

POMP 4 TRANSPORTATION SATISFACTION SURVEY IMPLEMENTATION INSTRUCTIONS

March 12, 2003

This document presents instructions for the AAA personnel who will be administering and conducting the Transportation Satisfaction Survey. The AAA personnel conducting the survey should adhere to the following procedures and scripts. (Note: If the client does not speak English, please contact your local survey coordinator for guidance. If a translator is used, please document this on the questionnaire.)

Before you start, carefully complete all training exercises with the questionnaire.
Read through the questionnaire several times to make sure you understand all questions.
Practice reading the questions out loud.
Use the Interviewer Checklist as a guide for remembering key instructions.

USING THE SAMPLE LIST/ CALLER LOGBOOK

Your survey coordinator should have provided you with a sample list of names of all clients to be contacted in this survey. This should be a sample of clients from the entire population of eligible transportation clients. This list should include (at a minimum) the client name, client sex, client age, client ID, and client phone number.

You must attempt to contact all clients on the sample list. Some clients may have to be called several times in order to reach them. All attempts to contact a client should be recorded in the logbook, along with the time and date of the call. Please use the logbook to record the status of each attempt to contact the client. In addition, the logbook contains a field called 'Final Result' for reporting issues such as completed interview, the client has not been contacted after five (5) phone calls, client is deceased, or that they have refused to complete the questionnaire.

CALLING THE CLIENT

If you reach the person you are calling, please read the introduction provided on the questionnaire as written, **before** administering the questionnaire:

Hello, may I please speak to [CLIENT'S NAME]?

My name is [INTERVIEWER'S NAME] from [AGENCY'S NAME]. We are conducting a survey to find out how satisfied you are with the transportation services that are presently available to you and how we can better meet your needs. We got your name from [AGENCY'S NAME]. Your name is listed as someone who is currently using [NAME OF TRANSPORTATION SERVICE]. Is this a convenient time for you to answer a few questions?

(IF YES) Continue.

(IF NO) What time is better for you? _____

(Get time, date and phone number where they can be reached. Thank them, and confirm the time and day you will call back. Also confirm the phone number. End Interview.)

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CALLING THE CLIENT (CONTINUED)

If you get the person's answering machine, please read the following message into the answering machine: "This is [INTERVIEWER'S NAME] calling on behalf of [AGENCY'S NAME]. We are conducting a survey to determine people's satisfaction with the transportation services they receive from [NAME OF TRANSPORTATION SERVICE]. It is very important that we speak with you. We will call back within the next few days. Thank you."

If the client is not at home but someone else answers the phone, just tell the person who answers that you will call the client back. Ask the person if they know when would be a good time to reach the client. Mark this call in the caller logbook as an unsuccessful attempt.

If you call and no one answers, mark this in the caller logbook as an unsuccessful attempt.

If you call and get a busy signal, mark this in the caller logbook as an unsuccessful attempt.

If you don't reach the client on the first call, make at least four (4) **more** attempts to contact them on different days of the week and at different times of the day (i.e., morning, afternoon).

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ADMINISTERING THE QUESTIONNAIRE

Read the questions exactly as written. If the client asks for clarification on a question, please tell them that they should answer the question in terms of what it means to them. Do NOT try to explain what the question means to you.

If the client does not know the answer a question, write don't know (DK) to the right of the question.

If the client refuses to answer a question, write refused (RF) to the right of the question.

IMMEDIATELY AFTER THE QUESTIONNAIRE IS FILLED OUT

- Thank the client for responding. End the interview.
- **REVIEW YOUR WORK!** Make sure that all questions are completely and legibly answered. If not, someone should call the client back to obtain the missing information.
- In the Office Use Only memo box at the bottom of the first page of the survey, write in the client's ID number, current date, method for administering the questionnaire, the client's enrollment date, and type of transportation service received. If applicable, fill in the Transportation Provider Code.
- In the Sample List/Caller Logbook, record the 'Final Result' of the call.
- Store the completed questionnaires in a dedicated file or folder. On a weekly basis, all questionnaires and a copy of the logbook should be delivered to the AAA survey coordinator for processing. The AAA survey coordinator will be responsible for the coding of the questionnaires, the data entry process, and final storage of all materials related to this survey. (Coding is a process that occurs before actual data entry. It involves making sure the questionnaire follows the codebook rules (such as entering a "9" for a missing answer or upcoding an "other" response if it fits into one of the given answer categories).)