


City of Alexandria, Virginia

MEMORANDUM

DATE: FEBRUARY 16, 2011

TO: THE HONORABLE MAYOR AND MEMBERS OF CITY COUNCIL

FROM: JAMES K. HARTMANN, CITY MANAGER 

SUBJECT: CONSIDERATION OF REPORT ON ALEXANDRIA'S LOCAL MOTION/TRANSPORTATION DEMAND MANAGEMENT (TDM) PROGRAM

ISSUE: Report on Alexandria's Local Motion/Transportation Demand Management (TDM) Program

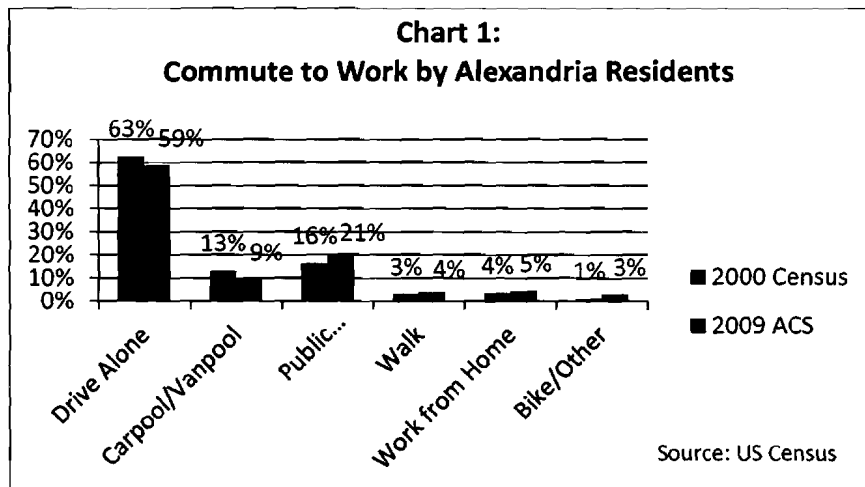
RECOMMENDATION: That City Council receive the Local Motion Report (Attachment 1).

DISCUSSION: The City of Alexandria's TDM Program, otherwise known by its branded name Local Motion, implements TDM strategies that seek 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. Local Motion supports a number of City goals including 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 goals outlined in the 2008 Transportation Master Plan. Through the use of incentives, education, and the implementation of competitive travel options, TDM encourages and supports shifts of travel demand away from Single Occupant Vehicles (SOV) to trips by carpools or other modes of transportation, to trips that occur at a more efficient time, route, or place, and through the elimination of trips by telecommuting and compressed work schedules.

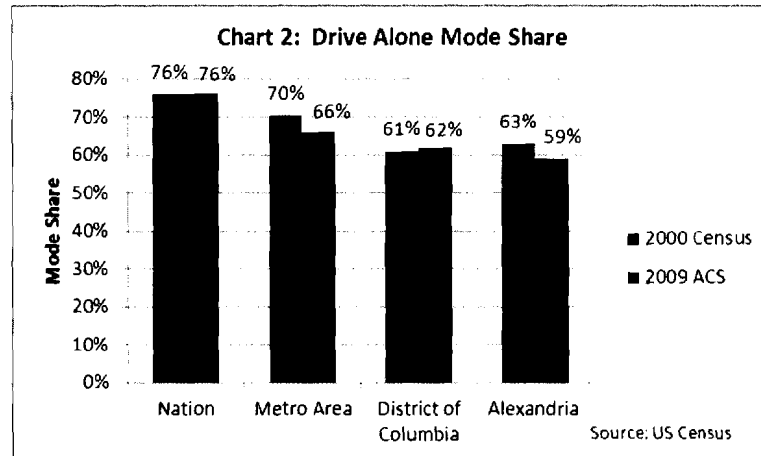
When cost or community and environmental impacts limit the expansion of the City's roadway infrastructure, improving the management and utilization of the existing transportation system becomes a critical strategy. The City of Alexandria is largely built out and while significant commercial and residential growth is projected for the City, expansion of the existing roadway network is not. Local Motion aims to achieve a balance between transportation improvements and demand management to serve the growing number of travelers while improving mobility and minimizing traffic congestion. Expanding travel options is the start of the process. Developing a desire to use the services and providing support and incentives is a necessary the next step to manage traffic in the City. After a recent review of the City's Local Motion program, the Department of Defense found the program worthwhile and included it within their Transportation Management Program (TMP) for the BRAC-133 office complex.

Newly released data from the 2009 American Community Survey (ACS) indicates that the City of Alexandria and its Local Motion program continue to make consistent progress on reducing Single Occupancy Vehicle (SOV) travel. The data, released in September 2010, measures work-trip mode shares. The ACS is conducted by the U.S. Census Bureau to provide data between decennial Census surveys. For both the Census and the ACS, respondents are asked how they usually travel to work. The ACS is based on sampling techniques and therefore has a built-in margin of statistical error. When the 2010 census data which includes commuting patterns is released, we will be in a better position to know what the commuting patterns are with a greater degree of reliability.

According to Census and ACS data, shown in Chart, 1 the “drive-alone” work-trip mode share for Alexandria has decreased by 4.1 percentage points from the 2000 Census to the 2009 ACS. In that same time period, the transit work-trip mode share increased by 4 percentage points and the bicycle work-trip mode share increased by 3 percentage points. It is also noteworthy that the percentage of Alexandria residents who work from home has increased from 4 to 5 percent.



Census and ACS data in Chart 2 (page 3) suggests that in comparison to work-trip mode split data for the nation and the Washington D.C. Metro area, the City of Alexandria’s investments in multimodal infrastructure and the Local Motion program have supported a reduction in SOV travel. Since the 2000 Census, the national drive-alone work-trip mode share has increased by .40 percentage points, while Alexandria’s has decreased by 4.1 percentage points. During that same time the District of Columbia’s drive alone rate increased by 1 percent.



Goals of the Local Motion Program: Reducing travel demand and decreasing congestion in the City are primary goals of Local Motion. Local Motion provides tangible travel services to reach these goals, including marketing, education and incentives for non-SOV travel. Local Motion makes these resources available to residents, employees and visitors in order to achieve the goals of the program.

In order to maximize the success of Local Motion programming, the City must continue to support transit oriented development, investment in transit and bicycle and pedestrian infrastructure. These efforts complement and enhance the efficacy of Local Motion programs.

The attached Local Motion Report outlines some of the programmatic elements of the Local Motion program. These include employer outreach, marketing and outreach events, operation of the Old Town Transit Shop and participation in the Metropolitan Washington Council of Governments (MWCOC) Commuter Connections network. The City has served as an example to employers by offering its own employees transit benefits coordinated by the Local Motion program. Over 300 City employees participate in this program. This has proved to be a useful marketing tool for Local Motion when it advocates the benefits of alternative modes of transportation.

The Local Motion Report provides details and data related to Local Motion programming, and outlines achievements and measures of success as well as opportunities for growth and improved delivery of services. Historically, performance measures and indicators have been limited; however, staff is developing a more defined system for tracking program activities that will serve as a tool to guide future programming and funding recommendations.

FISCAL IMPACT: The current year budget of the Local Motion programs (excluding the funds spent by private employers, property owners, and home owner associations) is \$513,080. This is composed of CMAQ and RSTP grants from the state and federal governments. The City's local match to one of the grants is \$57,060.

ATTACHMENT:

Attachment 1: Local Motion Staff Report

STAFF:

Mark Jinks, Deputy City Manager

Richard J. Baier, P.E., LEED AP, Director, T&ES

Abi Lerner, P.E., Deputy Director, T&ES

Sandra Marks, Division Chief, T&ES

Gabriel Ortiz, TDM Coordinator

City of Alexandria
Department of Transportation & Environmental Services
Local Motion Report
February 2011

Introduction

This report provides information on various measures of effectiveness that help quantify the benefits of the Local Motion program to City Council, as well as City residents, employers and employees. Since the 2000 Census, the Local Motion program has continued to make progress in reducing Single Occupancy Vehicle (SOV) mode-share and Alexandria residents report significantly higher alternative mode share usage when compared to the nation and the D.C. Metro area.

Employer Outreach

The Local Motion Program provides outreach services directly to employers in the City of Alexandria to help promote commute alternatives, create new or expanded alternative commute programs, maintain existing programs, and provide a means to evaluate the impact of these employer efforts.

Outreach Activity

Currently the program maintains a database of over 500 employers that it works with to reach an ultimate goal of getting employees in the City to start using alternatives to driving alone. Below is a table that details outreach activity in FY 2010 performed with employers in the City.

<i>Activity</i>	<i>Employers</i>
Contacts via <u>Personal</u> Contact (Voice, Letter or Personal E-mail)	225
Contacts via <u>Broadcast</u> Contact (Letters, Flyers, Newsletter or Broadcast E-mail)	3,529
On-Site Events / Promotions	17

Employee Levels

Local Motion classifies employers in its database by assigning them four different classification levels that were developed by Metropolitan Washington Council of Governments (MWCOG).

- **The Level 1** employer will promote transportation alternatives.
- **The Level 2** employer will implement at least two types of approved TDM strategies from an approved list (e.g. install a permanent transit display).

- **The Level 3** employer will implement a TDM program (e.g. implement a telework program) from an approved list in addition to the two or more approved Level 2 strategies.
- **The Level 4** employer will implement two or more approved Level 3 programs in addition to the two or more approved Level 2 strategies.

The Virginia Department of Transportation (VDOT) provides funding for employer outreach services and every year sets mandatory goals for increasing the City's number of Level 3 and 4 employees every fiscal year, in addition to goals on promotion and marketing activities. Since the inception of these benchmarks, Local Motion has successfully accomplished all goals, including increasing Level 3 and 4 employers to the levels that VDOT has set.

Transportation Management Plans (TMPs)

The Transportation Management Plans (TMPs) are part of the City of Alexandria Zoning Ordinance, *Article XI, Division B, Development Approvals, Section 11-700 – Transportation Management Special Use Permits*. This ordinance was enacted by City Council on May 16, 1987 to offset the traffic impact of new development.

The ordinance requires that projects of the sizes indicated below, submit a special use permit application which must include a traffic impact analysis and a transportation management plan. The TDM Program has worked closely with the City's TMP to help ensure goals are met and the impact these developments have on the City's transportation infrastructure is mitigated.

Mode Share Reported for all TMPs

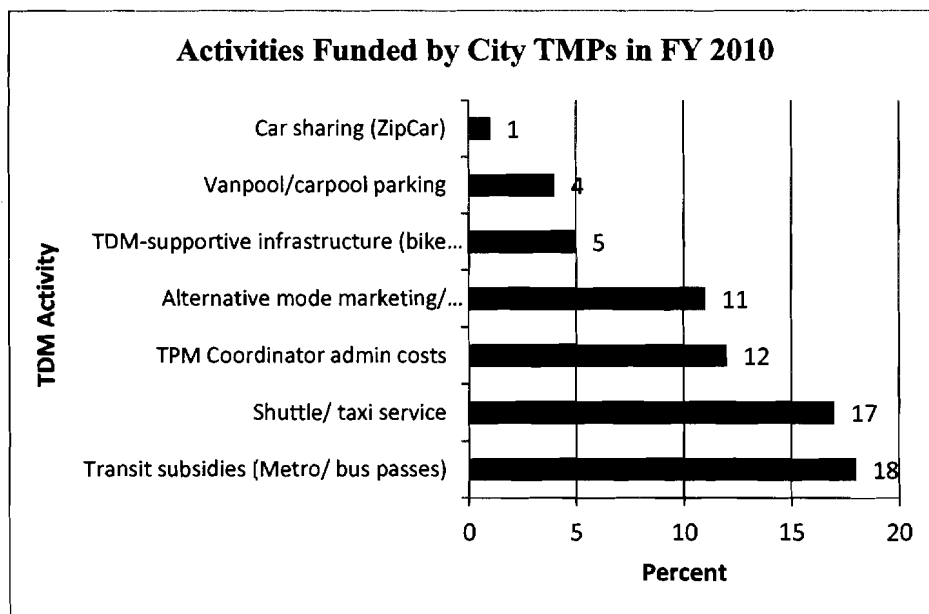
The Table below breaks down the different modes of transportation reported by TMPs in the 2010 Survey of residents and employees of residential and commercial TMPs.

2010 Survey (January to June Compliance Period)									
2,951 Surveys Distributed – 867 responses									
<i>Drive Alone</i>	<i>Carpool/ Vanpool</i>	<i>Metrorail</i>	<i>Bus</i>	<i>Commuter Train</i>	<i>Walk</i>	<i>Bike</i>	<i>Shuttle</i>	<i>Telework</i>	<i>Retired*</i>
50%	3%	26%	8%	1%	7%	1%	1%	2%	1%

(* There were only 4 responses for "Retired". Calculation gave 0% but 1% was added to round total to 100%.

Activities Funded by TMPs

This table shows TDM activities that employers and homeowner associations in new developments utilize to help meet the goals of their TMPs.



Shuttle Services

Currently there are 16 TMP funded shuttles for employees and tenants. Of the 16, eight are office/commercial use and eight are residential. The total annual funding of these shuttles is \$1.7 million, including Carlyle Community Council which funds over \$600,000 a year for their shuttle service. Cameron Station currently has a very successful TMP that funds a frequent shuttle service that helped increase the mode share of commuters using transit and other alternative forms of transportation to a higher rate than driving alone.

Other TMP Programming Initiatives of Note

After 22 years of existence, the TMP ordinance is being revised to include the following improvements:

- Creation of districts to join contiguous plans to make more efficient use of resources
- Revision of the mode share measurement parameters
- Emphasis on the single occupancy vehicle reduction goal
- Revision of the penalties for non-compliance

This ordinance will be brought forward for Council consideration in the late spring.

Old Town Transit Shop

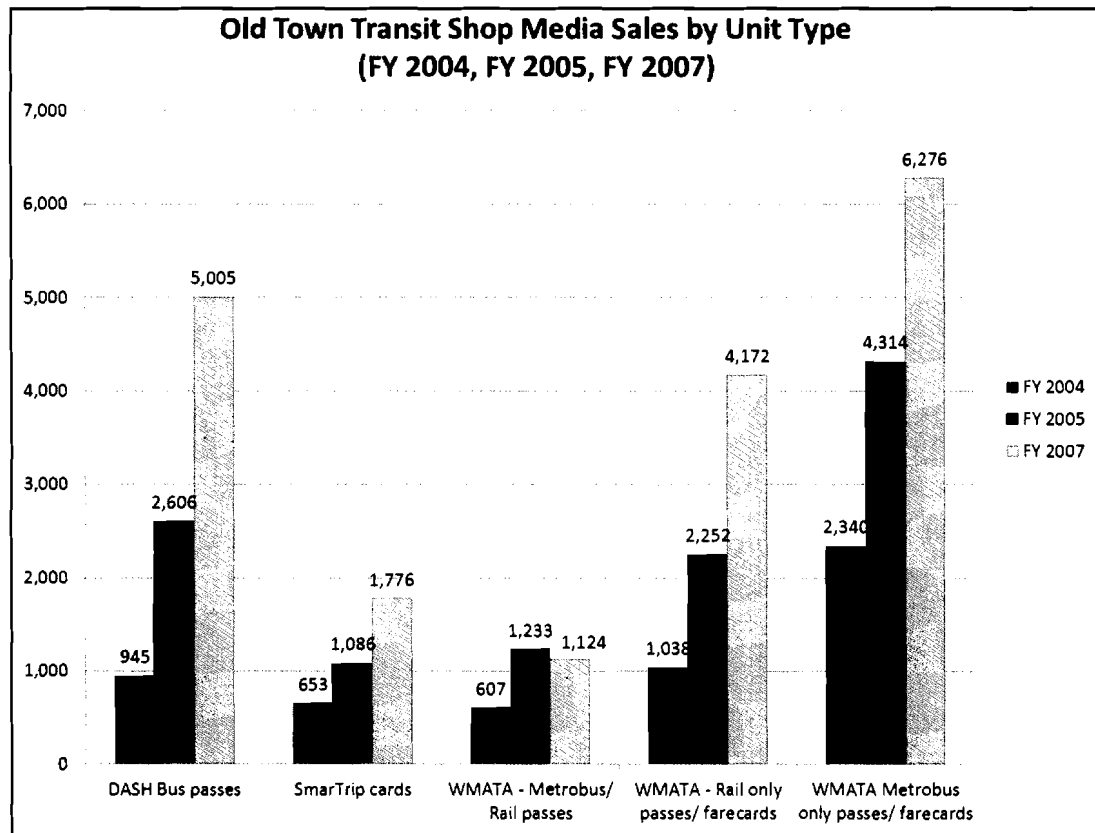
The primary purpose of the Transit Shop, which is located near the King Street Metrorail station is to provide residents and employees a convenient “one stop” destination for all their commuting needs. Commuters are able to purchase fare media for almost every transit system in the area, pick up transportation information and schedules, and get answers to just about any transportation related questions.

Located directly across from the King Street Metro Station the Old Town Transit Shop is open from 7:00 am to 7:00 pm, Monday through Friday. Transit Shop operations are 100% supported by a Regional Surface Transportation Program (RSTP) grant that is allocated by the Department of Rail and Public Transportation (DRPT). The City is on the third such grant since the Transit Shop was first established. DASH is contracted as the vendor to manage the Transit Shop operations.

Transit Sales

Sales at Transit Shop

Virtually every form of transit fare media that the Transit Shop makes available to commuters saw increases in sales for the time reported in the chart below. The sale of WMATA-Metrorail/Rail passes experienced a decline but that could be attributed to the popularity of SmarTrip cards. Also of note was the 92% increase in sales that the DASH bus passes experienced from FY 2005 to FY 2007.



NOTE: Above graph is based on latest data available

VRE Sales at Transit Shop

In September of FY 2010 the Transit Shop began selling VRE tickets and by years end (June 2010) final sales figures were at \$871,872. As of November of the current fiscal year sales have reached \$445,026. At that pace the Transit Shop can expect VRE sales to total \$1,068,063 for FY 2011. This corresponds to an increase of 23% between FY 10 and FY 11.

2010 Transit Shop Activity

As the table below illustrates the Transit Shop has several hundred customers walk in every day. The only advertising for some time for the Shop was via the City website and the Local Motion website. Advertising in the Alexandria Gazette and Times was just recently started.

	<i>Aug</i>	<i>Sept</i>	<i>Oct</i>	<i>Nov</i>	<i>Dec</i>
Information Via Phone	1436	1465	1482	1466	1359
Walk in Activity	394	356	359	339	269

Outreach Events

In FY 2010 the Local Motion Program staff attended several events as an exhibitor. Typically at these events Local Motion provides incentives to engage event participants to discuss transportation. Staff answers a wide range of transportation questions at these events in addition to receiving requests and suggestions on transportation in the City and providing one on one trip planning.

Events Attended in FY 2010

- Patent and Trademark Office Employee Fair
- Department of Defense Transportation Fair held at the Pentagon
- King Street Plaza TMP Transportation Fair
- 675 Washington Street TMP Fair
- Bike To Work Day
- Del Ray Neighborhood New Resident Welcome Event
- Homeownership Fair
- NOVA Community Festival
- VRE/Lynchburg Event at Union Station
- Del Ray Neighborhood Welcome
- Market Square Farmer's Market

Try Transit Week

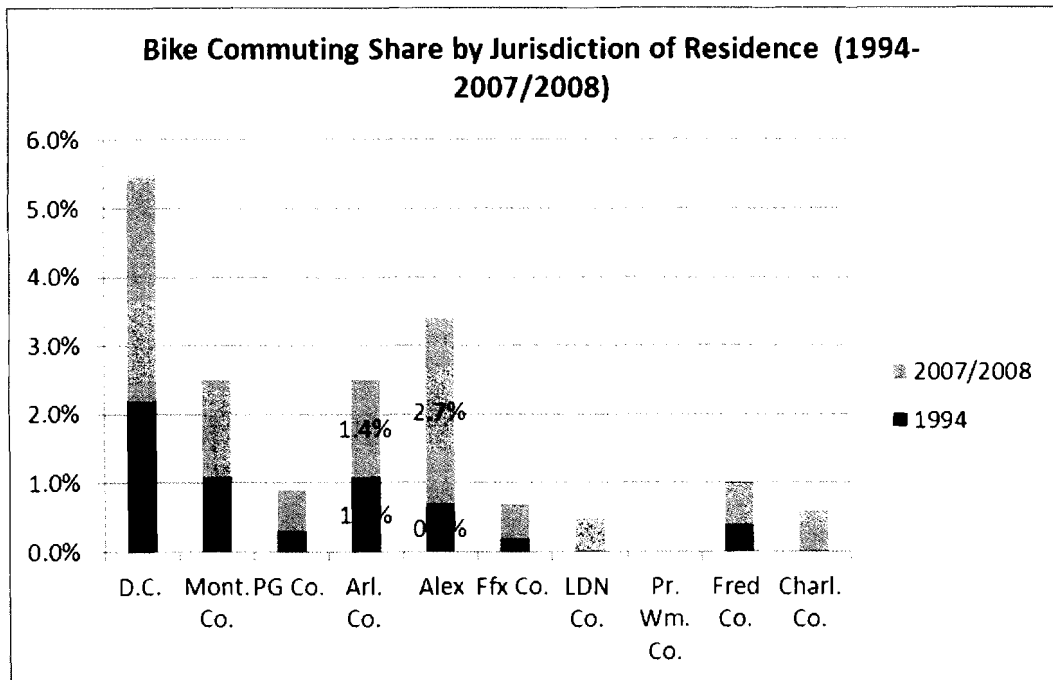
In August of 2010 the Local Motion Program helped support the State's "Try Transit Week" initiative. The event educates Virginians about transportation options other than driving alone and it seeks pledges to try a form of transit and experience firsthand the benefits it can offer. Exhibits to collect pledges were set up by Local Motion in front of the Giant supermarket in the Alexandria Commons shopping center, The Dairy Godmother in Del Ray, and the Market Square Farmers Market. The result of the exhibits was an increase in Try Transit Week pledges from only 23 in 2009 to 205 in 2010.

Bike and Pedestrian Information and Programming

Walking and bicycling are fundamental to the character and livability of Alexandria, Virginia. City residents and visitors have walked along the streets of Old Town for more than 350 years. Today, the King Street and Mount Vernon Avenue commercial areas thrive on pedestrian traffic. People access public transit, parks, neighborhood trails, and community centers throughout the City by walking and bicycling; students walk and bicycle to schools in all neighborhoods. Through efforts of Bike and Pedestrian Coordinators and the Local Motion program the City has earned a bronze-level Bicycle Friendly Community from the League of American of Bicyclists.

City Wide Bicycle and Pedestrian Mode Share

According to the Metropolitan Washington COG telephone survey "Bicycle Community Share by Jurisdiction of Residence (1994 to 2007/2008)" Alexandria has gone from 0.5 percent to 2.7 percent between 1994 and 2008 which is second in the area to only DC (2.2% to 3.3%). Arlington went from 1.1 percent to 1.4 percent. See the attached graphic.



School Bike and Pedestrian Mode Share

According to the Alexandria City Public Schools "2007-08 School Start-Up/Transportation Survey of Parents," of students who do not take the bus, 52 percent walk and 5 percent bike and another 48 percent take a family vehicle (The survey allowed multiple answers so totals may exceed 100 percent).

Below is a glimpse of the mode share recorded at a sample of schools across the City. Some of these schools were unable to report a Bike Mode Share. Ramsey Elementary had an impressive 59 percent of their students walking.

<i>School</i>	<i>Walk Mode Share</i>	<i>Bike Mode Share</i>
Barrett Elementary	22%	n/a
George Mason Elementary	27%	1%
Hammond Middle School	25%	n/a
Maury Elementary	29%	n/a
Mount Vernon Elementary	32%	3%
Polk Elementary	15%	n/a
Ramsay Elementary	59%	n/a
Tucker Elementary	2%	.4%

Communications

eNews

A major Local Motion Program initiative is providing a monthly e-newsletter through the City's eNews system. This e-newsletter provides residents and employees in the City with helpful updates, tips, and suggestions about transportation in the City as well as the region. This service was started in 2006 and continues to grow as we make every effort to increase subscribers through outreach events and promotions.

	<i>2008</i>	<i>2009</i>	<i>2010</i>
eNews Subscribers	454	2,061	2,828

Website

In addition to eNews the Local Motion Program maintains a website (www.alexandriava.gov/localmotion) that gives the Local Motion brand name an online presence while giving commuters another resource for obtaining information on transit, ridesharing, bicycling, walking and a host of other TDM strategies.

In addition, the "News and Notices" page was upgraded to include a Really Simple Syndication (RSS) feed which updates this page with current and up to the minute transportation news and announcements from regional organizations, media outlets, blogs, and other websites.

Through October 2010 the website has had 7,328 unique visitors who viewed over 39,706 webpages. This average to 739 visitors and 4,404 viewed webpages per month (or seven webpages per visit).

City Transit Benefit

The City provides a transit benefit to its employees to a maximum value of \$75 per month and the Local Motion Program administers this program for the City which has over 300 participants and a budget of over \$100,000. The implementation of this program has brought many City employees to sign up for the City Transit Benefit. TDM Staff also conducts monthly presentations at all new employee orientations that cover both the transit benefit program and transportation alternatives available in and around City Hall.

	2008	2009	2010
City/School Employees enrolled in Transit Benefit Program	211	230	310

Carshare Alexandria!

The Carshare Alexandria program is fully funded by the City's Local Motion Program. Under this program residents receive reimbursement for their first year membership and application fee for the use of Zipcars. Currently in the City there are seven Zipcar locations holding 14 cars. In FY 10 there were 36 applicants for the program. For the current fiscal year, the program has already signed up 32 applicants and is on track to double the number of applicants compared to the last fiscal year. This increase can partially be attributed to a campaign held over the summer to increase program applicants.

Transportation Cooperative Research Program (TCRP) Report 108 indicates that carsharing often decreases both vehicle ownership and vehicles miles traveled (VMT) while increasing the use of alternative modes. Surveys of Carshare Alexandria! participants were done in 2009 and as the table below indicates, there was a significant drop in car ownership after joining carshare programs.

	<i>Before Joining Carshare</i>	<i>After Joining Carshare</i>	<i>% Reduction in Vehicle Ownership</i>
Alexandria Resident Vehicles Owned	76	55	-28%

Old Town Trolley

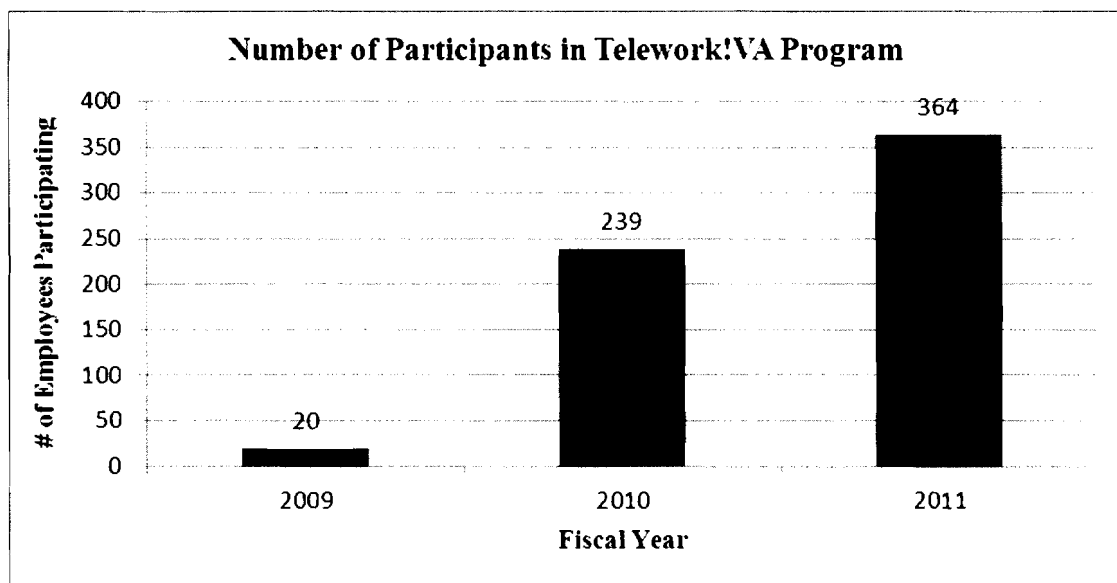
The Old Town Trolley is a service that is marketed and supported by the TDM program through all of its communication channels. While focused on serving tourists as well as local and regional shoppers and diners, during the evening peak hours the Trolley serves as a shuttle for workers from City Hall and surrounding areas to King Street Metrorail station.

Since April of 2008 the Trolley has averaged 6,868 riders during weekdays and 3,261 riders during the weekends. In total the trolley has carried 1,470,000 riders since that time.

Telework!VA

Telework!VA is a state funded program that the Local Motion program fully endorses and markets to its employers and residents. The program awards employers with over 30 employees up to \$35,000 to start a telework program if they sign a contract and monitor their programs activity for a two year period. Local Motion makes sure to include Telework!VA information in all of its communications and lends assistance with meetings that Telework!VA staff has with employers in the City.

The table below depicts the number of employees in the City that are part of Telework!VA funded programs. So far in FY 2011, Local Motion and Telework!VA have already surpassed the number of employees for FY 2009 and FY 2010.



Commuter Connections

The Local Motion program is also an active member of MWCOG's TDM network and program, Commuter Connections. This program offers several programs and services that are promoted by Local Motion through all of its communication channels. The Rideshare database that Commuter Connections provides is our primary tool for matching riders and the Guaranteed Ride Home Program. This is a vital service that gives commuters peace of mind and assurance that they will have a ride home in an emergency.