

## City of Alexandria, Virginia

## MEMORANDUM

DATE: JANUARY 20, 2004

TO: THE HONORABLE MAYOR AND MEMBERS OF CITY COUNCIL

FROM: PHILIP SUNDERLAND, CITY MANAGER

SUBJECT: GRANT APPLICATION AND RESOLUTION FOR FY 2005 FUNDING FOR THE CONTINUATION OF THE ALEXANDRIA RIDESHARE PROGRAM

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**ISSUE:** Consideration of a grant application and resolution for FY 2005 funding for the continuation of the ALEXANDRIA RIDESHARE Program.

**RECOMMENDATION:** That City Council adopt the attached resolution (Attachment 1) and authorize the City Manager to:

- (1) Submit a grant application (Attachment 2) and the resolution to the Virginia Department of Rail and Public Transportation for FY 2005 funding, in the amount of \$175,419 for the continuation of the City's ridesharing services through ALEXANDRIA RIDESHARE;
- (2) Approve the continuation of two full-time grant-funded positions (Transit Specialist I and Transit Services Assistant I) to administer the ongoing ALEXANDRIA RIDESHARE program. Continuation of these positions is contingent upon continuation of funding from the Virginia Department of Rail and Public Transportation or other non-City sources; and
- (3) Execute all necessary documents that may be required under this program.

**DISCUSSION:** The Virginia Department of Rail and Public Transportation has requested that grant proposals for FY 2005 State Aid for Ridesharing Projects designed to decrease traffic congestion and improve air quality be submitted by February 2, 2004. The state aid will finance 80 percent of administrative and other costs associated with the development, implementation and continuation of the City's approved ridesharing program.

The City has operated a ridesharing program since 1981, and each year has applied for and received funds from the Commonwealth of Virginia. ALEXANDRIA RIDESHARE is a part of the comprehensive transit and commuter services program administered and coordinated by the City's Office of Transit Services and Programs in the Department of Transportation and Environmental Services. The primary goals of Alexandria Rideshare are to mitigate congestion by decreasing the number of single occupant vehicles operating within the city during peak commuting hours; to improve air quality and mobility; to promote the efficient use of existing transit and to decrease the demand for parking.

To accomplish these goals, ALEXANDRIA RIDESHARE staff educate citizens about the availability and benefits of alternative modes of transportation so that they are able to make informed choices about how they travel. Alternative modes of commuting include carpools, vanpools, transit, teleworking and bicycle riding.

The staff also facilitates the use of alternative modes of transportation by providing information and free route/ride matching services to citizens. The ridematching service is available through ALEXANDRIA RIDESHARE's involvement in Commuter Connections, a network of regional ridesharing organizations within the Metropolitan Washington Council of Governments.

Other activities that ALEXANDRIA RIDESHARE accomplishes to achieve its goals include:

- assisting employers with the formation of employee commuter benefit programs that encourage employees to choose alternative modes of transportation; resources include transit benefit program start-up funds, collateral materials and transit fair presentations
- assisting developers with the implementation of programs that will reduce peak period single occupant vehicle trips; these programs can include transit fair presentations and outreach to development tenants
- promoting the use of all forms of transit, high occupancy vehicle lanes, park and ride facilities, teleworking and bicycling through promotional participation in civic activities
- disseminating information about alternative modes of transportation via community resource cites, mail, media outlets and the internet

As part of the metropolitan Washington region, Alexandria shares the responsibility of improving the air quality status of the region. In improving the air quality, Alexandria also better serves its residents and visitors through safer air quality. The ALEXANDRIA RIDESHARE program is dedicated to reducing bad ozone days by reducing the number of single occupancy vehicles traveling throughout the city during peak period hours.

Ongoing development in Alexandria also makes it crucial for the City to sustain a program that will diligently reduce the number of single occupant vehicles associated with both existing and upcoming employment and residential sites. The promotion of rideshare services and alternative transportation modes will make it possible to responsibly address the needs of a growing city by maximizing existing resources.

The Office of Transit Services and Programs's Ridesharing program is actively involved in many of the important issues confronting the City of Alexandria. In November, the Office sponsored a luncheon which made City employers aware of the potential of telework in assisting employers, while helping decrease traffic congestion and improving air quality. The Office of Transit Services is part of an inter-departmental working group which is developing a formal pilot

telework program for City of Alexandria employees which is slated to be rolled out and commence by the middle of this year. In another area, the Office continues to be very involved in making people from the PTO aware of travel options which do not involve people driving automobiles themselves. As part of the Office's efforts, a Commuter Handbook has been produced for the PTO to indicate all transit and ridesharing options, which would be available to employees living in specific portions of the metropolitan area. This information is being distributed to all employees in cooperation with the PTO and plans are being made to have Ridesharing staff present at transit-ridesharing fairs at the PTO.

**FISCAL IMPACT:** The total ALEXANDRIA RIDESHARE budget under this grant proposal is equal to \$175,419. To apply for this grant, the City must identify a 20 percent City contribution in the amount of \$35,084 to match the City's request to the Virginia Department of Rail and Public Transportation for \$175,419 in state funds. The City's matching contribution will be available through monies in the proposed FY 2005 ridesharing program budget. It should be noted that there are no monies available in the City budget to continue these activities once the grant funds are expended.

The grant application may be reviewed in the Office of Management and Budget, Room 3600, City Hall, during normal office hours.

**ATTACHMENTS:**

Attachment 1 - Resolution

Attachment 2 - Application and supporting documentation

**STAFF:**

Richard Baier, P.E., Director, T&ES

Thomas Culpepper, Deputy Director/Transportation and Transit, T&ES

James Maslanka, Division Chief/Transit Services, T&ES

Sauna Brown, Rideshare Coordinator, T&ES

ATTACHMENT 1

RESOLUTION NO.

WHEREAS, in accordance with Virginia Department of Rail and Public Transportation allocation procedures, it is necessary that a request by City Council resolution be made in order that the Virginia Department of Rail and Public Transportation fund a rideshare program in the City of Alexandria;

NOW, THEREFORE, BE IT RESOLVED by the City Council that the City Manager is authorized, for and on behalf of the City of Alexandria, hereafter referred to as the PUBLIC BODY, to execute and file an application to the Department of Rail and Public Transportation, Commonwealth of Virginia, hereafter referred to as the DEPARTMENT, for a grant of financial assistance in the amount of \$175,419 to defray the costs borne by the PUBLIC BODY for continuation of the ALEXANDRIA RIDESHARE program and to accept from the DEPARTMENT grants in such amounts as may be awarded, and to authorize the City Manager to furnish the DEPARTMENT grants in such amounts as may be awarded, and to authorize the City Manager to furnish to the DEPARTMENT such documents and other information as may be required for processing the grant request. The City Council certifies that the funds shall be used in accordance with the requirements of Section 58.1-638.A.4 of the Code of Virginia.

BE IT FURTHER RESOLVED, that the PUBLIC BODY will provide funds in the amount of \$35,084, which will be used as a 20 percent match to the state funds in the ratio as required in such Act, that the records of receipts of expenditures of funds granted the PUBLIC BODY may be subject to audit by the DEPARTMENT and by the State Auditor of Public Accounts, and that funds granted to the PUBLIC BODY for defraying the expenses of the PUBLIC BODY shall be used only for such purposes as authorized in the Code of Virginia. The undersigned duly qualified and acting as City Clerk of the PUBLIC BODY certifies that the foregoing is a true and correct copy of a Resolution, adopted at a legally convened meeting of the City Council held on the 27<sup>th</sup> day of January 2004.

ADOPTED: \_\_\_\_\_  
DATE

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WILLIAM D. EUILLE                      MAYOR

ATTEST:

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JACQUELINE M. HENDERSON    CITY CLERK

# TDM / Rideshare Assistance

## FY 2005 Grant Application Narrative Documents Package

The pages within this MS Word document must be completed and uploaded into your DRPT OLGA Application Account in order to be considered for a grant. Please provide your answers and edit this document as needed and upload the completed version to your DRPT OLGA Application Account **no later than February 2, 2004.**

Contact Person: Charlene "Gus" Robey  
Department of Rail and Public  
Transportation  
1313 East Main Street, Suite 300  
Richmond, Virginia 23218-0590  
Telephone: (804) 786-7968  
Email: [crobey@drpt.state.va.us](mailto:crobey@drpt.state.va.us)

# Annual TDM/Ridesharing Program Information

## Annual TDM/Ridesharing Program Schedule

Begin Date: July 1, 2004

End Date: June 30, 2005

<u>Milestone Dates</u>	<u>Significant Events or Project Milestones</u>
7/04	Alexandria Birthday Celebration participation Private employer rideshare fairs Mailing of Commuter Connection newsletter
8/04	Alexandria Education Partnership new teachers event participation
9/04	APTA Try Transit Week city events
10/04	CarrAmerica development transit fair participation APTA Communities In Motion Day city event Potomac Yard development transit fair participation
11/04	NSBA employee benefits fair participation Mailing of Commuter Connection newsletter
12/04	Rotary Club and other civic club breakfast and luncheon meeting presentations
1/05	Chamber of Commerce business reception networking
2/05	Mailing of Commuter Connection newsletter
3/05	Telework Seminar Park Center development transit fair participation
4/05	Alexandria Earth Day participation Mailing of Commuter Connection newsletter
5/05	Bike to Work Day city event
6/05	Ozone Action Days program kick-off activities Waterfront Festival community outreach Alexandria Chirilagua Festival participation Windham Management development Transit Fair participation
Ongoing Monthly	New Employee Orientation presentations promoting employee transit benefit  Administration of city employee transit benefit and distribution of transit fare media  Processing of rideshare, carshare and transit match Applications

## Program Scope

**Please check all Core Operating Programs that apply:**

- 1. Ridematching Assistance (Carpool and Vanpool)
- 2. Transit Information
- 3. Employer Outreach
- 4. Commuter Store Operations
- 5. Transit Benefit Program
- 6. Fare Media Sales
- 7. Incentive Programs
- 8. Subsidy Programs (VanStart VanSave, etc.)
- 9. Guaranteed Ride Home
- 10. Telework
- 11. Park and Ride Assistance
- 12. HOV Promotion
- 13. Marketing
- 14. Parking Programs
- 15. Congestion Mitigation Program Participation
- 16. Air Quality Programs
- 17. Other (Please Explain)

**Please briefly describe new focus areas, program changes, special projects, and ongoing emphasis areas that make your program unique. (2000 characters max - approximately 1 page of text)**

The Alexandria Rideshare Program has developed a community and residential outreach component. The component consists of providing civic organizations and residential communities with transit and rideshare-related information as well as co-coordinating special events that promote the use of transit and rideshare.

As part of this initiative, Alexandria Rideshare provides tabletop information displays and information kits to civic organizations and residential communities throughout the City. Each group that participates in this initiative is contacted periodically by Alexandria Rideshare so that they can be kept informed of new materials and programs. This initiative creates a new or stronger relationship between Alexandria Rideshare and Alexandria residents and merchants.

In addition to this initiative, Alexandria Rideshare will include a carsharing initiative in this year's program. As a potential transportation demand management tool, carsharing supports transit use and carpooling and reduces

## **Program Scope (continued)**

car ownership by giving people access to a carshare vehicle on an hourly basis as needed.

With carsharing, residents and employers in the City of Alexandria can have occasional access to a car but will rely mainly on transit and ridesharing modes because they will not own the car. Carsharing motivates behavior change that comes from learning to rely on cars less and making a deliberate effort to plan multiple-purpose or transit-based trips.

The Alexandria Rideshare Program will offer a first-year membership fee reimbursement incentive to Alexandria Residents and employers who purchase carshare memberships in lieu of purchasing a car. This incentive offers an attractive opportunity to shift from car ownership to other transportation alternatives.





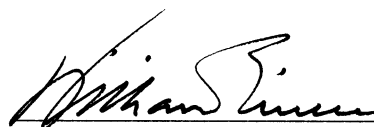
**RESOLUTION NO. 2092**

**WHEREAS**, in accordance with Virginia Department of Rail and Public Transportation allocation procedures, it is necessary that a request by City Council resolution be made in order that the Virginia Department of Rail and Public Transportation fund a rideshare program in the City of Alexandria;

**NOW, THEREFORE, BE IT RESOLVED** by the City Council that the City Manager is authorized, for and on behalf of the City of Alexandria, hereafter referred to as the PUBLIC BODY, to execute and file an application to the Department of Rail and Public Transportation, Commonwealth of Virginia, hereafter referred to as the DEPARTMENT, for a grant of financial assistance in the amount of \$175,419 to defray the costs borne by the PUBLIC BODY for continuation of the ALEXANDRIA RIDESHARE program and to accept from the DEPARTMENT grants in such amounts as may be awarded, and to authorize the City Manager to furnish the DEPARTMENT grants in such amounts as may be awarded, and to authorize the City Manager to furnish to the DEPARTMENT such documents and other information as may be required for processing the grant request. The City Council certifies that the funds shall be used in accordance with the requirements of Section 58.1-638.A.4 of the Code of Virginia.

**BE IT FURTHER RESOLVED**, that the PUBLIC BODY will provide funds in the amount of \$35,084, which will be used as a 20 percent match to the state funds in the ratio as required in such Act, that the records of receipts of expenditures of funds granted the PUBLIC BODY may be subject to audit by the DEPARTMENT and by the State Auditor of Public Accounts, and that funds granted to the PUBLIC BODY for defraying the expenses of the PUBLIC BODY shall be used only for such purposes as authorized in the Code of Virginia. The undersigned duly qualified and acting as City Clerk of the PUBLIC BODY certifies that the foregoing is a true and correct copy of a Resolution, adopted at a legally convened meeting of the City Council held on the 3rd day of February 2004.

ADOPTED: February 3, 2004



WILLIAM D. EUILLE

MAYOR

ATTEST:



Jacqueline M. Henderson, CMC City Clerk