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A key component of the ACCS evaluation plan is an ongoing assessment of The Commuter Store®. An initial benchmark study was conducted in 2007 with follow-up waves conducted in 2009, 2012, and 2018. These studies are designed to evaluate how The Commuter Store® is performing and identify ways of improving the products and services offered through the store.

ACCS selected WBA Research (WBA) to conduct the fourth wave of Commuter Store® research in 2018. To meet the objectives of this study, WBA conducted brief intercept studies at all four brick-and-mortar locations and the Mobile Commuter Store® between May 30th and June 25th. At the end of the intercept, participants were asked if they would be willing to complete the full web survey for a chance to enter into a drawing for one of three $100 Amazon gift cards. Those who were willing to participate were emailed a link to the full survey the next day. Both the intercept survey and web survey were available in English and Spanish.

Overall, 373 customers completed the intercept interview and agreed to participate in the study. Of this group, 112 went on to complete the full web survey, resulting in a response rate of 30%. A count of the intercepts completed at each location is shown below, along with the number of completes that came from each.

<table>
<thead>
<tr>
<th>Location</th>
<th>Intercepts</th>
<th>Completes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ballston Store</td>
<td>42</td>
<td>15</td>
</tr>
<tr>
<td>Crystal City Store</td>
<td>131</td>
<td>43</td>
</tr>
<tr>
<td>Rosslyn Store</td>
<td>76</td>
<td>23</td>
</tr>
<tr>
<td>Shirlington Store</td>
<td>51</td>
<td>13</td>
</tr>
<tr>
<td>Mobile Stores</td>
<td>73</td>
<td>18</td>
</tr>
<tr>
<td>Total</td>
<td>373</td>
<td>112</td>
</tr>
</tbody>
</table>
Sampling Error

As a result of only a portion of the entire population completing a survey, the data are subject to sampling error. A total of 112 surveys results in a maximum standard error of ±9.3 percentage points at the 95% confidence level. However, depending on the data being examined, the sampling error may be smaller. Sampling errors are shown below at the 95% confidence level for various percentages.

<table>
<thead>
<tr>
<th>If the percentage found is around:</th>
<th>50% or 60%</th>
<th>40% or 70%</th>
<th>30% or 80%</th>
<th>20% or 90%</th>
<th>10% or 99%</th>
</tr>
</thead>
<tbody>
<tr>
<td>(n=112)</td>
<td>±9.3</td>
<td>±9.1</td>
<td>±8.5</td>
<td>±7.4</td>
<td>±5.6</td>
</tr>
</tbody>
</table>

For example, if a question yielded a percentage of 20%, then we can be sure 95 out of 100 times that the true percentage would lie between 12.6% and 27.4% (20% ±7.4 percentage points).

Caution should be taken when evaluating data with a small sample size or base (n<35) due to the high level of sampling error around the data, which can lead to results that do not accurately represent The Commuter Store® customer pool as a whole.

In 2012, customers were given the option to complete the full survey in the store to earn a $5 gift card. This option was not available in 2018. This change in methodology and declining foot traffic at The Commuter Store® contributed to a notably smaller number of completes in 2018. Due to the small number of completes from each location, comparisons are not made between locations in this report beyond the intercept portion of the research.

Where possible, comparisons are made to the 2012 survey results. As the raw data from 2012 was not made available to WBA, caution should be taken when comparing the results from the 2018 and 2012 surveys because statistical testing has not been preformed to determine if any differences are significant. These comparisons can be used to give a general impression of how behaviors and attitudes have changed in the last six years, but they cannot be used to assess whether or not any of the differences indicate a meaningful trend. In some places, the 2012 results are based on the total sample where the 2018 data are based on those answering. In these instances, this is noted and the 2018 data is also shown based on the total sample to make the results more directly comparable.
Executive Summary
Executive Summary

Overall, the results of this research indicate that customers are very satisfied with The Commuter Store®, with almost all customers (95%) rating their experience very highly, and the majority saying they are likely to recommend The Commuter Store® (90%) and/or visit again (91%).

- Specifically, customers are very happy with the quality of customer service provided at The Commuter Store®, citing this as the primary reason for their high ratings for overall experience. Staff members, therefore, should be looked at as a key component of The Commuter Store® experience and current success.

- The high number of customers who are likely to recommend The Commuter Store® results in an NPS of 75 for 2018.

- The results from all three of these measures were combined to create a loyalty analysis. Customers who are very satisfied with their experience, very likely to recommend, and very likely to return are considered loyal. For The Commuter Store®, 83% of customers can be considered loyal.

About one-half of customers (53%) are visiting The Commuter Store® once a month, but the Ballston and Shirlington locations have significantly higher proportions of customers who visit the store at least once a week. This suggests that the needs of the populations that frequent these locations may be different than the others.

About one third of customers (36%) first heard about The Commuter Store® because they live or work nearby. Another 25% learned of The Commuter Store® through a referral from a friend, family member, co-worker or employer. The third most mentioned channel was a website, with 20% of customers naming this as the first place they heard about The Commuter Store®.

While customers are very pleased with their Commuter Store® experiences, they are not clear on who operates the store. While almost two in ten customers (19%) mentioned an Arlington-related entity, just as many believe that Metro operates the stores (18%), and almost three in ten (29%) are not sure who operates the stores.

Most customers (80%) came into The Commuter Store® looking for a fare card, ticket, or pass. Fewer came in pursuit of information (11%), or maps, schedules or guides (5%).

- Almost nine in ten (87%) went on to make a purchase. Those who made a purchase bought items such as SmarTrip® cards (39%), VRE passes or tickets (21%), MARC passes or tickets (14%), MTA Commuter Bus passes (12%), Transit Link Cards (5%), and/or added money to an existing SmarTrip® or other card (4%).

- About two in five customers (41%) picked up a free schedule or brochure while they were in the store. This was mostly customers age 55 and older, and customers who were visiting The Commuter Store® for the very first time.

This research suggests that customers have more options when it comes to the availability of travel information than purchasing fares. While three in five customers (60%) say The Commuter Store® is the only place they purchase tickets and fares, only one in five (21%) say it is their only source of travel information.
Customers were asked a series of questions to determine if they have made any changes in their travel habits as a result of the services and information provided by The Commuter Store®.

- About three in ten customers have made a change in how they travel to work (30%), while fewer (25%) report changing how they travel for non-work trips. For both types of trips, those that made changes were more likely to increase how often they use an existing mode of transportation than to adopt a new mode.

This research suggests that The Commuter Store® may be reducing the number of trips customers take by driving a car alone.

- About four in ten of those who made a change in how they travel to work (43%) used to drive to work alone all or most days before changing how they commute. This is a positive indicator that commuters are receiving information or resources that allow them to consider other modes of transportation.

- Customers who made a change in their non-work travel habits were asked how many trips they made per month by any mode of transportation other than driving their car alone before and after they started going to The Commuter Store®. The results suggest an increase in the number of trips customers make by any mode other than driving alone. While 22% of customers report only driving their car before going to The Commuter Store®, that number is down to just 4% after visiting The Commuter Store®.
Perception of The Commuter Store®
The majority of Commuter Store® customers rated their overall experience in the store very highly, with 95% giving a rating of an 8, 9, or 10. This is mostly composed of customers who rated their experience as a 10, the highest possible rating (83%). In comparison, only seven in ten Commuter Store® customers in the 2012 survey (69%) rated their overall experience in the store as a 10 and 91% gave a rating of 8, 9 or 10.

In 2018, those who rated 8 to 10 mainly mentioned aspects of good customer service as an explanation for their high rating. Specifically, customers feel that the employees provide excellent service, are friendly and helpful, fast, and knowledgeable.

13. How would you rate your overall experience on today’s trip to The Commuter Store®?
Base = Total intercept sample (n=373)
14. Why did you give that rating?
Base = Those rating 8 to 10 and answering (n=352)
Roughly nine in ten customers (90%) are likely to recommend The Commuter Store® to someone who needs information or products related to traveling around Arlington County. In 2012, just under nine in ten customers (87%) were likely to make this recommendation.

A similar proportion (91%) are likely to visit The Commuter Store® again. These findings are comparable to those found in 2012 (88% of the total sample rating 8, 9, or 10 in 2012; 89% of the total sample rating 8, 9, or 10 in 2018).

Those who reported being unlikely to return to The Commuter Store are unlikely to do so because they do not live in the area, or because they were able to find what they needed.
An organization’s Net Promoter Score (NPS) is calculated by subtracting the number of customers who are unlikely to recommend the organization (rating 0 to 6) from the number of those who are very likely to recommend (rating 9 to 10). Most Commuter Store® customers can be considered Promoters, with very few considered Detractors, resulting in an NPS of 75.

In 2012, the NPS was 72 with 78% being Promoters and 6% Detractors.

<table>
<thead>
<tr>
<th></th>
<th>PROMOTERS</th>
<th>PASSIVE</th>
<th>DETRACTORS</th>
<th>NET PROMOTER SCORE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Percentage</td>
<td>80%</td>
<td>14%</td>
<td>5%</td>
<td>75</td>
</tr>
<tr>
<td>Rating</td>
<td>Rating 9-10</td>
<td>Rating 7-8</td>
<td>Rating 0-6</td>
<td></td>
</tr>
</tbody>
</table>

A4. How likely would you be to recommend The Commuter Store® to someone who needs information or products related to traveling around Arlington County?

Base = Total sample (n=112)
In addition to a Net Promoter Score, a Loyalty analysis was also created for this research. This takes into consideration customers’ responses to the three main satisfaction measures: 1. Ratings of their overall experience; 2. Likelihood to recommend The Commuter Store®; and 3. Likelihood to return to The Commuter Store®. Customers who gave a rating of 8 to 10 for each of these three measures can be considered loyal. Those who gave a rating of 0 to 3 for all three of these measures can be considered not loyal, and those who gave some other combination of responses are considered indifferent.

This research found that 83% of Commuter Store® customers can be considered loyal customers; all others are indifferent (17%), with none who are considered not loyal.

I3. How would you rate your overall experience on today’s trip to The Commuter Store®?
Base = Total sample (n=112)
A4. How likely would you be to recommend The Commuter Store® to someone who needs information or products related to traveling around Arlington County?
Base = Total sample (n=112)
A5. How likely are you to visit a Commuter Store® in the future?
Base = Those answering (n=112)
Experience at The Commuter Store®
Commuter Store® Experience

Most of the customers surveyed (72%) had been to a Commuter Store® before this visit. Composing this 72% are 42% of customers who had been to the store they were intercepted at and others before, 28% who had only ever been to the store they were intercepted at, and 2% who had been to other stores before but this was their first visit to the store they were intercepted at. Just under three in ten customers surveyed (28%) were on their very first trip to a Commuter Store®.

In 2012, an even higher proportion of the customers surveyed (85%) had been to a Commuter Store® before this visit, with 36% of customers having been to the store they were intercepted at and others before and 47% having only ever been to the store they were intercepted at. Only 15% of the 2012 customer surveyed were on their very first trip to a Commuter Store®. However, caution is necessary when examining any differences between 2012 and 2018 due to differing statistical bases.

Is this your first visit to any Commuter Store®?

- Has visited this and other stores before: 42%
- Has only visited this store before: 28%
- Has only visited other stores before: 2%

I5. Is this your first visit to any Commuter Store®?
Base = Total intercept sample (n=373)
Those who had been to a Commuter Store® in the past were asked how frequently they visit any Commuter Store®. About one-half of those surveyed (53%) visit a Commuter Store® once a month, followed by those who visit once a week or more (19%), less than once a month (15%), and lastly, one to three times a month (13%).

Once a month was the most popular response given for each location except Ballston and Shirlington, where customers were significantly more likely to report going to the store once a week or more.

Similarly in 2012, just over one-half of those surveyed (55%) visited a Commuter Store® once a month, followed by those who visited once a week or more (20%), less than once a month (13%), and lastly, one to three times a month (12%).
About one-third of customers (36%) first heard about The Commuter Store® because they live or work nearby. Another 25% learned of The Commuter Store® through a referral from a friend, family member, co-worker or employer. The third most mentioned channel was a website, with 20% of customers naming this as the first place they heard about The Commuter Store®.

Similarly in 2012, about one-third of customers (35%) had first heard about The Commuter Store® because they live or work nearby. Another 20% learned of The Commuter Store® through their employer. The third most mentioned channel was a friend, family or co-worker (17%). A website was mentioned by 12% of 2012 customers.
What Organization Operates The Commuter Store®?

While customers are very pleased with their Commuter Store® experiences, they are not clear on who operates the store. While almost two in ten customers (19%) mentioned an Arlington-related entity, just as many believe that Metro operates the stores (18%), and almost three in ten (29%) are not sure who operates the stores.

Commuter Store® customers in 2012 were also not clear on who operated the store. While Arlington County received more mentions in 2012 (22% vs 12%), Metro and WMATA received a similar proportion of mentions as in 2018. About two in ten customers in 2012 (18%) were not sure who operated The Commuter Store®.

A2. To the best of your knowledge, what organization operates The Commuter Store®?
Base = Total sample (n=112)
The majority of customers (83%) said they selected the particular store in which they were shopping on the day of the intercept because it was convenient. About one-half (51%) work near their chosen Commuter Store®, and almost two in ten (19%) live near their store. While customers appear to be learning about The Commuter Store® as an organization through referrals, few customers are specifically selecting their store from a referral, with less than one in ten (7%) citing this as a reason for selecting their store.

For comparison purposes, 50% of the total sample chose their store because they work nearby, compared to 63% in 2012. This is the largest visible difference between 2012 and 2018 with the proportion that chose their location because they live nearby, or based on a referral from a friend, family member, co-worker or employer remaining relatively consistent.
Most customers (80%) came into The Commuter Store® looking for a fare card, ticket, or pass. Fewer came in pursuit of information (11%), or maps, schedules or guides (5%). These findings mirror those of the 2012 survey when 81% came looking for a fare card, ticket or pass. Similarly, 10% came looking for information and 5% needed a map/schedule or guide.

There were only 10 customers surveyed (3%) who were unable to find what they were looking for at The Commuter Store®, including VRE passes, tokens, Caps Fare Cards, blue line schedules, and more generally, 30 day passes.

**Why did you come into The Commuter Store® today?**

- Needed a fare card, ticket, or pass: 80%
- Needed information: 11%
- Needed a map/bus schedule/guide: 5%
- Looking for ways to make my commute better: 4%
- To reload card/Add money to card: 1%

**Was there anything you were looking for that you did not find?**

Only 10 people mentioned not being able to find what they were looking for, including:

- VRE Pass
- Tokens
- Caps Fare Card
- Blue Line Schedule
- 30 day pass (not specific)

---

1. Why did you come into The Commuter Store® today? Base = Total intercept sample (n=373)
2. Was there anything you were looking for that you did not find? Base = Those answering (n=10*)

*Caution: Small base*
The Commuter Store® Environment & Staff

Customers were asked about specific aspects of The Commuter Store® environment and staff. Each of these measures received positive ratings from more than nine in ten customers (91% to 94%). In contrast, 2012 customers gave slightly less positive ratings with 84% to 90% providing positive ratings.

In regards to the environment, customers agree that the sound level and lighting are about right, and it is easy to find their way around the store. When it comes to customer service, customers agree that the staff is professional, knowledgeable about products and information, and helpful.

The Commuter Store® Environment

- 93% Agree the sound level is about right
- 93% Agree it is easy to find my way around the store
- 94% Agree the lighting is about right

The Commuter Store® Staff

- 91% Agree the staff is professional
- 94% Agree the staff is knowledgeable about products and information
- 93% Agree the staff is helpful
Most customers (71%) feel that the current store hours are fine, but about two in ten (20%) feel the store needs more weekend hours.

In 2012, just over six in ten customers (63%) thought the store hours were fine. Some 2012 customers thought the store should open earlier (22%), while others requested the stores stay open later (13%) or offer more weekend hours (13%).
Purchasing Tickets/Fares
Made a Purchase on Most Recent Trip

Intention and action are aligned when it comes to making purchases at The Commuter Store®. Eight in ten (80%) went to the store in search of a pass, ticket or some other fare, and almost nine in ten (87%) went on to make a purchase. Those who made a purchase bought items such as SmarTrip® cards (39%), VRE passes or tickets (21%), MARC passes or tickets (14%), MTA Commuter Bus passes (12%), Metro fare card or pass (rail or bus) (11%), Transit Link Cards (5%), and/or added money to an existing SmarTrip® or other card (4%). About three in ten customers (31%) purchased a fare that was discounted for age or disability, and almost all of the senior citizens surveyed (96%) know they qualify for discounted fares through The Commuter Store®. The few who did not make a purchase said they did not buy anything because they only needed information, a schedule, or brochure (47%), and/or because they did not need anything (27%).

In 2012, a comparable proportion of customers (86%) made a purchase when they visited The Commuter Store®.

Did you make a purchase during your most recent visit to The Commuter Store®?

- Yes: 87%
- No: 13%

47% of those who did not make a purchase just needed information, a schedule, or brochure.

27% of those who did not make a purchase did not need anything.

What did you purchase?

- SmarTrip card: 39%
- VRE pass or tickets: 21%
- MARC pass or tickets: 14%
- MTA Commuter Bus pass: 12%
- Metro fare card or pass (rail or bus): 11%
- Transit Link Card (TLC): 5%
- Added money to SmarTrip card/Metro card/other card: 4%

96% of senior citizens know they qualify for a discount.

31% purchased fare discounted for age or disability.

A7. Did you make a purchase during your most recent visit to The Commuter Store®?
Base = Total sample (n=112)

A10. Why did you not make a purchase?
Base = Those who did not make a purchase and answering (n=15*)

*Caution: Small base
Where Respondents Typically Buy Fare

Six in ten customers (60%) only purchase transit passes and tickets through The Commuter Store®, while roughly one-third of customers (33%) also purchase fare through other sources.

Those that purchase tickets and passes through other sources cite buying fares online through WMATA.com (22%), and/or CommuterDirect.com (14%). They also mention buying fares in person at the station. Specifically, customers buy fares at a Metro station (16%), with an agent at an Amtrak ticket counter (14%), through an Amtrak Quik-Trak Kiosk (11%) and/or through the vending machines located in the stations (11%).

In 2012, 44% of customers only purchased transit passes, tokens, or tickets through The Commuter Store®, while roughly one-fourth of customers (24%) also purchased through other sources. However, caution is advised when interpreting these results as the response options were modified for 2018.

A11. Do you typically purchase transit passes or tickets through any sources other than The Commuter Store®?

| Yes: 33% | No: 60% | Don't know: 7% |

Where else do you typically purchase tickets/passes?²

- Online at WMATA.com: 22%
- At a Metro station (not specific): 16%
- Online at CommuterDirect.com: 14%
- With an agent at an Amtrak ticket counter: 14%
- At an Amtrak Quik-Trak kiosk: 11%
- Through employer: 11%
- Vending machines/Machines in stations: 11%

²Base = Those who purchase transit passes/tickets through any sources other than The Commuter Store® and answering (n=37)
While most Commuter Store® customers report owning a smartphone (97%), very few use it to purchase transportation tickets (7%). However, a notably larger proportion of customers do use their smartphone to display electronic tickets (27%).

A11A. Do you ever purchase transportation tickets through your smartphone?
Base = Those with a smartphone (n=109)
- Yes: 7%
- No: 93%

A11B. Do you ever use your smartphone to display electronic tickets?
Base = Those with a smartphone (n=109)
- Yes: 27%
- No: 73%
Travel Information
Where Respondents Look for Information

About two in ten customers (21%) only look for travel information through The Commuter Store®, while three-fourths of customers (75%) use other resources for travel information as well. Those who look for information through other sources mostly report using resources available on the internet (89%), including WMATA.com (65%), Google (45%), VRE.org (14%), MTA.Maryland.gov (12%), CommuterDirect.com (11%), and/or another website (7%). Customers also report looking for information at the train station or bus stop (20%), through an app on their phone (18%), and/or from friends, family or co-workers (7%).

In 2012, only 15% of customers only looked for travel information through The Commuter Store®. Caution is advised when interpreting this difference as the response options were modified for 2018.

A12. Do you typically look for local travel information through any sources other than The Commuter Store®?

1Base = Total sample (n=112)
2Base = Those who look for information through sources other than The Commuter Store® and answering (n=84)
Information Available in Arlington County

In the table below, the blue bars represent the percentage of Commuter Store® customers who are aware of the specified information and assistance services available in Arlington County, and the green bars represent the percentage that have used that service. Examining the distance between these two bars for each service offers insight into the number of people who are aware of the service, but have not used it. For example, the gap between those who are aware of Metro/WMATA and those that have used this service is very small, meaning, most of those who are aware of this service are using it. Conversely, while 67% of customers are aware of ART, only 26% have used it, meaning that most of the people who are aware of the service are not using it. These results are very similar to those found in the 2012 survey.

<table>
<thead>
<tr>
<th>Service</th>
<th>Aware</th>
<th>Used</th>
</tr>
</thead>
<tbody>
<tr>
<td>Metro/WMATA</td>
<td>90%</td>
<td>81%</td>
</tr>
<tr>
<td>Virginia Railway Express (VRE)</td>
<td>75%</td>
<td>27%</td>
</tr>
<tr>
<td>Arlington Transit (ART)</td>
<td>67%</td>
<td>26%</td>
</tr>
<tr>
<td>CommuterDirect.com</td>
<td>53%</td>
<td>29%</td>
</tr>
<tr>
<td>BikeArlington</td>
<td>46%</td>
<td>10%</td>
</tr>
<tr>
<td>Arlington County Commuter Services</td>
<td>45%</td>
<td>17%</td>
</tr>
<tr>
<td>Commuter Connections (Metropolitan Washington Council of Governments)</td>
<td>44%</td>
<td>14%</td>
</tr>
<tr>
<td>CommuterPage.com</td>
<td>42%</td>
<td>17%</td>
</tr>
<tr>
<td>WalkArlington</td>
<td>37%</td>
<td>12%</td>
</tr>
<tr>
<td>Arlington’s Car Free Diet</td>
<td>31%</td>
<td>3%</td>
</tr>
<tr>
<td>Telework!VA</td>
<td>27%</td>
<td>4%</td>
</tr>
</tbody>
</table>

A13. Following is a list of commuter information and assistance services available in Arlington County. Please indicate if you are aware of them or not.
Base = Total sample (n=112)
About four in ten customers (41%) picked up a free schedule or brochure while they were in the store. This was mostly customers age 55 and older, and customers who were visiting The Commuter Store® for the very first time. This proportion is very similar to that found in 2012 (38%).

Those that picked up a schedule or brochure specifically mentioned getting a bus schedule or route map (22%), VRE schedule (18%), bike map or information (13%), and/or MARC schedule (13%).

Did you pick up a free schedule or brochure?

- Yes: 41%
- No: 59%

What specifically did you pick up?

- Bus schedule/route map (not specific) - 22%
- VRE schedule - 18%
- Bike map/information - 13%
- MARC schedule - 13%
- Metro schedule/information - 11%
- Metro map - 9%
- Map (not specific) - 9%
- ART information - 7%
- Metrobus schedule/information - 7%

A17. While in the store, did you pick up a free schedule or brochure?
Base = Total sample (n=112)
A18. What specifically did you pick up? (ex., VRE or MARC schedule, bike map, etc.)
Base = Those who picked up a free schedule or brochure and answering (n=45)
Overall, slightly less than one-half of customers surveyed (46%) asked a staff member for help while they were in the store. This proportion is significantly larger among first time customers, with 74% of first time customers asking a staff member for help.

**Did you ask a staff member to help find the information you needed?**

- **46%** asked a staff member for help
- **74%** of first time visitors asked for help

**A21. Did you ask a staff member to help find the information you needed?**
Base = Total sample (n=112)
About two-thirds of customers (66%) received all of the information they needed at the store. Only seven customers (6%) mentioned looking for travel information or services that were not offered at the store, including DASH information, Fairfax Connector information, Parks and Recreation information, SmarTrip® cards or passes, monthly passes, SmartBenefits, Crystal City brochures, Amtrak tickets, and/or Virginia EZ Pass information.

In 2012, about one in ten customers (9%) said there were products and services that they were looking for that were not available at the store.

A19. Were there any local travel information product or travel services that you need or want that were not offered at the store?

- Yes: 6%
- No: 66%
- Don't know: 28%

Local travel information or services not offered in the store

Only 7 people mentioned not being able to find what they were looking for, including:
- DASH information
- Fairfax Connector information
- Parks and Recreation information
- SmarTrip® Cards/Passes
- Monthly pass (not specific)
- SmartBenefits
- Crystal City brochures
- Amtrak Tickets
- Virginia EZ Pass information

A20. Please list any local travel information products or travel services that you need or want that are not offered in the store.

Base = Those who want/need a product or service that is not offered at the store (n=7*)

*Caution: Small base
Travel Changes: Work Trips
About one-third of Commuter Store® customers (37%) use a commuter train (MARC, VRE, or Amtrak) as their primary mode of transportation to get to work. This is closely followed by those who use a bus (27%) and those who use Metrorail (24%) to get to work. Only 7% of Commuter Store® customers report driving alone to work as their primary mode of transportation.

In 2012, the mix of modes used by Commuter Store® customers was very different. More than one-half of 2012 Commuter Store® customers (59%) used a commuter train (MARC, VRE, or Amtrak) as their primary mode of transportation to get to work. This was followed distantly by those who used a bus (15%) and those who use Metrorail (15%) to get to work. Only 5% of Commuter Store® customers reported driving alone to work as their primary mode of transportation in 2012.

What type of transportation do you typically use to get to work?

<table>
<thead>
<tr>
<th>Mode</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commuter train (MARC, VRE, Amtrak)</td>
<td>37%</td>
</tr>
<tr>
<td>Bus</td>
<td>27%</td>
</tr>
<tr>
<td>Metrorail</td>
<td>24%</td>
</tr>
<tr>
<td>Drive alone</td>
<td>7%</td>
</tr>
<tr>
<td>Commuter bus</td>
<td>2%</td>
</tr>
<tr>
<td>Ride-hailing apps (Uber, Lyft)</td>
<td>1%</td>
</tr>
<tr>
<td>Walk (all or most of trip)</td>
<td>1%</td>
</tr>
<tr>
<td>Telework</td>
<td>1%</td>
</tr>
</tbody>
</table>

C1. What type of transportation do you typically use to get to work?
Base = Those answering (n=92)
In addition to their main mode of transportation, most customers report having additional modes they use to get to work. These include Metrorail (53%), driving alone (29%), bus (21%), telework (17%), and/or carpooling (13%). About one in ten customers (9%) report only using their main mode of transportation to get to work.

Customers appear to be using these additional modes with considerable frequency, with about one-half of customers (52%) reporting that they use these additional modes to get to work at least once a week. Specifically, about one-third of customers (35%) are using additional transportation three or more days per week.

C2. Do you ever use any of the following other types of transportation to get to work?
Base = Those answering (n=92)

C3. How often do you typically use these other types of transportation to get to work?
Base = Those who use more than one mode of transportation to get to work (n=84)
Travel Changes

Three in ten customers who have been to The Commuter Store® before this visit (30%) report making a change in how they travel to work since they first started going to The Commuter Store®. About two in ten customers (21%) started using one of their existing modes of transportation more often, while fewer (14%) report adopting a new mode of transportation. Most of the changes made revolve around increased train and bus usage.

For comparison purposes, 21% of the total sample made a change in how they travel to work in 2018 versus 43% in 2012.

Since you first started going to The Commuter Store®, have you made any of the following changes in how you travel to work?

- 30% made a change
- 14% started using a new mode
- 21% started using an existing mode more often

6% Started riding train
9% Ride train more often
8% Started riding bus
8% Ride bus more often
1% Started riding bicycle
1% Ride bicycle more often
0% Started walking
4% Walk more often
3% Started carpooling or vanpooling
0% Carpool or vanpool more often
1% Started teleworking
3% Telework more often
70% Did not make any of these changes

B1. Since you first started going to The Commuter Store®, have you made any of the following changes in how you travel to work?
Base = Those who currently work and have been to a Commuter Store® before (n=77)
Travel Changes (continued)

About one-fourth of customers who made a change in how they travel to work (26%) credit a service or benefit received from The Commuter Store® for influencing or assisting the change. In 2012, about one-third of customers who made a change in how they travel to work (36%) said The Commuter Store® helped them to make that change.

Those who made a change that was not influenced or assisted by The Commuter Store® (74%) cite cost or cheaper fares, traffic conditions, schedules that fit their needs, their employer, environmental concerns, or changes in their home address as the impetus for creating change in how they travel to work.

Did The Commuter Store® influence or assist with making this change?

- Schedules (not specific)
- ART bus schedule
- Availability of a 7-day bus pass
- DASH passes/DASH pass and Metro pass in one SmarTrip® card
- Shared MARC/Metro monthly pass
- Price of SmartBenefits per month versus price of commuter pass per month

- Cost/Cheaper fares
- Traffic
- Schedules that fit my needs
- Easy access (not specific)
- My employer
- Wanted to learn about other online services
- Better for the environment
- Telecommuting more
- More flexibility/transportation options
- Moved

B2. Did any information, service or benefit you received from The Commuter Store® influence you or assist you to make this change?
Base = Those who have changed how they travel to work since they first started going to The Commuter Store® (n=23*)

B3. What information, service or benefit of The Commuter Store® influence or assisted your decision?
Base = Those who have changed how they travel to work due to a service or benefit received from The Commuter Store® (n=6*)

B4. What influenced your decision to make this change?
Base = Those who have changed how they travel to work NOT due to a service or benefit received from The Commuter Store® and answering (n=13*)

*Caution: Small base
Of those who made a change in how they travel to work, about four in ten (43%) used to drive to work alone all or most days before changing how they commute. This is a positive indicator that commuters are receiving information or resources that allow them to consider other modes of transportation. This is comparable to what was found in the 2012 survey when four in ten (40%) used to drive alone before making a change.

**How did you travel to work before making this change?**

<table>
<thead>
<tr>
<th>Mode of Transportation</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Drove alone all or most days</td>
<td>43%</td>
</tr>
<tr>
<td>Rode a train or bus all or most days</td>
<td>30%</td>
</tr>
<tr>
<td>Didn't work then</td>
<td>9%</td>
</tr>
<tr>
<td>Took metro all or most days</td>
<td>9%</td>
</tr>
<tr>
<td>Carpoled or vanpooled all or most days</td>
<td>4%</td>
</tr>
<tr>
<td>Uber</td>
<td>4%</td>
</tr>
</tbody>
</table>

B5. How did you typically travel to work before you made this change?
Base = Those who have changed how they travel to work since they first started going to The Commuter Store® (n=23*)

*Caution: Small base
Travel Changes: Non-Work Trips
Travel Changes

Slightly fewer customers have made a change in their non-work travel habits since first going to The Commuter Store® (25% making a change in non-work travel, compared to 30% making a change in their work travel). Here as well, customers were more likely to increase the frequency of one of the modes they already use (22%) than to start using a new mode (10%). The three most prominent changes here include riding the train more often (13%), riding the bus more often (10%), and walking more often (8%).

For comparison purposes, 21% of the total sample made a change in how they make non-work trips in 2018, compared to 38% in 2012.

Since you first started going to The Commuter Store®, have you made any of the following changes in how you travel for personal reasons?

- 25% made a change
- 22% started using an existing mode more often
- 10% started using a new mode
- 75% did not make any of these changes

B6. Since you first started going to The Commuter Store®, have you made any of the following changes in how you make non-work trips around Arlington County or the metropolitan region?

Base = Those who have been to The Commuter Store® before and answering (n=93)
Customers who made a change in their non-work travel habits were asked how many trips they made per month by any mode of transportation other than driving their car alone before and after they started going to The Commuter Store®.

The chart below suggests a visible trend in customers increasing the number of trips they make by any mode other than driving alone. While 22% of customers report only driving their car before going to The Commuter Store®, that number is down to just 4% after visiting The Commuter Store®.

How many one-way, non-work trips do you make per month by any mode of transportation other than driving your car alone?

B7. About how many one-way, non-work trips do you make per month by any mode of transportation other than driving your car alone?
Base = Those that have changed how they travel around Arlington/DC since they first started going to The Commuter Store® (n=23*)
*Caution: Small base
About one-third of customers (35%) who made a change in how they travel around Arlington and Washington, DC credit The Commuter Store® for influencing and assisting in this change. Specifically, being able to purchase tickets and passes at The Commuter Store®, availability of schedules, unlimited passes, and senior fares are all listed as influencers of change. In 2012, four in ten customers (40%) who made a change in how they travel around Arlington and Washington, DC say The Commuter Store® helped with this change.

Did The Commuter Store® influence or assist with making this change?

- Being able to purchase tickets/passes at The Commuter Store®
- Schedules (not specific)
- ART bus schedule
- Unlimited regional passes
- Unlimited monthly Metro passes
- Can start visiting other states
- Senior SmarTrip® card
- Senior weekly pass was cheaper than Metrorail

35% of the changes made were influenced or assisted by The Commuter Store®

B8. Did any information, service or benefit you received from The Commuter Store® influence you or assist you to make this change?
- Yes: 35%
- No: 39%
- Don't know/remember: 26%

B9. What information, service or benefit of The Commuter Store® influenced or assisted your decision?
- Base = Those that have changed how they travel around Arlington/DC due to a service or benefit received from The Commuter Store® (n=8*)

*Caution: Small base
Suggestions and Comments
Suggestions and Comments

At the end of the survey, customers were given the opportunity to share any additional feedback with The Commuter Store®. About one-third (33%) of those who took this opportunity used the space to share that The Commuter Store® provides great service and should keep up the good work, another three in ten (27%) praised the good customer service, nice people, and/or great staff.

A few customers re-iterated the need for longer hours (8%), or weekend availability (6%), while others suggested that more advertisement of the services offered (4%) and senior fares (4%) is needed.

<table>
<thead>
<tr>
<th>Suggestions and Comments</th>
<th>Top mentions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Keep up the good work/Great service</td>
<td>33%</td>
</tr>
<tr>
<td>Good customer service/Nice people/Great staff/Courteous/Professional</td>
<td>27%</td>
</tr>
<tr>
<td>Longer hours/Stay open later in the day</td>
<td>8%</td>
</tr>
<tr>
<td>Open on weekends</td>
<td>6%</td>
</tr>
<tr>
<td>Advertise services offered (not specific)</td>
<td>4%</td>
</tr>
<tr>
<td>Advertise senior fares/passes/how to get them</td>
<td>4%</td>
</tr>
</tbody>
</table>

C13. What other suggestions or comments, if any, would you like to share with The Commuter Store®?
Base = Those answering (n=49)
Respondent Profile
Customers are spread far throughout the Washington Metropolitan area, with the heaviest concentration in the counties immediately surrounding the District.

- Customers extend as far north as Frederick County, Maryland and as far south as Richmond, Virginia.
- This survey also captured tourists who traveled in from places like California and Texas.
Where customers work is far more concentrated than where they live. None of the customers surveyed reported working outside of the region shown in the map to the right.

The majority of customers work in Washington, DC, and Arlington County, but a few work throughout Fairfax, Prince William and Prince George’s counties.

C7. What is your work ZIP code?
Base = Those employed full or part-time and answering (n=88)
Customer Demographics

C5. How long have you lived in Arlington County?
Base = Those who live in Arlington County
*Caution: Small base

<table>
<thead>
<tr>
<th>Duration</th>
<th>2012 (n=62)</th>
<th>2018 (n=21*)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than 2 years</td>
<td>19%</td>
<td>14%</td>
</tr>
<tr>
<td>2 to 5 years</td>
<td>16%</td>
<td>5%</td>
</tr>
<tr>
<td>6 to 10 years</td>
<td>19%</td>
<td>14%</td>
</tr>
<tr>
<td>More than 10 years</td>
<td>44%</td>
<td>67%</td>
</tr>
</tbody>
</table>

C6. What is your current employment status?
Base = Total sample

<table>
<thead>
<tr>
<th>Employment Status</th>
<th>2012 (n=284)</th>
<th>2018 (n=112)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Employed full-time</td>
<td>78%</td>
<td>75%</td>
</tr>
<tr>
<td>Employed part-time</td>
<td>6%</td>
<td>5%</td>
</tr>
<tr>
<td>Not employed</td>
<td>12%</td>
<td>20%</td>
</tr>
<tr>
<td>Other/Student</td>
<td>4%</td>
<td>0%</td>
</tr>
</tbody>
</table>

C8. In what year were you born?
Base = Those answering

<table>
<thead>
<tr>
<th>Generation</th>
<th>2012 (n=284)</th>
<th>2018 (n=92)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Millenials (1983 and later)</td>
<td>11%</td>
<td>14%</td>
</tr>
<tr>
<td>Gen X (1965-1982)</td>
<td>32%</td>
<td>34%</td>
</tr>
<tr>
<td>Boomers (1946-1964)</td>
<td>50%</td>
<td>47%</td>
</tr>
<tr>
<td>Silent (1945 and earlier)</td>
<td>7%</td>
<td>5%</td>
</tr>
</tbody>
</table>
C10. Which one of the following best describes your racial background?

Base = Those answering

<table>
<thead>
<tr>
<th>Race</th>
<th>2012 (n=252)</th>
<th>2018 (n=96)</th>
</tr>
</thead>
<tbody>
<tr>
<td>White, non-Hispanic</td>
<td>44%</td>
<td>53%</td>
</tr>
<tr>
<td>Black/African-American</td>
<td>33%</td>
<td>30%</td>
</tr>
<tr>
<td>Hispanic or Latino</td>
<td>12%</td>
<td>7%</td>
</tr>
<tr>
<td>Asian</td>
<td>6%</td>
<td>4%</td>
</tr>
<tr>
<td>Other</td>
<td>5%</td>
<td>5%</td>
</tr>
</tbody>
</table>

C12. Gender

Base = Those answering

<table>
<thead>
<tr>
<th>Gender</th>
<th>2012 (n=269)</th>
<th>2018 (n=112)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>53%</td>
<td>54%</td>
</tr>
<tr>
<td>Female</td>
<td>47%</td>
<td>46%</td>
</tr>
</tbody>
</table>

C11. Which best represents your household’s total annual income for 2017?

Base = Those answering

<table>
<thead>
<tr>
<th>Income Range</th>
<th>2012 (n=231)</th>
<th>2018 (n=87)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than $60,000</td>
<td>35%</td>
<td>18%</td>
</tr>
<tr>
<td>$60,000 to less than $120,000</td>
<td>36%</td>
<td>34%</td>
</tr>
<tr>
<td>$120,000 or more</td>
<td>29%</td>
<td>47%</td>
</tr>
</tbody>
</table>
2018 ACCS Commuter Store Survey-Wave 4
May 15, 2018

INTERCEPT SURVEY

Hello, Arlington County is conducting a survey with customers of The Commuter Store® to ensure that these services are meeting your needs. Your responses will be used to help improve the offerings and services provided to you through The Commuter Store®. We will ask you a few brief questions today and collect your email address at the end so we can send you the full survey. If you complete the full survey, you will have the opportunity to enter into a drawing to win one of three $100 Amazon gift cards.

11. Why did you come into The Commuter Store® today? (Select all that apply)
   1. Needed a fare card, ticket, or pass
   2. Looking for ways to make my commute better
   3. Needed information
   4. Needed a map/bus schedule/Route
   5. Just interested in seeing what it’s about
   6. Needed some place to kill time
   7. Other: ____________

12. Was there anything you were looking for that you did not find? (If yes, please describe. If no, leave this blank)

13. How would you rate your overall experience on today’s trip to The Commuter Store®? Please use a scale of 0 to 10 where “0” means your experience was “poor” and 10 means your experience was “excellent.”

   DO NOT READ: Don’t know

   Poor 0 1 2 3 4 5 6 7 8 9 10 Excellent

14. Why did you give that rating?

   MOST SENSITIVE – QUESTION 15

15. Is this your first visit to any Commuter Store®?
   1. Yes [SKIP TO 17]
   2. No, have visited this and other stores before
   3. No, have visited only this store before
   4. No, have visited other stores before but not this one

16. How often do you visit this and/or any other Commuter Store® in Arlington County? (i.e., the Ballston, Rosslyn, Crystal City, Shirlington and Mobile Commuter Stores)
   1. Once a week or more
   2. One to three times per month
   3. Once a month
   4. A few times a year
   5. Once a year
   6. Almost never
   99. DO NOT READ: Don’t know

17. Please provide your email address: ____________

Those are all the questions I have for you today. Please check your inbox in the next few days for an email from WBA Research with a link to the full survey. Thank you for your time.

WEB SURVEY

Thank you for taking this survey. We are very interested in what you have to say about The Commuter Store®. Your responses are completely confidential, meaning we will not share your individual answers. They will only be combined with the answers of others.

If you need to leave and come back, just use the same link you used to get here, and you’ll be returned to the last question you answered. If you have problems or questions, click on the “help” link at the bottom of each page. At the end of the survey, you will have the opportunity to enter into a drawing for a chance to win one of three $100 Amazon gift cards. Your personal information will not be shared or used for any other purpose.

[CONTINUE]
A-5. How likely are you to visit a Commuter Store™ in the future? Please use a scale of 0 to 10 where 0 means you are “not at all likely to return” and 10 means you are “certain to return.”

<table>
<thead>
<tr>
<th>Not at all likely to return</th>
<th>Certain to return</th>
<th>Don’t know</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>6</td>
<td>7</td>
<td>8</td>
</tr>
<tr>
<td>9</td>
<td>10</td>
<td>99</td>
</tr>
</tbody>
</table>

A-6. [IF PREVIOUS QUESTION IS LESS THAN 5] Why are you unlikely to return?

A-7. Did you make a purchase during your most recent visit to the Commuter Store™?

1. Yes
2. No [SKIP TO A-10]

A-8. What did you purchase? (Please choose all that apply)

1. SmarTrip card
2. Other Metro fare card or pass (rail or bus)
3. Train Link card (TLC)
4. Other MARC pass or tickets
5. Other VRE pass or tickets
6. ART fare
7. START coupon books
8. DASH monthly pass
9. Red Top Cabs Coupons
10. DC Circulator ticket
11. Super Senior Taxi Coupons
12. MTA commuter bus pass
13. Capital Bikeshare membership
14. EZ Pass
15. EZ Pass Flex
99. Other (specify)

A-9. Was the fare that you purchased discounted for age (Senior or Youth) or a disability?

1. Yes
2. No
99. Don’t know

A-10. [ASK IF “NO” TO A-7] Why did you not make a purchase?

A. COMMUTER STORE EXPERIENCE

A-1. Where did you first hear about The Commuter Store™? (Please choose only one)

1. Advertisement
2. Website
3. Friend/Family/Co-Worker
4. Employer
5. Passing by
6. Brochure
7. Outdoor signage
99. Other (specify)
99. Don’t know

A-2. To the best of your knowledge, what organization operates The Commuter Store™?

A-3. What made you select this particular store? (Please choose all that apply)

1. Near my home
2. Near my work
3. Only one I know of
4. Past experience
5. Referred by friend/family/co-worker
6. Referred by employer
99. Other (specify)
99. Don’t know

A-4. How likely would you be to recommend The Commuter Store™ to someone who needs information or products related to traveling around Arlington County? Please use a scale of 0 to 10 where 0 means you are “not at all likely to recommend” and 10 means you are “extremely likely to recommend.”

<table>
<thead>
<tr>
<th>Not at all likely to recommend</th>
<th>Extremely likely to recommend</th>
<th>Don’t know</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>6</td>
<td>7</td>
<td>8</td>
</tr>
<tr>
<td>9</td>
<td>10</td>
<td>99</td>
</tr>
</tbody>
</table>
Questionnaire (continued)

A-11. Do you typically purchase transit passes or tickets through any sources other than The Commuter Store™? (Please choose all that apply)

1. No, I only purchase transit passes or tickets through The Commuter Store™
2. Yes, online at CommuterDirect.com
3. Yes, online at WMATA.com (Washington Metropolitan Area Transit Authority)
4. Yes, online through another website (specify)
5. Yes, with an agent at an Amtrak ticket counter
6. Yes, at an Amtrak Quick-Trak kiosk
7. Yes, at the VRE sales office
8. Yes, at a VRE ticket kiosk
9. Yes, through my employer
10. Yes, through another source (specify)
11. Don’t know

A-11A. Do you ever purchase transportation tickets through your smartphone?

1. Yes
2. No
3. Do not own a smartphone [SKIP TO A-12]

A-11B. Do you ever use your smartphone to display electronic tickets?

1. Yes
2. No

A-12. Do you typically look for local travel information through any sources other than The Commuter Store™? (Please choose all that apply)

1. No, I only use The Commuter Store™ for local travel information
2. Yes, online at CommuterDirect.com
3. Yes, online at CommuterPage.com
4. Yes, online at WMATA.com (Washington Metropolitan Area Transit Authority)
5. Yes, online at VRE.org
6. Yes, online at mdta.maryland.gov (Maryland Transit Administration)
7. Yes, online through Google
8. Yes, online through another website
9. Yes, at a train station or bus stop
10. Yes, through my employer
11. Yes, from friends, family or co-workers (referral)
12. Yes, from an App on my phone
13. Yes, from another source (specify)
14. Don’t know

A-13. Following is a list of commuter information and assistance services available in Arlington County. In the first column, check all the services or benefits that you have used. For those that you have not used, please indicate if you are aware of them or not. (RANDOMIZE)

<table>
<thead>
<tr>
<th>Service</th>
<th>Have used in the past</th>
<th>Have not used, but am aware</th>
<th>Am not aware</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. Arlington County Commuter Services</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>b. CommuterPage.com</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>c. CommuterDirect.com</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>d. BikeArlington</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>f. Arlington Transit (ART)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>g. Metro/WMATA</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>h. Commuter Connections (Metropolitan Washington Council of Governments)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>i. Virginia Railway Express (VRE)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>j. TelesworkVA</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>k. Arlington’s Car Pool Diet</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

A-14. To what extent do you agree with the following statements regarding this particular Commuter Store™? Please use a scale of 1 to 5 where “1” means you “strongly disagree” and “5” means you “strongly agree.” (ROTATE STATEMENTS)

<table>
<thead>
<tr>
<th>Statement</th>
<th>Strongly disagree</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>Strongly agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. It’s easy to find my way around in the store*</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>b. The sound level is about right*</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>c. The lighting is about right*</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Those questions will not be asked of respondents who shopped at the Ballston or Shirlington location.

A-15. What, if any, other comments would you like to make on the ratings you gave?

A-16. Which of the following describes how you feel about the hours of The Commuter Store™? (Please choose all that apply)

1. The stores should open earlier in the morning
2. The stores should stay open later in the evening
3. The stores need more weekend hours
4. The current store hours are fine
A-17. While in the store, did you pick up a free schedule or brochure?
1. Yes
2. No [SKIP TO A-19]

A-18. What specifically did you pick up? (ex., VRE or MARC schedule, bike map, etc.)

A-19. Were there any local travel information products or travel services that you need or want that were not offered at the Store?
1. Yes
2. No [SKIP TO A-21]
3. Don’t know [SKIP TO A-21]

A-20. Please list any local travel information products or travel services that you need or want that are not offered at the Store.

A-21. Did you ask a staff member to help find the information you needed?
1. Yes, and he or she was able to find it for me
2. Yes, and he or she was able to print it for me
3. Yes, but he or she was not able to find it or print it
4. No, I did not ask for assistance

A-22. Next, think about the customer service in the Store. How strongly do you agree with the following statements regarding the staff in this particular Commuter Store? Please use a scale of 1 to 5 where “1” means you “strongly disagree” and “5” means you “strongly agree.”

<table>
<thead>
<tr>
<th>Statement</th>
<th>Strongly disagree</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>Strongly agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. The staff is professional</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>b. The staff is knowledgeable about products and information provided</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>c. The staff is helpful</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

B. TRAVEL CHANGES

C-1. What type of transportation do you typically use to get to work? (Please choose 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. Capital Bikeshare/Docksides Bikeshare
9. Carshare (Zipcar, car2go)
10. Ride-hailing apps (Uber, Lyft)
11. Walk (most of the trip from home to work)
12. Telework (work from home)
90. Other (specify)
95. Not currently working [SKIP TO B-6]

C-2. Do you ever use any of the following other types of transportation to get to work? (Please choose all that apply)

PROGRAMMER – SHOW ONLY MODES NOT CHECKED IN PREVIOUS QUESTION
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. Capital Bikeshare/Docksides Bikeshare
9. Carshare (Zipcar, car2go)
10. Ride-hailing apps (Uber, Lyft)
11. Walk (most of the trip from home to work)
12. Telework (work from home)
95. Other (specify)
90. No, I don’t ever use any of these types of transportation [SKIP TO B-1]
C-3. How often do you typically use these other types of transportation to get to work?

1. Three or more days per week (in addition to my primary mode of transportation)
2. Two days per week
3. One day per week
4. A few times per month
5. Once per month
6. A few times per year
7. Only in emergencies
8. Other (specify)

B-1. Since you first started going to The Commuter Store™, have you made any of the following changes in how you travel to work? (Please choose all that apply)

[DO NOT ALLOW COMBINATIONS OF 3&4, 5&6, 7&8, 9&10, 11&12, 13&16]

1. Not currently working
2. This is my first time at the Commuter Store [SKIP TO SECTION C]
3. Started riding train to work
4. Ride train to work more often
5. Started riding bus to work
6. Ride bus to work more often
7. Started riding bicycle to work
8. Ride bicycle to work more often
9. Started walking to work
10. Walk to work more often
11. Started carpooling or vanpooling to work
12. Carpool or vanpool to work more often
13. Started teleworking
14. Telework more often
15. Other (specify)
16. No, I did not make any of these changes [SKIP TO B-2]

B-2. Did any information, service or benefit you received from The Commuter Store™ influence you or assist you to make this change?

1. Yes
2. No [SKIP TO B-4]
3. Don’t know [SKIP TO B-4]

B-3. What information, service or benefit of The Commuter Store™ influenced or assisted your decision?

B-4. What influenced your decision to make this change?

B-5. How did you typically travel to work before you made this change?

1. Didn’t work then
2. Drove alone all or most days
3. Rode a train or bus all or most days
4. Carooled or vanpool all or most days
5. Walked all or most days
6. Bicyced all or most days
7. Teleworked all or most days
8. Other (specify)

B-6. Since you first started going to The Commuter Store™, have you made any of the following changes in how you make non-work trips around Arlington County or around the Washington metropolitan region? (Please choose all that apply)

[DO NOT ALLOW COMBINATIONS OF 16&2, 3&4, 5&6, 7&8, 9&10, 11&12]

1. Started riding train
2. Ride train more often
3. Started riding bus
4. Ride bus more often
5. Started riding bicycle to destinations
6. Ride bicycle to destinations more often
7. Started walking to destinations
8. Walk to destinations more often
9. Started using ride-hailing apps like Uber or Lyft
10. Use ride-hailing apps like Uber or Lyft more often
11. Started using carshare services (e.g. Zipcar, car2go)
12. Use carshare (e.g. Zipcar, car2go) more often
13. Other (specify)
14. No, I did not make any of these changes [SKIP TO SECTION C]

B-7. About how many one-way, non-work trips do you make per month now by any mode of transportation other than driving your car alone, and how many did you make before you started going to The Commuter Store™?

One-way trips per month NOW
One-way trips per month BEFORE GOING TO Commuter Store™
Questionnaire (continued)

B-8. Did any information, service or benefit you received from The Commuter Store™ influence your decision to make this change?
   1. Yes
   2. No [SKIP TO SECTION C]
   3. Don't know or don't remember [SKIP TO SECTION C]

B-9. What information, service or benefit of The Commuter Store™ influenced or assisted your decision?
   _____________________________________________________________________________
   _____________________________________________________________________________

C. DEMOGRAPHICS

These last few questions are for classification purposes.

C-4. What is your home ZIP code? __________
   [IF ANSWER TO C-4 IS 22202, 22203, 22204, 22205, 22206, 22207, 22209, 22213, ASK C-5. OTHERWISE SKIP TO C-6]

C-5. How long have you lived in Arlington County?
   1. Less than 2 years
   2. 2-5 years
   3. 6-10 years
   4. More than 10 years

C-6. What is your current employment status?
   1. Employed full-time (35 hours or more per week)
   2. Employed part-time (less than 35 hours per week)
   3. Student full-time [SKIP TO C-8]
   4. Not employed (keeping house, stay-at-home parent, retired, disabled, looking for work)  
   [SKIP TO C-8]
   99. Other (specify) ____________ [SKIP TO C-8]

C-7. What is your work ZIP code? __________

C-8. In what year were you born? __________
   9998 Prefer not to answer

C-9. [ASK IF BIRTHDATE IS BEFORE 1964] Are you aware that you could qualify for a senior discount when purchasing transit passes or tickets through The Commuter Store™?
   1. Yes
   2. No
   3. Don't know

C-10. Which one of the following best describes your racial background?
   1. African-American or Black
   2. American Indian or Alaska Native
   3. Asian
   4. Hispanic or Latino
   5. Native Hawaiian or Other Pacific Islander
   6. White, non-Hispanic
   95. Other (specify) ____________
   98. Prefer not to answer
   99. Don't know

C-11. Which category best represents your household’s total annual income for 2022?
   1. Less than $20,000
   2. $20,000 - $29,999
   3. $30,000 - $39,999
   4. $40,000 - $49,999
   5. $50,000 - $59,999
   6. $60,000 - $69,999
   7. $70,000 - $79,999
   8. $80,000 - $89,999
   9. $90,000 - $99,999
   10. $100,000 - $119,999
   11. $120,000 - $139,999
   12. $140,000 - $159,999
   13. $160,000 - $179,999
   14. $180,000 - $199,999
   15. $200,000 or more
   98. Prefer not to answer
   99. Don't know

C-12. Are you…
   1. Male
   2. Female

C-13. What other suggestions or comments, if any, would you like to share with the Commuter Store™?
   _____________________________________________________________________________
   _____________________________________________________________________________

11

12
C-14. Thank you for taking the time to share your opinions. The opinions you shared in this survey will be very helpful to The Commuter Store™. From time to time, we would like to test new transportation services and programs with a panel made up of people like you. Panel members would share their opinions with us through short email surveys. 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 [GO TO CLOSE]

C-15. Thank you for agreeing to participate. Please provide your email address:

Email

D. CLOSE

The Commuter Store™ and Arlington County Commuter Services thank you very much for your participation in this survey. As a token of our appreciation, you may enter into a drawing for a chance to win one of three $100 Amazon gift cards.

First Name:
Last Name:

Email:

[CHECKBOX] Check here if you do not want to enter into the drawing.

The drawing will happen at the end of June. If you have been selected as a winner, you will receive the gift card mid-July. Again, your answers are completely confidential. If you have any questions, please contact WBA Research at 1-800-381-3234.