

Communication Samples

Page 2: communication with your IT department prior to deciding whether to use the electronic survey

Page 3: communication with your site's managers and supervisors, to let them know about the survey

Page 4: communication asking employees to complete the survey (modify for use by upper management)

Page 5: midweek reminder notice for nonrespondents (from ETC)

ITS Department

We have a State-mandated Transportation Survey coming up in (insert month). In past years we have had to use a Scantron/bubble format paper survey. This year, an Internet-based survey is available. Before I go ahead with final approvals, I wanted to see if you had any “red flags” regarding our use of this system.

The system is entirely web-based so we plan to communicate via email with a hyperlink and instructions. We do not have any need to store data or operate the system on our servers. The system is text-based, so bandwidth should not be a problem. The only real question that we need to ask is if we have any potential proxy server issues.

The system requires that users have:

- Individual email identifications
- Access to the Internet
- Microsoft Internet Explorer (IE) 4.x or Netscape 4.x or later

Connection to the survey is via a standard port (80).

If you would like to check the system out,

1. Go to <https://www.ctrsurvey.org>
2. Create a mock email address using @abc.com as the domain (example louisa@abc.com) and click the “Login” function/line immediately below the email box
3. Complete the registration steps as guided by the system and “Select”
4. Finally complete the survey and click the “Next” button at the bottom of the survey

Please give me your “go ahead” or let me know if you have any questions or concerns. If you have any technical questions contact Amber Nguyen, Washington State DOT, at nguyenam@wsdot.wa.gov at your convenience.

Thanks

(Contact Name 1)
ETC.

Managers and Supervisors Communication for the Week Before

We are just dropping you a note to make you aware of an upcoming event and to ask for your help. State law and local ordinances require <insert Co Name> to survey our employees every year or two regarding their commuting practices, and it's that time again. State and local governments use this data to make decisions about transportation investments. Internally we use the survey results to determine possible changes to commute benefit packages.

This year we are saving time and money by using an online version of the survey. Next Monday morning, an email will be sent to all employees asking them to complete the survey. The email will contain a link to the website where employees will complete the survey. Most employees should need just a few minutes to complete the survey.

We are one of approximately 800 employers in the state of Washington who will be surveying at about 1,060 work locations. Local ordinances require us to get more than 70 percent of our employees to complete the survey. Many employers get much higher completion rates than this. It is important to get surveys from everyone, not just from employees who use alternatives to driving to work.

Therefore we are asking for your help in reminding your team(s) to complete this very important data collection requirement.

If you have any questions, please contact either of us directly

(Contact Name 1)
Transportation Coordinator
X1234

(Contact Name 2)
Transportation Program Manager
x1235

Employee Communication for Monday

It is time again for the Commute Trip Reduction Survey—it's short and will take you just a few minutes to complete. All employees should complete the survey, not just those who use ways other than driving to get to work.

We are one of approximately 800 employers and 1,060 worksites taking this survey. The survey gathers information about how over 500,000 employees in Washington State commute to work. Having accurate data about commuting is important to state and local governments in deciding how to invest our tax dollars in transportation. We will also use your information in-house to determine possible adjustments to your commute benefits package.

This year we are completing the survey electronically via the Internet. To complete the survey, please follow the instructions at the end of this email. It is easy to do, and again it will take you just a few minutes to complete.

If you have any questions please contact (ETC Name) at (ETC extension).

<Closing 1> Having accurate data is important to us and to our state and local governments. Thank you for completing your survey.

<Closing 2> To make this survey more fun, we are holding a special prize drawing for (insert prize) from the pool of employees that submit surveys. Hurry and get them in!

(Contact Name 1)
Transportation Coordinator

(Contact Name 3)
Executive VP

Instructions for access and completion of the Online Commute Trip Reduction Survey

1. Go to <https://www.ctrsurvey.org>
2. Enter your Complete work e-mail address (example: mario@ouremaildomain.com) then click the "Login" button
NOTE: This field may auto complete your e-mail address. If so click the "Login" button
3. Follow the onscreen registration instructions and click "Select" when you are finished
4. After you finish registering complete the survey then click "Submit" to send your completed survey

Follow-up Communication for Wednesday

The deadline for completion of the Commute Trip Reduction survey is rapidly approaching. Again this survey is due by Friday, (insert date). We are required to have at least 70% of employees complete the survey, and many employers do much better than 70%. This survey not only affects how the State plans its transportation activities, but it also may affect aspects of your commute benefits and our company expenses.

Please take time to complete the survey now. You can do it online, and it only takes a couple minutes to complete. If you need help or have questions, you can reach me at (enter contact information).

<optional> Remember, there is a special prize drawing for those who complete the survey.

Thank you for your prompt attention to this (Company Name) matter.

(Contact Name 2)
Transportation Program Manager

Instructions for access and completion of the Survey

1. Go to <https://www.ctrsurvey.org> and click on the yellow “CTR Survey” in the upper right hand corner.
2. Enter your Complete work e-mail address (example: mary@ouremaildomain.com) then click “Login”
NOTE: This field may auto complete your e-mail address. If so click the “Login” button
3. Follow the onscreen registration instructions and click “Select” when you are finished
4. After you finish registering complete the survey then click “Next” to send your completed survey