Arlington’s Experience with Carsharing & Expanding Travel Choice
Presentation Overview:

Part I – Arlington Development & Transportation Context
Part II – Arlington Carshare Program
Part III – Lessons Learned
Arlington, Virginia

- Located in the core of a rapidly growing Washington region, 6 million residents, 3 million jobs and 1,200 sq. miles of urbanized area
- Arlington - 26 sq. miles at the confluence of major regional multimodal transportation facilities
- Region faced with environmental and transportation challenges
Arlington Development Overview

- 40.6 million sq. ft. of office space, 35 million sq. ft. in Metro station areas with 4 million sq. ft. of supporting retail & services
- 95,000 housing units (over 35,000 in Metro station areas)
- Over 6,000 housing units and 3 million sq. ft. of commercial space under construction
- An additional 75,000 jobs and 50,000 residents projected by 2030
Transportation Concepts

- Focus community development around transit and require appropriate investments in transportation
- Emphasize community walk-ability and bike-ability
- Maximize travel choice for residents, workers and visitors
- Provide comprehensive and easy to access information about travel options
- Employ transportation demand management strategies
- Manage curb-space and parking efficiently
- Emphasize multi-modal street operations
Transportation Facilities & Services

- 1,094 lane-miles of primary and secondary streets and 19 lane-miles of HOV facilities
- Over 4,000 on-street metered parking spaces
- 12 miles of Metrorail lines and 11 stations
- VRE commuter rail
- Extensive regional (Metrobus) and local bus (ART) service
- And expanding car-share program with over 60 cars in transit station areas
Transportation Facilities - Pedestrians & Cyclists

- 34 miles of multi-use trails, 21 miles of on-street lanes and 34 miles of marked bike routes
- Over 2 miles of bike facilities added annually
- Sidewalks on both sides of primary streets and on one side of most secondary streets
- Over 2 miles of new sidewalks added annually
TDM & Commuter Services - Expanding Travel Options

- Transportation demand management requirements for new site plan development
- Commuter services program focused on information provision, sales and marketing via websites, direct mailings, ads, and in-person contacts
- Program reaches employers with over 132,000 employees, 52,000 multi-family units and half of the County’s hotels
TDM & Commuter Services - Expanding Travel Options

- Promotes all alternatives to SOV travel
- Supports “Air Quality Action Days” program
- Serves as a laboratory for new transportation and information products and services
- Expanding market reach in Arlington and in the region
Transportation System Users

- Residents
  - Over 200,000 in 2006
  - 124,000 workers with 70% working outside the County

- Employees commuting to Arlington-based jobs
  - Over 160,000 workers commute into Arlington daily

- Visitors
  - 4 million plus visitors to Arlington National Cemetery
  - Over 10,000 hotel rooms used as a base for visitors from outside the region
  - Many daily visitors from adjacent jurisdictions

- Through travelers & commuters
Transportation System Use

- > 4 million vehicle-miles of travel per day
- 211,000 Metrorail boardings/alightings (June 06)
- > 45,000 bus trips
- > 3,000 commuter rail boardings/alightings
- > 3,000 car-share members
- > 160,000 transit-related walking trips
- Increasing bike commute trips
- Increasing non-transit walking and biking activity
Part II: Arlington Carshare Program

Try Carsharing.
By the hour, by the day—use a car whenever you need it.
(Insurance, gas and parking included.)

Need a car for only an hour?
Want to run errands at lunch?
Have a business meeting?
Spouse has the car for the day?

For more information, and to register for carsharing, visit
www.CommuterPage.com/carshare
or call
703-228-RIDE.

Service provided by
ARLINGTON VIRGINIA
Arlington is the place for carsharing.
Carsharing Services in DC region

- Two for-profit carsharing companies—Flexcar and Zipcar serving the region beginning in 2001.
- Focused on the regional core with the District of Columbia and Arlington having the lion’s share of cars and members
- Over 300 cars in service
- Most successful in medium to high density mixed-use transit-oriented neighborhoods
- Over 50 Metrorail stations have carsharing vehicles
Arlington Program Milestones

- Pre-Pilot Program - 12 cars (2001 – January 2004)
- Pilot Carshare Program - 24 cars (Feb 04 – Feb 05)
- First-Year Report (April 05)
- Expanded Program - 43 cars (May 05)
- Risk-sharing subsidies discontinued (May 05)
- Discounted membership discontinued (July 05)
- Regional on-line survey of carshare members (March 06)
- Second Year Report (June 06)
- Arlington Staff Pilot Program (July 06)
- Expanded Fleet – 70 cars (November 06)
Carshare Program Goals

- Expand travel choice for residents and workers
- Influence travel behavior – encourage all alternatives to SOV travel
- Provide a viable alternative to auto ownership
- Reduce the demand of expensive structured parking (long term)
Carshare Program Elements

- Expand the fleet in Arlington
- Provide revenue guarantees
- Create on-street visibility
- Provide membership discounts
- Promotional efforts -
  - Brochure, Postcards, Inserts
- Initiate Arlington staff pilot
- Continue program surveys and research
Carshare Program Evaluation
2005 & 2006

- Carshare Program results
  - No. of cars
  - No. of members
  - Usage (per Month)
- Pilot Carshare Program survey
  - Survey of Flexcar & Zipcar members in March 2005 and 2006
- Carsharing research
  - Best practices research incl. TRB study
# Carshare Program Growth

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<th>Before Program Feb-04</th>
<th>1st Year Pilot March 05</th>
<th>2nd Year Pilot March 06</th>
<th>Current Nov 06</th>
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<td><strong>No. of Cars</strong></td>
<td>12</td>
<td>27</td>
<td>43</td>
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<td><strong>No. of Carshare Memberships</strong></td>
<td>1,180</td>
<td>2,546</td>
<td>3,490</td>
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Carshare Program Survey Findings

- Over 80% of Arlington Carshare Members Rate Service Excellent
- 76% of Carsharing Members Feel Safer with Carshare Vehicles Parked On-Street
- 85% of Arlington Members More Confident Knowing Arlington is Carshare Partner
Arlington Carshare Survey Findings

- The Carsharing Program Encourages Transit-Oriented-Living:
  - 47% agree they use transit more often
  - 47% agree they walk more often
  - 65% agree they save money on transportation
  - 71% agree they have postponed buying a car
Carshare Research & Survey Findings

- The Pilot Carshare Program Makes Efficient Use of Parking
- Arlington Carshare Members Reduce Car Ownership
- Arlington Carsharing Members Reduce Vehicle-Miles Traveled (amounts to millions of VMT reduced or avoided each year)
Part III: Five Lessons Learned
1. Providing carsharing with on-street visibility was a major factor in program expansion

- Raises the profile of carsharing
- Enhances convenience of the service
- Improves perceptions of safety of the members
2. Public-Private Partnership Fostered Carsharing Expansion/Market Acceptance

- County investment 2004-2006:
  - Revenue guarantees
  - On-street locations
  - Membership discounts
  - Promotional efforts -
    - Brochure, Postcards, Inserts
  - County government staff pilot

- Carsharing companies:
  - Expanded fleet from 12 to 70 vehicles
  - Expanded membership from 1,180 to over 3,000
3. Carsharing provides auto-mobility without impacts of car ownership

- Findings support the popular belief that carsharing fills a missing link (car guarantee) in the transportation infrastructure so that many urban dwellers, suburban commuters and visitors can keep using alternatives to the privately-owned automobile.
4. Carsharing is an valid TDM strategy that complements other strategies

Carsharing Program in the Arlington Context:

- Further expands travel choice for both residents and workers
- Complements other Arlington transportation strategies
- Resulted in evidence of the following:
  - Increase transit ridership,
  - Reduce car ownership,
  - Reduce demand for parking,
  - Reduce the number of cars on the road,
  - Reduce the number of vehicle-miles travel
- Lesson learned: it is possible to reduce reliance on car use and ownership with choices that still include the automobile
Contact Information:

Dennis M. Leach, AICP
Director of Transportation
Arlington County Department of Environmental Services
Division of Transportation
703-228-0588
dleach@arlingtonva.us

Program Information: www.commuterpage.com/carshare