2009 ACCS Commuterpage.com Online Survey

FINAL: September 9, 2009

Introductory Page for Online Questionnaire:

Welcome to the Commuterpage.com survey. This will take about 15 minutes to complete, and as a thank you for sharing your opinions, we will be sending you a $5 Starbucks Card (limited to one per household with valid address). Your responses will be completely confidential. We will not share your individual answers; they will be used only as combined with the answers of others.

For most questions, simply click your response. If you mistakenly skip a question, the next screen will highlight the unanswered question(s). To go back to questions you answered in this session, use your browser's back button.

If you have problems or questions, please email feedback5@sirresearch.com.

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To go to the first question, click the [CONTINUE] button below.

1. What is the purpose of your visit to CommuterPage.com today? (CHOOSE ALL THAT APPLY)

   [ROTATE 1 - 8]

1. Learn about transportation options or services
2. Get more information about available travel assistance services
3. Sign up for transit service alerts
4. Find traffic news
5. Get information on transit routes, schedules, and fares
6. Learn about Arlington County Commuter Services (ACCS)
7. Get help in planning a trip
8. Gather information for my company
9. Just checking it out
10. No purpose, landed here by accident
11. Other (SPECIFY)
99. Don’t know

2. Have often do you visit CommuterPage.com?
   1. This was my first time
   2. Once a week or more
   3. One to three times per month
   4. Once a month
   5. A few times a year
   6. Once a year
   7. Almost never
   8. Don’t know

3. How did you first hear about CommuterPage.com? (CHOOSE ONLY ONE)
   [ROTATE 1-6]
   1. Ran across it when I was Web surfing
   2. Brochure or flyer
   3. Advertisement
   4. Article in magazine or newspaper
   5. Referred by friend, family member, or co-worker/colleague
   6. Information from my employer
   7. At a transportation information event
   8. Other (SPECIFY)
   9. Don’t know/don’t remember

4. To the best of your knowledge, what organization operates CommuterPage.com? [OPEN END, NOT MANDATORY]

5. How do you rate your overall experience with CommuterPage.com?

Please use a scale of 1 to 5, where 1 means “poor” and 5 means “very good.”

<table>
<thead>
<tr>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>9</th>
</tr>
</thead>
<tbody>
<tr>
<td>Poor</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>Very good</td>
</tr>
</tbody>
</table>

[IF DON’T KNOW, SKIP TO Q6]

5A. Why did you give this rating? [OPEN END, NOT MANDATORY]

6. How do you rate CommuterPage.com on each of the following characteristics?

Please use a scale of 1 to 5, where 1 means “much worse than most informational Web sites” and 5 means “much better than most informational Web sites.”

| Much | Much | Don’t |
[ROTATE OPTIONS]  
<table>
<thead>
<tr>
<th>Characteristic</th>
<th>worse</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>9</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. Information/Content</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>b. Ease of Navigation and Use</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>c. Visuals/Images</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>d. Technical Issues – broken links, etc.</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>e. Readability – type size, etc.</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

[IF 1 OR 2 FOR ANY OF THE ABOVE ASK 6A FOR EACH INSTANCE]  
6A. You rated [CHARACTERISTIC] a [RATING FROM Q6] indicating that you think CommuterPage.com is worse than other informational sites on this characteristic. Why did you give this rating?  
[OPEN END; NOT MANDATORY]

7. What do you like about CommuterPage.com?  
[OPEN END; NOT MANDATORY]

8. How could we make CommuterPage.com better?  
[OPEN END; NOT MANDATORY]

9. How likely would you be to recommend CommuterPage.com to someone who needs information related to traveling around Arlington County?  
Please use a scale of 0 to 10 for your answer, where “0” means you are “not at all likely to recommend” and “10” means you are “extremely likely to recommend.”  
<table>
<thead>
<tr>
<th>Likely</th>
<th>Extremely likely</th>
<th>Don’t know</th>
</tr>
</thead>
<tbody>
<tr>
<td>0 1 2 3 4 5 6 7 8 9 10</td>
<td>99</td>
<td></td>
</tr>
</tbody>
</table>

10. Do you use any other Web sites to get transit, walk, or bicycle information?  
1. Yes  
2. No [SKIP TO Q11]  
9. Don’t know [SKIP TO Q11]

10A. Please list the other Web sites that you use in the space below.

11. Please indicate which of the following materials, if any, that you downloaded or requested today: (CHOOSE ALL THAT APPLY)  

[ROTATE 1-7]  
1. Transit Schedule  
2. Transit Map  
3. Bike Map (from BikeArlington.com)  
4. Carpool/Vanpool information  
5. Guaranteed Ride Home information
6. Telework information
7. Purchased a ticket (through CommuterDirect)
8. I requested a brochure to be mailed to me
9. Other (SPECIFY)
10. I did not download or request anything
11. Don’t know

12. Did you find what you were looking for on CommuterPage.com today?
   1. Yes [SKIP TO Q13]
   2. No
   3. Wasn’t looking for anything [SKIP TO Q13]
   4. Don’t know [SKIP TO Q13]

12A. What did you want to find that wasn’t available?
[OPEN END; NOT MANDATORY]

13. Which of the following mobile devices do you use, if any?

   [ROTATE 1-5, ALLOW MULTIPLES FOR 1-6]
   1. Symbian (Nokia, Ericsson, some Motorola)
   2. iPhone
   3. BlackBerry
   4. Windows Mobile (Sprint, T-Mobile, HP, Dell, some Motorola)
   5. Palm (Treo, Sony)
   6. Other [PLEASE SPECIFY]
   7. None of these [SKIP TO Q14]
   8. Don’t know [SKIP TO Q14]

13A. Have you ever downloaded anything from CommuterPage.com to your mobile device?
   1. Yes
   2. No
   3. Don’t know

13B. What would you like to see made available on CommuterPage.com for your mobile device? [OPEN END; NOT MANDATORY]

IF RESPONDENT CHOSE 1 (FIRST TIME) IN Q2, SKIP TO Q17

14. Do you commute outside of your home to work or school?
   1. Yes
   2. No [SKIP TO Q16]
15. Since you first began using CommuterPage.com, have you started using any of the following types of transportation for your trip to work or school, or use them more often?

<table>
<thead>
<tr>
<th>Service [ROTATE]</th>
<th>Started using</th>
<th>Use more often</th>
<th>No change</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. Metrorail</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>b. Bus</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>c. Bicycle</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>d. Walking</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>e. Carpool/Vanpool</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>f. Telework</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

IF ANY MODE = 1 OR 2, CONTINUE TO Q15A, OTHERWISE, SKIP TO Q16

15A. What influenced your decision to make this change or these changes?  
[NOT MANDATORY; OPEN END, PRECODE THE FOLLOWING]

1. Changed job/work hours/work location  
2. Save money, reduce expenses, parking cost too high, gas cost too high  
3. Moved to a different residence  
4. Save time  
5. Tired of driving, too much traffic  
6. Convenience  
7. Ease of use  
8. Reduce congestion/pollution  
9. Personal Circumstances/ Personal health or safety, medical reasons  
10. CommuterPage.com  
11. Other  
99. Don’t know/left blank

15B. Did any information, service, or benefit you received from CommuterPage.com influence you or assist you to make this change?

1. Yes
2. No [SKIP TO Q15D]
9. Don’t know or don’t remember [SKIP TO Q15D]

15C. What information, service, or benefit of CommuterPage.com influenced or assisted your decision?  [OPEN END, NOT MANDATORY]

15D. How did you typically travel to work before you made this change?  (CHECK ONLY ONE)

1. Didn’t work or go to school outside of my home then
2. Drove alone all or most days
3. Rode a train or bus all or most days
4. Carpoled or vanpoled all or most days
5. Walked all or most days
6. Bicycled all or most days
7. Teleworked all or most days
8. Other (SPECIFY)

16. Since you first began using CommuterPage.com, have you started using any of the following types of transportation or increased how often you use them for trips around Arlington County or around the Washington metropolitan region for purposes other than getting to work?

<table>
<thead>
<tr>
<th>Service [ROTATE]</th>
<th>Started using 1</th>
<th>Use more often 2</th>
<th>No change 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. Metrorail</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>b. Bus</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>c. Bicycle (other than for exercise or recreation)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>d. Walking (other than for exercise or recreation)</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

IF ANY MODE = 1 OR 2, CONTINUE TO Q16A, OTHERWISE, SKIP TO Q17

16A. Did any information, service, or benefit you received from CommuterPage.com influence you or assist you to make this change or these changes?

1. Yes
2. No [SKIP TO Q17]
9. Don’t know or don’t remember [SKIP TO Q17]

16B. What information, service, or benefit of CommuterPage.com influenced or assisted your decision? [OPEN END; NOT MANDATORY]

17. Following is a list of additional commuter services available in Arlington or the Washington metropolitan region. Which of these have you used?

In the first column, check all the services or benefits that you have used. For those that you have not used, please indicate if you are aware of them or not.

<table>
<thead>
<tr>
<th>Service [ROTATE]</th>
<th>Have used in the past 1</th>
<th>Have not used, but am aware 2</th>
<th>Am not aware 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. Arlington County Commuter Services</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
b. The Commuter Store

c. CommuterDirect.com

d. BikeArlington/BikeArlington.com

e. WALKArlington/ WALKArlington.com

f. Arlington Transit (ART)

g. Metro / WMATA

h. Commuter Connections, commuterconnections.com (Metropolitan Washington Council of Governments)

i. Virginia Railway Express (VRE)

j. Telework VA!

k. Arlington’s Car Free Diet, carfreediet.com

18. Do you currently use any of the following social networking sites or have you used any of them in the past? Have you used . . .

(ROTATE 1 - 4, ACCEPT MULTIPLES FOR 1-5)
1. Facebook
2. MySpace
3. Twitter
4. LinkedIn
5. Other Social Networking Site (SPECIFY)
6. None of these
9. Don’t know

19. Which of the following operating systems do you regularly use?

(ROTATE 1 - 4, ACCEPT MULTIPLES FOR 1 - 5)
1. Windows XP
2. Windows Vista
3. Mac OS X
4. Linux
5. Other (SPECIFY)
9. Don’t know

20. Which of the following browsers do you regularly use?

(ROTATE 1 - 5, ACCEPT MULTIPLES FOR 1 - 6)
1. Internet Explorer
2. Mozilla Firefox
3. Safari
4. Chrome
5. Opera
6. Other (SPECIFY)
9. Don’t know

21. Have you ever had any trouble accessing CommuterPage.com from one of these browsers?

1. Yes
2. No [SKIP TO Q21]
7. Don’t know [SKIP TO Q21]

21A. Please describe the difficulty you had accessing CommuterPage.com and include the name of the browser that you were using at the time. (OPEN END)

22. These last few questions are for classification only. In what year were you born: 

[NOT MANDATORY]

23. Are you: ___ male ___ female [NOT MANDATORY]

24. What is your home zip code? ___ ___ ___ ___ ___ [NOT MANDATORY]

25. What is your current employment status? (please choose the one that best describes your situation)

a. Employed full-time (35 hours or more per week)
   b. Employed part-time (less than 35 hours per week)
   c. Student/going to school
   d. Looking for work, but not currently employed [SKIP TO END]
   e. Not employed (retired, keeping house, disabled) [SKIP TO END]
   f. Other (SPECIFY) [SKIP TO END]

INSTRUCTIONS BEFORE Q26
IF RESPONDENT ANSWERED Q14 WITH 2 (NO), SKIP TO END

26. In a typical week, how many weekdays do you use each of the following types of transportation for your trip to work/school? If you use more than one type on a particular day, indicate the type you use for the longest distance part of your trip. The number should add to 5 weekdays or fewer.

[ROTATE A – H] Number of Weekdays
   a. Metrorail
       ___________
   b. Commuter train (MARC, VRE, Amtrak)
       ___________
   c. Bus
       ___________
   d. Drive alone
       ___________
e. Carpool or vanpool (ride with co-workers, friends, family members, or others who work nearby)  

f. Bicycle

g. Walk

h. Telework (work from home)
i. Other

27. What is your work zip code? ___ ___ ___ ___ ___ [NOT MANDATORY]

Thank you very much for taking our survey. As a token of our appreciation, all those who complete the survey and provide a valid name and address will be sent a $5 Starbucks Card. Please supply your name and address below so that we can send the card to you. Your answers to the survey will still be kept strictly confidential and we will use your contact information only to send you the card. Only one per household, please.

Name ______________________ [NOT MANDATORY]
Address ______________________ [NOT MANDATORY]

For questions, please contact feedback5@SIRresearch.com.

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