

City of Alexandria, Virginia

N.B. No. 1
10-9-01

MEMORANDUM

DATE: OCTOBER 9, 2001

TO: THE HONORABLE MAYOR AND MEMBERS OF CITY COUNCIL

FROM: PHILIP SUNDERLAND, CITY MANAGER *PS*

SUBJECT: INITIATIVES TO PROMOTE INCREASED BUSINESS IN THE CITY

Because of a variety of factors, including the closing of Ronald Reagan Washington National Airport, the events of September 11 and the general decline in the economy, City hotels, restaurants and retail shops continue to experience (in varying degrees) a substantially reduced level of patronage. This has caused business income to drop, and will result in lower City tax revenues. In order to address these problems and to increase business patronage, there are a number of immediate steps that I have authorized.

1. **Shuttle from Dulles Airport to Old Town.** Prior to September 11, many guests to Alexandria hotels would fly into National and would be picked up there by the hotels. Now, with the low level of flights into National and the high cost of ground transportation from Dulles to Alexandria, there is a need for a low-cost ground transportation service from Dulles to Alexandria. As you are aware, soon after September 11, Arlington County started a motor coach bus shuttle service from Dulles to three Metrorail stations in Arlington. Over the ten days, we have been negotiating with Arlington to have Alexandria included in this shuttle service. Starting Monday, October 8, this service was extended to the King Street Metrorail Station at least until the end of the Phase I Airport ramp-up plan (about three weeks).

Through the efforts of the Alexandria Convention and Visitors Association (ACVA) and the Alexandria Hotel Association, many of the Old Town hotels have partnered and pooled their resources, and, using their vans, will provide free shuttle service to and from the King Street Metrorail Station to connect with the shuttle from Dulles. At this point, the Alexandria hotels will provide two shuttle routes from the King Street Metrorail Station. One will serve North Old Town, and the other will serve South Old Town. Other hotels in the City may provide shuttle service to and from the Metrorail station as well. The Mark Center Hilton will be using the Pentagon City shuttle stop in Arlington to pick up and drop off their hotel guests.

The fare for the Dulles-to-Alexandria service will be \$5 each way, which is the same as the Arlington fare. Service will be seven days a week, and the shuttle frequency (most of the time) will be every half hour. Service will start early in the morning and continue into the evening. As we are adding on to Arlington's existing shuttle service, the fare and the service frequency are the same as Arlington's service in order to keep the logistics easy for potential riders to understand. Private vendors provide the shuttle bus service, as well as ground coordination and ticket handling services. In Alexandria, a worker will be stationed at the King Street Metrorail Station to assist arriving and departing shuttle passengers.

The cost to the City of providing the Dulles-to-Alexandria service through Arlington to the King Street Metrorail Station will be about \$12,000 per week. The overall shuttle costs will be allocated to the City proportionally by Arlington, with the fare revenue allocated to the jurisdiction where the revenue was generated. The contractors remain Arlington County contractors, with the City reimbursing Arlington for our share of the service. The service will be evaluated by Arlington and Alexandria over the next few weeks so that by the end of Phase I of the Airport ramp-up of service (at the end of this month), both jurisdictions can decide whether or not to continue the service through Phase II of the Airport ramp-up of service. Alexandria could also choose to drop out at the end of Phase I, even if Arlington were to decide to continue its service. Funds to pay for the City's share of this shuttle service are available in the City transit budget. Higher gas tax and other revenues at NVTC, derived earlier this year, have allowed the City to shift the funding of a portion of our Metrobus and Metrorail costs from the City's General Fund to these NVTC revenues.

2. **Parking Meters, City Garages and Parking Lots.** Starting Saturday, October 13, and continuing at least to the end of October, I have authorized a change in the time when parking charges are in effect for City parking meters, parking garages and parking lots. In order to encourage residents of the Washington, D.C., area to patronize Alexandria businesses, parking at City parking meters, garages and lots will be free after 5 p.m. on weekdays, and free all day on Saturdays and Sundays, for the remainder of October. Parking charges before 5 p.m. will remain unchanged. These changes do not apply to privately-operated parking facilities in the City. Also, parking restrictions applicable to un-metered spaces on City streets, including in residential permit parking districts, will remain unchanged. We will review the effects of these actions at the end of the month and decide then whether to continue them.

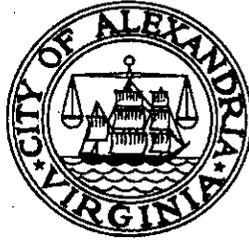
Together with ACVA and the Hotel Association, we will begin on Tuesday publicizing these actions and the availability of free parking in the City, as described above.

3. **DASH.** In keeping with the decision by WMATA to make Metrobus, Metrorail and MetroAccess service free on October 13 and 14, DASH will offer free service on all its routes on these two days. The City's paratransit service also will be free on October 13

and 14. The Dash About (the pilot program providing free shuttle service on King Street) will continue to be free on these two days as well.

While we are not sure of the impacts that the above actions will have (particularly in light of the recent initiation of military action in the Middle East), these are unprecedented times, and the City needs to step forward with concrete actions to assist the business community -- as does, I might add, the entire Alexandria community. If nothing else, we will learn from these actions. Clearly, too, the actions help to send the message that, notwithstanding these very difficult times, Alexandria remains open for business.

cc: Mark Jinks, Assistant City Manager
Rich Baier, Director, Transportation and Environmental Services
Betsy Massie, Division Chief, Transportation and Environmental Services/
Transit Services
JoAnne Mitchell, Director, ACVA
Sandy Modell, General Manager, DASH



Alexandria, Virginia
Office of the City Manager
City Hall 301 King St.
Alexandria, Virginia 22314

NEWS RELEASE

FOR IMMEDIATE RELEASE
October 9, 2001

Media inquiries Barbara Gordon
Public Information Officer, 703.838.3861

**CITY OF ALEXANDRIA TAKES STEPS
TO INCREASE BUSINESS PATRONAGE**

The City of Alexandria has taken several steps to encourage residents and visitors to shop and dine in Alexandria in response to the reduced level of patronage in local businesses since the Sept. 11 terrorist attacks and the closing of Ronald Reagan National Airport.

1. **New Shuttle from Dulles Airport to Old Town, Alexandria.** Beginning Monday, Oct. 8, a motor coach bus shuttle service from Dulles International Airport will increase its route to include a stop at the King Street Metrorail Station. Arlington County began a motor coach shuttle service from Dulles to three Arlington Metrorail Stations following the closing of National Airport on Sept. 11. The shuttle extension to the King Street Metrorail Station in Alexandria will continue at least until the end of Phase I of the reopening of National Airport, which is expected to last about three weeks.

Through the efforts of the Alexandria Convention and Visitors Association and the Alexandria Hotel Association, many hotels in Old Town Alexandria will operate free shuttle service to and from the King Street Metrorail Station to connect with the Dulles shuttle. Two shuttle routes will operate. One will serve north Old Town and the second route will service South Old Town. The Mark Center Hilton will use the Pentagon City shuttle stop in Arlington to pick up and drop off hotel guests.

(More)

The fare for the shuttle to and from Dulles will be \$5 each way, service will be seven days a week, and the shuttle will operate every half hour.

2. **Parking Meters, City Garages and Parking Lots.** Beginning Saturday, Oct. 13, and continuing through the end of October, parking at City parking meters, garages and parking lots will be free after 5 p.m. on weekdays and free on Saturdays and Sundays. The cost for parking before 5 p.m. stays the same. These changes do not apply to private parking facilities and parking restrictions on un-metered streets remain the same.
3. **DASH Buses**, operated by the Alexandria Transit Authority, can be ridden for free on Oct. 13 and 14. Fares will also be suspended for the paratransit service on Oct. 13 and 14. The already free DASH ABOUT (free weekend shuttle on King Street) will continue.

“While we don’t know what the full effect of these initiatives will be, we are sending a message to our business community and the public that the City of Alexandria remains open for business,” said Philip Sunderland, City Manager.

##

EXHIBIT NO. 2

V.B. No. 1

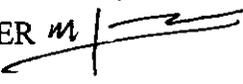
City of Alexandria, Virginia

10-9-01

MEMORANDUM

DATE: OCTOBER 11, 2001

TO: THE HONORABLE MAYOR AND MEMBERS OF CITY COUNCIL

FROM: MARK JINKS, ASSISTANT CITY MANAGER 

SUBJECT: DULLES EXPRESS AND CITY PROMOTIONAL EFFORTS

As requested at Tuesday night's City Council meeting, attached is the Dulles Express brochure for the service that started on Monday, October 8. Also attached is a promotional brochure that ACVA staff prepared and distributed ("Be a Tourist in Your Own Hometown").

Attachments

cc: Phil Sunderland, City Manager
Rich Baier, Director, Transportation & Environmental Services
JoAnne Mitchell, Executive Director, Alexandria Convention & Visitors Association

Service

Frequent 7-day-a-week Express Bus Service to Washington Dulles International Airport from Arlington County and Old Town Alexandria Metro Stations at, Rosslyn, Pentagon City, Crystal City, and King Street.

Tickets Available

- On the bus- cash only
- The Commuter Store (locations in Rosslyn, Crystal City, and Ballston)- credit cards accepted
- CommuterDirect.com- credit cards accepted
- Arlington and Old Town Alexandria Hotels (check with front desk or concierge)

Where to Catch the Bus

- At Metro Stations in Rosslyn, Pentagon City, Crystal City, and King Street, look for the Arlington Dulles Express sign or bus staff dressed in bright orange uniforms.
- At Washington Dulles International Airport, buses are located at Door 7 "Arrivals" level.

Equipment

Comfortable coaches with reclining seats, reading lights, under-floor luggage storage and restrooms.

Baggage

Coach staff will be available at each stop to help with questions and baggage.

Accessibility

Accessible service is available by calling the Arlington STAR service at (703) 228-TRIP, 8:30 a.m. - 4:30 p.m. weekdays. Or see bus staff at any stop.

Fares

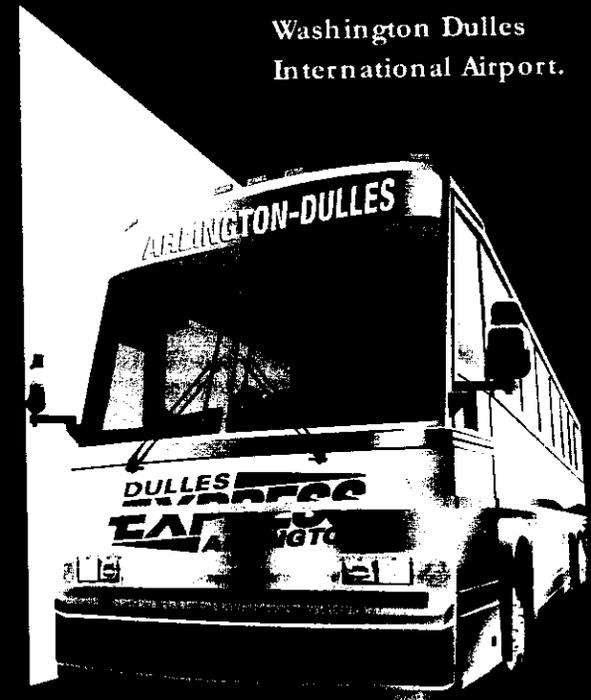
Adult fares are \$4.00 one-way. MetroLink and CommuterDirect.com will have fare information. CommuterDirect.com

Senior fares are \$2.00 one-way. MetroLink and CommuterDirect.com will have fare information. CommuterDirect.com

Senior Arlington County and Old Town Alexandria fares may differ to see fares for these areas. The service is listed at front desk.

Dulles, anyone?

Ride the new
Express Bus Service
between Arlington,
Alexandria and
Washington Dulles
International Airport.



**DULLES
EXPRESS**
ARLINGTON
and OLD TOWN ALEXANDRIA

ArlingtonDullesExpress.com
CommuterPage.com
(703) 228-RIDE

and OLD TOWN ALEXANDRIA

Express yourself to Washington Dulles International Airport.

A new express bus service providing easy access to Washington Dulles International Airport, is sponsored by Arlington County and the City of Alexandria. It includes stops at the Rosslyn, Pentagon City, Crystal City, and King Street Metro Stations.

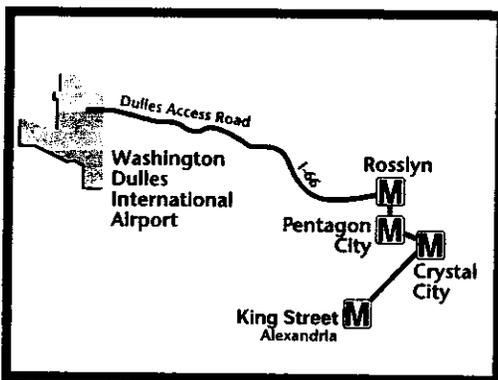
Luxurious coaches get you there in comfort and style at a low cost.

Individuals who used to travel to Ronald Reagan Washington National Airport via Metrorail, as well as those visiting, living or working in the area, will be provided with luxurious coach service that includes reclining seats, reading lights, restrooms and under-floor luggage storage areas. For your convenience, the coaches will run frequently, starting at 5:30 a.m. on weekdays and 7:30 a.m. on weekends, and going until approximately midnight.

Some area hotels and major office and apartment complexes operate shuttles to the Metro Stations at Pentagon City, Crystal City, Rosslyn and King Street. (Check with front desk or concierge prior to your trip.)

We hope this service alleviates some of the inconveniences you may have been experiencing in your travels. Please review the schedule, map and fares, then get on board for a stress-free, hassle-free trip to Dulles. We look forward to seeing you soon.

For more information: ArlingtonDullesExpress.com
CommuterPage.com
 (703) 228-RIDE



WEEKDAY SERVICE TO WASHINGTON DULLES INTERNATIONAL

Departs Dulles	Departs King Street	Departs Pentagon City	Departs Crystal City	Departs Rosslyn	Arrives King Street
5:30 AM	6:00 AM	6:10 AM	6:15 AM	6:30 AM	6:30 AM
6:00 AM	6:30 AM	6:40 AM	6:45 AM	7:00 AM	7:00 AM
6:30 AM	7:00 AM	7:10 AM	7:15 AM	7:30 AM	7:30 AM
7:00 AM	7:30 AM	7:40 AM	7:45 AM	8:00 AM	8:00 AM
7:30 AM	8:00 AM	8:10 AM	8:15 AM	8:30 AM	8:30 AM
8:00 AM	8:30 AM	8:40 AM	8:45 AM	9:00 AM	9:00 AM
8:30 AM	9:00 AM	9:10 AM	9:15 AM	9:30 AM	9:30 AM
9:00 AM	9:30 AM	9:40 AM	9:45 AM	10:00 AM	10:00 AM
9:30 AM	10:00 AM	10:10 AM	10:15 AM	10:30 AM	10:30 AM
10:00 AM	10:30 AM	10:40 AM	10:45 AM	11:00 AM	11:00 AM
10:30 AM	11:00 AM	11:10 AM	11:15 AM	11:30 AM	11:30 AM
11:00 AM	11:30 AM	11:40 AM	11:45 AM	12:00 PM	12:00 PM
11:30 AM	12:00 PM	12:10 PM	12:15 PM	12:30 PM	12:30 PM
12:00 PM	12:30 PM	12:40 PM	12:45 PM	1:00 PM	1:00 PM
12:30 PM	1:00 PM	1:10 PM	1:15 PM	1:30 PM	1:30 PM
1:00 PM	1:30 PM	1:40 PM	1:45 PM	2:00 PM	2:00 PM
1:30 PM	2:00 PM	2:10 PM	2:15 PM	2:30 PM	2:30 PM
2:00 PM	2:30 PM	2:40 PM	2:45 PM	3:00 PM	3:00 PM
2:30 PM	3:00 PM	3:10 PM	3:15 PM	3:30 PM	3:30 PM
3:00 PM	3:30 PM	3:40 PM	3:45 PM	4:15 PM	4:15 PM
3:30 PM	4:00 PM	4:10 PM	4:15 PM	4:45 PM	4:45 PM
4:00 PM	4:30 PM	4:40 PM	4:45 PM	5:15 PM	5:15 PM
5:00 PM	5:30 PM	5:40 PM	5:45 PM	6:05 PM	6:05 PM
5:30 PM	6:00 PM	6:10 PM	6:15 PM	6:35 PM	6:35 PM
6:00 PM	6:30 PM	6:40 PM	6:45 PM	7:05 PM	7:05 PM
6:30 PM	7:00 PM	7:10 PM	7:15 PM	7:30 PM	7:30 PM
7:00 PM	7:30 PM	7:40 PM	7:45 PM	8:00 PM	8:00 PM
7:30 PM	8:00 PM	8:10 PM	8:15 PM	8:30 PM	8:30 PM
8:30 PM	9:00 PM	9:10 PM	9:15 PM	9:30 PM	9:30 PM
9:30 PM	10:00 PM	10:10 PM	10:15 PM	10:30 PM	10:30 PM

* DROP OFF ONLY

WEEKEND SERVICE FROM WASHINGTON DULLES INTERNATIONAL

Departs Dulles	Departs King Street	Departs Pentagon City	Departs Crystal City	Departs Rosslyn	Arrives King Street
7:30 AM	8:00 AM	8:10 AM	8:15 AM	8:30 AM	8:30 AM
8:00 AM	8:30 AM	8:40 AM	8:45 AM	9:00 AM	9:00 AM
8:30 AM	9:00 AM	9:10 AM	9:15 AM	9:30 AM	9:30 AM
9:00 AM	9:30 AM	9:40 AM	9:45 AM	10:00 AM	10:00 AM
9:30 AM	10:00 AM	10:10 AM	10:15 AM	10:30 AM	10:30 AM
10:00 AM	10:30 AM	10:40 AM	10:45 AM	11:00 AM	11:00 AM
10:30 AM	11:00 AM	11:10 AM	11:15 AM	11:30 AM	11:30 AM
11:00 AM	11:30 AM	11:40 AM	11:45 AM	12:00 PM	12:00 PM
11:30 AM	12:00 PM	12:10 PM	12:15 PM	12:30 PM	12:30 PM
12:00 PM	12:30 PM	12:40 PM	12:45 PM	1:00 PM	1:00 PM
12:30 PM	1:00 PM	1:10 PM	1:15 PM	1:30 PM	1:30 PM
1:00 PM	1:30 PM	1:40 PM	1:45 PM	2:00 PM	2:00 PM
1:30 PM	2:00 PM	2:10 PM	2:15 PM	2:30 PM	2:30 PM
2:00 PM	2:30 PM	2:40 PM	2:45 PM	3:00 PM	3:00 PM
2:30 PM	3:00 PM	3:10 PM	3:15 PM	3:30 PM	3:30 PM
3:00 PM	3:30 PM	3:40 PM	3:45 PM	4:15 PM	4:15 PM
3:30 PM	4:00 PM	4:10 PM	4:15 PM	4:45 PM	4:45 PM
4:00 PM	4:30 PM	4:40 PM	4:45 PM	5:15 PM	5:15 PM
5:00 PM	5:30 PM	5:40 PM	5:45 PM	6:05 PM	6:05 PM
5:30 PM	6:00 PM	6:10 PM	6:15 PM	6:35 PM	6:35 PM
6:00 PM	6:30 PM	6:40 PM	6:45 PM	7:05 PM	7:05 PM
6:30 PM	7:00 PM	7:10 PM	7:15 PM	7:30 PM	7:30 PM
7:00 PM	7:30 PM	7:40 PM	7:45 PM	8:00 PM	8:00 PM
7:30 PM	8:00 PM	8:10 PM	8:15 PM	8:30 PM	8:30 PM
8:30 PM	9:00 PM	9:10 PM	9:15 PM	9:30 PM	9:30 PM
9:30 PM	10:00 PM	10:10 PM	10:15 PM	10:30 PM	10:30 PM

* DROP OFF ONLY

WEEKDAY SERVICE TO WASHINGTON DULLES INTERNATIONAL

Departs King Street	Departs Pentagon City	Departs Crystal City	Departs Rosslyn	Departs Dulles
5:30 AM	6:00 AM	6:05 AM	6:20 AM	6:50 AM
6:35 AM	7:05 AM	7:10 AM	7:25 AM	7:55 AM
7:05 AM	7:35 AM	7:40 AM	7:55 AM	8:25 AM
7:35 AM	8:05 AM	8:10 AM	8:25 AM	8:55 AM
8:05 AM	8:35 AM	8:40 AM	8:55 AM	9:25 AM
8:35 AM	9:05 AM	9:10 AM	9:25 AM	9:55 AM
9:10 AM	9:30 AM	9:35 AM	9:50 AM	10:20 AM
9:40 AM	10:00 AM	10:05 AM	10:20 AM	10:50 AM
10:10 AM	10:30 AM	10:35 AM	10:50 AM	11:20 AM
10:40 AM	11:00 AM	11:05 AM	11:20 AM	11:50 AM
11:10 AM	11:30 AM	11:35 AM	11:50 AM	12:20 PM
11:40 AM	12:00 PM	12:05 PM	12:20 PM	12:50 PM
12:10 PM	12:30 PM	12:35 PM	12:50 PM	1:20 PM
12:40 PM	1:00 PM	1:05 PM	1:20 PM	1:50 PM
1:10 PM	1:30 PM	1:35 PM	1:50 PM	2:20 PM
1:40 PM	2:00 PM	2:05 PM	2:20 PM	2:50 PM
2:10 PM	2:30 PM	2:35 PM	2:50 PM	3:20 PM
2:40 PM	3:00 PM	3:05 PM	3:20 PM	3:50 PM
3:10 PM	3:30 PM	3:35 PM	3:50 PM	4:20 PM
3:55 PM	4:15 PM	4:20 PM	4:35 PM	5:05 PM
4:25 PM	4:45 PM	4:50 PM	5:05 PM	5:35 PM
5:00 PM	5:20 PM	5:25 PM	5:40 PM	6:10 PM
5:30 PM	5:55 PM	6:00 PM	6:15 PM	6:45 PM
6:15 PM	6:30 PM	6:35 PM	6:50 PM	7:20 PM
6:45 PM	7:05 PM	7:10 PM	7:25 PM	7:55 PM
7:15 PM	7:35 PM	7:40 PM	7:55 PM	8:25 PM
7:45 PM	8:05 PM	8:10 PM	8:25 PM	8:55 PM
8:10 PM	8:30 PM	8:35 PM	8:50 PM	9:20 PM
8:40 PM	9:00 PM	9:05 PM	9:20 PM	9:50 PM
9:40 PM	10:00 PM	10:05 PM	10:20 PM	10:50 PM
10:40 PM	11:00 PM	11:05 PM	11:20 PM	11:50 PM

* PICK UP ONLY

WEEKEND SERVICE TO WASHINGTON DULLES INTERNATIONAL

Departs King Street	Departs Pentagon City	Departs Crystal City	Departs Rosslyn	Departs Dulles
7:30 AM	8:00 AM	8:05 AM	8:20 AM	8:50 AM
8:00 AM	8:30 AM	8:35 AM	8:50 AM	9:20 AM
8:35 AM	9:05 AM	9:10 AM	9:25 AM	9:55 AM
9:10 AM	9:30 AM	9:35 AM	9:50 AM	10:20 AM
9:40 AM	10:00 AM	10:05 AM	10:20 AM	10:50 AM
10:10 AM	10:30 AM	10:35 AM	10:50 AM	11:20 AM
10:40 AM	11:00 AM	11:05 AM	11:20 AM	11:50 AM
11:10 AM	11:30 AM	11:35 AM	11:50 AM	12:20 PM
11:40 AM	12:00 PM	12:05 PM	12:20 PM	12:50 PM
12:10 PM	12:30 PM	12:35 PM	12:50 PM	1:20 PM
12:40 PM	1:00 PM	1:05 PM	1:20 PM	1:50 PM
1:10 PM	1:30 PM	1:35 PM	1:50 PM	2:20 PM
1:40 PM	2:00 PM	2:05 PM	2:20 PM	2:50 PM
2:10 PM	2:30 PM	2:35 PM	2:50 PM	3:20 PM
2:40 PM	3:00 PM	3:05 PM	3:20 PM	3:50 PM
3:10 PM	3:30 PM	3:35 PM	3:50 PM	4:20 PM
3:55 PM	4:15 PM	4:20 PM	4:35 PM	5:05 PM
4:25 PM	4:45 PM	4:50 PM	5:05 PM	5:35 PM
5:00 PM	5:20 PM	5:25 PM	5:40 PM	6:10 PM
5:30 PM	5:55 PM	6:00 PM	6:15 PM	6:45 PM
6:15 PM	6:30 PM	6:35 PM	6:50 PM	7:20 PM
6:45 PM	7:05 PM	7:10 PM	7:25 PM	7:55 PM
7:15 PM	7:35 PM	7:40 PM	7:55 PM	8:25 PM
7:45 PM	8:05 PM	8:10 PM	8:25 PM	8:55 PM
8:10 PM	8:30 PM	8:35 PM	8:50 PM	9:20 PM
8:40 PM	9:00 PM	9:05 PM	9:20 PM	9:50 PM
9:40 PM	10:00 PM	10:05 PM	10:20 PM	10:50 PM
10:40 PM	11:00 PM	11:05 PM	11:20 PM	11:50 PM

* PICK UP ONLY



Be a Tourist in Your Own Hometown

October 13 - 14

FREE METER & GARAGE PARKING!

All parking meters and city-owned parking garages and lots will be FREE after 5 p.m. on weekdays and weekends through October. See list below for details.

Participating Parking Garages & Lots

- 111 S. Pitt Street Garage
- 108 N. Fairfax Street Garage
- 210 N. St. Asaph Street Lot
- 120 N. Patrick Street Lot
- 112 S. Henry Street Lot
- 10 Thompson's Alley Garage
- Jones Point Lot
- 220 N. Queen Street Garage

FREE BUS TRANSPORTATION!

Alexandria's own DASH buses and METRO buses will be free October 13 & 14.

FREE METRORAIL!

Free Metrorail throughout the entire Washington, D.C. area on October 13 & 14.

FREE TICKETS!

The Alexandria Convention & Visitors Association is giving away tickets to Saturday night's African American Classical Music Concert featuring cellist Kermit Moore at the George Washington Masonic National Memorial. Call the ACVA R.S.V.P. line at 703.838.4200 ext. 203 and leave your name, telephone number and the requested number of tickets. Tickets are on a first-come, first-serve basis.

