

Arlington County Commuter Services (ACCS)

ARLINGTON DEPARTMENT OF ENVIRONMENTAL SERVICES, TRANSPORTATION DIVISION

ACCS Fiscal Year 2005 Mid-Year Snapshot

ACCS Vision: To improve the quality of life and economic sustainability of Arlington by reducing traffic congestion and improving air quality.

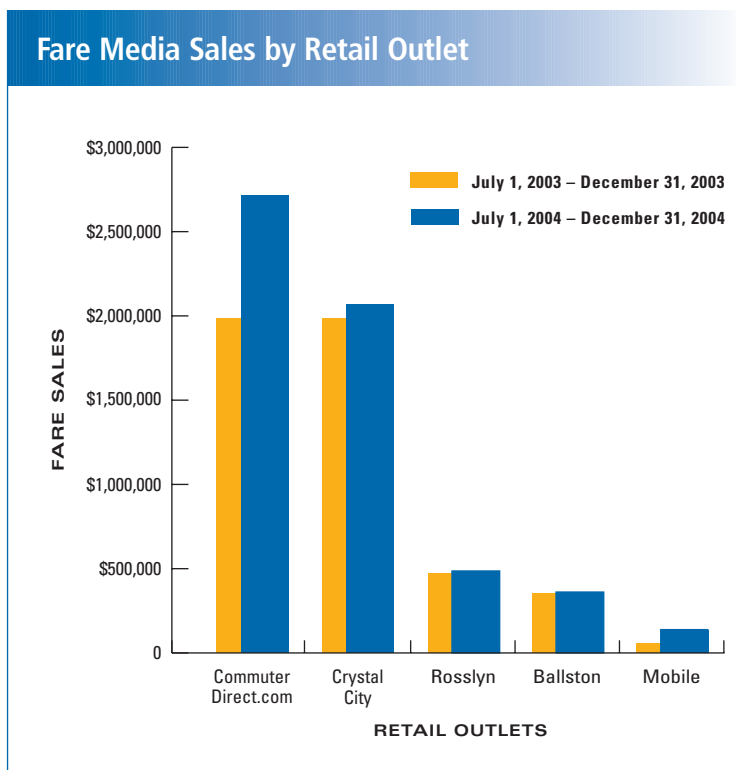
ACCS Mission: To provide the most accurate, timely, and useful information and service to residents, workers and visitors in Arlington to increase the use of public transportation and alternatives to driving alone.

ACCS includes the following units: Retail, Sales, Marketing and Planning/Administration. The following is a mid-year snapshot tracking highlights for the first half of FY2005 (July 1, 2004–December 31, 2004). For comparison purposes please see the FY04 ACCS Annual Report at <http://www.commuterpage.com/ACCS/ACCsreport04.htm>.

RETAIL – The Commuter Stores, Call/Fulfillment Center, and Distribution

Retail Highlights

- At mid-year the Distribution unit more than doubled its orders processed to 96 per month representing an average of 193,771 publications shipped per month. Two-thirds of these orders were from individuals and ATP clients.
- At mid-year, over 59,014 customers walked through the door at The Commuter Stores and the call/fulfillment center responded to an average of 590 emails and 1,197 telephone calls per month.
- During July, completed an inventory overhaul due to WMATA, Connector, Omni and DASH changing all their schedules.
- Implemented new bus stop information program including: updated ART 51/52 with BusFinders signs and poles; updated map and schedule inserts for ART 51/52, 41, 74, 75 and 90 with September service changes; removed old information tubes and installed new round-corner holders (RCH) inserts on the ART 90 route; and cleaned 90+ shelters.
- The Mobile Commuter Store optimized its route and implemented a new schedule in November.
- Every Store employee successfully completed "Building Blocks" customer service training program.
- A lease for a new space for The Commuter Store in Rosslyn and new space for an expanded Distribution Center was completed in December. Plans were completed and a construction contract is expected to be placed in February for a late spring opening.



SALES – Arlington Transportation Partners' (ATP) Employer, Residential and Visitor Services

ATP Highlights

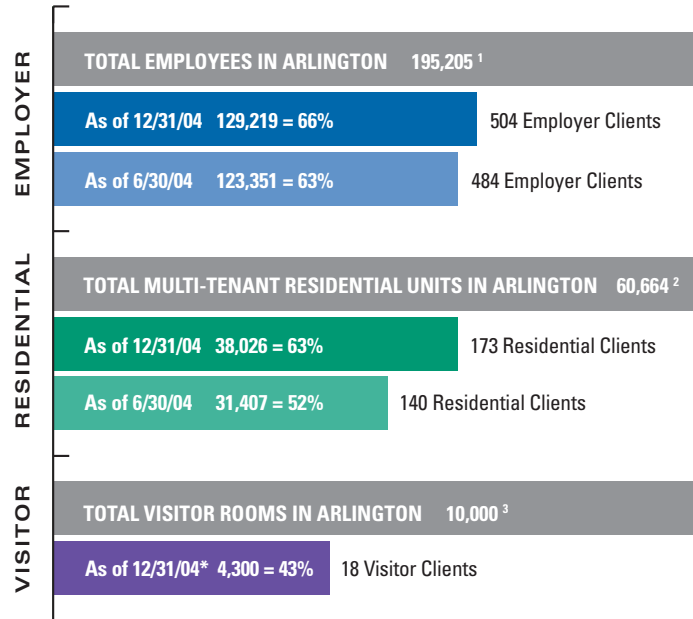
- In August, ATP began a new multi-year grant from Virginia's Department of Rail and Public Transportation to expand the successful employer services program to target government agencies, associations, and universities in the northern Virginia region which includes Alexandria, Arlington, Fairfax County, Loudoun, and Prince William. To date ATP has identified 560 new prospective employers.
- In September, ATP received ACT National's Creative Excellence Award Honorable Mention for their ART 61 campaign.
- In December, ATP received ACT Chesapeake Chapter's Outstanding TDM Program Award for the Residential Services Program.
- In October 2005, ATP honored 60 Arlington employers as members of the U.S. EPA's national Best Workplaces for Commuters program. This represents two-thirds of the 180 employers recognized region wide.
- At mid-year ATP's online bulk Brochure Service has provided brochures to 103 employer, residential, and hotel clients delivering over 474,000 materials.

MARKETING

Highlights

- A Pike Ride retail map of Columbia Pike restaurants and shops with bus routes was developed. The "Shop and Dine the Pike" brochure containing the map was mailed to all residents along Columbia Pike and placed in point-of-purchase displays in 64 shops and restaurants.
- Awarded the APTA 2004 AdWheel Grand Prize Award for the Pike Ride marketing/advertising campaign.
- 11x 17 insert holders were installed in November at all the Pike Ride bus stops on Columbia Pike. These "ad displays" will change every few months with a new Pike Ride message. A version of the *Shop and Dine* information and retail map was the first display.
- A brochure titled "Arlington's Urban Villages – Live, work, shop, play...no car required" was inserted into *The Citizen* newsletter and mailed to every household in Arlington. The brochure contained a detailed transit options map and other alternative transportation information.
- Updated/reprinted brochure schedules and bus stop map and schedule inserts for ART 41, ART 51/52, ART 90 and ART 61.
- Produced new schedule and bus stop map and schedule inserts for the new ART 62 route. Also planned and executed community outreach and opening day event.
- ART Snow Route maps/flyers were updated. Metrobus snow routes were produced and put on CommuterPage.com.

ATP Clients and Market Penetration

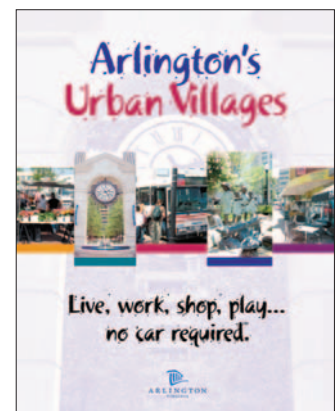


¹ There are approximately 195,205 "At-Place Employees" in Arlington in January 2005. Source: Arlington County Planning and Research and Analysis Team (PRAT).

² There 509 multi-tenant apartment and condo buildings in Arlington representing 60,664 units. Source: Arlington County PRAT.

³ There are 41 hotels with 10,000 rooms in Arlington. Source: Arlington Economic Development.

* Visitor program started in 2004.



MARKETING – Highlights continued

- Flyers and posters were produced to announce the new ART bus tokens.
- In August, produced and mailed postcards to residents along the new Metrobus 3Y route – “DirectLee to DC.” Also produced and distributed flyers announcing schedule changes to the route in December.
- A *Washington Post* ad, flyers, and posters were produced to promote a Customer Dialogue Forum on October 21 in Clarendon.
- Customer Dialogue events were held in November at Rosslyn and in December at Pentagon and Pentagon City.
- A rider survey was conducted in October for Metrobus Routes 16Y, 22A, 22B and ART 53.
- Updated/revised schedule card for the Mobile Commuter Store.
- An ad in *The Washington Post* and posters were produced to promote the holiday food drive and token collection at all Commuter Stores, ART buses, and Mobile Commuter Store. Donations were collected for The Arlington Community Temporary Shelter.

PLANNING, ADMINISTRATION AND SITE PLAN DEVELOPMENT

Highlights

- Negotiated voluntary Transportation Demand Management (TDM) agreements for four approved site plan developments.
- Invoiced \$54,000 in TDM Site Plan contributions to ACCS.
- Completed developer focus group on information display requirement and prepared requirements draft.
- Developed standard electronic annual TDM report for site plans properties.
- Developed electronic database of TDM requirements for site plans.
- Doubled membership in the ACCS carshare pilot project to over 2,000 members.



REPORT PREPARED BY ACCS MANAGERS: Chris Hamilton, Lois DeMeester, Bobbi Greenberg, Jay Freschi and Jeff Price. February 7, 2005

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