Dear <CITY> Resident:

Monday, July 8, 2024

Martinsville Resident \*12345678A\* 12345678A
980 Beaver Creek Drive Suite 2
Martinsville, VA 24112
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We recently wrote to you asking for your help with the National Traffic Safety Survey conducted by the National Highway Traffic Safety Administration (NHTSA)**.** Your household was randomly selected to participate in this survey and cannot be replaced. Your answers will be combined with answers from all other participants to protect your privacy.

*If someone in your household has already completed the survey, thank you!*

If not, please follow the instructions below to complete the survey online or by mail. We know you are busy, but your participation in this short, 30-minute survey is very important. Additionally, all participants will receive a **$10 Amazon.com gift code for completing the survey.**

 **Here’s how to participate in the survey:**

**Online…**

**Step 2:**

Go to[**www.NTSSurvey.com**](http://www.NTSSurvey.com)and enter **<PINNUM>**

**-OR-**

**Scan this QR code to go to the survey.**

*Just point your cell phone camera at the QR code*

*and click on the link that appears.*

**By mail…**

**Step 2:** Fill out the enclosed survey.

**Step 3:** Place your completed survey in the provided postage-paid envelope and drop in your nearest mailbox.

**MERGE**

**QR CODES**

 **HERE**

**OR**

**Step 1**: Give this letter to the **adult** (age 18+) in your household **with the** **next birthday.**

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 value your perspectives and look forward to hearing from you on this important survey!

Sincerely,

Essie Wagner

Director, Office of Behavioral Safety Research, NHTSA