



FOR SMALL BUSINESS

Peter Williamson
SLOCOG Employer Outreach Coordinator

Back 'N' Forth Club

- Employer participation levels



BRONZE

- Lead Super Commuter | Program Inventory
- Trip Reduction Plan | iRideshare.org integration
- Maintaining and distributing resources

SILVER

- Two facilities or services that support smart commute choices

GOLD

- Implements subsidized incentives

PLATINUM

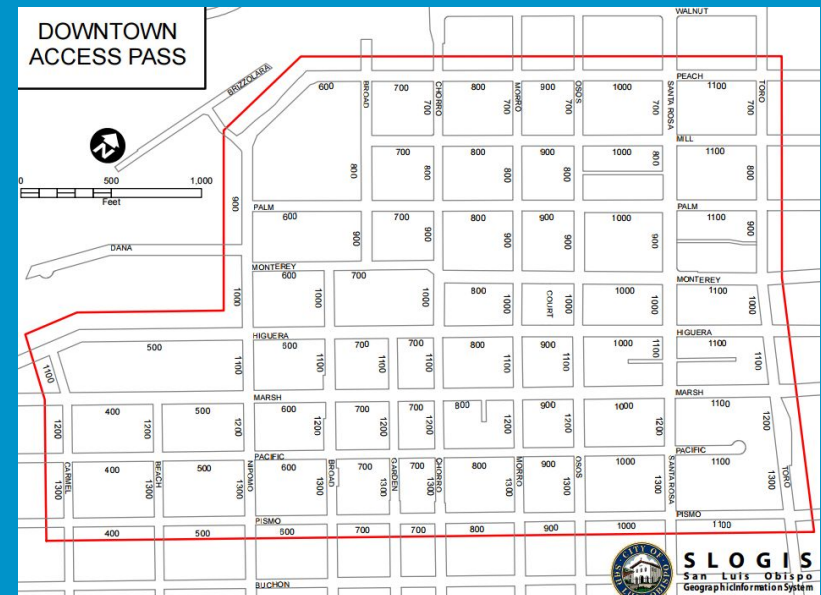
- 1.5 Average Vehicle Ridership or higher
- Member of Best Workplaces for Commuters and the League of American Bicyclists

PILOT

- Concept:
 - Select a small business cluster with traffic congestion problems
 - Establish buy-in with strategic partners
 - Create custom materials
 - Put together an outreach crew for the heavy lifting
 - Tie your launch and renewal to campaigns

Selecting the Area

- Downtown SLO
 - Paid parking, limited parking, and traffic congestion
 - Downtown Access Pass & DT Association boundaries pre-established
 - Reasonable number of small businesses
 - Existing incentives
 - Jurisdiction buy-in



Strategic Partners



Cater Messaging

A FREE PROGRAM FOR
COMMUTERS



Save Money



Improve Your Health



Be Green

***DOWNTOWN SLO EMPLOYEES ARE SAYING
"HELLO" TO A BETTER COMMUTE!***

The Outreach Crew

- Hit the ground running:
 - SLOCOG: outer boundary offices
 - City of SLO: main streets / retail
 - Downtown Association: inner boundary offices

Tie to Campaigns

RIDESHARE
WEEK



February 8, 2017



Tie to Campaigns

Downtown SLO Back 'N' Forth Club

OVERVIEW EDIT **SUBNETWORKS 32** MANAGERS 0 MEMBERS 28

Network	Join URL	Remove	Delete
<i>Atlas Wealth</i>	Copy 0 Views	Remove	Delete
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<i>Big Sky Cafe</i>	Copy 1 Views	Remove	Delete
<i>Bishop Peak Technology</i>	Copy 2 Views	Remove	Delete
<i>Blackhorse Coffee</i>	Copy 0 Views	Remove	Delete
<i>Blakeslee & Blakeslee</i>	Copy 0 Views	Remove	Delete
<i>Bliss Cafe</i>	Copy 3 Views	Remove	Delete
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<i>Cencal Health</i>	Copy 0 Views	Remove	Delete
<i>Defend SLO</i>	Copy 0 Views	Remove	Delete
<i>El Matador</i>	Copy 0 Views	Remove	Delete

Up Next

- Bike Month 2017
- Increase outreach to downtown core
 - Spend more time with the larger DT employers
- Engage with Bike Month campaign
- Create downtown challenge on iRideshare
- Push app for trip logging
- Downtown Bike Month event = success