



commute seattle

Communication Samples for CTR Survey

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closes)



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IT Department (5-6 weeks before survey start date)

Suggested Subject Heading: Save the date: Commuter Survey (insert survey start date)

We have a state-mandated transportation survey starting on (insert survey start date). We are using an online survey tool provided by the Washington State Department of Transportation. The survey tool is entirely web-based. We will send a hyperlink and instructions to employees. We will not need to store data or operate the system on our servers and nothing gets installed on our system.

The system requires that users have individual email identifications and access to the Internet. There should not be any other technical requirements.

Please let me know if you have any questions or concerns. If you have any technical questions, contact CTR@commuteseattle.com.

Thank you,

(ETC Contact Name)
Transportation Coordinator



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Managers and Supervisors Communication (1 week before start date)

Suggested Subject Heading: Action requested: Commuter Survey (insert survey start date)

State law requires (insert Company Name) to survey our employees regarding their commuting practices. State and local governments use this data to make decisions about transportation investments and improvements. Internally, we use the survey results to determine possible changes to our commuter benefit packages.

This coming Monday (insert start date of survey), an email will be sent to (all/select) employees asking them to complete the survey. The email will contain a link to the website where employees will complete the survey. **The survey typically takes less than five minutes to complete.**

We are one of approximately 1100 employers in Washington State participating in the survey. Local ordinances require that at least 50 percent of our employees complete the survey. It's important that everyone participates, not just employees who use alternatives to driving alone to work so we are asking for your help in reminding your team(s) to complete this required survey

If you have any questions, please contact me (us) directly,

(ETC Contact Name)	(Contact Name 2)
Transportation Coordinator	Transportation Program Manager
x1234	x1235



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Employee Communication (1 week before start date; send after Managers/Supervisors Communication on Page 3)

Suggested Subject Heading: Save the Date: Commuter Survey (insert survey start date)

The Commute Trip Reduction Survey is coming up next Monday (insert start date of survey)—it **will take you just a few minutes to complete**. All employees should complete the survey, not just those of you who use alternatives to driving alone to work.

We are completing the survey electronically, and you will receive instructions on how to log into the survey next Monday.

This statewide 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 commuter benefits package.

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

<Closing 1> 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!

(ETC Contact Name)
Transportation Coordinator

(Highest Ranking Contact)
Executive VP



Employee Communication for Monday (Start date of survey week)

Suggested Subject Heading: Immediate Action Requested: Commuter Survey

The Commute Trip Reduction Survey **will take you just a few minutes to complete**. All employees should complete the survey, not just those of you who use alternatives to driving alone to work.

To complete the survey, please follow the instructions at the end of this email.

This statewide 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 commuter benefits package.

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

<Closing 1> 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!

(ETC Contact Name)

Transportation Coordinator

(Highest Ranking Contact)

Executive VP

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

1. Go to <https://www.ctrsurvey.org>
2. Enter your work e-mail address (example: mario@ouremaildomain.com) then click the "Login" button.
3. Please select your worksite from the dropdown box.
4. Complete the survey then click "Submit" to send your results.



Follow-up Communication for Middle of Second Week (2-3 Days Before Survey Closes)

Suggested Subject Heading: Commuter Survey due Friday, (insert date)

The deadline for completing the Commute Trip Reduction survey is rapidly approaching. Please recall that this survey is due by Friday, (insert date). We are required to have at least 50 percent of employees complete the survey. This survey not only affects how the State plans its transportation investments but may also affect aspects of your commute benefits.

Please take time to complete the survey now. You can do it online, and **it only takes a few 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

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1. Go to <https://www.ctrsurvey.org>
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