

2006 Arlington County Carshare Program Study

SPONSOR:

[Arlington County Commuter Services](#) (ACCS)

Contact:

Howard Jennings, Research Director
Arlington Transportation Partners
1735 N. Lynn Street, Suite 102
Arlington, VA 22209
703 683-6630
hjennings@transpartners.com

ACCS is a section of the Division of Transportation, Department of Environmental Services
Arlington County, Virginia

RESEARCH SUPPLIER:

- ☞ This study was conducted in-house by Arlington County Commuter Services (ACCS).
See above for contact information.

OVERALL STUDY PURPOSE:

- ☞ This research study was the follow-up tracking wave to the initial Pilot Carshare Study conducted in April 2005. Since then, the Arlington County Carshare Program has become a permanent transportation service. This study measured Carshare Members' feelings and opinions of the program. The results helped assess the overall effectiveness of the Carshare program.

RESEARCH OBJECTIVES:

- ☞ Assess the effectiveness of Arlington County's Carshare program
- ☞ Measure program use
- ☞ Identify opportunities for improvement
- ☞ Identify overall impact

KEY FINDINGS:

- ☞ Program increased membership, but not trips.
 - Number of members in the program increased by over a third from 2,546 to 3,489 Flexcar and Zipcar members.
 - There was a slight decline in the number of carshare trips per person taken in 2006 year compared to 2005.
 - Shopping and personal business were the top two trip purposes for carshare users.
- ☞ Members rated both Flexcar and Zipcar services as excellent.
- ☞ Members reported that carshare reduced their vehicle-miles traveled (VMT).
- ☞ Program was shown to encourage transit-oriented living.
 - The majority (83%) of carshare members lived in the Metrorail corridors.
 - Members said they use transit and walk more often.
- ☞ Members reduced vehicle ownership.
 - Some members said they were able to give up a vehicle and/or were more likely to postpone purchasing a vehicle as a result of their membership.

- ☞ Members felt safer with carshare vehicles parked on the street or in open parking lots rather than in parking garages.
- ☞ County partnership increased member confidence.
 - When asked, members said they felt more confident knowing Flexcar and Zipcar were partners with Arlington County

OTHER RELATED STUDIES AND REPORTS:

2006 Arlington County Residents' Satisfaction Telephone Study
2005 Arlington County Commuter Services (ACCS) Fiscal Year Annual Report
Building Community One Step at a Time Document
2005 Implement Demand Strategies into Arlington County's Master Transportation Plan

AVAILABLE DOCUMENTS:

Final Report

KEY WORDS:

ACCS, Arlington County, Arlington County Commuter Services, Carshare, Flexcar, Zipcar