

ATTACHMENT F. INTERVIEW PROTOCOL AND VERBAL INFORMED CONSENT FOR NON-USERS OF RIDE SHARE SERVICES

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Introductory Script and Informed Consent for Non-Users (Verbal)

Good morning/afternoon. My name is [NAME] and I am a researcher at NORC at the University of Chicago. I am calling in reference to a research study we are conducting for the Centers for Disease Control and Prevention—CDC—about adults' transportation needs and experiences. May I speak with [Name of Participant]?

If speaking with participant: Is this still a good time to conduct the interview?

If yes: Before we get started, I am going to read some information about the study. It will take a few minutes.

NORC is conducting a research study for the Centers for Disease Control and Prevention—CDC—about adults' transportation needs and experiences. We are interested in speaking with you today to learn about your reasons for using different types of transportation services, your experiences with those services, and the extent to which those services meet your transportation needs. We would also like to discuss your use of ride sharing.

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.

Our discussion today will last about 20 minutes. Your participation is voluntary, you may skip questions and stop the interview at any time without any adverse consequences. Your participation in this study does not involve any risk beyond what you would encounter in daily life. We will use what we learn from you and others in a written report for CDC. We will not identify you by name in this report. All information collected during our discussion will be treated in a secure manner. The information we gather will help CDC to understand adults' use of ride share services. At the end of our interview, I will ask for your mailing address so that we can provide you with ten dollars as a token of appreciation for your participation.

If you have questions about the study, please contact the Project Director, Alycia Bayne, at 908-431-5438.

Do you agree to participate in this interview?

If "Yes" then proceed.

If No: Is there a particular reason why you don't want to participate in this interview? (If time is the problem, try rescheduling). Thank you for your time.

My colleague [NAME] is also on the phone and will take notes during our conversation. We will also create an audio recording of the interview. We will use the recording to create a transcript to inform our report. We will deliver the transcript to CDC. The transcript will not include your name or contact information. We will delete the recording at the end of the project.

Do you agree to have this interview recorded?

If respondent says "yes" then proceed. BEGIN RECORDING.

If "no" then say: "That's fine. You may still participate in the interview. Please be patient as I take notes."
DO NOT BEGIN RECORDING.

INTERVIEW GUIDE QUESTIONS (15 MINUTES)

I. Introduction

...I'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 respondent does not say they drive their personal vehicle, ask:* Do you have a driver's license?
 - i. *If yes, ask:* Do you have access to a car?

4. Have you driven in the past two weeks?
 - Yes
 - No

5. If you have ever missed an event or appointment because you were not able to find transportation, can you describe the 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

6. 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. Facilitators of and Barriers to Using Ride Share Services

...Next, I'd like to talk about your opinions about ride share services. Remember, 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...

- 7. Were you familiar with ride share services prior to this interview?
- 8. What types of ride share services are you familiar with? 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]
- 9. What are your perceptions of ride share services? When you think about a ride share service, what comes to mind?
- 10. Is there a specific reason why you do not use a ride share service? If so, will you tell me more about that?
 - i. What would make it possible for you to use a ride share service?
- 11. What do you think are the benefits of using ride share services?
Prompts if respondent is unsure:
 - i. Safety
 - ii. Easy to schedule a ride
 - iii. Convenience
 - iv. Time saved
 - v. Cost
 - vi. Reliability
 - vii. Availability in my community
 - viii. Drivers characteristics
 - ix. Help me to improve my quality of life (prompts if asked what we mean: health, comfort, happiness)
 - x. Help me feel independent

12. Is there anything that you do not like about ride share services? If so, what?

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)

13. Next, I am going to read several statements about ride share services and why some people might use them. Please tell me if you "agree" or "disagree" with each statement based on your opinions of ride share services.

Ride share services....

- i. Are safe
- ii. Are easy to use
- iii. Are convenient
- iv. Save people time
- v. Are cost effective
- vi. Are reliable
- vii. Are available in my community
- viii. Help people to improve their quality of life (health, comfort, happiness)
- ix. Help people to feel independent
- x. Use drivers that are friendly
- xi. Use drivers that are helpful

14. Has there ever been a time when you considered using a ride share service but then decided against it?

- i. What was the reason?

15. 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?

16. 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

17. Would you ever use technology—such as a smart phone or a computer—to schedule a ride with a ride share service? Please explain.
18. 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?

III. Future Use of Ride Share Services

...Next, I have a few questions about your future use of ride share services...

19. Can you think of any circumstances under which you would be willing to try a ride share service in the future? Please explain.
20. 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
21. Is there any other feedback you would like to provide?

IV. Demographics

... I have a few final questions. I am asking these questions for analysis purposes only...

22. Are you of Hispanic or Latino origin? *Prompt respondents with the following options:*
 - i. Yes, Hispanic or Latino
 - ii. No, Not Hispanic or Latino
23. I'm going to read a list of categories. Please choose one or more of the following categories to describe your race. *Read respondents the following options.*
 - i. American Indian or Alaska Native
 - ii. Asian
 - iii. Black or African American
 - iv. Native Hawaiian or Other Pacific Islander
 - v. White
 - vi. Other (*Ask respondent to please specify*)
24. What is your sex? *Prompt respondents with the following options:*
 - i. Male
 - ii. Female
25. What is your city and state of residence?

Thank you for taking the time to participate in this interview.

I am going to stop the audio recording now. [End audio recording]

What is your mailing address so that I may send your ten dollar check? [Collect this information to distribute the \$10 check.]