

Commuter Connections – TERM Evaluation 2016 Retention Rate Survey

Purpose: New survey to estimate share of past users who remain in alternative modes – define “retention” rate percentages over time

Questionnaire

- Questionnaire will be compatible with, but shorter than, applicant placement and GRH survey questionnaires
- 1 survey with common and targeted modules for GRH users and online info service users
- Common modules
 - Demographics
 - Commuter Connections services used
 - Approximate year service was last received – need to define “activity”
 - Current modes and approximate duration of current mode use
 - Mode(s) used before most recent mode
- Program modules
 - When services initially used / when first joined GRH
 - Subsequent uses of CC services
 - Influence/motivation to start using / continue using alt modes

Sample

- Both GRH and online info system users would be eligible
- Survey past GRH registrants who participated in a previous defined time period:
 - Non-GRH - between July 1, 2008 and June 30, 2014 (end of 2011-2014 evaluation period)
 - GRH - between July 1, 2008 and March 15, 2013 (GRH survey will capture remaining part of the evaluation period)
- Need to exclude registrants who re-registered after the cut-off dates
- Assign respondents to service year as the most recent year they received a service (“activity”)
- Set “soft targets” for samples by program (GRH, non-GRH services) and year (if sufficient sample); Refine targets after reviewing initial sample frame – count of archived records with valid contact
- Survey method by sample group:
 - Registrants with email – CIC web; possible phone follow-up to boost response rate
 - Registrants without email (phone only)– CIC phone

Analysis

- Weight responses to year/program groups; perhaps collapse early year categories if samples are smaller than expected
- Estimate overall percentage of current alternative mode use by year and program; estimate alt mode use that was new/increased following use of services

Schedule

- Finalize method – September – October 2015
- Questionnaire preparation – September 2015 – January 2016
- Sample preparation – November 2015 – January 2016
- Pretest – Mid February 2016
- Main survey – March 2016
- Initial results to Evaluation Group – Mid May 2016

- Draft report – May 2016

Outline for Selection of Eligible Respondents

- Review data about commuters' contacts, services requested, and service activity dates
- **Step 1 - Exclude** old records for commuters who registered more than once
- **Step 2 - Exclude** commuters whose service dates are too recent

