


City of Alexandria, Virginia

MEMORANDUM

DATE: JANUARY 20, 2010

TO: THE HONORABLE MAYOR AND MEMBERS OF CITY COUNCIL

FROM: JAMES K. HARTMANN, CITY MANAGER 

SUBJECT: CONSIDERATION OF GRANT APPLICATION AND RESOLUTION FOR FY 2011 FUNDING FOR THE CONTINUATION OF THE ALEXANDRIA TRANSPORTATION DEMAND MANAGEMENT PROGRAM AND TO FUND A PUBLIC TRANSPORTATION INTERN POSITION

ISSUE: Consideration of a grant application and resolution for FY 2011 funding for the continuation of the Alexandria transportation demand management (TDM) program and to continue the public transportation intern program.

RECOMMENDATION: That City Council:

- (1) Adopt the attached resolution which authorizes the City Manager to:
 - (A) Submit a grant application and the resolution to the Virginia Department of Rail and Public Transportation (DRPT) for continued funding for FY 2011,
 - (1) in the amount of \$228,240 which will be matched by \$57,060 of City funds, for a total program of \$285,300, for the continuation of the City's transportation demand management services (formerly, rideshare); and
 - (2) in the amount of \$26,600, which will be matched by \$1,400 of City funds, for a total of \$28,000 to continue the public transportation intern program;
 - (B) Approve the continuation of two full-time grant-funded positions (Transit Specialist I and Transit Services Assistant I) to administer the ongoing TDM program. Continuation of these positions is contingent upon continuation of funding from the DRPT or other non-City sources; and
 - (C) Execute all necessary documents that may be required under this program.

DISCUSSION: DRPT has requested that grant applications for FY 2011 State Aid for Ridesharing Projects designed to decrease traffic congestion, increase resident mobility and improve air quality, as well as applications for transit internships, be submitted by February 1,

2010. The State aid will finance 80 % of costs associated with the development, implementation and continuation of the City's approved TDM program.

Transportation Demand Management

The City has operated a TDM program since 1981 and each year has applied for and received funds from the Commonwealth of Virginia. The TDM program, (under the marketing brand name "Local Motion") administers TDM based programs and is coordinated by the City's Office of Transit Services and Programs (OTSP) in the Department of Transportation and Environmental Services (T&ES). Summed up briefly, TDM is the application of policies and strategies that attempt to optimize existing transportation resources and infrastructure by mitigating single occupancy vehicle (SOV) use in a defined area. TDM programs have the potential to deliver better environmental outcomes, improved public health, stronger communities, and a more prosperous and livable city – all of which are important goals to the City.

To accomplish these goals Alexandria TDM staff will implement non-SOV options which include promotions and incentives to bolster carpooling, vanpooling, telework, compressed work schedules, and bicycling.

Other activities that the TDM program employs to accomplish its goals include:

- Engaging businesses to develop and implement or expand upon, employee commuter benefit programs.
- Aggressive outreach and promotion of non-SOV travel options to residents and commuters.
- Continue to provide programs and services to residents and commuters that result in choosing a lifestyle that does not make them dependent on automobiles.

The 2009 Community Survey conducted by the City denotes "traffic" as the main local issue of most concern for residents. It was cited more than any other issue at 17.2%, ahead of "taxes" (13.8%) and "poor school systems" (8.7%). The promotion of alternative transportation modes and the application of TDM will make it possible to responsibly address the needs of this growing City by maximizing existing transportation resources.

The City of Alexandria's Local Motion, Transportation Management Plan is an integral part of the City's Eco-City Alexandria initiative. This TDM program supports key elements of the Eco-City Alexandria Action Plan 2030, a document which serves to guide both the City and residents to take concrete actions toward environmental sustainability.

As an indication of the success of the TDM program, the American Community Survey has been surveying the residents of various cities to determine the mode they use to travel to work. In Alexandria's case, the percentage of all commuters using transit, bicycles, and walking increased from 24.8% in 2007 to 25.3% in 2008. While this increase is modest, most cities around the nation saw declines in these numbers.

In past discussions City Council has inquired about the involvement of the City's TDM program with neighboring jurisdictions. Through affiliation with Commuter Connections the TDM program regularly partners with local jurisdictions and agencies to offer coordinated outreach and marketing on joint events such as Carfree Day. Currently TDM staff is chairing two regional COG committees – Bike to Work Day and Employer Outreach.

In 2010 staff will be developing a long range TDM overhaul plan. This plan will serve as a comprehensive road map for TDM programming and will create measurable goals and objectives and identify strengths/weaknesses of the program. The TDM program will include two new campaigns - an employer commuter challenge and a marketing/enhancement program as well as conducting telework "lunch and learn" sessions for employers. A concerted effort will be made to fold in the message of the Eco City program into TDM initiatives and projects. The Mark Center/BRAC-133 development has been placed near the top of the TDM programs priority list due to the impact it will have on the City and its transportation infrastructure. As the project approaches completion efforts to communicate with all key stakeholders will be made to ensure that the City stays proactive with this project.

Public Transportation Intern

The City has just recently completed its intern program for FY 2010 and is requesting funds to continue staffing an intern for FY 2011. Transit planning interns have been an invaluable addition to our staff performing many professional transit planning tasks. For FY 2011 our office foresees an intern working on the exclusive transit way feasibility study, the development of transit amenities, a real time bus information system, site plan reviews, and BRAC-133. Public transit interns play an important and unique role in the evaluation and improvement of the City's transit system.

FISCAL IMPACT: To apply for the TDM grant, the City needs to fund a 20 percent contribution in the amount of \$57,060 to match the DRPT amount of \$228,240 in state funds, for a total program budget of \$285,300. To apply for the transit intern grant, the City needs to fund a five percent contribution in the amount of \$1,400 to match the DRPT amount of \$26,600, for a total of \$28,000. Funding for both of these grants for the current fiscal year, including the City match, was included in the T&ES FY 2010 approved budget. It is contemplated at this time that these City match funds will also be included in the FY 2011 proposed budget. If these match funds are not included in either the FY 2011 proposed or adopted budgets, then the City can withdraw (or otherwise amend) the grant application.

ATTACHMENT: Proposed Resolution

STAFF:

Richard J. Baier, P.E., LEED AP, Director, T&ES
Abi Lerner, P.E., Deputy Director/Transportation and Transit, T&ES
James Maslanka, Division Chief/Transit Services, T&ES
Bruce Johnson, Director, OMB/Chief Financial Office
Antonio Baxter, Division Chief/Administration, T&ES
Malik Williams, Fiscal Analyst/Grant Coordinator, T&ES
Gabriel D. Ortiz, Transportation Demand Management Coordinator, T&ES

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 transportation demand management program in the City of Alexandria and to fund a public transportation intern;

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 \$228,240 to defray the costs borne by the PUBLIC BODY for continuation of the ALEXANDRIA TRANSPORTATION DEMAND MANAGEMENT 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 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 \$26,600 to defray the costs borne by the PUBLIC BODY to fund a public transportation intern 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 \$57,060, 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.

BE IT FURTHER RESOLVED, that the PUBLIC BODY will provide funds in the amount of \$1,400, which will be used as a 5 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 26th day of January 2010.

ADOPTED: _____
DATE

WILLIAM D. EUILLE MAYOR

ATTEST:

JACQUELINE M. HENDERSON CITY CLERK

5

RESOLUTION NO. 2380

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 transportation demand management program in the City of Alexandria and to fund a public transportation intern;

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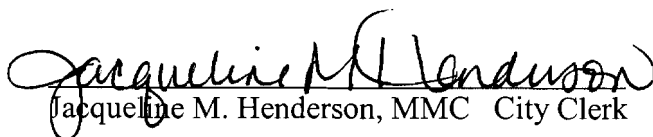
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The undersigned duly qualified and acting as City Clerk of the PUBLIC BODY certifies that the foregoing is a true and correct copy of a Resolution, adopted at a legally convened meeting of the City Council held on the 26th day of January 2010.

ADOPTED: January 26, 2010


WILLIAM D. EUILLE MAYOR

ATTEST:


Jacqueline M. Henderson, MMC City Clerk