



## Montgomery County 2019 Commuter Survey

### Tips for High Survey Response

Thank you for participating in Montgomery County's 2019 Commuter Survey! Following are some ideas that might be useful to you in obtaining a high response rate:

To help obtain a high response rate, we ask that you do the following:

#### 1 – Announce

*Let employees know the survey is being conducted*

#### 2 – Reassure

*Reassure employees that their participation is valuable and confidential*

#### 3 – Distribute

*Distribute the survey in an attention-grabbing way*

#### 4 – Remind & Reward

*Send reminders and consider offering rewards to employees who complete the survey*

#### 1 ANNOUNCE to employees that the survey is coming

- Send an email notice and post flyers
- Announce in employee newsletter or other publication

#### 2 REASSURE employees that their participation is needed and confidential

- Tell employees that the survey is legitimate and that their input is valuable to the community
- Describe how the information will be used – for example, to help improve transportation services

#### 3 DISTRIBUTE the survey in a way to attract attention

- Send an email to employees with an internet link to the questionnaire, letting them know the survey is starting and encouraging them to respond

#### 4 REMIND & REWARD

- Send reminder emails and post a reminder notice on bulletin boards, in break rooms or other common areas.
- Hold a lobby event with refreshments to encourage participation. County representatives may attend and provide raffle prizes upon request

**We thank you for your help in this survey. Your participation will be of great value to the County!**

**If you have any questions, please contact the North Bethesda Transportation Center at 301-770-8108.**

