

# goDCgo Residential Services Success Story

Relating to Residents through Transportation



## PROFILE

Norman Hawkins,  
Property Manager,  
Park Triangle Apartments

## PROPERTY MANAGEMENT COMPANY

Paradigm Management Company

## PROPERTY SIZE

117-Unit Mixed-use Property

## YEAR BUILT

2005

Proactive, involved, current and knowledgeable are just a few top traits many management companies and owners seek for their property managers. But, harder-to-define skills, like relatability, are often found to be the most successful when adding to the resident experience.

Nestled in the Columbia Heights neighborhood of Washington, DC, Norman Hawkins, property manager at **Park Triangle Apartments**, uses his passion for public transportation to connect with residents.

## MEET NORMAN HAWKINS

After a slow, eight-mile daily drive from the District to Bethesda, Maryland, Norman Hawkins discovered using a combination of public transit and walking was not only inexpensive and healthier, but afforded him a new connection with the city.

Hawkins has become proficient at multi-modal travel to work and in his personal life. Each morning, he rides Metrorail to work, then walks the 2.5 miles home in the evening. Even on weekends, he can usually be found riding a bike or the DC Circulator to visit the National Mall and other interests.

While Hawkins' commuting habits are a healthy and fun way to get around the city, as a property manager, they also give him greater insight into the transportation needs of his residents.

**"[Using public transit or walking,] I got to see so much of DC and experience so many more neighborhoods that I could ever imagine."**

—Norman Hawkins, Property Manager, Park Triangle Apartments



## On-site Promotions

Help Residents Learn Their Transportation Options

Being able to articulate transit details has greatly helped Hawkins relate to and sell Park Triangle to residents choosing Columbia Heights as their neighborhood.



**84**  
**PARK TRIANGLE**  
**TRANSIT SCORE**

The northwest DC building is surrounded by retail and entertainment—ideal for walking and biking—and a Metrorail station is just one tenth of a mile away.

Residents who move to Park Triangle with their own cars eventually use them less and less when they learn what Hawkins already knows—mobility is easier when you know all your readily available transportation options.

**“What a great selling point to tell someone that their commute is not only [affordable, but may also be] free.”**

—Norman Hawkins, Property Manager, Park Triangle Apartments

Since the multifamily housing industry is ever-evolving, set the standard of incorporating transportation knowledge to keep your property managers in the know. This will help your property prosper as a direct result of an exceptional management team.



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**.

### 1 **Commuter Socials**

Host a happy hour, transportation fair or ice cream social to gather your residents for an informal transportation information session.

goDCgo will serve as a guest speaker and identify ways residents can optimize their travel with public transportation.

### 2 **Cycling Class Coordination**

Schedule a cycling class just for your residents.

You provide the space and goDCgo will coordinate the event.

### 3 **Maps, Guides and Brochures**

Stock your front desk or welcome packets with a variety of transportation maps and brochures.

Order sets of complimentary materials through goDCgo.