

2019 Employer Outreach Customer Satisfaction – Overview of Method

Overview

- Several previous surveys – most recent 2014
- Primary objective is to document the attitudes, opinions and satisfaction of employers toward the products and services provided by Commuter Connections and local member organizations that are part of the Commuter Connections Employer Services program
- LDA/CIC will collect data for Commuter Connections to analyze
- Approach is consistent with 2014 survey – Survey employers in ACT! database who had contact with local sales rep, had known employee count, and provided contact information
- Basic question pattern:
 - Collect employer background
 - Identify worksite commute services offered
 - Examine awareness of and satisfaction with CC representative and communication
 - Assess use of and value of CC assistance services and employee survey
 - Explore interest in CC training opportunities

Sample size (consistent with 2014 survey)

- Propose target of 500 completes (assuming database count of 4,500)

Interview Method

- Combination of email, postal mail, and telephone recruitment contacts, depending on the contact information in database:
 - Email address in database:
 - Employer will receive emailed invitation, with link to an online survey. Telephone follow-up will be used, if needed, to complete the quota for this sample group.
 - Telephone contact only:
 - Employer will receive postal mail alert letter. The letter will provide the link to the online survey. Employers that do not complete online survey will be called to complete the survey by telephone.
 - Postal mail contact only:
 - Employer will receive postal mail alert letter. The letter will provide the link to the online survey. The letter also will provide a toll-free number that employers may call to complete the survey by telephone.

Schedule

- Questionnaire preparation – Sept–Dec 2018
- Sample preparation – Nov–Dec 2018
- Data collection – Jan–Feb 2019
- Deliver data to MWCOG – March 2019