



Sample Letter to Employees from President or CEO

Distribute this letter with your Wheel Options information to encourage employee participation.

<Date>

Dear <Company name> Employee:

Win a trip to Italy and a Rick Steves tour of Rome! <Company Name> is partnering with the Washington State Ridesharing Organization to encourage and reward you for choosing an alternative to driving alone to work.

From **October 18-31**, <Company name> will be participating in the statewide Wheel Options promotion. Just for trying an alternative commute **two times** during those two weeks you're eligible to win a trip to Italy and a Rick Steves Best of Rome 7 Day Tour or one of the many other great prizes in the statewide prize drawing! In addition, you'll be eligible for countywide prizes for just participating once during the whole month of October.

<Company name> would like to go above and beyond our efforts in complying with the Commute Trip Reduction law. This campaign also gives us a chance to contribute to reducing congestion and pollution in our area. To make it even easier <Company Name> has a program that helps our employees find and use an alternative to driving alone to work – sharing the ride in a carpool or vanpool, walking, bicycling, riding the bus, compressing workweeks and working from home. We encourage you to become involved in <program name> because it offers employees like you benefits such as improved health and reduced stress while, according to AAA, the cost savings of alternative commuting can reach over \$5,000 per individual annually.

If you've thought about exploring your commuting options but need help getting started—now's your chance, plus wouldn't you like to win a trip to Italy and a Rick Steves tour of Rome!

Our Employee Transportation Coordinator, <ETC name> can help you find a convenient commute alternative. Just contact <him/her> at <phone number> or <e-mail address>.

<President's/CEO's name>
<Title>

wheel
options
your trip, your way.

