BikeArlington works to make biking in the county easier, safer and more convenient. The goal of this program is to increase the number of trips where biking is the method chosen. In 2011, we employed the Southeastern Institute of Research to conduct a study of both bikers and non-bikers in Arlington County to understand the impact of our services in the community. This study included items to help us evaluate and improve BikeArlington.

**Strengths**

- 77% of respondents report that they are aware of BikeArlington.
- Familiarity is higher than it was in the 2008 study (37% vs. 19%)\(^1\).
- 79% of respondents who have used BikeArlington services say they are satisfied with BikeArlington services.
- 53% of respondents report using BikeArlington Services, and this is evenly spread over the various demographic groups.
- 47% of respondents have made at least one change to their biking behavior, and these rates are higher than in the 2008 study\(^1\).

**Areas for Improvement**

- 37% of those who are aware of BikeArlington say they are familiar with BikeArlington.
- Only 43% of respondents have used the Safe Bicycling in the Washington Area booklet, and only 7% have participated in the Bike to Work classes for employees.
- 44% have not made any changes to their biking behavior since beginning to use BikeArlington services.
- There is a disconnect between awareness of the events BikeArlington sponsors, such as bike to work day, and awareness of the organization. 41% of those who have participated in Bike to Work Day report never using BikeArlington.

Overall, the results of this study show that BikeArlington is increasing the number of people who see biking as a commute option, but there still is work to be done. Respondents are aware of the program, but not really sure what it does. Additionally, respondents are aware of events that are supported by BikeArlington, but the BikeArlington brand is not connected with the events.

\(^1\) The respondent profiles in the 2008 and 2011 studies are different, and care should be taken regarding comparisons between the studies.