

Process for setting up custom offers in NorCal GO

Our region can make NorCal GO more useful for residents by procuring additional incentives to be offered through the platform. Examples of incentives are gift cards to specific restaurants, items from a local bike shop, or branded swag from your program. This adds value to the NorCal GO experience and can motivate users to keep logging trips between mode shift campaigns. It can also help bring more people to local businesses!

Once you have confirmed and procured the incentive, work with Nicole Zhi Ling Porter (nzporter@sacog.org) to set up time with the NorCal GO consultant and publish the offer in NorCal GO.

Offer Criteria

The NorCal GO consultant will help you determine the following criteria:

- **Offer Name:** What is the name of the offer? This will be what a member sees or searches for.
- **Schedule:** What dates will the offer be available? When will the winners be selected and notified?
- **Description and graphic:** What is the description of the offer? Is a graphic available or will one need to be created? Offer graphics must be 600 x 500 pixels.
- **Type:** How will the item be offered? Options include:
 - **Drawing:** Members enter for a chance to win.
 - **Reward:** Members receive the item as long as inventory is available.
- **Visibility:** Who should be able to view the offer? Who should not be able to view it?
- **Rules:** What determines whether a member can redeem the offer? Are there rules that a member must meet, such as having an Organization in their profile or a valid email? Other examples include requiring a member to have recorded a certain number trips over the past 7 days, etc.?
- **Value:** What is the actual value of the reward or drawing?
- **Price:** How many points should the offer cost the member? For example, monthly gift card drawings typically cost 500 points to enter.
- **Inventory:** How many items are available?
- **Fulfillment:** How will members receive the item (e.g., by mail)? Will they need to confirm they accept the item before receiving it?

- **Redemption Frequency:** How many times can a member redeem the offer?
- **Terms and Conditions:** Are there other Terms and Conditions that must be listed?

After these questions are answered, the NorCal GO consultant can begin setting up the custom offer.