



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 resident 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 promise 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:

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