

Arlington County Commuter Services

Performance Report FY2013



Performance Report FY13

Arlington County Commuter Services

A Bureau of the Arlington County Department of Environmental Services

Prepared By

December 2013

Bureau Overview

Arlington County is a national leader in implementing smart growth and sustainable transportation options. This success stems from a County Board with a sustainable, strategic, and community-supported vision for the future that is implemented by high-performing employees throughout Arlington County government. Operating within the Department of Environmental Services' Transportation Division, Arlington County's Commuter Services Bureau (ACCS) is a critical component of ensuring that this success continues.

Arlington County Commuter Services is the Transportation Demand Management (TDM) agency for Arlington County, Virginia. Established in 1989, ACCS provides information and innovative services to promote the use of alternative transportation modes and to lessen the need for single-occupancy travel to, from, and in the County. ACCS is a bureau of the Arlington County Department of Environmental Services, Transportation Division. ACCS' primary role is that of TDM agency; however, it has grown to

provide additional functions and services as needed by the residents and employers in Arlington.

ACCS operates a suite of programs and services which together provide a comprehensive approach to a more efficient use of Arlington's existing transportation infrastructure for workers, residents, and visitors. The bureau functions as a resource center by providing information, marketing, programming and advocacy to encourage the use of public transit, walking, bicycling, carpooling, vanpooling, telecommuting, and other mobility innovations. ACCS operates nine distinct programs and services that support the overall agency mission.

ACCS helps people to learn about the variety of travel options available, understand how they work, and consider how to incorporate the options into their personal trip decision-making process. This knowledge and usability is essential to the widespread utilization of non-single occupancy vehicles (SOV) choices.

Meet Our Business Units

Arlington Transportation Partners (ATP)

ATP is a business-to-business transportation sales organization. ATP works directly with employers, multi-family residential communities, developers, and hotels to implement commuter benefit programs and provide customized traveler information and. The programs include providing transit information, bulk fare card purchases, and providing commuter/traveler information at work places, hotels, and multi-family residential buildings. ATP also works directly with developers, in conjunction with ACCS' site plan process, to create customized TDM plans for planned developments.

BikeArlington

BikeArlington provides information, programming, and advocacy to promote the use of bicycling for transportation in Arlington. BikeArlington, along with WalkArlington, launched a safety campaign, PAL: Safety on Our Streets, in FY2012. BikeArlington organizes "Two Wheel Tuesdays," which are informational seminars that prepare Arlington cyclists with information on safety and proper equipment.

WalkArlington

WalkArlington provides information, programming, and advocacy to promote walking as a mode choice in Arlington. WalkArlington, in conjunction with BikeArlington and Arlington's Car-Free Diet program, launched the PAL Safety on Our Streets Safety Campaign to provide educational materials to promote awareness about safety tips for walkers, bicyclists, and drivers. WalkArlington also supports Safe Routes to School programs and developed a series of "Walkabouts," instructional walking tours, to encourage recreational walking in Arlington.



Mobility Lab™ and Research Program

In 2012 ACCS began the process of integrating its Research Program with Mobility Lab™. Together the programs function as a research and development center that is tasked with measuring and evaluating the effectiveness of Arlington County's TDM Programs. Mobility Lab™ collaborates with other researchers and practitioners to produce innovative and creative technology-focused solutions to transportation issues.

Marketing

The ACCS marketing team supports all of the bureau's programs and events. In particular, ACCS manages marketing efforts for Arlington Transit (ART), Metrobus routes in Arlington, iRide (for Arlington teens), and Arlington's 'Car-Free Diet' and 'What's Your One' Marketing Campaigns.

Commuter Information

Commuter Information (The Commuter Store®, Mobile Commuter Store, and CommuterDirect.com): ACCS' Commuter Information unit provides direct information, assistance, and transit pass sales for workers, residents, and visitors. ACCS' suite of commuter information services includes brick and mortar Commuter Stores, which provide in-person sales, information and assistance at four locations in Arlington. ACCS also operates a Mobile Commuter Store, which is housed in a RV, allowing the store to serve a greater audience. The Commuter Information program also operates CommuterPage.com® and CommuterDirect.com®, which allows transit customers to purchase tickets and passes online and have them delivered to their home or office. CommuterDirect.com® is the exclusive online fare media merchant for VRE and MARC.

Operations (Call Center, Fulfillment Center, Distribution, Logistics and Bus Stop Information): The ACCS operations team supports the distribution of maps, schedules and brochures, produced by the marketing team and maintains bus stop signs and information displays.



Capital Bikeshare

ACCS' BikeArlington program operates and markets Arlington's portion of the regional bikesharing service, Capital Bikeshare. In FY2012, Arlington worked to expand Capital Bikeshare in the Rosslyn-Ballston Corridor and developed a six-year Transit Development Plan (TDP) for Capital Bikeshare in Arlington, the first of its kind for bikesharing in the United States. In FY2013, Capital Bikeshare expanded to South Arlington.



TDM For Site Plan Development

ACCS' Site Plan team develops infrastructure requirements at the building level, before the building is even built. The team also monitors more than 100 implemented site plans to ensure they meet ongoing transportation management program responsibilities. This program is the result of a TDM policy adopted by the County Board in 1990, which aims to reduce peak-hour traffic by reducing single-occupant vehicle trips.

ACCS Strategic Plan

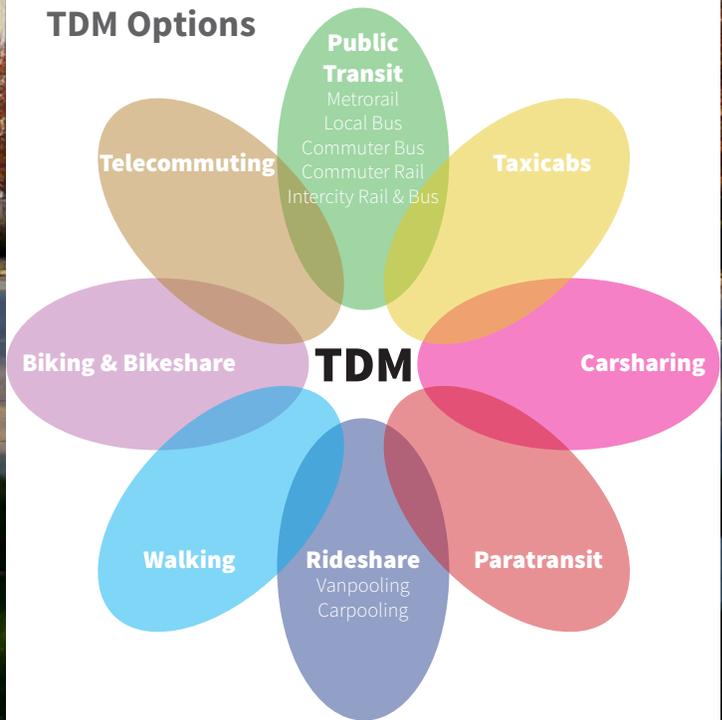
ACCS' FY2014 Arlington Transportation Demand Management (TDM) Strategic Plan sets the stage for the provision of the Transportation Demand Management services in Arlington County in the near- and long-term future. This plan, which is updated annually, outlines the Bureau's planned program enhancements, defines the financial outlook, and establishes a list of potential performance metrics and program evaluation. This ACCS Performance Report implements the vision for ongoing performance measurement and program evaluation that is envisioned in the Arlington TDM Strategic Plan.

This ACCS Performance Report has top-level Bureau-wide measures to assess the Bureau's overall performance, as well as a number of performance measures related to the individual business units of ACCS. Each business unit plays an integral role in carrying out the work of Arlington County Commuter Services.

Purpose of TDM



TDM Options



Strategic Planning Process

Underlying Arlington’s TDM Strategic Plan are its vision, mission and their associated goals and objectives, which were developed collaboratively with the input of the key of ACCS staff. The goals and objectives selected for ACCS were informed by the relevant goals and objectives in Arlington’s Master Transportation Plan.

Vision, Mission and Goals of ACCS

Vision

To improve the quality of life and economic sustainability of Arlington by reducing traffic congestion, getting the maximum use of the street/HOV infrastructure, reducing parking demand, and improving air quality and mobility.



Mission

To provide the most accurate, timely and useful information and services to residents, workers and visitors in Arlington to increase the use of transportation options such as transit, biking and walking.



Goals

- 1 – Influence Growth in the Use of Transportation Options
- 2 – Provide Quality TDM Service to Arlington
- 3 – Increase Awareness and Appreciation of Transportation Options
- 4 – Increase Transportation System Sustainability
- 5 – Provide Transparency and Ensure Return on Investment on TDM Investment through Program Monitoring and Evaluation

Goals	Goal Defined	Objectives
<p>1 Influence growth in the use of transportation options</p>	<p>Offer programs and services to get Arlington residents, employees, businesses and visitors to use transportation options for travel to, from and within Arlington County.</p>	<ul style="list-style-type: none"> ■ Maintain and improve current mode splits for Arlington, contributing to the County's overall objective of one-half percent SOV reduction per year for all types of trips the next 20 years. ■ Encourage efficient, cost effective modes of transportation that focus on moving people, not vehicles. ■ Maximize use of transportation options while minimizing SOV travel. ■ Minimize perceived barriers to using transportation options. ■ Maximize the use of transportation options for trips generated by new development.
<p>2 Provide quality TDM service to Arlington residents, employees, businesses, and visitors</p>	<p>ACCS will offer the highest quality TDM services for Arlington residents, employees, businesses and visitors.</p>	<ul style="list-style-type: none"> ■ Ensure that customers are satisfied with the TDM services and continue to use them. ■ Provide benefits that can be obtained by persons of all incomes and abilities. ■ Increase use of TDM-based services by more residents, employees, businesses and visitors. ■ Encourage removal of actual barriers to the use of transportation options.
<p>3 Encourage an increased awareness and appreciation of transportation options and their benefits</p>	<p>Provide the information and knowledge necessary so that residents, employees, businesses and visitors are aware of their options and have a positive attitude toward them, even if they choose not to use them.</p>	<ul style="list-style-type: none"> ■ Increase awareness and support of transportation options by residents, employees, businesses and visitors. ■ Increase awareness and support of TDM benefits by government agencies, elected officials and community leaders.
<p>4 Increase transportation system sustainability through TDM</p>	<p>Seek and maintain investments that support economic and environmental sustainability.</p>	<ul style="list-style-type: none"> ■ Increase utility of the transportation system by providing TDM services. ■ Support economic development objectives and access to jobs. ■ Provide TDM services that have a positive effect on the environment. ■ Provide TDM services that have a positive effect on energy use. ■ Encourage behavior that increases use of sustainable modes and utilization of the transportation system, including telework. ■ Encourage innovative technologies that move people in the most energy-efficient and environmentally sustainable way.
<p>5 Provide transparency and ensure return on TDM investment through program monitoring and evaluation</p>	<p>Maintain and execute a comprehensive monitoring and evaluation program that reviews all aspects of ACCS's service offerings and utilizes the results to improve services and promote the benefits of TDM.</p>	<ul style="list-style-type: none"> ■ Maintain ACCS's rigorous and results-oriented research and evaluation program to maximize return on investment and ensure progress towards the County's transportation performance measures. ■ Use the results of ACCS research and evaluation program to improve upon TDM services. ■ Use the results of the research and evaluation program to promote the benefits of the ACCS services to key stakeholders

Performance Measures

Performance measures are a quantitative or qualitative characterization of performance and progress toward meeting defined objectives. They quantify the agency's efficiency or effectiveness in conducting business operations. The performance measures developed for Arlington County Commuter Services were derived from a multi-step performance measure selection process. In August 2012, at the annual ACCS Strategic Planning Meeting, a workshop session was held with the entire staff of ACCS to gather input on potential performance measures. The ACCS Management Team also completed a review of all performance measures included in

the Arlington TDM Strategic Plan, the Arlington Master Transportation Plan – Transportation Demand Management Element, and the Making an Impact Report. The ACCS Management Team used the workshop feedback and the literature review to establish a select group of performance measures for the Bureau.

The tables on pages 10 and 11 show all of the ACCS performance measures as linked to the existing ACCS goals and how the selected performance measures are tied to the ACCS business units.

Tracking Our Performance

Goal	Performance Measure
<p>Goal 1: Influence Growth in the Use of Transportation Options</p>	<ul style="list-style-type: none"> a. Drive Alone Commute Mode Share for Arlington Residents and Workers b. Transit Usage in Arlington c. Average Weekday Vehicle Trips and Miles Reduced in Arlington by ACCS d. Bicycle Usage in Arlington e. Arlington Resident Capital Bikeshare Memberships
<p>Goal 2: Provide Quality TDM Service to Arlington Residents, Employees, Businesses and Visitors</p>	<ul style="list-style-type: none"> f. Net Promoter Scores for ACCS Units g. Annual Fare Media Sales and ACCS Sales Commissions h. Number of Employers Working with ATP, by Level i. Percent of employers working with ATP that offer their employees the transit benefit
<p>Goal 3: Encourage a Culture in Arlington in which there is Increased Awareness and Appreciation of Transportation Options and their Benefits</p>	<ul style="list-style-type: none"> j. External employer and community events attended and number of individuals reached k. Resident Awareness of TDM Services in Arlington l. Number of Residential Units in Properties Working with ATP m. Resident Use of TDM Services in Arlington n. Awareness and Recognition of TDM Programs Available for Arlington Workers o. Brochures requested and distributed
<p>Goal 4: Increase Transportation System Sustainability through TDM</p>	<ul style="list-style-type: none"> p. Greenhouse Gas Emission Reductions Attributed to ACCS q. Percent of Existing Site Plan Buildings with Compliant TDM Site Plans
<p>Goal 5: Provide Transparency and Ensure Return on Investment on TDM Investment through Program Monitoring and Evaluation</p>	<p>This performance measure plan is intended to fulfill the aim of Goal 5. Arlington County Commuter Services commitment to meeting this goal is demonstrated through their commitment to producing this performance report on an annual basis.</p>

Responsibility

Bureau Wide	Arlington Transportation Partners	BikeArlington	Commuter Information	Marketing	Mobility Lab	Site Plans	Walk Arlington
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BUREAU-WIDE PERFORMANCE MEASURE 1:

Drive Alone Commute Mode Share

For Arlington Residents and Visitors

Description

Drive alone commute mode share is the proportion of commuters who are driving alone to commute to work. Arlington tracks the drive alone commute share both for Arlington residents and individuals who work in Arlington and compares these mode shares with those of all regional commuters.¹

Why is This Measure Important?

A reduction in the drive alone commute mode share is critical to ensuring that Arlington's transportation infrastructure continues to function well in the next decade and beyond.

Arlington County anticipates a 22% increase in population and a 38% increase in jobs between the years 2010 and 2040. As Arlington's existing roadway infrastructure is already built-out, accommodating this economic growth will require a sustained shift to commute modes other than drive alone.

Current Status

The share of commuters driving alone to work has fallen since 2001 for Arlington residents, Arlington workers, and regional residents.

The proportion of Arlington residents driving alone to work has fallen faster than for Arlington workers or regional residents.

In Arlington County, 90% of residents live within ½ mile of a bus stop, and 28% live within a ½ mile of a train station, compared to 53% of regional residents who live within ½ mile of a bus stop and 6% who live within a ½ mile of a train station.²

While access to commute options is greater in Arlington than in the region as a whole, many factors have contributed to the decline in drive alone share for both Arlington residents and workers, including Arlington County's extensive Transportation Demand Management resources through Arlington County Commuter Services.

ACCS has introduced new services since 2001 to familiarize residents and workers on the benefits of taking transit, biking or walking to work.

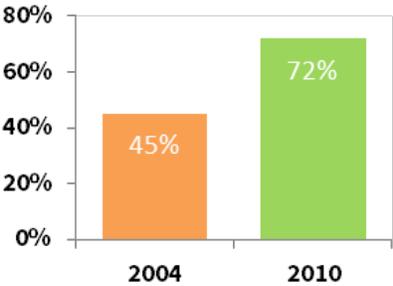
64% of Arlington Residents and Workers Recalled Commute-Related Advertising from the Past Year³



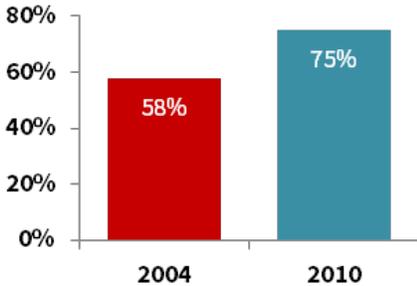
Drive Alone Commute Mode Share⁴



Arlington Residents Aware of Telephone Number or Website for Commuter Information



Arlington Workers Knowing How to Access Commuter Resources



**BUREAU-WIDE PERFORMANCE MEASURE 2:
Average Weekday
Vehicle Trips and Miles
in Arlington Reduced by
ACCS**

Description

Vehicle trips are the total number of unique trips made by a single private vehicle, such as an automobile, van, pickup truck, or motorcycle. Vehicle miles traveled is a unit to measure the distance of vehicle travel made by these vehicles. Each mile traveled is counted as one vehicle mile regardless of the number of persons in the vehicle.⁵ This measure is the number of average weekday vehicle trips and vehicle miles traveled that were reduced in Arlington through the programs and activities of Arlington County Commuter Services (ACCS).⁶

Why is This Measure Important?

Reducing the number of vehicle trips and vehicle miles traveled on an average weekday in Arlington County limits harmful air pollution, traffic congestion, and roadway related costs.

Current Status⁷

Since this data was first tracked in 2008, the number of vehicle trips reduced on an average weekday has risen from 38,000 to over 41,000 (an 8% increase), corresponding with a 34% reduction in the number of vehicle miles traveled.

Considering that the average lane of interstate highway carries approximately 8,000 – 12,000 vehicles in both rush periods, a reduction in trips by 41,000 is a significant benefit produced by ACCS.

Between 2001 and 2009 the number of daily vehicles miles traveled on Wilson Boulevard in Clarendon fell by 23%, while Glebe Road in Ballston experienced a daily vehicles mile traveled reduction of 31%.



41,128

Number of vehicle trips ACCS programs helped eliminate in FY2013

Vehicle Trips and Miles Traveled Reduced by ACCS on an Average Weekday



BUREAU-WIDE PERFORMANCE MEASURE 3:

Transit Usage in Arlington

Description

Transit usage in Arlington includes both ridership on Arlington's local bus service, ART, and the average weekday boardings in Arlington of Metrorail and Metrobus service. ART ridership is measured as annual unlinked passenger trips, which counts each time a passenger boards a bus, regardless of whether they are on the same trip but transferring buses.⁸ ART ridership is compared with ART's annual vehicle revenue hours, a measure of how much bus service is available. Vehicle revenue hours are the hours a bus travels while serving passengers.⁹ Metrorail and Metrobus data is the average number of people who enter an Arlington Metrorail Station or board a Metrobus in Arlington on a weekday.

Why is This Measure Important?

An increase in the use of both local transit options and long-distance commuter transit options indicates that ACCS is meeting its goal of shifting commuters from drive alone to transit and other commute options.

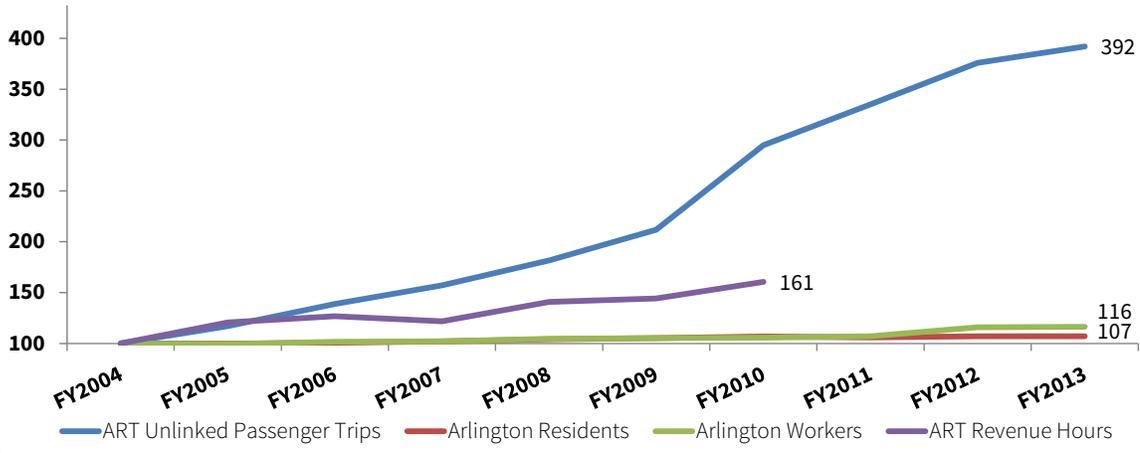
Current Status¹⁰

Arlington County's local bus service, ART, has seen a dramatic increase in ridership. The number of unlinked passenger trips increased from nearly 675,000 in FY2004 to over 2.6 million in FY2013, an increase of nearly 300 percent. ART ridership has far outpaced population growth (just over 14,000 new residents) and employment growth (just over 32,000 new workers) during this same period. From FY2004 to FY2010 (the latest year for which data is available), revenue service hours only increased by 33 percent.

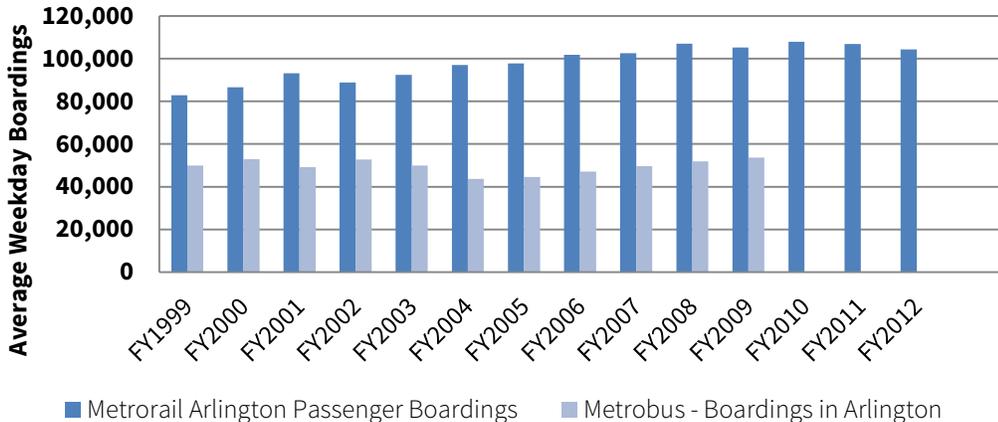
Many more people are using ART per revenue service hour today than they were just a few years ago. This increase has occurred in part due to of Arlington's initiatives to restructure ART's routes to better serve the community and ACCS' work promoting local transit options. While Metrobus and Metrorail have performed well over the last decade, usage has not expanded as dramatically as it has for ART.

ART ridership grew by nearly
300%
 between FY2004 and FY2013

ART Ridership and Service Hour Growth Compared to Population and Employment Growth (2004 = 100)



Metrorail and Metrobus Ridership Since FY1999



Additional Performance Measures



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Additional Performance Measures

Performance Measure 1:

Bicycle Usage in Arlington

Description

Arlington tracks **bicycle trips** year-round using counters placed strategically on off-road bicycle paths in order to measure local bicycle usage. The County also tracks the **number of Capital Bikeshare trips** taken to and from Arlington stations. Both metrics capture commute and non-work bicycle trips.

Importance

Bicycling provides an affordable, healthful and environmentally friendly way to get around Arlington and between Arlington and neighboring jurisdictions. Increasing bicycle usage is a way to shift auto trips to non-auto modes, as it can also provide a first and last mile solution for transit trips, or it can replace auto trips entirely. In a 2011 survey of people who bicycle in Arlington, 75 percent of respondents reported that they bike for all or part of their commute.¹¹

Arlington has an integrated network of bicycle facilities that puts more than 90 percent of households in Arlington within a quarter mile of a designated facility.¹² The County has more than 100 miles of multi-use trails, on-street bike lanes and designated bike routes that make bicycling safe and convenient.

Arlington's investment in Capital Bikeshare provides additional opportunities to bike by providing bicycles for residents, workers and visitors to get around Arlington. The point-to-point nature of bikesharing also allows for one-way bike trips and supports modern urban mobility that is dynamic and multimodal.

Current Status¹³

Bicycle usage is cyclical and seasonal, with a dip during winter months. Ridership on the Custis Trail remained relatively stable between FY 2010 and 2013, increasing by only five percent. However, the bicycle usage on the Four Mile Run Trail increased by 66 percent from 2010 to 2012 and remained stable in 2013.

Arlington added bicycle counters at the Washington & Old Dominion (W&OD) East Falls Church, W&OD Bon Aire Park, and Custis Bon Aire Park Trails in FY 2012. The Mt. Vernon Trail is the most popular trail in Arlington, with a high of nearly 74,000 bicyclists recorded in June FY 2013.

In addition to 50 miles of off-street bicycle trails, Arlington County has 36 miles of on-road bicycle lanes and marked sharrows, for which counts began in 2013.

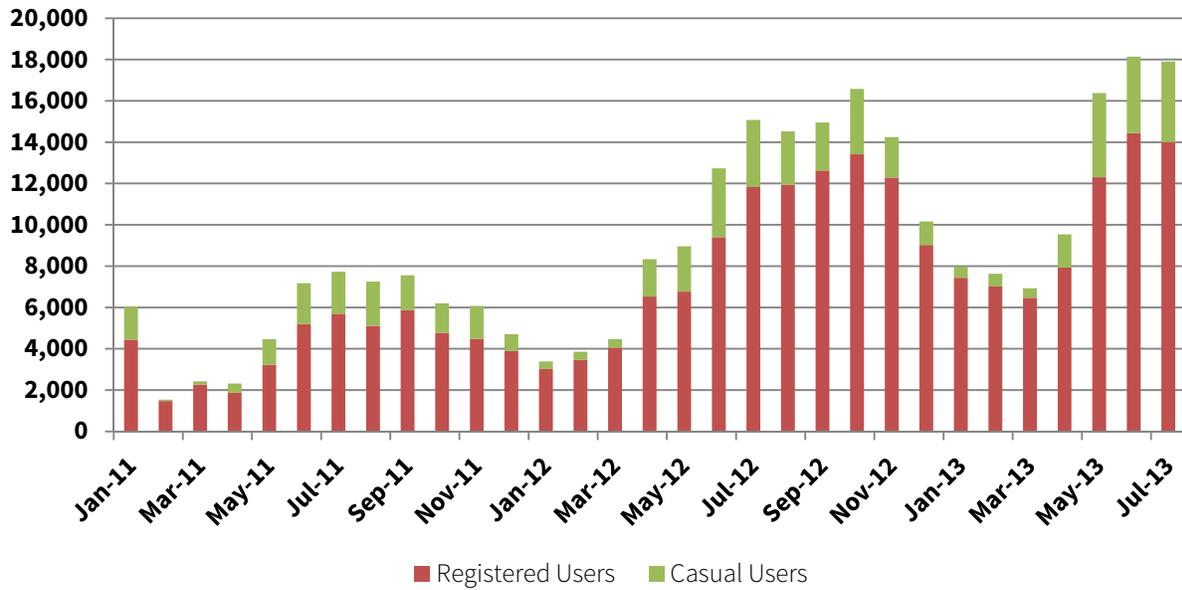
Capital Bikeshare is a joint program with the District of Columbia launched in 2010. Alexandria, VA and Montgomery County, MD have since joined the partnership and there are now over 200 stations region wide. After a successful start, Arlington added 23 new Capital Bikeshare stations in the Rosslyn-Ballston corridor in FY 2012 and expanded to new areas of the County with the addition of 13 new stations in South Arlington in FY 2013.

Capital Bikeshare trips originating at Arlington bike docks have increased by 389 percent between FY 2011 and FY 2013.

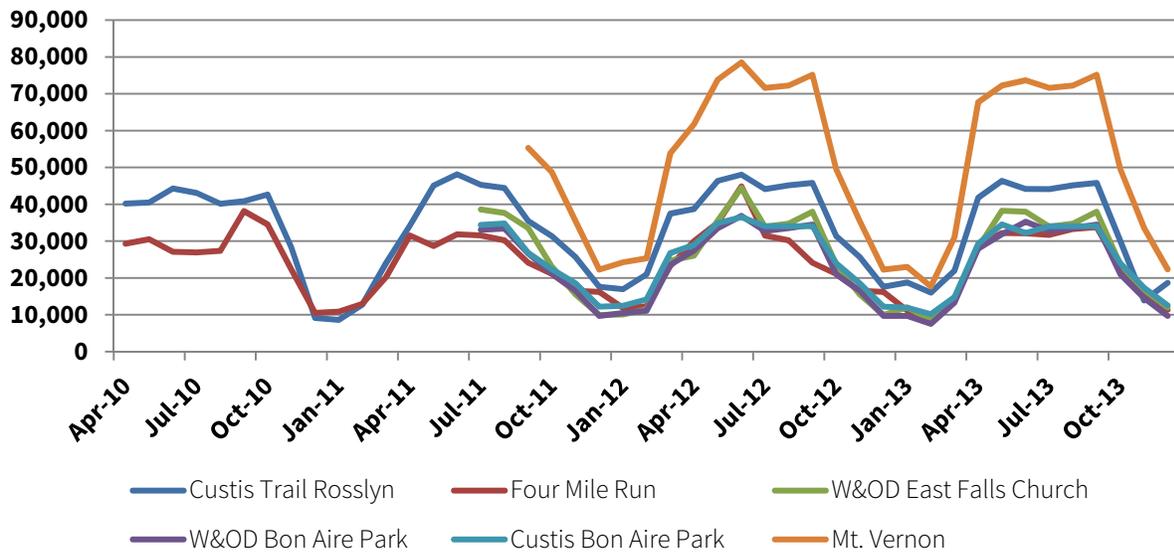
The highest number of monthly Capital Bikeshare trips taken by registered users was in July 2013 with more than 15,000 trips. The highest number of Capital Bikeshare trips made by casual users was more than 4,000, also in July 2013.

Capital Bikeshare trips continue their **steady rise** month-over-month across Arlington, while bike trail use remains steady.

Number of Capital Bikeshare Trips Originating in Arlington



Arlington County Bicycle Trail Counts



Additional Performance Measures

Performance Measure 2:

Arlington Resident Capital Bikeshare Memberships

Description

Capital Bikeshare Memberships in Arlington represent the registered users, or number of residents with annual and monthly Capital Bikeshare memberships.

Importance

The number of annual and monthly Capital Bikeshare memberships reflects the growing interest in and use of the Capital Bikeshare system.

The Capital Bikeshare system was designed to complement the existing transit system in Arlington and helps to provide a solution to the *first mile, last mile* issue. Therefore an increase in Capital Bikeshare memberships can not only lead to an increase in bicycle mode share, but also in transit mode share.

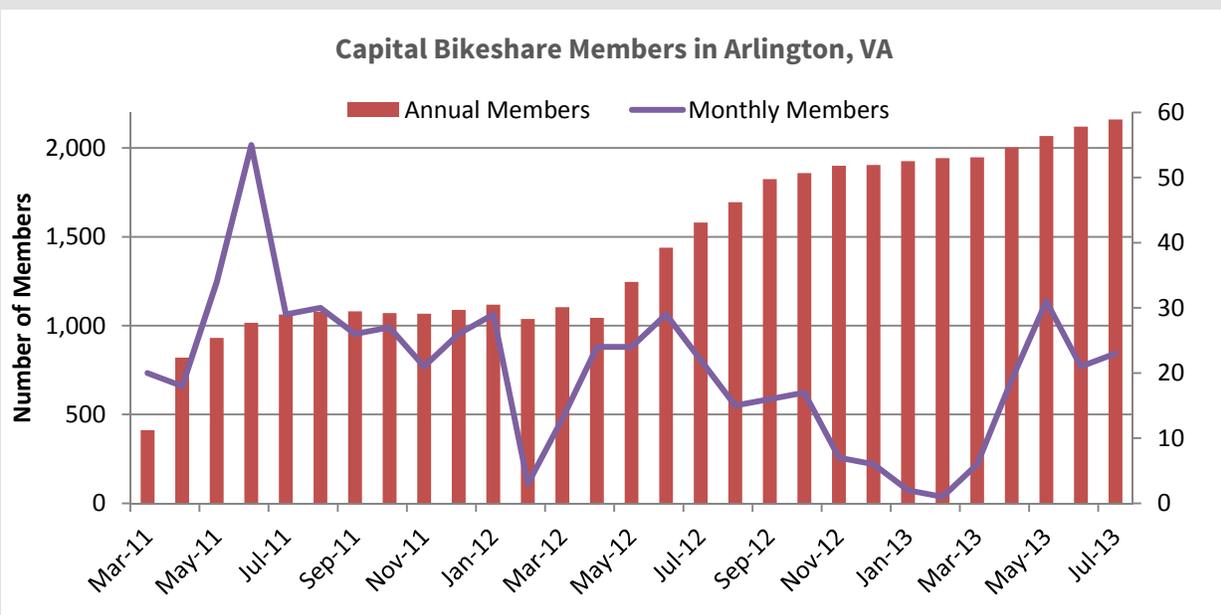
Current Status¹⁴

Trips made by registered users represent a larger share of overall trips than casual user trips. An increase in annual trips by registered users suggests an increasing commitment to use of the system.

Annual memberships in Arlington have increased by 37 percent between July 2012 and July 2013. Monthly memberships peaked in June 2011 with 55 members. Casual users (individuals who purchase 24-hour or 3-day memberships) have increased by 5 percent in the same time period.

Arlington's commitment to Capital Bikeshare supports the County's sustainability, mobility, and accessibility goals.

*The number of Arlington-based Capital Bikeshare Annual Members **increased by 37 percent** in the last year.*



Performance Measure 3:

Net Promoter Scores for ACCS Units

Description

Net Promoter Scores are a method of determining customer satisfaction and approval. They are calculated by subtracting those who would not recommend the organization's services from those who would recommend them and consider themselves highly satisfied.

Importance

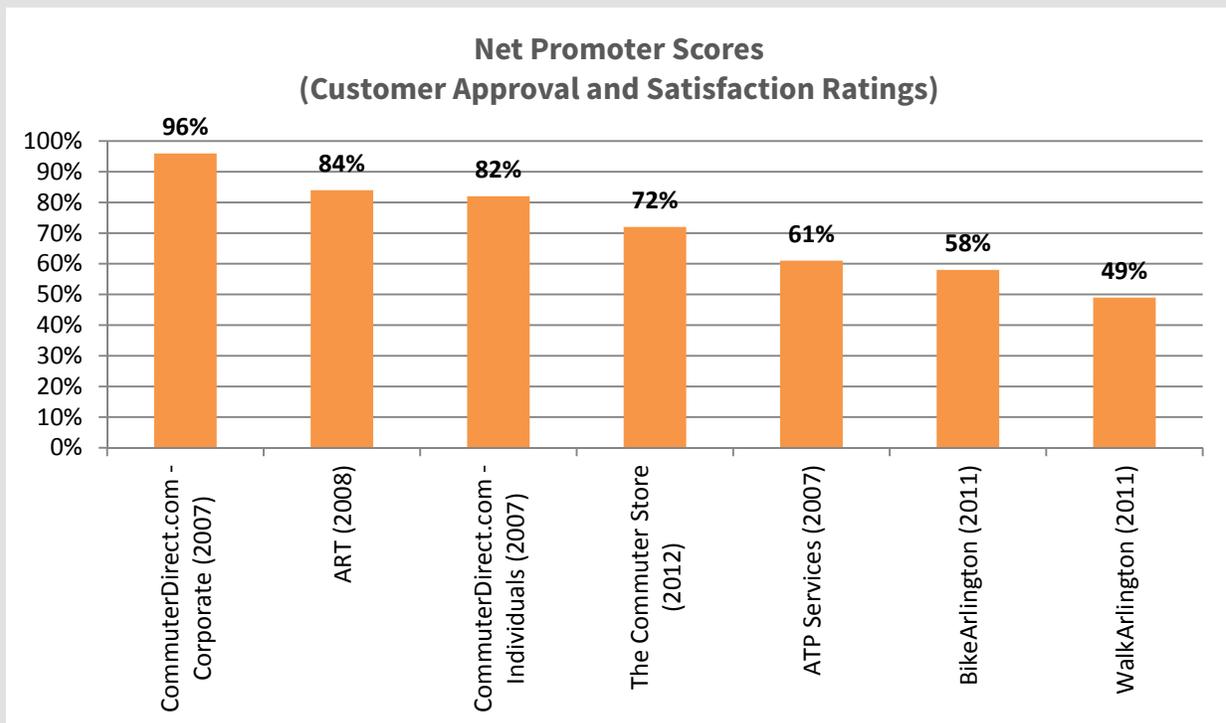
Net Promoter Scores indicate how Arlington residents, employees, and visitors rate the services provided by ACCS. This is a key measure of how successful ACCS is in delivering services to promote the use of non-SOV modes of travel.

Current Status¹⁵

ACCS' Net Promoter Scores, which range from 96% to 49%, compare very favorably with America's most highly regarded companies. Banking firm USAA has a score of 82%, Costco 79%, eBay 71%, Apple 66%, FedEx 56% and Southwest Airlines 51%.

This high rate of satisfaction has translated into a devoted customer base for ACCS services. For example, more than eight in ten of Commuter Store customers surveyed in 2012 indicated that they would definitely return to the Commuter

*ACCS receives **high customer satisfaction** ratings across all of its core services.*



Additional Performance Measures

Performance Measure 4:

Annual Fare Media Sales

Description

Annual fare media sales represent the dollar value of fare media sold through The Commuter Store® and CommuterDirect.com®.

Importance

Many commuters throughout the region rely upon CommuterDirect.com® to process their employer-provided transit benefit into fare media, and 86% of individuals visiting The Commuter Store® purchase fare media. Of those individuals, 44% only buy fare media at a Commuter Store®.¹⁶

The sales commissions from transit fare media sales comprise approximately one-third of the overall ACCS revenue stream, providing a critical source of support for the Bureau.

Current Status¹⁷

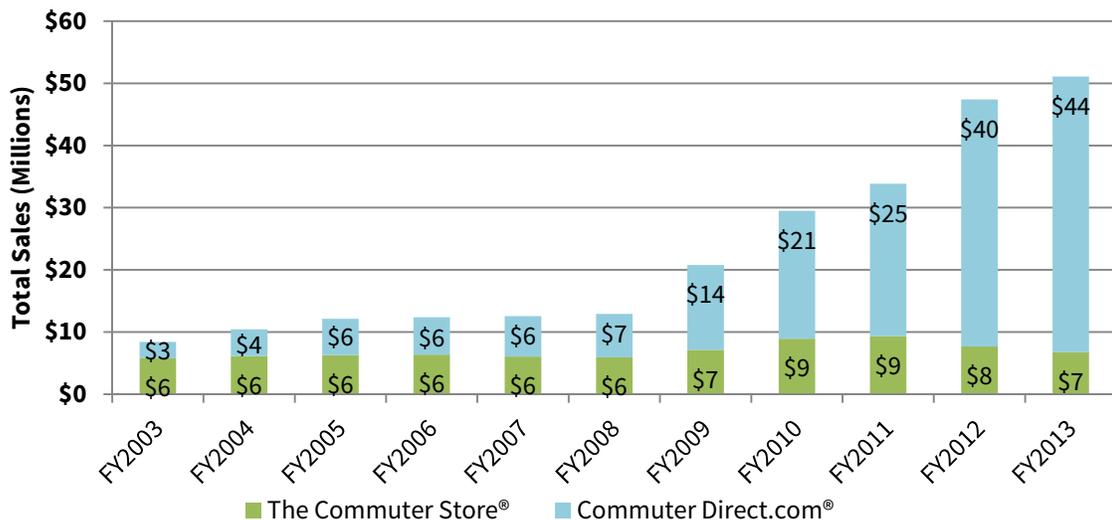
After moderate growth between FY 2003 and FY 2008, sales have dramatically increased over the last five years.

A 61% increase in sales in between FY 2008 (\$12.9 million in receipts) to FY 2009 (\$20.8 million in receipts) is partially attributable to VRE ending agreements with other vendors to sell VRE fare media and directing customers to CommuterDirect.com, as well as ACCS beginning to administer the MARC ticket by mail program.

FY 2009 to FY 2010 saw another sizable increase in sales (42%), from \$20.8 to \$29.5 million. Some of this increase could be attributable to WMATA's phase out of paper SmartBenefit Vouchers and the Federal transit subsidy increasing from \$125 to \$245.

Commuter Direct.com® fare sales have grown rapidly since FY 2009, while The Commuter Store® sales remain high but have varied over time.

Annual Fare Media Sales by Fiscal Year



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Additional Performance Measures

Performance Measure 5:

Number of Employers Working with ATP

Description

Arlington Transportation Partners (ATP) is the business-to-business unit of ACCS that provides complimentary hands on consultation services to Arlington County businesses wanting to implement workforce transportation benefit programs. ATP encourages organizations to implement benefit programs utilizing a traditional sales team approach. ATP provides a range of services, including organizing corporate vanpools, conducting transportation surveys, setting up seminars, workshops and benefit fairs, selling SmarTrip® cards, and assisting C-level executives with corporate benefit program implementation.

Businesses are categorized into four levels, representing the types of transportation benefit programs and policies offered at their Arlington County location(s). Through this traditional sales approach, most companies begin their relationships with ATP at a basic level and increase the amount of programs offered to their workforce over time.

Importance

Lack of understanding regarding advantages to a businesses' bottom line is a significant barrier to implementing transportation programs at an organization. Arlington County companies need to be educated about the benefits, both financially and in regard to employee recruitment, retention, health, and productivity. A real or perceived lack of information on transportation options is a challenge to educating and encouraging the use of taking transit, biking, and walking, especially for those new to the county.

ATP mitigates this barrier by getting involved with influencers during the decision making process and providing a suite of services and customized materials to meet the needs of employers, employees, developers, property managers, hoteliers, visitors, and residents.

More than half of all vehicle trips in Arlington can be attributed to Arlington workers who live elsewhere in the region, making employer-based commuter services a crucial component of reducing total SOV trips in Arlington and increasing employee commute options.¹⁸

Current Status¹⁹

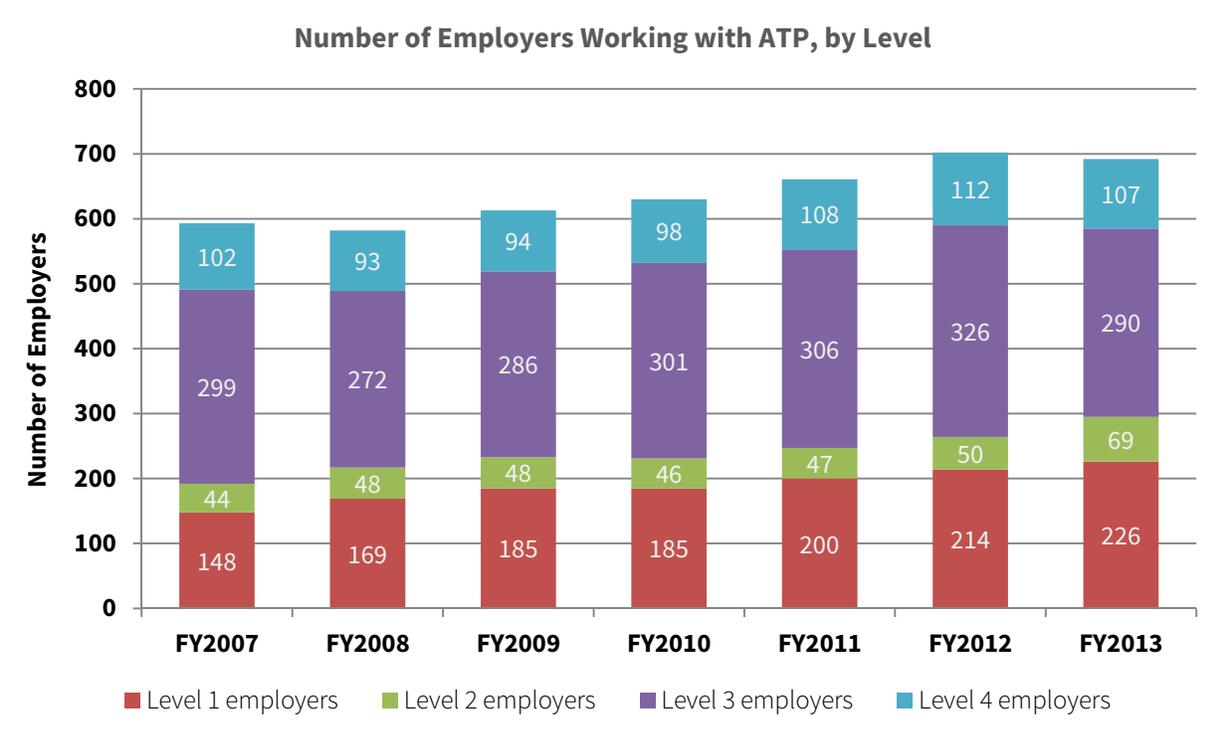
The total number of employers working with ATP increased by 17% between FY 2007 and FY 2013.

- Level 1 employers (basic information provision) have increased by 53%
- Level 2 (promotional level) have increased by 57%
- Level 3 (incentive level) have decreased by 3%
- Level 4 (comprehensive incentive level) have increased by 5%.

In FY 2013 ATP worked with 692 employers. ATP brought on 53 new employers in FY 2011, 54 in FY 2012, and lost 10 in FY 2013.²⁰

Over **137,000** employees work for all of the employers that worked with ATP in FY 2013.

ATP has **consistently increased the number of employers** participating at the entry levels - Level 1 and Level 2 - but overall program growth has stalled.



Additional Performance Measures

Performance Measure 6:

Percent of Employers Working with ATP that Offer Their Employees the Federal Transit Benefit

Description

ATP assists Arlington businesses in the implementation of **transit benefit programs** and the dissemination of supporting transportation information to decision makers and employees. A major mission of ATP is helping decision makers understand and implement the Federal *IRS Tax Code and Qualified Transportation Fringe Benefit* for employer-paid and employee pre-tax transit passes.

Importance

The federal transit benefit makes transit usage more affordable for Arlington employees. Increasing the number of employers that offer the transit benefit is strongly correlated with increasing the overall transit mode share in the County, which is an efficient way to leverage existing County transit resources.

The federal transit benefit is an essential TDM service that employers can offer their workers. However many businesses, especially smaller ones, do not have the resources to implement the program.²¹ Managing enrollment can also be burdensome to some companies. ATP helps to reduce these barriers.

According to MWCOG's State of the Commute Survey, the transit benefit is the most widely used TDM service offered by employers.²²

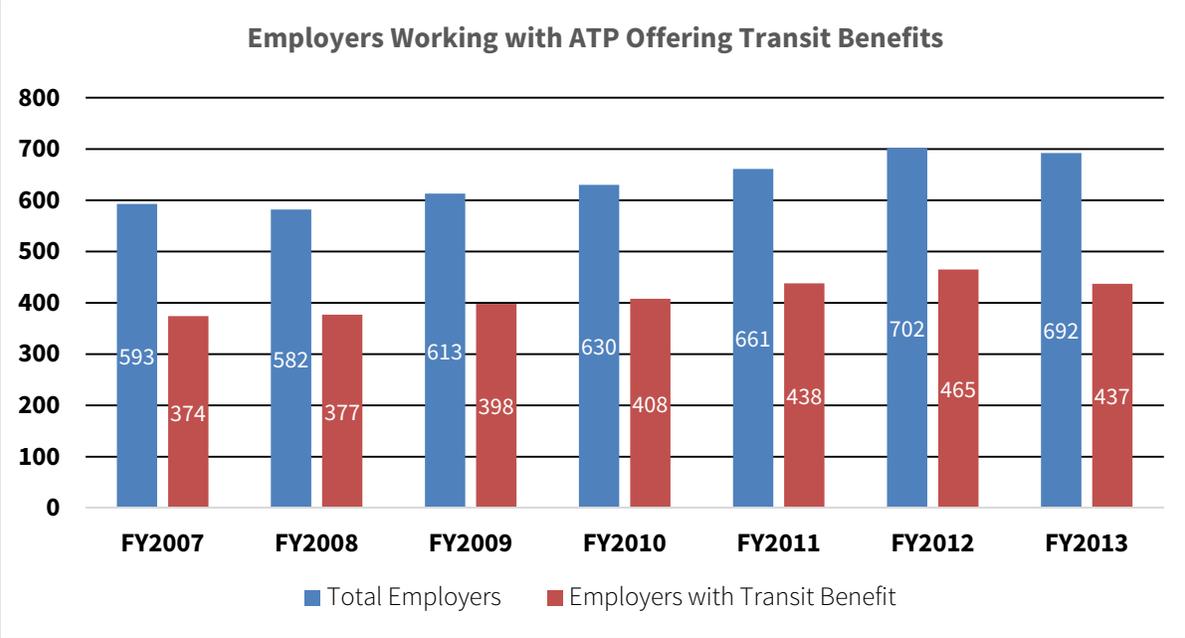
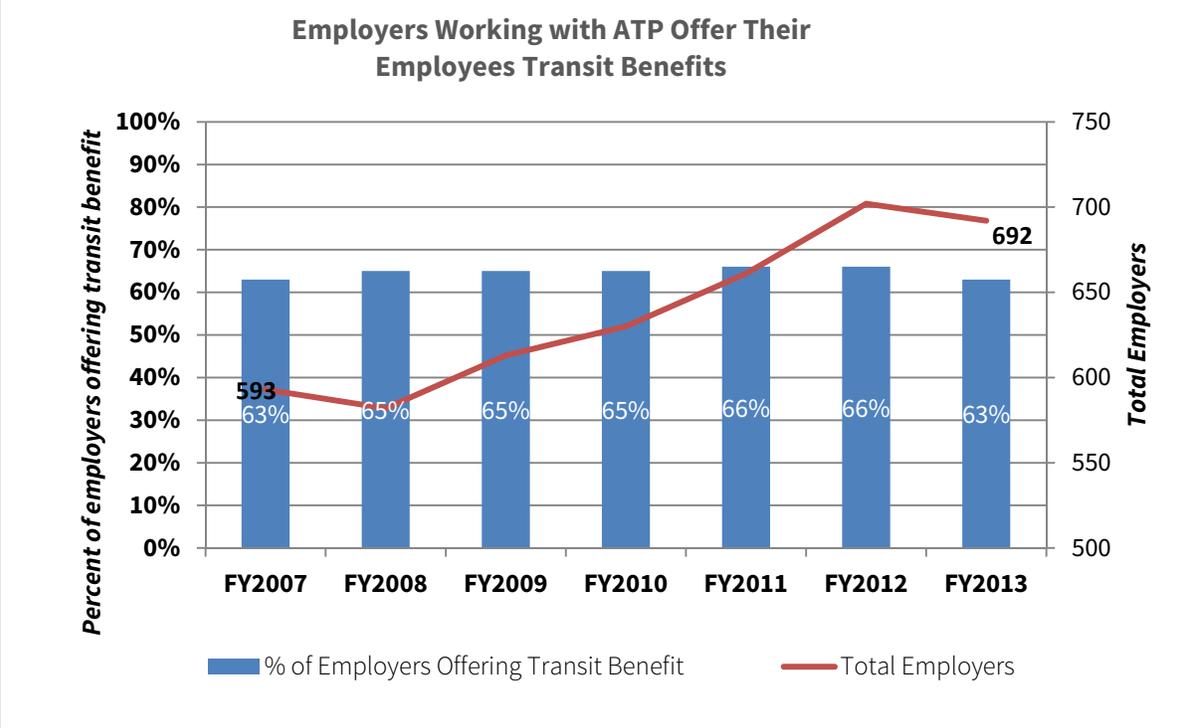
Current Status²³

The share of employers working with ATP that offer a transit benefit has remained relatively stable between FY2007 and FY 2013, ranging from 63% to 66%.

The number of employers working with ATP has increased by 17 percent over six years. The 6% decrease in the number of employers offering a transit benefit between FY2012 and FY 2013 was due to ATP shifting the services that were provided to non-Arlington based employers to commuter services organizations in the jurisdictions where they are located.

Even with last year's reduction, the number of employers that offer a transit benefit has increased over the 7 years, for a total increase of 17 percent between FY 2007 and FY 2013; this reflects the steady increase of total employers in Arlington County.

The total number of employers that offer a transit benefit increased **17%** between FY 2007 and FY 2013.



Additional Performance Measures

Performance Measure 7:

External Employer and Community Events Attended and Number of Individuals Reached

Description

External employer and community events attended and number of individuals reached are measures of outreach efforts to facilitate direct contact with employers, workers and residents.

Importance

ACCS directly reaches thousands of commuters and employer representatives each year through a variety of events, including lobby events for site plan clients and multi-family residential events. Event attendees are more likely to use alternative modes of transportation; 35% of those attending a 2010 *Redefine Your Commute Event* reported that they were likely to increase their usage of transit, 13% their usage of carpool/vanpool, 21% their usage of walking, and 19% their usage of bicycling as a result of attending.²⁴

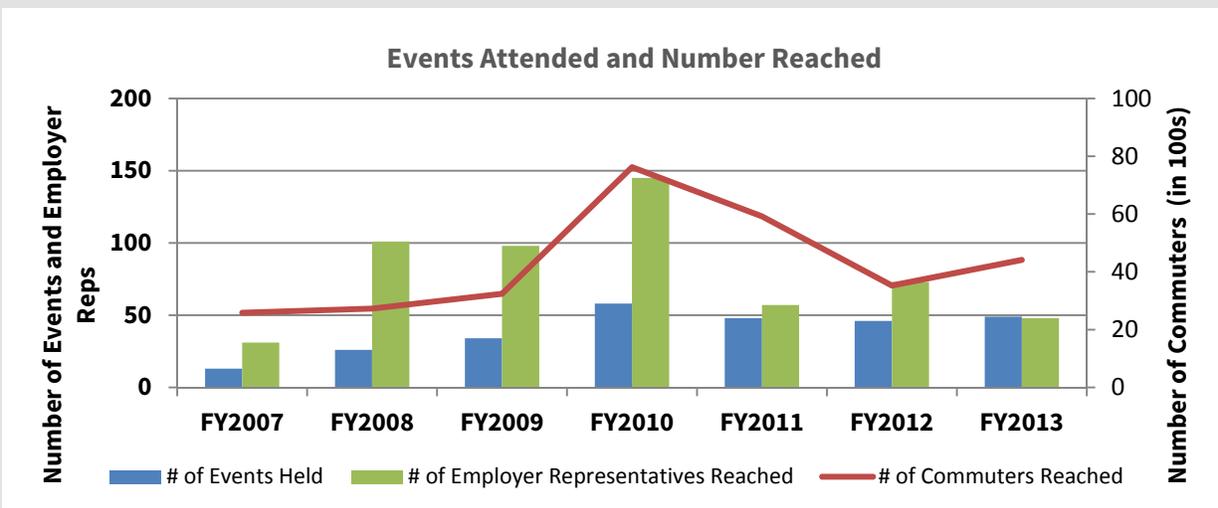
Current Status²⁵

The peak number of events and attendance was in FY2010 and is a result of the 2010 *Redefine Your Commute Campaign*, where 13,500 individual commuters at 99 organizations were engaged at events, and more than 400 individual commute plans were produced.

According to surveys after the *Redefine Your Commute Campaign*, 54% of attendees found the event helpful. 57% said the event made them more aware of transportation options and 74% said they prefer similar events to receiving information directly from their employer or property manager. 60% of respondents indicated that they plan to share the information they received with their friends and colleagues.

The drop in the number of events in 2011 is the result of a return to a more typical level of event activity.

Through outreach events, ATP informed over 4,000 Arlington commuters about their



Performance Measure 8:

Resident Awareness of Transportation Demand Management (TDM) Services

Description

Residents are considered **aware of an ACCS TDM** program if they acknowledge that they've heard of it when asked.

Importance

Knowing where to go to access information on transportation options is the first step toward facilitating the use of non-SOV modes of travel. In the 2009 Arlington County Resident Transportation Survey, 46% of respondents indicated that they had sought transportation information or services, from any source, in the past year.²⁰ Most of these individuals were looking for information on transit services.

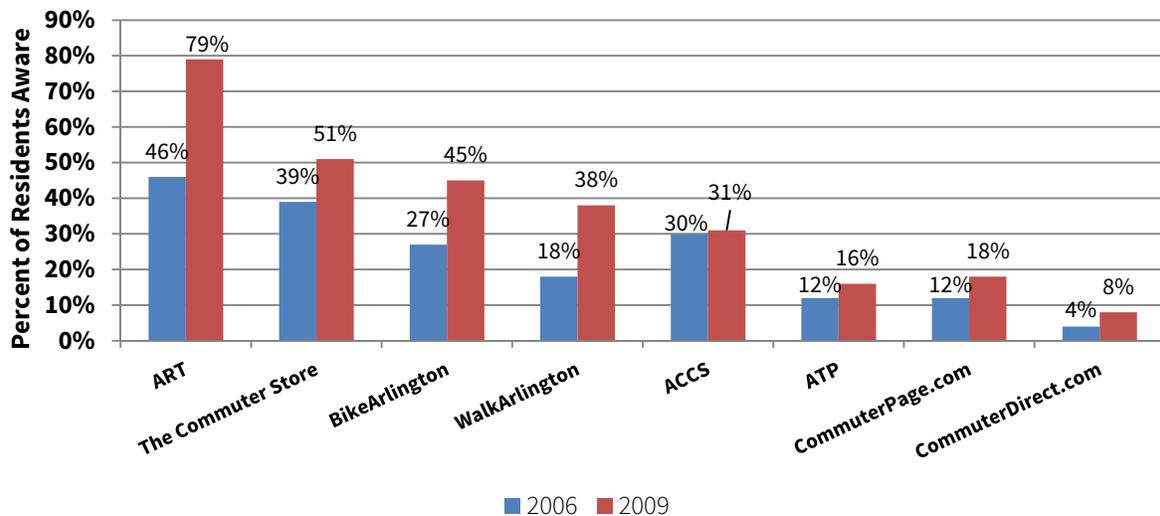
Current Status²⁴

Resident awareness of Arlington transit and of ACCS-provided TDM services increased between the last two surveys. Awareness of ART service increased sharply, from 46% to 79% between 2006 and 2009.

As BikeArlington and WalkArlington expanded the number and types of programs they provide to Arlington residents, awareness of these programs has increased accordingly.

Arlington County residents' awareness of ACCS programs **increased** for all programs between 2006 and 2009.

Resident Awareness of Arlington TDM Services and Transit



Additional Performance Measures

Performance Measure 9:

Number of Residential Units in Properties Working with ATP, by Level

Description

The number of residential units in properties that are working with ATP through residence events, telework seminars, presentations for residential building representatives, or presentations for residents. The number of residential properties in the County that have been reached by ATP is an important measurement of the program's success in reaching the residential market.

325 residential properties worked with ATP in FY 2013.

Importance

With a significant number of Arlington County's residents living in large condominium or apartment complexes, it is important to reach out to representatives from these complexes as a way of disseminating information to the residents.

The prevalence of residential complex shuttles to Metrorail stations and other transit centers in Arlington County necessitates coordination with ATP in order to avoid duplicative services and maximize opportunities for residents to reach transit.

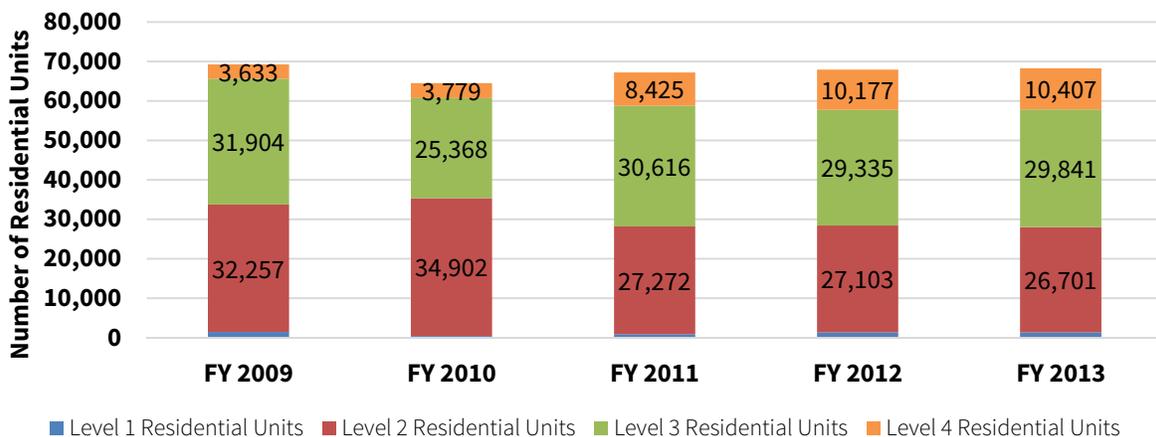
Current Status²⁸

In FY 2013, ATP worked with 325 residential properties.

Overall, the number of residential units in properties working with ATP has decreased slightly by 1.4% from FY 2009 to FY 2013.

ATP brought on 30 new residential properties between FY 2008 and FY 2013, representing a 10% increase.

of Residential Units in Properties Workign with ATP, by Level



Performance Measure 10:

Resident Use of Transportation Demand Management (TDM) Services

Description

Resident use of TDM services in Arlington captures the percentage of the County's population who report having used an ACCS program within the past year.

Importance

Residents who use Arlington's TDM services are more satisfied with Arlington's transportation system (37%), more likely to commute by transit (43%), and are better able to recall hearing/seeing information messages about transportation (44%)²⁹.

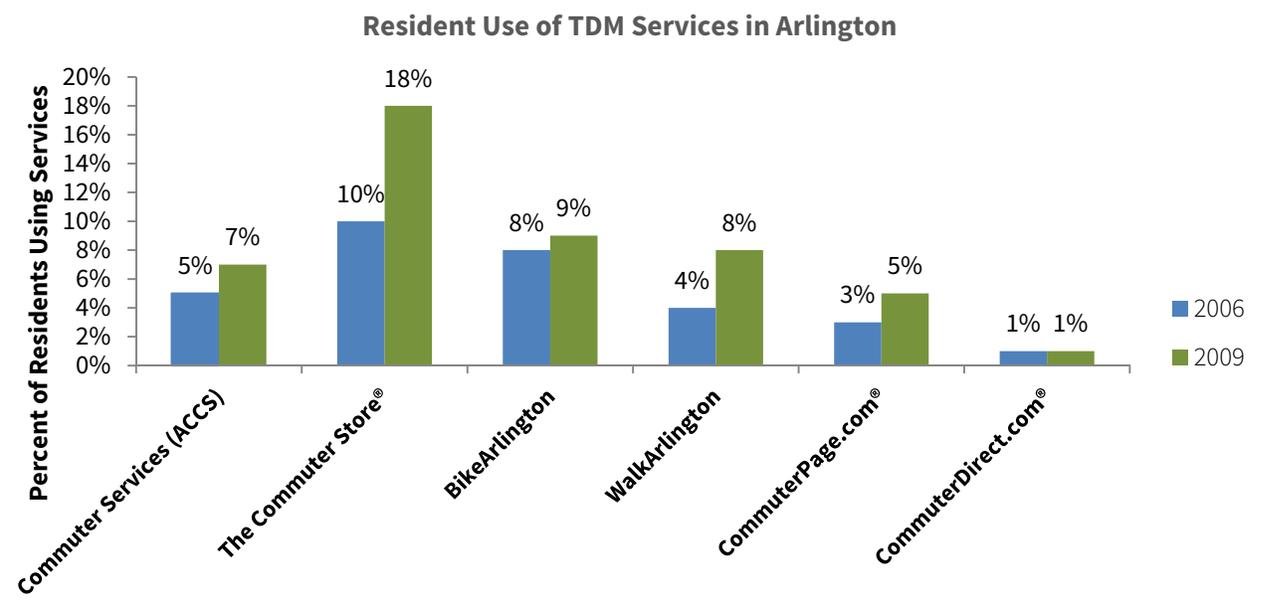
Current Status³⁰

Resident use of TDM services in Arlington increased for nearly all ACCS programs between 2006 and 2009, and it increased sharply for The Commuter Store®. The increase in the use of The Commuter Store® is likely the transition from paper to electronic SmartBenefits® fare media.

In total, 35% of residents used an ACCS travel information service in 2009, higher than the 21% who used these services in 2006.

Residents who drive alone are as likely to know about Arlington commuter assistance services as are residents who use non-SOV transportation modes, but are less likely to use them.

Nearly 1 in 5 Arlington residents used The Commuter Store® in 2010, an increase from 1 in 10 in 2006.



Additional Performance Measures

Performance Measure 11:

Use of Transportation Demand (TDM) Programs Available to Arlington Workers

Description

Use of TDM programs available to Arlington workers quantifies the degree to which Arlington employees use employer-based TDM programs. ACCS sponsors a local supplement to the MCOG State of the Commute Survey to specifically measure the provision and use of TDM services for Arlington workers.

Importance

Measuring awareness and use of Arlington's TDM Programs by employees helps ACCS understand which programs are offered by local employers and which programs are actually used by workers. Understanding any gap between the two measures allows ACCS to focus its future marketing efforts.

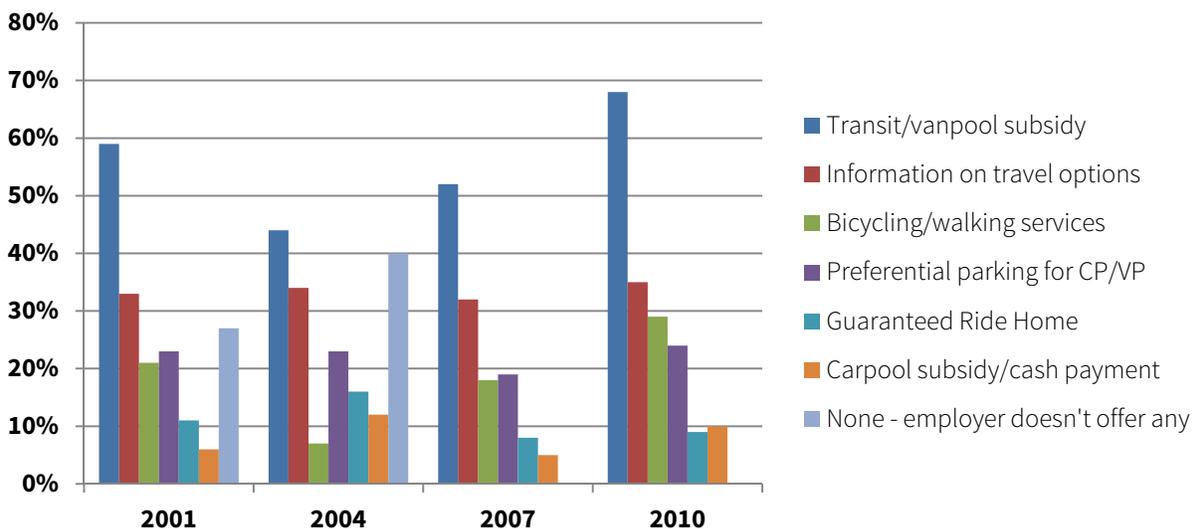
Current Status³¹

Transit/vanpool subsidy is the TDM service most consistently offered by Arlington employers. In 2010, 68% of Arlington employers offered a transit/vanpool subsidy, a 30% increase from 2007.

Regionally, provision of a transit/vanpool subsidy and information on travel options are also the two most commonly offered TDM incentives and services. With the exception of Guaranteed Ride Home and Preferential Parking for Carpools, regional employers offer these same incentives and services at a consistently lower rate compared to Arlington employers.

Arlington employees are taking advantage of **employer-provided TDM programs**, especially the most prevalent program - transit/vanpool subsidies.

TDM Services Offered by Employers in Arlington County



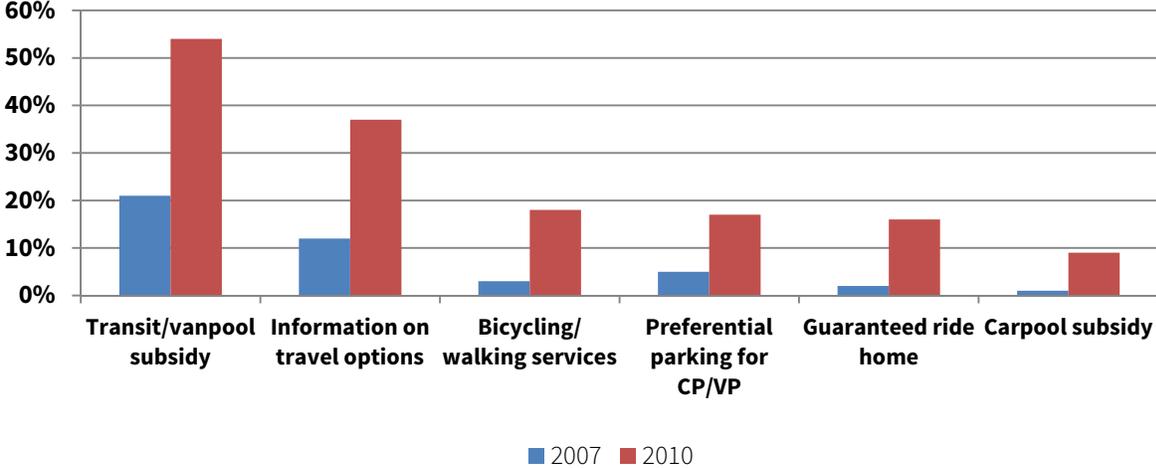
Current Status (continued)³²

The use of each category of incentive and support service provided by Arlington employers increased between 2007 and 2010. The most dramatic increase in TDM use has been in the transit/vanpool subsidy, which has more than doubled in three years. Employer provided information on travel options has also more than doubled in the same time period. The higher usage rate of these programs reflects the fact that a large share of Arlington employers offer these services compared to other TDM services.

In 2010, 9% of Arlington employers offered a Guaranteed Ride Home program and 16% of Arlington workers used the Guaranteed Ride Home program. Additionally, all Arlington employees who commute to work in a non-SOV mode are eligible and participate in MWCOG’s Guaranteed Ride Home Program.

In FY 2010, **54%** of Arlington workers used a transit or vanpool subsidy provided by their employer.

Use of Employer-Provided Incentives / Support Services for Arlington Workers



Additional Performance Measures

Performance Measure 12:

Brochures Requested and Distributed

Description

Brochures requested and distributed is the total number of brochures ordered internally for distribution at The Commuter Store® and events, and the number of total brochures ordered by clients.

Importance

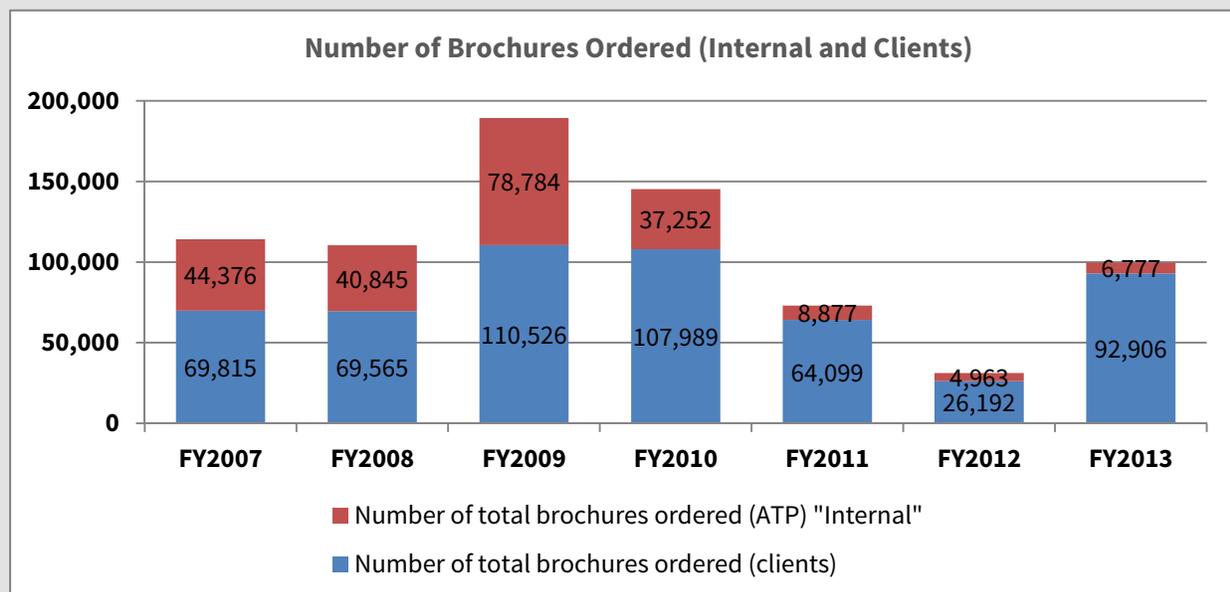
Brochures are a critical part of the overall effort to educate residents and employees on transportation options, resources, and initiatives to improve the quality of life in Arlington. The 2012 Commuter Store® Study survey revealed that 38 percent of respondents pick up a transit schedule or brochure while in the Commuter Store®. Thirty-six percent of respondents indicated the information they received helped them to make a change in their work travel and 38% to make a change in their non-work travel.³³

Current Status³⁴

ACCS provides an extensive array of brochures internally to Arlington County facilities and for ACCS programs. The Bureau also provides these materials to clients to disseminate information on transportation options and services in Arlington and the region.

From FY2007 to FY 2009 the split between the proportion of internal brochures and client orders was roughly 60% internal and 40% client. By 2011, following a large decrease in requests for internal brochures, the proportion of client order brochures rose to 88% of the total. Whereas client brochure orders have returned to pre-FY 2009 levels, internal orders have dropped to their lowest levels since this data began being collected in FY 2007. As more information is available online, the need for printed brochures may be decreasing.

*ATP clients' requests for brochures **increased** in FY2013 after a sharp decline in FY2012.*



Performance Measure 13:

Greenhouse Gas Emission Reductions Attributed to ACCS

Description

Annually, ACCS calculates the **total greenhouse gas emission reductions** that can be attributed to each of its programs to quantify one of the many program benefits.

Importance

Greenhouse gas (GHG) emissions from vehicular traffic and the burning of fossil fuels contribute to warming of the earth's surface. Arlington County is committed to reducing vehicle trips and thereby mitigating Arlington's role in global climate change.

Arlington is committed to further reducing County level GHG emissions, having already met its goal of reducing the County government's 2012 emissions by 10 percent compared to 2000 levels.³⁵ This is a 10.4 metric ton (MT) reduction from the County's 2010 per capita emission rate.

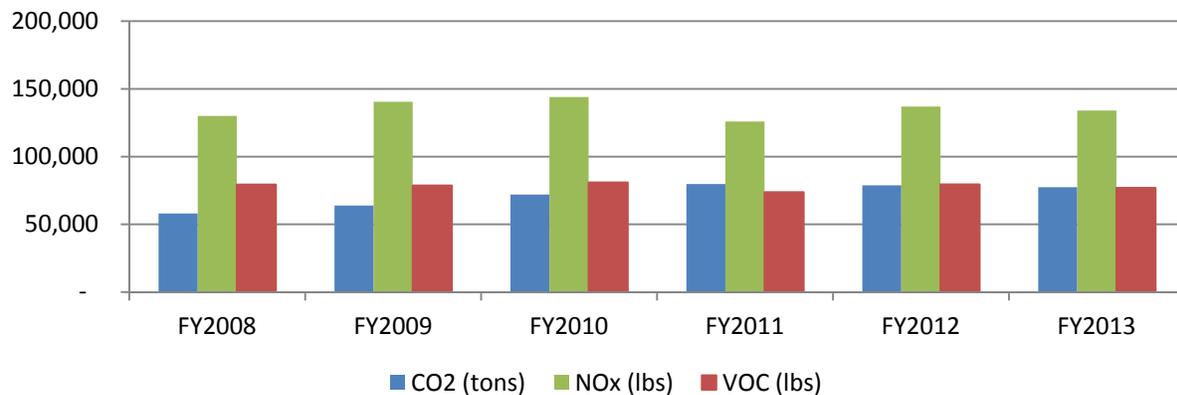
Current Status³⁶

CO₂ emission reductions that can be attributed to ACCS programs increased 33 percent between FY 2008 and FY 2013. However, CO₂ emission reductions in the County overall declined by 3 percent between 2011 and 2013.

According to the Community Energy Plan, 21 percent of the County's GHG emissions can be attributed to the transportation sector, 12 percent of which can be attributed to non-residents and work commutes. Therefore, ACCS Employer Services is providing an essential function by focusing on reducing work trips to and from County businesses.

Greenhouse Gas Emission **reductions** directly related to ACCS programs **increased by 33 percent** between FY 2008 and FY 2013.

Greenhouse Gas Emissions Reductions



Additional Performance Measures

Performance Measure 14:

Site Plan TDM Policy Growth, Support and Compliance

Description

The site plan program coordinates the design and implementation of large building projects with transportation infrastructure and services to enhance the mobility of residents, workers and visitors. Program staff assist with the incorporation of infrastructure features, such as secure bike parking facilities, into new or renovated development at the time of construction, and actively monitor and support property managers during operation to ensure sites meet ongoing transportation management program responsibilities. Arlington tracks the rate of compliance with approved TDM site plan conditions, based on an inventory of all active special exception developments in the County.

Current Status³⁷

Currently there are 120 active site plans (reached construction/implementation phase and require monitoring) in Arlington County.

Sixty percent of the active sites (75) have been visited by Arlington County staff, with 109 total visits (includes follow-ups) performed in FY 2012 - 2013. Twelve percent of the active sites were missing TDM plans and 27 percent of sites had new property managers, which typically requires in-depth training and follow-up.

Cumulatively, about 5,000 bike parking spaces are installed in and around site plan buildings. Seventy-two TDM Plans were approved by Arlington County to-date, eight of which were approved this year.

ACCS received \$300,000 in operating revenue from TDM-related contributions in FY 2012-2013.

Importance

Arlington's TDM Policy was adopted by the County Board in 1990 as a result of recommendations of a joint task force of the Arlington County Planning and Transportation commissions, and a consequence of the comprehensive site plan review process headed by the Department of Community Planning, Housing, and Development. The TDM Policy focused on changing commuter travel habits, and in particular aimed to reduce peak-hour traffic by reducing single-occupant vehicle trips by applying TDM requirements at the building level.

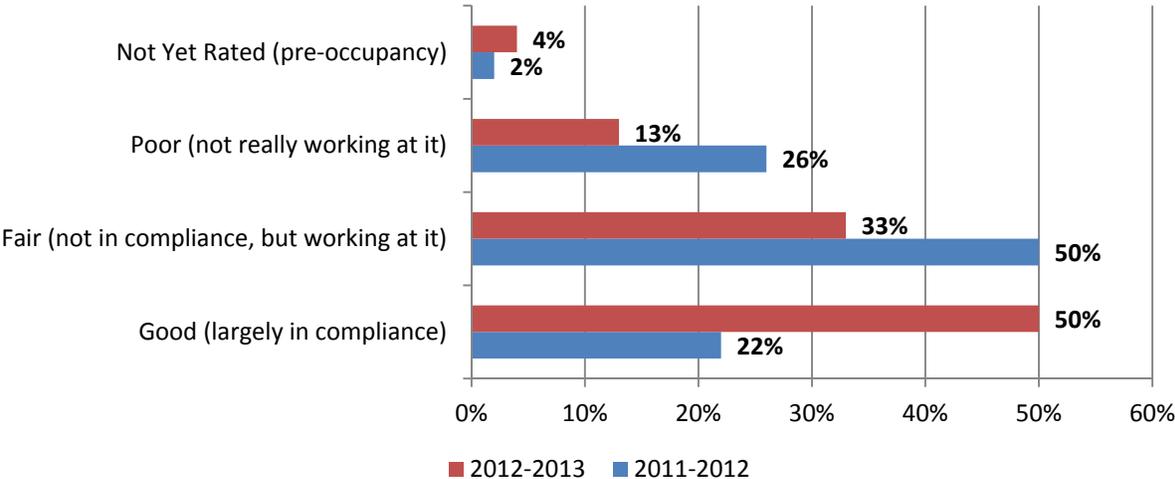
Developers and property owners of special exception permit properties are responsible for providing a suite of TDM programs and transit, bicycle and pedestrian infrastructure in order to offset potential transportation system impacts of the approved development.

Collaboration and outreach during the construction phase is necessary to ensure the timely provision of required building-level infrastructure that is in compliance with the approved site plan. Likewise, ongoing monitoring and outreach is necessary to ensure that programmatic requirements, such as concierge training or transit benefit programs, are working for the life of the site.

Site plans are "living documents," with operational components changing over the years, requiring active attention to the implementation and awareness of these requirements. Since each site plan is assumed to operate for at least 30 years before redevelopment, a long term relationship must be nurtured to support program success.

Increased site plan enforcement capacity has **drastically increased** the number of **site plan buildings in compliance**

Percent of Existing Site Plan Buildings with TDM Compliant Plans



Additional Performance Measures

Endnotes

¹ The commute mode share for workers, residents, and regional residents includes all individuals these groups, and it is important to note that these populations overlap. Regional residents includes both Arlington residents and those who work in Arlington, as well as individuals who live and work throughout the Washington, DC region. Just 22% of individuals who work in Arlington also live in Arlington.

² MWCOG State of the Commute Survey 2010, available online at:

http://www.mwcog.org/store/item.asp?PUBLICATION_ID=415, as of October 2012.

³ 2010 State of the Commute Survey, Arlington County Highlights, available online at:

<http://mobilitylab.org/2012/07/03/2010-arlington-state-of-the-commute/>, as of October 2012.

⁴ Metropolitan Washington Council of Governments (MWCOG), State of the Commute Survey (2001, 2004, 2007, and 2010), available online at http://www.mwcog.org/store/item.asp?PUBLICATION_ID=415, as of October 2012.

⁵ Definition adapted from the Bureau of Transportation Statistics Dictionary.

⁶ The methodology used to derive these calculations is detailed in the 2008 “Making an Impact” Report, available online at: <http://mobilitylab.org/2008/08/15/accs-making-an-impact-fy2008/>.

⁷ ACCS Making an Impact Reports, 2008-2011, available online at <http://mobilitylab.org/2008/08/15/accs-making-an-impact-fy2008/>, as of October 2012.

⁸ Definition adapted from the Bureau of Transportation Statistics Dictionary.

⁹ Definition adapted from the National Transit Database Glossary.

¹⁰ ART Unlinked Passenger Trips, Personal Communication with Arlington County, Department of Environment Services, Transit Bureau. Arlington Population and Employment Estimates, Planning Research and Analysis Team, Arlington Profiles – 2004-2013.

¹¹ 2011 ACCS BikeArlington Study, available online at: <http://mobilitylab.org/2011/12/20/2011-accs-bikearlington-study/>, as of January 2013

¹² Arlington, VA Bicycle Friendly Community, available online at:

http://www.bikeleague.org/programs/bicyclefriendlyamerica/communities/bfc_arlington.php, January 2013.

¹³ Arlington County Transportation Division, Bicycle Traffic Counts

¹⁴ BikeArlington Capital Bikeshare Membership and Usage Statistics

¹⁵ 2012 Commuter Store Study

¹⁶ *ibid*

¹⁷ The Commuter Store® Personal Communication

¹⁶ ATP FY 2007-FY 2013 Sales Dashboard

¹⁷ The commute mode share for workers, residents, and regional residents includes all individuals these groups, and it is important to note that these populations overlap. Regional residents includes both Arlington residents and those who work in Arlington, as well as individuals who live and work throughout the Washington, DC region. Just 22% of individuals who work in Arlington also live in Arlington.

¹⁸ ATP FY 2007 – FY 2012 Employer Evaluations

¹⁹ Redefine your Commute Event summary

²⁰ Metropolitan Washington Council of Governments (MWCOG), State of the Commute Survey (2001, 2004, 2007, and 2010), available online at http://www.mwcog.org/store/item.asp?PUBLICATION_ID=415, as of October 2012

²¹ MWCOG State of the Commute Survey 2010, available online at:

http://www.mwcog.org/store/item.asp?PUBLICATION_ID=415, as of October 2012

²² *Ibid*.

²³ ATP FY 2007 – FY 2012 Employer Evaluations

- ²⁴ 2009 Arlington County Resident Transportation Survey
- ²⁵ Redefine your Commute Event summary
- ²⁶ ATP FY 2009 - FY 2012 Residential Evaluations
- ²⁷ 2009 Arlington County Resident Transportation Survey
- ²⁸ ATP FY 2009 - FY 2012 Residential Evaluations
- ²⁹ Arlington County Community Energy Plan Draft (2012), available online at: <http://freshaireva.us/2012/04/energyplan/>, as of January 2013., Pg. 4
- ³⁰ 2009 Arlington County Resident Transportation Survey
- ³¹ MWCOC State of the Commute Survey 2010, available online at: http://www.mwcog.org/store/item.asp?PUBLICATION_ID=415, as of October 2012
- ³² Ibid.
- ³³ ATP FY 2007-FY 2013 Sales Dashboard
- ³⁴ The Convention Store, special data tabulation, personal communication
- ³⁵ Arlington County Community Energy Plan Draft (2012), available online at: <http://freshaireva.us/2012/04/energyplan/>, as of January 2013., Pg. 4
- ³⁶ Arlington County Community Energy Plan Draft (2012), available online at: <http://freshaireva.us/2012/04/energyplan/>, as of January 2013 Pg. 7
- ³⁷ TDM Site Compliance, personal communication with Arlington County Department of Environmental Services

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Arlington County Commuter Services

2100 Clarendon Boulevard, Suite 900
Arlington, VA 22201

www.commuterpage.com