Making an Impact
Arlington County Commuter Services Annual Report
FY 2009

Research
Released ACCS Making An Impact report for 2009 documenting that each day ACCS eliminates nearly 39,000 vehicles trips, over 625,000,000 vehicles miles of travel, 26,000 gallons of fuel and 565,000 pounds of CO2. To visualize the daily impact on traffic of removing 39,000 vehicle trips consider that I-395 and I-66 carry approximately 37,000 vehicles in eight in-bound lanes during the 3-hour morning rush.

ACCS Arlington Transportation Partners – ATP
- Record market penetration rates with 613 (up from 582) employers representing 135,676 (up from 124,038) employees representing 65% (up from 62%) of the market. 398 or 67% of these provide a transit benefit to their employees – the highest rate in DC region.
- 301 residential clients representing 69,252 units or 99% of the market.
- 42 hotel clients of 42 major hotels. 100% of the market.
- 25 employers requested Personalized Transportation Options Portfolios (PTOPS) for their employees. 712 were distributed.
- Assisted 33 site plan properties. 3 AIRE business Champion clients.
- Kicked off Residential Concierge training program and individualized transportation guides for hotels. Nearly monthly Breakfast Club seminars for clients.
- Conducted 43 transportation fairs reaching 3,245 commuters.
- Quarterly Solutions newsletters distributed (49,480); monthly e-Solutions to 1,363 in database.

ACCS Transportation Information Display Deployment
- Transportation information display units in commercial and residential buildings and retail businesses now at: 39 large, 16 medium, 11 wall mounted and 115 small retail units.
- Deployed real-time Metrorail and scheduled Metrobus and ART arrival information via LCD TV units in pilot test at Court House Plaza.

ACCS Distribution, Logistics and Bus Stop Information
- Record distribution of timetables and brochures (601,599) to individuals, companies and information displays.
- Map and schedule information placement at 425 ART and 55 Pike Ride bus stops.

ACCS Commuter Stores®
- 2009 Surveys/research reveal amazing customer service and impacts for stores. Slight increase over 2007: 94% of customers “very satisfied” and a Net Promoter Score of 79!
- Record sales ($7,142,658). 240,000 customers through the doors at all our stores (Ballston, Rosslyn, Crystal City, Shirlington and Mobile).

ACCS Commuter Information Center (CIC)
- The Center responded to 54,707 phone calls and sold $13,636,372 in fare media sales, a 97% increase over the previous year’s record of $6,930,989.
- Processed 94,067 individual transactions or 71% of sales and 921 corporate transactions or 29% of sales.
• Record 66% of the $20,779,030 in overall (stores + Internet) sales are via the web.
• CommuterDirect.com took over MARC’s Ticket by Mail program. Helped push sales.
• Developed/implemented program solution for WMATA, VRE and MARC for individuals to use SmartBenefits. This helped nearly double sales from the previous year.
• 16,047 MARC Inauguration Day tickets sold.

ACCS Marketing Program
• Continued Arlington’s Car-Free Diet umbrella campaign to promote alternatives to driving alone including 4-page spread in The Citizen newsletter, Citizen articles, 2-sheet ads in Metro stations, point-of-purchase displays, addition of a dozen plus private sector partners and a ticker/tracker on the web site. Launched the “7-Day Diet plan campaign as well as Facebook and Twitter pages.
• Updated the Arlington section of How to Live Well Without Owning a Car book.
• Developed a SmartBenefits piece targeting MARC and VRE riders.
• Developed and distributed fliers for increased service on Metrobus 38B.
• Redesigned the ART transit timetables and bus stop information panels.
• Produced new timetables, web and bus stop panels for 42, 77 & 87 and updated ART 41, 53 and 74. Produced 4 quarterly ART Forum newsletters.
• Created ads and inserts for many sponsorships including Columbia Pike Blues Festival, Taste of Arlington, County Fair, Clarendon Day and Mardi Gras.
• Updated STAR Riders Guide and reprinted STAR fare coupons.
• Updated/printed Transportation Services for Seniors brochures for DHS/PRCR.
• Gold Award for Car-Free Diet Marketing campaign from the Association of marketing and Communications Professionals.

ACCS CommuterPage.com® Family of Internet Sites
• Web visits remained steady at 1.2 million for the fiscal year. Traffic spiked in the days around the presidential inaugural as people came to ACCS sites for transit, biking, and walking information for the event and followed real-time information ACCS hosted on Twitter.
• A new content management system was chosen and a rebuilding and modernizing of the sites began, with new versions of several sites scheduled to be released in FY10.

ACCS WALKArlington Program
• Created two new Walkabout route maps and updated a new and improved WALKAbouts brochure.
• Produced three new Walkabout videos (Radnor-Fort Myer Heights, Barcroft, and Dominion Hills available on AVN, WalkArlington’s web site and YouTube.
• Coordinated with APS for Walk and Bike to School Day at Abingdon Elementary on October 8, 2008.
• Produced and distributed “Sharing the Way” safety flyer for cyclists and pedestrians.
• Published 12 issues of the PACER e-newsletter. Won Winning Website Award from American Trails.
• Supported 30 local events throughout the year.
**ACCS BikeArlington Program**
- Coordinated Arlington’s participation in Bike DC – the Washington and Arlington Community Bike Ride with 500 Arlingtonians registered.
- Coordinated Bike to Work Day events including Rosslyn Pit Stop with 1,200 registered at this stop and Crystal City.
- Released RFP for bike-sharing program.
- Instructed nine adult bike safety classes with 100+ participants.
- Lights for Bikes, Confident City Cycling classes, Street Smart Safety and Safe Bicycling programs implemented.
- Led effort for inter-departmental Arlington Bike Culture workshops.

**ACCS TDM for Site Plans and Enforcement**
- Inspected 84 of 100 sites with TDM conditions
- 100% compliance on contributions with 200% of expected revenue collected
- Created and launched new web site for online reporting compliance by property managers.

**ACCS TDM Research**
- Completed Making An Impact study, CommuterDirect.com Corporate Services study, STAR user satisfaction survey, Arlington Transit (ART) rider study, Commuter Stores Study (Wave 2), Commercial Building Study (in-depth mode split surveys at 20 buildings), and Virginia and MWCOG State of Commuter Arlington oversamples.

**ACCS Summary of Benefits by Program**
**FY2009 (July 2008 – June 2009)**

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<tr>
<th>Program</th>
<th>Trips Reduced</th>
<th>Miles Reduced</th>
<th>NOx (lb) Reduced</th>
<th>VOC Reduced</th>
<th>CO2 (lb) Reduced</th>
<th>Gal. Gas Reduced</th>
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<td>Employer Services</td>
<td>24,698</td>
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<td>183</td>
<td>363,232</td>
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<td>Commuter Direct</td>
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<td>Commuter Stores</td>
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<td>1,395</td>
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<td>Car-Free Diet</td>
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<td>Street Events</td>
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<td>Brochure Services</td>
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<td>626,394</td>
<td>562</td>
<td>315</td>
<td>565,836</td>
<td>26,000</td>
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Source: LDA Consulting and Southeastern Institute of Research