

# Transportation Choices Program



Dear Interested Employer:

The Transportation Choices Program (TCP) is a **free** program offered to businesses and organizations that choose to encourage the use of alternative transportation to their employees. The goal of the Transportation Choices Program is to empower employers to motivate and reinforce positive changes in commute habits while increasing employee morale and productivity.

The TCP Coalition includes Ride-On, Air Pollution Control District (APCD) and the SLO Bike Coalition (SLOBBC) with the San Luis Obispo Regional Rideshare (SLO Rideshare) managing the program. As individual agencies our mission is to reduce traffic congestion, and to promote alternative transportation and cleaner air.

Provided is information about the transportation services available throughout our county. **These programs offer choices for commuters currently driving alone--and may help you help your workers in this time of rising gas prices - - *with no cost to you.***

A strong transportation program can benefit the San Luis Obispo region in many ways including:

- Reduce commuter costs
- Reduce traffic congestion and road wear
- Help employers explore transportation options for their employees
- Reduce demand on limited parking resources
- Promote healthier lifestyles and less stressful commutes
- Keep our air and waterways clean
- Promote flexibility for the workforce

Our experience has proven that transportation choices also help promote economic development within our region. Businesses have found that when employees rideshare, they are more likely to arrive to work on time and incur less absenteeism. The Transportation Choices Program can also help promote a better quality of life within our region. Those employees who choose biking or walking as an option to driving enjoy the benefits of a healthier lifestyle. By encouraging your employees to use alternative transportation, you are also creating savings on commute costs; a direct benefit to employees and our local economy.

As a part of the Transportation Choices Program, SLO Regional Rideshare offers a wide range of services to commuters within the region, including:

- **Consultation Services & Presentations**
- **Commuter Information Centers**
- **Onsite Commute Information Seminars**
- **Survey of Employees Commute Habits**
- **Telecommute Plans**
- **Biking Resources & Bike Lockers**
- **Lunchtime Express**
- **Free Incentive Programs**
- **Individualized Trip Planning**
- **Guaranteed Ride Home Program**
- **Customer Management System**
- **Toll Free Number for Information**
- **Park & Ride information**

I look forward to hearing from you and welcome the opportunity to share more about the services available to you and your employees. Should you have questions, feel free to contact me by calling **781-4462**, emailing [\*\*mmarshall@rideshare.org\*\*](mailto:mmarshall@rideshare.org) or visiting our website [www.rideshare.org](http://www.rideshare.org)

Sincerely,

Morgen Marshall  
Rideshare Program Manager