

# DS&MG

## Milestones & Awards

- 19/98
  - Founded Arlington Transportation Partners
- 19/99
  - Founded and distributed *Solutions* newsletter
  - Created Employer Services *Resource Guide*
- 20/00
  - Launched Bike to Work Day Rosslyn pit stop
  - Created Logistics and Fulfillment Center for the distribution of transportation brochures around the region
  - **Award: ACT Chesapeake Chapter – Outstanding Marketing Campaign**
- 20/01
  - Launched CommuterDirect.com Corporate Services
  - DRPT Grant: CommuterChoice Program
  - Developed Metrochek Implementation Kit
  - Partnered with US Environmental Protection Agency to create *Best Workplaces for Commuters*
  - Recognized Arlington businesses as *Best Workplaces for Commuters* in front of Arlington County Board
- 20/02
  - Contract Award: DS&MG for Arlington County Transportation Demand Management Program
  - Launched *MyRewards* online incentive program
  - **Award: Virginia Transit Association – Innovative Program for CommuterDirect.com and CommuterChoice Program**
  - **Award: ACT National – Leadership Award for Arlington County Commuter Services**
  - **Award: ACT National – Bob Owens TDM Champion for Arlington County Commuter Services**
  - **Award: US Environmental Protection Agency – Commuter Choice Leadership Award, presented to Lois R. DeMeester by US EPA Administrator, Christine Todd-Whitman**
- 20/03
  - Co-authored Governor’s Congestion Mitigation Initiative resulting in the *Pike Ride Transit Ridership Development Program*
  - Launched Arlington Transportation Partners Multi-Family Residential Services Program
  - DRPT Grant: Mobile Store marketing campaign
  - **Award: ACT Chesapeake Chapter – Unsung Hero Staff Member**
  - **Award: ACT National – Outstanding Marketing Campaign for ART 61**
- 20/04
  - Contract Award: VDOT *Public Sector Employer Outreach* TERM
  - Launched Arlington Transportation Partners Visitor Services Program
  - DRPT Grant: Arlington Transportation Partners Developer Services Program
  - **Award: US Environmental Protection Agency – Best Sales Effort for Arlington Transportation Partners *Best Workplaces for Commuters* campaign**
  - **Award: ACT Chesapeake Chapter – Outstanding TDM Program for Residential Services Program**
  - **Award: ACT National – Creative Excellence Award for Arlington Transportation Partners Residential Services Program**

- 20/05 —
  - Generated \$1M in transit benefit revenue for CommuterDirect.com Corporate Services by Arlington Transportation Partners
  - Hosted regional event for transportation demand management professionals, featuring keynote Dr. Gridlock
  - Launched *ATP Breakfast Club* seminars
  - Launched *Rides in the City* campaign
  - **Award: Metropolitan Washington Council of Governments – Employer Services Organizational Achievement Award for CommuterDirect.com Corporate Services**
  
- 20/06 —
  - DRPT Grant: Transportation Information Display Units and Kiosks
  - Launched Research Program for Arlington County
  - Launched Arlington Transportation Partners Relocation Services
  - Co-authored transportation demand management section of Arlington County Master Transportation Plan
  - Launched *Personalized Transportation Options Portfolios*
  
- 20/07 —
  - Contract Award: DS&MG for Arlington County Transportation Demand Management Program
  - Launched Walkabouts for the Arlington community
  - Launched *Fresh AIRE for Transportation* in partnership with Arlington County
  - Arlington Transportation Partners employer services network reached 500+
  
- 20/08 —
  - Arlington Transportation Partners celebrates 10-year anniversary
  - **Award: League of American Bicyclists – Bicycle Friendly Community (Bronze)**
  
- 20/09 —
  - Staffed Obama’s Presidential Inauguration travel command center, tweeting real time travel information
  - Served in prominent roles in US Department of Transportation/Federal Highway Administration policy
  - Launched Arlington Transportation Partners/Transportation Demand Management for Site Plans partnership
  - Launched *Redefine Your Commute*, a business-to-consumer educational campaign
  - Founded BikeArlington and WalkArlington
  
- 20/10 —
  - Founded Mobility Lab
  - Launched Capital Bikeshare in Arlington
  - Founded goDCgo, the Transportation Demand Management Program for the District Department of Transportation
  - Recognized first Bicycle Friendly Business in Arlington
  
- 20/11 —
  - Hosted statewide Vanpool Bootcamp
  - Launched Capital Bikeshare Corporate Membership Program
  - Recognized 10 total Bicycle Friendly Businesses in Arlington
  - **Award: Walk Friendly Communities – Walk Friendly Community (Gold)**
  - **Award: ACT Southeastern and Chesapeake Chapters – President’s Award for Arlington Transportation Partners**
  - **Award: Metropolitan Washington Council of Governments – Employer Services Organization Achievement for goDCgo**
  - **Award: Metropolitan Washington Council of Governments – Employer Services Sales Team Achievement for Arlington Transportation Partners**

20/12

- Launched BikeArlington's *PAL Program*
- Launched *Healthify Your Commute*, a business-to-business educational program
- Launched first Capital Bikeshare Transportation Development Plan
- Established Mobility Lab Transportation Technology Fellowship, incubating *TransitScreen*
- Recognized 20 total Bicycle Friendly Businesses in Arlington
- Arlington Transportation Partners employer services network reached 700+
- **Award: League of American Bicyclists – Bicycle Friendly Community (Silver)**

20/13

- Mobility Lab recognized as “national influential organization” by Ray LaHood, former Secretary of Transportation
- Launched *Champions Program*, recognizing Arlington County's most engaged businesses and properties
- Launched Transit Tech Initiative
- Launched Transportation Camp in Arlington, second in the nation
- Premiered BikeArlington's *Bikeswell* documentary film
- Supported creation of North American Bikeshare Association
- Recognized 24 total Bicycle Friendly Businesses in Arlington
- **Award: ACT National – President's Award for Mobility Lab**

20/14

- Launched Mobility Lab's Transportation Techies MeetUp
- Served on ACT National and Transportation Research Boards
- Co-Sponsored First Innovation Public Policy Summit by Mobility Lab
- Recognized 24 Bicycle Friendly Businesses in Arlington

20/15

- Launched BikeArlington's Comfort Bike Map, first in the nation
- Launched Transportation Demand Management for Schools Services Program
- DRPT Grant: Vanpool Connect, ATP's vanpool formation initiative
- Premiered BikeArlington's *Arlington Passages* documentary films
- Celebrated Capital Bikeshare 5-year anniversary
- Recognized 29 total Bicycle Friendly Businesses in Arlington
- **Award: Metropolitan Washington Council of Governments – Sales Team Achievement for goDCgo**
- **Award: Walk Friendly Communities – Walk Friendly Community (Gold)**
- **Award: New Urbanism Film Festival - Best Bicycle Film Winner for BikeArlington's Arlington Passages**
- **Award: Seattle Web Fest - Official Selection for BikeArlington's Arlington Passages**
- **Award: International Online Web Feet - Best Editing Winner for BikeArlington's Arlington Passages**

20/16

- Generated over \$15M in transit benefit revenue for CommuterDirect.com Corporate Services by Arlington Transportation Partners
- Arlington Transportation Partners employer services network reached 800+
- Expanded Bike to Work Day pit stops to eight locations in Arlington with 3,000+ attendees
- Recognized 35 total Bicycle Friendly Businesses in Arlington
- **Award: Metropolitan Washington Council of Governments – Employer Services Organization Achievement for goDCgo**
- **Award: Metropolitan Washington Council of Governments – Employer Services Sales Team Achievement for Arlington Transportation Partners**
- **Award: ACT Chesapeake Chapter – Outstanding Marketing Campaign for SafeTrack**
- **Award: ACT National – Marketing & Outreach, Public Agency for Champions**
- **Award: ACT National – TDM Excellence Award, Large Region for Arlington County**
- **Award: Filmed by Bike - World's Best Bike Movie Winner for BikeArlington's Arlington Passages**
- **Award: Bike Shorts Film Festival - Juried Prize for BikeArlington's Arlington Passages**
- **Award: Vancouver Web Fest - Best Documentary Nominee for BikeArlington's Arlington Passages**
- **Award: DC Web Fest - Official Selection for BikeArlington's Arlington Passages**

20/17

- NVTC Grant: I-66 Outreach & Marketing, DS&MG's Commute66 program
- Arlington Transportation Partners employer services network reached 850+
- Recognized 32 total Bicycle Friendly Businesses in Arlington
- **Award: ACT National – Commute Options: Vanpool**
- **Award: ACT Chesapeake – Outstanding TDM Program for Schools**
- **Award: ACT National - President's Award for Arlington Transportation Partners**
- **Award: Hermes Creative Awards - Consumer Engagement, Platinum Winner for the DC Circulator #HolidayRide Campaign for the District Department of Transportation**
- **Award: AVA Digital Awards - Social Campaign, Platinum Winner for the DC Circulator #HolidayRide Campaign for the District Department of Transportation**

20/18

- **Award: Hermes Creative Awards – Book, Platinum Winner for Arlington Transportation Partners' *Champions* Book for Arlington County Commuter Services**
- **Award: Hermes Creative Awards – Video, Gold Winner for Arlington Transportation Partners' *Champions* banquet video for Arlington County Commuter Services**