

# Qualitative Survey Question Design

## Perception of a Complete Street in Context of Urban Transit



# Objective

qualitative feedback on  
attractiveness of streetscapes for  
active transportation modes

**within scope of State Preference  
Survey (SPS)** + additional  
attributes of shared space use



# Three Elements of Complete Streets Measurement

Streets have context specific priorities and performance standards

Set performance standards for movement, environment, and place

There are many designs that allow a street to fulfill its function and be 'complete'

# Rationale for Attribute Selection

## Functions of a Street

### Movement Function

quality of movement, safety

### Environment function

Heat/air/noise/moisture etc

### Place function

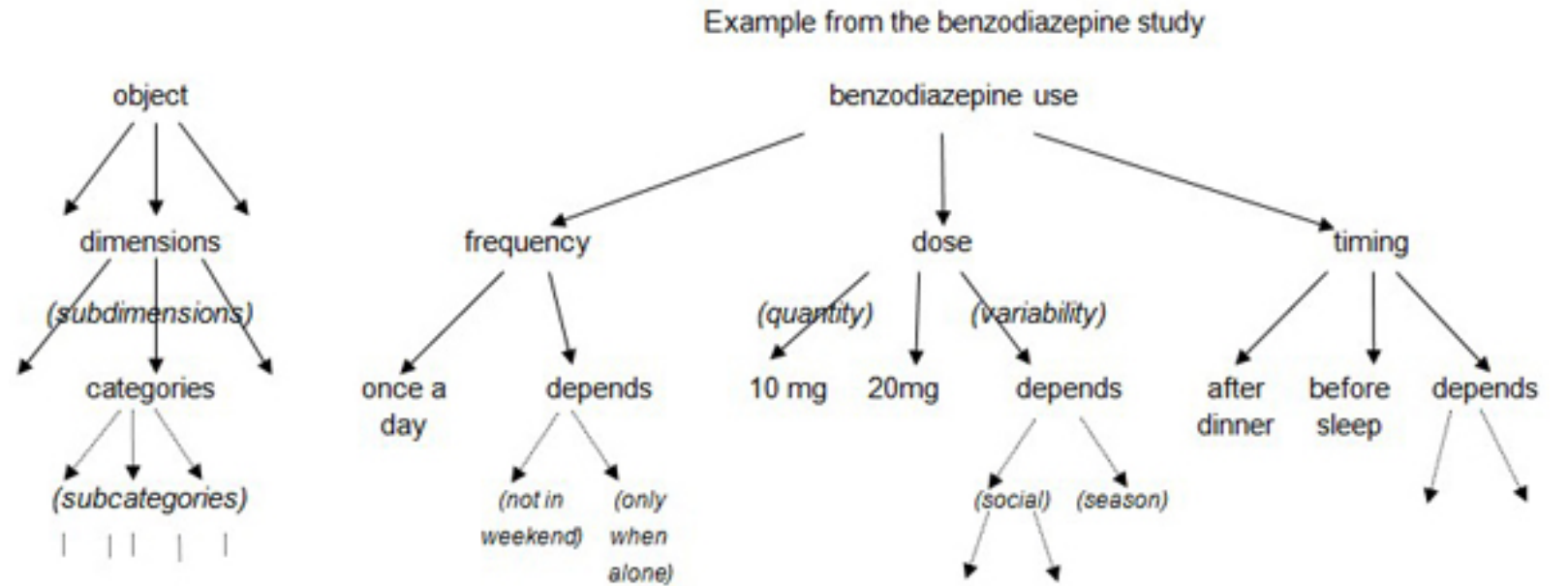
recreation, and vehicle parking, loading, and unloading

## Quality of Functions



# Habitual Use of Librium (drug)

Uni-dimensional diversity



# Perception of a Complete Street in Context of Urban Transit

Urban Transit Categories

Complete Street – Urban Transit Factors

Active Transport

Cars/Transit

Attributes

Sidewalk Usage

Land Use Type/Intensity

Lateral separation from traffic

???

???

Dimensions

Movement

Environment

Place

Movement

Environment

Place

Questions

## Example: Movement & Environment Related

I avoid this street when? (tick all that applies)

- raining
- snowing
- during public events in summer
- when I am with my kids
- when walking at night
- Other/ specify \_\_\_\_\_



# Questioning Logic in User Interface



## Question 1

1.1 Sub-question

1.2 *Optional sub-question*

Comments

# Example

I avoid this street when? (tick all that applies)

- raining
- snowing
- during public events in summer
- when I am with my kids
- when walking at night
- Other/ specify

I avoid this street because, when it is:

- raining (e.g. it is too slippery )
- snowing (fill comments in box)
- during public events in summer (fill comments in box)
- when I am with my kids (fill comments in box)
- when walking at night (fill comments in box)



# Questions in Development

Attribute	Question	
Sidewalk	<p>I would prefer the sidewalk to:</p> <ul style="list-style-type: none"><li><input type="checkbox"/> have a non-slip surface</li><li><input type="checkbox"/> shady areas</li><li><input type="checkbox"/> away from traffic fumes</li><li><input type="checkbox"/> more trash cans</li><li><input type="checkbox"/> no blocking by fire hydrant</li></ul>	<p>Safety when walking</p> <p>Environment/shade/heard</p>
		<p>Cleanlines</p> <p>s</p>