

Regional Town and Rural Hinterland (RTRH) MaaS Discussion Guide – Groups with Community Members

Overview

This document describes the approach for the group discussions with members of the RTRH community. The purpose of these groups is to gain insights about their knowledge, attitudes, and experiences of getting around with a focus on methods of transport.

Prior to open discussion, the groups will start with respondents completing the survey with assistance from the moderator where required. As this is a fairly lengthy document it is anticipated this will take some time.

Feedback on the survey completion process will provide the team with indications of any issues understanding and / or completing the survey as well as potential ways of addressing them that may ease the implementation of the survey on a state-wide basis. The groups will therefore include a quasi-pilot test of the survey

As well as the following points, the groups will focus on discussing responses to the survey as this will help gain insights into the nature of their responses.

The groups will then ascertain:

- How they access their surroundings, the constraints they face in terms of getting out and about, what would need to happen to help reduce these constraints and what would help make it easier for them to get out and about.
- If, and how, their travel behaviour could be influenced by closer integration between various mobility systems.
- The potential and nature of the role of technology in enhancing their mobility will also be explored.

The questions provided in this document act as a guide. The group discussions are designed to inspire open discussion with the participants as they share the types of activities and practices they currently perform. The sessions will be recorded with the participant's consent, and notes will also be taken during this process.

GROUP OUTLINE (120 mins)

Consent forms will be signed upon arrival at the group (IF NOT ALREADY COVERED IN RECRUITMENT)

Introduction (5 mins)

Survey Completion (approx. 55 mins)

Community Experience (approx. 55 mins – depending on how long survey completion takes)

Warm up for discussion

Deep dive into responses to key survey questions

Enablers (actual and potential) and barriers to participants getting out and about in their local communities

Ideal transport provision in local area

Feedback on MaaS

Conclusion (5 mins)

Introduction (2 mins)

Good morning / afternoon I'm Alison and I will be running today's session.

Thank you for coming. We will be looking at your attitudes and experiences regarding travelling around this area in general and transport in particular.

I will record the group. The information we speak about today is only for the purposes of this project and will not be used for any other purpose.

Any questions so far?

[Start recording]

INTRO (3 mins)

- Please take turns to introduce yourselves to each other, saying:
 - Your name, your household structure and where you live and how long you have been a local resident
- We're going to spend the first half of the group filling in a survey. I'll be here to help with any questions.

[PAUSE RECORDING]

SURVEY COMPLETION (50 MINS / longer if necessary)

HAND EACH PARTICIPANT A COPY OF SURVEY AND A PEN AND ASK THEM TO COMPLETE, HELPING WHERE NECESSARY

DEEP-DIVE INTO KEY SURVEY QUESTIONS (50 MINS / shorter if survey takes longer)

ONCE EVERYONE HAS FINISHED COMPLETING THE SURVEY

[RESTART RECORDING]

We're going to go through some of the things in the survey and look at them in more depth

First, I'd like you to tell me:

- As you were completing the survey, what, if anything did it make you realise about what it's like getting out and about in this area?
 - And why is that?
 - What would make it better?
- What do you think about the types of transport available?
 - And why is that?
 - What would make it better?

- How do you get information on what transport / routes etc (timetables) is available?
 - And how easy or difficult do you find it?
 - What would make it better?
- How do you book transport (e.g., private services, taxis, Community Transport)?
 - And how easy or difficult do you find it to book?
 - What would make it easier to book? Do you have a favourite booking method?
- What do you think about methods of paying for public transport /taxis etc.?
 - And why is that?
 - What would make it easier to pay?
- What sort of journeys are easiest for you, i.e., travelling for what reasons (e.g., medical, shopping etc.)?
 - And why is that?
 - What would make it even easier?
- What types of journeys are most difficult for you, i.e., travelling for what reasons (e.g., medical, shopping etc.)? And why is that?
 - And why is that?
 - What would make it easier?

Thinking about transport options, what sort of things help you get out and about when you don't have access to a car (e.g., lift from others, buses, community transport, taxis, ride share such as Uber...)

- And why is that?
- What would make it even easier?
- And what sort of things make it difficult for you to get out and about (examples as above)
 - And why is that?
 - What would make it easier?
 - What would be the 2 improvements that would be most useful/helpful to you?
- Looking at how you answered Q16 in the survey (*Thinking about transport in and around your area*), which of those do you:
 - Agree with most strongly and why?
 - Disagree with most strongly and why?
- Looking at how you answered Q17 in the survey (*Which of the following services would be attractive to you*), which of those would you:
 - Use most often and why?
 - Not use at all / Use least often and why?
 - Were there any that were unclear to you?

COMMUNITY EXPERIENCES (Time permitting)

- Say in a word / phrase how you would describe getting out and about in this area at the moment.
- Imagine this area has been selected to try out a new gold standard in transport that makes it really easy for people (especially without access to cars) to get out and about...
 - Close your eyes and imagine what it would be like (TALK PARTICIPANTS THROUGH PROJECTIVE TECHNIQUE).
 - When you have a clear image in your mind of what it would be like getting about once the gold standard for transport had been implemented in this area, open your eyes and jot down a few words / draw a few pictures to describe/illustrate:
 - What it would be like...
 - What forms of transport are there?
 - How far, if at all, do you have to walk to get to the transport?
 - How do you find out about the different transport options?
 - How do you book and pay to use them?
 - How would you feel about getting out and about?
 - How your life is different now to how it was before the gold standard was introduced?

MaaS (10 mins)

What do you think about a system being introduced that better integrates different forms of transport in this area, so, involving all forms of transport from buses to private cars which...?

... you would use via an app to get info, book, and pay for services...

- PROBE How do you feel about using an app or having someone use an on your behalf to access the new transport system

...and you could subscribe to it...

- PROBE How do you feel about paying (a small sum) in advance to access the new transport system

How similar / different is that idea to the gold standard we just discussed?

CONCLUSION (5 mins)

Thank you all very much.

What is the main thing you have learned from today's group/ what do you think will be the main thing you will remember about it a week from now?

HAND OUT INCENTIVES