


*City of Alexandria, Virginia*

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MEMORANDUM

DATE: JANUARY 15, 2008

TO: THE HONORABLE MAYOR AND MEMBERS OF CITY COUNCIL

FROM: JAMES K. HARTMANN, CITY MANAGER 

SUBJECT: CONSIDERATION OF GRANT APPLICATION AND RESOLUTION FOR  
FY 2009 FUNDING FOR THE CONTINUATION OF THE ALEXANDRIA  
TRANSPORTATION DEMAND MANAGEMENT PROGRAM (RIDESHARE)  
AND A PUBLIC TRANSPORTATION INTERN POSITION

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**ISSUE:** Consideration of a grant application and resolution for FY 2009 funding for the continuation of the Alexandria Transportation Demand Management (formerly, Rideshare) program and a public transportation intern.

**RECOMMENDATION:** That City Council:

- (1) Adopt the attached resolution and submit a grant application by February 1, 2008, to the Virginia Department of Rail and Public Transportation (VDRPT) for FY 2009 funding:
  - (a) 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; and
  - (b) in the amount of \$26,600, which will be matched by \$1,400 of City funds, for a total of \$28,000 to hire a public transportation intern;
- (2) Approve the continuation of two full-time grant-funded positions (Transit Specialist I and Transit Services Assistant I) to administer the ongoing Alexandria Transportation Demand Management program. Continuation of these positions is contingent upon continuation of funding from the Virginia Department of Rail and Public Transportation or other non-City sources; and
- (3) Execute all necessary documents that may be required under this program.

**DISCUSSION:** The Virginia Department of Rail and Public Transportation has requested that grant proposals for FY 2009 State Aid for Ridesharing Projects designed to decrease traffic

congestion and improve air quality be submitted by February 1, 2008. The State aid will finance 80 percent of administrative and other costs associated with the development, implementation and continuation of the City's approved transportation demand management program.

The City has operated a ridesharing program since 1981, and each year has applied for and received funds from the Commonwealth of Virginia. Alexandria Local Motion is the City's comprehensive transportation demand management program administered and coordinated by the City's Office of Transit Services and Programs in the Department of Transportation and Environmental Services. The primary goals of the Transportation Demand Management program are to mitigate congestion by decreasing the number of single-occupant vehicles operating within the City; to improve air quality and mobility; to promote the efficient use of existing non-single-occupant vehicle modes; and to decrease the demand for parking.

To accomplish these goals, Alexandria Transportation Demand Management staff, under the program brand of Local Motion, educates residents, businesses, commuters, and visitors about the availability and benefits of alternative modes of transportation so that they are able to make informed choices about how they travel. Alternative modes include carpools, vanpools, transit, telework, walking, and bicycle riding.

The City of Alexandria is a member of the Commuter Connections network, a regional network of jurisdictions, planning organizations, and transportation agencies, administered by the Council of Governments. This network affiliation provides an additional layer of marketing, supplementing the City's efforts, and allows the City to have a direct interface with the regional carpool/vanpool ridematching and Guaranteed Ride Home programs.

Other activities that the Transportation Demand Management program employs to accomplish its goals include:

- Assisting employers with the formation of employee commuter benefit programs that encourage employees to choose alternative modes of transportation; resources include transportation benefits program start-up funds, collateral materials, transportation fairs; and presentations; and
- Assisting developers with the implementation of programs that will reduce peak-period and single-occupant vehicle trips. Programs can include transportation fairs, presentations, and outreach to tenants; and
- Promoting the use of all forms of non-single-occupant vehicle travel, high occupancy vehicle lanes, park and ride facilities, telework, and bicycling through promotional participation in civic activities; and
- Disseminating information about alternative modes of transportation via community resource sites, mail, media outlets and the Internet

As part of the metropolitan Washington region, Alexandria shares the responsibility of improving the air quality status of the region. In doing so, Alexandria better serves its residents and visitors. The Alexandria Transportation Demand Management program is dedicated to reducing the number of bad ozone days by decreasing the number of single-occupancy vehicles traveling throughout the City.

The 2006 Community Survey conducted by the City denoted traffic as the main local issue of most concern for residents. Traffic was cited more than any other issue by thirty percent of residents surveyed, an increase of almost fifteen percent from the 2004 Community Survey. Ongoing development in Alexandria makes it crucial for the City to sustain a program that will diligently reduce the number of single-occupant vehicles associated with both existing and upcoming employment and residential sites. The promotion of alternative transportation modes will make it possible to responsibly address the needs of a growing city by maximizing existing resources.

The Office of Transit Services and Program's transportation demand management program is actively involved in many of the important issues confronting the City of Alexandria. In 2006, staff completed a market study to determine the efficiency and effectiveness of various forms of advertising and marketing in the City. This project, along with the continuation of the transportation benefits start-up matching program, and reimbursement of first-time carshare memberships, is sure to continue to improve travel for Alexandria residents and those employed in the City.

One of the primary goals of the City's Strategic Plan is to have an integrated, multimodal transportation system that efficiently and effectively gets people from "A" to "B." The first objective under this goal is to increase the percentage of residents and commuters who use mass transit. A very important activity in accomplishing this goal is to improve the infrastructure available to transit patrons. The City is proposing to apply for funds from the Commonwealth of Virginia to fund a public transportation intern for a third year to assist in developing a program for improving transit infrastructure in the City. The City will also utilize this intern to help develop new transit marketing material and to improve the City's DOT paratransit program for people with disabilities.

The transit planning intern would be funded as a full-time position. The Transit Services Division has had an intern in the Division, funded by this State program, since FY 2006. The intern is expected to be involved in the following activities:

- Assisting in the administration of transit surveys at WMATA and DASH.
- Analyzing the information in the bus stop data base to determine what capital programming implications arise for the City.
- Developing a bus shelter development program for the City.
- Assisting in the feasibility of bus rapid transit in the City.
- Assisting in a project to develop a real time bus information system in Alexandria.
- Assisting the Paratransit Coordinator in administering the DOT paratransit program and in setting up a new call intake and complaint data base.

A copy of this grant application is on file in the City Clerk's office.

**FISCAL IMPACT:** The total Alexandria Transportation Demand Management budget under this grant proposal is equal to \$285,300. To apply for this grant, the City must provide a 20 percent City contribution in the amount of \$57,060 to match the City's request to the Virginia Department of Rail and Public Transportation for \$228,240 in State funds. A similar City contribution amount was funded in the FY 2008 approved City budget. The City's matching contribution will be available through monies in the proposed FY 2009 transportation demand management budget. It should be noted that there are no monies available in the City budget to continue these activities once the grant funds are expended. The City will also apply for \$26,600 from the Commonwealth of Virginia to fund a public transportation intern for FY 2008. The City will match these funds with \$1,400 from the T&ES operating budget.

**ATTACHMENT:** Resolution

**STAFF:**

Richard Baier, P.E., Director, T&ES  
Thomas Culpepper, Deputy Director/Transportation and Transit, T&ES  
James Maslanka, Division Chief/Transit Services, T&ES  
Bruce Johnson, Director, OMB  
Karen Winey, Grants Coordinator, CMO  
Donna Norfleet, 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 22<sup>nd</sup> day of January 2008.

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

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WILLIAM D. EUILLE                      MAYOR

ATTEST:

\_\_\_\_\_  
JACQUELINE M. HENDERSON    CITY CLERK

**RESOLUTION NO. 2267**

**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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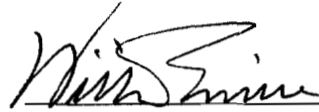
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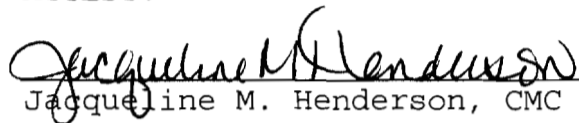
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The undersigned duly qualified and acting as City Clerk of the Public Body certifies that the foregoing is a true and correct copy of a Resolution, adopted at a legally convened meeting of the City Council held on the 22<sup>nd</sup> day of January 2008.

ADOPTED: January 22, 2008

  
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WILLIAM D. EULLE                      MAYOR

ATTEST:

  
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Jacqueline M. Henderson, CMC                      City Clerk