



Transit Advisory Committee

Arlington Transit Updates

Battery Electric Bus Pilot

ART Satisfaction Survey

Winter Weather Response

Microtransit

STAR Audit





ART Satisfaction Survey Update

Satisfaction Survey - Background

- Last customer satisfaction survey completed in 2019
- Survey would ideally be completed every 3-4 years, COVID altered this cadence
- Most recent survey kicked off October 2025
 - Onboard intercept survey began end of October, completed mid-December
 - Riders surveyed at all times of day on each route and day of week; about 2,000 riders surveyed
 - Online survey began early November, completed early December
 - Just under 500 survey takers from the community, distributed via County social media and outreach
 - Focus groups occurred in November
- Consultant analysis (WBA) took place in December and January
- Draft Report Under Review by County staff
 - All presentation statistics are from draft report

Preliminary Results - Intercept Survey

- Ridership
 - Survey Taker Results
 - 68% identify as people of color
 - 75% were riding ART to work, compared to 81% in 2019
 - 93% ride at least once a week, same as 2019
 - 70% ride at least 5 days per week
- Satisfaction
 - 92% are satisfied with ART, compared to 86% in 2019
- Ridership boosters (similar to 2019 survey)
 - More accurate real-time information
 - More frequent bus service
 - Zero-fare
 - Better on-time performance

Preliminary Results - Online Survey

- Travel Patterns
 - Survey Takers
 - 65% live within two blocks of a bus stop
 - 61% work or go to school within two blocks of a bus stop
 - Only 8% decreased their use of ART due to experiencing too many problems
- Experience with ART
 - 69% have ridden ART before, compared to 50% in 2019
 - 85% have used ART before are satisfied or very satisfied
 - About 58% reported familiarity with ART's schedules and routes, compared to about 31% in 2019
- Top Information Sources
 - Active Screens at bus stops and on buses
 - Arlington Transit website
 - Text Messaging
 - Social Media



Focus Groups

- Ten total focus groups
 - Eight resident groups
 - Four held for occasional/non-riders (1 in Spanish)
 - Four held for regular riders (1 in Spanish)
 - 81 residents in total: 43 for in-person focus groups, 38 for virtual focus groups
 - “Public transportation in Arlington County is...”
 - Two bus operator groups
 - 25 operators in total participated
 - Questions about strengths of and improvements for ART
 - Questions about ART riders
- Focus groups gave residents and operators alike the opportunity to share more candid, qualitative responses than the surveys



Thanks & Questions

- Thanks to:
 - WBA consultants and survey administrators
 - Survey takers (onboard and online)
 - Focus group participants (residents and operators)
 - Transit Bureau and TRAC staff
- Questions?