**WalkArlington** is an Arlington County initiative established to “get more people walking more of the time” by promoting the health, environmental, community-building, and commuting benefits of walking. WalkArlington offers an array of services and resources on walking that encourage people who live, work, and play in Arlington to take advantage of the County’s unrivaled system of streetscapes, pathways, and trails to get around town.

In the summer of 2011, WalkArlington engaged the Southeastern Institute of Research to conduct a study about walking in Arlington County and WalkArlington’s impact on the community. Over 950 people responded to the survey, and here are some of their key insights.

1. Arlington residents are walking—86% of respondents report they make a trip entirely by walking at least a couple of times a week.
2. Many people are walking as a way to commute to work, with 56% of people saying they walk for all or part of their commute at least once a week.
3. When commuting, most people walk between a mile and a mile and half. For longer portions of their commute, they take another form of transportation such as a bus or the metro.
4. People also walk to run errands (79%), for social activities (67%), and to visit friends and family (38%).
5. All groups say they walk for exercise. Millennials (those born after 1982) report walking to save money and because they believe it is often faster than driving.
6. Overall, people report feeling safe while walking; the most commonly reported safety concerns involve crossing the street and aggressive or inattentive drivers.
7. Satisfaction with WalkArlington is high, with more than 80% of respondents saying they are very satisfied with WalkArlington events, videos, and brochures. Additionally, 71% of respondents are satisfied with the website and 76% are satisfied with the e-newsletter.
8. 44% of respondents are aware of WalkArlington and 29% of those report being familiar with the initiative. Those using WalkArlington resources and services are likely to continue, with 72% saying they will use them in the future.
9. 68% of respondents are interested in attending a walking event sponsored by WalkArlington, and a quarter of those who have not used WalkArlington say they are likely to start using their services in the future.
10. Almost 1 in 3 people report increasing their walking behavior since they began using WalkArlington resources and services.

Survey findings show that people who know about WalkArlington are satisfied with the services offered and are changing their walking behaviors as a result of WalkArlington resources.