ACCS 2011 BikeArlington 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, Inc.*, 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:**

≻ The purpose of this study is to understand biking behavior in Arlington County and
   examine the impact of BikeArlington on both bikers and non-bikers in the county.

**OBJECTIVES OF RESEARCH:**

≻ Gauge awareness and satisfaction of BikeArlington and its individual services.
≻ Understand where bikers are getting their information about biking in Arlington County.
≻ Understand the impact that BikeArlington has had on biking behavior in Arlington County.
≻ Investigate the potential for new services.
≻ Make comparisons, where possible, to the 2008 BikeArlington study.
METHODOLOGY:

<table>
<thead>
<tr>
<th>Mode of Data Collection</th>
<th>Trail intercepts of bikers on multi-use trails in Arlington County were conducted between July 6 and July 9, 2011. An online survey was sent to people who completed the trail intercept survey, the BikeArlington email list and advertised on various Arlington County websites. These responses were collected between June 21 and July 30, 2011.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Completed Surveys</td>
<td>A total of 868 respondents completed this survey</td>
</tr>
<tr>
<td>Survey Population</td>
<td>Bicyclists in Arlington County</td>
</tr>
<tr>
<td>Survey Instrument</td>
<td>Online questionnaire</td>
</tr>
<tr>
<td>Criteria for Participation</td>
<td>By invitation through trail intercept, email or website advertisement.</td>
</tr>
</tbody>
</table>

SELECTED KEY FINDINGS:

Current Biking Behaviors

 ※ People in the county area biking; 42% of bikers surveyed in a recent study sponsored by Arlington County Commuter Services and BikeArlington say they bike daily. Exercise or recreation and commuting to work are the two most common trips taken by bike.

 ※ All age groups report exercise and recreation/enjoyment as motivations for biking. Millennials are more likely to report biking to save money, because it is faster than driving or because they do not have access to any other form of transportation.

 ※ Multi-use trails are the most common place people report biking. Almost all respondents who are aware of the bike lanes and trials report using them, and 81% of those who have used them say they are satisfied with the lanes and trails.

 ※ Overall, respondents report feeling safe while biking. Sharing the way with vehicles is the biggest safety concern, especially at night. For all safety concerns, a higher portion of women report feeling unsafe.

Biking to Work

※ Seventy-five percent of respondents say that they bike for all or a portion of their commute and over two-thirds of these respondents bike at least once a week. The mean distance traveled to work is eight miles.

※ Almost a quarter of respondents report that their employer offers facilities, information or assistance to encourage biking to work.
  ○ Showers and protected bike racks are the most common facilities provided and 56% of those who bike to work report that the availability of showers influenced their decision to bike.
Respondents who do not currently bike to work say the availability of showers and connections to bike lanes or trials would increase the likelihood they would bike to work.

**BikeArlington Awareness and Satisfaction**

- Seventy-seven percent of respondents report they are aware of BikeArlington, and of those who are aware, 37% report they are familiar with the organization.
  - Seven out of ten of those who have heard of BikeArlington report using their services.

- Seventy-nine percent of respondents who have used BikeArlington services are satisfied and 78% say they are likely to recommend BikeArlington to others.

- Almost half of the respondents report making a change to their biking behavior after beginning to use BikeArlington Services.

**OTHER RELATED STUDIES, PLANS & DOCUMENTS:**

2008 Bike and WalkArlington Studies

**AVAILABLE DOCUMENTS:**

- Questionnaires
- Data Tables
- Final Report

**KEY WORDS:**

ACCS, Arlington County, Arlington County Commuter Services, Attitudes, Awareness, Bicycle, Bike, BikeArlington.com, Commute mode, Commuter assistance services, Commute, Commuters, Commuting, Demographics, Employer Services, Non-Commute Trips, Performance Measurement, Satisfaction, Transportation Alternatives, Transportation Options, Transportation System