

Listening to Champions

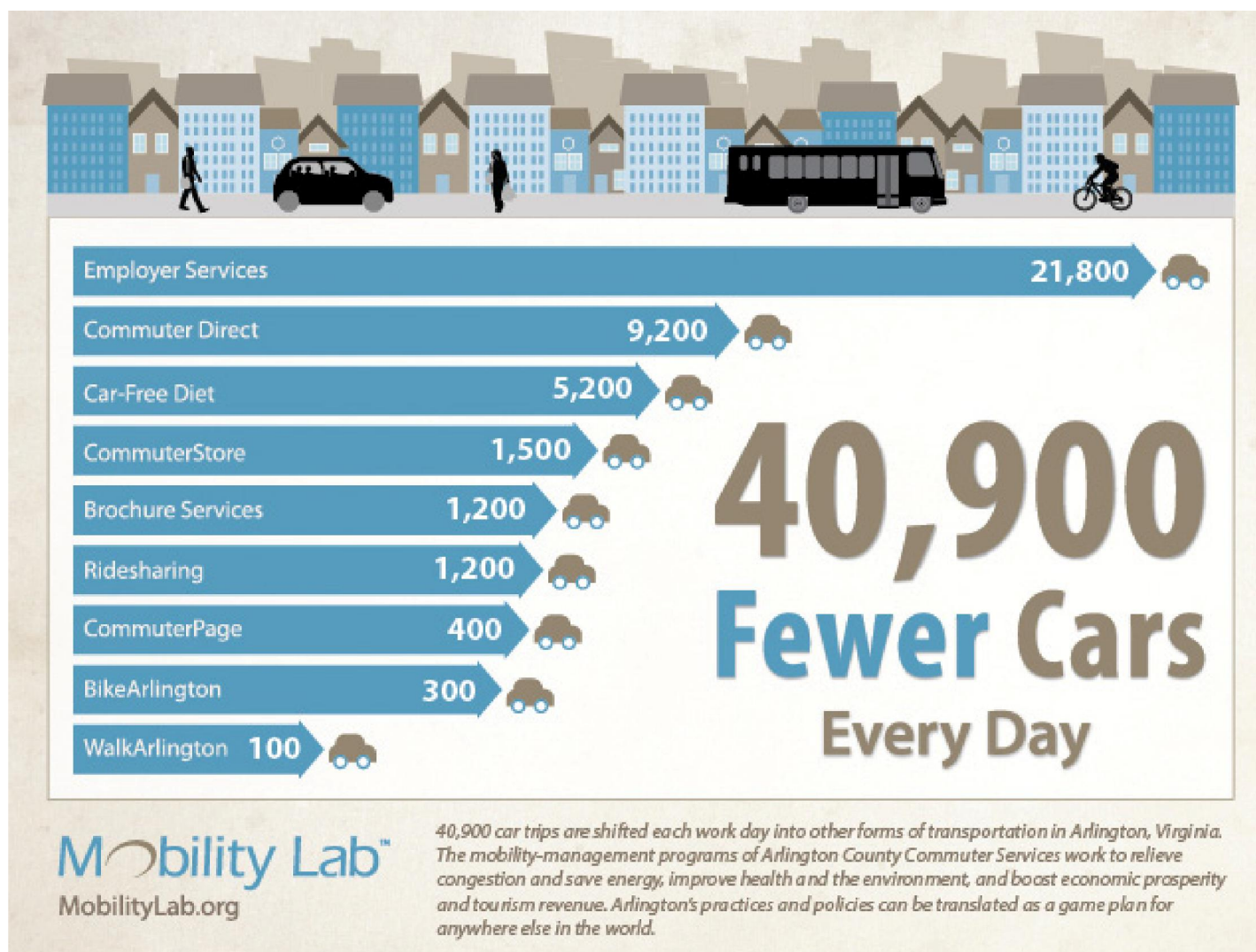
Using Marketing Research to Influence
Transportation Benefits

Elizabeth A. Denton
Dec. 8, 2014



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@TinLizzieBikes
#BECC2014

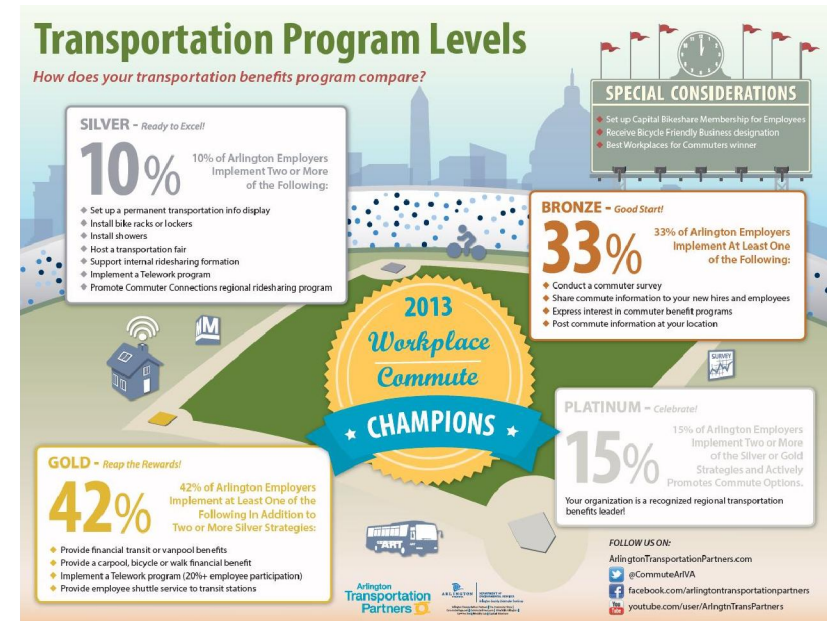




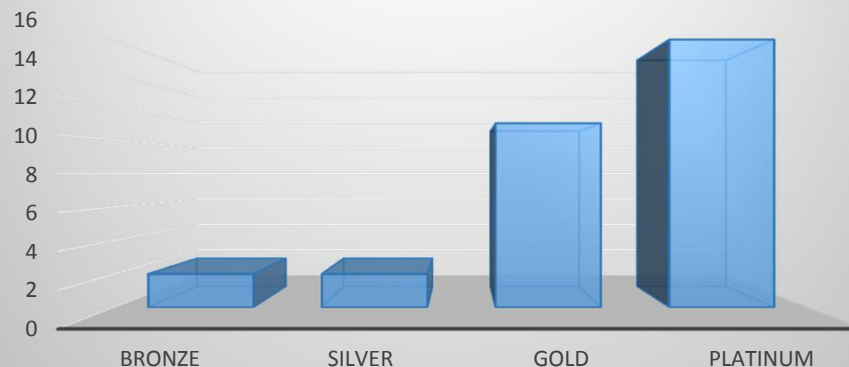
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Arlington
Transportation
Partners 

Workplace Commute Champions



2013 Workplace Commute Champions



- 4 Month Pilot
- 31 Employers

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Focus Groups



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So We Changed Some Things!



START
YOUR
JOURNEY
HERE

BRONZE

Introduce transportation programs to your company and evaluate current transportation programs and needs.

Your company name will be featured in our electronic and printed newsletters as a new or emerging Champion.

Complete these two actions:

- ☐ Host an ATP introduction meeting ☐
- ☐ Establish an ATP point of contact who distributes transportation info ☐

Plus, complete two or more of the following activities:

- ☐ Post alternative transportation information and/or customized pieces (such as a Quick Glance and Guaranteed Ride Home) ☐
- ☐ Allow ATP to create a density plot map to show live/work relationships ☐
- ☐ Post "Car Free Near Me" link on company website/intranet ☐
- ☐ Participate in ATP surveys, focus groups, research ☐

Welcome to the team!

SILVER

Demonstrate formal support for transportation programs.

Your company name and logo, as well as a short description of your programs, will be featured on our website. We'll promote your work in our communications.

In addition to the Bronze Level, complete three of the following items:

- ☐ Offer flex-time or staggered work schedule ☐
- ☐ Offer informal telework program for more than 50% of employees ☐
- ☐ Offer compressed work week ☐ ♥
- ☐ Participate in an ATP-sponsored event:
 - National Walk @ Lunch Day ☐ ♥
 - Bike to Work Day ☐ ♥
 - Car Free Day ☐ ♥
- ☐ Promote biking/walking:
 - Promote Walk/Arlington Works ☐ ♥
 - Promote Bike to Work Day ☐ ♥
- ☐ Provide information about bicycle parking and other bicycle/walk infrastructure ☐
- ☐ Promote pooling:
 - Communicate preferential parking availability ☐
 - Offer ride-matching on site ☐☐
 - Host pooling informational meetings ☐☐
- ☐ Sponsor a wellness, benefits or transportation event with ATP ☐-☐☐ ♥
- ☐ Conduct an employee transportation survey ☐☐
- ☐ Provide Capital Bikeshare corporate memberships and/or bulk memberships ☐☐ \$-\$\$\$
- ☐ Offer carsharing on site or provide local information ☐☐ \$-\$\$\$\$
- ☐ Offer preferential parking for pooling \$-\$\$\$

Ready to excel!

GOLD

Show formal commitment through fiscal and administrative investments in transportation programs.

Your company will be listed in the Arlington Chamber of Commerce newsletter in recognition of your work on providing transportation options and benefits to your employees.

After completing Bronze and Silver Levels, complete three of the following items:

- ☐ Achieve Best Workplaces for Commuters designation ☐ \$
- ☐ Sponsor a Capital Bikeshare station ☐ \$\$\$\$
- ☐ Provide gym/shower memberships or a discount ☐☐-\$\$\$\$ ♥
- ☐ Earn Bicycle Friendly Business designation ☐☐ ♥
- ☐ Offer pre-tax transportation benefit as defined by the IRS ☐☐
- ☐ Implement a parking fee ☐☐
- ☐ Sponsor an ART bus stop ☐☐☐
- ☐ Purchase carsharing memberships ☐☐ \$-\$\$\$\$
- ☐ Form pools with ATP resources and assistance ☐☐-☐☐☐
- ☐ Provide free SmarTrip cards for new employees ☐☐ \$
- ☐ Purchase a display case and/or brochure holder and/or electronic screen providing transportation information ☐☐ \$-\$
- ☐ Provide shuttle service to transit ☐☐ \$\$\$\$
- ☐ Establish company vanpools for commuting ☐☐ \$\$\$\$
- ☐ Extend existing transit routes ☐☐ \$\$\$\$
- ☐ Formalize telework program and demonstrate uptake ☐☐☐-☐☐☐☐ \$-\$\$\$\$ ♥
- ☐ Install bike/walk infrastructure ☐☐☐ \$-\$\$\$\$ ♥

Reap the rewards!

PLATINUM

Demonstrate leadership through implementation of a full range of incentive, infrastructure and information programs.

Your company will be invited to an Arlington County Board Meeting to be recognized as a leader in our community for providing transportation options and benefits to your employees.

Participants can earn Platinum Level indefinitely so long as they show continued investment in commuter benefits and programs.

After achieving Bronze, Silver, and Gold Levels, complete three additional Silver Level programs and three additional Gold Level programs, as well as:

- ☐ Provide a subsidized transportation benefit (transit/vanpool/bicycle) as defined by the IRS ☐☐ \$\$\$\$

A leading example!

LEGEND:

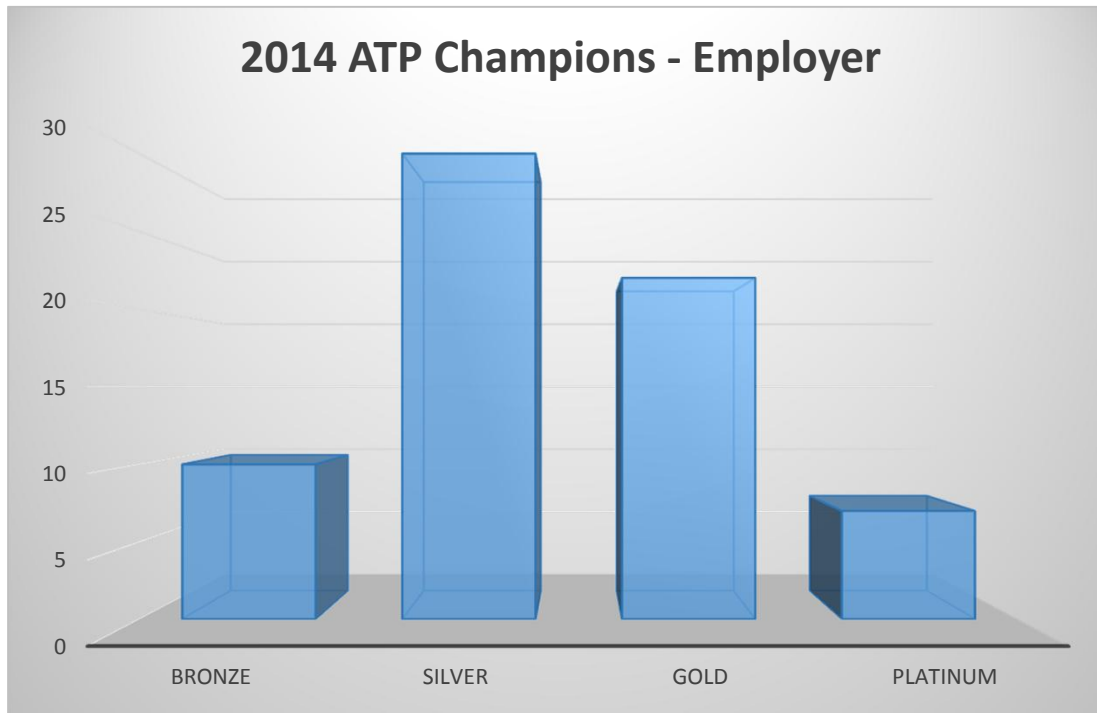
- ♥ = WELLNESS
- ☐ = TIME SPENT
- \$ = MONEY SPENT

For a full listing of benefits, please visit
ArlingtonTransportationPartners.com/champions

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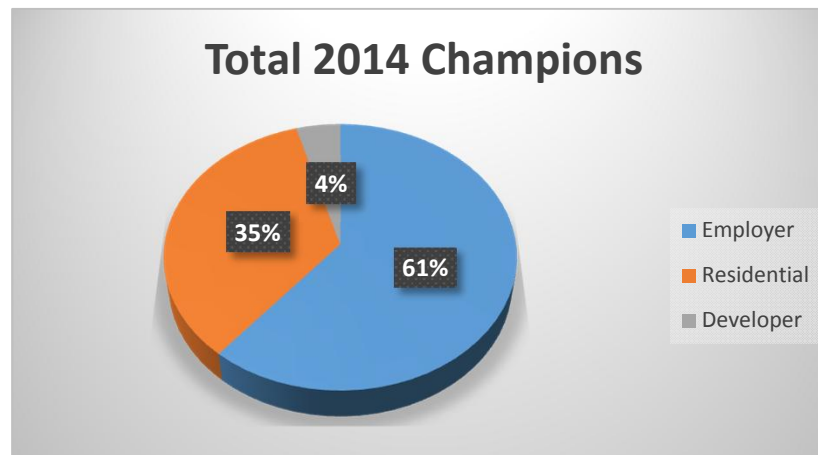
Result of Our Listening



- March – November*
- 113 Total Champions**
- 69 Employer
- 39 Residential
- 5 Developer

*2014 Deadline December 31

** As of December 1



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Listening Works!

- Revising Problem Spots
- Refine Social Norming Infographics
 - Industry
 - Urban Village
- Engage 200 Clients?

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