



Montgomery County 2015 Commuter Survey

Tips for High Employee Survey Response

Thank you for participating in Montgomery County's 2015 Commuter Survey! Following are some ideas that might be useful to you in obtaining a high response rate from your employees:

1 ALERT employees that the survey is coming

- Send a notice and post flyers in employee break areas, elevators, other high traffic areas; highlight it in the employee newsletter or other company publication.
- Ask supervisors to announce the survey in staff meetings, safety briefings, or other meetings.
- To attract attention, have the notice come from a top manager at the worksite.

2 REASSURE employees that their participation is needed and confidential

- Tell employees 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.
- Assure employees that their responses are anonymous & confidential.
- Provide the name and email/phone number of a contact person if they have questions.

3 DISTRIBUTE the survey in a way to attract employees' attention

- Prepare the survey packet with a brief cover memo from a top manager. Tell employees the survey is starting and encourage them to respond.
- In the cover memo, provide brief instructions for how to complete the survey and tell employees when and how they are to return the completed survey.

4 MAKE IT EASY for employees to complete and return the survey

- Allow the survey to be done during work time. Let employees know it only takes a few minutes to complete.
- Provide a way for employees to return the completed form to you.
- If possible, collect surveys individually.
- Ask supervisors to have employees finish and return surveys during staff or other employee meetings.
- Place survey drop-boxes in easily accessible locations, such as outside the office of the survey coordinator.

5 REMIND AND REWARD employees

- Two or three days before surveys are due, send a reminder notice to all employees.
- If you do not know who has already participated, send the notice to all employees. Ask supervisors to remind employees in group meetings.
- Post a reminder notice on bulletin boards, in lobbies, lunch or break rooms, and other common locations.
- Hold a prize drawing, or provide a voucher for free coffee or donuts to employees who respond by turning in their completed paper survey.
- Sponsor an inter-departmental "challenge" for the highest response rate, with the winning department receiving a pizza lunch.

To help obtain a high response rate among your employees, we ask that you do the following five things:

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 – Encourage

Encourage participation by making the survey easy to complete and return

5 – Remind & Reward

Send reminders and promise rewards to employees who complete the survey

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 Traci McPhail at phone 301-770-8108 or tmcphail@nbtmd.org.
