

City of Alexandria, Virginia

MEMORANDUM

DATE: JANUARY 18, 2011

TO: THE HONORABLE MAYOR AND MEMBERS OF CITY COUNCIL

FROM: JAMES K. HARTMANN, CITY MANAGER

SUBJECT: CONSIDERATION OF GRANT APPLICATION AND RESOLUTION FOR FY 2012 FUNDING FOR THE CONTINUATION OF THE ALEXANDRIA TRANSPORTATION DEMAND MANAGEMENT PROGRAM (TDM) AND TO FUND A PUBLIC TRANSPORTATION INTERN POSITION

ISSUE: Consideration of a grant application and resolution for FY 2012 funding for the continuation of the Alexandria TDM Program, also known as Local Motion, and to fund the Public Transportation Intern position.

RECOMMENDATION: That City Council:

- (1) Adopt the attached resolution; and
- (2) Authorize the City Manager to:
 - (A) Submit a grant application and the resolution to the Virginia Department of Rail and Public Transportation (DRPT) for FY 2012 funding;
 - (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 \$28,500, which will be matched by \$1,500 of City funds, for a total of \$30,000 to continue the public transportation intern position;
 - (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: 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 administers TDM based programs and is coordinated by the City's Transportation Planning Division in the Department of Transportation and Environmental Services (T&ES). The TDM is the application of policies and strategies that attempts to change travel behavior (how, when and where people travel) in order to increase the efficiency of the City's transportation system, decrease traffic congestion and achieve City goals and objectives. TDM supports the City Council's 2010 Strategic Plan Goal 3: *A multimodal transportation network that supports sustainable land use and provides internal mobility and regional connectivity for Alexandrians* and several goals outlined in the 2008 Transportation Master Plan. Through the use of incentives, education, and the implementation of competitive travel options, TDM encourages travelers to shift demand away from trips by personal automobile to trips by other modes of travel, or, to trips that occur at a more efficient time, route, or place. TDM also benefits the environment in support of the Eco-City Charter and, improved public health, stronger communities, and a more prosperous and livable Alexandria.

In the past, Council has requested that staff provide a program status report outlining program accomplishments, statistical information and regional coordination. In February, staff will be providing Council with a written status report on the City's current TDM program as well as the recommendations from the Long Range TDM Plan which is completed. The Long Range TDM Plan will serve as a road map to guide the City's TDM efforts for years to come. The Plan will also provide a base from which programmatic progress can be measured by establishing realistic and quantifiable goals and objectives that are consistent with the City's transportation vision of encouraging the use of alternative transportation and reduce dependence on the private automobile.

For FY 2012 the TDM Program staff will continue marketing TDM programs and services that educate, inform, support, encourage and enable participation in available options to single-occupant vehicle (SOV) travel. Staff plans to expand outreach and programming efforts throughout the City in the coming year for residents, employees and visitors to Alexandria. Additionally, the TDM Program will also carry on its employer outreach efforts and increase its "sales" meetings with employers, monthly e-newsletter subscription, promotional events, and on-site transportation seminars.

As a member of the Metropolitan Washington Council of Government the TDM Program will continue to market and promote the Council's programs and services which include; the Ride Matching Database and Guaranteed Ride Home Program.

T&ES is proposing grant funds to again staff a public transportation intern for FY 2012. In past years public transportation interns have been an invaluable addition to T&ES staff, performing many professional transit planning tasks. The goal of public transportation intern will be to provide qualified candidates with hands on experience in as many aspects of public transportation and TDM assistance management and operations as possible through direct exposure to activities and methods of the Transportation Planning Division. The program also supports increased awareness of public transportation as a career choice for aspiring managers, maintenance and operations staff, marketing employees and other specialization with public transportation and TDM programs

For the upcoming fiscal year the intern would work on a wide variety of transit and TDM projects ranging from the development of transit amenities to assistance with site plan reviews and transit operations planning. Public transit interns play an important and unique role in the evaluation and improvement of the City's transit and TDM system.

FISCAL IMPACT: To apply for the TDM grant, the City needs to fund a 20 percent match 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. Funding this grant for the current fiscal year, including the City match, was included in the T&ES FY 2011 approved budget and is planned to be included in the City's proposed FY 2012 budget. To apply for the transit intern grant, the City needs to fund a five percent contribution in the amount of \$1,500 to match the DRPT amount of \$28,500 for a total of \$30,000. It is contemplated at this time that these City match funds will also be included in the FY 2012 proposed budget. If these match funds are not included in either the FY 2012 proposed or adopted budgets, then the City can withdraw (or otherwise amend) the grant application.

ATTACHMENT: Proposed Resolution

STAFF:

- Mark Jinks, Deputy City Manager
- Richard Baier, P.E., Director, T&ES
- Abi Lerner, Deputy Director, T&ES
- Bruce Johnson, Director, OMB/Chief Financial Office
- Sandra Marks, Division Chief/Transportation Planning Division, T&ES
- Antonio Baxter, Division Chief/Administration, T&ES
- Malik Williams, Fiscal Analyst/Grant Coordinator, T&ES
- Gabriel D. Ortiz, TDM 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 \$28,500 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 \$1,500 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

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ADOPTED: _____
DATE

WILLIAM D. EUILLE MAYOR

ATTEST:

JACQUELINE M. HENDERSON CITY CLERK

RESOLUTION NO.2433

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Adopted: January 25, 2011



WILLIAM D. EULLE MAYOR

ATTEST:



Jacqueline M. Henderson, MMC City Clerk