ACCS Business Community Survey
Final
C-Level
June 18, 2012

INTRODUCTION

Thank you for participating in this survey. We are very interested in what you have to say about business and transportation services in Arlington County. Your responses will be completely confidential. We will not share your individual answers; they will be combined with the answers from other respondents and reported in aggregate.

Please complete this survey no later than DATE.

Instructions for completing this survey:

1. This survey should take between 10 and 12 minutes to complete.

2. For most questions, simply click your response. For some questions, you may add specific recommendations, comments, or information you’d like us to know.

3. If you mistakenly skip a question, the next screen will highlight the unanswered question(s) and prompt you to respond.

If you are unable to complete the survey in one sitting, close the window with the survey. To return to where you stopped, either click the link from the email you received or copy and paste the web address in your Internet Browser address bar. It will take you to the first unanswered question of the survey.

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If you have problems or questions, click on the “help” link. It will appear at the bottom of each page or contact John Judy at the Southeastern Institute of Research (800) 807-8981 ex. 15 or via e-mail at jbj@sirresearch.com.
A. SCREENING – ALL AUDIENCES

A-1. Please select the category that best describes your organization.

1. Hotel [HOTEL]
2. Retail Business [RETAIL AND RESTAURANT]
3. Restaurant [RETAIL AND RESTAURANT]
4. Non-profit Organization [OFFICE BUSINESS]
5. Business where the majority of your employees work in an office environment [OFFICE BUSINESS]
6. Property development and/or management [SEND TO DEVELOPER AFTER A-2]
7. Other _________________________________

A-2. Please select the phrase that best describes your position:

1. CEO, CFO, COO
2. Chairman, Owner or President
3. Vice President / Executive Vice President / Senior Vice President
4. Director / Executive Director / Senior Director
5. General Manager
6. Store or restaurant manager
7. Property manager
8. Human Resources Professional [SEND TO HR SURVEY]
9. Other:_______________________________

A-3. How long has your organization been located in Arlington County?

1. Less than one year
2. 1 – 5 years
3. 6 – 10 years
4. 11 – 15 years
5. 16 – 20 years
6. More than 20 years
7. Prefer not to answer
8. We have no worksites located in Arlington County [TERMINATE]

B. OVERALL BUSINESS SATISFACTION

B-1. Overall, how would you rate the quality of life in Arlington County? By “quality of life” we mean “the general well-being of residents taking into consideration such things as the quality of education available, employment opportunities, the economy, personal safety, health, housing, recreation and entertainment opportunities, and so forth.” Please use a scale of 1 to 5 where “1” means poor and “5” means excellent.

B-2. How does the quality of life in Arlington County compare to the quality of life in each of the following? Please use a scale of 1 to 5 where “1” means “quality of life in Arlington is much worse” and “5” means “quality of life in Arlington is much better.”
a. The United States as a whole
b. Other areas (cities, counties, etc.) in the Greater Washington region

B-3. How would you rate the overall business climate in Arlington County? By “business climate” we mean “providing access to the workforce, capital, infrastructure, customers and the other high quality inputs needed for your business to be successful.” Please use a scale of 1 to 5 where “1” means poor and “5” means excellent.

B-4. How does the overall business climate in Arlington County compare to the overall business climate in each of the following? By “business climate” we mean “providing access to the workforce, capital, infrastructure, customers and the other high quality inputs needed for your business to be successful.” Please use a scale of 1 to 5 where “1” means “overall business climate in Arlington is much worse” and “5” means “overall business climate in Arlington is much better.”

a. The United States as a whole
b. Other areas (cities, counties, etc.) in the Greater Washington region

B-5. Thinking of your business in general, what is your greatest concern today related to your business as a whole?

______________________________________________________________________________
______________________________________________________________________________
______________________________________________________________________________

B-6. Thinking of your business in general, what is your greatest concern today related to your workforce?

______________________________________________________________________________
______________________________________________________________________________
______________________________________________________________________________

B-7. How do you predict each of the following will change in the next 5 years? Please use a scale of 1 to 5 where “1” means “will get significantly worse” and “5” means “will get significantly better.”

a. Quality of life in Arlington
b. Business climate in Arlington

B-8. Looking 5 years into the future, what is your biggest long-term concern related to your business as a whole?

______________________________________________________________________________
______________________________________________________________________________
______________________________________________________________________________

B-9. Looking 5 years into the future, what is your biggest long-term concern related to your workforce?

______________________________________________________________________________
______________________________________________________________________________
______________________________________________________________________________
B-10. Next, considering all factors that are important to your organization when looking at a place to locate your business, how would you rate Arlington County? Some of the factors that may be influential include: availability and proximity to skilled workers, customers, business support services; quality of life in the area; quality and availability of housing and education; access to entertainment and recreation activities; the reputation and business climate in the area. Use a scale of 1 to 5 for your answer, where “1” means that Arlington County is “not very good” and “5” means that Arlington County is a “very good” place to locate your business.

B-11. Why did you give that rating?
______________________________________________________________________________
______________________________________________________________________________
______________________________________________________________________________

B-12. When your organization considers alternative locations for locating your business or part of your business, how important are each of these attributes in the decision process? Please use a scale of 1 to 5 where “1” means that the attribute is “not very important to your location decision” and “5” means that the attribute is “very important to your location decision.” If you are not familiar with your organization’s location decisions, please just skip this question. [RANDOMIZE ORDER; ALLOW “DON’T KNOW” RESPONSE]

a. Tax structure, tax incentives
b. Availability of business support services
c. Availability of skilled workforce
d. Proximity to customers
e. Affordable housing for your employees
f. Attractive residential communities
g. Accessibility of recreational opportunities
h. Accessibility of entertainment opportunities
i. Quality of education, K-12
j. Accessibility to quality colleges and universities
k. Workforce training opportunities
l. Quality of transportation system
m. Reputation of area
n. Pro-business climate
o. Availability of parking

B-13. What is the single most important attribute in selecting a location to start, relocate or expand your business?
______________________________________________________________________________
______________________________________________________________________________
______________________________________________________________________________

B-14. Now using this same list, based on your experience with locating your business in Arlington County, please rate Arlington County’s performance in delivering on the attributes, using a scale of 1 to 5 for your answer. “1” means that you rate Arlington County “not very good” on that attribute and “5” means that you rate Arlington County “very good” on that attribute. [RANDOMIZE ORDER; ALLOW “DON’T KNOW” RESPONSE]
a. Tax structure, tax incentives
b. Availability of business support services
c. Availability of skilled workforce
d. Proximity to customers
e. Affordable housing for your employees
f. Attractive residential communities
g. Accessibility of recreational opportunities
h. Accessibility of entertainment opportunities
i. Quality of education, K-12
j. Accessibility to quality colleges and universities
k. Workforce training opportunities
l. Quality of transportation system
m. Reputation of area
n. Pro-business climate

B-15. [FOR ANY ITEMS RATED 1 OR 2 IN QB-14.] What suggestions would you have to improve the [ITEM FROM B-14] in the County?
______________________________________________________________________________
______________________________________________________________________________
______________________________________________________________________________

B-16. How important is it for the County to invest in each of the following? Please use a scale of 1 to 5 where “1” means “not at all important” and “5” means “very important.”

a. Improving the transportation system
b. Attracting more private businesses
c. Attracting more government jobs
d. Developing urban villages
e. Developing and improving the technology infrastructure
f. Providing more parking
g. Providing more affordable housing options
h. Providing workforce training opportunities

C. TRANSPORTATION SATISFACTION AND CONCERNS

C-1. How satisfied are you with the transportation system in the Washington metropolitan region?

“Transportation system” means “transportation services and options that make it possible to travel around the region, as well as the quality of those services.” This would include such things as bus and train routes and stops, the quality of the buses, the quality of the roads, support services for transit, bicycling, walking, carpooling, parking and so forth.

Overall, how satisfied are you with the regional transportation system? Please use a scale of “1” to “5” where “1” means “not at all satisfied” and “5” means “very satisfied.” [INCLUDE “DON’T KNOW OPTION]

C-2. And how satisfied are you with the transportation system in Arlington County? Please use a
C-3. Overall, how would you rate Arlington County on each of the following? Please use a scale of 1 to 5 where 1 means “poor” and 5 means “excellent.”

a. Regional coordination of the transportation system
b. Availability of taxis
c. Availability of parking
d. Ease of getting around in car (i.e., lack of traffic congestion)
e. Ease of getting around without a car
f. Availability of multiple different transportation options

C-4. What concerns, if any, do you have regarding Arlington County’s transportation system?
______________________________________________________________________________
______________________________________________________________________________
______________________________________________________________________________

C-5. What improvements should the County make in terms of the transportation system?
______________________________________________________________________________
______________________________________________________________________________
______________________________________________________________________________

C-6. 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.) [ROTATE]

___ Transportation infrastructure – roads
___ Transportation infrastructure – parking
___ 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

C-7. In what ways and to what extent does the quality of the transportation system in Arlington County affect your organization’s ability to conduct business? Please use a scale of “1” to “5” where “1” means “very negatively” and “5” means “very positively.” [RANDOMIZE ORDER; INCLUDE “DON'T KNOW” OPTION AND “N/A” OPTION]

a. Ability to recruit employees
b. Ability to retain employees
c. Employee attendance
d. Employee health
e. Access to broad workforce
f. Emergency preparedness
g. Employee morale
h. Employee productivity
i. Cost or time to deliver products/services to customers
j. Customer’s ability to reach our business location
k. Cost or time to obtain supplies or deliveries
l. Ability to attract guests to your property [HOTEL ONLY]
m. Affects the room rate that you are able to charge [HOTEL ONLY]

C-8. What, if any, other ways does the quality of the transportation system in Arlington County affect your organization?

______________________________________________________________________________

______________________________________________________________________________

______________________________________________________________________________

C-9. Arlington County would like to keep rush hour traffic at no more than 5% above 2005 levels for the next 20 years, even though population and employment in the county will grow.

Prior to this survey, were you aware of this goal?

1. Yes
2. No
3. Not sure

C-10. To what extent do you agree with each of the following statements? Please use a scale of 1 to 5 where “1” means “strongly disagree” and “5” means “strongly agree.”

a. This goal is realistic.
b. It is important to achieve this goal. [IF answer 1 to 3 ask C-11]
c. The County is working hard towards achieving this goal.
d. The County needs to do more to achieve this goal.
e. The goal is in the best interest of the business community in Arlington County.

C-11. According to some predictions, over the next 20 years, the population of Arlington County is expected to grow by approximately 20% and the number of individuals employed by businesses in the county is expected to grow by 30%. If those predictions are accurate, how important is the county’s goal to keep rush hour traffic at no more than 5% above 2005 levels? Please use a scale where “1” means “not at all important” and “5” means “very important.”

D. DETAILED TRANSPORTATION QUESTIONS

These next questions are about specific transportation information services or benefit programs that are available to employees at your worksite to help with their travel to work.

D-1. How familiar are you with the specific transportation information services or benefit programs that are available to employees at your worksite to help with their travel to work? Please use a scale of 1 to 5 where 1 means “not at all familiar” and 5 means “very familiar.”

[IF 4 – 5, ASK THE “DETAILED TRANSPORTATION QUESTIONS” THAT APPEAR ON THE HR PROFESSIONALS SURVEY]
E. CUSTOMERS [RESTAURANTS & RETAIL ONLY]

E-1. Overall, how easy or difficult is it for your customers to get to your location? Please use a scale of 1 to 5 where “1” means “very difficult” and “5” means “very easy.” [ALLOW FOR DON’T KNOW]

E-2. Please think about how your customers get to your location. Please estimate the percentage of your customer base that uses each of the following modes. Your total should equal 100%. [ALLOW FOR DON’T KNOW]

____ Metrorail
____ Bus
____ Bike
____ Walk
____ Car
____ Other (taxi, special services for the disabled, etc.)

E-3. What complaints do you hear from customers regarding getting to your location?
______________________________________________________________________________
______________________________________________________________________________
______________________________________________________________________________

E-4. How does transportation access affect your customers? Please use a scale of “1” to “5” where “1” means “very negatively” and “5” means “very positively.” [Include “Don’t Know”]

a. Affects ability to attract customers to your location
b. Affects the length of time they spend in your business
c. Affects the ease of getting the products and services they would like
d. Affects when customers are able to visit your location
e. Affects ability for customers to “shop local”

E-5. Is parking available for customers at your location? Please select all that apply.

1. Yes, free parking is available
2. Yes, paid street parking is available
3. Yes, paid garage parking is available
4. No, parking is not available
5. Other: _______________________________

E-6. Do you consider the amount of parking available at your location to be adequate?

1. Yes
2. No
3. Not sure
E-7. How does your parking situation affect your customers? Please use a scale of “1” to “5” where “1” means “very negatively” and “5” means “very positively.” [Include “Don't Know”]

f. Affects ability to attract customers to your location
g. Affects the length of time they spend in your business
h. Affects the ease of getting the products and services they would like
i. Affects when customers are able to visit your location

E-8. In what, if any, other ways does the parking situation affect your customers?
______________________________________________________________________________
______________________________________________________________________________
______________________________________________________________________________

E-9. To what extent do you agree with each of the following statements? Please use a scale of 1 to 5 where “1” means “strongly disagree” and “5” means “strongly agree.”

a. The county should invest in parking technology (e.g., mobile apps, etc.).
b. The county needs to provide more parking near my business.
c. The county needs to provide more handicapped parking near my business.
d. The county needs to put up better signage directing people to existing parking.

F. GUESTS [HOTELS ONLY]

F-1. Thinking about your guests, how do you think they would rate Arlington County as a place to stay while visiting the area? Use a scale of 1 to 5 for your answer, where “1” means that Arlington County is “not very good” and “5” means that Arlington County is a “very good” place. [Include “Don't Know”]

F-2. Why did you give that rating?
______________________________________________________________________________
______________________________________________________________________________
______________________________________________________________________________

F-3. Is parking available for your guests at your location? Please select all that apply.

1. Yes, free parking is available
2. Yes, paid street parking is available
3. Yes, paid garage parking is available
4. No, parking is not available
5. Other: _______________________________

F-4. Do you provide guests with any assistance regarding transportation?

1. Yes
2. No
3. Not sure
F-5. [ASK ONLY IF ANSWERS “YES” TO PREVIOUS QUESTION] What kind of assistance do you offer?
______________________________________________________________________________
______________________________________________________________________________
______________________________________________________________________________

G. FIRMOGRAPHICS

The following questions are for classification purposes only. Your answers will help us group your responses with other companies like yours. As a reminder, your responses are completely confidential. However, if you do not wish to answer a particular question, simply click “next” to move on to the next question.

G-1. How many [OFFICE: work locations; RESTAURANT/RETAIL: stores or establishments; HOTEL: properties] does your organization have in each of the following?

a. Entire Washington metropolitan area (including the City of Washington, the Maryland suburbs and Northern Virginia) ____
b. Arlington County specifically ____

G-2. Please select the area(s) that best describes the location(s) of your [OFFICE: worksites; RESTAURANT/RETAIL: stores or establishments; HOTEL: properties] in Arlington County. Please check all that apply

1. Ballston
2. Clarendon
3. Columbia Pike
4. Court House
5. Crystal City / National Airport
6. East Falls Church
7. North Arlington
8. Pentagon / Pentagon City
9. Rosslyn
10. Shirlington
11. South Arlington
12. Virginia Square
13. Other _____________________

G-3. About how many employees work for your organization at ALL locations within each of the following?

a. Entire Washington metropolitan area (including the City of Washington, the Maryland suburbs and Northern Virginia) ____
b. Arlington County specifically ____
G-4. What is the primary work or business of your organization? [PREFILL FOR RESTAURANT/RETAIL AND HOTEL]

1. Agriculture, forestry, fishing
2. Banking, finance, insurance, real estate
3. Business, personnel, or professional services
4. Construction, building trades
5. Education
6. Hospital, medical services
7. Hospitality, restaurants, hotels, tourism
8. Manufacturing
9. Non-profit organization, trade association
10. Public administration, government
11. Public utility, transportation or communication services
12. Retail or wholesale trade
13. Technology consulting
14. Defense Contracting
15. Other (specify) _______________________
16. Prefer not to answer

G-5. Which of the following best describes your organization type? [SKIP FOR RESTAURANT/RETAIL AND HOTEL]

1. Private company
2. State government agency
3. Federal government agency
4. Local government agency
5. Non-profit organization or association
6. Self-employed
7. Other (specify) _______________________
8. Prefer not to say

G-6. [FOR HOTELS ONLY] Approximately how many rooms do you have at all of your properties in Arlington?

_______ rooms
999. Don’t know

G-7. [FOR HOTELS ONLY] Which category best describes your property?

1. Conference or resort hotel
2. Historic inn or boutique hotel
3. Select service
4. Limited service
5. Extended stay
6. Timeshare
G-8. How far from your [OFFICE: worksite; RESTAURANT/RETAIL: store or establishment; HOTEL: property] is the nearest bus stop or train station? If you have multiple worksites, please think of the one with the most employees.

1. 1 – 2 blocks
2. 3 – 5 blocks (1/4 mile to 1/2 mile)
3. 6 – 10 blocks (1/2 mile to 1 mile)
4. More than 10 blocks or more than one mile
5. Other (please specify) _______
6. Don’t know

G-9. Where do employees who drive to your [OFFICE: worksite; RESTAURANT/RETAIL: store or establishment; HOTEL: property] park? If you have multiple worksites, please think of the one with the most employees. Please check all that apply.

1. On-site company-owned lot or garage
2. Off-site company-owned lot or garage
3. On the street
4. Public lot or garage
5. Other _____________________________
6. Don’t know

G-10. In which of the following areas do you live?

1. Ballston
2. Clarendon
3. Columbia Pike
4. Court House
5. Crystal City / National Airport
6. East Falls Church
7. North Arlington
8. Pentagon / Pentagon City
9. Rosslyn
10. Shirlington
11. South Arlington
12. Virginia Square
13. Outside of Arlington: Virginia
14. Outside of Arlington: DC
15. Outside of Arlington: Maryland
16. Other _____________________

G-11. What type of transportation do you typically use to get to work? Please choose only the one type you use most days in a typical week, for the longest distance part of your trip.

1. Metrorail
2. Commuter train (MARC, VRE, Amtrak)
3. Bus
4. Drive alone
5. Carpool (ride with co-workers, friends, or family members)
6. Vanpool (with co-workers or others who work nearby)
7. Bicycle (most of the trip from home to work)
8. Walk (most of the trip from home to work)
9. Telework (work from home)
10. Other: ________________________________________

**H. PANEL RECRUITMENT**

H-1. From time to time, we like to test new transportation services and programs with a panel of current business leaders made up of people like you. Panel members share their opinions with us through short email surveys – surveys much shorter than this one. We would not use your email for any other purpose – just periodic feedback. Would you be interested in possibly participating on such a panel?

1. Yes  
2. No [SKIP TO H-3]

H-2. Please provide your email address: _______________________

H-3. Are you interested in having a representative from Arlington Transportation Partners contact you or someone in your organization about transportation information or benefit programs they could provide to your organization?

1. Yes  
2. No [SKIP TO THANK YOU PAGE]  
3. Don’t know [SKIP TO THANK YOU PAGE]

H-4. Please enter information for the person in your organization you would like ATP to contact:  
___________________________________________________________
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Final
Developers
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3. If you mistakenly skip a question, the next screen will highlight the unanswered question(s) and prompt you to respond.

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A. SCREENING – DEVELOPER AUDIENCES

A-1. How long has your organization been developing properties in Arlington County?

1. Less than one year
2. 1 – 5 years
3. 6 – 10 years
4. 11 – 15 years
5. 16 – 20 years
6. More than 20 years
7. Prefer not to answer
8. We do not develop properties in Arlington County [TERMINATE]

A-2. Which types of properties does your company develop? Please select all that apply.

1. Commercial (including hotels, institutions and industrial developments)
2. Residential
3. Mixed use
4. Other: ___________________________

B. OVERALL BUSINESS SATISFACTION

B-1. Overall, how would you rate the quality of life in Arlington County? By “quality of life” we mean “the general well-being of residents taking into consideration such things as the quality of education available, employment opportunities, the economy, personal safety, health, housing, recreation and entertainment opportunities, and so forth.” Please use a scale of 1 to 5 where “1” means poor and “5” means excellent.

B-2. How does the quality of life in Arlington County compare to the quality of life in each of the following? Please use a scale of 1 to 5 where “1” means “quality of life in Arlington is much worse” and “5” means “quality of life in Arlington is much better.”

a. The United States as a whole
b. Other areas (cities, counties, etc.) in the Greater Washington region

B-3. How would you rate the overall business climate in Arlington County? By “business climate” we mean “providing access to the workforce, capital, infrastructure, customers and the other high quality inputs needed for your business to be successful.” Please use a scale of 1 to 5 where “1” means poor and “5” means excellent.

B-4. How does the overall business climate in Arlington County compare to the overall business climate in each of the following? By “business climate” we mean “providing access to the workforce, capital, infrastructure, customers and the other high quality inputs needed for your business to be successful.” Please use a scale of 1 to 5 where “1” means “overall business climate in Arlington is much worse” and “5” means “overall business climate in Arlington is much better.”
a. The United States as a whole
b. Other areas (cities, counties, etc.) in the Greater Washington region

B-5. Thinking of your business in general, what is your greatest concern today related to your business as a whole?
______________________________________________________________________________
______________________________________________________________________________
______________________________________________________________________________

B-6. Compared to a year ago, how would you describe the vacancies at your properties? Please use a scale of 1 to 5 where “1” means “there are far fewer vacancies now” and “5” means “there are far more vacancies now.”

B-7. How do you predict each of the following will change in the next 5 years? Please use a scale of 1 to 5 where “1” means “will get significantly worse” and “5” means “will get significantly better.”

a. Quality of life in Arlington
b. Business climate in Arlington
c. Percentage of properties in Arlington that are occupied

B-8. Looking 5 years into the future, what is your biggest long-term concern related to your business as a whole?
______________________________________________________________________________
______________________________________________________________________________
______________________________________________________________________________

C. ARLINGTON AS A PLACE TO DEVELOP

C-1. Next, considering all factors that are important to your organization when looking at a place to develop properties, how would you rate Arlington County as compared to other counties and cities in the Metropolitan Washington area? Use a scale of 1 to 5 for your answer, where “1” means that Arlington County is “a much worse place” and “5” means that Arlington County is “a much better place” to develop properties.

C-2. In what ways, if any, is Arlington better?
______________________________________________________________________________
______________________________________________________________________________
______________________________________________________________________________

C-3. In what ways, if any, is Arlington worse?
______________________________________________________________________________
______________________________________________________________________________
______________________________________________________________________________

C-4. Overall, how would you rate Arlington County as a place to develop the following? Please use a scale of “1” to “5” where “1” means “poor” and “5” means “excellent.” [Include “Don’t Know”]

a. Residential properties
b. Commercial properties  
c. Retail properties  
d. Restaurant properties  
e. Other: ___________________

C-5. How important is it for the County to invest in each of the following? Please use a scale of 1 to 5 where “1” means “not at all important” and “5” means “very important.”

a. Maintaining the transportation system  
b. Improving the transportation system  
c. Attracting more private businesses  
d. Attracting more government jobs  
e. Developing urban villages  
f. Developing and improving the technology infrastructure  
g. Providing more parking  
h. Providing more affordable housing options  
i. Providing workforce training opportunities

D. TRANSPORTATION SATISFACTION AND CONCERNS

D-1. How satisfied are you with the transportation system in the Washington metropolitan region?

“Transportation system” means “transportation services and options that make it possible to travel around the region, as well as the quality of those services.” This would include such things as bus and train routes and stops, the quality of the buses, the quality of the roads, support services for transit, bicycling, walking, carpooling, parking and so forth.

Overall, how satisfied are you with the regional transportation system? Please use a scale of “1” to “5” where “1” means “not at all satisfied” and “5” means “very satisfied.” [INCLUDE “DON’T KNOW OPTION]  

D-2. And how satisfied are you with the transportation system in Arlington County? Please use a scale of “1” to “5” where “1” means “not at all satisfied” and “5” means “very satisfied.” [Include “Don’t Know Option]  

D-3. Overall, how would you rate Arlington County on each of the following? Please use a scale of 1 to 5 where 1 means “poor” and 5 means “excellent.”

a. Regional coordination of the transportation system (Coordination among the transportation agencies in Northern Virginia, the District of Columbia and Maryland)  
b. Availability of taxis  
c. Availability of parking  
d. Ease of getting around in car (i.e., lack of traffic congestion)  
e. Ease of getting around without a car  
f. Availability of multiple different transportation options  
g. Access to transportation options  
h. Reliability of travel options  
i. Quality of transportation options (e.g. cleanliness, state of good repair, etc.)
D-4. What concerns, if any, do you have regarding Arlington County’s transportation system?
______________________________________________________________________________
______________________________________________________________________________
______________________________________________________________________________

D-5. What improvements should the County make in terms of the transportation system?
______________________________________________________________________________
______________________________________________________________________________
______________________________________________________________________________

D-6. 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.) [ROTATE]

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

D-7. To what extent do you agree that the County require a specific number of parking spaces in a private development. Please use a scale of “1” to “5” where “1” means “strongly disagree” and “5” means “strongly agree.”

D-8. What comments, if any, do you have about the rating you gave in the previous question?
______________________________________________________________________________
______________________________________________________________________________
______________________________________________________________________________

D-9. What do you feel is an appropriate parking ratio for each of the following development types? A commercial development
______________________________________________________________________________
______________________________________________________________________________

A residential development
______________________________________________________________________________
______________________________________________________________________________

D-10. Thinking about the number of parking spaces required for a new development, which of the following would you prefer? (Please select only one)
   a. A minimum number of spaces
   b. A maximum number of spaces
   c. A range that the number of spaces can fall into

Residential

D-11. [ASK ONLY IF DEVELOPS RESIDENTIAL PROPERTIES] In what ways and to what extent does the quality of the transportation system affect your residential properties? Please use a scale of “1”
to “5” where “1” means “very negatively” and “5” means “very positively.” [Include “Don’t Know”] [ROTATE]

a. Affects ability to attract tenants  
b. Affects ability to retain tenants  
c. Affects the reputation of property  
d. Affects ability to charge a particular rental rate  
e. Affects ease of property operations  
f. Affects ability to hire or retain property management employees

D-12. [ASK ONLY IF DEVELOPS RESIDENTIAL PROPERTIES] What, if any, other ways does the quality of the transportation system in Arlington County affect your residential properties?
______________________________________________________________________________  
______________________________________________________________________________  
______________________________________________________________________________  

Commercial

D-13. [ASK ONLY IF DEVELOPS COMMERCIAL PROPERTIES] In what ways and to what extent does the quality of the transportation system affect your commercial properties? Please use a scale of “1” to “5” where “1” means “very negatively” and “5” means “very positively.” [Include “Don’t Know”] [ROTATE]

a. Affects ability to attract tenants  
b. Affects ability to retain tenants  
c. Affects reputation of property  
d. Affects ability to maintain price per square foot at desired level  
e. Affects ease of property operations  
f. Affects ability to hire or retain property employees

D-14. [ASK ONLY IF DEVELOPS COMMERCIAL PROPERTIES] What, if any, other ways does the quality of the transportation system in Arlington County affect your commercial properties?
______________________________________________________________________________  
______________________________________________________________________________  
______________________________________________________________________________  

D-15. Arlington County would like to keep rush hour traffic at no more than 5% above 2005 levels for the next 20 years, even though population and employment in the county will grow.

Prior to this survey, were you aware of this goal?

1. Yes  
2. No  
3. Not sure  

D-16. To what extent do you agree with each of the following statements? Please use a scale of 1 to 5
where “1” means “strongly disagree” and “5” means “strongly agree.”

a. This goal is realistic.
b. It is important to achieve this goal. [IF answer 1 to 3 ask D-13]
c. The County is working hard towards achieving this goal.
d. The County needs to do more to achieve this goal.
e. The goal is in the best interest of the business community in Arlington County.

D-17. According to some predictions, over the next 20 years, the population of Arlington County is expected to grow by approximately 20% and the number of individuals employed by businesses in the county is expected to grow by 30%. If those predictions are accurate, how important is the county's goal to keep rush hour traffic at no more than 5% above 2005 levels? Please use a scale where “1” means “not at all important” and “5” means “very important.”

D-18. To what extent do you agree that each of the following should be used to pay for transportation services and improvements to the transportation system in Arlington County? Please use a scale of 1 to 5 where “1” means “strongly disagree” and “5” means “strongly agree.”

a. Commercial property tax
b. Residential property tax

d-19. What, if any, other sources should be used to pay for transportation services and improvements to the transportation system in Arlington County?

____________________________________________________________________________
____________________________________________________________________________
____________________________________________________________________________

E. THE COUNTY’S TDM ENFORCEMENT OFFICE AND ATP

E-1. For each of the following organizations, please indicate if you personally have worked with them, if someone else from your company has worked with them, or if neither you nor your company has worked with them. [PROGRAMMER NOTE: SHOW AS GRID]

a. Arlington County’s TDM Enforcement Office (John Durham, Hemant Patel, Melissa McMahon)
b. Arlington Transportation Partners (ATP)

e-2. How familiar are you with what each of the following organizations does? Please use a scale of 1 to 5 where “1” means “not at all familiar” and “5” means “very familiar.”

a. The County’s TDM Enforcement Office (John Durham, Hemant Patel, Melissa McMahon)
b. Arlington Transportation Partners (ATP)

e-3. [ONLY ASK IF THEY HAVE WORKED WITH THEM PERSONALLY OR IF THEY RATE THEIR FAMILIARITY A 4 OR 5] How satisfied are you with following organization(s)? Please use a scale of 1 to 5 where “1” means “not at all satisfied” and “5” means “very satisfied.”

a. The TDM Enforcement Office
b. Arlington Transportation Partners (ATP)

E-4. What, if anything else, could the County do to help you implement and comply with the TDM requirements in your site plan?
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________

F. FIRMOGRAPHICS

The following questions are for classification purposes only. Your answers will help us group your responses with other companies like yours. As a reminder, your responses are completely confidential. However, if you do not wish to answer a particular question, simply click “next” to move on to the next question.

F-1. Approximately how many properties has your company developed in the following areas over the past 5 years?

   a. Entire Washington metropolitan area (including the City of Washington, the Maryland suburbs and Northern Virginia) _____
   b. Arlington County specifically _____

F-2. In what areas have you developed properties over the past 5 years? Please select all that apply.

   1. Ballston
   2. Clarendon
   3. Columbia Pike
   4. Court House
   5. Crystal City / National Airport
   6. East Falls Church
   7. North Arlington
   8. Pentagon / Pentagon City
   9. Rosslyn
   10. Shirlington
   11. South Arlington
   12. Virginia Square
   13. Other _____________________

F-3. In which of the following areas do you live?

   1. Ballston
   2. Clarendon
   3. Columbia Pike
4. Court House
5. Crystal City / National Airport
6. East Falls Church
7. North Arlington
8. Pentagon / Pentagon City
9. Rosslyn
10. Shirlington
11. South Arlington
12. Virginia Square
13. Outside of Arlington: Virginia
14. Outside of Arlington: DC
15. Outside of Arlington: Maryland
16. Other _____________________

G. PANEL RECRUITMENT

G-1. From time to time, we like to test new transportation services and programs with a panel of current business leaders made up of people like you. Panel members share their opinions with us through short email surveys – surveys much shorter than this one. We would not use your email for any other purpose – just periodic feedback. Would you be interested in possibly participating on such a panel?

1. Yes
2. No [SKIP TO F-3]

G-2. Please provide your email address: _______________________

G-3. Are you interested in having a representative from Arlington Transportation Partners contact you or someone in your organization about transportation information or benefit programs they could provide to your organization?

1. Yes
2. No [SKIP TO THANK YOU PAGE]
3. Don’t know [SKIP TO THANK YOU PAGE]

G-4. Please enter information for the person in your organization you would like ATP to contact:

___________________________________________________________
INTRODUCTION

Thank you for participating in this survey. We are very interested in what you have to say about business and transportation services in Arlington County. Your responses will be completely confidential. We will not share your individual answers; they will be combined with the answers from other respondents and reported in aggregate.

Please complete this survey no later than DATE.

Instructions for completing this survey:

1. This survey should take between 10 and 12 minutes to complete.

2. For most questions, simply click your response. For some questions, you may add specific recommendations, comments, or information you’d like us to know.

3. If you mistakenly skip a question, the next screen will highlight the unanswered question(s) and prompt you to respond.

If you are unable to complete the survey in one sitting, close the window with the survey. To return to where you stopped, either click the link from the email you received or copy and paste the web address in your Internet Browser address bar. It will take you to the first unanswered question of the survey.

Once you have completed the survey, the link will no longer be active, so you will not be able to review your answers or the survey again.

If you have problems or questions, click on the “help” link. It will appear at the bottom of each page or contact John Judy at the Southeastern Institute of Research (800) 807-8981 ex. 15 or via e-mail at jbj@sirresearch.com.
A. SCREENING – ALL AUDIENCES

A-1. Please select the category that best describes your organization.

1. Hotel [HOTEL]
2. Retail Business [RETAIL AND RESTAURANT]
3. Restaurant [RETAIL AND RESTAURANT]
4. Non-profit Organization [OFFICE BUSINESS]
5. Business where the majority of your employees work in an office environment [OFFICE BUSINESS]
6. Property development and/or management [SEND TO DEVELOPER AFTER A-2]
7. Other _________________________________

A-2. Please select the phrase that best describes your position:

1. CEO, CFO, COO
2. Chairman, Owner or President
3. Vice President / Executive Vice President / Senior Vice President
4. Director / Executive Director / Senior Director
5. General Manager
6. Store or restaurant manager
7. Property manager
8. Human Resources Professional [SEND TO HR SURVEY]
9. Other:________________________________

A-3. How long has your organization been located in Arlington County?

1. Less than one year
2. 1 – 5 years
3. 6 – 10 years
4. 11 – 15 years
5. 16 – 20 years
6. More than 20 years
7. Prefer not to answer
8. We have no worksites located in Arlington County [TERMINATE]

B. OVERALL BUSINESS SATISFACTION

B-1. Overall, how would you rate the quality of life in Arlington County? By “quality of life” we mean “the general well-being of residents taking into consideration such things as the quality of education available, employment opportunities, the economy, personal safety, health, housing, recreation and entertainment opportunities, and so forth.” Please use a scale of 1-5 where “1” means poor and “5” means excellent.

B-2. How does the quality of life in Arlington County compare to the quality of life in each of the following? Please use a scale of 1 to 5 where “1” means “quality of life in Arlington is much worse” and “5” means “quality of life in Arlington is much better.”
a. The United States as a whole
b. Other areas (cities, counties, etc.) in the Greater Washington region

B-3. Please rate Arlington County’s performance in delivering on the attributes, using a scale of 1-5 for your answer. “1” means that you rate Arlington County “not very good” on that attribute and “5” means that you rate Arlington County “very good” on that attribute. [RANDOMIZE ORDER; ALLOW “DON’T KNOW” RESPONSE]

a. Tax structure, tax incentives
b. Availability of business support services
c. Availability of skilled workforce
d. Proximity to customers
e. Affordable housing for your employees
f. Attractive residential communities
g. Accessibility of recreational opportunities
h. Accessibility of entertainment opportunities
i. Quality of education, K-12
j. Accessibility to quality colleges and universities
k. Workforce training opportunities
l. Quality of transportation system
m. Reputation of area

B-4. Thinking of your business in general, what is your greatest concern today related to your workforce?
______________________________________________________________________________
______________________________________________________________________________
______________________________________________________________________________

B-5. Looking 5 years into the future, what is your biggest long-term concern related to your workforce?
______________________________________________________________________________
______________________________________________________________________________
______________________________________________________________________________

C. TRANSPORTATION SATISFACTION AND CONCERNS

C-1. How satisfied are you with the transportation system in the Washington metropolitan region?

“Transportation system” means “transportation services and options that make it possible to travel around the region, as well as the quality of those services.” This would include such things as bus and train routes and stops, the quality of the buses, the quality of the roads, support services for transit, bicycling, walking, carpooling, parking and so forth.

Overall, how satisfied are you with the regional transportation system? Please use a scale of “1” to “5” where “1” means “not at all satisfied” and “5” means “very satisfied.” [INCLUDE “DON’T KNOW OPTION]
C-2. And how satisfied are you with the transportation system in Arlington County? Please use a scale of “1” to “5” where “1” means “not at all satisfied” and “5” means “very satisfied.” [Include “Don’t Know Option”]

C-3. Overall, how would you rate Arlington County on each of the following? Please use a scale of 1 to 5 where 1 means “poor” and 5 means “excellent.”

a. Regional coordination of the transportation system
b. Availability of taxis
c. Availability of parking
d. Ease of getting around in car (i.e., lack of traffic congestion)
e. Ease of getting around without a car
f. Availability of multiple different transportation options

C-4. What concerns, if any, do you have regarding Arlington County’s transportation system?

______________________________________________________________________________
______________________________________________________________________________
______________________________________________________________________________

C-5. What improvements should the county make in terms of the transportation system?

______________________________________________________________________________
______________________________________________________________________________
______________________________________________________________________________

C-6. 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.) [ROTATE]

___ Transportation infrastructure – roads
___ Transportation infrastructure – parking
___ 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

C-7. In what ways and to what extent does the quality of the transportation system in Arlington County affect your organization’s ability to conduct business? Please use a scale of “1” to “5” where “1” means “very negatively” and “5” means “very positively.” [RANDOMIZE ORDER; INCLUDE “DON’T KNOW” OPTION AND “N/A” OPTION]

a. Ability to recruit employees
b. Ability to retain employees
c. Employee attendance
d. Employee health
e. Access to broad workforce
f. Emergency preparedness
g. Employee morale
h. Employee productivity
i. Cost or time to deliver products/services to customers
j. Customer’s ability to reach our business location
k. Cost or time to obtain supplies or deliveries
l. Ability to attract guests to your property [HOTEL ONLY]
m. Affects the room rate that you are able to charge [HOTEL ONLY]

C-8. What, if any, other ways does the quality of the transportation system in Arlington County affect your organization?

______________________________________________________________________________
______________________________________________________________________________
______________________________________________________________________________

C-9. Arlington County would like to keep rush hour traffic at no more than 5% above 2005 levels for the next 20 years, even though population and employment in the county will grow.

Prior to this survey, were you aware of this goal?

1. Yes
2. No
3. Not sure

C-10. To what extent do you agree with each of the following statements? Please use a scale of 1 to 5 where “1” means “strongly disagree” and “5” means “strongly agree.”

a. This goal is realistic.
b. It is important to achieve this goal. [IF answer 1 to 3 ask C-11]
c. The County is working hard towards achieving this goal.
d. The County needs to do more to achieve this goal.
e. The goal is in the best interest of the business community in Arlington County.

C-11. According to some predictions, over the next 20 years, the population of Arlington County is expected to grow by approximately 20% and the number of individuals employed by businesses in the county is expected to grow by 30%. If those predictions are accurate, how important is the county’s goal to keep rush hour traffic at no more than 5% above 2005 levels? Please use a scale where “1” means “not at all important” and “5” means “very important.”

D. DETAILED TRANSPORTATION QUESTIONS

D-1. How far from your [OFFICE: worksite; RESTAURANT/RETAIL: store or establishment; HOTEL: property] is the nearest bus stop or train station? If you have multiple worksites, please think of the one with the most employees.

1. 1 – 2 blocks
2. 3 – 5 blocks (1/4 mile to 1/2 mile)
3. 6 – 10 blocks (1/2 mile to 1 mile)
4. More than 10 blocks or more than one mile
5. Other (please specify) _______
6. Don’t know
D-2. Where do employees who drive to your [OFFICE: worksite; RESTAURANT/RETAIL: store or establishment; HOTEL: property] park? If you have multiple worksites, please think of the one with the most employees. Please check all that apply.

1. On-site company-owned lot or garage
2. Off-site company-owned lot or garage
3. On the street
4. Public lot or garage
5. Other _____________________________
6. Don’t know

D-3. Is this parking adequate to meet employees’ parking needs?

1. Yes
2. No
3. Don’t know

D-4. Do employees pay a fee to park in any of these locations? Please check all that apply. (NOTE TO PROGRAMMER: DO NOT ACCEPT MULTIPLES FOR 1 OR 7)

1. No fee, all parking is free [SKIP TO SECTION F]
2. Fee for on-site company owned parking
3. Fee for off-site company owned parking
4. Fee for street parking
5. Fee for public lot or garage
6. Fee for other parking _____________________________
7. Don’t know [SKIP TO SECTION F]

D-5. Does your organization pay part or all of the parking cost for employees? (NOTE TO PROGRAMMER: ALLOW RESPONSE 4 IN COMBINATION WITH 2 OR 3)

1. No, employees pay entire cost [SKIP TO SECTION F]
2. Yes, organization pays part (split with employees)
3. Yes, organization pays all of the cost
4. Yes, organization pays only for some employees
5. Don’t know

D-6. What amount does your organization pay per employee?

$______ per month
or
$______ per day

D-7. In addition to the amount that you pay, approximately what amount does each employee pay?

$______ per month
or
$______ per day
Don’t know

D-8. To what extent is each of the following a problem for your employees when it comes to getting to and from work? Please use a scale of 1 to 5 where “1” means “not at all a problem” and “5” means “a big problem.”

a. Affordability of transportation options
b. Availability of transportation options in general
c. Availability of transportation during the specific times that they need to get to work
d. Availability of parking

D-9. Following is a list of transportation information services or benefit programs that your organization or another organization might make available to employees at your worksite to help with their travel to work by modes other than driving. In the first column, 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. [RANDOMIZE ORDER; SHOW AS A GRID]

Response options include:
1. Available to employees now
2. Not available but would consider offering
3. Not available and would not consider offering
4. Don’t know

Service or Benefit
a. Transit schedules
b. Information on transit, carpooling, and other types of transportation employees could use to get to work
c. Bicycle lockers or racks
d. Showers available in the building
e. Guaranteed Ride Home for employees who don’t drive alone to work and have a personal emergency during the work day
f. Work schedules that permit employees to choose their work arrival and departure times (flex-time) [IF THIS IS AVAILABLE TO EMPLOYEES NOW ASK D-10]
g. Compressed workweek, in which employees work a full-time schedule in fewer than five days per week [IF THIS IS AVAILABLE TO EMPLOYEES NOW ASK D-10]
h. Allowing some or all employees to work at home at least occasionally (teleworking)
i. Reserved or preferential parking for employees who carpool or vanpool
j. Metrochek, SmartBenefits, or other financial benefit for employees who ride trains or buses to work
k. Cash or other financial benefit for employees who carpool or vanpool to work
l. Assistance finding a partner for a carpool or vanpool (ridematching)
m. Pre-tax account employees can use to pay transportation costs (“Commuter Choice”)
n. SmarTrip cards for electronic payment on Metrorail, Metrobus or Metro parking.

D-10. You indicated that your organization currently offers flexible work schedules and/or a compressed work week. Is this something that you offer:

a. Seasonally
b. Year round
c. Other: ______________________________

D-11. What, if any, other transportation services or benefits (not listed in the previous question) does your organization currently offer to its employees?
___________________________________________________________________________
___________________________________________________________________________
___________________________________________________________________________

D-12. **[ASK ONLY IF DOES NOT OFFER ANY SERVICES IN D-8]** For what reasons does your organization not offer any transportation services to employees?
___________________________________________________________________________
___________________________________________________________________________
___________________________________________________________________________

[IF ORGANIZATION DOES NOT OFFER ANY SERVICES IN D-8, GO TO SECTION E]

D-13. How interested have employees been in these services? For each service, indicate employees' level of interest, using a scale of 1 to 5, where 1 means employees have been “not at all interested” and 5 means they have been “very interested.” **[ALLOW DON'T KNOW, SHOW AS GRID; SHOW ONLY THOSE OFFERED IN D-8]**

D-14. Listed below are some benefits **employers** might receive from offering transportation services to employees. For each, indicate how much your organization has benefited from offering transportation services. Please use a scale of “1” to “5” in which “1” means your organization has received “no benefit” in this area from offering services and “5” means your organization has received a “great benefit” in this area. **[RANDOMIZE OPTIONS; SHOW AS GRID; INCLUDE “DON’T KNOW” OPTION]**

a. Enhanced employee recruitment
b. Enhanced employee retention, reduced turnover
c. Reduced need for parking, reduced parking-related costs
d. Reduced traffic congestion around worksite
e. Enhanced recognition or reputation in the community or neighbors
f. Fulfilled obligation that came with building
g. Reduced need for office space
h. Attract more qualified employees
i. Reduced operating costs
j. Enhance employee morale
k. Reduce absenteeism
l. Increased productivity

D-15. When you were planning or implementing these services, did you receive any information or assistance from any organization or other resource that helped you implement them?

1. Yes
2. No [SKIP TO D-18]
3. Don’t know [SKIP TO D-18]
D-16. What organization or resource provided the assistance? *Please check all that apply.*

[RANDOMIZE OPTIONS]

1. Arlington Transportation Partners
2. Arlington County Commuter Services
3. Arlington Economic Development
4. Commuter Connections, Metropolitan Washington Council of Governments
5. Metro, WMATA
6. Virginia Railway Express
7. Telework! VA
8. Other organization (please name)_________________
9. Web site (please name)__________________________
10. Other
11. Don’t know

D-17. What assistance did you receive? **[NOT MANDATORY]**

______________________________________________________________________________
______________________________________________________________________________
______________________________________________________________________________

D-18. For each of the following, if this assistance had not been available to you, how likely would you have been to implement these services? Please use a scale of “1” to “5” where “1” means “not at all likely” and “5” means “very likely.” *[LIST ALL THOSE SELECTED IN D-14; INCLUDE ‘DON’T KNOW’]*

D-19. **[ASK IF RECEIVED ASSISTANCE IN D-13]** Are there any resources or forms of assistance that are not currently offered, that would help you implement or manage transportation services for your employees?

______________________________________________________________________________
______________________________________________________________________________
______________________________________________________________________________

D-20. **[ASK IF DID NOT RECEIVE ASSISTANCE IN D-13]** Are there any resources or forms of assistance that would help you implement or manage transportation services for your employees?

______________________________________________________________________________
______________________________________________________________________________
______________________________________________________________________________

E. **ARLINGTON TRANSPORTATION PARTNERS**

E-1. Do you know which county organization provides transportation services to Arlington County residents, employees and visitors?

1. Yes, it’s: _________________________________________
2. No
E-2. Arlington Transportation Partners (ATP) is a county government organization that offers free transportation information and services to employers and residential communities in Arlington County. ATP assists employers and property managers in offering transportation benefit programs that will help their employees and residents get around the Washington region. What is your relationship with ATP?

1. Currently use ATP services
2. Have used ATP services in the past, but do not currently
3. Have heard of ATP but do not use their services [SKIP TO E-9]
4. Am not aware of this organization [SKIP TO E-10]
5. Don’t know [SKIP TO E-10]

E-3. How satisfied have you been with the services you have received from ATP? Please use a scale of 1 to 5 for your answer, where “1” means “not at all satisfied” and “5” means “very satisfied.” [Include “Don’t Know”]

E-4. [IF 1 OR 2 IN PREVIOUS QUESTION] For what reasons have you not been satisfied with ATP’s services?

______________________________________________________________________________
______________________________________________________________________________
______________________________________________________________________________

E-5. How useful have ATP’s services been to your organization? Please use a scale of 1 to 5, where “1” means not at all useful and “5” means “very useful. [Include “Don’t Know”]

E-6. [IF 3 – 5 IN PREVIOUS QUESTION] In what ways have the services been useful to your organization?

______________________________________________________________________________
______________________________________________________________________________
______________________________________________________________________________

E-7. How likely are you to recommend ATP services to organizations similar to yours? Please use a scale of “0” to “10” where “0” means “not at all likely” and “10” means “very likely.” [Include “Don’t Know”]

E-8. What, if any, suggestions do you have for how ATP representatives could improve their services to better help you and your organization?

______________________________________________________________________________
______________________________________________________________________________
______________________________________________________________________________

E-9. [IF DO NOT USE ATP SERVICES BUT ARE AWARE OF THEM (AS INDICATED IN E-1)] Why do you not use ATP services?

______________________________________________________________________________
______________________________________________________________________________
______________________________________________________________________________
E-10. Some of the specific services that ATP offers are:

- **Employee Transportation Survey** – ATP can develop a comprehensive survey to help you understand your employees’ commuting patterns and needs.
- **Transportation Brochures** – ATP’s online Brochure Service will provide you with free brochures for your employees for rail, bus, carsharing, bicycle, pedestrian, and other transportation options.
- **Transit Benefit** – ATP will assist in determining which tax-free transit benefits are right for your company and help you throughout the implementation process, including open enrollment for your employees.
- **Employer Seminars and Workshops** – ATP sponsors employer-oriented events on interesting and pertinent transportation and commuting topics throughout the year.
- **Parking Management** – ATP can help develop strategies to reduce the demand for costly parking spaces at your worksite.
- **Ongoing Support for You** – ATP provides continued support for your business’ transportation benefits coordinator and staff through newsletters, websites, and staff.

Keeping those services in mind, how interested would you be in using ATP services? Please use a scale of 1 to 5 where “1” means “not at all interested” and “5” means “very interested.”

F. FIRMOGRAFICS

The following questions are for classification purposes only. Your answers will help us group your responses with other companies like yours. As a reminder, your responses are completely confidential. However, if you do not wish to answer a particular question, simply click “next” to move on to the next question.

F-1. How many [OFFICE: work locations; RESTAURANT/RETAIL: stores or establishments; HOTEL: properties] does your organization have in each of the following?

   a. Entire Washington metropolitan area (including the City of Washington, the Maryland suburbs and Northern Virginia) ____
   b. Arlington County specifically ____

F-2. Please select the area(s) that best describes the location(s) of your [OFFICE: worksites; RESTAURANT/RETAIL: stores or establishments; HOTEL: properties] in Arlington County. *Please check all that apply*

1. Ballston
2. Clarendon
3. Columbia Pike
4. Court House
5. Crystal City / National Airport
6. East Falls Church
7. North Arlington
8. Pentagon / Pentagon City
9. Rosslyn
10. Shirlington
11. South Arlington
12. Virginia Square
13. Other ______________________

F-3. About how many employees work for your organization at ALL locations within each of the following?

   a. Entire Washington metropolitan area (including the City of Washington, the Maryland suburbs and Northern Virginia) ____
   b. Arlington County specifically _____

F-4. What is the primary work or business of your organization?

1. Agriculture, forestry, fishing
2. Banking, finance, insurance, real estate
3. Business, personnel, or professional services
4. Construction, building trades
5. Education
6. Hospital, medical services
7. Hospitality, restaurants, hotels, tourism
8. Manufacturing
9. Non-profit organization, trade association
10. Public administration, government
11. Public utility, transportation or communication services
12. Retail or wholesale trade
13. Technology consulting
14. Defense Contracting
15. Other (specify) ____________________________
16. Prefer not to answer

F-5. Which of the following best describes your organization type?

1. Private company
2. State government agency
3. Federal government agency
4. Local government agency
5. Non-profit organization or association
6. Self-employed
7. Other (specify) ____________________________
8. Prefer not to say

F-6. [FOR HOTELS ONLY] Approximately how many rooms do you have at all of your properties in Arlington?
F-7. **[FOR HOTELS ONLY]** Which category best describes your property?

1. Conference or resort hotel
2. Historic inn or boutique hotel
3. Select service
4. Limited service
5. Extended stay
6. Timeshare

F-8. In which of the following areas do you live?

1. Ballston
2. Clarendon
3. Columbia Pike
4. Court House
5. Crystal City / National Airport
6. East Falls Church
7. North Arlington
8. Pentagon / Pentagon City
9. Rosslyn
10. Shirlington
11. South Arlington
12. Virginia Square
13. Outside of Arlington: Virginia
14. Outside of Arlington: DC
15. Outside of Arlington: Maryland
16. Other _____________________
17. Prefer not to answer

F-9. What type of transportation do you typically use to get to work? Please choose only the one type you use most days in a typical week, for the longest distance part of your trip.

1. Metrorail
2. Commuter train (MARC, VRE, Amtrak)
3. Bus
4. Drive alone
5. Carpool (ride with co-workers, friends, or family members)
6. Vanpool (with co-workers or others who work nearby)
7. Bicycle (most of the trip from home to work)
8. Walk (most of the trip from home to work)
9. Telework (work from home)
10. Other: ________________________________
G. PANEL RECRUITMENT

G-1. From time to time, we like to test new transportation services and programs with a panel of current business leaders made up of people like you. Panel members share their opinions with us through short email surveys – surveys much shorter than this one. We would not use your email for any other purpose – just periodic feedback. Would you be interested in possibly participating on such a panel?

1. Yes
2. No [SKIP TO G-3]

G-2. Please provide your email address: _______________________

G-3. Are you interested in having a representative from Arlington Transportation Partners contact you or someone in your organization about transportation information or benefit programs they could provide to your organization?

1. Yes
2. No [SKIP TO THANK YOU PAGE]
3. Don’t know [SKIP TO THANK YOU PAGE]

G-4. Please enter information for the person in your organization you would like ATP to contact:
___________________________________________________________