2007 Arlington Transportation Partners (ATP) Client Study

SPONSOR:
Arlington County Commuter Services (ACCS)
Contact:
Howard Jennings, Research Director
Arlington Transportation Partners
1735 N. Lynn Street, Suite 102
Arlington, VA 22209
703 683-6630
hjennings@transpartners.com

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

RESEARCH SUPPLIER:
Southeastern Institute of Research, Richmond, VA. Conducted: 2007
Contact: John Martin, President & CEO
Telephone: 804-358-8981
Email: JWM@SIRresearch.com

OVERALL STUDY PURPOSE:
- Collect and analyze information needed to assess the performance and impact of Arlington Transportation Partners (ATP) and their programs.
- Establish benchmarks from which performance gains can be made.

OBJECTIVES OF RESEARCH:
- Measure ATP clients’ satisfaction with transportation system in Metro DC and Arlington County.
- Assess the perceived impact of transportation on their organizations.
- Assess ATP clients’ use of TDM transportation-related services and programs and the perceived benefits of those services.
- Measure the impact of ATP’s TDM transportation-related services and programs on ATP clients’ employees/residents.
- Assess clients’ perceived level of service with ATP and their overall satisfaction with ATP and ATP’s programs and services.
- Measure clients’ satisfaction with ATP sales representatives.
- Determine clients’ use of and satisfaction with online services to obtain tickets and their awareness of CommuterDirect.com.
- Measure ATP’s overall impact.
METHODOLOGY:

<table>
<thead>
<tr>
<th>Mode of Data Collection</th>
<th>15-minute Online Research Survey:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>- Letter sent to 770 clients signed by Dennis Leach; follow up phone calls and emails</td>
</tr>
<tr>
<td></td>
<td>- $10 Gourmet Coffee Card incentive</td>
</tr>
<tr>
<td>Completed Surveys</td>
<td>147 Clients:</td>
</tr>
<tr>
<td></td>
<td>- 104 Employers</td>
</tr>
<tr>
<td></td>
<td>- 43 Property Managers</td>
</tr>
<tr>
<td>Level Breakdown:</td>
<td>(levels are assigned by ATP depending the amount/type of services received)</td>
</tr>
<tr>
<td></td>
<td>- 14 Level 1</td>
</tr>
<tr>
<td></td>
<td>- 29 Level 2</td>
</tr>
<tr>
<td></td>
<td>- 79 Level 3</td>
</tr>
<tr>
<td></td>
<td>- 25 Level 4</td>
</tr>
<tr>
<td>Survey Population</td>
<td>770 total clients</td>
</tr>
<tr>
<td></td>
<td>510 with valid contact information</td>
</tr>
<tr>
<td>Survey Instrument</td>
<td>Online</td>
</tr>
<tr>
<td>Criteria for Participation</td>
<td>Invitation</td>
</tr>
</tbody>
</table>

KEY FINDINGS

ATP-specific Services:
☞ Three-quarters of respondents are satisfied with ATP, 7 in 10 find them useful.
☞ Level 3 & 4 customers are more likely to be satisfied and find ATP useful.
☞ Likelihood to recommend ATP is high.
☞ Satisfaction and likelihood to recommend is affected by use of services.
☞ Sales representatives get high marks from respondents.
☞ Incidence of service-related concerns is low and solely due to Smartrip ticket media issues.

Transportation Services:
☞ Transportation affects Employers in retention, recruitment, and customer relations.
☞ Transportation affects Property Managers in attracting and retaining tenants.
☞ Employers provide transportation benefits to increase/maintain employee morale.
☞ Property Managers provide benefits to attract and retain tenants.
☞ Many Employers do not currently, but would be willing to offer Ridematching or Guaranteed Ride Home.
☞ Many Property Managers would consider offering ticket media for sale or transit information.

Contact and Sales:
☞ Human Resources is the first place to contact when targeting a new company for services, but other stakeholders should not be ignored.
☞ Property owners are a good target for residential services in addition to the property managers.
☞ Communication is important to both Employers and Property Managers, but Property Managers are more likely to want more contact from ATP.
☞ The ATP client database should be addressed with further emphasis on acquiring more client contact email addresses.
More than 45% of respondents are interested in CommuterDirect.com but only around 10% currently use it.

Current customers are not completely saturated with ATP products, and those more familiar with ATP are more satisfied.

Before lowering sales quotas, reconnect with current customers and offer them more services.

4 in 10 Employers and 7 in 10 Property Managers would not have implemented services without assistance!

OTHER RELATED STUDIES, PLANS & DOCUMENTS:

2006 – 2008 Arlington County Commuter Services (ACCS) Research and Evaluation Plan
2005 Arlington Transportation Partners' (ATP) Fiscal Year Annual Report
2001 Arlington Transportation Partners (ATP) Solutions Newsletter Assessment Study

AVAILABLE DOCUMENTS:

<table>
<thead>
<tr>
<th>Questionnaire</th>
</tr>
</thead>
<tbody>
<tr>
<td>Data Tables</td>
</tr>
<tr>
<td>PowerPoint Presentation Final Report</td>
</tr>
</tbody>
</table>

KEY WORDS:

Arlington County, Arlington Transportation Partners, ATP, ATP Employer Services, ATP Residential Services, Communications, Commuter assistance services, Employer Services, Residential Services, Performance Measurement, Satisfaction, Scorecard, Services,