ARLINGTON COUNTY’S TRANSIT SERVICE AND ITS IMPACT

TOP 12 FINDINGS FROM THE 2013 RIDERSHIP SURVEY

ARLINGTON VIRGINIA
2013 ART RIDERSHIP SURVEY OVERVIEW

As a follow-up to the 2008 ART rider study, an on-board survey was conducted in the Spring of 2013.

• Study was conducted in the Spring of 2013 by Southeastern Institute of Research (SIR) and LDA Consulting.

• Self-administered surveys were available in both English and Spanish.

• 2,905 surveys (1,977 fully complete) were collected during weekday and weekend ride times.

• Quotas were set by route so as to yield representative sample of actual ridership.

• The robust sample size allowed for demographic and ride behavior segment analysis.
TOP 12 FINDINGS

1. ART serves everyone
2. ART riders are loyal, riding multiple routes and riding frequently
3. ART riders choose ART to reach work and other places
4. Art Riders say ART is a convenient and easy way to travel
5. ART riders show preference for bus rather than other available travel options
6. ART riders are brand advocates; they are likely to recommend ART to others
Q1. How often do you ride ART buses? If one or more days per week, specify number of days.

Note that 20% of respondents selected that they ride ART “One or more days per week”, but did not indicate the actual number of days they ride.

Among those specifying number of days per week (n = 1,829):

- 1-4 days = 30%  
- 5 days = 42%  
- 6+ days = 28%
Q4. For what reasons do you ride ART buses? Please select all that apply and indicate your one main reason.

- It’s convenient: 75%
- It’s easy to use: 70%
- It’s affordable: 56%
- It’s reliable: 53%
- It’s good for the environment: 36%
- It eliminates the need to park: 35%
- It’s my only means of transportation: 34%
- I can use commute time productively: 26%
- It’s quicker than driving: 23%
- Other: 9%

On average riders choose four or more different reasons for riding ART.
A Transit Dependent Rider is defined by anyone who indicated they take ART because “I don’t have a driver’s license – it’s my only means of transportation.”

The Majority of ART Riders Take the Bus by Choice, Rather Than out of Necessity

Q4 For what reasons do you take ART buses?
(Option e. I don’t have a driver’s license – It’s my only means of transportation used as definition for Transit Dependent)

n = 2,905

34% Transit Dependent n = 984

66% Choice Rider n = 1,921
Q8. If ART had been unavailable today, how would you have made this trip? (Choose as many as apply).

<table>
<thead>
<tr>
<th>Mode</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Metrobus</td>
<td>41%</td>
</tr>
<tr>
<td>Walk</td>
<td>28%</td>
</tr>
<tr>
<td>Taxi</td>
<td>22%</td>
</tr>
<tr>
<td>Metrorail</td>
<td>18%</td>
</tr>
<tr>
<td>Driven alone</td>
<td>13%</td>
</tr>
<tr>
<td>Would not have made the trip</td>
<td>7%</td>
</tr>
<tr>
<td>Bicycle</td>
<td>5%</td>
</tr>
<tr>
<td>Carpool</td>
<td>4%</td>
</tr>
<tr>
<td>Capital Bikeshare</td>
<td>2%</td>
</tr>
<tr>
<td>Other</td>
<td>3%</td>
</tr>
</tbody>
</table>

"Other" responses include:
- Ride from a friend or family member: 18 mentions
- Shuttle service, including Pentagon or Department of Defense service: 11 mentions

Almost all ART Riders Have Options
Only a few Would not Have Made Their Trip if ART Were Unavailable

Many ART riders have more than one other transportation option.

n = 2,364
Overall Satisfaction With ART is High, and Has Increased Since 2008

Satisfaction is consistently high across all routes.

Q6. How satisfied are you overall with your experience with ART? Please use a scale of 1 to 5, where “1” means you are “Not at all satisfied” and “5” means that you are “Very satisfied”.

Total Satisfaction
2008 = 85%
2013 = 90%
ART Riders Are Highly Likely To Recommend The Service To Others

The average (mean) rating of likelihood to recommend ART is 8.53.

64% gave ART the highest compliment – a score of 9 or 10.

Q7. How likely are you to recommend ART for travel around Arlington? Please use a scale of 0 to 10, where “0” means you are “Not at all likely” and 10 means you are “Very likely”.

n = 2,254
7. Timing and reliability of service are critical to rider satisfaction.
8. ART riders want more service; extended hours and frequency.
9. Well trained, customer focused operators are the face of the ART brand, making the experience a pleasant and easy one.
10. ART riders actively seek information about transit, usually on route, at stops and on buses
11. While there is high satisfaction among current users with Arlington Transit support services there are opportunities to increase awareness
12. ART makes a difference in reducing SOV travel in the County
While ART scores highly on all attributes, if attention is to be given to any particular areas, they would be improving the actual (or perceived) wait time, increasing the reliability of bus timeliness and assuring that bus routes are scheduled during the most needed times.

Opportunities for Improvement Revolve Around Scheduling and Timing

Performance (Mean = 4.2)

Importance (Mean = 4.2)
ART Riders Would Like Expanded Service
- Extended Hours and Frequency -

Q22. Are there any specific reasons that the bus schedule does not meet your needs?

n = 449
The ART Rider Wish List Includes:

- An enhanced span of service – evenings and weekends
- More frequency on existing routes
- New service destinations
Recent Training Has Greatly Improved ART Riders’ Perceptions of Operators

Drivers are complimented for consistently:

• Smiling
• Greeting riders
• Answering questions
• Being friendly
• General politeness

Q21. Specifically, why did you give the driver the rating you did for courteousness? Note: Responses shown for those riders giving the drivers a satisfaction rating of 4 or 5 in Q20.

n = 462
...There Are Opportunities to Promote Services to Increase Awareness

In particular, ART Forum newsletter would benefit from promotion: dissatisfaction is low, yet awareness and trial are also low.

Q24. Following is a list of services specific to Arlington Transit (ART). For each, select 1) if you have used the service and are satisfied 2) have used the service and are not satisfied 3) you have not used the service but are aware of it, or 4) you are not aware of the service.

Q24. Following is a list of services specific to Arlington Transit (ART). For each, select 1) if you have used the service and are satisfied 2) have used the service and are not satisfied 3) you have not used the service but are aware of it, or 4) you are not aware of the service.
ART Makes a Significant Difference in Reducing SOV Travel in the County

Weekly average of ART Riders: 53,703

Would have driven alone if ART unavailable*: 13%

Weekly SOV trips eliminated: 6,981

*Q8. If ART had been unavailable today, how would you have made this trip? (Choose as many as apply). 13% responded “Driven Alone”.

n = 2,364