**Burbank Annual Trip Reduction Survey**

**Sample Email/Cover Page**

Below is a sample email/cover page and flyer that you can use and tailor for when you distribute your transportation survey. This should be sent to ***all*** employees who arrive or depart between the peak hour (4:00 p.m. to 6:00 p.m.) at least once during the survey week. No earlier than the Friday of your survey week, you may begin distributing the survey to determine how your employees commuted during the survey week.

**SAMPLE EMAIL/COVER PAGE:**

**Subject**: Mandatory – {INSERT YOUR COMPANY NAME} Staff Transportation Survey

**Body**: Hello,

{INSERT YOUR COMPANY NAME} is conducting a **mandatory** transportation survey of all employees who traveled to or from work during the peak hour (between 4:00 p.m. to 6:00 p.m.) at least one time during the survey week of **{INSERT SURVEY WEEK}.** The City of Burbank requires participation from all regulated businesses in its jurisdiction.

**The deadline to complete the survey is close of business on {INSERT YOUR DESIRED DEADLINE}.**

**FILL OUT THE PAPER SURVEY ATTACHED HERE OR FOLLOW THIS LINK [INSERT METRO SURVEY TOOL LINK] {CHOOSE ONE OF THE OPTIONS} to complete the survey.**

After completion, you will be entered to win {ENTER RAFFLE PRIZE}!

**How does the survey process work?**

This quick survey will ask you how you got to and from work over the past five days, from **{INSERT SURVEY WEEK}.** . The survey is broken down into two parts:

1. The first part asks some basic information such as home zip code and cross streets.
2. The second part asks how you got to and from work each day for the previous five work days, i.e. your mode of transportation. You only need to select the transportation mode you used to get to and leave from work for each day covered in the survey.

**Why are we being surveyed?**

Each year, employers with 25 or more employees in the Downtown Burbank and Media Districts are required by the City of Burbank to reduce the number of employee vehicular trips that their businesses generate by:

* Surveying their employees about their commute trips during the peak period of 4-6pm throughout a designated survey week
* Reporting their efforts to reduce vehicle trips

Completion of this survey will allow {INSERT YOUR COMPANY NAME} and the City to better understand how employees commute to work. This information will provide valuable insight into employee travel patterns and advise the City of Burbank on future transportation plans and programs.

**A couple last things to note:**

* Again, the survey is for all employees who traveled or teleworked (arrived or departed) between 4:00 p.m. to 6:00 p.m. at least one time during your survey week.
* If you were teleworking, please note select ‘F’, the code for telework.
* If you were out sick, on vacation, or had a regular day off during this time period, please indicate that code for the corresponding day and enter your normal scheduled times for starting/leaving work.
* “Noncommuting” (Code ‘G’) is reserved for individuals who reside at their workplace, such as firefighters.

If you have any questions, please contact me.

Thank you!

YOUR NAME

YOUR TITLE

COMPANY NAME

YOUR EMAIL

PHONE NUMBER

**SAMPLE SURVEY FLYER**

* **Fillable Canva Link (Recommended):** [BTMO AVR Survey Flyer 2025 Template - Real Estate Flyer](https://www.canva.com/design/DAGyzD7sIPI/A_1LkqKaPN7L3vmYk6pY5g/edit)
* **Fillable Word Version:** <http://btmo.org/wp-content/uploads/2025/09/BTMO-AVR-Survey-Flyer-2025-Template-1.docx>