Study Objectives & Methodology
Study Background

• This research study is a component of the 2006-2008 ACCS Program Research and Evaluation Plan.

• The overall purpose of this study is four-fold:

  1. To understand how the BikeArlington and WALKArlington programs are currently performing.

  2. To identify ways to improve the products and service delivery.

  3. To measure the overall impact of ACCS’ investment in BikeArlington and WALKArlington.

  4. To establish benchmarks to assess future performance gains.
Study Objectives

- Profile BikeArlington/WALKArlington current users.
- Identify reasons for using the mode (including commute).
- Assess other aspects of mode use such as length and frequency.
- Determine barriers to increased mode usage, including safety.
- Assess awareness, familiarity, use of, satisfaction with, and intent to refer services.
- Identify return on investment/impact/results - did the services influence or support travel change.
Research Interpretation Caution!

The study findings detailed in this report should be viewed as directional, and not perfect census-driven data as the sample was not randomly obtained.
Methodology - BikeArlington

- Online Survey
- Invitations sent to Community Bike Ride and “Bike to Work” Day Participants on June 25
  - Sent to 326 Bike to Work Day - Crystal City
    • 61 Responses (19% Response Rate)
  - Sent to 802 Bike to Work Day - Rosslyn
    • 206 Responses (26% Response Rate)
  - Sent to 383 Community Bike Ride
    • 85 Responses (22% Response Rate)
- Link posted on Web site
- No incentive offered
- Survey link discontinued on July 21
Responses by Source - BikeArlington

- Community Bike Ride: 23% (85 Respondents)
- Bike to Work Day - Crystal City: 16% (61 Respondents)
- Bike to Work Day - Rosslyn: 206 Respondents
- All others (Web site, etc.): 6% (24 Respondents)
Respondent Profile
# Demographic Profile

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Bike Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arlington Resident</td>
<td>64%</td>
</tr>
<tr>
<td>Employed Full-Time</td>
<td>93%</td>
</tr>
<tr>
<td>Primary mode of transportation to work</td>
<td></td>
</tr>
<tr>
<td>Drive Alone</td>
<td>18%</td>
</tr>
<tr>
<td>Bike</td>
<td>39%</td>
</tr>
<tr>
<td>Age</td>
<td>42</td>
</tr>
<tr>
<td>White</td>
<td>81%</td>
</tr>
<tr>
<td>Mean Income</td>
<td>$107K</td>
</tr>
<tr>
<td>Gender</td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>64%</td>
</tr>
<tr>
<td>Female</td>
<td>31%</td>
</tr>
</tbody>
</table>
Map of Bike Respondents’ Home Zip Codes
83% of Respondents Have Lived in Arlington for at Least Two Years

Q24A: Your zip code indicates that you live in Arlington County. How long have you lived in the County?

- Less than 2 years: 17%
- 2 to 5 years: 27%
- 6 to 10 years: 15%
- More than 10 years: 41%
Q25: What is your current employment status?

Almost All of the Respondents are Employed

- Employed full time: 93%
- Employed part time: 3%
- Not employed: 3%
- Other: 1%
Bicycle is the Most Common Primary Commute Mode, and Fewer than One in Five Drive Alone

Q26: What type of transportation do you typically use to get to work? Please choose only the one type you use most days in a typical week. If you use more than one type on a particular day, indicate the type you use for the longest distance part of your trip.

<table>
<thead>
<tr>
<th>Mode</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bicycle</td>
<td>40%</td>
</tr>
<tr>
<td>Metrorail</td>
<td>23%</td>
</tr>
<tr>
<td>Drive alone</td>
<td>18%</td>
</tr>
<tr>
<td>Carpool</td>
<td>4%</td>
</tr>
<tr>
<td>Walk</td>
<td>4%</td>
</tr>
<tr>
<td>Bus</td>
<td>3%</td>
</tr>
<tr>
<td>Telework</td>
<td>2%</td>
</tr>
<tr>
<td>Commuter train</td>
<td>1%</td>
</tr>
<tr>
<td>Other</td>
<td>5%</td>
</tr>
</tbody>
</table>

Those employed
n = 359
84% Use Another Type of Transportation, Beyond Their Primary Mode

Q26A: Do you ever use another type of transportation to get to work, other than the one you just indicated? Q26B: What other types of transportation do you use?

Proportions of Respondents Who Use Other Types of Transportation

- Metrorail: 50%
- Bicycle: 44%
- Drive alone: 34%
- Bus: 28%
- Walk: 14%
- Telework: 10%
- Carpool: 10%
- Other: 3%

Those who use another type of transportation
n = 302
7 in 10 of Those Who Use More Than One Type of Transportation, Do So At Least Once a Week

Q26C: How often do you typically use any of these other types of transportation to get to work?

- More than two days per week: 10%
- Two days per week: 25%
- One day per week: 14%
- A few times per month: 24%
- Once a month: 4%
- A few times per year: 15%
- Only in emergencies: 3%
- Other: 5%

n = 302
Map of Bike Respondents’ Work Zip Codes
The Majority Live at Least 5 Miles from Their Workplace

Q28: About how far is it from your home to work? (ex. 10.0 miles or 0.5 miles)

- 0 to .9 miles: 5%
- 1 to 1.9 miles: 3%
- 2 to 4.9 miles: 18%
- 5 to 9.9 miles: 42%
- 10 to 45 miles: 32%

Those who are employed
n = 359
Q29: How far from your home is the nearest bus stop or train station?

Most Respondents Have a Transit Stop Within a Couple of Blocks of Their Home

- 1 to 2 blocks: 47%
- 3 to 5 blocks: 31%
- 6 to 10 blocks: 12%
- More than 10 blocks: 6%
- Other/Don’t know: 4%

Southeastern Institute of Research
The Mean Age is 42

Q30: In what year were you born?

LDA CONSULTING
98% speak English as their primary language. 1% speak Spanish and 1% another language.

Of those whose primary language is not English - 9 said they prefer communications in English, 1 said in another language, and 2 said they don’t have a preference.

Q31: Which one of the following best describes your racial background?
Q32: What is the primary language spoken in your household?
Q32A. In what language would you prefer to read communications from BikeArlington (such as bike safety brochures or other information)?

The Majority Consider Themselves Caucasian

- White: 81%
- Asian: 4%
- Hispanic: 2%
- Black: 2%
- Other: 3%
- Prefer not to answer: 8%
The Mean Annual Income is $107,000

Q30: Which category best represents your household’s total annual income?

- Less than $60K: 13%
- $60K to $120K: 35%
- More than $120K: 37%
- Don’t know/Prefer not to answer: 15%
Most Respondents Are Male

Q34: Gender (based on “Are you . . .“

- Male: 65%
- Female: 31%
- Prefer not to answer: 4%
Q35. Thank you for taking the time to take this survey. The opinions you shared in this survey will be very helpful to BikeArlington. From time to time we would like to test new ideas for the site with a panel made up of people like you. Panel members would share their opinions with us through short email surveys. We would not use your email for any other purpose - just periodic feedback. Would you be interested in possibly participating on such a panel?
207 Respondents Would Be Interested in Participating in a Panel

No 45%
Yes 55%
Biking
Exercise and Enjoyment Top the List of Reasons to Ride a Bike, but Three-Quarters Say that They Ride Their Bike to Work

Q1: For what reason(s) do you typically ride your bike?

- Exercise: 86%
- Enjoyment: 79%
- Commute to work: 73%
- Run errands: 45%
- Social activities: 35%
- Visit friends or family: 22%
- Other reasons: 5%

Note: The high level of those reporting that they bike to work may be explained by the fact that 71% of the sample was collected from Bike to Work participants. Results should therefore be interpreted with caution.
Q2: How often do you bike?

Most Respondents Ride Their Bikes at Least Once a Week

- Daily: 38%
- A couple of times a week: 44%
- Once a week: 10%
- At least once a month, not weekly: 6%
- Seldom: 2%

Those that ride their bikes to work are more likely to ride daily. Not surprisingly, those that ride their bikes purely for exercise/enjoyment ride them much less often. Men ride their bikes more frequently than women.
Q3: How long is your typical ride (round trip in miles) when you use your bike. Chart depicts means divided by 2 to show one-way trips.
Not surprisingly, those who bike to work are much more likely to bike alone. Those who bike just for exercise/enjoyment are more likely to ride with one other person. Men are also more likely to bike alone.

Q4: Do you typically bike alone or with others?
Q5: In what Arlington area(s) or location(s) do you often ride your bike?

- About Three-Quarters Use Multi-Use Trails and Many Areas of the County Are Popular for Biking

- Multi-Use Trails: 71%
- Rosslyn: 47%
- Ballston: 45%
- Clarendon: 44%
- Court House: 39%
- Crystal City/National Airport: 36%
- North Arlington: 34%
- East Falls Church: 30%
- Shirlington: 28%
- Virginia Square: 27%
- Pentagon/Pentagon City: 21%
- South Arlington: 20%
- Columbia Pike: 12%
- West Arlington: 9%
- Other: 15%
No One Reason Stands Out to Explain Why Respondents Don’t Bike More

Those who bike purely for exercise/enjoyment are more likely to say that they don’t have the time to bike more often and less likely to say that the weather impacts their amount of biking.

Q7: Why do you not bike more often? OPEN END
Respondents Feel Safe Biking During the Day, but Safety May be an Issue at Night

Q6: How safe do you feel when you bike during the day?
Q6A: How safe do you feel when you bike during the evening or at night?

Women feel much less safe than men do while biking at night.
Q6B: What safety issues do you encounter when biking? OPEN-END

Respondents Feel That Most of the Safety Issues Are Caused by Drivers

- Poor or thoughtless drivers: 27%
- Runners/walkers not paying attention: 24%
- Heavy traffic: 24%
- Road hazards/poorly maintained trails: 22%
- Aggressive drivers: 12%
- Not enough bike lanes: 11%
- Dogs poorly controlled: 11%
- Other bikers who are unsafe: 11%
- Breaks in the trails: 10%
- Lighting issues: 10%
- Visibility - drivers don't see bikers: 9%
- Crime: 8%
- People open doors without checking: 6%
- Drivers turn right in front of bikers: 6%
- Other: 28%

Bars in yellow are Driver-related.

NOTE: Question asked of those who indicated that they feel somewhat unsafe or not at all safe while biking during the day or at night.
**Key Findings:**

Women are currently biking much less frequently than men—particularly to work.

While most respondents generally feel fairly safe while biking, there are some that do not—and safety at night appears to be much more of a concern than during the day. Unsafe drivers are the primary safety concern of most cyclists.

**Implications:**

There may be a particular opportunity to promote biking to women. Consider targeting women by offering programs that might appeal more to them. Continue to focus on promoting the aspects of exercise and enjoyment to both men and women—many people say that they bike both to get around and for fitness/fun.

In terms of safety, strive to implement programs that combat the fear of unsafe drivers—either by physically separating bikers from drivers through the usage of bike trails/lanes or by educating drivers on how they can better share the road with bikers.
Not Surprisingly, Those Who Bike to Work Are More Likely to Be Employed Full Time; Women Are Less Likely To Bike To Work

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Bike to Work</th>
<th>Don’t Bike to Work</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arlington Resident</td>
<td>64%</td>
<td>64%</td>
</tr>
<tr>
<td>Employed Full-Time</td>
<td>96%</td>
<td>84%</td>
</tr>
<tr>
<td>Primary mode of transportation to work</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Drive Alone</td>
<td>11%</td>
<td>39%</td>
</tr>
<tr>
<td>Bike</td>
<td>52%</td>
<td>1%</td>
</tr>
<tr>
<td>Age</td>
<td>42</td>
<td>42</td>
</tr>
<tr>
<td>White</td>
<td>83%</td>
<td>78%</td>
</tr>
<tr>
<td>Mean Income</td>
<td>$108K</td>
<td>$103K</td>
</tr>
<tr>
<td>Gender</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>68%</td>
<td>55%</td>
</tr>
<tr>
<td>Female</td>
<td>27%</td>
<td>42%</td>
</tr>
</tbody>
</table>
Recall, 73% of Respondents Bike to Work; And, on Average, They Travel 13.3 Miles Round Trip to Do So

Q1: For what reason(s) do you typically ride your bike?
Q3: How long is your typical ride (round trip in miles) when you use your bike. Chart depicts means divided by 2 to show one-way trips.

One-way trips

- Miles for social activities: 6.3
- Miles for visits to friends/family: 3.6
- Miles for errands: 1.6
- Miles to work: 6.7
- Miles for enjoyment: 8.6
- Miles for exercise: 12.0

Commute to work: 73%
Run errands: 45%
Social activities: 35%
Visit friends or family: 22%
Other reasons: 5%
Exercise: 86%
Enjoyment: 79%
Of Those Who Bike to Work, the Majority Do so More than Once a Week

- Daily: 39%
- A couple of times a week: 40%
- Once a week: 8%
- At least once a month, not weekly: 8%
- Seldom: 5%

Note: Asked only of those who said they bike to work. n = 274

52% of those who report biking to work say that it is their “typical” mode of transportation to work.

Men are almost twice as likely as women to bike to work daily.

Q2A: How often do you bike to work?
The Majority of Those that Bike to Work Report Having Showers at Their Workplace

Q2B: Following is a list of biking facilities that may or may not be available at your workplace. In the first column, check all the facilities that are provided at your workplace.

- Showers: 76%
- Secured, enclosed racks: 50%
- Connection to bike lanes: 47%
- Connection to bike trails: 39%
- Open weather protected racks: 35%
- Unsheltered racks: 33%
- Overnight lockers: 31%

Note: Asked only of those who said they bike to work in Q1
n = 275
And Showers At The Workplace Influenced More than Half to Bike to Work

Q2C: Which of these facilities influenced your decision to bike to work?

- Showers: 53%
- Secured, enclosed racks: 28%
- Connection to bike trails: 23%
- Connection to bike lanes: 19%
- Overnight lockers: 14%
- Open weather protected racks: 10%
- Unsheltered racks: 2%

Note: Asked only of those who said they bike to work in Q1 and had at least one workplace biking amenity. n = 266
Q2B: Following is a list of biking facilities that may or may not be available at your workplace. In the first column, check all the facilities that are provided at your workplace. For those that are not provided, please indicate if you would like to have them provided or not.

Note: Asked of those who said they bike to work in Q1
n = 275
About Half Would Consider Riding Their Bikes to a Metro Station and Then Riding the Metro to Work

Q2D: Would you consider riding your bike to a Metro station, parking your bike, and riding the Metro to work?

Note: Asked of those who said they bike to work in Q1
n = 275
Respondents Say They Would Use Connections to Bike Trails and Lanes as Well as Secured, Enclosed Bike Racks at the Metro

Q2E: Which of the following facilities would you use at a Metro station?

- Connection to bike trails: 92%
- Connection to bike lanes: 89%
- Secured, enclosed racks: 88%
- Open weather protected racks: 76%
- Unsheltered racks: 45%
- Showers: 39%
- Overnight lockers: 32%

Note: Asked of those who said they bike to work in Q1 and would bike to a Metro station

n = 140
Key Findings:

Those who bike to work are very likely to have workplace amenities that influence them to do so. Three-quarters of those who bike to work say that they have showers at their workplace and half of people biking to work said that the presence of showers influenced their decision to use that mode of transportation.

Of those currently riding their bikes to work, half say that they would consider riding their bike to a Metro station and then riding their bike to work. In order to do so, however, they want connections to bike trails/lanes and secure enclosed/protected racks where they can leave their bikes.

Implications:

Encourage businesses to offer showers to their employees. Doing so may encourage more people to use their bike to commute to work.

Work with the Metro stations to promote safe and easy connections to bike trails/lanes. Further, make sure that the Metros are offering secure enclosed/protected racks for commuters to leave their bikes while they’re riding the Metro and at work.
BikeArlington
Program and Impact
Only 6% of Respondents Report Visiting BikeArlington.com to Get Information on Transportation in Arlington County

Q8: Where do you commonly go to get information on transportation in Arlington County including biking? OPEN END
**Only Half of Respondents Say They Have Used BikeArlington and 22% Say They Are Not Even Aware of It**

<table>
<thead>
<tr>
<th>Service</th>
<th>Have used in the past</th>
<th>Have not used, but am aware</th>
<th>Am not aware</th>
</tr>
</thead>
<tbody>
<tr>
<td>Metro/WMATA</td>
<td>90%</td>
<td>7%</td>
<td>3%</td>
</tr>
<tr>
<td>WABA</td>
<td>86%</td>
<td>12%</td>
<td>2%</td>
</tr>
<tr>
<td>BikeArlington</td>
<td>51%</td>
<td>27%</td>
<td>22%</td>
</tr>
<tr>
<td>The Commuter Store</td>
<td>35%</td>
<td>39%</td>
<td>27%</td>
</tr>
<tr>
<td>ART</td>
<td>25%</td>
<td>57%</td>
<td>17%</td>
</tr>
<tr>
<td>CommuterPage.com</td>
<td>24%</td>
<td>28%</td>
<td>48%</td>
</tr>
<tr>
<td>Commuter Connections</td>
<td>22%</td>
<td>37%</td>
<td>40%</td>
</tr>
<tr>
<td>ACCS</td>
<td>14%</td>
<td>30%</td>
<td>56%</td>
</tr>
<tr>
<td>Car Free Diet</td>
<td>11%</td>
<td>41%</td>
<td>48%</td>
</tr>
<tr>
<td>WALKArlington</td>
<td>10%</td>
<td>31%</td>
<td>60%</td>
</tr>
<tr>
<td>VRE</td>
<td>8%</td>
<td>78%</td>
<td>14%</td>
</tr>
<tr>
<td>CommuterDirect.com</td>
<td>7%</td>
<td>26%</td>
<td>67%</td>
</tr>
<tr>
<td>Telework VA!</td>
<td>1%</td>
<td>13%</td>
<td>85%</td>
</tr>
</tbody>
</table>

Q9: Following is a list of commuter services. In the first column, check all the services or benefits that you have used. For those that you have not used, please indicate if you are aware of them or not.
Recall In the 2006 Resident Study, About a Third of Arlington County Residents Were Familiar with BikeArlington When Prompted.
Q10: How familiar are you with the organization BikeArlington?

Note: This question was only asked of those who are aware of BikeArlington (n = 295)
So, in actuality, only 15% of respondents are familiar with BikeArlington
Q10A: To the best of your knowledge, what organization runs, or is responsible for BikeArlington? OPEN END

The Majority Say that BikeArlington is Run By Arlington County, But a Third Don’t Know

- Arlington County: 60%
- WABA: 7%
- Another organization: 7%
- Other responses: 2%
- Don’t know: 31%

Note: Asked of those who are aware of and familiar with BikeArlington

n = 251
Q14: How did you learn about Bike Arlington?

Respondents Heard About Bike Arlington Through a Number of Different Sources; Many Do Not Recall How They Heard About It

- Community event: 17%
- Other website: 14%
- Word of mouth: 8%
- Brochure: 4%
- Advertisement: 3%
- Media coverage: 2%
- The Commuter Store: 2%
- CommuterPage.com: 2%
- Other: 22%
- Don't know/recall: 25%

Note: Asked of those who are aware of and familiar with Bike Arlington

n = 251
Respondents Have Mixed Feelings About How to Communicate BikeArlington and Biking Information to More Potential Cyclists

Those who had not heard of BikeArlington were particularly likely to suggest advertising.

Q21: Do you have any suggestions on how to get BikeArlington and other biking information to more Arlington residents, commuters, and visitors? OPEN END
Q12: How often do you use BikeArlington services?

Most Respondents Seldom Use BikeArlington Services

- Daily: 4%
- A couple times a week: 9%
- Once a week: 8%
- At least once a month, but not weekly: 22%
- Seldom: 49%
- Never: 8%

Note: Asked of those who are aware of and familiar with BikeArlington
n = 251
But Many Have Used These Services in the Past; Bike Lanes/Trails Are the Most Popular Service

<table>
<thead>
<tr>
<th>Service</th>
<th>Have used in the past</th>
<th>Have not used, but am aware</th>
<th>Am not aware</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bike lanes/trails</td>
<td>91%</td>
<td>3%</td>
<td>6%</td>
</tr>
<tr>
<td>Bike Map</td>
<td>85%</td>
<td>6%</td>
<td>8%</td>
</tr>
<tr>
<td>Bike to Work Day</td>
<td>80%</td>
<td>19%</td>
<td>1%</td>
</tr>
<tr>
<td>BA Web site</td>
<td>58%</td>
<td>25%</td>
<td>17%</td>
</tr>
<tr>
<td>Public bike racks</td>
<td>58%</td>
<td>26%</td>
<td>16%</td>
</tr>
<tr>
<td>Community Bike Ride</td>
<td>36%</td>
<td>45%</td>
<td>19%</td>
</tr>
<tr>
<td>Safe Bicycling booklet</td>
<td>27%</td>
<td>30%</td>
<td>43%</td>
</tr>
<tr>
<td>Confident City Cycling classes</td>
<td>8%</td>
<td>50%</td>
<td>43%</td>
</tr>
<tr>
<td>Bike to Work classes</td>
<td>2%</td>
<td>31%</td>
<td>67%</td>
</tr>
</tbody>
</table>

Q11: Following is a list of services and information that BikeArlington provides. In the first column, check all that you have used. For those that you have not used, please indicate if you are aware of them or not.
Q19: Since you first started using BikeArlington services, have you made any of the following changes in your biking behavior?

Of Those Who Have Used BikeArlington Services, 39% Have Made a Change to Their Biking Behavior

- Ride my bike more often for non-work: 11%
- Ride my bike more often for work: 10%
- Started riding my bike for work: 11%
- Started riding my bike for non-work: 7%
- Did not make any of these changes: 51%
- Don’t know: 11%

Note: The answers are only reported for those who have used BikeArlington services. n = 184
More than Half Are Satisfied with BikeArlington Services, But Many Don’t Know

Q15: How satisfied are you with the BikeArlington services you have used?

Note: Asked of those who are aware of and familiar with BikeArlington
n = 251

Those who have changed their behavior as a result of BikeArlington were much more likely to be “very satisfied.”
Q16: How likely are you to use BikeArlington services in the future?

Q20: BikeArlington is an initiative of Arlington County, Virginia - where people have many options for moving about their community. Ultimately, BikeArlington is an effort to build on an existing partnership between Arlington citizens, businesses, and County staff to encourage more people to bike more often. Some of the services BikeArlington provides are classes, bike maps, and the BikeArlington.com Web site, among others. How likely are you to use BikeArlington services in the future?

Not Surprisingly, Those Who Are Aware of and Familiar With BikeArlington Are More Likely to Use it in the Future Than Those Who Have Not

Note: Those who are aware of and familiar with BikeArlington, n = 251
Those who are not aware or not familiar with BikeArlington, n = 126

Those who have changed their behavior since first using BikeArlington services were much more likely to say that they will use BikeArlington services again in the future.
Q17: How likely are you to refer BikeArlington to someone who could use its services in the future?

Two-thirds Say They Are Likely to Refer BikeArlington

Note: Asked of those who are aware of and familiar with BikeArlington
n = 251

Those who have changed their behavior as a result of BikeArlington are particularly likely to recommend BikeArlington to someone else.
The “Net Promoter Score”

- The Net Promoter Score is defined as

\[
\text{Net Promoter Score} = \frac{\text{Percentage of promoters}}{\text{Percentage of detractors}}
\]

\[
= \frac{68\%}{10\%}
\]

BikeArlington Net Promoter Score \(= 58\%
\)
# Other Net Promoter Scores

**• BikeArlington** 58%

- USAA 82%
- HomeBanc* 81%
- Harley-Davidson 81%
- Costco 79%
- Amazon 73%
- Chick-Fil-A* 72%
- Ebay 71%
- Vanguard 70%
- SAS 66%
- Apple 66%
- Intuit* 58%
- Cisco 57%
- Federal Express 56%
- Southwest Airlines 51%
- American Express 50%
- Commerce Bank 50%
- Dell 50%
- Adobe 48%
- Electronic Arts 48%

* All NPS statistics are based on Bain or Satmetrix surveys with the exceptions of Intuit, Chick-fil-A, and HomeBanc. For these firms, Satmetrix used data that the companies provided. Their data was gathered in a reasonable (but not perfectly equivalent) fashion.

---

Other ACCS Net Promoter scores:

- Commuter Store 78%
- ATP 61%
- Commuter Direct Individuals 82%
- Commuter Direct Corporate 96%
Many—Especially Those Who Have Changed Their Actions Because of BikeArlington—Have Already Referred the Organization

Q18: Have you ever referred BikeArlington to anyone?

Note: Those who are aware of and familiar with BikeArlington
n = 250

Used BA
n = 179

Have not used BA
n = 71

Those who have made a change in their biking behavior since starting to use BikeArlington are even more likely to have referred someone.
**Key Findings:**

Satisfaction with BikeArlington is high and many who have used BikeArlington’s services say that it has contributed to changes in their biking behavior. Among those who are not active users of the services, however, awareness and usage of the organization and services are low.

**Implications:**

In order to increase usage of BikeArlington’s services, it is necessary to first increase awareness. Additionally, have a clear message in terms of what you deliver for those who bike. Respondents say that they would like to see more advertising. In addition to advertising, use your current users to promote BikeArlington. Most of those aware of BikeArlington say that they would refer you to others—and many already have!
New BikeArlington Services
Q13: Are there any services that BikeArlington does not provide, that you wish it would? OPEN END

Note: Asked of those who are aware of and familiar with BikeArlington
n = 251
Most Respondents Say That They Are Unlikely to Use a Bike Sharing Service

Q22A: Bike-sharing would allow participants to borrow a bike to ride to their destination for a nominal fee. How likely would you be to use a bike-sharing service?

Demand Discount Model:
50% of those who say “5”, 25% of those who say “4” = 8% potential new users
Q22B: Cycle tracks are physically separated bike lanes on the passenger side of parked vehicles making it safer for bicyclists to travel. How likely would you be to use cycle tracks?

Many, However, Would Use Cycle Tracks

Demand Discount Model: 50% of those who say “5”, 25% of those who say “4” = 38% potential new users
Finally, Respondents Had Many Comments, But the Most Common Was “Keep Up the Good Work”

Of those who provided comments, n = 131

Q23: If there is any other comment or suggestion you would like to make about BikeArlington or biking, please do so here. OPEN END
**Key Findings:**

Intent to use Cycle Tracks is high—with more than three-quarters of respondents saying that they would be likely to use them. Bike sharing, however, is a much less appealing program among this specific sample.

**Implications:**

Work towards implementing Cycle Tracks as many say they would use them. Furthermore, recall that many respondents said that driver’s behavior was their primary safety concern—so promote the claim that Cycle Tracks would reduce that concern by physically separating cyclists from cars.

Do not dismiss the notion of Bike Sharing quite yet. Almost a quarter said that they would be likely to use the program. And recall, this sample consists of just those who have already participated in a cycling event (and therefore must already have access to a bicycle). Further research may be necessarily among the general population to determine if the idea may be more appealing to those who do not already have access to a bicycle.
Methodology - WALKArlington

- Online survey
- Invitations sent to 997 *Pacer* Newsletter subscribers on June 11
  - 163 responses (16% response rate)
  - 76 emails undeliverable
- Reminders sent to *Pacer* Newsletter subscribers July 1
- Invitations also sent to listserv on June 16
- Link posted on Web site
- No incentive offered
- Survey link discontinued on July 21
Responses by Source - WALKArlington

- **Pacer Newsletter**: 163 Respondents (96%)
- **All others (Web site, listserv, etc.)**: 7 Respondents (4%)

Sample Source

Southeastern Institute of Research
Respondent Profile
## Demographic Profile

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arlington Resident</td>
<td>86%</td>
</tr>
<tr>
<td>Employed Full-Time</td>
<td>65%</td>
</tr>
<tr>
<td>Primary mode of transportation to work</td>
<td></td>
</tr>
<tr>
<td>Drive Alone</td>
<td>40%</td>
</tr>
<tr>
<td>Walk</td>
<td>9%</td>
</tr>
<tr>
<td>Age</td>
<td>52</td>
</tr>
<tr>
<td>White</td>
<td>80%</td>
</tr>
<tr>
<td>Mean Income</td>
<td>$98K</td>
</tr>
<tr>
<td>Gender</td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>32%</td>
</tr>
<tr>
<td>Female</td>
<td>65%</td>
</tr>
</tbody>
</table>
Map of Walk Respondents’ Home Zip Codes
Q24A: Your zip code indicates that you live in Arlington County. How long have you lived in the County?
Q25: What is your current employment status?

Only Two-thirds of the Respondents are Employed

- Employed full time: 65%
- Employed part time: 9%
- Not employed: 22%
- Other: 4%
Q26: What type of transportation do you typically use to get to work? Please choose only the one type you use most days in a typical week. If you use more than one type on a particular day, indicate the type you use for the longest distance part of your trip.

Drive Alone is the Most Common Primary Commute Mode, But Still Below the Resident Average of 47%*

*From 2006 Arlington Resident Telephone Study

Those employed
n = 127
Q26A: Do you ever use another type of transportation to get to work, other than the one you just indicated? Q26B: What other types of transportation do you use?

66% Use Another Type of Transportation, Beyond Their Primary Mode

Proportions of Respondents Who Use Other Types of Transportation

- 38% metrorail
- 38% bus
- 30% drive alone
- 29% walk
- 17% telework
- 14% carpool
- 12% bicycle
- 2% commuter train
- 1% other

Males are more likely to ride a bicycle as their primary mode.

Those who use another type of transportation n = 84
Only 4 in 10 of Those Who Use More Than One Type of Transportation, Do So At Least Once a Week

Males are more likely than females to use more than one type of transportation.

Those who use another type of transportation  
\( n = 84 \)

Q26C: How often do you typically use any of these other types of transportation to get to work?
Map of Walk Respondents’ Work Zip Codes
The Majority Live at Least 5 Miles from Their Workplace

Q28: About how far is it from your home to work? (ex. 10.0 miles or 0.5 miles)

- 0 to .9 miles: 10%
- 1 to 1.9 miles: 6%
- 2 to 4.9 miles: 18%
- 5 to 9.9 miles: 40%
- 10 to 37 miles: 26%

Those who are employed
n = 126
Q29: How far from your home is the nearest bus stop or train station?

Most Respondents Have a Transit Stop Within a Couple of Blocks of Their Home

- 1 to 2 blocks: 56%
- 3 to 5 blocks: 25%
- 6 to 10 blocks: 11%
- More than 10 blocks: 4%
- Other/Don’t know: 4%
Q30: In what year were you born?

The Mean Age is 52

- Generation Y: 1%
- Generation X: 27%
- Baby Boomer Generation: 53%
- Silent Generation: 19%

Mean age for males is 54. Mean age for females is 50.
99% speak English as their primary language. 1% speak Spanish and 1% another language. Of those whose primary language is not English - 1 said they prefer communications in English and 1 said they don’t have a preference.

Q31: Which one of the following best describes your racial background?
Q32: What is the primary language spoken in your household?
Q32A. In what language would you prefer to read communications from WALKArlington (such as pedestrian safety brochures or other information)?
Q30: Which category best represents your household’s total annual income?

- Less than $60K: 18%
- $60K to $120K: 28%
- More than $120K: 28%
- Prefer not to answer: 26%

The Mean Annual Income is $98,000
Most Respondents Are Female

Q34: Gender (based on “Are you . . .“

- Female: 64%
- Male: 32%
- Prefer not to answer: 4%
Q35. Thank you for taking the time to take this survey. The opinions you shared in this survey will be very helpful to WALKArlington. From time to time we would like to test new ideas for the site with a panel made up of people like you. Panel members would share their opinions with us through short email surveys. We would not use your email for any other purpose - just periodic feedback. Would you be interested in possibly participating on such a panel?
98 Respondents Would Be Interested in Participating in a Panel

No 42%
Yes 58%
Walking
Q1: For what reason(s) do you typically walk?

Exercise and Enjoyment Are the Primary Reasons that People Walk

- Exercise: 88%
- Enjoyment: 69%
- Run errands: 58%
- Social activities: 39%
- Commute to work: 30%
- Visit friends or family: 28%
- Other reasons: 17%

Only 21% say that they walk only for exercise or enjoyment. The other 79% walk to get around as well.

Men are far more likely than women to walk to get to/from work.
84% of those that walk to work report that they walk daily. Not surprisingly, those who walk just for exercise/enjoyment walk less frequently. Men walk much more frequently than women.

Q2: How often do you walk?
Q2A: How often do you walk to work?

Three-Quarters Walk to Work
More than Once a Week

- Daily: 52%
- A couple of times a week: 23%
- Once a week: 2%
- At least once a month, not weekly: 9%
- Seldom: 14%

Note: Asked of those who said they walk to work in Q1

Only 21% of those who report walking to work say that it is their “typical” means of getting to work—indicating that the majority are using multiple different means.
Not Surprisingly, Those Who Walk to Work Are More Likely to Be Employed Full Time; Women Are Less Likely To Walk To Work

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Walk to Work</th>
<th>Don’t Walk to Work</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arlington Resident</td>
<td>86%</td>
<td>84%</td>
</tr>
<tr>
<td>Employed Full-Time</td>
<td>82%</td>
<td>58%</td>
</tr>
<tr>
<td>Primary mode of transportation to work</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Drive Alone</td>
<td>4%</td>
<td>61%</td>
</tr>
<tr>
<td>Walk</td>
<td>21%</td>
<td>1%</td>
</tr>
<tr>
<td>Age</td>
<td>48</td>
<td>53</td>
</tr>
<tr>
<td>White</td>
<td>90%</td>
<td>76%</td>
</tr>
<tr>
<td>Mean Income</td>
<td>$108K</td>
<td>$93K</td>
</tr>
<tr>
<td>Gender</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>43%</td>
<td>27%</td>
</tr>
<tr>
<td>Female</td>
<td>53%</td>
<td>70%</td>
</tr>
</tbody>
</table>

Not Surprisingly, Those Who Walk to Work Are More Likely to Be Employed Full Time; Women Are Less Likely To Walk To Work

The majority of those who are not White among the group that do not walk to work said that they “prefer not to answer.”
Q3: How long is your typical walk (round trip in miles) when you walk... Chart depicts means
Females Are Less Likely to Walk Further for Exercise, Enjoyment, Work, and Errands

Q3: How long is your typical walk (round trip in miles) when you walk... Chart depicts means

Male n = 54
Female n = 110
Not surprisingly, those who walk to work are much more likely to walk alone.

About Two-Thirds of Respondents Say That They Typically Walk Alone, Whereas a Quarter Walk With One Other Person

Q4: Do you typically walk alone or with others?
Females Are Slightly But Not Significantly More Likely to Walk Alone

Q4: Do you typically walk alone or with others?

Male n = 54
Female n = 110
About Four in Ten People Use Multi-Use Trails; Ballston and Clarendon Are the Most Popular Places for Walking

Q5: In what Arlington area(s) or location(s) do you often walk?
Females Are Slightly But Not Significantly Less Likely to Walk in Ballston, Clarendon, VA Square, Courthouse, Crystal City, the Pentagon, and on Multi-Use Trails

Q5: In what Arlington area(s) or location(s) do you often walk?

Male n = 54
Female n = 110
Time or Weather Are the Biggest Reasons That People Don’t Walk More Often

- Time - not enough of it: 34%
- Weather, air pollution: 33%
- Work/schedule obligations: 14%
- Laziness/lack of motivation: 9%
- Too old/not fit enough: 9%
- Difficult terrain: 8%
- Already walking as much as can: 6%
- Crosswalks should be better: 5%
- Don’t feel safe: 4%
- Distance too far: 4%
- Other exercise takes up time: 4%
- Have to transport heavy things: 4%
- Drivers who are careless: 3%
- Family or relationship issues: 3%
- Don’t like walking in the dark: 3%
- Other responses: 8%
- No factors prevent: 3%

Q7: Why do you not walk more often? OPEN END
Males Are More Likely Than Females to Site These Factors For Not Walking More Often

Q7: Why do you not walk more often?  OPEN END

- **Difficult terrain**: Male 16%, Female 4%
- **Crosswalks should be better**: Male 10%, Female 2%
- **Drivers who are careless**: Male 8%, Female 1%
- **No factors prevent**: Male 8%, Female 1%

Note: No other differences are significant at the 95% level.

Male n = 54
Female n = 110
Almost Everyone Feels Safe Walking During the Day, But Only About Two-Thirds Feel That Way at Night

- **Very safe**: 71% during the day vs. 44% at night
- **Somewhat safe**: 21% during the day vs. 15% at night
- **Neither safe nor unsafe**: 11% during the day vs. 15% at night
- **Somewhat unsafe**: 5% during the day vs. 2% at night
- **Not at all safe**: 2% during the day vs. 7% at night
- **Don’t know**: 0% during the day vs. 4% at night

Q6: How safe do you feel when you walk during the day?
Q6A: How safe do you feel when you walk during the evening or at night?

Men are about twice as likely as women to say that they feel “very safe” while walking at night.

Those who walk purely for exercise/enjoyment report feeling less safe at night than those who walk for other purposes.
Lighting, Fear of Crime, and Aggressive or Dangerous Drivers are the Primary Safety Issues for Those Who Do Not Feel Safe

Q6B: What safety issues do you encounter when walking?

NOTE: Question only asked of those who indicated that they feel somewhat unsafe or not at all safe while walking during the day or at night.

CAUTION: SMALL SAMPLE SIZE (n=35)
Key Findings:

Women are more likely than men to walk* but walk less frequently and are less likely to walk to work.

While most respondents generally feel fairly safe while walking during the day, there appear to be more concerns at night—particularly from women. Lighting and fear of crime are the most frequent safety issues.

Implications:

There may be the need for a segmented approach to promoting walking which encourages women to walk to work more often. They’re already walking for exercise and to get other places, but they’re not using walking as a means of commute nearly as often as are men. Continue to focus on promoting the aspects of exercise and enjoyment to both men and women—many people say that they walk both to get around and for fitness/fun.

Address issues of crime and lighting as they may be keeping some people—particularly women—away from walking.

*Recall that the sample is not perfectly representative of all of those who may be walking in Arlington County. This finding should therefore be interpreted with caution.
WALKArlington Program and Impact
About a Fifth of Respondents Say That They Use Walk Arlington to Get Information About Transportation in Arlington County

Q8: Where do you commonly go to get information on transportation in Arlington County including walking?

- Internet/web: 30%
- Arlington County Website: 21%
- WalkArlington: 19%
- Metro website/WMATA: 13%
- Various maps: 7%
- Commuterpage.com: 6%
- ART website: 4%
- Other responses: 24%
Three Quarters Say They Have Used WALKArlington in the Past and Almost All Are Aware of It

<table>
<thead>
<tr>
<th>Service</th>
<th>Have used in the past</th>
<th>Have not used, but am aware</th>
<th>Am not aware</th>
</tr>
</thead>
<tbody>
<tr>
<td>Metro/WMATA</td>
<td>91%</td>
<td>8%</td>
<td>1%</td>
</tr>
<tr>
<td>WALKArlington</td>
<td>75%</td>
<td>22%</td>
<td>3%</td>
</tr>
<tr>
<td>The Commuter Store</td>
<td>46%</td>
<td>42%</td>
<td>12%</td>
</tr>
<tr>
<td>ART</td>
<td>38%</td>
<td>58%</td>
<td>4%</td>
</tr>
<tr>
<td>BikeArlington</td>
<td>30%</td>
<td>49%</td>
<td>21%</td>
</tr>
<tr>
<td>CommuterPage.com</td>
<td>25%</td>
<td>34%</td>
<td>41%</td>
</tr>
<tr>
<td>ACCS</td>
<td>19%</td>
<td>33%</td>
<td>48%</td>
</tr>
<tr>
<td>Commuter Connections</td>
<td>16%</td>
<td>46%</td>
<td>38%</td>
</tr>
<tr>
<td>Car Free Diet</td>
<td>11%</td>
<td>59%</td>
<td>30%</td>
</tr>
<tr>
<td>CommuterDirect.com</td>
<td>6%</td>
<td>28%</td>
<td>66%</td>
</tr>
<tr>
<td>VRE</td>
<td>5%</td>
<td>86%</td>
<td>9%</td>
</tr>
<tr>
<td>Telework VA!</td>
<td>1%</td>
<td>18%</td>
<td>81%</td>
</tr>
</tbody>
</table>

Recall: Almost all respondents receive the Pacer Newsletter.

Males are more likely than females to have used the Commuter Store.

Females are more likely than males to be aware of WALKArlington.

Q9: Following is a list of commuter services. In the first column, check all the services or benefits that you have used. For those that you have not used, please indicate if you are aware of them or not.
Recall in the 2006 Resident Study, About a Fifth of Arlington County Residents Were Aware of WALKArlington When Prompted
Q10: How familiar are you with the organization WALKArlington?

But, Almost Half of Respondents Are Not Familiar with WALKArlington Services

52%

Note: This question was only asked of those who are aware of WALKArlington (n = 165).
So, in actuality, 50% of respondents are familiar with WALKArlington.
The Majority Say that WALKArlington is Run By Arlington County

Q10A: To the best of your knowledge, what organization runs, or is responsible for WALKArlington?

- Arlington County: 77%
- Independent organizations: 4%
- Other responses: 6%
- Don’t know: 15%

Note: Asked only of those aware of and familiar with WALKArlington. (n=159)

Females are significantly more likely than males to say “Arlington County government” but the samples sizes are small.
Many Do Not Recall How They Heard About WALKArlington; Of Those That Do, a Community Event is the Most Common Response

Q14: How did you learn about WALKArlington?

- Community event: 16%
- Word of mouth: 5%
- Brochure: 4%
- BikeArlington: 4%
- Advertisement: 3%
- Media coverage: 2%
- The Commuter Store: 1%
- CommuterPage.com: 1%
- Calendar Listing: 1%
- Other website: 12%
- Other responses: 23%
- Don’t know/recall: 27%

Note: Asked only of those aware of and familiar with WALKArlington. (n=159)

Both of these respondents are male.
Q21: Do you have any suggestions on how to get WALKArlington and other biking information to more Arlington residents, commuters, and visitors? [OPEN-END]

No One Suggestion Stands Out as a Way to Communicate Information about WALKArlington and Walking

- Posters/handouts at public places: 14%
- Notices at Metro stations: 12%
- Advertise/publicize: 11%
- Create kids programs: 10%
- Send out mailings: 7%
- Organize more walking events: 7%
- Distribute email newsletter: 6%
- Outreach to law enforcement: 4%
- Other responses: 20%

Note: Asked only of those aware of and familiar with WALKArlington. (n=159)
Q12: How often do you use WALKArlington services?

Most Respondents Seldom Use WALKArlington Services

- Daily: 1%
- A couple times a week: 1%
- Once a week: 6%
- At least once a month, but not weekly: 35%
- Seldom: 47%
- Never: 12%

Note: Asked only of those aware of and familiar with WALKArlington. (n=159)
But Many Have Used the Services in the Past; WALKArlington is By Far the Most Used Service, but Almost Half Don’t Report Using the Pacer

<table>
<thead>
<tr>
<th>Service</th>
<th>Have used in the past</th>
<th>Have not used, but am aware</th>
<th>Am not aware</th>
</tr>
</thead>
<tbody>
<tr>
<td>WALKArlington.com Web site</td>
<td>74%</td>
<td>20%</td>
<td>6%</td>
</tr>
<tr>
<td>Pacer Newsletter</td>
<td>55%</td>
<td>17%</td>
<td>28%</td>
</tr>
<tr>
<td>Calendar of Walking Events</td>
<td>42%</td>
<td>38%</td>
<td>20%</td>
</tr>
<tr>
<td>Walkabout brochures</td>
<td>36%</td>
<td>36%</td>
<td>28%</td>
</tr>
<tr>
<td>Walkabout</td>
<td>31%</td>
<td>42%</td>
<td>27%</td>
</tr>
<tr>
<td>Walking for Health and Fitness</td>
<td>25%</td>
<td>43%</td>
<td>31%</td>
</tr>
<tr>
<td>Walking Groups</td>
<td>17%</td>
<td>56%</td>
<td>27%</td>
</tr>
<tr>
<td>Pedestrian Safety Information</td>
<td>14%</td>
<td>38%</td>
<td>48%</td>
</tr>
<tr>
<td>Walk to School Day</td>
<td>11%</td>
<td>42%</td>
<td>47%</td>
</tr>
<tr>
<td>Pedestrian Planning Information</td>
<td>8%</td>
<td>38%</td>
<td>54%</td>
</tr>
</tbody>
</table>

Recall: Almost all respondents receive the Pacer Newsletter.

Q11: Following is a list of services and information that WALKArlington provides. In the first column, check all that you have used. For those that you have not used, please indicate if you are aware of them or not.
Females Are Less Likely To Have Used the *Calendar of Walking Events* and *Walking for Health and Fitness*

<table>
<thead>
<tr>
<th>Service</th>
<th>Have used in the past</th>
<th>Have not used, but am aware</th>
<th>Am not aware</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Male</strong></td>
<td><strong>Female</strong></td>
<td><strong>Male</strong></td>
<td><strong>Female</strong></td>
</tr>
<tr>
<td>WALKArlington.com Web site</td>
<td>77%</td>
<td>17%</td>
<td>6%</td>
</tr>
<tr>
<td>Pacer Newsletter</td>
<td>51%</td>
<td>15%</td>
<td>34%</td>
</tr>
<tr>
<td>Calendar of Walking Events</td>
<td>30%</td>
<td>51%</td>
<td>19%</td>
</tr>
<tr>
<td>Walkabout brochures</td>
<td>32%</td>
<td>40%</td>
<td>28%</td>
</tr>
<tr>
<td>Walkabout</td>
<td>38%</td>
<td>30%</td>
<td>32%</td>
</tr>
<tr>
<td>Walking for Health and Fitness</td>
<td>15%</td>
<td>45%</td>
<td>40%</td>
</tr>
<tr>
<td>Walking Groups</td>
<td>17%</td>
<td>53%</td>
<td>30%</td>
</tr>
<tr>
<td>Pedestrian Safety Information</td>
<td>13%</td>
<td>32%</td>
<td>55%</td>
</tr>
<tr>
<td>Walk to School Day</td>
<td>13%</td>
<td>36%</td>
<td>51%</td>
</tr>
<tr>
<td>Pedestrian Planning Information</td>
<td>4%</td>
<td>40%</td>
<td>55%</td>
</tr>
</tbody>
</table>

WALKArlington provides a list of services and information for walkers. In the first column, check all that you have used. For those that you have not used, please indicate if you are aware of them or not.

Note: Asked only of those aware of and familiar with WALKArlington.

Male n = 47
Female n = 106
Q13: Are there any services that WALKArlington does not provide, that you wish it would?

WALKArlington Already Does Some of Respondents’ Additional Service Suggestions

- Newsletter with helpful information: 13%
- Way to report violations: 10%
- More "group" walks: 9%
- Help meeting walking buddies: 8%
- Be an advocate for walkers: 7%
- Crosswalks better marked: 6%
- Continuous sidewalks: 3%
- Programs for disabled walkers: 3%
- Other responses: 15%

Note: Asked only of those aware of and familiar with WALKArlington. (n=159)
Respondents Offered a Variety of Suggestions for The *Pacer*, Although 15% Say They Are Unfamiliar With It

<table>
<thead>
<tr>
<th>Suggestion</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Safety information</td>
<td>7%</td>
</tr>
<tr>
<td>Route planning</td>
<td>7%</td>
</tr>
<tr>
<td>Group walks</td>
<td>4%</td>
</tr>
<tr>
<td>Reviews of equipment</td>
<td>4%</td>
</tr>
<tr>
<td>Links to helpful sites</td>
<td>4%</td>
</tr>
<tr>
<td>Highlight safe neighborhoods</td>
<td>3%</td>
</tr>
<tr>
<td>Other responses</td>
<td>15%</td>
</tr>
<tr>
<td>Not familiar</td>
<td>15%</td>
</tr>
</tbody>
</table>

Q22: Do you have any suggestions for information you would like to see included in the *Pacer* Newsletter?

Note: Asked only of those aware of and familiar with WALKArlington. (n=159)

Recall: Almost all respondents receive the *Pacer* Newsletter.
Q19: Since you first started using WALKArlington services, have you made any of the following changes in your walking behavior?

- Did not make any of these changes: 53%
- Walk more often for non-work: 31%
- Walk more often for work: 5%
- Started walking for non-work: 6%
- Started walking for work: 2%
- Don’t know: 3%

Note: The answers are only reported for those who have used WALKArlington services. n = 124
Q19: Since you first started using WALKArlington services, have you made any of the following changes in your walking behavior?

- Walk more often for non-work: Male 30%, Female 23%
- Walk more often for work: Male 6%, Female 7%
- Started walking for non-work: Male 0%, Female 7%
- Started walking for work: Male 0%, Female 2%
- Did not make any of these changes: Male 9%, Female 57%
- Don’t know: Male 8%, Female 9%

Note: Asked only of those aware of and familiar with WALKArlington.

Male n = 47
Female n = 106

There is No Significant Difference Between Males and Females in Terms of Behavioral Change
More than Half Are Satisfied with WALKArlington Services, But Many Don’t Know

Q15: How satisfied are you with the WALKArlington services you have used?

Note: Asked only of those aware of and familiar with WALKArlington. (n=159)

Those who have changed their behavior since first using WALKArlington services were much more likely to be “very satisfied.”

<table>
<thead>
<tr>
<th>Satisfaction Level</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 - Very satisfied</td>
<td>26%</td>
</tr>
<tr>
<td>4</td>
<td>35%</td>
</tr>
<tr>
<td>3</td>
<td>11%</td>
</tr>
<tr>
<td>2</td>
<td>3%</td>
</tr>
<tr>
<td>1 - Not at all satisfied</td>
<td>2%</td>
</tr>
<tr>
<td>Don’t know</td>
<td>24%</td>
</tr>
</tbody>
</table>
Q16: How likely are you to use WALKArlington services in the future?

NOTE: This question was also asked of those who are unaware of WALKArlington (after briefly explaining WALKArlington’s services). Sample sizes are too small, however, (n=11) to report these findings.
Q17: How likely are you to refer WALKArlington to someone who could use its services in the future?

Six in Ten Are Likely to Refer WALKArlington to Others

- 5 - Very likely: 37%
- 4: 23%
- 3: 21%
- 2: 5%
- 1 - Not at all likely: 6%
- Don’t know: 9%

Note: Those who are aware of and familiar with WALKArlington (n = 159) were much more likely to say that they would refer someone.

Those who have used WALKArlington services (particularly those with a behavioral change) were much more likely to say that they would refer someone.
The “Net Promoter Score”

- The Net Promoter Score is defined as

  The percentage of promoters (somewhat/very likely to recommend) \(60\%\) (all respondents)

  Less:

  The percentage of detractors (somewhat/very unlikely to recommend) \(11\%\)

  \[ WALKArlington \text{ Net Promoter Score} \quad 49\% \]
Many—Especially Those Who Have Changed Their Actions Because of WALKArlington—Have Already Referred the Organization

Note: Those who are aware of and familiar with WALKArlington
n = 159

Used WA
n = 124

Have not used WA
n = 35

SMALL BASE

Those who have made a change in their walking behavior since starting to use WALKArlington are even more likely to have referred someone.

Q18: Have you ever referred WALKArlington to anyone?

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>Used WALKArlington</th>
<th>Didn’t Use WALKArlington</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>43%</td>
<td>48%</td>
<td>23%</td>
</tr>
<tr>
<td>No</td>
<td>51%</td>
<td>45%</td>
<td>71%</td>
</tr>
<tr>
<td>Don’t know</td>
<td>6%</td>
<td>6%</td>
<td>6%</td>
</tr>
</tbody>
</table>
Females Are Slightly But Not Significantly Less Likely to Have Referred WALKArlington

Q18: Have you ever referred WALKArlington to anyone?

Male n = 47
Female n = 106

Note: Those who are aware of and familiar with WALKArlington
Q23: If there is any other comment or suggestion you would like to make about WALKArlington or walking, please do so here.

Once Again, the Most Common Suggestion Was “Keep Up the Good Work”

- Keep up the good work: 36%
- Need work on safety, advocacy: 23%
- Routing not same as bikes/cars: 5%
- Other responses: 39%

Of those who provided comments, n = 44
Key Findings:

Satisfaction with WALKArlington is high and many who have used WALKArlington’s services say that it has contributed to changes in their walking behavior.

Overall awareness of WALKArlington is high among respondents—most of whom are Pacer subscribers. Familiarity with WALKArlington and awareness of the actual services, however, is much lower. Only about half say they are familiar with WALKArlington’s services and only slightly more than half say that they have used the Pacer...although almost all are subscribers.

Implications:

Continue to promote your varied services and remind users that WALKArlington is offering that service to them. Use the Pacer to promote other services as Pacer subscribers do not appear to be familiar with the wide range of services available to them through WALKArlington.

And in order to increase awareness of WALKArlington outside of the Pacer circle, use your current users to promote it for you. Most of those aware of you say that they would refer you to others—and many already have!