

Arlington County Commuter Services (ACCS)

Fiscal Year 2005 Annual Report

Transit Program of the Department of Environmental Services, Transportation Division

Who We Are

Arlington County Commuter Services (ACCS) is a work unit of the Department of Environmental Services, Transportation Division's Transit Program. ACCS includes divisions for Marketing, Sales, Distribution, Retail, Internet and Transit Demand Management (TDM) Planning/Administration. This document summarizes key accomplishments of the unit for FY05.

Our Vision

To enhance the quality of life and economic sustainability of Arlington. We do this by increasing the use of alternative modes to driving alone, reducing traffic congestion and improving air quality.

Our Mission

To provide the most accurate, timely and useful information and services to residents, workers, visitors and businesses in Arlington — information that will help increase the use of public transportation and alternatives to driving alone.

ACCS Structure

- **Marketing** emphasizes four major areas. 1. County-wide efforts to promote transit, walking, biking and other alternatives to driving alone. 2. Comprehensive marketing of ART-Arlington Transit. 3. Promotions of Pike Ride bus service. 4. Supplemental, line-specific Metrobus promotions.
- **Sales** is the division that employs Arlington Transportation Partners (ATP), who is responsible for employer, residential and visitor services. Sales are aimed at influencing the market at the wholesale level through representatives at businesses, multi-tenant residential buildings and hotels.
- **Distribution** includes our warehouse operations for distributing timetables and brochures for ATP clients, retail point-of-purchase displays and individual requests that come through our web sites. The division also maintains map and schedule information at ART and Pike Ride bus stops.
- **Retail** includes operations of The Commuter Store®, with locations in Ballston, Rosslyn and Crystal City, as well as The Mobile Commuter Store™, which has regular stops throughout the County. It also includes the 703.228.RIDE call center operations for ART, along with fulfillment for CommuterDirect.com®.

- **Internet** includes ACCS staff and contractors responsible for the following web sites: CommuterPage.com®, CommuterDirect.com®, ArlingtonTransit.com, WALKArlington.com, BikeArlington.com, ATP, Way to Go, Urban Villages and Rides & the City.
- **TDM Planning and Administration** includes review and enforcement of development site plan conditions relating to TDM and transit. It also includes coordinating the entire program, budgeting, and representing the program and County at various regional agencies.

Introduction

ACCS is nationally recognized for innovations, leadership, technology, customer service, sales and marketing. The program’s consistent success in securing Federal and State grants means that only a small amount of matching County General Funds are needed for the program.

ACCS was initiated as a County program in 1990, and traces its roots back to 1989 with the introduction of the Ballston Transit Store. A year-by-year history since 1989 can be found on the web at www.commuterpage.com/ACCS/caphis.htm.

The program has three County employees: Chris Hamilton – Commuter Services Manager; Bobbi Greenberg – Transit Marketing Manager; and Jeff Price – TDM Planner. ACCS uses contractors to operate all of its operations and sales. Lois R. DeMeester is Executive Director of the sales force at Arlington Transportation Partners and Jay Freschi is Contract Manager for the Retail and Distribution operations. Together these five individuals make up the management team of ACCS.

The expenditures and revenues for the \$4 million ACCS budget for FY05 are illustrated in the following pie charts. For budget details please visit the budget section of the County Web site.

Revenues

Federal CMAQ	37%
StateTDM/Rideshare	15%
State '04 Carryover	5%
State TERMS	4%
State Gov Grants	5%
NVTC Transit Aid	9%
Co. Capital/General Fund	10%
Program Commissions	10%
Site Plans/Rent Abatements	5%
Total	100%

Expenditures

Stores	22%
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Call/Fulfillment Center	11%
Distribution	4%
ATP	22%
Web Sites	5%
Admin/Site Plans	5%
Marketing	23%
New Rosslyn Store	5%
Misc	3%
Total	100%

Put Expenditures and Revenues Pie Charts here

Marketing

Umbrella Campaigns

Way to Go Campaign. Last year we developed the County-wide “Way to Go Arlington” campaign. The campaign was designed to encourage residents and those who work in Arlington to get out of their single-occupancy vehicles and try walking, biking or transit. Elements included:

- Unique logo and the tagline “There’s more than one way to get where you’re going.”
- Brochure with a detailed transit map and a separate bike/walk map. It was mailed with the Citizen newsletter in a specially designed envelope to over 100,000 households in Arlington.
- Point-of-purchase displays for the brochure. They were placed at Arlington County buildings such as libraries, recreation centers and offices.
- Posters and banners for use at events.
- Ads in *The Washington Post* Alexandria/Arlington Extra and the *Arlington Sun Gazette*, as well as Spanish language ads in *El Tiempo Latino* and *El Pregonero*.
- Cinema advertising at Shirlington Cinema, Courthouse AMC and Ballston Regal Cinemas.
- Interior and exterior Metrobus advertising.
- Arlington Metrorail station 2-sheet advertising.
- New “Way to Go Arlington” website as part of CommuterPage.com.
- Washingtonpost.com online advertising.
- Promotional giveaways that included water bottles and reflective zipper pulls.

Arlington Community Bike Ride took place on May 28 to help kick off the “Way to Go Arlington” campaign. Over 420 riders participated in one of two routes: an 8.5-mile Family Ride held on trails and aimed at families and less experienced riders; or an 18-mile County Tour highlighting Arlington’s bike lanes, trails and many urban villages. A Kid’s Bike Safety Rodeo was also held as part of the event. Local and national sponsors were recruited to support the ride. The following items were created to promote the ride, as well as Bike to Work Day and the CSC Invitational professional bike race:

- A brochure promoting all three events was mailed in the Citizen newsletter to over 100,000 households in Arlington.
- Ads in the *Washington Post*, *Sun Gazette*, *Washington Times* and *City Paper*.
- 2-sheet ads in Arlington Metrorail stations.
- Ads on Comcast cable to support the CSC Invitational.
- T-shirts for ride participants.

Urban Villages Brochure was inserted into the Summer 2004 Citizen newsletter and mailed to every household in Arlington. Its theme was “Arlington’s Urban Villages – Live, work, shop, play...no car required.” The brochure contained a detailed transit options map and information on Metrobus, Metrorail, ART, CommuterPage.com,

CommuterDirect.com, Commuter Stores®, Mobile Commuter Store™, Arlington Transportation Partners, WALKArlington and carsharing.

Pike Ride – More Places. More Often. More Columbia Pike

Customer Information Panels. We installed new 11" x 17" information panels or “inserts” at each Pike Ride bus stop. This provided opportunities for new messages in addition to the schedule, map and how-to-use information provided on the Pike Ride Spinny Tubes.

Shop and Dine the Pike. We produced a Pike Ride retail map of Columbia Pike restaurants and shops with bus routes. In addition, we mailed a “Shop and Dine the Pike” brochure containing the map to approximately 24,000 residents along Columbia Pike. What’s more, we placed point-of-purchase displays in 64 shops and restaurants along the Pike. The displays contained the “Shop and Dine the Pike” brochure with map. We also placed “Shop and Dine” information and retail maps in English and Spanish in the 11" x 17" inserts at the bus stops.

Safety and Courtesy information was developed in English and Spanish and placed in the 11" x 17" inserts at Pike Ride bus stops.

Pike Ride Anniversary. To celebrate Pike Ride’s one-year anniversary in September, we gave out more than 4,500 SmarTrip cards during morning and evening rush hours at bus stops along Columbia Pike and at the Pentagon. The SmarTrip cards were enclosed in specially designed promotional envelopes.

New Improved Bus Schedule Information. The schedule side of the double Pike Ride “spinny” tube was redesigned. Each stop has a unique insert that is targeted to that specific stop. New features of the easier-to-use insert include: color-coded lines; route map that is “Metrorail-like”; “you are here” locator for each stop; travel time between stops on the route map, and for the entire line in a linear format at the bottom; transfer points; bus frequency schedules that list, in minutes, the frequency of bus arrivals; and the time of first bus arrival and last bus departure. To promote the new format, how-to-use information was placed in the 11" x 17" inserts at each Pike Ride bus stop and flyers were handed out to the passengers. All information was written in both English and Spanish.

New Look for Buses Coming. During the year, a brand-specific exterior bus wrap was designed for the new Pike Ride buses for possible use in 2005 or 2006.

ART – Arlington Transit

- Updated/reprinted brochure schedules and bus stop inserts for ART 41 (2x), ART 51/52, ART 90 and ART 61.

- Produced new schedule and bus stop inserts for the new ART 62 route. Also planned and executed community outreach and opening day event.
- Produced flyers to be used at bus stops, on board the buses and as seat drops to announce the various schedule and fare changes.
- Produced the summer, fall and spring issues of the *ART Forum* newsletter. ART's one millionth customer was featured in the summer issue.
- Produced a *Washington Post* ad, flyers and posters to promote a Customer Dialogue Forum on October 21. The ART Forum also contained information on the forum and a schedule for Customer Dialogue events. Held Customer Dialogue events in November at Rosslyn, in December at Pentagon and Pentagon City, in February at Ballston and in March at the Arlington Career Center.
- Updated ART Snow Route maps/flyers.
- Produced flyers and posters to announce the new ART bus tokens.
- Conducted a rider survey in October on ART 53.
- Work began on redesigning the ART 67 Lunch Loop brochure to include new sponsors and ads.

Metrobus

- Produced and mailed postcards to residents along the new Metrobus 3Y route – “DirectLee to DC” in August. Also produced and distributed flyers announcing schedule changes to the route in December.
- Produced a *Washington Post* ad, flyers and posters to promote a Customer Dialogue Forum on October 21. Held Customer Dialogue events in November at Rosslyn, in December at Pentagon and Pentagon City, in February at Ballston and in March at the Arlington Career Center.
- Conducted a rider survey in October for Metrobus Routes 16Y, 22A and 22B.
- Produced Metrobus snow routes, which were displayed on CommuterPage.com.

Other Highlights

- Updated/revised the schedule card for the Mobile Commuter Store™.
- Produced an ad for *The Washington Post* and posters to promote the holiday food drive and token collection at all Commuter Stores®, ART buses and Mobile Commuter Store™.
- Collected donations for The Arlington Community Temporary Shelter.
- Completed design work on the newly remodeled Rosslyn Commuter Store®. Installed testimonial posters, ads and product circles similar to those used at Crystal City. The Crystal City and Rosslyn Commuter Stores® now share the same look and feel.
- Created brochures, postcards and 11" x 17" inserts for the second phase of the carshare program. Planned and organized a public event to announce the carshare expansion, as well as issued a press release and media advisory. Representatives from Flexcar, Zipcar and Arlington County spoke at the event. The event was covered by local television and newspaper reporters.

- Sponsored the Columbia Pike Blues Festival, Taste of Arlington, Clarendon Day, Arlington County Fair and Moving Words.
- Advised on signage/information displays for Shirlington Bus Station and Pike Ride “Super Stops” projects.
- Coordinated design and production of the Transportation Services for Senior Adults brochure with the Department of Human Services.

Awards

- American Public Transportation Association AdWheel Grand Prize Award for the Pike Ride promotional campaign.
- Transportation Marketing and Communications Association Tranny Award of Excellence for the Pike Ride retail brochure.
- Transportation Marketing and Communications Association Tranny Award of Merit for the Metrobus 3Y postcard.

Possible marketing graphics for annual report

Way to Go logo

WTG brochure cover

WTG ad

Photos from bike event

3Y postcard

ART brochure cover

ART Forum cover

Photos from carshare event

Sales

The *Arlington Transportation Partners* division of Arlington County Commuter Services, provides transportation benefit implementation services to businesses, residential communities, and hotels in Arlington County. Sales representatives from ATP contact and work closely with clients representing private and public sector employers, property managers, civic associations, and hoteliers to implement services benefiting employees, residents, and visitors in the County.

This year ATP counts 566 employers, representing 127,249 employees of the 195,205 at-place employees in Arlington, or 65% of the market share of at-place employees in the county. Additionally, of the 509 multi-family buildings in Arlington, ATP serves 203, representing 47,676 units of the 60,695 units or 79% of the market share. Of the 40 hotels in Arlington, 32 are clients of ATP, making up 77.5% of the market share.

What these numbers reflect is that ATP reaches the influencer market, directly affecting the use of public transportation and transportation benefits within the county. Each of the three programs supplements the other by filling in the gaps.

“Since ATP started working with us, I have noticed more cars in the parking lot during the day because residents are finding other ways to get to work, such as biking or taking transit.”—John Gordon, Manager, Park Springs Condominium

Arlington Transportation Partners classifies each of its clients using a “Level” system. Each participation level represents the direct affect that specific program has on air quality.

- Level 1 (Bronze) – client expresses some interest in commuter programs;
- Level 2 (Silver) – client actually markets commuter benefits;
- Level 3 (Gold) – client offers incentives for commuter programs (Metrochek, shuttle, or bus subsidy amenity);
- Level 4 (Platinum) – client offers more than one Level 3 program.

Employer Services

Arlington Transportation Partners employer services program grew from 484 companies within the network in FY04 to an unprecedented high of 566 companies. This demonstrates a 16% growth in ATP’s client base over the previous year and a 346% overall growth since the end of FY98.

ATP counts 179 Level 1 employers, representing 23,202 employees or 32% of the total participation; 50 Level 2 employers, representing 13,514 employees or 9% of total participation; 245 Level 3 employers, representing 59,873 employees or 43% of the total participation; and 92 Level 4 employers, representing 30,660 employees or 16% of the total participation in the program.

Approximately 298 of the 566 private employer clients provide a transit benefit to their employees. Almost 67% of ATP clients receive this highly sought-after employer-sponsored benefit.

“Boeing is constantly trying to recruit the best and the brightest. Providing transit benefits is a necessary tool for us to remain a competitive employer.”—John Hamman, Facilities Lead, Boeing

Chart - Highlights of FY 2005

(Updated Information From Mid-Year 2005 Chart & Report – Turn below information into a new chart)

ATP Clients and Market Penetration

Total Employees in Arlington

195,205 At-Place

Private Employer

As of 6/30/05 127,249 = 65% 566 Private Employer Clients

As of 6/30/01 102,174 = 56% 344 Private Employer Clients

As of 6/30/98 22,447 = 11% 127 Private Employer Clients

Total Multi-Tenant Residential Units in Arlington 60,694 Units

Residential

As of 6/30/05 47,676 = 77% 203 Residential Clients

As of 6/30/04 31,407 = 52% 140 Residential Clients

Total Visitor Rooms in Arlington

10,000 Rooms

Visitor

As of 6/30/05 7,700 = 77.5% 32 Visitor Clients

As of 12/31/04 4,300 = 43% 18 Visitor Clients

Chart- Employer-Provided Transit Benefits

As of 6/30/05, 298 of the 566 private employer clients provide a transit benefit to approximately 84,899 employees. In other words, 67% of ATP clients receive a transit benefit.

As of 6/30/05, approximately 44% or 84,899 of the 195,205 at-place employees in Arlington are eligible to receive a transit benefit.

In 6/30/01, 56% or 194 of the 344 private employer clients provided a transit benefit.

Residential Services

Arlington Transportation Partners residential services program grew from 140 residential communities within the network in FY04 to 203 properties in FY05. This demonstrates a 45% growth in ATP's client base over the previous year and a 283% overall growth since the end of the program's inaugural year in FY03.

ATP counts 3 Level 1 properties, representing 694 residential units or 1.5% of the total participation; 165 Level 2 properties, representing 36,400 residential units or 76% of total participation; 30 Level 3 properties, representing 7,835 residential units or 16% of the total participation; and 5 Level 4 properties, representing 2,747 residential units or 6% of the total participation in the program.

"Working with ATP has been such a great experience. They have so many resources available to property managers, it makes my job so much easier. Our residents love staying informed about all the latest transportation developments, and by working closely with ATP it's absolutely effortless and painless for us to keep them up to date." –Keir Morris, Property Manager, The Wellington

Visitor Services

Arlington Transportation Partners launched the visitor services program in February 2004 to serve the 40 hotels in Arlington County, as well as the Arlington Convention and Visitors Service. To date, 32 hotels are clients of ATP, representing 77.5% of the market share. Of those, 6 perform at Level 1; 16 perform at Level 2; 5 perform at Level 3; and 5 perform at Level 4.

"We were just amazed that all these wonderful services were available to us from Arlington County free of charge. Working with ATP has been so easy, their representative has helped us every step of the way. I can't believe we didn't think of doing this before!"—Don Evans, Director of Sales, Best Western Pentagon

Points of Sale

Events

Bike to Work Day

The Arlington pit stop in Rosslyn's Gateway Park attracted 282 riders. With 19 pit stops throughout the region, thousands of enthusiastic riders participated in the event.

Afternoon Delight

In an informal information session for hotel clients and prospects, ATP sales representatives briefly described products and services. Ten hoteliers representing 9 hotels attended.

How Suite It Is At the Beach

ATP's beach-themed luncheon recognized the continued success of the Visitor Services Program and acknowledged clients sharing programs with their employees and guests. In a simulated seaside setting, 20 clients representing 8 hotels, as well as representatives from the Arlington County Convention and Visitors Service. Clients were recognized in an informal awards ceremony for their continued participation in ATP's efforts to enhance the economic vitality of the county by reducing vehicle traffic.

Breakfast Club

Employer Breakfast Club seminars launched in summer 2005, offered employers the opportunity to participate in a series of workshop presentations covering topics such as Telework, Carsharing, NuRide and Transit Benefit Implementation.

"The Breakfast Club Seminars are wonderful. They put you in contact with people who offer services and benefits for your staff that you would not necessarily think of. The small informal environment and opportunity to interact directly with peers who are participating in the programs are what makes the seminars so unique and helpful. We are now in the process of looking to implement a car sharing program to mitigate some of our parking problems as a result of these seminars."—Ms. Adrienne Peco, Human Resources Manager, Henninger Media Services

Solutions Newsletter

Solutions newsletter is published quarterly by Arlington Transportation Partners and offers employers, property managers, hoteliers, as well as employees, residents and visitors, pertinent information about various transportation services within the county and around the Washington, DC region. Additionally, *Solutions* highlights new transportation services, information, and benefits available within Arlington County and the metropolitan area. At its inception in summer 1999, *Solutions* was a small-scale, direct mail piece of which 500 copies were printed. The production doubled by spring 2001, and by spring 2003, production was at 1,900 copies. In fall 2003, ATP began offering complimentary bulk copies of *Solutions* newsletter for clients to share with their employees, residents, and visitors, increasing print production to 5,600 copies. By the end of FY05, with the printing of the summer edition, 15,000 copies were printed and distributed to clients. The total number of copies of *Solutions* distributed in FY05 was 43,000.

"As a result of working with ATP and setting up a display, my residents have found it very convenient to get transportation information. They are now more comfortable getting around Arlington County using bicycles or mass transit instead of their cars."
John Gordon, Manager, Park Springs Condominium

Online Brochure Service

Arlington Transportation Partners offers clients a free online Brochure Service which gives them the opportunity to have transportation brochures and information delivered to offices, businesses, residential properties, and hotels. Clients simply go online and open an account, choose from a menu of brochures from all the transit providers in the Washington, D.C. region and orders are promptly shipped to their doors at no charge.

To date, Arlington Transportation Partners counts 109 Brochure Service Clients. Of these clients, 27 are employer contacts representing 20,520 employees, 62 are residential contacts, representing 20,465 residential units, and 20 are hotel contacts. The total number of brochure pieces mailed in 2005 was 325,581.

"We give transit brochures out to all of our new hires to inform them of our Metrochek program. Before this service was developed I had to go around to the transit stores collecting brochures. Having the ability to order them online makes my life easier because I can get everything I need without having to leave my desk and it only takes a few minutes. It's great, I love it!"—Becky Miller, Facilities Manager, BBN Technologies

"When we had a large event and needed brochures immediately, I wasn't sure what to do. Luckily ATP stepped in and made it possible for me to provide the exact brochures and information that I needed for my guests. Ordering brochures online was easy and I had them within a couple of days!"—Amanda McGuire, Guest Services Manager, Hilton Garden Inn Arlington/Courthouse Plaza

Communications

E-mail

Electronic communications is an increasingly common method for ATP sales representatives to use to contact clients. Additionally, large "blast e-mail" campaigns are used to disseminate information regarding Arlington County transit meetings and public hearings, new services available through the county and ATP, and promotions offered by ATP.

In FY05, ATP employer sales representatives executed 18 e-mail campaigns, distributing a total of 4,428 e-mails to employer contacts. Residential sales representatives executed 15 e-mail campaigns, distributing a total of 1,784 e-mails to residential contacts.

Direct Mail

Direct mail campaigns are designed to distribute new information, as well as invitations, newsletters, and promotional materials, to ATP clients. Employer sales representatives completed 20 campaigns, distributing a total of 10,597 pieces (including *Solutions*) to clients in FY05. Residential representatives completed 22 direct mail campaigns, distributing a total of 3,308 pieces to clients in FY05.

Solutions Newsletter

Solutions newsletter is one of the primary methods ATP uses to keep clients and prospects, as well as residents, employees, and visitors, up to date on transit services and benefits. The quarterly publication is also offered in bulk orders to all clients, with 46 employers receiving 4,696 copies of *Solutions* to share with employees. 50 residential properties received 6,753 copies of *Solutions* to share with residents. Additionally, copies of *Solutions* are distributed to each of the three Commuter Stores in Arlington, as well as on the Mobile Commuter Store.

Revenue Generation

CommuterDirect.com Corporate Services

CommuterDirect.com Corporate Services is an online transit benefit management program for employers that was created in 2001 to better serve clients. This third-party transit benefit administration system is turn-key and allows employers to have access to benefit summaries, detailed orders, and corporate invoices every month. At year-end, ATP has 81 corporate accounts serving 1,125 employees ordering over \$100,000 per month in transit fare media. \$1,872 in corporate service fees and \$172.50 in corporate shipping fees were collected.

“Part of my job as Facilities Lead at Boeing is to oversee the commuter benefits. With everything else I do, [CommuterDirect.com Corporate Services] makes my life so much easier.”—John Hamman, Facilities Lead, Boeing

Transit Marketing Sales Support

Pike Ride First Anniversary

ATP representatives provided logistics support for this promotion, aimed at getting SmarTrip cards into the hands of commuters along Columbia Pike. 1043 packages containing SmarTrip cards and bus schedules and information were distributed on the morning of October 26, 2005 from 6:30 a.m. -9:00a.m. An additional 1,320 cards were handed out from noon until 7:00 p.m. at the Pentagon.

ART 90

As a result of the ART 90 Sales Blitz, 56 new employer clients were added and a total of 81 companies were visited over the course of two weeks. ART 90 information and coupons were mailed to 96 companies. ATP added 52 new prospects to the database through a client relationship with Charles E. Smith Commercial Realty and sharing of their tenant lists. Overall, 91% of ATP's Crystal City employer market was contacted which represents 16,552 employees. Of the 13 residential properties visited by sales representatives during the ART 90 promotion, 12 became ATP residential services clients. This represents 4,490 units, or 98% of the market share in Crystal City.

“Our employees love our Crystal City location! They can take the train or bus to and from the office, and once they are here, they have convenient access to wonderful shopping and food.”—Ella Lancaster, Site Administrator, Wyle Laboratories

“Crystal City is extremely convenient to our staff and residents because with all the stores and restaurants so close, we can walk almost everywhere and we can get almost everything we need right outside the door. And when walking isn’t an option, we can catch a bus right nearby.”—Lauren Wendelowski, Property Manager, Oakwood Crystal City

Strategic Alliances

Arlington Transportation Partners strives to maintain its reputation, not only with clients in Arlington, but also within the transportation demand management industry. An integral part of maintaining such relationships is membership in trade associations in regional and national conferences, and partnering with other service organizations.

The U.S. Environmental Protection Agency Best Workplaces for Commuters

This national standard of excellence is designed to recognize employers who are providing the utmost in commuter benefits for their employees. Arlington Transportation Partners spearheaded the campaign to reenroll the 46 existing Best Workplaces for Commuters employers and enroll 14 new employers for a total of 60 Arlington-based employers participating in the program.

ATP served as co-organizer and funder of the recognition and awards ceremony held on October 14, 2004 at Discovery Communications. The event recognized the Washington, DC region’s Best Work Places for Commuters, including the 60 Arlington employers. ATP maintains its alliance with regional representatives from the EPA and remains on the planning committee for an event to recognize current and future Best Workplaces for Commuters employers in summer 2006.

Transportation Demand Management (TDM) Conference

ATP worked to organize the annual conference for the second year in a row. The conference was held June 7-9, 2005 and included TDM agencies in Virginia, Maryland, and DC. ATP staff developed the program, obtained speakers, and managed logistics and all function arrangements.

Association for Commuter Transportation—Chesapeake Chapter

ATP continues to play a supportive role in the chapter, with staff member Katie Sihler, Director of Employer Services, serving as chapter Secretary. Additionally, ATP supports all functions of the chapter, attends events and awards ceremonies, and maintains good working relationships with members of the chapter.

Arlington Economic Development (AED)

Arlington Transportation Partners works closely with AED to ensure that businesses opening and/or relocating to Arlington receive support and transit information and benefits pertinent to their move.

Northern Virginia Transportation Partners (NVTP)

In August 2004, ATP began a new multi-year grant from Virginia's Department of Rail and Public Transportation (VDRPT) to expand the successful employer services program to target government agencies, associations, and universities in the northern Virginia region. Northern Virginia Transportation Partners is a public service coalition comprised of the City of Alexandria and the counties of Arlington, Fairfax, Loudoun, and Prince William and supported by VDRPT. NVTP works with public sector employers to encourage the use of transportation demand management initiatives such as mass transit, carpools, vanpools, biking, walking, telecommuting, and other alternatives to driving alone.

To date, NVTP, the Regional Public Sector Employer Sales Transportation Emission Reduction Management program, managed by ATP, has provided transportation demand management services to four regional public sector clients with a combined employee population of over 15,000, they are; the U.S. Environmental Protection Agency, Fairfax County Government, Fairfax County Public Schools and the Transportation Safety Administration. A total of 987 agencies are in the contact data base.

Awards

Commuter Connections

Employer Services Organization Achievement Award

Arlington County received this award for the innovative online benefit administration program CommuterDirect.com Corporate Services at a ceremony on June 29, 2005.

Association for Commuter Transportation (ACT)

Creative Excellence Award

In September 2004, at a national conference, ATP was awarded an honorable mention award for the imaginative ART 61 sales campaign.

ACT, Chesapeake Chapter

Outstanding Transportation Demand Management Program

Arlington Transportation Partners Residential Services Program was recognized with this prestigious award in December 2004.

Outstanding Employer Services Program

National Science Foundation (NSF), an Arlington employer that consistently works closely with ATP to provide employees with top-notch commuter benefits, received this award for their commitment to making life more pleasant for its employees.

"None of these results would be possible without the assistance of Arlington Transportation Partners." —Timothy McLendon, Metrochek Administrator, NSF

Retail

Record Fare Sales. The Commuter Stores® continue to record very high sales figures. For the sixth straight year new sales records have been set, with FY2005 sales of \$12,131,868 in tickets, tokens and passes sold via The Commuter Store® retail outlets and CommuterDirect.com. This is an increase of 16% over the \$10,439,031 sold in FY2004, a 43% increase over the \$8,491,027 sold in FY2003 and a 71% increase over the \$7,111,690 sold in FY2002. It's also an astounding 211% more than the \$5,736,865 in fare sales generated in FY2001. The FY2005 totals almost tripled the sales output from FY2000, with \$4,287,204 in total sales that year.

CommuterDirect.com®, for the second straight year, continued to lead the retail group in total sales. They were responsible for \$5,831,919 of the overall sales; this represents more than 48% of the total FY2005 sales. Compared to FY2004 ticket sales, the same size staff at CommuterDirect.com was able to increase their total productivity by 36% – the second largest sales increase by any one group. The only group that had a higher increase was the Mobile Commuter Store™.

The **Mobile Commuter Store™** had its best sales year ever, posting an increase of 270% over the previous sales totals. The MCS had a grand total of \$372,757 in sales this year versus last year's total of \$138,324. This increase was driven by utilizing a fixed weekly schedule that allowed its customers to make visits to the store at the same location on the same day of the week. The fixed stops include: Pentagon City, Ballston, The Pentagon, Courthouse Plaza, Crystal City and North Lynn Street in Rosslyn. Each of these stops has their own unique customers that rely on the Mobile Commuter Store™ staff to provide them with the best possible customer service and convenient locations. Many of the customers have complimented the staff on their professionalism and their eagerness to help them get from point A to point B without driving.

Commuter Stores®. The three traditional retail stores, which include locations in Rosslyn, Ballston and Crystal City, continued to generate solid sales. Each location posted results that were close to their FY2004 totals. The Commuter Store® at Rosslyn was able to once again cross the \$1,000,000 plateau with a grand total of \$1,017,481 for the year, a modest 2% sales gain. The Commuter Store® at Ballston also had a solid year with \$701,682 in sales, which was just higher than the \$699,931 posted last year. The largest performing store of the three continues to be The Commuter Store® at Crystal City, which had another banner year. Their sales for FY2005 totaled \$4,207,556, just slightly off of their record year in FY2004, missing last year's high by less than ½ of 1 percent. All three stores continue to promote the benefits of using public transportation, while offering excellent customer service to all that enter their doors.

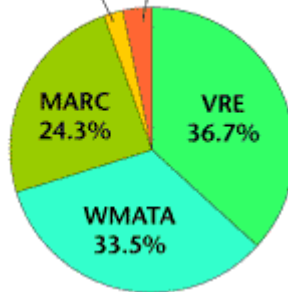
Customer Visits Continue To Be Very High. In the last fiscal year, a total of 170,185 customers visited our retail stores or made purchases online at CommuterDirect.com.®

The retail store with the highest number of visitors was the Crystal City Commuter Store® with 42,339 visits during the year. This number represents 25% of the total visits for the Commuter Services Program. The Commuter Store® at Rosslyn was the next most heavily visited location, with a total of 35,870 customers visiting that store, for a 21% share of the total visits. CommuterDirect.com® had 27,320 transactions during the year, for a share of 16%. The Mobile Commuter Store™ had 44,544 total visitors entering the store either at their regular stops or during one of the many events that the Store attends each year. The Commuter Store® at Ballston had 20,084 visitors for a 12% share.

BREAKDOWN OF FY2005 SALES FIGURES

- VRE accounted for \$4,037,611 or 33.3% of the total sales figures.
- WMATA accounted for \$3,917,412 or 32.3% of the total sales figures.
- MARC accounted for \$3,388,777 or 27.9% of the total sales figures (a 34% year-over-year increase).
- OmniRide accounted for \$333,702 or 2.8% of the total sales figures.
- Others (ART, Ride-On, Loudon County, STAR Bucks, ParkSmart, etc.) totaled 3.7%.

OMNIRIDE 2.2% OTHER 3.3%



YELLOW AREAS ARE STILL BEING REVISED.

SmarTrip Cards And The Changing Role Of The

Commuter Stores®. The Washington, DC area continues to move toward universal SmarTrip card usage and away from individual fare media for each transit vendor. This means that The Commuter Store's® role as an outlet focusing on

fare sales will shift more to SmarTrip card support and individual information consultation, maintaining its position as the premier one-stop shop for transportation information and services. In order to achieve this transformation, we have recently renovated our Rosslyn Commuter Store® to include a newer, more high-tech store layout that provides the commuting public with the information they need. These new high-tech items include an electronic map display, a pair of Internet user stations with quick links to relevant commuter websites and bus arrival information to help keep customers on schedule. **(WI-FI???)** To continue to serve the community, the stores will also have the ability to download money directly to the customers' SmarTrip cards, as well as to perform card troubleshooting. Our Commuter Specialists will continue to provide top-notch customer service and assist the commuting public with the rest of their commuting needs.

Customer Services Skills Training. To help the team stay focused on the customer, the entire Commuter Store® operation is tasked each year with completing a set of six customer service classes. Completion of these courses in FY2005 was close to 100%. These classes are viewed internally as a major aspect of our operations and will continue to evolve and grow in the next fiscal years.

Commuter Information Center. The Commuter Information Center (CIC) was originally set up to process Internet orders received via CommuterDirect.com,[®] to answer commuter questions received from CommuterPage.com[®] and to act as a central phone line for the Commuter Stores[®]. With the introduction of ART, CIC staff was additionally tasked with answering the ART information number – 703-228-RIDE. Over the past three years, ART has gone from one route to eleven. With this increase, the amount of time answering customer questions via phone and email has grown too. During FY2005, in addition to processing over \$5.8 million in annual sales – more than 2,000 Internet sales transactions each month – CIC staff responded to an average of 375 email inquiries and 1,800 telephone calls per month.

**CIC Workload
Breakdown**

**Phone Call & Email
Questions**

Human Services And Other Programs. During the last year, The Commuter Stores[®] have assisted a variety of human services and other organizations by providing free services to their clients. These include:

- The Super Senior Taxi (SST) program, whereby the Stores sell discounted taxi tickets to seniors over 75 years of age.
- ParkSmart and The Commuter Stores.[®] During FY2005, The Commuter Stores[®] and CommuterDirect[®] collectively sold over \$76,000 in parking value to the residents and employees within Arlington.
- STARBucks. STAR is the Specialized Transportation for Arlington Residents. The Commuter Store[®] is responsible for selling “STARBucks” in the stores and via the Internet.
- AIM is a program of the Arlington Department of Parks, Recreation and Cultural Resources. The Commuter Stores[®] sell discounted fare media at ACCS cost, to AIM members.
- Get-a-Job-Get-a-Ride is an important program for the Metropolitan DC area, providing a free transit benefit to people who are seeking employment. This federally funded program is administered by the CommuterDirect[®] staff and handles the commuting needs of approximately 115 newly hired workers in the area. By providing this transit

benefit, these area residents can return to work and provide for their families without the burden of either owning a vehicle or paying the costs of commuting.

Distribution

- Increased yearly brochure distribution from 227,000 pieces in FY2004 to 420,000 pieces in FY2005.
- Reduced turnaround time for customer brochure orders from eight to five days on average, despite 100% increase in orders and customer growth.
- Maintained outstanding customer satisfaction and efficiency to keep pace with the increased commercial and residential customer base created by ATP.
- Refined CommuterPage website and database with the assistance of the Redmon Group.
- 100% completion of signage for Arlington County bus stops and “Way to Go” campaigns.
- 100% completion of material inserts at Arlington County bus stops.
- Timely completion of “Way to Go” campaign.
- Productively collaborated and networked with all transit agencies to meet newly scheduled infusion dates.
- Implemented safety equipment (e.g., strobe lights/magnetic signage) for distribution vehicle.
- Developed a safe working plan to maintain bus stops on busy county roads.
- Completed all logistic support requirements for the car share program, including material receipt and installation.
- Designed the layout of the new distribution center scheduled to open in August 2005 (FY2006) to increase efficiency and accommodate growth.
- Successfully transferred \$750,000 in fare media between vendors and stores with zero loss or shrinkage.
- Assisted ATP in transporting large amounts of materials (e.g., water bottles, water, shirts, promotional items) in conjunction with “Bike to Work” day.
- Assisted in all county “Meet the Commuter” program events by providing logistic support and personnel.
- Procured logo shirts for county, Commuter Stores® and ATC. Project involved taking orders, working with vendors and handling distribution to all locations.
- Maximized cost savings by procuring bulk office supplies for Commuter Direct and Distribution by utilizing Internet and club warehouse outlets.
- Researched vendors and designed logos for use as Commuter Store® promotional items.

PUT IN BUS STOP STUFF
PUT IN LDC in CRYSTAL CITY, ETC.

New spinny tube schedule insert
Photo of APTA AdWheel award

Internet

Commuter Services is recognized as having developed some of the best transportation web sites in the Country. The family of eleven web sites are some of the most popular sites of their kind in the region. Some of the FY05 highlights include:

CommuterPage.com provides the general consumer with information about all transportation options throughout the Washington, D.C. region. It is everything, all the time.

According to our Web Trends Reports tracking package there were 1.5 million "Visitor Sessions" on the site last year or a 25 percent increase over the previous fiscal year's 1.2 million or 60% more than the 935,000 visitors the year before that. More than 600,000 of these Sessions were from "Unique Visitors." Among the most popular pages on the sites in order of the number of visitors are Commuter Rail, Arlington Transit, Metro, Palm schedules for Metrobus, Commuter Stores, Local and Commuter Buses, Bicycling, Arlington's Urban Villages, Handheld, Carsharing, Carpooling, Metro Connections, Metro Schedules, and much more.

CommuterPage.com Mobile Services (www.CommuterPage.com/handheld) provides information in a compact form to mobile devices with Internet access.

According to our Web Trends Reports nearly 9,000 Visitor Sessions per month were recorded as from people accessing the site through the AvantGo service. This is 10% higher than the previous year. Another XX,XXX Visitors accessed CommuterPage.com directly through their handheld device with an Internet connection.

Providing schedules via formats for Palm and Pocket PC PDA users and for persons using cell and smart phones increases the XX,XXX transit schedules in the Palm format were downloaded during the year. This is a XXX% increase over the previous year. XX,XXX schedules were accessed via cell phones and smart phones with Internet access. Taken together, XXX,XXX schedules were downloaded during the year in formats other than the traditional web.

CommuterDirect.com provides every transit ticket, token and pass an individual would need throughout the region.

CommuterDirect.com Corporate Services provides ATP clients in Arlington implementation tools to manage their transit benefit programs for their employees.

ArlingtonTransit.com is ART's home page Internet site. Its all about ART.

WALKArlington.com promotes walking in Arlington.

In February, 2005, an in-dept focus group was conducted by staff to garner feedback on the WALKArlington website. The participants provided important feedback on the site's strengths and weaknesses in a number of categories. Participants found it

appropriately “fun, friendly, and colorful,” and were generally satisfied with the volume and quality of the content, describing it as “substantial, deep, engaging, educational” – even “a great public service.” Based on focus group participant’s comments on ways to improve the site, some changes are in store for the site in the next few months. These include a much more informative and lively home page; a "Walking for Health" and a few other tweaks, such as an improved calendar section. Look for these updates over the next few months!

According to Web Trends, the site experienced 62,357 visitor sessions during FY 2005 a near doubling of Visitor Session over the previous year.

BikeArlington.com promotes biking in Arlington.

Arlington Transportation Partners (www.CommuterPage.com/ATP) is the ATP home page.

Pike Ride (www.CommuterPage.com/PikeRide) is the home page of the Pike Ride bus service.

Arlington Metrobus (www.CommuterPage.com/ArlingtonMetrobus) is the home page for in-depth information about the 27 different Metrobus lines operating in Arlington. This goes beyond the information found on CommuterPage.com or MetroOpensDoors.com and treats the Arlington Metrobus lines like the ART routes are treated.

Arlington's Urban Villages (www.CommuterPage.com/UrbanVillages) provides information about how to live, work, shop and play in Arlington's urban villages. Underneath is a layer of information on how walkable, bike, and transit-friendly these neighborhoods are too.

Way To Go Arlington (www.CommuterPage.com/WayToGo) is the landing page for the ACCS umbrella marketing campaign entitled "Way To Go Arlington. There's more than one way to get where you're going."

Rides & The City (www.CommuterPage.com/Rides) Just launched, Rides & the City is a spin-off from a column of the same name that has been appearing in ATP's quarterly newsletter for a year before that. It's positioned as a way to make transit fashionable or “urban hip.”

CommuterPage.com®, CommuterDirect.com®, ArlingtonTransit.com, and WalkArlington.com

CommuterPage.com®, CommuterDirect.com®, ArlingtonTransit.com and WalkArlington.com continue their role as the best quartet of web sites regarding transportation in the region. CommuterPage.com is the region's #1 source for commuting news, information and services. CommuterDirect.com is still #1 in the region in sales of transit tickets, tokens and passes. ArlingtonTransit.com has added real-time ART Alert and Arlington's Urban Villages and is the best small transit system web site around. Just added to the ACCS family of web sites during FY 2004 is WalkArlington.com – home to a new County initiative encouraging people to walk more often.

Mobile Services. During FY04 ACCS continued to bring in partners for CommuterPage.com Mobile Services. In 2002, Arlington Metrobus and Arlington Transit schedules as well as commuter news were made available to persons using mobile devices such as Palm Pilots, Pocket PCs and web enabled cell phones via Mobile Services. In 2003 the Northern Virginia Transportation Commission (NVTC) partnered with ACCS and paid for the rest of Northern Virginia transit systems to also be included in the service. During FY04 the Potomac and Rappahannock Transportation Commission (PRTC) joined the partnership and paid to have its OmniRide local and commuter buses added to the service. At the end of the fiscal year the Washington Metropolitan Area Transit Authority (WMATA) had also joined the partnership and work was begun on adding selected DC and Maryland Metrobus routes at WMATA's expense.

ART Alert. During FY04 ArlingtonTransit.com launched [ART Alert](#) – a new tool to provide riders with the latest information on real-time service disruptions and immediate emergency announcements via Email and text messaging for cell phones, pagers, and PDAs that can receive SMS.

Arlington's Urban Villages. A new section of the ART web site was introduced during the last year called "[Arlington's Urban Villages – Live, work, shop, play...no car required.](#)" The highly interactive pages blend lifestyle information such as a database of restaurants and shopping at the individual neighborhood level with information on how to access this lifestyle via transit, biking, walking and carsharing.

WALKArlington.com. During the last year, the WALKArlington.com site was launched as an interactive home for the WALKArlington initiative. WALKArlington is an effort to build on an existing partnership between Arlington citizens, businesses and County staff to encourage more people to walk more often. WALKArlington.com is now maintained as part of the family of ACCS Internet sites.

TDM Planning and Administration

Transportation Demand Management (TDM) Program for Site Plan Development

Jeff Price has been named the new Program Manager of Arlington's Transportation Demand Management (TDM) Program for Site Plan Development. This is a new position in Arlington's Department of Environmental Services (DES), Division of Transportation, Planning Bureau. Price has served as the contract manager since 2003, and began his staff position on June 20, 2005.

TDM Program for Site Plan Development activities completed in FY2005 include the following:

TDM Policy. We documented the TDM Program for Site Plan Development. The review included a look at the TDM planning process, TDM strategies and the cost associated with implementing a TDM plan.

TDM Conditions for Site Plan Proposals. We consistently applied the TDM Policy to site plan proposals, including participation in the relevant site plan review process and Transportation Commission meetings. Voluntary TDM agreements were successfully negotiated and incorporated into the site plan conditions (or development conditions) for the following approved developments in FY2005 (name, SP#, approval date):

- Rosslyn Ridge, SP#369, 7/10/2004.
- Virginia Square Park Condominiums, SP#386, 7/13/2004.
- The Views of Clarendon, SP#384, 10/23/2004.
- Alexan at South Glebe, SP#387, 12/15/2004.
- Abingdon Heights, SP#75, 4/19/2005.
- Zoso Condominium, Proffer Amendment, 07/14/2004.
- Washington-Lee High School, 05/31/2005.

Including development approved in FY2005, there are 25 development projects with TDM-related site plan conditions that are approved but not under construction.

Monitoring and Enforcement of TDM Conditions for Site Plan Development.

Monitoring and review of TDM site plan requirements takes place prior to issuance of the first Certificate of Occupancy (CO), in which all TDM-related developer contributions and new facilities must be completed. The following is a list of development completed in FY2005 with TDM site plan requirements:

- Arlington Gateway office, SP#331, 6/30/2005.
- Lofts 590 at Crystal Towers, SP# 13, 6/30/2005.
- Sierra Condominiums, SP# 368, 6/01/2005.
- The Clarendon – Highrise, SP# 344, 3/23/2005.
- Liberty Center Office, SP# 20, 3/31/2005.
- Crystal City Retail, SP# 11+56, 1/01/2005.

- Ballston Point, SP# 193.
- The Metropolitan at Pentagon Row, SP# 105.

There are 25 projects under construction with TDM-related site plan conditions.

The following projects that may apply for CO in FY2006:

- 1800 Wilson Blvd, SP# 331, Start Date 6/09/2004.
- The Odyssey, SP# 350, Start Date 6/14/2004.
- Navy League, SP# 351, Start Date 1/30/2003.
- Station Square at Clarendon, SP# 359, Start Date 08/22/2003.
- FDIC Phase 2 Office, SP# 248, Start Date 09/17/2003.
- GMU Foundation Office, SP# 349, Start Date 12/17/2002.
- Westin Hotel (Arlington Gateway), SP# 331, Start Date 10/23/2003.
- One Potomac Yard, SP#346, Start Date 08/31/2004.

Special Projects for TDM Program for Site Plan Development.

- Provided “Arlington Pilot Carshare Program – First-Year Report” case-study documenting Arlington County Commuter Services (ACCS) new carsharing Program. Developed monitoring and compliance protocols for enforcing TDM site plan conditions for approved site plans.
- Developed programs and services to assist in compliance with TDM site plan conditions, as required, such as information display requirements.
- Developed online information on the TDM Program for Site Plan Development at www.commuterpage.com/tdm.
- Assisted Arlington and other/neighboring jurisdictions regarding TDM issues, including DDOT, Arlington Schools and Fairfax County.

Xxxxxxx

Other Special Projects

WALKArlington

Accomplishments

- Conducted WALKArlington (WA) website review focus groups.
- Continued to build website content and readership.
- Sent out 11 issues of WALKArlington Pacer (e-letter) to a growing list of enrollees (increased from around 400 to around 600 in FY2005).
- Produced four videotaped walkabouts (also reproduced on Web), which included partnerships with Community Planning, Housing and Development (CPHD) and the Historical Affairs and Landmark Review Board (HALRB).
- Managed two seasons of Orange Line Walkers, and led Rosslyn walks.
- Collaborated on planning effort to implement Jay Fisette's, Chairman of Arlington County Board, 2005 initiatives.
- Contributed to County Fair exhibits.
- Participated in Clarendon Day.
- Presented to Arlington Civic Federation and Pedestrian Advisory Committee.
- Collaborated with Department of Libraries on bookmark.

Proposed Work Plan (for discussion)

- Continue to improve website and expand readership: revisions with Redmon Group; new "walking for health" section.
- Explore possibility of re-energizing Walk to School Day with (Arlington County Public Schools (ACPS).
- Collaborate with Parks, Recreation and Cultural Resources (PRCR) on alternative to Orange Line Walkers.
- Collaborate with Health Smart on motivating County employees to walk more.
- Partner with CPHD on October 1 walkabouts.
- Produce 3-4 more walkabout videos.
- Look at ways to promote and improve pedestrian safety.
- Promote WALKArlington urban design initiatives.
- Consult as needed on pedestrian initiatives to other agencies and communities.
- Develop WA "products."

Carsharing

(NEED INFO FOR THIS SECTION)