

# The Purple People-Aiders – Working Overtime



**PURPLE PRESENCE:** BID Ambassadors around the Ford F-150 purchased in November to replace the smaller retired original purple truck. (L. to R.) Percival Pendergrass, Ambassador Manager William Turk, Greg Dorn, Glenda Amos, and Rodney Jackson.

The Rosslyn BID Ambassadors were hard at work during the record-breaking double blizzards of 2010. During the February 5-6 “Snowmageddon,” a team of four Rosslyn BID Ambassadors stayed overnight in a Rosslyn hotel to handle the snow removal.

Over four days they cleared the almost

20 inches of snow from crosswalks, handicap ramps, sidewalks and skywalks in the 17 blocks of the Rosslyn BID. They were back at the job February 9-10 when almost another foot of snow fell on the urban district. BID landscape contractors Brickman also assisted in the snow removal efforts.

Ambassadors also clean the sidewalks, remove trash and recyclables, power wash sidewalks, install banners, set up and tear down events, and distribute information. The Ambassadors are also an on-the-street resource for residents and workers, ready to assist with information and directions.

## A-SPAN’S Homeless Services Program

During the 2010 blizzards, A-SPAN’s services to help the homeless were more crucial than ever. Arlington’s Winter Shelter stayed open 24 hours during the storms. The shelter’s capacity is 73 individuals, but some nights up to 92 people showed up to get out of the cold.

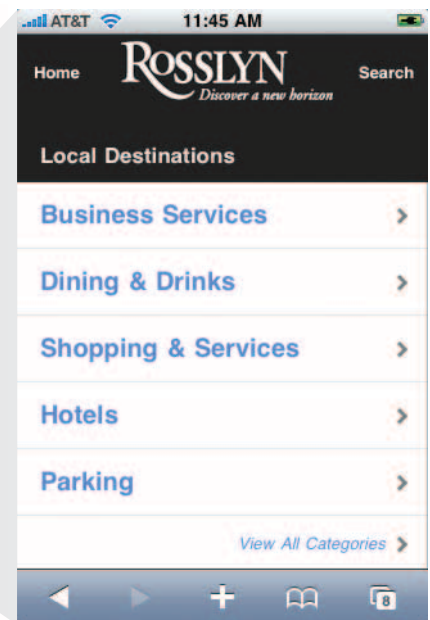
The Rosslyn BID recognizes the expanded need of its partner organization during these fiscal- and weather-challenged times and awarded A-SPAN a one-time grant of \$25,000. A-SPAN also won \$25,000 late last year through the Chase Community Giving challenge, a Facebook contest for nonprofits.

# New Phone Web App Aids Rosslyn Access

RosslynVA.org is now Smartphone ready. In January, the Rosslyn BID launched a new mobile web application for mobile devices such as iPhones, Androids and Blackberries. The technology helps users find all Rosslyn has to offer.

**Geocentric**, which manages the Rosslyn website and its content management system, also created its interactive mapping, and has made the website user-friendly for Smartphones.

When mobile phone users go to www.RosslynVa.org, they can access Rosslyn’s most popular pages, including business services, dining and drinks, hotels, events, parking, and much more.



### SAVE THE DATE! ROSSLYN BID ANNUAL MEETING

MAY 13, 2010  
5:00 - 8:00 P.M.  
Hyatt Arlington

**FINDING SERVICE:** With the location aware web app, users can search for a destination and get walking directions. It will also find the closest parking and other amenities with the touch of a finger.

**HOW TO DISCOVER A NEW HORIZON:** Users can add the mobile web application to their phones and then link to RosslynVA.org by choosing the green R.