User Survey
ITD's electronic newsletter The Transporter

The Transporter is ITD's official administrative newsletter, intended primarily for employees but also accessible to retirees and the general public. It has been the department's vehicle for internal news for more than three decades. In an effort to determine its effectiveness as a communication tool and to improve service to employees, the ITD Office of Communications seeks your response to the following questions. You may remain anonymous, but the survey is most valuable if you provide your name and section.

1. What source do you use for news related to your job? (Please rank in order with No. 1 being your most often used source.)
_____ Professional publications
_____ The Transporter
_____ Reports from the Director
_____ Electronic mail
_____ Internal memoranda
_____ Bulletin boards
_____ Staff meetings
_____ Personal interaction
_____ Other (please specify)

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_____
_____

2. How often do you read the Transporter?
_____ Every week
_____ Occasionally
_____ Rarely
_____ Never

3. If you read the Transporter, on average do you read
_____ Every story
_____ More than half of the stories
_____ Less than half of the stories
_____ A single story

4. What factors influence how often and how much you read? (Please rank in order with No. 1 being the most important factor.)
_____ Work schedule
_____ Computer access
_____ Publication date
_____ Distribution method
_____ Interest in subject
_____ Relevance to your job

5. How relevant is the Transporter to your job?
_____ Essential
_____ Very valuable
_____ Somewhat valuable
_____ Not very valuable
_____ Irrelevant

6. Of the stories you read, do you find them (Use multiple selections as appropriate):
_____ Accurate
_____ Informative
_____ Interesting
_____ Well-written
_____ Timely
_____ Easy to read/understand

7. Would you prefer to have the Transporter published/distributed:
_____ Only on the Intranet
_____ On the Intranet and Internet
_____ As a PDF e-mail attachment
_____ In the body of an e-mail message (without images)
_____ Printed format
_____ Other (including a combination of the above options or a different method, please specify)

_____
_____
_____

8. How often would you prefer to receive the Transporter?

_____ Daily updates as news becomes available
_____ Weekly
_____ Monthly
_____ Bi-monthly
_____ Semi-annually
_____ Annually

9. What kind of stories are you most likely to read? (Please rank in order, beginning with your highest preference as No. 1.)
_____ General news about the transportation industry
_____ Legislative news
_____ Previews or summaries of Transportation Board meetings
_____ ITD administrative news
_____ Stories about ITD policy
_____ Stories related to Human Resources/personnel
_____ News about activities at the district level
_____ Stories about the work-related accomplishments of ITD employees
_____ Stories about non-work-related employee activities

10. What are the most important elements of the Transporter? (please rank in order, beginning with your highest preference as No. 1)
_____ News stories
_____ Feature stories
_____ Photographs
_____ Links to related subject matter
_____ Photographs/illustrations
_____ Archived stories
_____ Other (please specify)

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_____

11. Do you have suggestions for improving content and/or access to the Transporter? (please elaborate):

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