



## Be Part of Something Bigger

# BECOME A CHAMPION

### Pave the Path to More Sustainable Commutes in Arlington

*Champions* is an initiative of Arlington Transportation Partners (ATP) that provides dedicated support and exclusive perks for properties and companies to enhance transportation benefits, amenities, and programs that help more people travel by walking, biking, public transit, carpooling, vanpooling, and telework.

Becoming a Champion places your company or property into a strategic partnership that provides a competitive advantage, helping your business:

- Attract and retain employees, residents, tenants, or visitors
- Track and measure progress towards sustainability goals
- Demonstrate community involvement and corporate social responsibility
- Enhance benefit and amenity offerings for employees or customers

### The *Champions* Journey

Each year, workplaces, commercial offices, residential communities, and hotels with a location in Arlington County join *Champions* beginning in February and have the option to enhance transportation programs to achieve a higher tier. Award designations are finalized annually at the end of November.



#### 1. Meet with ATP

Discover your initial participation level and set goals



#### 2. Receive support

Increase your participation level with expert assistance



#### 3. Reap rewards

Receive special recognition and benefits from your achievements

## Climbing to the Top

Champions receive a designation of Bronze, Silver, Gold, or Platinum, which corresponds with an increasing impact on how employees, residents, and visitors will use sustainable transportation in Arlington.

| BRONZE  | SILVER  | GOLD   | PLATINUM  |
|---|---|--|---|
| <b>Sample Bronze Criteria</b><br>Promote two transportation options or programs | <b>Sample Silver Criteria</b><br>Participate in, or promote, Bike to Work Day | <b>Sample Gold Criteria</b><br>Provide pre-loaded SmarTrip cards | <b>Sample Platinum Criteria</b><br>Offer a direct or combination transportation benefit |

## The Champions Advantage

As a Champion, you'll receive resources, opportunities, and perks for your organization or property, such as:

- Exclusive access to resources to enhance your programs
- Invitation to exclusive events
- Recognition of efforts by Arlington County officials
- National award opportunities, such as Best Workplaces for Commuters
- Features in publications, on websites, or on local transportation

### Ready to Join?

More than 400 unique organizations and properties have participated in *Champions* since 2014. Enroll today at [Arlingtontransportationpartners.com/champions](http://Arlingtontransportationpartners.com/champions).