

PART E

SPECIFICATIONS

PART E - SPECIFICATIONS

GENERAL

E1. GENERAL

E1.1 These Specifications shall apply to the Work.

E2. SERVICES

E2.1 The Contractor shall conduct a Market Research Survey and provide results in accordance with the requirements hereinafter specified.

E2.2 The Contractor shall survey a random sample of students currently enrolled at the University of Manitoba, by telephone, following proper survey methodology.

E2.3 The total sample size shall be 1,500 respondents.

E2.4 Winnipeg Transit shall provide to the Contractor approximately 25,000 telephone numbers of students enrolled at the University of Manitoba from which the contractor can draw the sample.

E2.5 The survey instrument shall be in accordance with the E5 Questionnaire.

E2.6 The Contractor shall review and field test the questionnaire prior to conducting the Survey.

E2.7 The Contractor shall code, keypunch and verify the survey responses.

E3. DATA & REPORTS

E3.1 The Contractor shall provide Winnipeg Transit with a computer file containing the data in Microsoft Excel 2000 format.

E3.2 The Contractor shall provide Winnipeg Transit with a summary of categorized comments received to open-ended questions (Questions 27).

E4. WORK SCHEDULE

E4.1 The Survey shall be performed during the period November 17, 2004 to November 30, 2004.

E4.2 The Contractor shall complete the Work and deliver the results to Winnipeg Transit by Tuesday, November 30, 2004.

E5. QUESTIONNAIRE



U. of Manitoba Pass Survey Wave 1 – Fall 2004

ID Number

Telephone

Hello, my name is _____ and I'm calling from _____
on behalf of UMSU, the University of Manitoba, and Winnipeg Transit.

Today we are talking with university students about the transit system.

A SCREENER	
Q1 First of all, is any member of your household, including yourself, employed by Winnipeg Transit?	1 Yes → THANK & TERMINATE 2 No → CONTINUE
Q2 I need to speak to a person in your home who currently attends the University of Manitoba. Would that be you?	1 Yes → CONTINUE 2 No → ASK TO SPEAK TO THAT PERSON. REPEAT INTRODUCTION. IF NOT AT HOME, ARRANGE CALLBACK.

B TRAVEL PATTERNS	
Q3 When was the last time you used Winnipeg Transit?	<p>(CONVERT ANSWER INTO MONTHS.)</p> <p>0 Within the last month <input type="text"/> Months ago (MARK IF 1 TO 24 MONTHS AGO) 97 More than 24 months ago 98 Never 99 DK / Refused / Not stated</p> <p>▶ SKIP TO Q5</p>
Q4 On average, how many times do you use Winnipeg Transit each week? Keep in mind that a one-way trip is considered as one time, and a round trip is considered as two times.	<p>0 Less than once a week <input type="text"/> 1 to 19 times a week (MARK FREQUENCY IN BOX) 10 20 or more times a week 99 DK / Refused / Not stated</p>
Q5 What proportion of your trips to and from the University are made by transit?	<p>1 All 2 Most 3 About half 4 Some 5 None 9 DK / Refused / Not stated</p>
Q6 How do you usually travel to and from the University?	<p>1 Winnipeg Transit → CONTINUE TO Q7 2 Motor vehicle as a driver → SKIP TO Q12 3 Motor vehicle as a passenger 4 Park and Ride 5 Bicycle 6 Walk only 7 Other 9 DK / Refused / Not stated</p> <p>▶ SKIP TO Q16</p>

C TRANSIT USERS

Your transit use may vary throughout the year. Please tell me the type of transit fare you usually purchase during each of the following time periods.

<p>Q7 From September to November</p> <p>Q8 December</p> <p>Q9 From January to March</p> <p>Q10 April</p> <p>Q11 From May to August</p>	<p>USE THE FOLLOWING CODED RESPONSES FOR EACH OF Q7 TO Q11.</p> <p>Bus pass – (PROMPT) WOULD THAT BE A... Monthly Pass – (PROMPT) WOULD THAT BE A...</p> <p>1POST-SECONDARY monthly pass 2ADULT monthly pass 37-Day SuperPass 45-Day Max 5 pass 5 Cash 6 Ticket 9 DK / Refused / Not stated</p>
<p>➔ SKIP TO Q16</p>	

D DRIVERS

<p>Q12 When you drive, what is your usual parking arrangement at the university?</p>	<p>1 I park in an assigned space 2 I park in an unassigned (scramble) space 3 I park on the street 9 DK / Refused / Not stated</p>
<p>Q13 Who pays for your parking?</p>	<p>1 I pay for all of it 2 I split it with carpool partners ➔ CONTINUE</p> <p>3 There are no parking costs 9 DK / Refused / Not stated ➔ SKIP TO Q15</p>
<p>Q14 How much do you pay each month for your portion of parking at the university?</p>	<p>\$ <input type="text"/> <input type="text"/> <input type="text"/> . <input type="text"/> <input type="text"/> per month</p> <p>(DK / REFUSED / NOT STATED ➔ ENTER 999.99)</p>
<p>Q15 How difficult is it to find a parking space when you drive to the university? (READ LIST)</p>	<p>1 Very difficult 2 Moderately difficult 3 Moderately easy 4 Very Easy 9 DK / Refused / Not stated</p>

E EMPLOYMENT

Q16 Are you employed at a full-time or part-time job, not at your home?	1 Yes → CONTINUE 2 No 9 DK / Refused / Not stated → GO TO Q23
Q17 On average, how many hours a week do you work?	<input type="text"/> <input type="text"/> hours per week (DK / REFUSED / NOT STATED → ENTER 99)
Q18 What proportion of your trips to and from work are made by transit?	1 All 2 Most 3 About half 4 Some 5 None 9 DK / Refused / Not stated
Q19 How do you usually travel to and from work?	1 Motor vehicle as a driver → CONTINUE 2 Winnipeg Transit 3 Motor vehicle as a passenger 4 Park and Ride 5 Bicycle 6 Walk only 7 Other 9 DK / Refused / Not stated → SKIP TO Q23
Q20 When you drive, what is your usual parking arrangement at work?	1 I park in an assigned space 2 I park in an unassigned (scramble) space 3 I park on the street 9 DK / Refused / Not stated
Q21 Who pays for your parking?	1 I pay for all of it → CONTINUE 2 Employer pays for some of it 3 Employer pays for all of it 4 There are no parking costs → SKIP TO Q23 9 DK / Refused / Not stated
Q22 How much do you pay each month for your share of parking at work?	\$ <input type="text"/> <input type="text"/> <input type="text"/> . <input type="text"/> <input type="text"/> per month (DK / REFUSED / NOT STATED → ENTER 999.99)

F RECREATION

Q23 What proportion of your trips for shopping, recreation and personal business are made by transit?	1 All 2 Most 3 About half 4 Some 5 None 9 DK / Refused / Not stated
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G SERVICE IMPROVEMENTS

Since September 2000, students enrolled at the University of Manitoba have been able to purchase monthly bus passes for 20% less than the price of the regular Adult monthly pass.

Instead of this discounted monthly pass, a different concept is one where all students would pay a transportation levy as part of their student fees. You would be permitted to ride a Winnipeg Transit bus at any time, on any day, just by showing your validated student card. Additionally, money generated by the transportation levy would be used to fund improvements to Transit service to the University.

<p>Q24 This program could operate year round, or just during the academic year, from September to April. Which period would be most beneficial for you?</p>	<p>1 Year round 2 Academic year only (September to April) 9 DK / Refused / Not stated</p>																								
<p>Q25 The discounted post-secondary bus pass currently sells for about \$54 a month. That works out to about \$435 during the school year, or about \$650 for the full year.</p> <p>The annual transportation levy could be set at a few different values. Please tell me your willingness to pay each value as I read it to you.</p> <p>The first is \$100. Would you be willing or unwilling to pay this much for the transportation levy? (CONTINUE FOR \$150, \$200, \$250 and \$300)</p>	<table border="1"> <thead> <tr> <th></th> <th>Willing</th> <th>Unwilling</th> <th>DK/ Ref/ NS</th> </tr> </thead> <tbody> <tr> <td>\$100</td> <td>1</td> <td>2</td> <td>9</td> </tr> <tr> <td>\$150</td> <td>1</td> <td>2</td> <td>9</td> </tr> <tr> <td>\$200</td> <td>1</td> <td>2</td> <td>9</td> </tr> <tr> <td>\$250</td> <td>1</td> <td>2</td> <td>9</td> </tr> <tr> <td>\$300</td> <td>1</td> <td>2</td> <td>9</td> </tr> </tbody> </table>		Willing	Unwilling	DK/ Ref/ NS	\$100	1	2	9	\$150	1	2	9	\$200	1	2	9	\$250	1	2	9	\$300	1	2	9
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<p>Q26 Do you support the concept of a universal transportation levy that would fund all student transit travel and help improve transit service to the University?</p>	<p>1 Yes 2 No 9 DK / Refused / Not stated</p>																								
<p>Q27 What one service improvement would you <i>most</i> like to see made to the transit system, other than lower fares?</p>	<p>(ACCEPT ONLY <u>ONE</u> RESPONSE)</p>																								

H DEMOGRAPHICS

Now I have just a few questions for classification purposes.

Q84 At which University of Manitoba campus do you attend most of your classes?	1 Fort Garry 2 Bannatyne / Health Sciences Centre 3 St. Boniface 9 DK / Refused / Not stated
Q29 What level of university are you currently attending?	1 1 st year / University 1 2 2 nd year 3 3 rd year 4 4 th year 5 Post-graduate (Masters, Ph.D., etc.) 6 Other 9 DK / Refused / Not stated
Q30 <i>Full time</i> students are those who enroll in <u>at least 60%</u> of a normal full academic program. <i>Part-time</i> students are enrolled in <u>less than 60%</u> . Are you a full-time or part-time student?	1 Full-Time 2 Part-time 9 DK / Refused / Not stated
Q31 When do you attend classes? (READ LIST)	1 Day-time only (before 5:30 pm) 2 Evening only (after 5:30 pm) 3 Day and evening 4 Weekends only 9 DK / Refused / Not stated
Q32 How many licensed vehicles are in your household?	<input type="text"/> <input type="text"/> vehicles (DK / REFUSED / NOT STATED → ENTER 99)
Q33 How many licensed drivers are in your household?	<input type="text"/> <input type="text"/> drivers (DK / REFUSED / NOT STATED → ENTER 99)
Q34 Which of the following categories does your age fall into? (READ LIST)	1 15 to 19 years 2 20 to 24 years 3 25 to 34 years 4 35 to 44 years 5 45 to 54 years 6 55 to 64 years 7 65 years and older 9 DK / Refused / Not stated

<p>Q35 What municipality or town do you live in when university is in session?</p>	<p>1 Winnipeg 2 East St. Paul (includes Birds Hill) 3 Headingley 4 MacDonald (includes La Salle, Oak Bluff, Sanford) 5 Ritchot (includes St. Adolphe, Ile des Chenes) 6 Rockwood (includes Stonewall, Stony Mountain) 7 Rosser 8 St. Andrews (includes Selkirk, Lockport) 9 St. Clements 10 St. Francois Xavier 11 Springfield (includes Dugald, Oakbank) 12 Tache (includes Lorette, Landmark) 13 West St. Paul 14 Other _____ 99 DK / Refused / Not stated</p>			
<p>Q36 What municipality or town do you live in when university is <u>not</u> in session?</p> <p>(IF NAME OF MANITOBA MUNICIPALITY OR TOWN IS NOT WITHIN CATEGORIES 1 – 13, ENTER IN CATEGORY 14: OTHER – WITHIN MANITOBA)</p> <p>(IF OUT OF MANITOBA, PROMPT ONLY FOR NAME OF CANADIAN PROVINCE OR FOREIGN COUNTRY)</p>	<p>1 Winnipeg 2 East St. Paul (includes Birds Hill) 3 Headingley 4 MacDonald (includes La Salle, Oak Bluff, Sanford) 5 Ritchot (includes St. Adolphe, Ile des Chenes) 6 Rockwood (includes Stonewall, Stony Mountain) 7 Rosser 8 St. Andrews (includes Selkirk, Lockport) 9 St. Clements 10 St. Francois Xavier 11 Springfield (includes Dugald, Oakbank) 12 Tache (includes Lorette, Landmark) 13 West St. Paul 14 Other (within Manitoba) _____ 15 Out of Manitoba _____ 99 DK / Refused / Not stated</p>			
<p>Q37 What are the <u>first three</u> characters of the Postal Code of your residence <u>when university is in session</u>?</p>	<p>(PLEASE ENSURE IT IS LETTER - NUMBER - LETTER)</p> <table border="1" data-bbox="857 1165 1133 1222"> <tr> <td style="width: 30px; height: 25px;"></td> <td style="width: 30px; height: 25px;"></td> <td style="width: 30px; height: 25px;"></td> </tr> </table> <p style="text-align: center;"><i>Letter Number Letter</i></p> <p>(DK / REFUSED / NOT STATED → ENTER 999)</p>			
<p>Q38 Gender: (DO NOT ASK)</p>	<p>1 Male 2 Female</p>			

I would like to confirm your telephone number.
Is it _____ - _____ ?

The survey is now finished.
Thank you very much for your time.
My supervisor may call you back to verify your participation.