

| Welcome and   | Thank You Text   |
|---|--|
| Welcome Text  | Thank You Text   |
| Thank you for visiting the Federal Railroad Administration. You've been randomly chosen to take part in a brief survey to let us know what we're doing well and where we can improve.   | Thank you for taking our survey - and for helping us serve you better. We appreciate your input!   |
| Please take a few minutes to share your opinions, which are essential in helping us provide the best online experience possible.  |  |
| Welcome Text - Alternate  | Thank You Text - Alternate   |
| Thank you for visiting the Federal Railroad Administration. You have been   | Thank you for taking our survey - and for helping us serve you better.   |
| randomly selected to take part in this survey that is being conducted by<br>ForeSee on behalf of the Federal Railroad Administration. Please take a few<br>minutes to give us your feedback. All results are strictly confidential. | Please note you will not receive a response from us based on your survey comments. If you would like us to contact you about your feedback, please visit the Contact Us section of our web site.   |
| FORESEE<br>by Answers<br>Customer Satisfaction Survey   | Thank you for taking our survey - and for helping us serve you better.<br>Please note you will not receive a response from us based on your<br>survey comments. If you would like us to contact you about your<br>feedback, please visit the Contact Us section of our web site. |
| Thank you for visiting our site. You've been randomly chosen to take<br>part in a brief survey to let us know what we're doing well and where<br>we can improve.  | Cancel   |
| Please take a few minutes to share your opinions, which are essential<br>in helping us provide the best online experience possible.   | Copyright 2014 - all rights reserved   |
| in neiping us provide the best online experience possible.  | ForeSee ForeSee Privacy Policy Survey Support  |

| Model Name | Federal Railroad Administration v2 |
|------------|------------------------------------|
| Model ID   | (MID)                              |

Blue: Reword



| 1                            |  |    |                           |  | 1 1 |           |   |
|------------------------------|--|----|---------------------------|--|-----|-----------|---|
| Label                        | Element Questions  |    | Label                     | Satisfaction Questions   |     | Label     | Future Behaviors  |
|                              | Look and Feel (1=Poor, 10=Excellent, Don't Know)   |    |                           | Satisfaction   |     |           | Return (1=Very Unlikely, 10=Very Likely)  |
| - Appeal                     | Please rate the <b>visual appeal</b> of this site.   | 19 | Satisfaction -<br>Overall | What is your <b>overall satisfaction</b> with this site?<br>(1=Very Dissatisfied, 10=Very Satisfied) | 22  | Return    | How likely are you to return to this site?  |
|                              | Please rate the <b>balance of graphics and text</b> on this site.                                  | 20 | Satisfaction -            | How well does this site meet your expectations?  | 1 1 | Recommend | Recommend (1=Very Unlikely, 10=Very Likely)   |
| 3 Look and Feel              | Please rate the <b>readability of the pages</b> on this site.                                      | 21 | Satisfaction -            | How does this site compare to your idea of an ideal website?   | 23  |           | How likely are you to recommend this site to someone else?  |
| - Readability                |  |    | Ideal                     | (1=Not Very Close, 10=Very Close)  |     |           |   |
|                              | Site Performance (1=Poor, 10=Excellent, Don't Know)  |    |                           |  |     |           | Primary Resource (1=Very Unlikely, 10=Very Likely)  |
| 4 Site<br>Performance -      | Please rate how quickly pages load on this site.   |    |                           |  | 24  |           | How likely are you to use this site as your <b>primary resource for obtaining</b><br>information about railroads? |
| Loading                      |  |    |                           |  |     |           | information about rail oaus?  |
| 5 Site                       | Please rate the consistency of speed from page to page on this site.                               |    |                           |  | 1 1 |           |   |
| Performance -                | ·····  |    |                           |  |     |           |   |
| Consistency                  |  |    |                           |  |     |           |   |
| CCite                        | Disson yoto how any plately the your content lands on this site                                    |    |                           |  |     |           |   |
| 6Site                        | Please rate how completely the page content loads on this site.                                    |    |                           |  |     |           |   |
| 7 Navigation -               | Navigation (1=Poor, 10=Excellent, Don't Know) Please rate how well the site is organized.          |    |                           |  |     |           |   |
| Organized                    | -  |    |                           |  |     |           |   |
| 8 Navigation -<br>Options    | Please rate the options available for navigating this site.  |    |                           |  |     |           |   |
| 9Navigation -                | Please rate how well the site layout helps you find what you need.                                 |    |                           |  |     |           |   |
| Layout                       | · · · · · · · · · · · · · · · · · · ·  |    |                           |  |     |           |   |
|                              | Information Browsing (1=Poor, 10=Excellent, Don't Know)  |    |                           |  |     |           |   |
| L0 Information<br>Browsing - | Please rate the ability to sort information by criteria that are important to you on<br>this site. |    |                           |  |     |           |   |
| Sort                         | uns site.  |    |                           |  |     |           |   |
| 1 Information                | Please rate the ability to narrow choices to find the information you are looking                  |    |                           |  |     |           |   |
| Browsing -                   | for on this site.  |    |                           |  |     |           |   |
| Narrow                       |  |    |                           |  |     |           |   |
| 2Information<br>Browsing -   | Please rate how well the features on the site help you find the information you<br>need.           |    |                           |  |     |           |   |
| Features                     | neeu.  |    |                           |  |     |           |   |
|                              | Site Information (1=Poor, 10=Excellent, Don't Know)  |    |                           |  |     |           |   |
| 3Site                        |  |    |                           |  |     |           |   |
| Information -<br>Thoroughnes | Please rate the thoroughness of information provided on this site.                                 |    |                           |  |     |           |   |
| s                            | · · · · · · · · · · · · · · · · · · ·  |    |                           |  |     |           |   |
| 4 Site                       |  |    |                           |  |     |           |   |
| Information -                |  |    |                           |  |     |           |   |
| Understandab                 | Please rate how understandable this site's information is.   |    |                           |  |     |           |   |
|                              |  |    |                           |  |     |           |   |
| L5 Site<br>Information -     | Please rate how well the site's information provides answers to your questions.                    |    |                           |  |     |           |   |
| Answers                      | riease fate now wer the site's information provides answers to your questions.                     |    |                           |  |     |           |   |
|                              |  | 1  |                           |  |     |           |   |
|                              |  |    |                           |  |     |           |   |
|                              |  |    |                           |  |     |           |   |
|                              |  |    |                           |  |     |           |   |
|                              |  |    |                           |  |     |           |   |
|                              |  |    |                           |  |     |           |   |
|                              |  |    |                           |  |     |           |   |
|                              |  |    |                           |  |     |           |   |
|                              |  |    |                           |  |     |           |   |
|                              |  |    |                           |  |     |           |   |
|                              |  |    |                           |  |     |           |   |
|                              |  |    |                           |  |     |           |   |

| Model Name  | Federal Railroad Administration v2 |
|-------------|------------------------------------|
| Model ID    | (MID)                              |
| Partitioned | Yes                                |
| Date        | 5/13/2015                          |



| QID | Skip From | Question Text   | Answer Choices  | Skip To                              | Required<br>Y/N | Туре   | Special Instructions               | CQ Label         |
|-----|-----------|---|---|--------------------------------------|-----------------|--|------------------------------------|------------------|
|     |           | How frequently do you visit this site?  | This is my first visit  |                                      | Y               | Radio button, one-up vertical                          |                                    | Visit Frequency  |
|     |           |   | Every few months or less often  |                                      |                 |  |                                    |                  |
|     |           |   | Monthly   | _                                    |                 |  |                                    |                  |
|     |           |   | Weekly  | -                                    |                 |  |                                    |                  |
|     |           |   | Several times a week  | -                                    |                 |  |                                    |                  |
|     |           |   | Daily/more than once a day  |                                      | N.              |  |                                    |                  |
|     |           | Which of the following best describes your role in visiting the site today?   | General Public/Citizen  | А,В                                  | Y               | Radio button, one-up vertical                          | Skip Logic Group*                  | Role             |
|     |           |   | Civic or community organization   |                                      |                 |  | Randomize                          |                  |
|     |           |   | Federal Railroad Administration Employee  | -                                    |                 |  |                                    |                  |
|     |           |   | Job seeker  | 4                                    |                 |  |                                    |                  |
|     |           |   | Journalist/Reporter<br>State DOT Employee   | -                                    |                 |  |                                    |                  |
|     |           |   | Railroad industry employee  | -                                    |                 |  |                                    |                  |
|     |           |   | Employee of a federal agency  | -                                    |                 |  |                                    |                  |
|     |           |   | Member of a labor union   | -                                    |                 |  |                                    |                  |
|     |           |   | Advocacy/Non-profit group   | -                                    |                 |  |                                    |                  |
|     |           |   | Rail Industry Analyst or Consultant   | -                                    |                 |  |                                    |                  |
|     |           |   | Transportation Industry (manufacturer, supplier)  | 1                                    |                 |  |                                    |                  |
|     |           |   | Educator/Student  | -                                    |                 |  |                                    |                  |
|     |           |   | Researcher  |                                      |                 |  |                                    |                  |
|     |           |   | Other, please specify   | AA                                   |                 |  | Anchor Answer Choice               |                  |
|     | AA        | Please describe your role in visiting the site today:   |   |                                      | N               | Text field, <100 char                                  | Skip Logic Group*                  | OE Role          |
|     | A         | What was your primary reason for visiting the site today?   | Learn about a recent accident or event  |                                      | Y               | Radio button, one-up vertical                          | Skip Logic Group*                  | 02_11010         |
|     |           |   | Learn about crude oil/hazardous material transport  |                                      |                 |  | 1                                  |                  |
|     |           |   | Learn about Amtrak  | 1                                    |                 |  | Randomize                          |                  |
|     |           |   | Learn about rules and regulations   | 1                                    |                 |  |                                    |                  |
|     |           |   | Learn about high speed rail   | 1                                    |                 |  |                                    |                  |
|     |           |   | Learn about train horns/quiet zones   | 1                                    |                 |  |                                    |                  |
|     |           |   | File a complaint  |                                      |                 |  |                                    |                  |
|     |           |   | Find safety data  |                                      |                 |  |                                    |                  |
|     |           |   | Other, please specify   | AB                                   |                 |  | Anchor Answer Choice               |                  |
|     | AB        | Please specify your primary reason for visiting the site today:   |   |                                      | N               | Text area, no char limit                               |                                    |                  |
|     | В         | Did you feel that any of the information on the site was too technical?   | Yes<br>No   | c                                    | Y               | Radio button, one-up vertical                          | Skip Logic Group*                  | Public Technical |
|     | с         | Please share what specific information you thought was too technical:   |   |                                      | N               | Text area, no char limit                               | Skip Logic Group*                  | OE_Technical     |
|     |           | What sections of the site did you visit today?  | About FRA   | _                                    | Y               | Checkbox, one-up vertical                              | OPS Group*                         | Section          |
|     |           |   | Railroad Safety<br>Rail Network Development (Passenger Rail, Freight Rail)  | -                                    |                 |  | Randomize                          |                  |
|     |           |   | Research & Development  | -                                    |                 |  |                                    |                  |
|     |           |   | Legislation & Regulations   | -                                    |                 |  |                                    |                  |
|     |           |   | Grants & Loans  | 1                                    |                 |  |                                    |                  |
|     |           |   | Communications & Government Affairs   | 1                                    |                 |  |                                    |                  |
|     |           |   | FRA eLibrary  | 1                                    |                 |  |                                    |                  |
|     |           |   | Other   | F                                    |                 |  | Anchor Answer Choice               |                  |
|     | F         | What other section of the site did you visit today?   |   |                                      | N               | Text area, no char limit                               | OPS Group*                         | OE_Section       |
|     |           | What kind of information were you looking for today?  | Information on doing business with the Federal Railroad Administration  |                                      | Y               | Checkbox, one-up vertical                              | OPS Group*                         | Information      |
|     |           |   | Information about specific Federal Railroad Administration offices or branches  |                                      |                 |  | Randomize                          |                  |
|     |           |   | General information about the Federal Railroad Administration (contacts, phone, mailing address, etc.)  |                                      |                 |  |                                    |                  |
|     |           |   | Rules, regulations or policy information (ex. train noise, crude oil transport)   | 1                                    |                 |  |                                    |                  |
|     |           |   | Crossing information  | -                                    |                 |  |                                    |                  |
|     |           |   |   | -                                    |                 |  |                                    |                  |
|     |           |   | Track conditions  | -                                    |                 |  |                                    |                  |
|     |           |   | Track conditions<br>Railroad safety information   | -                                    |                 |  |                                    |                  |
|     |           |   | Track conditions<br>Railroad safety information<br>Freight railroad information   |                                      |                 |  |                                    |                  |
|     |           |   | Track conditions<br>Railroad safety information<br>Freight railroad information<br>Passenger railroad information (ex. Amtrak, high speed rail)   | -                                    |                 |  |                                    |                  |
|     |           |   | Track conditions<br>Railroad safety information<br>Freight railroad information<br>Passenger railroad information (ex. Amtrak, high speed rail)<br>Railroad policy or legislation   | -                                    |                 |  |                                    |                  |
|     |           |   | Track conditions<br>Railroad safety information<br>Freight railroad information<br>Passenger railroad information (ex. Amtrak, high speed rail)<br>Railroad policy or legislation<br>Research reports   | -                                    |                 |  |                                    |                  |
|     |           |   | Track conditions<br>Railroad safety information<br>Freight railroad information<br>Passenger railroad information (ex. Amtrak, high speed rail)<br>Railroad policy or legislation<br>Research reports<br>Safety reports   |                                      |                 |  |                                    |                  |
|     |           |   | Track conditions<br>Railroad safety information<br>Freight railroad information<br>Passenger railroad information (ex. Amtrak, high speed rail)<br>Railroad policy or legislation<br>Research reports   |                                      |                 |  |                                    |                  |
|     |           |   | Track conditions<br>Railroad safety information<br>Freight railroad information<br>Passenger railroad information (ex. Amtrak, high speed rail)<br>Railroad policy or legislation<br>Research reports<br>Safety reports<br>Railroad maps  |                                      |                 |  |                                    |                  |
|     |           |   | Track conditions Railroad safety information Freight railroad information Passenger railroad information (ex. Amtrak, high speed rail) Railroad policy or legislation Research reports Safety reports Railroad maps Career or job opportunities   |                                      |                 |  |                                    |                  |
|     |           |   | Track conditions Railroad safety information Freight railroad information Passenger railroad information (ex. Amtrak, high speed rail) Railroad policy or legislation Research reports Safety reports Safety reports Railroad maps Career or job opportunities News or current events Grant information ( wasn't looking for anything specific (just browsing))   |                                      |                 |  | Mutually Exclusive                 |                  |
|     |           |   | Track conditions Railroad safety information Freight railroad information Passenger railroad information (ex. Amtrak, high speed rail) Railroad policy or legislation Research reports Safety reports Railroad maps Career or job opportunities News or current events Grant information  | -<br>-<br>-<br>-<br>-<br>-<br>-<br>- |                 |  | Anchor Answer Choice               |                  |
|     | В         | Please specify what kind information you were seeking on the site today:  | Track conditions Railroad safety information Freight railroad information Passenger railroad information (ex. Amtrak, high speed rail) Railroad policy or legislation Research reports Safety reports Safety reports Railroad maps Career or job opportunities News or current events Grant information ( wasn't looking for anything specific (just browsing))   | В                                    | N               | Text field, <100 char                                  |                                    | OE_Information   |
|     | В         |   | Track conditions Railroad safety information Freight railroad information Passenger railroad information (ex. Amtrak, high speed rail) Railroad policy or legislation Research reports Safety reports Railroad maps Career or job opportunities News or current events Grant information [ wasn't looking for anything specific (just browsing) ] I was looking for something else, not listed above (please specify) |                                      | N               |  | Anchor Answer Choice<br>OPS Group* | OE_Information   |
|     | В         | Please specify what kind information you were seeking on the site today:<br>How did you primarily look for information on the site today? | Track conditions Railroad safety information Freight railroad information Passenger railroad information (ex. Amtrak, high speed rail) Railroad policy or legislation Research reports Safety reports Safety reports Railroad maps Career or job opportunities News or current events Grant information ( wasn't looking for anything specific (just browsing))   | B<br>L,Z<br>Z                        |                 | Text field, <100 char<br>Radio button, one-up vertical | Anchor Answer Choice               | OE_Information   |

|   |                         |   | Links in the footer/on the bottom of the page                      | z       |   |   |                    |                              |
|---|-------------------------|---|--|---------|---|---|--------------------|------------------------------|
|   |                         |   | eLibrary   | L,Z     |   |   |                    |                              |
|   |                         |   | Other  | G,Z     |   |   |                    |                              |
|   | L                       | Did you try using the site's navigational links before using the search<br>feature/eLibrary today?  | Yes, I navigated first   |         | Y | Radio button, one-up vertical                     | Skip Logic Group   | Look_Nav First               |
|   |                         |   | No, I went straight to the search feature/eLibrary                 | -       |   |   |                    |                              |
|   |                         |   | Don't recall   | 7       |   |   |                    |                              |
|   | G                       | What other way did you primarily look for information?  |  |         | N | Text area, no char limit                          | Skip Logic Group   | Other Look for Info          |
|   | Z                       | How could we make this feature more useful to you?  |  |         | N | Text area, no char limit                          | Skip Logic Group   | OE_Feature , Improv          |
|   |                         | Did you find the information you were looking for today?  | Yes  |         | Y | Radio button, one-up vertical                     | OPS Group*         | Find Info                    |
|   |                         | bid you into the information you were looking for today?  | No   | D       | ' | Radio button, one-up ventical                     | OF 3 Group         | r-ind inio                   |
|   | D                       | Specifically what were you looking for, or what question were you trying to   |  |         | N | Text area, no char limit                          | OPS Group*         | OE_Info                      |
|   |                         | answer?<br>Please tell us about your navigation experience on the website today. (Please  | I navigated this website easily.                                   |         | Y | Check box, one-up                                 | Skip Logic Group*  | Navigation                   |
|   | select all that apply.) |   |  |         |   |   |                    |                              |
|   |                         |   | Links often didn't take me where I expected.                       | 0       |   |   |                    |                              |
|   |                         |   | I had difficulty finding relevant information.                     | 4       |   |   |                    |                              |
|   |                         |   | Links/labels are difficult to understand.                          | Р       |   |   |                    |                              |
|   |                         |   | Too many links/navigational options to choose from                 | 4       |   |   |                    |                              |
|   |                         |   | I had technical difficulties (error messages, broken links, etc.). | 0       |   |   |                    |                              |
|   |                         |   | I couldn't navigate back to previous information.                  |         |   |   |                    |                              |
|   |                         |   | I had a navigation experience not listed above:                    | м       |   |   |                    |                              |
|   | M                       | Please describe your navigation experience  |  |         | N | Text area, no char limit                          | Skip Logic Group*  | OE_Navigation                |
|   | 0                       | What links or paths didn't take you where they should have?   |  |         | N | Text area, no char limit                          | Skip Logic Group*  | OE_Nav Path                  |
|   | Р                       | What specific links/labels were difficult to understand?<br>Which of the following website tools did you use during your visit today?   | 0t   |         | N | Text area, no char limit                          | Skip Logic Group*  | OE_Nav Labels                |
|   |                         | (Please select all that apply.)   | Search   | D,E,F,G | Y | Check box, one-up                                 | Skip Logic Group   | Features                     |
|   |                         |   | eLibrary   | ×       |   |   |                    |                              |
|   |                         |   | Print  |         |   |   |                    |                              |
|   |                         |   | RSS feed   | -       |   |   |                    |                              |
|   |                         |   | Forms  | -       |   |   |                    |                              |
|   |                         |   | Other  | A       |   |   |                    |                              |
|   |                         |   | I did not use any website tools on the site today.                 | 1 ^     |   |   | Mutually Exclusive |                              |
|   | D                       | Please rate the relevance of the search results from the search tools.  |  |         | Y | Radio button, scale, no don't know                | Skip Logic Group*  | Search_Relevance             |
|   |                         |   | 1 = Poor   |         |   |   |                    | _                            |
|   |                         |   | 2  | _       |   |   |                    |                              |
|   |                         |   | 3  | 4       |   |   |                    |                              |
|   |                         |   | 4  | -       |   |   |                    |                              |
|   |                         |   | 5  | -       |   |   |                    |                              |
|   |                         |   | 7  | -       |   |   |                    |                              |
|   |                         |   | 8  |         | Y | Radio button, scale, no don't know                | Skip Logic Group*  | Search_Organization          |
|   |                         |   | 9  |         |   |   |                    |                              |
|   |                         |   | 10 = Excellent   | 1       |   |   |                    |                              |
|   | E                       | Please rate the organization of the search results from the search tools.   |  | _       |   |   |                    |                              |
|   |                         |   | 1 = Poor   |         |   |   |                    |                              |
|   |                         |   | 2  |         |   |   |                    |                              |
|   |                         |   | 3  | -       |   |   |                    |                              |
|   |                         |   | 5  | -       |   |   |                    |                              |
|   |                         |   | 6  | -       |   |   |                    |                              |
|   |                         |   | 7  | 1       |   |   |                    |                              |
|   |                         |   | 8  |         |   |   |                    |                              |
|   |                         |   | 9  |         |   |   |                    |                              |
|   |                         |   | 10 = Excellent   |         |   |   |                    |                              |
|   | F                       | se rate how well the search tools help you to narrow the results to find  |  |         | Y | Radio button, scale, no don't know                | Skip Logic Group*  | Search_NarrowResu            |
|   |                         | what you want.  | 1 = Poor   | -       |   |   |                    |                              |
|   |                         |   | 2  | -       |   |   |                    |                              |
|   |                         |   | 4  | -       |   |   |                    |                              |
|   |                         |   | 5  |         |   |   |                    |                              |
|   |                         |   | 6  |         |   |   |                    |                              |
|   |                         |   | 7  |         |   |   |                    |                              |
|   |                         |   | 8  | 1       |   |   |                    |                              |
|   |                         |   | 9  | -       |   |   |                    |                              |
|   | G                       | How could we make the search tools more useful to you?  | 10 = Excellent   |         | N | Text area, no char limit                          | Skip Logic Group*  | OE_Search                    |
|   | х                       | Do you have any comments about the eLibrary tool you would like to share?   |  |         | N | Text area, no char limit                          | Skip Logic Group   | Improvement<br>OE_Features   |
|   |                         |   |  |         |   |   |                    |                              |
|   | Α                       | What other feature(s) did you use?  |  |         | N | Text area, no char limit                          | Skip Logic Group   | OE_Features                  |
| 1 |                         | If you heard about this website from a social network, please specify the site<br>(i.e. Facebook, Twitter)  |  |         | N | Toxt field <100 obor                              |                    | SV - Other Social<br>Network |
|   |                         |   |  |         | N | Text field, <100 char<br>Text area, no char limit |                    | OE Favorite                  |
|   |                         |   |  |         |   |   |                    |                              |
|   |                         | If you particularly enjoyed a section or feature of the website, please tell us<br>about it here:   |  |         |   |   |                    |                              |
|   |                         | If you particularly enjoyed a section or feature of the website, please tell us<br>about it here:<br>If you could change or improve one thing about this website, what would it |  |         | N | Text area, no char limit                          |                    | OE Improvement               |

Mutually exclusive