

August 9, 2006 Briefing - Full Report

Arlington County Teen Transit Initiative

Prepared For

Arlington County Commuter Services

Prepared By



Study Report Contents

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Study Background & Objectives

Study Objectives

- Understand **where** Arlington County's teens want to go.
- Identify **why** they want to go there.
- Understand **how** they currently get there.
- Understand if they **need help getting there**.
- Assess **how transit could help** them.
- Identify **who** currently uses transit and the **optimal target audiences** to increase transit use.
- Understand what **improvements** would help get **existing teen riders** to ride transit on a more regular basis.
- Understand what **barriers** must be overcome to attract more teens to transit.

Study Methodology

Study Methodology

Teen Audience

- Paper survey
- Administered during the last week of school: June 12-16, 2006
- Teens in grades 8-11 were surveyed from Arlington County middle & high schools
- Arlington County selected the classes from which teens would participate
- Surveys were administered in English or Language Art classes in grades 9-11
- Surveys were administered in Gym or PE classes in grade 8
- Instructions were included with the survey that allowed any student whose first language was not English to be exempt from the survey

Parent Audience

- Online survey
- Emails were sent to parent groups
- The survey was presented in both English and Spanish

Educator Audience

- Online survey
- Postcards were placed in teachers' mailboxes
- The survey was presented in English only

Participation in Survey

Teen Audience

- In total, **698** Arlington County teens completed the survey:
 - 8th Grade = 111
 - 9th Grade = 188
 - 10th Grade = 169
 - 11th Grade = 230
- Margin of error: +/-3.7%

Research Note:

This report presents quantitative survey findings from the Teen Survey and qualitative insights from the Parents and Educators Surveys.



Arlington County Teen Transit Initiative Survey Participation by School

Arlington County School	Student Participation*	School Percent of Total Participation
Yorktown	186	24%
Washington-Lee	167	22%
Wakefield	125	16%
Langston or Arlington Mill	76	10%
HB Woodlawn	49	6%
Swanson	44	6%
Williamsburg	37	5%
Gunston	25	3%
Career Center	18	2%
Kenmore	17	2%
Jefferson	19	2%
Teen Parenting Center	7	1%
New Directions	<u>6</u>	<u>1%</u>
Total	776	100%

*698 students took the survey. Some students attend more than one school.



Survey Respondent Participation Level

By Arlington County School

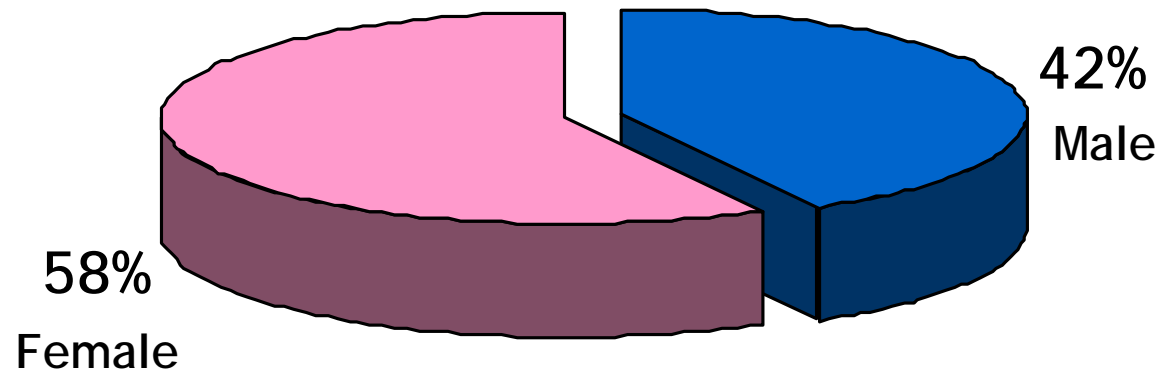
School	Type	# Students Participated	<u>Percent of Respondents to Survey by School</u>	<u>Total Students enrolled</u>	<u>Estimated Students in Grades 8-11*</u>	<u>Estimated Percent Penetration</u>
Yorktown	HS	186	24%	1618	1214	15%
Washington-Lee	HS	167	22%	1513	1135	15%
Wakefield	HS	125	16%	1442	1082	12%
Langston or Arlington Mill	HS Continuation	76	10%	380	285	27%
HB Woodlawn	HS and MS	49	6%	585	334	15%
Swanson	MS	44	6%	797	266	17%
Williamsburg	MS	37	5%	936	312	12%
Gunston	MS	25	3%	631	210	12%
Jefferson	MS	19	2%	690	230	8%
Career Center		18	2%	1200		
Kenmore	MS	17	2%	736	245	7%
Teen Parenting Center		7	1%	?	?	
New Directions	Alt HS Program	<u>6</u>	<u>1%</u>	22	17	36%
Total		776	100%			

Study Respondents' Profile

Demographics

n=698

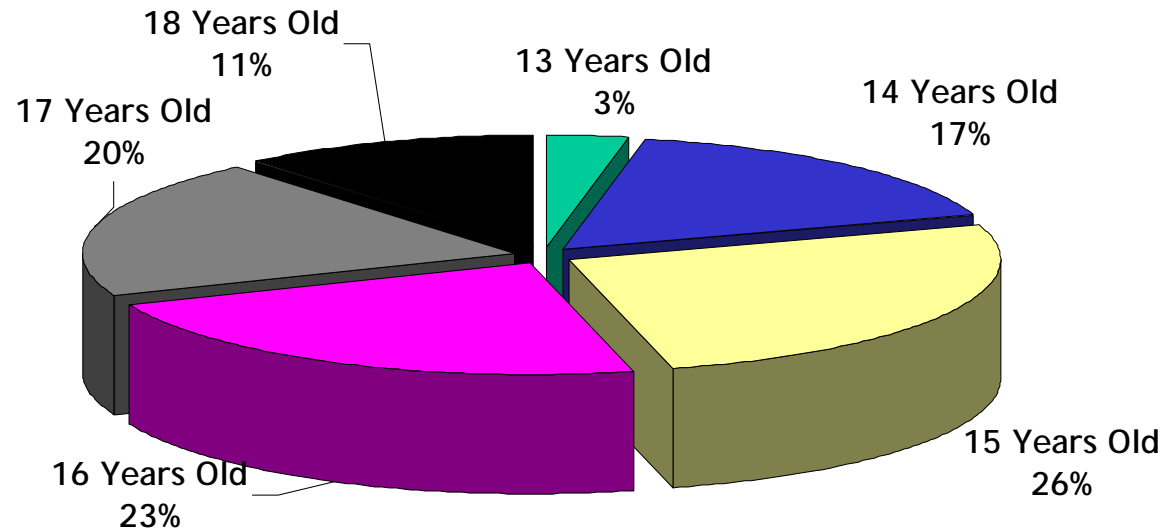
Respondents' Gender



Q34: Are you male or female?

n=698

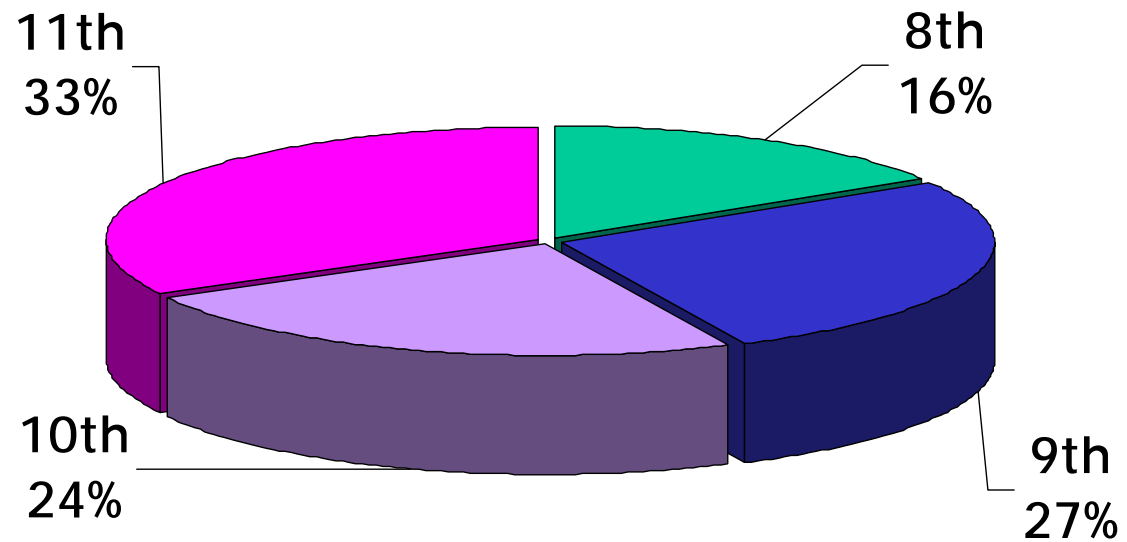
Respondents' Age



Q2: How old are you?



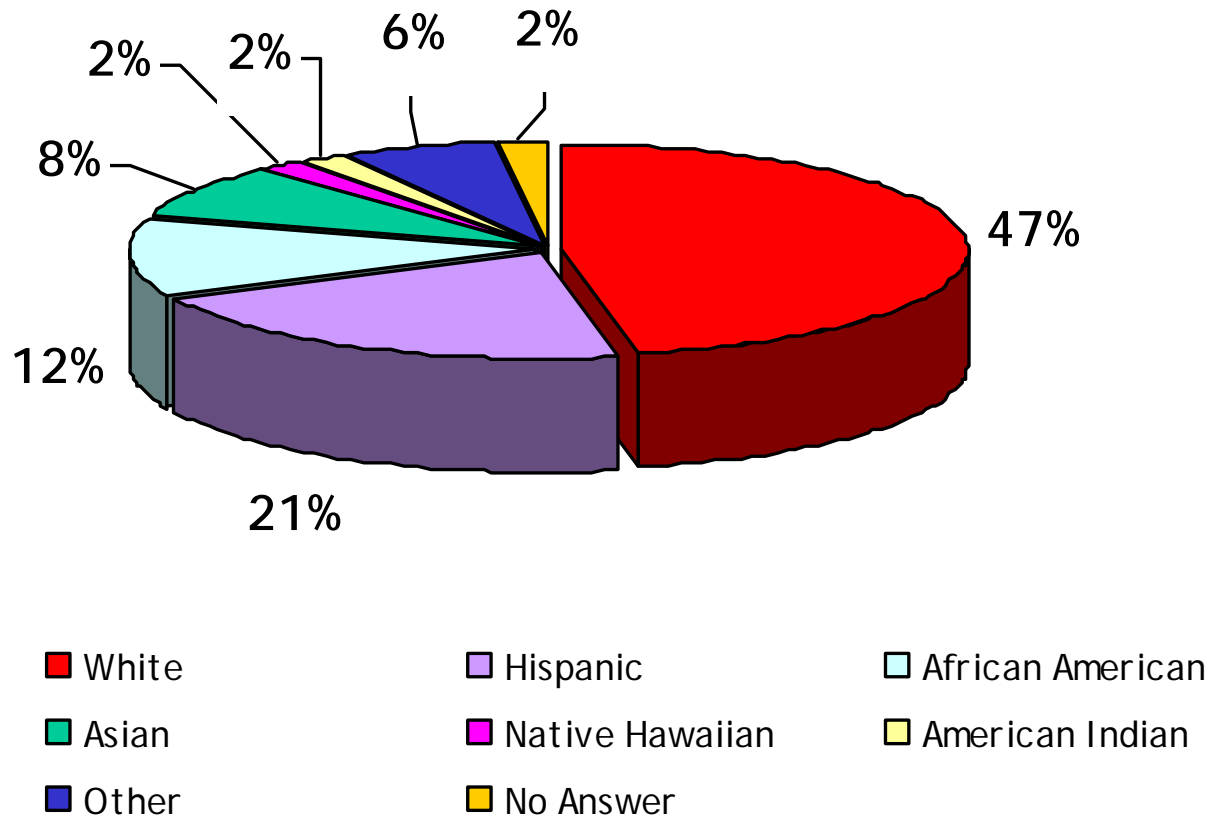
Respondents' Grade



Q1: What grade are you in?

n=663

Respondents' Ethnicity



Arlington
County
Public
School
Population
Estimate
2006:

White:
45.8%

Hispanic
29%

African
American:
14.1%

Asian:
10.3%

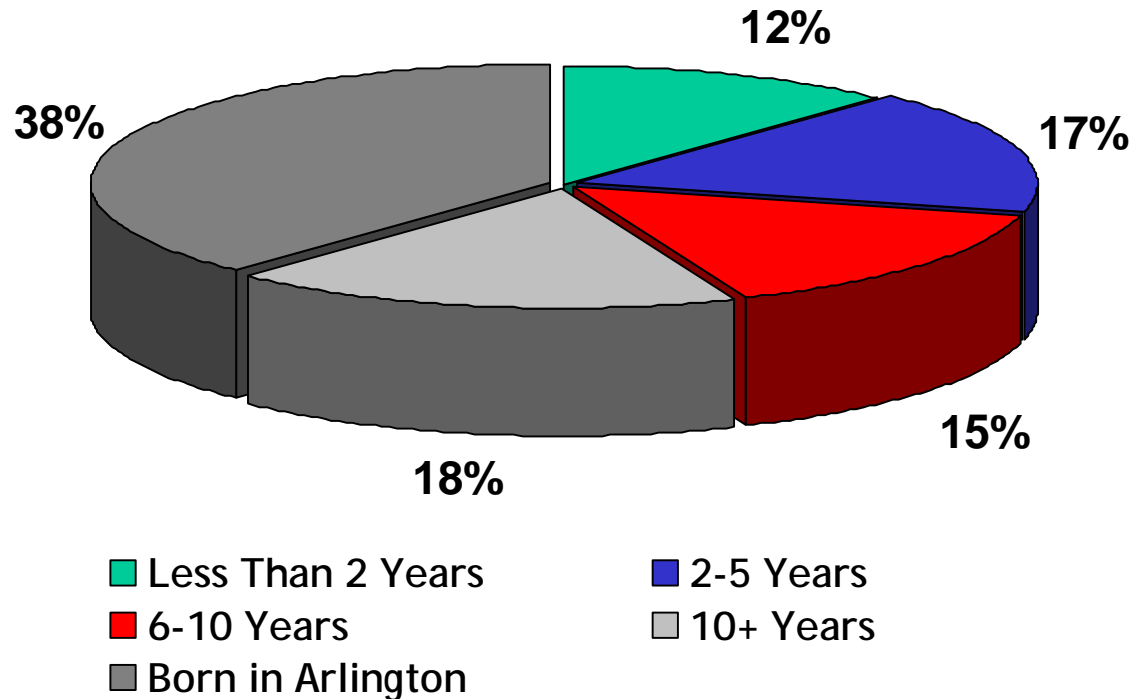
Source:

ArlingtonK12.va.us

Q31: What best describes you?



Respondents' Length of Time Living in Arlington County



Q33: About how long have you lived in Arlington County?

Key Finding:

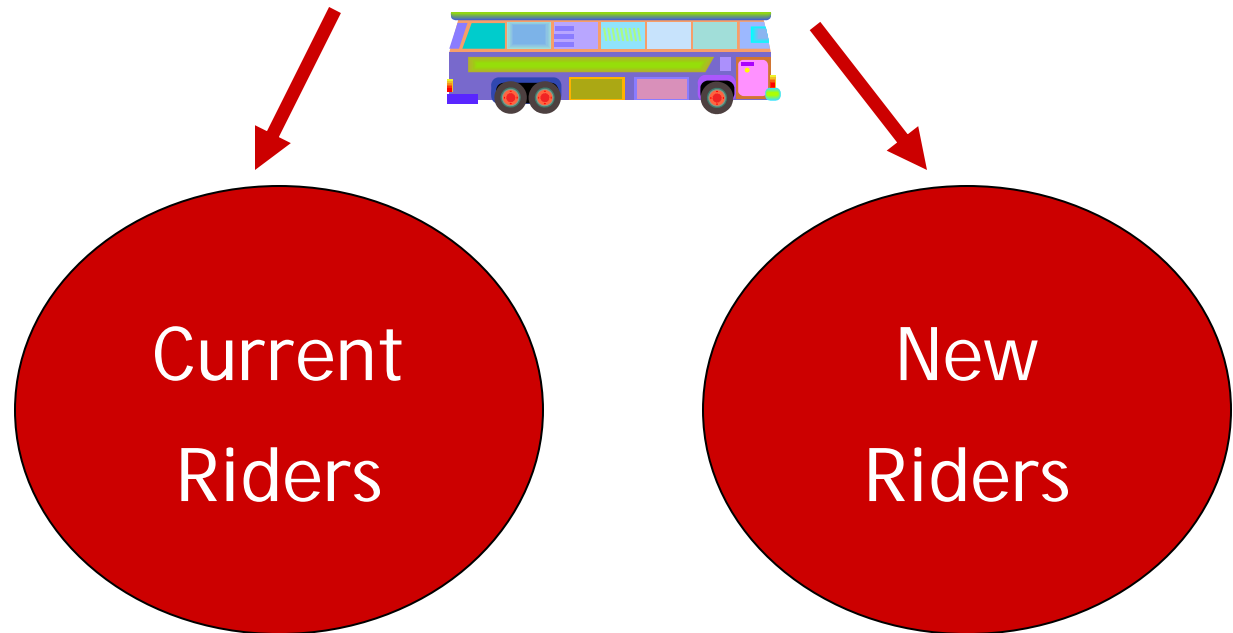
This Study's survey fieldwork methodology generated a large pool of teen respondents, evenly divided by high school grade levels, in schools throughout Arlington County. The one sampling issue may be the disproportionate number of respondents from Washington-Lee and Yorktown schools. This aside, survey respondents' ethnicity distribution closely matches Arlington Public Schools' demographic profile.

Strategic Implication:

This Study's dataset provides a robust and solid base from which to project with statistical certainty how Arlington County teens view issues surrounding the use/non use of transit.

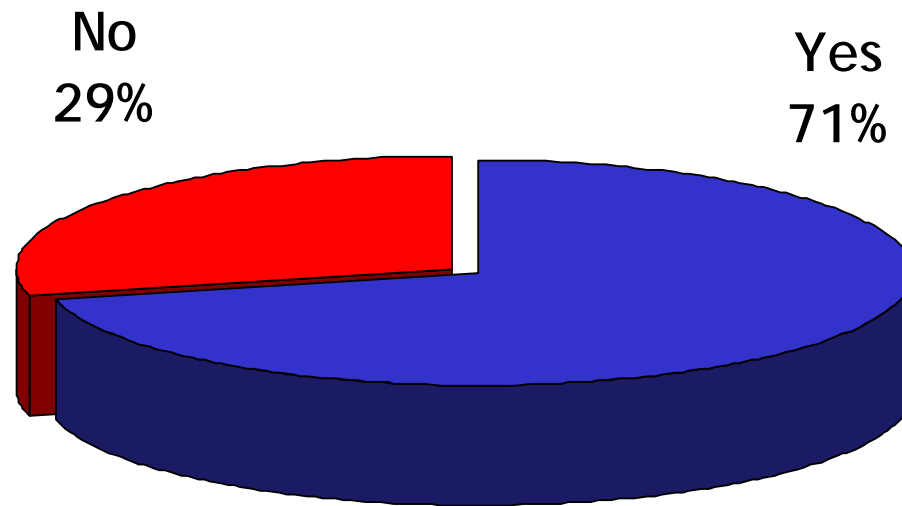
Opportunity Audiences for Teen Transit Initiative

How to Get More Teens to Ride the Bus?



n=697

Almost Three-quarters of Teens Have Used Metrorail

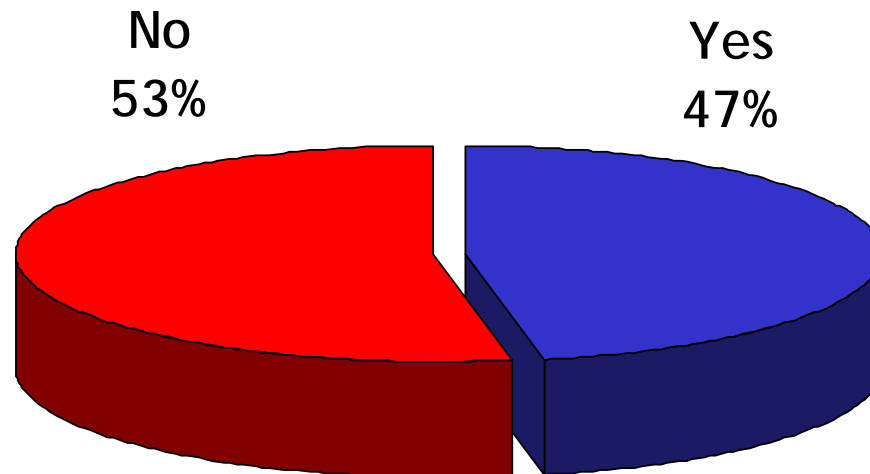


Q14: Do you ever ride Metrorail?



n=692

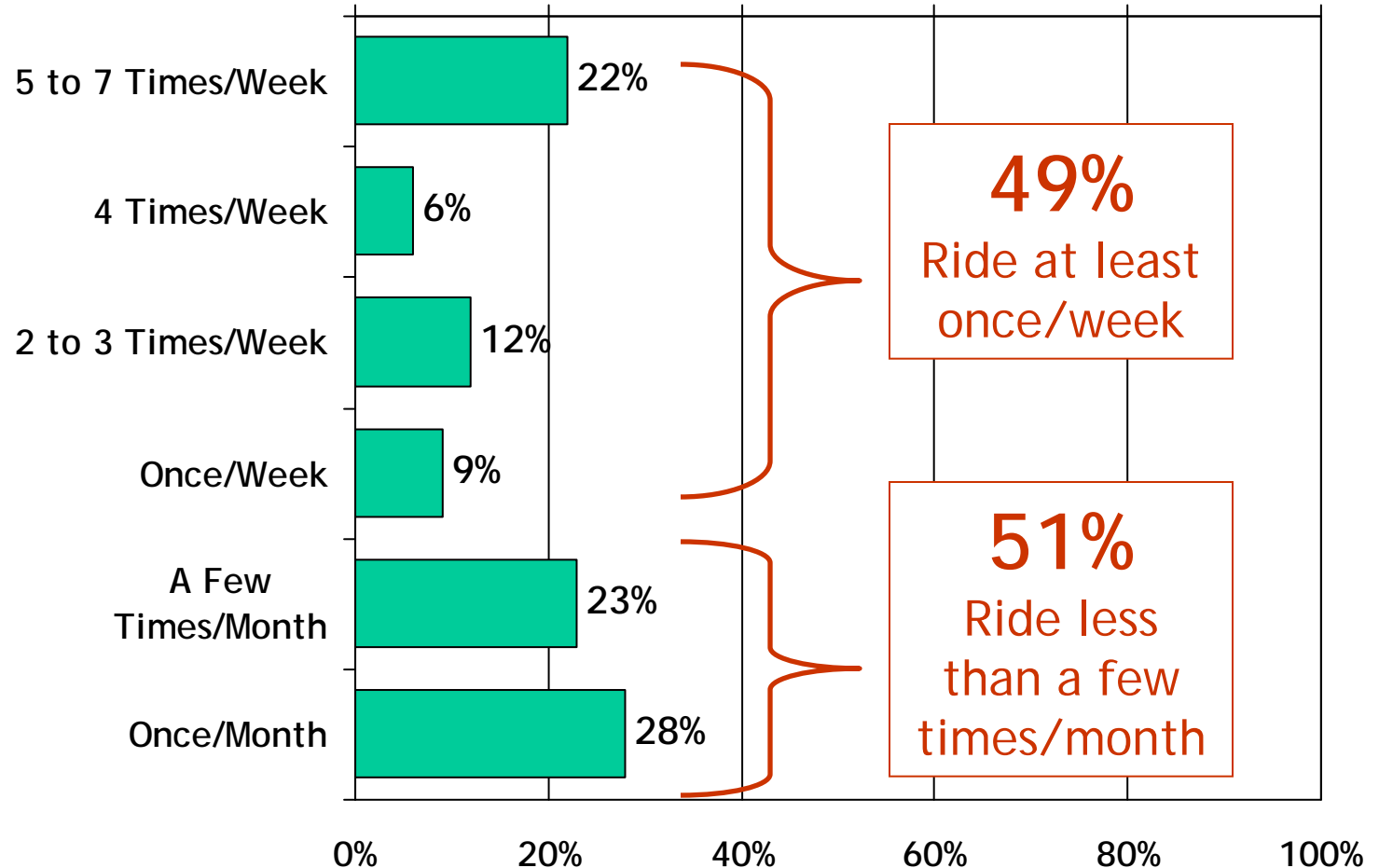
Almost Half of Teens Have Used the ART and/or Metrobus



Q15: Do you ever ride the ART and/or Metrobus?



Of Those Who Ride ART/Metrobus, Almost Half Ride at Least Once a Week

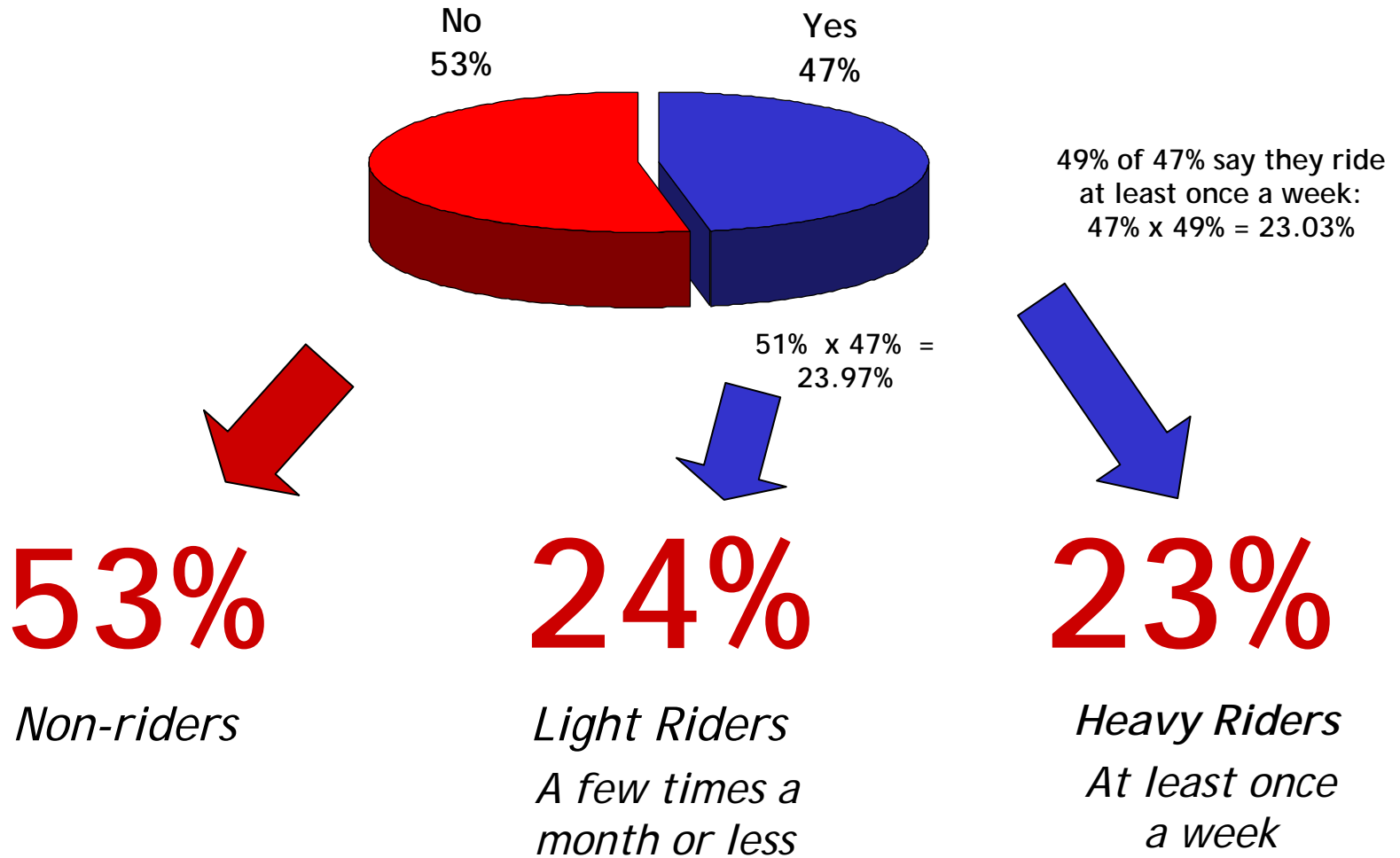


Q16: How often do you ride ART and/or Metrobus?



Arlington County Teen Transit Initiative Opportunity Audiences

Different Segments of Riders/Non-riders

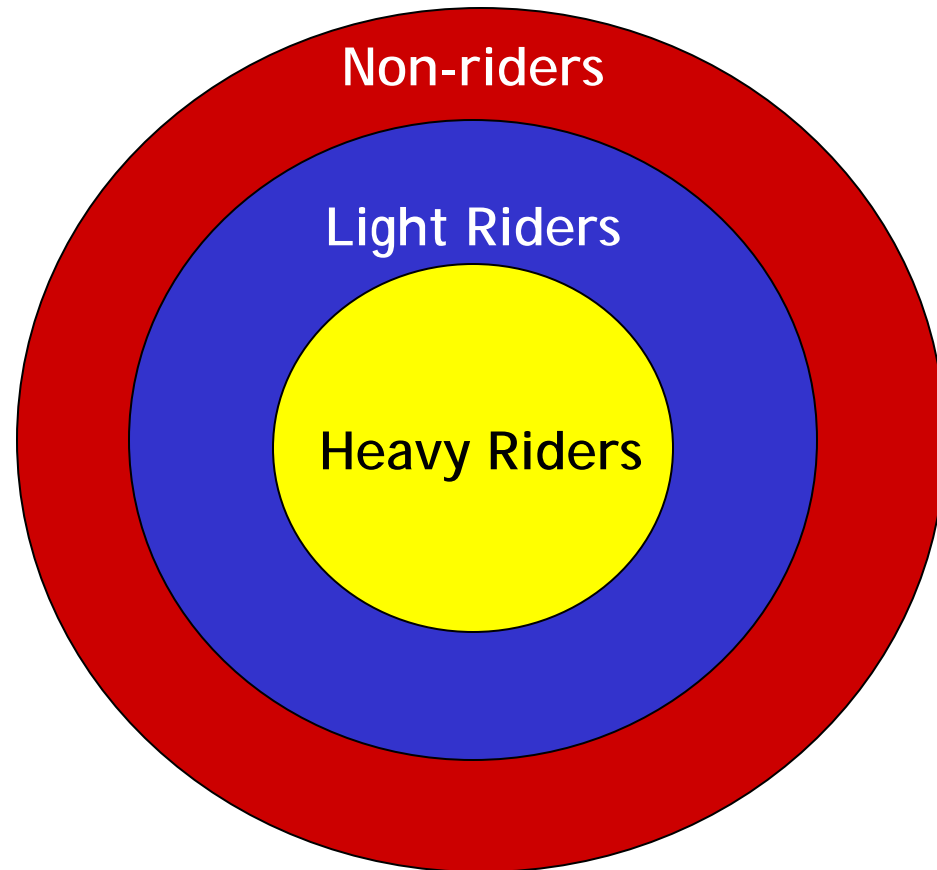


Q15: Do you ever ride the ART and/or Metrobus?

Q16: How often do you ride ART and/or Metrobus?

Classic Marketing Approach

*Focus on Most Likely Prospects:
Move Non-riders to Light Riders and
Convert Light Riders to Heavy Riders*



Demographic Profile of Non-riders Vs. Riders (Heavy & Light)

Age

Age	Non-rider	Heavy Rider	Light Rider
13	3%	6%	1%
14	21%	17%	11%
15	27%	14%	32%
16	22%	18%	31%
17	22%	14%	21%
18	5%	32%	5%

Gender

Gender	Non-rider	Heavy Rider	Light Rider
Male	40%	42%	44%
Female	60%	58%	56%

Length of Residence

Length of Residence	Non-rider	Heavy Rider	Light Rider
Less Than 2 Years	7%	27%	11%
2-5 Years	12%	20%	22%
6-10 Years	16%	12%	17%
More Than 10 Years	19%	16%	17%
Born in Arlington	47%	26%	32%

Demographic Profile of Non-riders Vs. Riders (Heavy & Light)

Race

Race	Non-rider	Heavy Rider	Light Rider
White	58%	19%	47%
Hispanic	16%	36%	18%
African American	7%	25%	12%
Asian	9%	3%	10%
Native Hawaiian	1%	3%	3%
American Indian	2%	3%	1%
Other	5%	6%	7%

Key Finding:

Teens who are not transit riders tend to be 14-17 year olds (few 13 or 18 year olds) who have lived in Arlington County for a long time (born in the County or lived there more than 10 years).

Current riders tend to be newer Hispanic and African American residents in the County. Heavy riders skew older (18) and light riders tend to be younger teens (15-16).

Strategic Implication:

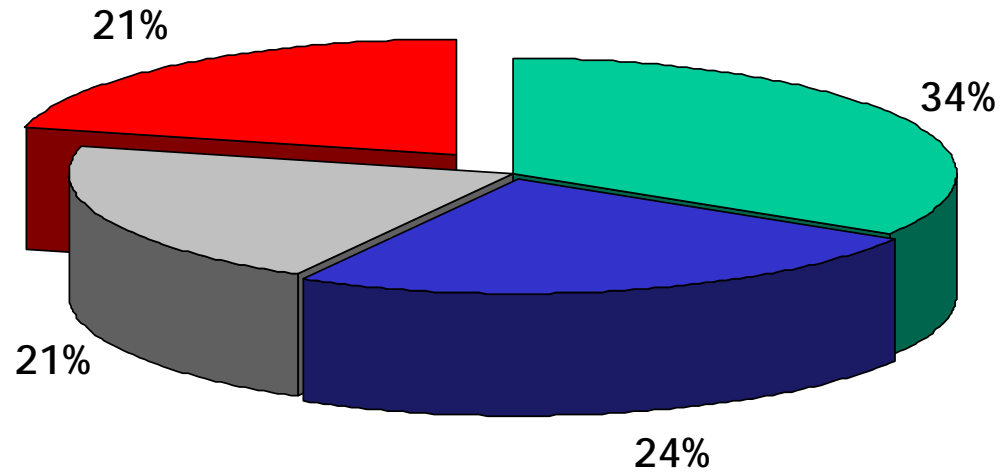
Take steps to ensure that the Arlington County Teen Transit Initiative takes into consideration the perspectives of these different teen audiences or segments - age, race, and experience with the County.



The Need:
Do Teens
Need Help
Finding a
Ride?

*Q12: Other than getting to and from school, overall **how easy or hard** is it for you to find a ride?*

One in Five Respondents Have Their Driver's License



- Not Old Enough
- Learner's Permit
- Old Enough but Don't Have
- Have a License

Q36: What best describes you?



Having a **Driver's License** Makes It Easier to Find a Ride

70%

*of teens who have a driver's license
say it is **easy** to find a ride.*

Q12: Other than getting to and from school, overall how easy or hard is it for you to find a ride?



56%

*of all teens say it is **easy**
to find a ride.*

Q12: Other than getting to and from school, overall how easy or hard is it for you to find a ride?



44% of All Teens May Benefit* from Some Help in Getting a Ride

56%

say easy

23%

say neither
hard or easy

21%

say hard

**Let's assume for the sake of this analysis, the 24% of teens "on the fence" fall to the group that says it is hard to find a ride*

$$23\% + 21\% = 44\%$$



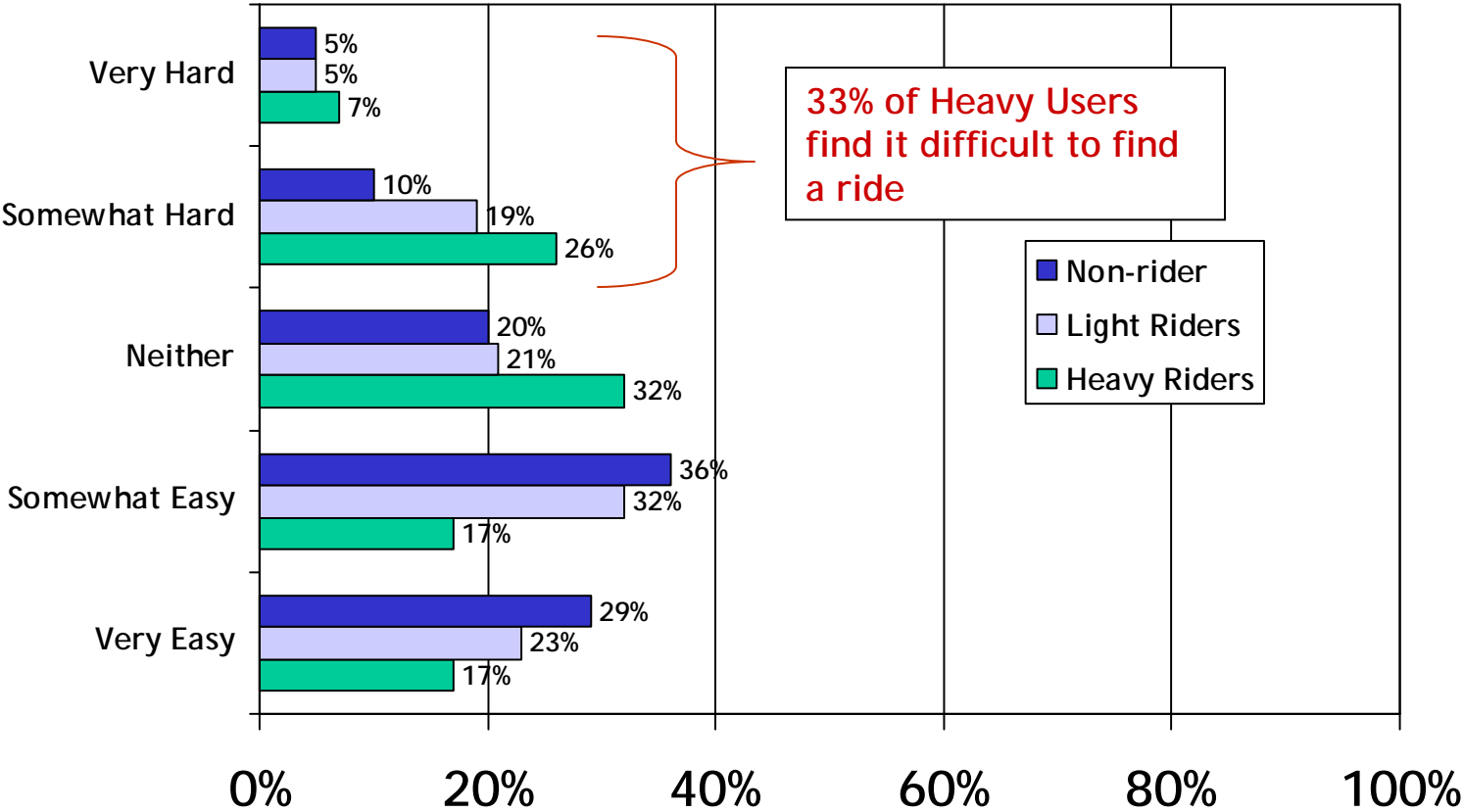
44%

Q12: Other than getting to and from school, overall how easy or hard is it for you to find a ride?



ART and/or Metrobus Are Already Helping Teens in Need Find a Ride

Increased Use of Transit Correlates to How Hard Teens Say It Is to Find a Ride



Q12: Other than getting to and from school, overall how easy or hard is it for you to find a ride?



Key Finding:

Those who say it is easy to find a ride (56%) tend to use transit less than other teens. One out of five Arlington County teens say finding a ride is hard. Another one in four are on the fence saying it is neither easy or hard. ART & Metrobus are already a resource for some of these teens in need of a ride.

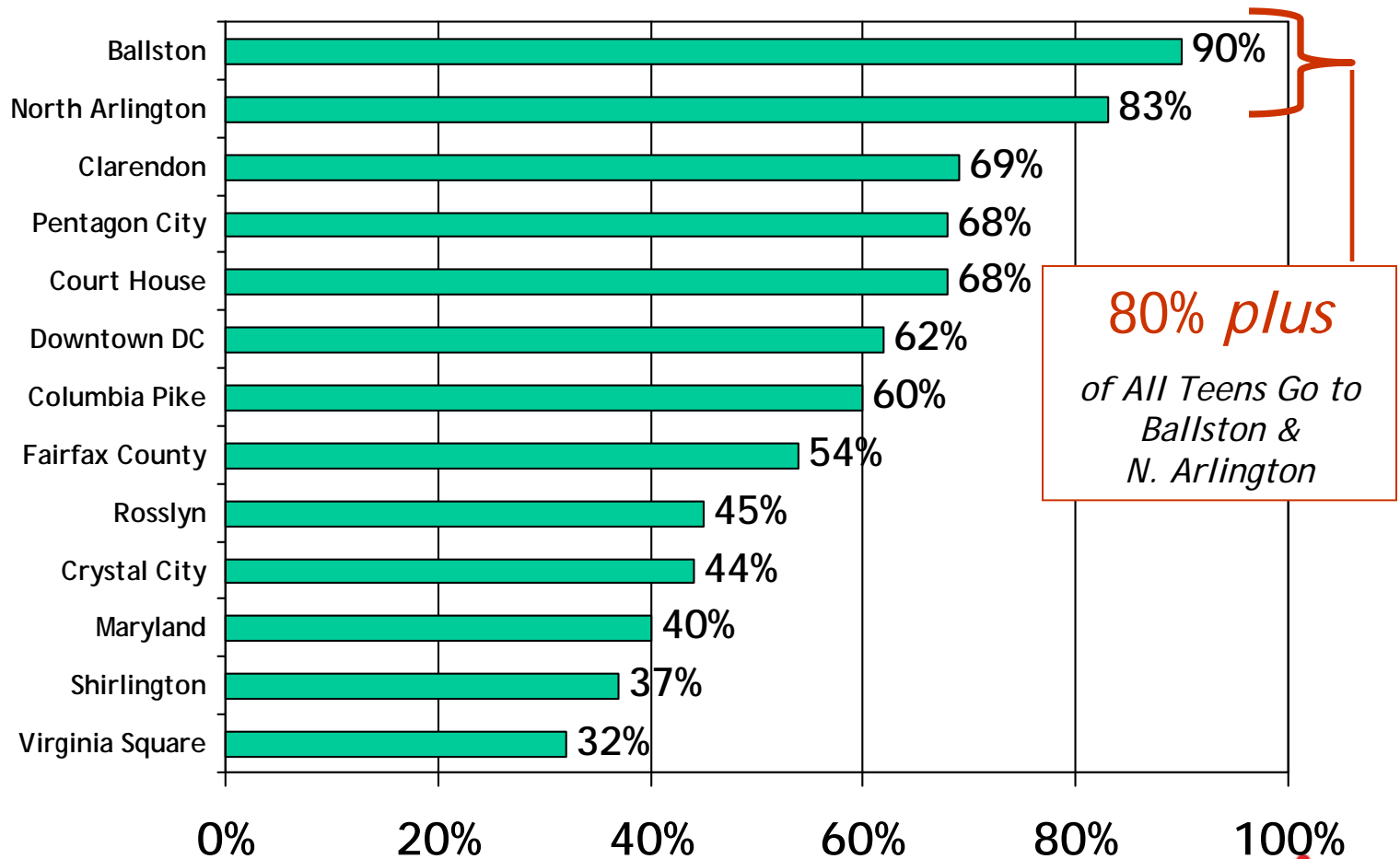
Strategic Implication:

The Teen Transit Initiative holds promise to help others in need.

Where Arlington County Teens Go

Teens Go Everywhere!

Ballston & North Arlington Are the Most Popular Destinations



Q9: Do you regularly go to any of the places listed below?

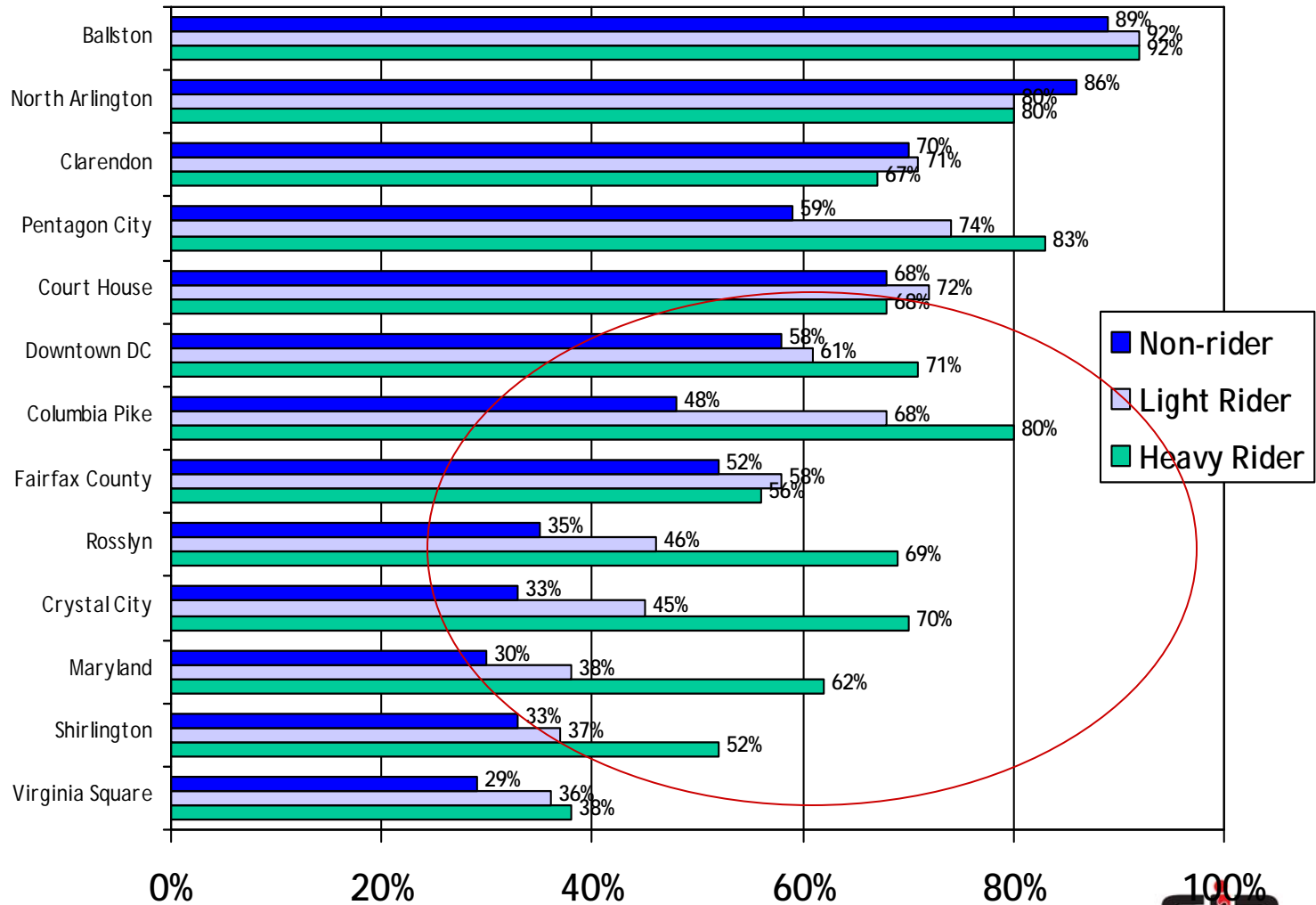


A Higher Number of Heavy Riders Go to These Same Destinations on a More Regular Basis Than Light and Non-riders

Heavy riders are those teens who ride ART and/or Metrobus weekly.

Light riders ride monthly.

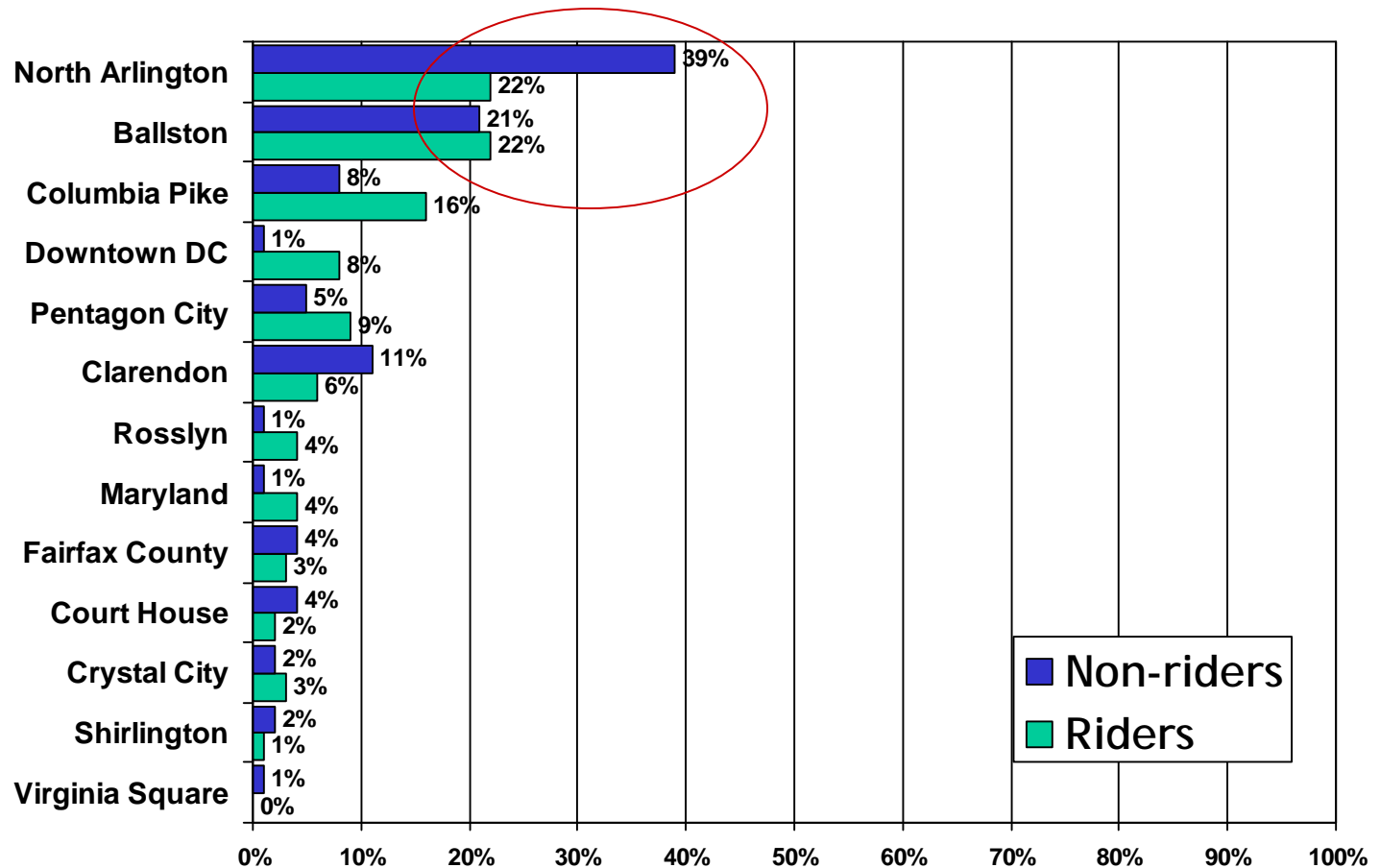
Non-riders don't ride at all.



Q9: Do you regularly go to any of the places listed below?



North Arlington and Ballston are THE Most Popular Destinations for Both Riders & Non-riders



Q10: Of all the places that you go, which place do you go most often?



Key Finding:

Teens go everywhere. Most popular destinations are North Arlington & Ballston. Heavy riders appear to go to all of Arlington County destinations more regularly than light riders and non-riders.

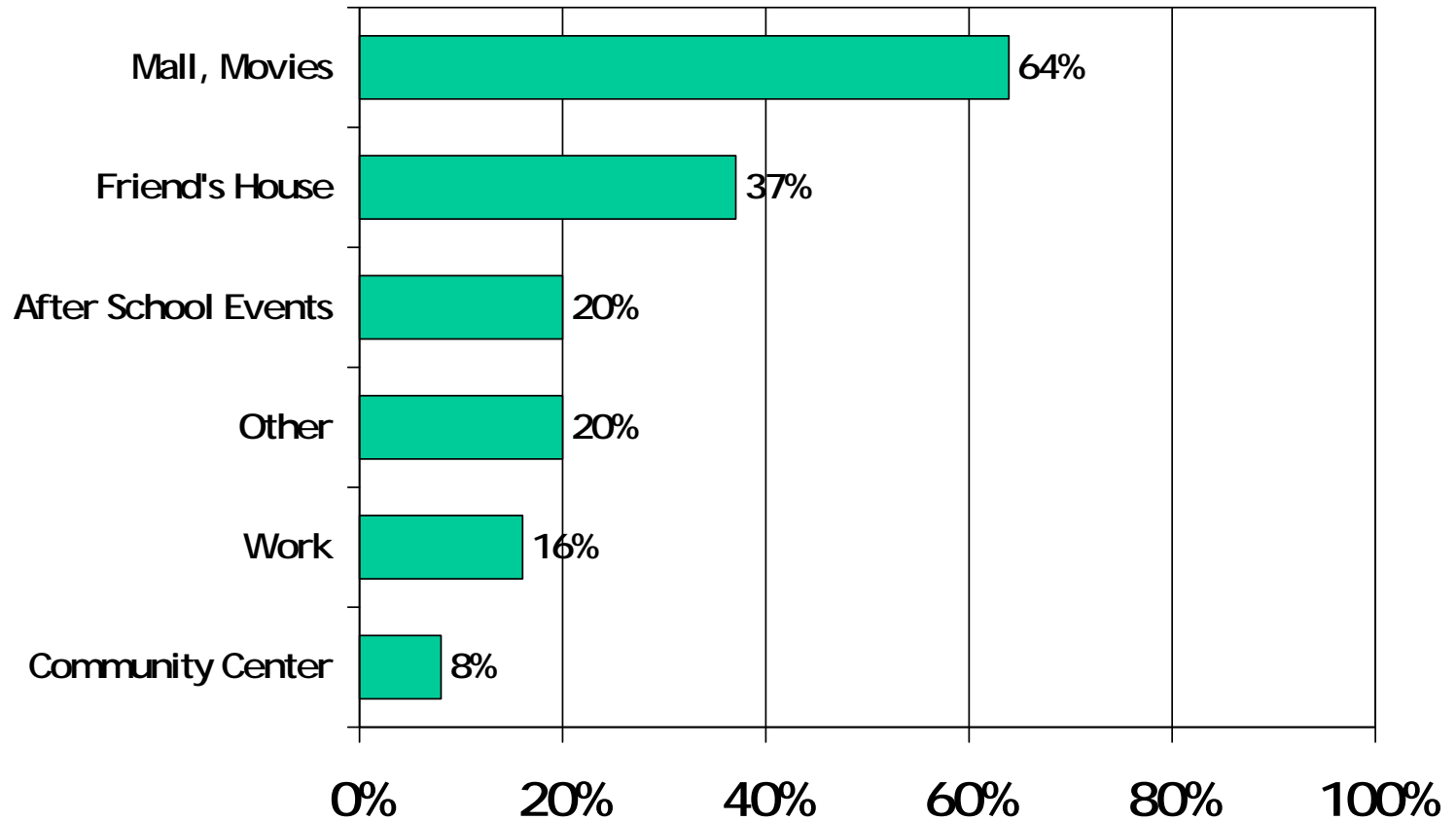
Strategic Implication:

Keep the top destinations in mind when exploring service issues and when creating communication images and messages - use North Arlington & Ballston images and iconology. Show how ART & Metrobus help teens get to these favorite spots. Maybe even show how ART and Metrobus help teens who need to go everywhere in the County.

What Teens Do When They Get There

n=584

Almost Two-thirds of Teens Go to the Mall, Eat Out, & the Movies



Q11: What do you do there?

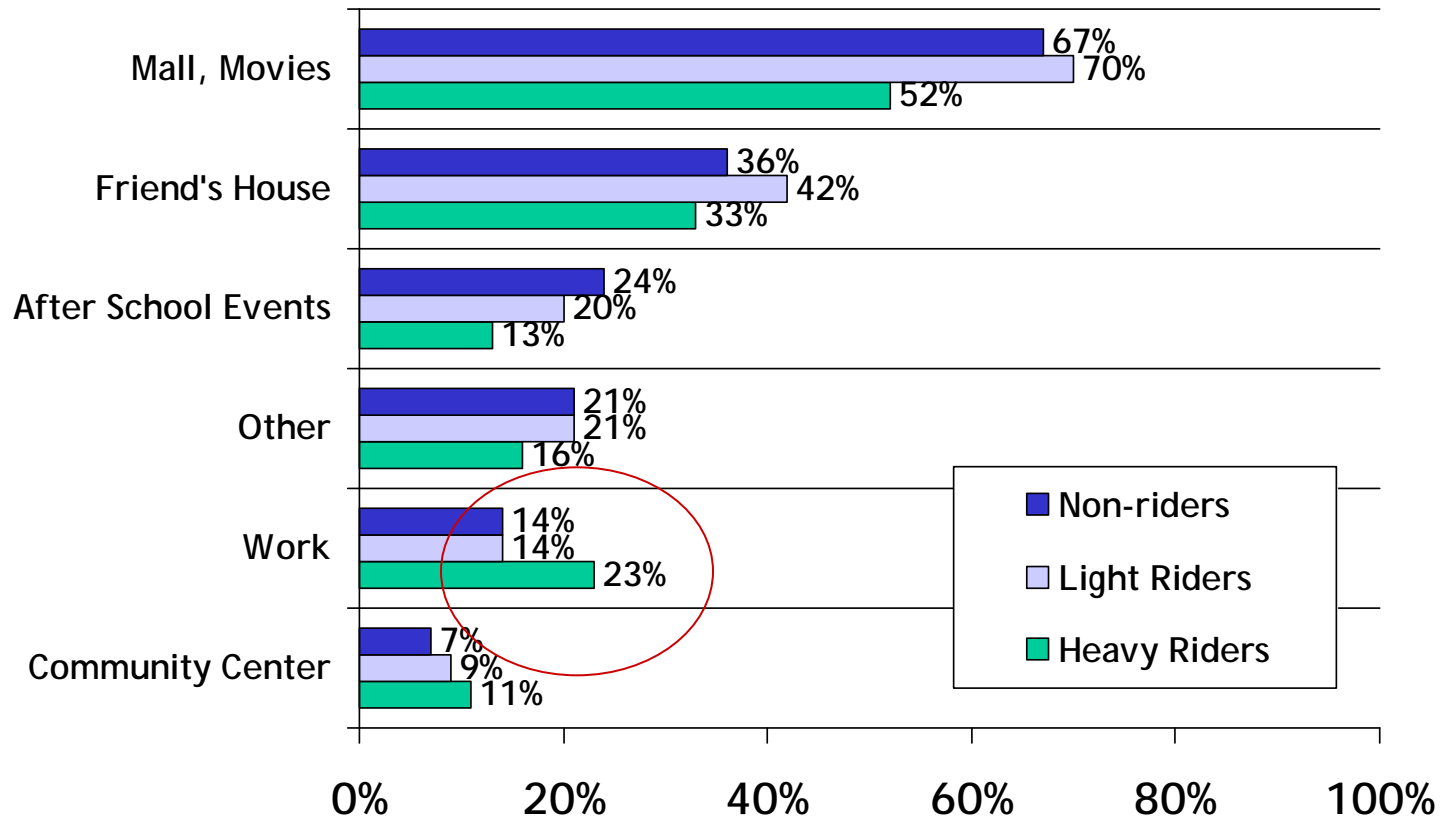


Non-riders and Riders Do the Same Things When They Get to Their Destinations, with the Exception of Work as More Heavy Riders Work Than Non-riders and Light Riders

Heavy riders are those teens who ride ART and/or Metrobus weekly.

Light riders ride monthly.

Non-riders don't ride at all.



Q11: What do you do there?



Key Finding:

When they get to their destinations, teens frequent malls, movie theaters, and friends' houses. Non-riders and riders do the same activities at these destinations, with the one exception being "work." Twice as many heavy riders are heading to work than non-riders and light riders.

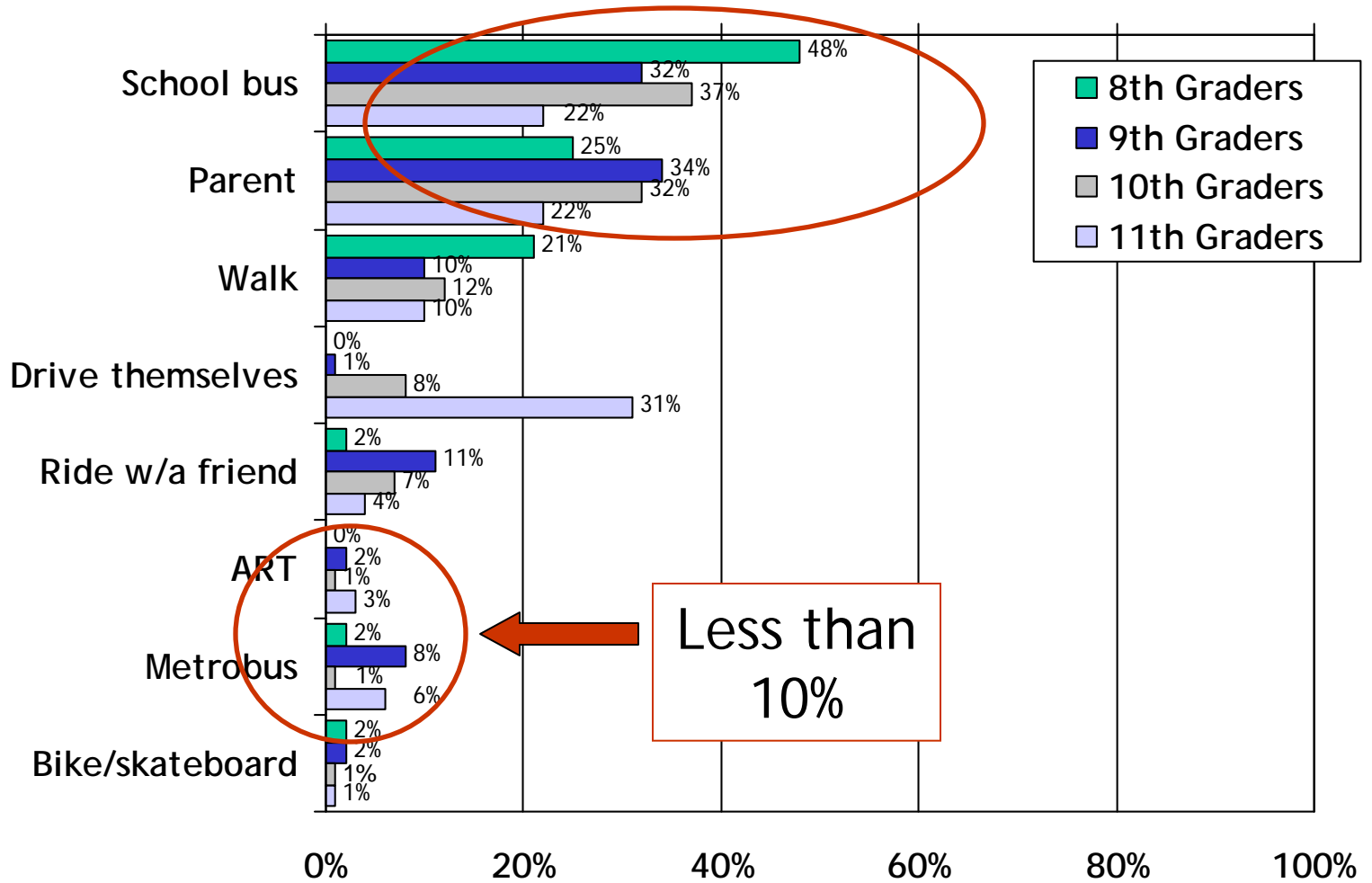
Strategic Implication:

Keep these activities in mind when creating communication messages. Show how ART & Metrobus can help teens get to their favorite destinations and, in particular, how ART & Metrobus help teens get to their jobs.

Connecting the Teen Transit Initiative to teen jobs effectively positions the Initiative as "infrastructure support" for Arlington County's economy. If practical, tie-in the larger teen employers and employment sites in the final Teen Transit Initiative's marketing program. Include teen jobs as part of the messaging.

How Teens Currently Get To These Places

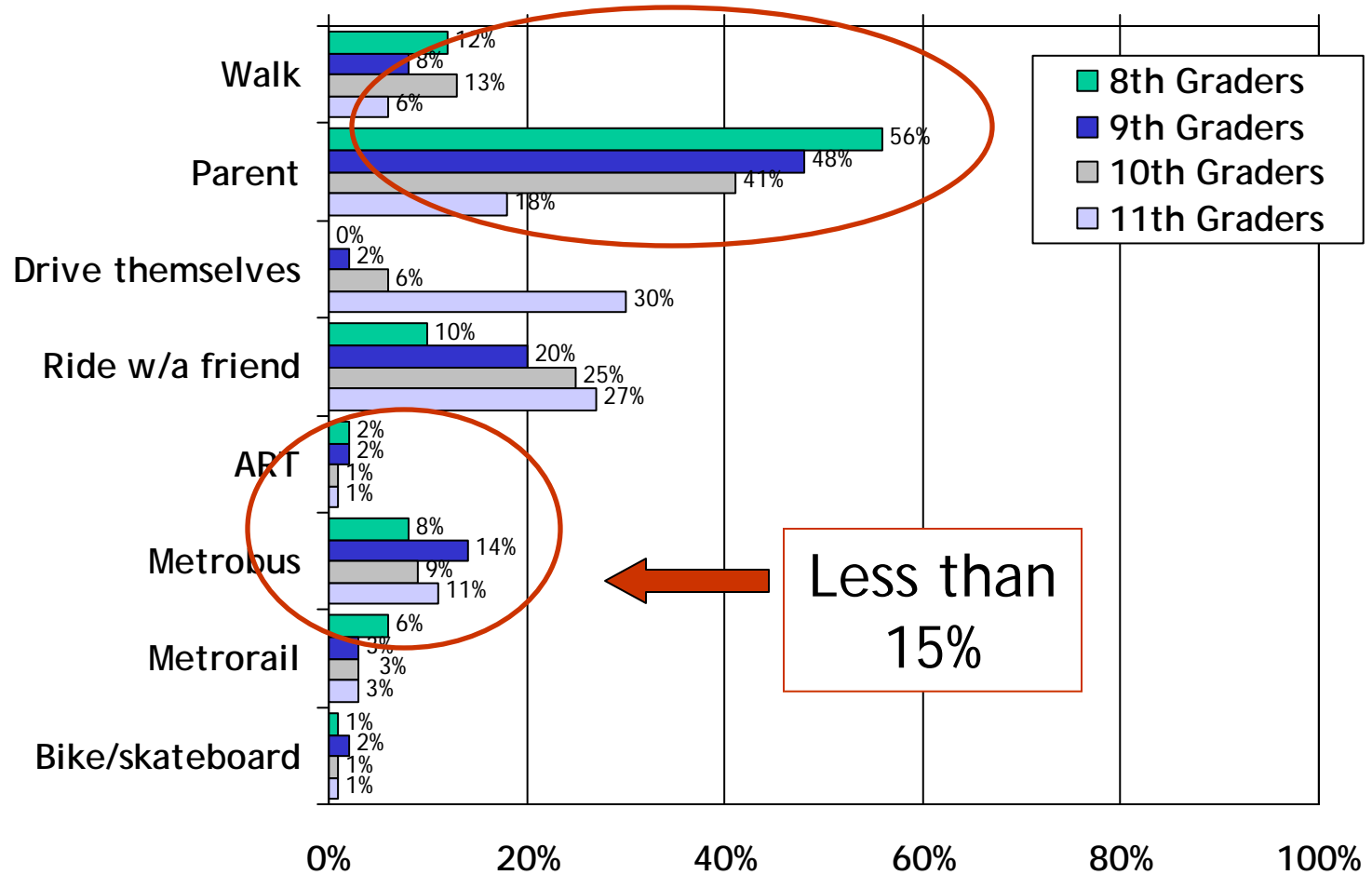
Destination: School



Q3: How do you get to school?



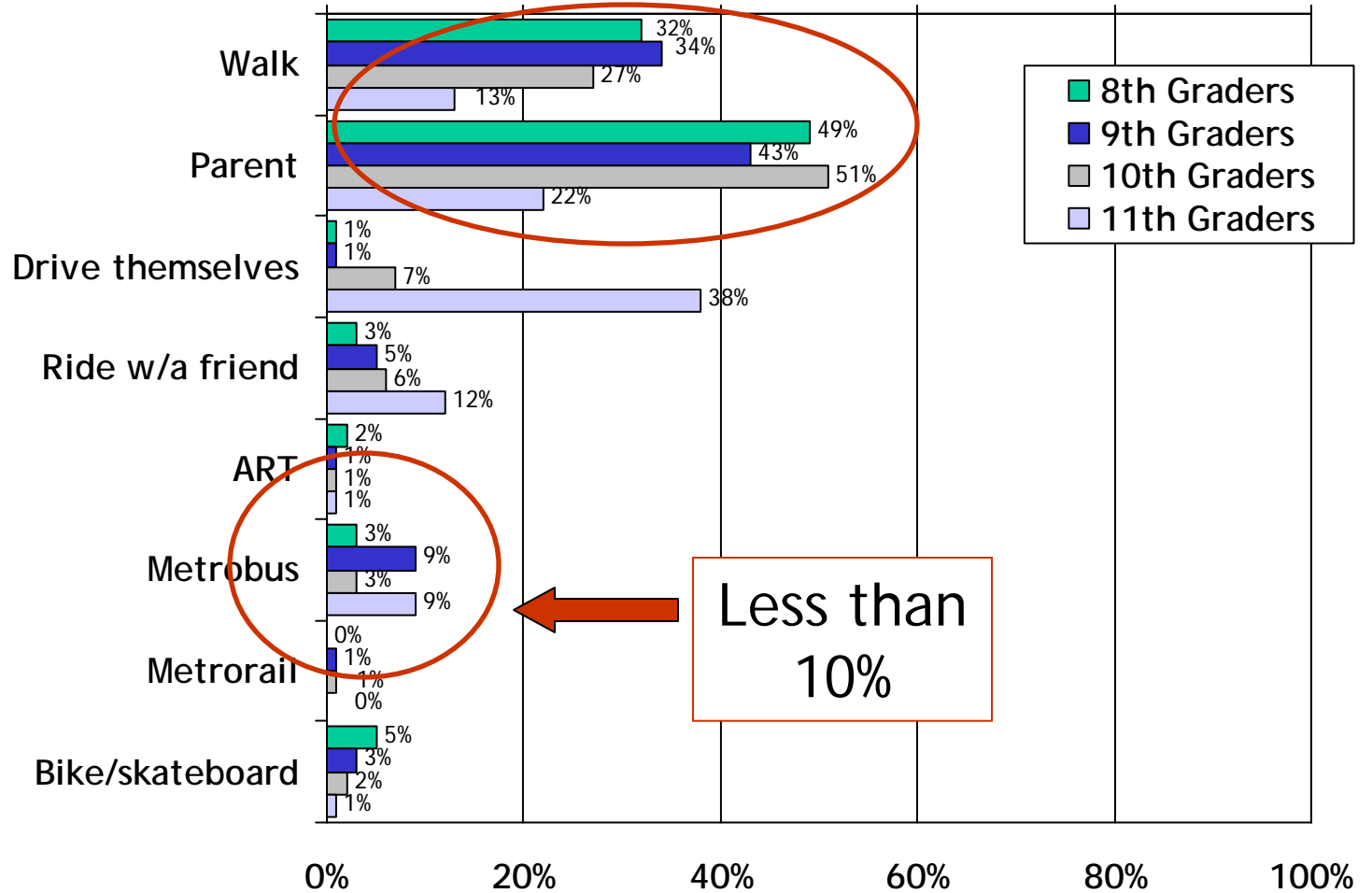
Destination: Mall, Eat Out, & Movies



Q6: If you go to a shopping mall, a movie theater, or places to eat with your friends, how do you usually get there?



Destination: Visiting Friends

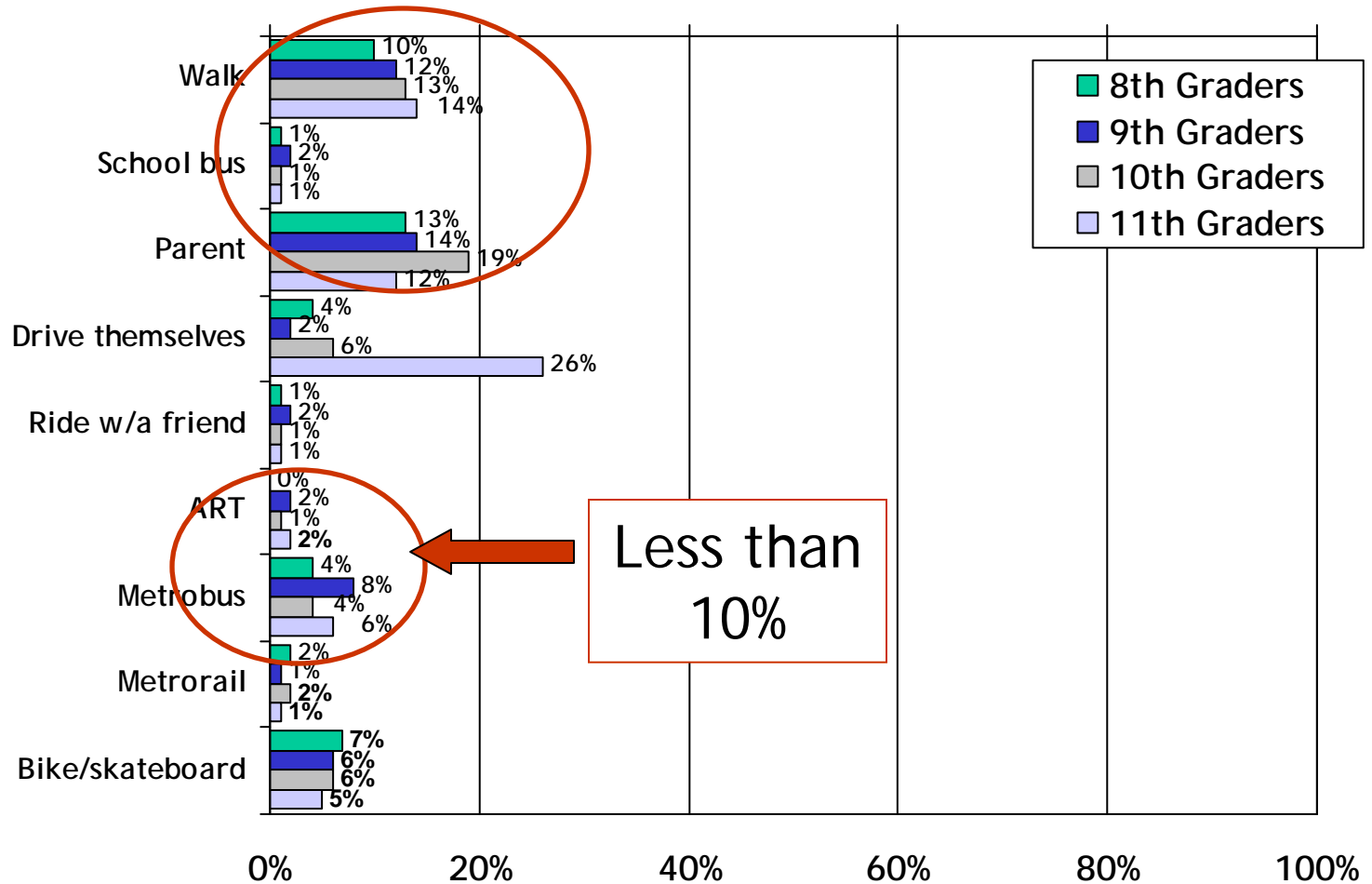


Q8: If you go to someone else's house, how do you get there?



n=674

Destination: Job



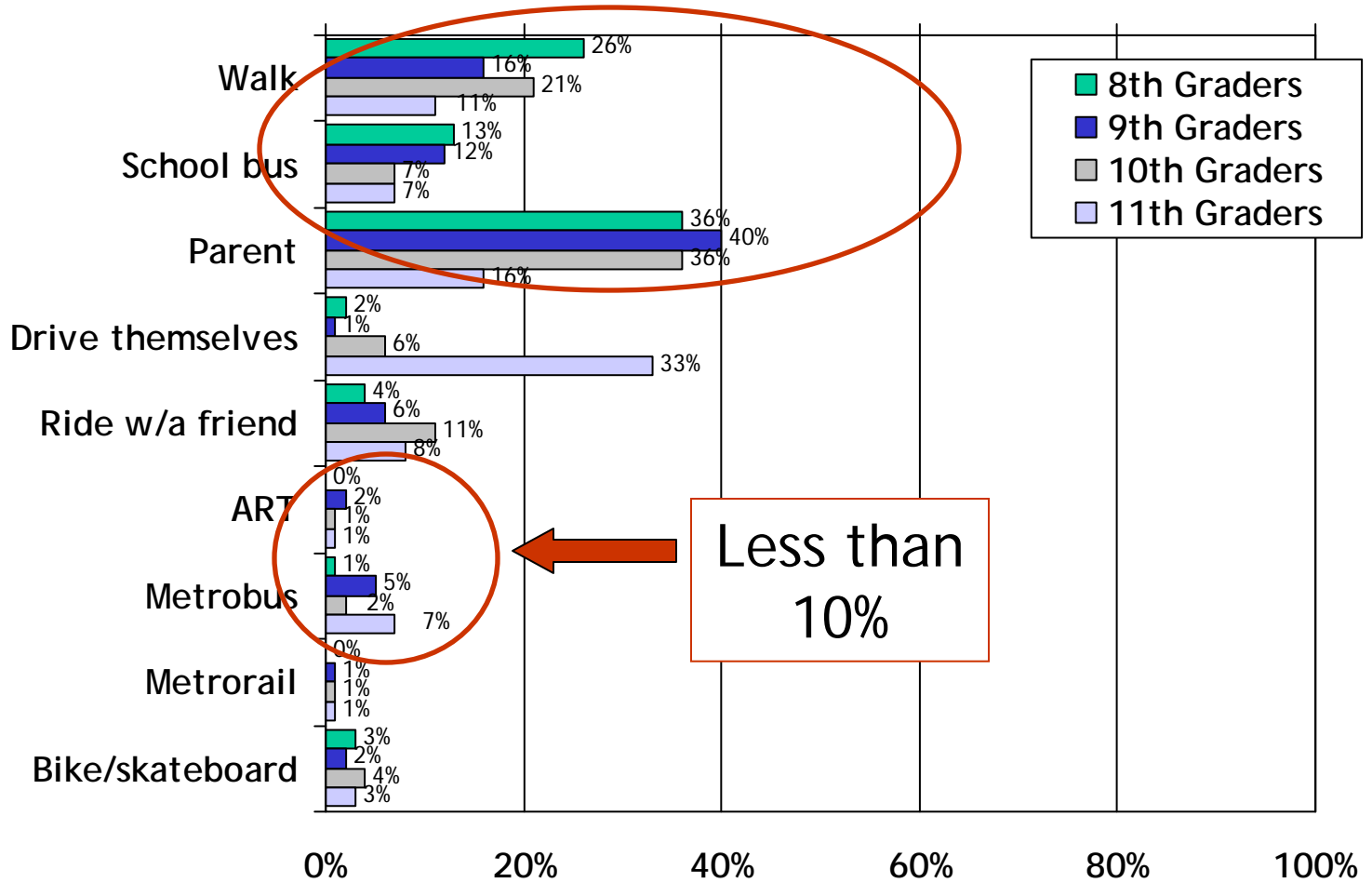
473 or 56% of the students said they have a job.

Less than 10%

Q4: If you have a job, how do you usually get there?



Destination: After School Events



580 or 87% of students attend after school events.

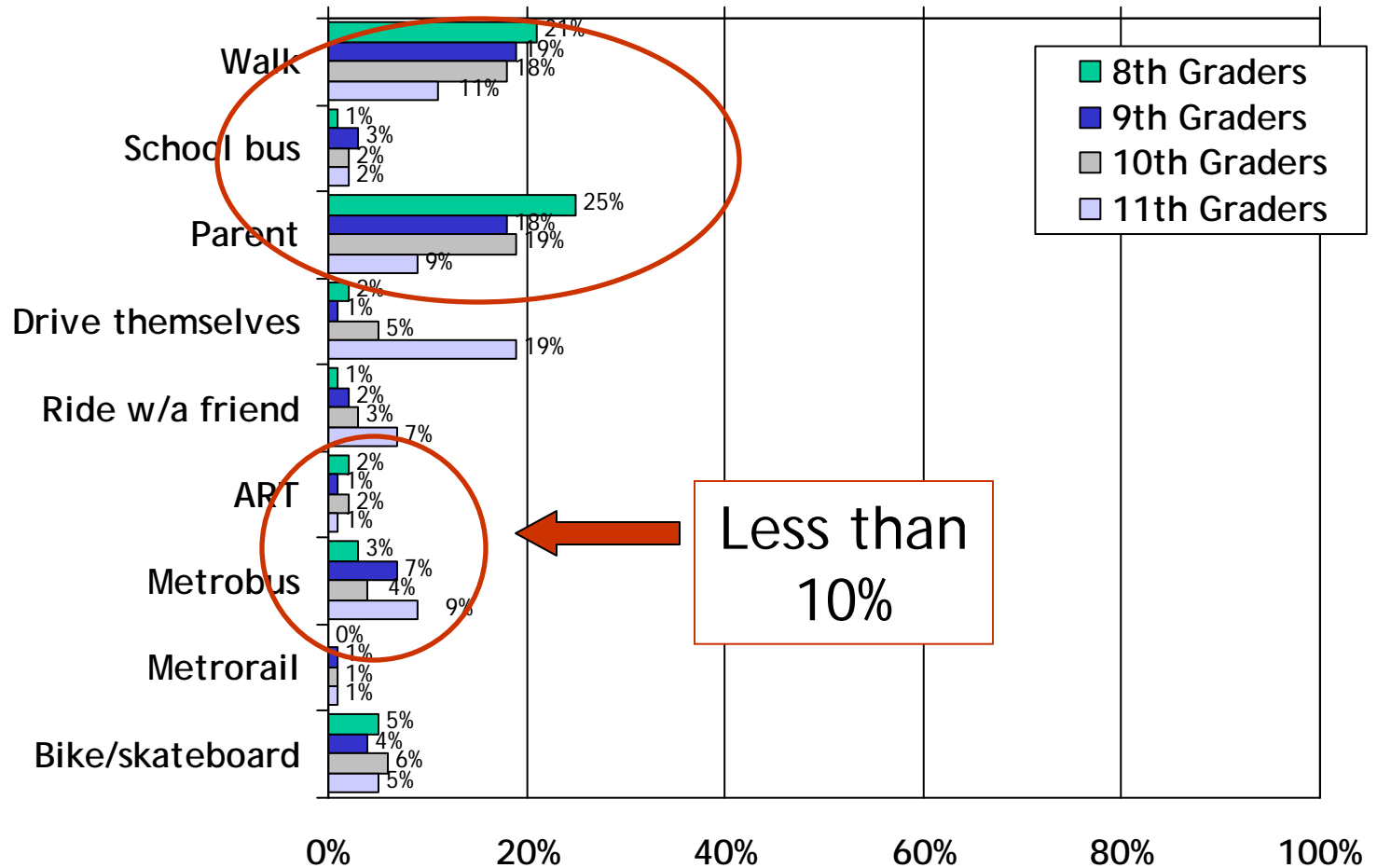
Less than 10%

Q5: If you attend after school events such as sports activities, clubs, music, or other lessons, how do you usually get there?



n=677

Destination: Community Centers



60% or 404 teens go to a community center.

Less than 10%

Q7: If you go to a community center, how do you usually get there?



Research Note:

19% of all teens answered yes to using ART and/or Metrobus to get to the aforementioned destinations in Q4. through Q8. (to school, to work, to the mall, etc.).

As noted earlier, 47% of all teens said yes to the question (Q15) "Do you ever ride ART and/or Metrobus?" We assume that the 19% who answered yes to using ART & Metrobus to reach specific activities in previous slides were probably half of this group of all riders - the heavy riders who use ART and/or Metrobus at least once a week. This heavy rider group makes up 23% of all teens.

Key Finding:

As expected, most teens get to places with their parents' help or they walk. Transit currently has light penetration (use) among teens. ART and Metrobus are currently serving less than 10% of teens who are engaged in any one activity - going to the mall, to the community center, to jobs, etc. Even when taking into account all of teens' current uses of ART and/or Metrobus, only 19% of all teen respondents say they use ART and/or Metrobus as the way they "usually get there."

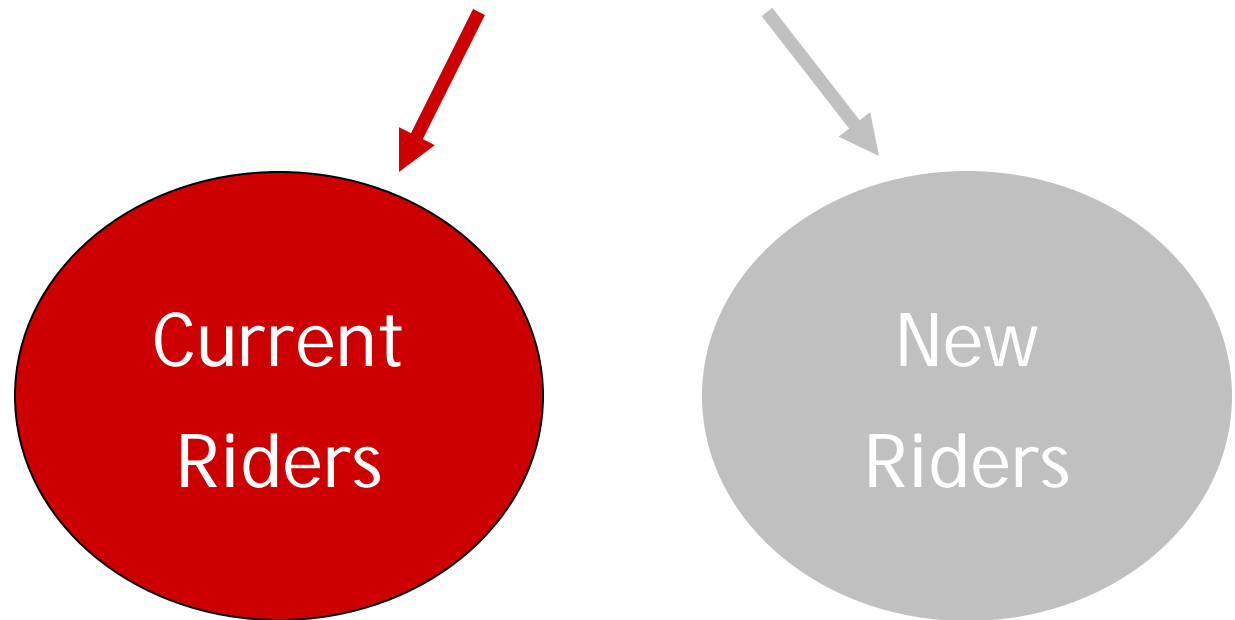
Strategic Implication:

There is a great opportunity for ART and/or Metrobus to further serve Arlington County teens' transportation needs. The Arlington County Teen Transit Initiative should explore the greatest points of leverage - where limited transit resources can have the biggest impact (i.e., serve the most teens).



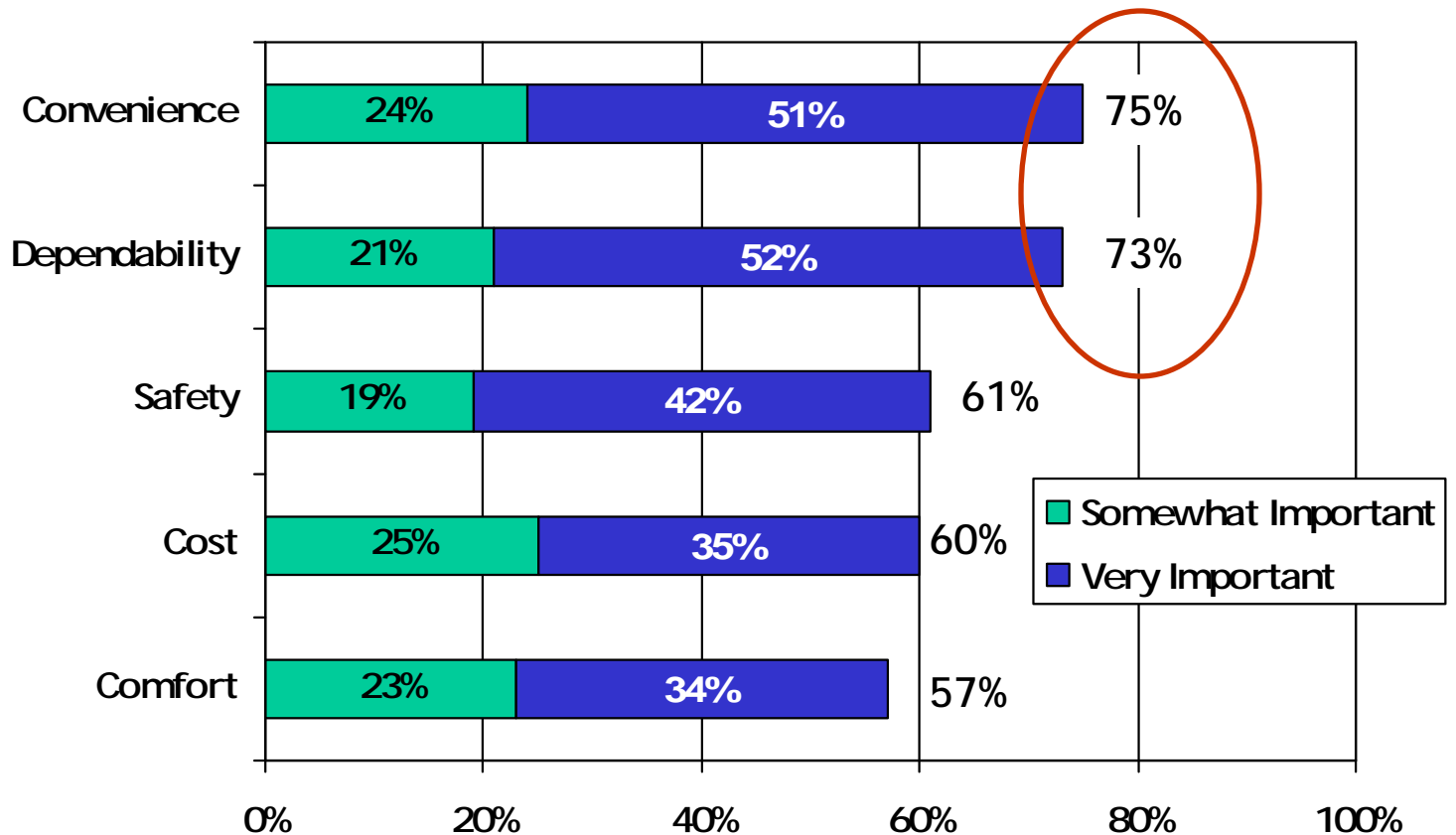
How to
Make Transit
More Attractive
to Existing
Riders

*How to Get More
Existing Teen Riders
to Ride the Bus
More Often?*



Top 2
Boxes:
Somewhat
important
or Very
important
4 or 5.

Convenience and Dependability Are the Two Most Important Attributes to Teens When Riding ART and/or Metrobus

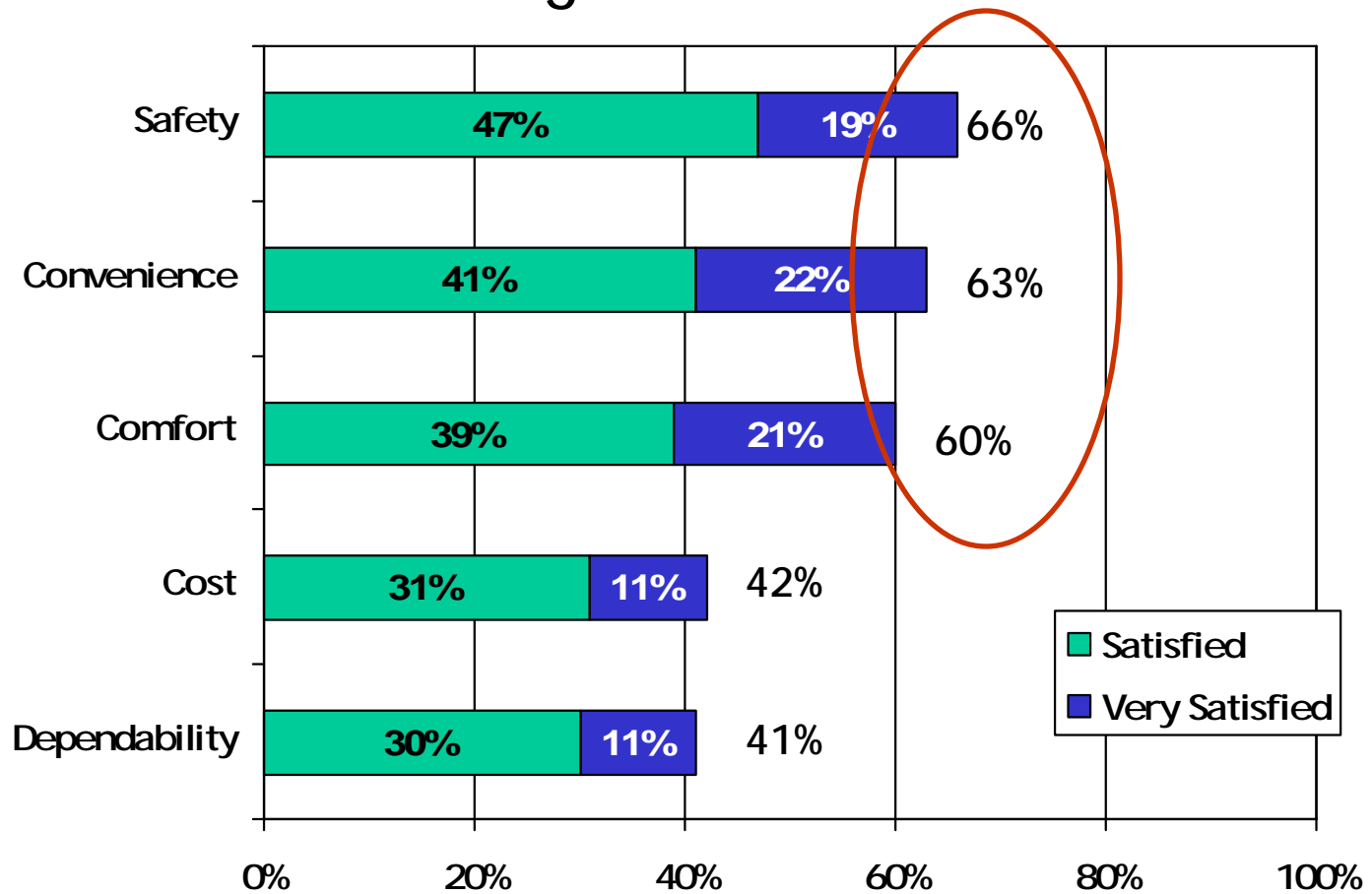


Q17-21: How important is _____ when deciding to ride ART and/or Metrobus?



Teens Are Most Satisfied with Safety, Convenience, and Comfort When Riding ART and/or Metrobus

Top 2 Boxes:
Satisfied or Very Satisfied
4 or 5.

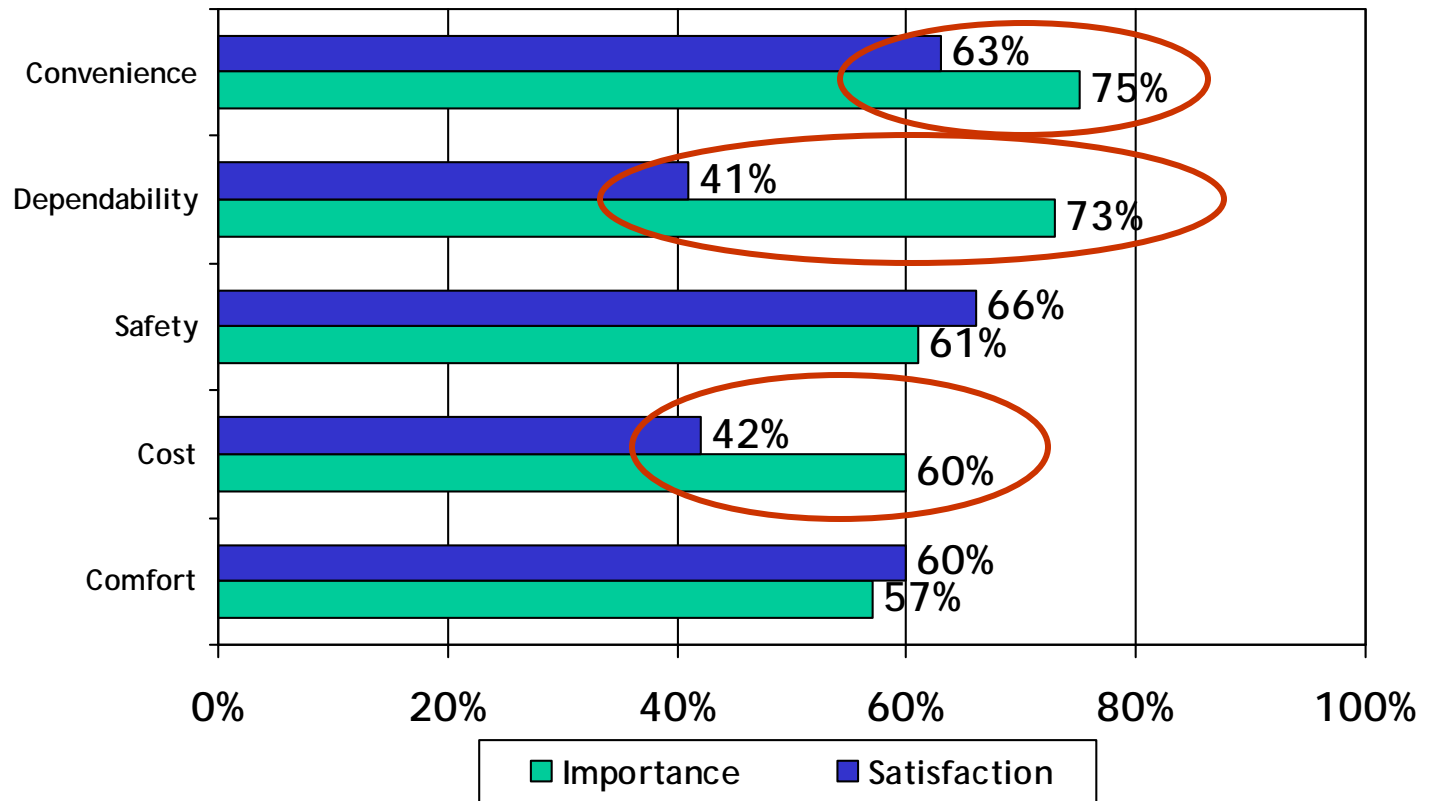


Q22-26: How satisfied are you with _____ when deciding to ride ART and/or Metrobus?



Convenience, Dependability, and Cost May Be Issues with All Current Riders

Satisfaction vs. Expectation (Importance)



Q17-21: How important is _____ when deciding to ride ART and/or Metrobus?

Q22-26: How satisfied are you with _____ when deciding to ride ART and/or Metrobus?



Top 2
Boxes:

Satisfied
or Very
Satisfied
4 or 5.

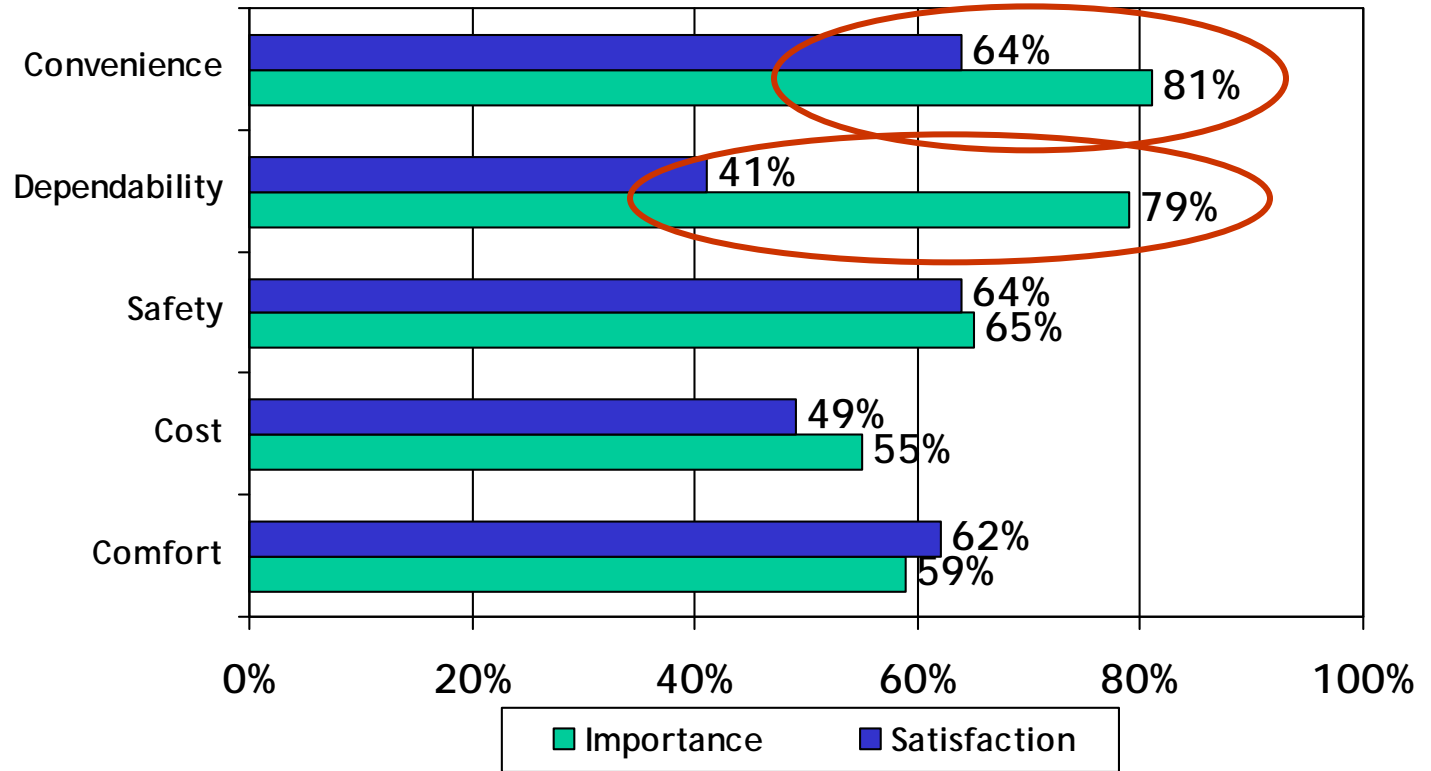
Somewhat
important
or Very
important
4 or 5.

Top 2
Boxes:

Satisfied
or Very
Satisfied
4 or 5.

Somewhat
important
or Very
important
4 or 5.

Convenience and Dependability May Be Issues with Light Riders *Satisfaction vs. Expectation (Importance)*



Q17-21: How important is _____ when deciding to ride ART and/or Metrobus?

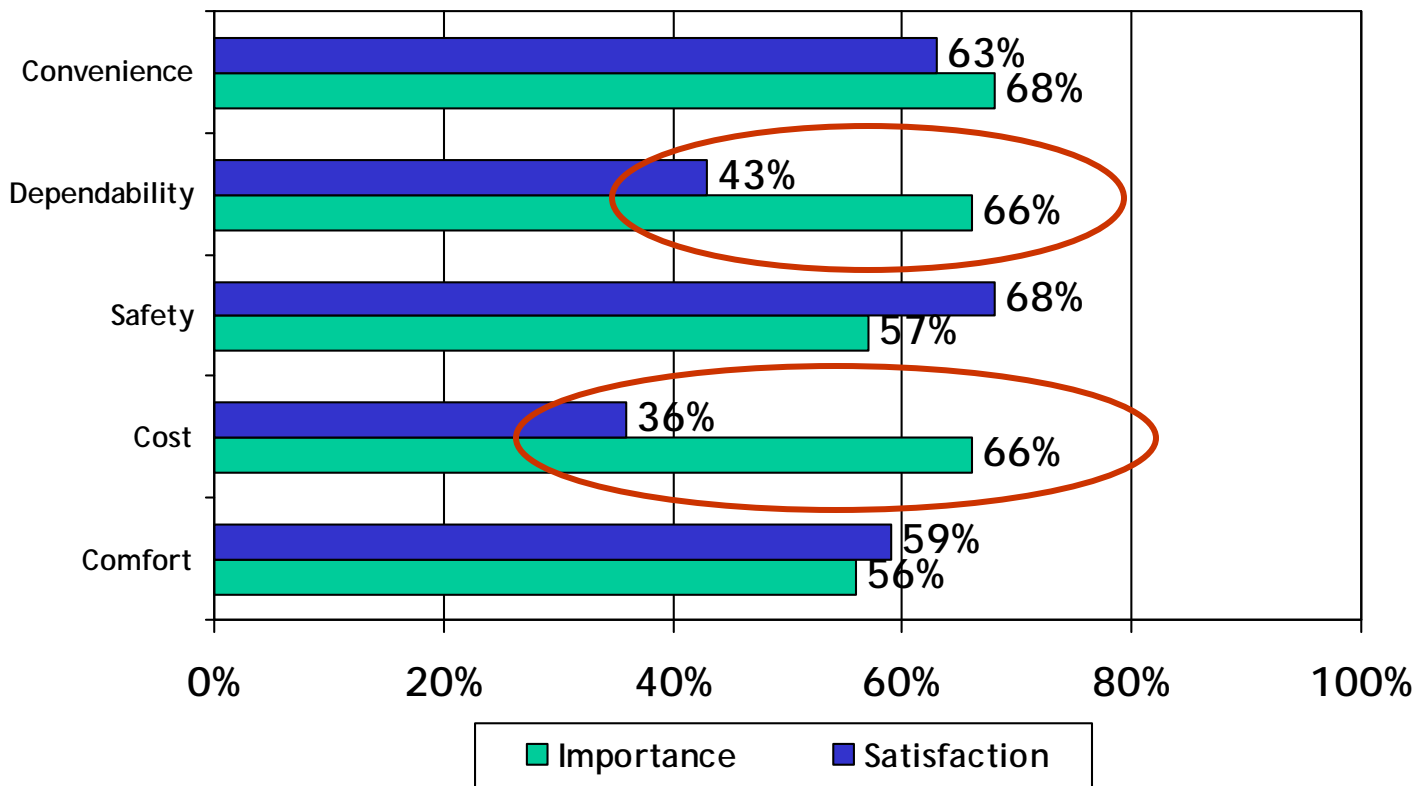
Q22-26: How satisfied are you with _____ when deciding to ride ART and/or Metrobus?



Dependability and Cost

May Be Issues with Heavy Riders

Satisfaction vs. Expectation (Importance)



Q17-21: How important is _____ when deciding to ride ART and/or Metrobus?

Q22-26: How satisfied are you with _____ when deciding to ride ART and/or Metrobus?



Top 2 Boxes:
Satisfied or Very Satisfied 4 or 5.
Somewhat important or Very important 4 or 5.

Heavy Riders vs. Light Riders

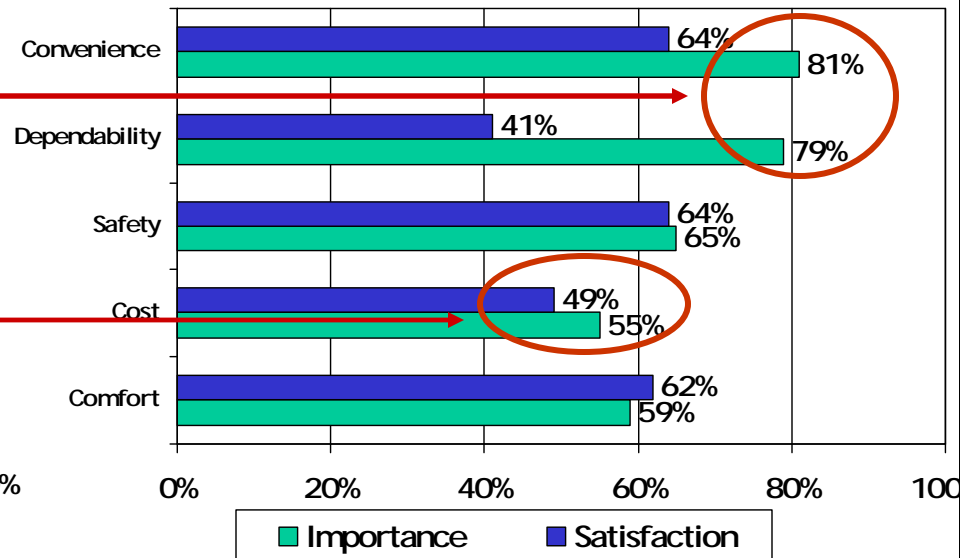
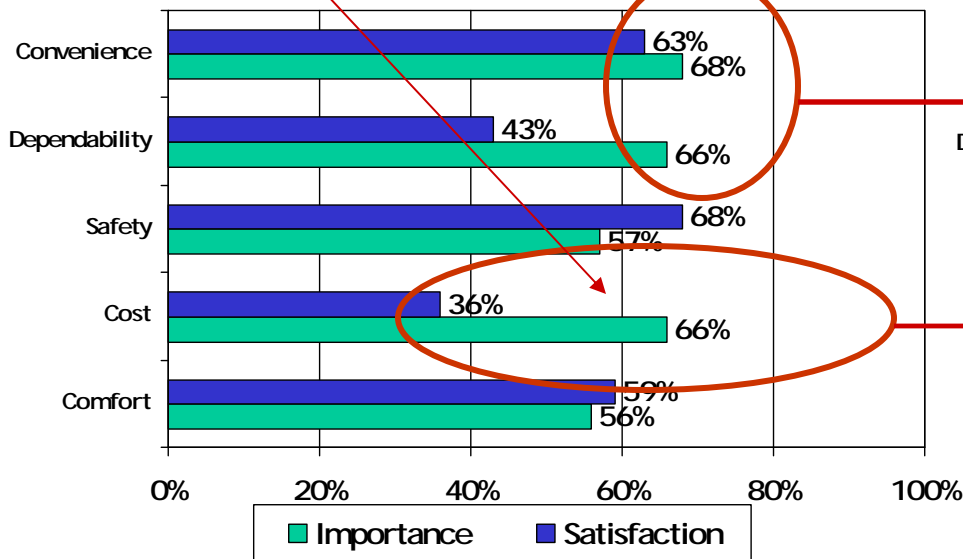
Satisfaction (Current Rating) vs. Expectation (Importance)

#1. The "Cost Factor" may be a bigger deal for Heavy Riders than Light Riders.

#2. Light Riders may have greater expectations of what convenience and dependability mean to them. This creates a bigger "gap."

Heavy Riders

Light Riders

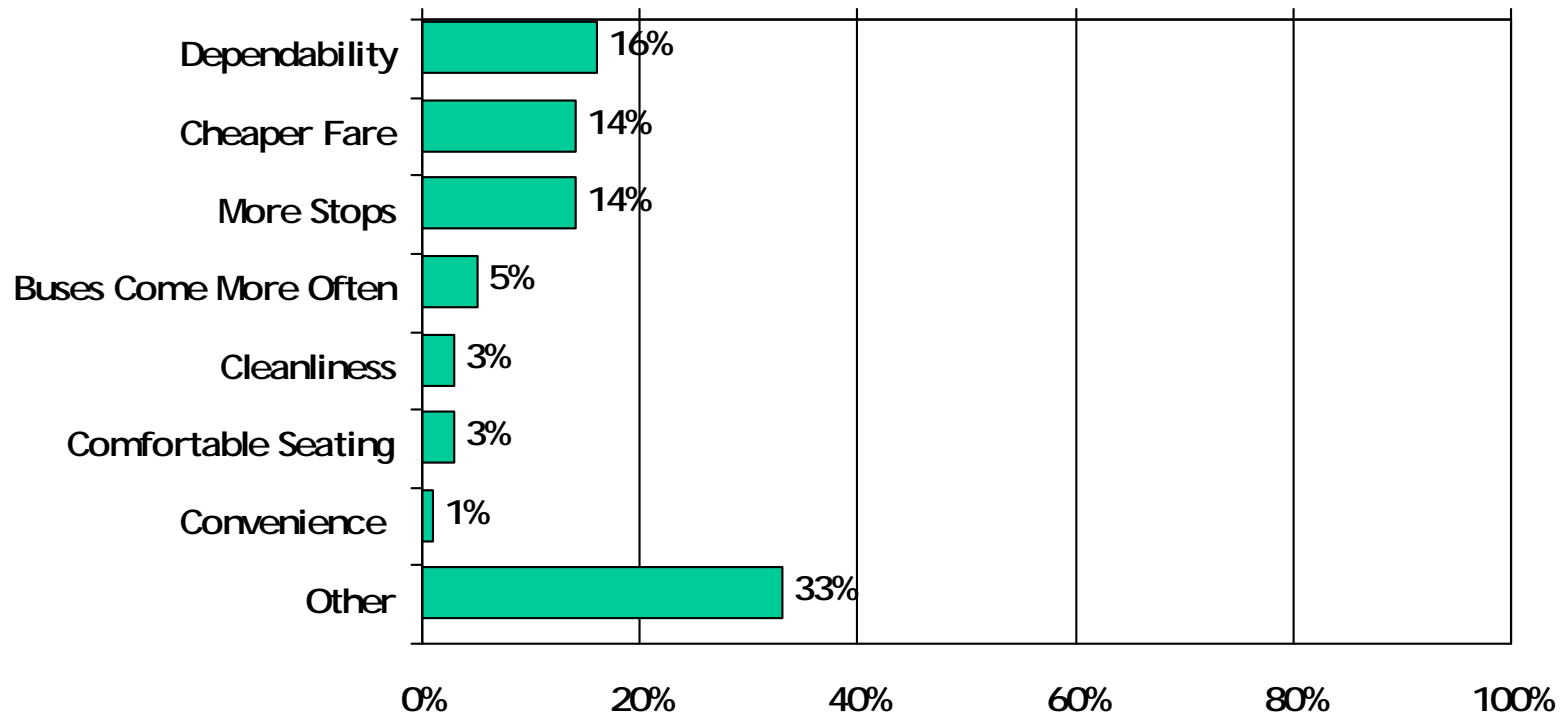


Q17-21: How important is _____ when deciding to ride ART and/or Metrobus?

Q22-26: How satisfied are you with _____ when deciding to ride ART and/or Metrobus?

Suggestions for Improvements

Current Riders Say Dependability, Cheaper Fares, and More Stops Will Improve ART and/or Metrobus



Q27a: Please tell us one single improvement you would like to see on ART and/or Metrobus.

Key Finding:

For those currently using ART & Metrobus, convenience, dependability, and costs (fares) are most important considerations (expectations) and these expectations are not currently being met by existing service. There are significant “performance gaps.”

Light Riders, when compared to heavy riders, may have greater expectations of what convenience and dependability mean to them. This creates an even bigger “performance gap” to close.

The “Cost Factor” may be a bigger deal for Heavy Riders than Light Riders perhaps as Heavy Riders experience fares (cost) more often.

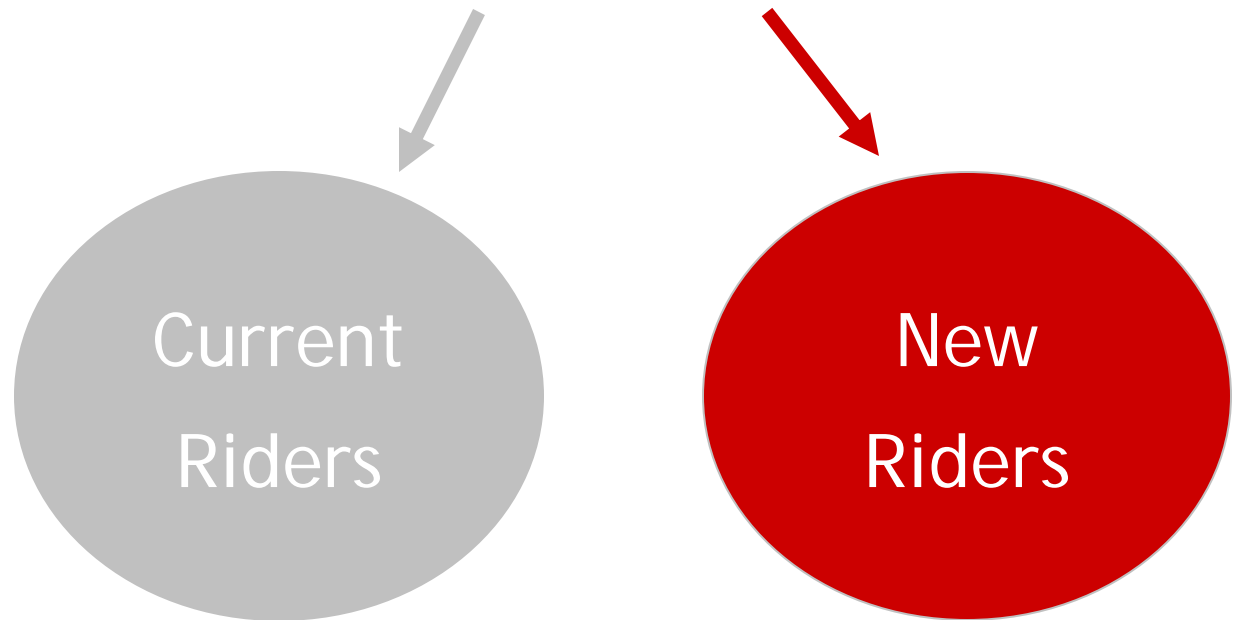
Strategic Implication:

To make transit even more appealing to all current riders, look for ways to close the “performance gaps.” Recognizing that the Light Riders opportunity segment has relatively higher convenience and dependability expectations, make sure if routes are enhanced and promoted that they can actually deliver. Consider discounted fares for Heavy Riders.



How to Make Transit Attractive to Non-riders

*How to Get New Teen Riders **on the Bus***



Why Don't Teens Ride the Bus Now?

A Few Hypotheses

Don't know how.

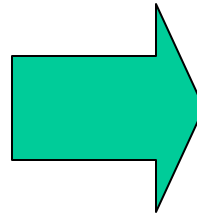
*Not convenient
to them.*

*Don't have the
money.*

*Parents won't
let them.*

Don't think it's cool.

*Never thought about
it as an option.*



Getting to the Answer . . .

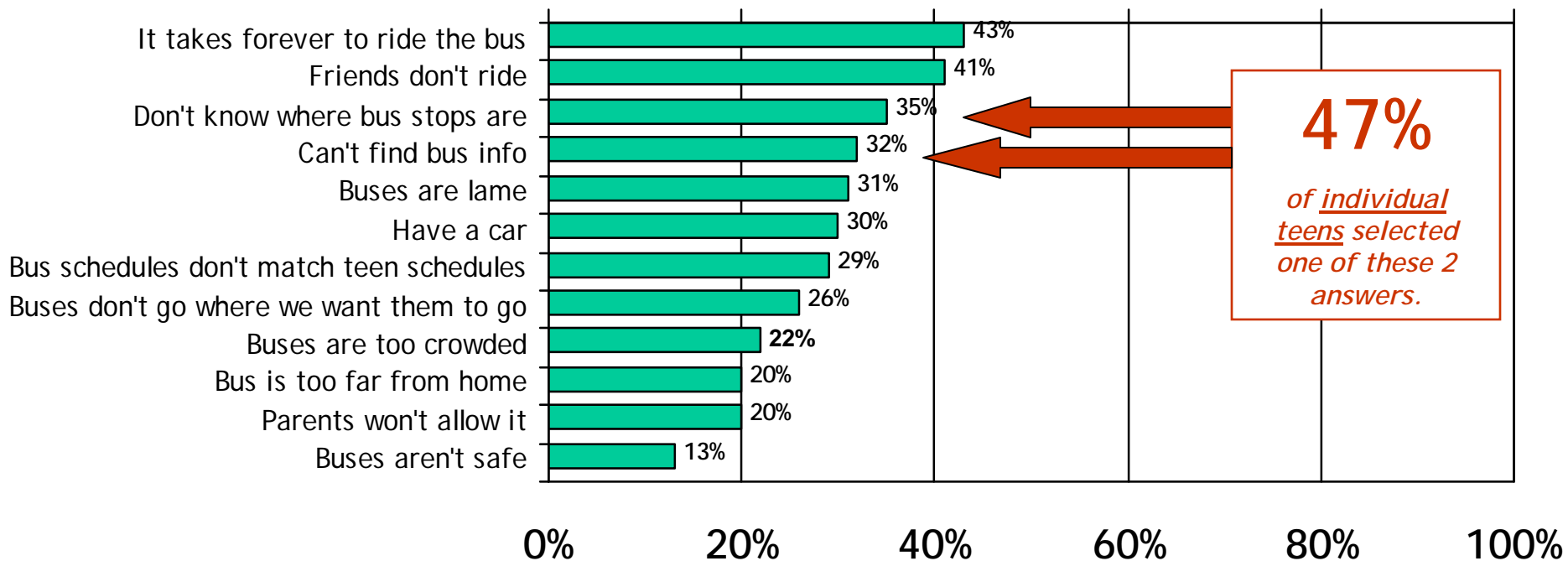
28. This question is for people who **DO NOT** ride ART and/or Metrobus. Below are some reasons that a person might NOT ride ART and/or Metrobus. Please fill in all the reasons that apply to you.

28a. Please fill in the **PRIMARY** reason **you** do not ride ART and/or Metrobus. Please fill in only one bubble.

*Barrier #1:
Lack of
Information
& Knowledge*

Barrier #1: Lack of Information & Knowledge

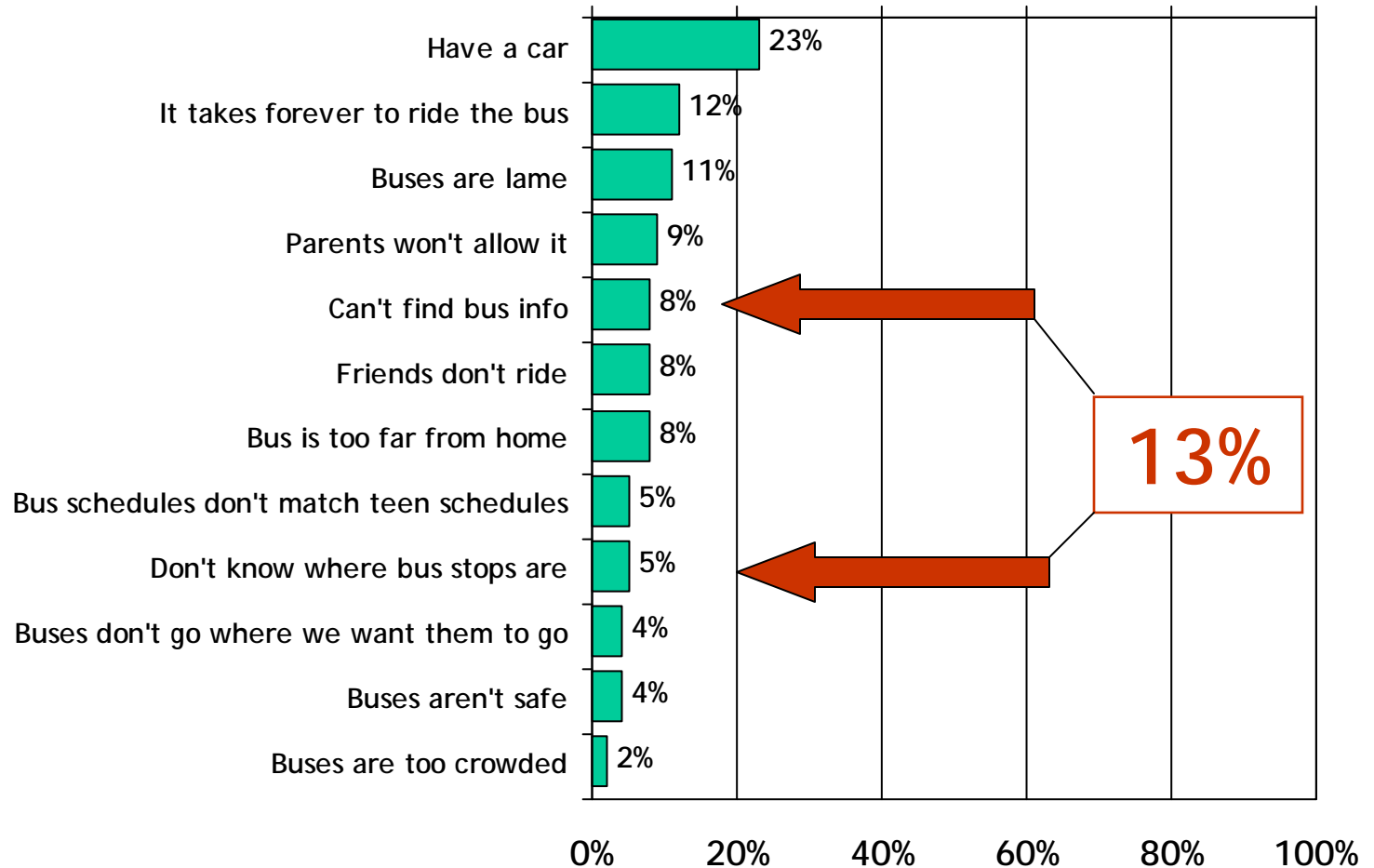
Almost Half of Teens Say a Lack of Information and Knowledge May Be a Barrier for Riding the Bus



Q28: This question is for people who **DO NOT** ride ART and/or Metrobus. Below are some reasons that a person might NOT ride ART and/or Metrobus. Please fill in all the reasons that apply to you.

Barrier #1: Lack of Information & Knowledge

In Fact, Some Teens Say Lack of Information & Knowledge Does Impact Their Own Ridership



Note: Only one answer was requested. Doesn't add to 100% due to rounding.

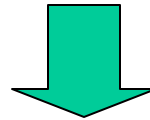
Q28a: Please fill in the **PRIMARY** reason you do not ride ART and/or Metrobus. Please fill in only one bubble.



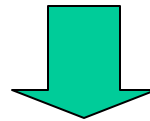
Why Is Information Important?

Behavioral Change Marketing Model

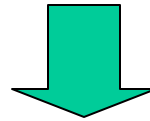
Awareness



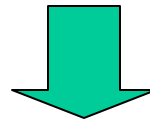
Familiarity



Favorability/Consideration

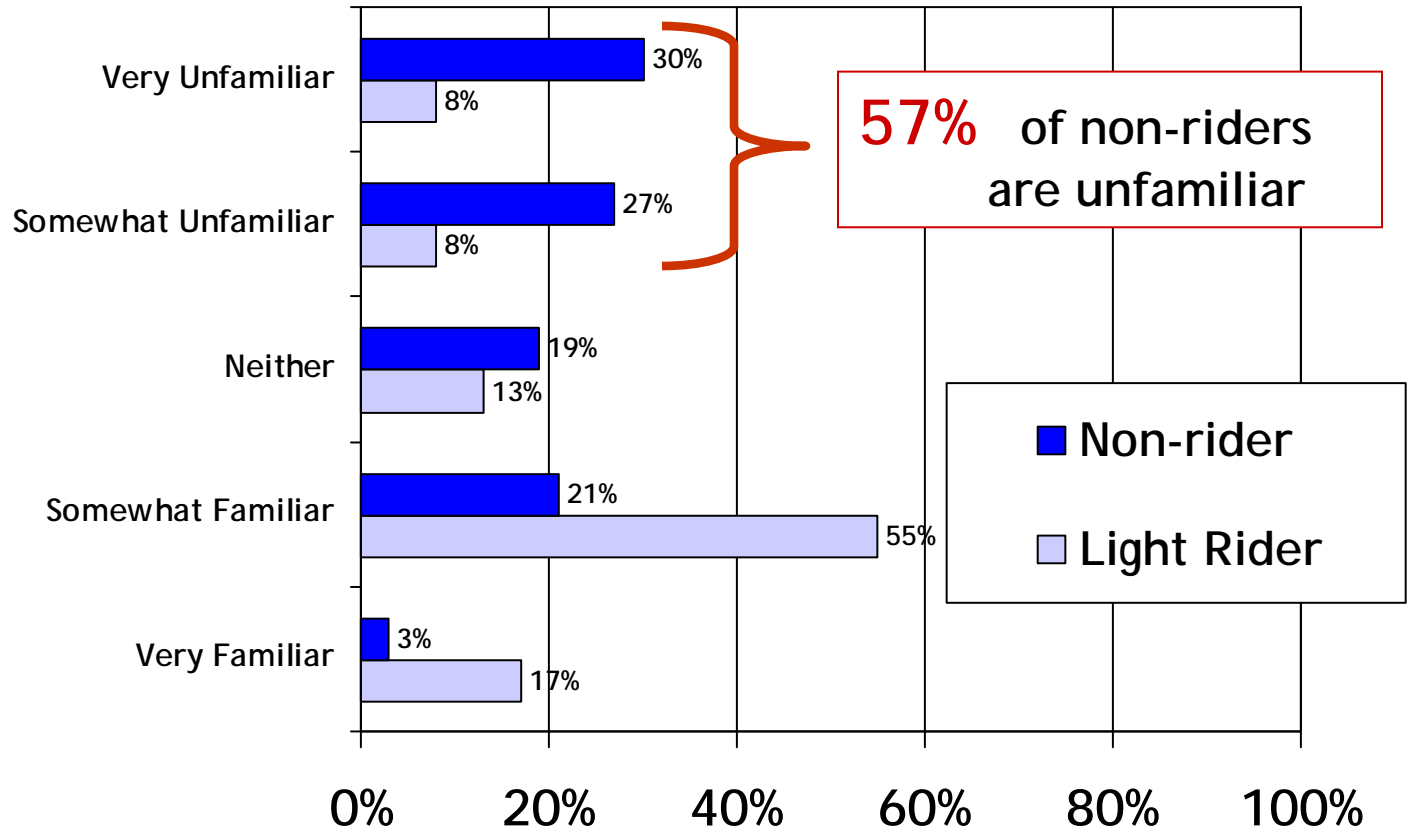
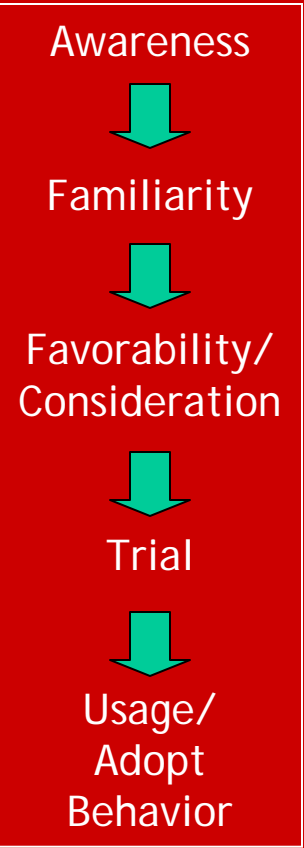


Trial



Usage/Adopt Behavior

Almost Six in Ten Non-riders are Unfamiliar with ART and/or Metrobus



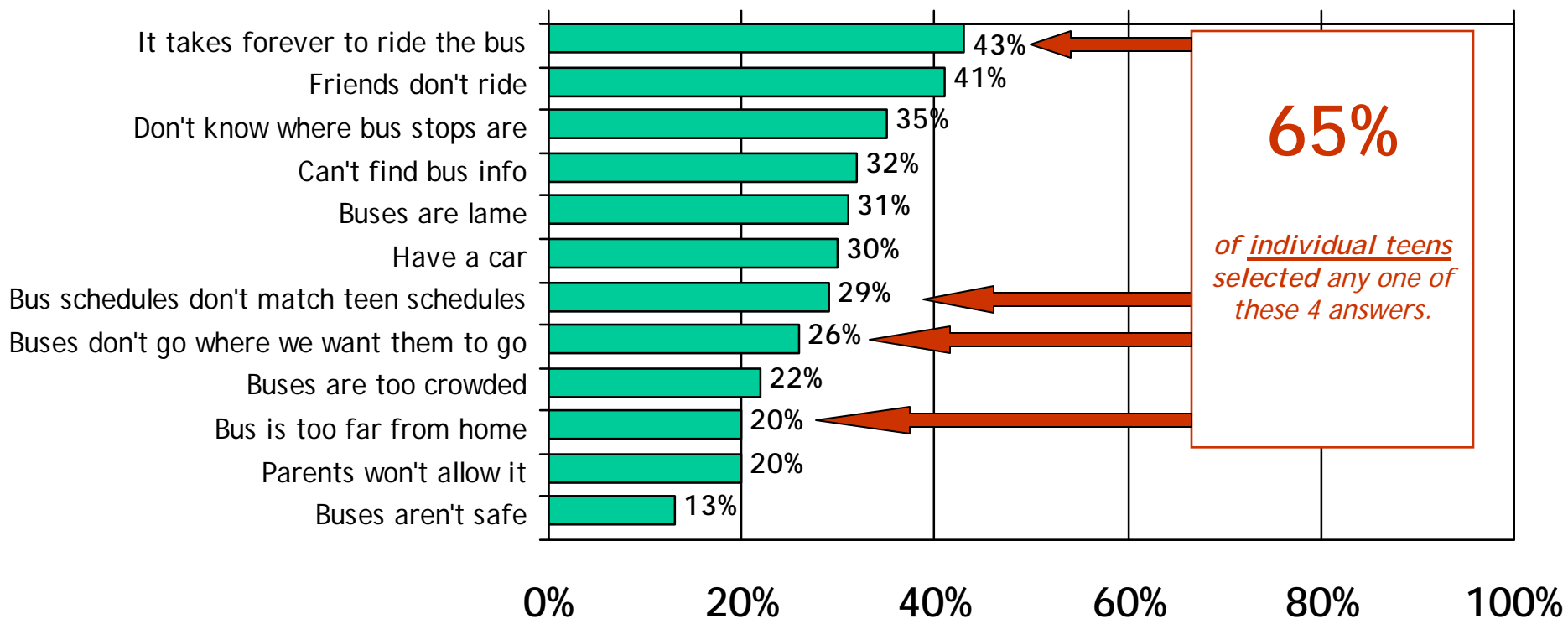
Q13: How familiar are you with ART and/or Metrobus?



*Barrier #2:
Service Area,
Schedules, and
Convenience Issues*

Barrier #2: Service Area, Schedules, and Convenience Issues

Two-thirds of Teens Believe Service Areas, Schedules, and Convenience Issues May Be Barriers for Riding the Bus

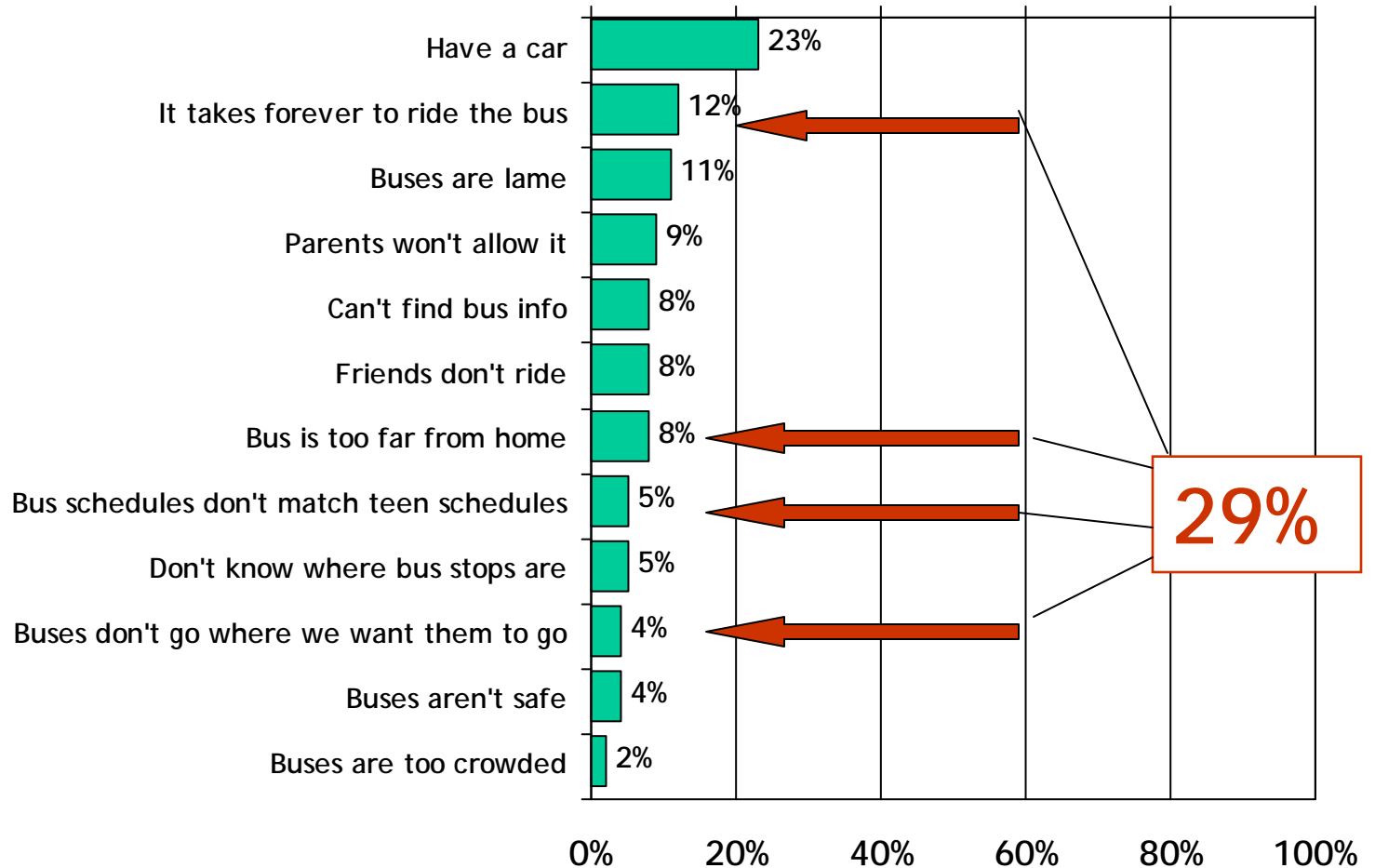


Q28: This question is for people who **DO NOT** ride ART and/or Metrobus. Below are some reasons that a person might NOT ride ART and/or Metrobus. Please fill in all the reasons that apply to you.

n=331

Barrier #2: Service Area, Schedules and Convenience Issues

In Fact, Teens Say Service Area, Schedules, and Convenience Issues Impact Their Own Ridership



Note:
Question
asked of
non-riders
only.

Q28a: Please fill in the **PRIMARY** reason **you** do not ride ART and/or Metrobus.
Please fill in only one bubble.

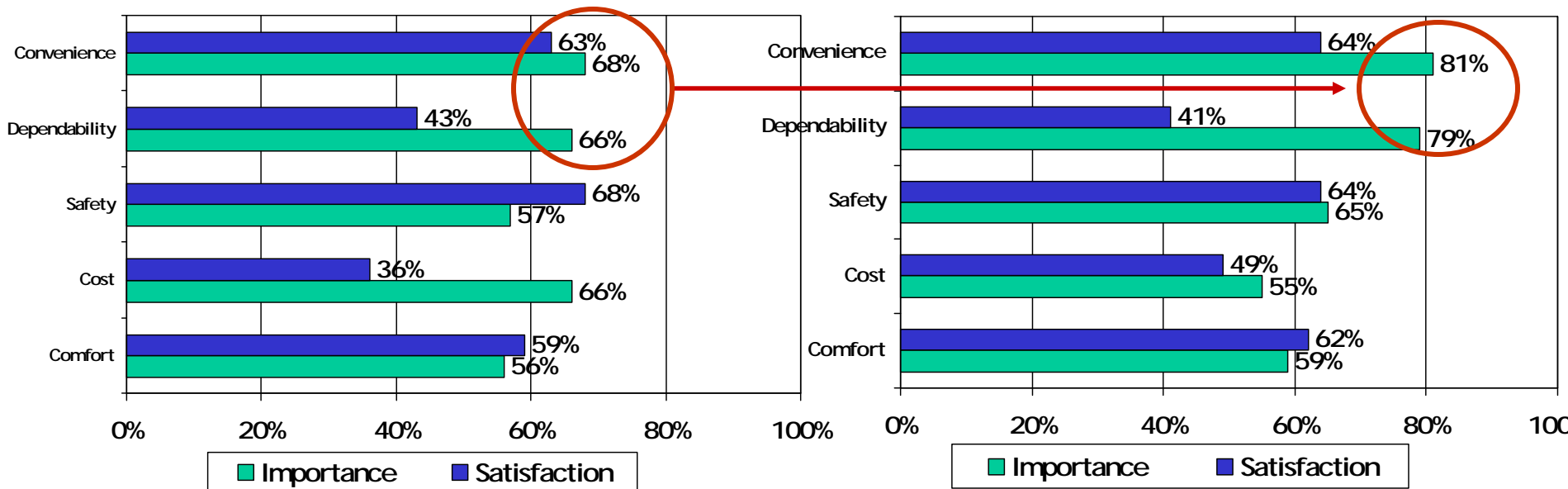


Recall That Convenience & Dependability Expectations (Importance) Are Higher for Light Riders, So They Are Probably Even Greater for Non-riders

*Light Riders may have **greater expectations** of what convenience and dependability mean to them. This creates a bigger "gap."*

Heavy Riders

Light Riders



Q17-21: How important is _____ when deciding to ride ART and/or Metrobus?

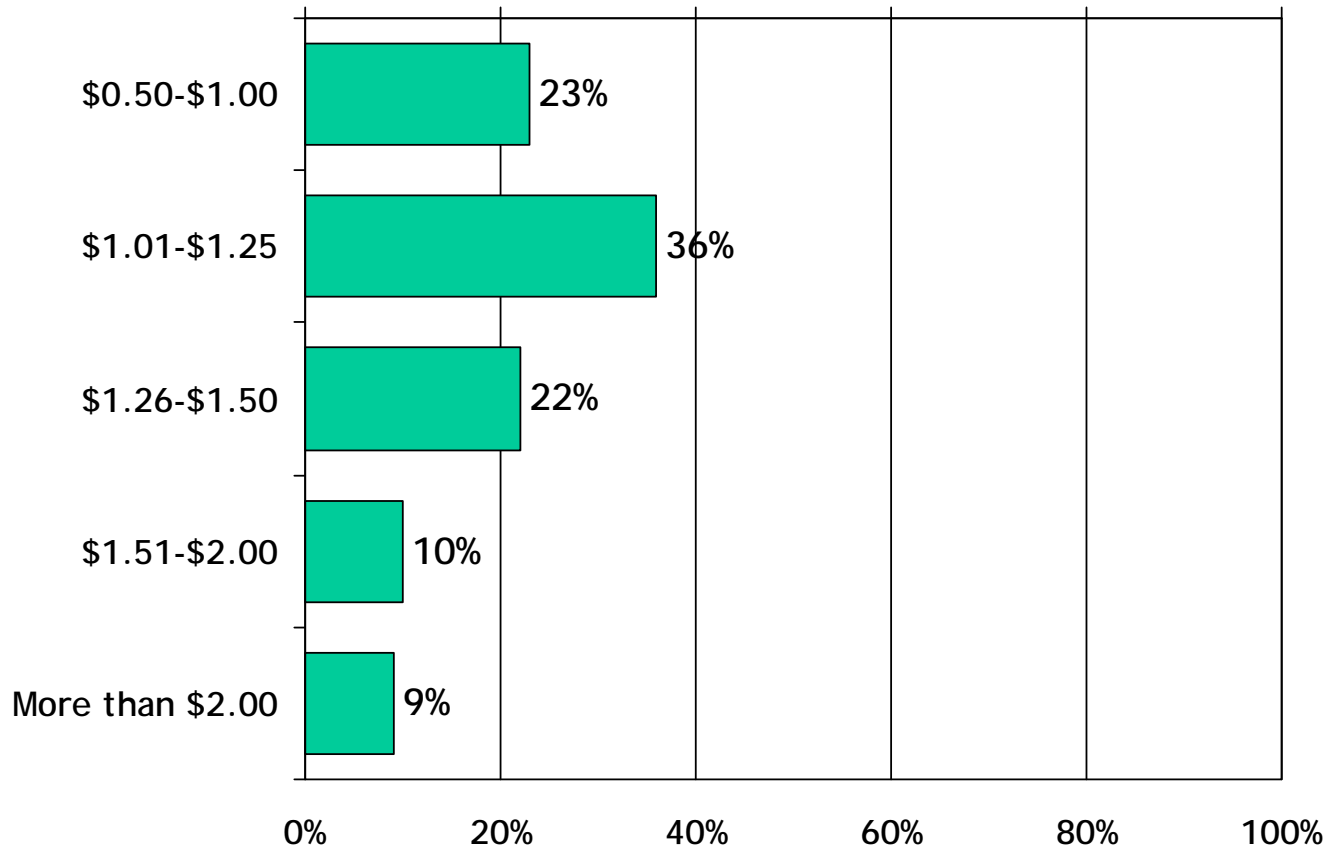
Q22-26: How satisfied are you with _____ when deciding to ride ART and/or Metrobus?

*Barrier #3:
Perception of
High Fares*

n=362

Barrier #3: Fare Pricing

There Are Many Perceptions of What It Costs to Ride ART and/or Metrobus



Note:
Question
asked of
non-riders
only.

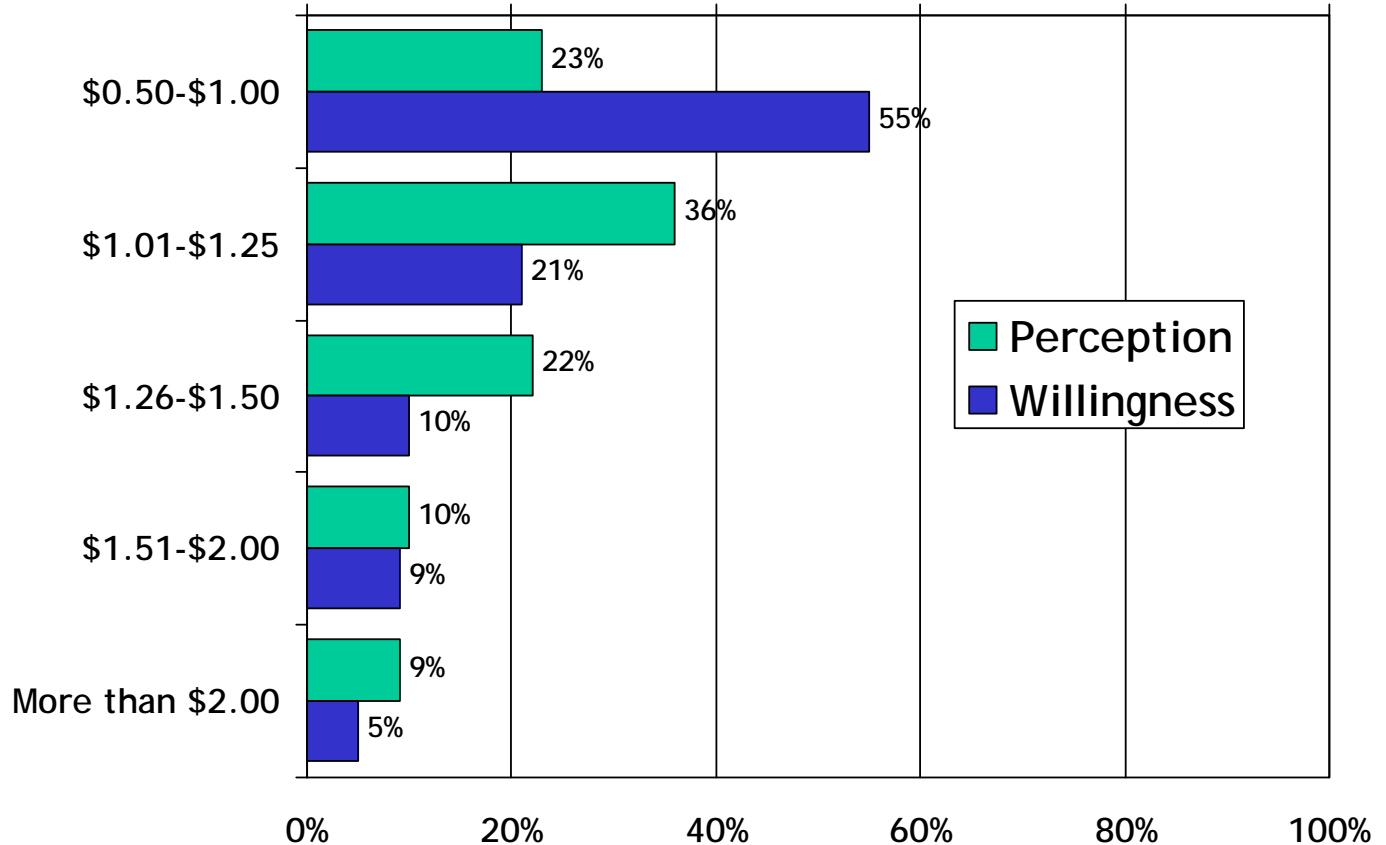
Q29: How much do you think it costs to ride ART and/or Metrobus for one round trip to a place you want to go?



n=365
n=362

Barrier #3: Fare Pricing

There Is a Gap Between What Teens Think It Costs and What They Are Willing to Pay



Note:
Question
asked of
non-riders
only.

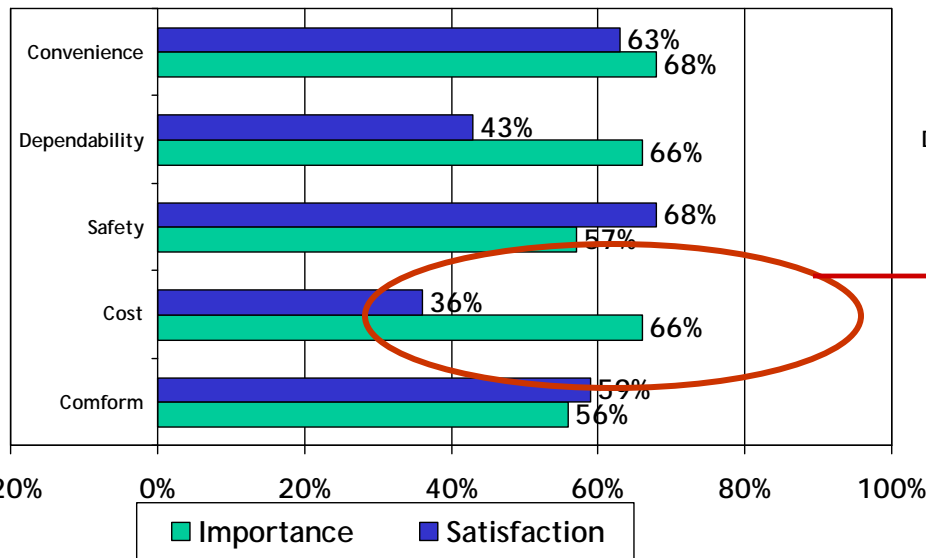
Q29: How much do you think it costs to ride ART and/or Metrobus for one round trip to a place you want to go?

Q30: How much would you be willing to pay to ride ART and/or Metrobus for one round trip to a place you want to go?

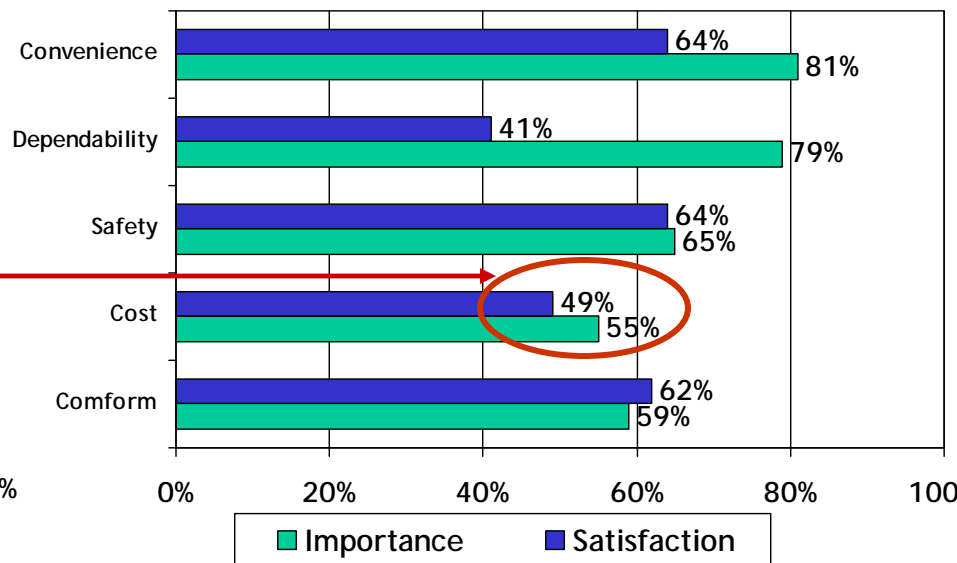


Recall That Cost Is a Bigger Deal for Heavy Riders ... and They Are Less Satisfied with Fares Than Light Riders

Heavy Riders



Light Riders



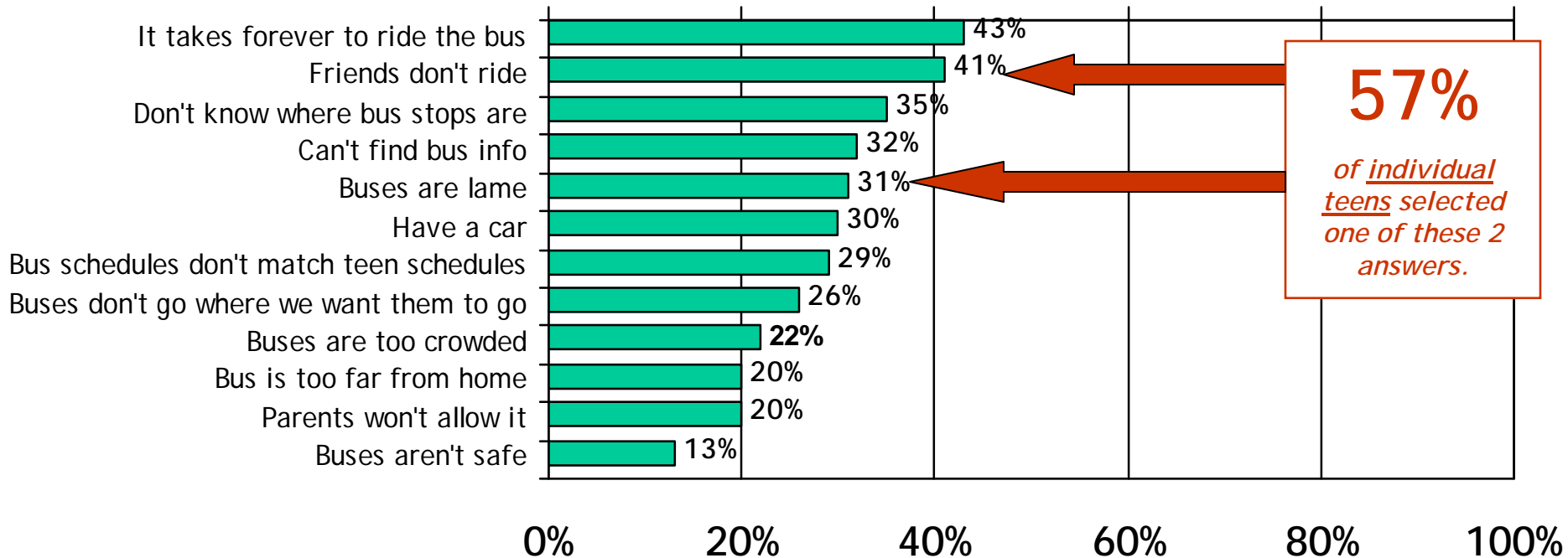
Q17-21: How important is _____ when deciding to ride ART and/or Metrobus?

Q22-26: How satisfied are you with _____ when deciding to ride ART and/or Metrobus?

*Barrier #4:
A “Hip Image”
Factor or Lack of It*

Barrier #4: Hip Image Factor

Almost Six in Ten (57%) Teens Believe
"Bus Image" May Be a Barrier for
Some in Riding the Bus

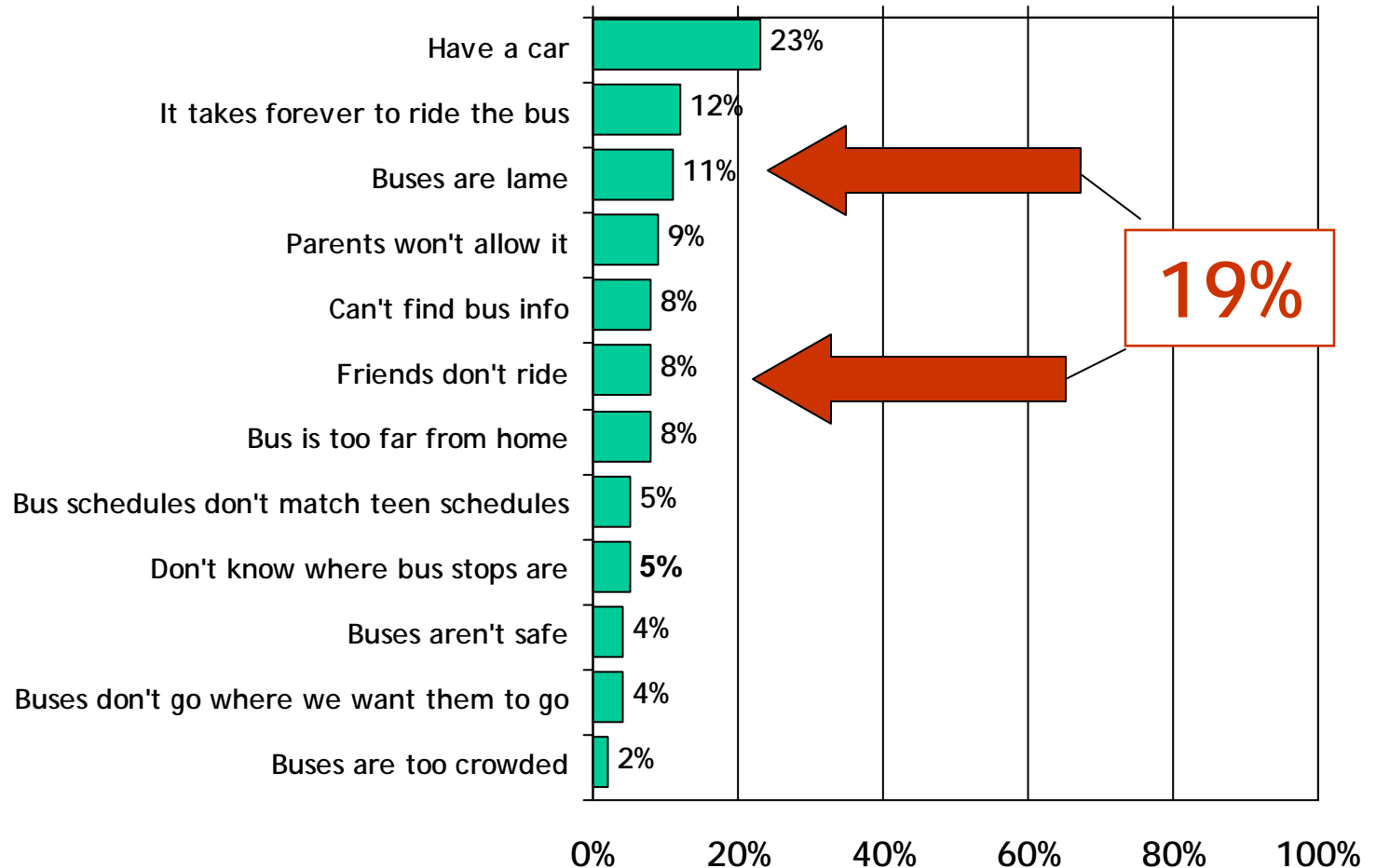


Q28: This question is for people who **DO NOT** ride ART and/or Metrobus. Below are some reasons that a person might NOT ride ART and/or Metrobus. Please fill in all the reasons that apply to you.

n=331

Barrier #4: Hip Image Factor

In Fact, Almost One in Five Teens Say Image & Friends Impact Their Own Ridership



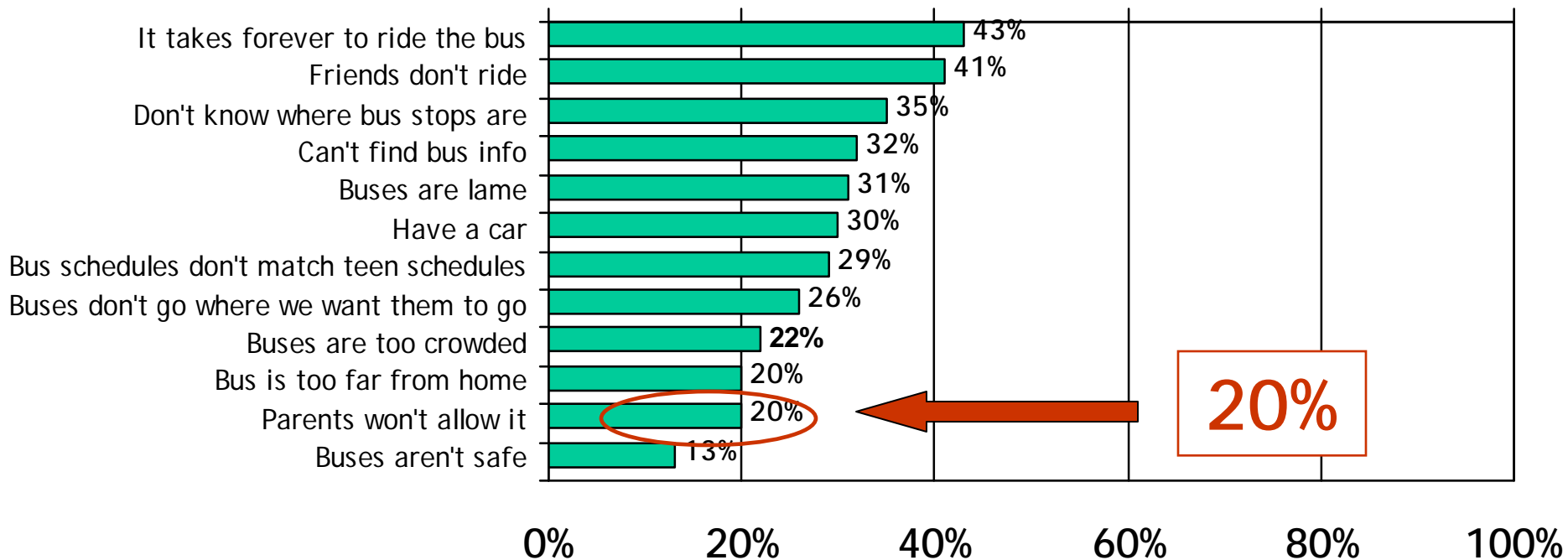
Q28a: Please fill in the **PRIMARY** reason you do not ride ART and/or Metrobus. Please fill in only one bubble.



*Barrier #5:
Parents'
Permission*

Barrier #5: Parents' Permission

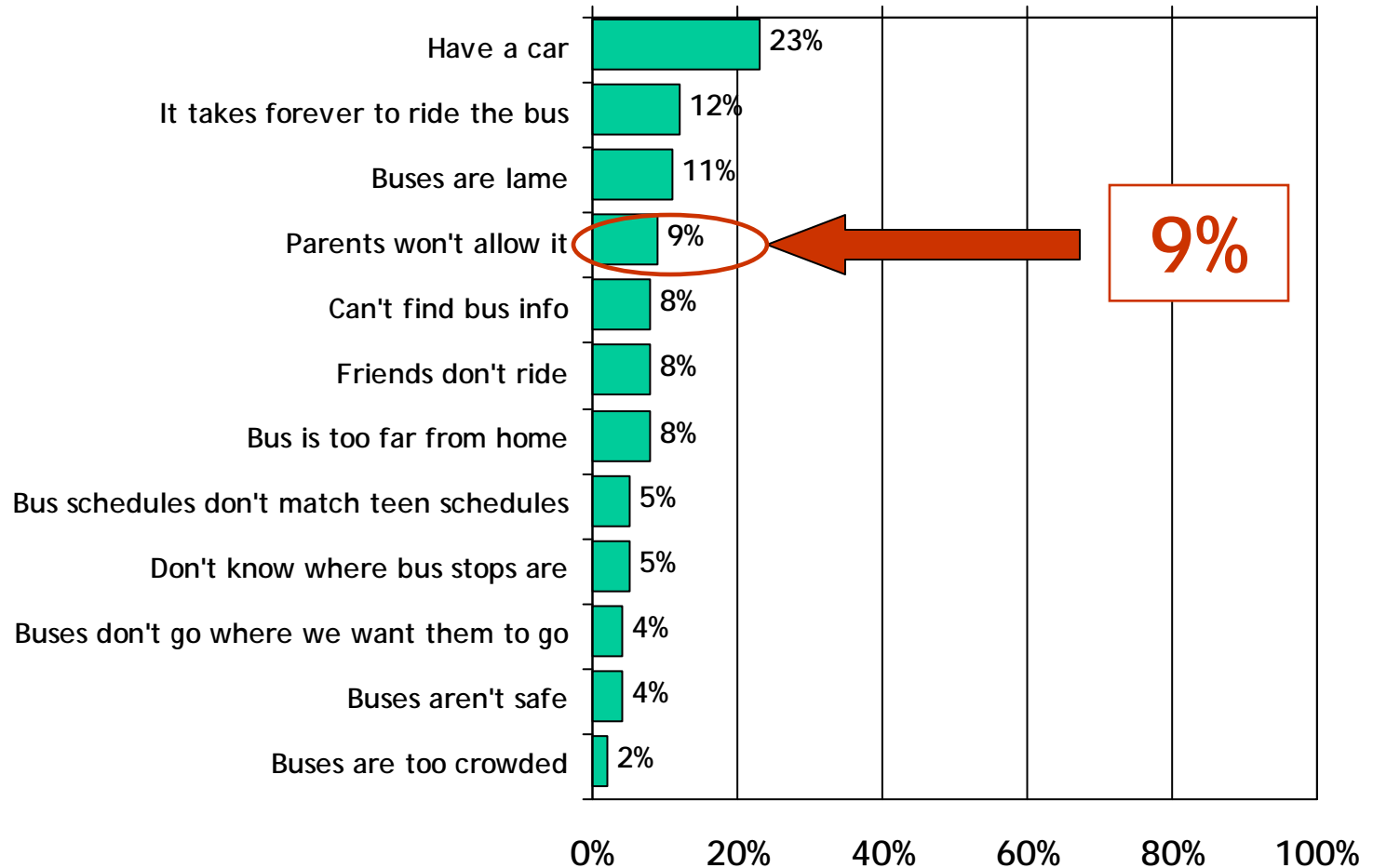
20% of Teens Say "Parents Permission" May Be a Barrier for Some in Riding the Bus



Q28: This question is for people who **DO NOT** ride ART and/or Metrobus. Below are some reasons that a person might NOT ride ART and/or Metrobus. Please fill in all the reasons that apply to you.

Barrier #5: Parents' Permission

In Fact, 9% of Teens Say Their Parents Impact Their Own Ridership



Q28a: Please fill in the **PRIMARY** reason **you** do not ride ART and/or Metrobus. Please fill in only one bubble.

What Will It Take to Get Parents “On Board”?

*A Few Insights from the Arlington County Teen Transit
Initiative Parents’ Study That’s Still in the Field*

There’s No One Silver Bullet ...

Parents of Current Teen Riders (ART and/or Metrobus)

Q37: Please tell us one single improvement you would like to see on ART and/or Metrobus.

Lower Fares

"Discount for children"

"Dependability and cost-reduction!!!"

Schedules & Service Areas

"More frequency."

"I would like waits between buses to be no more than a half hour."

Note: Question only asked to parents of current riders.

Parents of Current Teen Riders (ART and/or Metrobus)

Q37: Please tell us one single improvement you would like to see on ART and/or Metrobus.

Schedules & Service Areas *(Continued)*

"Longer hours for the ART bus."

"I'd like ART to run during the day, not just rush hour."

"Connections with other routes that run more frequently and for longer hours would be much better coordinated and easier."

"I'd like my son to be able to stay on ART, even with a connection, since a transfer to Metrobus adds time to the excursion."

Note:
Question only asked to parents of current riders.



Parents of Current Teen Non-riders

Schedules & Service Area

Q37: What would it take for your child to ride the bus?

“Convenience, friends riding it, going where he wants and needs to go.”

“She would take the bus if it would take her to a direct destination where she wants to go and it was faster.”

“We live in North Arlington and it is difficult for us to get to South Arlington for activities. It would be good for kids to be able to get to the sports centers on the buses without having to make transfers.”

“More scheduled times, bus stops that are within a few blocks of our home.”

“Routes near our house that do not require transferring at Ballston.”

Note:
Question only asked to parents of non-riders.



Q37: What would it take for your child to ride the bus?

Parents of Current Teen Non-riders

Safety

"Bus stops that are safe for her to wait at ... from a safety standpoint, since she is 14 years old, I am not comfortable with her riding without at least one friend with her."

"Most times the parents prefer to drive and pick up the kids so we know where they are going. The bus might allow them too much freedom for social activities."

Work Tie-in

"Going to or from work as he gets older is an option to take the bus."

"If he had a job to go to he would take the bus more often."

Note:
Question only asked to parents of non-riders.

Q37: What would it take for your child to ride the bus?

Parents of Current Teen Non-riders

Experience/Introduction

“Probably just trying it out. Might help to have some simple fare card for kids trying it for the first time - maybe have a pass that you issue only once per student, good for a summer's riding.”

“Practice. I am not opposed to it and I think it would be good for him to learn the local transit system.”

Note:
Question only asked to parents of non-riders.

Recap of Barriers: All Have Impact



Don't know how/lack of information.



Not convenient to them.



Fares too expensive.



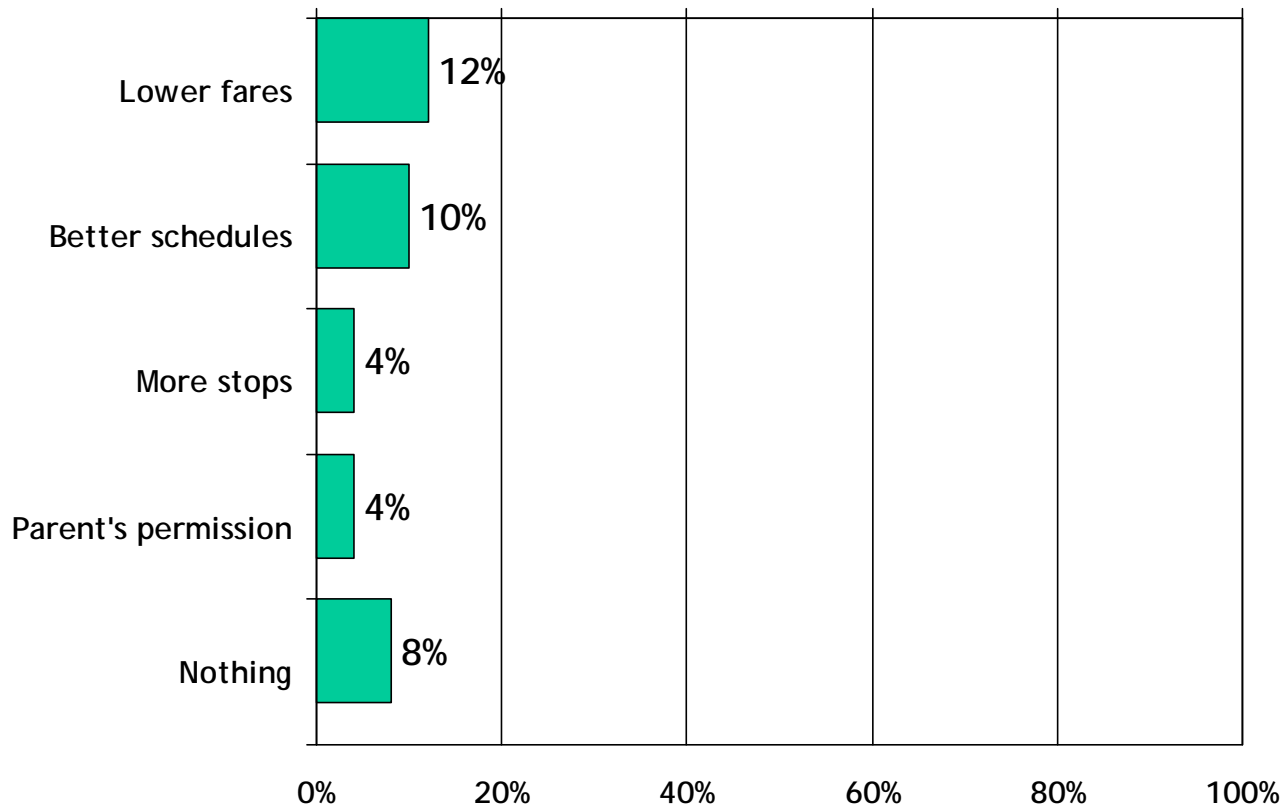
Parent's won't let them.



Don't think it's cool.

These Barriers Are Consistent with What Teens Say Transit Has to Offer to Become a Viable Alternative

*Based on Teens' Answers to
"What Would It Take for You to Ride the Bus?"
(Open-ended, unaided question)*



Q28b: What would it take for you to ride the bus?



Note:
Question
only asked of
non-riders.

Key Finding:

There is no one major barrier or specific issue that makes transit unappealing to non-riders. There are multiple issues - lack of information, high fares, lack of convenient and dependable service and schedules, overall “lame” image, and parents’ permission. These same issues came up when non-riders were asked (unprompted) “what would it take for you to ride the bus?” All of these stated barriers (real or perceived) collectively limit the appeal of transit.

Parents appear to have the same issues with ART and/or Metrobus that teens do - high fares, lack of convenient and dependable service and schedules. Some parents are also concerned about safety. On a positive note, parents see the benefit of ART and/or Metrobus helping teens get to work!

Strategic Implication:

Unfortunately, there is no single “silver bullet” solution that, in and of itself, can make transit attractive!

If and when resources are available, the Arlington County Teen Transit Initiative should address all of these barriers through communications efforts and service enhancements.



Possible
Long-Term
Impact of the
Arlington County
Teen Transit
Initiative

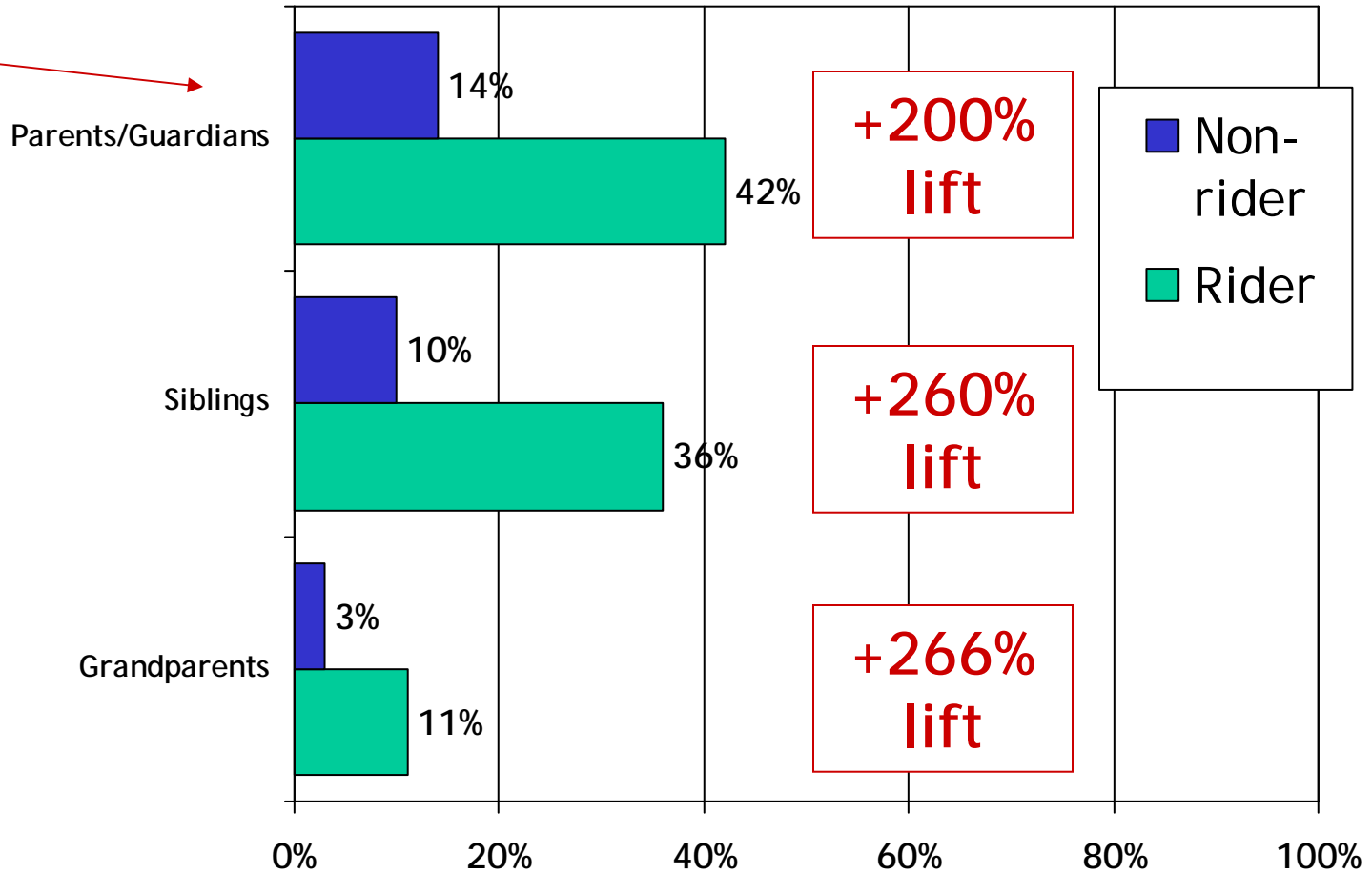
n=632

ART and/or Metrobus Riders Come from Families That Ride ART and/or Metrobus

How to Read This Slide:

14% of non-riders answered yes, I have a parent or guardian who rides ART and/or Metrobus.

42% of riders answered yes, I have a parent or guardian who rides ART and/or Metrobus



Q37: Does anyone in your family ride ART and/or Metrobus?



Key Finding:

There is a direct and positive correlation between family experience with ART and/or Metrobus and teen use of ART and/or Metrobus.

The Arlington County Teen Transit Initiative can have a long-term positive impact. Any conversion to transit will potentially create another “pro-transit influencer” on extended family members in this and future generations.

Strategic Implication:

*Proceed with Arlington County Teen Transit Initiative!
Develop a sensible plan based on many of the fundamental insights gained through this research.
Carpe Diem!*

Thank You!

