: Station Name: _____ Date: _____ Time: ____:_____
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1. What is your final destination today City: _____ Street: _____
2. Where did you begin your journey today City: _____ Street: _____
3. How did you arrive at this station?
 1. Walking 2. Bus, line # _____ 3. Private car as a passenger 4. Private car as driver
 5. Minibus 6. Taxi 7. Train 8. Organized Ride 9. Other _____
4. Which lines do you plan to use in your journey today? _____
 - 4.1 Please mark the type of ride: 1. Urban 2. Regional 3. Both regional and urban
5. What has been your riding frequency over the past year?
 1. Every day or almost every day
 2. Once a week
 3. Twice or three times a month
 4. Once a month
 5. Less than once a month
 6. Rarely
6. What is generally your reason for riding the bus over the past year?
 1. Work/Work related
 2. Army
 3. School
 4. Errands
 5. Shopping
 6. Entertainment
 7. Other _____
7. If your riding frequency is different this year than last?
 1. Yes, today I ride the bus more, why? _____
 2. Yes, today I ride the bus less, why? _____
 3. No change
8. What is your overall level of satisfaction with the bus service (1=extremely low; 10=extremely high) _____

9. To surveyor: pass the questionnaire to the participant and ask:

Assume you have 100 points to distribute among the variables in the following table according to their importance for you in public transport service quality, more important variables should receive higher point values.

Parameter	Importance	Score
1. Politeness and courtesy of the driver		
2. The way public complaints are dealt with		
3. The driving manners of the driver		
4. Finding detailed information in bus stations		
5. Suitability of bus line to personal needs		
6. Availability of real time information		
7. Connection to other modes of transportation (bicycle, train, walking, parking)		
8. Ride price		
9. Walking distance to the bus station		
10. Ride time on the line		
11. Comfort of sitting and standing on the bus		
12. Ease of charging the Rav-Kav card		
13. Comfort of bus stations		
14. Cleanliness, maintenance and renewal of busses		
15. Busses arrive on schedule		
16. Bus stops close to the sidewalk		
17. Crowdedness on the bus		
18. Hours of the lines operation		
19. Frequency of the service		
20. Feeling of personal safety at the station and on the bus		
Sum	100	

Additionally, give a score of quality for *each* parameter, 1=extremely low quality; 10=extremely high quality.

10. The improve of which three parameters will make riding public transportation more attractive than other alternative? 1. No parameter 2. _____

11. When do you choose to ride public transportation?

1. I only ride public transit 2. When my private car is unavailable 3. To work

4. When I go to the city center 5. Other _____

12. When do you choose not to ride public transportation?

1. Never 2. When I travel with others 3. Journeys outside of the city 4. Entertainment

5. When my private car is available

6. When there is no public transportation line to my destination 7. Other _____

13. When you choose not to use public transportation, what mode to you use instead?

1. Walking 2. Bicycle 3. Private car as a passenger 4. Private car as driver 5. Minibus

6. Taxi 7. Organized Ride 8. Other _____

14. What resources do you use to plan your journey
 1. Previous knowledge 2. Internet sites 3. Smartphone Applications
 4. Telephone Service Center 5. Other _____
15. What is your level of satisfaction regarding information available to plan your journey?
 (1=Extremely low satisfaction; 10= Extremely high satisfaction) _____
16. How satisfied are you with the level of coordination between bus companies and why? (such as coordinated information, integrated tickets, integrated scheduling)
 (1=Extremely low satisfaction; 10= Extremely high satisfaction) _____
17. If you know where and how to submit complaints about public transportation? 1. Yes 2. No
18. Have you ever submitted a complaint?
 1. Yes, to whom did you submit it? _____
 Were you satisfied with the response to your complaint?
 (1=Extremely low satisfaction; 10= Extremely high satisfaction) _____
 2. No, why? _____
19. What would you have changed to improve or change your last ride? 1. Nothing
 2. _____
20. What areas have improved in public transportation recently? _____
21. What areas have declined in quality in public transportation recently? _____
22. If there was a public transit system that answered all of your needs, would you ride it every day? 1. I already use it daily 2. Yes 3. No, Why? _____
23. If there was public transportation service on Shabbat, would you use it? 1. Yes 2. No
24. Do you recall a public transportation system you rode on outside of Israel?
 1. I haven't ridden public transit outside of Israel.
 2. City: _____ What positive elements do you remember most from the experience?

Socio-Demographic Characteristics

25. Drivers License 1. Yes 2. No
26. Number of private cars in the household ____
27. If you have an available private car on a daily basis 1. Yes 2. No
28. Gender 1. Male 2. Female
29. Age Group 1. 15-18 2. 19-24 3. 25-44 4. 45-64 5. 65+
30. Education 1. Partial High School 2. High School 3. Post High School 4. Academic
31. Religious Status 1. Secular 2. Traditional 3. Religious 4. Charedi
32. Employment Status 1. Wage earner 2. Independent 3. Student 4. Retired
 5. Homemaker 6. Unemployed 7. Other _____
33. **The average income per family in Israel is 12,000 NIS and per capita 7,800 NIS; the income of your family or yourself in relation to the national average?**
 1. Lower than average 2. Similar to the average 3. Above average

