

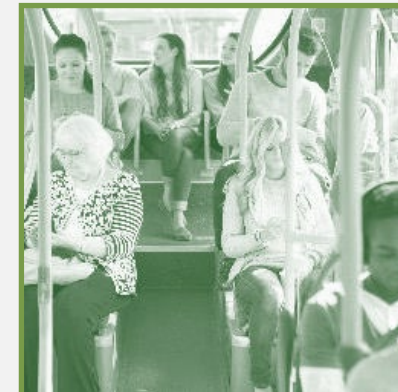
Arlington County Commuter Services

CAP Strategic Plan and Organizational Assessment

September 2024



Prepared by:





Background and Program Overview

Commuter Assistance Program (CAP) Strategic Plan Overview

- Virginia Department of Rail and Public Transportation (DRPT) requires each TDM program in the Commonwealth to develop this plan.
- Purpose:
 - Assess the current program and its results, along with the needs of “commuters.”
 - Strategically plan the services and resources needed over a five-year period to maximize alternatives to single occupant vehicle use in the most cost-effective manner.
 - Provide a basis for funding requests in statewide planning and programming documents. This is necessary to maintain the small share of state funding that ACCS receives.

Arlington County Commuter Services Bureau



Commuter Assistance Program Overview

Business-to Business Outreach, Education, and Incentives: Employers, Residential Buildings, Commercial Properties, Hotels, Schools

Site Plan Assistance

Transit benefits assistance

Champions recognition program

Customized marketing materials and brochures

Construction phase to help implement required TDM infrastructure and services

Monitor implementation over time

Monitor performance

Resource guides, e.g., telework, vanpooling

Events, workshops, and trainings

Assistance with surveys

Assist with overall transportation program development

Commuter Assistance Program Overview

Marketing

Websites, online
videos, ads

Social Media

Community
events/street
teams

Bike safety/learn
to ride classes

Calculator
showing savings:
\$, time, CO2

Commuter and Traveler Support

Travel assistance at
Commuter Stores and
703-228-RIDE

ART call center (703-
228-RIDE), website,
signage, marketing

Fare pass sales at
Commuter Stores and
CommuterDirect.com
(to individuals and
through employers)

Local and regional
transit schedules,
maps, and brochures
by mail

Real-time transit
displays in buildings

Commuter Assistance Program Overview (cont.)

Research and Reporting

Bike/Ped and Capital Bikeshare

Current Transit
news through
CommuterPage

Industry
Research

Oversee Capital
Bikeshare operations
and maintenance
contract

Bikeshare station
and network
planning

Local and
Regional Surveys

Site plan required
transportation
studies

Promote Capital
Bikeshare equity
programs

Oversee
micromobility
program

Impacts of ACCS (2022)

- Assisted more than 44,000 commuters shift to non-SOV travel modes (79% to new modes, 21% to telework).
 - These commuters eliminated 37,000 daily vehicle trips and 644,000 daily vehicle miles traveled.
 - These commuters reduced emissions by 231,000 kg of CO₂ (greenhouse gas), 126 NOx and 104 kg VOC.
- Resulted in societal cost savings – air pollution, congestion reduction, road construction deferred, crashes avoided, and noise eliminated of \$53 million per year.
 - This is a 4.3 time return on investment.

ACCS Performance (2023)

- Provided guidance and services to:
 - ▣ 800 employers, about half of whom offer transit benefits
 - ▣ 360 multi-family residential buildings
 - ▣ 100 commercial buildings
- Worked with more than 250 site plan buildings to implement TDM measures.
- Served more than 600 Retail Partners with information to provide to visitors.
- Achieved nearly 4,400 pledges to commit to eliminating at least one SOV trip a week.
- Held 133 events to provide information to residents, employees, and visitors.
- Managed Capital Bikeshare program which had:
 - ▣ More than 900 bicycles at 107 stations.
 - ▣ Served more than 266,000 trips originating in Arlington.

Performance (2023)

- **Commuter Stores:**
 - ❑ Sold 100,000 fare pass products, including for STAR and iRide Student SmarTrip cards.
 - ❑ Served 300,000 visitors.
- **CommuterDirect:**
 - ❑ Sold, processed & delivered passes to nearly 110,000 customers.
 - ❑ 325,400 products sold.
- **Commuter Information Center:**
 - ❑ Fielded 20,000 phone calls & 10,200 emails: questions/complaints about ART; pass purchases, SmartBenefits questions; travel information.
- **Distribution Center:**
 - ❑ Distributed 185,000 brochures and pieces of collateral.
 - ❑ Distributed passes sold by CommuterDirect.
 - ❑ Installed ART bus stop information & flags.



Service Area and Markets

Target Markets

- Recurring trips, including anyone traveling to work or school on a regularly scheduled basis (regardless of time of day).
 - Recurring Trips within Arlington
 - Recurring Trips into/out of Arlington
 - Recurring Trips during Second or Third Shift, or on Weekends *Equity Emphasis*
- Non-recurring trips, including anyone traveling for any reason other than a recurring trip (e.g., shopping, doctor, dining, worship, special events).
 - Arlington residents traveling within Arlington
 - Arlington residents traveling to elsewhere in the region, people from the region traveling to Arlington
 - Multifamily housing residents in Equity Emphasis Areas *Equity Emphasis*

- 17.5%+ median income <\$50,000 and/or

- 38.5% BIPOC population

Under \$40,000/yr





Strategic Framework

Updated Vision and Mission

Vision

ACCS supports and champions Arlington as a place where people of all ages, abilities, and backgrounds find it easy, desirable, and safe to choose transit, walking, biking/scooter, and carpooling/vanpooling for all types of trips.

Mission

To educate and empower everyone who travels to, through, and within Arlington with timely and useful information about transit, walking, biking/scooter, and carpooling/vanpooling.

Updated Goals

Goal 1:

Provide education, outreach, and encouragement about non-single occupancy vehicle travel modes to all audiences using a wide range of media and messaging styles that results in travelers choosing a trip mode other than driving alone.

Goal 2:

Increase the share of all Arlington trips taken by transit, walking, biking/ scootering, and carpooling/ vanpooling through actions that facilitate and encourage behavior change and reduce vehicular emissions.

Goal 3:

Optimize the organizational and operational effectiveness of ACCS and identify and apply for additional funding sources to diversify ACCS' funding structure while leveraging partnerships to expand ACCS' reach.

Goal 4:

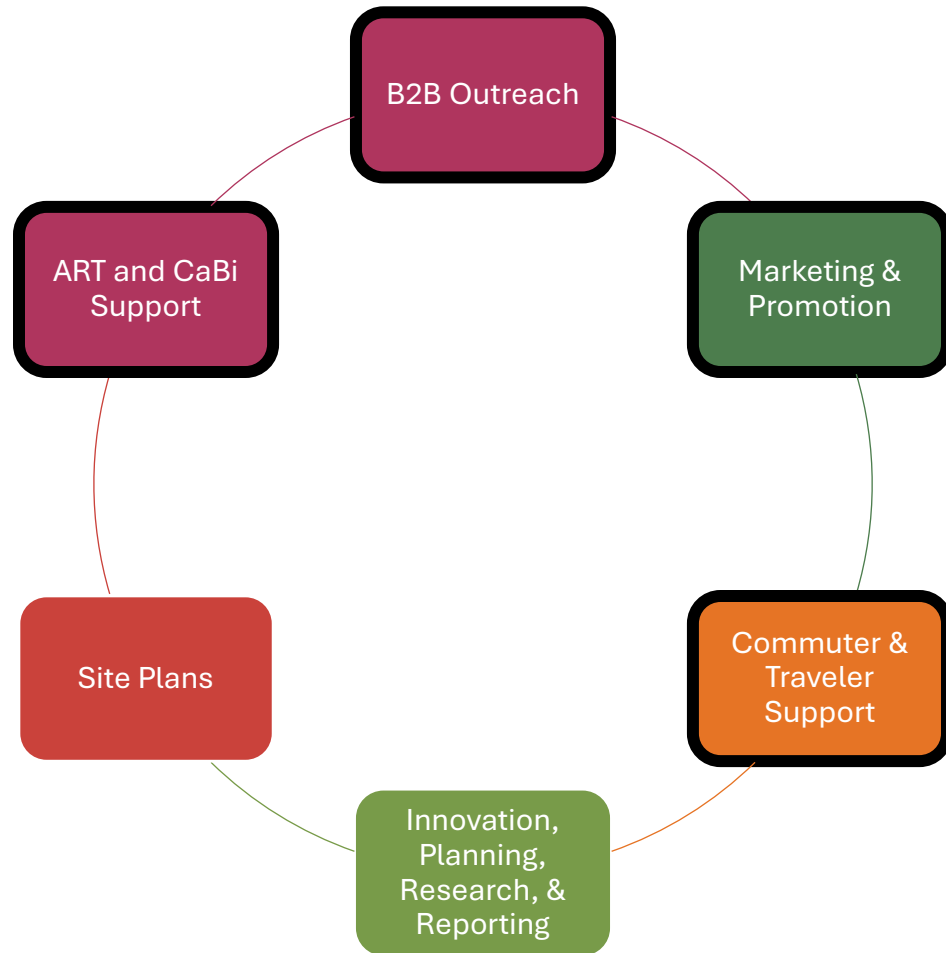
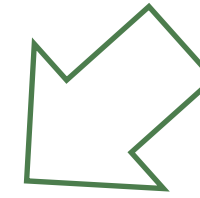
Leverage data and key performance indicators to evaluate the performance and impact of ACCS services and communicate program success to stakeholders and funding partners.



Program Recommendations

Program Recommendations

Some highlights!



- Rebrand ACCS and refocus to be inclusive of all trips – not just for commuting.
- Update and consolidate branding and websites.
- Focus on equity populations – employees and residents.
- Performance reporting.
- Stronger TDM/Transit collaboration.
- Streamlined site plan oversight process.
- Develop a plan for funding resiliency.

Additional highlights shared on following pages.

Business to Business Outreach

- Employers
- Residential Buildings
- Schools
- Commercial Buildings

- Partnerships to reach people in a position to change habits: residential and commercial realtors, HR at employers for onboarding.
- Employer: Expand on transit benefit program information including increased focus on low-wage/non-office workers.
- Residential: Further expand programming to older multi-tenant buildings and affordable housing.
- Hotels: Designate a primary point of contact for their unique needs.
- Schools: Work with APS to develop a formal TDM for Schools program targeted and students and families.
- Streamline roles of Business Development Managers and Site Planners.

New,
Enhanced,
and Modified
Services

Marketing and Promotion

New,
Enhanced,
and Modified
Services

- General Marketing
- Trip Planning Tools
- Bike related marketing

- Rebrand from “ACCS” to be inclusive of trips outside of commuting.
- Update and consolidate branding and online information for easier understanding and navigation.
- Evaluate and update social media strategy to current trends.
- Offer new, dynamic, marketing campaigns outside of Car-Free Diet that use new technologies.
- Leverage participants in low-fare pilot and community partner program for additional outreach opportunities.
- Consolidate marketing team across all programs.

Commuter and Traveler Support

- Commuter Stores
- Commuter Info Center
- Online brochures and schedules

- Simplify call center menu and branding.
- Re-evaluate Commuter Information Center and Commuter Stores with respect to current traveler needs.
- Re-evaluate breadth of brochure distribution.

New,
Enhanced,
and Modified
Services

ART, CaBi, and Micromobility

New,
Enhanced,
and Modified
Services

- ART Information and Call-In Center
- Capital Bikeshare Oversight

- Better communication between county staff for ART and ACCS, and contractors for both to ensure that travel options are cross promoted through all organizational materials.



Next Steps

Next Steps

- Finalize CAP strategic plan
- Presentations with Commission:
 - Disability Advisory Commission (6/17)
 - Transportation Commission (6/27)
 - Transit Advisory Committee(9/10)
 - Joint Bike/Ped Advisory Committees (9/11)
- County Board approval (October)
- Submit to DRPT (no later than Nov. 30, 2024)
- Continued discussions and evaluation

Thank you!

