



WHO SAYS YOU CAN'T TAKE

A Bus To Hawaii?

Sample Memo to President or CEO requesting support and participation

Get your CEO or other high ranking staff member to buy in and help promote Wheel Options by using the letter template below. Then use the letter template on the 2nd page to send a letter to your employees from your CEO or other high ranking staff member.

Date: <Date>
To: <President/CEO's name>
From: <Your name>
Re: Wheel Options Promotion

<Company name> is one of many companies and organizations partnering with the Spokane County Commute Trip Reduction (CTR) Office to encourage employees to ride the bus, walk, bicycle and share rides to work. To support our efforts, the Spokane County CTR Office provides us with many free tools and services. One of these services is the opportunity to participate in a promotional campaign called Wheel Options.

Wheel Options is a statewide campaign that raises commuter awareness and helps to reduce pollution and traffic congestion. The campaign will be held in **October** and will feature a trip for two to sunny Hawaii as the grand prize. Employees are eligible to win this and other great prizes by using an alternative to driving alone just six times during the month of October and filling out their commute calendar on MyCommute.org.

Wheel Options promotional campaigns require minimal staff time. All the materials, as well as a statewide prize drawing, are provided at no cost to <Company name>.

In order to make the promotion as successful as possible, I would like to add company prizes to the state and county prizes that employees can win. Please consider my request for a budget of <requested budget here> to purchase incentives for our participants. <If you're not comfortable asking for a budget, please remove this sentence and In addition.> In addition, I have drafted and attached a letter to all employees from you, encouraging their participation. I would appreciate your signature on the letter and am happy to edit it upon your review.

Your support for the Wheel Options campaign is important to its success and the success of our ongoing Commute Trip Reduction program. If you would like additional information about the campaign or our ongoing program, please contact me at <phone number> or <e-mail address>.

**wheel
options**
your trip, your way.



Sample CEO Letter to Employees encouraging participation

Send this letter to your employees from your CEO or other high ranking staff member encouraging them to participate in the Wheel Options campaign

<Date>

Dear <Company name> Employee:

Say "Aloha!" to a better commute! You could be saving money by walking, bicycling, sharing a ride or riding the bus to work. <Company Name> is partnering with the Spokane County Commute Trip Reduction Office to encourage and reward you for choosing an alternative to driving alone to work.

During **October**, <Company name> will be participating in the statewide Wheel Options campaign. Just for trying an alternative commute **six** times during the month and filling out your commute calendar on MyCommute.org, you'll be eligible to win a trip for two to Hawaii or one of the many other great prizes in the state and countywide prize drawings!

<Company name> has a CTR 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're proud of our <Name of> CTR program and its contribution to the community. Most important, we like what it offers our employees. Benefits like improved health, reduced stress and substantial cost savings.

If you've thought about exploring your commuting options but need help getting started, now's your chance – Hawaii is waiting for you!

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>

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