*(Please use this template to reach out to a local business executive. Make sure to update the text as necessary)*

Dear Business Executive:

I am writing to you today to invite your organization to participate in [**TDM Week**](https://www.actweb.org/tdm-week), a week-long series of events devoted to highlighting the importance of Transportation Demand Management (TDM) in achieving sustainability. Reducing emissions from your company’s operations is of growing importance to your customers, employees, and business partners. Of particular importance in reducing emissions is the travel practices of your employees, a major source of greenhouse gases for many employers. During TDM week you will have the opportunity to learn how TDM can be of use in meeting your sustainability goals and helping to improve the environment for everyone.

As you know, transportation plays a vital role in our daily lives, and changing the way we travel can have a significant impact on the environment. The US EPA finds that the transportation sector contributes the highest amount of GHG emissions compared to any other sector, the majority of which is caused by the use of private vehicles. Without the help of businesses like yours to encourage your employees to drive less and use sustainable transportation like transit, carpools, vanpools, biking, walking, and telecommuting (working from home), our country will be unable to meet its critical emission targets to prevent severe climate impacts.

I encourage you to show your support and kick off activities in your company. You can reach out to your local Transportation Management Association (TMA), \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, (or commuter service organization \_\_\_\_\_\_\_\_\_\_) an organization that provides a range of helpful services for your employees to encourage them to drive less by using sustainable transportation like transit, carpools, vanpools, biking, walking and telecommuting (working from home). There are many ways you can directly incentivize your employees to use alternatives, such as offering tax-free commuter benefits, ridematching, vanpooling or through incentive and educational programs offered by (TMA).

I hope you'll join us in celebrating TDM Week and take this opportunity to show your support for sustainability, reducing emissions, and fighting climate change.

Thank you in advance for your participation.

Sincerely,

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