

Residential Outreach Program
February 2005

Program Overview

- Kicked off Fall 2002 with focus groups
- Compiled Community Transportation Programs
- Began contacting residential clients

The First Year

- As of the end of FY03, 29 residential clients being served
- Through marketing efforts in August-September 2003, numbers increased to 53 clients served by the end of November 2003

Marketing the Program





Residential Pike Ride Blitz
August- September 2003

- ➔ Arlington County launched a new family of bus services called Pike Ride September 7, 2003
- ➔ Grassroots campaign to educate residents in the community about the changes
- ➔ Goal to increase residential client base by one third



- ➔ Identified 175 properties located in the affected area
- ➔ Canvassed the area to select 40 "best-bet" communities
- ➔ Sent "We're coming" letter to property managers
- ➔ Visited with Goodie Bags for Property Managers






Results

As a result of the Pike Ride Blitz, ATP was able to add 21 new clients being served.

2 clients increased their level of service, moving up from a Level 2 to a Level 3. ✓



ART 61 Residential Marketing Blitz
December 2003

31 of 61

- ▣ ART 61, neighborhood line connecting Rosslyn and Courthouse neighborhoods with Metrorail stations.
- ▣ Desired increased ridership



- ▣ Pulled list of approximately 100 properties located in the ART 61 service area
- ▣ Canonized the routes, sorted them by geographic location
- ▣ Sent a pre-visit "We're coming" letter to all property managers
- ▣ Visited each property and dropped off goodie bags, maps, coupons, and brochures
- ▣ Instructed property managers to distribute information to residents ASAP
- ▣ After the visit, we followed up with a thank you letter
- ▣ In April of 2004 we revisited each property with a "thank you" goodie bag and information about ordering brochures online



Results

As a result of the ART 61 blitz, ATP was able to establish 31 new clients receiving services.

ART 61 ridership increased to an all-time high in January 2004 with an average of 198 riders per day.

Focus Group 2

- June of 2004 ATP hosted 2 additional focus groups
 - Focused on existing programs and how to make them better
 - Marketing materials
 - Contact methods
 - Incentive programs.

Results/Findings

- 16 participants over the course of 2 days indicated that:
- The best way to be contacted is via e-mail, followed by telephone
 - Direct mail pieces that are short and sweet work best
 - Logos attract Property Managers
 - SmarTrip availability on-site for residents viewed as a major amenity

The Second Year

By the end of FY 04 ATP Residential Services had:

- ⊙ Added 1 staff person
- ⊙ 98 new clients
- ⊙ Total of 140 property manager clients in Arlington County
- ⊙ 25 properties performing at Level 1, representing 4,502 units
- ⊙ 94 properties performing at Level 2, representing 20,476 units
- ⊙ 19 properties performing at Level 3, representing 4,393 units
- ⊙ 4 properties performing at Level 4, representing 2,036 units
- ⊙ A total of 31,407 units represented

Praise for ATP's Residential Program

September 2004

ACT Creative Excellence Award runner-up for ART 61 residential marketing

December 2004

ACT Chesapeake Chapter Award for Outstanding TDM Program



FY05 Mid Year Results

As of January 1, 2005 the Residential Services Program serves:

- 173 residential properties (condos, apartment buildings) in Arlington
- 38,026 residential units in Arlington, representing 63% of the marketplace
 - 13 Level 1 clients
 - 131 Level 2 clients
 - 24 Level 3 clients
 - 4 Level 4 clients



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