ACCS 2010
Redefine Your Commute
Intercepts

February 2011

Prepared by LDA Consulting
Southeastern Institute of Research
Study
Background
Objectives &
Methodology
Study Background

• This research study is a part of the ACCS Research and Evaluation Program.

• The purpose of this study is to examine the impact of the Redefine Your Commute campaign on building greater support for and use of alternatives to Drive Alone (DA) travel.
Study Objectives

- Measure the impact of the *Redefine Your Commute* program by assessing the extent to which the *Redefine Your Commute* events influence residents/employees propensity to use alternatives to Drive Alone (DA) travel.

- Identify similarities and differences between commercial and residential attendees at *Redefine Your Commute* events.

- Determine what, if any, changes are needed to improve the effectiveness of the program *Redefine Your Commute*. 
Methodology

- Potential respondents were intercepted after visiting the ATP booth at *Redefine Your Commute* events and asked to fill out a brief paper questionnaire regarding the event.
- Intercepts occurred in October - December 2010.
- A total of 486 respondents completed the intercept survey:
  - 306 from commercial properties
  - 180 from residential properties
  - Margin of error for 486 respondents is +/- 4.43 percentage points.
- Respondents to the intercept survey were then asked to provide their email address to participate in a follow-up survey.
- The follow-up survey was then emailed to respondents four weeks after the *Redefine Your Commute* event.
- 242 respondents provided their email address and 62 completed the survey, for a response rate of 26%.
  - Margin of error for 62 respondents is +/- 12.44 percentage points.
Nine Different Properties Were Represented

<table>
<thead>
<tr>
<th>Property</th>
<th>Type</th>
<th>Completed Intercepts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Crystal Gateway</td>
<td>Commercial</td>
<td>104</td>
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<tr>
<td>Crystal House II</td>
<td>Residential</td>
<td>26</td>
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<tr>
<td>Crystal Plaza</td>
<td>Residential</td>
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<tr>
<td>Crystal Plaza III</td>
<td>Commercial</td>
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<tr>
<td>Meridian @ Pentagon City I</td>
<td>Residential</td>
<td>36</td>
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<tr>
<td>Meridian @ Pentagon City II</td>
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<td>31</td>
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<tr>
<td>Park I</td>
<td>Commercial</td>
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<tr>
<td>Park III</td>
<td>Commercial</td>
<td>84</td>
</tr>
<tr>
<td>Riverhouse</td>
<td>Residential</td>
<td>35</td>
</tr>
</tbody>
</table>
Respondent Profile
Q16. Which is your current employment status?

The Majority of Respondents Are Employed Full-Time

- Employed full-time: 90% (96% Commercial, 80% Residential)
- Not employed: 4% (0% Commercial, 9% Residential)
- Employed part-time: 3% (1% Commercial, 6% Residential)
- Looking for work, but not currently employed: 1% (0% Commercial, 2% Residential)
- Other: 2% (2% Commercial, 3% Residential)
Most Commercial Respondents Live Outside of Arlington; Residential Respondents Live in Crystal City or Pentagon City

Q20. In which area of Arlington do you live?
Millennials, Gen Xers, and Baby Boomers Are All Well-Represented

Q21. Generation (Based on: In what year were you born?)
Q22. Which of the following most closely represents your total annual household income?

The Mean Is $99K
Commercial Respondents Are Most Likely to Live in a Single-Family Home or Townhouse; Residential Respondents Predominantly Live in Apartment Buildings

Q23. Which of the following types of housing best describes your home?
Gender Skews Very Slightly Female

Table 58: 25. Are you:

<table>
<thead>
<tr>
<th>Gender</th>
<th>Total</th>
<th>Commercial</th>
<th>Residential</th>
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<tbody>
<tr>
<td>Male</td>
<td>42%</td>
<td>35%</td>
<td>54%</td>
</tr>
<tr>
<td>Female</td>
<td>58%</td>
<td>65%</td>
<td>46%</td>
</tr>
</tbody>
</table>

Table 58: 25. Are you:
Key Findings
For the most part, respondents are satisfied with their daily commute.
Residents of Arlington Are More Likely Than Non-Residents to Walk and Use Metrorail

Graph shows the most frequently used mode to get to work. Percentages total more than 100% because some respondents report using multiple modes equally frequently.

Derived from Q5. In a typical week, how many days a week do you use each of the following types of transportation to get to work?

n = 476
So Not Surprisingly, Those Surveyed at Residential Properties Are Also Much More Likely to Walk or Use Metrorail

Graph shows the most frequently used mode to get to work. Percentages total more than 100% because some respondents report using multiple modes equally frequently.

Derived from Q5. In a typical week, how many days a week do you use each of the following types of transportation to get to work?

Question only asked of those who are employed

n = 476
For the Most Part, Respondents Are Satisfied with Their Daily Commutes

Q1. In general, how satisfied are you with your daily commute to work?

<table>
<thead>
<tr>
<th>Rating</th>
<th>Total</th>
<th>Commercial</th>
<th>Residential</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 - Very satisfied</td>
<td>33%</td>
<td>30%</td>
<td>39%</td>
</tr>
<tr>
<td>4</td>
<td>28%</td>
<td>23%</td>
<td>36%</td>
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<td>3</td>
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<tr>
<td>2</td>
<td>9%</td>
<td>11%</td>
<td>14%</td>
</tr>
<tr>
<td>1 - Not at all satisfied</td>
<td>10%</td>
<td>4%</td>
<td>13%</td>
</tr>
<tr>
<td>Don't know</td>
<td>1%</td>
<td>0%</td>
<td>2%</td>
</tr>
</tbody>
</table>

Total = 61%
Commercial = 53%
Residential = 75%

Question only asked of those who are employed

n = 479
Respondents Are More Likely to Think That Their Commute Has a Positive, Rather Than Negative, Impact on Their Quality of Life

- Makes it much better:
  - Total: 25%
  - Commercial: 21%
  - Residential: 32%
- Makes it somewhat better:
  - Total: 22%
  - Commercial: 21%
  - Residential: 25%
- No impact:
  - Total: 19%
  - Commercial: 16%
  - Residential: 24%
- Makes it somewhat worse:
  - Total: 28%
  - Commercial: 28%
  - Residential: 34%
- Makes it much worse:
  - Total: 5%
  - Commercial: 7%
  - Residential: 1%
- Don't know:
  - Total: 1%
  - Commercial: 1%
  - Residential: 2%

Q4. How does your commute affect your quality of life?

Question only asked of those who are employed

n = 475
Younger Respondents and Those with Lower Incomes Are Most Satisfied with Their Commutes

Q1. In general, how satisfied are you with your daily commute to work?

**NOTE:** Proportions indicate those rating their satisfaction with their daily commute a 4 or 5 on a scale of 1 (not at all satisfied) to 5 (very satisfied).

Question only asked of those who are employed

n = 479

- Millennials: 75%
- Gen X: 63%
- Boomers/Silent: 55%
- Less than $60K: 70%
- $60K - $120K: 63%
- $120K+: 58%
Younger Respondents and Those with Lower Incomes Are Also Less Likely to Report That Their Commute Has a Negative Impact on Their Quality of Life

NOTE: Proportions indicate those who say their daily commute makes their quality of life “much worse” or “somewhat worse.”

Q4. How does your commute affect your quality of life?

n = 475
Younger Respondents Are Also More Likely Than Other Generations to Use Metrorail and More Likely to Live in Arlington

Graph shows the most frequently used mode to get to work. Percentages total more than 100% because some respondents report using multiple modes equally frequently.

Derived from Q5. In a typical week, how many days a week do you use each of the following types of transportation to get to work?

Q20. In which area of Arlington do you live?

n = 476
Likewise, Lower Income Respondents Are More Likely Than Others to Use Metrorail and to Live in Arlington

Derived from Q5. In a typical week, how many days a week do you use each of the following types of transportation to get to work?

Q20. In which area of Arlington do you live?

Graph shows the most frequently used mode to get to work. Percentages total more than 100% because some respondents report using multiple modes equally frequently.

Question only asked of those who are employed

n = 476
Not Surprisingly, Income and Age Are Connected

Q22. Which of the following most closely represents your total annual household income?

- Less than $20,000: 3%
- $20,000-$39,999: 14%
- $40,000-$59,999: 18%
- $60,000-$79,999: 16%
- $80,000-$99,999: 11%
- $100,000-$119,999: 3%
- $120,000-$139,999: 4%
- $140,000-$159,999: 3%
- $160,000-$179,999: 7%
- $180,000-$199,999: 7%
- $200,000 or more: 5%

Some respondents chose not to provide their income

n = 358
Many attendees found the event helpful – especially those who were looking for specific information. Many prefer similar events to receiving information directly from their employer or property manager.
Q7. How helpful did you find today’s Redefine Your Commute event?

- About Half Found the Event Helpful
- Most of the Rest Were Neutral or Indifferent

Total = 54%
Commercial = 54%
Residential = 56%

n = 473
Those Who Were Looking for Specific Information Were More Likely to Find the Event Very Helpful

Q7. How helpful did you find today’s Redefine Your Commute event?

- 5- Very helpful: 48%
- 4: 26%
- 3: 26%
- 2: 18%
- 1- Not at all helpful: 15%
- Don't know: 9%

Looking for specific information = 63%
Not looking for specific information = 51%

n = 473
Q10. Before today’s event, how aware were you of transportation options that were available to you?

Those with higher incomes report higher awareness than those with lower incomes.

n = 463

INTERCEPT
Slightly More Than Half Say the Event Made Them More Aware of Transportation Options

Q9a. To what extent did today’s event: Make you more aware of your transportation options?

- Total = 57%
- Commercial = 61%
- Residential = 49%

**n = 462**
And Slightly More Than Half Say That It Made Them Think About the Benefits of Using Alternative Modes

Q9b. To what extent did today’s event: Make you think about the benefits of using alternative modes of transportation?

n = 457
Most Prefer Events Like *Redefine Your Commute* for Receiving Information About Transportation Options

Q15. Which of the following do you prefer for receiving information about transportation options?

- **Events like this one**
  - Total: 74%
  - Commercial: 78%
  - Residential: 67%

- **Information through your property manager or employer**
  - Total: 31%
  - Commercial: 25%
  - Residential: 41%

- **Other**
  - Total: 7%
  - Commercial: 7%
  - Residential: 6%

n = 332
No One Suggestion Rises to the Top for Improving the Event

Some Suggest That More Advance Notification Would Have Been Helpful

- Advertising/notification suggestions: 14%
- Event specific/presentation suggestions: 14%
- Survey suggestions: 9%
- Food comments: 6%
- Availability of WMATA information: 5%
- More/better informed staffing: 5%
- Make it less rushed/less crowded: 3%
- Military move related: 2%
- Other responses: 14%
- No improvements/fine the way it is: 35%

Q14. How could today’s event be improved?

n = 111
Few were seeking specific information at the events. Two-thirds of those who were seeking specific information were happy with the information they received.
Q8. Were you looking for specific information at today’s event?

Only About a Fifth Were Looking for Specific Information from the Event

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>Commercial</th>
<th>Residential</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>19%</td>
<td>18%</td>
<td>19%</td>
</tr>
<tr>
<td>No</td>
<td>81%</td>
<td>82%</td>
<td>81%</td>
</tr>
</tbody>
</table>

n = 470
The Most Frequent Information Requests Were for Bike, Bus and General Commuter-related Questions

- Bike related: 23%
- ART/bus related: 23%
- General commuter questions: 23%
- Metro related: 12%
- Military related: 5%
- Walking/pedestrian related: 5%
- VRE related: 4%
- Other responses: 10%

Q8a. If so, what information were you looking for?

n = 81
Q8b. And how satisfied are you that you got the information you were looking for?

The Majority Were Satisfied with the Information They Received

- 5 - Very satisfied: 44%
- 4: 18%
- 3: 15%
- 2: 8%
- 1 - Very dissatisfied: 6%
- Don't know: 9%

n = 87
Many plan to share the information they received at the *Redefine Your Commute* event with their friends and colleagues. Some plan to make changes to their mode.
Many Plan to Share the Information with Their Friends and Colleagues

Share this information with friends or colleagues

- Total: 60%
- Commercial: 66%
- Residential: 50%

Talk with other human resources or property managers about transportation information or assistance services your employer offers

- Total: 29%
- Commercial: 34%
- Residential: 22%

Contact Arlington Transportation Partners (ATP) to get more information about transportation services and resources

- Total: 24%
- Commercial: 25%
- Residential: 23%

Q12a. As a result of attending this event, how likely are you to do each of the following?

n = 423
Combined, 68% of Respondents Plan to Follow-up Somehow on the Information They Received

Q12a. As a result of attending this event, how likely are you to do each of the following?

- Share this information with friends or colleagues
- Talk with HR of property manager
- Contact ATP

NOTE: Graph shows those rating their likelihood a 4 - 5 on a scale of 1 (not at all likely) to 5 (very likely).

n = 423
Q11a. As a result of attending this event, how likely are you to increase your use of transit, carpool or vanpool, walking, or bicycling?

About a Third of Respondents Say That They Are Likely to Increase Their Usage of Transit as a Result of Attending the Event

NOTE: Graph shows those rating their likelihood of increasing their use of each of the modes a 4 – 5 on a scale of 1 (not at all likely) to 5 (very likely). Those who say they already use that mode all the time were removed from the analysis.

n = 397
Q11a. As a result of attending this event, how likely are you to increase your use of transit, carpool or vanpool, walking, or bicycling?

Combined, Almost Half Say That They Are Likely to Increase Their Usage of an Alternative Mode

NOTE: Graph shows those rating their likelihood of increasing their use of each of the modes a 4 – 5 on a scale of 1 (not at all likely) to 5 (very likely). Those who say they already use that mode all the time were removed from the analysis.

n = 397
Young people found the event less helpful than older people and are less likely to report that they will share the information with others.
**Millennials Were Slightly Less Likely Than Older Respondents to Find the Event Helpful**

Q7. How helpful did you find today’s **Redefine Your Commute** event?

n = 473

- **5- Very helpful**
  - Millennials = 44%
  - Gen X = 59%
  - Boomers/Silent = 61%

- **4**
  - Millennials = 24%
  - Gen X = 25%
  - Boomers/Silent = 25%

- **3**
  - Millennials = 29%
  - Gen X = 24%
  - Boomers/Silent = 19%

- **2**
  - Millennials = 5%
  - Gen X = 4%
  - Boomers/Silent = 6%

- **1- Not at all helpful**
  - Millennials = 2%
  - Gen X = 1%
  - Boomers/Silent = 4%

- **Don't know**
  - Millennials = 13%
  - Gen X = 11%
  - Boomers/Silent = 19%
Millenials Are Less Likely Than Older Respondents to Say That the Event Has Made Them More Aware of Their Options and to Think More about Their Options

Q9. To what extent did today’s event...

![Bar chart showing the percentage of Millennials, Gen X, and Boomers/Silents who felt the event made them more aware of their transportation options and who thought about the benefits of alternative modes of transportation.]

- **Make you more aware of your transportation options**
  - Millennials: 36%
  - Gen X: 62%
  - Boomers/Silents: 62%

- **Make you think about the benefits of using alternative modes of transportation**
  - Millennials: 45%
  - Gen X: 56%
  - Boomers/Silents: 58%

n = 462
Q12. As a result of attending this event, how likely are you to do each of the following?

Share this information with friends or colleagues:
- Millennials: 46%
- Gen X: 61%
- Boomer/Silent: 70%

Talk with your human resources or property manager about transportation information or assistance services your employer offers:
- Millennials: 19%
- Gen X: 33%
- Boomer/Silent: 34%

Contact Arlington Transportation Partners (ATP) to get more information about transportation services and resources:
- Millennials: 13%
- Gen X: 26%
- Boomer/Silent: 29%

n = 423
Perhaps Millennials found the event less helpful because they were already aware of their options.
Yet, Millennials Were No More Aware of Their Options Prior to the Event Than Were Older Respondents

Q10. Before today’s event, how aware were you of transportation options that were available to you?

n = 463
Perhaps Millennials found the event less helpful because they are already using alternative modes.
Recall That Millennials Are Already More Likely to Use Alternative Modes

Graph shows the most frequently used mode to get to work. Percentages total more than 100% because some respondents report using multiple modes equally frequently.

Derived from Q5. In a typical week, how many days a week do you use each of the following types of transportation to get to work?

Q20. In which area of Arlington do you live?
And They’re Already More Satisfied with Their Daily Commute

Q1. In general, how satisfied are you with your daily commute to work?

<table>
<thead>
<tr>
<th>Scale</th>
<th>Millennials</th>
<th>Gen X</th>
<th>Boomers/Silent</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 - Very satisfied</td>
<td>31%</td>
<td>35%</td>
<td>39%</td>
</tr>
<tr>
<td>4</td>
<td>16%</td>
<td>14%</td>
<td>15%</td>
</tr>
<tr>
<td>3</td>
<td>28%</td>
<td>24%</td>
<td>24%</td>
</tr>
<tr>
<td>2</td>
<td>9%</td>
<td>11%</td>
<td>10%</td>
</tr>
<tr>
<td>1 - Not at all satisfied</td>
<td>2%</td>
<td>10%</td>
<td>12%</td>
</tr>
<tr>
<td>Don’t know</td>
<td>2%</td>
<td>0%</td>
<td>1%</td>
</tr>
</tbody>
</table>

Millennials = 75%
Gen X = 63%
Boomers/Silent = 55%

Question only asked of those who are employed
n = 479
Hypothesis 3:

Perhaps it is usage of alternative modes and already being satisfied with their commute that is driving down perceived helpfulness of the event.
Yet, Collapsing Across All Generations, Those Who Already Use an Alternative Mode Did Not Find the Event Less Helpful

They Are, However, Slightly Less Likely to Talk with HR about Their Options

Chart shows proportions rating each a 4 or 5 on the applicable scale.
Likewise, Those Who Are Satisfied with the Commute Actually Found the Event Slightly More Helpful Than Others

- Found event helpful: 47% (Not satisfied) vs. 57% (Satisfied)
- Made aware of transportation options: 53% (Not satisfied) vs. 58% (Satisfied)
- Made think about the benefits of using alternative modes: 49% (Not satisfied) vs. 56% (Satisfied)
- Likely to share info with friends and colleagues: 59% (Not satisfied) vs. 61% (Satisfied)
- Likely to talk with HR: 30% (Not satisfied) vs. 28% (Satisfied)
- Likely to contact ATP: 22% (Not satisfied) vs. 25% (Satisfied)

Chart shows proportions rating each a 4 or 5 on the applicable scale.

n = varies
Conclusion:

Perhaps Millennials aren’t the ideal target for this type of event. It may be necessary to determine how to better tailor Redefine Your Commute for a younger audience, or it may be more prudent to focus on older residents and workers.
Redefine Your Commute

Events encouraged attendees to seek out more information after the event.
About 4 in 10 Have Sought More Information Regarding the Information They Received

Q11: Since attending the Redefine Your Commute event at [ENTER NAME OF EVENT], have you contacted any of the following to learn more about transportation services or options?

- Gone online/searched websites: 32%
- Contacted your employer/human resources manager: 11%
- Contacted Commuter Connections: 10%
- Contacted Arlington County Commuter Services (ACCS): 6%
- Contacted Arlington Transportation Partners (ATP): 5%
- Contacted other source - please specify: 2%
- Have not contacted any source: 58%

n = 62
About a third made changes to their daily work commute after the event, yet slightly less than half of them attribute it to the event.
About a Third of Those Who Took the Follow-up Survey Report Changing Their Commute to Work

Q12: Since you attended the Redefine Your Commute event at [ENTER NAME OF EVENT], have you made any of the following changes in how you travel to work?

- Telework more often: 13%
- Ride train or bus to work more often: 5%
- Started riding train or bus to work: 5%
- Walk to work more often: 5%
- Carpool or vanpool to work more often: 3%
- Started teleworking: 3%
- Bicycle to work more often: 2%
- Started bicycling to work: 2%
- Started carpooling or vanpooling to work: 2%
- Started walking to work: 2%
- Other: 3%
- Did not make any of these changes: 69%

Question of those who are employed

n = 61
Of the 19 who Reported in the Follow-Up Survey That They Have Made a Change in Their Commute to Work, 6 Say It Was Because of the Redefine Event or ATP

Q13: Did any information, service, or benefit you received from the Redefine Your Commute event or Arlington Transportation Partners influence you or assist you to make this change?

- Yes: 6
- No: 11
- Don’t know or don’t remember: 2

n = 19
A Few Report That They Are Likely to Use Transit for Their Commute to Work More Often in the Future

Question only asked of those who have not made a change in their commute to work.

Analysis removes those who report already using that mode all of the time.

Transit n = 17
Carpool or vanpool n = 39
Walking n = 33
Bicycling n = 39

Q16: Since you attended the Redefine Your Commute event at [ENTER NAME OF EVENT], how likely are you to consider increasing your use of transit, carpool or vanpool, walking, or bicycling for your trip to work?

In total, 5 out of 42 respondents say that they are likely to make some sort of change to their mode.

Caution: Low sample size for transit n = 17

Transit
- 6% Very likely
- 6% Somewhat likely
- 12% Not likely

Carpool or vanpool
- 8% Very likely
- 8% Somewhat likely

Walking
- 0% Very likely

Bicycling
- 3% Very likely
- 3% Somewhat likely

FOLLOW-UP

Caution: Low sample size for transit n = 17
About a third made changes to their non-work trips after the event, yet only about half attribute it to the event.
Driving Alone, Metrorail and Walking Are the Most Frequent Modes Used for Non-Work Trips

Graph shows the most frequently used mode for non-work trips. Percentages total more than 100% because some respondents report using multiple modes equally frequently.

Derived from Q6. Thinking about non-work trips you make around Arlington County or around the Washington metropolitan region, how many days a week do you use each of these types of transportation?

n = 469
Similarly to Those Who Made Changes to Their Work Commute Mode, About a Third Made Changes to Their Non-Work Trips

Q17: Since you attended the Redefine Your Commute event at [ENTER NAME OF EVENT], have you made any of the following changes in how you make non-work trips around Arlington County or around the Washington metropolitan region?

- Walk more often: 23%
- Ride train or bus more often: 10%
- Bicycle more often: 5%
- Started bicycling: 3%
- Started riding train or bus: 3%
- Started walking: 3%
- Carpool or vanpool more often: 2%
- Started carpooling or vanpooling: 0%
- Other: 3%
- Did not make any changes: 65%

CAUTION: Low sample size, n = 62

FOLLOW-UP
Of the 22 who Reported in the Follow-Up Survey That They Have Made a Change in Their Non-Work Trips, 9 Say It Was Because of the Redefine Event or ATP

Q18: Did any information, service, or benefit you received from the Redefine Your Commute event or Arlington Transportation Partners influence you or assist you to make this change?

CAUTION: Low sample size

n = 22
Some Additional Respondents Report That They Are Likely to Use Transit and Walking More Often for Non-Work Trips

Q 21: Since you attended the Redefine Your Commute event at [ENTER NAME OF EVENT], how likely are you to consider increasing your use of transit, carpool or vanpool, walking, or bicycling for your non-work trips?

Question only asked of those who have not made a change in their non-work trips.

Analysis removes those who report already using that mode all of the time.

CAUTION: Low sample size

Transit n = 24
Carpool or vanpool n = 36
Walking n = 26
Bicycling n = 35

In total, 9 out of 39 respondents say that they are likely to make some sort of change to their mode.
The events are making an impact. Half have already made a change to their work or non-work trips, and about a third of those say it was because of *Redefine Your Commute* or ATP. An additional 20% say they are likely to make a change.
Out of the 62 People Who Completed the Follow-up Survey, 31 Have Already Made a Change and an Additional 13 Say They Will

<table>
<thead>
<tr>
<th>Change to Work Mode</th>
<th>19</th>
</tr>
</thead>
<tbody>
<tr>
<td>Likely to Change to Work Mode</td>
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</tr>
<tr>
<td>Made or Likely to Change to Work Mode</td>
<td>24</td>
</tr>
<tr>
<td>Change to Non-Work Mode</td>
<td>22</td>
</tr>
<tr>
<td>Likely to Change to Non-Work Mode</td>
<td>9</td>
</tr>
<tr>
<td>Made or Likely to Change to Non-Work Mode</td>
<td>31</td>
</tr>
<tr>
<td>Made a Change to Either Work or Non-Work Mode</td>
<td>31</td>
</tr>
<tr>
<td>Likely to Change to Either Work or Non-Work Mode</td>
<td>13</td>
</tr>
<tr>
<td>Made or Likely to Change to Either Work or Non-Work Mode</td>
<td>44</td>
</tr>
</tbody>
</table>

11 of these say that the change was because of Redefine Your Commute or Arlington Transportation Partners.
Few recall receiving a Capital Bikeshare pass at the event.
Only 13% Received a Capital Bikeshare Pass at the Redefine Your Commute Event, but None Have Used It or Capital Bikeshare Yet

Q22: At the Redefine Your Commute event, were you given a free one-day pass to Capital Bikeshare?
Q23. Have you used the Capital Bikeshare pass that you received at the Redefine Your Commute event?
Q25: Have you ever used Capital Bikeshare?

None report having used the pass or having used Capital Bikeshare.

CAUTION: Low sample size
n = 62
Respondents have a variety of transportation resources available to them. Many say they would be likely to telecommute if given the opportunity.
### Many Respondents Have Used Financial Benefits for Using Transit

*But Many Don’t Know Exactly What’s Available*

<table>
<thead>
<tr>
<th>Service</th>
<th>Available &amp; have used</th>
<th>Available but have not used</th>
<th>Not available</th>
<th>Don’t know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Metrochek, SmartBenefits, discount transit passes, or other financial</td>
<td>62%</td>
<td>15%</td>
<td>16%</td>
<td>7%</td>
</tr>
<tr>
<td>benefit</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Transit schedule/route information</td>
<td>41%</td>
<td>26%</td>
<td>16%</td>
<td>16%</td>
</tr>
<tr>
<td>Bicycle/walking information or services</td>
<td>23%</td>
<td>43%</td>
<td>18%</td>
<td>16%</td>
</tr>
<tr>
<td>Opportunity to telecommute or telework</td>
<td>30%</td>
<td>26%</td>
<td>43%</td>
<td>2%</td>
</tr>
<tr>
<td>Carshare, ZipCar account</td>
<td>11%</td>
<td>31%</td>
<td>31%</td>
<td>26%</td>
</tr>
<tr>
<td>Help finding a carpool or vanpool partner, also known as ridematching</td>
<td>3%</td>
<td>38%</td>
<td>23%</td>
<td>36%</td>
</tr>
<tr>
<td>Guaranteed ride home</td>
<td>13%</td>
<td>26%</td>
<td>31%</td>
<td>30%</td>
</tr>
<tr>
<td>Subsidy or other financial benefit for carpools/vanpools</td>
<td>5%</td>
<td>20%</td>
<td>39%</td>
<td>36%</td>
</tr>
<tr>
<td>Reserved or preferred parking for carpools/vanpools</td>
<td>10%</td>
<td>38%</td>
<td>51%</td>
<td></td>
</tr>
<tr>
<td>Free parking</td>
<td>7%</td>
<td>87%</td>
<td>5%</td>
<td></td>
</tr>
</tbody>
</table>

**Question only asked in follow-up survey of those who are currently employed**

**CAUTION:** Low sample size

n = 61

Q4: Listed below are several travel information and assistance services that might be available where you work. Indicate for each if it is:
About Half of Those Who Have a Financial Benefit Available Receive It as a Pre-Tax Deduction

Q4a: You indicated that your employer offers a financial benefit for using transit. Is this paid for by the employer or is this a pre-tax salary deduction for transit use?

- Pre-tax salary deduction for transit use: 49%
- Paid for by employer: 45%
- Other: 4%
- Not sure: 2%

CAUTION: Low sample size, n = 47
About a Third of Those Living in Shared Dwellings Have Information on How to Get Around the Area Available to Them from a Property Manager or Concierge

Q7: We are also interested in the types of travel assistance services that might be available to you in your home area. Does anyone in your residential complex or building, such as a property manager or concierge, offer information or services to help you get around Arlington or around the Washington area?

- Yes: 32%
- There is no property manager or concierge: 7%
- No services or information offered: 45%
- Don’t know: 16%

CAUTION: Low sample size n = 44

FOLLOW-UP
Respondents from Residential Properties May Have Been Confusing the *Redefine Your Commute Event* with Information or Services from Their Property

Q7: We are also interested in the types of travel assistance services that might be available to you in your home area. Does anyone in your residential complex or building, such as a property manager or concierge, offer information or services to help you get around Arlington or around the Washington area?

**FOLLOW-UP**

These differences are not statistically significant.

Question only asked in the follow-up survey of those who live somewhere other than in a separate detached home

CAUTION: Low sample size

Commercial
n = 23

Residential
n = 21

<table>
<thead>
<tr>
<th>Service Provided</th>
<th>Commercial</th>
<th>Residential</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>26%</td>
<td>38%</td>
</tr>
<tr>
<td>There is no property manager or concierge</td>
<td>9%</td>
<td>5%</td>
</tr>
<tr>
<td>No services or information offered</td>
<td>57%</td>
<td>33%</td>
</tr>
<tr>
<td>Don’t know</td>
<td>9%</td>
<td>23%</td>
</tr>
</tbody>
</table>

Q7: We are also interested in the types of travel assistance services that might be available to you in your home area. Does anyone in your residential complex or building, such as a property manager or concierge, offer information or services to help you get around Arlington or around the Washington area?
Only 14% Have a Self-Service Information Display or Kiosk in Their Complex or Building That Provides Information on Local Transportation Services

Q8: Is there a self-service information display or kiosk in the complex or building that provides information on local transportation services?

- Yes: 14%
- No: 77%
- Don’t know: 9%

Question only asked in the follow-up survey of those who live somewhere other than in a separate detached home.

CAUTION: Low sample size, n = 44
Q9: Listed below are travel information and assistance services that might be available where you LIVE. Indicate for each if it is:

- Bike Racks and Transit Schedules Are Available to More Than Half of Those Living in Shared Dwellings

Interestingly, only 48% of residential property respondents said “available and used” for this. (13% of commercial property respondent did as well.)

Question only asked in the follow-up survey of those who live somewhere other than in a separate detached home.

CAUTION: Low sample size

n = 44
Q10: If the following services were available to you, how likely would you be to try using transit, carpool/vanpool, bicycle, or walking or to use these types of transportation more frequently?

Many Respondents Would be Interested in the Opportunity to Telecommute

- You had the option to telecommute or telework: 78%
- You could receive a subsidy or other financial benefit to use transit to get to work: 75%
- You had a guaranteed ride home if you had an unexpected emergency or needed to work late on a given day: 44%
- You could receive a subsidy or other financial benefit to carpool or vanpool to work: 39%
- You did not have free parking at home: 33%
- You had help finding a carpool or vanpool partner: 29%
- You could receive a subsidy or other financial benefit to bicycle to work: 22%

NOTE: Graph shows proportions rating their likelihood a 4 - 5 on a scale of 1 (very unlikely) - 5 (very likely).

Question asked of those who are currently employed. Respondents were only asked about the options not already available to them. Those who report already using an alternative mode all the time are excluded from the analysis.

n = varies

Caution: n=12

Caution: n=15
Technology-based rideshare services have promise for some respondents.
About 8 in 10 Respondents Have a Smartphone or Intend to Get One in the Near Future

Q26a: Do you currently own a Smartphone (e.g., Blackberry, Android, iPhone, etc.)?

- Yes: 60%
- No, but I intend to get one in the near future: 19%
- No and I do not intend to get one in the near future: 21%

CAUTION: Low sample size n = 62

However, it appears as though Gen Xers are the most likely to have a Smartphone.

(This finding is not statistically significant.)
Of About 1 in 5 Smartphone Users Would be Interested in Technology-Based Ridesharing Services

Q26b: How interested would you be in receiving information via your smartphone about new technology-based ridesharing services, such as instant or occasional carpooling, cash or product incentives for carpooling, or information about vanpooling? Please use a scale from 1 to 5 where 1 means “not at all interested” and 5 means “very interested.”

CAUTION: Low sample size

n = 49
Key Recommendations
Keep offering Redefine Your Commute events at commercial and residential properties. Attendees find them helpful and are using the information to make transportation changes.
Target Baby Boomers when planning Redefine Your Commute events and determine how to make these events more useful to Millennials.

*Millennials are currently less likely to find the events helpful. Determine how to best cater to the different generations in marketing materials and events.*
Work with property managers to ensure that they are promoting the events beforehand.

Some attendees suggested this as a possible improvement. This may also encourage attendees to come prepared with specific questions.
Invest in technology-based ridesharing services cautiously. Some respondents, especially Millennials, show some moderate interest, but interest is not yet widespread.
Consider offering other give-a-ways at the events, instead of just Capital Bikeshare passes. No respondents reported using their Capital Bikeshare pass. Perhaps other trials, such as Zipcar or ART would have more appeal.
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