



## **Property Manager Spotlight: Hines, One Atlantic Center**

*March 20, 2008*

As the 14th Street Bridge Improvement Project progresses Midtown commuters are feeling the pain of increased traffic congestion. But many who work at One Atlantic Center, located at 1201 West Peachtree Street, have found better alternatives to the daily drive alone commute, thanks in part to the proactive efforts made by the building's property management team, Hines.

Before the bridge project construction began months ago, Hines developed and implemented a comprehensive plan to help alleviate the burden of traffic congestion on its tenants. The goals of the plan were two-fold: to broadly and frequently communicate the bridge project's traffic implications to tenants, and to implement and promote programs that compel tenants to make the switch from solo driving in traffic to less stressful and less costly alternative commute modes such as transit or carpooling.

To communicate the benefits of using commute alternatives during the bridge improvement project, Hines has invested in the following:

- ❖ a brochure stand in the concierge office, stocked with info on 14th St. Bridge, Commuter Rewards programs, Guaranteed Ride Home, and other programs that support and reward commuters who use alternative modes.
- ❖ a kiosk dedicated to bridge project info and Commuter Rewards programs in the lobby.
- ❖ a scale model of Midtown, showcasing the new 14th Street Bridge and surrounding street improvements.
- ❖ a tenant breakfast with a Midtown Transportation Solutions (MTS) consultant to discuss tax benefits that employers can receive if their employees use alternative commute modes.
- ❖ a commuter fair with MTS for building employees. More than 100 employees attended.

Additionally, Hines has invested in its parking deck to accommodate alternative commuters, by providing:

- ❖ a new carpool program with 5 designated carpool spaces for registered carpool vehicles. The carpool program benefits building employees by allowing them to park at a discounted rate on days that they must drive alone. so that the cost is only one-third of what it would be without the program.
- ❖ a Zipcar vehicle in the parking deck to encourage alternative commuters to leave their cars at home and use Zipcar instead.
- ❖ nine conveniently located bike racks in highly visible locations in the parking deck for those who wish to cycle to work.

One Atlantic Center is also conveniently located near a MARTA station and GRTA Xpress bus stops.

For assistance with enhancing your building or company commuter program before the 14th Street Bridge closes in early May, contact [amy@midtownalliance.org](mailto:amy@midtownalliance.org) today.

—From *Mobility Matters*, the e-newsletter of Midtown Transportation Solutions  
March/April 2008 issue

