



U.S. Department of Transportation
**National Highway Traffic Safety
 Administration**



1200 New Jersey Avenue SE
 Washington, DC 20590

{CITY} Resident *12345678A* 12345678A

{ADDRESS}

{CITY}, {ST} {ZIP}

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Dear {CITY} Resident,

{MONTH} 2021

Did you know that pedestrian and bicyclist deaths due to traffic crashes have been on the rise over the past decade? On behalf of the National Highway Traffic Safety Administration (NHTSA), I'm asking for your help with a national survey about your transportation habits and opinions. It should only take 20 minutes to participate. All eligible participants will receive a \${"5", "10"} Amazon.com gift code for completing the survey. The enclosed \$1 is our way of saying thank you for your participation in advance. Please keep it even if you decide not to participate.

Whether you're a driver, pedestrian, or bicyclist, learning about your habits and opinions will help us make better decisions about important transportation topics that affect people like you every day.

Here's how to participate in the survey

Step 1: Give this letter to the **adult** in your household **with the next birthday**

Step 2: Go to:
www.USTransportationSurvey.com

OR

Step 2: Scan this code to go to your personalized survey

[QR
 CODE]

Step 3: Enter this PIN to start the survey: {12345678A}

Your participation will help represent your community. Your household was selected using scientific methods to represent thousands of households like yours so you can't be replaced! To protect your privacy, your answers will be confidential and combined with answers from all other participants in any reports.

If you have any questions about the survey, please see the FAQ in the online survey or contact ICF, the independent research firm hired to conduct it, at USTransportationSurvey@icfsurvey.com or [SUPPORT PHONE].

We greatly appreciate you taking part in this important survey!

Sincerely,

For answers to frequently asked questions, please visit [FAQ URL]

Para completar la encuesta en español, por favor visite www.USTransportationSurvey.com, y haga clic en el enlace para acceder a la versión española. Tendrá que introducir este número PIN: {12345678A}



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**1200 New Jersey Avenue SE
Washington, DC 20590**

Essie Wagner
Director, Office of Behavioral Safety Research
National Highway Traffic Safety Administration

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NHTSA Form 1614