

# **BUILDING A BETTER COMMUTE**

**A Property Manager's Field Guide to Navigating Construction**



PERIMETER COMMUNITY  
IMPROVEMENT DISTRICTS

PERIMETER  
**CONNECTS**  
options @ the center



# LET US INTRODUCE OURSELVES

As you excitedly read this construction field guide for the first time and refer back to its contents time and again, we suspect you will eventually wonder aloud "...who are the brains behind this source of valuable programs, insights, and advice?" We felt it fitting to introduce ourselves.



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PERIMETER  
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The **Perimeter Community Improvement Districts (PCIDs)**, representing both the Central (DeKalb) and Fulton Perimeter CIDs, are self-taxing districts that use additional property taxes to help accelerate needed transportation and infrastructure improvement projects.

**Perimeter Connects** is a key program of the PCIDs and provides commuter consultation, advisory services and program support to employers and property managers in the Perimeter district. Our employer and property manager partners have implemented robust and effective commuter benefits programs to enhance the transportation options available to their employees and tenants. Through these partnerships, Perimeter businesses and properties recruit and retain top talent in their industries.

While construction is merely temporary, please know our team is permanently here for you. Feel free to contact us at 770.390.1788 or [info@PerimeterConnects.com](mailto:info@PerimeterConnects.com).



# **SAME PERIMETER, NEW AND IMPROVED INTERCHANGE**

As a property manager in the Perimeter area, you likely already realize just how valuable our area transportation network is to your bottom line. That's why the I-285 at GA 400 interchange is undergoing a major upgrade that will add roadway capacity, improve traffic flow and safety, increase access to your property, and generate opportunity for new investment in the Perimeter area. This is occurring over a 4-year coordinated construction period. While these improvements are made, the Central Perimeter market will remain open for business and this field guide provides easy strategies for your property to do so also.



Looking for the most up-to-date construction updates?  
Bookmark [285at400.org](https://285at400.org) for the latest and greatest info.

# HOW TO USE THE FIELD GUIDE

This field guide provides simple steps, easy-to-understand strategies and information on commute support services. When combined with your unique understanding of your building tenants and culture, the field guide equips Perimeter property managers to remain ahead of the curve.

Changing workforce demographics are resulting in newfound demand for worksites with amenities that improve the commute experience. The timing could not be better to leverage construction to start your own program or enhance an existing one. The field guide walks you through simple steps to create a custom commute options plan which provides tenants with access to more travel choices as they navigate their daily commute.

This field guide helps ensure you create a program that is reasonable and realistic to implement. The process is broken down into three easy sections: Think, Plan and Act. Within each section, we identify simple steps and key decision points to assist with the creation of a successful commute options program.



## THINK

- ▶ Identify your internal Property Transportation Champion
- ▶ Assess your tenant and property needs



## PLAN

- ▶ Select commute options strategies that will work for your property and tenants



## ACT

- ▶ Get started at your property
- ▶ Promote your commute friendly amenities package

## Identify a Connector

A commute options program would just collect dust on a shelf if it wasn't for the people behind them. That is why the first and most important step is to identify an employee who can act as the internal Property Transportation Champion and be the point person for the program. All great deeds should be recognized — which is why these staff people get the designation on their resumes as "Connectors".

Connectors are responsible for leading the creation and implementation of the commute options program at the property site. This may include leading and coordinating with appropriate departments to implement commute programming for tenants.

## Assess Your Needs

With the right people identified, it's time to think about what your tenants really need. Don't worry, it's not as daunting as it sounds. Assessing what makes your property unique is necessary to quickly harness the infrastructure, culture, and policy considerations that will impact and inform the commute program.

Utilize our Property Assessment to evaluate considerations, such as proximity to nearby transportation infrastructure, inventory of onsite amenities that reduce the need for a car, and communication tools that can be used to promote commuter programs.



Download the online Property Assessment at  
**[PerimeterConnects.com/Connectors](https://PerimeterConnects.com/Connectors)**

## Understand the commute options strategies that will compliment your property

Here comes the fun part: browsing all the great programs that match your property's needs. In this section, you will find effective commute options, strategies and programs. What makes this process successful is understanding that there is not a "one size fits all" approach, as internal and external variables will dictate the strategies that make the most sense and yield the biggest impact for your property.

The potential strategies center around commute mode-specific opportunities, including:



### **TRANSIT:**

rail and bus

*pg. 8-10*



### **RIDESHARE:**

carpool and vanpool

*pg. 11*



### **ACTIVE TRANSPORTATION:**

bike and walk

*pg. 12*



### **ADDITIONAL STRATEGIES:**

events, carshare, unbundled parking

*pg. 13*

# TRANSIT



Central Perimeter is anchored by three MARTA stations: Medical Center, Dunwoody, and Sandy Springs. Each station is also serviced by GRTA Xpress buses and 12 employer/property shuttles providing last mile connectivity to nearby worksites.

## Benefits

MARTA trains won't be delayed by traffic, so your tenants won't be either! Xpress buses will be responding to the latest construction updates to ensure they stay on schedule. Transit provides a cost savings from driving and allows commuters to avoid the stress of traffic. Your tenants can track the next bus or train by downloading their favorite real-time arrival apps on iOS or Android:

- ▶ **myXpress:** locations and bus schedules for Xpress
- ▶ **Marta On the Go:** locations and bus/train schedules for MARTA



**72% of Perimeter transit riders  
are satisfied with their commute.\***





# Perimeter Center Transit Routes

- 428

GRTA Xpress – Conyers
- 417

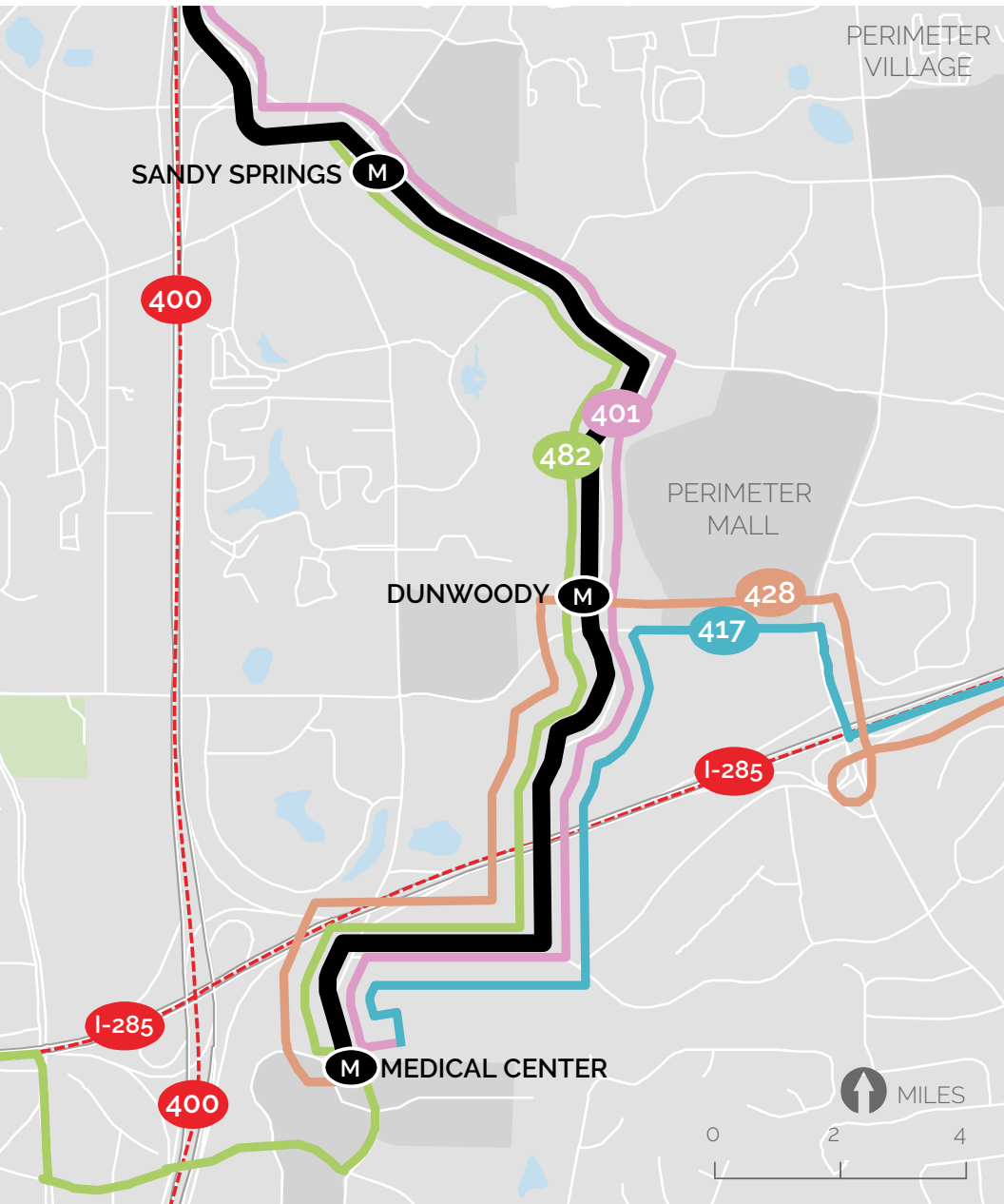
GRTA Xpress – Sugarloaf Mills
- 401

GRTA Xpress – Cumming
- M

MARTA Rail Station
- 482

GRTA Xpress – Town Center

Visit [XpressGA.com](http://XpressGA.com) for more info on transit routes and travel times.



# What can you as a property manager do?

**Provide a shuttle.** Is your property over a 10-minute walk from the MARTA station? Partner with nearby properties and employers to share the cost of a shuttle to the MARTA stations during peak commute times. The last mile connectivity is a key reason that many employees choose to take transit and an attractive offering to prospective tenants. See the current map of last-mile shuttles in the Perimeter market at [PerimeterConnects.com/Shuttles](https://PerimeterConnects.com/Shuttles)

**Already have a shuttle?** Install a shuttle tracker. Let tenants know exactly when the next shuttle will arrive by installing a GPS shuttle tracker. By monitoring the shuttle online or on their smart phone, tenants won't waste time waiting for the shuttle to arrive.

**Host a TransitScreen onsite.** Showcase how transit-rich your property is. TransitScreen takes real-time data for your location and puts it into one easily accessible portal so tenants can make informed transportation decisions. Visit [TransitScreen.com](https://TransitScreen.com) for more information.



**Transit friendly infrastructure.** Ensure that transit riders have easy access to the building. Consider creating a shortcut, such as a path or bridge, that reduces the distance from the MARTA station to your building. Provide a covered shuttle stop or waiting area, offering shade and protection from rain.



Check out additional resources in our online portal at [PerimeterConnects.com/Connectors](https://PerimeterConnects.com/Connectors)

- ▶ How to start a shuttle for your property



**Carpools** can be as simple as two people sharing the ride to work.

A **vanpool** is a group of 7-15 passengers who live in the same area, work similar schedules, and share the ride.



## Benefits

Ridesharing is an important commute strategy for areas that are not supported by transit.

## What can you as an a property manager do?

**Provide preferential parking.** Designate upfront preferred parking spots for carpools and vanpools. Tenants will save time by skipping the hunt for the perfect spot. Spots can be labeled with signage or paint, and you can use vehicle decals or hang-tags for easy monitoring. Consider special clearance allowances required for vans if allocating vanpool parking spots in a covered area or garage.

**Host a ridematch event.** Invite employees from different companies to get together and meet potential carpool matches. Perimeter Connects can provide information to cover the basics of carpooling, such as setting up driving responsibilities, driving expense reimbursement and carpool etiquette.



Ready for more? Find this resource and more online at  
[PerimeterConnects.com/Connectors](https://PerimeterConnects.com/Connectors)

► Preferential Parking Guide

## BIKE OR WALK



Last mile connections from transit can easily be supplemented by biking or walking in Perimeter. The Central Perimeter area has **over 10 miles of bike lanes** and counting!



### Benefits

Providing tenants with the option to bike and/or walk to work helps reduce worksite parking demand while supporting a healthy lifestyle.

### What can you as a Property Manager do?

- ▶ **Bring a bike share onsite.** Ready to make cycling a more convenient choice for your tenants? Think about bringing a bike-share program to the property so that tenants have access to bikes for short term trips. Use of bikes can be free or very inexpensive for tenants and is a great way make nearby amenities more accessible.
- ▶ **Provide secure bike parking.** Whether a bike rack or an entire bike room, allow tenants easy and secure storage for their bike. Make bike racks visible and accessible for all tenants. A bike room can be as simple as a fenced off area in an unused part of the parking deck. Easy storage ensures quick access to the front door, while still maintaining that the bike is secure.
- ▶ **Provide access to showers.** Active commuters appreciate a place to freshen up and store clean clothes for the workday ahead. If there are gym/locker facilities on-site, provide free access to cyclists/walkers. If no showers are easily accessible, consider providing them as a building amenity.
- ▶ **Provide onsite bike repair kit.** Flat tires can happen to cyclists too. Provide a fix-it station nearby the bike racks for convenient tune-ups, or sell mini-kits onsite.

## ADDITIONAL STRATEGIES

- ▶ **Host building commute challenges and events.** Engage and encourage tenants with commuter challenges and other fun events that incentivize tenants to get their employees to find a different way to work and utilize less parking spots. Contact Perimeter Connects for assistance setting up an event.
- ▶ **Bring a car share on-site.** Give your tenants the choice to go car-free by partnering with a car share service. By providing a dedicated spot for a car share vehicle within your property, tenants will be able to conveniently access and rent a vehicle for those mid-day errands and trips. Visit [Zipcar.com](https://www.zipcar.com) for more information.
- ▶ **Unbundle Parking.** Not enough parking onsite? "Unbundling" the cost of parking from commercial leases allows lessees to lease only as much parking as they need. Unbundling creates a financial incentive for employers to implement strategies that decrease the number of employees who drive to work. Unbundling also places a clear price on parking that employers may choose to pass on to employees.

### Support services for you

- ▶ **Construction information.** You can encourage your Connectors, tenants and colleagues to register for email updates on the construction project. Up-to-date construction project scheduling, design drawings, and traffic alerts can be accessed at [285at400.org](https://285at400.org).
- ▶ **Resource Page.** Additional resources including how-to guides, and marketing materials are updated regularly and included in the Perimeter Connects Resource Page at [PerimeterConnects.com/Connectors](https://PerimeterConnects.com/Connectors). Also be sure to sign up for our newsletter at [PerimeterConnects.com](https://PerimeterConnects.com).





## Getting started at your property

See that didn't hurt, did it? And look how much you've accomplished! You've selected your Connector, completed the Property Assessment, identified all the great programs that you can implement and have made the decision to move forward with a commute options program.

## Program Launch

You're almost there. As a property manager, you have more impact on your tenants' behavior than you likely realize. By showcasing your encouragement of commute alternatives, your tenants will take note.

Here is a quick and super effective strategy to launch the new program or reinvigorate your existing one:

- a. List a "How to Get Here" section on your website that includes alternative commute options, such as MARTA or GRTA.
- b. Include information on commute options and Perimeter Connects on your tenant portal and when sending out tenant newsletters.
- c. Provide a welcome kit to new tenant representatives with information on Perimeter Connects so that their employees know who to reach out to for help with their individual commutes.
- d. Host a permanent display of transportation options, such as elevator screens, security desk or a lobby kiosk.



Review our Connectors Resource Page:

**[PerimeterConnects.com/Connectors](https://PerimeterConnects.com/Connectors)**

- ▶ Access a communications tool bank for poster templates, intranet content, and draft email announcements.

# PERIMETER CONNECTS IS HERE TO HELP!

Our staff is available to come on-site and connect one-on-one with your tenants.

- ▶ New tenants in the building? Bring us in to join at a welcome breakfast!
- ▶ Host a commuting Lunch and Learn where we can help tenants explore the commute options available to them.
- ▶ Make commuting a part of your tenant events all year around!
- ▶ Utilize our online resources and quarterly newsletter.

# ADDITIONAL RESOURCES

Project Overview: [285at400.org](https://285at400.org)

Perimeter Connects: [PerimeterConnects.com](https://PerimeterConnects.com) or 770-390-1788

MARTA: [itsmarta.com](https://itsmarta.com)

GRTA Xpress: [xpressga.com](https://xpressga.com)

Georgia Department Of Transportation: [dot.ga.gov](https://dot.ga.gov)

