**USVI Evaluation Plan**

Research Assistants

* Between **10-12** **students** total should be trained for the research team. This size allows for:
  + Flexibility: can more easily schedule people to collect data at different times of the day
  + Attrition: fewer worries about assistants dropping out over time
  + Inter-rater reliability: can calculate the level of agreement across team members
  + Accountability: assistants can work in pairs, keeping everyone more accountable
* Matching t-shirts should be provided
  + University of the Virgin Islands logo? VI Walkability Institute?
  + Lends legitimacy to their requests; may reduce discomfort in respondents; makes assistants feel like they’re part of a team; bright colors for safety of surveyors who are on the street.
* Incentives should be provided
  + Class credit? Research experience? Payment?
  + Will help to retain students for all stages of data collection

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Task | # and who | Position | Supplies |
| Team Lead | Coordinate the students, troubleshoot issues, track data collection | 1 non-student (VI Walkability Inst.?) | Nearby where data is being collected, but out of sight | Extra copies of surveys and data collection tools |
| Surveyors | Administering intercept surveys | 2 students | a) A pair on one side of the street, or b) one person on each side | Paper copies of survey, visual aid for Likert scale questions,  pencils,  clipboards |
| Speed Readers | Collecting car speed information | 2 students (one to hold the radar gun, one to write down speed) | Parked near the signage area | Radar gun, data collection sheet (hardcopy or excel file) |
| Observers | Collecting drivers’ yielding behavior  Could also take photos of crossing for future presentations | 1-2 students (if heavy traffic, could have one see if the first/any car stops and one to count the # of passing cars) | Parked where they can see the full crossing | Data collection sheets, pencils  Camera for photos  GoPro? |

* Data should be collected in **3 teams of 5-6 people, plus 1 Team Lead**

Other supplies

* Digital counter for the pedestrian bridge
* Optional
  + Walkie-talkies so teams can communicate?
  + Go Pro to record footage to be coded later? Eliminates need for on-the-ground Observer team.

**Timeline for Data Collection**

1) Piloting Phase (Mid-January)

* The location of the demonstration project needs to be scouted by members of the USVI team prior to data being collected
* Questions that need answering:
  + How heavy is traffic in the area?
    - Is the proposed protocol feasible based on traffic?
  + How frequently do pedestrians try to cross at the site?
  + Where should the research assistants be positioned?
    - Is there a place to park cars nearby for the Speed Readers and the Observers?
    - Where should the Surveyors stand?
  + Is the data collection tool for driver yielding behavior feasible for one person, or do things move too fast?
  + Is it clear when a “trial” starts?
    - At which point do approaching pedestrians and oncoming cars constitute a trial?
  + What are the peak hours of traffic?
    - This is when data should be collected
  + Are the survey questions appropriate?

2) Training Phase (Late January)

* Training Session for Research Assistants
  + To meet, learn about the study and the different roles they can play, and practice gathering data in real time at the location
* Should only take a day
* Interrater reliability for the Observers can be assessed at this time
  + All Observers should collect the same data from the same trials.
    - Will need a sample of 20-30 trials to calculate interrater reliability.
  + Must know that the Observers are consistently seeing the same thing in order to trust the data from any one assistant.

3) Pre-test Phase (Early February)

* Aim for at least 100 trials and surveys (the more, the better!!)
* Data to be collected:
  + During peak hours, in no more than 3 hr. blocks of time
    - e.g. 10 AM-12 PM, 4-6 PM
      * except for pedestrian bridge counter, which can be left running
      * Weekdays? Weekends?
    - Should continue data collection until at least 100 trails/surveys collected
  + Only on fair weather days
    - The weather should be consistent
    - The Team Lead can decide to cancel data collection on rainy days

4) Post-test 1 Phase (Mid-Late February)

* After the demonstration project has been installed
  + If more than one month after the pre-test, consider a brief refresher training
* Data collection schedule should be identical to pre-test, with similar number of trials

5) Post-test 2 Phase (Late May-Early June)

* The follow-up; demonstration project should still be in place
* Brief refresher training for research assistants
* Data collection schedule should be identical to pre-test, with similar number of trials