

2005 Arlington Transportation Partners (ATP) Fiscal Year Annual Report

(Note: This is not a Primary Research Study)

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OVERALL REPORT PURPOSE:

- ☞ This document outlines Arlington Transportation Partners' (ATP) FY 2005 programs and related accomplishments.
- ☞ Arlington Transportation Partners 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.

KEY INFORMATION INCLUDED:

The information in this document outlines ATP's FY 2005 accomplishments including,

Sales:

- ☞ Employer Services
 - During FY 04-05, 16% growth in participating companies from 484 companies to 566 companies. These ATP client companies employ 65% of the private workforce in Arlington County.
 - More than half of the 566 private employer clients offered a transit benefit to their employees –
- ☞ Residential Services
 - 45% growth in FY 04-05, from 140 residential communities to 203.
- ☞ Visitor Services
 - ATP 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.
 - At the end of FY 04-05, 32 hotels were clients of ATP, representing 77.5% of the total hotel room market

Point of Sale:

- ☞ Events
 - Bike to Work Day
 - Afternoon Delight – Informal information session for hotel clients and prospects. ATP sales reps briefly describe products and services offered by ATP and the County.

- How Suite It Is At the Beach – Beach-themed luncheon recognizing the continued success of the Visitor Services Program and acknowledging clients sharing programs with their employees and guests.
- Breakfast Club – Offered employers the opportunity to participate in a series of seminars covering topics such as Telework, carsharing, NuRide and transit benefit implementation.
- ☞ *Solutions Newsletter*
 - Published quarterly by ATP; offers employers, property managers, hoteliers, as well as employees, residents and visitors, pertinent information about various transportation services within the county and around the DC region.
- ☞ *Online Brochure Service*
 - A free online brochure that gives clients the opportunity to have transportation brochures and information delivered to offices and businesses, residential properties, and hotels.

Communications:

- ☞ *Email*
 - Electronic communications is an increasingly common method for ATP sales reps to use to contact clients.
 - Additionally, large “blast email” campaigns are used to disseminate information.
- ☞ *Direct Mail*
 - Designed to distribute new information, as well as invitations, newsletters, and promotional materials to ATP clients.
- ☞ *Solutions Newsletter*
 - Described above; one of the primary methods ATP uses to keep interested parties up to date on transit services and benefits.

Revenue:

- ☞ *CommuterDirect.com Corporate Services*
 - This online transit benefit management program for employers was created in 2001 to better serve clients.
 - It is a third-party transit benefit administration system that is turn-key and allows employers to have access to benefit summaries, detailed orders, and corporate invoices every month.

Transit Marketing Support:

- ☞ *Pike Ride First Anniversary*
 - ATP reps provided logistics support for this promotion, aimed at getting SmarTrip cards into the hands of commuters along Columbia Pike.
- ☞ *ART 90*
 - This was very similar to the ART 61 and Pike Ride blitzes of previous years.
 - Reps in small teams visited employers and residential properties along the route.
 - The primary objective was to increase the overall ridership and awareness of the ART 90 route among residents and employees and encourage trial usage which leads to regular riders.
 - 56 new employer clients were added and 81 companies were visited over the course of two weeks.

Strategic Alliances:

- ☞ ATP strives to maintain its reputation, not only with our clients in Arlington, but also within our industry – an integral part of maintaining such relationships is membership in

trade associations, participating in regional and national conferences, and partnering with other service organizations.

Awards:

- ☞ Commuter Connections – Employer Services Organization Achievement Award
- ☞ Association for Commuter Transportation (ACT) – Creative Excellence Award
- ☞ ACT, Chesapeake Chapter – Outstanding Transportation Demand Management Program & Outstanding Employer Services Program

OTHER RELATED STUDIES, PLANS & DOCUMENTS:

2005 Arlington County Commuter Services (ACCS) Fiscal Year Annual Report

AVAILABLE DOCUMENTS:

Final Report

KEY WORDS:

Transportation, Arlington Transportation Partners, ATP, *Solutions* Newsletter, Online Brochure, Communications, Transit Marketing, Arlington County Commuter Services, ACCS, Employer Services, Residential Services, Visitor Services