ACCS Accountability: Research & Evaluation
ACCS Evaluation Approach
Typical TDM Impact Assessment

Most TDM Agencies

Data Collection

Information

Knowledge

Outputs
ACCS Impact Assessment

Most TDM Agencies

Data Collection

Information

Knowledge

Diagnostic Insights

Accountability

Outcomes

ACCS
ACCS Research and Evaluation Process
Measuring Satisfaction and Impacts

- Multi-year process to assess ACCS’ performance in customer satisfaction and measure impacts of travel behavior change
- Surveys of customer groups and service users
- Measure impacts with methods used by MWCOG and other respected regional evaluations
Research / Evaluation Approach

Process has 3 components:

1. **Customer Satisfaction** – Define customers’ needs and assess how well ACCS is meeting their needs and expectations

2. **Program Performance** – Measure use of ACCS’ services, document behavior changes, and estimate impacts

3. **Service Enhancements** – Identify service gaps and pilot test opportunities for new customer-centric services
ACCS Performance Continuum

Unique marriage of customer-centric foundation with measurement of behavior change and impacts

- **Awareness**: Knowledge of modes and TDM services
- **Attitudes**: Willingness to consider using non-SOV modes
- **Participation**: Use of TDM services
- **Satisfaction**: Satisfied with services, would use again, would recommend

**Behavior Change**
- Trial and continued use of non-SOV options

**Impacts**
- Vehicle trips reduced
- VMT reduced
- Emissions reduction
- Energy saving
- Traffic reduction
- Enhanced mobility
- Enhanced access
Customer Satisfaction

- ACCS research measures **customer satisfaction** – forces customer-centric focus / behavior / accountability

- Surveys identify **key touchpoints** and measures **ratings of services**
  - Level of overall satisfaction
  - Specific program component satisfaction

- Analysis calculates **areas for improvements**:  
  - Strategy refinements
  - Program improvements
Impact Assessment

• ACCS tracking defines participation – number of service users

• Surveys measure behavior change since using services:
  – What percent started non-SOV travel
  – What new modes they use
  – How often they use them
  – What modes they used before

• Analysis calculates impacts:
  – Trips / VMT reduced - cars off the road
  – Tons of emissions reduced
  – Gasoline savings
Also Considering a Broader Range of TDM Impacts

• **Quality of life** – More attractive community

• **Economic vitality** – Continued growth, good business environment

• **Environmental sustainability** – Reduced energy dependence, reduced global warming

• **Social benefits** – Improved health, reduced accidents. Enhanced access, mobility

• **Transportation system operation** – Improved system performance, reduced delay
Reporting ACCS’ Results
Phase I Data Collection / Analysis (2006-09)

- Baseline surveys of customers and service users:
  - Residents
  - Employers
  - Employees
  - Property managers
  - CEO/business leaders
  - Commuter Store
  - CommuterPage.com
  - CommuterDirect.com
  - BikeArlington
  - WalkArlington
Research Documents Results

Customer ratings:
- Satisfaction level
- Likely to recommend
- Desired improvements

Impact performance:
- Mode split
- New non-SOV users
- Vehicle trips eliminated – “cars off the road”
- VMT eliminated
- Emissions reduced
- Energy savings
Annual Impact Report

2008 - First “Making an Impact” Annual Report

- Summarizes results of Phase 1 research
- Highlights ACCS’ significant accomplishments by program
- Documents customer satisfaction and value of ACCS programs to individual users
- Documents ACCS’ impact on Arlington’s transportation and environmental goals
  - 38,000 vehicle trips reduced daily
  - 542,000 VMT eliminated daily
  - 64,000 tons of CO2 eliminated in 2008
  - 6.2 million gallons of gas saved in 2008
ACCS TDM Research Center: Database on CommuterPage.com

Transportation Demand Management Research Center

4 Easy Ways to Find a Study or Report on Your Topic

TDM Research News

Research, Research, Research: ACCS TDM Resource Center Now on the Web

40% of Arlington County's workforce commutes into the County every day

Arlington County's Transportation Demand Management Research Center

Did You Know...?
“Fun Facts” and Current News
Make It Relevant

Arlington County’s Transportation Demand Management Research Center

Did You Know... 40% of Arlington County’s workforce commutes into the County every day.

TDM RESEARCH NEWS
Vanquishing the Density Demon
There's no reason that higher density has to mean worse traffic congestion. In the face of population growth and commercial development, Arlington County has kept its streets gridlock-free.
By Jim Bacon, August 14, 2007; Bacon's Rebellion

Research, Research, Research: ACCS TDM Resource Center Now on the Web
2nd in the Series. About a year and half ago ACCS embarked upon a program to develop and implement a Research and Evaluation Plan to assess the transportation and air quality impacts of our TDM program and to better understand our customers. In October, 2006 a 97-page, multi-year Plan for Research and Evaluation (PDF) was completed as were some initial data gathering efforts and original research. We now have an ACCS TDM Research Center on the web.
By Chris Hamilton, April 15, 2007; CommuterPageBlog

Research, Research, Research: Getting Started
Research Studies are Posted on the Transportation Research Database
Executive Summary, Questionnaire, Data Tables, & Report

<table>
<thead>
<tr>
<th>Name</th>
<th>File Type</th>
<th>View / Download</th>
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<tr>
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<td>2007 Commuter Store IN STORE QUESTIONNAIRE</td>
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<td>2007 Commuter Store PRESENTATION</td>
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<tr>
<td>Summary - 2007 Commuter Store STUDY</td>
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</tbody>
</table>
Executive Summaries Make it Quick and Easy To Access Every Study

Common Format for All Summaries

- Sponsor and researchers
- Overall purpose
- Research objectives
- Methodology
  - Data collection mode
  - Completed surveys
  - Survey population
  - Survey instrument
  - Participation criteria
- Key findings
Pillars of Transportation Demand Management: ACCS
"Knowledge Papers"

The studies and reports included in this site have added to our collective knowledge base on how Arlington County residents and other Northern Virginia travelers and perceive different transportation topics, programs, and commute options. Click on any of these following knowledge papers for an overview of what we know.

- Support Arlington’s Urban Villages – Cars Not
- Offer Travel Options for Every Trip - Give Everyone
- Make Travel Options Easy To Use - Shop Around
- Let Employers Advance the Cause – Implement
- Run Continuous Education Campaigns - Use Its Services

Other items of interest:

- Arlington County Master Transportation Plan
- Arlington County TDM Strategies
Key Findings Are Also Highlighted in the TDM Professionals Blog

As Well as Presented on ACCS’s General Public Blog
http://commuter.typepad.com/

Research Factoids

American Drivers Drive Fewer Miles

According to a report by Cambridge Energy Research Associates, American drivers actually drove significantly fewer miles in 2005 than in 2004. That's the first annual drop since 1980. The difference was small: 13,657 miles per year in 2005, down from 13,711 miles in 2004 - a 0.4% decline. However, being the first decline in 25 years is an unusual event.

The drop is likely a result of rising gas prices over the last couple of years. Recall Hurricane Katrina in September 2005 drove gas prices above $3 per gallon for the first time. Another possible factor is the aging of our population: older drivers tend to drive less, and there are more of them every year.

More information about this report can be found at ASH and the LA Times.

by Steve Offutt, Arlington

Can Joining A Carshare Company Make You Green?

Research & Evaluation
TDM
Resource Center
Planned Phase II Evaluation (2010 - 2012)

Four key areas of research:

- Baseline studies of customers not yet surveyed (e.g. visitors)
- “Second wave” studies of customer groups previously surveyed to assess changes (e.g., residents, employers, service users)
- Synthesis of research to assess impacts and identify program enhancements
- Dissemination of research results to stakeholders
Quality of Life and Role of Transportation
Arlington Residents and Workers Travel to Work
Resident and Worker Travel
Regional State of Commute Survey

Surveys conducted in 2001, 2004, and 2007 by MWCOG

- 6,600 employed residents in Washington metro region
- 600 Arlington residents
- 500 commuters who work in Arlington and live inside or outside Arlington
- Explored characteristics of travel to work and use of commute services
Key Finding

Arlington residents and workers use non-SOV modes at a much higher rate for commuting than is typical for the Washington DC region.
Only **55%** of weekly commute trips made by Arlington residents were drive alone, compared to **71%** of all work trips made in the region. Arlington residents used transit at nearly twice the rate of commuters region-wide.

Arlington Residents
n = 561

Region
n = 6,168
The drive alone share for Arlington residents appeared to have declined from 2001 (65%) to 2007 (55%). Growth has occurred primarily in transit. In 2007, bus/train accounted for 32% of weekly trips, compared with 24% in 2001.
Respondents who worked in Arlington also made fewer DA commute trips (63%) than did all regional commuters (71%). Arlington workers were more likely to use train and slightly more likely to CP/VP than were commuters region-wide.
Travel Mode to Work

The drive alone share for Arlington workers remained essentially constant from 2001 (61%) to 2007 (63%). Train mode share has grown slightly, but other alternative modes appear to have lost market share since 2001.
Use of Other Alternative Modes – Past Two Years

Both Arlington residents and commuters who work in Arlington were more likely to use/try a new alternative mode than were commuters region-wide.

Region: n = 6,183
Arlington Residents: n = 552
Arlington Workers: n = 412
Telework in 2004 and 2007

TW growth between 2004 and 2007 was particularly strong for Arlington residents – up from 12.5% of commuters to 21.6%. Arlington residents TW now exceed the regional average of 18.7%.
Many non-teleworkers “could and would” telework if given the opportunity. The potential was equally high for both Arlington residents and workers.

**Telework Potential**

<table>
<thead>
<tr>
<th>Commuters</th>
<th>Region</th>
<th>n = 6,168</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arlington Residents</td>
<td>n = 561</td>
<td></td>
</tr>
<tr>
<td>Arlington Workers</td>
<td>n = 412</td>
<td></td>
</tr>
</tbody>
</table>

**Q14e** Would your job responsibilities allow you to work at a location other than your main work place at least occasionally?

**Q14f** Would you be interested in telecommuting on an occasional or regular basis?

<table>
<thead>
<tr>
<th></th>
<th>TW Now</th>
<th>TW Potential</th>
<th>No TW Potential</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arlington residents</td>
<td>22%</td>
<td>29%</td>
<td>49%</td>
</tr>
<tr>
<td>Arlington workers</td>
<td>20%</td>
<td>29%</td>
<td>51%</td>
</tr>
</tbody>
</table>
The average travel distance of Arlington residents (9.5 mi) is considerably shorter than that of all regional commuters (16.3 mi). Commuters who work in Arlington travel farther (19.4 mi) than the regional average and much farther than do residents.

<table>
<thead>
<tr>
<th>Category</th>
<th>Distance (miles)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arlington residents</td>
<td>9.5 miles average</td>
</tr>
<tr>
<td>Arlington workers</td>
<td>19.4 miles average</td>
</tr>
<tr>
<td>All regional commuters</td>
<td>16.3 miles average</td>
</tr>
</tbody>
</table>

Q17: How long is your typical daily commute one way? ... And how many miles?

- Arlington residents: 29% < 5 miles, 39% 5-9 miles, 14% 10-14 miles, 5% 15-19 miles, 8% 20-29 miles, 5% 30+ miles
- Arlington workers: 14% < 5 miles, 22% 5-9 miles, 12% 10-14 miles, 11% 15-19 miles, 19% 20-29 miles, 22% 30+ miles
- All regional commuters: 17% < 5 miles, 20% 5-9 miles, 17% 10-14 miles, 12% 15-19 miles, 17% 20-29 miles, 17% 30+ miles
Arlington workers’ commute times (41 min) are slightly higher than the regional average (35 min).

Residents do not have proportionately shorter commute times (31 min) than the regional average (35 min). This is primarily due to the large number of transit riders and walkers/bikers, who travel short distances, but take more time.
About three in ten respondents who lived in Arlington said they also worked in Arlington. 43% worked in Washington DC and 14% worked in neighboring Fairfax County.
Home locations of respondents who worked in Arlington were distributed throughout the region. Fairfax County was home to three in ten Arlington workers. Two in ten respondents who worked in Arlington also lived in Arlington.
Perception of Commute Ease

Most commuters across the region said their commute was about the same as year. Slightly more than one in ten commuters reported an easier commute. But Arlington residents were less likely to report a more difficult commute than were all regional commuters.

Q57 Would you say your trip to work is easier, more difficult, or about the same now as it was one year ago?

Arlington Residents
n = 549

Arlington Workers
n = 410

Region
n = 6,068
Access to Transportation Services
Key Finding
Both Arlington residents and workers had **exceptional access** to transportation infrastructure and TDM services, compared to the average Washington area commuter.
Arlington residents and workers reported a very high level of public transit access in their home areas and higher access than did commuters region-wide. Nine in ten reported bus and/or rail operating in their home areas, compared to 83% of regional commuters.
Access to Public Transit – Work

Arlington residents and workers also reported a higher level of transit access in their work areas than did commuters region-wide.

Q45 What train or bus companies provide service in the area where you work?

**Arlington residents**
- n = 552
- 58% bus and/or rail
- 20% bus only
- 12% train only
- 10% no transit / not sure

**Arlington workers**
- n = 412
- 61% bus and/or rail
- 15% bus only
- 12% train only
- 11% no transit / not sure

**Region**
- n = 6,055
- 51% bus and/or rail
- 20% bus only
- 7% train only
- 21% no transit / not sure
Distance to Transit – Home

92% of Arlington residents lived within 1 mile of a bus stop, much closer access than for Arlington workers or commuters region-wide. 42% of Arlington residents lived within 1 mile of a rail station, again a higher level of access than for either Arlington workers or all commuters.

Distance to bus

- Arlington residents: 78% within 1 mile, 14% within 0.5-1 mile, 14% farther than 1 mile
- Arlington workers: 57% within 1 mile, 13% within 0.5-1 mile, 30% farther than 1 mile
- Region: 52% within 1 mile, 16% within 0.5-1 mile, 32% farther than 1 mile

Distance to rail

- Arlington residents: 20% within 0.5 mile, 23% within 0.5-1 mile, 57% farther than 1 mile
- Arlington workers: 5% within 0.5 mile, 8% within 0.5-1 mile, 87% farther than 1 mile
- Region: 7% within 0.5 mile, 10% within 0.5-1 mile, 93% farther than 1 mile
Access and Use of HOV Lanes

Both Arlington residents and Arlington workers had greater access to HOV lanes than did commuters region-wide for travel to work. Arlington residents used HOV lanes at the regional rate, but Arlington workers were more than twice as likely as the regional average to use HOV lanes for commuting.

Arlington Residents
n = 532

Arlington Workers
n = 458

Region
n = 5,923

Q46 Is there a special HOV (High Occupancy Vehicle) lane that can be used only by carpools, vanpools and buses along your route to work?
Q47 Do you use the HOV lane to get to or from work?
Two-thirds (64%) of Arlington residents and three-quarters (72%) of Arlington workers said their employers offered commute services, compared to only half (54%) of commuters region-wide. These percentages are unchanged since 2004.
More than half of Arlington workers said their employers offer transit subsidies and a third said they had access to rideshare info.
At Arlington sites where workers had access to TDM services:
- CP/VP and Transit trips were 104% higher
- Drive Alone trips were 28% lower

Respondents who commute to a work location in Arlington Co

Q15. Now thinking about LAST week, how did you get to work each day.
Region-wide, 69% of commuters said they could park for no charge, either on-site or off-site. But free parking was available to only 50% of respondents who lived in Arlington and 54% of respondents who worked in Arlington.

Q90 What about free on-site parking? Does your employer make that available to all employees at your worksite?

Q91 Does your employer pay part of your parking cost or do you have to pay the entire cost if you drive to work?
Mode at Arlington Worksites With and Without Free Parking

The drive alone rate was much lower at Arlington worksites that did not offer free parking (54%) than at worksites where parking was free (70%). Transit use was double when parking was not free.

Alt mode use (share of weekly trips)
- Without free parking - 46%
- With free parking - 30%

Arlington Workers n = 413
No free parking n = 189
Free parking n = 224
Arlington Residents Travel for Non-Work Purposes
Key Finding
Arlington residents also use non-SOV modes for a substantial portion of their non-work trips
Incidence of Non-Work Travel

- 67% of residents made a non-work trip “yesterday.”
  - 65% of employed residents made a non-work trip
  - 72% of non-employed residents made a non-work trip

- Residents who made non-work trips yesterday made an average of 2.3 trips/stops:
  - On work days, employed residents made 1.5 trips or stops on the way to/from work, plus 1.6 non-work trips at other times of the day
  - On non-work days, employed residents made 2.4 non-work trips
  - Non-employed residents made 2.6 non-work trips on an average day

Employed, Work day
n=253

Employed, Non-work day
n=94

Non-employed, N=162
Two in ten non-work trips were for made for shopping or errands and a quarter were made for social purposes.
Arlington residents make more than half of their non-work trips without driving alone. One-third of the trips are made by walking, and one in eight are made by riding or driving with another person.
Impact of Transportation on Residents Quality of Life
Commute Ads and Commute Assistance Services
Advertising Recall – 2007 vs 2004

- Heard or saw commute ads in past 6 months
  - 52% of regional commuters vs 55% in 2004
  - 57% of Arlington residents – same as 2004
  - 57% of Arlington employees vs 63% in 2004

- More likely to consider RS after hearing ads
  - 19% of regional commuters vs 18% in 2004
  - 18% of Arlington residents – same as in 2004
  - 23% of Arlington employees vs 17% in 2004

---

Arl Residents
n = 584

Arl Workers
n = 442

Region
n = 6,399

Consider RS base
Arl Residents
n = 206

Arl workers
n = 166

Region
n = 2,046
Message Recall – Arlington Residents

The most often recalled message in 2007 was to “use the bus/train.” Recall of this message doubled from the 2004 level. “Help environment” also showed a marked increase in awareness from 2004 to 2007.

- **Use bus/train**
  - 2007: 23%
  - 2004: 11%

- **Call for CP/VP info**
  - 2007: 11%
  - 2004: 14%

- **New buses/train coming**
  - 2007: 6%
  - 2004: 9%

- **GRH**
  - 2007: 5%
  - 2004: 6%

- **Commuter Connections**
  - 2007: 4%
  - 2004: 5%

- **Help environment**
  - 2007: 6%
  - 2004: <1%

- **Reduce traffic**
  - 2007: 5%
  - 2004: 3%

- **Saves money**
  - 2007: 3%
  - 2004: 2%

- **Saves time**
  - 2007: 2%
  - 2004: 2%

- **Less stressful**
  - 2007: 2%
  - 2004: 2%
Awareness and Use of Commute Info Resources

Arlington residents and Arlington employees were slightly more likely to say they knew of a commute info resource organization than were all regional commuters. They also used info services at a higher rate (23-26%) than did commuters region-wide (14%).

2004 Awareness
Residents = 45% (+12%)
Employees = 58% (+0%)
Region = 46% (+5%)

Arlington
Residents n = 580
Arlington Employees n = 434
Region n = 6,610

- Aware of resource
- Used resource
Nearly 4 in 10 Arlington residents and Arlington employees said they knew of ACCS/Commuter Store (aided). About 8% of residents and 7% of Arlington employees had used the services.

Awareness of 9 local programs ranged from 11% to 49% and use ranged from 1% to 9%.

ACCS had 3rd highest awareness and 2nd highest use rate of local NOVA programs.
Citizens of Arlington County Rate Their Overall Quality of Life Quite Favorably

Almost 9 in 10 Give It a Favorable Rating

<table>
<thead>
<tr>
<th>Rating</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>5-Very Good</td>
<td>53%</td>
</tr>
<tr>
<td>4</td>
<td>35%</td>
</tr>
<tr>
<td>3</td>
<td>9%</td>
</tr>
<tr>
<td>2</td>
<td>1%</td>
</tr>
<tr>
<td>1-Not Very Good</td>
<td>1%</td>
</tr>
</tbody>
</table>

$n = 509$
What is driving such high overall Q of L ratings?

Do transportation system and services play a role? . . .
Residents Highly Rate Many of the County’s Quality of Life Attributes

<table>
<thead>
<tr>
<th>Attribute</th>
<th>5-Very Good</th>
<th>4</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Availability of shopping opportunities</td>
<td>58%</td>
<td>28%</td>
<td>86%</td>
</tr>
<tr>
<td>Safety</td>
<td>41%</td>
<td>45%</td>
<td>86%</td>
</tr>
<tr>
<td>Avail. of entertainment &amp; rec. opportunities</td>
<td>51%</td>
<td>34%</td>
<td>85%</td>
</tr>
<tr>
<td>Transportation system and services</td>
<td>43%</td>
<td>40%</td>
<td>83%</td>
</tr>
<tr>
<td>Attractive residential communities</td>
<td>45%</td>
<td>37%</td>
<td>82%</td>
</tr>
<tr>
<td>Diversity</td>
<td>51%</td>
<td>29%</td>
<td>80%</td>
</tr>
<tr>
<td>Clean environment</td>
<td>35%</td>
<td>45%</td>
<td>80%</td>
</tr>
<tr>
<td>The economy</td>
<td>41%</td>
<td>39%</td>
<td>80%</td>
</tr>
<tr>
<td>Ease of getting around in the area</td>
<td>39%</td>
<td>37%</td>
<td>76%</td>
</tr>
<tr>
<td>Job opportunities</td>
<td>35%</td>
<td>35%</td>
<td>70%</td>
</tr>
<tr>
<td>Public education</td>
<td>43%</td>
<td>27%</td>
<td>70%</td>
</tr>
</tbody>
</table>

n = 509
But of all of these seemingly important attributes, which ones have the most influence (the real drivers) of high ratings for quality of life? Does transportation make the list?

The answer comes from running a regression analysis on this data . . .
What Attributes Really Influence Overall Quality of Life Ratings?

- Safety
- Attractive residential communities
- Entertainment & recreational opps
- Shopping opportunities
- Job opportunities
- Transportation system and services
- Public education
- Clean environment
- Ease of getting around the area
- Diversity
- The economy

Overall Quality of Life

Questions C1 – C3
“Transportation System & Services” Have a Statistically Significant Impact on the Quality of Life in Arlington County

The economy

Attractive residential communities

Public education

Clean environment

Job opportunities

Availability of entertainment and recreational opportunities

Transportation system and services

Overall Quality of Life

Not significant impacts on quality of life: safety, shopping, ease of getting around, and diversity

Questions C1 – C3
What do residents rate transportation services?

What drives their ratings?
Satisfaction with Arlington County’s Transportation System is Quite High

The following are significantly more likely to be “very” satisfied:
• Lived in Arlington Co less than 2 years
• Work part-time
• Work in Arlington Co
• Income less than $60,000
• High school or less education

78%
The Transportation System in the County Is Rated Most Favorably in Regard to Safety

2006 Arlington Resident Study
E-8: Please rate the Arlington County transportation system on the following attributes and options.

- Safety: 37% Very Good, 47% Good
- Dependability: 26% Very Good, 40% Good
- Choice/variety of transportation options: 28% Very Good, 38% Good
- Comfort: 23% Very Good, 41% Good
- Convenience: 26% Very Good, 38% Good
- Cost: 21% Very Good, 34% Good
- Time required to make trips: 17% Very Good, 28% Good

All of these “appear” to be equally important

n = 509
Possible *Drivers* of Satisfaction with Transportation System

- Choice/variety of options
- Safety
- Cost
- Time required to make trips
- Convenience
- Dependability
- Comfort
- Ability to travel around Arlington County
- Sat. AC is meeting residents needs
- Ease of getting around w/out car
- Ease of getting around w/car
- Ease of getting around by walking
- Ease of getting around by bus
- Ease of getting around by bicycle
- Ease of getting to other destinations w/out car

*Questions D3, E1 – E8, F1 – F13*
Overall Ability to Travel Around Arlington County Is the Biggest Driver in Satisfaction with Arlington County’s Transportation System

Ability to travel around Arlington County

Getting around Arlington by bus

Choice/variety of transportation options

Safety

Convenience

Time required to make trips

Satisfaction with Transportation System

Questions D3, E1 – E8, F1 – F13
When we put this all together, we arrive at an Arlington County Quality of Life Transportation Impact Model...
What Drives Transportation Ratings?

Ease of getting around w/out car
Choice/variety of options
Cost
Time required to make trips
Convenience
Dependability
Safety
Comfort
Sat. AC is meeting residents needs
Ability to travel around AC
Ease of getting around w/car
Ease of getting around by walking
Ease of getting around by bicycle
Ease of getting around by bus
Ease of getting to other destinations w/out a car

Safety
Attractive residential communities
Entertainment & recreational
Shopping opportunities
Job opportunities
Transportation system and services
Public education
Clean environment
Ease of getting around the area
Diversity
The economy

Overall Quality of Life
Satisfaction with the “Transportation System & Services” in Arlington County Improves Residents’ Quality of Life Ratings

How to Read This Chart:
Proportions reported are those rating the quality of life favorably.

Example: 85% of those less than very satisfied w/ trans. system rate quality of life favorably.

Very satisfied
n = 202

Less than satisfied
n = 305

94%
Three Distinct Commute Groups Were Defined In This Survey

**Primary Ridesharers (n=148)**
Reported that they *rideshare to work* at least once a week in a typical week.

**Secondary Ridesharers (n=189)**
Do not typically *rideshare to work*, but used an alternative mode of transportation for a *non-work* trip in the past week.

**Non-Ridesharers (n=172)**
Do not typically *rideshare to work* and did not use an alternative mode of transportation for a *non-work* trip in the past week.

Source: 2006 Arlington Resident Study
Satisfaction with the “Transportation System & Services” in Arlington County is Correlated with Quality of Life Among All Commute Groups – Especially Those That Do Not Rideshare

How to Read This Chart: Proportions reported are those rating the quality of life favorably.

Example: 89% of those less than very satisfied w/ trans. system rated quality of life favorably.

2006 Arlington Resident Study
C-1: How would you rate the overall quality of life in Arlington County?

Primary Ridesharers
n = 148
Secondary Ridesharers
n = 189
Non-Ridesharers
n = 172

Note: < is shorthand for less than very satisfied
Key Drivers of Satisfaction with the Transportation System Are Similar By Audience with One Distinction in Each Group

<table>
<thead>
<tr>
<th>Primary Rideshare</th>
<th>Secondary Rideshare</th>
<th>Non-Rideshare</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ability to travel around Arlington County (Rank 1)</td>
<td>Ability to travel around Arlington County (Rank 1)</td>
<td>Ability to travel around Arlington County (Rank 1)</td>
</tr>
<tr>
<td>Choice/variety of transportation options (Rank 3)</td>
<td>Choice/variety of transportation options (Rank 2)</td>
<td>Choice/variety of transportation options (Rank 3)</td>
</tr>
<tr>
<td>Getting around Arlington by bus (Rank 4)</td>
<td>Getting around Arlington by bus (Rank 3)</td>
<td>Getting around Arlington by bus (Rank 2)</td>
</tr>
<tr>
<td>Safety (Rank 2)</td>
<td>Time required to make trips (Rank 4)</td>
<td>Convenience (Rank 4)</td>
</tr>
</tbody>
</table>
We Now Say with **statistical certainty**... 

Making it easy for people to get around Arlington County is unequivocally related to how residents rate their Quality of Life in Arlington County...

**ACCS’ Activities Impact Quality of Life Ratings**
Viability of Business
Arlington Business Leader Study
July 2007
Arlington County Business Leaders Say Arlington County Is a Good Place to Locate a Business!

Q9: Considering all factors that are important to your organization as a place to locate your business, how would you rate Arlington County?

- 5 - Very good: 63%
- 4: 25%
- 3: 9%
- 2: 2%
- 1 - Not very good: 2%

n = 118
Transportation / Access Is the Number One Attribute Driving Business Leaders’ Ratings of the County as a Great Business Location

- Access to transit/transportation: 40%
- Great location: 31%
- Close to DC: 20%
- Amenities in area: 17%
- Proximity to customers: 12%
- Lack of affordable office space: 5%
- Other responses: 42%
- No response: 18%

n = 98
Quality of Transportation System Rated Highest Among all Factors Influencing Location Decisions

- **Transportation system**: 92%
- **Area reputation**: 83%
- **Proximity to customers**: 81%
- **Availability of skilled workforce**: 80%
- **Availability of business support svc.**: 64%
- **Tax structure/incentives**: 53%
- **Attractive residential communities**: 49%
- **Affordable employee housing**: 42%
- **Quality of K-12 education**: 41%
- **Quality colleges/universities**: 38%
- **Workforce training**: 31%
- **Entertainment opportunities**: 30%
- **Recreational opportunities**: 27%

*2007 Arlington Business Leaders Study
Q10: When your organization considers alternative locations for your business or part of your business, how important are each of these attributes in the decision process?*

n = 118
Services Do Have an Impact on Locating a Business in Arlington

• Among those aware of transportation support services, business location ratings are **15 points higher**
• Among those who have had prior and current use of ATP services, ratings are **20 points** over those unaware of ATP*
• Ratings are **8 points higher** among those with increased service offerings*
• Ratings are **10 points higher** among those who have increased benefit realization*
• Those with higher satisfaction with Arlington County’s Transportation System rate Arlington **23 points higher** as a business location

* These differences were not statistically significant as individual measures. However, in total, there is a statistically significant positive relationship between satisfaction with the transportation system and higher ratings for the county as a business location.

Source: 2007 Arlington Business Leaders Study
62% of Arlington County Business Leaders are Satisfied with the Arlington County Transportation System

- 5 - Very satisfied: 32%
- 4: 30%
- 3: 24%
- 2: 8%
- 1 - Not at all satisfied: 5%

n = 120
Higher Satisfaction with Transportation Systems Parallels Positive Ratings of Arlington County’s Ratings As A Business Location

2007 Arlington Business Leaders Study
Q9: Considering all factors that are important to your organization as a place to locate your business, how would you rate Arlington County?

How to Read This Chart: Proportions reported are those giving favorable ratings to locating a business in Arlington.

Example: 96% of those satisfied w/ trans. system rate Arlington as a good place to locate a business.

Very satisfied
n = 202

Less than satisfied
n = 305

Satisfied with Arlington trans. system
22%
74%
96%

Less than satisfied with Arlington trans. System
30%
43%
73%
Q19. If you had $100 to allocate across the following parts of Arlington County’s Transportation System, how would you do it? (The total must add to $100.)

___ Transportation infrastructure - roads
___ Transportation infrastructure - bus, bike paths, walking paths, etc.
___ Transportation services - information-based support services that help you maximize transit use, bicycling, walking, carpooling, and so forth

(Note: the above options were rotated)
Arlington County Business Leaders Say Allocate *Almost Half* of the County’s Transportation System Budget on Non-Road Alternatives & Services

2007 Arlington Business Leaders Study
Q19: If you had $100 to allocate across the following parts of Arlington County’s transportation system, how would you do it?

- **Infrastructure - roads**: $53
- **Infrastructure - bus, bike paths, etc.**: $27
- **Transportation Services**: $19

*n = 99*
We Now Say with statistical certainty...

Arlington County’s Transportation System is a major economic development driver in both attraction & retention. Business leaders support a balanced transportation system.

ACCS’ Activities Impact Business Location Ratings

Source: 2007 Arlington Business Leaders Study