Listening to Champions

Using Marketing Research to Influence Transportation Benefits

Elizabeth A. Denton
Dec. 8, 2014

@ATPCommutes
@TinLizzieBikes
#BECC2014
40,900 car trips are shifted each work day into other forms of transportation in Arlington, Virginia. The mobility-management programs of Arlington County Commuter Services work to relieve congestion and save energy, improve health and the environment, and boost economic prosperity and tourism revenue. Arlington’s practices and policies can be translated as a game plan for anywhere else in the world.
Workplace Commute Champions

- 4 Month Pilot
- 31 Employers
Focus Groups
So We Changed Some Things!

@ATPCommutes
#BECC2014
Result of Our Listening

- March – November*
- 113 Total Champions**
- 69 Employer
- 39 Residential
- 5 Developer

*2014 Deadline December 31
** As of December 1

@ATPCommutes
#BECC2014
Listening Works!

• Revising Problem Spots
• Refine Social Norming Infographics
  • Industry
  • Urban Village
• Engage 200 Clients?

Elizabeth A. Denton
elizabeth.denton@transpartners.com
www.arlingtontransportationpartners.com

@ATPCommutes
#BECC2014