

# Valo Park teams with Uber to solve last mile challenge

Tenants of Tamares Group and CBRE enjoy complimentary rides between nearby Metro stations and businesses



## The challenge

Anyone who has driven near Washington Dulles International Airport in Northern Virginia during rush hour can attest, it is one of the nation's busiest areas for traffic congestion. According to the second annual Global Traffic Scorecard by INRIX, Washington, D.C. ranks second only to Boston for major metro area traffic severity in the United States. Set in the middle of this area is an idyllic 16 acre campus called Valo Park, a premier office complex that has won numerous awards for its design.

When its owners, Tamares Group, and the leasing team from CBRE connected on ways to streamline transportation for Valo Park tenants, they learned that Uber was a great option for bridging the gap between the office complex and nearby public transportation while staying within a set budget.

### Industry:

Real estate

### Challenge:

Property management wanted to bridge the office complex and nearby amenities within a set budget

### Solutions:

Uber for Business dashboard managed by the on-site concierge staff

The ability to set parameters for ride distance, locations, and cost for the entire account

### Results:

More than 2,750 tenant employee trips per month

Costs based on actual usage, not potential trips for variables



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“On every tour the CBRE leasing team hosts, the Uber relationship comes up and prospective tenants’ ears perk up. It’s a wonderful benefit for our tenants.”

Todd MacWhorter  
Senior Real Estate Manager, CBRE

The closest Metro station is almost a mile away, generally too far to walk when people are in a rush to get to or from work. The property management team also wanted to give tenants a way to take advantage of nearby shopping and restaurants during the day without the concern of driving, while ensuring trips were limited to a set area.

## The solution

Property manager Todd MacWhorter turned to Valo Park’s on-site concierge and social experience manager to oversee the Uber program for tenants. Mattie Schwartz of Charm City Concierge connected with Uber for Business and set up an account to help her track the usage from the tenants at Valo Park.

“Uber for Business has been really simple to use. When new tenants come on board, they connect with me, for a one time set-up. The dashboard settings eliminate any worry of folks taking trips during off hours or to locations outside of our preset geographical boundaries,” says Mattie Schwartz, Charm City Concierge. “Tenants like that they can easily toggle between their property and personal Uber accounts within the Uber app.”

“We worked closely with the Uber team to set the geographic boundaries for the rides, and after some initial fine-tuning it’s running very smoothly,” adds Schwartz. “It’s so nice to have a system in place that not only improves the quality of our tenants’ workday but also allows us to easily track the rides and budget in real time.”

## The results

Valo Park tenants and their employees have embraced the program. In addition to the Tysons Corner and McLean Metro stations, the most visited locations include Tysons Galleria and Tysons Corner Center for midday lunch or shopping trips.

“Several property managers in the area have reached out to get my thoughts on the Uber program,” says Todd MacWhorter, property manager of Valo Park. “I express that Uber for Business has been a great amenity for the building, one of the biggest benefits being that you are only paying for usage, as opposed to a flat monthly fee.”

“Our tenants really appreciate the complimentary Uber trips we provide. We’ve only received positive feedback,” says MacWhorter.



For more information about  
Uber for Business, visit:

[uber.com/business](https://uber.com/business)