

Inclusive Healthy Communities Training

THE POWER OF FEEDBACK: Employing Surveys to Highlight Your IHC Initiative & Program

April 28, 2026



Inclusive Healthy
Communities
NJ Division of Disability Services



Today's Agenda:

A Focus on Surveys

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Rutgers – Voorhees Transportation
Center & the NJ Travel Independence
Program (NJTIP @ Rutgers)

EJ Vizzi & Alexandra Kritikos

The Bright Side Family

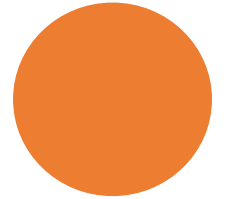


Andrea Lubin

Director, NJTIP @ Rutgers
Senior Researcher
Voorhees Transportation Center
Rutgers University

NJTIP Mission

To increase the independence and self-sufficiency of people with disabilities, older adults, and others by empowering them to use the public transit system safely and independently.



...avel
...ght rail,
...share
...e online on
board many

...to read bus and
trips, pay their fares,
...ns when traveling.

...aining, our customers
to reach work or
...s, and medical
friends and family, or go
enjoy.

...rs are seasoned
perience in teaching,
...d assisting individuals
disabilities.

**What is NJTIP
@ Rutgers?**

The mission of the New Jersey Travel Independence Program (NJTIP) is to increase the independence and self-sufficiency of people with disabilities, older adults and others by empowering them to use the public transit system safely and independently.

In 2013 NJTIP merged with the Alan M. Voorhees Transportation Center (VTC), a national leader in transportation research and education at Rutgers University's Edward J. Bloustein School of Planning and Public Policy.

Since 2005, NJTIP has worked with government agencies, community agencies, schools, and other organizations to teach travel skills to more than 15,000 individuals.



**NJTIP @
RUTGERS**

**TRAVEL INSTRUCTION FOR
PEOPLE WITH DISABILITIES
AND OLDER ADULTS**

New Jersey Travel Independence Program
the Alan M. Voorhees Transportation Center
RUTGERS, THE STATE UNIVERSITY OF NEW JERSEY



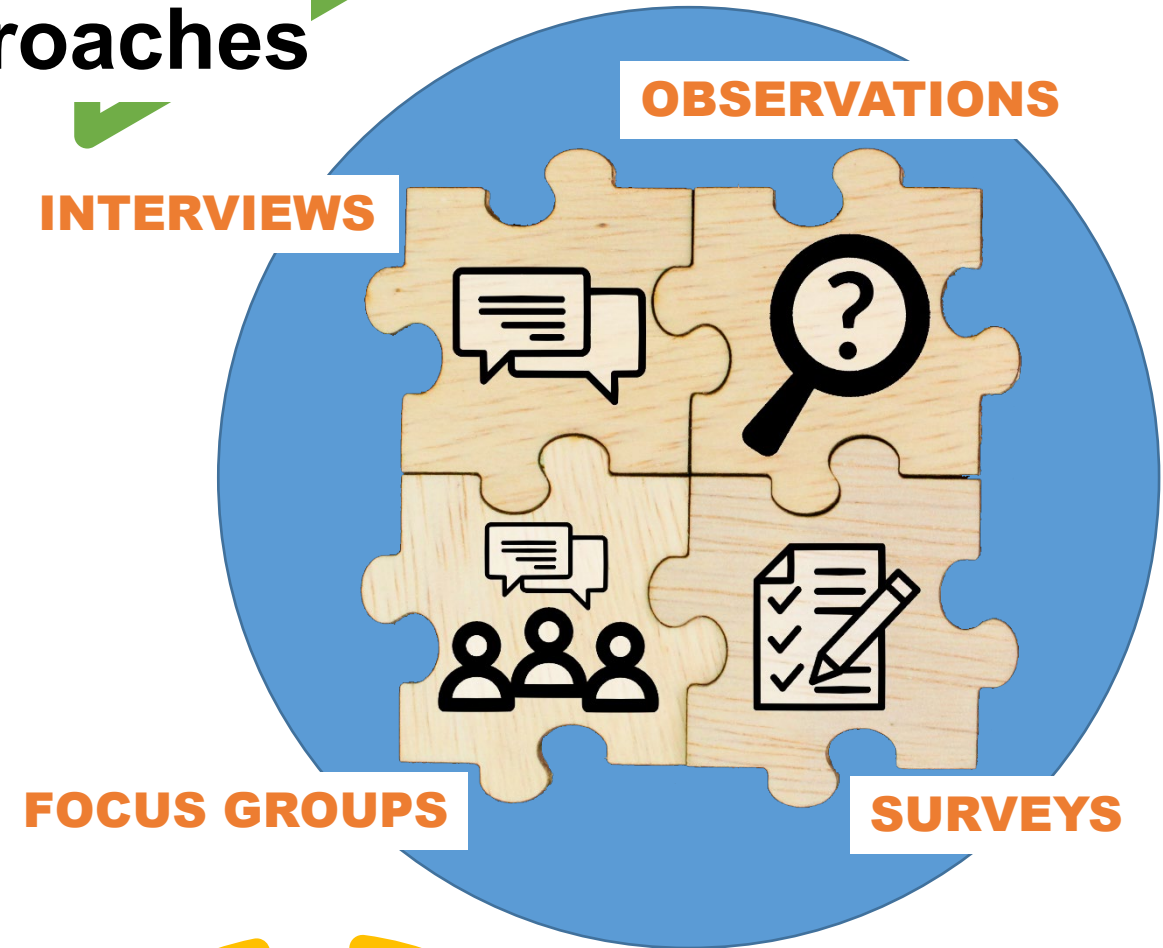
Research: Quantitative & Qualitative Approaches

Quantitative Approach

- Gather data in a numerical way
example: SURVEYS

Qualitative Approach

- Gather more detailed, descriptive insights
examples: FOCUS GROUPS & INTERVIEWS

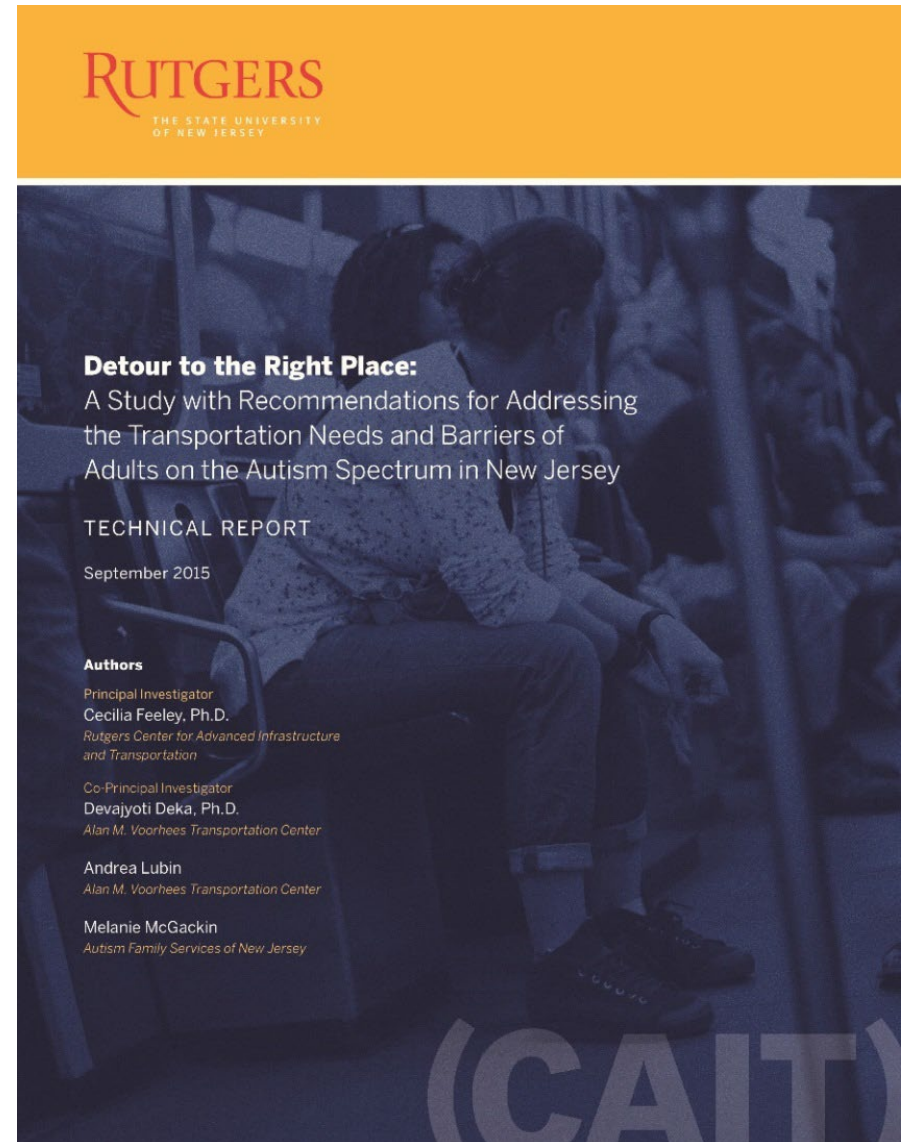


Example #1:

Detour to the Right Place Statewide Transportation Survey

Study Goal:

Acquire insight into the mobility barriers experienced by New Jersey adult population with ASD, as transportation research and data on this demographic have been limited



Detour to the Right Place

Statewide Transportation Survey

Survey focused on:

- Trips ...*including those not taken*
- Traveling to Employment
- Walking
- Driving
- Passenger in private vehicle
- Public Transit
- Paratransit

**Survey for Rutgers University Project:
An Assessment of the Transportation
and Mobility Needs and Barriers
of Adults on the Autism Spectrum
Disorder in New Jersey**

RUTGERS

Edward J. Bloustein School
of Planning and Public Policy

Alan M. Voorhees Transportation Center
Edward J. Bloustein School for Planning and Public Policy
Rutgers, The State University of New Jersey
33 Livingston Avenue
New Brunswick, New Jersey 08901

RUTGERS

Center for Advanced
Infrastructure and
Transportation

Center for Advanced Infrastructure and Transportation
Rutgers, The State University of New Jersey
100 Brett Road
Piscataway, New Jersey 08854

Tips for Your Survey: Explore Distribution Options

Explore & select survey distribution mode(s) including:

- Online
- Mail
- In-person at targeted sites

Partnerships are key to facilitating survey distribution & securing responses!



Example #2:

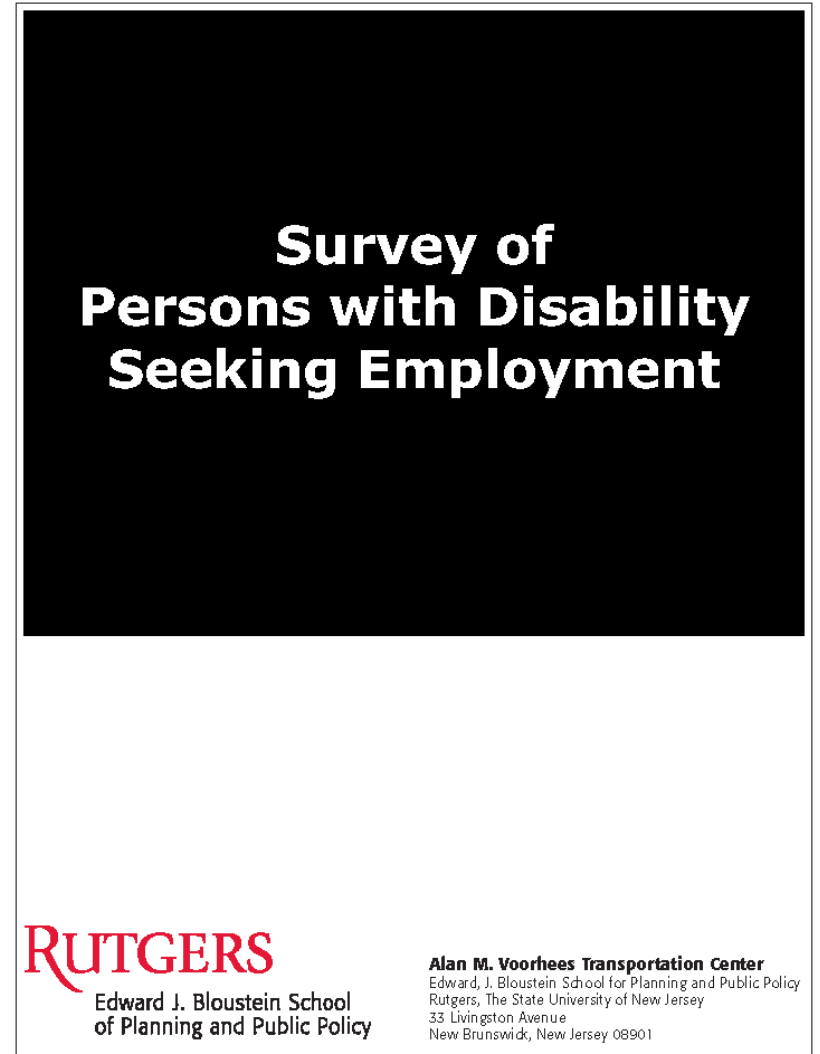
Statewide Mobility Survey

Survey Target Audience

- NJ Persons with Disability
- Age 18 and older
- Actively seeking employment

Final Survey Details

- About 50 questions
- Available both in paper version and online



Tips for Your Survey: Identify Partners to Spread the Word

- ✓ NJ DVRS
- ✓ NJ County Offices for Disability
- ✓ NJ Centers for Independent Living
- ✓ NJ Division of Disability Services
- ✓ NJ Council on Developmental Disabilities
- ✓ The Arc
- ✓ Jewish Vocational Service of MetroWest
- ✓ Saint Clare's Career Services
- ✓ MOSAIC Center for Disability Employment
- ✓ NJ TRANSIT

... And others!





Example #3:

NJTIP @ Rutgers Surveys ask about:

- Quality of instruction or programming
- Participant benefits
- Knowledge acquisition amongst participants
- Feedback on staff & instructors
- Recommendations for program improvement
- Interest in further support or other offerings
- Participant demographics

... AND MORE!!!

Creating Your Survey – Getting Started

Discuss and determine your goals for the survey:

- What are you trying to learn?
- What data will best help your program?
- What questions are needed for this purpose?

Discuss and determine your survey distribution plan

Develop, refine, and pre-test your questionnaire

The image shows a person's hands filling out a survey form titled "Survey" on a wooden desk. The form includes sections for "Your Personal Information" (Name, Birth Date, Gender, Unit No., Street No., Street, State, Post Code, Country, Town/City/Suburb) and a "DEPLOYMENT" section. The deployment section contains several questions with "Yes" and "No" response options. The questions are:

- Our strategy into action is how your marketing plan should work.
- ives will be based on how you gain sales by acquiring and customers.
- 3 strategy's goal is to increase sales and achieve advantage over competitors.
- ses to allow an organization to focus resources on the greatest s to increase sales and achieve the company's target.
- consider on thinking what your customers need you to be.
- have the details on how your sales are followed up and the activ- long to develop your offers.
- ng plan should be innovative.
- consider on thinking what your customers need you to be.
- of branding you have should be consistent, because it leads and equity.
- es or contact lenses?
- ical or mental condition which requires that you take medication?
- 1 seizure, blackout, or loss of consciousness?
- al condition which requires you to use special equipment in order to work?
- seizure, blackout, or loss of consciousness?
- ded within the past ten years in this state or elsewhere of any other m your operation of, or involving, a motor vehicle?

The person is using a pen to fill out the form. A gold ring is visible on the person's finger. In the background, there are keys and a small photograph on the desk.

Questionnaire Development – Accessibility

- Use clear, simple language & fonts
- Ensure color contrast between text & background
- Provide alternative text (alt text) for images
- Ensure compatibility with screen readers
- Ensure surveys work well on multiple devices (computer, cell phone, tablet)
- Use built-in accessibility checker to ID potential issues

Questionnaire Development – **Minimize Respondent Burden**

- Only ask what you need to know & plan to review or analyze
- Use clear, direct, simple language
- Do not ask questions requiring long recall periods



Questionnaire Development – Minimize Respondent Burden

Q#1. Tell us which of the following you have ever experienced while at work:

CHOICES	YES (1)	NO (0)
I was injured severely enough to require medical treatment	YES (1)	NO (0)
I was verbally or physically threatened by a customer/civilian	YES (1)	NO (0)
I saw a co-worker be verbally or physically threatened by a customer/civilian	YES (1)	NO (0)
I saw customers/civilians verbally or physically threaten one another	YES (1)	NO (0)
I was physically assaulted by a customer/civilian	YES (1)	NO (0)
I saw a co-worker physically assaulted by a customer/civilian	YES (1)	NO (0)
I saw customers/civilians physically assault one another	YES (1)	NO (0)
I know of an incident involving the death of a co-worker on the job	YES (1)	NO (0)
I know of an incident involving the death of one or more customers/civilians on the job	YES (1)	NO (0)

Questionnaire Development – Question Types

- Use multiple choice questions whenever possible
- Include an “Other” option with a text box to allow “open-ended responses”



Questionnaire Development – Question Types

Likert scale questions are rating scale questions

- Likert scales let respondents express their level of agreement with a statement
- Use these scales to better understand the nuances of people's opinions
- Aim for a 5-point scale

Q1. I learned a great deal from today's training session:

☒

strongly agree

☐

agree

☐

neutral

☐

disagree

☐

strongly disagree

Questionnaire Development – Question Types

- Limit open-ended response questions
- Avoid “prefer not answer” response options



Questionnaire Development – Question Types

Be sure to include a brief survey introduction:

- Survey purpose
- How the information will be used
- Assure respondent confidentiality

Address important topics early in the survey

Include demographic questions, if needed

Questionnaire Development – Other Tips

Don't forget...

- Include contact information for questions or more information
- Pre-test your survey with staff, volunteers & others
- Revise your survey before finalizing!





Key Takeaways

- Surveys can benefit your program in **MANY** diverse ways
- Focus on developing clear, concise questions to help you gather data to highlight your program's successes & achievements

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