



# AGENDA

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## Visit San Luis Obispo County Marketing Committee

### Visit San Luis Obispo County Marketing Committee Agenda

Tuesday, September 13, 2016

8:30am

Sands Inn & Suites

1930 Monterey St, San Luis Obispo, CA 93401

1. CALL TO ORDER
2. PUBLIC COMMENT (On Non-Agenda Items)

<b>ANNOUNCEMENTS</b>	<b>C. Davison</b>
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<b>CONSENT AGENDA – <i>motion required</i></b>	<b>C. Davison</b>
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3. **Approval of July 12, 2016 Marketing Committee Meeting Minutes**

*Staff will ask for Committee approval of the July 2016 Marketing Committee Meeting Minutes.*

<b>CEO REPORT</b>	<b>C. Davison</b>
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4. **CEO Report (15 min)**

*Staff will provide an update on current projects, reporting and areas of focus for the months ahead.*

<b>BUSINESS ITEMS</b>	<b>C. Davison</b>
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5. **Update on Board Action (5 min)**

*Staff will provide an update on action taken at the July and August Board of Directors meetings.*

6. **Crisis Communication (10 min)**

*Staff will provide an update on VSLOC's crisis communication efforts, in light of the recent Chimney Fire.*

7. **SAVOR on the Road Update (10 min)**

*Staff will provide an update on VSLOC's efforts for SAVOR – A San Luis Obispo County Experience.*

8. **Seattle Flight Launch Update (10 min)**

*Staff will provide an update on VSLOC marketing preparations for the launch of Alaska Airline's new air service from Seattle to San Luis Obispo.*

9. **Leads Management Discussion (15 min)**

*Staff will discuss how travel trade and media leads received by VSLOC are disseminated to lodging partners.*

10. **Brand USA Multi-Channel Program Recap (5 min)**

*Staff will report out on the metrics from VSLOC's participation in Brand USA's Canada West Multi-Channel Program from Spring 2016.*

**11. Event Sponsorship (20 min)**

*Staff will provide a recap on the results recently reported by AEG for the 2016 AMGEN Tour of California and VSLOC's \$30,000 sponsorship of the event. The Committee will also continue its discussion of event sponsorship criteria for FY2016-17.*

**12. Marketing Agency Update (20 min)**

*Staff will provide an update on BCF Agency's current and future projects.*

<b>PRESENTATION</b>
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<b>N. Bordges</b>
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**13. 2017 Visitor Magazine (10 min)**

*Nicole Bordges of Pace will provide an update on the 2017 San Luis Obispo County Official Visitor Magazine, and detail advertising opportunities and deadlines.*

**ADJOURN.**

Brown Act Notice: Each speaker is limited to two minutes of public comment for items not on the agenda. Public comment for each agenda item will be called for separately and is also limited to 2 minutes per speaker. State law does not allow the Marketing Committee to discuss or take action on issues not on the agenda, except that members of the Committee may briefly respond to statements made or questions posed by the person giving public comment. Staff may be directed by the Committee to follow-up on such items and/or place them on the next Committee agenda. The order of agenda items is listed for reference and items may be taken in any order deemed appropriate by the Marketing Committee.

ADA Notice: Meeting facilities are accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Brendan Pringle at (805) 541-8000 at least 48 hours prior to the meeting.



# Minutes

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## Visit San Luis Obispo County Marketing Committee

### Visit San Luis Obispo County Marketing Committee Meeting Minutes

Tuesday, July 12, 2016

8:30am

Sands Inn & Suites

1930 Monterey St, San Luis Obispo, CA 93401

#### 1. **CALL TO ORDER:** Chuck Davison

**PRESENT:** Ashlee Akers, Terrie Banish, Molly Cano, Cheryl Cuming, Amanda Diefenderfer, Christen Goldie, Gordon Jackson, Lori Keller, Heather Muran, Jennifer Porter, John Sorgenfrei

**ABSENT:** Jim Allen, Jennifer Little

**STAFF PRESENT:** Chuck Davison, Michael Wambolt, Jordan Carson

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**Call to Order at 8:32am.**

#### 2. **PUBLIC COMMENT (On Non-Agenda Items)**

None.

#### **ANNOUNCEMENTS**

Muran announced that SLO Wine Country Association has printed its new wine maps. Porter invited the Committee to hear from Chris Reynolds of the LA Times on July 20, 2016 from 9:00am-10:30am at the SpringHill Suites in Atascadero. Jepsen bid farewell to the Marketing Committee and expressed her gratitude to them. Davison noted that Kylee will likely stay on remotely as a film commission contractor.

The Marketing Committee will not be meeting in August due to Davison's travel schedule.

#### **CONSENT AGENDA**

#### 3. **Approval of June 14, 2016 Marketing Committee Meeting Minutes**

Committee Discussion.

Public Comment – None.

**ACTION:** Moved by Cuming/Muran to approve the Consent Agenda as presented.

**Motion carried: 9:0:1**  
**Akers abstained. Keller was absent for the vote.**

#### **CEO REPORT**

#### **4. CEO Report**

Global People China Magazine recently published a 20+ page spread on all of the CEOs who attended the Visit California China CEO Mission, providing great exposure for San Luis Obispo County.

Research takeaways are now available online.

Davison was invited to present the findings of its research at the SLO County Mayors Meeting on July 1, 2016. During the meeting, the mayors had a robust and fragmented discussion on the illegal vacation rental issue. Davison reported that PBHA was submitting a letter to the City of Pismo Beach on the issue, Morro Bay has been trying to line up guidelines, and Paso Robles held a community-wide forum on the issue a couple months ago. Majority of the mayors don't plan on taking funds from AirB&B rentals. VSLOC is continuing to work on this item at the County level, and there is a bill that would regulate this at the state level, although it has been stalled for almost two years.

Davison provided an update on VSLOC staffing and his travel schedule.

Davison noted the trend over the past 6 months of reduced occupancy and increased RevPAR, and asked if there has been any conversation among lodging communities about this trend.

Committee Discussion – Cano noted that the discussion on reduced occupancy and increased RevPAR has emerged at SLO TBID committee meetings and has been brought to the attention of their board, but that no action will be taken. Diefenderfer noted that Paso Robles has been observing this trend. Jackson noted that rates are staying up in Pismo Beach and that Pismo is at the top of the market. He questioned if Pismo Beach should really be concerned with raising occupancy. Davison noted that there is nothing VSLOC can do about this, but it is a situation we should all be aware of. At some point we reach the peak on rates and have to come back down, which could also line up with US Travel's forecast of an impending economic slowdown. Davison added there reaches a diminishing rate of return as service and amenities sometimes don't match rate compared to our comp set, and the consumers find attachments to other markets when they become priced out. Keller explained that RevPAR is the primary concern of hoteliers. Sorgenfrei noted that Pismo Beach is starting to target a higher-end market with two higher-end hotels coming into Pismo. Wambolt noted that VSLOC will be encouraging more hotels to sign on to STR so that we can get a better feel on these trends.

Public Comment – None.

#### **BUSINESS ITEMS**

#### **5. Update on Board Action**

At the June 15, 2016 Board of Directors meeting, the Board approved the FY2016-17 budget, which included the hiring of one additional staff member, the Executive Assistant for the President and CEO. They approved the Strategic Plan with one amendment: Develop a plan for advocacy on behalf of stakeholders. All Board members who were up for election or re-appointment have been re-appointed or re-elected, and all Executive Committee seats have been renewed. The Board also approved paying off the remaining \$79,000 on VSLOC's line of credit.

Committee Discussion – Cuming noted how she appreciates VSLOC taking a step towards advocacy. Davison noted how there is a balance, and that some Board members and constituents have cautioned against playing too much of a role in advocacy. Cuming also asked if VSLOC's Bylaws dictated the composition of the Executive Committee. Davison noted that the Bylaws do not dictate this, but VSLOC has been fortunate in how the Executive Committee represents different communities and the unique lodging mix across the county.

Public Comment – None.

## **6. Alaska Airlines Update**

On June 29, 2016, the SLO County Regional Airport held a press conference unveiling Alaska Airlines' nonstop service between SLO and Seattle, which begins April 13, 2017. This is a major victory for SLO County tourism. VSLOC worked closely with the airport and SLO EVC in persuading Alaska Airlines to begin service in the County, and the funds made available through the formation of the TMD encouraged Alaska Airlines to add this air service since there are marketing dollars now available to help support it. Davison discussed next steps, including a call with Sixel Consulting on previous successful market launches, a conversation with Alaska Airlines on co-op opportunities and reviewing grass roots marketing prior to the advertising market launch.

Committee Discussion – Sorgenfrei noted that what works in one market doesn't necessarily work in other markets. He also noted that we should pursue co-op opportunities like the *American Way* spread that can be done with Alaska Airlines. Porter said that she is open to budgeting for grassroots efforts.

Public Comment – None.

## **7. Strategic Plan Update**

VSLOC is contracting with Coraggio Group on Operational Planning Services to execute the Strategic Plan. This will serve as the bridge between the strategic plan and day-to-day operations for the year. More updates will be available as the process begins in late August.

Committee Discussion – None

Public Comment – None.

## **8. Sponsorship**

Davison recapped the issues with VSLOC's current event sponsorship process and the discussion from the previous month, and asked the Committee for further recommendations and feedback.

Committee Discussion – Porter asked if one of the qualifications could be that the applicants don't get funding from the TBID. Sorgenfrei noted that one of the issues with this qualification would be that events like SAVOR would never have existed if they never got funding from multiple communities. Porter noted how few events in the area are driving tourism. Cuming noted that VSLOC should provide in-kind marketing support for existing events. Sorgenfrei noted that it's a nightmare to manage event funding. Diefenderfer said that TPRA's sponsorship of Studios on the Park is part cash, part in-kind, and that the in-kind marketing sponsorship has been incredibly successful.

Public Comment – None.

## **9. Travel Trade Update**

Wambolt provided an update on VSLOC travel trade efforts, including takeaways from IPW 2016 and future opportunities like sales missions, CalSAE's Seasonal Spectacular, Tour & Travel market opportunities for lodging partners, and IPW 2017. At IPW 2016, VSLOC had over 70 appointments, including appointments with three of the largest travel agencies in China. VSLOC is looking to bring UnionPay into the county to do an audit and see what ATMs are compatible with their system.

Committee Discussion – None.

Public Comment – None.

## **10. Marketing Agency Update**

VSLOC has been signed its contract with BCF. BCF's Statement of Work (SoW) will be provided prior to September 1, and the Marketing Plan is due to VSLOC on November 1.

Committee Discussion – None.

Public Comment – None.

## **PRESENTATION**

### **11. BCF Agency**

Joslyn Stein with BCF provided an update on their immersion timeline, detailed the key themes from their stakeholder interviews and intercepts, and gave a high-level overview of their timeline. Davison noted that BCF is also reviewing SAVOR branding and booth design, as well as booth design for other trade shows. VSLOC is still making a decision on who will design the website (Simpleview or BCF). Davison also noted that Visit California has decided to include SLO County in their new ad campaign with a scene of sand surfers in the Oceano/Guadalupe Dunes. This is exciting news for VSLOC as it means domestic and international exposure for San Luis Obispo County.

Committee Discussion – Cuming asked when she might see a first draft of the Marketing Plan. Davison responded that the first glance at the Marketing Plan will likely be mid to late September.

Public Comment – None.

## **PRESENTATION**

### **12. DMO Spotlight – City of Atascadero**

Banish discussed Atascadero's Strategic Plan, Visit Atascadero's branding and marketing highlights, and city marketing plan. She shared examples of print, billboard and digital creative with the committee. Banish noted that the goals of the Atascadero TBID's Marketing Plan are to increase overnight stays, build Atascadero brand awareness, and target new visitors to engage in programs and increase awareness. She highlighted collaboration efforts between the City of Atascadero and the ATBID on social media and marketing, and noted the city and TBID focuses of their Event Plan.

Committee Discussion – None.

Public Comment – None.

## **ADJOURNMENT**

Meeting adjourned at 10:20am.

# ATTACHMENT A: SAN LUIS OBISPO COUNTY SELF-HELP LOCAL TRANSPORTATION INVESTMENT PLAN



## Measure J-16

*Adopted by the San Luis Obispo Council of Governments on July 13, 2016*

[www.selfhelpslo.org](http://www.selfhelpslo.org)

# ATTACHMENT A: SAN LUIS OBISPO COUNTY SELF-HELP LOCAL TRANSPORTATION INVESTMENT PLAN



State and federal transportation funding has dropped severely in recent years, with once dependable funds becoming increasingly unreliable. Transportation's primary fund source, the gas tax, hasn't been raised in 20 years and our cars are more fuel efficient than ever. Therefore, revenues available to operate, maintain and improve our local transportation system have not kept up with the needs of our community. Over the next decade, SLO County's population will continue to grow and our senior population will almost triple. This means without new funding San Luis Obispo County will have increased congestion, increasingly deteriorating roadways and fewer and more costly transportation services.

## ***A new, reliable source of transportation funding is needed to maintain our communities and quality of life.***

San Luis Obispo County voters are being asked to approve a 9-year, ½ cent sales tax to address these needs. Twenty other counties in California have already approved similar ballot measures making them 'Self-Help' Counties. With these voter-approved local transportation funds, Self-Help Counties are able to maintain and improve their transportation systems. They are also more successful in competing for funding and leveraging a larger share of state and federal dollars. Self-Help funds generated must stay local and can only be spent on transportation.



# ATTACHMENT A: SAN LUIS OBISPO COUNTY SELF-HELP LOCAL TRANSPORTATION INVESTMENT PLAN

## INTRODUCTION

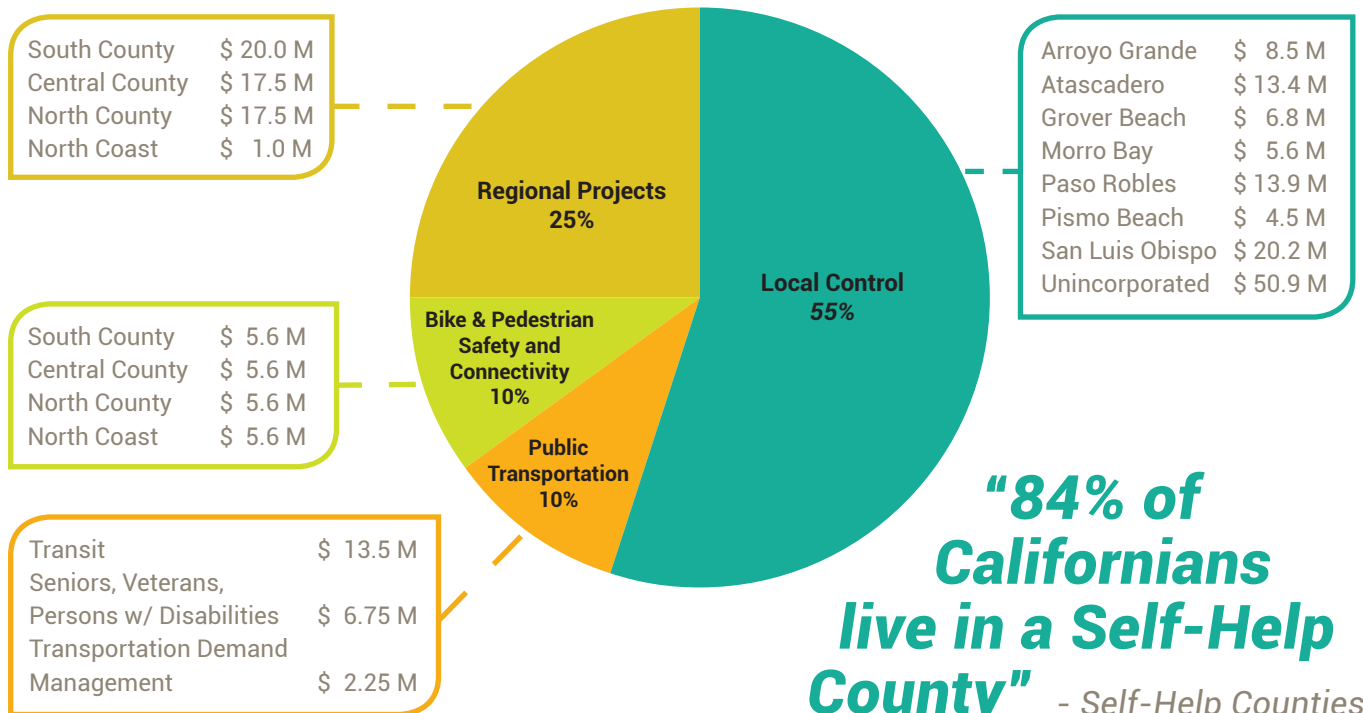
The San Luis Obispo County Self-Help Local Transportation Investment Plan was developed through a comprehensive public outreach program that asked residents to identify their priorities for future transportation programs and projects. Outreach included over 75 meetings with community organizations and leaders representing diverse viewpoints. Additionally, a series of focus groups representing the southern, northern and central portions of the county, plus the north coast were conducted along with a statistically valid phone poll. The Plan has been approved by the San Luis Obispo Council of Governments, all seven cities in the region and the County Board of Supervisors.

### Self-Help in SLO County:

- Generates \$25 million new dollars per year to fix our roads and improve transportation, half of which would be paid for by visitors to our county
- Can only be used for local projects and transportation priorities
- Prohibits Sacramento from taking possession of these locally generated funds
- Allows SLO County to compete for State and Federal grants and leverage funds, thereby increasing revenues
- Delivers a Transportation Investment Plan with a list of projects and programs
- Includes an Independent Taxpayer Oversight Committee to ensure projects and programs in the Plan are actually funded and/or completed

### 9-Year Proposed Investments

1% max in administrative costs off the top



**"84% of Californians live in a Self-Help County"** - Self-Help Counties Coalition

# ATTACHMENT A: SAN LUIS OBISPO COUNTY SELF-HELP LOCAL TRANSPORTATION INVESTMENT PLAN

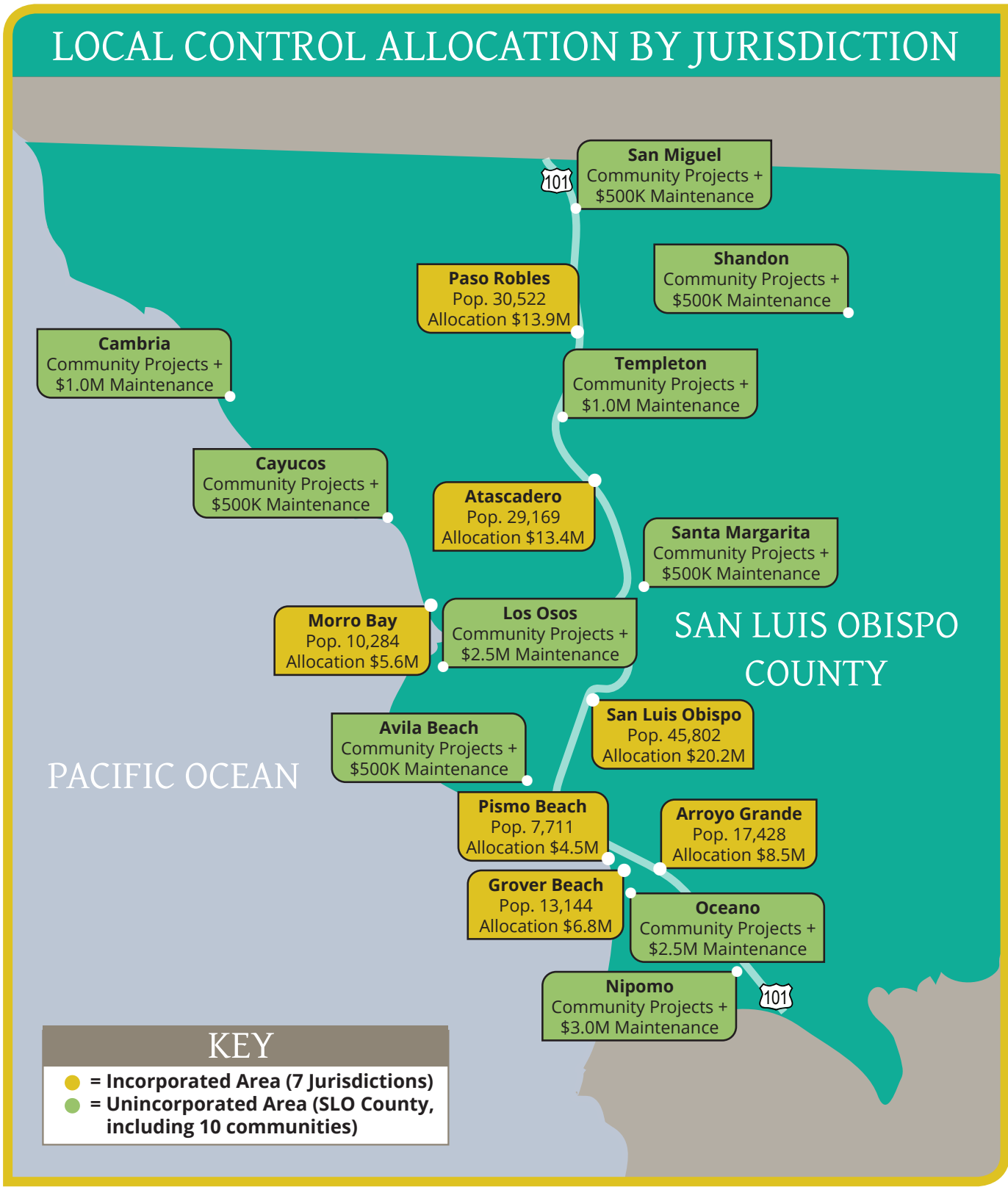
9-YEAR PLAN TOTALING \$225 MILLION		Percent of Funds	Fund Allocation (\$ millions)
<b>Local Control</b>	Funds controlled by local jurisdictions with at least 4% for Safe Routes to School	<b>55%</b>	<b>\$123.8</b>
<p><i>Local Control distributed by formula of \$150k base per jurisdiction, plus share of regional population</i></p> <p><i>Note: Dollar amounts shown in millions reflect amount from a ½ cent sales tax generating \$25M/year for 9 years; while percent per category would not change, actual amount generated by a local sales tax per year would fluctuate based on local retail sales.</i></p>			
	<i>Arroyo Grande</i>	6.9%	\$8.5
	<i>Atascadero</i>	10.8%	\$13.4
	<i>Grover Beach</i>	5.5%	\$6.8
	<i>Morro Bay</i>	4.5%	\$5.6
	<i>Paso Robles</i>	11.2%	\$13.9
	<i>Pismo Beach</i>	3.7%	\$4.5
	<i>San Luis Obispo</i>	16.3%	\$20.2
	<i>SLO County</i>	41.1%	\$50.9
<b>Regional Projects</b>	<ul style="list-style-type: none"> <li>• Shell Beach/Pismo Beach congestion relief on US 101 South</li> <li>• Safety and congestion relief in south SLO City area (Prado &amp; Hwy 227)</li> <li>• North County 101 and 46E congestion relief</li> <li>• North Coast Highway 1 improvements</li> </ul>	<b>25%</b>	<b>\$56.2</b>
<b>Bike &amp; Pedestrian Safety and Connectivity</b>	Regional connectors including: <ul style="list-style-type: none"> <li>• City-to-the-Sea/Bob Jones</li> <li>• Atascadero/Templeton Connector</li> <li>• Morro Bay/Cayucos Connector</li> <li>• Plus local bike/ped improvement program</li> </ul>	<b>10%</b>	<b>\$22.5</b>
<b>Public Transportation</b>	Transit (6%); Improved mobility for Senior, Veterans, Persons w/Disabilities (3%); Transportation Demand Management (1%)	<b>10%</b>	<b>\$22.5</b>
<b>TOTAL</b>		<b>100%</b>	<b>\$225</b>

**Revenue Estimates and Distribution:** Over the course of the 9-year plan, \$225 million dollars will be generated for local transportation investments. Most projects will be funded by a mix of funding sources, using the locally generated sales tax revenues to leverage state and federal funding sources. Allocation of Self-Help revenues is established within this Plan. The estimated revenue and allocation among categories is based upon 2016 value of money and is not binding or controlling. Transportation sales tax funds shall be allocated by percentage of the actual revenue received.

This funding will serve as an investment that will leverage future local, state and federal funding. Funds would be used for all phases of project implementation, including: planning, environmental, permits, and design, right-of-way, and/or construction capital and operations projects. State and federal fund sources that may also be used to implement transportation projects and programs in the next decade include the State Regional Transportation Improvement Program (regional-estimate \$25M), Inter-regional Transportation Improvement Program, Fixing America's Surface Transportation (FAST) Act Freight and Highway Projects Program, Congestion Mitigation Air Quality (regional-estimate \$15M), Regional Surface Transportation Program Funds (regional-estimate \$10M), and Local Funding (e.g. developer fees, general funds, and Measure "Local Control" funds).

# ATTACHMENT A: SAN LUIS OBISPO COUNTY SELF-HELP LOCAL TRANSPORTATION INVESTMENT PLAN

## LOCAL CONTROL ALLOCATION BY JURISDICTION



# ATTACHMENT A: SAN LUIS OBISPO COUNTY SELF-HELP LOCAL TRANSPORTATION INVESTMENT PLAN

## THE PLAN: LOCAL CONTROL



### **Local Control, 55%, \$123,750,000**

*Formula based upon \$150k base per jurisdiction with balance allocated by population, and modified in 2022 with new population percentages*

Recognizing that local streets are the backbone of our transportation system, this Plan provides funds to local cities and San Luis Obispo County, distributed primarily based on 2015 population to support local roads. These funds may be used for any transportation purpose at the discretion of each jurisdiction such as, road and pothole repair, sidewalks, bridge and seismic safety investments, local match funding for highway improvements and public transit.

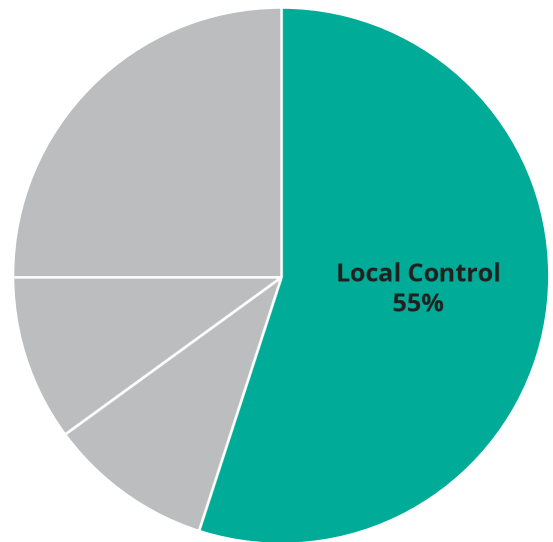
Based on local jurisdiction priorities, 4% of the total Revenues collected will be used for Safe Routes to Schools and Colleges. Safe Routes to School funds promote the safety and health of children by funding projects and encouragement programs that improve bicycle and pedestrian access and safety near or to schools and colleges.

Local jurisdictions are also encouraged to use these funds for community enhancements such as improvements to downtown areas, additional pedestrian and bike paths, wayfinding, lighting, street or median trees and other local enhancements.

Every city and community has identified specific projects they want funded in this Plan.

### **Allowable uses for the Local Control funding category include:**

- Maintaining, improving or constructing streets, roads, bridges, and bicycle and pedestrian facilities,
- Community Enhancements, such as downtown streetscapes, transportation enhancements, wayfinding, and accessibility improvements, street lighting, street furniture and trees,
- Safety Improvements,
- Bus and rail transit services and support facilities,
- Programs that reduce transportation demand,
- Storm damage repair to transportation facilities,
- Roadway drainage facilities,
- Traffic signal coordination, intersection and channelization,
- Traffic management,
- Landscaping Maintenance,
- Reduced transit fares for seniors, veterans, students, and persons with disabilities,
- Education and incentives designed to reduce single occupant auto trips,
- And other transportation purposes as allowable under the Surface Transportation Program.



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*Projects selected through public engagement by each jurisdiction include:*

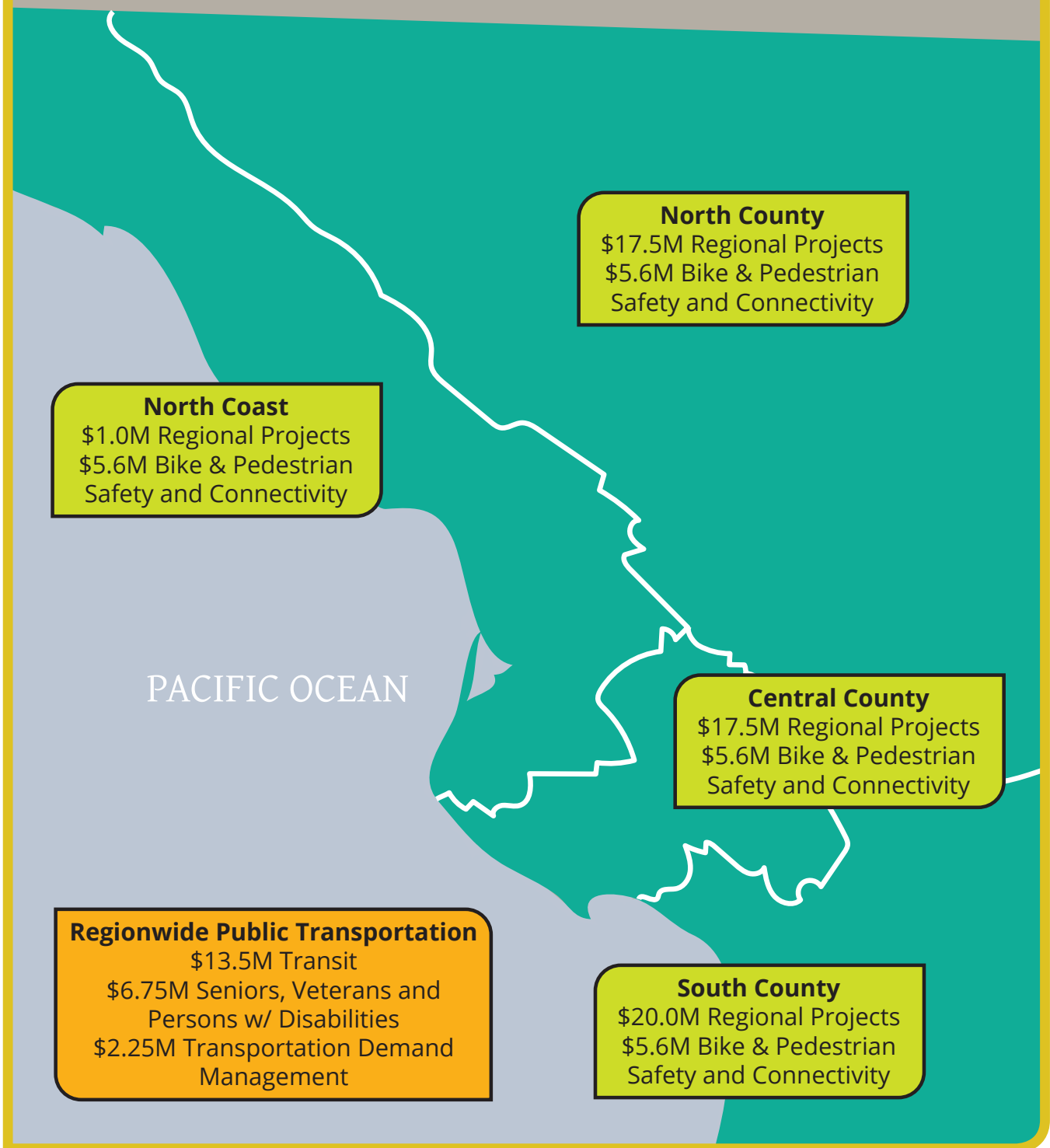
<b>LOCAL CONTROL CITY ALLOCATIONS, TOTAL \$72.6M</b>
<b><i>ARROYO GRANDE, TOTAL \$8.5M</i></b>
Street maintenance and repair; Congestion relief and operational improvements: E. Branch/E. Grand area, Halcyon Corridor improvements; Operational and bike/pedestrian safety improvements at E. Branch/Crown Hill/Huasna
<b><i>ATASCADERO, TOTAL \$13.4M</i></b>
Street maintenance, repair and rehabilitation; Congestion management at key intersections; Bike/Pedestrian safety improvements and connectivity
<b><i>GROVER BEACH, TOTAL \$6.8M</i></b>
Repair and maintenance of local major streets; Grand Avenue Enhancements; Sidewalk infill and accessibility improvements; Gateway entry and Wayfinding Signs; Grover Beach bike paths per Bike Master Plan
<b><i>MORRO BAY, TOTAL \$5.6M</i></b>
Local street reconstruction, rehabilitation and repair
<b><i>PASO ROBLES, TOTAL \$13.9M</i></b>
High-priority street repair, maintenance and reconstruction; Union Road and Golden Hill intersection improvements; other high-priority traffic and intersection improvements; congestion management
<b><i>PISMO BEACH, TOTAL \$4.5M</i></b>
Street maintenance and repair; Local interchange/intersections improvements; Boardwalk extension; Downtown, Shell Beach, and other streetscape and pedestrian improvements
<b><i>SAN LUIS OBISPO, TOTAL \$20.2M</i></b>
Roadway Repair & Maintenance: Madonna, Foothill, Los Osos Valley Road, Grand Ave; Broad Street Corridor Improvements; Bike and Pedestrian Improvements; Safe Routes to School projects

# ATTACHMENT A: SAN LUIS OBISPO COUNTY SELF-HELP LOCAL TRANSPORTATION INVESTMENT PLAN

LOCAL CONTROL SLO COUNTY ALLOCATION, TOTAL \$50.9M		
	Community Projects	Additional Maintenance Funding
Avila Beach	<ul style="list-style-type: none"> <li>• Pedestrian and Parking Improvements</li> </ul>	Plus additional maintenance funding of \$500,000
Cambria	<ul style="list-style-type: none"> <li>• Burton Drive Pedestrian Path</li> </ul>	Plus additional maintenance funding of \$1,000,000
Cayucos	<ul style="list-style-type: none"> <li>• Ocean Avenue Downtown Pedestrian Improvements</li> </ul>	Plus additional maintenance funding of \$500,000
Los Osos	<ul style="list-style-type: none"> <li>• Los Osos Valley Road Multi-Use Path</li> <li>• El Moro Avenue Path</li> </ul>	Plus additional maintenance funding of \$2,500,000
Nipomo	<ul style="list-style-type: none"> <li>• Orchard-Tefft-Hazel Ped Improvements</li> <li>• Tefft Street Operational Interchange Improvements</li> <li>• Olde Towne Nipomo Streetscape</li> <li>• Los Berros and Dale Ave left turn lane</li> </ul>	Plus additional maintenance funding of \$3,000,000
Oceano	<ul style="list-style-type: none"> <li>• Front Street Enhancements</li> <li>• 17th Street Pedestrian Improvements</li> </ul>	Plus additional maintenance funding of \$2,500,000
San Miguel	<ul style="list-style-type: none"> <li>• Mission Street Sidewalk Improvements</li> <li>• Tenth Street Sidewalk Improvements</li> </ul>	Plus additional maintenance funding of \$500,000
Santa Margarita	<ul style="list-style-type: none"> <li>• Safe Routes to School Pedestrian Path</li> </ul>	Plus additional maintenance funding of \$500,000
Shandon	<ul style="list-style-type: none"> <li>• San Juan Creek Pedestrian Bridge and Pedestrian Path</li> </ul>	Plus additional maintenance funding of \$500,000
Templeton	<ul style="list-style-type: none"> <li>• Theater Drive Bike Lanes</li> <li>• Florence St. sidewalks</li> <li>• Bethel/Vineyard signalization</li> <li>• Las Tablas Operational Interchange Improvements</li> </ul>	Plus additional maintenance funding of \$1,000,000
All	<ul style="list-style-type: none"> <li>• Regional roadways improvements, such as intersection improvements on Highway 227 and Los Ranchos</li> </ul>	Plus additional maintenance funding of \$20,500,000

# ATTACHMENT A: SAN LUIS OBISPO COUNTY SELF-HELP LOCAL TRANSPORTATION INVESTMENT PLAN

## REGIONAL FUNDING DISTRIBUTION



# ATTACHMENT A: SAN LUIS OBISPO COUNTY SELF-HELP LOCAL TRANSPORTATION INVESTMENT PLAN

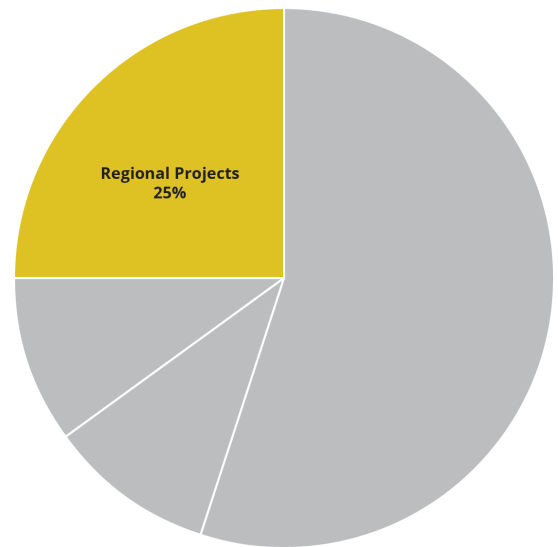
## THE PLAN: REGIONWIDE



### **Regional Highway and Major Roadway Projects, 25%, \$56,250,000**

These funds would be used for planning, project development, right-of-way, and/or construction of major corridor, capital projects. Proposed regional projects are at different stages of implementation. Improvements in the South and Central County are at a higher level of planning and design than project improvements planned for the North County.

Sub-regional allocation targets are based on general population, need for improvement(s), and project(s) readiness over the nine-year time horizon. This funding will serve as an investment that will leverage future local, state and federal funding. Allocation targets are also based on factors such as location of employment centers and housing, and the net impact to related transportation facilities.



### **South County - Highway 101 congestion relief and interchange improvements - \$20M:**

Highway 101 in the Shell Beach/Pismo Beach area and interchanges in the South County area are experiencing increasing congestion during peak traffic hours and heavy summer/seasonal and weekend events. The traffic flow is easily disrupted by access movements at ramps or lane drops near ramp connections, including the truck lane merging. Potential improvements include: adding lanes, extending and consolidating on/off ramps, and improving interchanges.



### **PROJECT BENEFITS:**

- Improves safety and relieves peak hour and summer traffic congestion on US 101
- Reduces congestion and the disruption of mainline traffic flow and increases safety at local interchanges
- Improves access for local residents and visitors
- Supports regional travel, goods movement and our economy



# ATTACHMENT A: SAN LUIS OBISPO COUNTY SELF-HELP LOCAL TRANSPORTATION INVESTMENT PLAN

## **Central County- Congestion relief and safety improvements - \$17.5M:**

Funding is recommended in the Measure to address emerging traffic congestion in two areas: Southern San Luis Obispo arterials, intersections and freeways (\$9.5M); and Highway 227 south of the airport to Los Ranchos Road (\$8M).

**Southern San Luis Obispo City** is experiencing increasing traffic on its east-west connector routes impacting all intersections and the adjacent Madonna Road and Los Osos Valley Road interchanges. Due to a lack of east-west and north-south road connections, the existing roadways in the south SLO City area must bear the burden of local and regional traffic, and increasing congestion. Funding will be matched with local developer fees to improve traffic operations in congested areas.

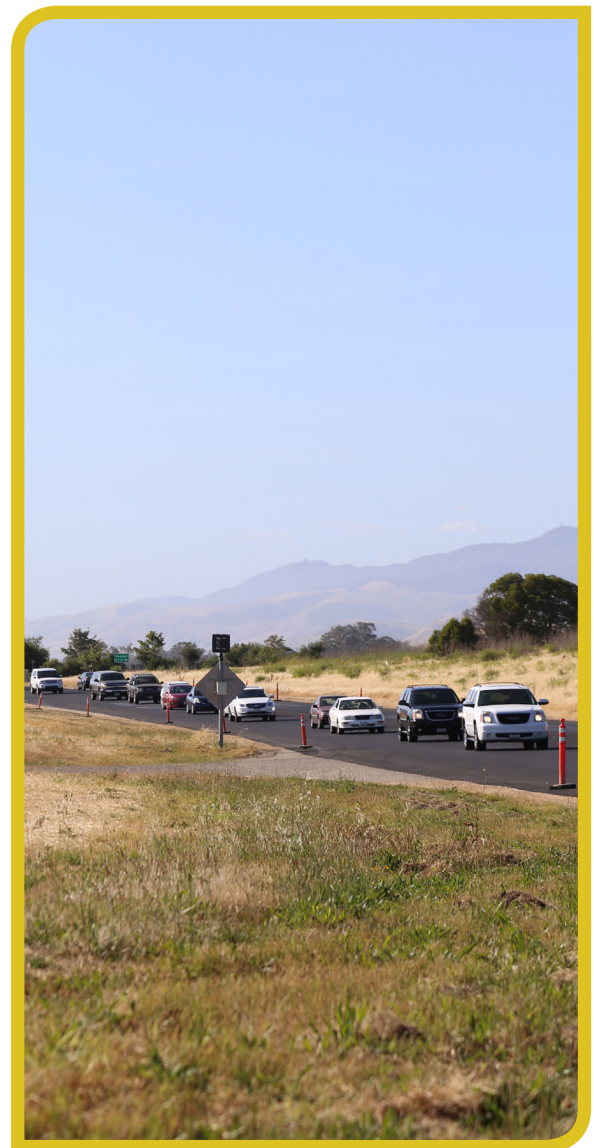
### **PROJECT BENEFITS:**

- Improves East-West and North-South connections within the City of San Luis Obispo
- Provides traffic operations improvements at intersections that relieve congestion

**Highway 227**, which serves as an alternative to Highway 101 during congested periods, is experiencing increased traffic volumes. Traffic counts showed a 30% increase in traffic from 2005 to 2013, and, over the next 20 years, further increases of 25%-35% in peak hour and daily traffic are projected. Residents of this area have access issues and serious safety concerns during peak-hour congestion. Funding will implement a plan to improve the traffic flow between the Airport and Los Ranchos Road.

### **PROJECT BENEFITS:**

- Provides traffic congestion relief, and eliminates stop and go traffic
- Improves safety at intersections
- Improves access to SLO Regional Airport
- Includes safe bicycle and pedestrian improvements



# ATTACHMENT A: SAN LUIS OBISPO COUNTY SELF-HELP LOCAL TRANSPORTATION INVESTMENT PLAN

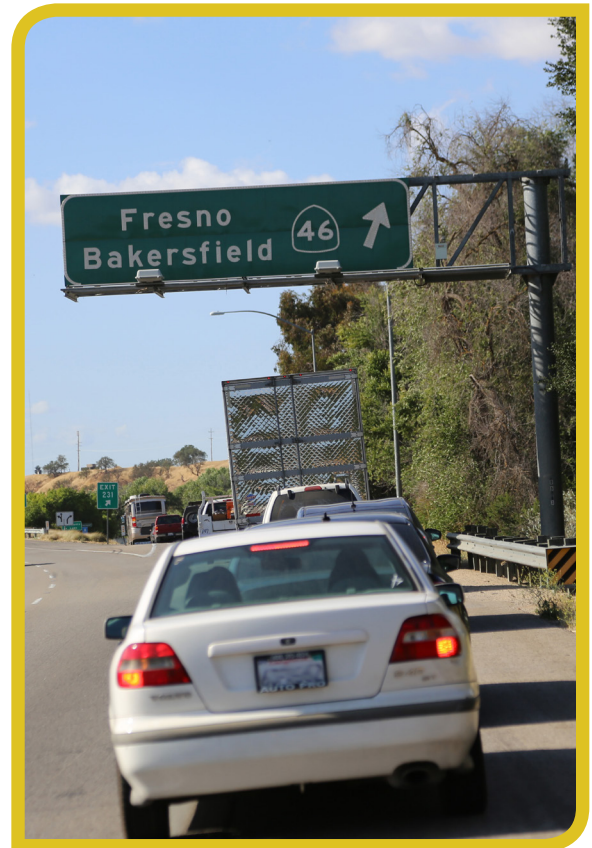
## **North County - Highways 101 and 46E congestion relief - \$17.5M:**

Highways 101 and 46 in the North County are experiencing minor problems today, but worsening in the near future. For some interchanges, a safety improvement with a longer ramp or a wider ramp with additional turn lanes would improve operations (Las Tablas, 46E), others have recurring congestion at the interchanges (Traffic Way, Curbaril, Main Street, Santa Rosa, 46W). At-grade crossings where vehicles must cross multiple high speed lanes to turn left onto or from Highway 101 pose another safety issue on the corridor (Wellsona). A similar issue exists on 46E at several intersections.

Funds would be used for planning, project development, and construction of capital projects on the corridor, on parallel routes, and for key interchanges in Atascadero, Templeton, and Paso Robles. Improvements will be selected based on their contribution to improving system reliability, safety, reducing congestion, cost, and local funding contributions.

### **PROJECT BENEFITS:**

- Improves congestion and highway access at interchanges
- Improves safety and access for local residents and our growing tourist economy
- Creates safe, improved bicycle and pedestrian features at congested interchanges



## **North Coast Highway 1 improvements - \$1M:**

These funds would be to augment existing funding to construct an improvement to reduce the congestion, pedestrian conflicts, and improve safety at the 41/1/Main Street intersection in Morro Bay.



### **PROJECT BENEFITS:**

- Improves major congested interchange
- Provides safe connection from neighborhood to Morro Bay High School across Highway 1

*\* Subregional dollar amounts may not total full amount due to rounding. Actual dollars will be distributed based on percent share.*

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## ***Bike & Pedestrian Safety and Connectivity Program, 10%, \$22,500,000***

The following proposed bike and pedestrian improvements are at different stages of implementation. Funds would be used for planning, project development, right-of-way, and/or construction of capital projects. Leverage of other local, state, and federal funding may require improvements to be phased, yet provide independent utility.

Funding in this program is equitably divided by the four sub-regions of the county. Improvements will be selected based on project readiness, cost, benefits and ability to leverage state, regional and federal funds.

### ***South County - \$5.6M***

- Highway 1 bike and pedestrian improvements (Pismo Beach to Oceano)
- Coastal Trail Boardwalk, extend Grover Beach Boardwalk to Grand Ave
- Other regional bikeway improvements

### ***Central County - \$5.6M***

- City to the Sea / Bob Jones Multi-use Path (SLO to Avila Beach)
- Other regional bikeway improvements

### ***North County - \$5.6M***

Intercommunity Bikeway Improvements: including

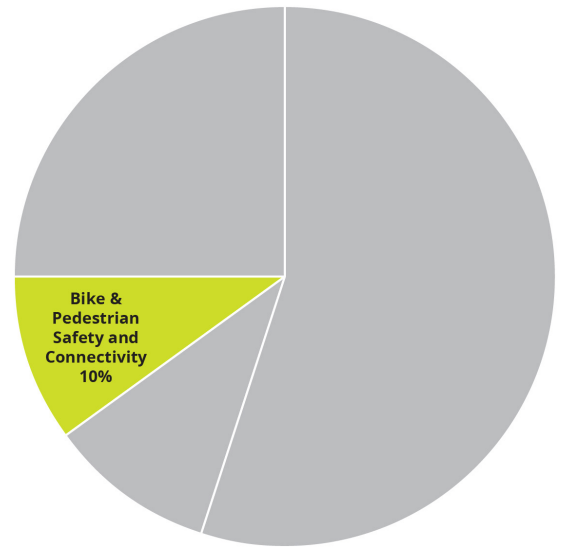
- The Atascadero/Templeton Connector;
- Templeton to Paso Robles roadway improvements (Main Street and Theater Drive)
- Highway 41 bike and pedestrian improvements between 101 and San Gabriel Road.
- Other regional bikeway improvements

### ***North Coast - \$5.6M***

- Coastal Trail: Morro Bay to Cayucos pathway
- Other regional bikeway improvements

## ***Other Regional Bikeway and Shoulder Improvement Programs***

Within each sub region, additional projects may receive funding through a competitive grant process to expand and improve the regional bicycle and pedestrian facilities network. Local cities and the County would be eligible to compete for funding or cosponsor with other agencies or districts. Funds would be used for planning, project development, and construction of capital projects, and education programs. Eligible projects include, but are not limited to: new and extended bike routes and pedestrian paths connecting communities, eliminating gaps and missing links in the regional network, and improving high use rural roads with wider shoulders.



### **PROJECT BENEFITS:**

- Provides safe connections between residential areas, schools, work place, regional parks and city services
- Enhances property values along the corridors
- Provides community health benefits from active transportation alternatives
- Creates economic benefits from associated retail, hospitality, and competitive events.

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# ATTACHMENT A: SAN LUIS OBISPO COUNTY SELF-HELP LOCAL TRANSPORTATION INVESTMENT PLAN

## **Public Transportation, 10%, \$22,500,000:**

This Plan provides approximately \$22.5 million for our local and regional public transportation system preservation and improvements. This includes funding for transit, point-to-point improvements for seniors, veterans and people with disabilities; and, support of Transportation Demand Management programs and projects that are meant to be a low cost alternative to system efficiency improvements.

## **Transit - 6%**

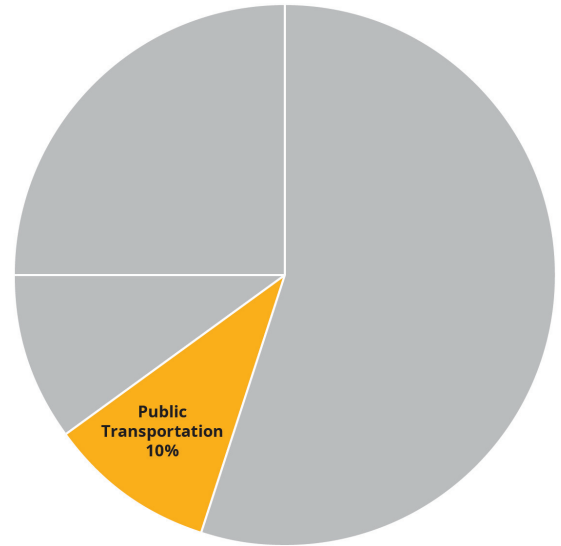
The goal of this program is for system preservation and improvement. Three quarters, 75% (\$1,125,000/year) of this apportionment would go to fixed route operators by formula, based on 40% revenue hours, 40% riders, 20% passenger miles; and, one-quarter, 25% (\$375,000/year) for capital grants. Recommended uses may include: New routes, enhancing existing services, express service, night/weekend services, buses, bus shelters and/or other capital improvements.

## **Mobility for Seniors, Veterans and Persons with Disabilities - 3%**

This funding (\$750,000/year) provides funds for local solutions to the growing transportation needs of older adults, veterans, and people with disabilities. Funds will be provided to Dial-a-Ride operators via a formula, and specialized transportation services mandated by the Americans with Disabilities Act (ADA). In addition, funds will be provided for local programs aimed at improving mobility for seniors, veterans, and persons with disabilities via point to point services.

## **Transportation Demand Management - 1%**

This funding (\$250,000/year) provides funds for low cost deployment, monitoring and promotion of alternative transportation choices (other than driving alone) programs and projects such as first/last mile solutions (shuttles, taxi subsidies, park and ride lots, et al) that encourage transit use, vanpool and carpools promotion and programs, intelligent transportation systems investments, additional support of the employer commute program and Safe Routes to School non-infrastructure public outreach and advocacy.



## **PROJECT BENEFITS:**

- Triples regional investment in senior and veteran transportation options
- Supports independent travel by people with disabilities
- Provides more reliable senior and veteran transportation options
- Supports more cost effective solutions to system wide congestion issues
- Includes funding for system preservation
- Increases frequency and span of service for fixed route system
- Reduces greenhouse gas emissions

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## SAFEGUARDS BUILT INTO THE PLAN

This Transportation Investment Plan includes strong taxpayer safeguards to ensure that the projects and programs approved by the voters are funded and delivered.

***Independent Taxpayer Oversight Committee:*** This committee will be created to provide an enhanced level of accountability for expenditures made under this investment plan to ensure that all voter mandates are carried out and that the financial integrity and performance of the program is maintained.

***Annual Independent Audit and Annual Reporting:*** Annual fiscal and compliance audits will be conducted by a CPA, selected by the Independent Taxpayers Oversight Committee, to assure that the revenues expended are necessary and reasonable. The audit's results and annual report must be published and made available to the general public.

***Sunset Date:*** This measure terminates in 9 years.

***1% Administrative Expense Cap:*** Expenditures on staff salaries, wages, benefits and overhead necessary to administer the program will be limited to no more than one percent of the annual gross revenues provided by the measure.

***No revenue generated from this tax shall be used to replace fair share contribution from new development:*** Revenues provided from this measure shall not be used to replace private developer funding that has been or will be committed for any project to help alleviate the direct traffic impacts of any new or redeveloped residential, commercial or industrial development in San Luis Obispo County or its cities.

***Eligibility Verification:*** The cities and County will select transportation projects that meet eligibility criteria as identified in this Plan. The local jurisdictions will certify in the annual verification submitted to the San Luis Obispo Council of Governments that these transportation funds were used for eligible expenses.

***Maintaining Local Transportation Funding Efforts:*** The local jurisdictions will certify in the annual verification submitted to San Luis Obispo Council of Governments that these transportation funds will be used to augment and not supplant local resources spent. For purposes of this calculation an average of the prior three (3) years spent for local transportation purposes as defined in the Ordinance will be used.

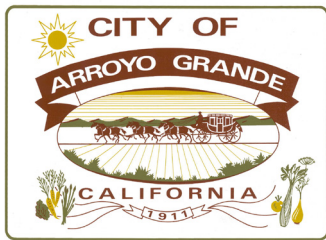
***Strategic Plan:*** SLOCOG will prepare and adopt a Strategic Plan within twelve months of the sales tax taking effect. The Strategic Plan will include project cost estimates, revenue estimates, other matching funds, and a draft timeline for regional project delivery. Its prime purpose is to clarify program and project costs, schedule, financial plans and project readiness to expedite project delivery and to allow projects that are 'ready' to proceed forward within the parameters of this Investment Plan.

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## ABOUT THE PLAN

SLOCOG is an association of local governments representing all seven cities and the County of San Luis Obispo that brings creative, big-picture solutions to transportation in the San Luis Obispo region. SLOCOG builds consensus, makes strategic plans and obtains and allocates funding and resources for to regionally significant transportation projects and oversees regional land use modeling and the determination of regional housing needs. By allocating federal and state funds and planning for the future, SLOCOG connects our communities by facilitating the collaboration of all levels of government, interested parties, and residents toward a common goal.

This plan was developed in partnership with the following member jurisdictions of the San Luis Obispo Council of Governments:



## FOR MORE INFORMATION

Contact the San Luis Obispo Council of Governments to inquire about the Measure process, discuss the candidate projects and programs contained within this Plan, or to inquire about the next steps in the Measure process.



[www.selfhelpslo.org](http://www.selfhelpslo.org)

## Public Engagement

The San Luis Obispo County Self-Help Local Transportation Investment Plan was developed through a comprehensive public outreach program that asked residents to identify their priorities for future transportation programs and projects. Outreach included over 75 meetings with community organizations and leaders representing diverse viewpoints. Additionally, a series of focus groups representing the southern, northern and central portions of the county, plus the north coast were conducted along with a statistically valid phone poll.

*The Plan has been approved by the San Luis Obispo Council of Governments, all seven cities in the region and the County Board of Supervisors.*

## Self-Help in SLO County:

- Generates \$25 million new dollars per year to fix our roads and improve transportation, half of which would be paid for by visitors to our county
- Restricted to local transportation projects and transportation priorities
- Prohibits Sacramento from taking possession of these locally generated funds
- Improves opportunity for SLO County to compete for State and Federal grants, thereby increasing revenues
- Delivers a Transportation Investment Plan with a list of projects and programs
- Includes an Independent Taxpayer Oversight Committee to ensure projects and programs in the Plan are funded and completed

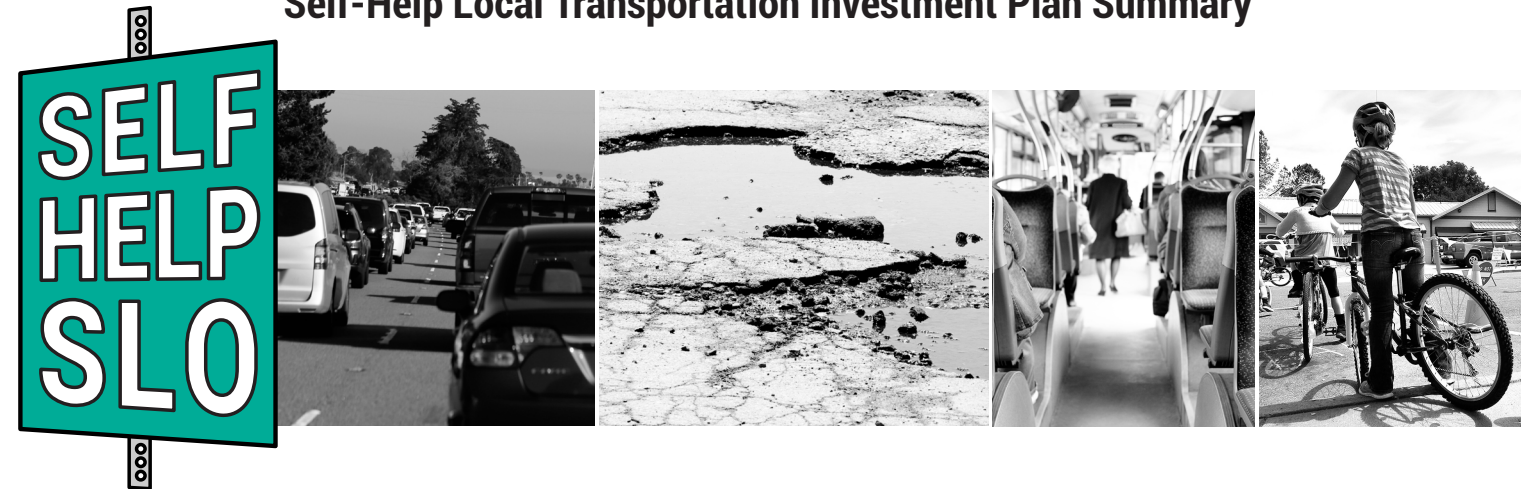
## Safeguards Built into the Plan

This Transportation Investment Plan includes strong taxpayer safeguards to ensure that the projects and programs approved by the voters are funded and delivered.

- **Independent Taxpayer Oversight Committee**
- **Annual Independent Audit and Annual Reporting**
- **9-Year Sunset Date**
- **1% Administrative Expense Cap**
- **No revenue generated from this tax shall be used to replace fair share contribution from new development**
- **Funding will be used to augment and not replace local funds**

For more information, visit [www.selfhelpslo.org](http://www.selfhelpslo.org)

## Self-Help Local Transportation Investment Plan Summary

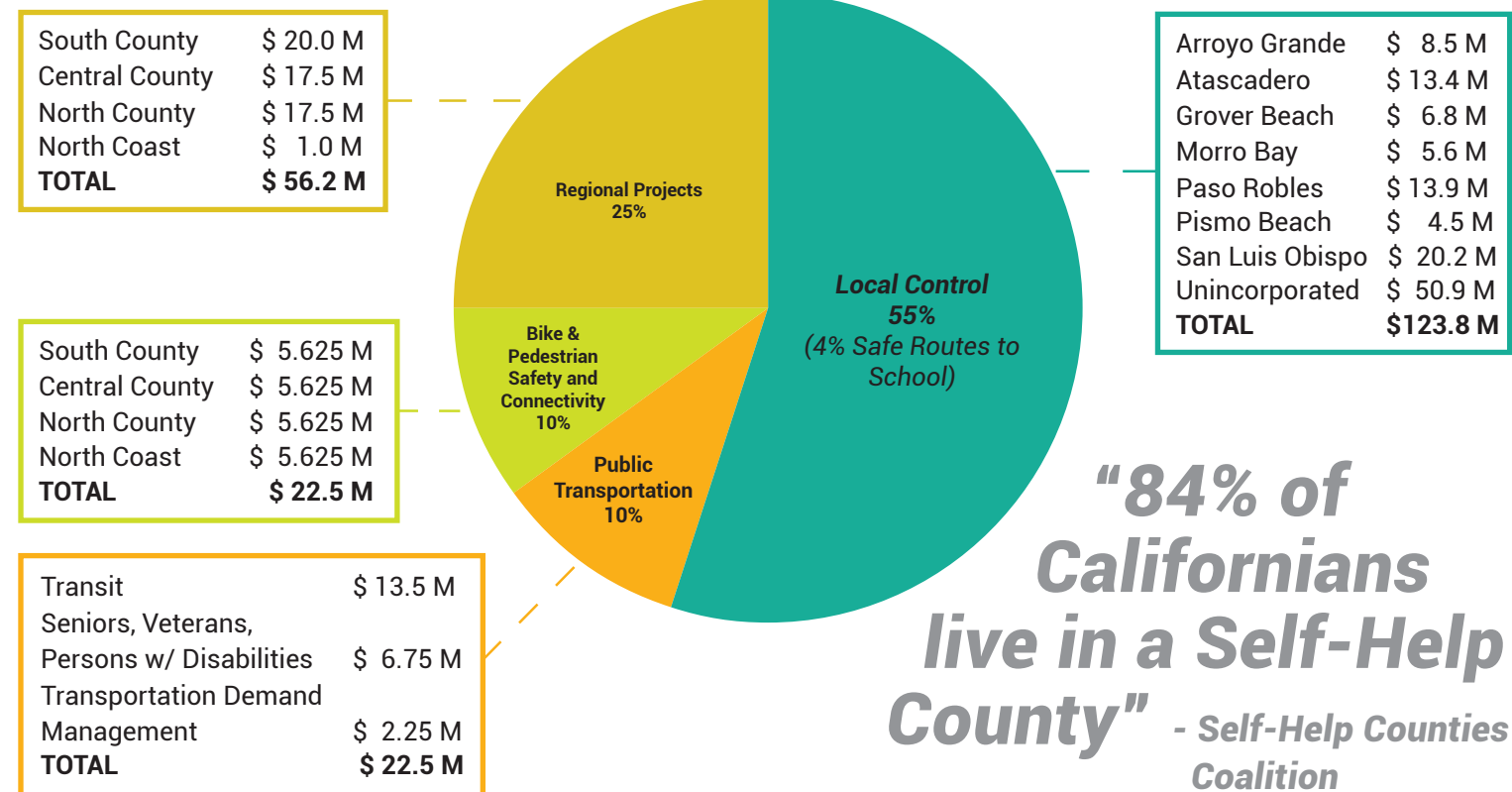


**New transportation investments are needed throughout San Luis Obispo County.** Revenues available to operate, maintain and improve our transportation system have not kept up with the needs of our community. State and federal funding has dropped severely in recent years and those funds are increasingly unreliable. Over the term of this Plan, SLO County's population will grow and the senior population will almost triple. This means more demand on our streets, highways and transit. Without new funding, SLO County will lose job opportunities, experience increased traffic on degraded streets and highways, suffer service cuts on buses and see more costly transportation services for youth, seniors and people with disabilities.

**In November 2016**, voters will be asked to approve a ½ cent sales tax to address these needs. Communities that have local transportation funds are able to do more themselves and are more successful in competing for funding, leveraging a larger share of state and federal dollars.

## 9-Year Proposed Investments: \$225M

1% max in administrative costs off the top



For more information, visit [www.selfhelpslo.org](http://www.selfhelpslo.org)

# TRANSPORTATION INVESTMENT PLAN:

COUNTYWIDE ALLOCATIONS, TOTAL \$101.2M
<b>REGIONAL PROJECTS, TOTAL \$56.2M</b>
Shell Beach/Pismo Beach congestion relief on US 101 South; Safety and congestion relief in south SLO City area (Prado & Hwy 227); North County 101 and 46E congestion relief; North Coast Highway 1 improvements
<b>BICYCLE &amp; PEDESTRIAN PROJECTS, TOTAL \$22.5M</b>
Regional connectors including: City-to-the-Sea/Bob Jones; Atascadero/Templeton Connector; Morro Bay/Cayucos Connector; Plus local bike/ped improvement program
<b>PUBLIC TRANSPORTATION PROJECTS, TOTAL \$22.5M</b>
Transit (6%); Improved mobility for Senior, Veterans, Persons w/Disabilities (3%); Transportation Demand Management (1%)

LOCAL CONTROL CITY ALLOCATIONS, TOTAL \$72.9M
<b>ARROYO GRANDE, TOTAL \$8.5M</b>
Street maintenance and repair; Congestion relief and operational improvements: E. Branch/E. Grand area, Halcyon Corridor improvements; Operational and bike/pedestrian safety improvements at E. Branch/Crown Hill/Huasna
<b>ATASCADERO, TOTAL \$13.4M</b>
Street maintenance, repair and rehabilitation; Congestion management at key intersections; Bike/Pedestrian safety improvements and connectivity
<b>GROVER BEACH, TOTAL \$6.8M</b>
Repair and maintenance of local major streets; Grand Avenue Enhancements; Sidewalk infill and accessibility improvements; Gateway entry and Wayfinding Signs; Grover Beach bike paths per Bike Master Plan
<b>MORRO BAY, TOTAL \$5.6M</b>
Local street reconstruction, rehabilitation and repair
<b>PASO ROBLES, TOTAL \$13.9M</b>
High-priority street repair, maintenance and reconstruction; Union Road and Golden Hill intersection improvements; other high-priority traffic and intersection improvements; congestion management
<b>PISMO BEACH, TOTAL \$4.5M</b>
Street maintenance and repair; Local interchange/intersections improvements; Boardwalk extension; Downtown, Shell Beach, and other streetscape and pedestrian improvements
<b>SAN LUIS OBISPO, TOTAL \$20.2M</b>
Roadway Repair & Maintenance: Madonna, Foothill, Los Osos Valley Road, Grand Ave; Broad Street Corridor Improvements; Bike and Pedestrian Improvements; Safe Routes to School projects

Note: Dollar amounts shown in millions reflect amount from a ½ cent sales tax generating \$25M/year for 9 years; while percent per category would not change, actual amount generated by a local sales tax per year would fluctuate based on local retail sales.

# SUMMARY OF PROPOSED INVESTMENTS

LOCAL CONTROL SLO COUNTY ALLOCATION, TOTAL \$50.9M		
	Community Projects	Additional Maintenance Funding
<b>AVILA BEACH</b>	<ul style="list-style-type: none"> <li>Pedestrian and Parking Improvements</li> </ul>	Plus additional maintenance funding of \$500,000
<b>CAMBRIA</b>	<ul style="list-style-type: none"> <li>Burton Drive Pedestrian Path</li> </ul>	Plus additional maintenance funding of \$1,000,000
<b>CAYUCOS</b>	<ul style="list-style-type: none"> <li>Ocean Avenue Downtown Pedestrian Improvements</li> </ul>	Plus additional maintenance funding of \$500,000
<b>LOS OSOS</b>	<ul style="list-style-type: none"> <li>Los Osos Valley Road Multi-Use Path</li> <li>El Moro Avenue Path</li> </ul>	Plus additional maintenance funding of \$2,500,000
<b>NIPOMO</b>	<ul style="list-style-type: none"> <li>Orchard-Tefft-Hazel Ped Improvements</li> <li>Tefft Street Operational Interchange Improvements</li> <li>Olde Towne Nipomo Streetscape</li> <li>Los Berros and Dale Ave left turn lane</li> </ul>	Plus additional maintenance funding of \$3,000,000
<b>OCEANO</b>	<ul style="list-style-type: none"> <li>Front Street Enhancements</li> <li>17th Street Pedestrian Improvements</li> </ul>	Plus additional maintenance funding of \$2,500,000
<b>SAN MIGUEL</b>	<ul style="list-style-type: none"> <li>Mission Street Sidewalk Improvements</li> <li>Tenth Street Sidewalk Improvements</li> </ul>	Plus additional maintenance funding of \$500,000
<b>SANTA MARGARITA</b>	<ul style="list-style-type: none"> <li>Safe Routes to School Pedestrian Path</li> </ul>	Plus additional maintenance funding of \$500,000
<b>SHANDON</b>	<ul style="list-style-type: none"> <li>San Juan Creek Pedestrian Bridge and Pedestrian Path</li> </ul>	Plus additional maintenance funding of \$500,000
<b>TEMPLETON</b>	<ul style="list-style-type: none"> <li>Theater Drive Bike Lanes</li> <li>Florence St. sidewalks</li> <li>Bethel/Vineyard signalization</li> <li>Las Tablas Operational Interchange Improvements</li> </ul>	Plus additional maintenance funding of \$1,000,000
<b>ALL</b>	<ul style="list-style-type: none"> <li>Regional roadways improvements, such as intersection improvements on Highway 227 and Los Ranchos</li> </ul>	Plus additional maintenance funding of \$20,500,000

Note: Dollar amounts shown in millions reflect amount from a ½ cent sales tax generating \$25M/year for 9 years; while percent per category would not change, actual amount generated by a local sales tax per year would fluctuate based on local retail sales.





## **Facts & Stats**

### ***Why Measure J is a smart, well-designed decision for San Luis Obispo County...***

- **Sacramento is Broken**

For years our local representatives have made a strong case in and to Sacramento to help fix our deteriorating infrastructure, but the fact is that it hasn't worked and our road funds have dwindled. The larger counties and their pet projects get all the funds. We can't continue to wait and hope while costs increase for repairs and improvements, it's time to join the 20 other Self-Help counties and act!

- **Local Priorities and Accountability**

San Luis Obispo is a unique county, we hold ourselves accountable with our Self-Help designation. The investment plan that Measure J will fund is a sound, locally managed plan that will benefit to all parts SLO County. Each part of our community had a voice in creating this investment plan and will receive funds for transportation needs in their area.

- **Locally Controlled and Well-Designed**

The funds raised by Measure J can't be grabbed by state or federal politicians, they stay right here in San Luis Obispo County to pay for street, road and transportation improvements. Every dime.

- Measure J is a ½ cent sales tax expected to generate about \$25 million dollars per year for local roads and transportation.
- Over 50% will be paid by visitors and tourists that use and expect good infrastructure.
- Measure J includes a 9-year sunset date and public reporting of an annual audit.
- The measure forms an Independent Taxpayer Oversight Committee to hold everyone accountable and has a 1% administrative expense cap.
- The funds raised will not replace current local investments in roads and transportation, but will supplement them.

For further information about the details of San Luis Obispo County's Measure J on the November 2016 ballot, please visit or email us at:

**[www.YesOnJ-SLO.org](http://www.YesOnJ-SLO.org)**

**[info@YesOnJ-SLO.org](mailto:info@YesOnJ-SLO.org)**



## Endorsement Form



**Yes!** I/We support Measure J for San Luis Obispo County! This measure to fund local transportation needs is well-designed so that every dime stays in San Luis Obispo County. Please add my name/organization to the list of individuals and organizations publicly supporting this much needed measure. You can email this completed form to:

**info@YesOnJ-SLO.org**

### You can count on me/us to:

- Connect with the campaign on social media
- Post a yard sign
- Talk to friends and neighbors
- Write a letter to the editor

### Please select any applicable category:

- Organization       Company       Individual       Elected Official

Company/Organization: \_\_\_\_\_

Name: \_\_\_\_\_

Title (if any, to be used publicly): \_\_\_\_\_

Home or Business Address: \_\_\_\_\_

City: \_\_\_\_\_ Zip: \_\_\_\_\_ Phone: \_\_\_\_\_

Email: \_\_\_\_\_ Twitter: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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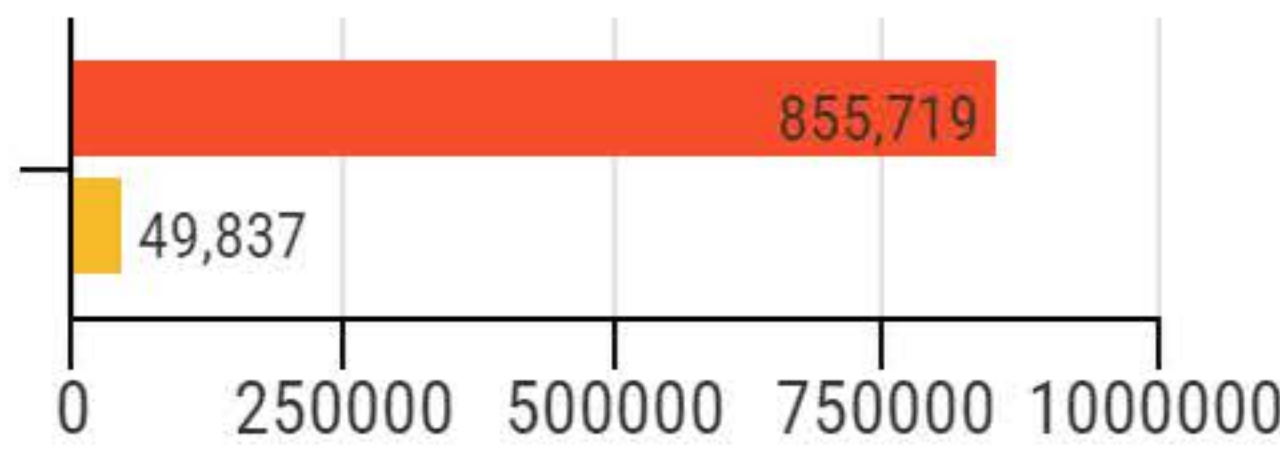
**[www.YesOnJ-SLO.org](http://www.YesOnJ-SLO.org)**

# VisaVue Travel - Domestic Tourism - San Luis Obispo County - Q2 2016\*

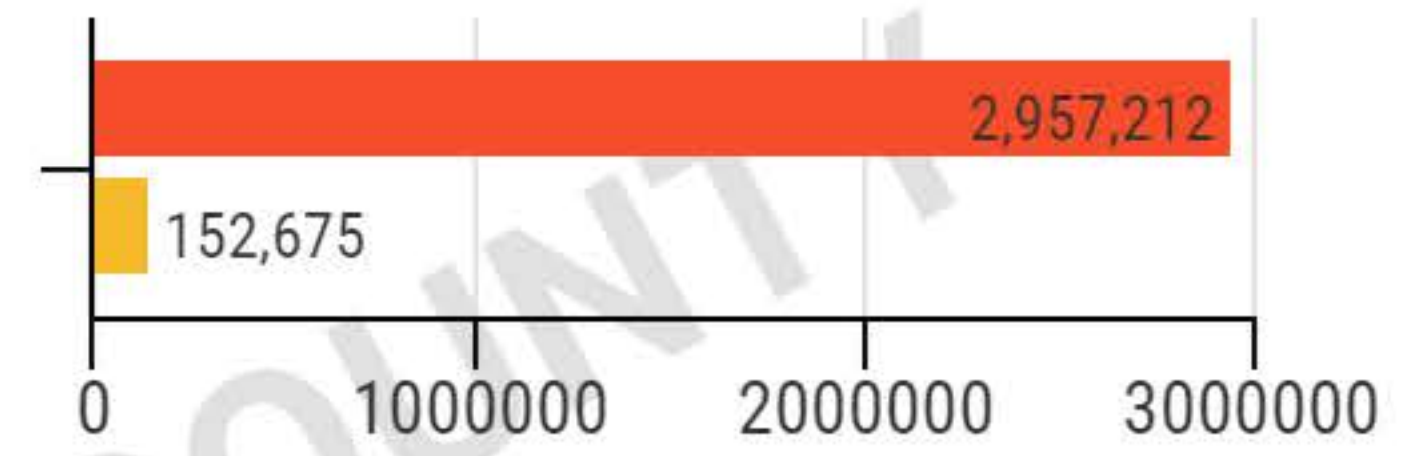
TOTAL SPEND: \$146,504,083



## CARDHOLDER COUNT



## TRANSACTION COUNT

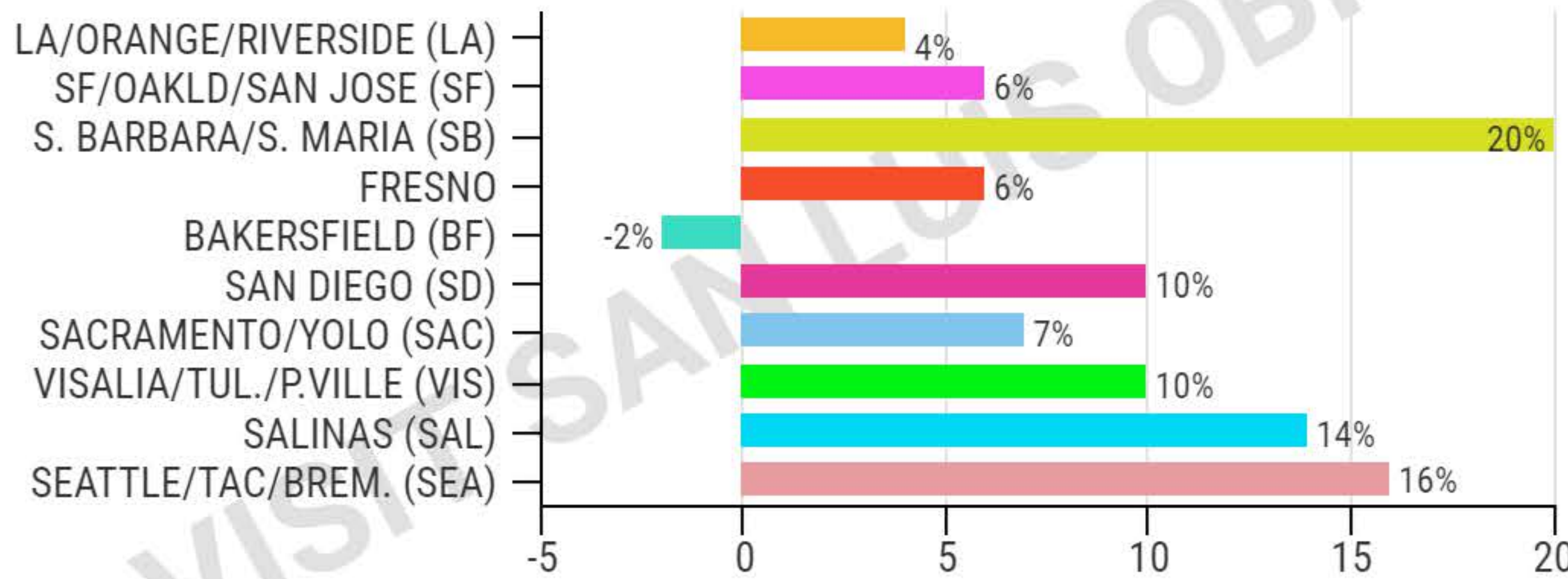


CONSUMER COMMERCIAL

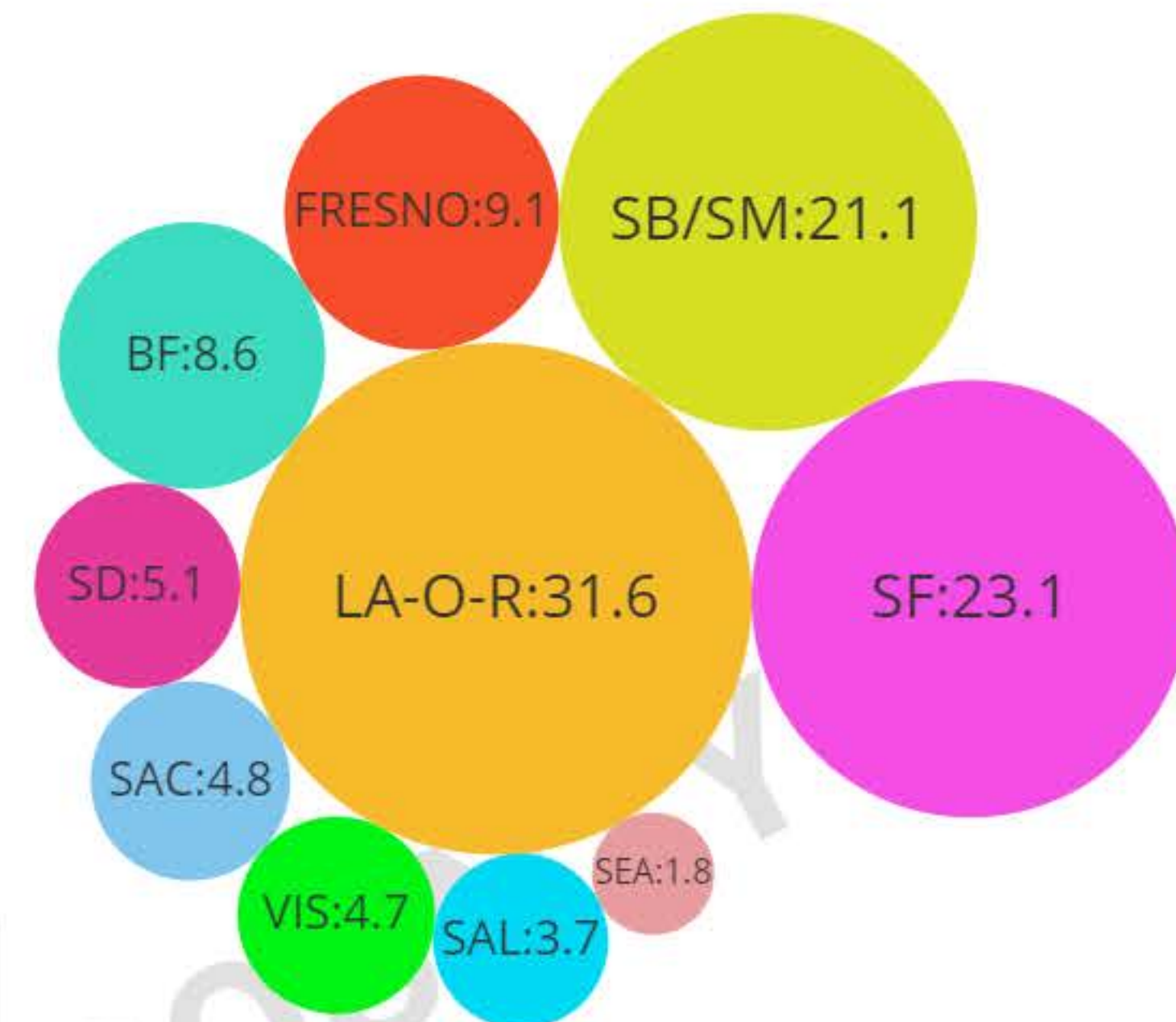
COMMERCIAL CONSUMER

COMMERCIAL CONSUMER

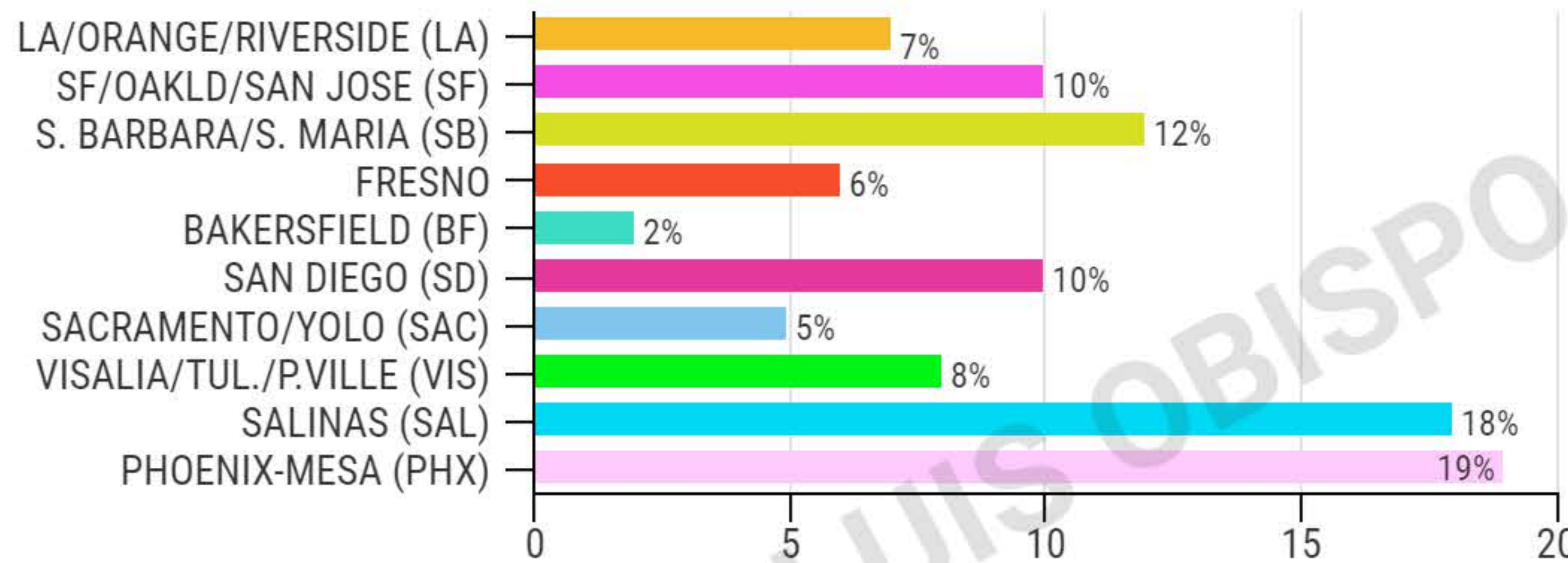
## Top Originating MSAs Y/Y \$ Growth



## TOP ORIGINATING MSAs BY SPEND AMOUNT (\$M)



## Top Originating MSAs Y/Y Cardholder Growth



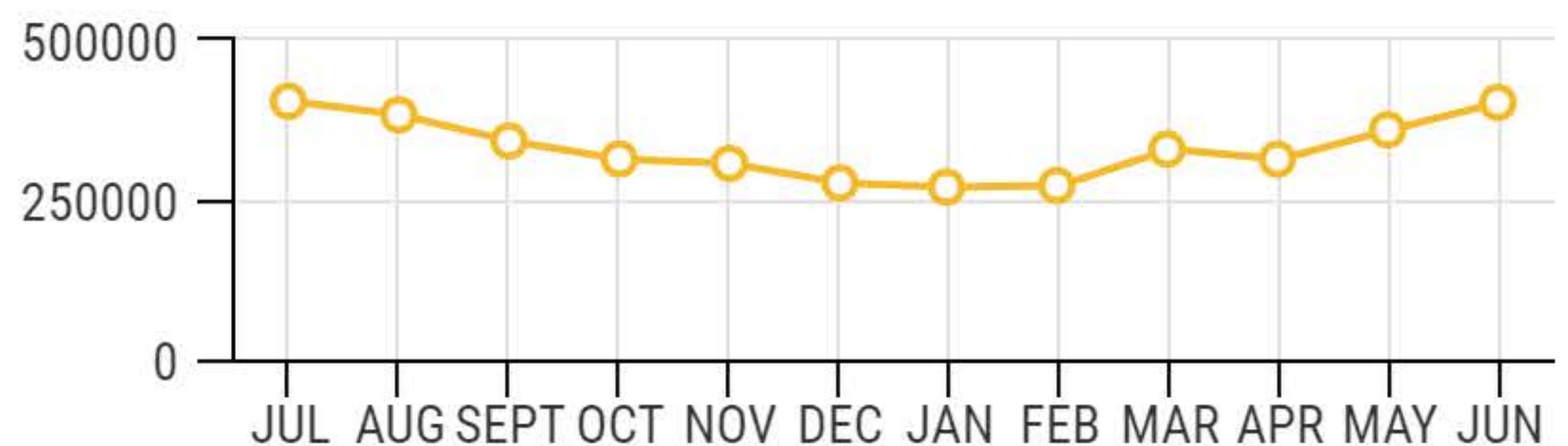
## TOP ORIGINATING MSAs BY CARDHOLDER COUNT (1000's)



## TOP MARKET SEGMENTS BY SPEND AMT (\$M)



## Cardholder Count Trend



\*Q2 represents April 1-June 30, 2016. For more reports, visit your Members Area at [VisitSanLuisObispoCounty.com](http://VisitSanLuisObispoCounty.com).



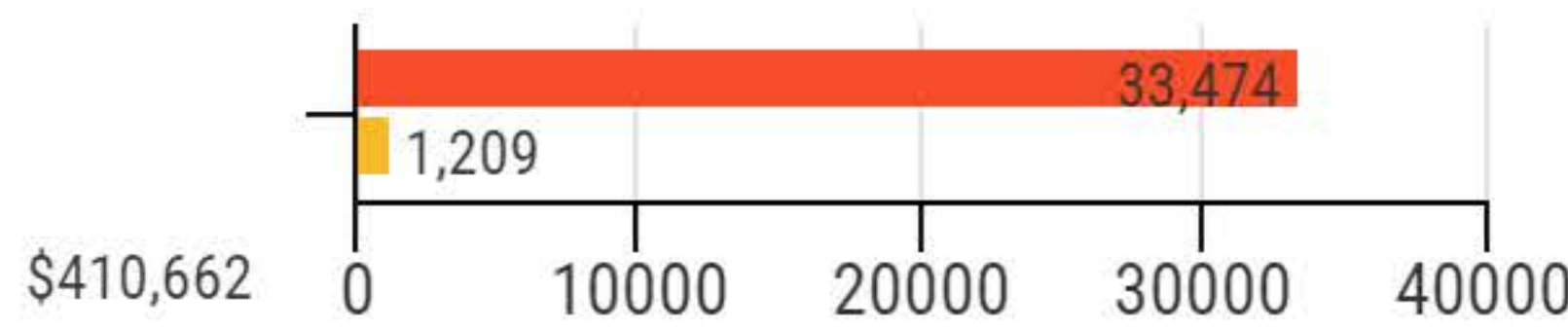
# VisaVue Travel - International Tourism - San Luis Obispo County - Q2 2016

TOTAL SPEND: \$4,976,950

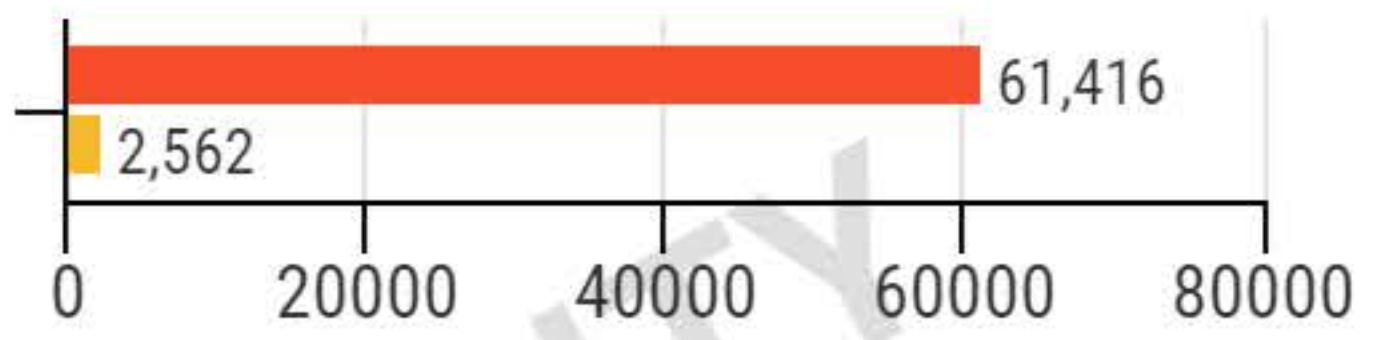
\$4,566,288



## CARDHOLDER COUNT



## TRANSACTION COUNT

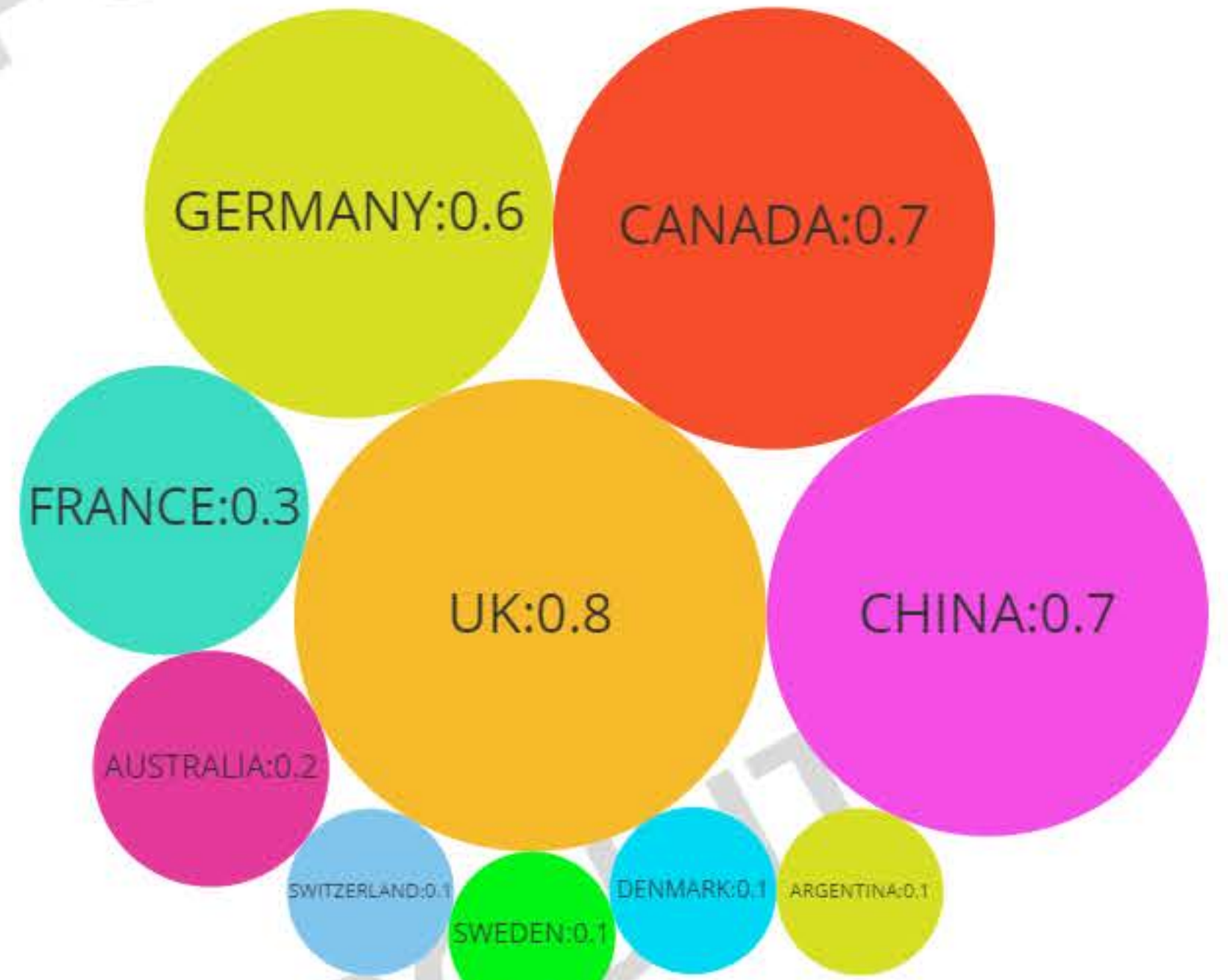


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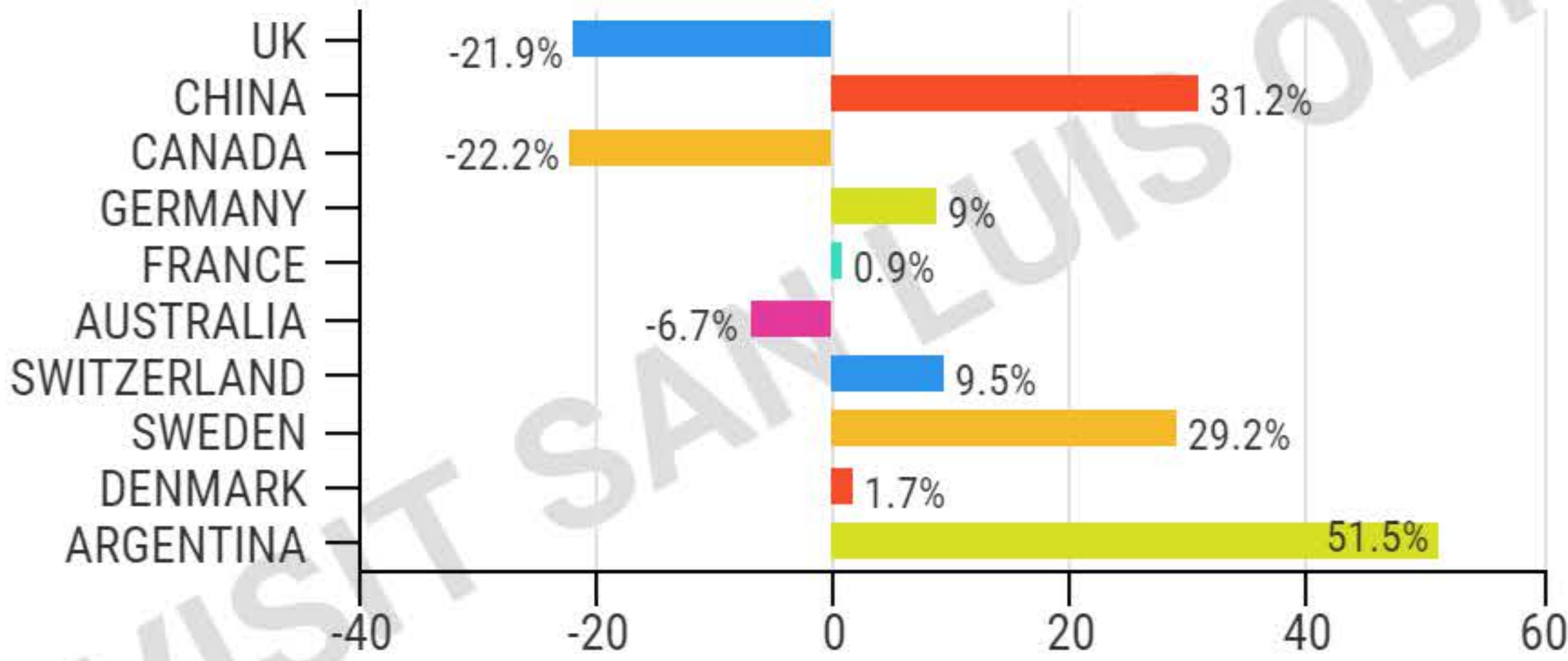
COMMERCIAL CONSUMER

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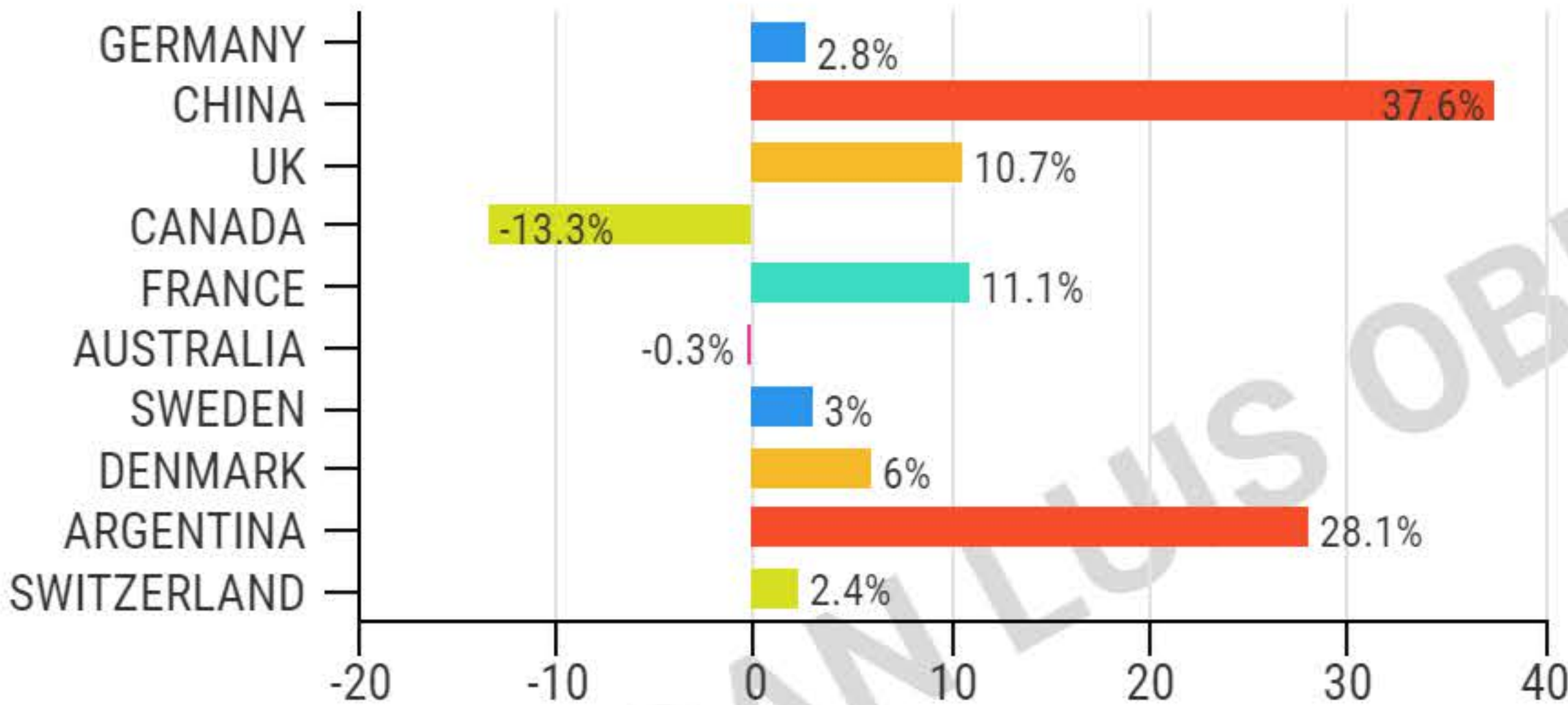
## TOP ORIGINATING COUNTRIES BY SPEND AMOUNT (\$M)



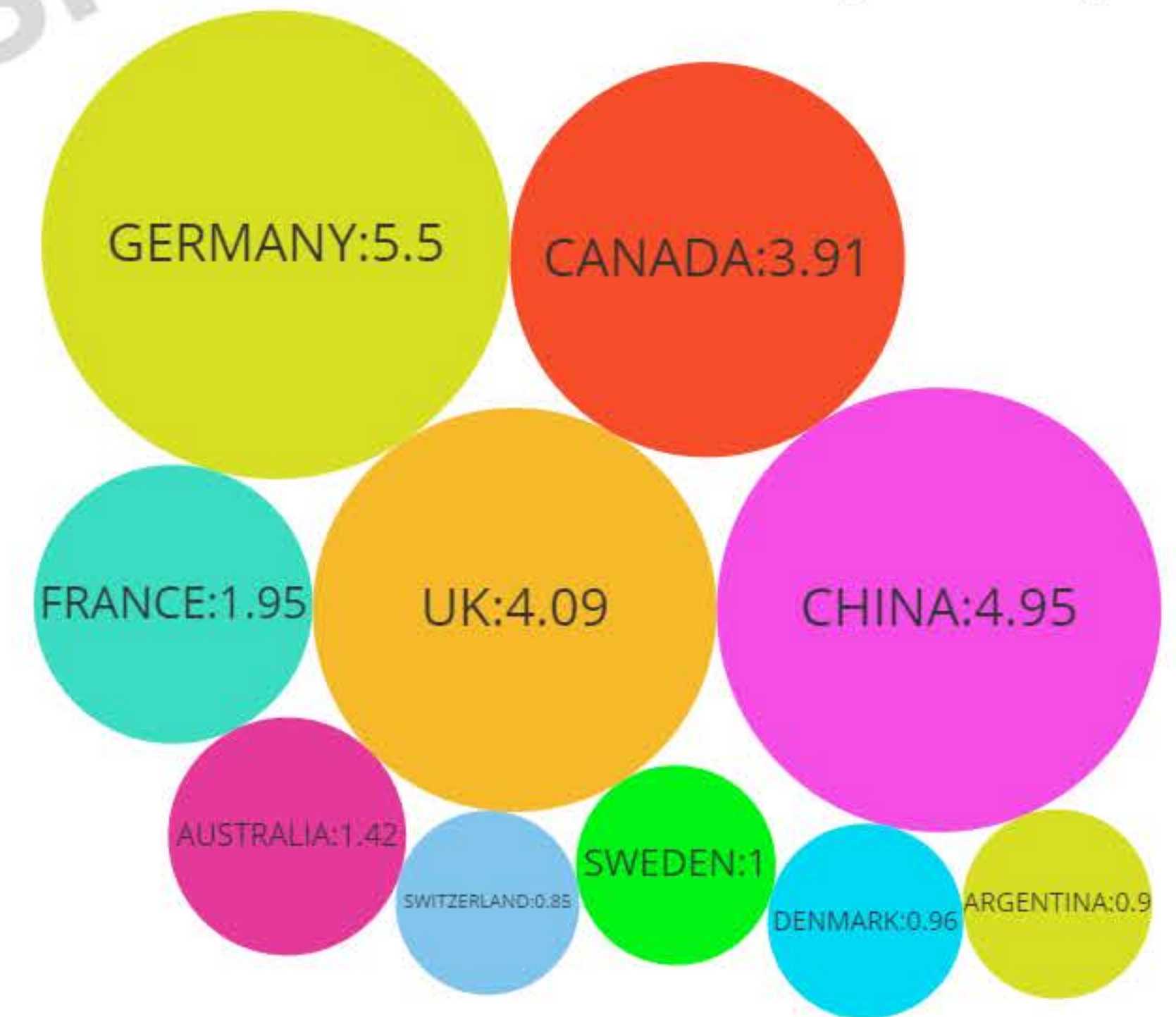
## Top \$ Countries Y/Y Growth



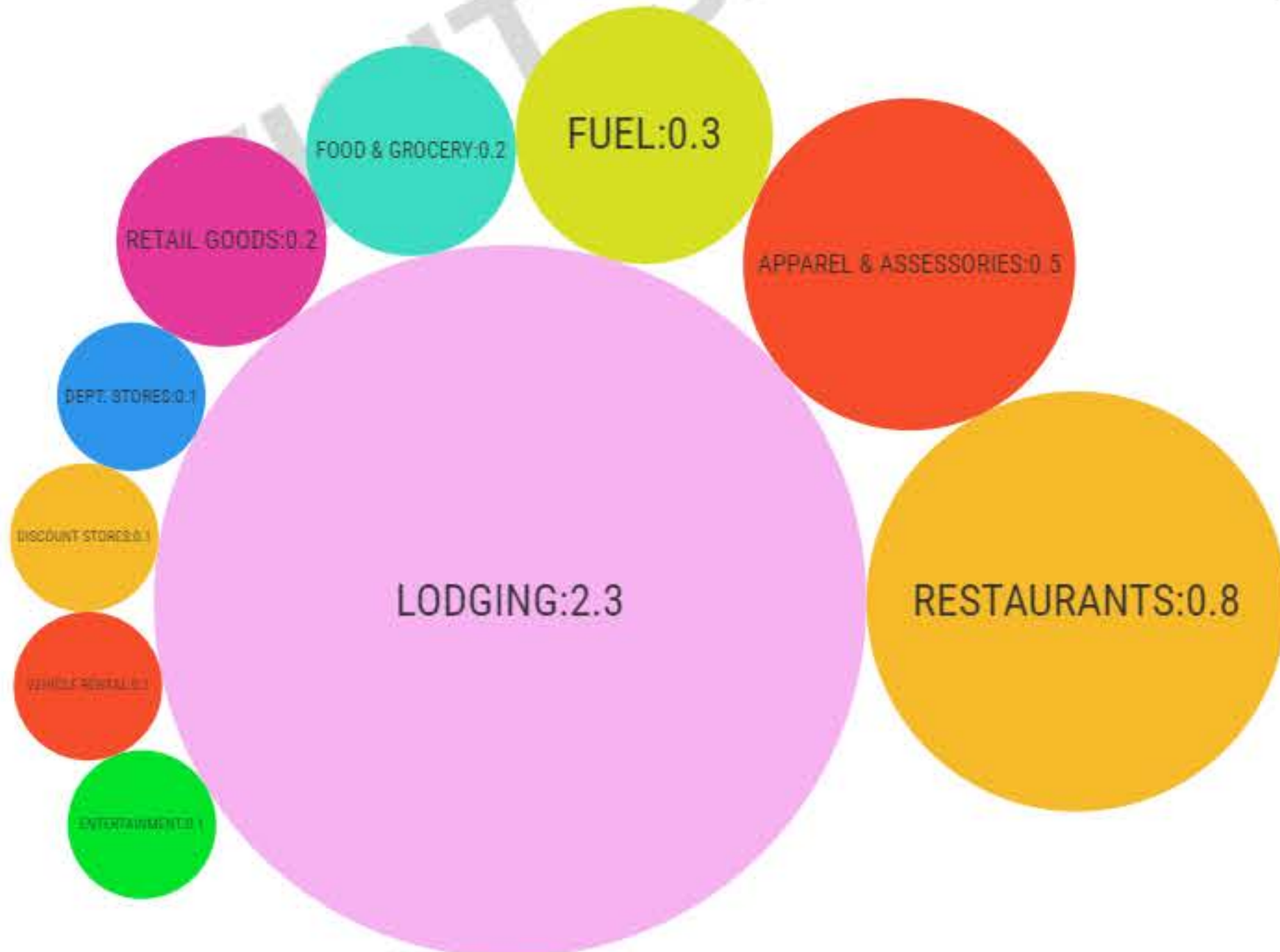
## Top Cardholder Countries Y/Y Growth



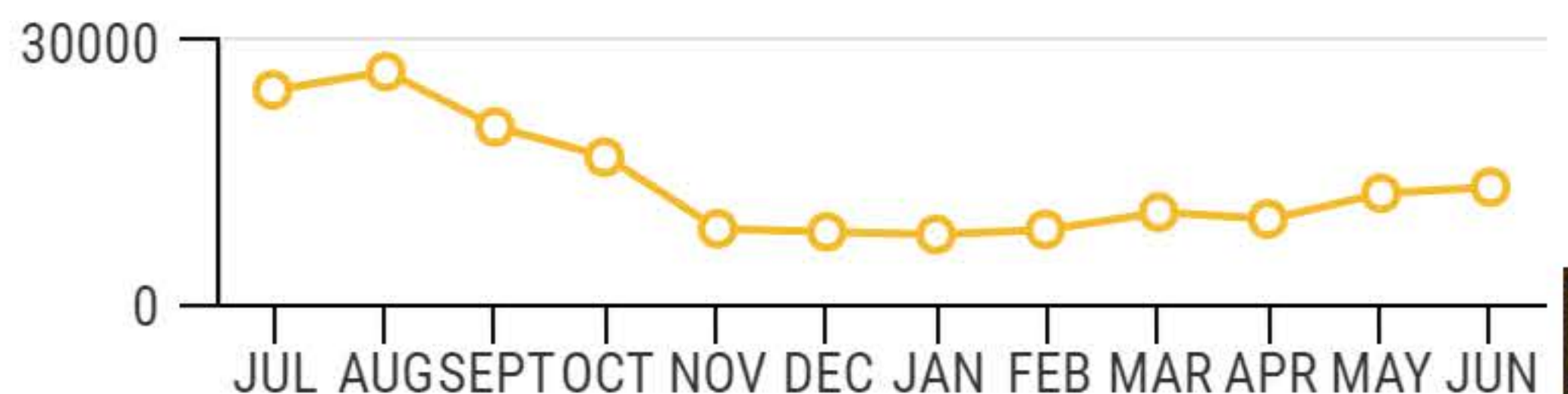
## TOP ORIGINATING COUNTRIES BY CARDHOLDER COUNT (1000's)



## TOP MARKET SEGMENTS BY SPEND AMT (\$M)



## Cardholder Count Trend



\*Q2 represents April 1-June 30, 2016. For more reports, visit your Members Area at [VisitSanLuisObispoCounty.com](http://VisitSanLuisObispoCounty.com).





A SAN LUIS OBISPO COUNTY EXPERIENCE



Visit  
TheUSA  
.ca

# Multi-Channel Spring 2016 Canada West Reporting



May 2, 2016 – June 1, 2016  
Prepared for CA: **SAN LUIS OBISPO COUNTY**  
Campaign Media  
Strategy: Activate



# Campaign Deliverables Contracted

## SAN LUIS OBISPO COUNTY – Tier 2

750,000 Digital Display Ad Impressions

1,000 Traffic Generation Clicks

1 Page in *Travel USA* Print and Digital Insert

Tier 2 Inclusion in Expedia Activation Campaign



Spring 2016

# Campaign Impressions Actual

## SAN LUIS OBISPO COUNTY

**TOTAL IMPRESSIONS: 5,190,420**



Digital Display Ads – 1,330,433



Traffic Generation – 2,382,262



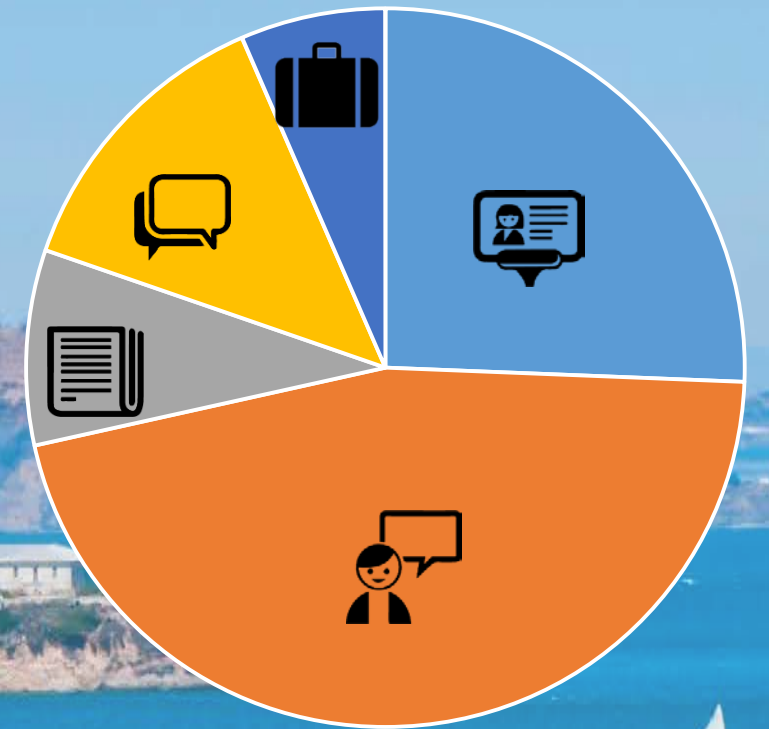
*Travel USA* Print/Digital Content\* – 455,500



Social\* – 683,196



Activation – 339,029



□ Digital Banner Ads

□ Traffic Generation

□ Insert

□ Social

□ Activation



Spring 2016

\* Overall campaign impressions, not partner specific metrics



# Digital Display Ads & Traffic Generation Campaigns



## Digital Display Ads

- Contracted Impressions: 750,000
- Total Actual Impressions: 1,330,433
  - 580,433 Bonus Impressions
- Clicks: 7,034
- CTR 0.53% → over 6x the industry average

## Traffic Generation

- Total Clicks Guaranteed: 1,000
- Total Clicks Received: 1,444
  - Bonus Clicks: 444
- Total Impressions: 2,382,262

Google Display Network's Travel Affinity Model ensures your display ads will reach a qualified audience that is most likely to travel

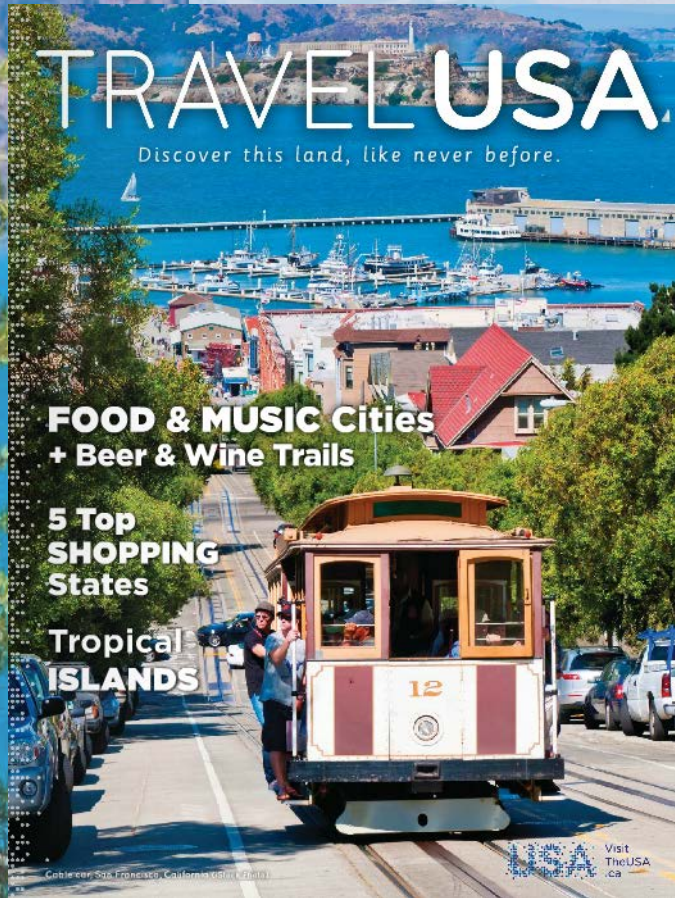


Coastal, cultural and culinary adventures await.



Spring 2016

# Travel USA Print & Digital Insert



## *Vancouver Sun & Province*

April 23, 2016 & April 24, 2016 Issues

110,000 Impressions

## *Chatelaine*

June 2016 Issue

75,000 Impressions

## *Maclean's*

April 25, 2016 & May 2, 2016 Issues

94,000 Impressions

## *Edmonton Journal*

April 21, 2016 & April 22, 2016 Issues

150,000 Impressions

## Canada West Spring 2016 Digital Edition

26,500+ Impressions

**455,500+ Total Impressions**



Spring 2016

# Travel USA Print & Digital Insert

SAN LUIS OBISPO COUNTY'S  
advertorial benefited from  
455,500+ impressions via the  
print insert and digital edition

[Canada West Spring 2016 Digital Edition](#)



**SAN LUIS OBISPO**  
Explore cultural and culinary pursuits  
in a breathtaking coastal setting.

Halfway between Los Angeles and San Francisco, abundant sunshine - 315 sunny days per year, on average - and kilometres of coastline are the perfect backdrop for this culinary, cultural and coastal escape. Discover peaceful, picturesque beaches where you can go fishing and paddle boarding, or join a whale-watching tour in Avila Beach or Morro Bay. Rate a buggy over the dunes at Pismo Beach State Park or fly in a biplane over the Pacific Ocean. Indulge in local seafood prepared by world-class chefs or take a cooking class at a local bistro and breakfast. San Luis Obispo County is home to more than 250 lush vineyards, so plan to spend a day tasting award-winning bold reds from Paso Robles, or pinot noirs and chardonnays in Edna Valley, and an evening enjoying dinner on the golden sands of Avila or Pismo Beach. Don't miss the San Luis Obispo Farmers' market, or the chance to enjoy farm-to-table dining at its best. At night, check out a live music venue before tucking yourself in at a luxury spa resort, a quaint inn or something in between. Round out your visit with a trip to the Pismo Beach Premium Outlets, historic Hearst Castle, or any of the missions and lighthouses that dot the region.

VisitSLOCounty.com

22 | Discover this land, like never before.



Spring 2016



Visit The USA  with Obi-wan Kinobe.

 Like Page

May 19 · 

A scenic drive is the essence of a memorable #RoadtripUSA. Shift your planning into gear with the ultimate spring travel guide. <http://bit.ly/27wtJ6j>



 Like  Comment  Share

   2K

Top Comments ▾

255 shares

163 Comments

# Visit The USA Social Campaign

- Overall campaign reach:
  - 683,196
- Campaign Clicks:
  - 2,363
- Engagement (Comments, Likes, Shares):
  - 7,559



Spring 2016

# Global Activation Campaign OVERVIEW

Campaign Landing Page: [Expedia Canada](#)



Total Room Nights Booked During Campaign: **52,527**

- *44% increase compared to 30 days pre-campaign*

Total Gross Revenue Booked During Campaign: **\$10,476,982**

- *55% increase compared to 30 days pre-campaign*



Total Room Nights Booked During & 30-days Post Campaign: **89,966**



Total Gross Revenue Booked During & 30-days Post Campaign: **\$18,101,698**

## Measurement Periods

30 Days Pre-Campaign: Mar. 12, 2016 - April 10, 2016

During Campaign: April 11, 2016 - May 22, 2016

30 Days Post-Campaign: May 23, 2016 - June 21, 2016

## Campaign Media Results

Total Ad Impressions Delivered: 15.1M

Total Ad Clicks Delivered: 12,431

*Of the total \$18,101,698 Gross Revenue Booked, \$5,379,083 of that converted directly post-view or post-click on an Expedia campaign ad\*\**

\*Total Room Nights Booked and Total Gross Revenue include all participating partners in the Spring 2016 Multi-Channel program. Source: Expedia Canada internal booking data; confidential and not to be distributed.

\*\*Expedia multi-channel campaign traffic driver ads



Spring 2016

# Global Activation Campaign SAN LUIS OBISPO COUNTY



Campaign Page\*: [SAN LUIS OBISPO COUNTY Expedia](#)

30 Days Pre-Campaign: Mar. 12, 2016 - April 10, 2016

During Campaign: April 11, 2016 - May 22, 2016

30 Days Post-Campaign: May 23, 2016 - June 21, 2016

Total Impressions Delivered: **339,029**



- Total Ad Clicks Delivered: **269**

- Total Room Nights Booked During 30-Day Campaign: **117**

- Total Gross Revenue Booked During 30-Day Campaign: **\$20,164**

- Average Daily Rate (ADR): **\$172**



- Total Room Nights Booked During & 30-days Post Campaign: **199**

- Total Gross Revenue Booked During & 30-days Post Campaign: **\$35,029**



*\*Total Room Nights Booked, Total Gross Revenue Booked and ADR are for the individual partner listed above in the Canada 2016 Multi-Channel program.*

*Source: Expedia Canada internal booking data; confidential and not to be distributed.*



Spring 2016

# For more Brand USA opportunities...

Please contact your Miles Global Marketing Executive, and for more program details please visit [brandusa.milespartnership.com](http://brandusa.milespartnership.com)

- Upcoming 2016-2017 Multi-Channel Campaigns
  - For: [UK](#), [Australia](#), [Mexico](#), [Germany](#), [Canada](#), [France](#), and [India](#)
- [2017 'Travel USA' Inspiration Guide](#)
- [NEW Attractions and Experiences Co-Op](#)
- [NEW Video Services](#)
- [NEW Visit The USA Global Website Opportunities](#)

To view this, and all other program reports for your destination, please visit: [Brand USA Partner Portal](#)