

Conducting Surveys



prepared by Alta Planning + Design

Items to Bring

- Instructions
- Safety vest
- Location map
- Survey forms
- Clipboard
- Pen or pencil and spare
- For questions contact _____,
Volunteer Coordinator at (123) 555-1234.
- Optional: hat, sunscreen, jacket, folding chair, snacks,
sign/board identifying effort, water/snacks for participants

Survey Instructions

Positioning

1. Position yourself approximately 50 feet from the person conducting counts.

Survey Instructions

Engaging

2. Approach cyclists or pedestrians in a friendly and engaging manner. Without startling them, get their attention and ask...

Survey Instructions

“Hello, do you have time to answer a few questions about walking and biking?”

If yes:

“My name is _____ and I’m conducting this survey for _____. The information will be used to better understand why people walk and bike where they do. The survey will take about 5 minutes.

“You don’t have to answer all the questions, and you can stop taking the survey at any time. I won’t ask for any personal information. Would you like to take the survey?”

Survey Instructions

Bicyclist Survey

Location: _____

Date: _____

Time: _____

Surveyor: _____

Weather: _____

(sunny, cloudy, rainy, windy, hot, and/or cold)

1. What is your home zip code?

Home zip code: _____

2. What best describes the purpose of this trip?

Exercising (a)

Work commute (b)

School (c)

Recreation (d)

Shopping/doing errands (e)

Personal business (medical, visiting friends, etc.) (f)

3. In the past month, about how often have you ridden a bicycle here?

First time (a)

0 – 5 times (b)

6 – 10 times (c)

11 – 20 times (d)

Daily (e)

4. Please check the seasons in which you bicycle.

All Year (a)

Summer (b)

Fall (c)

Winter (d)

Spring (e)

Survey Instructions

Data Entry

3. If you like, you can read the questions and options to them and record their responses

or

Provide them with a postcard directing them to the survey website.

Survey Instructions

Additional Information

4. After every question has been answered, fill out the additional information at the bottom of the survey.

End of Surveys

When you have completed all of your survey sessions, please return your forms to the volunteer coordinator.