

PILLARS
 OF TDM
 NUMBER 4

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**Let Employers Advance the Cause —
 Implement Employer-based Programs**

What We Know:

Employer involvement increases participation in commute alternatives.

According to the [2006 Arlington County Resident Study](#), 31% say their employer offers commute assistance services and/or benefits. Prior studies show even higher percentages. The most common offering is transit subsidies. Among the residents who did not have access to transit subsidies, 36% said they would be very likely or somewhat likely to try HOV (high occupancy vehicle such as bus or metro/train) for work if their employers offered this benefit. Among those residents whose employers do offer TDM (Transportation Demand Management) services, Transit use was higher and fewer drove alone in their commute.

This information helps validate the effectiveness of ACCS' continued investment in state-of-the-art employer-based commuter assistance programs. Through Arlington Transportation Partners (ATP), ACCS assists employers in setting up onsite commuter programs such as telework, transit benefits (i.e. Metrochek), bicycle facilities, parking management and business relocation programs.

Business leaders in Arlington appreciate the importance of the transportation system to their business and the value of offering these services. The reported benefits to employers include increased company productivity, improved employee recruitment and retention, and reduced facility costs. In addition to the programs already mentioned, employees enjoy access to other services such as the Commuter

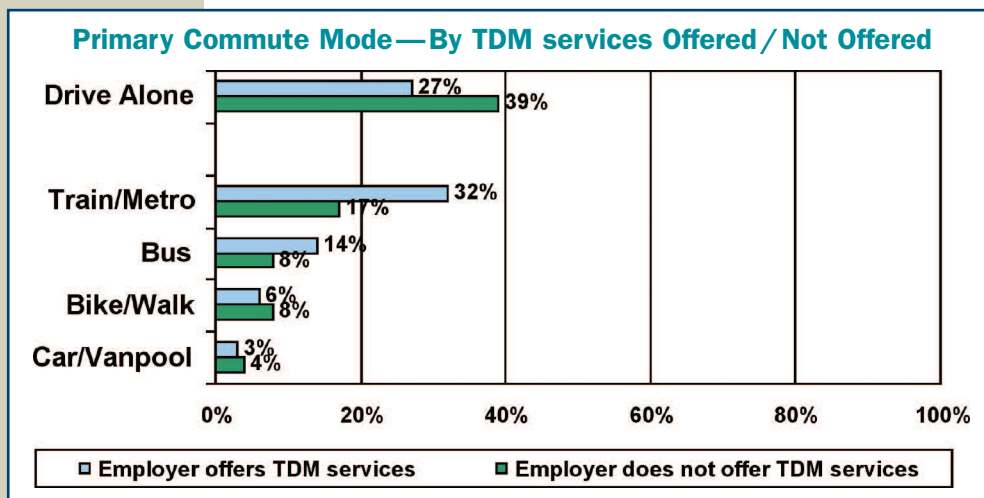


Chart Source:
[2006 Arlington County Resident Study](#)

Note:
 The differences for Drive Alone, Train, and Bus are statistically significant at the 95% level.



Connections car and vanpool Ridematching and Guaranteed Ride Home services, trip planning and more. There is a high level of participation in these programs and both employers and employees show interest in having more services be made more available at the workplace.

Key Supporting Facts:

- Arlington County Business Leaders would allocate almost half of the county's transportation system budget on *non*-road alternatives and services. When asked to allocate a \$100 budget across three items – Infrastructure (roads), Infrastructure (bus, bike/walking paths, etc.) and Services (such as ACCS and ATP provide), an average of \$53 was allocated to roads, \$27 to non-road infrastructure and \$19 to services. (Source: [2007 Arlington County Business Leaders Study](#))
- ATP Employer Clients say Arlington County's Transportation System impacts them. When asked, "in what ways and to what extent does the quality of the transportation system in Arlington County affect your organization," 59% said it affects employee retention, 58% said it affects their customers' ability to reach their business, and 56% said it affects employee recruitment. (Source: [2006 Arlington Transportation Partners Client Study](#))
- Arlington Business Leaders report that the transportation system affects them. Between 55% and 69% say that the Arlington County

Transportation System has a *positive* effect on their ability to recruit employees, customers' ability to reach their business, access to broad workforce, employee attendance, ability to retain employees, employee morale, and employee productivity. (Source: [2007 Arlington County Business Leaders Study](#))

- More than half to two-thirds of ATP Employer Clients Offer Metrochek (or other financial benefits), flex time, teleworking, information on transportation options, transit schedules, and bike lockers or racks. A third or more of ATP Employer Clients do not offer, but would be willing to offer ridematching, Guaranteed Ride Home, and information on transportation options at their worksite. (Source: [2006 Arlington Transportation Partners Client Study](#))
- 83% of Arlington Business Leaders surveyed say their company offers at least one transportation service or benefit program. More than half offer flexible work schedules, transit schedules at the worksite, and teleworking. Of those who do not already offer it, 45% would consider Guaranteed Ride Home, and 37% each would consider offering SmarTrip cards, and pre-tax transportation accounts (such as Commuter Choice). (Source: [2007 Arlington County Business Leaders Study](#))
- Arlington Business Leaders see real benefits in offering transportation services to employees. 45% say that

they make recruitment easier 40% find improved productivity. The more services they offer, the more benefits they realize. (Source: [2007 Arlington County Business Leaders Study](#))

- 39% of ATP Employer Clients would have been unlikely to implement transportation services at their work-sites if assistance, such as what ATP provides, had not been available to them. The number one reason ATP Employer Clients decided to provide transportation services at their work-sites was employee benefit/morale. (Source: [2006 Arlington Transportation Partners Client Study](#))
- According to ATP Employer Clients, 73% to 86% say their employees are interested (top two box) in Commuter Choice (pre-tax transit benefits), Metrochek (and other financial benefits), flex time, teleworking, compressed work week, and SmarTrip cards (which are accepted on both metrorail and bus) provided at the work place. (Source: [2006 Arlington Transportation Partners Client Study](#))
- 74% of ATP Employer Clients are likely to recommend ATP services to other companies. This leads to a Net Promoter Score of 58 (promoters less detractors). For more information on the Net Promoter Score, please visit the [Satmetrix Web site](#). (Source: [2006 Arlington Transportation Partners Client Study](#))



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