



WBOA Announces New Partnership to Improve Mobility

FOR IMMEDIATE RELEASE

CONTACT: Kelly Woodward

703.945.0135 or kwoodward@datatrans.org

Chantilly, VA, February 3, 2020 – Westfields Business Owners Association President Bill Keech Jr. has announced WBOA is cooperating with the Dulles Area Transportation Association (DATA) and revolutionary ridesharing application Waze Carpool to help reduce single occupant vehicle traffic both entering/exiting Westfields and within the International Center.

From now until March 13, the first 50 Westfields employees who pledge to rideshare using the Waze Carpool app will receive a \$5 Starbucks Gift Card. Those completing at least 3 round trips during that time period will also be entered in a drawing to win a \$100 VISA Gift or SmarTip card.

Waze is a flexible new approach to carpooling that allows commuters to share as many or as few rides as they need. Carpoolers can even switch ridesharing partners in the event of an unexpected schedule change.

“As we welcome new businesses, more retail, hospitality venues, and residents to Westfields, mobility becomes a top priority,” said Keech. “Creating a community where people can ‘work, live, stay, and play’ means we need to give people more commuting choices that reduce the number of single occupant vehicles on Westfields roads.”

Employers interested in hosting an onsite event to promote this initiative should contact kwoodward@datatrans.org or 703.945.0135.

##