


*City of Alexandria, Virginia*

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1-27-09

MEMORANDUM

DATE: JANUARY 22, 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 2010 FUNDING FOR THE CONTINUATION OF THE ALEXANDRIA  
TRANSPORTATION DEMAND MANAGEMENT PROGRAM AND TO  
FUND A PUBLIC TRANSPORTATION INTERN POSITION

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**ISSUE:** Consideration of a grant application and resolution for FY 2010 funding for the continuation of the Alexandria transportation demand management program and to continue the public transportation intern program.

**RECOMMENDATION:** That City Council:

- (1) Adopt the attached resolution (Attachment 1);and
- (2) Authorize the City Manager to:
  - (A) Submit a grant application and the resolution to the Virginia Department of Rail and Public Transportation for FY 2010 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 \$26,600, which will be matched by \$1,400 of City funds, for a total of \$28,000 to continue the public transportation intern program;
  - (B) Approve the continuation of two full-time grant-funded positions (Transit Specialist I and Transit Services Assistant I) to administer the ongoing 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
  - (C) Execute all necessary documents that may be required under this program.

**DISCUSSION:** The Virginia Department of Rail and Public Transportation has requested that grant applications for FY 2010 State Aid for Ridesharing Projects designed to decrease traffic congestion and improve air quality, as well as applications for transit internships, be submitted by February 1, 2009. 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.

### Transportation Demand Management

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, formerly Alexandria Rideshare, was launched in January 2008 and 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 affect travel behavior in order 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, is a resource for assisting and educating residents, businesses, commuters, and visitors about the availability and benefits of using non-SOV transportation options. These options 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:

- Engaging businesses to develop and implement, or expand upon, employee commuter benefit programs that encourage staff to choose alternative modes of transportation. Resources include worksite and commuter travel surveys and assessments, program development and implementation, and program support and evaluation. Strategies include meetings and presentations with executive-level management, education and outreach to commuters, and program oversight.
- Providing guidance and resources to developers and property managers, specifically those needing to conform to a transportation management plan (TMP), for the implementation of programs that will reduce peak-period SOV travel and parking demand. Assistance includes program development and management for purchasing fare media, educating commuters and residents about options and benefits, distribution of

materials, implementing SmartBenefits, designating preferential parking for carpools, and program evaluation.

- Aggressive outreach and promotion of non-SOV travel options to residents and commuters as a congestion mitigation measure relative to the numerous construction projects in the City and region – I-495 and I-95 HOT lanes, Mark Center/BRAC, completion of the Woodrow Wilson Bridge project, and small area plan developments. It is imperative they understand the impact of these projects for making decisions that will lead to more efficient use of the transportation system for them and others during the construction and thereafter.
- Continue to provide programs and services to residents and commuters that result in choosing a car-free, or car-lite, lifestyle. Encourage the use of efficient and environmentally-friendly travel options through continued management of programs, services, and special events that include Carshare Alexandria!; trip planning; communications – Web site, quarterly newsletter, eNews, resident and commuter kits, brochure and schedule replenishment, exhibits; Bike to Work Day pit stop; Local Motion Ambassadors volunteer program; ridematching and Guaranteed Ride Home; Air Quality Action days awareness; Car Free Day; Earth Day. Creation of new products and programs includes the TDM long-range plan; employer Commuter Challenge; neighborhood-level individualized marketing.

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 denotes 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 improve travel for Alexandria residents and those employed in the City. As an indication of the success of this program, the American Community Survey has been surveying the residents of various cities to determine the mode they use to travel to work. In Alexandria's case, the percentage of all commuters using transit, bicycles, and walking went from 21.7% in 2005 to 25.9% in 2007. Most of this increase occurred with an increasing number

of people using transit. By way of contrast, Arlington County went from 29.0% in 2005 to 32.4% in 2007. Another regional jurisdiction, Montgomery County went from 17.5% in 2005 to 17.2% in 2007. It thus appears that the City's efforts to promote transit and all means of travel other than single-occupant vehicles are paying off, with the transportation demand management program being a key lynchpin of the City's efforts.

In past discussions City Council has inquired about enhancing the City's transportation demand management program through partnerships or even program mergers with neighboring jurisdictions. As Council is aware, regional coordination of local TDM programs is provided through the Council of Governments Commuter Connections program. Through affiliation with Commuter Connections and individual contacts, staff regularly partners with Fairfax and Arlington counties, regional organizations, and state agencies to offer coordinated employer and residential outreach and marketing, and joint events such as Bike to Work Day, the Arlington and Alexandria Community Bike Ride, and Carfree Day. While the majority of the increased visibility of the Local Motion program is the result of local efforts, City staff continually explores opportunities to partner with surrounding jurisdictions to maximize program efficiency and effectiveness. The success of this regional coordination / local delivery strategy has been reflected in recent decisions of program funding agencies to redirect resources from regional to local organizations.

The City's TDM program has grown significantly since the launch of the Local Motion brand in January, 2008, delivering record numbers of outreach events and presentations, and responding to increasing numbers of requests for information and assistance from Alexandria businesses and residents. During this first year, more Alexandria's businesses and residents have turned to Local Motion for the local services and programs it offers and increasingly rely on it as the City's main resource for transportation information. Staff and Local Motion ambassador volunteers produced or participated in more than 40 events, the most visibility since the TDM program inception in 1981. More than 2,000 residents and businesses have subscribed to and receive Local Motion eNews announcements. The Carshare Alexandria! program saw a 57% increase in participants, allowing them collectively to reduce the number of vehicles owned from 44 to 27, a 39% reduction. Residents and businesses have responded with great enthusiasm to the new Local Motion brand and have been eager to host displays, distribute information, and volunteer in various capacities.



In order to maintain the momentum of the recent successes of the Local Motion program, in 2009 staff will be developing a long range TDM plan and initiating two new local campaigns - an employer commuter challenge and a neighborhood-targeted TDM marketing program; and providing input on land use and TMP strategies to ensure that vehicle miles traveled in Alexandria are minimized to mitigate congestion and environmental impacts in support of the City's Eco-City initiative.

In 2008, City staff conducted a comprehensive comparison of transportation demand management programs in Fairfax and Arlington counties and found that the City offers substantially the same local programs and services with fewer resources. For a relatively small local investment, the City's TDM program effectively reduces traffic and environmental impacts that result from personal vehicle travel through the increased use of transportation alternatives. Staff will have additional information available on this comparison during Council consideration of this grant application request.

### Public Transportation Intern

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 the public transportation intern program for a third year to assist in developing a program for improving transit infrastructure in the City.

Our experience with transit planning interns has been that they have been an invaluable addition to our staff, performing many professional transit planning tasks which were needed by the City. These included helping to analyze the impacts of the Alexandria's trolley and helping to develop a long range plan for transportation demand management in the City. We foresee this need to continue into FY 2010 in a variety of areas. These may include assisting with the bus rapid transit feasibility study; the development of a real time bus information system; site plan reviews; transit projects associated with BRAC-133, and helping develop a design for a transitway in Potomac Yard. These are all critical activities which the City will have to accomplish, with the assistance of a transit planning intern.

**FISCAL IMPACT:** To apply for the transportation demand management grant, the City needs to fund a 20 percent contribution in the amount of \$57,060 to match the Virginia Department of Rail and Public Transportation amount of \$228,240 in state funds, for a total program budget of \$285,300.

To apply for the transit intern grant, the City needs to fund a five percent contribution in the amount of \$1,400 to match the Virginia Department of Rail and Public Transportation amount of \$26,600, for a total of \$28,000.

Funding for both of these grants for the current fiscal year, including the City match, was included in the T&ES FY 2009 approved budget. It is contemplated at this time that these City match funds will also be included in the FY 2010 proposed budget. If these match funds are not included in either the FY 2010 proposed or adopted budgets, then the City can withdraw (or otherwise amend) the grant application.

**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

Antonio Baxter, Division Chief/Administration, T&ES

Malik Williams, Fiscal Analyst/Grant Coordinator, T&ES

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:

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JACQUELINE M. HENDERSON    CITY CLERK



**RESOLUTION NO. 2318**

**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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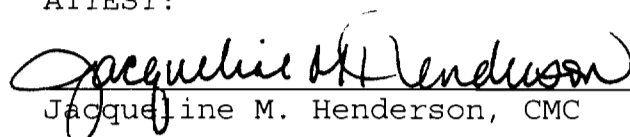
**BE IT FURTHER RESOLVED**, that the PUBLIC BODY will provide funds in the amount of \$1,400, which will be used as a 5 percent match to the state funds in the ratio as required in such Act, that the records of receipts of expenditures of funds granted the PUBLIC BODY may be subject to audit by the DEPARTMENT 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 2<sup>nd</sup> day of February, 2009.

ADOPTED: February 2, 2009

  
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WILLIAM D. EUILLE      MAYOR

ATTEST:

  
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Jacqueline M. Henderson, CMC      City Clerk