

U.S. Department of Transportation 2345678A* 12345678A

Administration Creek Drive Suite 2



Martinsville, VA 24112
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Friday, March 14, 2025

Dear <CITY> Resident:

We have been trying to reach you to ask for your help with a national survey about traffic safety conducted by the National Highway Traffic Safety Administration (NHTSA). As of the date of this mailing, we have not received your response.

This is your **last chance** to participate and receive your **\$<AMOUNT> Amazon.com gift code** for completing the survey. It should only take about 30 minutes and is a valuable public service that will **help NHTSA understand the issues that are important to people** in your area.

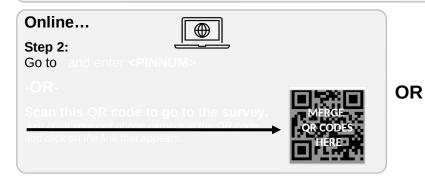
Visit www.nhtsa.gov/road-safety

to learn

about NHTSA's programs and their commitment to keeping Americans safe while on our roadways

Here's how to participate in the survey:

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



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.

Your responses will be kept private. 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-XXXX.

We greatly appreciate you taking part in this important survey and if someone in your household has recently completed the survey, thank you!

Sincerely,

Essie Wagner

Director, Office of Behavioral Safety Research, NHTSA