



ARLINGTON
VIRGINIA

TRIP Research Report Highlights

How do we get people to reduce the number
of SOV driving trips they take?

Prepared for:



Prepared by:





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BACKGROUND

ACCO (Arlington County Car Owners)

- 500 telephone interviews
- May 20 – June 5, 2003
- Arlington county residents
- 18+ years old
- Licensed drivers
- Have at least one vehicle in the household



Benchmarks

- The average number of total **driving trips** (commuting and non-commuting) per household is **31.7 trips per week**
- The average total **mileage driven** (commuting and non-commuting) is **144.2 miles per week**
- The average number of **SOV commuting driving trips**, among those who work outside the home, is **6.9 trips per week**
- The average number of **non-commuting driving trips** is **26.3 trips per week**



Commuting Patterns

- 60% commute in single occupant vehicles
- 23% commute via Metrorail
- County of employment
 - *40% Washington DC*
 - *26% Arlington County*
 - *17% Fairfax County*
 - *17% other jurisdictions*



Commuting Patterns (continued)

- **Saving time** is the key factor influencing commuting decisions
- Interested in the **fastest** way to get to/from work
- A change in job location or home address are the events most likely to initiate a re-evaluation of commuting decisions



Attitudes and Awareness Regarding Transportation Options

- Awareness of alternatives to driving is very high
- Metrorail and Metrobus are the most commonly cited
- Almost all perceive they have good access to public transportation



Overall Insights

- Commuting driving trips are more readily replaced with alternative forms of transportation than non-commuting trips
- Commuters indicate that almost all of their driving trips could be made using another form of transportation
- For non-commuting driving trips, residents estimate that one third could be replaced using another form of transportation



Overall Insights (continued)

- Residents are reluctant to give up their cars
- The self-reported likelihood of changing driving behavior is low

Residents are more likely to plan ahead to combine trips than to seek out carpools or investigate other means of transportation



Motivating Messaging

Five messages were tested

- The opportunity to reduce the amount of traffic and congestion
- The opportunity to reduce air pollution
- The opportunity to decrease our dependence on foreign oil
- The opportunity to eliminate the stress of driving
- The freedom to read or enjoy other activities instead of driving



Motivating Messaging (continued)

- None emerged as a clear winner in terms of motivating a change in driving behavior
- Women are more receptive than men
- Three messages received high ratings by approximately one third of the residents

The opportunity to reduce air pollution

The opportunity to eliminate the stress of driving

The opportunity to reduce the amount of traffic and congestion



Good News

Three findings support the opportunity to reduce the number of weekly driving trips

1. Almost all commuting trips and one third of non-commuting trips could be made using alternative means of transportation
2. There is awareness of the alternatives to driving
3. It is generally perceived there is good access to public transportation



Challenging News

- While residents are aware of alternatives, they are not inclined to give up their cars
- In addition to **motivating residents** to make fewer driving trips, we need to **educate residents** on how they can reduce the number of driving trips made
- Residents are more receptive to the suggestion of planning ahead to **combine trips** than arranging for carpools

The campaign should include specific tactics or tips for reducing the number of driving trips



DRIVER SEGMENTATION PROFILES

Attitudes towards driving are divided

- 16 percent will **always** choose to drive
- 22 percent will **usually** choose to drive
- 33 percent will **occasionally** choose to use public or an alternative form of transportation
- 29 percent **prefer** to use public or an alternative form of transportation



Key Target Segments

- **Could Get 'Ems**

Those who will usually choose to drive

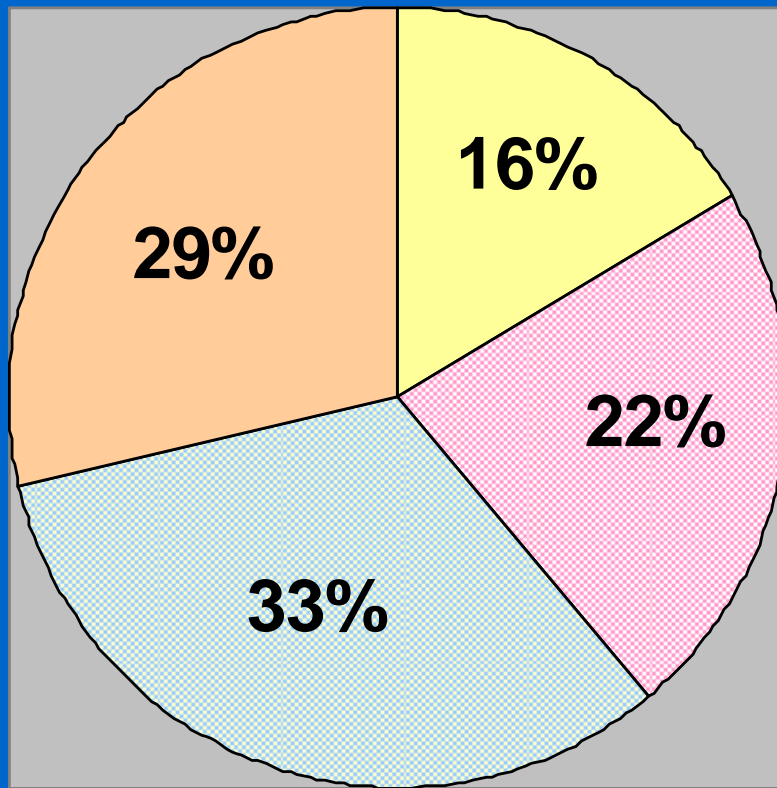
- **Should Get 'Ems**

- Those who occasionally choose to use public transportation
- Represent about half of ACCO residents
- Are most likely to modify their behaviors



ATTITUDES TOWARDS DRIVING


ACCO SEGMENTATION



 **Can't Get 'Em**
(always choose to drive)

 **Could Get 'Em**
(usually choose to drive)

 **Should Get 'Em**
(occasionally use public or
alternative transportation)

 **Got 'Em**
(prefer to use public or
alternative transportation)