# Table of Contents

About Mobility Lab ................................................................. 3
   Our Core Team.................................................................. 5

Research ..................................................................................... 6
   The TDM Return on Investment Calculator ....................... 7

Communications ........................................................................ 8
   Our Audience .................................................................... 9
   Media That Covered Mobility Lab in 2018 ......................... 10
   Real-World Results.......................................................... 11

Collaboration............................................................................. 12
   TransportationCamp ....................................................... 13
   Transportation Techies ................................................... 14
   Partnerships .................................................................... 15

The Future .................................................................................. 16
About Mobility Lab

Mobility Lab launched in 2010 as a library archive for Arlington County’s extensive transportation demand management (TDM) research. The county wanted to:

• Showcase TDM’s ability to improve the quality of life in Arlington, and

• Help Arlington employers and TDM partners understand the value of TDM.

Much of our early founding centered on incubating transportation data projects such as TransitScreen and trip visualizers. Mobility Lab quickly took on other roles: communicating the benefits of TDM and launching new and exciting research on how people move around in Arlington and the DC region.

Today, we are the research and communications division of Arlington County Commuter Services.
We believe that our original research, storytelling, events, and strategic partnerships help develop stronger policies and help secure local and national funding to expand better transportation options for all people.

We base everything we do on strong research. One of our primary roles is to measure the impacts of TDM strategies in Arlington County, Virginia – a municipality frequently cited as a national leader in providing better options for people than driving alone.

TDM offers incentives and marketing to help people use the built environment that currently exists more efficiently and sustainably.

Third-party research shows that Arlington’s TDM work has been very successful, even though TDM investment pales in comparison to the dollars required to build and expand roads and highways.

TDM in Arlington takes about 40,000 cars off the road everyday by helping people shift from driving alone to other transportation modes. That number is roughly equivalent to the number of cars bumper-to-bumper, in one lane, on I-95 between DC and New York City.
Our Core Team

Lois DeMeester
Founder and Executive Director
CEO of Destination Sales & Marketing Group

Paul Mackie
Director of Research and Communications

Dr. Lama Bou Mjahed
Research Manager

Tasha Arreza
Research Analyst

Jenna Fortunati
Research Marketing Manager

From left to right: Jenna Fortunati, Paul Mackie, Tasha Arreza, and Lama Bou Mjahed
Research

Arlington is our living laboratory. Since our founding in 2010, we have released more than 60 original studies on travel behavior and TDM strategies. Our research is regularly shared with the county and communicated to relevant audiences to shine a light on Arlington’s innovations, and to make Arlington an attractive test bed for future funding and policy.

In 2018, we released four studies and a suite of tools to measure the return on investment from implementing TDM strategies in municipalities across the country.

**Barriers to Becoming a Transportation Champion**

In a study designed to understand barriers to Arlington County’s transportation incentive program, one key finding was that focus group participants perceived the *Champions* brand as very high-end, causing some to feel that the brand may be too sophisticated for their organization. [Read full report.](#)

**Arlington County Residential Building Study: Aggregate Analysis Update**

One notable finding is that car use is lower in residential buildings where the cost of parking is unbundled from the cost of the unit. This finding was reported on by POLITICO, NPR’s affiliate in Los Angeles, the Shared-Use Mobility Center, and other organizations. [Read full report.](#)

**Customer Satisfaction Rates at Commuter Stores in Arlington, VA**

Arlington’s “Apple stores of transportation” have loyal, highly satisfied customers. Ninety percent of customers would recommend the store to others. [Read full report.](#)

**Customer Satisfaction Rates on CommuterDirect.com**

This study found that 30 percent of CommuterDirect.com users changed their behavior from driving alone to using other modes after visiting the website. [Read full report.](#)
The TDM Return on Investment Calculator

In August 2018, we released the *Transportation Demand Management Return on Investment Calculator*, a series of tools grant-funded by the Federal Highway Administration that enable municipalities, states, companies, and universities to measure the return on investment from transportation demand management strategies. The tools are free to use.

We partnered with LDA Consulting and the Center for Urban Transportation Research (CUTR) at the University of South Florida to build upon proven evaluation methods and make them more readily usable nationwide.

By early 2019, the calculators had been downloaded about 350 times – by many major influencers at universities, city and state governments, and large employers. We look forward to collaborating with these entities in the future for measuring, managing, and communicating the return on investment of TDM.

**Entities that have downloaded the Transportation Cost Savings Calculator:**

- Caltrans (California Department of Transportation)
- City of Houston, TX
- City of Nashville, TN
- Nelson\Nygaard
- Sacramento Council of Governments
- Stanford University
- TriMet (Portland, Oregon)
- U.S. Department of Transportation
- Washington Metropolitan Area Transit Authority
Communications

To highlight transportation stories and successes from around the world, Mobility Lab regularly publishes a variety of content. With our staff and a team of contributing writers, we keep our readers updated on the latest trends and research in transportation behavior and policy. In 2018, we published:

281 news articles
285 newsletters
31 contributors
3 infographics

Our most popular articles from 2018:

Danes bike for the same reason Americans drive: they’re lazy

Two barriers that keep pop culture from embracing public transportation

How Nestle is using transportation demand management to attract new talent to Arlington

How should transit agencies deal with people’s irrational preference for driving?

What we can learn from Arlington’s LEED-inspired transportation incentive program
Our Audience

Our audience is growing, and 2018 was our best year yet.

Our audience is spread across the country, with most readers in Virginia and California. We also have readers in 83 countries.

We learned in a November 2018 reader survey that millennials make up our largest reader demographic (37 percent). The next largest cohort (33 percent) are Generation X members.
Media That Covered Mobility Lab in 2018
Real-World Results

In our November 2018 reader survey, we asked respondents if they ever used what they read on Mobility Lab to make a difference in their communities or at their jobs. Here are some responses.

“\nWe have been looking at implementing a carpool program at a high school in Cambridge inspired by the video of the Arlington, Virginia school.
– from a sustainability non-profit worker
\n”

“\nThe mobility lab TDM ROI calculator is great—we anticipate using it to estimate proposed project benefits.
– from a council of governments employee
\n”

“\nI’m a transit planner, and our agency is trying to nudge our largest city to implement TDM in its downtown, utilizing principles learned, in part, from Mobility Lab.
\n”

“\nWe’ve often reviewed and shared information we’ve seen in a Mobility Lab article amongst the colleagues at our transit agency.
\n”
Collaboration

We believe that the best way to guarantee that transportation innovations benefit everyone is through collaboration. Through our partnerships and events, we educate and inspire people to rethink our transportation systems.
TransportationCamp

Every January, we host TransportationCamp DC, an “unconference” that brings together about 500 transportation professionals, technology masters, and community advocates to brainstorm ways to make our transportation systems better.

Aside from a few pre-planned keynote speeches and panels, almost all 50 sessions are created by participants themselves on that day. This unconference format is what makes TransportationCamp dynamic and an incubator for original thinking not found elsewhere in the transportation world.

There are about a dozen TransportationCamps held across the globe every year. As the steward of the TransportationCamp brand since 2014, we help organizers in other cities plan their own Camps.

Where TransportationCamps are held:

<table>
<thead>
<tr>
<th>City, State</th>
<th>City, State</th>
</tr>
</thead>
<tbody>
<tr>
<td>Anaheim, CA</td>
<td>Miami, FL</td>
</tr>
<tr>
<td>Atlanta, GA</td>
<td>Montreal, CN</td>
</tr>
<tr>
<td>Baltimore, MD</td>
<td>New York, NY</td>
</tr>
<tr>
<td>Boston, MA</td>
<td>Philadelphia, PA</td>
</tr>
<tr>
<td>Boulder, CO</td>
<td>Pittsburgh, PA</td>
</tr>
<tr>
<td>Chicago, IL</td>
<td>San Francisco, CA</td>
</tr>
<tr>
<td>Davis, CA</td>
<td>Seattle, WA</td>
</tr>
<tr>
<td>Detroit, MI</td>
<td>Toronto, CN</td>
</tr>
<tr>
<td>Houston, TX</td>
<td>Vancouver, CN</td>
</tr>
<tr>
<td>Ithaca, NY</td>
<td>Washington, DC</td>
</tr>
<tr>
<td>Kansas City, MO</td>
<td></td>
</tr>
<tr>
<td>Los Angeles, CA</td>
<td></td>
</tr>
<tr>
<td>Melbourne, AU</td>
<td></td>
</tr>
</tbody>
</table>
Transportation Techies

Our Transportation Techies meetup group is a community of 2,700 people – and growing – who are passionate about using technology to make transportation better.

Members meet once a month to show their skills in open data, data visualizations, and mapping to help people find healthy, efficient, and sustainable transportation options.

In 2018, some of the many examples of problem solving by Techies included using data to determine the best times to take I-66, visualizing the end of dockless bikes in the DC region, and a new way to map Metro trains.
Partnerships

Transportation impacts everybody, yet the industry is often siloed from other sectors such as healthcare, energy, and housing. We partner with both transportation organizations and groups outside the industry to research and communicate the benefits of replacing some drive-alone trips.

**Research partners**
- Virginia Tech
- Center for Urban Transportation Research
- National Academies
- LDA Consulting
- WBA Research

**Collaborators**
- Washington Area Bicyclist Association
- Salud America!
- Safe Routes to School
- National Capital Planning Commission

**Media partners**
- Transportation for America
- The Association for Commuter Transportation
- Streetsblog USA
- Coalition for Smarter Growth
- Virginia Department of Transportation
The Future

Here are some things we’re looking forward to.

• **Revamping our Transportation Cost-Savings Calculator with health metrics.**
  We are further collaborating with the Federal Highway Administration to explore the intersection of health and transportation. This means that policymakers can measure public health benefits from implementing TDM strategies.

• **Releasing our study on real-time transit information.**
  In collaboration with Arlington Transit, we surveyed and hosted focus groups of Arlington residents to learn how real-time transit information affects people’s travel behaviors and the best ways of presenting transit information to users.

• **Releasing our study on satisfaction rates among Arlington Transit bus riders.**
  In many regions throughout the country, bus ridership is declining. We are surveying and hosting focus groups with Arlington residents to learn why this might be.