

goDCgo Residential Services Success Story

Smart Sustainability Investments to Achieve Property Goals



OWNER

The Bernstein Companies

PROPERTY SIZE

128-Unit Multifamily Property,
93% Leased

YEAR BUILT

1960

COMMUNITY GOALS

Maintain resident satisfaction
Nurture a sustainable community

Located within the vibrant Southwest Waterfront neighborhood of Washington, DC, **1001 @ Waterfront Apartment** has the location, the views and affordable leases. When seeking to further increase current resident satisfaction and attract new tenants, property managers turned to transportation resources and investments to seal the deal.

As a property with walkability (a walk score of 79) and proximity to public transit, residents' car ownership has dramatically dropped to just 50 vehicles and the demand for bike amenities like bike parking has increased rapidly. Helping residents to forego the car and choose sustainable modes of transportation, the apartment community looked to include transit information as another part of their resident communication services.



61%
**OF RESIDENTS
ARE CAR FREE**

THE GAME CHANGER

Understanding the way their residents travel led 1001 @ Waterfront Apartments to seek a digital display featuring nearby real-time transportation arrival information.

Real-time transportation information displays can help a multifamily property feel more connected and easily accessible as a high-tech amenity—a worthy investment that can be used in buildings of any age. Placed in shared spaces like the community's lobby, these screens are great for keeping residents and prospects informed of all nearby transportation options, including Metrorail stations, Metrobus, DC Circulator stops and Capital Bikeshare availability.



Before Getting a Transit Display

- Learn your residents' wants and needs.**
 Transparency and authenticity within your community are key to keeping your building engaged. That means soliciting regular feedback and recommendations about your transportation amenities.
- Keep owners informed of worthy investments.**
 Residents want to consider all their travel options before they ever leave the building. To accommodate, provide recommendations to your decision makers about adding transportation options to an existing community board or installing a digital transit display.

- Know your real-time solution options.**
 Need a referral for your transit display investment? We've got you covered! goDCgo will provide you a robust list of preferred vendors in metropolitan DC.

EXCEEDING RESIDENT EXPECTATIONS

Sustainability is becoming an industry standard and technology might also provide an answer to a problem that is vexing many property managers: how to provide a personal transportation resource in their buildings.

Since the transit-information display installation, 1001 @ Waterfront Apartments regularly receives positive feedback from its current residents. Prospective tenants have noted with an amenity like this, they felt comfortable and knew they could be well cared for.

"Having relevant, real-time information near the front door helps people move quickly and know bus and train arrival times without having to fumble between apps or waiting for websites to load on smartphones."

—Hillary Greenwald, Property Manager, 1001 @ Waterfront Apartments

1001 @ Waterfront Apartments now resides more than 93% individual occupancy and continues to increase renewals each quarter. **The community is able to further encourage the use of healthy, active transportation and earn a reputation as a progressive, sustainable property.**



Let us help your property find and incorporate transportation amenities to enhance your resident experience.

Contact us at **202.299.2186** or **info@goDCgo.com**.