

FMCSA Stakeholder Audience Research Safety Advocate: Recruit Procedure

Rather than setting up a formal screener to be conducted by a traditional recruiting firm, we plan to recruit our Safety Advocate subjects based on existing FMCSA knowledge. FMCSA will systematically identify existing Safety Advocate partners of the agency, and the department as a whole, based on the below criteria:

- Organization size
- Organization subject matter expertise
- Organization length of experience
- Primary audience demographics
- Geographic territory

Working with agency partners, FMCSA will work to identify 30 individuals from varying dimensions of the above for outreach, and establish a priority interviews. From there, we will reach out through email and by phone to schedule 15 of the 30 individuals for interviews.