Commuter Page.com
Study

Final Report - March, 2010

Prepared By

LDA CONSULTING

Southeastern Institute of Research
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Study Background

• This research study is a component of the ACCS Program Research and Evaluation Plan.

• The overall purpose of this study is four-fold:

  1. Understand how CommuterPage.com is currently performing.

  2. Identify ways to improve the site


  4. Build on and compare to initial CommuterPage.com Study performed in 2007
Study Objectives

- Identify what prompted visit(s).
- Identify users’ needs for commuter information and trip planning assistance services.
- Assess the current customer experience and related satisfaction with CommuterPage.com.
- Find perceived opportunities and challenges with site’s existing products/services.
- Identify return on investment/impact of CommuterPage.com; results/outcomes of site services - did it influence or support travel change.
Study Methodology
Methodology

• Pop-up advertisement of survey from December 4, 2009 to January 6, 2010.
  - Appeared on the top ten most-viewed pages of CommuterPage.com (based on November 2009 data)
  - Pop-up did not return once the user closed it for the third time.

• $5 Starbucks card incentive offered upon completion of survey.

• An email was also sent to 256 panel members - respondents of the CommuterDirect, BikeArlington, and WALKArlington surveys conducted previously.

• 345 Respondents total
  - 310 from Web site pop-up
  - 35 from Panel email invitations
Web Site Statistics
CommuterPage.com Site Statistics

• 1,013K Visits to CommuterPage in FY09
  - Slight decrease from 1,037K visits in 2008 and 1,158K visits in 2007

• 753K Unique Visitors in FY09
  - Slight increase from 731K unique visitors in 2008, but decrease from 826K visits in 2007

• Top 10 CommuterPage Pages for FY09

1. Home Page
2. Commuter Rail
3. Metrobus Route Maps and Schedules
4. Taxicabs
5. Connecting between Airports and other Transportation Services
6. Bicycle and Pedestrian Trails and Routes
7. HOV Routes and Hours
8. ART home
9. Local and Commuter Bus Systems
10. Current Traffic Conditions
Respondent Profile
# Demographic Comparison

<table>
<thead>
<tr>
<th></th>
<th>2007</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>% Male</td>
<td>47</td>
<td>43</td>
</tr>
<tr>
<td>Mean Age</td>
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<tr>
<td>% Live in Arlington</td>
<td>25</td>
<td>19</td>
</tr>
<tr>
<td>% Employed</td>
<td>87</td>
<td>71</td>
</tr>
<tr>
<td>% Commuter (work or school)</td>
<td>N/A</td>
<td>87</td>
</tr>
<tr>
<td>% Drive Alone (primary)*</td>
<td>20</td>
<td>25</td>
</tr>
<tr>
<td>% Work in Arlington</td>
<td>N/A</td>
<td>18</td>
</tr>
</tbody>
</table>

* Please note, these questions were asked differently in 2007 and 2009 and are not directly comparable

N/A - Not Asked
Detailed Findings
User Behavior
Not Surprisingly, People Still Go to CommuterPage to Get Information About Transportation

But More People in 2009 Visited the Site to Find Traffic News

First-time and Frequent users are more likely than infrequent users and those who made a transportation change are more likely than those who did not to visit to “Get help in planning a trip.”

Those whose primary mode is Drive alone are more likely than those who primarily use alt modes to visit to “Find traffic news.”

Milennials are less likely than older generations to visit to “Get help in planning a trip”

Q1/A: What is the purpose of your visit to CommuterPage.com today?

Throughout the presentation, red circles indicate that the difference is statistically significant at the 95% confidence level.

2007 n = 130
2009 n = 345
In Both Studies, Roughly Half of Respondents Downloaded or Requested an Item from the Site

![Bar chart showing the percentage of respondents who downloaded or requested an item from the site in 2007 and 2009.]

Q11/C: Please indicate which of the following materials you downloaded or requested today.

- Downloaded or requested an item: 48% (2007), 46% (2009)
- Did not: 50% (2007), 50% (2009)
- Don’t know: 2% (2007), 4% (2009)

2007 n = 101
2009 n = 345

Those who visit at least monthly are more likely than first-timers and less frequent visitors to have downloaded an item.

Those whose primary mode is alternative are more likely than Drive alone to have downloaded an item.
Of the Items Requested/Downloaded, Most Common Are Transit Schedules and Maps

Q11: Please indicate which of the following materials you downloaded or requested today.

- Transit schedule: 60%
- Transit Map: 45%
- Purchased a ticket (through ComuterDirect): 11%
- Bike Map (from BikeArlington.com): 9%
- Carpool/Vanpool information: 6%
- GRH Information: 6%
- Telework information: 3%
- Requested mailing of brochure: 3%
- Other: 18%

Those who visit the site at least once a month are more likely to have downloaded or requested something.

2009 n = 159
Only includes those who downloaded or requested an item.
Based on This Information, the CommuterPage Home Page Should Highlight:

- Transit Information - especially maps & schedules
- Help planning a trip
- Traffic Information
- Where to purchase tickets
Does it?

Southeastern Institute of Research

1. Transit Information - especially maps & schedules
2. Help planning a trip
3. Traffic Information
4. Where to purchase tickets

A prominent link should be called “Help me plan my trip.” May need to use the WMATA tool but this would also be a great place to sell alternatives to driving alone.

Found under Metro, Local Buses, Transportation options, etc. But there should be a link that says specifically “Maps and Schedules” since that is why the majority visit the site.
85% of the People (86% in 2007) Who Knew What They Were Looking For, Found It

Those who visit the site less than once a month are more likely to not have been looking for anything. First-timers were more likely to say “don’t know.”

Q12/3: Did you find what you were looking for on CommuterPage.com today?

2007 n = 346
2009 n = 345
Items People Were Looking For, But Could Not Find

“Traffic information coming into DC from the West.”

“If I could use the transportation system to get from Dulles Airport to a nearby destination.”

“Still looking for pricing.”

“Parking lots in Arlington, VA - I work in DC and have to pick up my son every day immediately after work. I need to find an affordable option to park my car for the day and take the metro. Arlington promotes a car free diet but doesn’t make that available.”

“Connections between VRE and ART.”

“A schedule for the year showing when you can begin picking up monthly passes (by location if different for different locations).”

“Amtrak cancellations for Sunday, 12/20/09.”

Q12A. What did you want to find that wasn’t available?
More Items People Were Looking For, But Could Not Find

”Schedule of the Washington flyer.”

“Info on snow closings.”

“Road conditions. I am making a 100 mile trip today, 12/20/09 after a blizzard on the east coast. I must make the trip because I am a nurse and need to get to the hospital.”

“I was trying to learn if the Montclair PRTC will be on a regular or emergency schedule tomorrow.

“HOV restriction status. If it’s in place for the morning or afternoon commute.”

“Clarification on SmartBenefits allocation process.”

Q12A. What did you want to find that wasn’t available?
More Items People Were Looking For, But Could Not Find

“I visited the site yesterday to find out about Fairfax Connector snow operations. Your site linked me to theirs, and theirs led me to believe my bus would be running. It wasn’t. So today I was trying to figure out where the failure was, so I could report it.”

“Charred Oak & Seven Locks intersection to Friendship Heights Metro... Bus 36 to T2 should be the correct answer.”

“Real time traffic info on map.”

“Cell Phone internet connectivity.”

“HOV holiday hours.”

“It is icy today and I was looking for road conditions. However I may be back to check out the bike routes!”

“TC1 and TC2 routes, brochure.”

“I was looking for a bus or shuttle from Ft. Meade to Bethesda Naval and ended up in this page. So far, I see nothing.”
Over Half of Respondents Say they Use Other Web Sites to Get Transit, Walk, or Bicycle Information

Q10. Do you use any other Web sites to get transit, walk, or bicycle information?

- Yes, 57%
- No, 34%
- Don't know, 9%

First time site visitors are significantly less likely to use any other Web sites to get transit, walk or bicycle information.

Those whose primary mode is Drive alone are less likely than those whose primary mode is alternative to use other sites.
The Most Common “Other” Web Site Respondents Visit is WMATA.com

- WMATA.com/metroopensdoors.com: 65%
- Other DC sites (e.g. WABA, WTOP): 16%
- Google or other search engine: 16%
- Other Area Transit sites (incl MD): 14%
- Other VA sites (e.g. WO&DD Trail, Dash, Fairfax, etc): 10%
- Other Arlington sites (e.g. Bike/WALKArlington): 6%
- VRE: 5%
- Airline, AMTRAK, hotel, travel sites: 5%
- Mapquest: 4%

Q10A. Please list the other Web site that you use in the space below.
There Were Few Differences Between the Waves on How Respondents First Heard About the Site

*Most Seem to Happen Upon it By Accident*

- **Web surfing/Online**: 50% in 2007, 47% in 2009
- **Word of mouth**: 8% in 2007, 9% in 2009
- **Brochure or flier**: 5% in 2007, 4% in 2009
- **Advertisement**: 5% in 2007, 4% in 2009
- **Employer**: 6% in 2007, 3% in 2009
- **Transportation event**: 0% in 2007, 2% in 2009
- **Newspaper/Magazine**: 19% in 2007, 18% in 2009
- **Other**: 8% in 2007, 8% in 2009

*In 2009, the option labeled “Online” was replaced with “Ran across it when I was Web surfing.” The Brochure/ flier option was also added.*

**Q3/D**: How did you first hear about CommuterPage.com?

**2007 n = 139**

**2009 n = 345**
More First-time Visitors Were Captured in 2009, While in 2007, There Were More Frequent Visitors

Gen X was the least likely generation to be visiting for the first time.

Q2/E: How often do you visit CommuterPage.com?

2007 n = 139
2009 n = 345
These Demographics Do Not Show a Great Difference Between Frequent and Infrequent Users

*But First-time Users Are Coming From Outside of Arlington, and Less Likely to Commute as a Drive Alone*

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Frequency of Use</th>
<th></th>
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<tbody>
<tr>
<td></td>
<td>At least once a month</td>
<td>Less than once a month</td>
<td>First-time Users</td>
<td></td>
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<tr>
<td>% Male</td>
<td>49</td>
<td>45</td>
<td>40</td>
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<td>Mean Age</td>
<td>42</td>
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<td>35</td>
<td>28</td>
<td>9</td>
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<tr>
<td>% Employed</td>
<td>81</td>
<td>91</td>
<td>72</td>
<td></td>
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<tr>
<td>% Commuter (work or school)</td>
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<td>92</td>
<td>87</td>
<td></td>
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<tr>
<td>% Drive Alone (primary)</td>
<td>14</td>
<td>14</td>
<td>32</td>
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<tr>
<td>% Work in Arlington</td>
<td>24</td>
<td>26</td>
<td>13</td>
<td></td>
</tr>
</tbody>
</table>
Customer Experience
61% Say they Had a Good Overall Experience On the Site

Q5. How do you rate your overall experience with CommuterPage.com

First time visitors are less likely to say they had a good experience and more likely to say they don’t know.
Positive Satisfaction Reasons

“It gets me there and back where ever I need to go...One site! Tells me what, when, where & how as I travel various locations that I am unfamiliar with.”

“Easy to find out information and has everything I’m looking for.”

“Page is easy to navigate and provides excellent information.”

“It was easy to navigate and find what I needed. In addition, it gave me lots of other information that I can use.”

“Provides useful information that is easy to understand.”

“I found what I was looking for straight away, very detailed, and quite clear.”

Q5A. Why did you give this rating?
Negative Satisfaction Reasons

“Information is sometimes hard to locate. Graphics could be improved.”

“I could not easily find the information I needed. When I mapped a route it did not give me useful information about likely traffic conditions. Maybe my fault for not looking carefully enough, but you should make it easy enough for a first time user to quickly navigate and find the information needed.”

“The organization could’ve been better, and the web site’s style could’ve been edited better for finding and viewing things easier.”

“I prefer WMATA’s Trip Planner because it’s easier to find the info you need quickly. Commuter Page is crowded with all kinds of other info that the user has to filter through to get to what you want.”

Q5A. Why did you give this rating?
2009 Respondents Are Only Slightly and Not Significantly Less Likely Than Those in 2007 to Rate CommuterPage Better Than Other Informational Sites

*In 2007, the percentages for ratings of 4 and 5 for Ease of Use was equal to that of Ease of Navigation so the items were combined into one for the 2009 survey.

2007
n = between 273 and 323

2009
n = between 222 and 305

Those who said “don’t know” are not included.

Q6/1: How do you rate CommuterPage.com on each of the following characteristics?
Of Those Who Gave Information/Content a 1 or 2 . . .

“Maybe put info so . . . that it is easily accessible, instead of going to link after link.”

“A lot of news from elsewhere, but I didn’t see much in the way of original content.”

“Didn’t have what I was looking for.”

“Type too small, too much content on one page…”

“Couldn’t easily find the HOV holiday rules I was searching for.”

Q6A: Why did you give Information/Content this rating?
Of Those Who Gave
Ease of Navigation and Use a 1 or 2 . . .

“The use of Adobe Flash flyovers on its main page for navigation without any substitute for users without Flash. The site becomes almost impossible to enter unless you have flash installed.”

“Everything looks crowded, hard to focus on what you want.”

“Site layout/structure is non-intuitive and information is sometimes difficult to find even after 3-4 click-throughs.”

“The navigation changes from page to page. On the main page, I am presented with options above and below. I go to Metro, and they both change. EVERYthing is a context based navigation, with no sitewide root navigation when I want to do other things.”

“You have to do a lot of site searching to get the answer you need.”

“...there is too much info on the commuter page, and it all looks the same. You need to visually differentiate your info while maintaining your template style…”

Q6B: Why did you give Ease of Navigation and Use this rating?
Of Those Who Gave Visuals/Images a 1 or 2 . . .

“Site looks old with very few helpful images.”

“I would prefer to see a MUCH more interactive route planning tool based off the map.”

“There weren’t very many images of interest on the sub-pages I accessed.”

“It seems cluttered. Lots of font sizes, colors.”

“The images don’t really seem to add any value other than providing visual appeal. They contain no information, aren’t linked to anything. Pictures are OK, maybe just not as many.”

“It just doesn’t wow me. That’s OK, it’s mainly an informational site so it really doesn’t matter. And that’s probably best for people using dial up internet.”

Q6C: Why did you give Visuals/Images this rating?
Of Those Who Gave Technical Issues a 1 or 2 . . .

“Clunky links.”

“Poor usability of the website.”

“Your links and schedules often don’t load or work.”

“I had a problem moving through a few links.”

Q6D: Why did you give Technical Issues this rating?
Of Those Who Gave Readability a 1 or 2 . . .

“The font is small and spacing between lines made it a little difficult to read. Also too much type in many places should have a link to separate page instead of overloading one page - doesn’t give it a clean look.”

“The font on the first page is a little small and there’s not enough spacing. It looks bunched together and hard to read. So even if there was relevant information there, I think people would miss it because it looks too cluttered and cramped.”

“The bus schedule is difficult to read.”

“There seem to be a lot of things shouting for my attention. It’s hard to decide what to go to first.”

“The page was too small. I needed to zoom up to 125 percent to read it on my 10 inch netbook screen.”

“Lost of ads and tons of links in the text made it kinda annoying to read.”

Q6E: Why did you give Readability this rating?
Information/Content is Still the Aspect of CommuterPage That is Most Liked

Q7/2: What do you like about CommuterPage.com? (open end)
Some Specific Comments About What Users Like

“Very informative and includes the other direct links within the particular section’s narrative information.”

“Gives information about the whole DMV area.”

“It’s helpful seeing schedules, times, etc.”

“Has all the basic information needed to inform someone about the bus and commuting between cities. Easy for someone new in town to use and understand.”

“The information is updated often and helps keep me informed of traffic news.”

“I like that it is a consolidation of the methods of transportation options available from Virginia.”

“Ease to navigate the site; easy to zero in on the information I’m looking for.”

“The information that is available.”

“It gives me the information I need to find alternative ways to commute to work.”

“Having a centralized Mass-transit database.”

Q7: What do you like about CommuterPage.com? (open end)
First time users are less likely to say ease of use/better navigation.

Gen X and Millennials are more likely than older generations to say “update look of Web site.”

Q8: How could we make CommuterPage.com better? (open end)
Some Specific Comments About What Could Be Improved

“Map of routes are still a little hard to get on mobile without downloads…if there was a way (google map mash up perhaps)…that would be great.”

“Provide one easy link to click on to get traffic information instead of having to sort through websites.”

“Make the most important info easy to find, the main focus of the page.”

“Making sure traffic related stories are posted before 6 a.m. Many DC area commuters are up and out before any information would be helpful before 6.”

“Perhaps offer maps showing connecting bus routes in the area.”

“Don’t assume that a mobile user only wants bus schedules within his/her state.”

“Interactive map…it should generate a trip map and fare for full trip.”
Some More Improvement Comments

“Keep it simple. Make it mobile compatible for pda/blackberry/treo/i-phone use.”

“Make it more visually appealing, simplify navigation.”

“Do features on cool things like the clean natural gas buses, and how many people you can move on a gallon of fuel (vs. cars).”

“Perhaps a link that may help you find carpoolers that are out of the normal carpool areas (i.e. Montgomery County).”

“An iPhone friendly site would be very useful.”

“Provide a better search feature…”

“Clarification on link between CommuterPage and SmartBenefits and CommuterDirect - and how to make them all intersect smoothly so I get the full transit benefits provided by my employer.”

Q8: How could we make CommuterPage.com better? (open end)
44% Say they Would Recommend CommuterPage.com

Q9. How likely would you be to recommend CommuterPage.com to someone who needs information related to traveling around Arlington County?

n = 296
Does not include those who said “Don’t know” (14% of total)
Net Promoter Score

Q9. How likely would you be to recommend CommuterPage.com to someone who needs information related to traveling around Arlington County?
The “Net Promoter Score”

*based on the 0 to 10 scale*

- The Net Promoter Score is defined as

  
  The percentage of promoters
  (rating 9 or 10)

  Less:

  The percentage of detractors
  (rating 0 through 6)

  CommuterPage Net Promoter Score

  

* n = 296
  Does not include those who said “Don’t know” (14% of total)
### Arlington County Commuter Services Satisfaction and Net Promoter Scores

All Satisfaction Scores used the 1 to 5 scale. All Net Promoter Scores used the 1 to 5 scale with the exception of those that have a *, which used the 0 to 10 scale.

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<thead>
<tr>
<th>Service</th>
<th>Satisfaction</th>
<th>Net Promoter</th>
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</thead>
<tbody>
<tr>
<td>Residential Services</td>
<td>79%</td>
<td>62%</td>
</tr>
<tr>
<td>Employer Services</td>
<td>75%</td>
<td>60%</td>
</tr>
<tr>
<td>Commuter Store</td>
<td>94%</td>
<td>*79%</td>
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<tr>
<td>Commuter Page</td>
<td>83%</td>
<td>*20%</td>
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<tr>
<td>Commuter Direct (Individuals)</td>
<td>89%</td>
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<tr>
<td>Commuter Direct (Corporate)</td>
<td>95%</td>
<td>96%</td>
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<tr>
<td>BikeArlington</td>
<td>59%</td>
<td>58%</td>
</tr>
<tr>
<td>WALKArlington</td>
<td>61%</td>
<td>49%</td>
</tr>
<tr>
<td>ART</td>
<td>85%</td>
<td>84%</td>
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</table>
CommuterPage.com’s Impact
Many Incorrectly Identified the Service Operator
And Over a Third Do Not Know What Organization Operates the Site

Baby Boomers were more likely than other generations to say “Don’t know.”

First timers were less likely than users to say “AC government.”

Q4. To the best of your knowledge, what organization operates CommuterPage.com?

2009 n = 331
Awareness of ACCS Services
Ranges Between 30% and 54%
Use Ranges Between 6% and 28%

Q17. Following is a list of additional commuter services available in Arlington or the Washington metropolitan region. Which of these have you used?

- Metro/WMATA
- VRE
- Commuter Store
- ART
- Commuter Connections
- CommuterDirect.com
- BikeArlington
- ACCS
- Car Free Diet
- WALKArlington
- Telework VA!

Gen X are more likely to have used BikeArlington and WALKArlington but are less likely to be aware of Car Free Diet than other generations.
## Awareness of All Services Has Increased Since 2007

<table>
<thead>
<tr>
<th>Service</th>
<th>2007</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>Metro/WMATA</td>
<td>80%</td>
<td>82%</td>
</tr>
<tr>
<td>VRE</td>
<td>50%</td>
<td>67%</td>
</tr>
<tr>
<td>Commuter Store</td>
<td>54%</td>
<td>54%</td>
</tr>
<tr>
<td>ART</td>
<td>45%</td>
<td>51%</td>
</tr>
<tr>
<td>Commuter Connections</td>
<td>24%</td>
<td>50%</td>
</tr>
<tr>
<td>CommuterDirect</td>
<td>25%</td>
<td>41%</td>
</tr>
<tr>
<td>BikeArlington</td>
<td>31%</td>
<td>38%</td>
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<tr>
<td>ACCS</td>
<td>15%</td>
<td>33%</td>
</tr>
<tr>
<td>Car Free Diet</td>
<td>N/A</td>
<td>33%</td>
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<tr>
<td>Way to Go Arlington</td>
<td>12%</td>
<td>N/A</td>
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<tr>
<td>WALKArlington</td>
<td>20%</td>
<td>30%</td>
</tr>
<tr>
<td>Telework VA!</td>
<td>4%</td>
<td>18%</td>
</tr>
</tbody>
</table>

Note: These data are not directly comparable because the questions were slightly different:

2009 Q17. Following is a list of additional commuter services available in Arlington or the Washington metropolitan region. Which of these have you used?

2007 QB. Which of the following organizations and services are you aware of?

2009 n = 342
2007 n = 101
Q26. In a typical week, how many weekdays do you use each of the following types of transportation for your trip to work/school?
55% Have Made Some Change in the Way They Commute Since First Visiting CommuterPage

Q15: 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?

- Metrorail: 24% Use more often, 8% Started Using
- Bus: 24% Use more often, 5% Started Using
- Walking: 21% Use more often, 1% Started Using
- Bicycle: 17% Use more often, 3% Started Using
- Telework: 13% Use more often, 3% Started Using
- Carpool/Vanpool: 9% Use more often, 1% Started Using

In 2007, 55% said they made a commute change since first visiting CommuterPage

2009 n = 135 Asked of those who said they Commute to Work or School First Time Site Users Were Not Included
Some Comments on What Influenced the Commute-change Decision

“Better information on routes.”

“Saving on gas, traffic congestion, climate issues, want to send a message to others that it is okay to bike and take mass transit. Great exercise and it saves money.”

“Taking the bus became easier.”

“Commuter pages illustrated the ease of getting around without my car.”

“Concern for the air quality; needing exercise; ease of mass transit use.”

“Two primary reasons – on my small contribution to the environment by not driving and the other is the ease of getting from one place to the other, in particular in DC and the close-in suburbs.”

“Metro too crowded, easy to bike to work, able to park my bike at my desk, it’s more relaxing, healthy option and is ‘one less car.’”

Q15A: What influenced your decision to make this change or these changes?
In 2007, 51% drove alone prior to making the change.

Q15D: How did you typically travel to work before you made this change?

- Drove alone: 42%
- Rode a train or bus: 42%
- Bicycled: 4%
- Walked: 1%
- Teleworked: 1%
- Didn't work outside home: 3%
- Other: 7%

2009 n = 74
CommuterPage.com Was Instrumental in Half of Work-related Changes

Q15B: Did any information, service, or benefit you received from CommuterPage.com influence you or assist you to make this change?

Yes, 51%
No, 42%
Don't know/don't remember, 7%

n = 74

In 2007, 70% said CommuterPage was instrumental in their work-related change.
Some Comments About the Information that Assisted their Decision

“Route information and timetables.”

“When I know bus info, I can avoid using a car.”

“Commuter Page illustrated bus routes clearly and explained the schedule; I was able to choose the bus over driving more often.”

“There was beneficial information on maps and schedules.”

“Access to bus schedules to get to and from work related meetings.”

“Easy access to transportation info and schedules.”

“Information on cost of rail ticket options.”

“The schedules available and the guaranteed ride home program info helped me make my choice.”

“Ability to see routes and timetables easily.”

Q15C: What information, service or benefit influenced or assisted your decision?
In 2007, 43% said they made a non-work change since first visiting CommuterPage

43% Have Made Some Change in Non-work Trips Since First Visiting CommuterPage

Q16: 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.

2009 n = 155
First Time Site Users Were Not Included
CommuterPage.com Was Instrumental in a Third of the Non-work Changes

Q16A: Did any information, service, or benefit you received from CommuterPage.com influence you or assist you to make this change?

In 2007, 52% said CommuterPage was instrumental in their non-work change.

- Yes, 36%
- No, 42%
- Don't know/don't remember, 21%

n = 66
Some Comments on What Influenced Non-work Changes

“Route information and timetables.”

“Transit schedules and maps.”

“The fact that Metro passes as well as MARC passes are sold at the store (not to mention the Student Advantage discount! Although, of course, that has to do with MARC, I imagine) influenced me to leave my car behind and start commuting more.”

“Primarily the bus schedules in PDF and Palm-application format.”

“Posted schedules; announcements about new routes, etc.”

“The locations of the bus stops.”

“Access to bus schedules.”

“Bike routing and mapping info and connection with other bike commuters.”
Technology
Nearly a Third of Respondents Have a BlackBerry, While Two in Five Say they Have None of these Mobile Devices

Q13. Which of the following mobile devices do you use, if any?

- BlackBerry: 29%
- iPhone: 13%
- Windows Mobile (Sprint, T-Mobile, HP, Dell some Motorola): 9%
- Palm (Treo, Sony): 4%
- Symbian (Nokia, Ericsson, some Motorola): 2%
- Other: 9%
- None of these: 41%
- Don't know: 3%

n = 343
Of Those Who Have a Mobile Device, Half Say they Have Downloaded Something from CommuterPage.com

Q13A. Have you ever downloaded anything from CommuterPage.com to your mobile device?

n = 195

- Yes, 57%
- No, 34%
- Don't know, 9%

Those whose primary mode is alternative are more likely than drive alones to have downloaded something on their mobile device.
61% of Respondents Have a Facebook Account

29% Do Not Use Social Networking Sites

- Facebook: 61%
- LinkedIn: 33%
- Twitter: 20%
- MySpace: 15%
- Other Social Networking Site: 3%
- None of these: 29%
- Don't know: 3%

Q18. Do you currently use any of the following social networking sites or have you used any of them in the past?

n = 345
Over Two-thirds Use Windows XP

Q19. Which of the following operating systems do you regularly use?
MULTIPLE RESPONSES ALLOWED

- Windows XP: 68%
- Windows Vista: 32%
- Mac OS X: 22%
- Linux: 5%
- Other: 4%
- Don’t know: 6%

n = 344
70% of Respondents Regularly Use Internet Explorer, While Another Half Use Firefox

Q20. Which of the following browsers do you regularly use? MULTIPLE RESPONSES ACCEPTED

- Internet Explorer: 70%
- Mozilla Firefox: 48%
- Safari: 19%
- Chrome: 11%
- Opera: 3%
- Other: 3%
- Don't know: 5%

n = 343
The Large Majority of Respondents Have Never Had Any Trouble Accessing CommuterPage.com

- Yes, 2%
- No, 82%
- Don't know, 16%

Of those who had trouble, 2 mentioned Firefox and 1 Internet Explorer.

Q21. Have you ever had any trouble accessing CommuterPage.com from one of these browsers?

Q21A Please describe the difficulty you had accessing CommuterPage.com and include the name of the browser that you were using at the time.
7 Key Findings and Implications
The Impact of CommuterPage is Undeniable
Half Download or Request Something When Visiting the Site
First-time Use of the Site Appears to be Increasing
The Home Page Should Reflect What the Majority of Users Count on CommuterPage to Deliver
NPS is Lower Than Other Services, and Word of Mouth Only Accounts For 9% of Referrals
Mobile Platforms Are a Popular Way for People to Access CommuterPage
An Online Marketing Campaign Would Boost Site Visits
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