

TOD and The Mobile Office



Measurement Matrix for the Mobile Office Locations

Accessibility

- Ease of access
- Near light rail
- Use Google Maps to layer light rail locations with office services, coffee shops, and restaurants

MOW friendly

- Promotions for Mobile Office Workers
- Atmosphere promotes working

Technology

- Free or cheap Wi-Fi
- Ability to access fax, phone, and printing services nearby



The Mo Monthly and MOWs

MO Monthly



- The MO MONTHLY outlines the marketing efforts to attract *MOWs* (Mobile Office Workers) to highlighted TODs.

Blogs and websites



- The website and online blogs will allow MOWs to connect with other MOWs, links to promos, marketing, and business services

Business Promotions




- Businesses will have access to free marketing and promotions through the MO Monthly and the website


Timeline



Goals and Measures of Success




Increased Ridership




Increased visibility of Transit and TOD locations



Productivity increased from MOWs



Profit increase for TOD businesses



Transit and MOWs have new options for connectivity and ridership

