2006 Arlington County Carshare Program Study

SPONSOR:
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ACCS is a section of the Division of Transportation, Department of Environmental Services
Arlington County, Virginia

RESEARCH SUPPLIER:
This study was conducted in-house by Arlington County Commuter Services (ACCS).
See above for contact information.

OVERALL STUDY PURPOSE:
This research study was the follow-up tracking wave to the initial Pilot Carshare Study
conducted in April 2005. Since then, the Arlington County Carshare Program has become
a permanent transportation service. This study measured Carshare Members’ feelings
and opinions of the program. The results helped assess the overall effectiveness of the
Carshare program.

RESEARCH OBJECTIVES:
Assess the effectiveness of Arlington County’s Carshare program
Measure program use
Identify opportunities for improvement
Identify overall impact

KEY FINDINGS:
Program increased membership, but not trips.
- Number of members in the program increased by over a third from 2,546 to 3,489
  Flexcar and Zipcar members.
- There was a slight decline in the number of carshare trips per person taken in 2006
  year compared to 2005.
- Shopping and personal business were the top two trip purposes for carshare users.
Members rated both Flexcar and Zipcar services as excellent.
Members reported that carshare reduced their vehicle-miles traveled (VMT).
Program was shown to encourage transit-oriented living.
  - The majority (83%) of carshare members lived in the Metrorail corridors.
  - Members said they use transit and walk more often.
Members reduced vehicle ownership.
  - Some members said they were able to give up a vehicle and/or were more likely to
    postpone purchasing a vehicle as a result of their membership.
Members felt safer with carshare vehicles parked on the street or in open parking lots rather than in parking garages. County partnership increased member confidence. When asked, members said they felt more confident knowing Flexcar and Zipcar were partners with Arlington County.

**OTHER RELATED STUDIES AND REPORTS:**
- 2006 Arlington County Residents' Satisfaction Telephone Study
- 2005 Arlington County Commuter Services (ACCS) Fiscal Year Annual Report
- Building Community One Step at a Time Document
- 2005 Implement Demand Strategies into Arlington County’s Master Transportation Plan

**AVAILABLE DOCUMENTS:**

Final Report

**KEY WORDS:**

ACCS, Arlington County, Arlington County Commuter Services, Carshare, Flexcar, Zipcar