

### 3.1 Potential Topics

Group F: Jaclyn Bernard

Ivan Busharov

Evan Korol

Katherine Swintek

#### (1) On-campus project

a. What question do you propose to study?

What portion of CMU students know about and/or utilize safe walk and escort services and how could we increase both knowledge and utilization of these services?

b. What population or populations will be sampled?

We will sample CMU students both undergraduate and graduate who live both on and off campus and whose email address we can access.

c. What population(s) do you wish to make inferences about? How does it (do they) differ from the population in (b.)?

We wish to make inferences about CMU students both undergraduate and graduate who live both on and off campus. This differs from the population in (b) because this population is our target population whereas (b) is our sampling frame.

d. How do you plan to carry out the survey (e.g. by telephone), and why?

We plan to carry out the survey using an Internet based survey and then distribute the survey using a Facebook group and d-lists because CMU is an internet based campus and this will increase the number of respondents. This method is also the most efficient.

e. What variables do you propose to measure?

We propose to measure knowledge of existence of safewalk/escort, knowledge of how safewalk/escort work, utilization of safewalk/escort, where someone lives (on/off campus versus campus housing/non campus housing,) how do students get to campus, interest in the programs and ways to increase usage.

#### (2) Off-campus project

a. What question do you propose to study?

How/why do 28X consumers differ during peak and nonpeak travel times and how does the increase in 28X usage during peak times affect the consumers?

b. What population or populations will be sampled? This is the question many of you will miss.

We will sample actual 28X consumers during both regular and peak travel times including both college and non-college students.

c. What population(s) do you wish to make inferences about? How does it (do they) differ from the population in (b.)?

We wish to make inferences about potential and actual 28X consumers including both college and non-college students. This differs from the population in (b) because this population includes people who are not current 28X consumers.

d. How do you plan to carry out the survey (e.g. by telephone), and why?

We plan to carry out this survey using pencil and paper while visiting 28X bus stops and riding the 28X during both regular and peak travel times because this seems to be the only option for data collection.

e. What variables do you propose to measure?

We propose to measure the frequency of 28X use during peak and nonpeak travel times, desired destination (airport vs. Robinson,) why does each consumer take the 28X, and does the rush of consumers during peak travel times affect consumer satisfaction/usage of 28X and usage of other port authority bus lines.

f. For project (2) only, I want to see a sample (one page) questionnaire.

Sample off-campus questionnaire:

1. Are you currently a college student in Pittsburgh? Yes/No
2. Do you ride other port authority busses (not including the 28X)? Yes/No
3. How frequently to you utilize port authority busses (not including the 28X)?
  - a. Daily
  - b. Weekly
  - c. Monthly
  - d. Yearly
  - e. Never
4. In the last year have you ridden the 28X
  - a. To/from the airport
  - b. To/from Robinson Town Center
  - c. Both
5. If you use the 28X to get to the airport do you use the bus for (check all that apply):
  - a. Business trips
  - b. Leisure travel
  - c. Travel to/from school
  - d. Work at the airport
  - e. Other:
6. When you take the 28X do you have an alternate mode of transportation:
  - a. Never
  - b. Rarely
  - c. Sometimes
  - d. Usually
  - e. Always
7. When you take the 28X during peak times (eg: Thanksgiving weekend, the weekends before and after college spring break) how would you rate your satisfaction:
  - a. Dissatisfied
  - b. Mildly satisfied
  - c. Satisfied
  - d. Mostly satisfied
  - e. Extremely satisfied
8. What is your gender?
  - a. Male
  - b. Female
9. What is your race? [Will list standard race options.]