

CDC/ATSDR Formative Research and Tool Development

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SUPPORTING STATEMENT: PART B

Older Adult Mobility Ride Share (OAMRS)

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B. COLLECTION OF INFORMATION EMPLOYING STATISTICAL METHODS

B.1. Respondent Universe and Sampling Methods

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 interviews and focus groups with five distinct study populations:

1. Older adults (aged 65 and older) who use ride share services **designed for older adults**;
2. Older adults who use ride share services **designed for all ages**;
3. Older adults who **do not use** ride share services;
4. Younger adults (aged 18 to 64) who use ride share services **designed for all ages**; and
5. Younger adults who **do not use** ride share services.

Table 1 summarizes, by data collection activity, the study populations (respondent universe), and targeted respondents. No statistical sampling method will be used. Table 1 describes our methods for building a convenience sample.

Table 1. Summary of Study Populations for Proposed Information Collection

Data Collection Activity	Study Populations	Targeted Respondents	Methods for Selection
In-Person Focus Groups ¹ 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. Interested riders will be screened 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.

¹ Focus groups will be conducted in two different communities.

Data Collection Activity	Study Populations	Targeted Respondents	Methods for Selection
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 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.

Below, we describe each data collection activity and reference the relevant attachments.

Focus Groups

We will conduct 10 focus groups with older and younger adults who are users and non-users of ride share services. Each focus group will be 90 minutes in length and include up to 9 individuals. The focus groups will be conducted in person, at two different locations—a metropolitan and a non-metropolitan community—to provide some geographic diversity. The specific locations for the focus groups will be selected following OMB approval. We will conduct five focus groups (one with each study population) in each geographic location for a total of 10 focus groups.

As shown in Table 1, we will conduct two focus groups with "young-old" adults (aged 65 to 74) and two focus groups with "old-old" adults (aged 75+) who use ride share services designed for older adults. We will also conduct two focus groups with older adults (aged 65+) and two focus groups with younger adults (aged 25 to 39) who use ride share services designed for all ages. Finally, we will conduct two focus groups with older adults (aged 65+) who do not use ride share services.

Telephone Interviews

We will conduct up to 95 telephone interviews with older and younger users and non-users of ride share services. Each interview will last approximately 20 minutes. As shown in Table 1, we will conduct 25 interviews with older adults (aged 65+) who use ride share services designed for older adults, 50 interviews with users of ride share services designed for all ages—25 with older adults (aged 65+), and 25 with younger adults (aged 18 to 64). We will also conduct 20 interviews with non-users (10 interviews with older adults and 10 interviews with younger adults).

Sample

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. We will share our recruitment materials with these ride share organizations:

- A letter describing our study and reminder (Attachment A)
- Flyers (Attachment H)
- A study description (Attachment I).

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 (Attachment J and Attachment K). We will work with a third party recruitment firm to recruit respondents who do not use ride share services.

B.2. Procedures for the Collection of Information

No statistical methods will be used to draw the sample for focus groups and interviews. We will attempt to build a sample of study participants who represent a range of different characteristics. Our procedures for the information collection are described below.

Focus Groups

We will work with the ride share organizations and a recruitment firm to recruit respondents, as described in Table 1. When prospective study participants respond to the flyer, we will administer a telephone screener to determine eligibility of the respondent based on the following questions (Attachment J).

1. Have you ever used a ride share service for transportation?
2. Are you currently, or have you ever, been employed by a ride share service company or organization?
3. What is your age?
4. What is your city and state of residence?

These questions will be used to determine if the respondent is a user/non-user of ride share services, a current or former driver for a ride share service company, an older or younger adult, and residence in the county where focus groups will be conducted.

For potential focus group participants, after we have determined their eligibility to participate in the study, we will ask if they are available to participate in the focus group at the designated date and time. If they are not available, we will ask if they are willing to participate in a telephone interview. If they are available, we will continue with the screener questions. For both interview and focus group participants, at the end of the screener, we will confirm the date, time, and location of the focus group. We will follow up with focus group respondents via an email or mailed letter (depending upon the preference expressed during the screener) to confirm their participation, and then, by telephone, approximately one week prior to conducting the focus group (Attachment L).

Focus groups will be held in two different communities at a focus group facility or other location such as a public library. Respondents will travel to the focus group. Upon checking in to the focus group, all participants will be asked to complete a written informed consent (Attachment G). The informed consent will address the purposes of the study, the goals of the discussion, confidentiality, and voluntary participation; obtain informed consent; obtain permission to create an audio recording; and provide an opportunity for study participants to ask questions.

The focus group protocols (Attachments C and D) include an opening script to introduce participants to the overall purpose and structure of the gathering. We will conduct the focus groups using the focus group protocols (Attachment C and Attachment D). Participants will also be asked to complete a paper and pencil questionnaire (Attachment B) that includes questions about transportation and ride share use. The questionnaire includes questions about demographic characteristics (race, ethnicity, and sex). We are collecting this information for analysis purposes only. Other characteristics² of interest for this study include driving status, frequency of use of ride share services, and mobility limitations. Focus groups will be 90 minutes in length.

Interviews

We will work with the ride share organizations and a recruitment firm to recruit respondents for the interviews, as described in Table 1. When prospective study participants respond to the flyer, we will administer a telephone screener to determine eligibility of the respondent based on the following questions (Attachment K).

1. Have you ever used a ride share service for transportation?
2. Are you currently, or have you ever, been employed by a ride share service company or organization?
3. What is your age?

These questions will be used to determine if the respondent is a user/non-user of ride share services, a current or former driver for a ride share service company, and an older or younger adult.

Upon completing the screener, the respondent will be informed if they are eligible to participate in the interview and attempt to conduct the interview at that time. If that is not possible, we will schedule a time to conduct the interview as soon as possible. Interview participants will not receive a reminder, as we will attempt to conduct the interviews at the same time as the screener or will schedule the interview to occur within a few days of the screener.

² These characteristics of interest are available for ITNAmerica riders only.

The interview protocols and informed consents, identified by the type of respondent, are in Attachments E and F. Interview respondent will provide verbal consent prior to the start of the interview. Each protocol is tailored to a particular type of respondent (user or non-user of ride share services). The interview protocols include questions about demographic characteristics (race, ethnicity, and sex). We are collecting this information for analysis purposes only. Other characteristics³ of interest for this study include driving status, frequency of use of ride share services, and mobility limitations. Interviews will be 20 minutes in length.

B.3. Methods to Maximize Response Rates and Deal with Nonresponse

The procedures discussed below are designed to maximize responsiveness among recruited study participants.

The information collection activities described in this request are for a one-time data collection. No individual will be asked to participate in more than one interview or focus group. The interview and focus group protocols are designed to collect only the minimum information necessary for the purposes of the project. The focus groups will be no more than 90 minutes in duration and the interviews will be no more than 20 minutes in duration. This design is intended to minimize burden and maximize response.

We are working with several reputable transportation organizations who will help recruit study participants – ITNAmerica, GoGoGrandparent, Lyft, and rural ride share services. These organizations have a positive working relationship with their riders, which will help to maximize response to the information collection activities. These organizations also have a broad reach to riders across the U.S., which will help us to identify respondents.

We will provide study participants with a token of appreciation for their participation in the study. Focus group participants will receive a token of appreciation of \$50 (\$33.34 per hour). Interview participants will receive a \$10 token of appreciation. 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.

We will also conduct each interview immediately after the telephone screener or, when that is not feasible, within a few days of completing the telephone screener.

B.4. Tests of Procedures or Methods to be Undertaken

The data collection instruments for focus groups and interviews will not undergo any testing prior to data collection. These instruments are qualitative in nature and designed to be semi-structured.

B.5. Individuals Consulted on Statistical Aspects and Individuals Collecting and/or Analyzing Data

CDC staff consulted are in the National Center for Injury Prevention and Control (NCIPC) and include: Laurie Beck, MPH; Amelia Jewett, MPH; and Asad Patwary, MPH. These staff were

³ These characteristics of interest are available for ITNAmerica riders only.

consulted about the methodological design of the study. Their recommendations were incorporated into the study design and instruments on an ongoing basis. We also consulted with Katherine Freund, MA, President of ITNAmerica and an expert in transportation for older adults. Ms. Freund provided written and verbal feedback on the study methodology and all attachments. The NORC staff consulted on the study design, and who will be responsible for overseeing and executing the data collection and analysis include: Alycia Bayne, MPA; Alexa Siegfried, MPH; Mary Slosar, PhD; Megan Heffernan, MPH; Tori Nadel, BS; and Mallory Kennedy, BA. Table 2 lists the individuals consulted and their contact information.

Table 2. Individuals Consulted on Methods

Name	Title	Contact Information
Laurie Beck, MPH	Epidemiologist, Division of Unintentional Injury Prevention, NCIPC, CDC	Phone: (770) 488-4327 Email: LBeck@cdc.gov
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