Sample Communication to Employees, Allies, Customers, Vendors, and Elected Officials

Dear NAME,

We need your help immediately!

The Governors of the Northeastern states, including Governors Hogan and Carney, have created the Transportation & Climate Initiative to develop a plan to reduce the sale of gasoline by 30% to reach aggressive, state-mandated caps on emissions. The plan will upend our industry with new requirements, mandates, and taxes and threatens to destroy hundreds of businesses and thousands of jobs. Without your voice, this initiative will move forward unchecked.

As part of its effort TCI is working to craft a regional cap-and-trade or “cap-and-invest” system for the transportation sector, which will ratchet up emissions standards on millions of cars and trucks on the road today. It is also supporting a massive investment in electric vehicles and sees Interstate 95 as a major EV charging corridor. On the surface, it sounds like a solid plan. However, this ambitious plan will be paid for on the backs of consumers as the states move forward without appropriate infrastructure in place, manipulating the markets to pick winners and losers.

Who wins and who loses? EV manufacturers, electricity suppliers, battery manufacturers and wealthy individuals who can afford state-of-the-art vehicles through generous state and federal tax breaks will win.

Who is left behind? Hardworking individuals, families and business operators whose livelihoods are tied to the transportation economy, such as service stations, convenience stores, and trucking companies that transport oil, gas and fuel. This regressive policy will damage communities, rural towns and even large metropolitan areas where goods and services are produced and transported.

We agree that greenhouse gas emissions and other harmful pollutants must be addressed, but this plan will do more harm than good. You can help us fight this policy by submitting comments to the TCI portal about this plan.

Please click on the link below which will take you to our website where you will find a sample letter to elected officials, talking points and background information on this issue. We have never faced a threat as grave as the one we are facing now. We need you to act now!

Please call or email me with any questions.

Sincerely,

NAME

PHONE/EMAIL