

2007 CommuterPage.com Study

SPONSOR:

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

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OVERALL STUDY PURPOSE:

- ☞ To understand how ACCS' CommuterPage.com is currently performing.
- ☞ To identify ways to improve the site.
- ☞ To measure the overall impact of ACCS' investment in CommuterPage.com
- ☞ To establish benchmarks from which performance gains can be made.

OBJECTIVES OF RESEARCH:

- ☞ Identify what prompted visit(s).
- ☞ Identify users' needs for commuter information and trip planning assistance services.
- ☞ Assess the current customer experience and related satisfaction with CommuterPage.com.
- ☞ Find perceived opportunities and challenges with site's existing products/services.
- ☞ Identify return on investment/impact of CommuterPage.com; results/outcomes of site services – did it influence or support travel change.

METHODOLOGY:

Mode of Data Collection	Pop-up advertisement on main pages of site - Pop-up appeared twice - Link to survey also on key pages - 11 constant questions, 3 sets of three that rotated in for a total of 14 questions that each respondent answered
Completed Surveys	346 Completes - Between 101 and 139 respondents for rotating questions
Survey Population	- Visitors to CommuterPage.com between 5/14/07 and 6/25/07 - Email sent to 2300 email news, ART Alerts, and schedule updates subscribers
Survey Instrument	- Online Questionnaire
Criteria for Participation	- Access to the questionnaire (ostensibly site users)

KEY FINDINGS

Demographics of CommuterPage.com Survey Respondents:

- ☞ The mean age of the respondents is 40, and gender is almost evenly split.
- ☞ Only a quarter of the respondents actually live in Arlington County.
- ☞ 87% are employed at least part time. Arlington Residents more likely than others to not be employed.
- ☞ A third of those employed typically commute via Metrorail (38%) while 20% each Drive alone and use the bus.

User Behavior:

- ☞ 61% come to CommuterPage.com via some other online source. 86% of those who knew what they were looking for when they went to CommuterPage.com, found it.
- ☞ People use CommuterPage.com to get information about transportation. 48% downloaded something (e.g. schedule or map). Metrobus and rail schedules and maps were the most downloaded/requested.
- ☞ 38% indicated it was their first time visiting CommuterPage.com. 40% indicated they visit the site at least once a month.

Site Experience:

- ☞ 73% find the content on CommuterPage.com better than that of other informational sites. The lowest rated characteristic was "Visuals/Images" at 53%.
- ☞ 33% of respondents gave a 4 or 5 (top 2 box) rating for **all** 6 characteristics indicating they find the site better than other informational sites on all measures.
- ☞ 58% of respondents said they liked CommuterPage.com's information, content, and one-stop-shopping aspect best.
- ☞ 20% wish that the site were less cluttered. But 18% did not have any suggestions for improvement.

CommuterPage.com's Impact:

- ☞ 55% made changes in how they travel to work since they first started using CommuterPage.com. 83% of those changes were transit related and about half of those

drove alone prior to using CommuterPage.com. 70% of respondents indicated that CommuterPage.com was instrumental in those changes.

- 43% made changes in how they make non-work-related trips since they first started using CommuterPage.com. CommuterPage.com was instrumental in 52% of the non-work changes.

OTHER RELATED STUDIES, PLANS & DOCUMENTS:

2006 – 2008 Arlington County Commuter Services (ACCS) Research and Evaluation Plan
2007 Commuter Store Study

AVAILABLE DOCUMENTS:

Questionnaires
Data Tables
PowerPoint Presentation Final Report

KEY WORDS:

ACCS, Arlington County, Arlington County Commuter Services, Attitudes, Awareness, Communications, Commute, Commute advertising, Commute mode, Commuter assistance services, commuters, CommuterPage.com, commuting, demographics, evaluation, non-commute trips, performance measurement, satisfaction, scorecard, TDM, TDM Planning and Administration, Transportation Demand Management