Arlington Commercial Building Study
Study Objectives and Sample

• Explore influence of transportation on employers’ location decisions and influences on employees’ travel choices:
  – Urban-ness
  – Distance to Metrorail
  – Availability and cost of parking
  – Commuter assistance services

• Examine awareness and use of commute services

• Collected data for 19 Arlington County office buildings:
  – 10 Rosslyn-Ballston, 6 Crystal City, 3 Non-Metro areas
  – Telephone survey of 125 employers
  – On-line survey of 1,500 employees
Employer Survey Results
Worksite Commute Assistance and Parking
Commuter Assistance Definition

• Asked employers and property managers what services they offered to employees at this site
• Asked employees what services they believed were available
• Defined service level by actual availability
  – Low = No transit subsidy and fewer than 3 support services (e.g., preferential parking, transit info, etc)
  – Medium = Transit subsidy, plus fewer than 3 support services
  – High = Transit subsidy plus 3+ support services
Worksite Services Reported by Employees

Employees reported a wide range of commute services. Most common were transit subsidies, transit schedules, and telework information. But carsharing and several bike/walk services were available to at least 30% of employees.

Respondents noted seven commute services that were more common than free parking, which was available to only 31% of respondents.
Who Provides Commute Services?

Services were provided by employers, building managers, and other organizations. Employers most often offered subsidies and showers/lockers. Services from “other organizations” included ridematch, bike racks, CP/VP parking, bus/train info, and carshare.

n = 1,346
Four in ten employees worked at a site that provided a High level of commute services (financial incentive plus 3 or more support services). Half worked at sites with Moderate services.
Total TDM by Metro Distance

Worksites near Metrorail were more likely to offer at least a **Moderate** TDM level than were worksites located farther away.

But worksites **farther** from Metro were more likely to offer **High** TDM levels, while worksites **closer** to Metro were more likely to offer **Moderate** levels of services.

TDM Level includes services provided by employers and by other organizations.
A third of employers that offered commute services said they received assistance to plan or implement the services – 18% received assistance from Metro/WMATA and 10% said ATP provided the assistance. 25% of employers that received assistance said they would have been unlikely or very unlikely to implement the services without the assistance.
Many Commuters Received Services to Start Using Alternative Modes

73% of respondents who used an alternative mode said they received commute information or services that encouraged or helped them start using an alternative mode. The most common service was a transit subsidy, cited by 50%.

Q 21 Did you receive any of the following types of information or services from your employer, from an organization that provides commute information, or any other person or organization that encouraged or helped you to work?

- Transit subsidy: 50%
- Transit information: 11%
- Bike route: 8%
- Telecommute: 6%
- GRH: 4%
- Matchlist: 3%
- Carpool incentive: 3%

9% who received services said they were “not likely” to have started the alt mode without the service.

17% said they were only “somewhat likely” to have started.
Parking Services Questions

**Employer survey questions**
- How many employees work at this site?
- How many parking spaces are available in this building for your employees' use?
- What fee do you charge employees for parking?

**Employee survey questions**
- On days you drive to work, where do you park?
- How much do you, or would you, pay to park at this location?

**Parking variables**
- Parking ratio - spaces per employee
- Parking fee – reported by employee
55% of the employees surveyed worked at locations with spaces for at least half the employees, but only 6% worked at sites with a space for each employee. So parking was “moderately” available.
Parking by Metro Distance

Employees located 6 or more blocks from Metro were much more likely to have parking than were employees located closer to Metrorail – two-thirds worked at sites with parking for at least half of the employees, while only about 50% of employees located 5 or fewer blocks from Metro worked at sites with parking for half of the employees.

<table>
<thead>
<tr>
<th>Metro Distance</th>
<th>Employee Survey</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-2 blocks</td>
<td>n = 343</td>
</tr>
<tr>
<td>3-5 blocks</td>
<td>n = 742</td>
</tr>
<tr>
<td>6-10 blocks</td>
<td>n = 156</td>
</tr>
<tr>
<td>&gt;10 blocks</td>
<td>n = 101</td>
</tr>
</tbody>
</table>

- **Parking for at least half of employees - 50-54%**
  - 0-2 blocks: 45% (31%), 40% (9%)
  - 3-5 blocks: 50% (10%), 0% (0%)
  - 6-10 blocks: 68% (17%), 15% (0%)
  - >10 blocks: 37% (20%), 44% (0%)

- **Parking for at least half of employees - 64-83%**
  - 0-2 blocks: 9% (0%)
  - 3-5 blocks: 0% (0%)
  - 6-10 blocks: 15% (15%)
  - >10 blocks: 20% (44%)

ARLINGTON COUNTY COMMUTER SERVICES
Parked Fees – Employee Sample

77% of employee survey respondents said they paid to park. Only a quarter said they had free parking.

20% paid $100 per month or less, 13% paid $101 to $149, and 16% paid more than $150 per month. 27% said they did not know what they would pay to park, presumably because they never drive to work. But most of these employees probably would have to pay.
92% of employees located more than 10 blocks from Metrorail said they had free parking. But parking charges were common for employees located closer to Metrorail. Charges of $150 or more per month were especially common for employees who worked within 5 blocks of Metrorail.
Employee Travel Patterns
Only 49% of weekly commute trips made by respondents were drive alone, compared to 63% of all work trips made to Arlington. Train use by commercial bldg survey employees was much higher than for Arlington workers overall.
The DA rate was similar for Ballston, Rosslyn, and Crystal City, but **dramatically** higher (79%) for areas outside Metro corridors. Crystal City had the highest transit share, but Ballston had much higher bike/walk use. CP/VP use was similar in the three Metro corridors and lower in “Other” areas.
DA rates were much lower and transit use was considerably higher for respondents who worked within 5 blocks of a Metrorail stations than for respondents who worked farther away from Metrorail. But there was little difference in DA and transit use for 0–2 blocks and 3–5 blocks from Metro.
Use/Trial of Other Modes by Metro Distance

Respondents who worked near Metrorail were more likely to try another mode than were respondents who worked farther from Metrorail. They also were more likely to use/try transit.

Q 22
Since you started working in this building, have you used or tried any other type of transportation for your trip to work, that you are not using now?

- 3 in 10 tried transit
- 2 in 10 tried transit

<table>
<thead>
<tr>
<th>Distance</th>
<th>Tried any other mode (%)</th>
<th>Tried transit (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>0 – 2 blocks</td>
<td>50%</td>
<td>33%</td>
</tr>
<tr>
<td>3 – 5 blocks</td>
<td>46%</td>
<td>32%</td>
</tr>
<tr>
<td>6 – 10 blocks</td>
<td>48%</td>
<td>32%</td>
</tr>
<tr>
<td>&gt;10 blocks</td>
<td>33%</td>
<td>22%</td>
</tr>
</tbody>
</table>

0 – 2 blocks  n = 353
3 – 5 blocks  n = 779
6 – 10 blocks n = 162
>10 blocks    n = 104
The DA rate increased as the parking ratio increased – as more parking is available, more employees drive. The most dramatic increase was when parking was available to all employees.

Generally upward trend in DA rate from limited parking to ample parking

<table>
<thead>
<tr>
<th>Parking Ratio</th>
<th>DA Rate</th>
<th>n</th>
</tr>
</thead>
<tbody>
<tr>
<td>0 – 0.25</td>
<td>40%</td>
<td>216</td>
</tr>
<tr>
<td>0.26 – 0.50</td>
<td>48%</td>
<td>389</td>
</tr>
<tr>
<td>0.51 – 0.75</td>
<td>43%</td>
<td>618</td>
</tr>
<tr>
<td>0.76 – 0.90</td>
<td>51%</td>
<td>116</td>
</tr>
<tr>
<td>0.91 or more</td>
<td>67%</td>
<td>101</td>
</tr>
</tbody>
</table>

Q 3  How many weekdays would you typically use each of the following types of transportation to get to [street address]?
Parking fee seems to have little impact on DA rates, until the fee climbs above $100. At that point, DA rates fall sharply.

**Employee Survey**

**Parking Fee Perceived by Employee**

- $0
  - n = 362
- $1 - $75
  - n = 58
- $76 - $100
  - n = 250
- $101 - $125
  - n = 87
- $126 +
  - n = 351

**Drive Alone Rate by Parking Fee**

- 0: 61%
- $1 - $75: 58%
- $76 - $100: 73%
- $100 - $124: 54%
- $125 or more: 30%

**DA drop from modest to high parking charge**
The DA rate dropped substantially as TDM level rose:

- **Low TDM** – 62% DA
- **Moderate TDM** – 47% DA
- **High TDM** – 40% DA

The difference primarily reflected higher transit share with higher TDM levels. Carpool/vanpool rates were essentially the same.

### Primary Mode by Total TDM Level

<table>
<thead>
<tr>
<th>Employee Survey</th>
<th>Total TDM Level (employer defined)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Low TDM</td>
</tr>
<tr>
<td></td>
<td>n = 121</td>
</tr>
</tbody>
</table>

**Q 3** How many weekdays would you typically use each of the following types of transportation to get to [street address]?
The DA rate dropped as increasingly significant incentives were offered. When no incentive was offered, the DA rate was 60%. When subsidies were offered, the DA rate dropped below 50% and the transit share rose.

### Primary Mode by Financial Incentive

#### Employee Survey

<table>
<thead>
<tr>
<th>Incentive Perceived by Employee</th>
<th>No incentive</th>
<th>Incentive for CP/VP only</th>
<th>Incentive for transit only</th>
<th>Incentive for transit/CP/VP</th>
</tr>
</thead>
<tbody>
<tr>
<td>n= 540</td>
<td></td>
<td>n = 29</td>
<td>n = 628</td>
<td>n = 151</td>
</tr>
</tbody>
</table>

#### DA drop from no incentive to all mode incentives

- No incentive: DA 60%, Transit 42%, Bike/walk 7%, Carpool/vanpool 6%
- CP/VP only: DA 44%, Transit 32%, Bike/walk 6%, Carpool/vanpool 7%
- Transit only: DA 43%, Transit 23%, Bike/walk 7%, Carpool/vanpool 6%
- Transit/CP/VP: DA 40%, Transit 42%, Bike/walk 7%, Carpool/vanpool 6%

Q3 How many weekdays would you typically use each of the following types of transportation to get to [street address]?
Key Findings on Mode Use

**Metro Distance** – DA rates increased with increasing distance and transit rates fell. The break point for mode impact appeared to be at 5 blocks.

**Parking Ratio** – DA rate increased as the parking ratio increased – as more parking is available.

**Parking Fee** – Cost seemed to have little impact on DA rates, until $100 - then DA rates fall sharply.

**TDM Level** – DA rate dropped as TDM level rose. The difference primarily reflected higher transit share with higher TDM levels. DA rate particularly fell when significant incentives were offered.
Regression Analysis Of Mode Split
Regression Analysis Variables

• Explore relative influence of factors on mode split

• Dependent variables
  – Drive alone Share - % of weekly trips by drive alone
  – Transit Share - % weekly trips by transit

• Independent variables:
  – Site / location characteristics
  – TDM program characteristics
  – Parking availability and parking fees
  – Awareness and use of TDM services
  – Travel pattern characteristics
  – Residence and demographic characteristics
### Drive Alone Share - Regression

<table>
<thead>
<tr>
<th>Coefficients</th>
<th>Home to train station distance</th>
<th>Metrorail Distance</th>
<th>Parking spaces per employee</th>
<th>Annual household income</th>
<th>Sought transit info/service</th>
<th>Home to work distance</th>
<th>Parking fee (employee defined)</th>
<th>Used TDM services *</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>0.258</td>
<td>0.094</td>
<td>0.067</td>
<td>0.059</td>
<td>- 0.059</td>
<td>- 0.109</td>
<td>- 0.161</td>
<td>- 0.301</td>
</tr>
</tbody>
</table>

* Used TDM services: 1 – no TDM, 2 – support only, 3 – financial only, 4 – financial and support
Drive Alone Regression - Summary

Variables associated with **higher DA** rate:
- Longer distance from home to train station
- Longer distance from work to Metrorail station
- Greater access to parking at work
- Higher household income

Variables associated with **lower DA** rate:
- Sought transit information or services
- Longer distance commute
- Employee paid for parking – especially high fee
- Employee used TDM services – especially subsidies
Transit Share - Regression

Coefficients

- Received benefit to start mode: 0.253
- Home area *: 0.251
- When started primary mode*: 0.173
- Parking fee (employee defined): 0.126
- Financial incentive offered: 0.113
- Previous work jurisdiction *: 0.109
- Motor vehicles in household: -0.094
- Home to train station distance: -0.109
- Distance from Metrorail: -0.139

Home area – 1=Arlington, 2=Alexandria/DC, 3=Other Washington metro, 4=Other
Previous work jurisdiction – 1=Arlington, 2=Alexandria/DC, 3=Other Washington metro, 4=Other
When started primary mode – 1=after move, 2=time of move, 3=before move
Transit Regression - Summary

Variables associated with **higher transit** rate:
- Employee received benefit to *start using* transit
- Employee lived outside Arlington
- Employee used transit *before* moving to this site
- Parking charge – especially high charge
- Employer offered financial incentive for transit
- Employee worked outside Arlington before moving to this site

Variables associated with **lower transit** rate:
- More motor vehicles in the household
- Longer distance from *home* to train station
- Longer distance from *work* to Metrorail station
Summary – Urban / Metro Distance

Impact of **Urban Level**

- Not a significant variable in any of the mode models
- Possibly due to limited responses from “Low Urban” areas - mode differences were slight for Moderate to Very High urban-ness
- Might also suggest that even the “Moderate” level of urban-ness is substantial

Role of **Metrorail Distance**

- Increasing distance from Metrorail increased drive alone share and reduced transit share
- Coefficient was highly significant but only moderately strong – suggesting gradual impact – e.g., 5 blocks rather than 2 blocks
Impact of **Parking Fee**

- Increasing parking fees reduced DA share and increased transit share
- Impact appeared slightly stronger as a deterrent to DA, but the variable significance level was higher (greater confidence) for the impact on transit share

Impact of **Parking Space/Ratio**

- DA share increased as parking ratio increased
- But parking ratio was not a significant variable in transit model – this suggests transit use is as much a choice as an imperative for employees whose employers do not provide parking. Employees who want to drive can obtain parking at a commercial garage/lot
Summary – TDM

• Drive alone rate was lower for employees who used TDM services and declined in proportion to level of TDM used
  • Subsidy + support strategies had more impact than subsidy alone. Subsidy alone had more impact than support alone
  • Strong, highly significant impact

• Availability of financial incentives for transit increased transit share, but use of incentive to start mode was even more important

• Availability of targeted incentives (e.g., transit subsidy) was a better predictor of alt mode use than was overall TDM level
Summary – Other Variables

• Many non-site, non-TDM variables entered each model – suggests complexity of mode choice decisions; many factors influence behavior:
  • Home area
  • Distance from home to work and home to transit
  • Previous work jurisdiction
  • Use of mode prior to making move to this location
  • Income
  • Number of household vehicles

• Caution – The R-square values for models were modest, suggesting a substantial portion of the variability in the results are “unexplained” through the models. This could be related to data limitations as well as absence of some important variables
Research Results – ACCS Services
Customer Touch Point Audit

- Web site
- Voice mail
- Personal service by phone
- Word of mouth
- Signage
- Store personnel
- Brochures
- TV Kiosk
- Schedules
- Maps
- Services

*Is this an important touch point?*

*What impression am I leaving?*
When Prompted, 67% of Arlington Residents Said They Knew of One or More Arlington Commute Organizations

2006 Arlington Resident Study

K-10: Now, I'm going to read you a list of organizations and programs that provide transportation information and assistance to Arlington residents. As I read each one, please tell me if you have heard of the organization or service.

n = 419
52% of Arlington residents **sought information** on types of transportation they could use . . .

And . . .

47% **sought transportation services**

2006 Arlington Resident Study
Q K-1: In the past year, have you sought information on types of transportation you could use to get around the Washington metropolitan region?

Q K-2: In the past year, have you looked for services that could help you get around the Washington metropolitan region?

n = 509
Of Residents Who Said They Sought Transportation Information or Services, More than Half Looked for Transit Information/Services

- Transit route/sched: 54%
- Metro fares/passes: 9%
- Travel directions: 7%
- CP/VP info: 3%
- Metrocheck/SmarTrip: 2%
- Bike/walk: 2%
- Telecommute: 2%
- Park&Ride: 2%
- Other: 16%

n = 283

2006 Arlington Resident Study
Q K-4: What information or services were you seeking?
One in Five Residents (21%) Had Used an ACCS Travel Service in the Past Year

- **Commuter Store**: 11%
- **ACCS**: 8%
- **Bike Arlington**: 7%
- **Walk Arlington**: 4%
- **CommuterPage.com**: 2%
- **CarShare**: 2%
- **CommuterDirect.com**: 0%

n = 297
Four in Ten Residents Who Sought Info/Services Took Action to Change Travel

- Took some action: 42%
- Sought more info from Internet: 9%
- Changed route to work: 5%
- Tried bus/train: 15%
- Tried CP: 2%
- Other: 8%

Q K-5: After obtaining this information or service, did you take any actions to try to change how you travel around Arlington or how you travel from Arlington to other destinations in the Washington metropolitan area? ONLY ASKED OF THOSE WHO CHOSE CERTAIN TYPES OF INFORMATION IN K4

n = 201
One-fourth Aware of Ads for Transportation Services in Arlington County

*Percent who recall ads*

- Yes, 24%
- No, 75%
- Don't know, 2%

2006 Arlington Resident Telephone Study
Q M-3: Do you recall seeing or hearing any advertising recently for transportation services in Arlington County?

n = 509
Advertising is Positively Correlated to Satisfaction with Ability to Travel Around Arlington County and Satisfaction with the Transportation System

Not aware of advertising
n = 380

Aware of advertising
n = 120

Satisfied with ability to travel around Arlington County

Satisfied with transportation system in Arlington County

NOTE: Percentages indicate those rating their quality of life “5-Very Good.”

2006 Arlington Resident Study

D-2: Tell me, how satisfied are you with your ability to travel around Arlington County?

D-3: Overall, how satisfied are you with the Arlington County transportation system?
How Do We Know ACCS’ Specific Programs Are Making An Impact?
Examples of Measuring The Impact of ACCS’ Services

- Residential Services
- Employer Services
- Visitor Services
- Site Plan Requirements/Development Services
- Commuter Stores
- Commuter Information Center/CommuterDirect.com Sales Support Center
- Arlington Retail marketing program – point of purchase program
- Distribution and Logistics Program
- Commuterpage.com
- CommuterDirect.com Individual and Corporate Accounts
- Bus Stop Information Program
- BIKEArlington program
- WALKArlington program
- Arlington Carsharing program
- ART and Arlington Metrobus – especially ACCS marketing thereof
- ACCS Umbrella Advertising
ACCS (ATP) Employer/Residential Program Impact
List of ATP Services

For Employers

• Tax-free Transit Benefits
• Telework Assistance and Telework!VA Financial Assistance
• Metro Trip Planner
• Relocation Assistance
• Brochure Service
• CommuterDirect.com Corporate Services
• Events and Promotions
• Transportation Survey
• Transportation Information Display
• Parking Management
• Commuter Benefits Plan
• Support for Commuter Benefits Coordinator
• Services for Commuters
• Carsharing Vehicles

For Property Managers

• Transportation Brochures
• Bulk Fare Media
• Resident Transportation Survey
• Transportation Subsidy Amenity
• On-site Promotions
• Employee Training Sessions
• Commuter Information Center
• Ongoing support for Property Managers
• CommuterDirect.com Corporate Services
About a Quarter of Residents* Had Access to Transportation Information at Home From Either a Concierge (19%) or a Self-Service Take-One Display (13%)

No access: 76%
Transit Info: 36%
Transportation info/seminar: 14%
Metro tickets/tokens: 10%
SmarTrip cards: 3%
Bike racks: 3%

Two-thirds (66%) of residents who had access to residential services used one or more services.

*who lived in a condominium, townhouse, or apartment

Resident base n = 285
Service base n = 67
28 of the 42 Residents Who Said They Had Access to Residential Services Used One or More Services: 11 Used Metro Tickets and 10 Used Transit Information

CAUTION
SMALL SAMPLE SIZE: Service use n = 42
25 of the 28 Residents Who Used a Residential TDM Service Tried or Increased Use of an Alternate Mode After Using the Services

*Most tried modes were Metrobus, Metrorail, walk, and ART bus.*

---

**No change**
- 2

**ART bus**
- 9

**Metrobus**
- 16

**Metrorail**
- 17

**Walk**
- 13

**Bike**
- 6

---

2006 Arlington Resident Study
QL-11. After using these services, did you begin to use any of the following forms of transportation more often?

**CAUTION**

**SMALL SAMPLE SIZE:**
Travel change
n = 28
Half of Property Managers Offer Info and Bike Lockers/Racks

- Bike lockers/racks: 65%
- Transit schedules/maps: 60%
- Other transportation info: 49%
- Info on bike routes: 49%
- SmarTrip: 28%
- Metro shuttle: 19%
- Metro bus tickets/tokens: 14%
- Help planning trips: 14%
- Preferential parking: 14%

Source: 2007 ATP Client Survey
QC5: Check all the services or benefits that are available to residents. For those that are not available now, indicate if you would consider or would not consider offering it.

n = 43
One Quarter of Property Managers Saw a Reduced Need for Parking and Reduced Traffic Congestion

Enhanced tenant recruitment: 46% - 33% = 79%
Enhanced tenant retention: 46% - 28% = 74%
Enhanced reputation: 28% - 15% = 43%
Fulfilled building obligation: 26% - 13% = 39%
Reduced need for parking: 13% - 13% = 26%
Reduced traffic congestion: 15% - 8% = 23%

Source: 2007 ATP Client Study
QC16: Indicate how much your organization has benefited from offering transportation services. ASKED ONLY OF THOSE WHO ANSWERED "YES" IN Q9

Property Managers n = 39
In 2007, 64% of Arlington Residents, 72% of Employed Arlington, and 54% of Employed Residents in the Region Said Their Employers Offer Commute Assistance Services/Benefits

Source: 2007 MWCOG State of the Commute Study
Q89: Next, please tell me if your employer makes any of the following commute services or benefits available to you.

- **Transit/Vanpool subsidy**
  - Arlington residents: 45%
  - Arlington employees: 58%
  - Region: 33%

- **Commute info**
  - Arlington residents: 24%
  - Arlington employees: 34%
  - Region: 20%

- **Bike/walk assistance**
  - Arlington residents: 24%
  - Arlington employees: 18%
  - Region: 17%

- **Preferential parking**
  - Arlington residents: 16%
  - Arlington employees: 19%
  - Region: 16%

- **GRH**
  - Arlington residents: 13%
  - Arlington employees: 10%
  - Region: 12%

- **Carpool subsidy**
  - Arlington residents: 4%
  - Arlington employees: 6%
  - Region: 3%

Arlington Residents
n = 552

Arlington Employees
n = 420

Region
n = 6,076
Alternate Modes Increase and Drive Alone Decreases When Employees Have Access to TDM Services at Work

Weekly trips made by CP/VP and Transit were more than double, and trips made by Drive Alone were 28% lower at worksites where employees who work in Arlington said they had access to TDM services.

Source: 2007 MWCOG State of Commute (SOC) Survey
Respondents who commute to a work location in Arlington Co (Excludes respondents who are self-employed, working only at home.)

Employer offers benefits
n = 291
Employer doesn’t offer benefits
n = 129

Alt mode use (share of weekly trips)
- With TDM - 43%
- Without TDM - 21%
More than Half of Employers Offer Transit Incentives, Flextime, TW, Info, and Bike Lockers/Racks

Source: 2007 ATP Client Survey

QC1: Check all the services or benefits that are available to your employees. For those that are not available now, indicate if you would consider or would not consider offering it.

4 Employers did not choose “Available now” for ANY of these services; 1 Employer chose “Available now” for ALL of these services.

n = 104
More Than Half of Employers Saw an Increase in Employee Morale Due to Transportation Benefits

Source: 2007 ATP Client Study

QC14: Indicate how much your organization has benefited from offering transportation services.
ASKED ONLY OF THOSE WHO ANSWERED “YES” IN Q9

Employers n = 95 - 98

- Enhanced employee morale: 27% - 29% (56%)
- Enhanced employee recruitment: 27% - 13% (45%)
- Enhanced employee retention: 24% - 19% (43%)
- Reduced need for parking: 16% - 23% (39%)
- Attracted more qualified employees: 20% - 12% (32%)
- Increased productivity: 21% - 11% (32%)
- Reduced traffic congestion: 13% - 16% (29%)
- Enhanced reputation: 13% - 11% (24%)
- Reduced absenteeism: 12% - 11% (23%)
- Reduced operating costs: 8% - 14%
- Fulfilled building obligation: 8% - 13%
- Reduced need for office space: 4% - 10%
Three-quarters of Respondents Who Use ATP Services are Satisfied

Source: 2007 ATP Client Study
QD5: How satisfied have you been with the services you have received from ATP? ASKED ONLY OF THOSE WHO INDICATED THEY USED AT LEAST ONE SERVICE IN D3 OR D4

Employers n = 75
Property Managers n = 32

Don't know

Employers

Property Managers

1 - Not at all satisfied
0% 0%

2
3% 3%

3
17% 16%

4
32% 41%

5 - Very satisfied
43% 38%
The “Net Promoter Score”

- The Net Promoter Score is defined as

\[
\text{Net Promoter Score} = \frac{\text{Percentage of promoters}}{\text{Percentage of detractors}} = \frac{74\%}{13\%} = 5.62
\]

Source: 2007 ATP Client Study

**QD9. How likely are you to recommend ATP services to other companies/property managers?**

**Employers**

n = 75

**Property Managers**

n = 32

**ATP Net Promoter Score**: 61%
ACCS’ (ATP) Impact

39% of Employers and…

74% of Property Managers *Would Not* Have Implemented Services Without Assistance

Source: 2007 ATP Client Study QC12. If this assistance had not been available to you, how likely would you have been to implement these services?

Employers  
*n = 42*

Property Managers  
*n = 19*
More Than 90% Had a Good Commuter Stores Experience

Source: 2007 ACCS Commuter Stores Study
Q3: Think about the experience you just had in the Store today. How would you rate your overall experience in The Commuter Store?

91% of Ballston Customers, 97% of Crystal City Customers, and 96% of Rosslyn Customers had a good (4 or 5 rating) experience in The Commuter Store.

Ballston  n = 170
Crystal City  n = 200
Rosslyn  n = 176
The “Net Promoter Score”

• The Net Promoter Score is defined as

  - The percentage of promoters
    (somewhat/very likely to recommend) 88% (all respondents)
  - The percentage of detractors
    (somewhat/very unlikely to recommend) 10%

Commuter Store Net Promoter Score 78%

Source: 2007 ACCS Commuter Stores Study
Q5. How likely would you be to recommend The Commuter Store to someone who needs information or products related to traveling around Arlington County

Ballston  
  n = 170

Crystal City  
  n = 200

Rosslyn  
  n = 176
Commuter Stores Impact

32% made *work* changes in mode since they started using The Commuter Store.

32% made *non-work* changes since beginning use of The Commuter Store.
Users Rate CommuterPage.com Features Higher Than Other Informational Sites

73% Cite the Content as Better

- **Information/Content**: 36% rate 4, 37% rate 5
- **Readability**: 37% rate 4, 28% rate 5
- **Ease of use**: 37% rate 4, 24% rate 5
- **Navigation**: 37% rate 4, 23% rate 5
- **Technical issues**: 32% rate 4, 22% rate 5
- **Visuals/Images**: 32% rate 4, 21% rate 5

Overall satisfaction with site (top-two box rating (4 or 5) on all six aspects measured in comparison to other informational Web sites) 33%

Source: 2007 ACCS Commuter Page.com Study

Q1: How do you rate Commuter Page.com on each of the following characteristics?

n = 346
CommuterPage.com Impact

55% made **work** changes in **mode** since they started using CommuterPage.com

70% said that CommuterPage.com was instrumental in making that change

43% made **non-work** changes since beginning use of CommuterPage.com

52% said that CommuterPage.com was instrumental in making that change

Source: 2007 ACCS Commuter Page.com Study

QG. Since you first started using Commuter Page.com, have you made any of the following changes in how you travel to work? Did any information, service, or benefit you received from Commuter Page.com influence you or assist you to make this change?

QI. Since you first started using Commuter Page.com, have you made any of the following changes in how you make non-work trips around Arlington County or around the Washington metropolitan region? Did any information, service, or benefit you received from Commuter Page.com influence you or assist you to make this change?

Work n = 346
Work changes n = 53
Non-work n = 106
Non-work changes n = 46
CommuterDirect.com Impact: Individual and Corporate Accounts
Individuals’ Overall Experience With CommuterDirect.com Is Rated Very Positively

Source: 2007 ACCS Commuter Direct.com Study - Individuals
Q13. How would you rate your overall experience with Commuter Direct.com? Please use a scale of 1 to 5 where 1 means your experience was “very poor” and 5 means your experience was “very good”.

5 - Very good
64%

4
25%

3
7%

2
2%

1 - Very poor
1%

n = 346
CommuterDirect.com Has Very High Satisfaction Ratings Among Its Corporate Account Holders

Source: 2007 ACCS Commuter Direct.com Study - Corporate Q45. Now we want to talk about your overall experience with CommuterDirect.com. How would you rate your overall experience with CommuterDirect.com? Please use a scale of 1 to 5, where 1 means “very poor” and 5 means “very good.”

Chart shows actual number of respondents out of a possible 44 total.
CommuterDirect.com Individuals: The “Net Promoter Score”

- The Net Promoter Score is defined as

\[
\text{The percentage of promoters (somewhat/very likely to recommend)} \quad 85\% \quad \text{(all respondents)}
\]

Less:

\[
\text{The percentage of detractors (somewhat/very unlikely to recommend)} \quad 3\%
\]

\[
\text{CommuterDirect.com Net Promoter Score} \quad 82\%
\]

Source: 2007 ACCS Commuter Direct.com Study - Individuals
Q19. How likely is it that you would recommend Commuter Direct.com to a friend or colleague?

n = 390
CommuterDirect.com Corporate: The “Net Promoter Score”

• The Net Promoter Score is defined as

The percentage of promoters (somewhat/very likely to recommend) 96% (all respondents)

Less:

The percentage of detractors (somewhat/very unlikely to recommend) 0%

CommuterDirect.com Net Promoter Score 96%

Source: 2007 ACCS Commuter Direct.com Study - Corporate Q51. How likely is it that you would recommend Commuter Direct.com to a friend or colleague? Please use a scale of 1 to 5, where 1 means “not at all likely” and 5 means “very likely.”

CAUTION SMALL SAMPLE SIZE n = 44
Two-thirds of Individual Customers and Almost a Half of Corporate Customers Have Already Recommended CommuterDirect.com

Source: 2007 ACCS Commuter Direct.com Study - Individuals Q19A. Have you ever recommended CommuterDirect.com?
Corporate Q52. Have you ever recommended CommuterDirect.com?

Individuals
n = 384

Corporate Accounts
n = 44

CAUTION SMALL SAMPLE SIZE
CommuterDirect.com
Impact on Individuals

31% of those said that CommuterDirect.com was instrumental in making that change

22% of those said that CommuterDirect.com was instrumental in making that change

25% made non-work changes since beginning use of CommuterDirect.com

35% made work changes in mode since they started using CommuterDirect.com

Source: 2007 ACCS Commuter Direct.com Study - Individuals

Q22. Since you first started using CommuterDirect.com, have you made any of the following changes in how you travel to work? Did any information, service, or benefit you received from CommuterDirect.com influence you or assist you to make this change?

Q23. Since you first started using CommuterDirect.com, have you made any of the following changes in how you make non-work trips around Arlington County or around the Washington metropolitan region? Did any information, service, or benefit you received from CommuterDirect.com influence you or assist you to make this change?

n = 390
Work changes n = 118
Non-work changes n = 98
More than Half Are Satisfied with BikeArlington Services, But Many Don’t Know

- 5 - Very satisfied: 27%
- 4: 32%
- 3: 19%
- 2: 1%
- 1 - Not at all satisfied: 0%
- Don't know: 20%

Asked of those who are aware of and familiar with Bike Arlington
n = 250
More than Half Are Satisfied with WALKArlington Services, But Many Don’t Know

5 - Very satisfied
4
3
2
1 - Not at all satisfied
Don’t know

26%
35%
11%
3%
2%
24%

61%
BikeArlington – The “Net Promoter Score”

• The Net Promoter Score is defined as

The percentage of promoters
(somewhat/very likely to recommend) 68% (all respondents)

Less:

The percentage of detractors
(somewhat/very unlikely to recommend) 10%

BikeArlington Net Promoter Score 58%

2008 BikeArlington Study Q17:
How likely are you to refer BikeArlington to someone who could use its services in the future?

Bike Arlington
n = 251
WALKArlington.com – The “Net Promoter Score”

- The Net Promoter Score is defined as

  The percentage of promoters (somewhat/very likely to recommend) 60% (all respondents)

  Less:

  The percentage of detractors (somewhat/very unlikely to recommend) 11%

  WALKArlington Net Promoter Score 49%

2008 WALKArlington Study Q17: How likely are you to refer WALKArlington to someone who could use its services in the future?

WALK Arlington n = 159
BikeArlington, WALKArlington

Impact

33% made changes in biking behavior since they started using BikeArlington services

37% made changes in walking behavior since they started using WALKArlington services

2008 BikeArlington and WALKArlington Studies Q19:
Since you first started using WALKArlington/BikeArlington services, have you made any of the following changes in your walking behavior?

WALK Arlington n = 159
Overall Satisfaction with ART is High

85% of respondents rated their overall satisfaction with ART as high.

Source: 2008 ART Satisfaction Study
Q12: How satisfied are you overall with your experience with ART?

n = 1616
The “Net Promoter Score”

- The Net Promoter Score is defined as:

  The percentage of promoters (somewhat/very likely to recommend)  \[87\%\] (all respondents)

  Less:

  The percentage of detractors (somewhat/very unlikely to recommend)  \[3\%\]

  ART Net Promoter Score  \[84\%\]
Almost Half Would Find Another Bus to Take if ART Weren’t Available
Only 10% Would Drive Alone, 7% Wouldn’t Make the Trip

Source: 2008 ART Satisfaction Study
Q3: If ART had been unavailable today, how would you have made this trip?

- Other Bus: 45%
- Metrorail: 24%
- Walk: 19%
- Drive alone: 10%
- Taxi: 9%
- Bicycle: 6%
- Carpool or Vanpool: 3%
- Other: 2%
- Caught a ride: 1%
- Would not have made this trip: 7%
How To Follow & Share Our Impact Assessment Work
Consumers are quite satisfied with ACCS and are even willing to promote them.

<table>
<thead>
<tr>
<th>Service</th>
<th>Satisfaction</th>
<th>Net Promoter</th>
</tr>
</thead>
<tbody>
<tr>
<td>Residential Services</td>
<td>79%</td>
<td>62%</td>
</tr>
<tr>
<td>Employer Services</td>
<td>75%</td>
<td>60%</td>
</tr>
<tr>
<td>Commuter Store</td>
<td>95%</td>
<td>78%</td>
</tr>
<tr>
<td>Commuter Direct (Individuals)</td>
<td>89%</td>
<td>82%</td>
</tr>
<tr>
<td>Commuter Direct (Corporate)</td>
<td>95%</td>
<td>96%</td>
</tr>
<tr>
<td>BikeArlington</td>
<td>59%</td>
<td>58%</td>
</tr>
<tr>
<td>WALKArlington</td>
<td>61%</td>
<td>49%</td>
</tr>
<tr>
<td>ART</td>
<td>85%</td>
<td>84%</td>
</tr>
</tbody>
</table>
“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
All Evaluation 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>
</tr>
</thead>
<tbody>
<tr>
<td>2007 Commuter Store DATA TABLES</td>
<td></td>
<td>View File</td>
</tr>
<tr>
<td>2007 Commuter Store IN STORE QUESTIONNAIRE</td>
<td></td>
<td>View File</td>
</tr>
<tr>
<td>2007 Commuter Store PRE QUESTIONNAIRE</td>
<td></td>
<td>View File</td>
</tr>
<tr>
<td>2007 Commuter Store PRESENTATION</td>
<td></td>
<td>View File</td>
</tr>
<tr>
<td>Summary - 2007 Commuter Store STUDY</td>
<td></td>
<td>View File</td>
</tr>
</tbody>
</table>
Executive Summaries Make it Quick and Easy To Access Every Study

Common Format for All Summaries

2007 Commuter Store Study

SPONSOR:
Arlington County Commuter Services (ACCS)
Contact:
Howard Jennings, Research Director
Arlington Transportation Partners
1735 N. Lynn Street, Suite 102
Arlington, VA 22209
703 583-6630
hjennings@transportpartners.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 & CRO
Telephones: 864-358-8991
Email: JWMISResearch.com

OVERALL STUDY PURPOSE:
- To understand how ACCS Commuter Store concept is currently performing.
- To identify ways to improve the product and service delivery.
- To measure the overall impact of ACCS investment in the Commuter Store.
- To establish benchmarks from which performance gains can be made.

OBJECTIVES OF RESEARCH:
- Profile ACCS Commuter Stores current users.
- Identify what prompted visit(s): ad, Web site, referral, store sign, store front,
-Etametro/subway onset ad, newsletter, map, brochure, etc.
- Assess the current customer experience and related satisfaction with ACCS Commuter Stores.
- Identify store users’ needs for commuter information, fare media, and trip planning assistance services.
- Understand extent to which store is meeting needs - based on attributes of “store experience” (i.e., customer service, store layout, information, etc.).
- Identify return on investment/impact of the commuter stores. Results/outcomes of store services – did they influence or support travel change.
- Understand the previous from different perspectives - by audience sub-segments – e.g.,
- repeat customers vs. first time, etc.
Knowledge Papers

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 Required
- Offer Travel Options for Every Trip - Give Everyone Options
- Make Travel Options Easy To Use - Shop Online or Use Apps
- Let Employers Advance the Cause - Implement TDM Programs
- Run Continuous Education Campaigns - Build Awareness and 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
American Drivers Drive Fewer Miles

According to a report by Cambridge Energy Research Associates, American drivers currently drive fewer miles on average 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 [ASEE] and the [LA Times].

by Steve Coffett, Arlington

Can Joining A Carshare Company Make You Green?
Results Feed Into an Annual Impact Report
ACCS’ Travel and Environmental Impacts
ACCS services **reduce the need and demand for SOV travel**, contributing to meeting Arlington’s transportation, mobility, and environmental objectives.

**Measurable Impacts:**

- Mode split
- New non-SOV users
- Vehicle trips eliminated – “cars off the road”
- Vehicle miles of travel (VMT) eliminated
- Emissions reduced

**NOTE:** 2008 impact calculation is conservative – data were not available to measure all impacts of:

- Residential Services
- Mobile Commuter Store
- Commuter Info Center
- ACCS Marketing
- Site Plan
Key Impact

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.
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.
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.

Travel Mode to Work
Where do Arlington Workers Live?

79% Commute from Outside Arlington

- Fairfax: 31%
- Arlington: 21%
- Prince George's: 10%
- District of Columbia: 7%
- Alexandria: 7%
- Prince William: 6%
- Montgomery: 6%
- Loudoun: 2%
- Other Places: 10%

Source: U.S. Census Bureau, 2000
Worksite Commute Services

In 2007, 72% of Arlington workers said their employers offer commute assistance services, compared to 54% of all workers region-wide.

Arlington workers had much greater access to transit subsidies and rideshare information than did average commuters in the region.
More than half of employees in Arlington said their employers offer transit subsidies and a third said they had access to rideshare info.

### Have access to 1+ TDM services:

**Arlington workers – 72%**

**All workers in region – 54%**

- **Transit subsidy**: Arlington workers – 58%, Regional Average – 33%
- **RS Info**: Arlington workers – 34%, Regional Average – 20%
- **Preferential Parking**: Arlington workers – 19%, Regional Average – 16%
- **Bike/walk info**: Arlington workers – 18%, Regional Average – 17%
- **GRH**: Arlington workers – 10%, Regional Average – 12%
- **CP subsidy**: Arlington workers – 6%, Regional Average – 3%

---

2007 State of the Commute Q89 Next, please tell me if your employer makes any of the following commute services or benefits available to you.

**Arlington Worksites – TDM Services**

- Arlington Workers: n = 420
- Regional Average: n = 6,076
TDM at Worksites Influences Employees’ Mode Choice

At Arlington sites where employees 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
Employer offers n = 291
Employer doesn’t offer n = 129

Alt mode use (share of weekly trips)
- With TDM – 43%
- Without TDM – 21%

2007 State of the Commute
Q15 Now thinking about LAST week, how did you get to work each day.
Parking at Worksites

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.

2007 State of the Commute
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?

Arlington Residents n = 552
Arlington Employees n = 420
Region n = 6,076
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.

### Arlington Workers
- **n = 413**
- **No free parking**
  - **n = 189**
- **Free parking**
  - **n = 224**

### Alt mode use (share of weekly trips)
- **Without free parking - 46%**
- **With free parking - 30%**
Key Impact
Changes in Travel Mode

A sizeable share of ACCS customers **started or increased use of non-SOV modes** since using ACCS services:

<table>
<thead>
<tr>
<th></th>
<th>Work Mode</th>
<th>Non-work</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commuter Stores</td>
<td>32%</td>
<td>32%</td>
</tr>
<tr>
<td>CommuterDirect (Indiv)</td>
<td>31%</td>
<td>25%</td>
</tr>
<tr>
<td>CommuterPage</td>
<td>55%</td>
<td>43%</td>
</tr>
<tr>
<td>BikeArlington</td>
<td>----</td>
<td>33%</td>
</tr>
<tr>
<td>Walk Arlington</td>
<td>----</td>
<td>37%</td>
</tr>
</tbody>
</table>
Trips and VMT Reduced - 2008

- **38,000** daily trips reduced – 19,000 each a.m. and p.m.

Comparisons of scale – morning commute trips:

- **ACCS a.m. trips reduced**: 19,000
- **Arlington Metrobus a.m. trips**: 20,000
- **MARC a.m. trips**: 16,800
- **I-66 a.m. eastbound Arlington trips**: 12,000
- **VRE a.m. trips**: 7,800

- **542,000** daily VMT eliminated

- ACCS particularly enhances efficiency in congested areas, because travel impacts are concentrated in busy corridors - 35% in Rosslyn-Ballston corridor and 20% in Crystal City/Pentagon City
Environmental Benefits - 2008

• Shifts to non-drive alone modes and reduced VMT also help meet environmental goals, reduce Arlington’s carbon footprint, and save energy

• In 2008, ACCS programs reduced:
  – **65 tons** of NOx
  – **40 tons** of VOC
  – **64,000 tons** of CO2
  – **6.2 million** gallons of gas
Appendix

The show is over. These are additional slides we may need... as we build and refine this show... Let’s keep them stored here.
ACCS MasterTouch
Point Overview

Travelers & Residents
ACCS Master Touch Point Experience – Travelers & Residents

**Influencers into System**

Direct Ads
Website
Referrals
Store Signage
Store Front
Metro/Transit
Onboard Ads
Newsletters
Maps
Brochures
ALERTS
Indirect Word of mouth
Google

**First Impression**

Residents
Travelers
Visitors

**Audiences**

Direct
Website
Referrals
Store Signage
Store Front
Metro/Transit
Onboard Ads
Newsletters
Maps
Brochures
ALERTS
Indirect Word of mouth
Google

**First Contact**

Residents
Travelers
Visitors

**First Contact**

Call 228-RIDE
Talk to Commuter Specialist

Visit Commuter Store

Go to Commuter page.com

**Second Contact**

Adopt Desired Behavior
(Use Alternatives On Some Trips)

Does Not Adopt Desired Behavior

Adopt Desired Behavior

**Behavior Modification**

Increased awareness, familiarity, and consideration of travel choice decision-making
Increase mode split
Reduce VMT
Fuel the Buzz

**Overall Impact/Output**

**Measurement**

In-store Survey
Web Site Survey
ACCS Residents Survey

Customer service ratings from in-store survey, Website popup survey, and 228-RIDE audit survey

“Store Stickiness” Customer service ratings from in-store survey

Issue: Do we collect non-customer contact info for follow up?

Ticket Sales
COG SOC Study
ACCS Resident Survey
ACCS MasterTouch
Point Overview

Institutional Partners
## ACCS Master Touch Point Experience – Institutional Partners

<table>
<thead>
<tr>
<th>First Impression</th>
<th>Audiences</th>
<th>First Contact</th>
<th>Second Contact</th>
<th>Behavior Modification</th>
<th>Overall Impact/Output</th>
</tr>
</thead>
</table>

### Influencers Into System

- **Direct**
  - Ads
  - Website
  - Referrals
  - Metro/Transit Onboard Ads
  - Newsletters
  - Maps
  - Brochures
  - ALERTS
- **Indirect**
  - Word of mouth
  - Google

### ACCS “Middle Men” Audiences

- Property Managers
- Hotels
- Retail
- Developers
- HR Directors
- Homeowners (HOA)
- Civic Associations
- Business Improvement Districts (BIDS)

### Call ATP

- Go to ATP Website (or Commuter page.com)
- Please see ATP’s Business Outreach Touch Points Blueprint

### Adopt Desired Behavior

- (Use Alternatives On Some Trips)

### Does Not Adopt Desired Behavior

- Increase mode split
- Reduce VMT
- Fuel the Buzz

### Measurement

- ACCS County-wide Employer Survey
- ATP Customer Service audience segment captured as part of larger ACCS Employer Study
- See measurements in ATP’s Business Outreach Touch Points Blueprint
- Ticket Sales
- COG SOC Study
- ACCS Resident Survey
ACCS Websites Properties

Commuterpage.com & Commuterdirect.com
ACCS Master Touch Point Experience – Web Site Properties

First Impression

Audiences

Employers

Employees

Travelers

Residents

Visitors

Influencers Into System

Direct

Ads

Website

Referrals

Store Signage

Store Front

Metro/Transit

Onboard Ads

Newsletters

Maps

Brochures

ATP

Indirect

Word of mouth

Google

ACCS Audiences

www.Commuterpage.com

Onsite Activities:

Buy tickets

Get Information

Get reports

Transfer “link” to another site (Metrobus or Metrorail or VRE)

Commuter store

Bike Arlington

Walk Arlington…etc.

Retail Customer

Corporate Customer

ATP Fulfillment

Adopt Desired Behavior

(Use Alternatives On Some Trips)

To Other Touch Points

Increased awareness, familiarity, and consideration of travel choice decision-making

Increase mode split

Reduce VMT

Fuel the Buzz

Overall Impact/Output

ACCS County-wide Resident & Employer Surveys

Online Website Survey & WebTrends Stats

Onsite WebTrends Report - pages viewed, most popular page views, etc.

ATP Fulfillment Assessment Analysis

Ticket Sales

COG SOC Study

ACCS Resident Survey
Commuter Store

Draft #1 of Customer Experience Blueprint
Commuter Store Customer Experience Blueprint

First Impression
- Calls into the store
  - Ads
  - Website
  - Referrals
  - Store Signage
  - Store Front
  - Metro/Transit
  - Onboard Ads
  - Newsletters
  - Maps
  - Brochures
  - ATP

In-store Walk ins
- No direct contact is made – self-service experience

First Contacts
- In-person contact with Commuter Specialist
- Phone contact with Commuter Specialist

In-store Experience
- Walk around
- Watch video
- Read brochures
- Check schedules
- Asks questions to Commuter Specialist

Transaction/Purchase/Info
- Sale Made
- No Sale

Revisit/Repeat Customer
- Return to store for subsequent purchases
- Go to other commuter/transit store locations
- Mail/online purchase

Overall Impact/Output
- Reduce customer churn, increase satisfaction, and strengthen loyalty
- Increased awareness of choices
- Increase ACCS revenue
- Reduce VMT
- Increased awareness

Measurement
- In-store Survey
- Web Site Survey
- ACCS Residents Survey
- # of calls
- # of walk ins
- Customer service ratings from in-store survey
- “Store Stickiness”
- Customer service ratings from in-store survey
- # of brochures
- Customer service ratings from in-store survey
- # of items sold
- Ticket Sales
- COG SOC Study
- ACCS Resident Survey
ATP Business Outreach

Draft #1 of Customer Experience Blueprint
ACCS Business Outreach Experience Blueprint

**Influencers Into System**
- Commuter page.com
- Referrals
- Direct Sales:
  - Sales Calls
  - Email/Mail
  - “Solutions”
  - Phone Calls
- Transportation Fairs
- Seminar Worship Events
- Metro Site Link (jump links)

**First Impression**
- Company / Organization Doesn’t Qualify - Under 25
- Company Signs Up: Self-selection
- De Facto Assigned Level I-IV

**Prospect Companies - Organizations**
- 400 Not In ATP Database

**First Contact: Phone**
- Request for Specific Info / Help
- No Request for Info / Help
- ATP sales rep calls and welcomes them:
  - Call Goals:
    1. Get background information
    2. Get appointment
- ATP rep follows up on site, pitching additional services
  - Providing more info on Action Plan
- If no contact made:
  - Leave voice message/tele #
  - Contact self selects service

**Second Contact: On-Site**
- Start-up
- Regional Firm
- Service Firms
- Govt.

**Measurement**
- ATP Direct Sales Survey of target companies
- ACCS AC-wide Employer Study
- # Direct Accounts with Employers
- #Metrochek accounts
- # bulk orders of newsletters

**Issue:**
- How many missing and why?
- Why not engage with ATP?
- How big of an opportunity?

**Initial onsite performance ratings of ATP monitored from ATP Direct Sales Surveys among new ATP companies**
**ACCS Business Outreach Experience Blueprint (Page 2)**

- **Third Contact: Phone/On-Site**
  - Company Responds - Classified A I-IV Level
  - Rep follows up via email & phone with Action Plan

- **Fourth Contact: Phone/On-Site**
  - 400+ Levels III-IV
  - ATP Rep follows up to retain account and drive III to IV
  - Rep follows up via email & phone with Action Plan to drive Level I and II to Level III and IV
  - Cultivate I & II to Move Them Up To III & IV
  - Calls, emails, and “Solutions” direct mailings for seminars
  - Goal: At least 12 contacts/year
  - ATP Rep follows up to retain account and drive III to IV

- **1-24 Contacts/Year Via**
  - ATP Direct Sales Surveys
  - Among ATP companies
  - ACCS AC-wide Employer Study
  - ATP Direct Sales Survey

- **Rework Contacts 12 X Per Year**
  - ATP Rep follows up to retain account and drive III to IV

- **Overall Output**
  - Reduce Customer Churn, Build Satisfaction, and Increase Loyalty
  - Reduced VMT
  - Referrals
  - Fuel The Buzz
  - Recruit Surrogate Sales Force
  - EPA designated best workplace

**Measurement**
- Initial onsite performance ratings of ATP monitored from ATP Direct Sales Surveys among new ATP companies
- Issue: How big of an opportunity is this to convert?
- Now Zero Contact/year via email & in-person
- Enrollment numbers
- MetroChek numbers
- Customer service ratings
- Internal sales reports
- Assess Level I&II Contacts
  - What will it take? Where are you in process?
  - ACCS AC-wide Employer Study
  - ATP Direct Sales Survey
- ATP Direct Sales Surveys among ATP companies
- ACCS AC-wide Employer Study
- COG SOC Arlington Figures