

## Pre-Promote Survey Message to Employees

*(Send on Monday of Week 1 – Pre Promote)*

### Subject: Your Voice Counts!

As part of our Commute Trip Reduction program at <Company name>, we will be conducting a CTR survey during the week of <week distributing surveys>. Our executive <executive's name> is challenging our worksite to achieve a <insert survey response goal> response rate on our surveys.

The survey measures your commuting habits. If you currently are using commute alternatives to get to work, i.e., carpooling, riding the bus, walking, bicycling, vanpooling to work, teleworking or working a compressed work schedule, please be sure you participate during the survey week so we can receive credit on our CTR survey.

For help getting started or for any questions, please feel free to contact me. I'm happy to help you find a commute option that works best for you.

## Executive Message to Employees

*(Send on Monday of Week 2 – Promote and Encourage Participation)*

### Subject: CTR Surveys

*Date*

Dear <company name> Employee:

The Inland Northwest is a beautiful place to live and work. <Company name> is committed to preserving the quality of life we all enjoy, by providing an effective commute trip reduction program for our employees.

To help reduce air pollution, traffic congestion and energy consumption, the state of Washington adopted the Commute Trip Reduction Law in 1991. <Company name> is required to survey their employees every 2 years to measure both the number of employees driving alone to work as well as the vehicle miles traveled (VMT) from the home to the workplace.

Next week, you will be asked to complete a short survey which will help us better understand your transportation habits and needs. The results of the CTR Survey will allow us to enhance the effectiveness of our Commute Trip Reduction program for all employees.

Your input is essential to help us maintain our commitment to our employees, the community and the Inland Northwest.

Thank you for your assistance.

<name>

<title>

### Message to Employees

*(Send on Monday of Week 3 - Distributing Surveys)*

**Subject: CTR Survey Week – Deadline to complete <insert Friday's date>**

It's CTR Survey week! Our goal is to achieve a <insert survey response rate goal> response rate from ALL employees by the end of this week. Surveys have been distributed <insert where you distributed, e.g. on desk, to supervisor, etc.>. Please take a few moments to fill out the survey **with a #2 pencil**, filling in the circle completely. To determine the one-way miles to work, please utilize google maps putting in your home address and our worksite address. Please return survey to <insert who they return survey to, e.g. ETC or supervisor> by this Friday.

It's a very short survey with only 13 questions and should only take a few minutes. Thanks in advance for your support and completing the survey this week. I really appreciate it!

### Message to employees who haven't completed their survey

*(Send on Wednesday or Thursday of Week 3 - Distributing Surveys)*

**Subject: Reminder – Your CTR Survey must be completed by Friday**

This is a friendly reminder to fill out your CTR Survey by the end of the week! We are close to making our <insert survey response rate goal> response rate goal and need you to complete your survey to help us reach our goal. Please take a few moments to complete the survey using a #2 pencil and filling in the circles completely. To determine the one-way miles to work, please utilize google maps putting in your home address and our worksite address.

With only 13 questions, it only takes a few minutes. Thanks so much for completing this for me. I really appreciate it!