2009 ATP Solutions Newsletter Study

September 2009

Prepared By

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Table of Contents

• Study Background, Objectives, and Methodology

• Survey Respondent Profile

• Detailed Findings:
  - ATP Awareness
  - Newsletter Use
  - Added Value Items
  - Satisfaction and Net Promoter Score
  - Newsletter Impact

• Appendix
Study
Background
Objectives & Methodology
Study Background and Objective

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

- The purpose of this study will be to assess the effectiveness of, and solicit ideas for potential improvements to Arlington Transportation Partners’ (ATP) newsletter - *Solutions* - that is distributed four times a year.
Methodology

• Telephone study of current customers who receive the *Solutions* Newsletter
  - Fieldwork conducted May 25 - July 8, 2009

• Email follow-up to those who did not complete or refuse the telephone survey and had emails in the database
  - Initial email and one reminder sent
  - Fieldwork conducted July 13 - July 31, 2009

• $10 Grocery gift card offered for completing survey
## Response Breakdown

<table>
<thead>
<tr>
<th></th>
<th>Telephone</th>
<th>Online</th>
</tr>
</thead>
<tbody>
<tr>
<td>Complete</td>
<td>81</td>
<td>Complete</td>
</tr>
<tr>
<td>Refusal</td>
<td>309</td>
<td>Reminder sent - no response</td>
</tr>
<tr>
<td>Asked for Callback</td>
<td>6</td>
<td>No email available</td>
</tr>
<tr>
<td>Disqualified</td>
<td>186</td>
<td>No email sent (Telephone Complete or Refusal)</td>
</tr>
<tr>
<td>Language Barrier</td>
<td>1</td>
<td>Email returned</td>
</tr>
<tr>
<td>Unusable number</td>
<td>25</td>
<td></td>
</tr>
<tr>
<td>No answer/busy</td>
<td>77</td>
<td></td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>685</strong></td>
<td><strong>TOTAL 685</strong></td>
</tr>
</tbody>
</table>
Research Note

A study of the Solutions Newsletter was done in 2001. The 2009 study is not technically a “second wave” however, many of the questions were kept the same or similar so that comparisons could be made.

Please note that the methodology and timing were different in each study, so care must be taken in making direct comparisons.
Survey Respondent Profile
Two Thirds of the Respondents Were Employers

- Employers, 62%
- Residential Properties, 38%

- 54 Respondents
- 33 Respondents
The Majority of Residential Respondents Have Large Properties

Q27: How many residential units are at your property?

- 1 to 50 units: 3%
- 51 to 100 units: 9%
- 101 to 200 units: 27%
- More than 200 units: 61%

Residential
n = 33
More Than a Quarter Have 100+ Employees in their Company

Q27: How many employees are at your work site?

1 to 5 employees: 8%
6 to 10 employees: 11%
11 to 50 employees: 40%
51 to 100 employees: 13%
More than 100 employees: 28%

Employer n = 53
Q26: What is your title?

- Property Manager/Concierge: 32%
- Director: 15%
- Manager: 14%
- HR: 11%
- Admin Asst: 8%
- Owner/President: 8%
- Administrator: 6%
- Other: 6%
62% Drive Alone - This is Higher Than the Arlington Drive Alone Rate of 54%*

Q29: What type of transportation do you typically use to get to work?

Drive alone: 62%
Metrorail: 17%
Walk: 7%
Bus: 5%
Carpool: 2%
Bicycle: 2%
Other: 3%
Don’t know: 1%

Total n = 82

*Source - 2007 State of the Commute Study - Arlington Commuters
The Mean Age of Respondents is 46

Q28: In what year were you born?

- **Generation Y (1983 & later)**: 1%
- **Generation X (1965 - 1982)**: 45%
- **Baby Boomers (1946 - 1964)**: 48%
- **Silent/GI (1945 & earlier)**: 6%

Total
n = 82
More Women Completed the Survey Than Men

Female: 61%
Male: 39%

Total n = 82

Q30: Gender

*Source - 2007 State of the Commute Study - Arlington Commuters
Detailed Findings
ATP Awareness
Q3: To the best of your knowledge, what organization produces the Solutions newsletter?

Other Answers: The Government, The Rosslyn Bid, County Transportation Board, Commuter Direct, Arlington County.
Awareness of ATP is Very High Among These Respondents

Note: The questions are not directly comparable. In 2001, unaided awareness was not asked.

2001 Q1: Have you ever heard of the organization called Arlington Transportation Partners or ATP?

2009 Q3: To the best of your knowledge, what organization produces the Solutions newsletter?

2009 Q4: Have you ever heard of the organization called Arlington Transportation Partners or ATP?

2001 n = 72
2009 n = 87
45% of Residential Respondents Say They Use ATP Services

Q6: What ATP services have you used? ASKED OF RESIDENTIAL RESPONDENTS WHO USE ATP - MULTIPLE RESPONSES ACCEPTED

Due to low sample size, chart is actual number of respondents rather than %.

Residential n = 15
57% of Employer Respondents Say They Use ATP Services

Q6: What ATP services have you used? ASKED OF EMPLOYER RESPONDENTS WHO USE ATP - MULTIPLE RESPONSES ACCEPTED

- Transit benefits: 13
- Display units: 10
- Transportation Surveys: 9
- On-site fairs or promotions: 9
- Car/Vanpool pref. parking: 8
- Car/Vanpool monetary benefits: 6
- Guaranteed Ride Home: 3
- Flextime: 2
- PTOPs: 2
- Teleworking: 1
- Ridesharing: 1
- Other: 4
- None of these: 2

Due to low sample size, chart is actual number of respondents rather than %.

Employer n = 31

Other consists of “Maps,” “Metro Passes,” “Commuter Solutions Program,” “Seminars.”
Only About a Third Have *Not* Been Prompted by the Newsletter to Contact ATP

- Yes, have called and visited Web site: 53%
- Yes, have not called, have visited Web site: 11%
- Yes, have called, have not visited Web site: 2%
- No, have not called or visited Web site: 30%
- Don’t know/remember: 3%

2001 Q19. Has the Newsletter ever prompted you to call Arlington Transportation Partners?
2009 Q20: Has the Solutions newsletter ever prompted you to call Arlington Transportation Partners (ATP) or visit the Web site at www.commuterpage.com/atp?

Note: The questions are not directly comparable. In 2001, only 21% had called ATP as prompted by the newsletter. The question did not ask about the Web site.

2001 n = 59
2009 n = 87
Newsletter Use
Respondents Prefer the Paper Format of the Newsletter

2001 Q14. If you could receive this newsletter in one form, would you prefer the current paper format or would you prefer going to the Web site? 2% didn’t know.

2009 Q17: Do you prefer receiving this newsletter in the paper format or the email format?

2001 n = 59
2009 n = 87

Note: The questions are not directly comparable. In 2001, 64% preferred the paper version, 34% preferred going to the Web site. 2% didn’t know.
More Than Half Would Like Continue to Receive the Newsletter Quarterly as Opposed to Monthly

Q18. How often would you like to receive the Solutions newsletter?

- Monthly: 30%
- Quarterly: 54%
- No preference: 16%
Two-thirds Have Read All of the Last Three Issues They Received

2001 Q3: Of the last four issues you received, how many issues of the newsletter “Solutions” have you read or looked through?  
2009 Q7: Of the last three issues you received, how many issues of the Solutions newsletter have you read or looked through?

2001 n = 59
2009 n = 87

Note: The questions are not directly comparable. In 2001, 37% had read 4/4, 8% had read 3/4, 20% had read 2/4, 24% had read 1/4, and 8% had read 0/4. 2% didn’t know.
The Number of Readers Who Keep the Newsletter at Least a Month Has Increased, Although Not Significantly

2001 Q6: On average, how long do you usually keep your issues of “Solutions,” the ATP Newsletter?
2009 Q10: On average, how long do you usually keep your issues of the Solutions newsletter?

<table>
<thead>
<tr>
<th>Time Frame</th>
<th>2001</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than one week</td>
<td>23%</td>
<td>44%</td>
</tr>
<tr>
<td>1 to 2 weeks</td>
<td>12%</td>
<td>19%</td>
</tr>
<tr>
<td>3 to 4 weeks</td>
<td>7%</td>
<td>12%</td>
</tr>
<tr>
<td>1 to 2 months</td>
<td>14%</td>
<td>24%</td>
</tr>
<tr>
<td>3 to 4 months</td>
<td>1%</td>
<td>7%</td>
</tr>
<tr>
<td>Longer than 4 months</td>
<td>2%</td>
<td>5%</td>
</tr>
<tr>
<td>Don't know</td>
<td>1%</td>
<td>1%</td>
</tr>
</tbody>
</table>
Less than a Third Throw Away Old Issues, the Rest Reuse Them

Note: The questions are not directly comparable because in 2001, multiple answers were accepted. In 2001, 64% said “Pass it along,” 20% said “Throw it away,” 25% said “Save it.” 2% didn’t know.

2001 Q7: After you personally read or look through the newsletter, do you usually . . .?
2009 Q11: After you personally read or look through the newsletter, do you usually . . .

2001 n = 59
2009 n = 87
About A Quarter Pass Along the Newsletter to 20 or More People

- 1 person: 14%
- 2 to 5 people: 32%
- 6 to 10 people: 13%
- 11 to 15 people: 5%
- 16 to 20 people: 8%
- 20 or more people: 23%
- No one reads it: 2%
- Don’t know: 3%

2001 Q8: On average, how many people other than yourself read your issue of the “Solutions” Newsletter?
2009 Q12: On average, how many people including yourself read your issues of the Solutions newsletter?

Note: The questions are not directly comparable because in 2001 the question did not include self. In 2001, 25% said no others, 37% say 1 to 4 others, 12% say 5 or more others. 25% didn’t know.
Respondents Might Be More Likely to Distribute the Email Version

- **82%** of those who chose email (not paper only), would forward the newsletter to friends or coworkers.
- **97%** of those who chose paper (not email only), would prefer to have it mailed to their office.
- **14%** already receive extra paper copies, but **15%** of those who do not (11 respondents) would be interested in extra copies.
  - Of those who already receive extras, all 10 distribute them.
  - 6 put them in a central location, 2 place them in mailboxes, 1 puts them in move-in packets and 1 in orientation packets for newcomers.
  - 3 say they distribute because employees/residents have requested, 3 think it’s a good idea, and 4 say employees/residents have shown to benefit.
### Upcoming Events and Bicycle Commuting Are the Most Read Topics

<table>
<thead>
<tr>
<th>Topic</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Upcoming Events</td>
<td>82%</td>
</tr>
<tr>
<td>Bicycle Commuting</td>
<td>79%</td>
</tr>
<tr>
<td>Tax Free Transit Benefits</td>
<td>69%</td>
</tr>
<tr>
<td>Walking</td>
<td>66%</td>
</tr>
<tr>
<td>Employer Spotlight</td>
<td>62%</td>
</tr>
<tr>
<td>ATP Services</td>
<td>59%</td>
</tr>
<tr>
<td>Mega Projects - I-66 Widening</td>
<td>57%</td>
</tr>
<tr>
<td>Air Quality Alerts</td>
<td>54%</td>
</tr>
<tr>
<td>Guaranteed Ride Home</td>
<td>52%</td>
</tr>
<tr>
<td>Mega Projects - Rail to Dulles</td>
<td>52%</td>
</tr>
<tr>
<td>Residential Spotlights</td>
<td>51%</td>
</tr>
<tr>
<td>Commuter Direct Corporate..</td>
<td>51%</td>
</tr>
<tr>
<td>Carpooling/Vanpooling</td>
<td>51%</td>
</tr>
<tr>
<td>Car Sharing</td>
<td>49%</td>
</tr>
<tr>
<td>Hotel/Visitor Spotlights</td>
<td>48%</td>
</tr>
<tr>
<td>Brochure Ordering</td>
<td>48%</td>
</tr>
<tr>
<td>Mega Projects - Hot Lanes</td>
<td>48%</td>
</tr>
<tr>
<td>PTOPS</td>
<td>46%</td>
</tr>
<tr>
<td>Telework</td>
<td>44%</td>
</tr>
<tr>
<td>Charts</td>
<td>34%</td>
</tr>
<tr>
<td>Slugging</td>
<td>34%</td>
</tr>
<tr>
<td>Alternative Work Weeks</td>
<td>34%</td>
</tr>
<tr>
<td>New Hire Information</td>
<td>34%</td>
</tr>
</tbody>
</table>

Q13: I am now going to read some topics or features of the Solutions newsletter. For each, please indicate if you typically read this topic or not.
Q13: I am now going to read some topics or features of the Solutions newsletter. For each, please indicate if you typically read this topic or not.

**Different Audiences Have Different Readership Rates**

<table>
<thead>
<tr>
<th>Topic</th>
<th>Employer</th>
<th>Residential</th>
</tr>
</thead>
<tbody>
<tr>
<td>Upcoming Events</td>
<td>83%</td>
<td>76%</td>
</tr>
<tr>
<td>Bicycle Commuting</td>
<td>79%</td>
<td>82%</td>
</tr>
<tr>
<td>Tax Free Transit Benefits</td>
<td>77%</td>
<td>52%</td>
</tr>
<tr>
<td>Walking</td>
<td>69%</td>
<td>58%</td>
</tr>
<tr>
<td>Employer Spotlight</td>
<td>58%</td>
<td>64%</td>
</tr>
<tr>
<td>ATP Services</td>
<td>60%</td>
<td>52%</td>
</tr>
<tr>
<td>Mega Projects - I-66 Widening</td>
<td>60%</td>
<td>45%</td>
</tr>
<tr>
<td>Air Quality Alerts</td>
<td>58%</td>
<td>45%</td>
</tr>
<tr>
<td>Guaranteed Ride Home</td>
<td>63%</td>
<td>33%</td>
</tr>
<tr>
<td>Mega Projects - Rail to Dulles</td>
<td>52%</td>
<td>42%</td>
</tr>
<tr>
<td>Residential Spotlights</td>
<td>38%</td>
<td>73%</td>
</tr>
<tr>
<td>Commuter Direct Corporate Services</td>
<td>56%</td>
<td>39%</td>
</tr>
<tr>
<td>Carpooling/Vanpooling</td>
<td>60%</td>
<td>30%</td>
</tr>
<tr>
<td>Car Sharing</td>
<td>54%</td>
<td>39%</td>
</tr>
<tr>
<td>Hotel/Visitor Spotlights</td>
<td>48%</td>
<td>45%</td>
</tr>
<tr>
<td>Brochure Ordering</td>
<td>40%</td>
<td>61%</td>
</tr>
<tr>
<td>Mega Projects - Hot Lanes</td>
<td>46%</td>
<td>42%</td>
</tr>
<tr>
<td>PTOPS</td>
<td>46%</td>
<td>45%</td>
</tr>
<tr>
<td>Telework</td>
<td>54%</td>
<td>21%</td>
</tr>
<tr>
<td>Charts</td>
<td>35%</td>
<td>27%</td>
</tr>
<tr>
<td>Slugging</td>
<td>44%</td>
<td>15%</td>
</tr>
<tr>
<td>Alternative Work Weeks</td>
<td>42%</td>
<td>24%</td>
</tr>
<tr>
<td>New Hire Information</td>
<td>38%</td>
<td>27%</td>
</tr>
</tbody>
</table>

CAUTION: SMALL SAMPLE SIZES

Employer n = 48

Residential n = 33
Bicycle Commuting and Upcoming Events
Also Rank Highly in Readers’ First Choice

<table>
<thead>
<tr>
<th>First Choice</th>
<th>Second Choice</th>
<th>Third Choice</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bicycle Commuting</td>
<td>23%</td>
<td>Mega Projects - Rail to Dulles</td>
</tr>
<tr>
<td>Upcoming Events</td>
<td>11%</td>
<td>Walking</td>
</tr>
<tr>
<td>Tax Free Transit Benefits</td>
<td>11%</td>
<td>Employer Spotlight</td>
</tr>
<tr>
<td>Mega Projects - I-66 Widening</td>
<td>8%</td>
<td>Bicycle Commuting</td>
</tr>
<tr>
<td>Carpooling/Vanpooling</td>
<td>6%</td>
<td>Tax Free Transit Benefits</td>
</tr>
<tr>
<td>Commuter Direct Corporate</td>
<td>6%</td>
<td>Upcoming Events</td>
</tr>
<tr>
<td>Residential Spotlights</td>
<td>5%</td>
<td>Telework</td>
</tr>
<tr>
<td>Walking</td>
<td>5%</td>
<td>ATP Services</td>
</tr>
<tr>
<td>ATP Services</td>
<td>4%</td>
<td>Carpooling/Vanpooling</td>
</tr>
<tr>
<td>Mega Projects - Hot Lanes</td>
<td>4%</td>
<td>Residential Spotlights</td>
</tr>
<tr>
<td>Slugging</td>
<td>4%</td>
<td>Brochure Ordering</td>
</tr>
<tr>
<td>Air Quality Alerts</td>
<td>2%</td>
<td>Guaranteed Ride Home</td>
</tr>
<tr>
<td>Brochure Ordering</td>
<td>2%</td>
<td>Mega Projects - I-66 Widening</td>
</tr>
<tr>
<td>Hotel/Visitor Spotlights</td>
<td>2%</td>
<td>Air Quality Alerts</td>
</tr>
<tr>
<td>Telework</td>
<td>2%</td>
<td>Commuter Direct Corporate</td>
</tr>
<tr>
<td>Car Sharing</td>
<td>1%</td>
<td>Hotel/Visitor Spotlights</td>
</tr>
<tr>
<td>Charts</td>
<td>1%</td>
<td>Mega Projects - Hot Lanes</td>
</tr>
<tr>
<td>Guaranteed Ride Home</td>
<td>1%</td>
<td>Slugging</td>
</tr>
<tr>
<td>Mega Projects - Rail to Dulles</td>
<td>1%</td>
<td>Car Sharing</td>
</tr>
<tr>
<td>PTOPS</td>
<td>1%</td>
<td>PTOPS</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Commuter Direct Corporate</td>
</tr>
<tr>
<td></td>
<td></td>
<td>New Hire Information</td>
</tr>
</tbody>
</table>

Q13A: Of the topics/features that you read, please list your top three.
All 23 Topics Appeared in Readers’ Top Choices

<table>
<thead>
<tr>
<th>Topic</th>
<th>Total % (First, Second, Third Choice)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bicycle Commuting</td>
<td>37%</td>
</tr>
<tr>
<td>Upcoming Events</td>
<td>37%</td>
</tr>
<tr>
<td>Tax Free Transit Benefits</td>
<td>25%</td>
</tr>
<tr>
<td>Walking</td>
<td>21%</td>
</tr>
<tr>
<td>Residential Spotlights</td>
<td>18%</td>
</tr>
<tr>
<td>Mega Projects - Rail to Dulles</td>
<td>17%</td>
</tr>
<tr>
<td>Carpooling/Vanpooling</td>
<td>16%</td>
</tr>
<tr>
<td>Employer Spotlight</td>
<td>15%</td>
</tr>
<tr>
<td>Mega Projects - I-66 Widening</td>
<td>14%</td>
</tr>
<tr>
<td>Brochure Ordering</td>
<td>13%</td>
</tr>
<tr>
<td>Slugging</td>
<td>11%</td>
</tr>
<tr>
<td>ATP Services</td>
<td>10%</td>
</tr>
<tr>
<td>Hotel/Visitor Spotlights</td>
<td>10%</td>
</tr>
<tr>
<td>Mega Projects - Hot Lanes</td>
<td>10%</td>
</tr>
<tr>
<td>Commuter Direct Corporate Services</td>
<td>9%</td>
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<tr>
<td>Guaranteed Ride Home</td>
<td>9%</td>
</tr>
<tr>
<td>Telework</td>
<td>8%</td>
</tr>
<tr>
<td>Air Quality Alerts</td>
<td>6%</td>
</tr>
<tr>
<td>PTOPS</td>
<td>4%</td>
</tr>
<tr>
<td>Car Sharing</td>
<td>3%</td>
</tr>
<tr>
<td>Charts</td>
<td>2%</td>
</tr>
<tr>
<td>Alternative Work Weeks</td>
<td>1%</td>
</tr>
<tr>
<td>New Hire Information</td>
<td>1%</td>
</tr>
</tbody>
</table>

Q13A: Of the topics/features that you read, please list your top three.
82% Did Not Have Any Suggestions for Changes

“I think it is very well put together.”
“It is pretty good the way it is.”
“I think they should do several maps with the brochure.”
“I would like to see it monthly if it is useful information on the transit topics. I would like to keep it quarterly if it is due to staffing, etc.”
“I would like to see more about housing projects in the area.”
“I would like to see more info about road closures.”
“I would like to see more info on Megaprojects.”
“They should incorporate more things for smaller business.”
“Try to keep it to no more than 6 pages for easier readability.”
“Wish it were more geared toward Crystal City.”
Added Value Items
71% Rated the Brochures at Least a 7 on Value; 24% Said “Extremely Valuable”

2001 Q12: How valuable to you find each of these items as part of the newsletter package? (5-point scale) Brochures and Inserts
2009 Q14: How valuable do you find each of these items as part of the newsletter package (11-point scale) Brochures

Note: The questions are not directly comparable. In 2001, 17% said it was “5 - Extremely valuable,” 31% said 4, 18% said 3, 10% said 2, 8% said “1 - Not at all valuable.” 3% didn’t know.

2001 n = 59
2009 n = 87
50% Rated the **Giveaways** at Least a 7 on Value; 13% Don’t Know

2001 Q12: How valuable to you find each of these items as part of the newsletter package? (5-point scale) **Giveaways**
2009 Q14: How valuable do you find each of these items as part of the newsletter package (11-point scale) **Giveaways**

Note: The questions are not directly comparable. In 2001, 19% said it was “5 - Extremely valuable,” 25% said 4, 22% said 3, 14% said 2, 12% said “1 - Not at all valuable.” 8% didn’t know.

2001 n = 59
2009 n = 87
79% Rated the Maps at Least a 7 on Value; 36% Said “Extremely Valuable”

2009 Q14: How valuable do you find each of these items as part of the newsletter package (11-point scale) Maps

Note: This option was not included in the 2001 survey.
54% Rated the Posters at Least a 7 on Value

Note: The questions are not directly comparable. In 2001, 22% said it was “5 - Extremely valuable,” 24% said 4, 22% said 3, 10% said 2, 14% said “1 - Not at all valuable.” 9% didn’t know.

2001 Q12: How valuable to you find each of these items as part of the newsletter package? (5-point scale) Posters
2009 Q14: How valuable do you find each of these items as part of the newsletter package (11-point scale) Posters

2001 n = 59
2009 n = 87
Two-thirds Display the Map and More Than Half Display the Poster

2001 Q13: Have you ever displayed the poster that is included in the newsletter?
2009 Q15: Have you ever displayed the map that is included in the newsletter?

Q16: Have you ever displayed the poster that is included in the newsletter?

2001 n = 59
2009 n = 87

Note: The questions are not directly comparable. In 2001, 69% said they displayed the poster. The question about the map was not asked.
Posters and Maps Are Displayed in Visible Locations

Q15A: Where do you display the map?
Q16A: Where do you display the poster?

Map n = 57
Poster n = 46
Three Main Reasons For Not Displaying the Value-Added Items: Lack of Need, Lack of Space, and Company Policy

Q15B: Why don’t you display the map?
Q16B: Why don’t you display the poster?

Map n = 28
Poster n = 35
Reader Comments: Why Don’t You Display the Map/Poster?

“I am brand new to the newsletter and am just starting to use it.” (Map)

“I do not get the maps [or poster].” (Map/Poster)

“I hand them out to the residents individually.” (Map)

“We give them away instead.” (Map)

“People don’t look at the bulletin boards and that is where they would be displayed.” (Map)

“Several people here don’t bike or walk to work, so it is not necessary.” (Map)
Satisfaction and Net Promoter Score
62% Rated the Newsletter at Least a 7 on Helpfulness

In 2001, 24% said it was “Very helpful,” 29% said “Somewhat helpful,” 15% said “Not very helpful,” and 7% said “Not at all helpful.” 5% didn’t know.

2001 Q3: Overall, how helpful do you find the newsletter? (4-point scale)
2009 Q8: Overall, how helpful do you find the newsletter? (11-point scale)

Note: The questions are not directly comparable.
Comments on How the Newsletter Could be More Helpful

“We are not located in Arlington County, so it is not that relevant to us.”

“I would say tying it into events and other things people might be interested in.”

“We don’t have any real reliance on public transportation.”

“If it was more for the Northern Virginia area and not just Arlington.”

“I’m not sure. There just doesn’t seem to be enough to post for my tenants and it’s just not geared to Crystal City.”

“I just don’t really have a market for it.”

“I really think they do not offer much for our organization.”

“I think the organization is useful, but the newsletter is not that useful in terms of public transportation.”

“Taking the time to look at it.”
General Comments

“I would like to make sure that it is easy to read for the type of residents that live in our community.”

“It is a very useful paper for information on commuting. It needs to reach management more.”

“I feel the Arlington people do a great job with the newsletter because so much of the information is relevant to commuter type issues which benefit the people we deal with on a daily basis.”

“I love the color of it and it makes you want to read it. The color really grabs your attention, I wouldn’t change that.”

“I think they do a good job to get people to save energy and they should keep it up.”

“I’m really glad that they are doing it, even in spite of the fact that I’m not a big participant.”

“There may be others like myself who do not seem active in doing things but use the information in the newsletter quite a bit.”

Q25: Are there any other comments you’d like to provide about the Solutions newsletter?
Q9. How likely are you to recommend the Solutions newsletter to a friend or co-worker?
Solutions Newsletter Readers Are Not Very Emphatic About Recommending

Q9: How likely are you to recommend the Solutions newsletter to a friend or co-worker? (11-point scale)

- 10 - Extremely likely: 16%
- 9: 5%
- 8: 21%
- 7: 23%
- 6: 9%
- 5: 8%
- 4: 6%
- 3: 2%
- 2: 3%
- 1: 2%
- 0 - Not at all likely: 2%
- Don’t know: 2%

2009 n = 87
The “Net Promoter Score”  
*based on the 0 to 10 scale*

- The Net Promoter Score is defined as

  - **The percentage of promoters** (rating 9 or 10)  
    - 21% (all respondents)
  - **The percentage of detractors** (rating 0 through 6)  
    - 34%

**Solutions Newsletter Net Promoter Score**  
-13%

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2009 n = 85  
Does not include those who said “don’t know.”
Newsletter Impact
15% Said *Solutions* Prompted Them to Change Personal Transportation Habits

Q21. Has the Solutions newsletter ever prompted you to change your personal transportation habits (both to work and non-work locations)?

Q21A. What change did you make?

Due to low sample size, chart is actual number of respondents rather than %.

n = 13
All But 3 Residential Respondents Say Solutions Prompted Them to Implement These Residential Benefits

Q22: Has the Solutions newsletter ever prompted you to implement any of the following residential benefits?  
ASKED OF RESIDENTIAL RESPONDENTS - MULTIPLE RESPONSES ACCEPTED

- Information distribution: 24
- Transportation Surveys: 14
- Display units: 12
- On-site fairs or promotions: 8
- SmarTrip cards: 7
- Bulk fare media: 5
- Employee Training: 5
- PTOPS: 3
- None of these: 2
- Don’t know: 1

Due to low sample size, chart is actual number of respondents rather than %. Residential n = 33
All But 13 Employer Respondents Say Solutions Prompted Them to Implement These Residential Benefits

Q22: Has the Solutions newsletter ever prompted you to implement any of the following residential benefits? ASKED OF EMPLOYER RESPONDENTS - MULTIPLE RESPONSES ACCEPTED

- Transit benefits: 35 respondents
- Transportation Surveys: 13 respondents
- Car/Vanpool monetary benefits: 13 respondents
- Display units: 12 respondents
- Guaranteed Ride Home: 12 respondents
- Ridesharing: 12 respondents
- Car/Vanpool pref. parking: 11 respondents
- On-site fairs or promotions: 9 respondents
- Teleworking: 9 respondents
- PTOPs: 7 respondents
- Flextime: 5 respondents
- Compressed workweek: 2 respondents
- None of these: 13 respondents

Due to low sample size, chart is actual number of respondents rather than %. Employer n = 53

Note: Based on ATP records, of these respondents, 6 employers are Level 1, 5 are Level 2, 22 are Level 3, 15 are Level 4.
There is Further Interest in the Newsletter and ATP Services

- 4 people recommended others receive the newsletter
- 5 people asked for a consultation and analysis from ATP
Strategic Implications
Top 8 Implications

1. Just about all respondents are aware of ATP. 80% could name ATP as the provider of the newsletter. This is very high compared with other services. Celebrate this success and keep up the good work!

2. 68% prefer the newsletter be distributed in paper format. However, this doesn’t necessarily mean that the newsletter should not also be distributed through email. There is evidence that the email format would be more widely distributed (passed on).

3. The majority agree that quarterly newsletters are appropriate, but 30% would like them monthly. Consider offering a smaller, more specific, publication monthly for those who would like to receive it (opt in).
Top 8 Implications continued

4. All topics are read and all appeared in at least someone’s top three choices. No topics need to be eliminated. Bicycle Commuting and Upcoming Events are the most popular.

5. The added value items (maps, posters, giveaways, and brochures are valued or used by at least half. Consider giving them only to those who opt in or ask for them to save money.

6. 15% indicated that they changed their personal habits as a result of Solutions. Consider profiling readers who have made changes in order to get others to see the benefit. Human interest stories may also serve to get readers more excited about the newsletter.
Top 8 Implications continued

7. This study did not see the usual fervor in giving high ratings that we see with ACCS products. However, there is evidence that this product does the job that it is meant to do and is helpful for many. Most comments were positive, two-thirds read all the issues, 4 in 10 keep the issues at least a month, about 6 in 10 either keep them for future reference or pass them along to others, and 2 in 10 pass them along to 20 or more people. It may be helpful to continue an open dialogue with readers. There should be a section soliciting input each issue.

8. The Net Promoter Score at -13 is lower than generally seen for ACCS products. An incentive for “telling a friend” would be motivating. Again, as in point 6 above, this newsletter appears to be a useful tool but readers are not excessively passionate about it.
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