2009 CommuterPage.com Study

SPONSOR:
Arlington County Commuter Services (ACCS)
Contact:
Howard Jennings, Research Director
Arlington Transportation Partners
1501 Wilson Boulevard, Suite 1100
Arlington, VA 22209
703 247-6989
hjennings@transpartners.com

ACCS is a section of the Division of Transportation, Department of Environmental Services
Arlington County, Virginia

RESEARCH SUPPLIER:
Southeastern Institute of Research, Richmond, VA.
Contact: John Martin, President & CEO
Telephone: 804-358-8981
Email: JWM@SIRresearch.com

LDA Consulting
Contact: Lori Diggins, Principal
Telephone: 202-548-0205
Email: LDACWDC@aol.com

OVERALL STUDY PURPOSE:
☞ To understand how ACCS’ CommuterPage.com is currently performing.
☞ To identify ways to improve the site.
☞ To measure the overall impact of ACCS’ investment in CommuterPage.com
☞ Build on and compare to initial CommuterPage.com Study performed in 2007

OBJECTIVES OF RESEARCH:
☞ 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.
METHODOLOGY:

| Mode of Data Collection | Pop-up advertisement on main pages of site  
| - | Pop-up appeared thrice on top 10 pages  
| - | Email invitation sent to 256 panel members – respondents of the CommuterDirect, BikeArlington, WALKArlington surveys conducted previously who said they used CommuterPage  
| Completed Surveys | 345 Completes  
| - | 310 from Web site pop-up  
| - | 35 from email invitations to panel  
| Survey Population | Visitors to CommuterPage.com between 12/4/09 and 1/6/10  
| - | 256 panel members  
| Survey Instrument | Online Questionnaire  
| Criteria for Participation | Access to the questionnaire (ostensibly site users)  

KEY FINDINGS

Demographics of CommuterPage.com Survey Respondents:

- The mean age of the respondents is 44, and gender is almost evenly split.
- Only 19% of the respondents actually live in Arlington County and 18% work in Arlington County.
- 71% are employed at least part time.
- A quarter of those employed typically commute by driving alone. The rest use alternates modes such as bus and metro among others.

User Behavior:

- People use CommuterPage.com to get information about transportation. 46% downloaded something (e.g. schedule or map). Metrobus and rail schedules and maps were the most downloaded/requested.
- 47% come to CommuterPage.com via some other online source. 85% of those who knew what they were looking for when they went to CommuterPage.com, found it.
- 57% indicated it was their first time visiting CommuterPage.com. 22% indicated they visit the site at least once a month.

Site Experience:

- 61% said they had a good overall experience on the site (29% said "very good").
- 73% find the content on CommuterPage.com better than that of other informational sites. The lowest rated characteristic was “Visuals/Images” at 52%.
- 47% of respondents said they liked CommuterPage.com’s information and content best.
- No one type of improvement stood out and 31% did not have any suggestions for improvement or didn’t know.
- 44% say they would recommend CommuterPage.com and the Net Promoter Score™ is 20%.

CommuterPage.com’s Impact:

- A third did not know what organization operates CommuterPage.com and many incorrectly identified the service operator. However, 20% said the Arlington Government provides the service and 4% identified ACCS.
Awareness of other Arlington services ranged between 30% and 54% with the Commuter Store being highest and WALKArlington lowest.

55% made changes in how they travel to work since they first started using CommuterPage.com. 42% of those drove alone prior to making the change. 51% of respondents indicated that CommuterPage.com was instrumental in those changes.

43% made changes in how they make non-work-related trips since they first started using CommuterPage.com. CommuterPage.com was instrumental in 36% of the non-work changes.

Technology:

56% use some sort of mobile device like a Blackberry or an iPhone. 57% of those have downloaded something from CommuterPage.com onto their mobile device.

68% use a social networking site (most popular is Facebook).

Windows XP is the most used operating system and Internet Explorer the most used browser.

Most have never had any trouble accessing CommuterPage.com.

OTHER RELATED STUDIES, PLANS & DOCUMENTS:

2006 – 2008 Arlington County Commuter Services (ACCS) Research and Evaluation Plan
2007 Commuter Store Study
2007 CommuterDirect Individual Users Study
2007 CommuterPage Study
2008 CommuterDirect Corporate Study
2009 Commuter Store Study

AVAILABLE DOCUMENTS:

| Questionnaires | Data Tables | PowerPoint Presentation Final Report |

KEY WORDS:

ACCS, Arlington County, Arlington County Commuter Services, Attitudes, Awareness, Communications, Commute, Commute advertising, Commute mode, Commuter assistance services, commuters, CommuterPage.com, commuting, demographics, evaluation, non-commute trips, performance measurement, satisfaction, scorecard, TDM, TDM Planning and Administration, Transportation Demand Management