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.

April 28, 2004