

Connecticut DOT Customer Experience (CX) Action Plan Online Survey Results Summary

Appendix I | Survey Outreach and Promotion

The survey was promoted using various methods from May to September of 2022. Those methods are noted below.

Display Materials

The project team developed posters and flyers in English and Spanish that were displayed at rail stations, bus stops, and on-board vehicles. Respondents were encouraged to complete the survey, with a chance to win a \$75 gift card if they participated. A sample of collateral materials can be found below:



Gift Card Drawing

A gift card drawing was offered to entice respondents to complete the full survey. Any respondent who completed all nine modules was eligible to win a \$75 MasterCard gift card. The drawing occurred at the close of the survey in mid-September 2022. Three gift cards were awarded.

CX Action Plan Website

The link to the survey was posted prominently on the home page of the project website (<https://www.transitcx.com/>) and on the "Outreach" page. During this time, members of the public were also able to share general comments via the "Contact Us" page comment field.

Project Email List

An e-blast with a link to the survey was sent to a total of 1,300 recipients including project contacts, service provider partners, stakeholders, the CTDOT's lists of Community and Faith Based organizations, and respondents who had signed up for updates on the project website.

Pop-up Events

At pop-up events, project team members completed the “Introduction” module with members of the public and encouraged them to complete the full survey on their own. Bookmarks and business cards with the project website address were handed to participants to promote participation.

Pop-up locations included Union Station in Hartford, Stamford Transportation Center, Meriden Train Station, Bridgeport Farmers Market, Central Connecticut State University Student Center, and many more rail stations, bus stops, and community events across the state (see map below for pop-up locations). A full list of pop-ups and photos from events can be found on the project website under [Outreach](#).

Social Media

A social media campaign was executed to promote the survey. CTDOT posted regularly on their social media accounts, including Facebook and Instagram, about the survey (sample Facebook post to the right). A paid social media campaign was implemented to target certain demographic groups, including younger respondents and respondents who live in zip codes that were under-represented in survey completions received up to that point. As a result, survey responses were received from nearly all zip codes across the state, with a higher concentration of respondents seen along transit routes (see map below).

