



1200 New Jersey Avenue SE
Washington, DC 20590

U.S. Department of Transportation
National Highway Traffic Safety Administration
Martinsville Resident
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900 Beaver Creek Drive Suite 2
Martinsville, VA 24112
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Tuesday, July 30, 2024

Dear <CITY> Resident:

Your household is invited to complete the National Traffic Safety Survey, as one of about 28,000 U.S. postal addresses **randomly selected to represent the entire country**. By participating, you can **share your thoughts on key road topics** like safety, enforcement, new technology, and passenger and driver behavior.

The survey is by the National Highway Traffic Safety Administration (NHTSA), a Federal agency that **leads efforts to keep Americans safe on the road**. They focus on preventing crashes and saving lives with awareness campaigns and safety standards.

Visit www.nhtsa.gov/road-safety to learn more about the work they do and programs they've helped support

We're giving you a \$1 bill to say thanks in advance. The survey takes about 30 minutes and works on any device with internet. **You'll also get a \$10 Amazon.com gift code for participating.**

Here's how to participate in this study:

This is a random way to decide who should fill out the survey for households with more than one adult.

Step 2: Go to www.NTSSurvey.com and enter this secure PIN to start the survey: <PINNUM>



- **OR** -



Scan this code with your smartphone to go to the survey.



Your answers will be combined with answers from all other participants to protect your privacy. If you have any questions about the survey, please contact ICF, an independent research firm hired to conduct this study. They can be reached at NTSSurvey@icfsurvey.com or by phone at XXX-XXX-XXXX.

We greatly appreciate you taking part in this important survey!

Sincerely,

Essie Wagner
Director, Office of Behavioral Safety Research, NHTSA