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:____:____

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
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.

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

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 do you use instead?

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 your 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+


   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