



2023

BALLSTON SURVEY RESULTS SUMMARY

FALL 2023



BALLSTON

2023 BALLSTON SURVEY

KEY OBSERVATIONS

- This year's survey had 1,620 respondents; 54% are between 25 and 34 years old. 46% of respondents are employees, business owners or their representatives.
- 44% of employees indicated they come to the office 2-3x/week, while 32% said they come 4-5x/week; Monday's in-office presence has risen, while Friday's has remained lowest.
- About as many respondents use Metrorail as personal vehicles to get to work. The most cited objections to in-office participation are commute time, commute cost, child care, and pet care.
- Our Farmers' Market, Sip & Mingle, BAC Events, and Quarterfest were our most highly-attended programming. Luncheons, happy hours, morning coffee and donuts, ice cream socials, and health/wellness programs are the most desired in-office incentives.
- 83% of residents and visitors said they did not have a current membership with a Ballston fitness company. Nearly 50% of respondents indicated they eat 2-3 meals at Ballston restaurants each week.

DEMOGRAPHICS

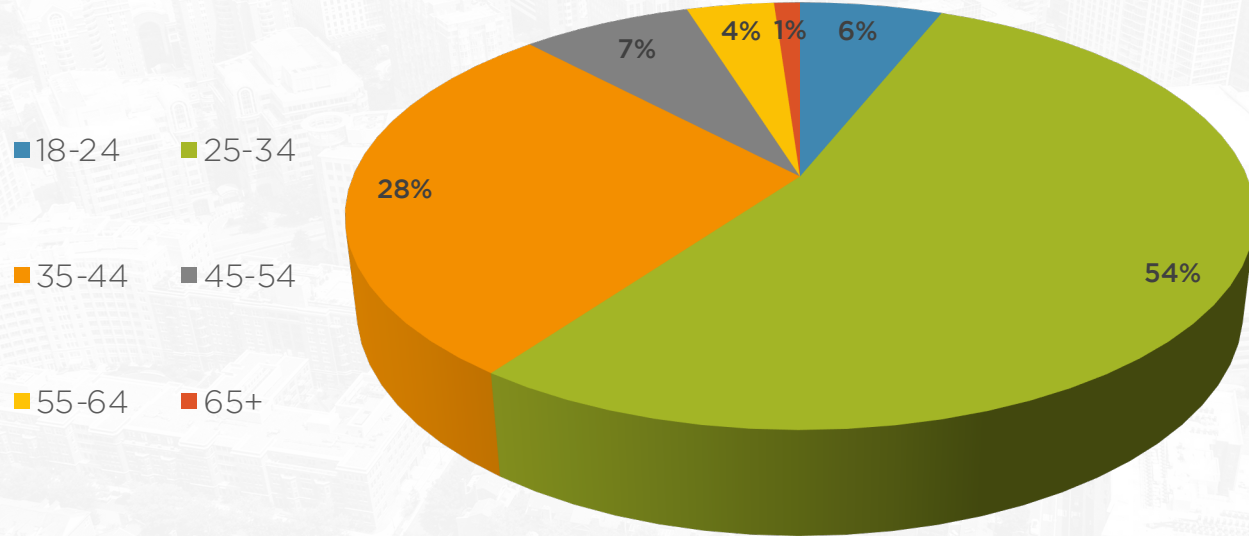
DEMOGRAPHICS

KEY OBSERVATIONS

- This year's survey had 1,620 respondents, a 21% increase in participation compared to the previous year
- 54% of respondents are aged between 25 and 34
- 62% of respondents are unmarried
- 50% of respondents identify as female, 48% as male
- 46% of respondents are employees, business owners, or business representatives, nearly double this segment's participation compared to the previous year

DEMOGRAPHICS

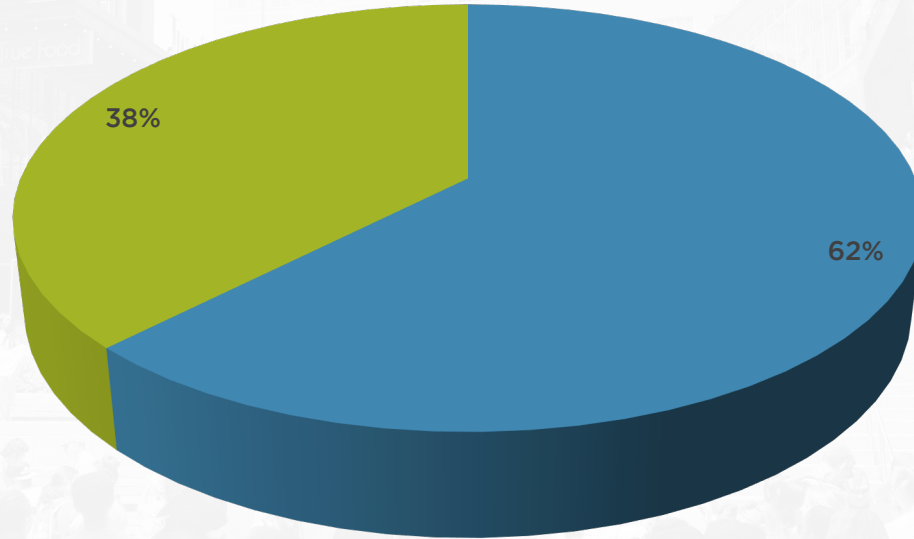
AGE OF RESPONDENTS



DEMOGRAPHICS

MARITAL STATUS

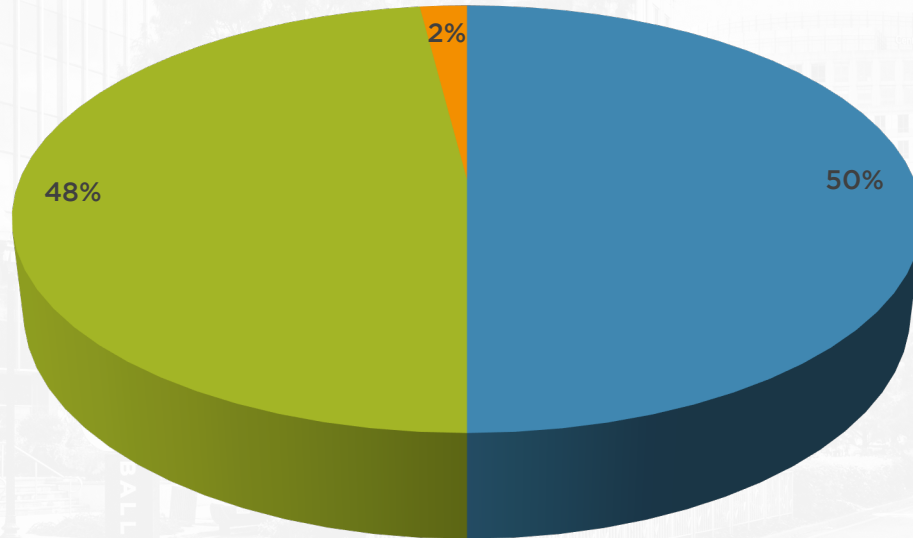
■ Single ■ Married



DEMOGRAPHICS

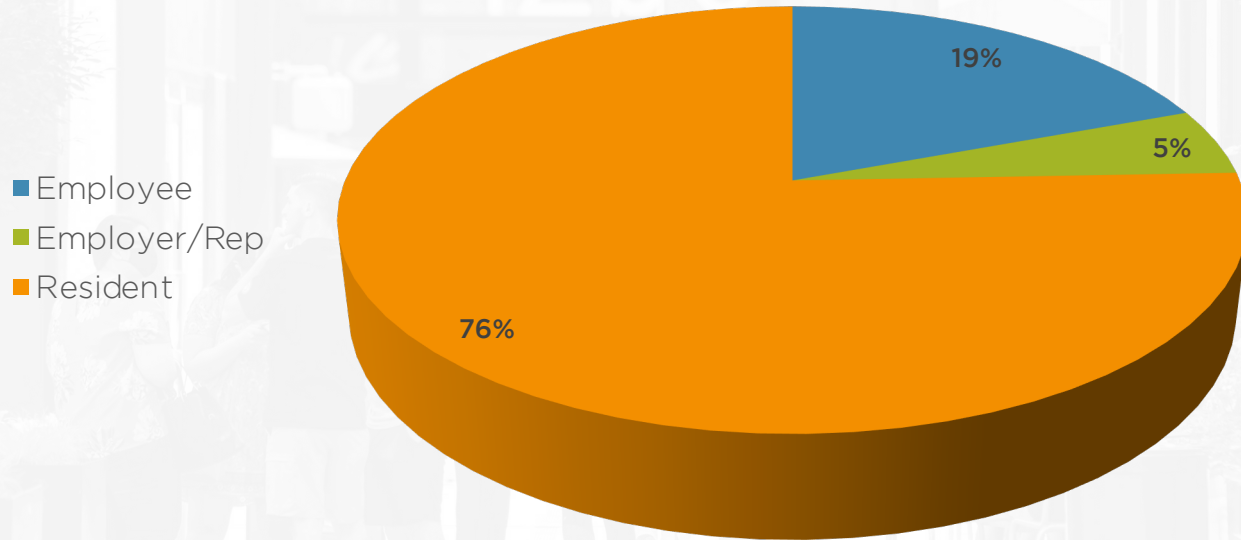
GENDER

- Female
- Male
- Other/Unspecified



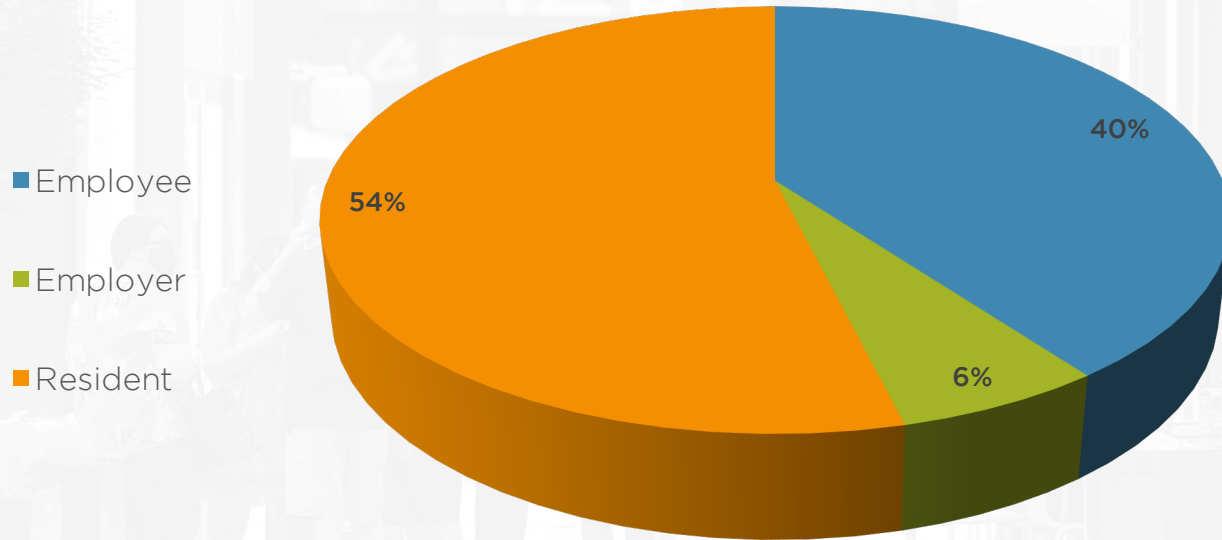
2022 RESPONDENTS PROFILE

RELATIONSHIP TO BALLSTON



2023 RESPONDENTS PROFILE

RELATIONSHIP TO BALLSTON



EMPLOYEE RESPONSES

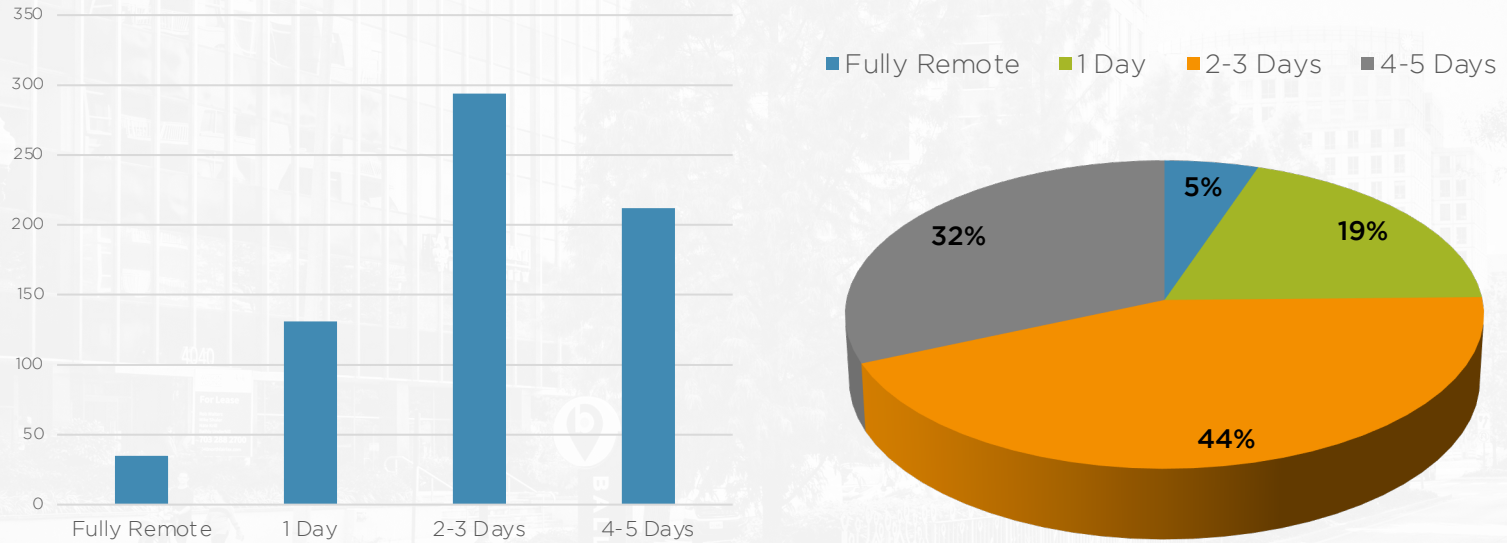
EMPLOYEE RESPONSES

KEY OBSERVATIONS

- Fewer employees indicated they come to the office 0x, 1x, and 4-5x each week. 44% of employees reported 2-3x each week – an increase from 35% last year. Monday is resurging for a more balanced week, while employees indicate Friday is their least-attended day in office.
- The majority of employees utilize personal vehicles and the Metro to get to the office. They indicate both the time and cost of commuting are their greatest challenges to in-office attendance; followed closely by child and pet care.
- Similar to their employees, employers noted the Farmers' Market, Sip & Mingle, Business Appreciation Campaign Events, and Quarterfest were our most highly-attended programming. Luncheons, happy hours, morning coffee and donuts, ice cream socials, and health/wellness programs are the most desired incentives to encourage in-office attendance.
- 93% of respondents indicated they either love or like working in Ballston.

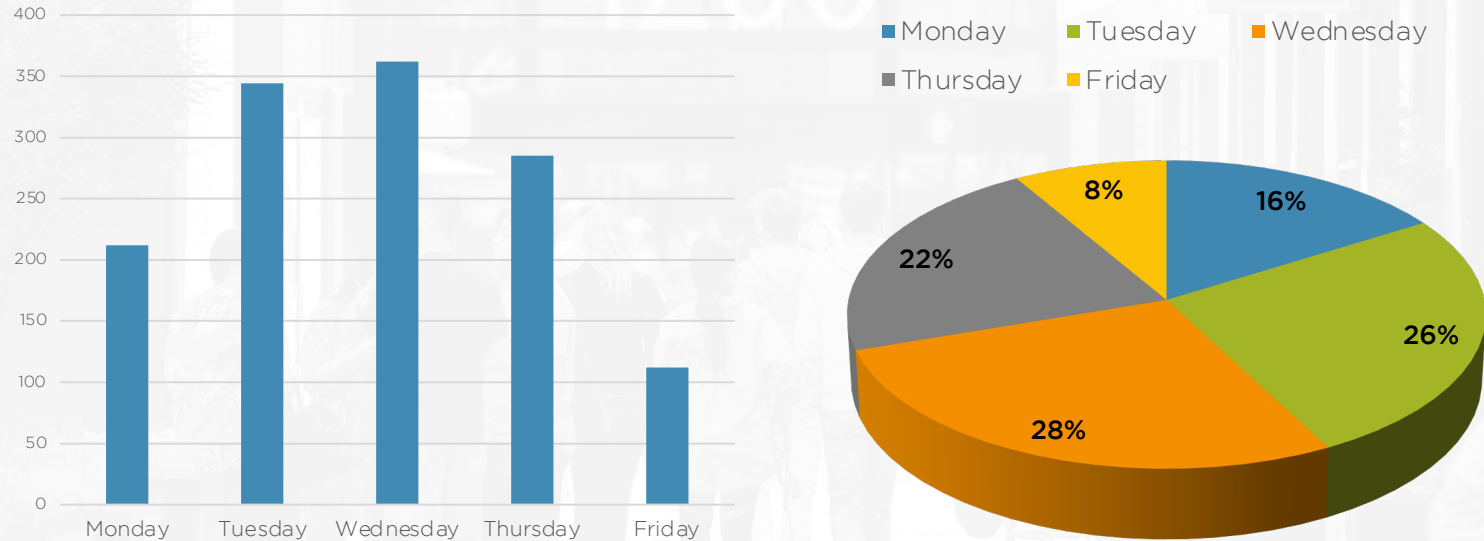
EMPLOYEE RESPONSES

CURRENT WEEKLY OFFICE PRESENCE



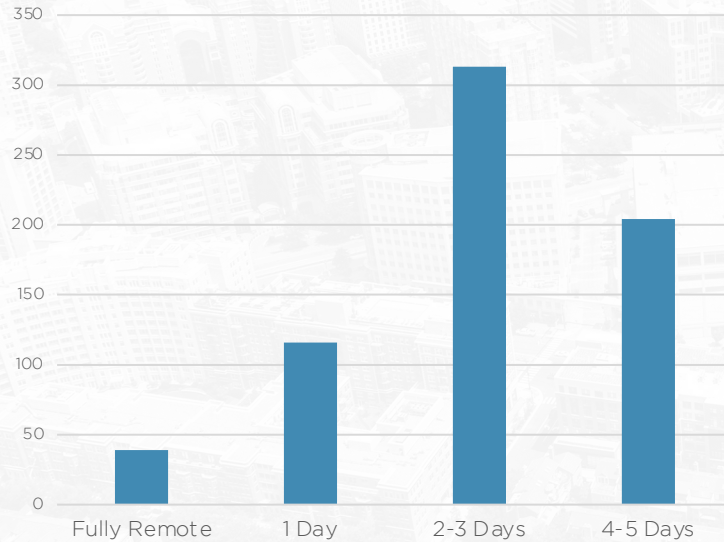
EMPLOYEE RESPONSES

CURRENT WEEKLY OFFICE PRESENCE

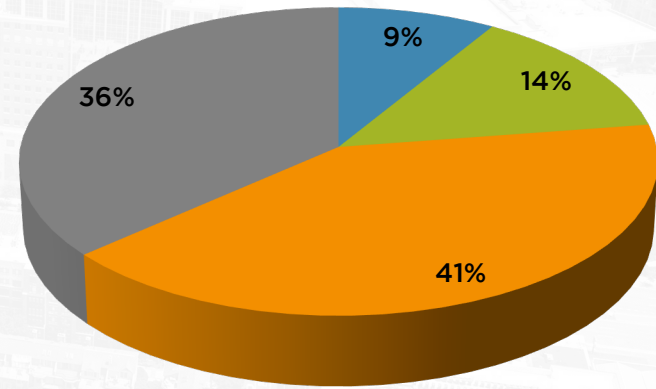


EMPLOYEE RESPONSES

FUTURE OFFICE PRESENCE

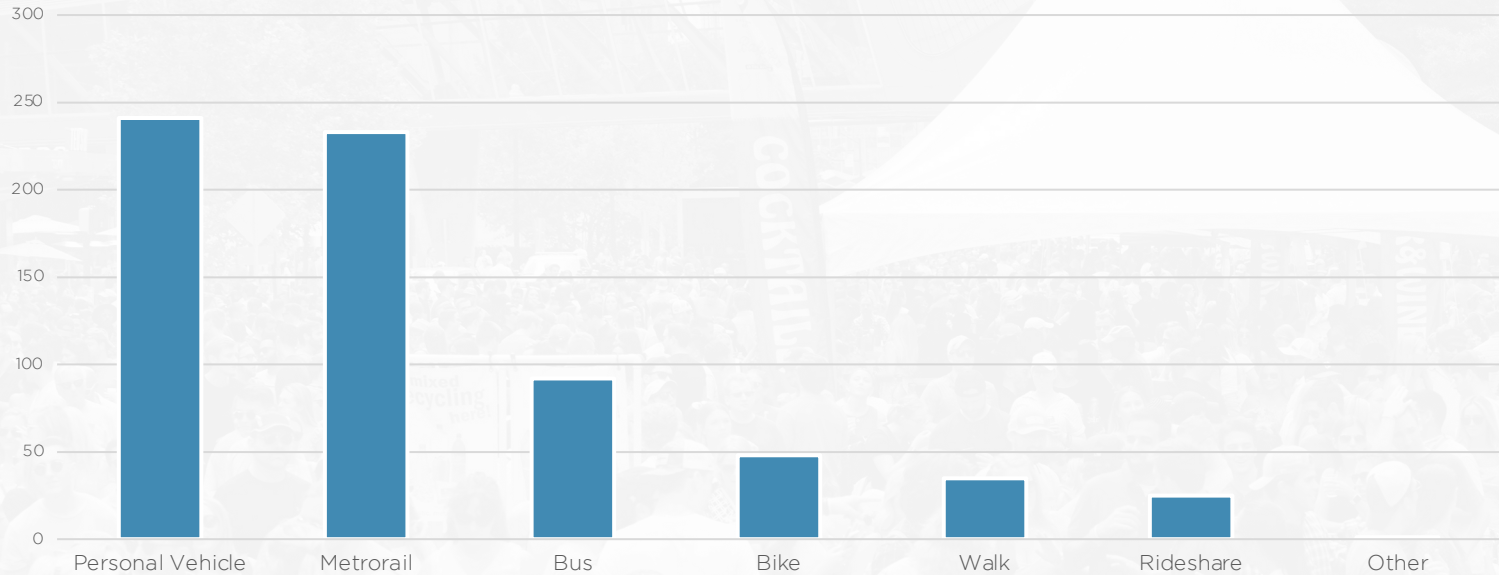


■ Fully Remote ■ 1 Day ■ 2-3 Days ■ 4-5 Days



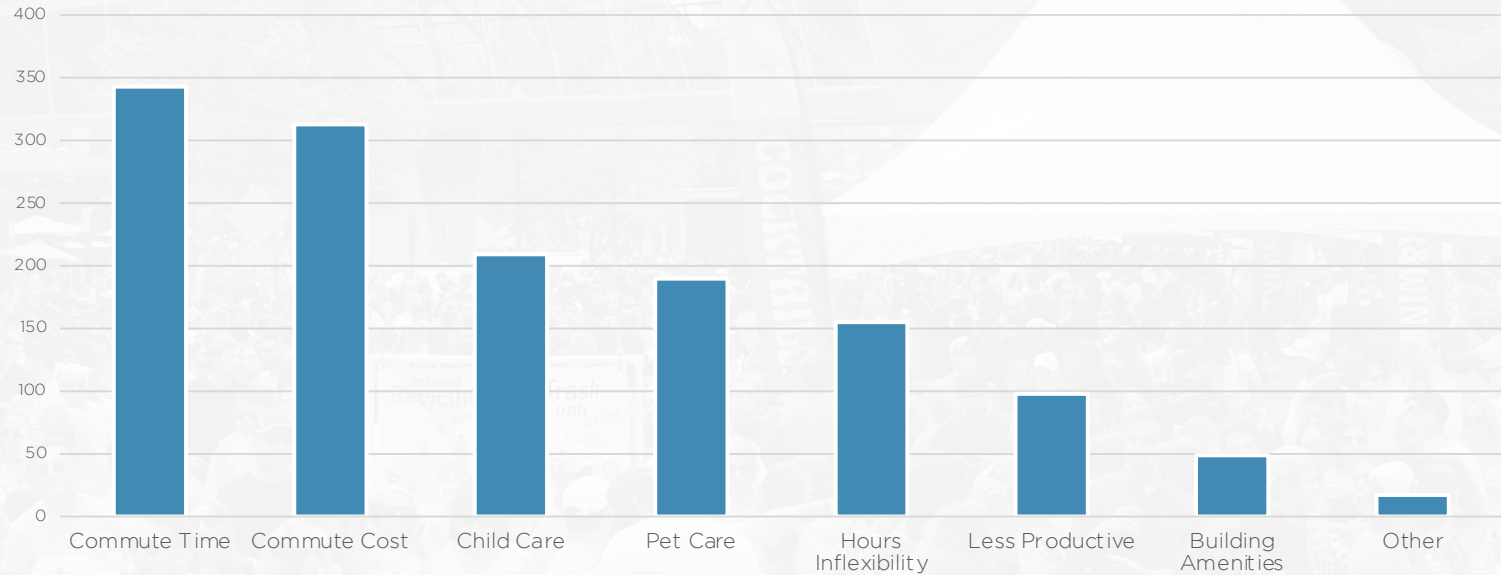
EMPLOYEE RESPONSES

METHOD OF TRAVEL TO THE OFFICE



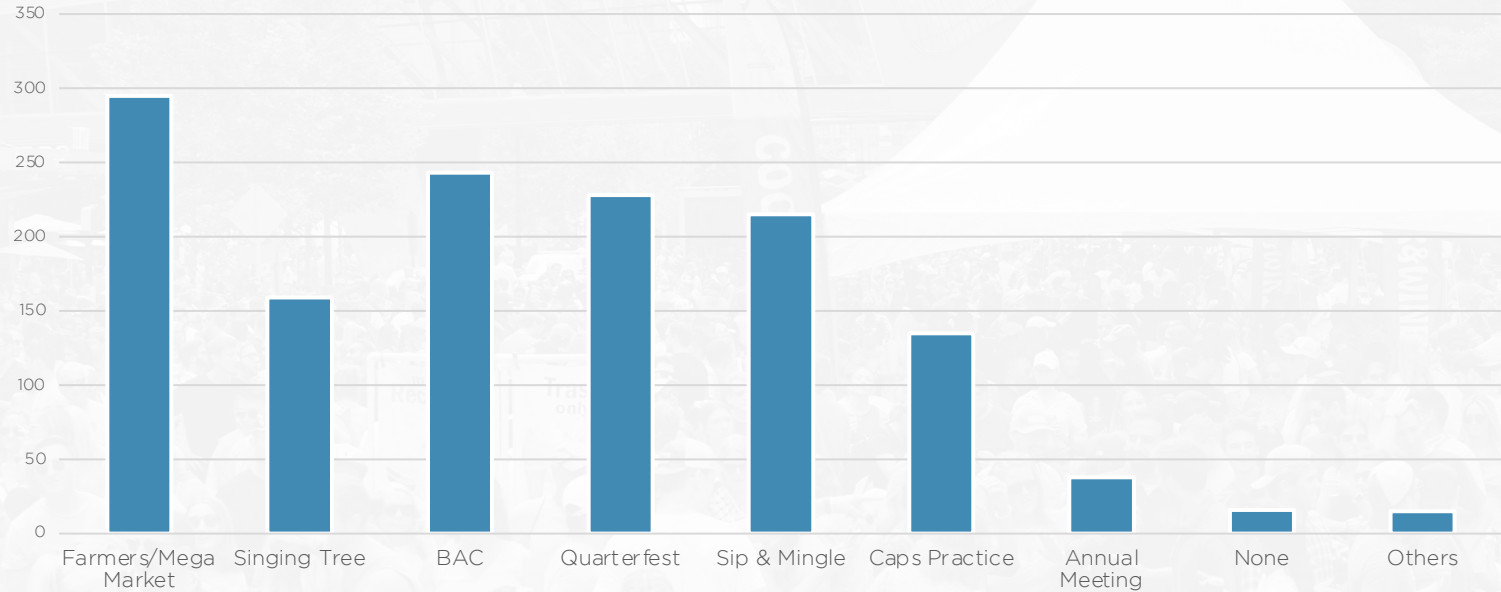
EMPLOYEE RESPONSES

OBSTACLES TO OFFICE RETURN



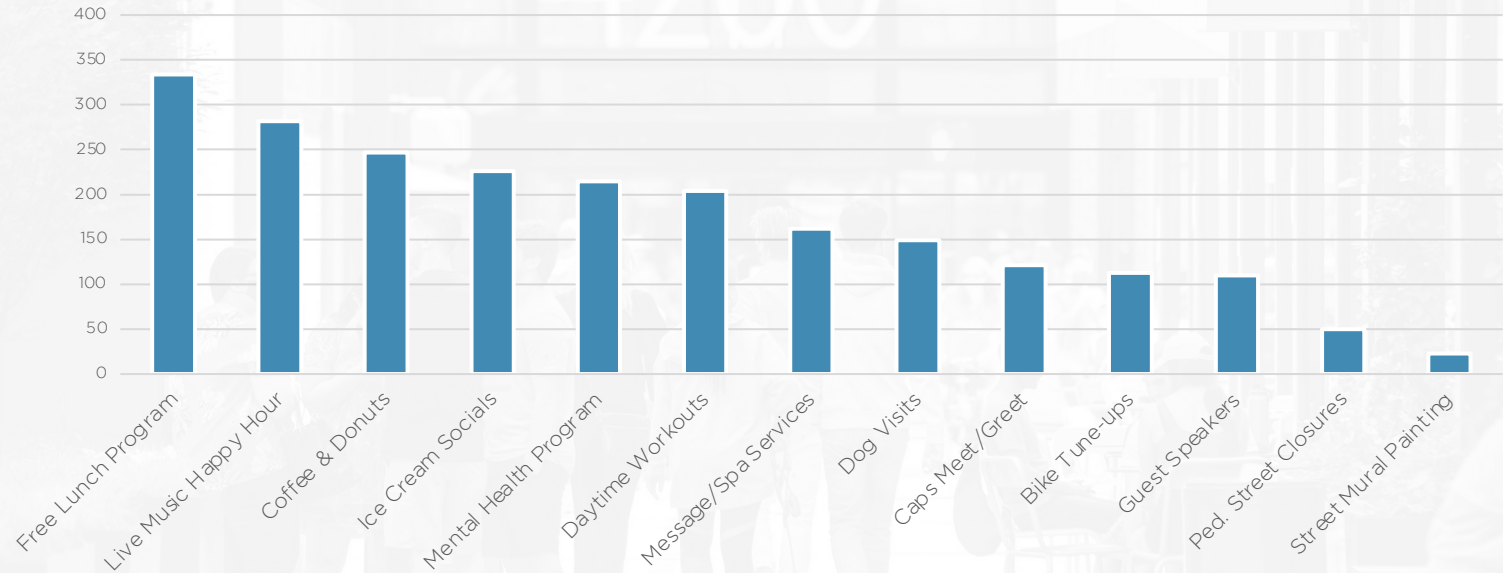
EMPLOYEE RESPONSES

PREVIOUS PARTICIPATION IN BID INITIATIVES



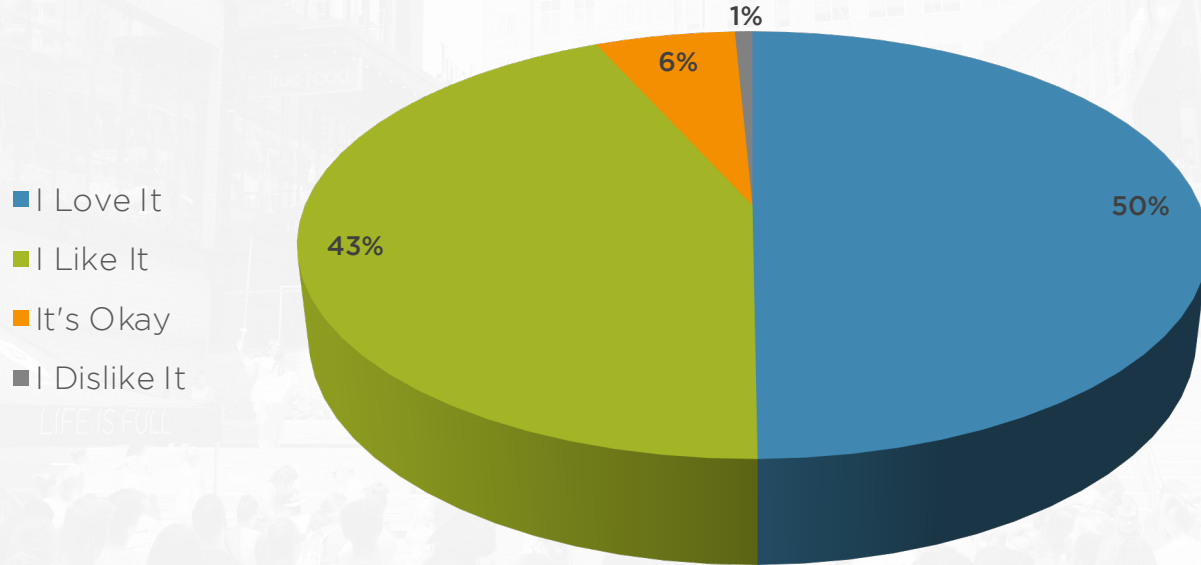
EMPLOYEE RESPONSES

DESIRED INCENTIVIZING PROGRAMS



EMPLOYEE RESPONSES

DO YOU LIKE WORKING IN BALLSTON



EMPLOYEE RESPONSES

ON WHAT THEY'D LIKE TO SEE IN BALLSTON

- A Ballston music festival
- More events and entertainment
- Picnics or sports activities to encourage team bonding
- New art exhibitions, cultural festivals
- A festival showcasing local and international cuisine
- A series of art showcases or exhibitions
- Educational programs, like TedTalks
- Easier parking
- More electric charging stations in garages
- Clearer hotspots for e-scooters and e-bikes
- More green space
- Public Wi-Fi access
- Prevent double-parking around the bridge on Wilson Blvd
- More stores and retail in the mall
- Provide health and fitness specials for employees
- Secure bike parking at Ballston Quarter garage
- A fitness center with a pool

EMPLOYEE RESPONSES

ON THEIR EXPERIENCES WORKING IN BALLSTON

- I love the ability to walk and bike to work
- I'd like to be able to get involved with more community events
- Glebe and Wilson is terrible for pedestrians
- I like having so many restaurants for lunch or take-home dinner options
- We need more bike lanes throughout the neighborhood
- I wish there were no-car days in Ballston, with open streets for pedestrians
- I've worked here for 8 years and have enjoyed seeing it grow
- I'd rather drive to work but street parking is limited and the Ballston garage costs \$10/day
- I've worked in Ballston for 16 years. The turnover in businesses can make the area feel transient
- Love the progress on the Ballston Beaver Pond
- Would love to see more vegan/vegetarian options/restaurants

EMPLOYER/REP RESPONSES

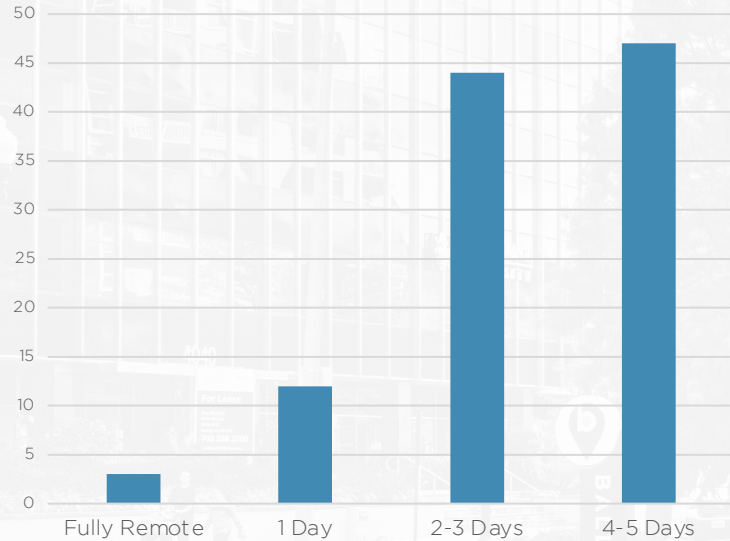
EMPLOYER/REP

KEY OBSERVATIONS

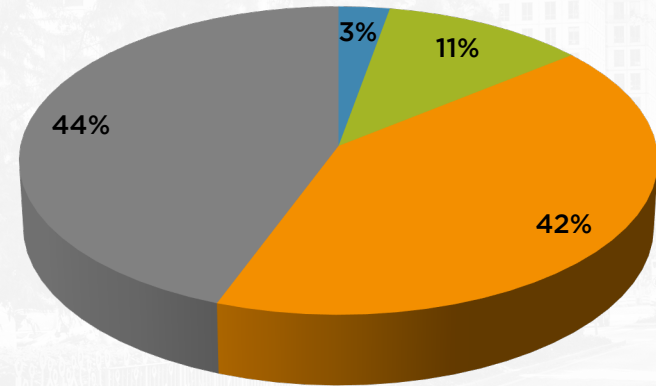
- Employer responses, in line with employee responses, indicated that 44% of offices have in-person presence 4-5x each week while 42% responded with in-office work 2-3x each week. Wednesday is the most highly-attended office day, while Friday drops significantly.
- Employers confirmed both the time and cost of commuting are their staff's greatest challenges to in-office attendance followed by child care and pet care options.
- Our Farmers' Market, Sip & Mingle, BAC Events, and Quarterfest are the most highly-attended programming. Luncheons, happy hours, morning coffee and donuts, and ice cream socials are the most desired incentive programs to encourage in-office attendance.
- 95% of respondents indicated they either love or like working in Ballston.

EMPLOYER/REP RESPONSES

CURRENT WEEKLY OFFICE PRESENCE

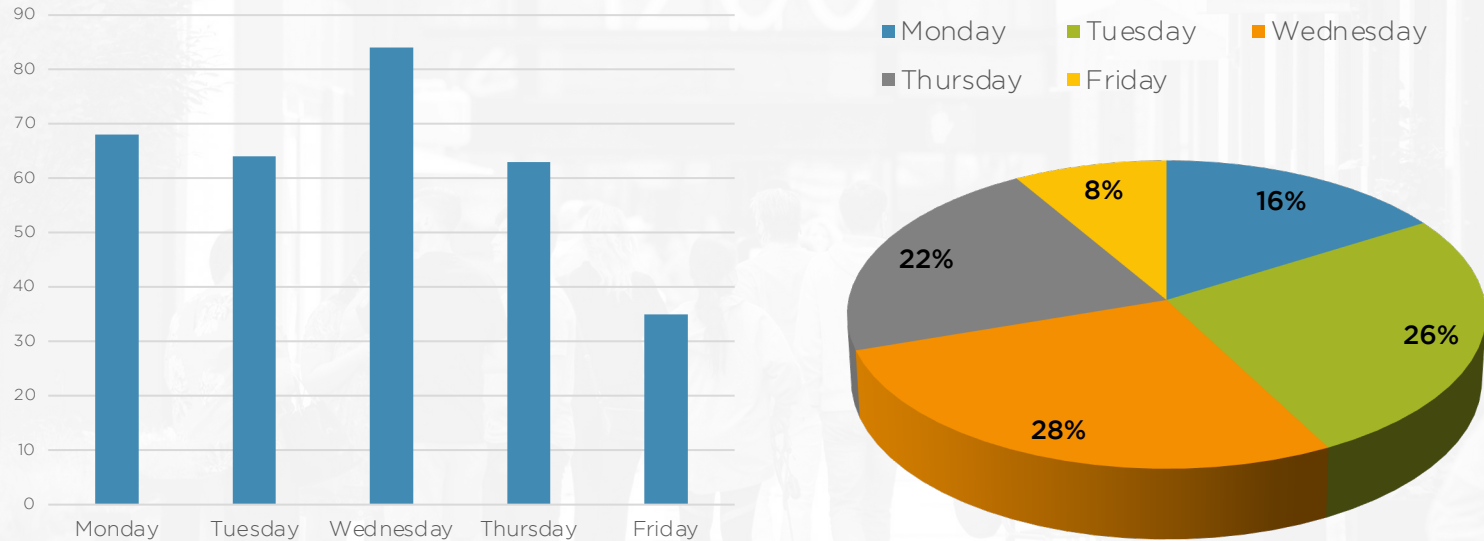


■ Fully Remote ■ 1 Day ■ 2-3 Days ■ 4-5 Days



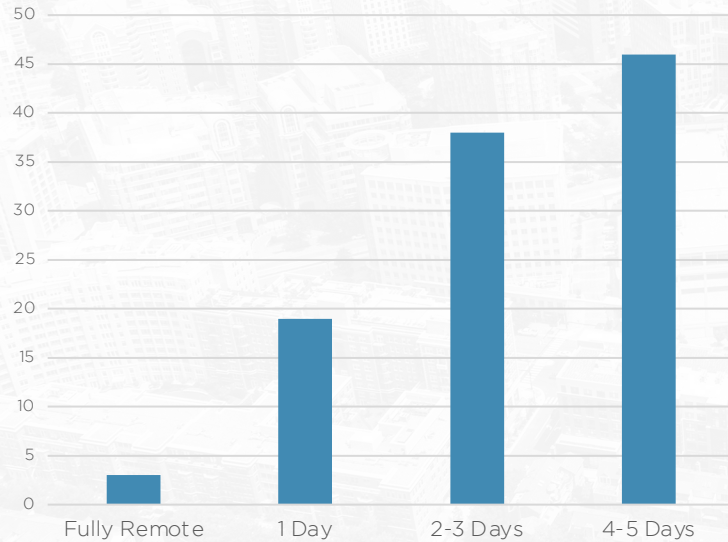
EMPLOYER/REP RESPONSES

CURRENT WEEKLY OFFICE PRESENCE

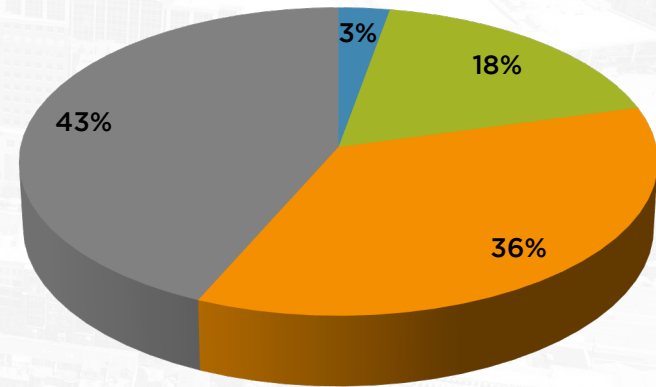


EMPLOYER/REP RESPONSES

FUTURE OFFICE PRESENCE

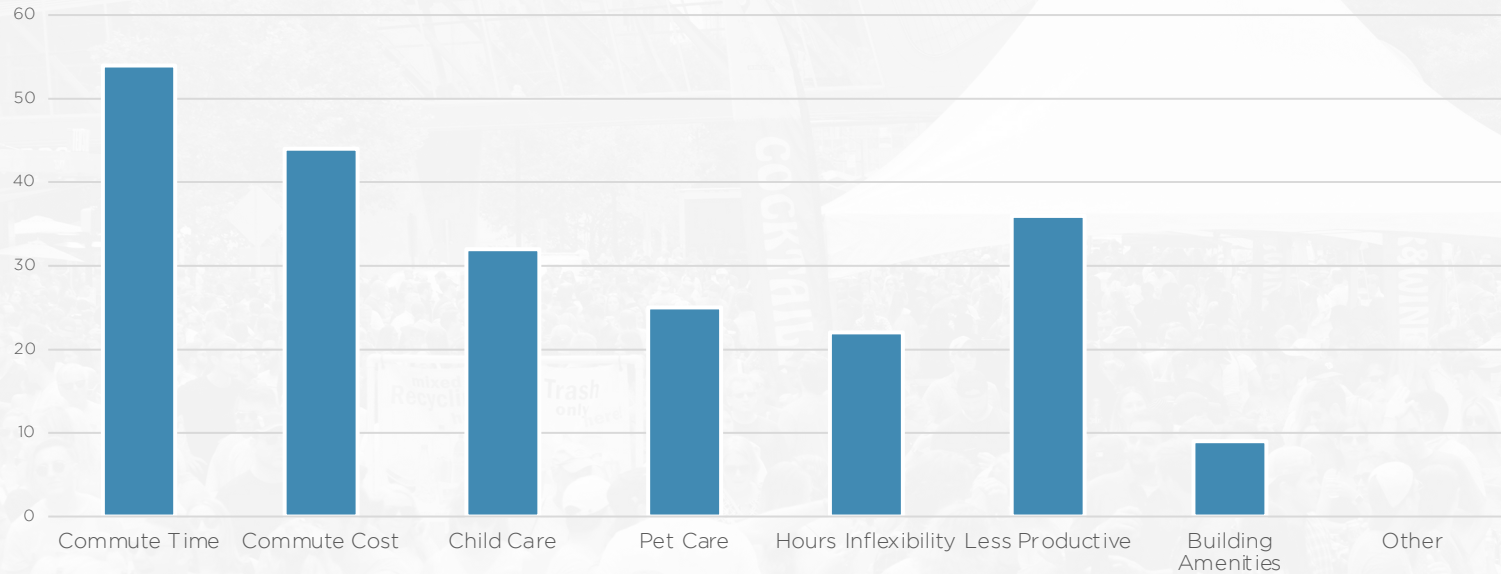


■ Fully Remote ■ 1 Day ■ 2-3 Days ■ 4-5 Days



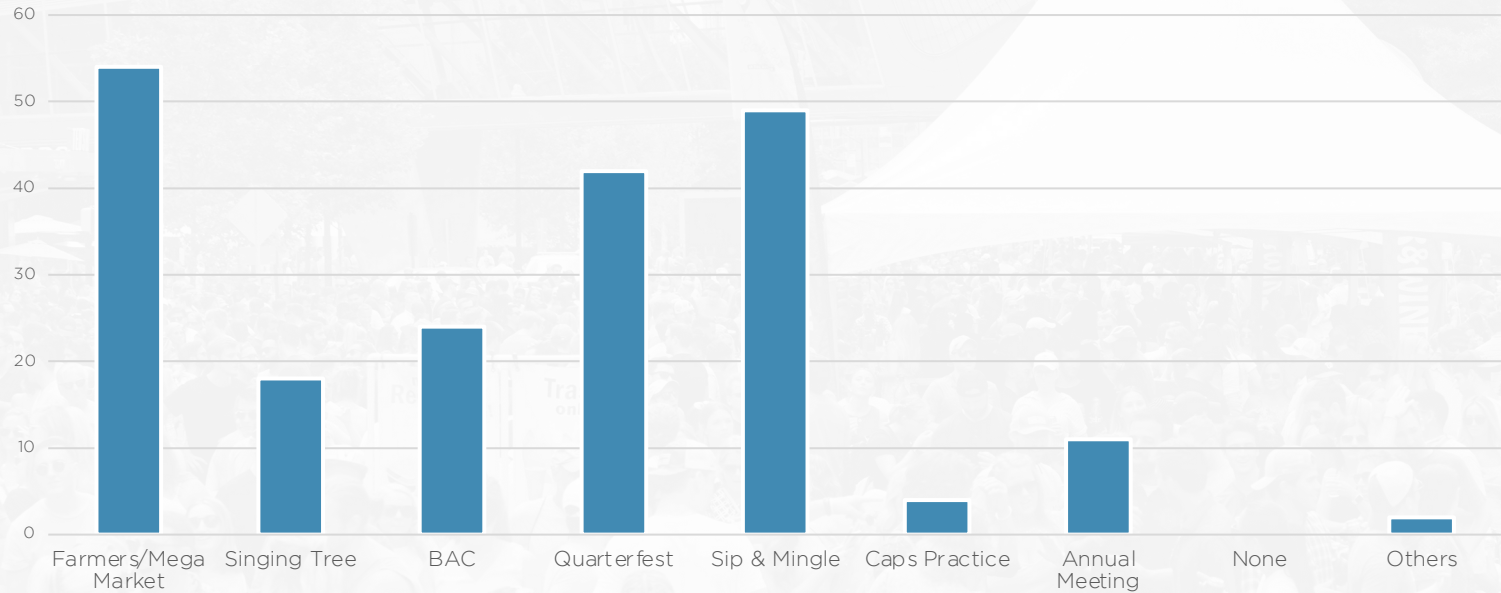
EMPLOYER/REP RESPONSES

OBSTACLES TO OFFICE RETURN



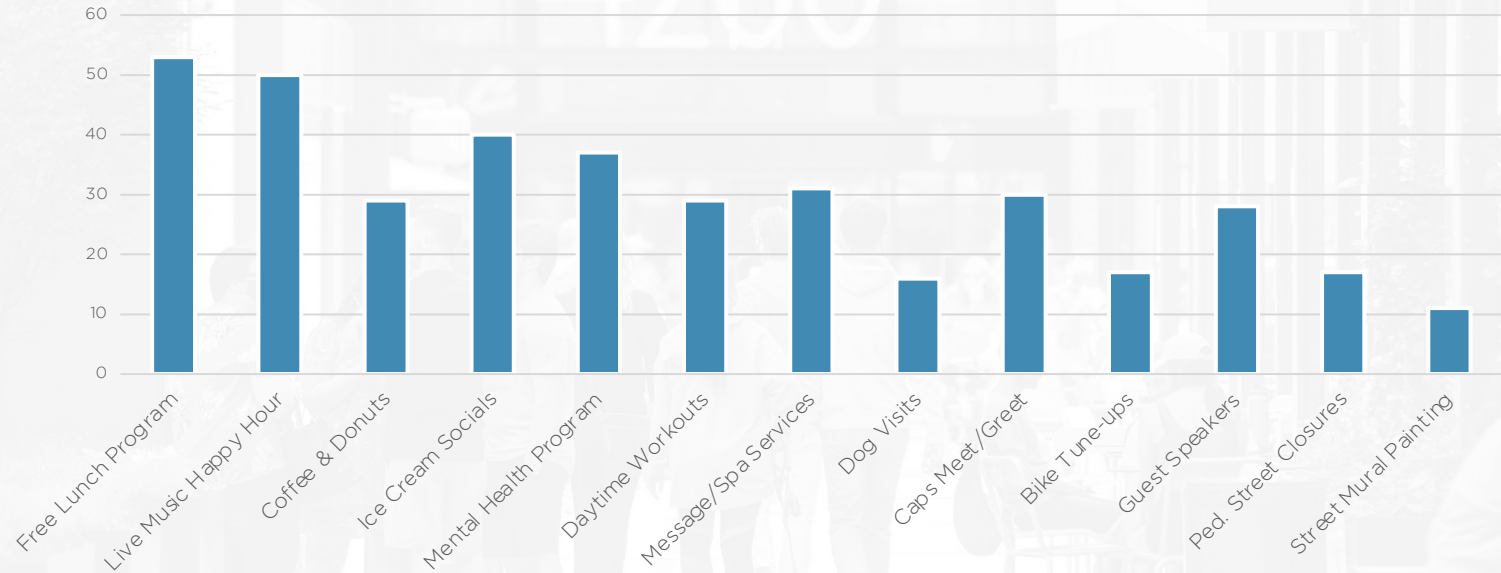
EMPLOYER/REP RESPONSES

PREVIOUS PARTICIPATION IN BID INITIATIVES



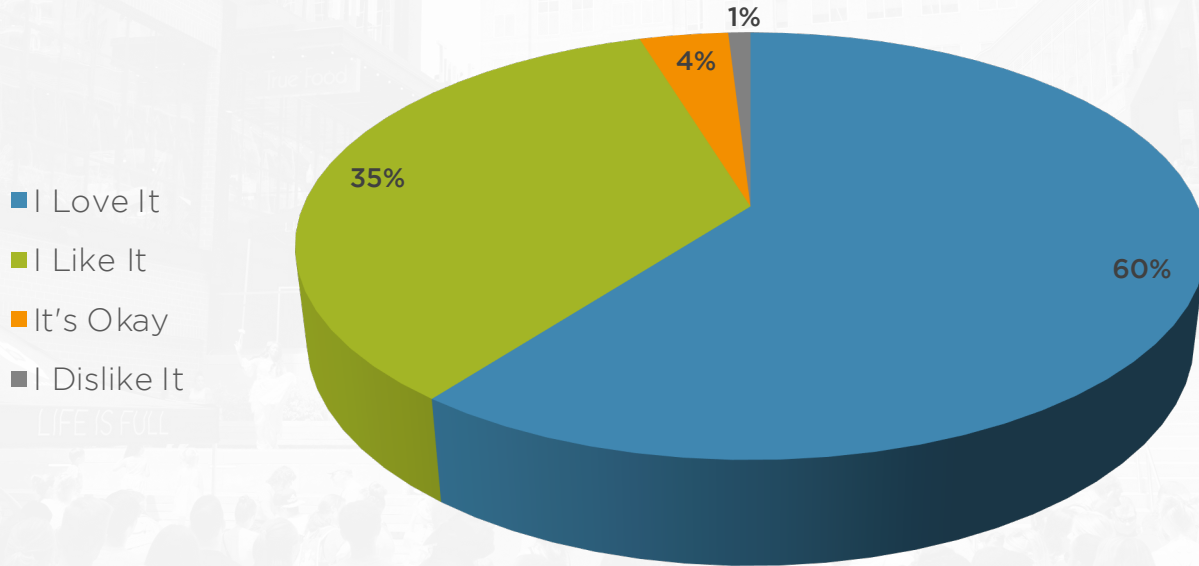
EMPLOYER/REP RESPONSES

DESIRED INCENTIVIZING PROGRAMS



EMPLOYER/REP RESPONSES

DO YOU LIKE WORKING IN BALLSTON



EMPLOYER/REP RESPONSES

ON NEEDS AND THEIR EXPERIENCE IN BALLSTON

- An employee reward program for coming to the office
- Affordable child care
- Free lunch program
- Art/history walks
- Partner with a local fitness center or trainer to provide employees with discounted gym memberships
- More dog-friendly office space would help incentivize employee return
- Set up innovation corners, creative workshops or motivational talks to provide employees with a space for inspiration
- Better green spaces tailored to workers
- The amenities in the Ballston neighborhood have been greatly enhanced
- I love the Ballston neighborhood. We just find that our business needs are changing and I don't need as much space nor do I need Class A space. My clients don't come to my office anymore
- Organize a community service day where businesses are invited to clean common areas, plant trees, remove trash, and beautify neighborhoods

RESIDENT/VISITOR RESPONSES

RES/VIS RESPONSES

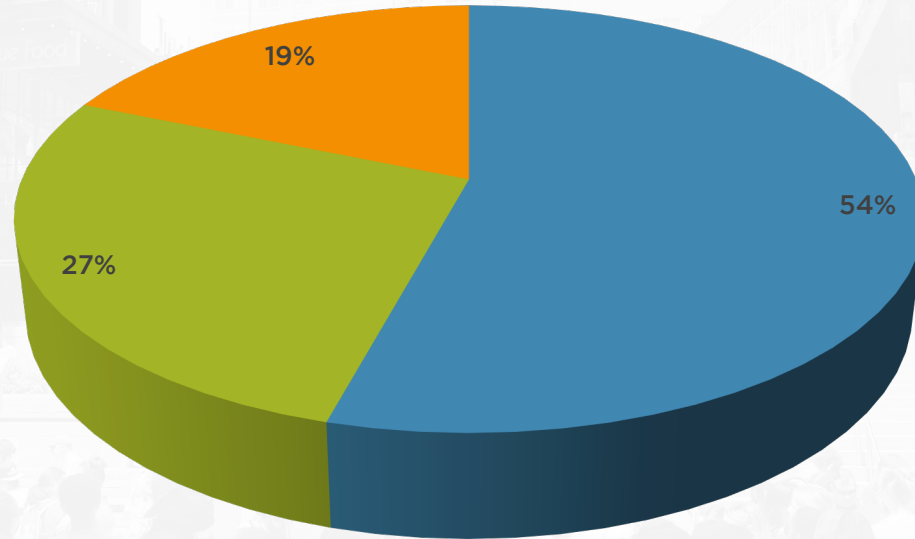
KEY OBSERVATIONS

- 54% of this audience segment identify as residents, while 19% are neighbors and 27% are visitors.
- 69% indicated they either work in-office 2-3x or 4-5x each week. These respondents also indicated they primarily take the metro, with personal vehicles as a close second.
- 83% of these respondents said they did not have a current membership with a Ballston fitness company. Nearly 50% of respondents indicated they eat 2-3 meals at Ballston restaurants each week.
- The Farmers' Market, Quarterfest, and Singing Tree were the most highly-attended BID programming.
- 92% of respondents indicated they either love or like living in Ballston.

RES/VIS RESPONSES

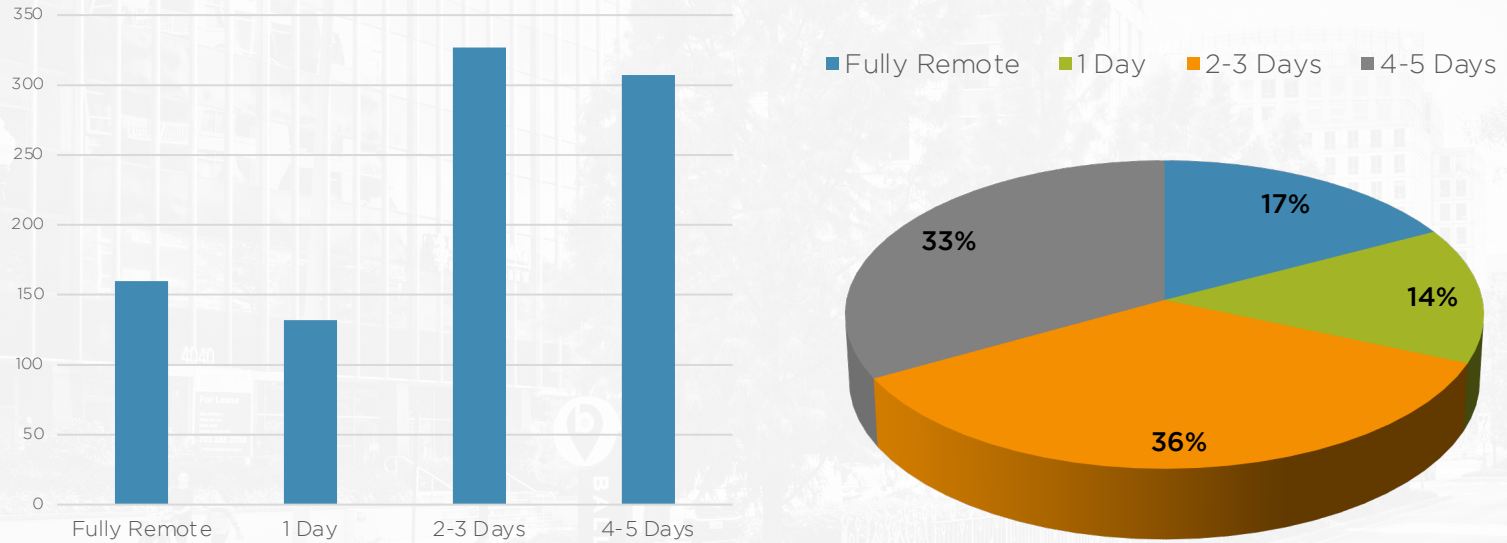
RESPONDENT BREAKDOWN

- Resident
- Neighbor
- Visitor



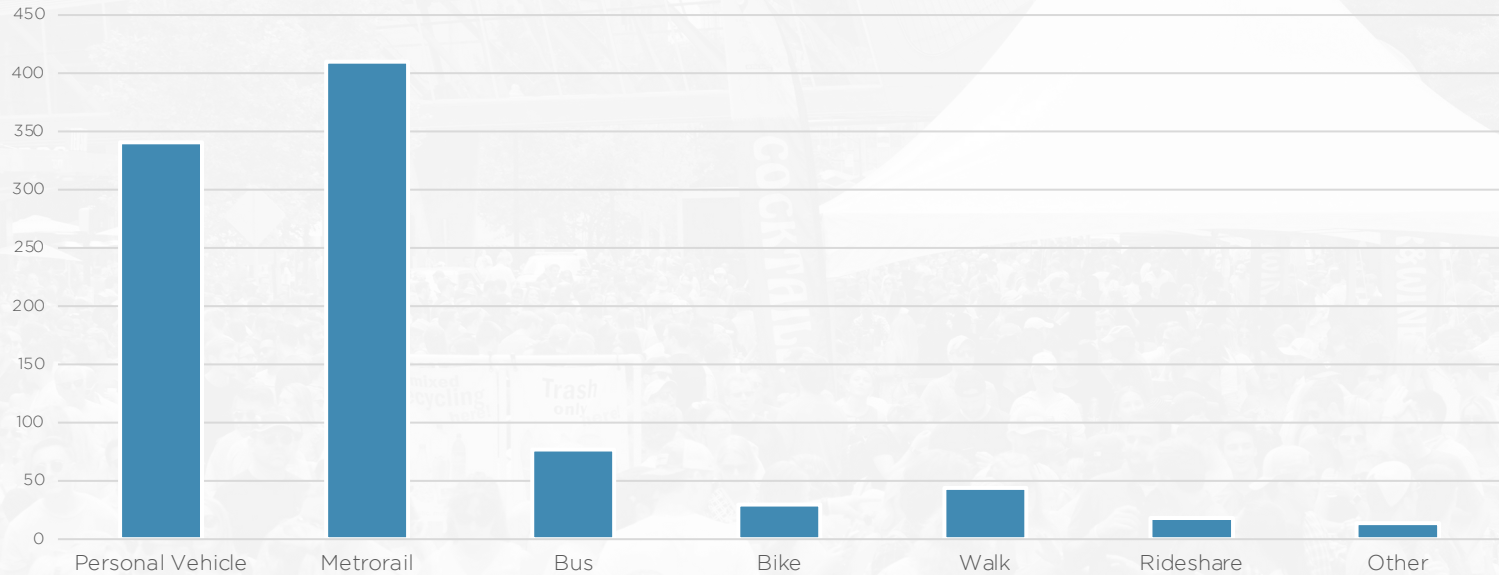
RES/VIS RESPONSES

CURRENT WEEKLY OFFICE PRESENCE



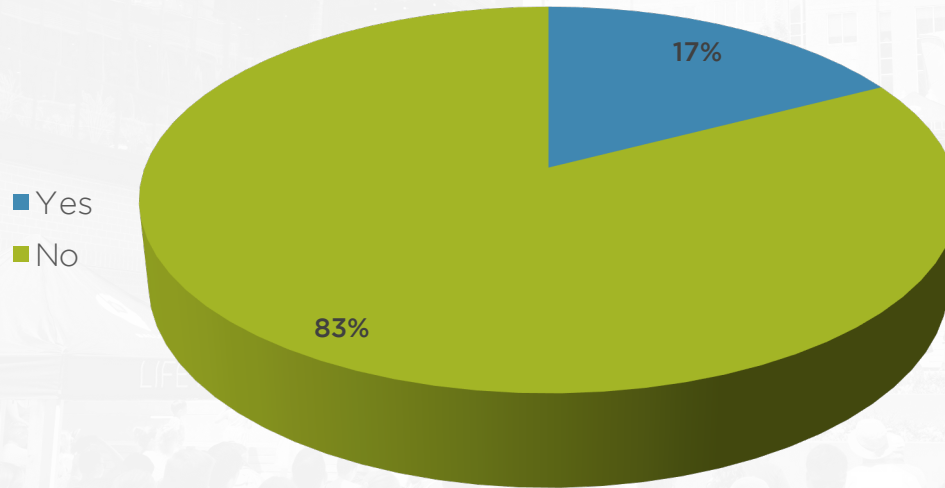
RES/VIS RESPONSES

METHOD OF TRAVEL TO THE OFFICE



RES/VIS RESPONSES

MEMBERSHIP WITH A BALLSTON FITNESS BUSINESS

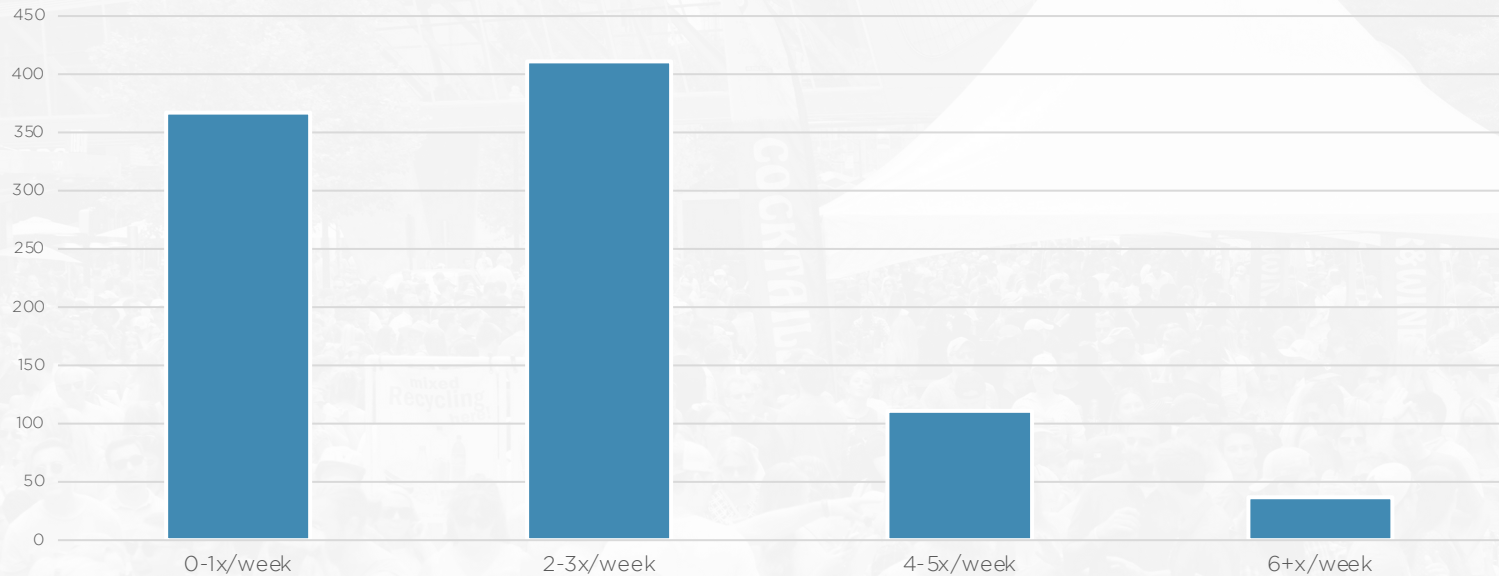


MOST COMMON RESPONSES

- Onelife Fitness
- Gold's Gym
- Orangetheory
- VIDA
- F45
- SPENGA
- CorePower
- Bash
- Solidcore

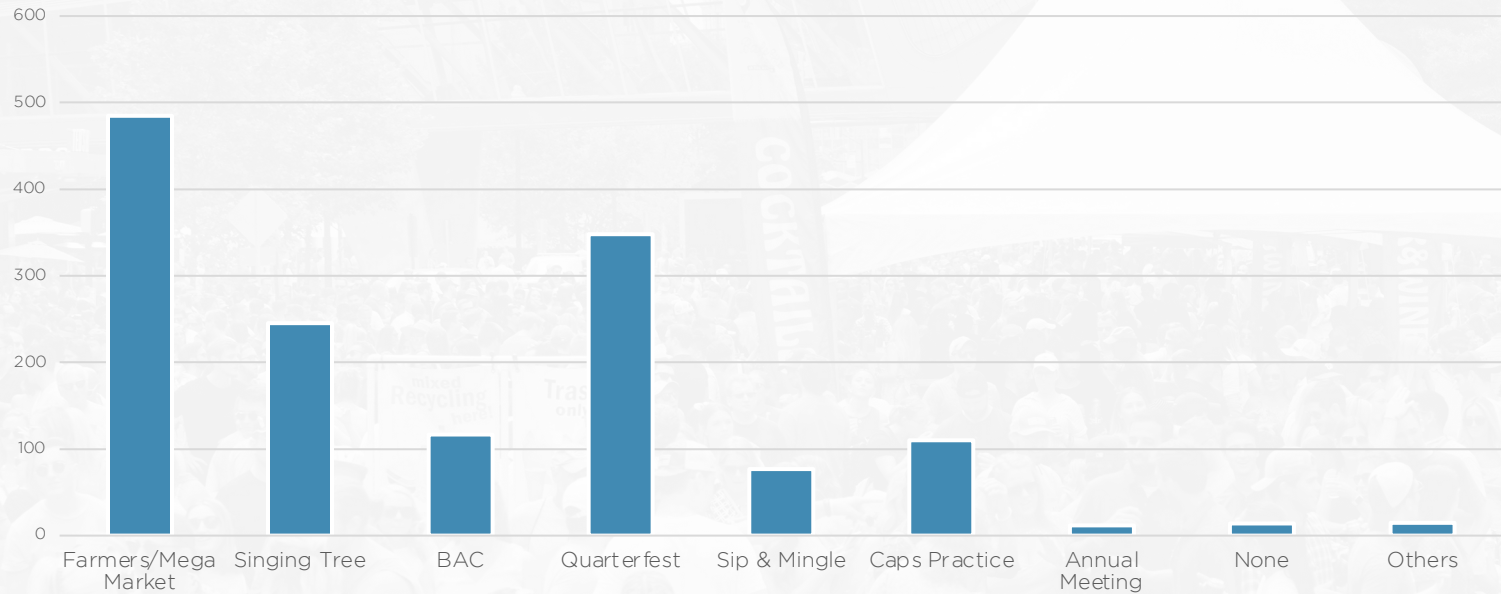
RES/VIS RESPONSES

WEEKLY MEALS AT BALLSTON RESTAURANTS



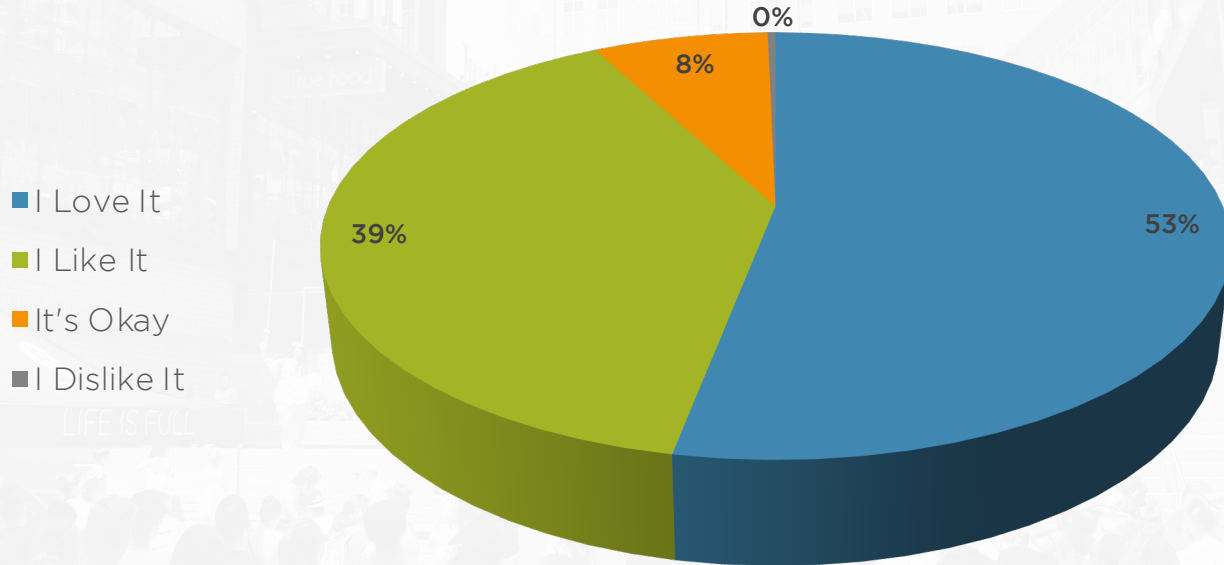
RES/VIS RESPONSES

PREVIOUS PARTICIPATION IN BID INITIATIVES



RES/VIS RESPONSES

DO YOU LIKE LIVING IN OR VISITING BALLSTON



RES/VIS RESPONSES

ON WHAT THEY'D LIKE TO SEE IN BALLSTON

- Stop making everything about workers and advocate for the many residents who have supported businesses throughout the pandemic
- Increase green Spaces, parks and recreation areas to provide outdoor recreation and exercise for residents.
- We love the Ballston neighborhood. We BARELY touch our cars because everything we need and want is within walking distance
- Towing companies are a bit aggressive
- Encouraging residents to shop locally and organizing events like farmers markets or small business fairs
- I'd love to see a program about public parks and environmental volunteering
- 2021 summer street concert with drinks was fun
- A Christmas market
- 5k runs
- A weekend Farmers' Market

RES/VIS RESPONSES

ON WHAT THEY'D LIKE TO SEE IN BALLSTON

- Outdoor games like ping pong tables
- Animal adoption events
- Better lighting on roads that aren't Wilson/Glebe/Fairfax
- Clarendon has a craft fair/event and shut down some of the streets. It would be cool if we could do something like that. I don't love the crawls
- Cleaning up litter! More trash cans available! Scooter control!
- Community fitness and yoga events
- Dog and pet-friendly events
- Free screenings of movies in the park, volunteer opportunities, bar crawl, restaurant week
- More holiday/national day celebrations like Rosslyn does (flower cart giveaway day, dog day giveaway, etc.)
- I liked Taste of Arlington better than Quarterfest - felt it was much more of a communal event.
- Library events; community volunteer cleanup; partnership with Animal Welfare League of Arlington

RES/VIS RESPONSES

ON WHAT THEY'D LIKE TO SEE IN BALLSTON

- More engagement with Arlington Police demanding enforcement of traffic law and parking regulations
- More pedestrian and bicycle infrastructure. The massive roads are hard to cross
- More things like quarterfest!
- One year (maybe 2019?) there was an adult field day at W&L with all the local gyms and I thought it was so fun!
- Pro-Missing Middle housing to further diversity Arlington and include more people in our great community, More bike lanes and safe transit options
- Street Murals
- Ballston Quarter needs more retail. The renovation is great but the mall is empty and sad outside of the food options
- Ballston is walkable but lacks character or culture
- Be nice to have a gated, public dog park around somewhere!
- Cars parking in lanes of traffic is a huge problem by the mall.



BALLSTON

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