

**Guaranteed Ride Home Survey Timeline**

## Survey questionnaire and database

- First review of 2010 survey questionnaire Aug 14, 2012
- Prepare 1<sup>st</sup> draft questionnaire – COG review Oct 29, 2012
- Conduct initial meeting with COG online vendor;  
review schedule, questionnaire, data output format Nov 5, 2012
- Prepare 2<sup>nd</sup> draft questionnaire – COG review Nov 23, 2012
- Present method / draft questionnaire to Evaluation Group Dec 18, 2012
- Review comments / finalize questionnaire Jan 7, 2013
- Program / test internet questionnaire Jan 7 – Feb 27, 2013
- Program / test CATI questionnaire Feb 27 – Mar 11, 2013

## Survey sample

- Update 2010 survey methodology, sample plan Oct 29, 2012
- Prepare instructions for sample draw Mar 1, 2013
- Receive sample from COG Mar 29, 2013
- Clean, dedupe sample, separate into sample groups;  
Prepare sample for online / postal mail alerts April 8, 2013

## Pre-test and Interviews

- Conduct telephone survey pre-test April 9 - 11, 2013
- Review pretest – finalize questionnaire Apr 12, 2013
- Conduct online survey and phone survey Apr 15 – Apr 29, 2013
- Conduct phone follow-up for internet non-respondents Apr 29 – May 3, 2013

## Perform analysis and prepare report

- Obtain sample internet data output from online vendor;  
Verify compatibility with phone output Feb 4, 2013
- Prepare new variable instructions Mar 15, 2013
- Prepare telephone data / merge with online data;  
Weight data / prepare frequencies and crosstabs May 8, 2013
- Complete analysis; prepare survey highlights Jun 7, 2013
- Prepare draft report June 30, 2013
- Incorporate comments and finalize technical report TBD – Oct 2013

## Presentations

- Present survey highlights to Evaluation Group Mid June 18, 2013
- Present draft technical report to CC Subcommittee July 16, 2013
- Comment period
- Present revised draft technical report to CC Subcommittee Sept 17, 2013
- Comment period
- Present Final technical Report to CC Subcommittee Nov 19, 2013