

Supplementing Your Mobility Metrics: Original Survey Data

When developing a survey, you must take the following steps:

1. **Determine what you hope to do with the data.** To inform decisions about target populations, survey modes, and scale, you must answer the following questions:
 - a. What kinds of questions do you want to ask?
 - b. Who or what groups do you want to provide information for?
 - c. How will this collected data inform future programs or interventions?
 - d. Who or what groups do you want to know more about?
 - e. For example, if you want to understand the answers to a question by race, you will need a large enough sample size for each racial subpopulation.
2. **Consider timing and incentives.** Make sure to weigh the pros and cons when deciding the length of the survey and how long it will take respondents to complete the questions. Be considerate when choosing what incentive you might be able to offer survey-takers to thank them for their participation and recognize their expertise.
3. **Consider your budget.** What range of funds do you have to spend on a survey? Will this funding be sufficient to sustain the survey effort at certain intervals (i.e., annually or every few years) moving forward? Are the data still valuable if you cannot continue to collect it over time?
4. **Consider partnerships.** By partnering with a local survey firm or university, you can get assistance in development and administration of your survey. However, you may need to develop a subcontract or data-sharing agreement to engage some partners.
5. **Consider mode of delivery.** Surveys can come in many forms, such as online; in person; or by mail, phone, or text message. Consider what survey mode will best reach the respondents from whom you want the greatest response.
6. **Consider details that improve outreach, access, and engagement.** These include foreign-language translations to improve accessibility for local immigrants or English-Language learners and proactive consideration of local expectations or political climate. Field the survey at a time of year to best suit community capacity and interest.

For further information about surveys, please consult this Urban Institute resource:

<https://www.urban.org/research/publication/preparing-and-fielding-high-quality-surveys>.