

COMMUTER SERVICES PROGRAM

PROGRAM MISSION

To provide accurate, timely and useful information and services to residents, workers, and visitors in Arlington to influence people to increase use of transportation options such as transit, walking, bicycling, car/vanpooling, car-sharing, and telecommuting.

The program mission of Arlington County Commuter Services (ACCS) is accomplished through contracts with the private sector for retail, sales, Internet, marketing, and planning programs and services.

- **RETAIL:** The Commuter Store® provides for operation of retail stores located in Ballston, Rosslyn, Crystal City, and a back office that fulfills inventory requests from other ACCS programs. It also operates a Mobile Commuter Store with regular stops in Pentagon City, Court House and other places. All Stores sell all transit and commuter fare media and offer travel advice, maps, timetables, carpool and vanpool ride-matching services, and information about bicycling and elderly services. Other contract duties include operation of the 703.228.RIDE call center for Arlington Transit (ART), fulfillment of CommuterDirect.com fare media sales, and delivery of brochures.
- **SALES:** Arlington Transportation Partners' (ATP) Employer, Residential and Visitor Services efforts are intended to increase the use of transit and alternative modes of transportation by employees of Arlington businesses, residents of condominium and apartment complexes, and hotel guests. This is accomplished through targeted promotions, commuter benefit program development, and supporting services. ATP provides over 600 Arlington employers with guidance on Metrochek assistance, and education on such topics as starting telework programs and creating bicycle friendly workplaces. ATP clients also receive access to other information and services provided by County, regional and State agencies.
- **INTERNET:** Sites include Corporate Services, Urban Villages, Way To Go, Rides In The City CommuterPage.com®, CommuterDirect.com®, ArlingtonTransit.com, ArlingtonSTAR.com, WALKArlington.com, BikeArlington.com, Pike Ride, ATP, and CommuterDirect.com. ACCS's nationally recognized Internet web sites are some of the most popular sites in the region. Special features include daily Commuter News, online schedules and maps, and carpool matching. ART Alert and auto-email notification of schedule changes are recent enhancements. Podcasts of transportation stories are also available on the Rides site.
- **MARKETING:** ACCS Marketing and Communications include several segments. First is the current umbrella campaign to promote general transit, HOV, biking and walking: "Way To Go Arlington. There's more than one way to get where you're going." Second is the marketing and promotion of ART bus service. Third is a major emphasis on the family of Metrobus and ART services in the Columbia Pike Corridor known as "Pike Ride." Fourth are targeted Metrobus and Metrorail marketing promotions that supplement Washington Metropolitan Area Transit Authority efforts with neighborhood or route specific campaigns. Fifth is promoting the ACCS services described above and ad hoc promotion opportunities, such as car-sharing, walking, and bicycling events. Marketing and communications efforts are coordinated with other ACCS programs and services to provide a comprehensive program to reduce the annual 25% turnover of transit customers in Arlington and increase transit's travel market share.
- **PLANNING:** ACCS staff participates in the development of regional work plans addressing clean-air measures, transit promotions, employer commuter services, ozone reduction, and bicycle and pedestrian advocacy. The Transportation Demand Management (TDM) Program reviews and enforces a comprehensive set of conditions for both residential and commercial site plans supportive of the County's smart growth principles. A special multi-year, State-funded research project is documenting the impact of ACCS in such areas as vehicle trips and miles reduced, fuel conserved, air pollution removed, congestion relieved, and transit

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ridership increases. The project is also evaluating ACCS services from customers' viewpoints to identify service enhancements and new market opportunities.

PROGRAM FINANCIAL SUMMARY

	FY 2005 Actual	FY 2006 Adopted	FY 2007 Proposed	% Change '06 to '07
Personnel	-	-	-	-
Non-Personnel	3,473,265	3,362,710	4,147,710	23%
Intra-County Charges	156,574	228,250	228,250	-
<b>Total Expenditures</b>	<b>3,629,839</b>	<b>3,590,960</b>	<b>4,375,960</b>	<b>22%</b>
<b>Total Revenues</b>	<b>3,060,540</b>	<b>3,405,460</b>	<b>4,190,460</b>	<b>23%</b>
<b>Net Tax Support</b>	<b>\$569,299</b>	<b>\$185,500</b>	<b>\$185,500</b>	<b>-</b>
Authorized FTEs	-	-	-	
Funded FTEs	-	-	-	

SIGNIFICANT BUDGET HIGHLIGHTS

- ↑ Funding for ACCS programs and services is provided by a number of sources including federal and state discretionary transportation grants, state formula operating and capital grants, program income, site plan contributions, commissions on fare sales, and direct contract service payments. The change in non-personnel and revenue budgets reflects an increase in projected federal and state funding.
- County staff positions designated for ACCS are budgeted in the Transit Program and are charged to this program through an Intra-County Charge.

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**PERFORMANCE MEASURES**

	FY 2002 Actual	FY 2003 Actual	FY 2004 Actual	FY 2005 Actual	FY 2006 Estimate	FY 2007 Estimate	FY 2007 Goal
Commuter stores customers	140,626	145,240	132,866	170,185	175,000	185,000	200,000
CommuterPage.com® site visits	696,191	935,257	1,177,217	1,527,153	1,900,000	2,500,000	3,000,000
Fare media sales (in \$1,000)	\$7,112	\$8,491	\$10,439	\$12,132	\$13,000	\$14,000	\$15,000
Percent of fare media sales on Internet-CommuterDirect.com	25%	31%	41%	48%	52%	55%	60%
ATP member companies	402	466	484	566	610	650	675
ATP member employees	113,557	124,510	123,351	127,249	132,000	138,000	145,000
ATP residential members	N/A	53	119	203	240	275	300
ATP residential units	N/A	6,500	31,407	47,676	52,000	55,000	60,000
Customers satisfied with service	N/A	N/A	N/A	N/A	90%	90%	90%
Distribution of brochures	N/A	N/A	227,000	420,000	500,000	600,000	650,000

- “ATP member companies” are companies in Arlington that provide Transportation Demand Management programs to their employees with Arlington Transportation Partners’ (ATP) assistance. “ATP member employees” is the number of employees working at the member companies. “ATP residential members” is the number of apartment and condominium complex managers participating in the program.
- “Distribution of brochures” refers to the number of brochures and timetables delivered to corporate and retail clients and individuals from the ACCS Distribution & Logistics warehouse in Rosslyn. It does not include direct mail pieces delivered by the Marketing section or regular mailings by ATP to its clients.

**FUTURE BUDGET CONSIDERATIONS**

- As ACCS is funded almost entirely from federal, state and regional transportation sources, the annual scale of ACCS’ operations corresponds directly to the ability to obtain such funding.