

ATTACHMENT L. COMMUNICATION MATERIALS

Email Reminder

Subject: Focus Group on Transportation on [DATE]

Dear [NAME],

Thank you for agreeing to participate in a focus group on transportation services. The focus group is being conducted by NORC at the University of Chicago, a non-profit research organization, with funding from the Centers for Disease Control and Prevention (CDC), to study adults' transportation needs and experiences. Your input is valuable to this study.

We are writing to confirm your participation in a focus group on [DATE] at [TIME] at [LOCATION]. We will discuss topics related to the types of transportation you use, your transportation preferences, [USERS only: your experiences using ride share services], and the important factors you consider when deciding what types of transportation to use.

What:	Focus Group on Transportation
Date:	[DATE] at
Time:	[TIME] at
Location:	[LOCATION]

At the end of the focus group, you will receive a \$50 check as a token of appreciation for your participation in this study.

If you have any questions, or if you are unable to participate for any reason, please contact [NAME, contact information] at NORC.

Thank you in advance for your participation.

Sincerely,

NORC Staff Person

Reminder Letter

Date

Dear [NAME],

Thank you for agreeing to participate in a focus group on transportation services. The focus group is being conducted by NORC at the University of Chicago, a non-profit research organization. This focus group is part of a study, sponsored by the Centers for Disease Control and Prevention (CDC), to better understand adults' transportation needs and experiences. Your input is valuable to this study.

During this focus group, we will discuss topics related to the types of transportation you use, your transportation preferences, [USERS only: your experiences using ride share services], and the important factors you consider when deciding what types of transportation to use. Your views and experiences are extremely valuable in helping CDC to improve transportation services.

What:	Focus Group on Transportation
Date:	[DATE]
Time:	[TIME]
Location:	[LOCATION]

At the end of the focus group, you will receive a \$50 check as a token of appreciation for your participation in this study. [Add information about directions, parking information, if necessary].

If you have any questions, or if you are not able to participate for any reason, please contact [NAME, contact information] at NORC.

Thank you in advance for your participation.

Sincerely,

NORC Staff Person

Telephone Script Reminder

Hello, my name is [NAME] and I'm calling from NORC at the University of Chicago. I am calling in reference to a research study about adults' transportation needs and experiences. May I speak with [Name of Participant]?

We are calling to confirm your participation in a focus group on transportation services on [DATE] at [TIME]. The focus group will be held at [LOCATION]. Will you please confirm that you are still planning to attend the focus group?

If yes, continue.

If no, say this and skip to end: "Is there anything we can do to help you attend the focus group?"

Thank you for confirming your attendance. At the end of the focus group, NORC will provide you with a \$50 check as a token of appreciation for your participation in this study.

We look forward to seeing you on [DATE] at [TIME] at [LOCATION].

If you have any questions prior to the focus group, please contact [NAME, contact information] at NORC.

END

Thank you for your time.