

Options for LEOFF Plan 2 Member Outreach

1. Telephone survey

- The estimated cost is \$9,000-12,000 depending on services provided.
- The estimated timeline for completion is 4-6 weeks.
- The survey would be a random sampling of 400 members.
- Most members would be excluded from participation.
- Services include survey design, data collection, written report and possible presentation.
- Will require phone numbers.

2. Written survey

- Mailing addresses are available from the Department of Retirement Systems for approximately 13,000 active members out of 14,000.
- The DRS production cost was \$1,341 for a recent survey of 1,793 active members.
- Including return postage-paid envelopes improves the survey response rate from 8-10% to 25-35% and may reduce the response bias factor.
- A USPS permit is required for return postage. The annual fees and set-up costs total \$625 plus there is an additional \$0.97 postage per returned item since we would be considered low volume.
- Consolidated Mail Services can produce return envelopes with pre-paid return postage. The cost is approximately \$1,700 for 2000 mailings with return envelopes including postage.
- Distributing the surveys via employers might reduce the postage costs for a broad survey.
- Will require survey design.
- Staff will produce the report of results.

3. E-mail survey

- This method eliminates postage and printing costs.
- Will require e-mail addresses.
- Will require survey design.
- Staff will produce the report of results.

4. Web-based survey

- This method eliminates postage and printing costs.
- Will require a web site.
- Will require some type of survey programming.
- Will require survey design.
- This is a passive survey method so there will be a need to direct members to the Web site/survey.
- There are data verification issues with this method.

5. Survey via member organizations

- Possible cost reduction depending on survey method.
- Will require coordination with member organizations.
- Excludes members not represented by organizations.