

NHTS 2024 – Diary Survey Reminders

SUMMARY

Overview of reminders

Email and text reminders will be sent to all household members (aged 16 and older) that provide contact information. The first reminder (Diary Survey Invitation) will be sent the day the household completes the recruitment survey. Reminders will continue to be sent, in accordance with the schedule provided below, until a household has completed the diary survey, exceeded seven days beyond the assigned travel date, or refused to participate in the survey.

Reminder Scheduling

Label	Sent On
Diary Survey Invitation	Day recruitment survey is completed
Pre-Travel Date Reminder 1	3 days before TD
Pre-Travel Date Reminder 2	1 day before TD
Travel Day Reminder	On the TD
Post-Travel Date Reminder 1	1 day after the TD
Post-Travel Date Reminder 2	2 days after the TD
Post-Travel Date Reminder 3	3 days after the TD
Post-Travel Date Reminder 4	4 days after the TD
Post-Travel Date Reminder 5	5 days after the TD
Post-Travel Date Reminder 6	6 days after the TD
Post-Travel Date Reminder 7	7 days after the TD
Diary Survey Completion Notification	Day the Diary Survey is completed

Recall Variables

Recall Variable	Definition	Output
STUDY_NAME	Abbreviated name of study	NHTS 2024
STUDY_TITLE	Full name of study	National Household Travel Survey 2024
RET_INCEN_MAX	Maximum possible HH incentive	\$10 per person (regardless of age) + \$10 per person aged 13 and older
RET_INCEN	Actual HH incentive based on app install rate on travel date	\$10 per person (regardless of age) + \$10 per person (aged 13 and older) that has the app downloaded on travel date
BASE_PER_PERSON_DOLLARS	Per person (regardless of age) completion incentive	\$10
APP_PER_PERSON_DOLLARS	Per person (aged 13 and older) app incentive	\$10
TRIPDATE	HH's assigned travel date	e.g.,
PINNO	HH's assigned PIN	e.g., A1B2C3D4
PUBLIC_SITE_URL	Survey website URL	NHTS2024.com
TOLL FREE NUMBER	Survey helpdesk number	###-###-####

DIARY SURVEY INVITATION

Diary (Retrieval) Survey Invitation

Sent the day the recruitment survey is completed.

ret_invite_email

SUBJECT: Welcome to the <STUDY_NAME> survey!

Dear <STUDY_NAME> participant,

Thank you joining the <STUDY_TITLE> survey. Next, we will ask each member of your household to tell us where they went on your household's assigned "travel day": <TRIPDATE>.

Go to <PUBLIC_SITE_URL>?pin=<PINNO> and use your PIN code: <PINNO> to learn more about this important survey effort and how your household can earn up to <RET_INCEN_MAX>!

If you have questions, please reply to this message, or call our Help Desk at <TOLLFREE_NUMBER>.

Thank you, <STUDY_NAME> Team

(reference: ri/<PINNO>)

ret_invite_text:

Thank you joining the <STUDY_NAME> survey. Next, we will ask where your household went on your assigned "travel day": <TRIPDATE>.

Go to <PUBLIC_SITE_URL>?pin=<PINNO> and use your PIN code: <PINNO> to learn more about the survey and how your household can earn up to <RET_INCEN_MAX>.

Text us back with any questions!

(reference: ri/<PINNO>)

PRE-TRAVEL DATE REMINDERS

Pre-Travel Date Reminder 1

Sent 3 days before the assigned travel date.

pre_td_1_email

SUBJECT: Earn more and let our app do the heavy lifting!

Dear <STUDY_NAME> participant,

Use our smartphone app to report where you went on <TRIPDATE> and earn an additional <APP_PER_PERSON_DOLLARS> per app user. The app makes it easier and faster to report your travel details. Your household can earn up to <RET_INCEN_MAX> for participating!

Be sure to install the app before your travel date so it's ready go. Alternatively, use our "travel log" PDF to help you keep track of where you go. Every place you go counts, even if it is just a short stop on the way to somewhere else.

Go to <PUBLIC_SITE_URL>?pin=<PINNO> and use your PIN code: <PINNO> to get started.

Thank you, <STUDY_NAME> Team

(reference: pt1/<PINNO>)

pre_td_1_text

<STUDY_NAME> notice: Earn an additional <APP_PER_PERSON_DOLLARS> per person, up to <RET_INCEN_MAX> total, by using our smartphone app to report you went on <TRIPDATE>.

Go to <PUBLIC_SITE_URL>?pin=<PINNO> and enter your PIN code: <PINNO> to install Westat DailyTravel (for ages 13+). Be sure to install the app before your travel date so it's ready to go.

Alternatively, you may report your travel online. Be sure to jot down where you go, when you arrive, and when you leave each place.

Text us back with any questions!

(ref: pt1/<PINNO>)

Pre-Travel Date Reminder 2

Sent 1 day before assigned travel date.

pre_td_2_email

SUBJECT: Start earning your <RET_INCEN> tomorrow!

Dear <STUDY_NAME> participant,

Your household's assigned travel date is tomorrow, <TRIPDATE>.

If you haven't done so already, install our smartphone app TODAY to make it easier and faster to report your travel details tomorrow. Earn <BASE_PER_PERSON_DOLLARS> per person for participating AND earn an extra <APP_PER_PERSON_DOLLARS> per person (ages 13+) for using the app. Alternatively, you can report on the web.

Go to <PUBLIC_SITE_URL>?pin=<PINNO> and use your PIN code: <PINNO> to get started.

Thank you, <STUDY_NAME> Team

(reference: pt2/<PINNO>)

pre_td_2_text

<STUDY_NAME> notice: Your household's assigned travel date is TOMORROW, <TRIPDATE>.

If you haven't done so already, install our smartphone app TODAY to make it easier and faster to report your travel details tomorrow. Earn an additional <APP_PER_PERSON_DOLLARS> for each person who uses the Westat DailyTravel smartphone app for a total of up to <RET_INCEN_MAX>.

Go to <PUBLIC_SITE_URL>?pin=<PINNO> and use your PIN code: <PINNO> to get started.

Text us back with any questions!

(ref: pt2/<PINNO>)

TRAVEL DAY REMINDER

Travel Date Reminder

Sent on the assigned travel date.

td_rmd_email

SUBJECT: Your Household's Travel Date is TODAY!

Dear <STUDY_NAME> participant,

Your household's assigned travel date is today, <TRIPDATE>. Record the places you and the other members of your household go either by using the smartphone app or by jotting them down.

Go to <PUBLIC_SITE_URL>?pin=<PINNO> and use your PIN code: <PINNO> for more information.

Thank you, <STUDY_NAME> Team

(reference: td/<PINNO>)

td_rmd_text

<STUDY_NAME> notice: Your household's assigned travel date is today.

Record the places your household goes either by using the smartphone app or by jotting them down.

Text us back with any questions!

(ref: td/<PINNO>)

POST-TRAVEL DATE REMINDERS

Post-Travel Date Reminder 1

Sent 1 day after the assigned travel date.

ret_td_1_email

SUBJECT: Report your travel details to claim your <RET_INCEN>!

Dear <STUDY_NAME> participant,

Please report your household's travel details from <TRIPDATE> as soon as possible to claim your <RET_INCEN>! Go to <PUBLIC_SITE_URL>?pin=<PINNO> and use your PIN code: <PINNO> to complete the survey.

If you have questions, please reply to this message, or call us at <TOLLFREE_NUMBER>.

Thank you, <STUDY_NAME> Team

(reference: rtd1/<PINNO>)

ret_td_1_text

<STUDY_NAME> notice: Report your household's details for <TRIPDATE> to claim your <RET_INCEN>!

To complete the survey, go to <PUBLIC_SITE_URL>?pin=<PINNO> and use your PIN code: <PINNO>.

Text us back with any questions!

(ref: rtd1/<PINNO>)

Post-Travel Date Reminder 2

Sent 2 days after the assigned travel date.

ret_td_2_email

SUBJECT: Almost done; complete the survey now!

Dear <STUDY_NAME> participant,

Thank you for helping improve travel in your community. Report your household's travel details now to receive <RET_INCEN> as a thank you for your time and effort.

To complete the survey, go to <PUBLIC_SITE_URL>?pin=<PINNO> and use your PIN code: <PINNO> to report your travel.

If you have questions, please reply to this message, or call us at <TOLLFREE_NUMBER>.

Thank you, <STUDY_NAME> Team

(reference: rtd2/<PINNO>)

ret_td_2_text

<STUDY_NAME> notice: Help improve travel in your community. Report your household's travel details now to receive your <RET_INCEN>.

To complete the survey, go to <PUBLIC_SITE_URL>?pin=<PINNO> and use your PIN code: <PINNO>.

Text us back with any questions!

(ref: rtd2/<PINNO>)

Post-Travel Date Reminder 3

Sent 3 days after assigned travel date.

ret_td_3_email

SUBJECT: Help plan for your community's future!

Dear <STUDY_NAME> participant,

Information collected in the <STUDY_NAME> will help decision makers determine where to spend transportation dollars to reduce congestion, improve safety, and increase mobility options in communities across the country. Make sure your household is represented in the planning process.

To complete the survey, go to <PUBLIC_SITE_URL>?pin=<PINNO> and use your PIN code: <PINNO> to report your household's travel details and claim your <RET_INCEN>.

If you have questions, please reply to this message, or call us at <TOLLFREE_NUMBER>.

Thank you, <STUDY_NAME> Team

(reference: rtd3/<PINNO>)

ret_td_3_text

<STUDY_NAME> notice: Earn <RET_INCEN> and make sure your household is represented in the planning process for the future of transportation in your community.

To complete the survey, go to <PUBLIC_SITE_URL>?pin=<PINNO> and use your PIN code: <PINNO>.

Text us back with any questions!

(ref: rtd3/<PINNO>)

Post-Travel Date Reminder 4

Sent 4 days after assigned travel date.

ret_td_4_email

SUBJECT: Don't let your <RET_INCEN> go unclaimed!

Dear <STUDY_NAME> participant,

You are just a few steps away from completing the <STUDY_TITLE>; do not miss this opportunity to earn a few extra bucks and help your community.

Claim your <RET_INCEN> now by logging in to <PUBLIC_SITE_URL>?pin=<PINNO> with your PIN code: <PINNO> to complete the survey.

If you have questions, please reply to this message, or call us at <TOLLFREE_NUMBER>.

Thank you, <STUDY_NAME> Team

(reference: rtd4/<PINNO>)

ret_td_4_text

<STUDY_NAME> notice: Do not miss this opportunity to earn <RET_INCEN> and help your community.

Log into <PUBLIC_SITE_URL>?pin=<PINNO> with your PIN code: <PINNO> to complete the survey.

Text us back with any questions!

(ref: rtd4/<PINNO>)

Pre-Travel Date Reminder 5

Sent 5 days after the assigned travel date.

ret_td_5_email

SUBJECT: Make your voice heard!

Dear <STUDY_NAME> participant,

Important transportation studies like the <STUDY_TITLE> are your opportunity to make your voice heard and help shape the future of transportation across country.

It's not too late to report your household's travel details from <TRIPDATE> and claim your <RET_INCEN>. Log in to <PUBLIC_SITE_URL>?pin=<PINNO> with your PIN code: <PINNO> to complete the survey now!

If you have questions, please reply to this message, or call us at <TOLLFREE_NUMBER>.

Thank you, <STUDY_NAME> Team

(reference: rtd5/<PINNO>)

ret_td_5_text

<STUDY_NAME> notice: Make your voice heard and help shape the future of transportation across the country by completing this survey.

It's not too late to claim your <RET_INCEN>. Log into <PUBLIC_SITE_URL>?pin=<PINNO> with your PIN code: <PINNO> to complete the survey now.

Text us back with any questions!

(ref: rtd5/<PINNO>)

Pre-Travel Date Reminder 6

Sent 6 days after the assigned travel date.

ret_td_6_email

SUBJECT: We need to hear from you!

Dear <STUDY_NAME> participant,

We need you to make the <STUDY_TITLE> a success. Without your input, we will not have as complete and accurate a picture of regional and local transportation needs.

Go to <PUBLIC_SITE_URL>?pin=<PINNO> with your PIN code: <PINNO> to complete the survey and receive your <RET_INCEN> as a thank you for your time and effort.

If you have questions, please reply to this message, or call us at <TOLLFREE_NUMBER>.

Thank you, <STUDY_NAME> Team

(reference: rtd6/<PINNO>)

ret_td_6_text

<STUDY_NAME> notice: We need your input to make the survey a success.

Go to <PUBLIC_SITE_URL>?pin=<PINNO> with your PIN code: <PINNO> to complete the survey and receive your <RET_INCEN>.

Reply to this text or call <TOLLFREE_NUMBER> with any questions.

(ref: rtd6/<PINNO>)

Pre-Travel Date Reminder 7

Sent 7 days after the assigned travel date.

ret_td_7_email

SUBJECT: Last call; claim your <RET_INCEN> now!

Dear <STUDY_NAME> participant,

Report your household's travel details now and receive your <RET_INCEN> as a thank you for your time and effort.

Go to <PUBLIC_SITE_URL>?pin=<PINNO> with your PIN code: <PINNO> to complete the survey.

If you have questions, please reply to this message, or call us at <TOLLFREE_NUMBER>.

Thank you, <STUDY_NAME> Team

(reference: rtd7/<PINNO>)

ret_td_7_text

<STUDY_NAME> notice: Do not let your <RET_INCEN> go unclaimed!

To complete the survey, go to <PUBLIC_SITE_URL>?pin=<PINNO> with your PIN code: <PINNO>.

Reply to this text or call <TOLLFREE_NUMBER> with any questions.

(ref: rtd7/<PINNO>)

SURVEY COMPLETION NOTIFICATION

Diary Survey Completion Notification

Sent the day the Diary Survey is completed.

ret_complete_email

SUBJECT: Thank You for completing the <STUDY_NAME>!

Dear <STUDY_NAME> participant,

This email is a confirmation that you have successfully completed the survey and earned <RET_INCEN>. Thank you for participating!

To review your household's participation incentives, log into <PUBLIC_SITE_URL>?pin=<PINNO> with your PIN code: <PINNO>. If you have any questions, please reply to this email, or call us at <TOLLFREE_NUMBER>.

Thank you, <STUDY_NAME> Team

(reference: rtcm/<PINNO>)

ret_complete_text

<STUDY_NAME> notice: You have successfully completed the survey and earned <RET_INCEN>. Thanks for participating!

To review your household's participation incentives, log into <PUBLIC_SITE_URL>?pin=<PINNO> with your PIN code: <PINNO>.

Reply to this text or call <TOLLFREE_NUMBER> with any questions.

(ref: rcm/<PINNO>)