

Summary of participant recruitment efforts and learnings

Latino - HISPANIC ADVOCACY AND COMMUNITY EMPOWERMENT THROUGH RESEARCH (HACER)

In-person Outreach

Prior to the partnership with HACER, Marc worked with Mercado Central to table once and reached 14 individuals with limited results. In the Winter of 2021, HACER partnered with NewPublica on the study, but was heavily challenged by the pandemic. HACER was contracted to conduct outreach and recruit 10 listening session participants in January of 2021. HACER staff spent over 25 hours tabling at a variety of locations, including the Consulate of Mexico in St. Paul, St. Mary's Health Clinics, and the LEDC in St. Paul.

Through these efforts, over 286 individuals were educated on the spot, but none were able to register on the spot. Altogether, over two thousand individuals in the Latinx community were reached, but only 3 individuals were able to participate in the listening session. Some of the challenges faced by HACER included, fears data gathering from undocumented communities, distrust in the government, and COVID-19 restrictions.

Virtual Outreach

Please refer to the table below for a summary of the virtual outreach.

Virtual outreach			
	12/16/2021 – 01/02/2022	01/03/2022 - 01/17/2022	01/18/2022 – 01/30/2022
Social Media outreach			
# Posts	12	9	9
Reach	882	657	673
Total interactions (comments, likes and shares)	22	9	11
Email outreach			
# People emailed	170	200	395
Other messaging tools (Messenger, WhatsApp)			
# People reached	134	10	10

Hmong/Karen/Asian

Shee Yang, Marc Valencia and Wilson Lee recruited via in-person and e-mail and social media outreach with local university and cultural groups. Wilson Lee recruited in Hmong Village and Hmong Town in person. Due to the transactional mode shoppers are in these locations, return-on-sign up and completion was challenging. More recruitment success came from e-mail outreach and social media.

Black

Northside Achievement Zone

In-person Outreach

NewPublica staff have been in communication with the organization starting in the fall of 2021. While the organization was initially excited about the partnership, and dedicated the staff time of several different parent advocates, the organization wasn't able to help with the study in the end. This engagement was impacted by delays in content availability. The outreach materials took several weeks, and once materials were ready, momentum was lost and staff became very busy.

Following that, NewPublica hired a black consultant to help with outreach to the North Minneapolis, black community. Rayna Howard conducted in-person outreach in January but ended up falling ill. Marc reached 32 individuals along Broadway Avenue in North Minneapolis, with limited results. Fewer restrictions post-Covid-19 will allow for opportunities to engage longer with potential participants, as some project staff were only able to conduct a few minutes of outreach in North Minneapolis.

Email Outreach

Marc conducted email outreach twice through Pillsbury United and the North Side Achievement Zone. Additionally Denetrick Powers and Melvin Giles, black community members who conducted outreach without pay, shared out via e-mail to community connections in North Minneapolis and Rondo respectively.

East African

Virtual Outreach

NewPublica staff conducted social media outreach through influencers and active Facebook and WhatsApp groups in the winter 2022.

In-person

In the fall of 2021, Marc and Fartun met with the director of Ummatul Islam, a local faith center in Minneapolis to discuss the feasibility of engaging this population. The director shared the project funding not being comparable to the amount of effort required to do the work, given the pandemic atmosphere. The director also shared foreseeable challenges with gathering personal data from their served community; he shared the community's reluctance to sharing information, even when it's in pursuit of getting something directly beneficial, such as a vaccine. For these reasons, the engagement staff focused on one-on-one engagements and partnerships on pop-up events.

Throughout the fall and winter of 2021, Fartun Ahmed and Hamza Ali spent 12.5 hours working with local organizations who serve the East African community, to provide spaces to sit down, get support, and sign-up for the survey. Outreach included tabling and flyering at a variety of locations including the University of Minnesota, mosques, cultural centers, and local libraries. Over 115 individuals were reached, and 14 individuals signed up on the spot. Participants shared the in-person support they received helpful and were more likely to complete the survey when recruited in-person, compared to sending home a handout. The tabling opportunity also provided additional trust in the recruiter, compared to only flyering at similar locations/venues.

East African Summary of In-person Outreach: Takeaways and Recommendations.

Takeaway	Recommendation
Not everyone was receiving notifications for the rMove; at least one participant was helped by RSG IT staff to gain a new access code, after the survey closed on them. The new code then expired within days, before the participant had time to log-in using the new access code. The participant didn't want to try at third time but shared that she'll consider future participation.	Look into the email generating system to ensure all participants get communication. Extend the length of time the access code is active.
One participant shared the need for more accessible, online version of the questionnaire.	Identify online versions of feedback gathering, given pandemic and other participation barriers.
One person shared the need for technical assistance, through their local library to complete the study. Four participants who were recruited through the libraries found the help they received useful. One of the participants was helped to complete the survey at her local library by NewPublica staff, in addition to the in-person sign-up support. Participants who were helped to complete the sign-up survey through the library system shared that they would be returning to the same library to complete the survey.	Foster survey experts within communities through their local libraries. Provide outreach and survey communication through libraries. Provide set-times and dates at libraries and community centers where people can drop-in and expect to get help in-person.
Two participants (men, 20s, 50s) found that it was helpful to have someone who spoke their language to help with the registration).	Ensure partner agencies have staff proficient in the languages spoken by Minnesotans.
All in-person recruited participants shared technical challenges with the sign-up survey map and the survey map; there's a glitch whereby the participant needs to delete the last letter/number of their address, then re-enter it, for the system to pick it up. This was easy to solve with the help of a technical support person—Fartun was present to help those who needed help, but this could deter many people with technical and language barriers.	Make it optional to enter one's address without having to use the map (or remove the map altogether). Ensure community agencies are up to date on survey technical challenges, to help support participants.
Many people found the questions intrusive. Several of the in-person recruits complained about the questions about household income, type of car, and payments on their car intrusive.	Provide talking points to survey outreach staff on the value and reason for each of the survey questions. Reassess survey questions for any questions that could be eliminated and are causing participation barriers.
Several people shared that the sign-up survey took too long while in the process (it might be helpful to have numbers of pages at the bottom, so folks know when it's ending). All participants supported with the sign-up survey in-person shared frustration with the unintuitive drop-downs and menu selection features (it took participants longer to know where they were supposed to click to find menu options due to the color and seemingly hidden and oddly placed drop-downs).	Add page numbers to the bottom of each page, to cue participants of where they are in the process. Increase the number of questions per page, where possible. Provide in-person survey support through local organizations, to move the process along. Provide simpler online version of the survey, where requested items are all visible. Consider eliminating dropdown menus or using brighter colors.
At least one person noted the length of questions/	Reduce the length of words in each sentence/ make

wording of the sign-up questions to be too long.	sentences more concise.
At least one person shared the survey background and colors were boring.	Consider brighter and more inviting colors and backgrounds, as this could create a less inviting atmosphere and could lead to in-competes.
At least one person shared concerns that other household person would not receive communications if the initiator closed their survey.	Consider a way for each participating adult to have personal access codes.
The final message participants receive is confusing because it gives people a travel date and a logging date. Fartun had to explain to every participant the difference between the two dates that appear on the screen at length, and sometimes people walked away still confused.	Instead of two different dates, consider telling people to log what happened yesterday , and just give one date. For example: on 12-01/2022, go to your computer and log what you did yesterday/the day before.
East African participants shared that they were comfortable completing the survey at their local community center around programing.	Have survey participants complete survey sign-up at their local community centers at comfortable times after programing.
A participant living in a large family household shared challenges of logging trips for each family member, including time spent logging, remembering trips, etc. Participant shared spending one and a half hours daily, logging trips for their household.	Consider combining trips for households with several minors who have the same travel behavior/ schedules (i.e., going to school then after school activities, etc.).
All approached college-age students were interested in the survey and showed additional interest at the mention of the incentive. However, students would get stuck somewhere and not many would complete the survey. All students approached by Fartun at the University of Minnesota were on their way to something, and were introduced to the project, on the go, through in-formal conversation after class.	Consider partnerships with colleges and universities, to provide a calm atmosphere, where students can sit and get help signing up for the survey (on their own devices, or through the help of recruiter).
Most East African participants shared that the online survey sign-up process was very easy.	Consider prompting different demographics to complete the survey they most likely would complete.

Summary of Questionnaire and Listening Session Learnings

BLACK: 10 Questionnaires

Participation

Five people signed up on the rMove App, 4 people signed up online, and 1 person signed up through the phone process.

How did they find out about the survey?

6 people received information about the study through flyers or paper, 4 via email.

Level of comfort answering the questions

All participants were either very comfortable or comfortable to answer survey questions.

Emails received about the study

30% of participants didn't receive emails from the survey. On average, participants spent 6.25 minutes to complete the survey.

About logging tips

ONLINE

A large number of participants responded to the question on participants' overall experience logging trips and they shared:

- "It was easy to use and Navigate. I didn't have any issues at all."
- "A bit time consuming since I move around a lot."
- "It was very easy because I travel to the same basic places each day/week, especially during a pandemic."
- "Overall very good. There were a few small errors with my ending location sometimes but nothing major."
- "It was a bit cumbersome to edit a trip that had multi stops but overall very easy to understand."
- "It was Simple. I didn't experience any sort of issues."

rMove App

- 80% of participants said the rMove notifications were helpful.
- Most people said they chose the app because it was easier, more flexible, more convenient.
- Most people said the app accurately logged their trips.
- 40% of participants shared that they completed the survey entries at once, 20% at varying times, and 10% when notified.

Study results

- Almost all participants said they would recommend someone else to take the survey.
- Most people said that among their family members and friends, younger people, those with financial needs, and tech savvy individuals, those with children would most likely complete this survey.
- Some of the reasons included: "parents would have difficulty understanding and navigating through the questions on the app," "older people might not be interested if they don't have a smart phone."

OROMO and SOMALI: 10 Questionnaires

Participation

Two people signed up through the rMove; three people signed up through the phone, and four people online.

How did they find out about the survey?

Four people received information about the study through a flyer, one person through the mail, and three people through word of mouth.

Level of comfort answering the questions

Most people shared that they were comfortable or very comfortable.

Emails received about the study

20% of participants reported that they did not receive emails. On average, it took participants 18 minutes to complete the survey.

About logging trips

ONLINE

- Majority of participants responded to the question about their overall experience logging trips.
- Most participants shared that their overall experience was easy, excellent, and nice.

rMove App

- Only 2 people responded that notifications were helpful. One person said, "it is easy and accessible."
- 20% of participants responded that they chose the App because it was easy. Participating through the app was the choice because it's easy.
- 30% of participants responded to this question to the question asking about the app's accuracy in logging most of the trips. 100% of those who responded said that the rMove App accurately logged their trips.
- 40% of participants shared that they completed the survey entries at once, 20% at varying times, and 10% when notified.

Study results

- 60% of participants responded to this question responded to the question if they would recommend the survey to someone else. All of those who responded said that they would recommend someone else to take the survey.
- Most people said their friends would most likely complete this survey; one participant shared: "I would say that my politically engaged friends and family are most likely to complete this survey. I would people who have multiple job are the least likely to complete this survey. said because their friend was in college."

HMONG KAREN: 10 Questionnaires

Participation

54% of participants signed up online and 45% on the rMove App.

How did they find out about the survey?

72% received information through flyer or paper, 9% through email, and 9% through online or social media.

Level of comfort answering the questions

All participants were either comfortable, or very comfortable.

Emails received about the study

- 36% of participants didn't receive emails from the study.
- On average, it took participants 17.5 minutes to complete the survey.

About logging trips

ONLINE

- 73% of participants responded to this question and shared having experienced some challenges, but it was easy; some comments include:
 - "It was confusing at first but made sense afterwards", "It was hard to remember every trip made."
 - "It was super simple. Just had to recall and estimate how long I stayed at a specific location and for trips I made throughout the day."

rMove App

- 54% of participants answered this question about how helpful the rMove app reminders were, and most said it was helpful.
- 54% of participants answered this question on how accurately the rMove App logged their trips. Responses varied; one participant shared: "Some locations were wrong and it thought some trips ended randomly."
- 54% of participants answered the question on if they completed surveys at once, or as notified. The responses to this question were a little unclear, as most folks replied saying only "yes" which could be mean that they answered to the first part of the questions—meaning that they completed most of their surveys at once. One person shared that "sometimes the phone wouldn't know her route and just drew a straight line."

Study results

- 90% of participants responded to the question on whether they will recommend the survey to someone else. Most said yes, others shared: The tracking your physical location does make people cautious." , "Probably older adults who have more time" , and "younger folks might not want to do the tedious surveys.
- 72% of participants answered the question on who would be most likely to complete the survey and why. Participants shared:
 - My sister because she is more understanding of how civilian feedback will help a community. Probably my oldest brother as the least likely because he is a neutral individual.
 - My wife. She enjoys surveys. My mother would be less likely to complete due to disability." *****This person didn't specify what kind of disability his mother has, so accessibility would be one thing to look into.***

LATINO: 3 Listening Session participants 7 Questionnaires

Project background

Hispanic Advocacy and Community Empowerment through Research (HACER), was contracted in November 2021 by New Publica on behalf of the Metropolitan Council, to promote and recruit Latines¹ to complete the Travel Behavior Inventory Survey (referred here as “TBI”), and to co-host a listening session with participants that had completed the TBI. The purpose of the TBI survey is to better understand Minnesotans’ day-to-day travel and regional transportation patterns, and use that information for future strategic plans, investments, and improvement initiatives.

Information pertinent to the promotion and recruitment activities for the TBI survey has been submitted periodically via email to the New Publica since January 4, 2022.

Listening session

HACER and the New Publica co-hosted a 60-minute listening session on January 24, 2022 at 6:00 pm. Five eligible TBI survey respondents were invited to participate virtually using the ZOOM remote communication platform.

Three participants attended the listening session; all self-identified as female and as Latine. The participants expressed a preference to have the session be held in both English and Spanish. Participants were asked to share their thoughts on their overall experience signing up and completing the survey, as per the questionnaire provided by the New Publica. All gave their consent to have the listening session recorded for reporting purposes only. For their time, participants were compensated with a \$100 gift card.

Overall experience

Participation

Two participants signed up online and one signed up using the smartphone application, rMove. The three participants used the smartphone application rMove to log in their trips and complete the TBI survey.

Language

Two of the participants entered their information in English and one entered it in Spanish but noted that the translation was not ideal: *“some questions were difficult to understand in Spanish... they used a very literal translation for certain words from English to Spanish, and not always the best word for what they were trying to say”*. The participant explained that once she was able to understand the meaning of the question and because the questions were repetitive, she did not have trouble completing the survey.

¹ Latine is a gender-neutral term that is used as an alternative to Latino/Latina/Latinx.

Study website

Regarding visiting the study website to learn more information, only one of the participants expressed navigating through the website and looking for additional information about the study, she shared she wanted to know why so many initial questions were asked and how her information would be used. This participant found the website helpful. Another participant said that since she was never prompted to go to the study website once she had begun the survey, she did not think to go back.

How did they found out about the survey

Two participants received a flyer in person at the Consulate of Mexico. Another participant found about the study online, via email sent by HACER.

Level of comfort answering the questions

Participants did not experience any discomfort answering the registry or survey questions. One participant explained that *"all questions were related to mobility"*.

Emails received about the study

Beyond the initial email after registry, participants only recall receiving rMove app related notifications. Those notifications were considered to be *"helpful, since I am forgetful"*; one participant noted feeling that *"I would get like 10 notifications reminding me to review the data"*.

Contacting user support or HACER for assistance

None of the participants initiated any kind of contact for assistance.

About the signup survey

All participants thought the signup survey was easy to complete, *"the questions were easy"*, *"the questions were basic"*. Participants estimate completing the sign up took them *"five minutes"*, *"not a lot of time"*, *"I actually do not remember how long it took me, it was an easy process"*.

Participants shared that the follow up from the signup survey was *"clear, easy to follow"*, *"emails would give you the steps for the process"*, *"very descriptive"*, *"very straightforward"*.

Regarding reading the privacy documentation available, one of the participants did not read it; another explained that she did not initially read the document, but the person living with her did, as she explained that partaking on the TBI survey would imply sharing the locations they would travel to. The other participant did read the document and *"understood all of the privacy considerations"*.

Participants shared that rMove would give them the locations they would travel to and *"that made it easy"*, *"confirming locations was not difficult"*, *"the app did everything for me, it was automatic, convenient"*.

About logging trips

Participants shared how they felt about using rMove to log their trips. They all agreed that for their routine travel, once the information had been completed in the application for the first time, confirming subsequent trips was *"very agile"*, *"the same patterns were recorded, it was easy"*. Confirming the route, mode of transportation and purpose of travel was *"not difficult at all"*.

One participant noted that being asked on a daily basis if she had shopped online or received packages, was repetitive and that it would have been easier to have those questions optional, since *“I do not buy or receive packages daily”, “there was only one day when I actually put YES to those questions”*.

One of the participants shared that she wished the study would allow participants to choose the dates they wanted to record, as not all days were considered to be representative for her. She would have wished to be able to provide input on days that are more reflective of her bus transit use, *“to have more to contribute to the study”*. The same participant asked if the rMove app was available to use beyond the survey, as she *“found it useful to record her travel”*.

Regarding the accuracy of the rMove locations, one participant shared an occasion where the app marked a stop at an intersection as the end of a trip. Another participant shared that she believed that the app *“had an overly sensitive GPS”* as it recorded her movements inside her apartment building complex as trips.

Two participants opened rMove and confirmed their information always at the end of the day. The other participant mostly confirmed her trips at the end of the day, but on occasion would confirm the data when prompted by the app.

One participant had another adult complete their trips and thought it *“was very easy”* to involve someone else in the survey. This person did not have any difficulty in completing the survey.

Study results

All participants had positive feelings about participating in the study. One of them said that *“it felt good”* and added that *“it would have been useful to include a section in the survey about if during your trips you suffered any kind of harassment or an unsavory experience. This could be used to document what happens in certain zones. This could be beneficial”*.

For another participant, *“the purpose of the study was clear”*. The other said that *“I felt really well about it.... the gift is nice, but every time I can contribute to improving something, it makes me feel good”*.

Participants shared that they would recommend this survey in the future *“but the focus would be better for people who use public transportation more, although they would not be able to contribute as much when it comes to your passengers, or people that were with you”*. Another alluded that she would be inclined to share the survey, as *“the objective of the study is clear”*.

Regarding how probable it would be for other family members to participate, participants shared that they either lived by themselves or that their significant others had already completed the TBI survey. In general, participants noted that when thinking about others, now that *“people are more accustomed to using their cell phone for everything, filling out the survey is not hard when you get reminders”, “maybe completing the survey by phone would be more difficult, as we are no longer used to doing things that way”*. One participant shared that now with the COVID-19 pandemic, she would be unsure in answering if her friends would be interested in completing the survey, *“maybe they do not do this kind of thing”, “maybe they do not go out much”*.

One participant suggested that having questions related to the state of the roads would also be helpful since *“some streets or areas have potholes, you could notify of roads where the snow has not been cleared”*. Another participant agreed and added that *“it would be interesting to make notes on the level of traffic encountered”*.

By being able to add more of their input, one participant explained that it would make it possible to explain *“why perhaps, after a bad experience using public transportation, you would not be inclined to use that particular route or mode of transportation again.”*