SPONSOR:

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OVERALL PURPOSE:

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:

<table>
<thead>
<tr>
<th>Mode of Data Collection</th>
<th>Telephone/Online Survey</th>
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<tbody>
<tr>
<td>Completed Surveys</td>
<td>87 Respondents Total:</td>
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<tr>
<td></td>
<td>- 81 via telephone, 6 via email link to online survey</td>
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<td></td>
<td>- 33 Residential, 54 Employer</td>
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<tr>
<td>Survey Population</td>
<td>ATP’s newsletter client list of 685 companies in Arlington County</td>
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<td>Survey Instrument</td>
<td>- Telephone/Online Questionnaire</td>
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SELECTED KEY FINDINGS

ATP Awareness:
≈ 80% knew who published Solutions without prompting (unaided awareness). 16% additional were aware of ATP when asked (aided awareness) totaling 96% awareness.
≈ 45% of Residential and 57% of Employer respondents said they use ATP services.
≈ 66% have been prompted to call ATP or visit the Web site (or both) by the newsletter.

Newsletter Use:
≈ 68% of respondents prefer the paper format, 16% prefer email, 7% prefer both, and 9% have no preference.
≈ 54% prefer to receive the newsletter quarterly, 30% prefer monthly, and 16% have no preference.
≈ 67% have read all three of the past three issues they received. Only 8% have not read any.
≈ 42% keep the newsletter for at least a month. 7% keep it longer than 4 months and 23% keep it for less than a week.
≈ 46% pass the newsletter along, 29% throw it away or recycle it, and 25% save it for future reference. 23% say that 20 or more people read their copy of the newsletter. Only 14% say that only one person reads the newsletter.
≈ 82% of those who wanted the letter in email format would forward the newsletter to friends or coworkers.
≈ Upcoming Events and Bicycle Commuting are the most read topics. All 23 topics appeared in readers’ top choices.

Added Value Items:
≈ 71% rated the brochures at least a 7 (on a scale of 0 to 10) on value, 50% rated the Giveaways at least a 7 on value, 79% rated the maps at least a 7 on value, and 54% rated the posters at least a 7 on value.
≈ 66% display the map; 57% display the poster.

Satisfaction and Net Promoter Score:
≈ 67% rated the Solutions newsletter at least a 7 on helpfulness.
≈ The Net Promoter Score is -13.

Newsletter Impact:
≈ 15% said the newsletter prompted them to change personal commute/transportation habits.
≈ All but 3 Residential respondents and all but 13 Employer respondents say that Solutions prompted them to implement ATP offered benefits.

OTHER RELATED STUDIES, PLANS & DOCUMENTS:
2001 ATP Solutions Newsletter Assessment Study
2005 ATP Annual Report
2007 ATP Customer Satisfaction Study
AVAILABLE DOCUMENTS:

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<td>Data Tables</td>
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<td>Final Report</td>
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KEY WORDS:

ACCS, Arlington County, Arlington County Commuter Services, Arlington Transportation Partners, ATP, ATP Employer Services, Communications, Commuter assistance services, Employee Newsletter, Employer Services, Satisfaction, TDM, Transportation Demand Management, Workplace