

ADDENDUM TO DESIGN REPORT: CHANGES TO RECRUITMENT

Following the pilot, SSA decided to make the following two important refinements to POD recruitment that were both designed to increase the number of POD subjects:

- **Expansion in the Texas catchment area.** The POD catchment area will include 13 additional counties in Texas. The 13 new counties are Harris, Montgomery, Denton, Collin, Johnson, Kaufman, Parker, Ellis, Comal, Hays, Travis, Bell, and Williamson counties. The total number of counties in Texas after this update will be 16 counties, including the original 3 counties of Bexar, Dallas, and Tarrant.
- **Additional indirect outreach support:** Mathematica will share contact information (through SSA) with the Abt implementation team, which the implementation sites can use to support indirect outreach. The idea of additional indirect support arose from state implementation site directors, who expressed interest in supporting recruitment. Starting with the June mailing, Mathematica will share information with Abt about who will receive direct mailing packets (summarized in Chapter III, Section B.3). Site managers in each state will then choose whether to provide additional supports to indirect outreach, typically a telephone call encouraging those who received a mailing to review the direct mailings and consider whether participating in POD would be beneficial to them. Abt is overseeing the indirect outreach effort and has coordinated phone calls with Mathematica and the implementation sites to discuss any questions about activities.

For completeness, this document updates the text from Chapter III that provides an overview of the direct and indirect outcome processes. These activities should further increase the projected enrollment beyond the 9,000 minimum identified in the original design report. We will document these efforts as part of our recruitment report. The increases in the sample should also increase the power to detect impacts (see Chapter VIII, Section E).

A. Direct and indirect recruitment outreach

Recruitment and enrollment will rely on the following two key factors:

- Direct outreach to prospective subjects
- Indirect outreach via trusted stakeholders—organizations commonly engaged with beneficiaries, especially around employment issues

Key elements of both direct and indirect outreach are shown in Addendum Exhibit 1. Direct outreach will take the form of mailings to all eligible beneficiaries identified by SSA in these sites (approximately 420,000 beneficiaries—an increase from the 355,000 in the original catchment areas). In these mailings, we will explain POD and ask the beneficiaries to return completed baseline surveys and consent forms. At the same time, our indirect outreach efforts to

key stakeholders will establish the legitimacy of POD in each implementation area, a critical component of successful recruiting.¹

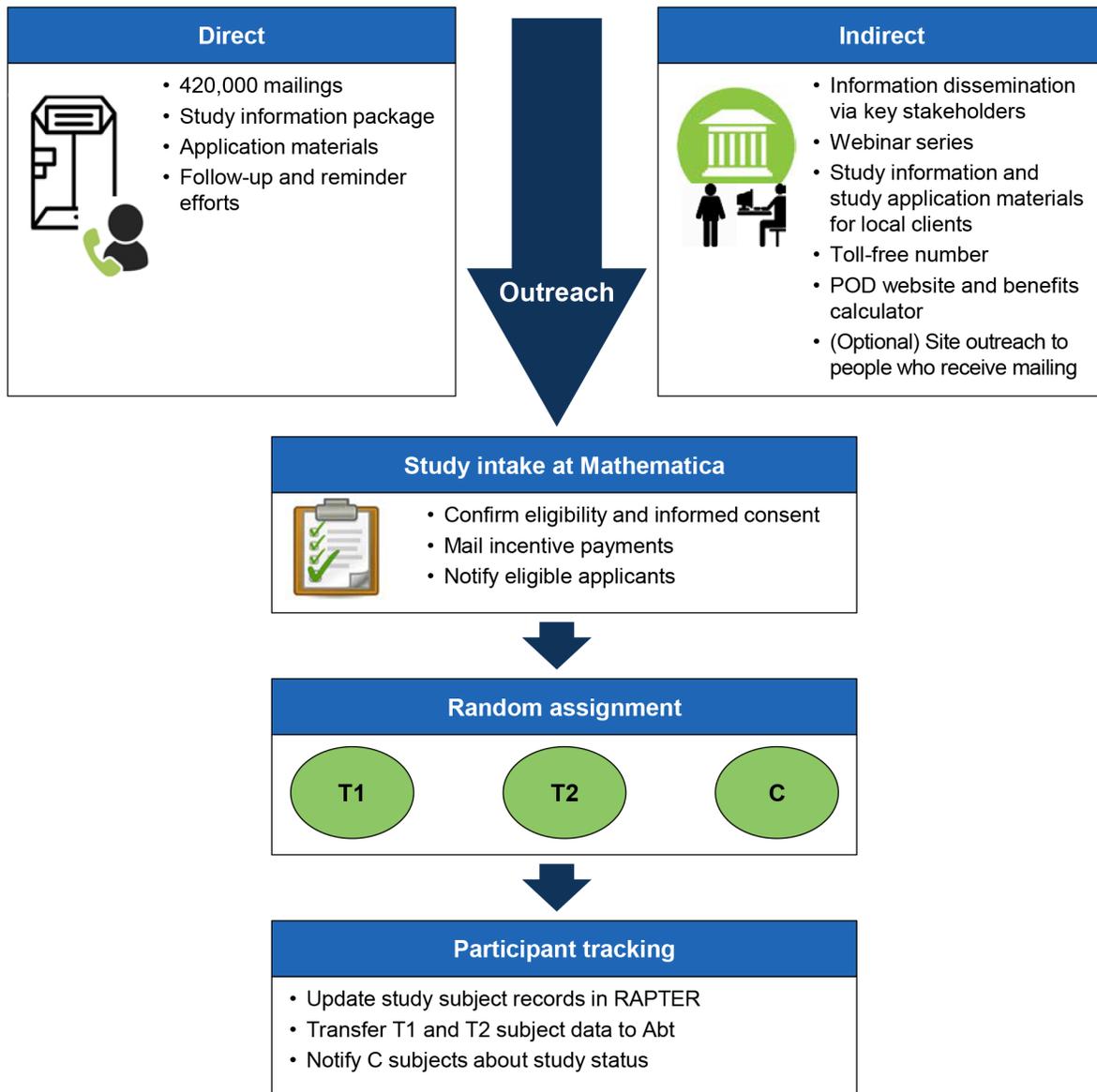
We will recruit volunteers from the POD-eligible list that SSA provides each month, sending waves of mailings to a representative random sample of beneficiaries. Monthly sampling waves for each state will be based on “replicate” groups of beneficiaries randomly selected from the eligible list. Within each state, we will use implicit stratification to increase the degree to which each replicate is representative of the POD-eligible list. We will first create strata for each of three primary diagnoses (injuries, neoplasms, and severe visual impairments) that we expect to be particularly distinctive in terms of the attractiveness of the POD offset. Among the remaining beneficiaries, we will create strata based on combinations of age, duration receiving SSDI benefits, and whether they had TWP-level earnings between January 2014 and October 2017. Beneficiaries may voluntarily enroll in POD as long as they meet the eligibility criteria and return completed consent and baseline questionnaires. The evaluation team will screen out any volunteers who decline to consent, are no longer eligible according to the most recent SSA records, send an incomplete baseline questionnaire, or return the forms after recruitment has ended for the state.

Eligible beneficiaries must complete and submit the aforementioned baseline survey and consent form to complete enrollment in POD. We will verify continued eligibility; check that the consent form is complete; and, based on responses to the consent form and two short questions in the survey, determine whether the beneficiary understands the parameters of the benefit offset and voluntary nature of the demonstration. Finally, we will randomly assign beneficiaries who complete all these steps to one of three study groups (T1, T2, or C); send respondent payments to every beneficiary who applied; and, in coordination with Abt, notify study subjects of their enrollment in POD.²

¹ Derr, Michelle, Denise Hoffman, Jillian Berk, Ann Person, David Stapleton, Sarah Croake, Christopher Jones, and Jonathan McCay. “BOND Implementation and Evaluation Process Study Report.” Washington, DC: Mathematica Policy Research, February 2015.

² For more details on the specific random assignment processes, see: Hock, Heinrich, David Wittenburg, Kate D’Anello, Ken Fortson, Laura Kosar, Martha Kovac, Michael Levere, David Stapleton, and Heather Gordon. “Promoting Opportunity Demonstration Task 2.1. Recruitment and Enrollment Plan.” Princeton, NJ: Mathematica Policy Research, 2017.

Addendum Exhibit 1. POD outreach and enrollment



B. Revised numbers of mailings including Texas expansion

Addendum Exhibit 2 shows the new anticipated sample sizes for the mailings with the addition of the 13 new counties in Texas, as well as other small changes reflecting updates to the lists of eligible beneficiaries. In total, we project mailing 420,456 packets. As noted in Chapter III, the study subjects from these states will not be statistically representative of *all* SSDI beneficiaries for two reasons. First, the eight selected states—and the counties within those states—do not represent a nationally representative sample of the population of beneficiaries. Second, the demonstration includes volunteers who self-select for services. We will target our direct outreach efforts on a representative sample of eligible beneficiaries living in POD catchment areas, but only those who are interested in participating will reply.

Addendum Exhibit 2 also illustrates that our sample sizes vary considerably across the eight states. Three of the states—Alabama, California, and Texas—have substantially larger samples than the other five states, and Nebraska and Vermont have substantially smaller samples. Some of this variation is due to the different sizes of the state beneficiary populations, but it also reflects differences in the number of counties included within the states. In particular, Alabama’s catchment area spans the whole state, which is why the number of Alabama beneficiaries is close to the expectations for California, where POD covers a subset of counties. Conversely, Nebraska has a larger population than Vermont, but the Nebraska catchment area only covers a few counties, so the two states have similarly small expected sample sizes.

Addendum Exhibit 2. Summary of POD direct mailings

State	SSDI beneficiaries in selected catchment areas meeting eligibility criteria	Projected number of potential POD study subjects ^{a,b}	Proportion of POD enrollment target ^b (%)
Alabama	68,656	1,738	16.3
California	99,634	2,523	23.7
Connecticut	38,532	976	9.2
Maryland	40,417	1,023	9.6
Michigan	22,152	561	5.3
Nebraska	11,997	304	2.9
Texas	132,562	3,356	31.5
Vermont	6,509	165	1.6
Total	420,459	10,646	100.0

Source: SSA program data as of April 4, 2018, with preliminary pilot period information.

Note: We will update these projections upon receiving updated information from SSA about the number of eligible beneficiaries in POD states. See the previous section for POD eligibility criteria.

^a Based on the intake to date, we projected the number of POD study subjects to be slightly above 2.5 percent of the number of eligible beneficiaries, although in practice the study enrollment rates will likely vary from state to state.

^b We have shown the total number of potentially eligible subjects in the table, with the understanding that we will later work with SSA and Abt to avoid substantially changing enrollment without advance agreement.