

City of Alexandria, Virginia

MEMORANDUM

DATE: JUNE 6, 2012

TO: THE HONORABLE MAYOR AND MEMBERS OF CITY COUNCIL

FROM: RASHAD M. YOUNG, CITY MANAGER 

SUBJECT: CONSIDERATION OF NEW TROLLEY SERVICE TO WEST OLD TOWN, DEL RAY, AND ARLANDRIA

ISSUE: Consideration of a new trolley service to serve as a transit connection with the existing King Street Trolley between the King Street Metrorail Station, West Old Town, Del Ray, and Arlandria.

RECOMMENDATION: That City Council authorize staff to proceed with a Request For Proposals for the selection of a contract provider for a rubber-tired trolley service from the King Street Metrorail Station to Del Ray and Arlandria, as depicted in Attachment 1.

- **Route:** King Street, North West Street, Braddock Road, Mt Vernon Avenue, West Glebe Road and Russell Road
- **Days and hours of operation:** Thursdays and Fridays from 3:00 PM to 10:30 PM and on Saturdays and Sundays from 11:30 AM to 10:30 PM
- **Headways:** 20 minutes
- **Name:** The Del Ray/Arlandria Trolley

DISCUSSION: In September 2007, as part of the City's National Harbor initiatives, City Council approved and funded a trolley service that would travel along King Street and complement the water taxi service from the new National Harbor Development. Since its inception in April 2008, the King Street Trolley has been a popular mode of transportation for visitors and local residents and workers traveling between the King Street Metrorail station and the Potomac River waterfront. Over 2.1 million passengers have boarded a King Street Trolley in the last four years, with an average of over 13,000 passengers boarding each week during the spring of 2012. The trolley has achieved its goal of stimulating commercial activity: over 75 percent of visiting passengers report spending more money in shops and restaurants because of the trolley.

The expansion of the trolley service was designated as a priority by City Council after the approval of the City's Transportation Improvement Program (TIP), in May of 2011. City Council directed staff to evaluate areas for potential geographic expansion of the trolley to further encourage visitors and residents to shop and dine in the neighborhoods served by the new

route. The route selection was coordinated among several City agencies and with input from the public. Between August and September 2011, staff evaluated several areas for trolley expansion including Del Ray, Carlyle, the Eisenhower Valley, and the West End. Staff analyzed existing business conditions, planned development, visitor attractions, and potential ridership in each of these neighborhoods. Several meetings were held with stakeholders to facilitate community involvement and to obtain residents' input, including:

- Meetings in the fall of 2011 with representatives from City agencies, businesses and civic associations;
- A March 28, 2012, public meeting where a preliminary recommendation was presented;
- A May 19, 2012, public meeting at which several alternative routes were presented (see Attachment 2);
- Three trolley tours (for the public, for City agencies, and for civic and business association representatives); and
- A written and online survey.

A summary of public feedback can be found in Attachment 3: Analysis of Trolley Service Expansion.

Based on the results of the technical analysis, as well as feedback from the public and stakeholders, staff recommends moving forward with a route that serves both Del Ray and also moves farther north into Arlandria along Mt Vernon Avenue (Attachment 1). Del Ray and Arlandria were selected as the destinations for expanded trolley service due to their critical mass of shops and restaurants.

Staff conducted an analysis of the Carlyle and Del Ray neighborhoods, including existing transit and economic conditions (e.g., number of businesses and hotels), visitor attractions (e.g., landmarks and regular events), and preliminary route alternatives. The results of the analysis indicated that trolley service should be expanded to Del Ray based on the following:

- Numerous events throughout the year that draw both locals visitors from the National Capital Region;
- Longer businesses hours during the evening and on weekends; and
- Significantly more retail options than in Carlyle.

The recommended route maximizes the potential for visitation to Del Ray and Arlandria business districts. The route serves two Metrorail stations, providing improved access to Del Ray and Arlandria for regional tourists. It also traverses Upper King Street, serving over 600 hotel rooms and five hotels. By providing easy access to additional attractions, neighborhood, and retail opportunities, overnight destination visitors will be encouraged to lengthen their stay in the City. The West Old Town Civic Association, including some residents along West Street, expressed concern that the recommended route would result in additional traffic along West Street and contribute to increasing noise levels. The recommended route, however, minimizes travel time and offers easy, direct access to Braddock Road Metrorail Station. In addition, the recommended option provides visitors with access to numerous businesses and hotels along King Street and West Street.

The recommended hours of operation are Thursday and Friday from 3:00 PM – 10:30 PM and Saturday and Sunday from 11:30 AM – 10:30 PM. The trolley would operate with 20-minute headways during these hours. Offering service during peak dining and retail hours will offer both residents and visitors with an alternative to driving to, and parking in, the Del Ray and Arlandria business districts, relieving traffic congestion. In addition, the proposed frequent service minimizes wait times for users and will be critical in building ridership to the new service areas.

The recommended name for the new trolley service is The Del Ray/Arlandria Trolley. Nearly 340 people provided feedback on the name of the new trolley through written and online surveys. Forty-two percent of respondents expressed support for The Del Ray Trolley due to the marketability of the Del Ray market brand. However, since there was a strong amount of response support to recognize the developing Arlandria shopping area, staff recommends expansion of the name to include Arlandria by naming the service “The Del Ray/Arlandria Trolley”. In addition, transit routes are often named to include the destination end point.

The private contractor is expected to acquire, operate, and maintain the trolley vehicles. The competitive Request for Proposals will include the following vehicle specifications:

- Seating for 32 passengers;
- Heating and air conditioning;
- Bike racks;
- Internal racks for informational brochures; and
- Preference for hybrid or CNG vehicles.

The vehicles will be staffed by trained drivers who will be trained and become familiar with Alexandria’s history and cultural resources, offering visitors additional information about the City and potential destinations as appropriate.

The Del Ray/Arlandria Trolley is estimated to attract between 110,000 and 160,000 riders annually and will be evaluated every six months by City staff to gauge its success. If there are insufficient riders then staff would confer with the community and bring recommendations to Council.

FISCAL IMPACT: The estimated cost in FY 2013 for the operator to provide service between the King Street Metro and Mt. Vernon Avenue at Russell Road is projected to be \$640,000 (based on an annual cost of \$850,000 and assuming start of service in November 2012). The operating cost of the trolley expansion to Del Ray and Arlandria can be covered with the \$700,000 included in the City’s Transportation Improvement Program for FY 2013.

The initiative originally planned for this \$700,000 (which was to grow to \$1,000,000 in FY 2013) included the Del Ray/Arlandria Trolley, as well as increased frequency and extended hours for the King Street Trolley. The entire initiative cannot be funded by the \$1,000,000 annual funding level. As a result it will likely be necessary to reallocate City Transportation Improvement Program dollars for trolley service in FY 2014 and beyond. The amount of reallocation necessary will be based on bids received for the Del Ray/Arlandria Trolley service,

as well as the costs of extending King Street Trolley hours if a decision is made to extend those hours during FY 2013.

ATTACHMENTS:

Attachment 1: Recommended Option

Attachment 2: Option 1 – King Street Metrorail Station to Reed Avenue via West Street

Attachment 3: Analysis of Trolley Service Expansion

STAFF:

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

Stephanie Brown, President & CEO, ACVA

Abi Lerner, Deputy Director, T&ES

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Antonio Baxter, Division Chief, Administration, T&ES

Pierre Holloman, Urban Planner, T&ES

Attachment 1: Recommended Option

King St. Metro Station to Russell Rd. to Mt. Vernon Ave. via West St.



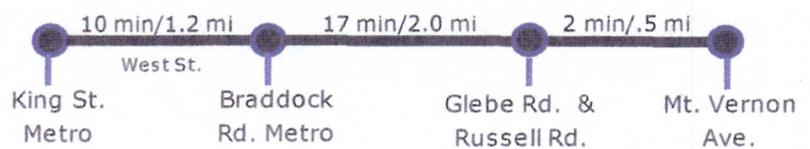
Days/Hours of Operation

Thursdays & Fridays:
3:00 PM – 10:30 PM

Saturdays & Sundays:
11:30 AM – 10:30 PM

Headways: 20 minutes

Travel Time/Distance by Segment



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Option 1

King Street Metro Station to Reed Ave via West Street



Route Miles: 3.3 Miles

One-Way Time with Stops: 26 Minutes

Estimated Annual Cost: \$710,000

Hotels on Route: 5

Businesses on Route: 150

Route time by segment



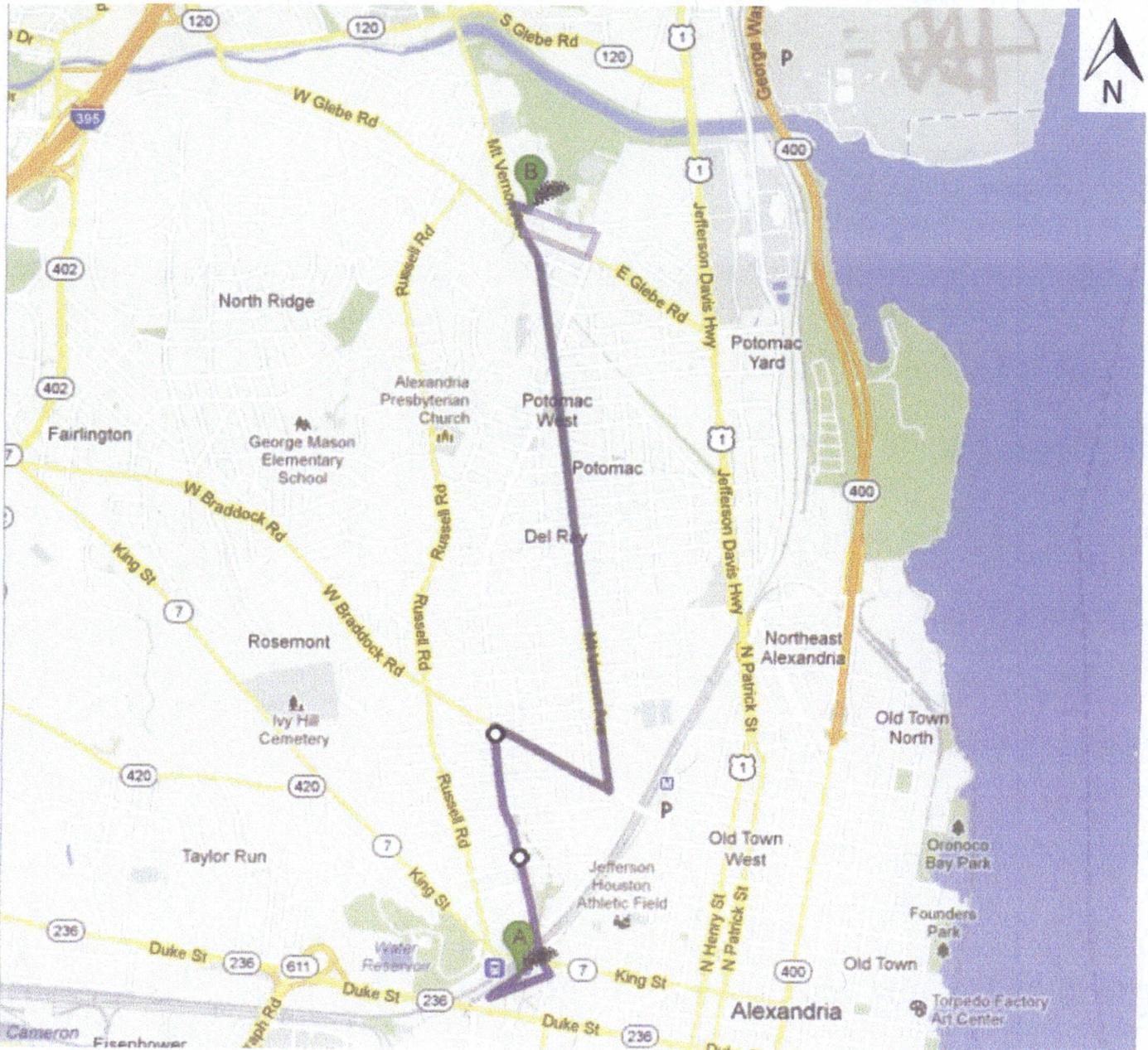
Notes:

- Requires removal of parking on Reed Ave at Mt Vernon Ave to provide trolley layover space.
- Cost estimate based on proposed operating hours and 20 minute headways.
- Northbound: 2 minute delay possible during peak period due to traffic on King St at West St, West St between Pendleton and Wythe, and Braddock Rd at Mt Vernon Ave.
- Southbound: Up to 2 minute delay possible due to traffic on West St at Wythe and West St between Cameron and King.

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Option 2

King Street Metro to Reed Ave via Commonwealth Ave



Route Miles: 3.2 Miles

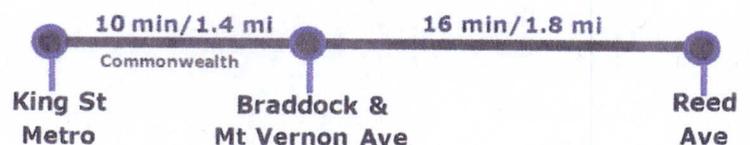
One-Way Time with Stops: 26 Minutes

Estimated Annual Cost: \$710,000

Hotels on Route: 3

Businesses on Route: 115

Route time by segment



Notes:

- Requires removal of parking on Reed Ave at Mt Vernon Ave to provide trolley layover space.
- Requires repositioning of westbound stop bar on Braddock Road at Commonwealth Ave.
- Cost estimate based on proposed operating hours and 20 minute headways.
- Northbound trips: 1 minute delay possible during the peak period due to traffic on Diagonal Rd at Daingerfield and Daingerfield at Cameron St. A stop at Braddock Rd Metro would add an additional 2 minutes.
- Southbound trips: Up to 5 minute delay possible during the peak period due to traffic between Rosemont and King St.

Option 3

King Street Metro Station to Russell Road to Mt Vernon Ave via West Street



Route Miles: 3.7 Miles

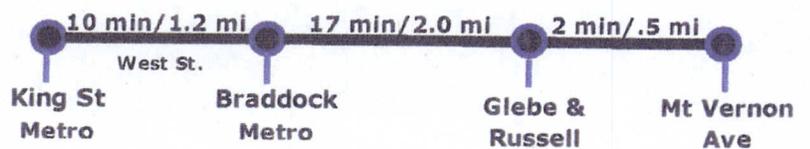
One-Way Time with Stops: 29 Minutes

Estimated Annual Cost: \$850,000

Hotels on Route: 5

Businesses on Route: 185

Route time by segment



Notes:

- Requires removal of parking on Mt Vernon Ave to provide space for trolley layover.
- May require the repositioning of stop bar at northbound Mt Vernon Ave at Russell pending vehicle length.
- Cost estimate based on proposed operating hours and 20 minute headways.
- Northbound: 2 minute delay possible during peak period due to traffic on King St at West St, West St between Pendleton and Wythe, and Braddock Rd at Mt Vernon Ave.
- Southbound: Up to 2 minute delay possible due to traffic on West St at Wythe and West St between Cameron and King.

Option 4

King Street Metro Station to Russell Road to Mt Vernon Ave via Commonwealth Ave



Route Miles: 3.6 Miles

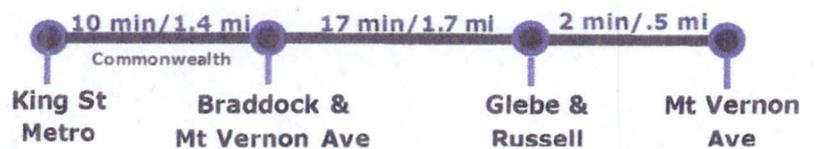
One-Way Time with Stops: 29 Minutes

Estimated Annual Cost: \$850,000

Hotels on Route: 3

Businesses on Route: 150

Route time by segment

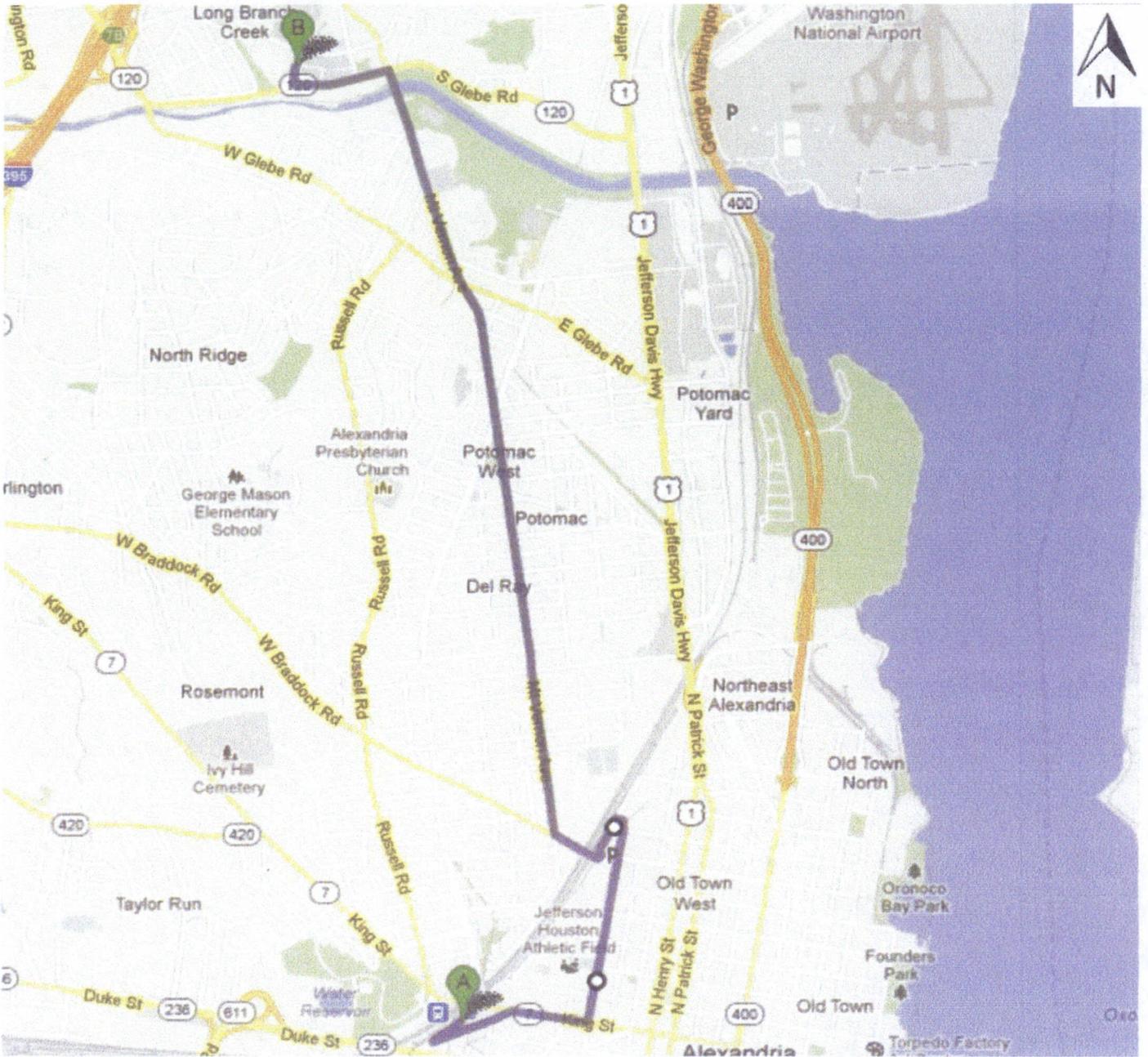


Notes:

- Requires removal of parking on Mt Vernon Ave to provide trolley layover space.
- Requires repositioning of westbound stop bar on Braddock Road at Commonwealth Ave. May require the repositioning of stop bar at northbound Mt Vernon Ave at Russell pending vehicle length.
- Cost estimate based on proposed operating hours and 20 minute headways.
- Northbound trips: 1 minute delay possible during the peak period due to traffic on Diagonal Rd at Daingerfield and Daingerfield at Cameron St. A stop at Braddock Rd Metro would add an additional 2 minutes.
- Southbound trips: Up to 5 minute delay possible during the peak period due to traffic between Rosemont and King St.

Option 5

King Street Metro Station to S Meade Street (Arlington County) via West Street



Route Miles: 4.2 Miles

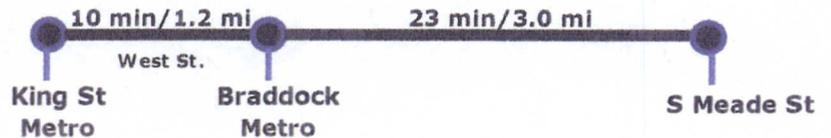
One-Way Time with Stops: 33 Minutes

Estimated Annual Cost: \$1,000,000

Hotels on Route: 5

Businesses on Route: 215

Route time by segment



Notes:

- Requires removal of parking on S Meade or 28th Ave to provide trolley layover space.
- Requires agreements with Arlington County.
- Cost estimate based on proposed operating hours and 20 minute headways.
- Northbound: 2 minute delay possible during peak period due to traffic on King St at West St, West St between Pendleton and Wythe, and Braddock Rd at Mt Vernon Ave.
- Southbound: Up to 2 minute delay possible due to traffic on West St at Wythe and West St between Cameron and Kinn

Option 6

King Street Metro Station to S Meade Street (Arlington County) via Commonwealth Ave



Route Miles: 4.1 Miles

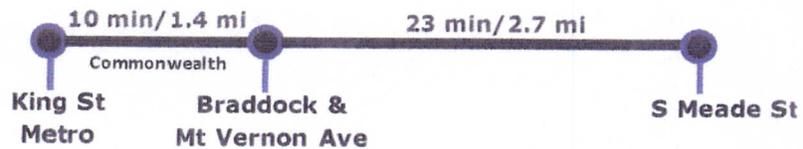
One-Way Time with Stops: 33 Minutes

Estimated Annual Cost: \$1,000,000

Hotels on Route: 3

Businesses on Route: 180

Route time by segment



Notes:

- Requires agreements with Arlington County, removal of parking on S Meade or 28th Ave for trolley layover, and repositioning of westbound stop bar on Braddock Rd at Commonwealth Ave.
- Cost estimate based on proposed operating hours and 20 minute headways.
- Northbound trips: 1 minute delay possible during the peak period due to traffic on Diagonal Rd at Daingerfield and Daingerfield at Cameron St. Braddock Rd Metro stop would add an additional 2 minutes.
- Southbound trips: Up to 5 minute delay possible during the peak period due to traffic between Rosemont and King St.

Attachment 3: Analysis of Trolley Service Expansion

Background

In September 2007, as part of the City's National Harbor initiatives, City Council approved and funded a trolley service that would travel along King Street and complement the water taxi service from the new National Harbor Development. The goal of the trolley service was to encourage visitors and residents of the City and the Washington Metropolitan area to visit, shop, and dine in Alexandria and to continue the City's efforts to manage congestion and reduce automobile emissions. Since its inception in April 2008, the King Street Trolley has been a popular mode of transportation for visitors and locals traveling between the King Street Metrorail station and the Potomac River waterfront. Over 2.1 million passengers have boarded a King Street Trolley in the last four years, with an average of over 13,000 passenger boardings each week during the Spring of 2012. The trolley has achieved its goal of stimulating commercial activity: over 75 percent of visiting passengers report using more businesses because of the trolley.

Council designated the expansion of the trolley service as a priority following the approval of the City's Transportation Improvement Program (TIP). City Council directed staff to evaluate areas for potential geographic expansion of the trolley to further encourage visitors and residents to shop and dine in neighborhoods throughout the City.

Evaluation of Potential Neighborhoods

During the summer of 2011, staff began analyzing potential areas for trolley expansion, guided by the following goals: (1) to catalyze economic development by encouraging visitor spending in new areas of the City, (2) to ease congestion and reduce parking needs in business districts, and (3) to create a seamless trolley system by connecting with the King Street Trolley.

Several neighborhoods were evaluated, including Carlyle, Del Ray, Eisenhower Valley, and the West End. Staff considered neighborhoods' existing business hours and business conditions, landmarks, events, future development projects, and potential ridership. Del Ray and Carlyle demonstrated the greatest potential to attract visitors from around the region and the country and were therefore selected for further study.

In late 2011 and early 2012, staff met with representatives from the City's Chamber of Commerce, Alexandria Convention and Visitors' Association, Alexandria Economic Development Partnership, Alexandria Transit Company (DASH), Old Town Civic Association, Del Ray Civic Association, Del Ray Business Association, and Carlyle business owners. The focus of these meetings was to evaluate the market demand for trolley service expansion and obtain input on possible geographic areas for expansion.

Staff conducted an analysis of the Carlyle and Del Ray neighborhoods, including existing transit and economic conditions (e.g., number of businesses and hotels), visitor attractions (e.g., landmarks and regular events), and preliminary route alternatives. The results of the analysis indicated that trolley service should be expanded to Del Ray based on the following:

- Numerous events throughout the year that draw both locals visitors from the National Capital Region;
- Longer businesses hours during the evening and on weekends; and
- Significantly more retail options than in Carlyle.

While additional development is anticipated in Carlyle in the future, Del Ray and Arlandria already have the necessary retail and dining options to support local, regional, and national tourists. The free trolley service would provide visitors with better access to these attractions, increase spending in the Del Ray and Arlandria neighborhoods, and offer additional motivation for visitors to extend the length of their stay in Alexandria. Staff then developed nine preliminary route options for trolley service to Del Ray and to Arlandria (Appendix A). The route options were developed with the goals of the service in mind.

Operational Analysis

Taking into consideration the input from residents and business representatives, staff recommended expanding trolley service from King Street Metrorail to Reed Avenue in Del Ray via West Street, Braddock Road Metrorail, and Mt Vernon Avenue. From December 2011 through January 2012, staff conducted several test runs to assess turning movement feasibility and operating safety. The test runs also allowed staff to evaluate travel times and ensure that the route could be operated within the allotted budget.

Public Input

Staff also met with several business and civic associations and held two public meetings to gather feedback on the trolley expansion.

- March 2012: Staff met with the Arlandria Executive Committee, who recommended extending the preferred route further into Arlandria to Russell Road or Executive Avenue.
- March 2012: A public meeting was held on the proposed route alternative and service plan. Many attendees expressed support for the proposed route. Arlandria residents and businesses advocated for better service to their business district, in particular to the Birchmere theater. Staff committed to a second public meeting and a trolley test run with neighborhood representatives.
- April/May 2012: Several meetings with civic and business associations were held. The Old Town West Civic Association expressed concern with routes that utilize West Street as a connection point between the King Street and Braddock Road Metrorail Stations.
- May 2012: Staff conducted trolley test runs with representatives from Arlandria, Del Ray, Old Town West, and Old Town. The group tested several alternatives, including routes along both West Street and Commonwealth Avenue.

As a result of community feedback, staff revisited the nine preliminary route alternatives and conducted additional fieldwork to develop a short list of options to take back to the public, including:

1. King Street Metrorail to Reed Avenue via West Street
2. King Street Metrorail to Reed Avenue via Commonwealth Avenue
3. King Street Metrorail to Russell Road/Mt Vernon Avenue via West Street

4. King Street Metrorail to Russell Road/Mt Vernon Avenue via Commonwealth Avenue
5. King Street Metrorail to S Meade Street via West Street
6. King Street Metrorail to S Meade Street via Commonwealth Avenue

A final public meeting was held on May 19, 2012. Staff provided detailed information about each route, including travel time, estimated annual operating cost, and any obstacles associated with implementation (Attachment 2). Participants were given the opportunity to comment on the route, days and hours of operation, and name for the service. Additional opportunity for comment was provided through an online survey between May 21st and May 25th.

A summary of the feedback from the public meetings can be found in Appendix B and Appendix C.

Survey Results

The survey results demonstrated very high public support for both Options 1 and 3. Twenty-seven percent of respondents chose Option 1 as their first or second choice, while 23 percent selected Option 3 as their first or second choice. While the survey results demonstrated slightly greater support for Option 1, Option 3 extends farther into the Arlandria business district and better serves key establishments, such as the Birchmere.

There was overwhelming support among survey respondents to name the new service the Del Ray Trolley (42 percent). The second most popular name – the Mt Vernon Trolley (25 percent) – could potentially be confusing to visitors seeking to visit George Washington’s Mt Vernon Estate.

Finally, 67 percent of survey respondents stated that they were either satisfied, very satisfied, or neutral towards the proposed service hours.

Final Screening of Alternatives

The final six alternatives were screened based on the following criteria:

- Annual operating cost;
- Potential to increase visitor spending and promote economic development;
- Potential to reduce automobile congestion and parking demand;
- Public support; and
- Feasibility (e.g., turning movements, removal of parking spaces).

Appendix D summarizes the outcome of this analysis.

Recommendation

Staff recommends moving forward with Route Option 3: King Street Metrorail to Russell Road/Mt Vernon Avenue via West Street. Option 3 serves both Del Ray and the Arlandria central business areas, provides a link to the many hotels and retail opportunities along King Street, and connects to the existing trolley service. In addition, Option 3 provides the greatest potential to increase visitor spending and length of stay, reduce automobile congestion, and decrease parking demand in the Del Ray and Arlandria neighborhoods.

The recommended hours of operation for the new trolley service are Thursday and Friday from 3 PM – 10:30 PM and Saturday and Sunday from 11:30 AM – 10:30 PM. The trolley will operate on 20-minute headways during these hours. Offering service during peak dining and retail hours will provide both residents and visitors with an alternative to driving to the Del Ray and Arlandria business districts, relieving traffic congestion and parking demand. In addition, the proposed frequent service minimizes wait times for users and will be critical in building ridership to the new service areas.

The expanded trolley service will be evaluated through the annual trolley survey. The survey gathers data on rider demographics, how and why riders use the system, and whether the trolley impacts their behavior as a visitor to the City. Future modifications to the route and operating hours will be considered based on ridership, customer satisfaction, and on-time performance.

Appendix A: Preliminary Route Alternatives to Del Ray and Arlandria

Route Alternative	Description	Ranking
King Street Metrorail to Reed Avenue	King Street Metrorail to Braddock Road Metrorail via West Street to Mt Vernon Avenue to Reed Avenue	1
King Street Metrorail to Russell Road or Executive Avenue	King Street Metrorail to Braddock Road Metrorail via West Street to Mt Vernon Avenue to W Glebe Road to either Russell Road or Executive Avenue	2
King Street Metrorail to Commonwealth Avenue	King Street Metrorail to Braddock Road Metrorail via West Street to Mt Vernon Avenue to Commonwealth Avenue	3
King Street Metrorail to Glebe Road	King Street Metrorail to Braddock Road Metrorail via West Street to Mt Vernon Avenue at W Glebe Road	4
King Street Metrorail to Herbert Street	King Street Metrorail to Braddock Road Metrorail via West Street to Mt Vernon Avenue at Herbert Street	5
King Street Metrorail to Old Dominion Blvd	King Street Metrorail to Braddock Road Metrorail via West Street to Mt Vernon Avenue to Executive Avenue to W Glebe Road to Old Dominion Blvd	6
King Street Metrorail to Uhler Street	King Street Metrorail to Braddock Road Metrorail via West Street to Mt Vernon Avenue to Uhler Street	7
King Street Metrorail to 4-Mile Run Park / Community Center	King Street Metrorail to Braddock Road Metrorail via West Street to Mt Vernon Avenue to Community Center	8
King Street Metrorail to Bruce Street	King Street Metrorail to Braddock Road Metrorail via West Street to Mt Vernon Avenue to Bruce Street	9

Appendix B: March 28 Public Meeting - Summary of Public Feedback

Comment	Response
The goal of the trolley should be to increase or disperse visitor dollars in the City.	Comment noted.
The route should extend further into Arlandria and bring riders to the central business area.	Following the March 28 public meeting, staff did a trolley test run with representatives from Arlandria and other neighborhood associations to evaluate the potential to run the trolley along Russell Avenue. The final recommended route meets the Arlandria businesses' needs.
The route should serve the Birchmere.	Following the March 28 public meeting, staff did a trolley test run with representatives from Arlandria and other neighborhood associations to evaluate the potential to run the trolley along Russell Avenue. The final recommended route meets the Arlandria businesses' needs.
Hours of operation should be extended to midnight to better serve the Birchmere.	Initially, the trolley will operate until 10:30 PM, Thursday through Sunday. Based on ridership and future customer surveys, the City will reevaluate the operating hours.
The trolley will support Del Ray's efforts to create a strong identity and business district.	N/A
An additional public meeting should be held before going to City Council.	Staff committed to and conducted a second public meeting on May 19.
Support for the 20 minute headways.	Comment noted.
The trolley should start at Braddock Road Metrorail Station.	The initial stop at King Street Metrorail will provide a seamless connection between the King Street Trolley and the new trolley service, creating an integrated system. It will offer an opportunity for visitors staying at the hotels along King Street, as well as travelers coming from National Harbor via the water taxi, to easily access the new service. Some attendees suggested that visitors on King Street or from National Harbor could take the King Street Trolley to the King Street Metrorail and transfer to the Metrorail to access Braddock Road Metrorail Station and the expanded trolley service. Other meeting participants disagreed, noting that the goal of the trolley is to provide the simplest connection possible for visitors.

Appendix B: March 28 Public Meeting - Summary of Public Feedback (cont.)

Comment	Response
Traffic on West Street is already significant during the peak period. Commonwealth should be considered.	During non-peak hours, there is no travel time savings using Commonwealth Avenue as compared to West Street. During the PM peak, staff found a one-minute increase in travel time on the northbound route along Commonwealth and a five-minute increase in travel time along the southbound route. The West St route will experience only a two-minute travel time increase in both directions during the PM peak.
Why add a trolley when there is already significant WMATA and DASH service on Mt Vernon Ave?	The initial stakeholder group convened by the City agreed that a free trolley service is more likely to attract visitor ridership than WMATA or DASH bus service.
Why not take the trolley to Crystal City?	Extending the route to Crystal City will require additional resources that are not budgeted for at this time.
Support from Arlandria businesses to use Russell Avenue or Executive Avenue to return to Mt Vernon Avenue.	Following the March 28, 2012 public meeting, staff did a trolley test run with representatives from Arlandria and other neighborhood associations to evaluate the potential to run the trolley along Russell Avenue. The final recommended route meets the Arlandria businesses' needs.
Will TMP funds be used to fund and advertise the trolley?	The trolley will be funded through the City's Transportation Improvement Program. Staff will consider opportunities for improving the trolley service when developing new Transportation Management Plans.
How will the City determine whether the trolley is successful?	City staff will evaluate ridership, ability to attract visitors, and impact on local businesses.
Who will operate the trolley?	Initially, the trolley will be operated by a private contractor.
Why is the trolley free?	A free trolley service is more likely to attract visitor ridership than WMATA or DASH bus service.
How will the service be marketed?	The City will work with the Alexandria Visitor and Convention Association, as well as Del Ray and Arlandria businesses to develop a marketing plan for the trolley.

Appendix B: March 28 Public Meeting - Summary of Public Feedback (cont.)

Comment	Response
Support from Lynhaven residents for the connection to Arlandria and Del Ray.	Comment noted.
Consider 15 minute headways.	Initially, the trolley will operate with 20 minute headways to remain within the allotted budget for the service. Based on ridership and future customer surveys, the City will reevaluate the service frequency.

Appendix C: May 19 Public Meeting - Summary of Public Feedback

Comment	Response
The trolley should start at Braddock Road Metrorail Station.	The initial stop at King Street Metrorail will provide a seamless connection between the King Street Trolley and the new trolley service, creating an integrated system. It will offer an opportunity for visitors staying at the hotels along King Street, as well as travelers coming from National Harbor via the water taxi, to easily access the new service. Some attendees suggested that visitors on King Street or from National Harbor could take the King Street Trolley to the King Street Metrorail and transfer to the Metrorail to access Braddock Road Metrorail Station and the expanded trolley service. Other meeting participants disagreed, noting that the goal of the trolley is to provide the simplest connection possible for visitors.
Who is the target market for the trolley?	The goal of the trolley is to increase visitor spending and length of stay in the City. However, the trolley will also provide an additional option for City residents and workers traveling to Del Ray and Arlandria, and may therefore reduce congestion and parking demand.
Did staff consider extending the trolley to Potomac Yard?	Several transit projects currently underway (Route 1 BRT, Potomac Yard Metrorail Station) will serve Potomac Yard, therefore it was not considered for trolley service at this time.
The trolley will reduce visitor spending along Braddock Road by taking visitors to Del Ray.	While the final destination of the trolley is Del Ray/Arlandria, visitors will also be able to access the Braddock Road neighborhood and take advantage of the existing and planned development there.
Neighborhoods that the trolley traverses will be negatively impacted.	The RFP for trolley service will give preference for hybrid vehicles, which are quieter than diesel vehicles. In addition, the trolley will operate along streets that already have regular bus service.
Has this plan been coordinated with neighborhood and business associations?	Yes. Staff met with numerous civic and business associations throughout the spring of 2012, including a trolley test run with neighborhood representatives.
What are the differences in the number of businesses along the routes?	The alternative routes serve between 115 and 215 businesses: Option 1: 150 business; Option 2: 115 business; Option 3: 185 businesses; Option 4: 150 businesses; Option 5: 215 businesses; Option 6: 180 businesses.
What will be the impact on the AT10 bus?	Minimal impact on ridership is anticipated.

Appendix C: May 19 Public Meeting - Summary of Public Feedback (cont.)

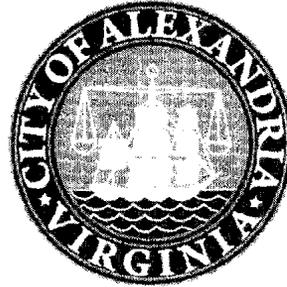
Comment	Response
It may be confusing for riders if the King St and Del Ray trolleys look the same.	Staff will develop a marketing plan that ensures there is a clear distinction between the trolleys and will implement wayfinding signage at the King Street Metrorail Station that helps visitors identify the right trolley.
Does Del Ray have enough retail to serve tourists?	The Del Ray business community has developed a strong identity through successful events and neighborhood marketing. Its distinctive appeal to visitors provides the opportunity to extend visitor length of stay and increase visitor spending.
Will there be opportunity for interpretive services to showcase neighborhoods?	The vehicles will be staffed by trained drivers who are familiar with Alexandria's history and cultural resources, offering visitors additional information about the City and potential destinations as appropriate. In addition, racks on the buses will provide space for additional information about neighborhoods.
Are there advertising opportunities?	At this time the City does not support advertising on buses.
The trolley will give people incentive to explore Del Ray and its long history.	Comment noted.
The trolley should go closer to the Birchmere.	Following the March 28 public meeting, staff did a trolley test run with representatives from Arlandria and other neighborhood associations to evaluate the potential to run the trolley along Russell Avenue. The final recommended route meets the Arlandria businesses' needs.
Will the survey be available online?	Yes. The survey was made available online for the week of May 21-25.

Appendix D: Summary of Alternatives Screening

Option	Promotes Visitor Spending	Reduces Congestion	Annual Operating Cost	Public Support	Feasibility	Notes
1. King Street Metrorail to Reed Avenue via West Street	Medium	High	High	High	High	Initial proposed option. High public support, but does not adequately serve the Arlandria business district.
2. King Street Metrorail to Reed Avenue via Commonwealth Avenue	Low	Low	High	Medium	Medium	Bypasses Braddock Road Metrorail, hotel and Canal Center shuttle connections, and several hotels along King St that would provide access to visitors. Operates along a 1.04 mile residential area along Commonwealth. Traffic delays of up to 5 minutes possible on southbound peak period trips.
3. King Street Metrorail to Russell Road/Mt Vernon Avenue via West Street	High	High	Medium	High	High	Offers access to both Del Ray and Arlandria. Connects to both Metrorail stations and King Street hotels and retail district, maximizing ridership potential.
4. King Street Metrorail to Russell Road/Mt Vernon Avenue via Commonwealth Avenue	Medium	Low	Medium	Medium	Medium	Bypasses Braddock Road Metrorail, hotel and Canal Center shuttle connections, and several hotels along King St that would provide access to visitors. Operates along a 1.04 mile residential area along Commonwealth. Traffic delays of up to 5 minutes possible on southbound peak period trips.
5. King Street Metrorail to S Meade Street via West Street	High	High	Low	Low	Low	Significant annual operating cost. Coordination with Arlington County required.
6. King Street Metrorail to S Meade Street via Commonwealth Avenue	Medium	Low	Low	Low	Low	Significant annual operating cost. Coordination with Arlington County required.

15

6-13-12



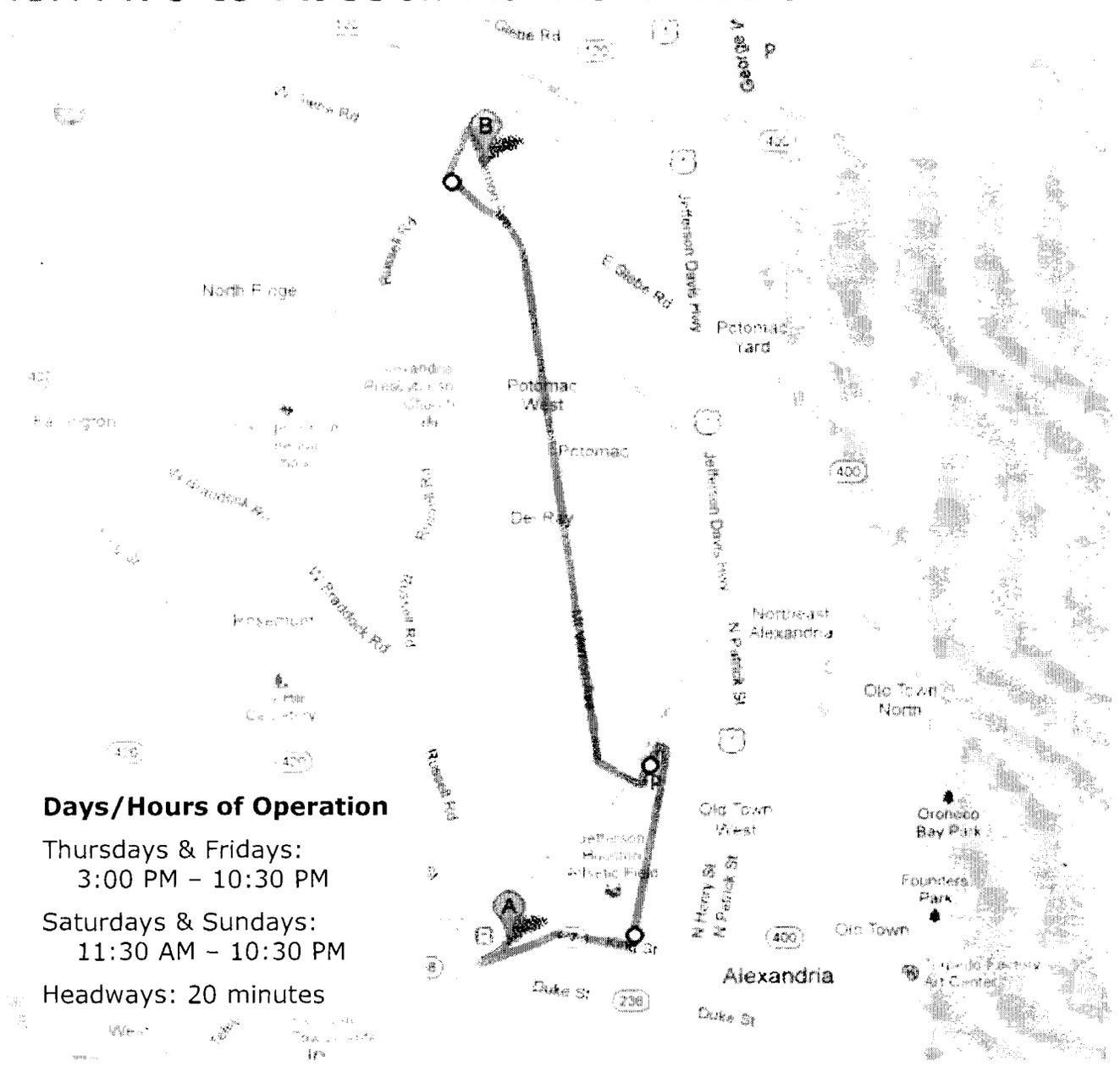
Expanded Trolley Service

City Council Legislative Session

June 13, 2012



Recommended Route: King St Metro Station to Mt Vernon Ave to Russell Rd via West St



Days/Hours of Operation

Thursdays & Fridays:
3:00 PM – 10:30 PM

Saturdays & Sundays:
11:30 AM – 10:30 PM

Headways: 20 minutes





Project Implementation

Project Timeline

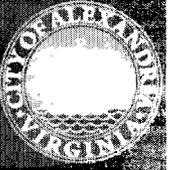
- June: Council review
- July: Issue RFP for new service
- Sept: Notice to Proceed
- Nov: Initiate service

FY 2013

- Annual Operating Hours: 1,280
- Annual Costs: \$640,000
 - Includes funding for marketing and branding of new service

FY 2014

- Annual Operating Hours: 1,920
- Annual Costs: \$850,000



Questions?

15
6-13-12

Jackie Henderson

From: George Thomas <george@thomas.name>
Sent: Monday, June 11, 2012 9:36 AM
To: William Euille; Frank Fannon; Kerry Donley; Alicia Hughes; Del Pepper; Paul Smedberg; Rose Boyd; Jackie Henderson; Rob Krupicka; Linda Owens; Elizabeth Jones
Subject: COA Contact Us: Del Ray Trolley
Attachments: ATT00001.txt

COA Contact Us: Mayor, Vice Mayor, and Council Members

Time: [Mon Jun 11, 2012 09:35:38] **Message ID:** [39982]

Issue Type: Mayor, Vice Mayor, and Council Members
First Name: George
Last Name: Thomas
Street Address: 405 N. West St
City: Alexandria
State: VA
Zip: 22314
Phone: 7037397764

Email Address: george@thomas.name

Subject: Del Ray Trolley
Dear City Officials,

As a West Street resident, I am interested to know

your responses to substantive and procedural weaknesses pointed out in

the Del Ray Trolley proposal;

<http://dockets.alexandriava.gov/fy11/061312rm/di15.pdf>. In addition, I am

asking you to please consider the alternative proposed below.

Comments: There

are many weaknesses in the planning of the Del Ray Trolley, including the

lack of focus about who the trolley is designed to serve (tourists or

residents), the failure to produce solid marketing data and ridership

projections, and the lack of standards for evaluation (since this is a

pilot project). It appears as if the West St. route was chosen by a

popularity contest rather than from careful analysis.

As an

alternative, please consider a compromise: revert the route to the original proposal, with the trolley serving Mt. Vernon Avenue by starting and returning to Braddock Road Metro station only, rather than cutting through our neighborhood to serve the King Street Metro station.

Riders

can easily go from Braddock to King Street via the metro, leveraging the existing public transportation in a way that is more green, reducing air and noise pollution, and relieving already congested traffic through our West Old Town neighborhood.

Thanks and Regards,

George Thomas
Old

Town Voter/Taxpayer

15
6-13-12

Jackie Henderson

From: Maria Wasowski <mariawasowski@comcast.net>
Sent: Sunday, June 10, 2012 1:39 PM
To: William Euille; Frank Fannon; Kerry Donley; Alicia Hughes; Del Pepper; Paul Smedberg; Rose Boyd; Jackie Henderson; Rob Krupicka; Linda Owens; Elizabeth Jones
Subject: COA Contact Us: Del Ray Trolley
Attachments: ATT00001.txt

COA Contact Us: Mayor, Vice Mayor, and Council Members

Time: [Sun Jun 10, 2012 13:39:22] Message ID: [39976]

Issue Type: Mayor, Vice Mayor, and Council Members
First Name: Maria
Last Name: Wasowski
Street Address: 306 Hume Avenue
City: Alexandria
State: VA
Zip: 22301
Phone: 703-684-1490
Email Address: mariawasowski@comcast.net
Subject: Del Ray Trolley
Dear Mayor Euille, Vice Mayor Donley and Council Members,

The Del Ray

Business Association Board has been trying to bring the trolley to Del Ray

for some time and we were thrilled when money was included in the
budget

for a pilot program. We've been working closely with T&ES to determine
a route and a name for the new trolley service. After looking closely at
all the route options, we endorse Option #4. According to the information
we have from T&ES, it looks like that route would avoid antagonizing
Comments: the folks on West Street, because it uses Commonwealth Avenue instead,
and

would be preferable to our neighbors in Arlandria, because it reaches as
far as the "Waffle Shop".

We are happy to compromise at the north

and south ends of the route since that does not affect the Del Ray section
along Mt. Vernon Avenue. However, we feel very strongly that "Del Ray"
needs to be included in the name of the trolley and all the branding. The
words "Del Ray Trolley" would make it very clear to riders where they are

going. It would also be an effective way of promoting Del Ray as a destination.

We also feel strongly that, since the leased trolleys will be painted before coming in to service, they should reflect the purple and green that we've established as part of our Del Ray brand. It would help tourists getting off the Metro at King Street to easily distinguish between the Old Town Trolley and the Del Ray Trolley.

Option #4 will bring the trolley within a block of the Braddock Road Metro Station, at the corner of Mt. Vernon and Monroe. Jason Yates, owner of Yates Automotive on the opposite corner, has offered to beautify the trolley stop so it's easy to find and a pleasant place to wait. DRBA will happily work with him and with the City on this project.

Thank you for your consideration,

Maria

Wasowski

President, Del Ray Business Association

15
6-13-12

Jackie Henderson

From: Stephanie Brown <SBrown@VisitAlexVA.com>
Sent: Sunday, June 10, 2012 4:33 PM
To: William Euille; Frank Fannon; Kerry Donley; Alicia Hughes; Del Pepper; Paul Smedberg; Rose Boyd; Jackie Henderson; Rob Krupicka; Linda Owens; Elizabeth Jones
Subject: COA Contact Us: The Del Ray Trolley
Attachments: ATT00001.txt

COA Contact Us: Mayor, Vice Mayor, and Council Members

Time: [Sun Jun 10, 2012 16:33:12] **Message ID:** [39979]

Issue Type: Mayor, Vice Mayor, and Council Members
First Name: Stephanie
Last Name: Brown
Street Address: ACVA
City: Alexandria
State: VA
Zip: 22314
Phone: 703-652-5362
Email Address: SBrown@VisitAlexVA.com
Subject: The Del Ray Trolley

Honorable Mayor and Members of City Council,

The ACVA Board has not had the opportunity to consider a position on this subject, so I am speaking as ACVA's CEO.

The King Street Trolley has been a success by every measure -- it has reduced traffic congestion, attracted more visitors to the City, and stimulated economic activity (as measured by two surveys). The implementation of the King Street Trolley was guided by careful planning to meet economic development goals. Clearly, the goals and outcomes of a trolley are substantively different than other transit. And, the successful implementation depends upon a commitment to the goal of stimulating economic activity -- otherwise, doesn't transit already serve this area?

I originated the idea of the Del Ray Trolley as an economic development tool to increase visitor spending. Hard work by the Del Ray business community over many years had created the right mix of businesses,

and enough name equity, to attract visitors to this commercial district.

The idea of starting the Del Ray Trolley at the King Street Metro serves several important functions. 1) It connects hotel guests in the King Street corridor to Del Ray -- I estimate the pool of King Street hotel room nights to be about 500,000 annually. Hotel staff would know Del Ray and would recommend it, adding to potential spending and length of stay by adding accessible product. 2) It creates a trolley system that connects two visitor-oriented commercial districts, including the waterfront. 3)

Residents in both communities could more easily access restaurants and shops

in an environmentally friendly exchange.

The new trolley should be

called the Del Ray Trolley because Del Ray has name recognition -- and, it

is the destination. The City is making this investment to generate visitor spending. Using the equity of Del Ray is critical to attracting ridership.

I believe Mt. Vernon Avenue does not have the name recognition and would be

confused with the Mount Vernon Estate.

The King Street Trolley has a

subheading of "From the King Street Metro to the Potomac River Waterfront". The Del Ray Trolley could have a subhead of something like, "Serving Mount Vernon Avenue and Arlandria."

I believe

the original route is the right strategy. It was within view of RT's -- ACVA's only member in Arlandria. The late hours of performances at the Birchmere make it impractical for the Trolley to serve this business. But, it is within easy walking distance.

I hope the integrity of the Del Ray

Trolley plan will stay in tact. It is a very exciting opportunity for Alexandria's economy. You have created a track record that demonstrates that a smart investment in tourism development can have immediate and significant returns.

With best regards,
Stephanie Brown

President
& CEO
The Alexandria Convention & Visitors Association

15
6-13-12

Jackie Henderson

From: Marlin Lord <MGLAIA@aol.com>
Sent: Thursday, June 07, 2012 3:08 PM
To: William Euille; Frank Fannon; Kerry Donley; Alicia Hughes; Del Pepper; Paul Smedberg; Rose Boyd; Jackie Henderson; Rob Krupicka; Linda Owens; Elizabeth Jones
Subject: COA Contact Us: Mount Vernon Avenue Trolley
Attachments: ATT00001.txt

COA Contact Us: Mayor, Vice Mayor, and Council Members

Time: [Thu Jun 07, 2012 15:07:30] **Message ID:** [39942]

Issue Type: Mayor, Vice Mayor, and Council Members

First Name: Marlin

Last Name: Lord

Street Address: 2006 Mount Vernon Avenue

City: Alexandria

State: Virginia

Zip: 22301

Phone: 703-836-2724

Email Address: MGLAIA@aol.com

Subject: Mount Vernon Avenue Trolley

I think the Mount Vernon Avenue Trolley is the right thing and the right time. Sooner than later. Mount Vernon Avenue is where it is at. The Del

Ray Trolley name leaves out Arlandria. The Trolley should go up into

Comments:

Arlandria and will help develop a sense of community. It should be Option

3...no questions asked. Let us get it going and make adjustments as we learn. Thanks for your support.

15
6-13-12

Jackie Henderson

From: Gayle Reuter <gayle.reuter@mail.house.gov>
Sent: Wednesday, June 13, 2012 5:18 PM
To: William Euille; Frank Fannon; Kerry Donley; Alicia Hughes; Del Pepper; Paul Smedberg; Rose Boyd; Jackie Henderson; Rob Krupicka; Linda Owens; Elizabeth Jones
Subject: COA Contact Us: Del Ray Trolley
Attachments: ATT00001.txt

COA Contact Us: Mayor, Vice Mayor, and Council Members

Time: [Wed Jun 13, 2012 17:18:04] Message ID: [40069]

Issue Type: Mayor, Vice Mayor, and Council Members
First Name: Gayle
Last Name: Reuter
Street Address: 110 E. Del Ray Avenue
City: Alexandria
State: VA
Zip: 22301
Phone: 202-225-8187
Email Address: gayle.reuter@mail.house.gov
Subject: Del Ray Trolley

Dear Mayor Euille, Vice Mayor Donley & Members of Council,

First let

me apologize for sending this e-mail at the last minute. I'm afraid I didn't realize until last night that it was going to come before you tonight so I hope you get a chance to read this before night, but if not, I understand.

As most of you know, I have lived in Del Ray for almost 30 years and have been involved with efforts to make Del Ray a place that all

Comments: would want to live, work and shop in for over 20 years. The Del Ray

Business Association has worked EXTREMELY hard and invested SUBSTANTIAL

money, effort and time in making this community a successful and sought after business corridor.

To even be considered to benefit from a

trolley, there first had to be a substantial number of

"destination" shops and restaurants-something that has taken us almost 20 years to reach.

I will be blunt and just say that I don't understand and was disappointed that there was a last minute effort to change the route and the name. The Del Ray Trolley was supposed to be a "Pilot Program" to bring potential customers to shop and eat in Del Ray, supporting the small businesses and providing additional tax revenues for the City. After hearing about potential changes, I felt strongly that if the name of the trolley was going to change or if the new route would increase the time between runs to longer than what has been proven to be a viable time for the success of the trolley, I would not support ANY funding by the City of the trolley.

I understand there has been a lot of additional work, meetings and new proposals. While I am still disappointed, if there is to be a compromise, I would support Option #4.

Thank you to City staff for their dedication, patience, hard work and thank you to for your consideration.

Gayle Reuter

Jackie Henderson

15
6-13-12

From: Barbara Read <Barbara.c.read@irs.gov>
Sent: Monday, June 25, 2012 6:24 PM
To: William Euille; Frank Fannon; Kerry Donley; Alicia Hughes; Del Pepper; Paul Smedberg; Rose Boyd; Jackie Henderson; Rob Krupicka; Linda Owens; Elizabeth Jones
Subject: COA Contact Us: trolley
Attachments: ATT00001.txt

COA Contact Us: Mayor, Vice Mayor, and Council Members

Time: [Mon Jun 25, 2012 18:24:19] **Message ID:** [40341]

Issue Type: Mayor, Vice Mayor, and Council Members
First Name: Barbara
Last Name: Read
Street Address: 1407 Mt. Vernon Ave.
City: Alexandria
State: VA
Zip: 22301
Phone: 703-549-0460
Email Address: Barbara.c.read@irs.gov
Subject: trolley

Dear Mayor and City Council:

I have recently read in the Washington Post

Community News that you have approved the trolley which will run from the

King Street Metro into Arlandria. I think that is a terrific idea,

however, I notice that you plan to have the trolley travel most of the

distance on Mt. Vernon Ave. I live on Mt. Vernon and when I am home during

the day, the noise from the traffic can get very loud, particularly the

Comments: buses.

I have two questions:

1. Do you still plan on having the buses

run on Mt. Vernon or will they be eliminated?

2. Have you considered

running the trolley up Commonwealth instead? Commonwealth is a wider

street, at least in some parts, and the wider street, plus the number of

trees, would help to soften the noise of either the trolley or the buses.

Please consider running the bus or the trolley up Commonwealth instead of

having them both on Mt. Vernon.

It sounds like you have made the final

decision, but in case you haven't, please consider my request at your next meeting.