

APPENDIX B

Focus Group Recruitment

FOCUS GROUP RECRUITMENT

A combination of the following outreach was used to recruit for the focus groups. The following handout was distributed during site visits to bus passengers.



We want YOUR input!

NJTPA is currently recruiting bus passengers and motorists for focus groups to talk about walking and safety to and from bus stops. Participants will be given \$30 for completion of a one-hour focus group in October.

If you would like to participate, please visit the following web site to sign up:

www.surveymonkey.com/s/WD33NX7

If selected to participate, you will be contacted with a focus group date and location.

Pedestrian Safety at and Near Bus Stops Study

The North Jersey Transportation Planning Authority (NJTPA) is the federally-authorized Metropolitan Planning Organization for the 6 million people living in the 13-county northern New Jersey region. Each year, the NJTPA oversees more than \$2 billion in transportation improvement projects and provides a forum for interagency cooperation and public input into funding decisions. It also sponsors and conducts studies, assists county planning agencies and monitors compliance with national air quality goals.

The NJTPA is conducting a study to improve safety for bus passengers at bus stops within northern and central New Jersey. To learn more about this study, please visit our project web site at:

www.njtpa.org/Plan/Studies/PedestrianSafetyatBusStopsStudy.aspx



Queremos tus Sugerencias!

NJTPA está actualmente reclutando pasajeros de buses y motoristas para participar en grupos de enfoque sobre la seguridad de peatones próximos a las paradas de autobuses. A los participantes se les dará \$30 por completar un grupo de enfoque de una hora.

Si usted quisiera participar, por favor visite el sitio web siguiente para inscribirse:
www.surveymonkey.com/s/WD33NX7

Si usted es seleccionado para participar en este estudio va a ser contactado y notificado acerca de la fecha y dirección de su grupo de enfoque.

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To recruit bus riders, the following fliers were posted at bus stops, individualized for the town of the focus groups. Fliers were also handed out at Newark Penn Station. For motorists, flyers were placed at parking lots in municipalities where the focus groups were scheduled.



Attention BUS RIDERS: We want YOUR input!

The North Jersey Transportation Planning Authority is currently recruiting for focus group sessions concerning pedestrian and motorist behavior. We are looking for

BUS RIDERS.

Participants will be given **\$40** for completion of a 1-hour focus group.

Participants must be 18 years of age or older.

The focus group time and date is as follows:

Thursday, Oct. 14
City Hall, 29 North Day St, Orange, NJ

5:30-6:30 PM
** Snacks Provided**

If you qualify and would like to participate, please RSVP by calling **(212) 584-5000** or send an e-mail to **focusgroup@fenton.com**.

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Attention MOTORISTS: We want YOUR input!

The North Jersey Transportation Planning Authority is currently recruiting for focus group sessions concerning pedestrian and motorist behavior. We are looking for

MOTORISTS who live and work in Orange.

Participants will be given **\$40** for completion of a one-hour focus group.

The focus group time and location is as follows:

Thursday, Oct 14

City Hall, 29 North Day St, Orange, NJ

Noon-1:00 PM - MOTORISTS (female)

**** Lunch provided****

6:45-7:45 PM - MOTORISTS (male & female, any age)

**** Snacks provided****

If you qualify and would like to participate, please RSVP by calling **(212) 584-5000** or e-mail **focusgroup@fenton.com**.

Pedestrian Safety at and Near Bus Stops Study

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An ad was also posted on Craig's List.

People who responded to the ad were screened via phone to ensure a mix of gender, age, income, and ethnicity. The recruiting screener consisted of the following questions:

Recruiting Screener

1. Where do you live?
 - a. Dropdown menu – all towns and cities with county– to be studied by team to select respondents representing varied geographies

2. How old are you?
 - a. Under 18
 - b. 19-29
 - c. 30-49
 - d. 50-69
 - e. 70 and older

3. What is your gender?
 - a. Female
 - b. Male

4. What is your primary mode of transportation?
 - a. Driving
 - b. Walking and/or bicycling
 - c. Bus
 - d. Train

5. If you drive, how many miles do you drive a year, approximately?
 - a. 0 miles
 - b. Under 5,000 miles
 - c. 5,000-10,000 miles
 - d. Over 10,000 miles

6. If you take the bus, how often do you ride the bus in a typical week?
 - a. Less than once per week
 - b. Two to five times per week
 - c. More than five times per week

7. What bus carrier do you use?
 - a. New Jersey Transit

- b. MTA – NYC
 - c. Coach USA
 - d. I don't know
 - e. I do not ride a bus
 - f. Other _____
8. How do you get to the bus stop?
- a. Someone drops me off
 - b. I drive
 - c. Walk or bicycle
9. Do you ride any of these routes? (respondent can choose more than 1 route – check boxes)
2, 5, 21, 41, 42, 64, 65, 67, 71, 73, 76, 79, 88, 92, 99, 112, 114, 117, 125, 139, 154, 702, 712, 772, 780, 818, 875, 872, 877, 880,
- a. Yes
 - b. No
 - c. I do not ride a bus
10. What language are you most comfortable speaking in a focus group?
- a. English
 - b. Spanish
 - c. Other _____
11. What is your race?
- a. White/Caucasian (non-Hispanic)
 - b. Black/African American (non-Hispanic)
 - c. Hispanic/Latino
 - d. Asian
 - e. American Indian/Alaska Native
 - f. Native Hawaiian/Pacific Islander
 - g. Prefer not to answer
12. What is your income level?
- a. Below \$50,000
 - b. Above \$50,000
 - c. Prefer not to answer

At the end:
Thank you for filling out this survey.

PEDESTRIAN SAFETY AT AND NEAR BUS STOPS STUDY | FINAL REPORT
NORTH JERSEY TRANSPORTATION PLANNING AUTHORITY

If you are interested in participating in a one-hour focus group please provide your name and phone number or email address here. You will be compensated \$40 for participating.

The focus groups will take place on the following dates, times and locations: XX, XX, XX XX (list the dates/times/locations with check boxes for respondent to pick a group)