

## ATTACHMENT C. FOCUS GROUP PROTOCOL: USERS OF RIDE SHARE SERVICES

---

Form Approved  
OMB No. 0920-1154  
Exp. Date 01/31/2020

Public reporting burden of this collection of information is estimated to average 90 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. An agency may not conduct or sponsor, and a person is not required to respond to a collection of information unless it displays a currently valid OMB control number. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to CDC/ATSDR Information Collection Review Office, 1600 Clifton Road NE, MS D-74, Atlanta, Georgia 30333; ATTN: PRA (0920-1154).

---

### WELCOME (10 MINUTES)

[Distribute written informed consent form prior to welcome and ask participants to start reading through the document. Each participant's signature on the form is required if they wish to participate in the focus group and receive the \$50 check.]

[Distribute participant questionnaire and ask participants to complete it.]

Welcome to our discussion. First, thank you for taking the time to participate in today's focus group. My name is \_\_\_\_\_ and this is \_\_\_\_\_. We work for NORC at the University of Chicago and are under contract to the Centers for Disease Control and Prevention (CDC) to conduct this study. CDC has asked us to study the use of ride share services and factors that affect use. The study will help CDC to understand older and younger adults' use of ride share services and to identify strategies for meeting older adults' transportation needs.

We are holding a focus group because we want to learn from you why people may use or not use ride share services, and also, how services can be improved. Throughout this focus group, we will speak with you about your transportation needs and habits, your current and future use of ride share services, and your opinions of ride share services.

This is a focus group for people who have **used a ride share service**. Ride share services are for-profit or not-for-profit companies or organizations that provide transportation to people using a private automobile. Examples include a privately owned car, van, truck, or sport utility vehicle. Ride share services include volunteer driver programs, and companies such as Uber, Lyft, and ITN, for example. Ride share services do not include public transportation or rides provided by a commercial van, bus, or taxi. They also do not include rides provided by a friend or family member.

Is there anyone in the room who has **not** used a ride share service? If so, please tell [me/NAME] and we will speak with you separately. [Repeat ride share definition as needed.]

Before we begin the discussion, please read and sign the informed consent form. It explains the purposes of the study and why we are holding this focus group, which I also just shared with you. It explains your rights as a participant in this study. Your participation does not involve any risks, and you have the right to withdraw from the focus group or refrain from answering questions. It also explains that we would like to create an audio recording of the discussion. By signing the form, you are acknowledging that you understand your rights as a study participant and agree to be audio recorded. The audio recording is for our use only, to ensure our notes are accurate, and we will delete the recording at the end of the project.

Please also provide your answers to the Focus Group Participant Questionnaire. Please do not write your name on this document. Once you have completed the Questionnaire and signed the informed consent document, please pass them both back to [me/NAME].

I want to assure you that we will not attribute what you specifically say to CDC or to anyone else. We will not include your name or other identifying information in any written reports. We want you to think of this as a safe environment for sharing your opinions and feelings about the issues we raise. It's okay to disagree, respectfully of course, with other participants. The whole point is to hear as many perspectives on the subject as possible within this group discussion.

The focus group will last 90 minutes. If you need to leave for a restroom break, please feel free [provide directions to the bathroom].

We know that you are busy and appreciate your time today. At the conclusion of the focus group, we will provide you with a check for \$50 as a token of appreciation for your participation.

[NAME] will be taking notes to make sure the discussion is recorded accurately. We will also start the audio recording now.

***Does anyone have any questions at this time?***

[Begin recording].

## INTRODUCTIONS (5 MINUTES)

Let's take a minute to go around the room and introduce ourselves. Remember to provide your first names only.

---

## FACILITATOR GUIDE QUESTIONS (80 MINUTES)

### I. Introduction

#### ...We'd like to start off by talking about your transportation needs and habits...

---

1. What are the reasons you travel outside of your home? Please name any you can think of.  
*Prompts if respondent is unsure:*
  - i. Health care/medical appointment
  - ii. Shopping or personal needs, like going to the hairdresser or the grocery store
  - iii. Socializing with family and friends
  - iv. Going to work or school
  - v. Travel to the airport, bus or train
  - vi. Volunteering
  - vii. Other
  
2. When traveling outside of your home, what types of transportation do you use? Please name any you can think of.  
*Prompts if respondent is unsure:*
  - i. I drive my personal car, motorcycle, scooter, etc.
  - ii. I ride with others (partner, child, grandchild, community members, ride share services, social/senior services, etc.)
  - iii. I use my personal bicycle or bike share
  - iv. Public transportation including a bus, train, subway, ferry, etc.
  - v. Taxi
  - vi. Walking
  - vii. Other
  
3. If you have ever missed an event or appointment because you were not able to find transportation, can you describe the reason or problem that kept you from arranging a ride?  
*Prompts if respondent is unsure:*
  - i. I didn't want to ask a favor or be a burden to others
  - ii. I didn't have someone else to ask for a ride
  - iii. I didn't want to drive at night
  - iv. The bus is too far to walk
  - v. I don't like to travel alone
  - vi. I don't understand the services available
  
4. What factors affect your decision to take one form of transportation over another?  
*Prompts if respondent is unsure:*
  - i. Cost
  - ii. Time of day

- iii. Destination
- iv. Weather
- v. Health
- vi. If I have someone to help me navigate
- vii. If it is a familiar location
- viii. If there is a lot of traffic
- ix. If I have to find parking
- x. If I have to carry packages
- xi. If going to have an alcoholic beverage
- xii. Other

## II. Use of Ride Share Services

**...Next, I'd like to discuss your use of ride share services. Remember, ride share services are companies or organizations that provide transportation using a private automobile. Examples include a privately owned car, van, truck, or sport utility vehicle. Ride share services include volunteer driver programs, and companies such as Uber, Lyft, and ITN, for example. Ride share services do not include public transportation or rides provided by a commercial van, bus, or taxi. They also do not include rides provided by a friend or family member....**

---

5. What types of ride share services have you ever used? Can you name the company, organization, or the type of service?  
*Prompts if respondent is unsure:*
  - i. Paid, for-profit service (Uber or Lyft)
  - ii. Volunteer service
  - iii. [Placeholder for prompts for additional companies or organizations in geographic area, to be determined based on environmental scan]
  
6. In general, what are the reasons that you choose to use a ride share service?  
*Prompts if respondent is unsure:*
  - i. I do not have a driver's license (Never a licensed driver or license was taken away)
  - ii. To avoid driving in specific situations (nighttime, highway, left turns, bad weather, alone, high traffic, and unfamiliar areas).
  - iii. To socialize with family and/or friends (for example, going to a restaurant)
  - iv. For shopping errands
  - v. Going to an appointment
  - vi. Do not have access to a car
  - vii. Do not feel safe driving
  - viii. Doctor's orders, illness
  - ix. Family request
  - x. Affordable/cost
  - xi. Feeling safe using the service
  - xii. Convenience of the service
  - xiii. Reputation of the service
  - xiv. Other reasons
  
7. How do you request a ride from a ride share service?

*Prompts if respondent is unsure:*

- i. Use a smartphone/application
- ii. Use the internet
- iii. Use a telephone to request a ride from a ride share company or organization
- iv. Family or friend requests the ride for me
- v. Someone else requests the ride for me
- vi. Other

### **III. Facilitators of and Barriers to Using Ride Share Services**

**...Next, we'd like to talk about your opinions of ride share services...**

---

8. Is there anything you like about ride share services?

*Prompts if respondent is unsure:*

- i. Safe
- ii. Easy to schedule a ride
- iii. Convenient for me to use
- iv. Save me time
- v. Cost-friendly
- vi. Reliable
- vii. Available in my community
- viii. Drivers' characteristics (I know them, they are... helpful, interesting, kind)
- ix. Help me to improve my quality of life (prompts if asked what we mean: health, comfort, happiness)
- x. Help me feel independent; I don't have to be a burden to others

9. Is there anything you do not like about ride share services? Please describe.

*Prompts if respondent is unsure:*

- i. Not safe
- ii. Difficult/don't know how to schedule a ride
- iii. Not convenient
- iv. Kept me waiting
- v. Cost-prohibitive
- vi. Not reliable
- vii. Not available in my community
- viii. Drivers characteristics (I do not know them, they are not helpful, kind)

10. Will you describe your ideal driver of a ride share service?

- i. Do you prefer a driver of the same gender?
- ii. Do you prefer a driver of the same age?

11. Do you have any special needs that make it challenging for you to use a ride share service?

*Prompts if respondent is unsure:*

- i. I use a walker
- ii. I have difficulty seeing
- iii. I don't feel safe with people I don't know
- iv. I don't know if I can depend upon them
- v. I don't know if I can get a ride home
- vi. I don't feel safe as a passenger in a vehicle

- vii. I have a child who needs to use a car seat
- viii. I have a dog/pet that needs to travel with me
- ix. I require door-to-door assistance
- x. Other

#### **IV. Future Use of Ride Share Services**

**...we'd like to close with a few questions about future use of ride share services...**

---

12. How, if at all, could ride share services be improved to meet your needs? What is your wish list?

*Prompts if respondent is unsure:*

- i. Lower cost
- ii. Better assistance
- iii. Give me the driver I know
- iv. Schedule by telephone

13. If there was a ride share service that used self-driving or "driverless" automobiles, what features or services would make you willing to take a ride?

14. Is there any other feedback you would like to provide?

**Thank you for taking the time to participate in today's focus group. This has been a very helpful discussion. Your feedback is very valuable for this study. We hope you have enjoyed today's discussion. If you have any questions, please feel free to contact me. Please remember to give us your anonymous questionnaire before you leave. Thank you!**

[Distribute \$50 checks and obtain signatures on acknowledgement form at the end of the focus group.]