Arlington County Commuter Services

Making An Impact

May 2009
MAI Sections

- **1 – Past, Present, Future**
  - 1a – Life as we know it is changing
  - 1b – Where are we heading? Can we maintain QOL?

- **2 – ACCS**
  - 2a – ACCS vision mission, organization
  - 2b – ACCS programs and service

- **3 – ACCS accountability**
  - 3a – ACCS evaluation approach
  - 3b - Reporting ACCS’ results

- **4 – Quality of Life and Viability of Business - Business and Residential Studies**
  - 4a – Arlington travel patterns (SOC survey)
  - 4b – Other residential results – QOL, etc
  - 4b – Business studies
  - 4c – Commercial building

- **5 – Research Results - ACCS Services**
  - 5a – Introduction to customer service - touchpoints
  - 5b – ATP
  - 5c – Commuter Store
  - 5d – CommuterPage
  - 5e – CommuterDirect
  - 5f – Bike Arlington / Walk Arlington
  - 5g – ART

- **6 - Impacts**
Past, Present, And Future of Arlington County
Life As We Have Known It is Changing

- Population Growth
- Underserved Population Growth
- Resource Limitations
- Development
- Traveling In
- Traveling Out
- Resident Turnover
- Environmental Concerns
Arlington’s “Environment” Undergoing Change

• Population growth and demographic shifts
• Substantial development in built environment – residential and commercial
• Commute pattern shifts to and from Arlington
• Increasing demand on transportation system – travel in, travel out, travel through
• Greater concern about “sustainability”
Arlington County Population (1940 – 2030)

Source: U.S. Census Bureau (1940 – 1990); Arlington County Planning Division, Round 7.2 Cooperative Forecasts (2000 – 2030).
Arlington County has long been a “young” county, with a substantial share of residents aged less than 45 years. But the 45 – 64 group is climbing as a share of total residents. 

% of residents
20% in 1980
28% in 2010
Arlington has an ethnically diverse population, but perhaps is becoming less diverse. In 2000, the population of white residents began to climb, after falling for 20 years, while populations of other ethnic groups stabilized or fell.
Arlington Must Continue to Address Ethnic Groups’ Needs

In 2007, 16% of Arlington residents were Hispanic. Half of Hispanic residents reported that they are more comfortable speaking in Spanish. This will have important implications for how Arlington identifies residents’ mobility needs and communicates new mobility options and initiatives.

Source: 2006 Arlington Resident Survey

Question N-8a: Do you feel most comfortable speaking in:

- 51% Prefer Spanish
- 21% Prefer English
- 27% Equally comfortable in both
Need For Transportation System

Education Never Stops

Time at Current Arlington Residence (2000)

- 1 year or less: 28%
- 6 - 10 years: 14%
- More than 10 years: 24%
- 5 years or less: 34%

62% moved to Arlington within past 5 years

Source: U.S. Census Bureau.
Note: Indicates length of time at current residence.
Housing Units (1960 – 2030)

Residential development remains strong in Arlington. In 2000, rental units comprised 57% of Arlington housing, compared to 34% of units nationally.

Source: U.S. Census Bureau (1960-1990); PRAT Round 7.1 Forecasts (2000-2030)
More Development Coming

Arlington County is still building –

Office – 79% built out

Retail – 84% built out

Residential – 80% built out

Source: PRAT – September 2007
New Residential and Commercial Space Coming To Meet Demand

- 13,398 new residential units completed since the 2000 Census
- 3,301 residential units now under construction
- Over 2,300 units approved by the County Board but not yet started construction
- Major office projects, 374,000 sq ft, currently under construction
- Over 2.2 million sq ft of office space approved by the County Board but not yet started construction

Integration of Development and Transportation

“Urban Villages” around transit stations foster use of non-vehicle travel options

- High density, mixed-use
- Easy pedestrian access
- Multimodal transportation infrastructure
- High capacity service offers flexibility
Approved & Pending Projects
April 2007 – Focused on Metrorail Corridors
Several Metro Station areas will be significant growth centers between 2000 and 2030.
Metro Ridership During Peak Hours
Average Weekday Peak Exits and Entries by Metro Station (2004)

Source: WMATA
Serving commute travel to, from, and through Arlington is critical for transportation system effectiveness and business vitality.
Arlington is a “net attractor” of workers. Employment in the County exceeds total residential population, resulting in a higher population during the daytime than at night.
Where do Arlington Residents Work?
Shift in Commute Pattern from 1960 to 2000
Fewer go to DC; More go to Other VA

Source: U.S. Census Bureau
21% live in Arlington
60% live in Other VA locations and 16% in MD

Source: U.S. Census Bureau
Car and Transit Use for Commuting

In 2005, drive alone rates stabilized after 20 year growth and transit share began to rise.

Since the opening of Metrorail lines in Arlington in the late 1970s, ridership has increased steadily. In 2006, almost 98,000 people boarded Metro in Arlington on an average weekday.
Arlington Is Becoming a National Model of Public Transportation Use
Public Transportation for Commuting (2005)

Source: U.S. Census Bureau – ACS
Where are We Heading? Can we Maintain Our Quality of Life?
Master Transportation Plan

Arlington’s vision for its transportation system highlights the importance of TDM

- Priority on **moving people, not vehicles**
- Emphasize **accessibility** and **travel options**
- Commitment to **sustainability** – improve natural environment
- Enhance **quality of life**
Master Transportation Plan Goal: "Move More People Without More Traffic"

Arlington’s traffic challenges:

- Commute flow in, out, through County
- Population and employment growth

<table>
<thead>
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<th></th>
<th>2005</th>
<th>2030</th>
<th>Change</th>
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<tr>
<td>Pop</td>
<td>199,000</td>
<td>243,000</td>
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<td>Empl</td>
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- No space to expand roads

Will require substantial growth in non-SOV use
Arlington Commute Modes 2005, 2030
Residents and Workers

Residents
2005 – 45% non-SOV
2030 – 53% non-SOV

Workers
2005 – 37% non-SOV
2030 – 50% non-SOV
Master Transportation Plan Goal: ”Advance Environmental Sustainability”

**MTP Goal 6** – Reduce the impact of travel on community resources, including air and water quality, and increase energy efficiency.

**Strategy 1** – Increase energy efficiency and reduce hydrocarbon emissions by encouraging and accommodating non-motorized travel, public transit, carpooling, telecommuting, and alternative fuel vehicles.

Reducing 100 miles of vehicle travel eliminates 100 pounds CO2 and saves 5 gallons of gas.
Old Model of TDM
Single Issue Focus

1970’s – **Energy**: TDM reduces consumption –
(volatile prices, peak oil, global demand)

1980’s – **Efficiency**: TDM helps move more people
in fewer vehicles

1990’s – **Mobility/Congestion**: TDM helps ease
congestion /improve mobility

2000’s – **Air quality**: TDM reduces CO2 and other
pollutants
New Model: Convergence of Key Issues
Unprecedented Opportunity for TDM

Social mobility  Economics  Congestion  Sustainability
ACCS
Mission, Vision, Organization
Vision: Enhance the **quality of life** and **economic vitality** of Arlington by working to:

- Reduce traffic congestion
- Reduce demand for parking
- Provide for maximum use of existing public transportation and HOV infrastructure
- Improve air quality
- Improve mobility
Mission: To provide the most accurate, timely and useful information and services to residents, workers, and visitors in Arlington to increase the use of transportation options such as transit, biking and walking.

ACCS makes it easy for companies and individual travelers to choose non-SOV travel options like transit, biking, walking, and telework.
ACCS Vision/Mission

**Vision:** Enhance the quality of life and economic vitality of Arlington by working to:

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- Provide for the maximum use of existing public transportation and HOV infrastructure
- Improve air quality
- Improve mobility

**Mission:** To provide the most accurate, timely and useful information and services to residents, workers, and visitors in Arlington to increase the use of transportation options such as transit, biking and walking.
How ACCS Operates

• Fifteen years of growth. Three full time county employees.

• Three major contractors plus many smaller subs = 45 full-time employees dedicated to ACCS.

• Nationally recognized for innovations, leadership, technology, customer service and marketing.

• Contractors = Flexibility, innovation and speed.
ACCS Funding

ACCS budget in 2008 - $6.5 M

- **Revenues:** 48% CMAQ, 26% State grants, 13% County, 13% ACCS sales generated revenue

- **Expenditures:**

  - ATP - 23%
  - Call/distribution - 14%
  - Retail - 17%
  - One-time projects - 9%
  - Bike/walk - 5%
  - Admin - 6%
  - Research - 5%
  - Web - 4%
Regional Cooperation

ACCS coordinates regionally and statewide:

- **COG Commuter Connections** – Regional ridematching, GRH, employer services, telework
- **Clean Air Partners** – Air Quality Action Days program
- **WMATA** – Metrorail and Metrobus marketing initiatives
- **MWCOG** – Regional traveler info and emergency preparedness
- **Local Transit Systems** – VRE, commuter buses, etc
- **Sluglines**
- **DRPT** – TDM / transit efforts such as TeleworkVA!
- **Washington Area Bicyclist Association**
The ACCS Team

The ACCS team is a cross-functional organization of management and staff with clear-cut roles and responsibilities that runs TDM as a business.
ACCS is the **Software** that Makes the County’s Transportation **Hardware** Work & Leverages The Urban Villages Concept

**ACCS Services**
- Employer Services
- Residential Services
- Visitor Services
- Site Plan Requirements/Development Services
- Commuter Stores/Mobile Commuter Store
- Commuter Information Center, CommuterDirect.com Sales Support Center
- Arlington Retail marketing program – point of purchase program
- Distribution and Logistics Program
- Bus Stop Information Program
- Web Sites
- ACCS Marketing
- BIKEArlington program
- WALKArlington program
- Arlington Carsharing program
- ART and Arlington Metrobus – especially ACCS marketing thereof
ACCS
Programs and Services
Services, Products, and Programs that Comprise the Whole of ACCS

- Employer Services
- Residential Services
- Visitor Services
- Site Plan Development Services
- Commuter Stores
- CommuterDirect.com
- Commuter Info Center
- Sales Support Center
- Retail marketing
- Bus Stop Info
- ACCS Marketing / websites, Commuterpage.com
- BIKEArlington
- WALKArlington
- Arlington Carsharing
- ART / Metrobus marketing
Innovations at ACCS

Sixteen years of creativity and progress – 1993 - 2009

1993: The Commuter Store in Rosslyn * 1995: Sales staff at Arlington Transportation Partners – first full-time sales staff in VA *
Telecommuting Pilot * 1996: Ozone Action Days * Metrochek Match *
1997: ACCS Strategic Plan * CommuterPage.com *
CommuterDirect.com * 1998: “Arlington Metrobus” marketing campaign *
1999: Expansion of ATP Employer Services staff *
2000: Employer Commuter Choice CD ROM *
2001: Mobile Commuter Store *
2002: Renovation of Crystal City Commuter Store *
2003: Renovation of Rosslyn Commuter Store *
2004: Pike Ride branding, signage and super stops *
2005: ATP’s Multi-Unit Residential Services *
2006: ACCS Research *
2007: Transportation Information Display Units *
Relocation of Ballston Commuter Store/Bike Station *
Bikesharing *
New Mobile Commuter Store on RV platform *
Slugging Marketing *
2008: Relocation Services *
More Research *
2009: Web Sites Upgrade *
More Research
Arlington Transportation Partners

• TDM sales efforts remove 21,800 daily vehicle trips
• 11th year of operation
• 580 employer clients, 131,000 employees – 67% provide transit benefit
• 391 residential clients, 59,700 units – 85% market penetration
• 42 hotel clients – 100% penetration
Commuter Stores®

- Record sales of $13 M
- Assisted 212,400 walk-in customers
- Won ACT Customer Service award in 2008
- Opened 4th store in June 2008
- Completed build-out of new Mobile Store
Customer Service Fulfillment Center
703.228.RIDE call center for ART, websites

- Fulfilled 29,000 inquiries in 2008 for transit info, fare media, and other services
- Generated $13M in sales in 2008 - 54% from web
- Provide fare media for VRE, WMATA, MARC, MTA
- Introduced SmartBenefits option to receive paper rail tickets
Distribution & Logistics and Bus Stop Signage

- Distributed 550,000 transit schedules
- Placed transit info at 425 ART and 55 Pike Ride bus stops
- Installed 150 “take one” info display units at commercial and residential buildings
Internet Services
CommuterPage.com, CommuterDirect, ArtAlert

- 3,500 visitors per day
- 12th year of CommuterPage.com
- Citation from Dr. Gridlock as “region’s best transportation resource”
ACCS Marketing

- Launched Car-free diet campaign to reduce use of SOV – print and web ads, brochures, direct mail, carfreediet.com, news coverage
- 18-month iRide Teen Transit initiative – received awards from APTA and ACT
- ART lunch loop
- Produced Arlington edition of How to Live Well Without a Car
Carsharing

- National recognition for Arlington leadership
- Partnership with Zipcar
- 101 On-street spaces
- 3,400+ members
WalkArlington

- Part time manager
- WalkArlington.com website
- Community and school walking events
- WALKAbouts self-guided walking tours – 20,000 copies of brochure distributed
- Pacer monthly newsletter with 1,000 subscribers
BikeArlington

• Part time manager
• BikeArlington.com website
• Arlington activities for Regional Bike-to-Work Day and Arlington-Alexandria Community Bike Ride
• Maps and cycling info materials – 30,000 copies distributed
• Bike safety classes - *Lights for Bikes, Confident City Cycling*
Street Team

- Deployed to special events and targeted locations (bus routes, metro stops, neighborhoods & urban villages) to share the ACCS message
- Retail store partnerships
- Part time manager
1 page slide to replace individual slides on BA, WA, Carshare, street team

Special Initiatives
Bike Arlington, WALKArlington, Carshare, Street Team

[Images of bikers, sidewalk, and carsharing posters]
TDM for Site Plan Development

- 113 site plans in TDM database
- 100% compliance in 2008
- 12 new sites plans with TDM
- $1.5 M new contributions over 30 years