Arlington Transportation Partners

Employee Commute Survey Results, Analysis and Recommendations
Survey Results-Rosslyn

Number of Survey Participants: 100
Percentage that Drive Alone: 32%

Primary Mode:

<table>
<thead>
<tr>
<th>Mode</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bike</td>
<td>2</td>
</tr>
<tr>
<td>Bus</td>
<td>8</td>
</tr>
<tr>
<td>Carpool</td>
<td>6</td>
</tr>
<tr>
<td>Drive Alone</td>
<td>32</td>
</tr>
<tr>
<td>Train</td>
<td>42</td>
</tr>
<tr>
<td>Slug</td>
<td>4</td>
</tr>
<tr>
<td>Walk</td>
<td>6</td>
</tr>
</tbody>
</table>

Overview

The purpose of this survey is to assess the current commuting patterns of employees working in the urban village of Rosslyn. The survey was conducted to get a general idea of where employees were coming from, how they were getting there, demographics and how each survey participant views their current commute. Survey participants were selected at random on the streets of Rosslyn, during the morning hours (between 7am and 9am) and offered a $5 Starbucks gift card as a reward for their participation. A survey administrator asked and recorded the answers for accuracy and to ensure each survey was fully completed.

Transportation Options

Rosslyn is extremely transit dense and boasts its own Metro Station, numerous bus routes and access to several walking and biking trails.

ART: 61

Metrobus: 3ABE, 4ABEH, 15KL, 38B

Metrorail: Rosslyn Metro, served by the Blue & Orange Lines

Bike/Walk: Custis, Mount Vernon & Arlington Blvd. Trails, bike lanes on Clarendon Blvd., Wilson Blvd., Scott St. & Key Blvd.

Georgetown Connector
Survey Questions

People were stopped on the streets of Rosslyn and asked whether they worked in Arlington County. Only employees who worked in Arlington County were eligible to participate. Survey participants were asked a series of questions regarding their current commute to work. In an attempt to get the most comprehensive information possible, additional questions were asked to some participants pending their response to the “primary mode” question. The survey administrator also took note of the participant’s gender before the survey was started.

Gender

As previously noted, survey administrators were asked to note each participants gender before the survey was conducted. In Rosslyn, an even mix of men (50%) and women (50%) participated in the survey.
Zip Code

Survey participants were asked, “What is your home zip code?” Of the 100 employees surveyed, 56 people were from Virginia, 19 from D.C., 24 from Maryland and 1 from West Virginia. The furthest commute was approximately 65 miles from Aberdeen, Maryland. The town of Aberdeen is serviced by the MARC train which offers southbound trains to Union Station in Washington, D.C.
Modes Used

Participants were asked, “How do you normally get to work in the morning?” This open-ended question allowed for numerous modes to be noted. For instance, an employee may drive some days and walk others. In order to ensure that information was recorded, each administrator allowed for multiple answers. Participants could also offer when two modes were used in one trip. For example, an employee took a bus to the train station and rode the train to their worksite. There were 120 responses.

![Modes Used](image.png)

**Modes Used**

- Drive Alone: 32
- Carpool: 13
- Bike: 4
- Walk: 7
- Train: 49
- Bus: 15

**Number of Responses**
Primary Mode

In order to gain more comprehensive information on mode split in Rosslyn, participants were asked to provide their “primary mode” of transportation to their worksite. If an employee sometimes drove and walked at other times, they were asked which mode they took more often. For employees who split their ride between two forms of transportation, they were asked which mode they spent the majority of their time on. In the case of an “equal time” response, for instance, an employee spent 20 minutes driving to a train station and 20 minutes on the train, the final mode used was considered the primary.

A total of 100 employees working in Rosslyn were surveyed. A surprising 32% or 32 participants stated they normally drove alone to work, while 68% or 68 participants used alternatives to SOVs.
**Willingness to Change from Drive Alone**

While many of the participants stated they “drive alone” as their primary mode of transportation to their worksite, we did find that some would be willing to try an alternative mode. There were 32 people who said they regularly drive alone. Participants were welcome to give more than one reason, although very few did so.

The top three reasons that would incentivize an employee to choose an option other than driving alone were:

1.) An employer offered transit subsidy (19%)
2.) Proximity to alternative modes (10%)
3.) Time (6%)

Since this was an opened-ended question, employees could provide an answer that did not suggest they would be willing or able to change from SOV to an alternative mode. Of those who drove alone, 17 people, or 53%, said that “nothing” would incentivize them to change their mode. The chart below displays the reasons why a drive alone commuter would consider using an alternative mode.

One person stated that nothing would incentivize them to stop driving alone because of the employer-paid parking.

![Chart showing reasons for change from SOV mode](chart.png)
Willingness to Change from Drive Alone (Cont.)

Description of Typical Responses for Reason to Mode Change

Job Restrictive- There were a few participants who were required to drive as part of their job and therefore drove alone to work. Many of these people also cited that flexible and inconsistent hours made carpooling an unreasonable option.

Nothing- These participants stated that there is nothing that would make them choose any other mode. Many of these participants cited personal space or a love of driving as a reason why they would “need” to drive alone.

Proximity to Alternative Modes- These survey participants felt that if they were located closer to public transportation, they would likely choose to use it, but currently, using alternative modes was not a viable option.

Reliability of Public Transportation- These survey participants felt they could not rely on public transportation and therefore drove alone.

Subsidy- These survey participants said that they would likely choose a non-SOV mode of transportation if their employer offered a financial incentive for doing so. For instance, some employers offered paid parking for employees but did not offer money for using public transportation or other non-SOV modes such as vanpooling. Had the employer offered an incentive to choosing a non-SOV mode, the employee would see that as a reason to change modes.

Time- These participants felt that it was not time efficient for them to use an alternative mode and chose to drive because that factor outweighed the benefits of using another mode.

Weather- Many survey participants cited weather as a reason why they would not drive alone to work on a given day. Some of these participants were more likely to use public transportation in inclement weather because they felt unsafe driving or thought that would be the faster route on that particular day. Others drove in inclement weather because they did not want exposure to the elements while using or getting to other modes.
Commuter Benefit Programs

While surveying, we asked participants whether they were offered a series of typical employer sponsored commute programs such as telework, compressed work weeks and transit benefits. We discouraged any co-workers that may be standing with a participant to offer any information so that we recorded the perception of programs strictly from the participant themselves. The goal was to not only determine the type of employer offered programs but to also see how well the programs are marketed and relayed to employees. The following results were found.

![Bar chart showing the number of employers offering commute programs](chart.png)
Type of Transit Benefit

An astounding 69% of participants working in Rosslyn had knowledge of a transit benefit program currently offered at their company. If an employee stated that a transit benefit was provided by their employer, the survey administrator would then ask if it is a direct benefit (given to the employee as a subsidy), a pre-tax benefit (taken from the employee’s paycheck before taxes) or a combination of the two. Some of the participants were unsure what type of transit benefit program their employer offered, likely because they did not participate in the program.

![Type of Transit Benefit Pie Chart]

- Direct: 43%
- Pre-tax: 41%
- Unsure: 16%
Company

The name of the company that each participant worked for was asked, but considered a voluntary question. Over the years, ATP has built and maintained a database to track client information. By obtaining the participants company name, ATP could assure that all companies were currently in our database and receiving information pertinent to their employees’ commutes. A total of 82 participants volunteered their company’s name representing 41 different companies.

A sample of companies includes the following:

Corporate Executive Board
United States Department of State
Booz Allen Hamilton
United States Postal Service
Air Force Association

Survey administrators found that approximately 11 new prospects were added to our database as a direct result of the survey.
Age

Age was also a voluntary question and 95% of participants were willing to answer. The age range of survey participants that was significantly larger than the others was the 25-34 year old group with 43% providing that answer.
General Comments

Comments were provided by nearly half of the survey participants. While the responses were varied, there was a great deal of positive feedback from those who chose non-SOV modes. Here is a sampling of the comments that were collected. The mode each commenter used is noted in parenthesis.

“I don't mind it as long as the bus is on time. I love to save money on parking.” (Train/Bus)

“If you live in Woodbridge area, slugs the best way to go. Help each other.”(Slug)

“It stinks but with carpool makes it better. I save time and money.” (Carpool)

“It takes me 20 minutes to drive to work.” (Drive Alone)

“I would take public transit if it were easier to get to.” (Drive Alone)

“I like it. It's great. I would ride the Metro even if I didn't get a subsidy. It sure beats the drive.” (Train)
Survey Results-Court House

Number of Survey Participants: 100

Percentage that Drive Alone: 49%

Primary Mode:

<table>
<thead>
<tr>
<th>Mode</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bike</td>
<td>3</td>
</tr>
<tr>
<td>Bus</td>
<td>5</td>
</tr>
<tr>
<td>Carpool</td>
<td>3</td>
</tr>
<tr>
<td>Drive Alone</td>
<td>49</td>
</tr>
<tr>
<td>Train</td>
<td>31</td>
</tr>
<tr>
<td>Slug</td>
<td>1</td>
</tr>
<tr>
<td>Walk</td>
<td>8</td>
</tr>
</tbody>
</table>

Overview

The purpose of this survey is to assess the current commuting patterns of employees working in the urban village of Court House. The survey was conducted to get a general idea of where employees were coming from, how they were getting there, demographics and how each survey participant views their current commute. Survey participants were selected at random on the streets of Court House, during the afternoon hours (between 11am and 1pm) and offered a $5 Starbucks gift card as a reward for their participation. A survey administrator asked and recorded the questions for accuracy and to ensure each survey was fully completed.

Transportation Options

Court House is extremely transit dense and boasts its own Metro Station, numerous bus routes and access to several walking and biking trails.

**ART**: 41, 61, 62, 77

**Metrobus**: 4BE, 38B

**Metrorail**: Court House Metro, served by the Orange Line

**Bike/Walk**: Custis & Arlington Blvd. Trails, bike lanes on Clarendon Blvd., Wilson Blvd., N. Barton St. & N. Veitch St., bikeracks at Court House Metro Station & Courthouse Plaza

Survey Questions

People were stopped on the streets of Court House and asked whether they worked in Arlington County. Only employees who worked in Arlington County were eligible to participate. Survey participants were asked a series of questions regarding their current commute to work. In an attempt to get the most comprehensive information possible, additional questions were asked to some participants pending their response to the “primary mode” question. The survey administer also took note of the participant’s gender before the survey was started.

Gender

As previously noted, survey administrators were asked to note each participants gender before the survey was conducted. In Court House, slightly more men (54%) than women (46%) participated in the survey.

Gender of Participants

- 54% Male
- 46% Female
Zip Code

Survey participants were asked, “What is your home zip code?” Of the 100 employees surveyed, 97 participants offered their zip code. The survey found that 68 people were from Virginia, 13 from D.C. and 16 from Maryland. The furthest commute was approximately 70 miles from Spotsylvania, Virginia. The town of Spotsylvania is serviced by the FRED bus lines that feed into the VRE train which offers northbound trains to Crystal City in Arlington County.

Where Employees Are Coming From

- VA: 70%
- DC: 13%
- MD: 17%
**Modes Used**

Participants were asked, “How do you normally get to work in the morning?” This open-ended question allowed for numerous modes to be noted. For instance, an employee may drive some days and walk others. In order to ensure that information was recorded, each administrator allowed for multiple answers. Participants could also offer when two modes were used in one trip. For example, an employee took a bus to the train station and rode the train to their worksite. There were 119 responses.

![Modes Used](image_url)

<table>
<thead>
<tr>
<th>Mode</th>
<th>Number of Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Drive Alone</td>
<td>53</td>
</tr>
<tr>
<td>Carpool</td>
<td>5</td>
</tr>
<tr>
<td>Bike</td>
<td>4</td>
</tr>
<tr>
<td>Walk</td>
<td>11</td>
</tr>
<tr>
<td>Train</td>
<td>35</td>
</tr>
<tr>
<td>Bus</td>
<td>11</td>
</tr>
</tbody>
</table>
Primary Mode

In order to gain more comprehensive information on mode split in Court House, participants were asked to provide their “primary mode” of transportation to their worksite. If an employee sometimes drove and walked at other times, they were asked which mode they took more often. For employees who split their ride between two forms of transportation, they were asked which mode they spent the majority of their time on. In the case of an “equal time” response, for instance, an employee spent 20 minutes driving to a train station and 20 minutes on the train, the final mode used was considered the primary.

Out of the 100 employees working in Court House that were surveyed, a total of 49% of participants stated they normally drove alone to work, while 51% of participants used alternatives to SOVs.
Willingness to Change from Drive Alone

While many of the participants stated they “drive alone” as their primary mode of transportation to their worksite, we did find that some would be willing to try an alternative mode. There were 49 people who said they regularly drive alone. Participants were welcome to give more than one reason, although very few did so.

The top three reasons that would incentivize an employee to choose an option other than driving alone were:

1.) Proximity to alternative modes (20%)
2.) Convenience/ Employer offered transit subsidy (10%)
3.) Time (8%)

Since this was an opened-ended question, employees could provide an answer that did not suggest they would be willing or able to change from SOV to an alternative mode. Of those who drove alone, 16 people, or 33%, said that “nothing” would incentivize them to change their mode. Two people or 4% said job restrictions would not allow them to change from driving alone. The chart below displays the reasons why a drive alone commuter would consider using an alternative mode.

Reason to Change from SOV Mode

<table>
<thead>
<tr>
<th>Reason</th>
<th>Number of Participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>Weather</td>
<td>3</td>
</tr>
<tr>
<td>Time</td>
<td>4</td>
</tr>
<tr>
<td>Subsidy</td>
<td>5</td>
</tr>
<tr>
<td>Reliability of Public Transportation</td>
<td>3</td>
</tr>
<tr>
<td>Proximity to Alternative Modes</td>
<td>10</td>
</tr>
<tr>
<td>Convenience</td>
<td>5</td>
</tr>
<tr>
<td>Children</td>
<td>1</td>
</tr>
</tbody>
</table>
Willingness to Change from Drive Alone (Cont.)

Description of Typical Responses for Reason to Mode Change

Children- Some participants felt they had to drive alone because they have small children. Many had to drop their children at day care or school and others worried that if anything were to happen to their children during the day, any other arrangement would hinder their ability to meet the obligations to their children. These participants were informed of the Guaranteed Ride Home program.

Convenience- Many employees also stated convenience as a reason why they would not change modes. They felt driving was the most convenient way to get to work.

Job Restrictive- There were a few participants who were required to drive as part of their job and therefore drove alone to work. Many of these people also cited that flexible and inconsistent hours made carpooling an unreasonable option.

Nothing- These participants stated that there is nothing that would make them choose any other mode. Many of these participants cited personal space or a love of driving as a reason why they would “need” to drive alone.

Proximity to Alternative Modes- These survey participants felt that if they were located closer to public transportation, they would likely choose to use it, but currently, using alternative modes was not a viable option.

Reliability of Public Transportation- These survey participants felt they could not rely on public transportation and therefore drove alone.

Subsidy- These survey participants said that they would likely choose a non-SOV mode of transportation if their employer offered a financial incentive for doing so. For instance, some employers offered paid parking for employees but did not offer money for using public transportation or other non-SOV modes such as vanpooling. Had the employer offered an incentive to choosing a non-SOV mode, the employee would see that as a reason to change modes.

Time- These participants felt that it was not time efficient for them to use an alternative mode and chose to drive because that factor outweighed the benefits of using another mode.

Weather- Many survey participants cited weather as a reason why they would not drive alone to work on a given day. Some of these participants were more likely to use public transportation in inclement weather because they felt unsafe driving or thought that would be the faster route on that particular day. Others drove in inclement weather because they did not want exposure to the elements while using or getting to other modes.
Commuter Benefit Programs

While surveying, we asked participants whether they were offered a series of typical employer sponsored commute programs such as telework, compressed work weeks and transit benefits. We discouraged any co-workers that may be standing with a participant to offer any information so that we recorded the perception of programs strictly from the participant themselves. The goal was to not only determine the type of employer offered programs but to also see how well the programs are marketed and relayed to employees. The following results were found.

![Employer Sponsored Commute Programs](chart)

- None: 10 employees
- Unsure: 3 employees
- Showers: 39 employees
- Bike Lockers: 39 employees
- Preferred Parking: 19 employees
- Information: 37 employees
- Flextime: 47 employees
- Compressed Work Week: 33 employees
- Telework: 45 employees
- Transit Benefit: 75 employees
**Type of Transit Benefit**

An astounding 75% of participants working in Court House had knowledge of a transit benefit program currently offered at their company. If an employee stated that a transit benefit was provided by their employer, the survey administrator would then ask if it is a direct benefit (given to the employee as a subsidy), a pre-tax benefit (taken from the employee’s paycheck before taxes) or a combination of the two. Some of the participants were unsure what type of transit benefit program their employer offered, likely because they did not participate in the program.
Company

The name of the company that each participant worked for was asked, but considered a voluntary question. Over the years, ATP has built and maintained a database to track client information. By obtaining the participants company name, ATP could assure that all companies were currently in our database and receiving information pertinent to their employees’ commutes. A total of 87 participants volunteered their company’s name representing 39 different companies. A total of 37 participants stated they were employees of the Arlington County Government.

A sample of companies includes the following:

- Arlington County Government
- Arnold Worldwide
- American Rivers
- Washington Post Digital
- Catapult Consulting

Survey administrators found that approximately 15 new prospects were added to our database as a direct result of the survey.
Age

Age was also a voluntary question and 95% of participants were willing to answer. The age range that was significantly larger than the others was the 25-34 year old group at 30% of participants providing that answer.
General Comments

Comments were provided by nearly all of the survey participants. While the responses were varied, there was a great amount of positive feedback from those who chose non-SOV modes. Here is a sampling of the comments that were collected. The mode each commenter used is noted in parenthesis.

“With slug it's pretty easy. Excellent idea and it works!” (Slug)

“I like the idea of ART 77.” (Drive Alone)

“I love to walk to work.” (Walk)

“The community is served beautifully by public transportation. I wish there was more parking at East Falls Church Metro.” (Bike)

“It’s a little longer but they [employer] pays for it so I shouldn’t complain” (Train)

“Metro is a good system compared to other cities. It needs more money. It would add an hour to my commute.” (Drive Alone)
Survey Results-Clarendon

Number of Survey Participants: 84

Percentage that Drive Alone: 61%

Primary Mode:

- Bike: 2
- Bus: 5
- Carpool: 4
- Drive Alone: 50
- Train: 18
- Slug: 1
- Walk: 2

Overview

The purpose of this survey is to assess the current commuting patterns of employees working in the urban village of Clarendon. The survey was conducted to get a general idea of where employees were coming from, how they were getting there, demographics and how each survey participant views their current commute. Survey participants were selected at random on the streets of Clarendon, during the afternoon hours (between 11am and 1pm) and offered a $5 Starbucks gift card as a reward for their participation. A survey administrator asked and recorded the questions for accuracy and to ensure each survey was fully completed.

Transportation Options

Clarendon is extremely transit dense and boasts its own Metro Station, numerous bus routes and access to several walking and biking trails.

**ART:** 41, 42  
**Metrobus:** 38B  
**Metrorail:** Clarendon Metro, served by the Orange Line  
**Bike/Walk:** Bike lanes on Clarendon Blvd., Wilson Blvd., Fairfax Dr. & Kirkwood Rd., bike racks at Clarendon Metro Station  
**Carsharing:** Zipcars available at Wilson Blvd. & Highland St., Garfield St. & Washington Blvd., and Clarendon Blvd. & Fillmore St.
Survey Questions

People were stopped on the streets of Clarendon and asked whether they worked in Arlington County. Only employees who worked in Arlington County were eligible to participate. Survey participants were asked a series of questions regarding their current commute to work. In an attempt to get the most comprehensive information possible, additional questions were asked to some participants pending their response to the “primary mode” question. The survey administer also took note of the participant’s gender before the survey was started.

Gender

As previously noted, survey administrators were asked to note each participants gender before the survey was conducted. In Clarendon, more women (57%) than men (43%) participated in the survey.
Zip Code

Survey participants were asked, “What is your home zip code?” Of the 84 employees surveyed, 68 people were from Virginia, 7 from D.C., and 9 from Maryland. The furthest commute was approximately 48 miles from Fredericksburg, Virginia. The town of Fredericksburg is serviced by the VRE train which offers northbound trains to Crystal City in Arlington County.

[Diagram: Where Employees Are Coming From]

- VA: 81%
- DC: 8%
- MD: 11%
**Modes Used**

Participants were asked, “How do you normally get to work in the morning?” This open-ended question allowed for numerous modes to be noted. For instance, an employee may drive some days and walk others. In order to ensure that information was recorded, each administrator allowed for multiple answers. Participants could also offer when two modes were used in one trip. For example, an employee took a bus to the train station and rode the train to their worksite. There were 92 responses.
Primary Mode

In order to gain more comprehensive information on mode split in Clarendon, participants were asked to provide their “primary mode” of transportation to their worksite. If an employee sometimes drove and walked at other times, they were asked which mode they took more often. For employees who split their ride between two forms of transportation, they were asked which mode they spent the majority of their time on. In the case of an “equal time” response, for instance, an employee spent 20 minutes driving to a train station and 20 minutes on the train, the final mode used was considered the primary.

A total of 84 employees working in Clarendon were surveyed. Two participants said they normally teleworked and did not have a primary mode. An alarming 61% or 50 participants stated they normally drove alone to work, while only 39% or 32 participants used alternatives to SOVs.

Mode Split

<table>
<thead>
<tr>
<th>Mode</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Drive</td>
<td>61%</td>
</tr>
<tr>
<td>Walk</td>
<td>22%</td>
</tr>
<tr>
<td>Carpool</td>
<td>5%</td>
</tr>
<tr>
<td>Train</td>
<td>6%</td>
</tr>
<tr>
<td>Slug</td>
<td>1%</td>
</tr>
<tr>
<td>Bus</td>
<td>2.5%</td>
</tr>
<tr>
<td>Bike</td>
<td>2.5%</td>
</tr>
</tbody>
</table>
Willingness to Change from Drive Alone

While many of the participants stated they “drive alone” as their primary mode of transportation to their worksite, we did find that some would be willing to try an alternative mode. There were 50 people who said they regularly drive alone. Participants were welcome to give more than one reason, although very few did so.

The top three reasons that would incentivize an employee to choose an option other than driving alone were the following:

1.) Proximity to alternative modes (14%)
2.) Time (10%)
3.) Convenience/Reliability of Public Transportation (6%)

Since this was an opened-ended question, employees could provide an answer that did not suggest they would be willing or able to change from SOV to an alternative mode. Of those who drove alone, 26 people, or 52%, said that “nothing” would incentivize them to change their mode. One person said job restrictions would not allow them to change from driving alone. The chart below displays the reasons why a drive alone commuter would consider using an alternative mode.

<table>
<thead>
<tr>
<th>Reason to Change from SOV Mode</th>
<th>Number of Participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>Time</td>
<td>5</td>
</tr>
<tr>
<td>Subsidy</td>
<td>2</td>
</tr>
<tr>
<td>Reliability of Public Transportation</td>
<td>3</td>
</tr>
<tr>
<td>Proximity to Alternative Modes</td>
<td>7</td>
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<tr>
<td>Cost</td>
<td>2</td>
</tr>
<tr>
<td>Convenience</td>
<td>3</td>
</tr>
<tr>
<td>Children</td>
<td>1</td>
</tr>
</tbody>
</table>
Willingness to Change from Drive Alone (Cont.)

Description of Typical Responses for Reason to Mode Change:

Children- Some participants felt they had to drive alone because they have small children. Many had to drop their children at day care or school and others worried that if anything were to happen to their children during the day, any other arrangement would hinder their ability to meet the obligations to their children. These participants were informed of the Guaranteed Ride Home program.

Convenience- Many employees also stated convenience as a reason why they would not change modes. They felt driving was the most convenient way to get to work.

Cost- A small percentage of participants felt that the cost to drive alone was less expensive than the cost to use an alternative mode. If the cost to ride public transportation were less expensive, these participants would be willing to use a non-SOV mode.

Job Restrictive- There were a few participants who were required to drive as part of their job and therefore drove alone to work. Many of these people also cited that flexible and inconsistent hours made carpooling an unreasonable option.

Nothing- These participants stated that there is nothing that would make them choose any other mode. Many of these participants cited personal space or a love of driving as a reason why they would “need” to drive alone.

Proximity to Alternative Modes- These survey participants felt that if they were located closer to public transportation, they would likely choose to use it, but currently, using alternative modes was not a viable option.

Reliability of Public Transportation- These survey participants felt they could not rely on public transportation and therefore drove alone.

Subsidy- These survey participants said that they would likely choose a non-SOV mode of transportation if their employer offered a financial incentive for doing so. For instance, some employers offered paid parking for employees but did not offer money for using public transportation or other non-SOV modes such as vanpooling. Had the employer offered an incentive to choosing a non-SOV mode, the employee would see that as a reason to change modes.

Time- These participants felt that it was not time efficient for them to use an alternative mode and chose to drive because that factor outweighed the benefits of using another mode.
Commuter Benefit Programs

While surveying, we asked participants whether they were offered a series of typical employer sponsored commute programs such as telework, compressed work weeks and transit benefits. We discouraged any co-workers that may be standing with a participant to offer any information so that we recorded the perception of programs strictly from the participant themselves. The goal was to not only determine the type of employer-offered programs but to also see how well the programs are marketed and relayed to employees. The following results were found.

<table>
<thead>
<tr>
<th>Employer Sponsored Commute Programs</th>
<th>Number of Employees</th>
</tr>
</thead>
<tbody>
<tr>
<td>None</td>
<td>21</td>
</tr>
<tr>
<td>Showers</td>
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<td>Bike Lockers</td>
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<td>Preferred Parking</td>
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<td>Information</td>
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<td>Telework</td>
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<tr>
<td>Transit Benefit</td>
<td>50</td>
</tr>
</tbody>
</table>
Type of Transit Benefit

A total of 50 participants working in Clarendon had knowledge of a transit benefit program currently offered at their company. If an employee stated that a transit benefit was provided by their employer, the survey administrator would then ask if it was a direct benefit (given to the employee as a subsidy), a pre-tax benefit (taken from the employee’s paycheck before taxes) or a combination of the two. Some of the participants were unsure what type of transit benefit program their employer offered, likely because they did not participate in the program.
Company

The name of the company that each participant worked for was asked, but considered a voluntary question. Over the years, ATP has built and maintained a database to track client information. By obtaining the participants company name, ATP could assure that all companies were currently in our database and receiving information pertinent to their employees’ commutes. A total of 67 participants volunteered their company’s name representing 39 different companies.

A sample of companies includes the following:

American Chemistry Council
Offender Aid & Restoration
Young Americans for Liberty
Federal Deposit Insurance Corporation
SRA International

Survey administrators found that approximately 13 new prospects were added to our database as a direct result of the survey.
Age

Age was also a voluntary question and 94% of participants were willing to answer. The age range that was significantly larger than the others was the 25-34 year old group at 39% of participants providing that answer.
General Comments

Comments were provided by nearly half of the survey participants. While the responses were varied, there was a great amount of positive feedback from those who chose non-SOV modes. Here is a sampling of the comments that were collected. The mode each commenter used is noted in parenthesis.

“I'm lucky it’s [commute] very easy. I would bike if I could shower” (Drive Alone)

“It’s easy to drive and parking is free” (Drive Alone)

“It’s long but better than driving” (Train)

“I want to be more green but I don’t know my options” (Drive Alone)

“We have a bike fleet available but it’s not maintained” (Train)

“I love living near work” (Drive Alone)
Survey Results-Ballston/Virginia Square

Number of Survey Participants: 100
Percentage that Drive Alone: 37%

Primary Mode:

<table>
<thead>
<tr>
<th>Mode</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bike</td>
<td>1</td>
</tr>
<tr>
<td>Bus</td>
<td>7</td>
</tr>
<tr>
<td>Carpool</td>
<td>10</td>
</tr>
<tr>
<td>Drive Alone</td>
<td>37</td>
</tr>
<tr>
<td>Train</td>
<td>35</td>
</tr>
<tr>
<td>Walk</td>
<td>10</td>
</tr>
</tbody>
</table>

Overview

The purpose of this survey is to assess the current commuting patterns of employees working in the urban villages of Ballston and Virginia Square. The survey was conducted to get a general idea of where employees were coming from, how they were getting there, demographics and how each survey participant views their current commute. Survey participants were selected at random on the streets of Ballston and Virginia Square during the afternoon hours (between 11am and 1pm) and offered a $5 Starbucks gift card as a reward for their participation. A survey administrator asked and recorded the questions for accuracy and to ensure each survey was fully completed.

Transportation Options

Both Ballston and Virginia Square are extremely transit dense and each boast their own Metro Station, numerous bus routes and access to several walking and biking trails.

Ballston

**ART:** 41, 42, 52, 53, 62, 67, 75
**Metrobus:** 1ABEFZ, 2ABCG, 10B, 22A, 23AC, 25AFGJPR, 25B, 38B
**Metrorail:** Ballston-MU Metro, served by the Orange Line
**Bike/Walk:** Custis & Bluemont Junction Trails, bike lanes along Fairfax Dr., bike racks at Ballston Metro Station on Fairfax Dr. & N. Stuart St.
**Carsharing:** Zipcars available on Fairfax Dr., at Stuart St. & 9th St., and at 9th St. & Randolph St.

Virginia Square

**ART:** 41, 42
**Metrobus:** 38B
**Metrorail:** Virginia Square-GMU Metro, served by the Orange Line
**Bike/Walk:** Custis Trail, bike lanes on Fairfax Dr.
Survey Questions

People were stopped on the streets of Ballston and Virginia Square and asked whether they worked in Arlington County. Only employees who worked in Arlington County were eligible to participate. Survey participants were asked a series of questions regarding their current commute to work. In an attempt to get the most comprehensive information possible, additional questions were asked to some participants pending their response to the “primary mode” question. The survey administer also took note of the participant’s gender before the survey was started.

Gender

As previously noted, survey administrators were asked to note each participants gender before the survey was conducted. In Ballston and Virginia Square, more men (58%) than women (42%) participated in the survey.
Zip Code

Survey participants were asked, “What is your home zip code?” Of the 100 employees surveyed, 70 people were from Virginia, 12 from D.C., and 18 from Maryland. The furthest commute was approximately 48 miles from Fredericksburg, VA. The town of Fredericksburg is serviced by the VRE train which offers northbound trains to Crystal City in Arlington County.
**Modes Used**

Participants were asked, “How do you normally get to work in the morning?” This open-ended question allowed for numerous modes to be noted. For instance, an employee may drive some days and walk others. In order to ensure that information was recorded, each administrator allowed for multiple answers. Participants could also offer when two modes were used in one trip. For example, an employee took a bus to the train station and rode the train to their worksite. There were 112 responses.
Primary Mode

In order to gain more comprehensive information on mode split in Ballston and Virginia Square, participants were asked to provide their “primary mode” of transportation to their worksite. If an employee sometimes drove and walked at other times, they were asked which mode they took more often. For employees who split their ride between two forms of transportation, they were asked which mode they spent the majority of their time on. In the case of an “equal time” response, for instance, an employee spent 20 minutes driving to a train station and 20 minutes on the train, the final mode used was considered the primary.

A total of 100 employees working in Ballston and Virginia Square were surveyed. There were 37 participants that stated they normally drove alone to work, while 63% or 63 participants used alternatives to SOVs.
Willingness to Change from Drive Alone

While many of the participants stated they “drive alone” as their primary mode of transportation to their worksite, we did find that some would be willing to try an alternative mode. There were 37 people who said the regularly drive alone. Participants were welcome to give more than one reason, although very few did so.

The top three reasons that would incentivize an employee working in Ballston and Virginia Square who regularly drive alone to choose an alternative mode were the following:

1.) An employer offered transit subsidy (14%)
2.) Proximity to alternative modes (11%)
3.) Time/Convenience (5%)

Since this was an opened-ended question, employees could provide an answer that did not suggest they would be willing or able to change from SOV to an alternative mode. Of those who drove alone, 20 people, or 53%, said that “nothing” would incentivize them to change their mode. One person said job restrictions would not allow them to change from driving alone. The chart below displays the reasons why a drive alone commuter would consider using an alternative mode.

Two people stated that nothing would incentivize them to stop driving alone because of the employer-paid parking.

![Reason to Change from SOV Mode](chart.jpg)
**Willingness to Change from Drive Alone (Cont.)**

**Description of Typical Responses for Reason to Mode Change:**

**Children**- Some participants felt they had to drive alone because they have small children. Many had to drop their children at day care or school and others worried that if anything were to happen to their children during the day, any other arrangement would hinder their ability to meet the obligations to their children. These participants were informed of the Guaranteed Ride Home program.

**Convenience**- Many employees also stated convenience as a reason why they would not change modes. They felt driving was the most convenient way to get to work.

**Job Restrictive**- There were a few participants who were required to drive as part of their job and therefore drove alone to work. Many of these people also cited that flexible and inconsistent hours made carpooling an unreasonable option.

**Nothing**- These participants stated that there is nothing that would make them choose any other mode. Many of these participants cited personal space or a love of driving as a reason why they would “need” to drive alone.

**Proximity to Alternative Modes**- These survey participants felt that if they were located closer to public transportation, they would likely choose to use it, but currently, using alternative modes was not a viable option.

**Subsidy**- These survey participants said that they would likely choose a non-SOV mode of transportation if their employer offered a financial incentive for doing so. For instance, some employers offered paid parking for employees but did not offer money for using public transportation or other non-SOV modes such as vanpooling. Had the employer offered an incentive to choosing a non-SOV mode, the employee would see that as a reason to change modes.

**Time**- These participants felt that it was not time efficient for them to use an alternative mode and chose to drive because that factor outweighed the benefits of using another mode.
Commuter Benefit Programs

While surveying, we asked participants whether they were offered a series of typical employer sponsored commute programs such as telework, compressed work weeks and transit benefits. We discouraged any co-workers that may be standing with a participant to offer any information so that we recorded the perception of programs strictly from the participant themselves. The goal was to not only determine the type of employer offered programs but to also see how well the programs are marketed and relayed to employees. The following results were found.

### Employer Sponsored Commute Programs

<table>
<thead>
<tr>
<th>Program</th>
<th>Number of employees</th>
</tr>
</thead>
<tbody>
<tr>
<td>None</td>
<td>13</td>
</tr>
<tr>
<td>Showers</td>
<td>18</td>
</tr>
<tr>
<td>Bike Lockers</td>
<td>34</td>
</tr>
<tr>
<td>Preferred Parking</td>
<td>13</td>
</tr>
<tr>
<td>Information</td>
<td>18</td>
</tr>
<tr>
<td>Flextime</td>
<td>37</td>
</tr>
<tr>
<td>Compressed</td>
<td>35</td>
</tr>
<tr>
<td>Telework</td>
<td>57</td>
</tr>
<tr>
<td>Transit Benefit</td>
<td>67</td>
</tr>
</tbody>
</table>
Type of Transit Benefit

An astounding 67% of participants working in Ballston and Virginia Square had knowledge of a transit benefit program currently offered at their company. If an employee stated that a transit benefit was provided by their employer, the survey administrator would then ask if it was a direct benefit (given to the employee as a subsidy), a pre-tax benefit (taken from the employee’s paycheck before taxes) or a combination of the two. Some of the participants were unsure what type of transit benefit program their employer offered, likely because they did not participate in the program.
Company

The name of the company that each participant worked for was asked, but considered a voluntary question. Over the years, ATP has built and maintained a database to track client information. By obtaining the participants company name, ATP could assure that all companies were currently in our database and receiving information pertinent to their employees’ commutes. A total of 95 participants volunteered their company’s name representing 48 different companies.

A sample of companies includes the following:

National Science Foundation
Watson Wyatt International
Office of Naval Research
Qwest Communications
National Association for Child Care

Survey administrators found that approximately 12 new prospects were added to our database as a direct result of the survey.
Age

Age was also a voluntary question and 97% of participants were willing to answer. The age range that was slightly larger than the others was the 25-34 year old group at 36% of participants providing that answer.
**General Comments**

Comments were provided by nearly half of the survey participants. While the responses were varied, there was a great amount of positive feedback from those who chose non-SOV modes. Here is a sampling of the comments that were collected. The mode each commenter used is noted in parenthesis.

“My employer offers free SmarTrip cards. Off hours are good.” (Drive Alone)

“I used transit for 15-20 years. I just enjoy driving.” (Drive Alone)

“My company pays for parking” (Drive Alone)

“I like Metro. It's very reliable.” (Train)

“Difficult from Old Towne to Ballston—tough commute, multiple transfers” (Train)
Survey Results-Pentagon City

Number of Survey Participants: 82
Percentage that Drive Alone: 40%

Primary Mode:

- Bus: 10
- Carpool: 4
- Drive Alone: 40
- Slug: 3
- Train: 28
- Walk: 2

Overview

The purpose of this survey is to assess the current commuting patterns of employees working in the urban village of Pentagon City. The survey was conducted to get a general idea of where employees were coming from, how they were getting there, demographics and how each survey participant views their current commute. Survey participants were selected at random on the streets of Pentagon City, during the afternoon hours (between 11am and 1pm) and offered a $5 Starbucks gift card as a reward for their participation. A survey administrator asked and recorded the questions for accuracy and to ensure each survey was fully completed.

Transportation Options

Pentagon City is extremely transit dense and boasts its own Metro Station, numerous bus routes and access to several walking and biking trails.

**ART:** 74

**Metrobus:** 10A, 16EGHKW

**Metrorail:** Pentagon City Metro, served by the Blue & Yellow Lines

**Bike/Walk:** Access to Four Mile Run Trail via Army-Navy Dr., bike racks and bike lockers at the Pentagon City Metro Station

**Carsharing:** Zipcars available at 1430 Joyce St. at Pentagon Row and on S. Fern St.
Survey Questions

People were stopped on the streets of Pentagon City and asked whether they worked in Arlington County. Only employees who worked in Arlington County were eligible to participate. Survey participants were asked a series of questions regarding their current commute to work. In an attempt to get the most comprehensive information possible, additional questions were asked to some participants pending their response to the “primary mode” question. The survey administer also took note of the participant’s gender before the survey was started.

Gender

As previously noted, survey administrators were asked to note each participants gender before the survey was conducted. In Pentagon City, significantly more men (60%) than women (50%) participated in the survey.

Gender of Participants

![Gender Pie Chart]

- 60% Male
- 40% Female
Zip Code

Survey participants were asked, “What is your home zip code?” Of the employees surveyed, 80 were able to provide a zip code and 49 people were from Virginia, 12 from D.C., and 20 from Maryland. The furthest commute was approximately 70 miles from King George, VA.
Modes Used

Participants were asked, “How do you normally get to work in the morning?” This open-ended question allowed for numerous modes to be noted. For instance, an employee may drive some days and walk others. In order to ensure that information was recorded, each administrator allowed for multiple answers. Participants could also offer when two modes were used in one trip. For example, an employee took a bus to the train station and rode the train to their worksite. There were 89 responses.
**Primary Mode**

In order to gain more comprehensive information on mode split in Pentagon City, participants were asked to provide their “primary mode” of transportation to their worksite. If an employee sometimes drove and walked at other times, they were asked which mode they took more often. For employees who split their ride between two forms of transportation, they were asked which mode they spent the majority of their time on. In the case of an “equal time” response, for instance, an employee spent 20 minutes driving to a train station and 20 minutes on the train, the final mode used was considered the primary.

A total of 82 employees working in Pentagon City were surveyed. There were 40%, or 33 participants, that stated they normally drove alone to work, while 60%, or 49 participants, used alternatives to SOVs.

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![Mode Split Chart]

- **Bus**: 40%
- **Carpool**: 12%
- **Drive**: 34%
- **Slug**: 2.5%
- **Train**: 5%
- **Vanpool**: 2.5%
- **Walk**: 4%
Willingness to Change from Drive Alone

While many of the participants stated they “drive alone” as their primary mode of transportation to their worksite, we did find that some would be willing to try an alternative mode. There were 33 people who said they regularly drive alone. Participants were welcome to give more than one reason, although very few did so.

The top three reasons that would incentivize an employee working in Ballston and Virginia Square, who regularly drive alone to choose an alternative mode were the following:

1.) Proximity to alternative modes (24%)
2.) Reliability of Public Transportation (17%)
3.) Time (10%)

Since this was an opened-ended question, employees could provide an answer that did not suggest they would be willing or able to change from SOV to an alternative mode. Of those who drove alone, 7 people, or 24%, said that “nothing” would incentivize them to change their mode. The chart below displays the reasons why a drive alone commuter would consider using an alternative mode.

<table>
<thead>
<tr>
<th>Reason</th>
<th>Number of Participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>Time</td>
<td>3</td>
</tr>
<tr>
<td>Subsidy</td>
<td>1</td>
</tr>
<tr>
<td>Reliability of Public Transportation</td>
<td>5</td>
</tr>
<tr>
<td>Proximity to Alternative Modes</td>
<td>7</td>
</tr>
<tr>
<td>Cost</td>
<td>2</td>
</tr>
<tr>
<td>Convenience</td>
<td>2</td>
</tr>
<tr>
<td>Children</td>
<td>2</td>
</tr>
</tbody>
</table>
Willingness to Change from Drive Alone (Cont.)

Description of Typical Responses for Reason to Mode Change:

**Children**- Some participants felt they had to drive alone because they have small children. Many had to drop their children at day care or school and others worried that if anything were to happen to their children during the day, any other arrangement would hinder their ability to meet the obligations to their children. These participants were informed of the Guaranteed Ride Home program.

**Convenience**- Many employees also stated convenience as a reason why they would not change modes. They felt driving was the most convenient way to get to work.

**Cost**- A small percentage of participants felt that the cost to drive alone was less expensive than the cost to use an alternative mode. If the cost to ride public transportation were less expensive, these participants would be willing to use a non-SOV mode.

**Nothing**- These participants stated that there is nothing that would make them choose any other mode. Many of these participants cited personal space or a love of driving as a reason why they would “need” to drive alone.

**Proximity to Alternative Modes**- These survey participants felt that if they were located closer to public transportation, they would likely choose to use it, but currently, using alternative modes was not a viable option.

**Reliability of Public Transportation**- These survey participants felt they could not rely on public transportation and therefore drove alone.

**Subsidy**- These survey participants said that they would likely choose a non-SOV mode of transportation if their employer offered a financial incentive for doing so. For instance, some employers offered paid parking for employees but did not offer money for using public transportation or other non-SOV modes such as vanpooling. Had the employer offered an incentive to choosing a non-SOV mode, the employee would see that as a reason to change modes.

**Time**- These participants felt that it was not time efficient for them to use an alternative mode and chose to drive because that factor outweighed the benefits of using another mode.
Commuter Benefit Programs

While surveying, we asked participants whether they were offered a series of typical employer sponsored commute programs such as telework, compressed work weeks and transit benefits. We discouraged any co-workers that may be standing with a participant to offer any information so that we recorded the perception of programs strictly from the participant themselves. The goal was to not only determine the type of employer offered programs but to also see how well the programs are marketed and relayed to employees. The following results were found.

### Employer Sponsored Commute Programs

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Number of Employees</th>
</tr>
</thead>
<tbody>
<tr>
<td>None</td>
<td>7</td>
</tr>
<tr>
<td>Unsure</td>
<td>1</td>
</tr>
<tr>
<td>Showers</td>
<td>11</td>
</tr>
<tr>
<td>Bike Lockers</td>
<td>21</td>
</tr>
<tr>
<td>Preferred Parking</td>
<td>29</td>
</tr>
<tr>
<td>Information</td>
<td>39</td>
</tr>
<tr>
<td>Flextime</td>
<td>39</td>
</tr>
<tr>
<td>Compressed Work Week</td>
<td>43</td>
</tr>
<tr>
<td>Telework</td>
<td>34</td>
</tr>
<tr>
<td>Transit Benefit</td>
<td>71</td>
</tr>
</tbody>
</table>
Type of Transit Benefit

An astounding 87% of participants working in Pentagon City had knowledge of a transit benefit program currently offered at their company. If employee’s stated that a transit benefit was provided by their employer, the survey administrator would then ask if it was a direct benefit (given to the employee as a subsidy), a pre-tax benefit (taken from the employee’s paycheck before taxes) or a combination of the two. Some of the participants were unsure what type of transit benefit program their employer offered, likely because they did not participate in the program.
Company

The name of the company that each participant worked for was asked, but considered a voluntary question. Over the years, ATP has built and maintained a database to track client information. By obtaining the participants company name, ATP could assure that all companies were currently in our database and receiving information pertinent to their employees’ commutes. A total of 70 participants volunteered their company’s name representing 19 different companies.

A sample of companies includes the following:

Transportation Security Administration
Knowledge Consulting Group
ICF International

Due to the large number of government contractors working in Pentagon City, we were unable to identify any new prospects with actual office locations Arlington County.

The TSA was the largest employer group with 45 employees participating in the survey.
Age

Age was also a voluntary question and nearly all the participants were willing to answer. The age range that was significantly larger than the others was the 25-34 year old group at 40% of participants providing that answer.
General Comments

Comments were provided by nearly half of the survey participants. While the responses were varied, there was a great deal of positive feedback from those who chose non-SOV modes. Here is a sampling of the comments that were collected. The mode each commenter used is noted in parenthesis.

“If there was transit available, I would take it” (Drive Alone)

“Could be better, but no complaints.” (Drive Alone)

“Good. Short. Reliable.” (Bus)

“Can’t stand 95. So, I get to sleep on bus.” (Bus)

“I love that it is paid for--everybody should do it” (Train)
Survey Results-Crystal City

Number of Survey Participants: 100
Percentage that Drive Alone: 49%

Primary Mode:

<table>
<thead>
<tr>
<th>Mode</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bus</td>
<td>5</td>
</tr>
<tr>
<td>Carpool</td>
<td>4</td>
</tr>
<tr>
<td>Drive Alone</td>
<td>49</td>
</tr>
<tr>
<td>Slug</td>
<td>1</td>
</tr>
<tr>
<td>Train</td>
<td>35</td>
</tr>
<tr>
<td>Walk</td>
<td>6</td>
</tr>
</tbody>
</table>

Overview

The purpose of this survey is to assess the current commuting patterns of employees working in the urban village of Crystal City. The survey was conducted to get a general idea of where employees were coming from, how they were getting there, demographics and how each survey participant views their current commute. Survey participants were selected at random throughout the Crystal City Shops, during the afternoon hours (between 11am and 1pm) and offered a $5 Starbucks gift card as a reward for their participation. A survey administrator asked and recorded the questions for accuracy and to ensure each survey was fully completed.

Transportation Options

Crystal City is extremely transit dense and boasts its own Metro Station, VRE Station, numerous bus routes and access to several walking and biking trails.

**Metrobus:** 9S, 10A, 13G, 16H, 23AC
**Metrorail:** Crystal City Metro, served by the Blue & Yellow Lines
**VRE:** Serviced by both the Manassas and Fredericksburg Lines
**Bike/Walk:** Mount Vernon Trail, bike lanes on Crystal Dr. & S. Eads St., bike racks at the Crystal City Metro Station
**Carsharing:** Zipcars available on Crystal Dr. and on S. Eads St.
Survey Questions

People were stopped in the Crystal City Shops and asked whether they worked in Arlington County. Only employees who worked in Arlington County were eligible to participate. Survey participants were asked a series of questions regarding their current commute to work. In an attempt to get the most comprehensive information possible, additional questions were asked to some participants pending their response to the “primary mode” question. The survey adminster also took note of the participant’s gender before the survey was started.

Gender

As previously noted, survey administrators were asked to note each participants gender before the survey was conducted. In Crystal City, significantly more women (61%) than men (39%) participated in the survey.
Zip Code

Survey participants were asked, “What is your home zip code?” Of the 100 employees surveyed, 64 people were from Virginia, 5 from D.C. and 31 from Maryland. The furthest commute was approximately 109 miles from Richmond, VA. The Amtrak Train services Richmond and offers northbound service to Union Station in Washington, D.C.
Modes Used

Participants were asked, “How do you normally get to work in the morning?” This open-ended question allowed for numerous modes to be noted. For instance, an employee may drive some days and walk others. In order to ensure that information was recorded, each administrator allowed for multiple answers. Participants could also offer when two modes were used in one trip. For example, an employee took a bus to the train station and rode the train to their worksite. There were 116 responses.
Primary Mode

In order to gain more comprehensive information on mode split in Crystal City, participants were asked to provide their “primary mode” of transportation to their worksite. If an employee sometimes drove and walked at other times, they were asked which mode they took more often. For employees who split their ride between two forms of transportation, they were asked which mode they spent the majority of their time on. In the case of an “equal time” response, for instance, an employee spent 20 minutes driving to a train station and 20 minutes on the train, the final mode used was considered the primary.

A total of 100 employees working in Crystal City were surveyed. A total of 49 participants stated that they normally drove alone to work, while 51% or 51 participants used alternative to SOVs.
Willingness to Change from Drive Alone

While many of the participants stated they “drive alone” as their primary mode of transportation to their worksite, we did find that some would be willing to try an alternative mode. There were 49 people who said they regularly drive alone. Participants were welcome to give more than one reason, although very few did so.

The top three reasons that would incentivize an employee working in Crystal City, who regularly drive alone, to choose an alternative mode were the following:

1.) Proximity to alternative modes (19%)
2.) Convenience (7%)
3.) Time/Subsidy/Reliability (4%)

Since this was an opened-ended question, employees could provide an answer that did not suggest they would be willing or able to change from SOV to an alternative mode. Of those who drove alone, 24 people, or 51%, said that “nothing” would incentivize them to change their mode. Three people said job restrictions would not allow them to change from driving alone. The chart below displays the reasons why a drive alone commuter would consider using an alternative mode.

Two people stated that nothing would incentivize them to stop driving alone because of the employer-paid parking.

**Reason for Change from SOV Mode**

<table>
<thead>
<tr>
<th>Reason</th>
<th>Number of Participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>Weather</td>
<td>1</td>
</tr>
<tr>
<td>Time</td>
<td>2</td>
</tr>
<tr>
<td>Subsidy</td>
<td>2</td>
</tr>
<tr>
<td>Reliability of Public Transportation</td>
<td>2</td>
</tr>
<tr>
<td>Proximity to Alternative Modes</td>
<td>9</td>
</tr>
<tr>
<td>Cost</td>
<td>1</td>
</tr>
<tr>
<td>Convenience</td>
<td>3</td>
</tr>
</tbody>
</table>
Willingness to Change from Drive Alone (Cont.)

Description of Typical Responses for Reason to Mode Change:

Children- Some participants felt they had to drive alone because they have small children. Many had to drop their children at day care or school and others worried that if anything were to happen to their children during the day, any other arrangement would hinder their ability to meet the obligations to their children. These participants were informed of the Guaranteed Ride Home program.

Convenience- Many employees also stated convenience as a reason why they would not change modes. They felt driving was the most convenient way to get to work.

Cost- A small percentage of participants felt that the cost to drive alone was less expensive than the cost to use an alternative mode. If the cost to ride public transportation were less expensive, these participants would be willing to use a non-SOV mode.

Job Restrictive- There were a few participants who were required to drive as part of their job and therefore drove alone to work. Many of these people also cited that flexible and inconsistent hours made carpooling an unreasonable option.

Nothing- These participants stated that there is nothing that would make them choose any other mode. Many of these participants cited personal space or a love of driving as a reason why they would “need” to drive alone.

Proximity to Alternative Modes- These survey participants felt that if they were located closer to public transportation, they would likely choose to use it, but currently, using alternative modes was not a viable option.

Reliability of Public Transportation- These survey participants felt they could not rely on public transportation and therefore drove alone.

Subsidy- These survey participants said that they would likely choose a non-SOV mode of transportation if their employer offered a financial incentive for doing so. For instance, some employers offered paid parking for employees but did not offer money for using public transportation or other non-SOV modes such as vanpooling. Had the employer offered an incentive to choosing a non-SOV mode, the employee would see that as a reason to change modes.

Time- These participants felt that it was not time efficient for them to use an alternative mode and chose to drive because that factor outweighed the benefits of using another mode.
Commuter Benefit Programs

While surveying, we asked participants whether they were offered a series of typical employer sponsored commute programs such as telework, compressed work weeks and transit benefits. We discouraged any co-workers that may be standing with a participant to offer any information so that we recorded the perception of programs strictly from the participant themselves. The goal was to not only determine the type of employer offered programs but to also see how well the programs are marketed and relayed to employees. The following results were found.

![Employer Sponsored Commute Programs Chart]

<table>
<thead>
<tr>
<th>Program</th>
<th>Number of Employees</th>
</tr>
</thead>
<tbody>
<tr>
<td>None</td>
<td>17</td>
</tr>
<tr>
<td>Showers</td>
<td>9</td>
</tr>
<tr>
<td>Bike Lockers</td>
<td>11</td>
</tr>
<tr>
<td>Preferred Parking</td>
<td>23</td>
</tr>
<tr>
<td>Information</td>
<td>28</td>
</tr>
<tr>
<td>Flextime</td>
<td>33</td>
</tr>
<tr>
<td>Compressed Work Week</td>
<td>32</td>
</tr>
<tr>
<td>Telework</td>
<td>31</td>
</tr>
<tr>
<td>Transit Benefit</td>
<td>70</td>
</tr>
</tbody>
</table>
Type of Transit Benefit

An astounding 70% of participants working in Crystal City had knowledge of a transit benefit program currently offered at their company. If an employee stated that a transit benefit was provided by their employer, the survey administrator would then ask if it was a direct benefit (given to the employee as a subsidy), a pre-tax benefit (taken from the employee’s paycheck before taxes) or a combination of the two. Some of the participants were unsure what type of transit benefit program their employer offered, likely because they did not participate in the program.
**Company**

The name of the company that each participant worked for was asked, but considered a voluntary question. Over the years, ATP has built and maintained a database to track client information. By obtaining the participants company name, ATP could assure that all companies were currently in our database and receiving information pertinent to their employees’ commutes. A total of 93 participants volunteered their company’s name representing 44 different companies.

A sample of companies includes the following:

- PBS
- National Cooperative Bank
- General Services Administration
- Vector Research
- Vornado

Survey administrators identified two new prospects as a direct result of the surveys in Crystal City.
Age

Age was also a voluntary question and 94% of participants were willing to answer. The age range that was slightly larger than the others was the 45-54 year old group at 29% of participants providing that answer.
General Comments

Comments were provided by nearly half of the survey participants. While the responses were varied, there was a great amount of positive feedback from those who chose non-SOV modes. Here is a sampling of the comments that were collected. The mode each commenter used is noted in parenthesis.

“Long but I can't afford to live closer.” (Train)

“Employer paid parking.” (Drive Alone)

“Convenient. Love Metro.” (Train)

“Very long and stressful.” (Carpool)

“Driving is convenient. Free parking.” (Drive Alone)
Starbucks Survey - Final Analysis

The review and analysis of information gathered over the course of this survey provided some surprising results. Specific trends among some villages and strict differences between others emerged.

According to all of our survey respondents, we found that the majority of individuals who drove alone (60%) were in Clarendon. All other urban villages surveyed had a higher percentage of alternatives to driving alone for their commute to work, Rosslyn being the highest at 68%. Of those who drove alone to Clarendon, 15% said they would try transit if it took less time than driving. Clarendon was also the only urban village that stated time was in the top two negative factors in their use of transit (lack of proximity to alternatives from home was first (21%)). It is worth noting that Clarendon has a large retail employer base which can lead to the assumption that travel during off-peak hours is a large part of the time factor in using transit.

All of the respondents in each of the villages agreed that their proximity to transit affected their use of it. Respondents stated that if they lived closer to public transit, carpooling options, etc., they would take it to work. Rosslyn and Ballston-Virginia Square listed proximity to transit as a secondary factor and a transit subsidy as their number one priority in how they got to work. Respondents in these villages felt that a transit subsidy from their employer would encourage their use of public transportation.

The village of Pentagon City had the highest response rate (86%) for an employer offered transit benefit. We further concluded that 59% received a direct benefit from their employer and 30% received a pre-tax benefit. This may be attributed to the fact that the largest employer in the immediate vicinity was the Transportation Security Administration (TSA), a government agency. All federal government agencies provide employees with a direct transit benefit up the maximum deduction. None of the Pentagon City respondents noted that free parking was available, however, in the neighboring village of Crystal City, 6% of respondents stated that the free parking they received was a factor in their drive to work. 70% of Crystal City respondents stated that they received a transit benefit, of which 59% were offered a direct benefit and 27% were offered a pre-tax benefit. This information leads us to believe that the approach in selling ATP services in Crystal City and Pentagon City can be a similar one.

Another commuter benefit that was offered everywhere was telework. Ballston had the largest percentage of teleworkers (20%) in Arlington.

Though the numbers were small, respondents in every village except Rosslyn and Crystal City stated that children prevented them from taking an alternative to driving alone to work. Only Clarendon had two respondents state that safety was a concern in using public transportation.
When reviewing all of the reasons why people do not use an alternative to driving alone we learned that proximity was a huge factor. Moving forward the suggestion would be to learn what is “close enough” to access an alternative. It’s also worth noting that few respondents stated that they received free parking which is an excellent TDM measurement on behalf of Arlington County. By limiting the number of free parking spaces, the county is encouraging individuals to seek other alternatives to driving.

The majority of respondents fell into the 25 – 34 years of age range with the exception of Crystal City. The majority of respondents there were between 45 – 54 years old and 61% were female and 39% were male. Crystal City also had the largest number of Maryland commuters at 31%.

The age range statistic for individuals between the ages of 25 - 34 is in accordance with the county’s demographics for largest age group. It tells us that the marketing message for people who live and work here can overlap in some cases with the business-to-business message. It is important to mention however that according to ATP research, our client base usually falls into the 35 – 44 years of age range. These individuals tend to be the decision makers, while our survey participants are the ones affected by the decisions.
Recommendations

1. Build client prospect list and research existing client data.

Based on the information gathered several suggestions can be made to follow up on and expand this project. First would be to research the employer data provided. Determine which companies are current ATP clients and what information we have about them. Does the employee perception of programs offered agree with company policy? Is ATP’s database up-to-date?

2. Sell and Implement Transit Benefits and Telework

Continue to promote and sell transit benefits to employers to implement on a pre-tax or direct basis. When available, employees will take advantage of the benefit and become advocates for it. In addition, employees are aware of the advantages of telework and support it. With resources like TeleworkVA! funds being available to our client base, more promotion of this benefit and program should be made.

3. Zip Code Analysis and Regional Partnerships

All of the zip code data collected creates an opportunity to partner with outlying jurisdictions. This will target the employee at home and work, promoting the various options available to them and their employer.

4. Follow-up Survey

Follow up with another survey outside the same Starbucks one year later. Use existing data to determine if mode split has changed and why. Ask if employees passed up the information about ATP’s services to their benefits coordinators. Explore possibility to begin Commuter Store customer surveys.