

## **2009 Arlington Transportation Partners (ATP) Solutions Newsletter Assessment Study**

### **SPONSOR:**

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### **OVERALL PURPOSE:**

- ☞ This research study is a component of the ACCS Program Research and Evaluation Plan.
- ☞ The purpose of this study will be to assess the effectiveness of, and solicit ideas for potential improvements to Arlington Transportation Partners' (ATP) newsletter – Solutions – that is distributed four times a year.

### **METHODOLOGY:**

|                         |                                                                                                                                                                   |
|-------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Mode of Data Collection | Telephone/Online Survey                                                                                                                                           |
| Completed Surveys       | 87 Respondents Total: <ul style="list-style-type: none"><li>– 81 via telephone, 6 via email link to online survey</li><li>– 33 Residential, 54 Employer</li></ul> |
| Survey Population       | – ATP's newsletter client list of 685 companies in Arlington County                                                                                               |
| Survey Instrument       | - Telephone/Online Questionnaire                                                                                                                                  |

## **SELECTED KEY FINDINGS**

### **ATP Awareness:**

- 🚗 80% knew who published *Solutions* without prompting (unaided awareness). 16% additional were aware of ATP when asked (aided awareness) totaling 96% awareness.
- 🚗 45% of Residential and 57% of Employer respondents said they use ATP services.
- 🚗 66% have been prompted to call ATP or visit the Web site (or both) by the newsletter.

### **Newsletter Use:**

- 🚗 68% of respondents prefer the paper format, 16% prefer email, 7% prefer both, and 9% have no preference.
- 🚗 54% prefer to receive the newsletter quarterly, 30% prefer monthly, and 16% have no preference.
- 🚗 67% have read all three of the past three issues they received. Only 8% have not read any.
- 🚗 42% keep the newsletter for at least a month. 7% keep it longer than 4 months and 23% keep it for less than a week.
- 🚗 46% pass the newsletter along, 29% throw it away or recycle it, and 25% save it for future reference. 23% say that 20 or more people read their copy of the newsletter. Only 14% say that only one person reads the newsletter.
- 🚗 82% of those who wanted the letter in email format would forward the newsletter to friends or coworkers.
- 🚗 Upcoming Events and Bicycle Commuting are the most read topics. All 23 topics appeared in readers' top choices.

### **Added Value Items:**

- 🚗 71% rated the brochures at least a 7 (on a scale of 0 to 10) on value, 50% rated the Giveaways at least a 7 on value, 79% rated the maps at least a 7 on value, and 54% rated the posters at least a 7 on value.
- 🚗 66% display the map; 57% display the poster.

### **Satisfaction and Net Promoter Score:**

- 🚗 67% rated the *Solutions* newsletter at least a 7 on helpfulness.
- 🚗 The Net Promoter Score is -13.

### **Newsletter Impact:**

- 🚗 15% said the newsletter prompted them to change personal commute/transportation habits.
- 🚗 All but 3 Residential respondents and all but 13 Employer respondents say that *Solutions* prompted them to implement ATP offered benefits.

## **OTHER RELATED STUDIES, PLANS & DOCUMENTS:**

2001 ATP *Solutions* Newsletter Assessment Study  
2005 ATP Annual Report  
2007 ATP Customer Satisfaction Study

**AVAILABLE DOCUMENTS:**

|               |
|---------------|
| Questionnaire |
| Data Tables   |
| Final Report  |

**KEY WORDS:**

ACCS, Arlington County, Arlington County Commuter Services, Arlington Transportation Partners, ATP, ATP Employer Services, Communications, Commuter assistance services, Employee Newsletter, Employer Services, Satisfaction, TDM, Transportation Demand Management, Workplace