

Request for GenIC Approval
CDC/ATSDR Formative Research and Tool Development
OMB# 0920-1154

CIO: National Center for Injury Prevention and Control, Division of Unintentional Injury Prevention

Project Title: Older Adult Mobility Ride Share (OAMRS)

PURPOSE AND USE OF COLLECTION:

The Centers for Disease Control and Prevention (CDC) is requesting approval for a new generic information collection, Older Adult Mobility Ride Share (OAMRS). The purpose of this project is to describe the available U.S. ride share services, including services specifically for older adults and services that include older adults as part of their service population, understand older adult attitudes and beliefs toward using these services, and comparing older adult attitudes and beliefs to a group of younger (age <65 years) adults. Given that ride share services are promising mechanisms for promoting older adult health and wellbeing by improving mobility, it is imperative to understand the barriers and facilitators of older adults' use of these potentially life-changing services.

The proposed information collection involves formative research to understand the perspectives of younger and older adults' attitudes and beliefs about ride share services. Specifically, we will study the perspectives of both users and non-users of ride share services. CDC will use this qualitative information collection to:

1. Describe currently available U.S. ride share services, including services specifically for older adults (age 65+ years) and services that include older adults as part of their service population;
2. Understand older adult attitudes and beliefs toward using these services; and
3. Compare older adults' attitudes and beliefs to younger adults (age <65 years).

This information collection is the first of its kind and will help CDC to identify strategies for meeting the transportation needs of older adults. This information collection involves:

- **Focus groups** with older and younger adults to gather detailed information on individuals' experiences with and perceptions of ride share services, as well as the barriers and facilitators associated with use or non-use of ride share services. The focus groups will gather respondents' perspectives in-person in a group setting.
- **Interviews** with older and younger adults to gather insights on individuals' experiences with and perceptions of ride share services, as well as the barriers and facilitators of their use or non-use of ride share services. The interviews will collect detailed accounts of respondents' experiences and perceptions of ride sharing. Interviews will be conducted by telephone.

DESCRIPTION OF RESPONDENTS:

- Older adults (aged 65 and older) who use ride share services designed for older adults;
- Older adults who use ride share services designed for all ages;
- Older adults who do not use ride share services;
- Younger adults (aged 18 to 64) who use ride share services designed for all ages; and
- Younger adults who do not use ride share services.

CERTIFICATION:

I certify the following to be true:

1. The collection is voluntary.
2. The collection is low-burden for respondents and low-cost for the Federal Government.
3. The collection is non-controversial and does not raise issues of concern to other federal agencies.
4. Information gathered will not be used to substantially inform influential policy decisions.
5. The study is not intended to produce results that can be generalized beyond its scope.

Name: Karen Angel

To assist review, please answer the following questions:

PERSONALLY IDENTIFIABLE INFORMATION:

1. Is personally identifiable information (PII) collected? Yes No
2. If Yes, is the information that will be collected included in records that are subject to the Privacy Act of 1974? Yes No
3. If Applicable, has a System or Records Notice been published? Yes No Not applicable

GIFTS OR PAYMENTS:

Is an incentive (e.g., money or reimbursement of expenses, token of appreciation) provided to participants? Yes No

This study will help CDC to understand older adults' use of ride share services, compare their experiences with those of younger adults, and identify strategies for meeting the transportation needs of older adults. To address these goals, we will recruit a sample of individuals from the five study populations who represent a range of different characteristics in terms of age, geographic location (county of residence), sex, race, ethnicity, and driving status. It is important to gain as many perspectives as possible through this information collection. Doing so will allow us to provide a more nuanced understanding of the older and younger adults' attitudes and beliefs towards ride share services. This will enable CDC to identify strategies to meet the transportation needs of older adults.

To ensure that the sample is comprised of respondents with different characteristics—including racial and ethnic minority populations and populations of low socioeconomic status—we will provide a token of appreciation for their participation.

Several studies have demonstrated that the use of gifts of gratitude are an effective method for increasing response rates, particularly among hard-to-reach populations. Hard-to-reach populations are subgroups that may be difficult to involve in research due to various determinants, such as their physical or geographic location, or their social or economic conditions.ⁱ Several studies have found that small gifts significantly increased participation among racial and ethnic minorities.ⁱⁱ For example, in one telephone survey of Medicaid recipients, a \$2 token of appreciation increased responsiveness both overall and within different racial and ethnic groups of respondents;ⁱⁱⁱ a \$5 prepaid reward increased responsiveness to a follow-up survey of low-income Latino respondents;^{iv} and, compared to a coupon or no reward, a \$5 token of appreciation significantly increased responsiveness among African Americans to the Wisconsin Pregnancy Risk Assessment Monitoring System (PRAMS).^v These studies have also found that the use of small gifts significantly increased participation among respondents that are typically underrepresented in surveys, such as those with low education levels^{vi} and those from low-income households.^{vii} Additionally, among older adults in particular, the use of a \$5 prepaid reward in one telephone survey significantly reduced nonresponse.^{viii}

Recent data collection conducted by the NORC research team leading the Multi-Site Evaluation of Project LAUNCH found that, without appreciative tokens, survey respondents were more likely to be white, college-educated, employed full-time, and from the highest income category compared to average across the sampled communities. After several months of data collection without tokens of appreciation led to a response bias in the survey data (respondents were more likely to be white, college-educated, employed full-time, and from the highest-income category), the research team received approval from OMB to provide a token of appreciation to survey respondents.^{ix}

We will provide the token of appreciation to all study participants. Other non-monetary tokens are not appropriate for this study because it is not logistically feasible to provide a non-monetary token to individuals who complete a telephone interview.

Each focus group will be 90 minutes in duration and will be conducted in-person. Following recent guidance from OMB, focus group participants will receive a token of appreciation of \$50 as token of appreciation (\$33.34 per hour, for a total of \$50 for the 90 minutes). We will provide each participant with the token at the conclusion of the focus group after they have completed the incentive acknowledgment form. Interview participants will receive a token of appreciation of \$10. Each interview will be 20 minutes in duration and conducted via telephone. We will provide the token of appreciation in the form of a check, issued to each respondent. Focus group participants will receive the check at the conclusion of the focus group. Interview participants will receive the check via mail, following the conclusion of the interview. All individuals who demonstrate a good faith effort to participate in the study will receive the token of appreciation.

BURDEN HOURS:

The total estimated burden hours for this information collection is 190. This estimate includes 146 hours for focus group respondents (up to 90 adults aged 18-65+ participating in a 90 minute in-person focus group) and 44 hours for interviews (up to 95 adults aged 18-65+ participating in a 20 minute telephone interview).

Type of Respondent	Form Name	Number of Respondents	Number of Responses per Respondent	Average Burden per Response (in hours)	Total Burden (in hours)
Focus Group Respondents (Adults aged 18-65+)	Screeener Focus Group (Att. J)	120	1	5/60	10
	Written Questionnaire Focus Group (Att. B)	90	1	5/60	8
	Focus Group Protocol – Users (Att. C)	72	1	85/60	102
	Focus Group Protocol – Non-users (Att. D)	18	1	85/60	26
	Screeener Telephone Interview (Att. K)	140	1	5/60	12
	Interview Protocol – Users (Att. E)	75	1	20/60	25
	Interview Protocol – Non-users (Att. F)	20	1	20/60	7
Total					190

FEDERAL COST:

The annualized cost of the study to the Federal government is \$116,535, which is the amount awarded via a contract to conduct the study.

If you are conducting a focus group, survey, or plan to employ statistical methods, please provide answers to the following questions:

The selection of your targeted respondents.

1. Do you have a customer list or something similar that defines the universe of potential respondents and do you have a sampling plan for selecting from this universe? [X] Yes [] No

If the answer is yes, please provide a description of both below (or attach the sampling plan)? If the answer is no, please provide a description of how you plan to identify your potential group of respondents and how you will select them?

The potential respondent universe for this proposed information collection includes individuals in the United States aged 18 and older who have 1) used a ride share service, or 2) never used a ride share service. This is a qualitative research study. We will use a convenience sample to conduct telephone interviews with up to 95 individuals, and focus groups with up to 90

individuals, with the five distinct study populations. No statistical sampling method will be used. To build the convenience sample, we will work with ride share organizations, including ITNAmerica, GoGoGrandparent, Lyft, and rural ride share services, to recruit users of ride share services. Respondents will self-select to participate in this study using the contact information provided in our study materials. We will administer a telephone screener to determine eligibility for the focus groups and interviews. We will work with a third party recruitment firm to recruit respondents who do not use ride share services.

Data Collection Activity	Study Populations	Targeted Respondents	Methods for Selection
In-Person Focus Groups¹ 90 participants	Older adults who use ride share services designed for older adults	18 individuals Aged 75+ (2 focus groups of 9) 18 individuals Aged 65-74 (2 focus groups of 9)	To recruit respondents, we will work with ride share organizations that have services designed for older adults. 1) ITNAmerica will ask ITN affiliate sites in two communities to select a sample of members, who represent a range of demographic characteristics, using their ridership data. We will screen riders to determine eligibility. 2) GoGoGrandparent will share a study description in their e-newsletter, "GoGoGazette," in two communities. Interested riders will be screened to determine eligibility.
	Older adults who use ride share services designed for all ages	18 individuals Aged 65+ (2 focus groups of 9)	To recruit respondents, we will work with Lyft. Lyft will share the partner outreach letter, flyer, and study description with their partners (universities and assisted living facilities). Partners will post the flyer within their organizations. Interested riders will be screened to determine eligibility.
	Younger adults who use ride share services designed for all ages	18 individuals Aged 25-39 (2 focus groups of 9)	To recruit respondents, we will work with Lyft. Lyft will share the partner outreach letter, flyer, and study description with their partners (universities and assisted living facilities). Partners will post the flyer within their organizations. Interested riders will be screened to determine eligibility.
	Older adult non-users of ride share services	18 individuals Aged 65+ (2 focus groups of 9)	We will work with a recruitment firm to identify a sample from their panel. The recruitment firm will screen them to determine eligibility.
Telephone Interviews (95 participants)	Older adults who use ride share services designed for older adults	25 individuals Aged 65+	To recruit respondents, we will work with ride share organizations that have services designed for older adults. 1) ITNAmerica will work with ITN affiliate sites to select a sample of riders, who represent a range of characteristics, using their ridership data. Interested riders will be screened to determine eligibility. 2) GoGoGrandparent will share a study description in their e-newsletter "GoGoGazette." Interested riders will be screened to determine eligibility.
	Older adults who use ride share services designed for all ages	25 individuals Aged 65+	To recruit respondents, we will work with Lyft and rural ride share services. Lyft will share the partner outreach letter, flyer, and study description with partners, who will post the information within their organization. Rural ride share services will share the study information with their ridership. Interested riders will be screened to determine

¹ Focus groups will be conducted in two different communities.

Data Collection Activity	Study Populations	Targeted Respondents	Methods for Selection
			eligibility.
	Younger Adults who use ride share services designed for all ages	25 individuals Aged 18 to 64	To recruit respondents, we will work with Lyft and rural ride share services. Lyft will share the partner outreach letter, flyer, and study description with partners, who will post the information within their organization. Rural ride share services will share the study information with their ridership. Interested riders will be screened to determine eligibility.
	Older adult non-users of ride share services	10 individuals Aged 65+	Recruitment firm will identify a sample from their national panel and screen them to determine eligibility.
	Younger adult non-users of ride share services	10 individuals Aged 18 to 64	Recruitment firm will identify a sample from their national panel and screen them to determine eligibility.

Administration of the instrument.

1. How will you collect the information? (Check all that apply)

Web-based or other forms of Social Media

Telephone

In-person

Mail

Other, Explain

2. Will interviewers or facilitators be used? Yes No

References

- i Shaghagi A, Bhopal RS, Sheikh A. Approaches to recruiting 'hard-to-reach' populations into research: A review of the literature. *Health Promot Perspect*. 2011;1(2):86-94.
- ii Mack S, Huggins V, Keathley D, Sudukehi M. Do Monetary Incentives Improve Response Rates in the Survey of Income and Program Participation? U.S. Bureau of the Census, Demographic Statistical Methods Division, Washington D.C. 20233. 1998. Retrieved from: http://www.amstat.org/sections/srms/Proceedings/papers/1998_089.pdf.
- iii Beebe TJ, Davern ME, McAlpine DD, Call KT, Rockwood TH. Increasing response rates in a survey of Medicaid enrollees: the effect of a prepaid monetary incentive and mixed modes (mail and telephone). *Med Care*. 2005;43(4):411-4
- iv Martinez-Ebers V. Using Monetary Incentives with Hard-To-Reach Populations in Panel Surveys. *Int J Public Opin Res*. 1997;99(1):77-86.
- v Dykema J, Stevenson J, Kniss C, et al. Use of monetary and nonmonetary incentives to increase response rates among African Americans in the Wisconsin Pregnancy Risk Assessment Monitoring System. *Matern Child Health J*, 2012;16(4):785-791.
- vi Singer E, van Hoewyk J, Maher MP. Experiments with incentives in telephone surveys. *Public Opin Q*. 2000;64:171–188.
- vii Mack S, Huggins V, Keathley D, Sudukehi M. Do Monetary Incentives Improve Response Rates in the Survey of Income and Program Participation? U.S. Bureau of the Census, Demographic Statistical Methods Division, Washington D.C. 20233. 1998. Retrieved from: http://www.amstat.org/sections/srms/Proceedings/papers/1998_089.pdf.
- viii Singer E, et al., 2008, op cit.
- ix Office of Information and Regulatory Affairs, Office of Management and Budget. Project LAUNCH Nonsubstantative Change Request – Request for Incentives. Memo dated September 27, 2017. Retrieved from: <https://www.reginfo.gov/public/do/DownloadDocument?objectID=77462701>. Accessed December 5, 2017.