

CITY NAME

TRANSPORT
4 A ♿ ♿
DIGITAL
INNOVATION
CHALLENGE

As India unlocks, what can we do
to make **Public Transport better?**

**We want to hear
from you!**

Link to survey
in description



TRANSPORT 4 A ♿ ♿

Workshop 1
Guidance Document
**How to conduct
citizen survey**

Updated on
7th July 2021



CITY
LOGO

Steps for conducting a successful citizen survey

Click on the colour tab to jump directly to the section

1. Customizing the Survey form

- Make a copy of the survey form
- Translate the form in local language
- Create the form link

2. Sampling and Variable

- Ways to conduct surveys —
In-person and Online
- Sampling and variable
- Collecting diverse data

3. Engaging with Surveyors

- Assign code to the surveyor
- Create ID badge for surveyor
- Instruction for surveyor

4. Reach out to citizens

- In-person survey outreach methods
- Online survey methods
- Spreading the word on social media and press coverage

1. CUSTOMIZING THE FORM

A. Make a copy

[Click here to get your copy of the survey form](#)

On clicking the link you will be prompted to make a copy of the form.

Click on **'Make a copy'**

Google Drive

Copy document

Would you like to make a copy of **City_T4A Citizen Feedback Survey?**

Make a copy



1. CUSTOMIZING THE FORM

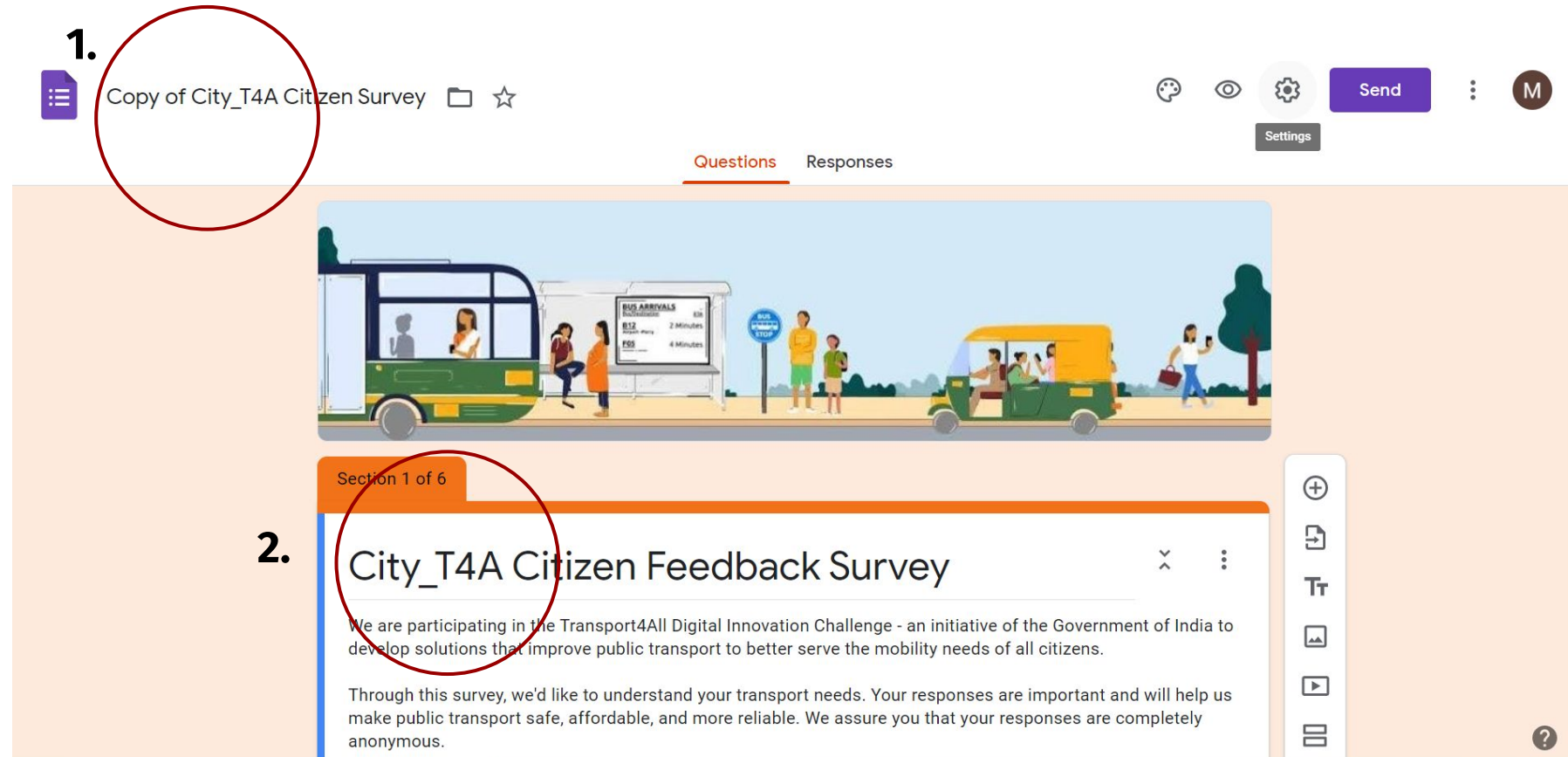
1. In the form title, replace Copy of City with your city's name
2. Replace "City" with your city's name in the Section 1 title

DO NOT CHANGE

- The questions & options
- The order of the questions & options


B. Update CITY NAME

1.



Copy of City_T4A Citizen Survey

Questions Responses



Section 1 of 6

2.

City_T4A Citizen Feedback Survey

We are participating in the Transport4All Digital Innovation Challenge - an initiative of the Government of India to develop solutions that improve public transport to better serve the mobility needs of all citizens.

Through this survey, we'd like to understand your transport needs. Your responses are important and will help us make public transport safe, affordable, and more reliable. We assure you that your responses are completely anonymous.

1. CUSTOMIZING THE FORM

Once you have created a copy, start translating the form in your local language.

Step 1: Translate the description

Step 2: Translate all the questions and options. Keep the English version intact.

DO NOT CHANGE

- The questions & options
- The order of the questions & options

C. Translate in the local language

City_T4A Citizen Feedback Survey

We are participating in the Transport4All Digital Innovation Challenge - an initiative of the Government of India to develop solutions that improve public transport to better serve the mobility needs of all citizens.

Through this survey, we'd like to understand your transport needs. Your responses are important and will help us make public transport safe, affordable, and more reliable. We assure you that your responses are completely anonymous.

Thank you for your time.

हमारा शहर, भारत सरकार की ट्रांसपोर्ट फॉर आल चैलेंज में भाग ले रहा है, जिसके माध्यम से हम शहरवासियों की यातायात समस्या को समझते हुए उसका निदान करने का प्रयास करेंगे। इस सर्वे से हम आपकी परिवहन की जरूरतों को समझना चाहेंगे। आपके सुझाव सार्वजनिक परिवहन को सुरक्षित, किफायती और अधिक विश्वसनीय बनाने में हमारी मदद करेंगे। आपके जवाब पूरी तरह से गोपनीय रहेंगे।

धन्यवाद

Step 1

1. Age — उम्र

Below 14 — 14 से कम

14 - 18

19 - 45

46 - 60

Step 2

1. CUSTOMIZING THE FORM

D. Add additional questions if required



Step 1: Click on “Closing section” which is at the end of the form

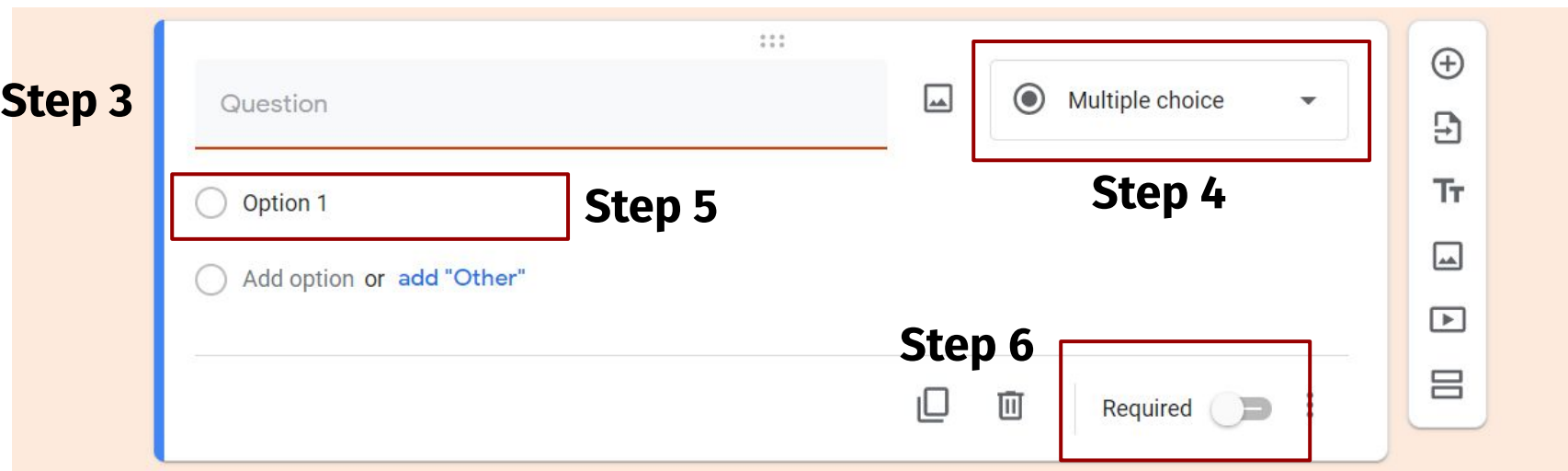
Step 2: Click on the + sign on the right side to insert a question box

Step 3: Add Questions you wish to be added in the survey form

Step 4: Select option type from the top right corner

Step 5: Add options

Step 6: Move the slide right if you want the question to be mandatory



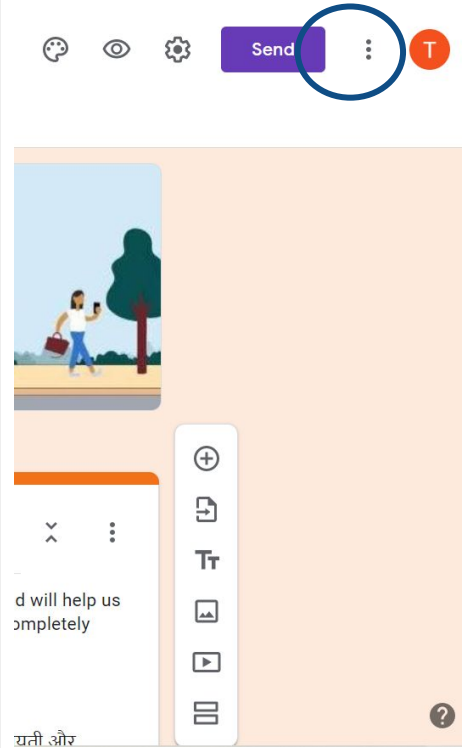
1. CUSTOMIZING THE FORM

E. Add T4A team as a Collaborator

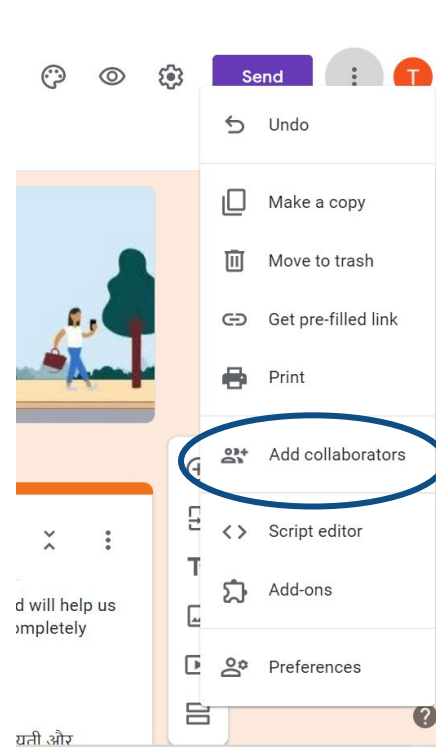
Step 1: Click on the **Three dots**

Step 2: Go to **Add Collaborators**

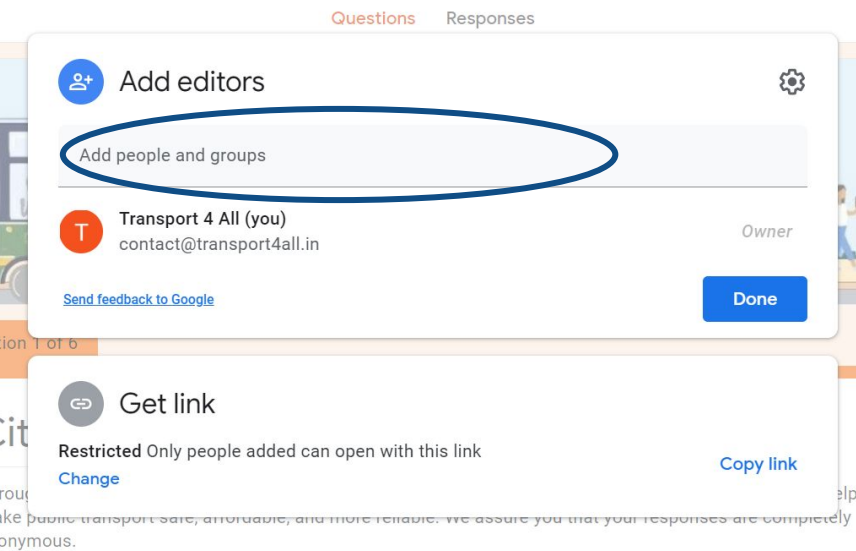
Step 3: Add contact@transport4all.in and click done



Step 1



Step 2



Step 3

1. CUSTOMIZING THE FORM

F. Get the LINK to collect responses

Step 1: Click on **'Send'** in the top right corner of the form

Step 2: Click on the **Link icon** in the pop up box

Step 3: Check the box that says **'Shorten URL'**

Step 4: Click on **'copy link'**

You are now ready to start collecting responses for the Citizen Feedback Survey!

The screenshot shows a 'Send form' dialog box with the following elements and annotations:

- Step 1:** The 'Send form' title bar.
- Step 2:** A red circle highlights the link icon (two interlocking chains) in the 'Send via' section.
- Step 3:** A red circle highlights the 'Shorten URL' checkbox, which is checked. A red line extends from this circle to the link icon in Step 2.
- Step 4:** A red circle highlights the 'Copy' button in the bottom right corner. A red line extends from this circle to the link text in Step 3.

The dialog box contains the following text and controls:

- Close button (X) and title: Send form
- Checkbox: Collect emails
- Send via: Email icon, Link icon (Step 2), Code icon (<>), Facebook icon (f), Twitter icon (t)
- Link: <https://forms.gle/qk...YGT2ssDCj9ENV8> (Step 3)
- Checkbox: Shorten URL (checked) (Step 3)
- Buttons: Cancel, Copy (Step 4)

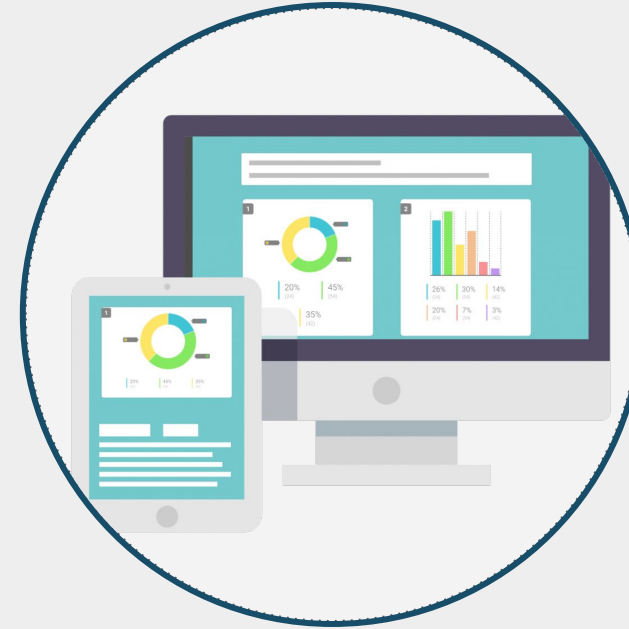
2. What are the ways to conduct surveys?

In-Person Surveys



Capture voices of people who do not have access to technology

Online Surveys

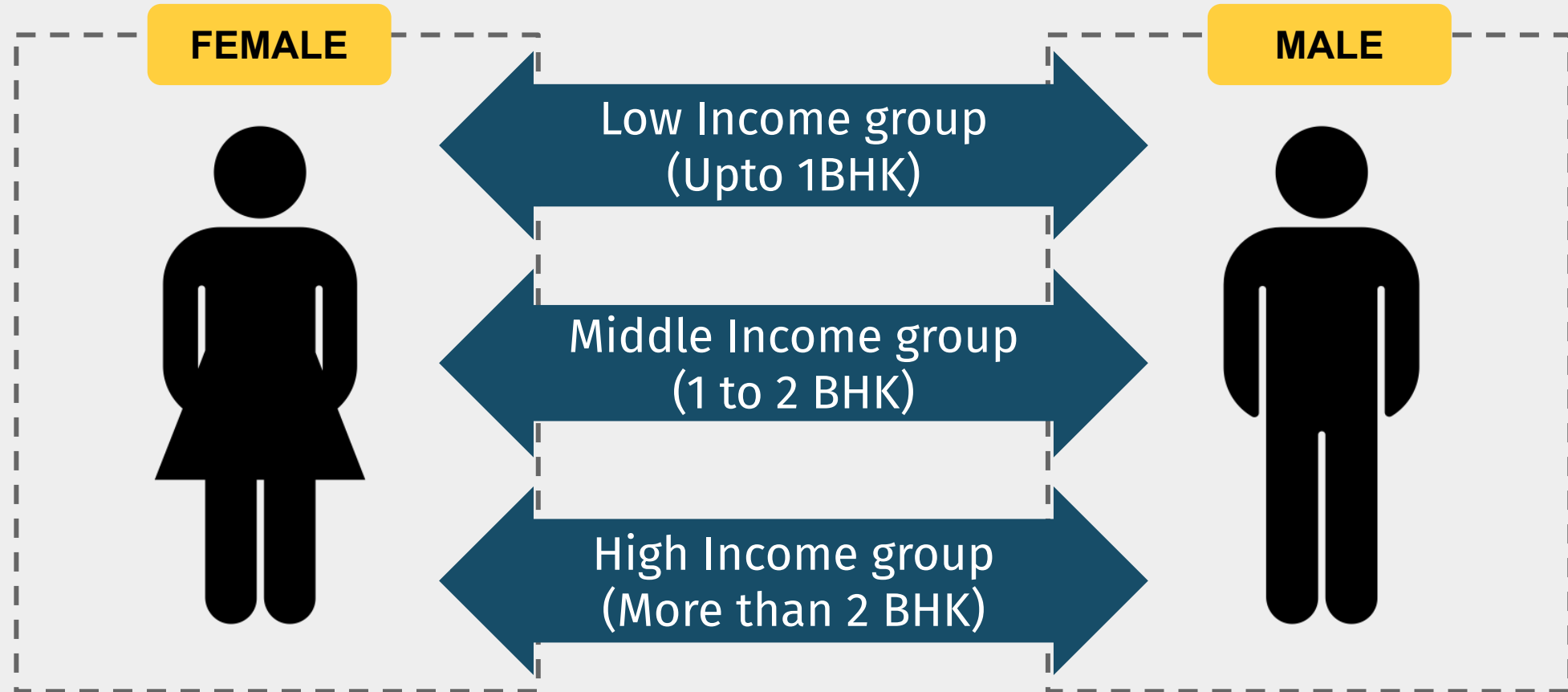


Target people with access to technology
(Young middle and high income)

*Target to survey **3000 respondents** through in-person and **1000 respondents** through online surveys

A. In-person survey size

Sampling and variable group



Collect **at least 1000 samples** from each of the 3 income categories—
half women and half men, and of different ages

B. Collect diverse data

Make sure to get responses from:



All age groups



Women



Persons with
disabilities



Economically
weaker sections



Across the city

Appoint a **survey coordinator**
Consider **paying the surveyors**

A. Assign code to the Surveyors

City can give unique code to identify each surveyor who will conduct in-person surveys.

Start the Surveyor code from 101.

Why?



- To keep track of surveys conducted by surveyors
- Easier to cross check entries.

How?

Surveyor ID	Surveyor Name
101	Vaneet Mitra
102	Sumit Bobal
103	Aravind Kari
104	Azad Sood
105	Dhananjay Krishna
106	Aditya Bali
107	Lakshmi Rai

- Keep a record of all the surveyors involved in surveys.
- Give **serial numbers** to surveyor.
Ex: 101 for surveyor number 1.

3. ENGAGING WITH SURVEYORS

City should create ID cards for the surveyors.

1. Download the template and change city name and city logo.

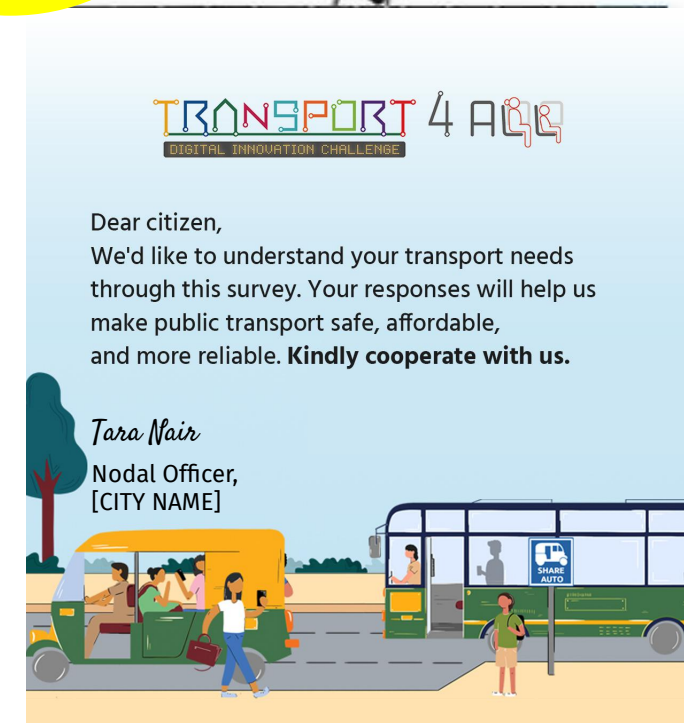
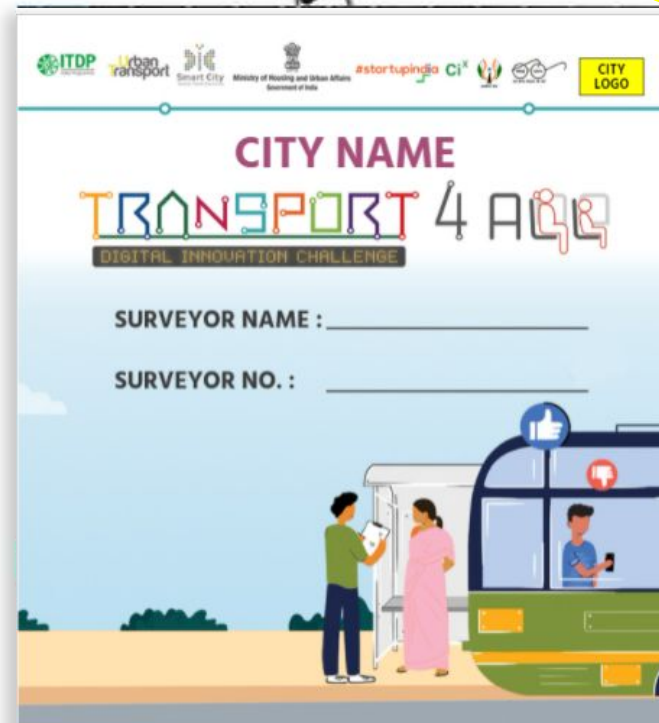
2. Print the copies on 300 GSM paper.

3. Fill in the Surveyor name and code in the card.

4. Commissioner/CEO/ Nodal Officers should sign the back side of the card.

B. Create ID card for surveyors

[Click to download the ID badge](#)



3. ENGAGING WITH SURVEYORS

C. Instructions for surveyors

The surveyor should read out the description to the citizens whom they are surveying.

Step 1: Select **'In-person interview by a surveyor'** in the first question and click next.

Step 2: Enter the **surveyor code** and click next.

Surveyor can proceed with asking the questions and recording the responses.

Through this survey, we'd like to understand your transport needs. Your responses are important and will help us make public transport safe, affordable, and more reliable. We assure you that your responses are completely anonymous.

Thank you for your time.

हमारा शहर, भारत सरकार की ट्रांसपोर्ट फॉर आल चैलेंज में भाग ले रहा है, जिसके माध्यम से हम शहर वासियों की यातायात समस्या को समझते हुए उसका निदान करने का प्रयास करेंगे। इस सर्वे से हम आपकी परिवहन की जरूरतों को समझना चाहेंगे। आपके सुझाव सार्वजनिक परिवहन को सुरक्षित, किफायती और अधिक विश्वसनीय बनाने में हमारी मदद करेंगे। आपके जवाब पूरी तरह से गोपनीय रहेंगे।

धन्यवाद

* Required


How are you taking this survey? — आप यह सर्वेक्षण कैसे ले रहे हैं? *

On a mobile/tab or a computer— मोबाइल/टैब या कंप्यूटर पर

In-person interview by a surveyor — सर्वेक्षक द्वारा व्यक्तिगत सर्वे

Next Page 1 of 6

Step 1



City_T4A Citizen Feedback Survey

* Required

Surveyor details

Surveyor code — सर्वेक्षक कोड *

Your answer

Back Next Page 2 of 6

Step 2

A. In-person outreach methods

In-person surveys at high footfall locations



Face-to-face interactions - in low and middle income neighbourhoods



Telephonic interviews - database from NGOs, PMAY, etc

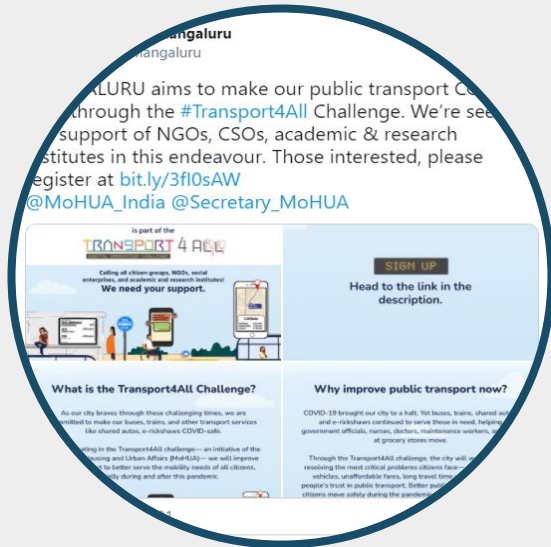


Image Source:
povertyactionlab.org

4. OUTREACH METHODS

B. Online outreach methods

Share the survey link on your **social media pages**



Send **emails and SMS** to citizen groups and **govt database**



Image Source:
Citizen Matters

Share the link through **RWA Whatsapp database**



Collaborate with NGOs to maximise responses

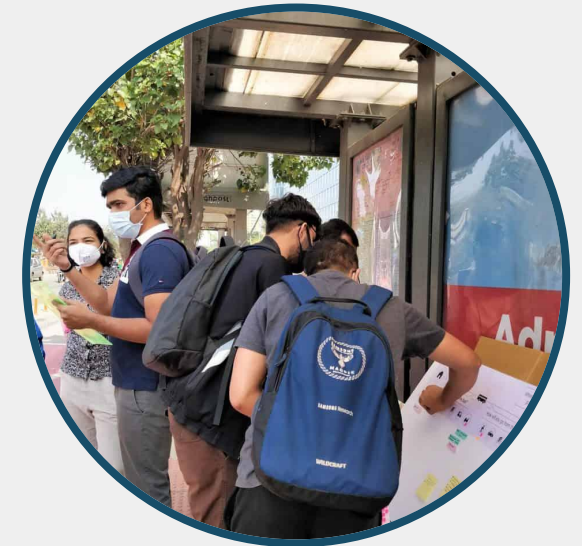


Image Source:
Citizen Matters

4. OUTREACH METHODS

C. Poster template to share online

To maximise responses:

1. Edit and download this [poster template](#)
2. Edit **the highlighted text** and **add link in the postline**
3. Share it on your **social media channels**

Further, you can also share the poster & link via **Email, Whatsapp** and other methods as shown in the previous slide.



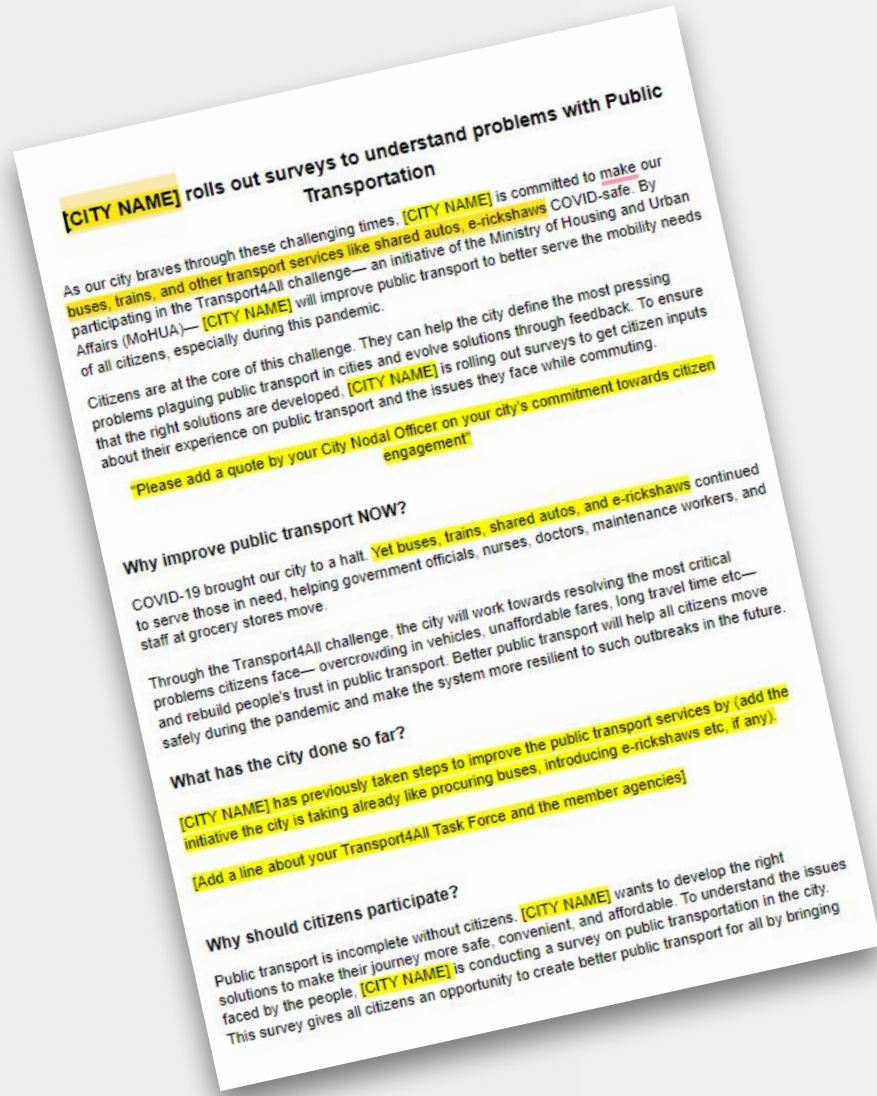
Postline:

No one knows our city's public transport better than you! [CITY NAME] aims to make our buses, trains and shared autos COVID-safe through the #Transport4All Challenge. Fill out a short survey to share your inputs: [LINK TO SURVEY]*

**Please write the mode of transport applicable to your city.*

Remember to tag

Do tag @MoHUA_India @SmartCities_HUA @Secretary_MoHUA, @itdpindia, all your city officials, and CSO partners who are already supporting.



1. **Download** the press note template
2. **Edit** the highlighted text
3. **Share** with your local newspapers

[Click here to download the press note template](#)

Keep the momentum going!

Once rolled out,

- Complete the surveys within **4 weeks**
- **Nudge regularly** on social media platforms and other networks
- Come up with **innovative incentives!**



Image Source:
firstpost.com



TRANSPORT 4 ALL

www.transport4all.in

contact@transport4all.in for any queries