2008 Arlington Transit (ART) Rider Study

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OVERALL STUDY PURPOSE:
- The 2008 ART Study is a component of the 2006-2008 ACCS Program Research and Evaluation Plan.
- The purposes of the research study are to:
  - Understand who is using ART and how they are using it.
  - Understand how ART is currently performing.
  - Identify ways to improve the product and service delivery.
  - Establish benchmarks to assess future performance gains.
OBJECTIVES OF RESEARCH:

- Determine characteristics of bus use, such as frequency, length, reason for trips, etc.
- Determine satisfaction with and attitudes toward ART
- Develop a demographic profile of riders
- Estimate the number of individuals who use ART using SmarTrip ridership and reported frequency
- Benchmark for evaluating the impact of future service

METHODOLOGY:

<table>
<thead>
<tr>
<th>Mode of Data Collection</th>
<th>Self-administered 4-page Onboard Paper Questionnaire:</th>
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<tbody>
<tr>
<td></td>
<td>- Interceptors rode the bus between 9/15/08 and 9/28/08</td>
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<td></td>
<td>- There were two different types of surveys labeled A and B where questions 8 through 11 differed</td>
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<td>- Both of these surveys were translated into Spanish and riders were given a choice</td>
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<td>- Respondents were offered a free bus pass for taking the survey</td>
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<td>- Quotas were set for each route based on ridership</td>
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<tr>
<td>Completed Surveys</td>
<td>2,206 total surveys (700 of which were in Spanish)</td>
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<tr>
<td>Survey Population</td>
<td>ART Riders</td>
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<tr>
<td>Survey Instrument</td>
<td>Paper Questionnaire</td>
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<tr>
<td>Criteria for Participation</td>
<td>Riding the bus</td>
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KEY FINDINGS

Demographic Profiles:

- 55% of the respondents were female. The mean age is 36 – compared with the Arlington Profile, ART riders tend to be younger. The majority of riders are minorities – 31% Hispanic, 28% African-American, 9% Asian (27% White, non-Hispanic).
- 84% of Riders live in Arlington. 63% of riders work in Arlington.
- 13% are not employed and 21% are Students. 70% have annual household incomes below $60,000.
- This report also looks at comparisons of different riders segments: Spanish-speaking Riders, ART Commuters, Frequent Riders, Long-term Riders, Prime Riders (long term and frequent), and Choice Riders (those who choose to ride the bus over driving alone).

Use of ART:

- 58% say they ride ART buses 5 or more days a week.
- 67% of Riders have been riding the bus for less than 3 years and 31% have been riding for less than a year.
- Two thirds of riders live less than 3 blocks from a bus stop.
- 61% of riders transferred to or from Metrobus/rail on the trip where they were surveyed.
- 45% said they would take another bus if ART were not available, 10% would drive alone, and 7% would not make the trip at all.
- 74% use ART to get to/from work. Other popular uses are errands, dining and entertainment, and school.
- 31% say that the bus (not specifically ART) is their primary mode; only 7% drive alone.
Satisfaction with ART:
☞ Nearly all service attributes are rated as important – particularly safety and reliability. For the most part, ART gets high marks on those attributes, especially in terms of payment process, lighting, and safety.
☞ The areas that show the largest opportunity (using the SIR Opportunity Index) are short wait times, on time performance, and clean buses.
☞ Using multiple regression to determine what drives satisfaction with ART, 5 aspects were shown to be significant – Driver is courteous, Bus is clean, Wait time is short, Bus runs on time, and Bus is handicap accessible (this has a negative relationship). Driver courteousness and short wait time had particularly strong impacts.
☞ More than half of all Riders were aware of ArlingtonTransit.com, Bike on Bus, 228-RIDE, and ART Schedules for handhelds, but less than half were aware of ART Alerts and the ART Forum.
☞ 79% find ART Bus and Bus Stop information easy to understand, 76% fine the information useful, and 71% find the information up-to-date.
☞ Satisfaction with ART is high (85% gave a 4 or 5 on a scale of 1 to 5) and likelihood of recommending is even higher (87% gave a 4 or 5 on a scale of 1 to 5).
☞ Satisfaction varied slightly by route – 74 had the highest and 75 had the lowest (but the sample sizes were very small for some of the routes).

Advertising and Other Arlington Services:
☞ 27% recall seeing or hearing transportation advertising.
☞ ART Riders are familiar with many Arlington Services and some have used them.

OTHER RELATED STUDIES, PLANS & DOCUMENTS:

AVAILABLE DOCUMENTS:

<table>
<thead>
<tr>
<th>Questionnaire</th>
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<tbody>
<tr>
<td>Data Tables</td>
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<tr>
<td>PowerPoint Presentation Final Report</td>
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KEY WORDS:
ACCS, Arlington County, Arlington County Commuter Services, ART, Attitudes, Awareness, Bus, Commute, Commute mode, Commuters, Commuting, Demographics, Hispanic, Latino, Performance Measurement, Rider Profile, Transit, Transportation Alternatives, Transportation Options, Transportation System