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Study Objectives

- Measure ATP clients’ satisfaction with transportation system in Metro DC and Arlington County.
- Assess the perceived impact of transportation on their organizations.
- Assess ATP clients’ use of TDM transportation-related services and programs and the perceived benefits of those services.
- Measure the impact of ATP’s TDM transportation-related services and programs on ATP clients’ employees/residents.
- Assess clients’ perceived level of service with ATP and their overall satisfaction with ATP and ATP’s programs and services.
- Measure clients’ satisfaction with ATP sales representatives.
- Determine clients’ use of and satisfaction with online services to obtain tickets and their awareness of CommuterDirect.com.
- Measure ATP’s overall impact.
Study Methodology
Survey Fieldwork Timeline

- 2/14/07 - Survey Link Live
- 2/14/07 - Letter signed by Dennis Leach, Director of Transportation mailed (770 ATP Clients)
- 3/1/07 - Follow-up email sent (519 Clients)
  - Included $10 Starbucks card as incentive
- 3/1/07 - Follow-up phone calls made to those who do not have emails (231 Clients)
- 3/8/07 - Follow-up phone calls made to those who do have emails (401 Clients)
- 3/23/07 - Second follow-up email sent to those with emails who had still not responded (281 Clients)
- 4/2/07 - Survey Link Closed
Response Breakdown

- Total Universe = **770** ATP Clients
- Number of clients with good contact information = **510**

- Total completed surveys (among “good” contacts) = **147**, **29% Response Rate**

- Of the number of “good” contacts who did not complete the survey:
  - **37** began the survey, but did not complete it
  - **35** said they would take the survey, but did not
  - **36** provided an email to resend the survey, but did not take it
  - **232** were left a message and never heard from
  - **23** refused
Respondent Profile
Respondent Breakdown

Full Client List

- 533 Employers (69%)
- 237 Property Managers (31%)
- 146 Level 1 (19%)
- 177 Level 2 (23%)
- 345 Level 3 (45%)
- 101 Level 4 (13%)
- 408 Only one contact at organization (53%)
- 362 Multiple contacts at organization (47%)

Respondent List

- 104 Employers (71%)
- 43 Property Managers (29%)
- 14 Level 1 (10%)
- 29 Level 2 (20%)
- 79 Level 3 (54%)
- 25 Level 4 (17%)
- 72 Only one contact at organization (49%)
- 75 Multiple contacts at organization (51%)
Q1: Which of the following best describes your position at your organization?

71% of the Respondents Are Employers

Note: 6 respondents who were identified as Property Managers in the appended data, self-selected themselves as employers. 3 who were identified as Employers in the appended data self-selected themselves as Property Managers.
Employers Are More Likely To Have Worked with ATP For a Longer Period of Time

Level 1 & 2 respondents (46%) are significantly more likely to say “Don’t know” than are Level 3 & 4 respondents (24%).

Comparing the two data points (responded vs. appended) side by side, they matched about two-thirds of the time.

QD1: In what year did your organization begin working with Arlington Transportation Partners?

Employers Are More Likely To Have Worked with ATP For a Longer Period of Time

Before 2000
- Employers: 2%
- Property Managers: 13%

2000 - 2002
- Employers: 12%
- Property Managers: 23%

2003 - 2004
- Employers: 18%
- Property Managers: 24%

2005 - 2006
- Employers: 17%
- Property Managers: 26%

Don’t know
- Employers: 28%
- Property Managers: 36%

36% Employers 5+ years
14% Property Mgrs 5+ years

Comparing the two data points (responded vs. appended) side by side, they matched about two-thirds of the time.
Not Surprisingly, Level 3 Clients Comprised the Majority of Respondents

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<th></th>
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<tr>
<td>Level 4</td>
<td>25</td>
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</tr>
</tbody>
</table>

72 of the Respondents had only one contact in the ATP database, while 75 had at least two.
Detailed Findings
How ATP Clients View Transportation Systems

Metrowide vs. AC
QB1: How satisfied you are with the transportation system in the Washington metropolitan region? “Transportation system” means “transportation services and options that make it possible to travel around the region, as well as the quality of those services.” This would include such things as bus and train routes and stops, the quality of the buses, the quality of the roads, support services for transit, bicycling, walking, carpooling, and so forth. Overall, how satisfied are you with the regional transportation system?

QB3: And how satisfied you are with the transportation system in Arlington County?
Two-thirds of Both Employers and Property Managers Are Satisfied with Metro DC Transportation System

**QB1:** How satisfied are you with the transportation system in the Washington metropolitan region?
Two-thirds of Both Employers and Property Managers Are Also Satisfied with Arlington County’s Transportation System

Recall, in the 2006 Arlington County Resident Telephone Study, 78% said they were satisfied with the transportation system in Arlington County (43% said “4” and 35% said “5 - Very satisfied.”)

QB2: And how satisfied you are with the transportation system in Arlington County?
Levels 3 & 4 Respondents Are Slightly More Likely to Be Satisfied With Metro DC Transportation Than Levels 1 & 2

Note: A RED circle in this presentation indicates that the percentages are significantly different from one another at the 95% level.

QB1: How satisfied are you with the transportation system in the Washington metropolitan region?
Level 3 & 4 Respondents Also Are Slightly More Likely to Be Satisfied With Arlington Transportation Than Are Level 1 & 2 Respondents

QB2: And how satisfied you are with the transportation system in Arlington County?
With a Mean of 4.0, Respondents Are Slightly More Likely to Be Satisfied with Arlington Transportation Than With Metro DC (Mean 3.8)

QB1: How satisfied are you with the transportation system in the Washington metropolitan region?
QB2: And how satisfied you are with the transportation system in Arlington County?
QB3: What concerns, if any, do you have regarding Arlington County’s transportation system?
Many Employers Do Not Have Concerns About Arlington County’s Transportation System

- Half (50 of 104) Employers responded to this question
  - 14 said they had no concerns
  - 9 had concerns about the buses or bus routes
  - 5 had concerns about the metro or train
  - 3 had concerns about connections between transit
  - 3 had concerns about transit in general
  - 6 had traffic concerns
  - 6 had concerns about road conditions, road layouts, and construction
  - 4 had concerns about bike routes
  - 2 had concerns about pedestrian crossings
  - 3 had concerns about inclement weather procedures
  - 2 had concerns about parking cost and media
  - 6 had other concerns

QB3: What concerns, if any, do you have regarding Arlington County’s transportation system?
Employer Comments

“In ability to use both County Transportation in conjunction with govt. transportation services”

“Since we are in the Hospitality business our associates need weekend transportation to start early, some of our associates start at 6:00am on Sundays. I do not know if that can be addressed”

“Need more METRO enhancements -- more cars on trains, more frequent trains, attractive entrances. People are choosing their cars over METRO when they should be using transit”

QB3: What concerns, if any, do you have regarding Arlington County’s transportation system?
Employer Comments

“In corridors of building and remodeling, there are a lot of hazards for the visually impaired. Also, parking meters cards sold at the mobile vans only carry cards that are $100 or above. That's terribly inconvenient for the episodic parker.”

“Actually, would like to receive more information about Arlington County's Transportation system. We have a lot of associates who rely on public transportation and sometimes the buses do not arrive early enough for people to arrive to work on time or depart late enough to allow for ease of transportation home at the end of the shift.”

QB3: What concerns, if any, do you have regarding Arlington County’s transportation system?
Many Property Managers Do Not Have Concerns About Arlington County’s Transportation System

- 23 of 43 Property Managers responded to this question
  - 5 said they had no concerns
  - 10 had concerns about the buses or bus routes
  - 4 had concerns about the metro or train
  - 2 had traffic concerns
  - 1 had concerns about road conditions
  - 1 had concerns about bike routes
  - 2 had concerns about pedestrian crossings
  - 3 had concerns about parking
  - 6 had other concerns

QB3: What concerns, if any, do you have regarding Arlington County’s transportation system?
Property Manager Comments

“None Particularly. Arlington Transportation Partners have played a critical role on providing myself, our residents, and our communities with up to date information regarding all aspects of public transportation. I hope they continue to keep up the great work.”

“Where to obtain information on the bus lines, their routes and scheduled times, and placement of stops.”

“. . . Bus schedules are hard to decipher for those unaccustomed to using public transportation. Bus routes are not clear as to which metro centers they service . . .”

QB3: What concerns, if any, do you have regarding Arlington County’s transportation system?
Property Manager Comments

“Need more incentives for people to take there bikes to work instead of their cars. . .”

“I would like to metro stations and bus stops to all have a real time posting as to when the next bus/ train is scheduled to arrive. For the metros, it would be best if it was at the entrance to the station, so you could determine how quickly you had to move. Specific to the Arlington busses, I think the lunch loop bus should run on Friday and Saturday nights. I think it could cut down on traffic in the Clarendon area and cut down on people driving under the influence of alcohol.”

QB3: What concerns, if any, do you have regarding Arlington County’s transportation system?
Impact of Transportation On ATP Clients
Employers Say Arlington County’s Transportation System Impacts Them

Retention, Recruitment, & Customer Relations Top The List

- **Retain employees**: 30% 29% 59%
- **Customers’ ability to reach business**: 18% 40% 58%
- **Recruit employees**: 18% 38% 56%
- **Employee morale/productivity**: 22% 24% 46%
- **Cost/time to obtain supplies/deliveries**: 13% 15% 28%
- **Cost/time to deliver products to customers**: 10% 12% 22%

QB5: In what ways and to what extent does the quality of the transportation system in Arlington County affect your organization?

See appendix for means and breakdown of scores for each attribute.

Note: 13 Employer respondents (13%) gave all of these attributes a “3” indicating that transportation does not affect their organization.

Employers Say Arlington County’s Transportation System Impacts Them

Retention, Recruitment, & Customer Relations Top The List

- **Retain employees**: 30% 29% 59%
- **Customers’ ability to reach business**: 18% 40% 58%
- **Recruit employees**: 18% 38% 56%
- **Employee morale/productivity**: 22% 24% 46%
- **Cost/time to obtain supplies/deliveries**: 13% 15% 28%
- **Cost/time to deliver products to customers**: 10% 12% 22%

QB5: In what ways and to what extent does the quality of the transportation system in Arlington County affect your organization?
Property Managers Say Arlington County’s Transportation System Impacts Them

Attracting and Retaining Tenants Top The List

See appendix for means and breakdown of scores for each attribute.

Note: None of the Property Manager respondents gave all of these attributes a “3.”

QB7: In what ways and to what extent does the quality of the transportation system affect your properties?
Employer Comments

• 35 of 104 Employers gave a response to this question.
  - 16 said the transportation system did not affect their business in other ways.
  - 5 made positive comments.
  - 4 said Metro
  - 1 each said parking, traffic, bus, and construction
  - 6 had other concerns

QB6: Are there any other ways in which the quality of the transportation system in Arlington County affects your organization?
Some Employer Comments

“The cost of parking garages in this area is outrageous, and it's sometimes negotiated into new hire salaries”

“Had to invest in 2 shuttle vans and hire drivers in order to have service to our metro locations in timely manner.”

“We are right on route located in Ballston Common mall, even use that in our recruitment ads - very positive for our employees in terms of commuting.”

“. . . when you try to move from one side of the county to another may take you hours as everything seems to be geared towards downtown.”

QB6: Are there any other ways in which the quality of the transportation system in Arlington County affects your organization?
Some Property Manager Comments

- 8 of 43 Property Managers gave a response to this question
  - 5 said their business was not affected in other ways.

“The excellent quality creates a streamlined and informative process in which information can be easily and effectively obtained.”

“late night frequency of service affects the security personnel in their commuting.”

“Does snow removal count.”

QB8: Are there any other in which the quality of the transportation system in Arlington County affects your properties?
TDM Services Offered by Employers and Properties (Not ATP or ATP Services)
13 Options for Services or Benefits Were Shown to the Employee Respondents As They Were Asked Which They Currently Offer

- Transit schedules
- Information on other types of transportation employees could use to reach your worksite
- Bicycle lockers or racks
- Guaranteed Ride Home for employees who don’t drive alone to work and have a personal emergency during the work day
- Work schedules that permit employees to choose their work arrival and departure times (flex-time)
- Compressed workweek, in which employees work a full-time schedule in fewer than five days per week
- Allowing some or all employees to work at home at least occasionally (teleworking)
- Reserved or preferential parking for employees who carpool or vanpool
- Metrochek or other discounted transit pass, or other financial benefit for employees who ride trains or buses to work
- Cash or other financial benefit for employees who carpool or vanpool to work
- Assistance finding a partner for a carpool or vanpool (ridematching)
- Pre-tax account employees can use to pay transportation costs (“Commuter Choice”)
- SmarTrip cards for easy electronic payment on Metrorail, Metrobus or Metro parking.
More than Half of Employers Offer Transit Incentives, Flextime, TW, Info, and Bike Lockers/Racks Now

- Metrochek, other financial benefits: 64%
- Flex time: 62%
- Teleworking: 55%
- Info on transportation options: 55%
- Transit schedules: 54%
- Bike lockers/racks: 50%
- SmarTrip: 47%
- Commuter Choice (pre-tax benefits): 33%
- Compressed work week: 27%
- Guaranteed Ride Home: 21%
- Preferential parking: 19%
- Ridematching: 14%
- Financial benefits for car/vanpools: 13%

QC1: Check all the services or benefits that are available to your employees. For those that are not available now, indicate if you would consider or would not consider offering it.

4 Employers did not choose “Available now” for ANY of these services; 1 Employer chose “Available now” for ALL of these services.

Other types of benefits offered by Employers:
- 2 offer bicycling benefits
- 8 offer parking benefits
- 1 offers bus benefits
- 1 has held a transportation fair

3 Employers did not choose “Available now” for ANY of these services; 1 Employer chose “Available now” for ALL of these services.
A Third of Employers Do Not Offer, But Would Be Willing to Offer Ridematching, Info, or GRH

QC1: Check all the services or benefits that are available to your employees. For those that are not available now, indicate if you would consider or would not consider offering it.
9 Options for Services or Benefits Were Shown to the Property Manager Respondents As They Were Asked Which They Currently Offer

- Transit schedules, transit maps
- Other transportation information
- Information on bicycle routes
- Bicycle lockers or racks
- Help planning public transportation trips
- Metro SmarTrip cards for bus or train
- Metro bus tickets or tokens
- Shuttle to Metro station or other destination
- Reserved or preferential parking for employees who carpool or vanpool
Half of Property Managers Offer Info and Bike Lockers/Racks Now

- Bike lockers/racks: 65%
- Transit schedules/maps: 60%
- Other transportation info: 49%
- Info on bike routes: 49%
- SmarTrip: 28%
- Metro shuttle: 19%
- Metro bus tickets/tokens: 14%
- Help planning trips: 14%
- Preferential parking: 14%

QC5: Check all the services or benefits that are available to residents. For those that are not available now, indicate if you would consider or would not consider offering it.
Almost Half of Property Managers Would Consider Offering Ticket Media or Information

QC5: Check all the services or benefits that are available to residents. For those that are not available now, indicate if you would consider or would not consider offering it.
Employers Are More Likely To Have Offered TDM Services For a Longer Period of Time

QC3: When did your organization first offer transportation information or assistance services to employees? ONLY ASKED OF THOSE WHO OFFER AT LEAST ONE SERVICE

QC7: When did your organization / property first offer transportation information or assistance services to residents? ONLY ASKED OF THOSE WHO OFFER AT LEAST ONE SERVICE

Employers
n = 100

Property Managers
n = 39

See Appendix for a comparison with appended data.
Just Under Half of Both Employers and Property Managers Received Help in Implementing Transportation Services

48% of Levels 3 & 4 said “Yes” vs. 36% of Levels 1 & 2. This is not statistically significant, however.

Employers
n = 100

Property Managers
n = 39

QC9: When you were planning or implementing these services, did you receive any information or assistance from any organization or other resource that helped you implement them? ASKED ONLY OF THOSE WHO PROVIDE AT LEAST ONE SERVICE
ATP is Cited Most Often, but Half of Employers and a Quarter of Property Managers Mention WMATA

Other organizations mentioned:
“Accounting and law firms,”
“Federal Government,”
“Rosslyn Renaissance/Rosslyn BID,”
and
“Arlington County; Washington Metro” Web site.

Employers
n = 42

Property Managers
n = 19

QC10: What organization or resource provided the assistance? ASKED ONLY OF THOSE WHO ANSWERED “YES” IN Q9
39% of Employers and 74% of Property Managers Would Not Have Implemented Services Without Assistance

QC12: If this assistance had not been available to you, how likely would you have been to implement these services? ASKED ONLY OF THOSE WHO ANSWERED “YES” IN Q9
Top Employer Reasons for Starting Program: Morale, Retention, Recruitment, Employee Interest

QC4: For what reasons did your organization decide to provide these services? ONLY ASKED OF THOSE WHO OFFER AT LEAST ONE SERVICE

Other responses include: “Do not provide; this is a Real Estate Office,” “Parking limited and expensive,” and “Arlington County promoted it.”
Top Property Manager Reasons to Start Program: Attract and Retain Tenants, Be a Good Neighbor

QC8: For what reasons did your property decide to provide these services? ONLY ASKED OF THOSE WHO OFFER AT LEAST ONE SERVICE

- Retain tenants: 77%
- Attract tenants: 74%
- Be a good neighbor: 56%
- Residents asked for it: 41%
- Relieve parking shortage: 33%
- Ease traffic congestion: 26%
- Comply with regulation: 23%
- Concern about environment: 18%
- Concern about health issues: 5%
- Other: 5%
- Don’t know: 3%

Other responses include: “don’t have a metro & wanted to show ease of bus use” and “Good marketing/PR.”
ATP Clients’ Constituents (Employees & Residents) Are Interested In TDM-Related Services
Employers Said Employees Have Great Interest in Many TDM Services
Greatest interest in financial incentives, CWS, Telework

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<th>Service</th>
<th>4</th>
<th>5 - Very interested</th>
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<tbody>
<tr>
<td>Commuter Choice (pre-tax benefits)</td>
<td>18%</td>
<td>68%</td>
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<tr>
<td>Metrochek, other financial benefits</td>
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<td>Compressed work week</td>
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<tr>
<td>Bike lockers/racks</td>
<td>15%</td>
<td>5%</td>
</tr>
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</table>

QC2: How interested have employees been in these services?
ONLY ASKED OF THOSE WHO USE THE PARTICULAR SERVICE

Recall, 4 in 10 Employers do not currently, but would be willing to offer Ridematching or Guaranteed Ride Home.

See appendix for means and breakdown of scores for each attribute.

CAUTION: VERY SMALL SAMPLE SIZES
Property Managers also Cite Substantial Interest in Services Among Residents

Greatest Interest in Shuttles, Transit Media, and Transit Info

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<tbody>
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<td>SmarTrip</td>
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<td>Help planning trips</td>
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<tr>
<td>Info on bike routes</td>
<td>10%</td>
<td>29%</td>
</tr>
<tr>
<td>Preferential parking</td>
<td>17%</td>
<td>17%</td>
</tr>
</tbody>
</table>

QC6: How interested have residents been in these services?

Recall, almost half of Property Managers would consider offering ticket media or transit information.

See appendix for means and breakdown of scores for each attribute.

CAUTION: VERY SMALL SAMPLE SIZES
Use of ATP Services
14 ATP Services Were Shown to the Employee Respondents As They Were Asked Which They Currently Are Aware of and Have Used

- **Information Services**
  - Brochure service (transportation information brochures to distribute to employees)
  - Transportation information events and promotions at the worksite
  - Self-service, “take-one” transportation information displays at worksite
  - Surveys of employees’ travel patterns and transportation needs
  - Metro trip planner - individual assistance for planning Metrorail/Metrobus trips
  - Support for commuter benefits coordinator

- **Individual Consulting** - assistance to establish commuter services at your worksite
  - Help setting up flextime and compressed workweek
  - Relocation assistance (moving to new worksite in Arlington)
  - Help managing tax free employee benefits - Transit or vanpool passes through pre-tax payroll deduction or subsidized benefit
  - Telework program consulting
  - Telework VA!
  - Help setting up parking management

- **Other Services**
  - Services for commuters (links to regional organizations that provide commute services to employees, e.g., carpool partner matching)
  - Commuter Direct.com corporate services
QD3: Which of the following ATP transportation information and assistance services are you aware of and which services have you used?
Numbers Differ from ATP Database Records as Some Respondents May Have Used These in the Past, but Are Not Doing so Currently (Or They Made a Mistake)

- According to ATP records, 25 Employers (24%) have brochure service
  - 8 are listed in the system as a customer but did not indicated as such in the survey
  - 17 matched
  - 39 said they are or have used it in the past, but are not in the system

- According to ATP records, 4 Employers participate in PTOP (4%)
  - 1 is listed in the system as a customer but did not indicated as such in the survey
  - 3 matched
  - 27 said they are or have used it in the past, but are not in the system

- According to ATP records, 14 Employers (13%) use Commuter Direct.com.
  - 1 is listed in the system as a customer but did not indicated as such in the survey
  - 13 matched
  - 14 said they are or have used it in the past, but are not in the system
When Looking at What Services Employers Offer, and of Which ATP Services They Take Advantage, ATP Has an Opportunity with Compressed Workweeks/Flextime, Teleworking, CommuterDirect, and Parking Assistance

Note: This is an extrapolation of the data from questions that asked about general transportation and specific ATP services rather than a direct comparison of market share. Some options were combined for matching purposes.

QC1: Check all the services or benefits that are available to your employees. For those that are not available now, indicate if you would consider or would not consider offering it.

QD3: Which of the following ATP transportation information and assistance services are you aware of and which services have you used?
9 ATP Services Were Shown to the Property Manager Respondents As They Were Asked Which They Currently Are Aware of and Have Used

- Brochure service (transportation information brochures to distribute to residents)
- Transportation information events and promotions in the building
- Self-service, “take-one” transportation information displays in the building
- Metro trip planner - individual assistance for planning Metrorail/Metrobus trips
- Support for commuter benefits coordinator
- Assistance to set up parking management at your property
- Services for commuters (links to regional organizations that provide commute services to employees, e.g., carpool partner matching)
- Commuter Direct.com corporate services
- Assistance setting up free use of local bus as shuttle for residents
Property Managers’ Use of ATP Services

QD4: Which of the following ATP transportation information and assistance services are you aware of and which services have you used?
Numbers Differ from ATP Database Records as Some Respondents May Have Used These in the Past, but Are Not Doing so Currently (Or They Made a Mistake)

- According to ATP records, 26 Property Managers (62%) have brochure service
  - 6 are listed in the system as a customer but did not indicated as such in the survey
  - 20 matched
  - 8 said they are or have used it in the past, but are not in the system
- According to ATP records, 3 Property Managers participate in PTOP (7%)
  - 1 is listed in the system as a customer but did not indicated as such in the survey
  - 2 matched
  - 10 said they are or have used it in the past, but are not in the system
- According to ATP records, 1 Property Manager (2%) uses Commuter Direct.com.
  - 1 matched
  - 9 said they are or have used it in the past, but are not in the system
When Looking at What Services Properties Offer, and Which ATP Services They Take Advantage of, ATP Has at Least a 50% Penetration

Note: This is an extrapolation of the data from questions that asked about general transportation and specific ATP services rather than a direct comparison of market share. Some options were combined for matching purposes.

QC5: Check all the services or benefits that are available to residents. For those that are not available now, indicate if you would consider or would not consider offering it.

QC4: Which of the following ATP transportation information and assistance services are you aware of and which services have you used?
Use of ATP Services By Level
Not Surprisingly, Use is Higher Among Levels 3 & 4 for Most ATP Services

Note: Results for Relocation assistance, Telework consulting, and TeleworkVA! not shown: All below 5% for both Levels 1 & 2 and Levels 3 & 4

QD3/4: Which of the following ATP transportation information and assistance services are you aware of and which services have you used?
But Employer Awareness is Low (<50%) for Many ATP Services

QD3: Which of the following ATP transportation information and assistance services are you aware of and which services have you used?

- Help with parking management
- Relocation assistance
- Help with flextime/compressed week
- Telework consulting
- Telework VA!
- Travel pattern surveys
- Help managing tax benefits
- Take-one displays
- CommuterDirect.com
- Commuter benefits support
- Metro trip planner
- Commuter services
- Transportation events
- Brochure service

Those with only one contact in the database are significantly more likely than those with two or more to not be aware of many of these services.
Similarly, Many Property Managers Are Not Aware of Many ATP Services

Those with only one contact in the database are more likely than those with two or more to not be aware of many of these services.

QD4: Which of the following ATP transportation information and assistance services are you aware of and which services have you used?
Overall Satisfaction with ATP
Three-quarters of Respondents Who Use ATP Services are Satisfied

Of the 3 respondents who were dissatisfied, one is working with ATP to improve matters, another did not receive bus schedules they requested, and the third did not list a reason.

Employers
n = 75

Property Managers
n = 32

QD5: How satisfied have you been with the services you have received from ATP?
ASKED ONLY OF THOSE WHO INDICATED THEY USED AT LEAST ONE SERVICE IN D3 OR D4
Levels 3 & 4 Tend to Be More Satisfied than Levels 1 & 2

QD5: How satisfied have you been with the services you have received from ATP?
ASKED ONLY OF THOSE WHO INDICATED THEY USED AT LEAST ONE SERVICE IN D3 OR D4

Levels 1 & 2
n = 26

Levels 3 & 4
n = 81

61% Levels 1 & 2
Top Two Box

81% Levels 3 & 4
Top Two Box
7 in 10 Respondents Who Use ATP Services Find them Useful

QD7: How useful have ATP’s services been to your organization? ASKED ONLY OF THOSE WHO INDICATED THEY USED AT LEAST ONE SERVICE IN D3 OR D4

Employers
n = 75

Property Managers
n = 32
7 in 10 Respondents Who Use ATP Services Find them Useful

QD7: How useful have ATP’s services been to your organization? ASKED ONLY OF THOSE WHO INDICATED THEY USED AT LEAST ONE SERVICE IN D3 OR D4

Levels 1 & 2
n = 26

Levels 3 & 4
n = 81
Three-quarters Are Likely to Recommend ATP!

QD9: How likely are you to recommend ATP services to other companies/property managers? ASKED ONLY OF THOSE WHO INDICATED THEY USED AT LEAST ONE SERVICE IN D3 OR D4

Employers n = 75
Property Managers n = 32

Very likely
- Employers: 51%
- Property Managers: 50%

Somewhat likely
- Employers: 23%
- Property Managers: 25%

Neither
- Employers: 8%
- Property Managers: 9%

Somewhat unlikely
- Employers: 3%
- Property Managers: 3%

Very unlikely
- Employers: 11%
- Property Managers: 9%

Don’t know
- Employers: 5%
- Property Managers: 3%
The “Net Promoter Score”

• The Net Promoter Score is defined as

  The percentage of promoters
  (somewhat/very likely to recommend) 74% (all respondents)

  Less:

  The percentage of detractors
  (somewhat/very unlikely to recommend) 13%

  Net Promoter Score 61%

• As a comparison, according to Satmetrix, selected companies have Net Promoter Scores as follows:
  - USAA - 82%
  - Apple - 66%
  - FedEx - 56%
  - American Express - 50%
Three-quarters Are Likely to Recommend ATP!

QD9: How likely are you to recommend ATP services to other companies/property managers? ASKED ONLY OF THOSE WHO INDICATED THEY USED AT LEAST ONE SERVICE IN D3 OR D4

Levels 1 & 2
n = 26

Levels 3 & 4
n = 81

Levels 1 & 2
73%
Levels 3 & 4
74%
Top Two Box

Don’t know
2%

Very likely
54%

Somewhat likely
19%

Neither
4%

Somewhat unlikely
4%

Very unlikely
8%

Levels 1 & 2
Levels 3 & 4
Service Use Shows Lift
The More Services Used, the Greater the Satisfaction

High Service Users are defined as Employers who indicated in QD3 that they have used 5 or more of the listed services and Property Managers who indicated in QD4 that they have used 3 or more of the listed services. Low Service Users have used fewer than those numbers of services.

QD5: How satisfied have you been with the services you have received from ATP?
ASKED ONLY OF THOSE WHO INDICATED THEY USED AT LEAST ONE SERVICE IN D3 OR D4
Service Use Shows Lift
The More Services Used, the Greater the Usefulness

High Service Users are defined as Employers who indicated in QD3 that they have used 5 or more of the listed services and Property Managers who indicated in QD4 that they have used 3 or more of the listed services. Low Service Users have used fewer than those numbers of services.

High Service Users
n = 20
Low Service Users
n = 87

QD7: How useful have ATP’s services been to your organization? ASKED ONLY OF THOSE WHO INDICATED THEY USED AT LEAST ONE SERVICE IN D3 OR D4
But Number of Services Used Does Not Significantly Affect Intent To Recommend

High Service Users are defined as Employers who indicated in QD3 that they have used 5 or more of the listed services and Property Managers who indicated in QD4 that they have used 3 or more of the listed services. Low Service Users have used fewer than those numbers of services.

QD9: How likely are you to recommend ATP services to other companies/property managers? ASKED ONLY OF THOSE WHO INDICATED THEY USED AT LEAST ONE SERVICE IN D3 OR D4

- Very likely: 65% (High Service Users), 47% (Low Service Users)
- Somewhat likely: 26% (High Service Users), 10% (Low Service Users)
- Neither unlikely nor likely: 20% (High Service Users), 9% (Low Service Users)
- Somewhat unlikely: 8% (High Service Users), 3% (Low Service Users)
- Very unlikely: 6% (High Service Users), 10% (Low Service Users)
- Don’t know: 0% (High Service Users), 0% (Low Service Users)
Ratings of ATP Sales Representatives
Employers and Property Managers Give ATP Reps Similar Grades

Factoring out the “Don’t know” responses, 88% of Employers and 77% of Property Managers give ATP reps a grade of A or B.

QF9: Overall, what grade would you give your Arlington Transportation Partners (ATP) sales representative?
Clients at Different Levels Give Similar Grades to ATP Sales Reps

Factoring out the “Don’t know” responses, 77% of Levels 1 & 2 and 88% of Levels 3 & 4 give ATP reps a grade of A or B.

QF9: Overall, what grade would you give your Arlington Transportation Partners (ATP) sales representative?
41 Employers Commented on the Grade
66% Gave Positive Comments, 29% Neutral, Only 5% Negative

“They are proactive and professional. I feel like they are government as it should be and typically isn't.”

“Vanessa Vega is very helpful and communicative. She sends me information on new programs as they become available, and she invites me to share with others how our programs operate.”

“When I am able to reach her, great. When she's not available, her backup staff is not well trained, and getting help is a little more difficult.”

“I prefer not to be bothered by phone, but this survey introduced me to many options I had not heard of before.”

“Very responsive, efficient and knowledgeable!!!”
16 Property Managers Commented on the Grade
63% Gave Positive Comments, 6% Neutral, 31% Negative

“Very well informed, communicative, and feel as if Mattie is always available to cover the needs of our office and residents.”

“As an affordable housing community, our rep. understands the needs of our residents with income restrictions. She has always offered information on the services, is willing to help, but does not ‘push’ the services on my residents.”

“Just need more contact to see what the property is running low on or if the needs of the property have changed in anyway.”
Employers and Property Managers Are Similarly Satisfied on These Measures
But Many Felt They Couldn’t Rate the Reps and Said “Don’t Know”

<table>
<thead>
<tr>
<th>Attribute</th>
<th>Employers: 4</th>
<th>Employers: 5 - Excellent</th>
<th>Property Managers: 4</th>
<th>Property Managers: 5 - Excellent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accessiblity</td>
<td>14%</td>
<td>22%</td>
<td>27%</td>
<td>41%</td>
</tr>
<tr>
<td>Professionalism</td>
<td>16%</td>
<td>17%</td>
<td>38%</td>
<td>37%</td>
</tr>
<tr>
<td>Knowledge</td>
<td>15%</td>
<td>20%</td>
<td>35%</td>
<td>47%</td>
</tr>
<tr>
<td>Speed of Service</td>
<td>14%</td>
<td>22%</td>
<td>14%</td>
<td>25%</td>
</tr>
<tr>
<td>Friendliness</td>
<td>14%</td>
<td>15%</td>
<td>40%</td>
<td>49%</td>
</tr>
<tr>
<td>Pro-active suggestions</td>
<td>12%</td>
<td>15%</td>
<td>27%</td>
<td>24%</td>
</tr>
<tr>
<td>Responsiveness</td>
<td>16%</td>
<td>22%</td>
<td>43%</td>
<td>41%</td>
</tr>
<tr>
<td>Personalized service</td>
<td>15%</td>
<td>25%</td>
<td>31%</td>
<td>47%</td>
</tr>
</tbody>
</table>

QF11: Overall, how would you rate your ATP sales representative’s performance on each of the following?

See appendix for means and breakdown of scores for each attribute.
If “Don’t Know” is Removed, at Least Two Thirds Rate ATP Reps Favorably on These Dimensions

QF11: Overall, how would you rate your ATP sales representative’s performance on each of the following?

- Accessiblity: 77%
- Professionalism: 91%
- Knowledge: 86%
- Speed of Service: 82%
- Friendliness: 91%
- Pro-active suggestions: 74%
- Responsiveness: 80%
- Personalized service: 87%

(LDA Consulting)
ATP Clients’ Service-Related Concerns
Few Employers and No Property Managers Cited Service-related Concerns with ATP

QF13: Have you ever had any service-related concerns with ATP?

All of these were Level 3 & 4 clients.

Those with two or more contacts in the database (88%) are more likely than those with only one (71%) to not have had service related concerns with ATP.

Of the 7 Employer respondents who indicated they’d had a concern - 2 were very satisfied with the resolution, 3 were somewhat satisfied, and 2 were neither satisfied nor dissatisfied; these same numbers were satisfied with the length of time it took for their concern to be resolved.
All Concerns Had to Do With Ticket Media

“Needed assistance with errors in the SmartPass system”

“Initially, the service with CommuterDirect.com was great. However, in the recent months, I am receiving more and more complaints, especially with the SmarTrip card from my employees stating that the money is not applied to their card. The number of these occurrences has been steadily increasing over the past 3-4 months and that is becoming concerning”

“We did not receive the right number of metro check crads of teo separate orders. But when I called to report this, I received an immediate response.”

“employees left and some Smarttrip issues were dropped or not resolved before the transition.”

“Not receiving passes or being charged for services not rendered”

QF14: What was the concern (or concerns)?
ATP Target Audiences
(Primary & Secondary)
Based on Their Job Titles, A Third of Employer Respondents Are in Human Resources

- Human Resources: 33%
- Finance: 16%
- Business/General Management: 14%
- Executive: 7%
- Admin: 6%
- Communications: 2%
- Facilities: 2%
- Marketing/Sales: 2%
- Transit-specific: 2%
- Customer Service: 1%
- IT: 1%
- Other: 14%

QG3: What is your job title?
HR is ATP’s Primary Employer Target, But Others Also Involved in Commute Program Decisions

<table>
<thead>
<tr>
<th>Role</th>
<th>Response</th>
</tr>
</thead>
<tbody>
<tr>
<td>Human resources</td>
<td>52%</td>
</tr>
<tr>
<td>CEO/President</td>
<td>22%</td>
</tr>
<tr>
<td>General Managers</td>
<td>17%</td>
</tr>
<tr>
<td>CFO</td>
<td>8%</td>
</tr>
<tr>
<td>IT Managers</td>
<td>1%</td>
</tr>
<tr>
<td>Other</td>
<td>19%</td>
</tr>
<tr>
<td>No other person in company</td>
<td>10%</td>
</tr>
<tr>
<td>Don’t know</td>
<td>1%</td>
</tr>
<tr>
<td>Did not answer question</td>
<td>15%</td>
</tr>
</tbody>
</table>

Those with 2 or more contacts on record are more likely to say “Human Resources” (69%) than those with only one contact (32%).

75% of Respondents indicated that at least one other person in their company should be receiving information. See appendix for breakdown of these responses.

QF7: Who else in your organization is involved with decisions regarding commute options and transportation services that might be offered to employees?
Based on Their Titles, Most Residential Respondents Are In Property Management

QG12: What is your job title?
Property Managers Are ATP’s Primary Residential-Based Target, Others Also Involved In Transportation Service Decisions

74% of Respondents indicated that at least one other person at their property should be receiving information.

See appendix for breakdown of these responses.

QF8: Who else in your organization is involved with decisions regarding transportation services that might be offered to residents?
ATP
Contact & Communication Vehicles
Six in Ten Clients Learned about ATP Through ATP Mailing or Direct Contact By a Rep

Level 1 & 2 respondents (42%) are significantly more likely to say they received a mailing are than Level 3 & 4 respondents (25%).

QD2:  How did you learn about ATP?
Most Clients Have Infrequent Contact with ATP - Employers Slightly More Likely to Be In Contact

Out of the 19 respondents who said they had no communication since the service began, 4 are newer clients (having begun a relationship with ATP in 2005 or later), 8 do not know when they began their relationship with ATP, and the other 7 began their relationship in 2004 or earlier.

QF1: How often do you typically communicate with or hear from your ATP representative?

- Every week, most weeks
- A few times per month
- A few times per year
- Once per year
- Less than once per year
- No communication since service began
- Don't know

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Employers</th>
<th>Property Managers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Every week, most weeks</td>
<td>0%</td>
<td>4%</td>
</tr>
<tr>
<td>A few times per month</td>
<td>9%</td>
<td>9%</td>
</tr>
<tr>
<td>A few times per year</td>
<td>37%</td>
<td>30%</td>
</tr>
<tr>
<td>Once per year</td>
<td>10%</td>
<td>9%</td>
</tr>
<tr>
<td>Less than once per year</td>
<td>11%</td>
<td>12%</td>
</tr>
<tr>
<td>No communication since service began</td>
<td>10%</td>
<td>21%</td>
</tr>
<tr>
<td>Don't know</td>
<td>21%</td>
<td>19%</td>
</tr>
</tbody>
</table>
Most Respondents Feel Their Communication With ATP is About Right

But Significantly More Property Managers Than Employers Say the Rate of Contact Is Less Than They Want

QF2: How would you rate the level of contact you receive?

8% of Employers vs. 21% of Property Managers (this difference is statistically significant)
12% of Level 1 & 2 Clients Say They Have More Contact than They Wish With ATP Compared to 1% of Level 3 & 4

QF2: How would you rate the level of contact you receive?
3 in 10 Respondents Have Contacted ATP in the Past Six Months

QF5: Have you contacted your ATP representatives in the past six months?

6% of Employers and 5% of Property Managers said “Don’t know.”
Property Managers Are More Likely to Call ATP Just to Request Information

QF6: For what reasons did you contact him or her? ASKED ONLY OF THOSE WHO ANSWERED “YES” TO QF5
Email, Postal Mail, and Phone Calls Are Popular Forms of Contact for ATP Reps

QF3: By what methods do you typically communicate with or hear from your ATP representative? NOT ASKED OF THOSE WHO INDICATED THAT THEY HAVE NOT HAD COMMUNICATION WITH THEIR REP SINCE SERVICE STARTED IN QF1

Employers n = 94
Property Managers n = 34

Note: The client list contains emails for 39% of Employers and 63% of Property Managers. Of those that responded, 91% of Employers had emails in the client database and 88% of Property Managers.

But those who receive personal phone calls and visits do not differ in satisfaction, usefulness, and intent to recommend from those who do not.
Two-thirds Prefer Email and Much Less Prefer Other Types

Property Managers Are More Likely To Want Personal Visits

QF4: What form of communication do you/would you prefer for communication with your ATP representative?

Note: Again, the client list contains emails for 39% of Employers and 63% of Property Managers.
(Transit Tickets, Tokens, Metrochek, SmarTrip cards)

Online Methods Of Purchase
Many Order Transit Incentives from WMATA

101

Employers
n = 76

Property Managers
n = 12

QE1: You indicated that you provide transit tickets, tokens, Metrochek, SmarTrip cards, or other financial incentives to employees/residents who use buses or trains. How do you order or obtain these transit fare products? ASKED ONLY OF THOSE WHO CHECKED METROCHEK OR SMARTRIP IN QC1/C5
According to ATP records, 14 Employers and 1 Property Manager Use Commuter Direct.com

- 6 Employers who use CDCS, did not indicate as such in the survey.
- 5 Employers said they order ticket media through Commuter Direct or ATP, but are not in the system
- 8 Employers matched.

- The one Property Manager who uses CDCS, did not indicate as such in the survey.
- 3 Property Managers said they order ticket media through Commuter Direct or ATP, but are not in the system.
- No Property Managers matched.
More Than Half Find These Systems Easy to Use

**EASE OF USE**

<table>
<thead>
<tr>
<th>Service</th>
<th>4</th>
<th>5 - Excellent</th>
</tr>
</thead>
<tbody>
<tr>
<td>CommuterDirect</td>
<td>45%</td>
<td>27%</td>
</tr>
<tr>
<td>Directly from WMATA</td>
<td>34%</td>
<td>43%</td>
</tr>
<tr>
<td>WMATA Smart Benefits</td>
<td>42%</td>
<td>17%</td>
</tr>
<tr>
<td>Wage Works</td>
<td>20%</td>
<td>40%</td>
</tr>
</tbody>
</table>

CAUTION: LOW SAMPLE SIZES - Combined Employers and Property Managers

Commuter Direct  
n = 11
WMATA Direct  
n = 35
WMATA Smart Benefits  
n = 12
Wage Works  
n = 5

QE2: How do you rate the service you use on each of the following characteristics? ASKED ONLY OF THOSE WHO USE THESE SERVICES
And More Than Half Find a Good Range of Ticket Types

RANGE OF TICKET TYPES AVAILABLE

<table>
<thead>
<tr>
<th>Service</th>
<th>4</th>
<th>5 - Excellent</th>
</tr>
</thead>
<tbody>
<tr>
<td>CommuterDirect</td>
<td>36%</td>
<td>27%</td>
</tr>
<tr>
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<td>35%</td>
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<td>33%</td>
</tr>
<tr>
<td>Wage Works</td>
<td>40%</td>
<td>20%</td>
</tr>
</tbody>
</table>

CAUTION: LOW SAMPLE SIZES - Combined Employers and Property Managers

Commuter Direct  n = 11
WMATA Direct     n = 35
WMATA Smart Benefits  n = 12
Wage Works       n = 5

QE2: How do you rate the service you use on each of the following characteristics? ASKED ONLY OF THOSE WHO USE THESE SERVICES
Payment Options for These Services Are Acceptable to Most

<table>
<thead>
<tr>
<th>PAYMENT OPTIONS</th>
<th>4</th>
<th>5 - Excellent</th>
</tr>
</thead>
<tbody>
<tr>
<td>CommuterDirect</td>
<td>55%</td>
<td>27%</td>
</tr>
<tr>
<td>Directly from WMATA</td>
<td>26%</td>
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<tr>
<td>Wage Works</td>
<td>40%</td>
<td>40%</td>
</tr>
</tbody>
</table>

CAUTION: LOW SAMPLE SIZES – Combined Employers and Property Managers

Commuter Direct n = 11
WMATA Direct n = 35
WMATA Smart Benefits n = 12
Wage Works n = 5

QE2: How do you rate the service you use on each of the following characteristics? ASKED ONLY OF THOSE WHO USE THESE SERVICES
Many Find It Easy to Renew Their Orders

**EASE OF ORDER RENEWAL**

- **CommuterDirect**: 36% 18% 54%
- **Directly from WMATA**: 29% 43% 72%
- **WMATA Smart Benefits**: 50% 17% 67%
- **Wage Works**: 40% 20% 60%

CAUTION: LOW SAMPLE SIZES - Combined Employers and Property Managers

- Commuter Direct n = 11
- WMATA Direct n = 35
- WMATA Smart Benefits n = 12
- Wage Works n = 5

QE2: How do you rate the service you use on each of the following characteristics? ASKED ONLY OF THOSE WHO USE THESE SERVICES
Delivery Options Are Acceptable to Many

RANGE OF DELIVERY OPTIONS

CommuterDirect
- 36% 42% 54%

Directly from WMATA
- 23% 37% 60%

WMATA Smart Benefits
- 17% 25% 42%

Wage Works
- 40% 20% 60%

CAUTION: LOW SAMPLE SIZES - Combined Employers and Property Managers

Commuter Direct
n = 11
WMATA Direct
n = 35
WMATA Smart Benefits
n = 12
Wage Works
n = 5

QE2: How do you rate the service you use on each of the following characteristics? ASKED ONLY OF THOSE WHO USE THESE SERVICES
QE3: CommuterDirect.com is an online source for purchasing tickets and passes for Metrobus, Metrorail, Virginia Railway Express (VRE) and MARC commuter rail services, and local transit services. Payment may be made by check, major credit cards, Metrochek, and CommuterChoice Maryland cards. Employers that establish a CommuterDirect.com account also can select automatic ticket/pass order renewal and delivery. Based on this description, how interested would you be in using this service?
Almost Half Are Interested in CommuterDirect.com

Those with two or more contacts in the database (46%) are more likely than those with only one (23%) to not be interested in CommuterDirect.com

Employers n = 65
Property Managers n = 11

QE3: How interested would you be in using this [Commuter Direct]? ASKED ONLY OF THOSE WHO CHECKED METROCHEK OR SMARTRIP IN QC1/C5 AND DID NOT CHOOSE COMMUTER DIRECT IN QE1
Level 3 & 4 Clients are Slightly, but Not Significantly More Likely to Be Interested in CommuterDirect than are Level 1 & 4 Clients

QE3: How interested would you be in using this [Commuter Direct]? ASKED ONLY OF THOSE WHO CHECKED METROCHEK OR SMARTRIP IN QC1/C5 AND DID NOT CHOOSE COMMUTER DIRECT IN QE1

Levels 1 & 2
n = 12

Levels 3 & 4
n = 64
Customer Suggestions For Improvement
QF12: Do you have any suggestions for how ATP representatives could improve their services to better help you and your company/property?
Employer Suggestions

“In the event of an omitted shipment, I would like to see that shipment sent out the same day by courier. It sometimes causes a little inconvenience for the employee to have to wait a day or two.”

“maybe have one or two that focus in particular types of transportation services so that they can answer some of the more detailed questions that employees might have- like one person be very knowledgeable about the bike commuting options; one about the bus routes and different bus companies available, etc.”

QF12: Do you have any suggestions for how ATP representatives could improve their services to better help you and your company/property?
Employer Suggestions

“. . .ATP’s branding is confusing - ATP, Commuter Direct, Commuter Benefits. Our employees don’t see or touch the ATP website. We tell them that we are offering them Commuter Benefits that are administered by ATP. We wish we could use our own enrollment form that reflects that, plus a shorter list of transportation options, with less confusion about Metrochek vs. Metrorail farecard vs. rail pass vs. Metrobus tokens. Also, all Metro options should be together at the top of the form.”

“Include the Georgetown Metro Connection in all their printed and online commuter publications.”

QF12: Do you have any suggestions for how ATP representatives could improve their services to better help you and your company/property?
Property Manager Suggestions

“I would appreciate if the ATP representative contacted me during the construction of the building. I had to contact ATP to find out how to comply with our site plan conditions.”

“i do not even know if i have a rep. that is how involved they are in this process.”

“Contact office more frequently.”

“I think this would be a great service if relationships were built with the staffs of our buildings.”

“Check with the property manager to see if there has been any changes and to make sure if someone is new to the property they know about this service.”

QF12: Do you have any suggestions for how ATP representatives could improve their services to better help you and your company/property?
QC13: Are there any resources or forms of assistance not currently offered that would help you implement or manage transportation services for your employees?
Respondents Had Suggestions for Other Resources They’d Like to Receive

“In an ideal world, we would like to send a monthly benefit amount to each employee’s all-purpose public transit card that the employee could use like a farecard on any regional public transit system. Setting employees up for and distributing multiple forms of paper fare media, plus SmarTrip, is still a lot of work for us, even with ATP’s help.”

“Information on how to successfully use and implement telecommuting.”

“i want to see the/a smart card system on the buses (like the metro smart card).”

QC13: Are there any resources or forms of assistance not currently offered that would help you implement or manage transportation services for your employees?
Respondents Had Suggestions for Other Resources They’d Like to Receive

"Instead of having a "Once-a-year" bike to work day, have a bike to work Season...May thru August, every Friday bike to work, help cut down the traffic and promotes healthy employees all summer long."

“Arlington Transportation Partners has been very helpful and informative in the past, and has offered to help us find the best way to implement transportation services for the employees.”

“would like to receive informational brochures on items of interest regarding alternative transportation”

QC13: Are there any resources or forms of assistance not currently offered that would help you implement or manage transportation services for your employees?
Clients At Risk
Few Customers Are Less Than Satisfied With ATP, But These “At-Risk” Clients Do Differ From The Satisfied Ones

- 79% of satisfied ATP clients gave the **DC Metro** transportation system a 4 or 5 in satisfaction vs. 38% of less than satisfied ATP clients.

- 75% of satisfied ATP clients gave the **Arlington** transportation system a 4 or 5 in satisfaction vs. 34% of less than satisfied ATP clients.

- Those who are closer to Metro or Bus stops are more likely to be LESS satisfied than those who are farther
  - 34% of those who are located 5 or fewer blocks from a stop are less than satisfied with the **DC Metro** transportation system vs. 25% of those who are 6 or more blocks away from a stop
  - 21% of those who are located 5 or fewer blocks from a stop are less than satisfied with the **Arlington** transportation system vs. 19% of those who are 6 or more blocks away from a stop
  - Neither of these differences are statistically significance given the small sample size of those that are more than 6 blocks from a station

Recall, only 21 of 107 Clients who indicated they use at least one ATP service gave ATP a 2 or 3 in satisfaction as opposed to a 4 or 5 (no one gave a 1).
More Differences Between Strong and At-Risk ATP Clients

- Satisfied ATP employer clients are more likely to have used commuter services than are less than satisfied ATP employer clients.
- Strangely, less than satisfied ATP property manager clients are more likely than satisfied ATP property manager clients to have used the “take-one” displays.
- Usefulness and Satisfaction are correlated as 85% of satisfied ATP clients say ATP’s services have been useful as compared with only 24% of less than satisfied ATP clients.
- Satisfaction also correlates with intent to recommend as 84% of satisfied ATP clients say they are likely to recommend ATP’s services as compared with only 52% of less than satisfied ATP clients. But still, more than half who are less than satisfied are likely to recommend!
ATP Marketing Feedback Panel
QH1-2: From time to time, we like to test new transportation services and programs with a panel of current business leaders made up of people like you. Panel members share their opinions with us through short email surveys - surveys much shorter than this one. We would not use your email for any other purpose - just periodic feedback. Would you be interested in possibly participating on such a panel? If so, please provide your email address.
69 Clients Would Like to Join the ATP Marketing Feedback Panel

QH1: Would you be interested in possibly participating on such a panel?

- 49 Employers (49%)
- 20 Property Managers (47%)
A Slightly Higher Percentage of Level 3 & 4 Clients Are Interested in the Panel

QH1: Would you be interested in possibly participating on such a panel?

- Levels 1 & 2: 17 Level 1 & 2 with 43% interest
- Levels 3 & 4: 52 Level 3 & 4 with 51% interest
## Panel Demographics

<table>
<thead>
<tr>
<th>Gender</th>
<th># Panel Members</th>
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<tbody>
<tr>
<td>Male</td>
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<td>Federal government</td>
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<td>Local government</td>
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<td>Self-employed</td>
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<tr>
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<td>CFO</td>
<td>3</td>
</tr>
<tr>
<td>President/CEO</td>
<td>4</td>
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<tr>
<td>IT Manager</td>
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<td>Other</td>
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<th>Types of Properties</th>
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<td>Apartments</td>
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<td>Condominiums</td>
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<td>Townhouse</td>
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<td>Other</td>
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<table>
<thead>
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<td>Concierge</td>
<td>1</td>
</tr>
<tr>
<td>Other</td>
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</table>
ATP’s Impact!
Recall that More than 4 in 10 Employers and Property Managers Said They Received Help in Implementing Transportation Services

Significantly more Employers (40%) than Property Managers (21%) said “Don’t know.”

48% of Levels 3 & 4 said “Yes” vs. 36% of Levels 1 & 2. This is not statistically significant, however.

Employers  n = 100
Property Managers  n = 39

QC9: When you were planning or implementing these services, did you receive any information or assistance from any organization or other resource that helped you implement them? ASKED ONLY OF THOSE WHO PROVIDE AT LEAST ONE SERVICE

Employer

Property Manager
ATP is Cited Most Often, but Half of Employers and a Quarter of Property Managers Mention WMATA

<table>
<thead>
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<th>Organization</th>
<th>Employers</th>
<th>Property Managers</th>
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<tbody>
<tr>
<td>ATP</td>
<td>89%</td>
<td>74%</td>
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<tr>
<td>WMATA</td>
<td>56%</td>
<td>26%</td>
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<tr>
<td>ACCS</td>
<td>33%</td>
<td>21%</td>
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<tr>
<td>Commuter Connections</td>
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<td>0%</td>
</tr>
<tr>
<td>Web site</td>
<td>9%</td>
<td>0%</td>
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<tr>
<td>AED</td>
<td>5%</td>
<td>0%</td>
</tr>
<tr>
<td>VRE</td>
<td>7%</td>
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<td>Telework! VA</td>
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<tr>
<td>Other</td>
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<td>0%</td>
</tr>
<tr>
<td>Don't know</td>
<td>2%</td>
<td>0%</td>
</tr>
</tbody>
</table>

QC10: What organization or resource provided the assistance? ASKED ONLY OF THOSE WHO ANSWERED “YES” IN Q9

Employers n = 42
Property Managers n = 19
Most Responses Were Informational, a Few Were Very Positive, None Were Negative

“Kate Konrad came over and explained all the services. She is OUTSTANDING!”

“ATP provided information and served as a vendor for the commuter benefits that we offer. Initially, we signed up with Metro/WMATA, but found that they did not offer the customer service or flexibility that we needed.”

“The APT was a great help - Kate Conrad in particular..”

Mattie Seymour . . . is the best resource Arlington Transportation Division can offer. Mattie does a fantastic job to give information and help understand the process. Mattie handled getting us all information to distribute to the unit owners.”

“We were contacted by these fine organizations who then shared their services and provided us collateral to have to put in move in packets and hand out.” - Note: this respondent checked AED, ACCS, and ATP in question C10.

QC11: What assistance did you receive? ASKED ONLY OF THOSE WHO ANSWERED “YES” IN Q9
39% of Employers and 74% of Property Managers **Would Not** Have Implemented Services Without Assistance

QC12: If this assistance had not been available to you, how likely would you have been to implement these services? ASKED ONLY OF THOSE WHO ANSWERED “YES” IN Q9

Employers
- Very unlikely: 10%
- Somewhat unlikely: 10%
- Neither: 10%
- Somewhat likely: 24%
- Very likely: 19%
- Don’t know: 5%

Property Managers
- Very unlikely: 21%
- Somewhat unlikely: 29%
- Neither: 11%
- Somewhat likely: 11%
- Very likely: 0%
- Don’t know: 10%

Employers: n = 42
Property Managers: n = 19
ATP Services Are Useful to Employers and Property Managers

**QD8: In what ways have the services been useful to your organization?**

*ASKED ONLY OF THOSE WHO INDICATED THEY USED AT LEAST ONE SERVICE IN D3 OR D4*
A TP Services Are Useful to Employers and Property Managers

23 Employers commented:

16 said the services keeps employees informed
6 noted specific services
1 had a general positive comment.

16 Property Managers commented:

6 said the services keep residents informed
5 said the brochures and maps are useful
4 noted specific services
1 had a negative comment

QD8: In what ways have the services been useful to your organization? ASKED ONLY OF THOSE WHO INDICATED THEY USED AT LEAST ONE SERVICE IN D3 OR D4
Employers and Property Managers’ Verbatim Comments

“It has made me aware of services available. Unfortunately, we are a little bit too small to effectively use most of these services or set up a formal program. However, ATP has been very proactive and helpful.”

“Working with ATP has been very beneficial to my organization in that we didn’t have to ‘re-invent the wheel’ for some of the services we were planning to offer. They already had paved the road and had an answer for us.”

“To promote awareness for different green commuting options in the DC metro area, and decrease volume of single drivers to work.”

“At first they were very hands on and then the visits and availability seemed to die down.”

QD8: In what ways have the services been useful to your organization? ASKED ONLY OF THOSE WHO INDICATED THEY USED AT LEAST ONE SERVICE IN D3 OR D4
QC14: Indicate how much your organization has benefited from offering transportation services.
More Than Half Saw an Increase in Employee Morale Due to Transportation Benefits

- Enhanced employee morale: 56%
- Enhanced employee recruitment: 45%
- Enhanced employee retention: 43%
- Reduced need for parking: 39%
- Attracted more qualified employees: 32%
- Increased productivity: 32%
- Reduced traffic congestion: 29%
- Enhanced reputation: 24%
- Reduced absenteeism: 23%
- Reduced operating costs: 14%
- Fulfilled building obligation: 13%
- Reduced need for office space: 10%

QC14: Indicate how much your organization has benefited from offering transportation services. ASKED ONLY OF THOSE WHO ANSWERED “YES” IN Q9

Employers n = 95 - 98

See appendix for means and breakdown of scores for each attribute.
One Quarter Saw a Reduced Need for Parking and Reduced Traffic Congestion

<table>
<thead>
<tr>
<th>Attribute</th>
<th>4</th>
<th>5 - Great benefit</th>
<th>Total</th>
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<tbody>
<tr>
<td>Enhanced tenant recruitment</td>
<td>46%</td>
<td>33%</td>
<td>79%</td>
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<tr>
<td>Enhanced tenant retention</td>
<td>46%</td>
<td>28%</td>
<td>74%</td>
</tr>
<tr>
<td>Enhanced reputation</td>
<td>28%</td>
<td>15%</td>
<td>43%</td>
</tr>
<tr>
<td>Fulfilled building obligation</td>
<td>26%</td>
<td>13%</td>
<td>39%</td>
</tr>
<tr>
<td>Reduced need for parking</td>
<td>13%</td>
<td>13%</td>
<td>26%</td>
</tr>
<tr>
<td>Reduced traffic congestion</td>
<td>15%</td>
<td>8%</td>
<td>23%</td>
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</tbody>
</table>

QC16: Indicate how much your organization has benefited from offering transportation services. ASKED ONLY OF THOSE WHO ANSWERED “YES” IN Q9

Property Managers
n = 39

See appendix for means and breakdown of scores for each attribute.
22% of Employers and 33% of Property Managers Plan to Implement New Transportation Services in the Next Year

QC15: How likely is your organization to implement new transportation services for your employees during the next 12 months?
QC17: How likely is your property to implement new transportation services for your residents during the next 12 months?
Key Take-A-Ways
Key Take-A-Ways

- **Celebrate!** Three-quarters are satisfied with ATP, 7 in 10 find them useful. Levels 3 & 4 are more likely to be satisfied and find ATP useful. Likeliness to recommend is high. Satisfaction and likeliness to recommend is affected by use of services.

- **Congratulate!** Service Reps get high marks from respondents and incidence of service-related concerns is low and solely due to ticket media issues.

- **Communicate!** Transportation affects Employers in retention, recruitment, and customer relations. Transportation affects Property Managers in attracting and retaining tenants. Employers provide transportation benefits to increase/maintain employee morale. Property Managers provide them to attract and retain tenants. Coincidentally, these are the same areas that saw high gains due to transportation benefits!
Key Take-A-Ways Continued

- **Communicate!** Many Employers do not currently, but would be willing to offer Ridematching or Guaranteed Ride Home. Many Property Managers would consider offering ticket media or transit information. All current clients, at the very least should be aware of these services.

- **Secondary contacts are important too!** Human Resources is the first place to contact when targeting a new company for services, but other stakeholders should not be ignored. Likewise, property owners are a good target for residential services in addition to the property managers.

- **Oil the squeaky wheels!** Communication is important to both Employers and Property Managers, but Property Managers are more likely to want more contact from ATP.
Key Take-A-Ways Continued

• **Get current emails!** The Client Database should be addressed. Acquiring email addresses is an easy win and many strides can be made by contacting current clients, making sure their contact information is correct, and opening doors to a possible increase in services.

• **Strengthen relationships!** More than 45% are interested in CommuterDirect but only around 10% currently use it. Likewise, current customers are not completely saturated with ATP products, and those more familiar with ATP are more satisfied. Before lowering quotas, reconnect with current customers and offer them more.

• **Inform customers, prospects, and stakeholders!** 4 in 10 Employers and 7 in 10 Property Managers would not have implemented services without assistance!
ATP Clients: Detail Respondent Profiles
Half of Employer Respondents Are From Private Companies

QA2: Which of the following best describes your organization type?
Employers Represent a Variety of Industries

Non profit, trade assos: 34%
Business, personnel, professional services: 29%
Banking, finance, insurance, real estate: 13%
Public administration, government, govt contractors: 9%
Hospitality, restaurants, hotels, tourism: 8%
Hospital, medical services: 3%
Public utility, transportation, communication services: 2%
Education: 1%
Other: 2%

QA1: What is the primary work or business of your organization?
Almost Half Only Have One Work Location in the Metro DC Area

QA3: How many work locations does your organization have in the Washington metropolitan area?
QA4: How many of these work locations are in Arlington County?

Only a Tenth Do Not Have Arlington Locations

5% Do Not Know

- No Arlington locations: 10%
- 1 Arlington location: 57%
- 2 Arlington locations: 12%
- 3 - 9 Arlington locations: 10%
- 10 - 99 Arlington locations: 6%
- 100 or more Arlington locations: 1%
- Don’t know: 5%
About a Quarter Have Worksite Locations in Areas Where There is a Commuter Store

QA5: Please select the area(s) that best describes the location(s) of your worksites in Arlington County.
40% Have at Least 100 Employees in the Metro DC Area

QA6: About how many employees work for your organization at ALL locations in the Washington metropolitan area?
32% Have at Least 100 Employees in Arlington

QA7: Of this total, about how many employees work at locations in Arlington County?

Note: The numbers to the right of the bars indicate 1. the percentage of total clients that this applies to according to the appended data and 2. the percentage of clients that responded according to the appended data. Comparing the two data points (responded vs. appended) side by side, they matched about 40% of the time.
More Than a Third of Property Managers Have 11 or More Properties in Arlington County

QA8: How many properties does your organization own or manage in Arlington County?

- 1 Arlington property: 28%
- 2 to 5 Arlington properties: 23%
- 6 to 10 Arlington properties: 12%
- 11 or more Arlington properties: 35%
- Don’t know/refused: 5%
QA9: What of the following best describes the type or types of property you represent or manage in Arlington County?

Most of These Properties are Apartment Complexes

- Apartments: 79%
- Condominums: 19%
- Office/Commercial/Retail: 12%
- Townhouses: 7%
A Variety of Areas Are Represented

QA10: Please select the area(s) that best describes the location(s) of your Arlington County properties.
A Third Have Fewer Than 500 Residents in Arlington Properties
A Third Don’t Know

QA11: Approximately how many total residents live at these properties?

Note: The numbers to the right of the bars indicate 1. the percentage of total clients that this applies to according to the appended data and 2. the percentage of clients that responded according to the appended data. Comparing the two data points (responded vs. appended) side by side, they matched about 12% of the time.
The Majority of Respondents Are Female

QG1/G10: What is your gender?

- Female: 65% (Employers), 58% (Property Managers)
- Male: 27% (Employers), 23% (Property Managers)
- No answer: 8% (Employers), 19% (Property Managers)
Level 1 & 2 Respondents Are More Likely Than Levels 3 & 4 to Be Male

QG1/G10: What is your gender?

- Male
  - Levels 1 & 2: 37%
  - Levels 3 & 4: 21%
- Female
  - Levels 1 & 2: 51%
  - Levels 3 & 4: 68%
- No answer
  - Levels 1 & 2: 12%
  - Levels 3 & 4: 11%
Level 1 & 2 respondents are more likely to be Gen X’ers (64%) than are Level 3 & 4 respondents (41%). Level 3 & 4 respondents are more likely to be Baby Boomers (48%) than are Level 1 & 2 respondents (19%).

QG2/G11: Generation (based on G: In what year were you born?)
Silent Generation Clients Tended to Be Male

QG2/G11: Generation (based on G: In what year were you born?)
Most Employees/Residents Live/Work Within 2 Blocks of a Bus Stop or Train Station

Note: 5 of the 6 Employers and all 3 Property Managers who indicated “Other” gave a description and all were less than one block to the station/stop.

QG4: How far from your worksite is the nearest bus stop or train station?
QG13: How far from your property is the nearest bus stop or train station?
Parking-related Statistics
Employer Clients Park in a Public or Company-Owned Garage But Almost all Property Clients Park in a Company-Owned Garage

For the first three responses, Employee and Property Manager responses are significantly different from one another.

Note: Some who indicated “Other” said their employees/residents parked in on-site lots that were owned by another company.

QG5: Where do employees who drive to your worksite park?
QG14: Where do residents park at your property?
Most Find Parking Adequate

QG6: Is this parking adequate to meet employees’ parking needs?
QG15: Is this parking adequate to meet residents’ parking needs?
About Half Don’t Charge For Parking

QG7: Do employees pay a charge to park in any of these locations?
QG16: Do residents pay a charge to park in any of these locations?
Residents Are More Likely to Pay for All Parking Fees Than Are Employees

QG8: Does your organization pay part or all of the parking cost for employees?
QG17: Does your organization pay part or all of the parking cost for residents?
ASKED ONLY OF THOSE WHO SAID THERE WAS A CHARGE FOR PARKING

Employers
n = 55

Property Managers
n = 21

Employee and Property Manager responses are significantly different from one another for all responses except “Yes, company pays for some employees.”
Employers Pay Anywhere From About $30 to Over $200 Per Month for Parking

- $50 or less per month: 17%
- $51 to $100 per month: 31%
- $101 to $200 per month: 38%
- Over $200 per month: 14%

QG7: What amount does your organization pay per employee?
G14: What amount does your organization pay per resident?
ASKED ONLY OF THOSE WHO SAID THERE WAS A CHARGE FOR PARKING

Employers n = 29
Property Managers n = 0
ATP Client Contacts
Respondents Did Not Always Choose Someone Outside of Their Department

### What they said

#### EMPLOYERS

<table>
<thead>
<tr>
<th></th>
<th>Human Resources</th>
<th>General Managers</th>
<th>IT Managers</th>
<th>CFO</th>
<th>CEO/President</th>
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#### PROPERTY MANAGERS

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QF7: Who else in your organization is involved with decisions regarding commute options and transportation services that might be offered to employees?
Suggested Contact by Generation

**What they said**

<table>
<thead>
<tr>
<th>EMPLOYERS</th>
<th>Human Resources</th>
<th>General Managers</th>
<th>IT Managers</th>
<th>CFO</th>
<th>CEO/President</th>
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<tbody>
<tr>
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<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
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<tr>
<td>Generation X</td>
<td>16</td>
<td>7</td>
<td>1</td>
<td>2</td>
<td>8</td>
<td>11</td>
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<tr>
<td>Baby Boomers</td>
<td>19</td>
<td>4</td>
<td>0</td>
<td>4</td>
<td>8</td>
<td>10</td>
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<tr>
<td>Silent Generation</td>
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**What they said**

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<tr>
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<td>3</td>
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<tr>
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<td>2</td>
<td>0</td>
<td>2</td>
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<tr>
<td>Silent Generation</td>
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QF7: Who else in your organization is involved with decisions regarding commute options and transportation services that might be offered to employees?
Suggested Contact by Gender

**EMPLOYERS**

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<thead>
<tr>
<th>Who said it</th>
<th>Human Resources</th>
<th>General Managers</th>
<th>IT Managers</th>
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<th>CEO/President</th>
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<td>0</td>
<td>6</td>
<td>5</td>
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<tr>
<td>Female</td>
<td>34</td>
<td>10</td>
<td>1</td>
<td>7</td>
<td>12</td>
<td>21</td>
</tr>
</tbody>
</table>

**PROPERTY MANAGERS**

<table>
<thead>
<tr>
<th>Who said it</th>
<th>Property Owner</th>
<th>Property Manager</th>
<th>Concierge</th>
<th>Board of Directors</th>
<th>Facilities Manager</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>3</td>
<td>6</td>
<td>1</td>
<td>2</td>
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<td>0</td>
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<tr>
<td>Female</td>
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<td>12</td>
<td>3</td>
<td>1</td>
<td>0</td>
<td>5</td>
</tr>
</tbody>
</table>

QF7: Who else in your organization is involved with decisions regarding commute options and transportation services that might be offered to employees?
Comparison of Service Dates
Comparing the Two Data Points (Responded vs. Appended) Side by Side, They Matched About Two-thirds of the Time

QD1: In what year did your organization begin working with Arlington Transportation Partners?
Comparing the Two Data Points (Responded vs. Appended) Side by Side, They Matched About Three-quarters of the Time

QD1: In what year did your organization begin working with Arlington Transportation Partners?
Transportation Effects Means
Mean Scores for Transportation Effects for Employers

<table>
<thead>
<tr>
<th>Category</th>
<th>Mean Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recruit employees</td>
<td>4.0</td>
</tr>
<tr>
<td>Retain employees</td>
<td>3.9</td>
</tr>
<tr>
<td>Customers' ability to reach business</td>
<td>3.9</td>
</tr>
<tr>
<td>Employee morale/productivity</td>
<td>3.7</td>
</tr>
<tr>
<td>Cost/time to obtain supplies/deliveries</td>
<td>3.4</td>
</tr>
<tr>
<td>Cost/time to deliver products to customers</td>
<td>3.3</td>
</tr>
</tbody>
</table>

QB5: In what ways and to what extent does the quality of the transportation system in Arlington County affect your organization?
Affects ability to recruit employees

QB5: In what ways and to what extent does the quality of the transportation system in Arlington County affect your organization?
Affects ability to retain employees

QB5: In what ways and to what extent does the quality of the transportation system in Arlington County affect your organization?
Affects employee morale and/or productivity

QB5: In what ways and to what extent does the quality of the transportation system in Arlington County affect your organization?
Affects cost or time to deliver products to our customers

QB5: In what ways and to what extent does the quality of the transportation system in Arlington County affect your organization?
Affects customers’ ability to reach our business location

QB5: In what ways and to what extent does the quality of the transportation system in Arlington County affect your organization?
Affects cost or time to obtain supplies or deliveries

QB5: In what ways and to what extent does the quality of the transportation system in Arlington County affect your organization?
Mean Scores for Transportation Effects for Property Managers

- Attract tenants: 4.3
- Retain tenants: 4.2
- Property reputation: 4.2
- Ability to maintain unit price: 4.0
- Ease of operations: 4.0
- Ability to hire/retain employees: 3.6

QB7: In what ways and to what extent does the quality of the transportation system affect your properties?
QB7: In what ways and to what extent does the quality of the transportation system affect your properties?
QB7: In what ways and to what extent does the quality of the transportation system affect your properties?
QB7: In what ways and to what extent does the quality of the transportation system affect your properties?
Affects ability to maintain unit price at desired level

QB7: In what ways and to what extent does the quality of the transportation system affect your properties?
Affects ease of operations

QB7: In what ways and to what extent does the quality of the transportation system affect your properties?
Affects ability to hire or retain employees

QB7: In what ways and to what extent does the quality of the transportation system affect your properties?
Interest in Services Means
## Mean Scores for Employee Interest in Transportation Services

<table>
<thead>
<tr>
<th>Service</th>
<th>Mean Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Flex time</td>
<td>4.5</td>
</tr>
<tr>
<td>Commuter Choice (pre-tax benefits)</td>
<td>4.4</td>
</tr>
<tr>
<td>Metrochek, other financial benefits</td>
<td>4.4</td>
</tr>
<tr>
<td>Teleworking</td>
<td>4.4</td>
</tr>
<tr>
<td>SmarTrip</td>
<td>4.4</td>
</tr>
<tr>
<td>Compressed work week</td>
<td>4.3</td>
</tr>
<tr>
<td>Financial benefits for car/vanpools</td>
<td>4.0</td>
</tr>
<tr>
<td>Guaranteed Ride Home</td>
<td>3.4</td>
</tr>
<tr>
<td>Transit schedules</td>
<td>3.4</td>
</tr>
<tr>
<td>Info on transportation options</td>
<td>3.4</td>
</tr>
<tr>
<td>Preferential parking</td>
<td>3.2</td>
</tr>
<tr>
<td>Ridematching</td>
<td>3.0</td>
</tr>
<tr>
<td>Bike lockers/racks</td>
<td>2.8</td>
</tr>
</tbody>
</table>

**QC2:** How interested have employees been in these services?
Transit schedules

QC2: How interested have employees been in these services?

Employers
n = 56

- 5 - Very interested: 21%
- 4: 20%
- 3: 30%
- 2: 14%
- 1 - Not at all interested: 7%
- Not sure: 7%
Information on other types of transportation employees could use to reach your worksite

QC2: How interested have employees been in these services?

Employers n = 56
Bicycle lockers or racks

QC2: How interested have employees been in these services?

Employers
n = 52

- 5 - Very interested: 15%
- 4: 15%
- 3: 17%
- 2: 21%
- 1 - Not at all interested: 23%
- Not sure: 8%
Guaranteed Ride Home for employees who don’t drive alone to work and have a personal emergency during the work day

QC2: How interested have employees been in these services?

Employers  
\( n = 21 \)
Work schedules that permit employees to choose their work arrival and departure time (flex-time)

QC2: How interested have employees been in these services?

Employers n = 64
Compressed workweek, in which employees work a full-time schedule in fewer than five days per week

QC2: How interested have employees been in these services?

Employers n = 28
Allowing some or all employees to work at home at least occasionally (teleworking)

QC2: How interested have employees been in these services?

Employers
n = 57

- 5 - Very interested: 68%
- 4: 12%
- 3: 5%
- 2: 9%
- 1 - Not at all interested: 2%
- Not sure: 4%
Reserved or preferential parking for employees who carpool or vanpool

QC2: How interested have employees been in these services?

Employers
n = 20
Metrochek or other discounted transit pass, or other financial benefit for employees who ride trains or buses to work

QC2: How interested have employees been in these services?
Cash or other financial benefit for employees who carpool or vanpool to work

QC2: How interested have employees been in these services?

Employers n = 14
QC2: How interested have employees been in these services?

Employers
n = 15

- 5 - Very interested: 13%
- 4: 27%
- 3: 27%
- 2: 13%
- 1 - Not at all interested: 20%
- Not sure: 0%
Pre-tax account employees can use to pay transportation costs ("Commuter Choice")

QC2: How interested have employees been in these services?

Employers
n = 34

<table>
<thead>
<tr>
<th>Interest Level</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 - Very interested</td>
<td>68%</td>
</tr>
<tr>
<td>4</td>
<td>18%</td>
</tr>
<tr>
<td>3</td>
<td>9%</td>
</tr>
<tr>
<td>2</td>
<td>0%</td>
</tr>
<tr>
<td>1 - Not at all interested</td>
<td>6%</td>
</tr>
<tr>
<td>Not sure</td>
<td>0%</td>
</tr>
</tbody>
</table>
QC2: How interested have employees been in these services?

- 5 - Very interested: 63%
- 4: 10%
- 3: 17%
- 2: 2%
- 1 - Not at all interested: 2%
- Not sure: 6%

Employers
n = 48
Mean Scores for Resident Interest in Transportation Services

QC6: How interested have residents been in these services?
Transit schedules, transit maps

QC6: How interested have residents been in these services?

Property Managers  

n = 26

- 5 - Very interested: 54%
- 4: 23%
- 3: 15%
- 2: 0%
- 1 - Not at all interested: 0%
- Not sure: 8%
Other transportation information

QC6: How interested have residents been in these services?

Property Managers  
{n = 21}

- 5 - Very interested: 24%
- 4: 29%
- 3: 19%
- 2: 14%
- 1 - Not at all interested: 5%
- Not sure: 10%
Information on bicycle routes

QC6: How interested have residents been in these services?

Property Managers
n = 21

- 5 - Very interested: 29%
- 4: 10%
- 3: 10%
- 2: 24%
- 1 - Not at all interested: 19%
- Not sure: 10%
QC6: How interested have residents been in these services?
Help planning public transportation trips

QC6: How interested have residents been in these services?

Property Managers
n = 6

- 5 - Very interested: 0%
- 4: 50%
- 3: 0%
- 2: 17%
- 1 - Not at all interested: 17%
- Not sure: 17%
Metro SmarTrip cards for bus or train

QC6: How interested have residents been in these services?

Property Managers  
$n = 12$

5 - Very interested: 33%
4: 17%
3: 8%
2: 8%
1 - Not at all interested: 8%
Not sure: 25%
Metro bus tickets or tokens

QC6: How interested have residents been in these services?

Property Managers
n = 6

<table>
<thead>
<tr>
<th>Interest Level</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 - Very interested</td>
<td>67%</td>
</tr>
<tr>
<td>4</td>
<td>17%</td>
</tr>
<tr>
<td>3</td>
<td>0%</td>
</tr>
<tr>
<td>2</td>
<td>0%</td>
</tr>
<tr>
<td>1 - Not at all interested</td>
<td>0%</td>
</tr>
<tr>
<td>Not sure</td>
<td>17%</td>
</tr>
</tbody>
</table>
Shuttle to Metro station or other destination

QC6: How interested have residents been in these services?
Reserved or preferential parking for employees who carpool or vanpool

QC6: How interested have residents been in these services?

Property Managers
n = 6
Benefits from Transportation Services
Mean Scores for Employee Interest in Transportation Services

QC14: Indicate how much your organization has benefited from offering transportation services. ASKED ONLY OF THOSE WHO ANSWERED “YES” IN Q9
Enhanced employee recruitment

QC14: Indicate how much your organization has benefited from offering transportation services. ASKED ONLY OF THOSE WHO ANSWERED “YES” IN Q9

Employers 
n = 97

- 5 - Great benefit: 18%
- 4: 27%
- 3: 23%
- 2: 3%
- 1 - No benefit: 15%
- Not sure: 14%
Enhanced employee retention, reduced turnover

QC14: Indicate how much your organization has benefited from offering transportation services. ASKED ONLY OF THOSE WHO ANSWERED “YES” IN Q9

Employers n = 97

- 5 - Great benefit: 19%
- 4: 24%
- 3: 23%
- 2: 3%
- 1 - No benefit: 16%
- Not sure: 15%
Reduced need for parking, reduced parking-related costs

Employers  
\( n = 98 \)

QC14: Indicate how much your organization has benefited from offering transportation services. ASKED ONLY OF THOSE WHO ANSWERED “YES” IN Q9
QC14: Indicate how much your organization has benefited from offering transportation services. ASKED ONLY OF THOSE WHO ANSWERED “YES” IN Q9

Employers
n = 98

Reduced traffic congestion around worksite

<table>
<thead>
<tr>
<th>Benefit Level</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 - No benefit</td>
<td>24%</td>
</tr>
<tr>
<td>2</td>
<td>11%</td>
</tr>
<tr>
<td>3</td>
<td>18%</td>
</tr>
<tr>
<td>4</td>
<td>13%</td>
</tr>
<tr>
<td>5 - Great benefit</td>
<td>16%</td>
</tr>
</tbody>
</table>
Enhanced recognition or reputation in the community or with neighbors

QC14: Indicate how much your organization has benefited from offering transportation services. ASKED ONLY OF THOSE WHO ANSWERED “YES” IN Q9

Employers n = 95
Fulfilled obligation that came with building

QC14: Indicate how much your organization has benefited from offering transportation services. ASKED ONLY OF THOSE WHO ANSWERED “YES” IN Q9

Employers
n = 96

- 5 - Great benefit: 6%
- 4: 7%
- 3: 9%
- 2: 0%
- 1 - No benefit: 39%
- Not sure: 39%
Reduced need for office space

Employers
n = 96

QC14: Indicate how much your organization has benefited from offering transportation services. ASKED ONLY OF THOSE WHO ANSWERED “YES” IN Q9
Attracted more qualified employees

QC14: Indicate how much your organization has benefited from offering transportation services. ASKED ONLY OF THOSE WHO ANSWERED “YES” IN Q9

Employers
n = 97
QC14: Indicate how much your organization has benefited from offering transportation services. ASKED ONLY OF THOSE WHO ANSWERED “YES” IN Q9

- 5 - Great benefit: 8%
- 4: 6%
- 3: 20%
- 2: 6%
- 1 - No benefit: 33%
- Not sure: 27%

Employers
n = 97
QC14: Indicate how much your organization has benefited from offering transportation services. ASKED ONLY OF THOSE WHO ANSWERED “YES” IN Q9
Reduced absenteeism

QC14: Indicate how much your organization has benefited from offering transportation services. ASKED ONLY OF THOSE WHO ANSWERED “YES” IN Q9
Increased productivity

Employers
n = 97

QC14: Indicate how much your organization has benefited from offering transportation services. ASKED ONLY OF THOSE WHO ANSWERED “YES” IN Q9
Mean Scores for Resident Interest in Transportation Services

- Enhanced tenant recruitment: 4.1
- Enhanced tenant retention: 4.1
- Enhanced reputation: 3.1
- Fulfilled building obligation: 3.0
- Reduced need for parking: 2.8
- Reduced traffic congestion: 2.6

QC16: Indicate how much your organization has benefited from offering transportation services. ASKED ONLY OF THOSE WHO ANSWERED “YES” IN Q9
QC16: Indicate how much your organization has benefited from offering transportation services. ASKED ONLY OF THOSE WHO ANSWERED “YES” IN Q9

- 5 - Great benefit: 33%
- 4: 46%
- 3: 13%
- 2: 3%
- 1 - No benefit: 3%
- Not sure: 3%
QC16: Indicate how much your organization has benefited from offering transportation services. ASKED ONLY OF THOSE WHO ANSWERED “YES” IN Q9

Property Managers
n = 39

Enhanced tenant retention

- 5 - Great benefit: 28%
- 4: 46%
- 3: 13%
- 2: 0%
- 1 - No benefit: 3%
- Not sure: 10%

0% 20% 40% 60% 80% 100%
Reduced need for parking, reduced parking-related costs

QC16: Indicate how much your organization has benefited from offering transportation services. ASKED ONLY OF THOSE WHO ANSWERED “YES” IN Q9

Property Managers
n = 39
QC16: Indicate how much your organization has benefited from offering transportation services. ASKED ONLY OF THOSE WHO ANSWERED “YES” IN Q9

- 5 - Great benefit: 8%
- 4: 15%
- 3: 28%
- 2: 13%
- 1 - No benefit: 26%
- Not sure: 10%

Reduced traffic congestion around building

Property Managers
n = 39
Enhanced recognition or reputation in the community or with neighbors

QC16: Indicate how much your organization has benefited from offering transportation services. ASKED ONLY OF THOSE WHO ANSWERED “YES” IN Q9
Fulfilled obligation that came with building

QC16: Indicate how much your organization has benefited from offering transportation services. ASKED ONLY OF THOSE WHO ANSWERED “YES” IN Q9

Property Managers
n = 39

- 5 - Great benefit: 13%
- 4: 26%
- 3: 8%
- 2: 3%
- 1 - No benefit: 23%
- Not sure: 28%
Online Service Characteristics: ATP & CommuterDirect
Descriptions of “Other” Methods of Ordering Metrochek, SmarTrip, and Other Ticket Media

“Phone ATP”

“Order through ATP”

“we offer/promote the sample cards given us by ATP.”

“Free promotion from ATP”

“Order through Arlington County Human Resources Div”

QD8: In what ways have the services been useful to your organization? ASKED ONLY OF THOSE WHO INDICATED THEY USED AT LEAST ONE SERVICE IN D3 OR D4
More Than Half Find These Systems Easy to Use

**EASE OF USE**

<table>
<thead>
<tr>
<th>Service</th>
<th>57%</th>
<th>43%</th>
<th>59%</th>
<th>60%</th>
</tr>
</thead>
<tbody>
<tr>
<td>CommuterDirect/ATP</td>
<td>38%</td>
<td>19%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Obtain directly from WMATA</td>
<td>34%</td>
<td></td>
<td>43%</td>
<td></td>
</tr>
<tr>
<td>WMATA Smart Benefits</td>
<td></td>
<td></td>
<td>17%</td>
<td>59%</td>
</tr>
<tr>
<td>Wage Works</td>
<td></td>
<td></td>
<td></td>
<td>60%</td>
</tr>
</tbody>
</table>

QE2: How do you rate the service you use on each of the following characteristics? ASKED ONLY OF THOSE WHO USE THESE SERVICES

CAUTION: LOW SAMPLE SIZES - Combined Employers and Property Managers

- Commuter Direct (and Other - “ATP”) n = 16
- WMATA Direct n = 35
- WMATA Smart Benefits n = 12
- Wage Works n = 5

Southeastern Institute of Research
And More Than Half Find a Good Range of Ticket Types

**RANGE OF TICKET TYPES AVAILABLE**

<table>
<thead>
<tr>
<th>Service</th>
<th>Registrations</th>
<th>0%</th>
<th>20%</th>
<th>40%</th>
<th>60%</th>
<th>80%</th>
<th>100%</th>
</tr>
</thead>
<tbody>
<tr>
<td>CommuterDirect/ATP</td>
<td>35%</td>
<td>25%</td>
<td>63%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Obtain directly from WMATA</td>
<td>35%</td>
<td>41%</td>
<td>76%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>WMATA Smart Benefits</td>
<td>17%</td>
<td>33%</td>
<td>50%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wage Works</td>
<td>40%</td>
<td>20%</td>
<td>60%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

QE2: How do you rate the service you use on each of the following characteristics? ASKED ONLY OF THOSE WHO USE THESE SERVICES

CAUTION: LOW SAMPLE SIZES – Combined Employers and Property Managers

Commuter Direct (and Other - “ATP” n = 16
WMATA Direct n = 35
WMATA Smart Benefits n = 12
Wage Works n = 5
Payment Options for These Services Are Acceptable to Most

**PAYMENT OPTIONS**

- CommuterDirect/ATP: 38% 31% 69%
- Obtain directly from WMATA: 26% 43% 69%
- WMATA Smart Benefits: 42% 42% 84%
- Wage Works: 40% 40% 80%

**QE2:** How do you rate the service you use on each of the following characteristics? ASKED ONLY OF THOSE WHO USE THESE SERVICES

CAUTION: LOW SAMPLE SIZES - Combined Employers and Property Managers
- Commuter Direct (and Other - “ATP”  n = 16
- WMATA Direct  n = 35
- WMATA Smart Benefits  n = 12
- Wage Works  n = 5
Many Find It Easy to Renew Their Orders

**Ease of Order Renewal**

- **CommuterDirect/ATP**
  - 31% 44% 13%

- **Obtain directly from WMATA**
  - 29% 43% 72%

- **WMATA Smart Benefits**
  - 50% 17% 67%

- **Wage Works**
  - 40% 20% 60%

QE2: How do you rate the service you use on each of the following characteristics? ASKED ONLY OF THOSE WHO USE THESE SERVICES

CAUTION: LOW SAMPLE SIZES - Combined Employers and Property Managers

- Commuter Direct (and Other - “ATP”)
  - n = 16
- WMATA Direct
  - n = 35
- WMATA Smart Benefits
  - n = 12
- Wage Works
  - n = 5
Delivery Options Are Acceptable to Many

**RANGE OF DELIVERY OPTIONS**

- **CommuterDirect/ATP**
  - 25% (4)
  - 13% (5)
  - 38% (5 - Excellent)

- **Obtain directly from WMATA**
  - 23% (4)
  - 37% (5)
  - 60% (5 - Excellent)

- **WMATA Smart Benefits**
  - 17% (4)
  - 25% (5)
  - 42% (5 - Excellent)

- **Wage Works**
  - 40% (4)
  - 20% (5)
  - 60% (5 - Excellent)

**CAUTION:**
LOW SAMPLE SIZES - Combined Employers and Property Managers

Commuter Direct (and Other - “ATP”)
- n = 16

WMATA Direct
- n = 35

WMATA Smart Benefits
- n = 12

Wage Works
- n = 5

**QE2:** How do you rate the service you use on each of the following characteristics? ASKED ONLY OF THOSE WHO USE THESE SERVICES
Overall ease of use

QC16: Indicate how much your organization has benefited from offering transportation services. ASKED ONLY OF THOSE WHO ANSWERED “YES” IN Q9

Note: Due to small sample sizes, chart shows actual numbers of respondents and not percentages

Commuter Direct n = 11
Other “ATP” n = 5
QC16: Indicate how much your organization has benefited from offering transportation services. ASKED ONLY OF THOSE WHO ANSWERED “YES” IN Q9.
QC16: Indicate how much your organization has benefited from offering transportation services. ASKED ONLY OF THOSE WHO ANSWERED “YES” IN Q9

Note: Due to small sample sizes, chart shows actual numbers of respondents and not percentages

Commuter Direct n = 11
Other “ATP” n = 5
Ease of order renewal

QC16: Indicate how much your organization has benefited from offering transportation services. ASKED ONLY OF THOSE WHO ANSWERED “YES” IN Q9

Note: Due to small sample sizes, chart shows actual numbers of respondents and not percentages

Commuter Direct n = 11
Other “ATP” n = 5
Range of delivery options

Note: Due to small sample sizes, chart shows actual numbers of respondents and not percentages

Commuter Direct n = 11
Other “ATP” n = 5

QC16: Indicate how much your organization has benefited from offering transportation services. ASKED ONLY OF THOSE WHO ANSWERED “YES” IN Q9
ATP Sales Rep Performance
If “Don’t Know” is Removed, at Least Two Thirds Rate ATP Reps Favorably on These Dimensions

QF11: Overall, how would you rate your ATP sales representative’s performance on each of the following?

- **Employers: 4**
- **Employers: 5 - Excellent**
- **Property Managers: 4**
- **Property Managers: 5 - Excellent**

<table>
<thead>
<tr>
<th>Dimension</th>
<th>Employers: 4</th>
<th>Employers: 5 - Excellent</th>
<th>Property Managers: 4</th>
<th>Property Managers: 5 - Excellent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accessibility</td>
<td>50%</td>
<td>77%</td>
<td>47%</td>
<td>77%</td>
</tr>
<tr>
<td>Professionalism</td>
<td>64%</td>
<td>91%</td>
<td>63%</td>
<td>92%</td>
</tr>
<tr>
<td>Knowledge</td>
<td>60%</td>
<td>86%</td>
<td>48%</td>
<td>83%</td>
</tr>
<tr>
<td>Speed of Service</td>
<td>56%</td>
<td>82%</td>
<td>43%</td>
<td>82%</td>
</tr>
<tr>
<td>Friendliness</td>
<td>67%</td>
<td>91%</td>
<td>61%</td>
<td>87%</td>
</tr>
<tr>
<td>Pro-active suggestions</td>
<td>51%</td>
<td>74%</td>
<td>45%</td>
<td>72%</td>
</tr>
<tr>
<td>Responsiveness</td>
<td>51%</td>
<td>80%</td>
<td>46%</td>
<td>84%</td>
</tr>
<tr>
<td>Personalized service</td>
<td>58%</td>
<td>87%</td>
<td>41%</td>
<td>86%</td>
</tr>
</tbody>
</table>
Mean Scores for Sales Rep Ratings on Key Dimensions

QF11: Overall, how would you rate your ATP sales representative’s performance on each of the following?
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QF11: Overall, how would you rate your ATP sales representative’s performance on each of the following?

- 5 - Excellent
  - Employers: 40%
  - Property Managers: 34%
- 4
  - Employers: 14%
  - Property Managers: 15%
- 3
  - Employers: 4%
  - Property Managers: 5%
- 2
  - Employers: 0%
  - Property Managers: 0%
- 1 - Not good at all
  - Employers: 1%
  - Property Managers: 2%
- Don’t know
  - Employers: 40%
  - Property Managers: 44%
QF11: Overall, how would you rate your ATP sales representative’s performance on each of the following?
QF11: Overall, how would you rate your ATP sales representative’s performance on each of the following?
QF11: Overall, how would you rate your ATP sales representative’s performance on each of the following?

- **5 - Excellent**
  - Employers: 31%
  - Property Managers: 22%

- **4**
  - Employers: 25%
  - Property Managers: 15%

- **3**
  - Employers: 4%
  - Property Managers: 5%

- **2**
  - Employers: 2%
  - Property Managers: 0%

- **1 - Not good at all**
  - Employers: 1%
  - Property Managers: 3%

- **Don’t know**
  - Employers: 47%
  - Property Managers: 45%