



Celebrate National Mom and Pop Business Owners Day and learn why 'small' matters.

Do you own, work at or frequent a small business? On Monday, March 29, join with us in celebrating National Mom and Pop Business Owners Day. Small businesses represent 44 percent of **U.S. economic activity** and create two-thirds of **net new jobs**, driving innovation and competitiveness.

Small businesses bring innovation to a wide variety of industries by being nimble and adaptable. Run by decision-makers who operate close to their customers, small businesses can move quickly from concept to execution, bringing new ideas to market. As we have witnessed the impacts of the COVID-19 pandemic on many restaurants and retail shops, we have seen that small businesses that created new business models survived.

### **TRANSIT'S CONNECTION TO SMALL BUSINESSES**

When you support and promote smart commuting and transit, you support small businesses. That's because **every \$1 spent on transit adds \$5 back in economic returns**, and some of that money flows back into small businesses.

To further support small local businesses, GoTriangle has invested GoPerks sponsorship money to buy \$15,000 in gift cards over the past six years to use as incentives for its Share the Ride NC program. Through **GoPerks**, smart commuters can enter monthly prize drawings for these gift cards, and we're always looking to add to our list of sponsors. So please share your suggestions for local businesses along your commute in the comments, and tag businesses if they are on LinkedIn.

GoPerks is a part of GoTriangle's regional employer services and grant-funded Transportation Demand Management program, which offers free consultative services to help organizations improve or create commuter programming.

### **WHEN SMART COMMUTING MEETS SMALL BUSINESS, GOOD THINGS HAPPEN**

Offering smart commuter programming can make a large impact on a small business' bottom line. Shorter or smart commutes boost employee retention and productivity. Smart commuters are less stressed when they get to work and less stressed when they return home. Happier employees are healthier, more productive and dedicated.

Plus, helping employees use smart commuting could reduce the need for parking, increasing space for patrons of small businesses. Unused parking spaces could even be turned into outdoor work areas or leased for another stream of income.

All GoTriangle employer consulting services are free. Many solutions are easy to implement, especially with the assistance of our Transportation Demand Management professionals.

GoTriangle employer services are here to help with commuter solutions that keep small businesses competitive, save money and help them continue having a positive impact on the region. Request assistance **here** or learn more about our **free commuter consulting services for employers**.