

Bee-Line Survey

Westchester County, NY

RLS & Associates, Inc. worked as a subconsultant to CJI Research Corporation (CJI) to assist with the supervision of data collection for a passenger survey of the Bee-Line bus system for the Westchester County Department of Public Works and Transportation in Mt. Vernon, NY.

While on site, RLS assisted CJI with two training sessions for the surveyors. Surveyors were instructed to ask every person who boarded the bus to fill out a survey. If a bus rider refused to fill out a survey, the surveyor was instructed to mark the refusal down on a prefilled packet. This allowed surveyors to keep track of passenger boardings per route segment. RLS also helped develop a survey schedule to provide the most cost effective and statistically valid survey distribution. RLS interacted with Bee-Line dispatchers and staff to make sure surveyors were matched up with the correct driver and bus.