

Transportation Demand Management Research KNOWLEDGE PAPER

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New Demands Facing the County's Transportation System

Since its inception 15 years ago, Arlington County Commuter Services (ACCS) has become the quintessential needs-based organization, evolving to a multi-modal marketing operation focused on serving the travel needs of County residents, employees, and visitors; encouraging the highest utilization of the County's transportation infrastructure; and advancing the Urban Villages' development policies.

In the past, many of the advances in the County's transportation plan and overall success of the Urban Villages' concept have been possible

with little concern for outside influences or internal, County-based constraints—there was, in essence, a clean slate. Today, major demographic trends within the County and around the region are ushering more complicated and challenging issues for Arlington County's transportation system. These include:

Meeting Underserved Population Needs:

The County recognizes the necessity to explore needs of non-commute travel populations, such as youth and seniors, as well as populations such as immigrants, young

professionals, "transient" populations, and students, that have not been well-represented on the County's advisory boards.

Minority Population Growth:

The growth in minority population segments is creating new customer segments. As of 2006, more than 40% of Arlington's residents are Hispanic/Latino, African-American, Asian or multi-racial. More than one-quarter of residents were born outside the United States. Arlington County public

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The transportation needs of non-commuters, including teens and seniors, must be addressed.



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school children speak more than 60 different languages.

Is language a barrier in understanding and identifying transportation needs and in providing relevant and meaningful transportation services?

Resident Turnover:

Arlington County has extremely high resident turnover. Every five years the County turns over 50% of its population base—100,000 residents leave the County, and 100,000 new residents arrive. The fundamental job of providing information and education on the transportation options available and how to use them must be significant and ongoing.

External Regional Impacts:

The County is both a significant generator (residential and tourist travel) and attracter (workers traveling into the County for jobs) of trips. Further, the transportation infrastructure of Arlington County serves through-travelers, headed for destinations in Washington, DC, or other jurisdictions adjacent to the County. The large volume

of travel within and though the County places great strains on the infrastructure, emphasizing the need for transportation services to encourage high use of non-SOV (Single Occupant Vehicle) travel modes.

Resource Limitations:

The majority of Arlington County's public land is already developed. The option to simply expand the road infrastructure as a means of expanding the capacity of the existing transportation system is off the table. The current multi-modal system must just get better—move even more people, with little new infrastructure investment. This attaches ever more importance to the County's TDM and transit services.

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