

Transportation Survey Project

NAME _____ DATE _____ PERIOD _____

Team brief

Design a survey for the fictional transportation problem in FYF pp. 166-167. Do not distribute it or collect real responses. Do not ask for names, addresses, phone numbers, schedules, or other private information.

Word bank: neutral · answer choice · private information · campaign

Audience: [] students traveling to school [] evening-shift workers [] older adults reaching appointments [] residents without a car

Transportation need to investigate:

One Transportation career that could study or solve this need: _____

Evidence that worker would need:

Team jobs

TEAM MEMBER	JOB	EVIDENCE THIS PERSON WILL CHECK
	Facilitator / timekeeper	Audience and need stay clear
	Question writer	Ten questions are complete
	Choice checker	Wording and choices are neutral
	Campaign designer	Incentive and campaign fit the audience

Model and non-example

Neutral: How often would you use a bus that arrived every 20 minutes? Never / 1-2 days / 3-4 days / 5 or more days / Not sure

Leading: Wouldn't a faster bus make your life much better? Yes / No

Circle the defect in the non-example: **leading wording** / **incomplete choices** / **private information**

Use this frame: “The question is useful because [reason]. We revised [question or choice] so the answers would [improvement].”

Seven multiple-choice questions

Write the question and its answer choices. Include “other” or “not sure” only when it closes a real gap.

1

2

3

4

5

6

7

Three short-answer questions

8

9

10

Incentive and campaign

Hypothetical incentive: _____

Why it could increase response:

FYF campaign choice: ☐ flyer ☐ morning announcement ☐ social post mockup ☐ other: _____

Why this format fits the fictional audience:

Quality check and revision

CHECK	YES	REVISE
7 multiple-choice and 3 short-answer questions		
Neutral wording and distinct answer choices		
No unnecessary private information		
Clear connection to the fictional audience		

Question revised: _____ What changed and why: