

## Spreading the News

Every day BATMA introduces Buckhead commuters and residents to the benefits of commute options. BATMA also plays an important role in keeping everyone informed about construction projects, events and other important news.

- In 2007, media coverage of BATMA increased 125 percent with 51 stories appearing in newspapers, on radio, in building newsletters and trade publications.

- The BATMA monthly email newsletter, *Buckheadlines*, reaches an average of 5,655 people every month.

- BATMA's 2007 direct outreach efforts were highly successful:
  - 1,983 commuters received assistance by email and 849 by phone
  - Outreach events included 911 days of lobby displays, 30 building lobby promotions, three lunch and learns and 32 meetings with employer Partners



## BATMA Puts Patrols on Two Wheels

When the Zone 2 Atlanta Police expressed a need for an updated bicycle fleet, BATMA's board of directors recognized the benefits of having officers outfitted on two wheels, rather than four.

To keep with its mission of improving mobility, accessibility and air quality in Buckhead, BATMA decided to make bikes available for the officers.

The new bikes will be environmentally friendly, economical and will provide another layer of safety as an effective way to quickly reach areas of Buckhead neighborhoods and office parks that are otherwise difficult to reach on foot or by car.

## BATMA Leadership

**Chairman** - Chris Breeden, Parkway Properties

**Vice Chairman** - Michael Lawings, Wellpoint

**Treasurer** - Debra Cobbs, Regent Partners

**Secretary** - Sandy Godwin, Mercer Human Resource Consulting

### Members include:

Ackerman & Co., Advantis Real Estate Services, Americas Capital Partners, AT&T, Brookwood Hills Civic Association, Buckhead Coalition, CB Richard Ellis, Clarion Realty Services, Coro Realty, Cousins, Crescent Resources, DL Crawford & Associates, DoubleTree Hotel, Hines, Grubb & Ellis, Jones Lang LaSalle, Kaiser Permanente, LAZ Parking, Marriott Residence Inn, Mercer HR Consulting, Morgan Stanley, North Buckhead Civic Association, Piedmont Hospital, Pope and Land, Simon Property Group, LLC, Tishman Speyer, Tower Place, L.P., Transwestern

## Does this Move You?

BATMA offers a variety of membership opportunities for property owners, employers, employees and residents. Find out how you can keep Buckhead moving – contact us today.

### Buckhead Area Transportation Management Association

3340 Peachtree Road, NE  
Suite 1640  
Atlanta, Georgia 30326  
Phone: 404.842.2680  
Fax: 404.842.2681  
info@batma.org  
www.batma.org



# Keeping Buckhead on the Move

## BATMA 2007 Highlights



- \$1.7 million in savings for Buckhead commuters
- \$240,000+ provided to Buckhead commuters in cash subsidies and prizes



- 22 million vehicle miles reduced
- 38 tons of harmful emissions prevented from entering our air



- 72 employer partners
- 20 property management partners
- 323,959 total shuttle boardings

As one of the metro Atlanta region's most dynamic business and residential districts, Buckhead is on the move. About 140,000 people travel to work here each workday, making the use of commute alternatives essential to maintaining our quality of life.

The **Buckhead Area Transportation Management Association (BATMA)** is a partnership of private businesses, public agencies and residential and civic associations within the Buckhead community. Since its inception in 1997, our mission has been to provide relief to commuters, residents and visitors traveling to and within Buckhead, ultimately improving mobility and air quality.

## Showing Commuters a Better Way to Get to Work

There has never been a better time for Buckhead commuters to find a better way to get to work. With gas at \$4 a gallon, commute alternatives are more popular than ever. BATMA makes the transition from driving alone easy, providing incentives to get commuters started and rewards to keep them going. Participation is soaring, which translates into savings for clean commuters and cleaner air for us all.

**Vanpool:** BATMA has 26 vanpools in its fleet, and will have 35 by the end of 2008. Vanpools received nearly \$177,000 in subsidies from BATMA in 2007, reducing the monthly cost for vanpool riders.

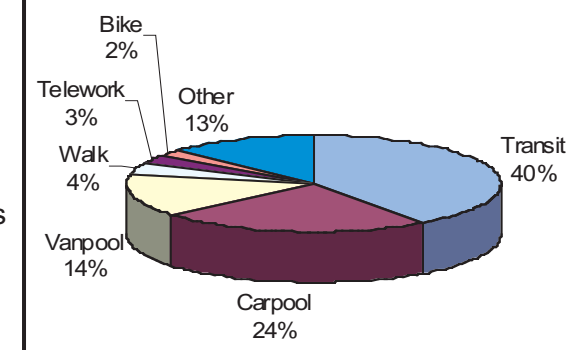
**Transit:** In 2007, more than 24,000 monthly transit passes were sold to Buckhead commuters through 35 property managers and companies. Seven additional Partners have started selling transit passes in 2008.

**Carpool:** In 2007 BATMA regularly rewarded more than 100 carpools (almost 300 carpoolers). That has grown to 150 carpools in the first six months of 2008.

**Telework:** An average of 90 teleworkers logged 323 telework days each month in the first half of 2008, a 38 percent increase over 2007. In addition, eight employers started or expanded telework programs during the first six months of the year.

**Ridematching:** Nearly 500 employees registered with BATMA to find a carpool partner in 2007. In the first six months of 2008, BATMA registered 425 potential carpoolers.

### 2007 Buckhead Clean Commutes



## Incentives Drive Change

- In 2007, more than **1,300** new Buckhead-area participants enrolled in Commuter Rewards, the incentive program for those who start or expand their use of commute alternatives.

- Nearly **1,000** commuters have already enrolled in the first six months of 2008, surpassing BATMA's goal for the entire year.

- 864 Buckhead commuters stepped up and took the Metro Atlanta Walk There Challenge in 2008. Walkers logged **456 million steps** during the April event.



commuter rewards

## Keeping Traffic Flowing

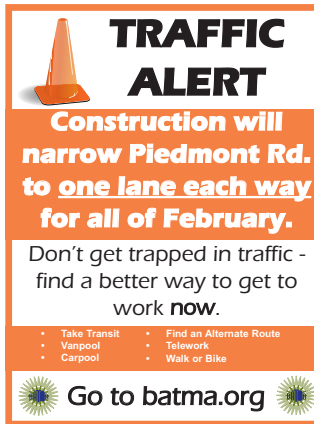
In February 2007, Buckhead faced a significant challenge: the planned closure of several lanes on one of its major arteries - Piedmont Road - for an entire month. BATMA's proactive communications and close coordination with the Georgia Department of Transportation and the City of Atlanta helped to reduce traffic an estimated 25percent - dramatically lessening the severity of local congestion.

Lobby displays such as this helped BATMA reduce Piedmont Road traffic by 25 percent during construction.



*"I started ride sharing two years ago and it has really made a difference in my commute. First, I have cut my gas purchases in half. Second, I, or should I say we, love driving in the HOV lane. Third, I have cut the wear and tear on my car. Fourth, and a really nice plus, is the fact that I have developed a new friend that I did not have before, you can't have too many friends."*

Candy Glover  
Suwanee, Georgia  
Piedmont Healthcare



## Setting a Course for the Future

BATMA partnered with the Buckhead Community Improvement District to create a 20-year plan that converts the Piedmont Corridor from an obsolete traffic artery to a comprehensive transportation connection and asset for the community. The result is a \$170 million plan encompassing more than 50



Wider sidewalks, raised/landscaped medians and dedicated left-turn lanes are just a few of the improvements recommended in the Piedmont Area Transportation Study.

projects that, in combination, achieve "mobility balance" by improving the corridor to function smoothly for motorists as well as transit riders, pedestrians, and cyclists. This will be accomplished by:

- Constructing major roadway connections that put the traffic where it should be - on the highways and interstates.
- Minimizing traffic "choke points" by improving traffic flow through intersections and accommodate heavier southbound traffic.
- Enhancing transportation alternatives to encourage additional use for access to Buckhead.
- Enhancing transportation options for circulating within the Buckhead community.

The study was designed to have both immediate and long-term impact, and portions of the plan are already being implemented.

## Getting on "the buc"



BATMA's free shuttle, "the buc," underwent some major changes in 2007. Despite a reduction in its operating hours and routes, "the buc" continued to offer a green travel alternative for Buckhead visitors and commuters.

- "the buc" eliminated more than 1.1 million vehicle miles of travel in 2007, keeping 2.5 tons of harmful emissions out of the air.
- 1,374 people rode "the buc" on an average day in 2007.

- Average weekday ridership of "the buc" is up 17 percent between January and June 2008.

## Employers Stepping Up

Employers and property management companies partner with BATMA to provide commute options programs for their employees and tenants. These programs provide tremendous savings for commuters and benefit employers by increasing productivity and improving employee morale.

**Eight BATMA Partners increased their activity levels between 2007 and 2008.**

- Three of these -- **AT&T Lindbergh, RSUI and Wellpoint** -- attained the Platinum level of partnership which represents tremendous commitment to commute options and other air-friendly programs.
- Other Partners increasing their commitment this year include **Kaiser Permanente, Piedmont Hospital, Scana Energy, Group M Worldwide and NextGen Healthcare.**

Just six months into 2008, eight BATMA Partners have signed up to receive assistance in starting telework programs. That is almost **three times** BATMA's goal for the entire year.

Two BATMA Partners were honored at the 2007 PACE Awards, in front of 500 business, government and community leaders.

- **David Allman** of Regent Partners received the GDOT Commissioner's Award for his outstanding leadership in improving mobility.
- **RSUI** received the PACE Award in recognition of its efforts to create one the best workplaces for commuters in the region.

**Michael Lawings** of WellPoint, a BATMA Partner, was awarded the prestigious 2007 Association for Commuter Transportation (ACT) International Award in the leadership category. This award is presented to an individual or organization that has made outstanding contributions to the field of transportation demand management through excellence and effective leadership skills.



Brenda Ayler-White accepts the PACE Award for a mid-sized business on behalf of RSUI. The company was recognized as one of metro Atlanta's outstanding workplaces for commuters in 2007.

*"We love that BATMA and our company partner together to offer discounted MARTA passes. It saves us time and most of all money. The convenience of using MARTA everyday and forgoing all that Atlanta traffic is one of the best benefits a company can offer its employees."*

Human Resources  
Marsh

*"One of WellPoint's associate benefits in Atlanta is the MARTA subsidy program we offer in conjunction with BATMA. Associates truly benefit from the free monthly MARTA pass in addition to making an individual contribution in the fight against global warming."*

Mike Lawings  
Corporate Facilities  
Manager  
WellPoint