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City of Alexandria, Virginia

MEMORANDUM

DATE: April 15, 2010

TO: MEMBERS OF THE CITY COUNCIL

FROM: ABI LERNER, DEPUTY DIRECTOR, TRANSPORTATION & ENVIRONMENTAL SERVICES

SUBJECT: 2010 TRANSPORTATION COMMISSION ANNUAL REPORT

The Alexandria Transportation Commission was established in April 2008 to advocate and promote development of balanced transportation systems for the City through oversight of the implementation of the Transportation Chapter of the City's adopted Master Plan. The Commission is comprised of 9 members serving 3 year terms.

- 2 Members from the Planning Commission, nominated by the Commission
- 1 Member from the Traffic and Parking Board, nominated by the Board
- 1 Member from the Environmental Policy Commission, nominated by the Commission
- 1 Member from the Alexandria Transit Company Board of Directors, nominated by the Board
- 2 Citizen Members, who shall be residents of the City possessing qualifications in land-use, transportation and/or municipal finance, of whom one shall reside east of Quaker Lane and one west of Quaker Lane
- 2 Ex-officio, non-voting members from the City Council who serve on the MWCOG/TPB, NVTA, NVTC, or WMATA

The responsibilities of the Commission include:

- (1) Maintaining a comprehensive transportation development program that identifies the City's long-range transportation needs.
- (2) Recommending on an annual basis a transportation improvement program for the six fiscal years next ensuing,
- (3) Recommending priorities for project requests that are to be submitted for funding through state, regional and local transportation funding programs,
- (4) Recommending and prioritizing project requests that are to be submitted for funding through federal and state grant programs,
- (5) Receiving reports and findings on transportation project development studies and recommending follow up actions,
- (6) Recommending transportation projects for addition to or deletion from the

metropolitan planning organization and regional long-range transportation plans,
(7) Recommending such amendments as may be necessary or desirable to the transportation chapter of the City's adopted Master Plan.

(8) Preparing periodic reports on the City's progress in implementing its long-range transportation plan,

(9) Providing upon request input to and support for the City's representatives to regional transportation boards and authorities, and serving as a public forum for discussion and consideration of matters such representatives may refer to the commission,

(10) Considering such other transportation related matters as may be referred to the commission by city council and other City boards and commissions.

Since the establishment of the Commission, the Commission has made recommendations to the Council on funding priorities for the City's Capital Improvement Program and CMAQ and RSTP grant funding.

The Commission has developed a prioritization scheme to rank transportation projects identified by the City in City policies and adopted plans that further the objectives of the Transportation Master Plan and City policy guidance. The Commission has developed and adopted an unconstrained Transportation Long Range Plan (LRP) that will be brought to Council for adoption as the City's Transportation Long Range Plan. The LRP is a tool that will be used by the Commission and other elected and appointed bodies to make funding recommendations for funding of transportation projects and initiatives.

The Commission has received reports on major regional and local transportation initiatives, funding updates on federal, regional, state and local funding sources and funding cycles. The Commission has made recommendations to Council regarding larger transportation initiatives including the I-395 access to the BRAC-133 site at Mark Center and the King Street/Beauregard Street intersection improvements.

Attachment: LRP

City of Alexandria, Virginia

MEMORANDUM

DATE: MARCH 11, 2010

TO: THE HONORABLE MAYOR AND MEMBERS OF CITY COUNCIL

FROM: MICHAEL CURRY, CHAIRMAN, BOARD OF ZONING APPEALS *M. Curry*

SUBJECT: BOARD OF ZONING APPEALS 2009 ANNUAL REPORT

During 2009, Michael Curry served as Chairman of the Board of Zoning Appeals, Mark Allen served as Vice-Chairman, and David Lantzzy served as Secretary. Stephen Hubbard, Geoffrey Goodale, Jennifer Lewis and Eric Zander continued to serve as board members. In September, Mr. Hubbard resigned and in October, Mr. Keegan was appointed to the Board.

The Board of Zoning Appeals held 9 regular public hearings; there were no cases docketed in April or May and no regular monthly meeting scheduled in August.

A total of 34 requests were considered by the Board in 2009, a decrease of approximately 8% from 2008. Disposition of the requests is as follows:

Variances

The Board reviewed 17 variance requests. A total of 15 variance requests were approved by the Board, one variance request was denied by the Board and one variance request was withdrawn by the applicant after being deferred by the Board. Of the 16 variance requests decided by the Board, staff recommended approval 81% and denial 19% of the time.

Special Exceptions

The Board reviewed and approved 16 special exception requests. Staff recommended approval 100% of the time.

Appeal

Thomas J. Fannon appealed a decision of the Director of Planning and Zoning dated August 8, 2008 to revoke the November 3, 2003, Zoning Determination Letter to Thomas J. Fannon & Sons, Inc., at 1200 Duke Street. The Board upheld Mr. Fannon's appeal.

Attachment II

Board of Zoning Appeals Members - 2010

Mark Allen
Michael Curry
John Keegan
Geoffrey Goodale
David Lantzy
Jennifer Lewis
Eric Zander

*Alexandria
Commission
for
Women*

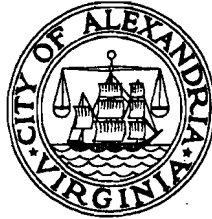
Annual Report

Fiscal Years 2007 and 2008

Dated: January 2009

Alexandria Commission for Women

Annual Report Fiscal Years 2007 and 2008 Dated: January 2009



Alexandria City Council

William D. Euille, Mayor
Redella S. Pepper, Vice-Mayor
Ludwig Gaines
Rob Krupicka
Timothy Lovain
Paul Smedberg
Justin Wilson

The City of Alexandria complies with the Americans with Disabilities Act. If you require this report in an alternative format, call (703)838-5030.

COMMISSION FOR WOMEN

(AS OF JANUARY 2009*)

Executive Committee

Mary Catherine Gibbs, Chair

Tina Games-Evans, 1st Vice-Chair

Liz Johnson, 2nd Vice-Chair

Charniele Herring, Former Chair and Ex-Officio Member

Commissioners

Susan Lowell Butler

Deborah Connor

Diane Crawford-Batt

Joan Dodaro

Patty Donmoyer

Susan Kellom

Laura Mandala

Marian Pegram

Susan Ross-O'Brien

Kathleen Sander

Jenny Wade

* During 2007 and/or 2008, Donna Kloch and Laura Zabriskie Martin also served on the Commission for Women

Introduction

The Alexandria City Council established the Alexandria Commission on the Status of Women in 1974 to monitor issues that concern women and to educate the public about those issues. In 1994, the name was changed to the Alexandria Commission for Women. The Commission's mandate includes making recommendations to City officials about actions that would encourage equal opportunity for women and eliminate gender-based discrimination.

The Council appoints the members of the Commission to three-year terms. In 2001, the Council expanded the membership of the Commission to 15 members appointed at-large from the City's citizenry. All members serve without compensation. The entire Commission meets monthly from September through June and holds an annual retreat, usually in the summer. Standing committees and task forces meet when necessary. As of June 2008, the Commission's five standing committees were Civic Empowerment, Crisis and Advocacy Services, Economic Empowerment, Outreach and Education and Support Systems for Moms.

In addition to participating in numerous community activities, the Commission responds to requests for assistance from other Alexandria boards and commissions. Importantly, the Commission is represented on several other Alexandria commissions such as the Human Rights Commission and the Youth Policy Commission, thus facilitating coordinated activities and information sharing.

Commission members stay in touch with local issues by attending Council meetings, hearings and symposia, inviting speakers to Commission meetings and attending educational and civic programs within the City and around the region. The Commission maintains links with other women's organizations in the region and throughout the United States, such as the Fairfax County Office for Women, the State Council on the Status of Women and the National Association of Commissions for Women.

Every year, the Commission takes an active role in advocating legislative action on issues of particular importance to women. For example, individual commissioners participate in legislative advocacy days in Richmond, presenting legislators with their views on legislation impacting women. Further, the Commission fulfills its advisory role through written or oral presentations to the City Council and adds its voice to public debates as warranted.

The Friends of the Alexandria Commission for Women is the fundraising arm of the Commission. This 501(c)(3) nonprofit organization was established in 2000 to

support the work of the Commission and the City's Office on Women. The Friends structure provides much needed flexibility to raise funds and attract volunteer resources to enhance the well-being of women throughout Alexandria.

Overview of Commission Activities and Contributions

The Commission for Women is a very active group. It sponsors or co-sponsors several annual community events, including the Salute to Women's Awards Banquet, the Walk to Fight Breast Cancer and the Take Our Daughters and Sons to Work Day. Further, the Commission oversees a Court Observation Project to monitor how domestic violence and sexual assault cases are handled in the City's judicial system; and continues to promote its Women's History efforts to help increase awareness of the significant contributions women have made to Alexandria's past and present. During the 2007-2008 period covered by this report, the Friends of the Commission held several successful fundraising events, including three Women's Art Parties and a Shower for the Shelter; and purchased much appreciated playground equipment for the Domestic Violence Shelter. Weekly during the spring, summer and early fall, Commissioners staff a table at the Farmers Market at City Hall promoting the Walk to Fight Breast Cancer, as well as the full range of Office on Women programs. This report describes these activities and contributions made by the Commission.

Salute to Women Awards Banquet

Every March, the Commission hosts its Salute to Women Awards Banquet to recognize the contributions women have made to the City of Alexandria. Originally known as the Women to Women Awards (prior to 1993), these awards are presented to women who have exhibited outstanding leadership skills in a variety of areas including legislation and public policy, education and training, health and safety, cultural affairs, youth services and business and economic development.

Each year, civic leaders, business associates, educators, co-workers and others nominate Alexandria women who exemplify the awards' characteristics. The Commission then appoints a group of outstanding women to decide the winners. The Commission appreciates the diligent work of the selection committees for both years: in 2007, Diane Charles, Linda Dwyer, Gwendolyn Hubbard Lewis, Julie Jakopic and JoAnn Maldonado; and in 2008, Wendy Albert, Carolyn Griffin, Donna Kloch, Marilyn Patterson and Christa Waters.

The 2007 Banquet attracted 270 attendees to the Radisson Crown Plaza, where keynote speaker Jatrice Martel Gaiter, President and CEO of Planned Parenthood of Metropolitan Washington, DC, Inc. offered a lively and inspirational speech. This

followed special remarks by Erika Callaway Kleiner, Coordinator of the SARA Program and Andrea Howe, Creator of Living Out Loud. The main event – announcing the winners – was the task of award presenters Senator Patsy Ticer, Councilwoman Redella Pepper, Vola Lawson, Marian Van Landingham and Joyce Woodson.

In 2008, more than 300 people attended the Awards Banquet at the new Westin Alexandria Hotel. The evening's program centered on the theme "In Our Own Voices: Alexandria Women Talk about the Past, Present and Future" and featured four panelists: Vola Lawson, Lillian Patterson, Lois Walker and Kirstin Banks. Each panelist covered a different piece of women's history in Alexandria and highlighted the current efforts to promote policies that benefit women in the City. As in the prior year, the awards were presented by Senator Patsy Ticer, Councilwoman Redella Pepper, Vola Lawson, Marian Van Landingham and Joyce Woodson. The 2007 and 2008 winners are:

SALUTE TO WOMEN AWARD WINNERS FOR 2007 AND 2008

Marguerite Payez Award, Lifetime Achievement Award

Sandra Calhoun (2007)

Lavern Jackson Chatman (2008)

Women's Health and Safety Advocate Award

Beth Lovain (2007)

Elizabeth Kuttler (2008)

Gina Lohr (2008)

Youth Community Services Award

Adult Winner: *Cathy Puskar (2007)*

Lucretia Jackson (2008)

Youth Winner: *Lorena Granados (2007)*

Giselle Avalos (2008)

Cultural Affairs Award

Sarah Becker (2007)

Kathryn Brown (2008)

Career Development and Education/Training Award

Virginia Hodges Graves (2007)

Eula Miller (2008)

Marian Van Landingham Legislation and Public Policy

Lois Walker (2007)

Joyce Woodson (2008)

Fay Slotnick (2008)

Rising Star Award

Toni Gagnon Ross (2007)

Cindy McCartney (2008)

Making a Difference Award

Christa Lyons (2007)

Patricia Moran (2008)

Vola Lawson Award, given to honor a City employee

Amy Bertsch (2007)

JoAnn Maldonado (2008)

In addition to recognizing stellar women in our community, the Salute to Women Awards Banquet is also the Commission's major fundraiser. Most proceeds go to support the Sexual Assault Response and Awareness (SARA) program to ensure that the victims of sexual assault are provided for in their time of need. While SARA is a City program, it relies heavily on funding from grants and private donations to

provide a full range of services. In 2007, the Banquet raised more than \$13,000 from banquet attendees and event sponsors. In 2008, more than \$12,500 was raised from various contributions and event sponsorships.

Major sponsors contributed significantly to the Banquet's success. In 2007, major sponsors included the Alexandria League of Women Voters, Congressman Jim Moran, General Motors, McEneaney Associates, Royce Flowers, Alexandria Democratic Committee, Alexandria Fire Departments, the Art League, Commonwealth Republican Women's Club, Conklyn's Flowers, Mayor William D. Euille and Helen Olivia Flowers. In 2008, major sponsors were Clotilda "Tillie" Cassidy, Virginia Paving, the Alexandria League of Women Voters, the Alexandria Democratic Committee, the Commonwealth Republican Women's Club, Congressman Jim Moran, Conklyn's Florist and Royce Flowers.

In both 2007 and 2008, Commissioner Tina Games-Evans led the Commission's banquet sub-committee, which worked closely with the City's Office on Women to ensure successful, smooth-running and inspirational events.

Walk to Fight Breast Cancer

The Commission is a coordinating sponsor for the annual Walk to Fight Breast Cancer, which focuses attention on the early detection of breast cancer. Highlighting Breast Cancer Awareness Month, this walk is held annually during the month of October. The 2007 walk attracted 1,500 participants and raised \$135,000; the 2008 event had 1,300 registered walkers and generated more than \$155,000 in fees, donations, pledges and sponsor contributions. All proceeds support the Alexandria Breast Cancer Fund which provides free mammography screenings for women who lack insurance or are underinsured.

To help raise money, the Commission for Women participates on the Walk's Development Committee. Further, to advertise the Walk and build community support for it, the Commissioners staff a table at the weekly Farmers' Market at City Hall. Each Saturday from Easter until the weekend before the Walk, Commissioners hand out registration forms, sell walk merchandise (baseball caps, tote bags, scarves and so forth) and educate market-goers about Office of Women programs in general and the Walk in particular.

The Commission also plays an oversight role regarding the expenditure of walk funds to ensure that its resources are spent wisely. In this regard, the Commission supported the Office on Women's creation of a part-time Health Educator position to ensure that needy women are aware of, and have access to, necessary mammograms

Take Our Daughters and Sons to Work Day

Across the nation, “Take Our Daughters and Sons to Work Day” is the fourth Thursday in April each year. Initiated by the Ms. Foundation for Women in 1992 to focus on the ideas, needs and dreams of girls and to help ensure that they remain confident, strong and in school throughout their teen years, the day affords young people an opportunity to see the various roles women play in the workforce. Mentors are asked to discuss the education and training required for their positions and to encourage participating students to talk about their school interests and ambitions. Since 2003, the event includes both daughters and sons to provide young women and men with an important view of the opportunities that await them.

Each year, the Commission, working with the City’s Office on Women and the City Manager’s Office, sponsors this event in Alexandria. Under the leadership of Commissioner Jenny Wade, students from Minnie Howard School and T. C. Williams High School are paired with adult volunteers willing to be mentors for the day. The event also includes children of City employees who join their parent for a day of work. Preparation is key to the program’s success – participants are asked to indicate their career preferences and interests and every effort is made to match young people to mentors in their preferred work fields. Organizers also take the opportunity to introduce the students to careers they might not have considered based on the mentors who volunteer. In 2007, 75 students were placed with 61 mentors, while in 2008, 80 young people spent the day with 57 mentors. As in past years, mentors came from public and private sector organizations and represented a wide range of fields, such as medical, legal, hospitality and public safety to name a few.

Feedback from students and mentors alike continues to show that this event is both educational and enjoyable. Highlights of the 2008 event included a student who watched a surgery at a local animal hospital, students who spent the day behind the scenes at Tempo restaurant; and a student who spoke with an astronaut! The event is also rewarding for mentors: “Mentoring my student was a very rewarding and gratifying experience. This young lady will go far in life!” -- Linda Cotton, City of Alexandria Human Services.

This event has been strongly supported by City leadership. In addition to urging the participation of city employees (either by adopting a student or mentoring their own children), the Mayor and the City Manager have also demonstrated support by addressing students and mentors at the annual kick-off reception at City Hall. The Commission wishes to recognize the support and assistance of school personnel, particularly Elissa Webster and Barbara Elbeze from Minnie Howard for their years

of coordination efforts; and local businesses such as Caboose Café & Bakery, Harris Teeter, Bruegger's and Buzz for their support of the kick-off receptions in 2007 and 2008..

Court Observation

During the past two years, the Commission has continued to monitor how domestic violence, sexual assault and stalking cases are handled in the City's judicial system. Known as the Court Observation Project, this effort aims to provide feedback to the judicial system on the handling of cases of violence against women and children; provide relevant statistics and data on such matters; and create a more informed and involved public around the issues of domestic violence and sexual assault.

Under the leadership of Commissioner Laura Mandala, the project has attracted more than two dozen volunteers through public service announcements, media interviews and "word of mouth". Volunteers first receive training (provided by experienced Office of Women staff) on topics such as domestic violence, the judicial process and courtroom procedures. They are then assigned to attend, as observers, court sessions, usually no more than one morning a month.

The Commission recognizes and appreciates the important work of Frances Hicks who is overseeing the training and assignment of the court observers, and Nicole Green who is developing a computerized data base for this project. Through the efforts of these volunteers, the program continues to grow and thrive.

Promoting Women's History

For several years, the Commission, under the leadership of Commissioner Susan Lowell Butler, has promoted the history of Alexandria's women through walking tours of Alexandria landmarks which are of special significance to women. Recently, with the help of Commissioner Kathleen Sander, the Commission has expanded its efforts, including undertaking research projects to increase the knowledge of women's history in Alexandria; meeting with the head of the Office of Historic Alexandria to promote women's history as part of the City's overall tourism efforts; and encouraging the public school system to expand its coverage of this topic. Specifically, Commissioners met with ACPS's director of social studies and social studies teachers to discuss how the Commission can help them integrate women's history into their curricula; provided background information about women's history in general and Alexandria women in particular; and talked with the teachers about taking students on women's history tours of Alexandria. For tourists, the Commission is considering distributing hard copies of the women's history tours at various Old Town locations, such as hotels and the new Historic Alexandria gift shop

at the marina. The commission is also exploring opportunities at various community venues to establish a "Room of Her Own" to showcase the lives and contributions of Alexandria's women.

Fundraising Activities of Friends of the Commission for Women

The Friends of the Alexandria Commission for Women, a non-profit organization created to support the work of the Commission and women's programs in the Alexandria community, sponsored four events in fiscal years 2007 and 2008. Virtually every Commissioner participated and contributed to the success of these Friends' fundraising activities, with Commissioners Susan Lowell Butler (the Friends of the Commission Chair), Diane Crawford-Batt and Mary Catherine Gibbs providing critical leadership and organization talent.

Three of the four events were Art Parties designed to showcase emerging women artists in Alexandria and raise funds for the work Friends supports.. Originally the Art Parties were held at various Commissioners' homes. However, by 2006 the popularity of these gatherings -- with both the vendors and the public -- far out-grew the home-based model and, as a result, these events were moved to larger venues. The three Art Parties held during this time period raised in excess of \$3,000, and more than 35 exhibitors now participate in each event. The principal beneficiary of these efforts was the Alexandria Battered Women's Shelter, which received much needed playground equipment

The fourth event during this period was the June 2008 *Shower for the Shelter*, hosted at the beautiful riverfront home of Joseph F. Viar, Jr. The goal was to provide supplies and equipment to help departing Shelter residents as they start new lives. To this end, approximately \$5,500 was raised in cash, gift cards and goods.

In addition to the specific events, other activities of the Friends include:

- Selling of "Lucinda" pins featuring women at the weekly Alexandria Farmer's Market. The pins are provided by a nonprofit organization and the Commission shares proceeds with that organization as the pins are sold. During the past two years, the pin sales raised more than \$2,000.
- Securing two \$1,000 scholarship grants for a former Shelter resident.

Office of Women Staff
(AS OF JANUARY 2009)

Full Time Staff

Lisa Baker, Director

Melissa Villacorta, Secretary

Angela Johnson, Health and Community Education Specialist

Claire Dunn, Domestic and Sexual Violence Program Coordinator

Patricia Lopez, SARA Outreach Prevention Specialist

Lorena Escalante, SARA Hispanic Outreach Prevention Specialist

Stacey McCollough, SARA Volunteer Coordinator

Jen McLish, SARA Social Worker

Robin Coull, SARA Spanish-speaking Social Worker

Soffia Fraser, Domestic Violence Spanish-speaking Social Worker

Lyn Myers, Domestic Violence Social Worker

Shannon McGregor, Children's Social Worker

Debbie Evans, Battered Women Shelter Coordinator

Mary Ann Johnson, DV Shelter Supervisor

Stephanie Romonchuk, DV Shelter Supervisor

Geneva Fuentes, Spanish-speaking Social Worker

Kim Hurley, Health and Community Education Specialist/Youth

Doreen Broderick, DV Shelter Supervisor

Becky Griesse, Health and Community Education Specialist for Teen Pregnancy
Prevention

Part-Time Staff

Jen Clayton, DV Volunteer Developer

Heidi Solano, Outreach Prevention Specialist/Unequal Partners

*Alexandria
Commission
for
Women*

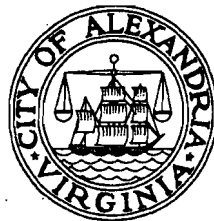
Annual Report

Fiscal Year 2009

September 2009

Alexandria Commission for Women

Annual Report Fiscal Year 2009



Alexandria City Council

William D. Euille, Mayor
Kerry Donley, Vice-Mayor
Frank H. Fannon IV
Alicia Hughes
Rob Krupicka
Redella S. Pepper
Paul Smedberg

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COMMISSION FOR WOMEN

(FISCAL YEAR 2009*)

Executive Committee

Mary Catherine Gibbs, Chair

Tina Games-Evans, 1st Vice-Chair

Liz Johnson, 2nd Vice-Chair

Commissioners

Susan Lowell Butler

Deborah Connor

Diane Crawford-Batt

Joan Dodaro

Patty Donmoyer

Susan Kellom

Laura Mandala

Susan Ross-O'Brien

Kathy Sander

Jenny Wade

* During parts of Fiscal Year 2009, Charmiele Herring and Mariam Pegram also served on the Commission. Toward the end of the year, two new commissioners (Patricia Morris and Eileen Rivera) were appointed by City Council.

Introduction

The Alexandria City Council established the Alexandria Commission on the Status of Women in 1974 to monitor issues that concern women and to educate the public about those issues. In 1994, the name was changed to the Alexandria Commission for Women. The Commission's mandate includes making recommendations to City officials about actions that would encourage equal opportunity for women and eliminate gender-based discrimination.

The Council appoints the members of the Commission to three-year terms. In 2001, the Council expanded the size of the Commission to 15 members appointed at-large from the City's citizenry. All Commissioners serve without compensation. The entire Commission meets monthly from September through June and holds an annual retreat, usually in the summer. Standing committees and task forces meet when necessary. During fiscal year 2009, the Commission managed its work through five standing committees: Civic Empowerment, Crisis and Advocacy Services, Economic Empowerment, Outreach and Education, and Support Services for Moms.

In addition to participating in numerous community activities, the Commission responds to requests for assistance from other Alexandria boards and commissions. Importantly, the Commission is represented on several other Alexandria commissions such as the Human Rights Commission and the Youth Policy Commission, thus facilitating coordinated activities and information sharing. In 2009, the Commission asked the City Council to approve a new relationship between the Commission for Women and the Commission on Aging so that a voting member of the Commission on Aging would be filled by a member of the Commission for Women.

Commission members stay in touch with local issues by attending Council meetings, hearings and symposia, inviting speakers to Commission meetings, and attending educational and civic programs within the City and around the region. Throughout 2009, at least five of the Commission meetings began with a training segment devoted to various Office on Women programs and activities. The Commission also maintains links with other women's organizations in the region and throughout the United States, such as the Fairfax County Office for Women, the State Council on the Status of Women, and the National Association of Commissions for Women.

Every year, the Commission takes an active role in advocating legislative action on issues of particular importance to women. For example, individual commissioners participate in legislative advocacy days in Richmond, presenting legislators with their views. Further, the Commission fulfills its advisory role through written or oral

presentations to the City Council and adds its voice to public debates as warranted.

The Friends of the Alexandria Commission for Women is the fundraising arm of the Commission. This 501(c)(3) nonprofit organization was established in 2000 to support the work of the Commission and the City's Office on Women. The Friends structure provides much needed flexibility to raise funds and attract volunteer resources to enhance the well-being of women throughout Alexandria.

Overview of Commission Activities and Contributions

The Commission for Women is a very active group. It sponsors annual community events, namely the Salute to Women Awards Banquet and Take Our Daughters and Sons to Work Day; and is a coordinating partner for the annual Walk to Fight Breast Cancer. During the past year, the Commission completed an assessment of the economic needs of women in Alexandria; and as a follow-on project is developing a survey to better understand the specific issues and concerns of mothers in the City. Throughout the year, the Commission continued to promote Women's History to increase awareness of the significant contributions women have made to Alexandria; and Commission-recruited and trained volunteers observed how the City courts were handling domestic violence cases. Weekly, Commissioners staff a table at the City Hall Farmers' Market, promoting the Walk to Fight Breast Cancer, as well as the full range of Office on Women programs. Last December, the Friends of the Commission held a very successful Women's Art Party showcasing the work of local women artists and raising money to support OOW programs and activities. This report describes in more detail each of these Commission activities and contributions.

Salute to Women Awards Banquet

Every March, during Women's History Month, the Commission hosts its ***Salute to Women Awards*** Banquet to recognize the contributions women have made to the City of Alexandria. These awards recognize women who exhibit outstanding leadership skills in a variety of areas including public service, legislation and public policy, education and training, health and safety, youth services, and business and career development.

Each year, civic leaders, business associates, educators, co-workers and others nominate women who exemplify the awards' characteristics. The Commission then appoints a group of outstanding women to decide the winners. The Commission appreciates the diligent work of the 2009 Selection Committee comprised of Laverne Chatman, Sally Craft, Rev. Tonya Douce, Pat Miller, and Cathy Puskar.

he 2009 banquet, held March 30, attracted more than 250 people to the Crown Plaza Old Town Alexandria. Commission Chair Mary Catherine Gibbs presided over the banquet ceremonies; Alexandria's Poet Laureate Mary McElween recited a poem which she had written for the occasion; and Alexandria City Employee Choir Member Jacqueline Jones provided an inspirational vocal performance. The awards were announced and presented by Vice Mayor Redella S. (Del) Pepper, State Senator Patsy Ticer, Virginia Delegate Charniele Herring, former Virginia Delegate Marian Van Landingham, and former City Manager Vola Lawson. The 2009 *Salute to Women Awards* winners are:

Marguerite Payez Lifetime Achievement Award

State Senator Patsy Ticer

Women's Health and Safety Advocate Award

Frances Hicks

Youth Community Services Award

: Dr. Diane Reese

Leadership in Business and Career Development Award

Marcia Call

Marian Van Landingham Legislation and Public Policy Award

Karen Gautney

*** Rising Star Award**

Alicia Hughes

Making a Difference Award

Alice Merrill and Linda Odell

Vola Lawson Award (honoring a City employee)

Audrey Davis

In addition to recognizing stellar women in our community, the *Salute to Women Awards* banquet is the Commission's chief fundraiser. This year's proceeds of \$15,500 – the most ever raised – will go to support programs of the Office on Women, principally its Sexual Assault Response and Awareness (SARA) program. While SARA is a City program established to ensure that victims of sexual assault are helped in their time of need, it relies on funding from grants and private donations to provide a full range of services. .

The Commission greatly appreciates those in the Alexandria community who contributed significantly to the success of this event, including Crown Plaza Old Town Alexandria; Virginia Paving Company; Alexandria Democratic Mayoral and City Council Candidates; Clotilda "Tillie" Cassidy; Commonwealth Republican Women's Club; Conklyn's Florist; Fisk & Harvey, PLLC; Friends of Alicia Hughes; Helen Olivia Flowers,; Congressman Jim Moran; Rich, Rosenthal, Manitta, Dzubin & Kroger, LLP; Royce Flowers; and Jon Walker, McEnearney and Associates, Inc.

In addition, at this year's banquet, the Commission introduced a new way to raise funds for the Alexandria Battered Women's Shelter. Plastic piggy banks were placed on each banquet table and diners were encouraged to fill them. By the end of the evening, over \$700 was raised. These proceeds will be used to help residents of the shelter pay for car repairs, transportation expenses, and household supplies.

The success of this event was the result of hard work by many Commissioners, under the joint leadership of Tina Games-Evans and Patty Donmoyer, and substantial logistical support from the Office on Women.

Take Our Daughters and Sons to Work Day

Across the nation, "Take Our Daughters and Sons to Work Day" (TDSTWD) is the fourth Thursday in April each year. Ms. Foundation for Women initiated the event in 1992 to focus on the ideas, needs, and dreams of girls; and to help ensure that they remain confident, strong and in school throughout their teen years. Originally intended to provide young girls opportunities to see the various roles women play in the workforce, the event was subsequently expanded to include boys. Since 2003, TDSTWD has provided both young women and men with an up-close view of the occupational choices that await them.

Each year, the Commission, working with the City's Office on Women, sponsors this event in Alexandria. Under the leadership of Commissioner Jenny Wade, students from Minnie Howard Ninth Grade Center and T. C. Williams High School are paired with adult volunteers willing to be mentors for the day. The event also includes children of City employees who join their parents for a day of work. Preparation is

the key to the program's success – student participants are asked to indicate their career preferences and interests and every effort is made to match young people to mentors in their preferred work fields. Based on the mentors who volunteer, organizers also take the opportunity to introduce the students to careers they might not have considered. In 2009, 79 students were placed with 41 mentors. As in past years, mentors came from public and private sector organizations and represented a wide range of fields, such as medical, legal, hospitality, and public safety to name a few. This year several students participated in career tours during which they met with, and observed the work of, multiple professionals in key fields such as health, restaurant, art, and law enforcement. Feedback from students and mentors alike continues to indicate that this event is both educational and enjoyable.

Among the highlights of the day were a student who spent the day with a Northern Virginia Community College dean and met with visiting members of the parliaments from the United Kingdom and Ireland; another student, who plans to be a Marine, received a VIP tour of the Pentagon; one student spoke with an astronaut; participants in the medical career tour witnessed surgery on a cat, which one student described enthusiastically to her biology class the following day; and a student who spent the day with Alexandria's fire department had his white oxford "smoked" from a car fire he witnessed.

City leadership strongly supports this event. In addition to urging the participation of city employees (either by signing up as mentors or bringing their own children to work), the Mayor and the City Manager's Office demonstrate support by addressing students and mentors at the kick-off reception at City Hall. The Commission wishes to recognize the support and assistance of school personnel at both T. C. Williams and its Minnie Howard campus and the donations for the kick-off reception by two local businesses, Bruegger's and St Elmo's Coffee Pub. This year, a special note of appreciation goes to Alexandria City Public School Transportation for its willingness to provide last-minute help in transporting students from the schools to City Hall.

Walk to Fight Breast Cancer

The Commission is a coordinating partner for the annual Walk to Fight Breast Cancer, which focuses attention on the early detection of breast cancer. Highlighting Breast Cancer Awareness Month, this walk is held annually during the month of October. The year's walk, on October 25, 2008, attracted 1,000 participants and raised over \$100,000 in fees, donations, pledges, and sponsor contributions. All proceeds support the Alexandria Breast Cancer Fund that provides free mammography screenings and other diagnostic procedures for women who lack insurance or are underinsured.

To help raise money, the Commission for Women participates on the Walk's Development Committee. The Commission also plays an oversight role regarding the expenditure of Walk funds to ensure that its resources are spent wisely. Further to advertise the Walk and build community support for it, Commissioners staff a table at the weekly City Hall Farmers' Market. Each Saturday, from April until the weekend before the Walk, Commissioners hand out registration forms, sell walk merchandise (baseball caps, tote bags, scarves and the like), and educate market-goers about Office of Women programs in general and the Walk in particular.

Economic Needs Assessment Report

During the past year, the Commission for Women completed its study entitled *An Economic Status of Women in Alexandria: An Overview*. The final report is attached.

This report is the product of a multi-year research and analysis effort. It follows up on two earlier assessments of women's needs – the 1974 *Status on Women* report, which was integral to establishing the Commission on Women, and the 1985 Commission-authored report on affirmative action policies in hiring and promotion of women in city government. The current report is a broad-based assessment of the economic needs of women in Alexandria. The Commission hopes that this report will contribute to the collective knowledge of City Council and City staff and aid in determining how to best maintain and/or improve women's economic conditions throughout our community.

The report assesses the economic needs of women in Alexandria in light of the city's many changes. It examines the status of women in Alexandria today in terms of labor force participation and employment, education, and earnings; explores changes in women's representation in various industries and occupations; discusses how women are faring in light of cost of living increases in the city; and describes women in Alexandria who live in poverty. The report highlights significant findings, identifies areas of particular need, and concludes with a call for further examination and action in key areas – notably education and language deficiencies within Alexandria's foreign-born population, availability of reasonably priced high quality child care, and easing the cost of living impacts on the elderly.

In producing this report, the Commission would like to acknowledge the many people in the City government, in non-profits and in professional organizations that assisted us in collecting and analyzing data and provided valuable insights to help the Commission understand the economic condition of women in Alexandria. The Commission is also every thankful to Mayor Euille and the Alexandria City Council for their support in this undertaking. This report would not have been possible

without the tireless efforts of the following Commissioners: Liz Johnson, author; Susan Lowell Butler, editor; and researchers Joan Dodaro, Laura Mandala, Charniele Herring, Patty Donmoyer and Tina Games-Evans.

Mothers' Support Survey Project

In fiscal 2009, the Commission formed a new committee to focus on support services for Alexandria's Moms. As a first step, the committee is developing a broad-based survey to assess how mothers are faring in Alexandria. The survey will collect information about availability, costs, and quality of child and after school care; work-family balance; healthcare options; and adequacy of recreational and other special needs resources. The goal is to understand what parents are doing well on their own; how the City government and community organizations are helping; and what areas need more attention.

To reach a wide audience, hard copies of the survey – in both English and Spanish -- will be distributed at community and neighborhood centers and other places where Moms tend to gather; additionally, an internet-based tool will be used so that those with computer access can easily complete the questionnaire.

The committee, led by Tina Games-Evans, expects the survey to go out in the fall 2009. Based on survey results, the Commission plans to develop an action plan to focus on specific issues.

Court Observation

During the past two years, the Commission has monitored how domestic violence, sexual assault, and stalking cases are handled in the City's judicial system. Known as the Court Observation Project, this effort was designed to provide feedback to the judicial system on the handling of cases of violence against women and children; provide relevant statistics and data on such matters; and create a more informed and involved public around the issues of domestic violence, and sexual assault.

Under the leadership of Commissioner Laura Mandala, the project had attracted more than two dozen volunteers through public service announcements, media interviews, and "word of mouth". Volunteers first receive training (provided by experienced Office of Women staff) on topics such as domestic violence, the judicial process, and courtroom procedures. They are then assigned to attend, as observers, court sessions, usually no more than one morning a month.

During fiscal year 2009, feedback from the volunteer observers indicated a general sense of satisfaction with the way domestic violence cases are now being handled -- a

view echoed by the Office on Women. A preliminary report of observations to date is being prepared for Commission review. In the interim, at the request of the Office on Women, the Commission is suspending court observation, but remains ready to resume this program should circumstances warrant.

The Commission appreciates the important work of Frances Hicks in overseeing the training and assignment of the court observers, and Nicole Green who developed a computerized data base for this project.

Promoting Women's History

For several years, the Commission, under the leadership of Commissioner Susan Lowell Butler, has promoted the history of Alexandria's women through walking tours of Alexandria landmarks that are of special significance to women. Recently, with the help of Commissioner Kathleen Sander, the Commission has expanded its efforts to encourage the Alexandria City Public School (ACPS) system to expand its coverage of this topic. In November 2008, these commissioners met with the ACPS's director of social studies to discuss making commissioners available for classroom discussions, offering resources on women's history, and leading students on walking or bus tours. Subsequently, in December, these messages were reiterated to the social science teachers at their monthly meeting. In the upcoming year, the Commission's Women's History Committee will follow-up on these and other initiatives.

Fundraising Activities of Friends of the Commission for Women

In December, 2008, the Friends of the Alexandria Commission for Women, the non-profit organization created to support the work of the Commission, sponsored an Art Party to showcase women artists in Alexandria and raise money to further Commission work. This party was the latest -- and the largest ever -- in a series of similar events. Originally, art parties were held at various Commissioners' homes. However, by 2006 the popularity of these gatherings -- with both vendors and the public -- far out-grew the home-based model and, as a result, these events were moved to larger venues. By last December, the event had grown to 35 exhibitors and raised about \$1,500. Friends uses these funds to support Office on Women activities on an as needed basis.

Virtually every Commissioner participated and contributed to the success of this fundraising event, with Commissioners Susan Lowell Butler (a commissioner as well as Chair the Friends of the Commission) and Commissioners Diane Crawford-Batt and Mary Catherine Gibbs providing critical leadership and organization talent.

Office of Women Staff
(AS OF SEPTEMBER 2009)

Full Time Staff

Lisa Baker, Director

Melissa Villacorta, Secretary

Angela Johnson, Health and Community Education Specialist

Claire Dunn, Coordinator Crisis Intervention/Prevention Services

Lorena Escalante, SARA Hispanic Outreach Prevention Specialist

Stacey McCollough, SARA Volunteer Coordinator

Jen McLish, SARA Social Worker

Robin Coull, SARA Spanish-speaking Social Worker

Soffia Fraser, Domestic Violence Spanish-speaking Social Worker

Lyn Myers, Domestic Violence Social Worker

Shannon McGregor, Children's Social Worker

Debbie Evans, Coordinator, Domestic Violence Shelter

Mary Ann Johnson, DV Shelter Supervisor

Stephanie Romonchuk, DV Shelter Supervisor

Geneva Fuentes, Spanish-speaking Social Worker

Kim Hurley, Youth Community Education Specialist/Youth

Doreen Broderick, DV Shelter Supervisor

Becky Griesse, Administrative Officer II

Part-Time Staff

Jen Clayton, DV Volunteer Developer

Erika Kleiner, Lesbian Gay Bisexual TransGender and Questioning (LGBTQ)
Project

The Economic Status of Women in Alexandria: An Overview

The Alexandria Commission for Women

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Foreword

The City of Alexandria is a vibrant urban community located minutes from the nation's Capital. The City's inhabitants are diverse, well educated and generally satisfied with the quality of life that the city provides. Sixty percent of Alexandrians are college graduates and more than one-quarter hold an advanced degree. Four in ten Alexandrians are minorities and one-quarter were born outside of the United States.

Alexandria has also been recognized as one of the best places in the country for women to live. This recognition comes in no small part from the efforts made by past citizens and City leaders to address the needs of women in a proactive and engaged manner. From the implementation of Title IX in the Alexandria city public school system, to the formation of the Alexandria Commission on the Status of Women (ACSW) in 1974, changed to the Commission for Women in 1994, and the establishment of the Alexandria Office on Women in 1981, the City has worked to integrate women into educational and employment arenas that were once wrought with discrimination. The City has been integral in addressing issues that are specific to the wellbeing of women in Alexandria, such as sexual assault counseling and shelter from domestic violence.

In order to address the progress that has been achieved since the needs of women entered the public sphere in Alexandria, and to identify new and continuing issues that must be addressed, women leaders in the City have conducted two prior assessments of women's needs. The original assessment, the *Report on the Status on Women* in 1974, was integral in establishing the Commission for Women. The second major assessment, which was completed by the Commission for Women in 1985, evaluated affirmative action policies in the hiring and promotion of women in the city government. This current Report serves as a broad-based assessment of the *economic needs* of women in a city that has changed dramatically in the last two decades. It is our hope that the report will contribute to the collective knowledge of City Council and City staff, and aid in the determination of how to best maintain and/or improve women's economic conditions throughout our community.

In producing this report, the Commission for Women would like to acknowledge the many people in the City government, in non-profits and in professional organizations that assisted us in collecting and analyzing data and provided valuable insights to help the Commission understand the economic condition of women in Alexandria. The Commission is also very thankful to Mayor Euille and the Alexandria City Council for their support in this undertaking. Finally, this report would not have been possible without the tireless efforts of the following Commissioners: Liz Johnson, author; Susan Lowell Butler, editor; Joan Dodaro, researcher; Laura Mandala, researcher; Charniele Herring (former Commissioner), researcher; Patty Donmoyer, researcher; and Tina Games Evans, researcher.

Executive Summary

Taken as a whole, the picture of Alexandria's women at the start of the 21st century reveals a diverse, highly educated, increasingly professionalized population, earning well above the national average. Women's median income has increased substantially since 1960 and at rates that outpace men's rises in earnings. Yet great disparity exists among different populations of women. **The gender gap in earnings has decreased since 1970, but still persists and has decreased at a slower rate during the period 2000-2007 compared to the 1980-1990.** For many women, economic strides have also not kept pace with increases in costs of living in the city. The median level for female-headed families (with children under 18) is not high enough to obtain self-sufficiency and many women-headed families have been forced to leave the City. The same is true for elderly women who live alone. Additionally, women are more likely than men to live in poverty in Alexandria.

Women's earnings have dramatically increased since 1960, when median earnings for women working fulltime in Alexandria measured \$29,406 (in constant 2007 dollars). In 2007, women working fulltime earned \$56,460 at the median, a 92% increase in real terms. Median earnings for all women, including full-time and part-time workers, measured \$46,651. Large earnings gains for women occurred alongside dramatic economic growth in the nation and region as a result of new and changing industry. Women also increased their representation in management and professional occupations since the 1970s. **Women's earnings, however, vary dramatically across racial and ethnic lines.** In 2007, the median earnings of African Americans totaled \$32,908 and Latino women earned \$25,806 at the median compared to \$56,602 median earnings for all White women (includes part-time and fulltime workers). Furthermore, Latina single mothers face the highest poverty rates of any group examined in this assessment, at 50 percent.

Median earnings levels reflect wide differences in economic security between white women and women of color. The Commission for Women recognizes that the barriers faced by women of color and in particular foreign-born women are multi-faceted and complex. Earnings differences may, at least in part, reflect discrepancies in educational attainment and skills. Latina women have the lowest high school graduation rates of any population of women in the city. Single mothers also tend to have lower educational attainment than other women. These data illustrate the difficulty of staying afloat economically when faced with multiple challenges, such as limited English proficiency and being a single parent.

While the Alexandria City Public Schools currently offer English as a Second Language (ESL) courses to adult residents, discussions with stakeholders in the ESL community suggest that current arrangements for providing these courses may not be most effectively matching the needs of the community that they serve. The Family Literacy Program has been identified by stakeholders as a model that might better meet the needs of Alexandria residents. This program provides ESL instruction to adults in conjunction with childcare and the provision of information on city services and resources. It is currently offered at 12 sites in Fairfax County, where it is considered very successful.

In 1960, women earned 61 cents for every dollar made by their male counterparts. Much has changed since that time. By 2007, Alexandria's women were earning 85 cents for each dollar of men's earnings, well above the national figure of 78 cents. However, despite the increase in earnings equality that women in Alexandria have experienced over the past fifty years, **the earnings gap has decreased at a slower rate since 2000 than over the period 1980-1990.** The Government Accountability Office (GAO) reported that differences in earnings between men and women are particularly affected by work patterns, such as years of work experience, hours worked per year, full-time schedules, and leaves in the labor force. Yet a gender gap in earnings remains after controlling for work experience, education and occupation. The entirety of the gap is still unexplained, and may be due to discrimination.

While women's median income has increased over time, the median level for Latina women and for single mothers is not high enough to produce self-sufficiency in the city. Self-sufficiency is measured by the level of earnings necessary to eek by without public or private assistance and varies by locality. The greatest expenses included housing, childcare and taxes. According to the standard for Alexandria, an adult with two children needed about \$58,000 to achieve self-sufficiency in 2007. Median earning for single mothers measured \$37,157 in that year, representing a gap of nearly \$20,000 between actual earnings and the income needed for basic living in the city. Population data indicate that the proportion of female-headed households in Alexandria dropped from 18% to 15% between 2000 and 2006. Many female-headed households were essentially priced out of the City.

Moreover, women are far more likely than men to live in poverty in Alexandria. Close to two-thirds (63%) of Alexandrians in poverty are women and girls. Disproportionate numbers of single mothers (22 percent), especially Latino single-mothers (50 percent), and female-householders 65 years and older (30 percent) live in poverty. In general, women in poverty have low educational attainment, do not participate in the labor force in high numbers, and have high unemployment rates. One-third of women in poverty, and more than half of single mothers in poverty, do not have a high school diploma. These women, at the bottom of the economic ladder, face numerous barriers to economic self-sufficiency.

Finally, while conducting research for this report the Commission for Women encountered difficulty obtaining data on city employment. The Commission has found that the dearth of such data makes it difficult to track the City's progress in diversity of all kinds. To address this issue, the City should resume annual publication of data showing the diversity of the City workforce, as well as the hiring, promotion, training data by gender. The City should also require the Small Business Development Center to collect demographic data on clients that it assists.

In sum, Alexandria's women collectively face four major issues and challenges:

1. Women with limited English proficiency and low education levels are constrained in their ability to participate and prosper in the modern economy.
2. Child care options do not match the needs of parents. Child care is also often unaffordable for those who do not participate in, or are ineligible for, city programs.
3. Housing affordability, especially in the rental market remains the most important barrier to self-sufficiency to middle-, moderate- and low income women in Alexandria. This constricts the ability of the elderly and single mothers to remain in the city.
4. A lack of data to effectively track women's progress in the City and private workforce.

These findings highlight areas that warrant additional exploration and merit citywide consideration. **To this end, the Commission for Women recommends that the City form a working group to further examine these issues and to identify specific actions that would address concerns related to educational and language advancements for Alexandria's foreign-born population of women, access and utilization of high-quality child care, and easing cost of living impacts on the elderly.** The working group should serve as a body to gather relevant information, analyze possible solutions and outline an action strategy for the City Council. In so doing, the Commission for women would encourage the City and the recommended working group to collaborate and share existing information with the Commission for Women's newly-formed Mothers Support Committee, the ESL program within the ACPS, and stakeholders and advocates within the elderly community in Alexandria.

Introduction

Nearly every aspect of the United States economy has changed over the past generation. The labor force composition has shifted toward increasing numbers of women and foreign-born workers. The service sector has replaced the long-standing industrial base as the engine of the economy. And technological innovations have birthed entirely new industries and occupations and have forever altered the way workers perform their work. These changes are reflected in Alexandria, where they have been both shaped by women and impacted women's lives in a variety of ways.

Rapid economic growth has contributed to increases in median income and generally low levels of unemployment for women and men alike. While residents of Alexandria as a whole have benefited from strong economic growth, they have also faced steep cost of living increases, most notably in housing and will likely face additional challenges in the presence of the current national housing collapse. Residents with fixed incomes, such as many of the elderly, are challenged to maintain standards of living once possible on their income base. **Issues facing the elderly can also be considered women's issues, as 61 percent of the elderly are women.** Moreover, the specific type of economic growth that has taken place in and around the City has also increased the demand for, and importance of, high-level skills and educational attainment. This has been to the benefit of many women, yet foreign-born workers with limited English proficiency and women with low educational attainment struggle to survive in the city. And for all women participating in the paid workforce, finding and accessing high-quality childcare remains difficult. These challenges are perhaps greatest for single mothers in the city.

Report Structure

The purpose of this report is to assess the economic needs of women in Alexandria in light of the city's many changes. Section One examines the status of women in Alexandria today in regards to labor force participation and employment, education, and earnings. Section 2 explores women's changes in industry and occupation. Section Three discusses how women are faring against cost of living increases in the city and Section Four describes women in Alexandria who live in poverty. Following these assessments, the report will highlight significant findings and identify areas of particular need. The report will conclude with a call for further examination and action of these key areas of concern.

SECTION ONE: OVERALL GAINS, BUT GAPS REMAIN

Labor Force Participation, Earnings and Education

Cultural and economic changes, educational advances and legislative actions to reduce sex discrimination in hiring, promotions and pay in the latter half of the 20th century have greatly impacted women's working patterns and earnings potential. Today's statistics show significant progress for women in Alexandria in terms of employment, earnings and education. At the same time, there is great unevenness in these achievements along racial and ethnic lines. And while the gender wage gap between Alexandria's men and women has decreased, it still exists.

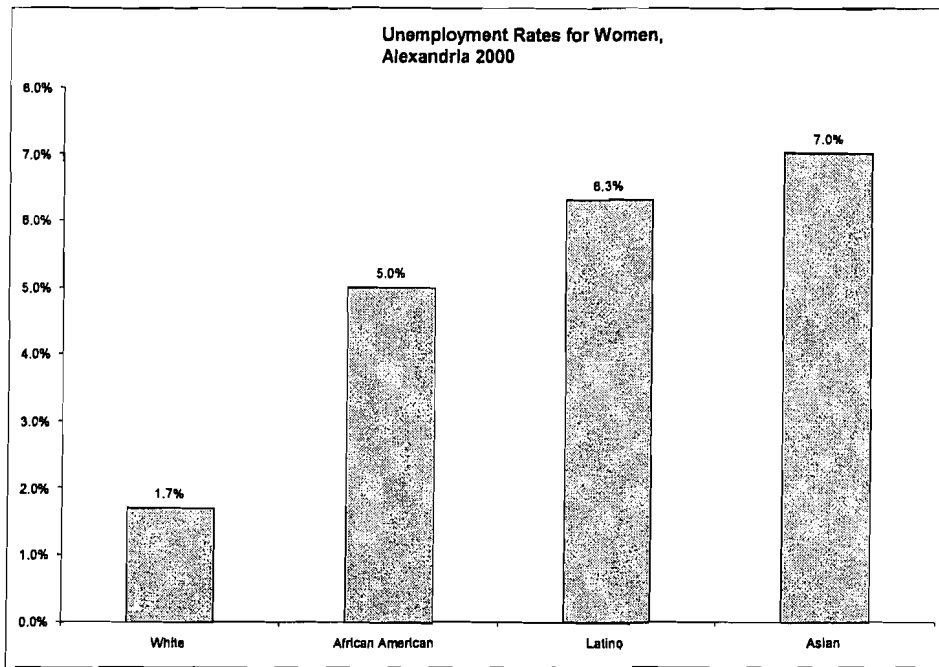
This section will explore these issues, illustrate the educational attainment of women in Alexandria, and show how education is linked to earnings. Special attention will be paid to segments of the workforce that face serious barriers in obtaining employment – especially educational deficits among certain populations and barriers facing large number of recent immigrants to the city.

Labor Force Participation

Women's participation in the labor force has been increasing for over fifty years. National trends illustrate that the 1940s and 1950 brought an increase in the employment of older married women; the 1960s and 1970s registered an influx of younger married women; and the 1980s saw an increase in labor force participation among women with young children.ⁱ The most recently available census data indicates that Alexandria's women participate in the workforce at a much higher rate than women in the nation as a whole and at a level that is on par with or above other jurisdictions in this region. Nationally, 71 percent of women between the ages of 20-64 were in the labor force. This rate was 79 percent for women in Alexandria and 78 percent for women in the Washington, DC Metropolitan area. Men's labor force participation rate in Alexandria is 91 percent.ⁱⁱ

Yet, for women with children younger than 6 years of age, labor force participation in Alexandria is below that of the region and on par with national averages. The work rate for these mothers of young children is 65 percent in Alexandria and 69 percent across the Washington, DC Metropolitan area. This could illustrate that higher rates of women in Alexandria with young children are choosing not to enter the labor force for personal or family reasons, but could also be evidence of greater barriers to work experienced by women of young children in Alexandria compared to the region as a whole. Not surprisingly, the highest labor force participation rates are seen for women who have never been married, at 86 percent, several percentage points higher than never-married men (this rate includes all men and women ages 16 years and older).

Levels of unemployment in Alexandria have been consistently lower than the nation and other parts of region. In 2007, unemployment was very low at 3.4 percent for both men and women. Data show that women with children under 6 years of age are significantly less likely to be employed than other women. Additionally, women of color in Alexandria have higher unemployment rates than white women.

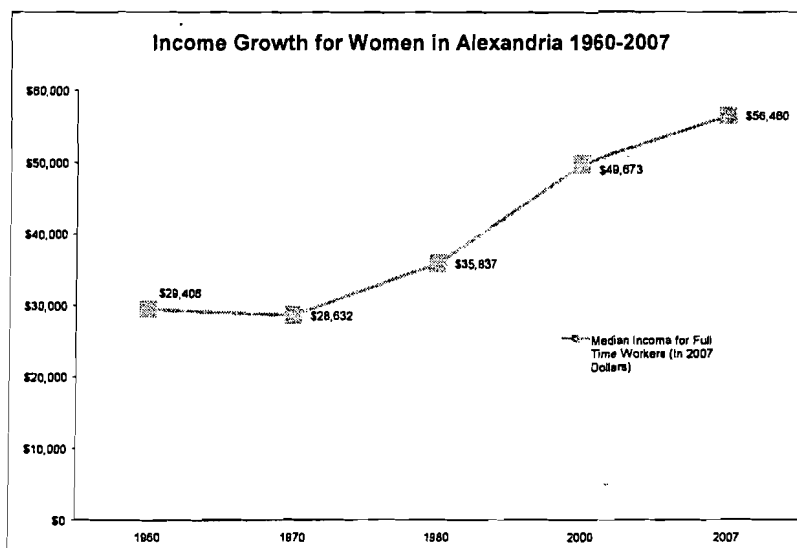


This suggests that women of color have more difficulty finding and maintaining jobs and likely face more substantial barriers to employment than White women. Such barriers include lower educational attainment and limited English proficiency, both of which will be discussed later in this section.

Women also face considerable economic vulnerability in the present deepening economic recession. Historical trends reveal that women are first fired and last hired in economic recessions and subsequent economic upswings. Also, related to difference in work patterns and outdated eligibility requirements, women are less likely to be eligible to receive unemployment insurance when laid-off.

Earnings

Women's earnings have dramatically increased since 1960, when median earnings for women working fulltime in Alexandria measured \$29,406 (in constant 2007 dollars). In 2007, women working fulltime earned \$56,460 at the median, a 92 percent increase in real terms. Median earnings for all women in Alexandria, including those working part-time, were \$46,651.



Persisting Wage Gap

With this growth in median income for women, the gender gap for Alexandria's women has shrunk significantly over the past half century. In 1960 women in Alexandria earned 61 cents for every dollar made by their male counterparts. By 2007, Alexandria's women were earning 85 cents for each dollar of men's earnings, well above the national figure of 78 cents.

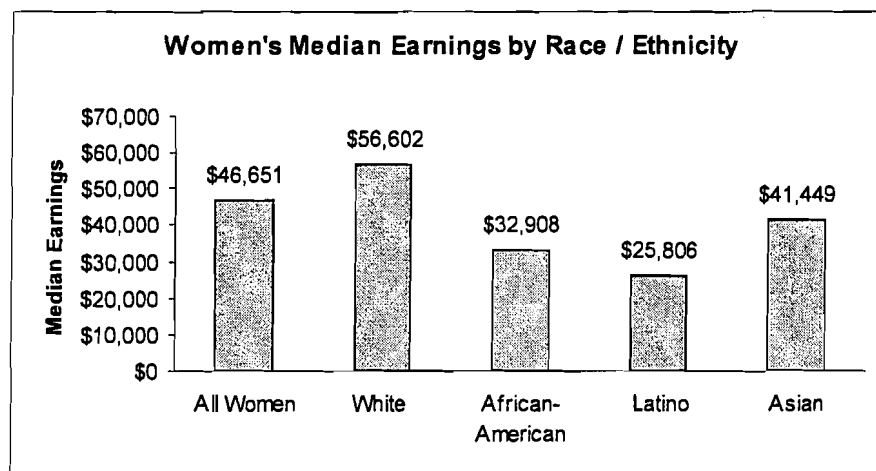
Differences in earnings between men and women can be partially explained by education, occupations, and work patterns, such as years of work experience, hours worked per year, full-time schedules, and periods of leave from the labor force.ⁱⁱⁱ Furthermore, when supply of labor for particular occupations is high compared to demand, wages tend to be lower. This is often referred to as "occupational crowding" and may explain part of gender gap in earnings.

However, even after controlling for work experience, education and occupation, an inexplicable gap remains. This suggests that **more may need to be done in areas of workplace policies and practices to allow women to work flexible schedules, enable them to more easily return to work after periods of leave, and ensure that women are treated fairly in hiring, promotion and salary decisions.** As discussed in the next chapter, the Commission for Women is concerned that data is not readily available on the City's own record as an employer with regard to the gender gap and related issues. The Commission believes that the City should be a role model in this arena and that data should be easily accessible.

Variations in Earnings Among Women

Earnings variations are greater among whole populations of women than between men and women in the same occupation, as measured by the wage gap. In 2007, more than one-fifth of women who work full-time year-round earn \$100,000 or more. On the other hand, one-quarter of women who work full-time year-round earn less than \$35,000. For women living alone, the median income was \$55,429, while women heading families with no spouse present earned a much lower median income of \$37,157.

Data show that, in general, women of color do not earn as much as white women. The chart below illustrates the differences in women's earnings across racial and ethnic lines. In 2007, the median earnings of African American women were only 58 percent of median earnings for white women. Latinas faced even greater disparity, earning under half of White women at the median. These figures include part-time and full-time workers.

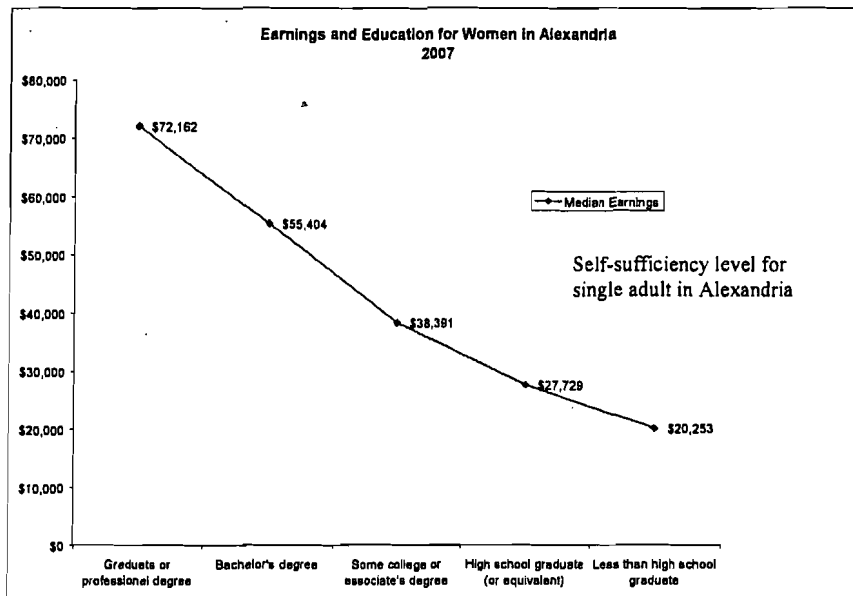


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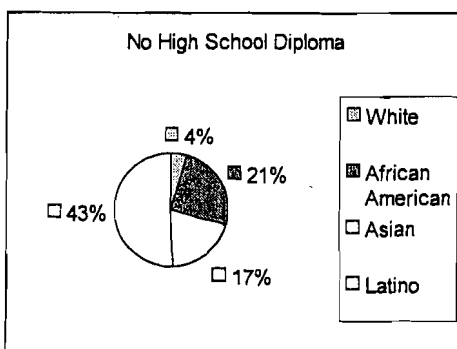
These disparate earnings may be explained in part by educational attainment, with women of color more likely to have dropped out of high school and less likely to hold advanced and professional degrees than White women. Age may be another factor, as the median age of Latina women in Alexandria is 24 compared to 38 for White women and 37 for African-American women. Such wide age differences may result in a gap in work experience between Latina and other populations of women. Limited English language proficiency levels among foreign-born populations may also explain part of the gap in wages among women. Finally, women of color may encounter discrimination in the workplace, affecting hiring, promotions and earnings levels. The data were not sufficient to determine if women of color with equal educational backgrounds earn less than their white female counterparts.

Education

Earnings are strongly correlated with education levels. In Alexandria, great educational disparities exist. The city is distinguished by having both the second highest educational attainment for women in the region and third-highest percentage of women without a high school diploma. Sixty percent of women in Alexandria are college graduates and one-quarter hold advanced degrees. Yet, one-fifth of African American women and more than one-quarter of Latino women do not have a high school diploma.



Low educational attainment is strongly related to lower earnings levels. Perhaps most importantly, women in Alexandria who obtain some level of college or an Associate's Degree earn at a level that is equal with self-sufficiency, as will be discussed further in section 3. Those with only a high school diploma or below earn at levels that do not allow them to support themselves or families without additional assistance.



Given the significant proportions of women of color without some college education, these women are at higher risk for not earning wages that allow for self-sufficiency. This is especially acute for the Latino population. Moreover, foreign-born women in Alexandria face major barriers to educational attainment and therefore have severely limited earnings potential.

Barriers Facing Foreign-Born Women

About one in four (26 percent) of Alexandrians was born outside the United States, as of 2007. About two-thirds of these new arrivals are not citizens. The largest segment, about 40 percent, comes from Latin American, a quarter each from Asia and Africa and nine percent from Europe. According to Census data, about one-third speak a language other than English at home. The percent of households where no English is spoken is 7.5 percent. The largest group of these linguistically isolated households is the Latino population.

Anecdotal data tells us that, given cultural barriers, family responsibilities and educational deficits, the women within these populations would reasonably face significant challenges, especially if they need to find work to support their dependents.

The cultural and economic landscape for these women has been changing swiftly and significantly. There is a lot of anecdotal evidence from the people who work on the frontlines with Alexandria immigrants regarding barriers, but none so dramatic as from those who offer education and training to better prepare foreign-born women for the workplace. Barriers impede their entry into the job market and make it difficult for them to advance if they do get a job. **The two biggest barriers, according to Alexandria educators, are childcare and proof of residency.**

Proof of residency is particularly tough, because these are rules the City government could change. In order to get in-city tuition, prospective students must produce a document that shows a negative TB test, taken in the last year, along with a picture ID (driver's license preferred), and proof of residency, such as a rental agreement, mortgage, electric bill, etc. The problem with these requirements is that many immigrants – especially newer ones – simply do not have these documents. Betsy Wong, Lead ESL Teacher, Adult Education, Alexandria City Public Schools, says many of the City's immigrants have multiple families and/or unrelated roommates living in single-family residents and apartments. Wong says that official documents have been harder to come by since September 11, 2001, and as federal and state laws have tightened, the situation has worsened.

Wong said they used to teach "banking literacy" along with ESL, teaching immigrants how to open bank accounts and write checks. Now, she says, she only teaches how to write money orders because almost no one in her classes have checking accounts. Because so few people could produce the required documents, Wong says the City came up with another way to prove residency. If a person claimed their rent or mortgage was in another person's name, they could get the in-city rate if that person would come in and sign a form, swearing that the prospective student lived with him/her. But in many instances, their housing situations are so precarious, which can include illegal sublets, that even that option does not work, and prospective students are turned away because they cannot afford the higher, out-of-city fee. Wong says this policy also sometimes puts Muslim women at a particular disadvantage, because no documents are allowed to be in their names.

Given cultural barriers, family responsibilities and educational deficits, the women within these populations would reasonably face significant challenges, especially if they need to find work to support their dependents.

The City as an Employer – Being a Good Example?

The 1974 *Report on the Status of Women* severely criticized the under-representation of women in the City government management and professional positions and the concentration of women in low paying clerical positions. Thirty years later, in 2005, this situation had dramatically changed, with women holding 56 percent of all managerial and professional city jobs (and 43 percent of all jobs). However – and regrettably - there has been no public reporting of city employment statistics since 2005. This omission from the City record, which continues despite multiple requests by the Commission for resumption, impedes the ability to assess the present situation.

Although recent information is lacking, there are indications that the City still has strides to make. Disparities continue to exist for minority groups, with African-American, Hispanic and Asian women underrepresented in management jobs. Within professional jobs, only Asian women are under-represented. Public safety positions in the police and fire departments are still largely held by men. Among department heads, the lowest graded positions are all held by women – and this cannot always be explained in terms of staff and budget size.

It is difficult to make judgments about pay equity for men and women in comparable jobs because the City has not made that information available or easily researchable. These reports have not been issued with any consistency for a number of years, despite repeated requests by the Commission for Women and others.

The dearth of city data makes it difficult to track the City's progress in diversity of all kinds.

SECTION TWO: WOMEN IN THE NEW ECONOMY

This chapter will examine women's participation in various industries and occupations that are thriving in the regional economy. It will also look at which industries and occupations have provided the highest earnings to women and those within which women struggle for economic equality and viability.

Industry Growth and Change

The Washington, D.C. metropolitan area experienced the second-highest job growth rate in the nation in the late 1990s. The proliferation of jobs in the area resulted from early investment in an information-based economy and the contracting of federal government services to private firms, among other factors. Between 1990 and 2000, the city of Alexandria added 8,225 workers to the economy and aggregate salaries of Alexandria residents rose from \$2.4 billion to \$4.7 billion, almost doubling in size, between 1989 and 1999.^{iv} Economic growth in Alexandria was closely linked to the growth in new and changing industries in the Washington metropolitan area. As is stated in the City of Alexandria's Consolidated Plan, "since the development of Alexandria's modern service-based economy in the 1980's, the City's economic performance has been linked closely to the strength of the metropolitan region's economy and to the City's success at promoting commercial development."^v

Regional Industry and Job Growth		
Industry	Jobs Added 1992-2002	Percent Change 1992-2002
Professional and Business Services	176,400	49.1%
Computer Systems & Design Related	53,900	82.2%
Management, Scientific & Technical Consulting Services	22,600	64.6%
Employment Services	22,400	92.9%
Construction and Mining	63,800	61.1%
Construction	63,600	61.5%
Information	30,800	35.8%
Education and Health Services	72,100	28.9%
Leisure and Hospitality	49,200	27.1%
Other Services	39,700	32.4%
Membership Associations and Organizations	29,200	32.0%

By 2002, the industries of professional and business services, education and health services, leisure and hospitality and other services (associations and non-profit organizations) represented 45 percent of the region's economy. These industries also dominated the economy and employment in Alexandria, where large service industries include professional, scientific and technical (15.8 percent of City employment in 2004), membership organizations and associations (7.5 percent), food and drink services (7.1 percent) and administrative and supply services (5.9 percent). Public administration made up 17 percent.

Some of Alexandria's large and growing industries are among the highest paying for women, including industries that provide professional, scientific, and technical services.^{vi}

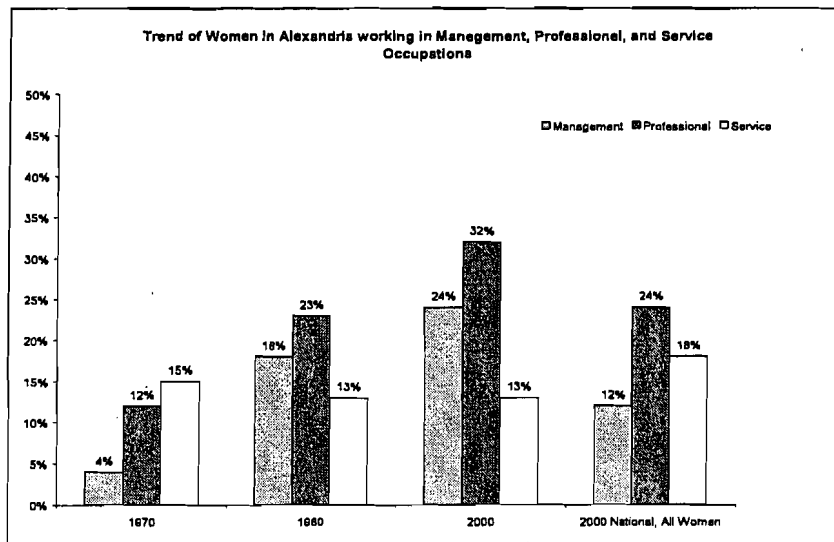
Highest Paying Industries for Women Alexandria, 2007	
Real Estate and Rental and Leasing	\$100,000+
Arts, Entertainment and Recreation	\$100,000+
Public Administration	\$79,371
Finance and Insurance	\$75,804
Professional, Scientific, and Technical Services	\$72,091

Women with the highest earnings are largely employed in the knowledge-based industries that expanded so dramatically between 1980 and 2000. Yet women have not fared as well in other growing industries, particularly those that do not require a highly skilled workforce. In the food and accommodation industry, for example, median earnings for women are only \$21,033. While only slightly below men in the same industry, the food and accommodation industry has the lowest earnings for women of all industries. Workers in this industry are also quite vulnerable to economic downturns.

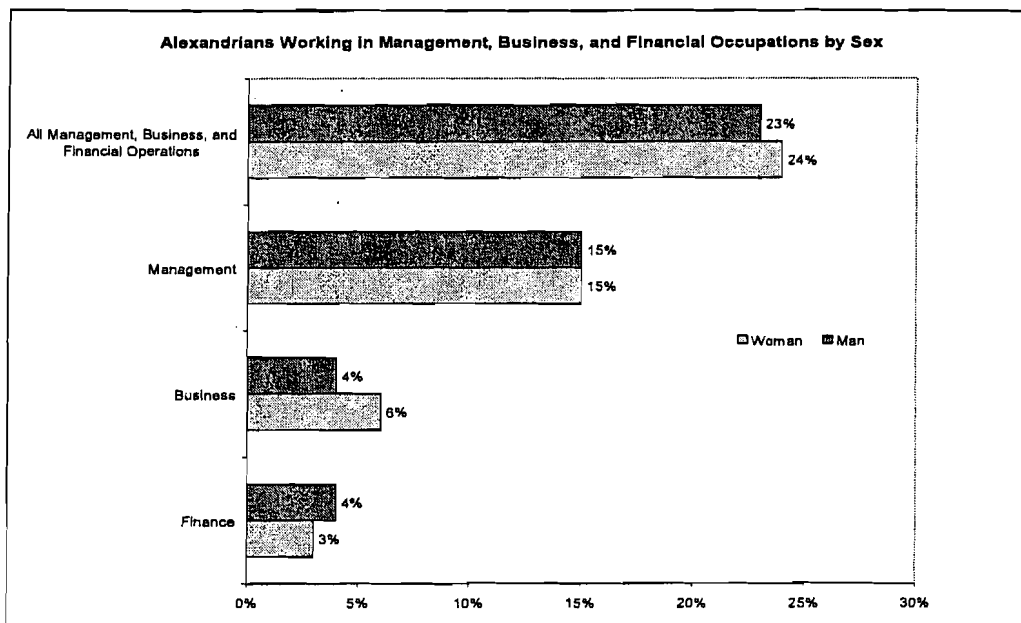
Also of note, women comprise a majority of workers in membership-based associations trade associations and organizations in Alexandria, but median earnings of women in that sector are only two-thirds that of men.^{vii}

Occupation Shifts

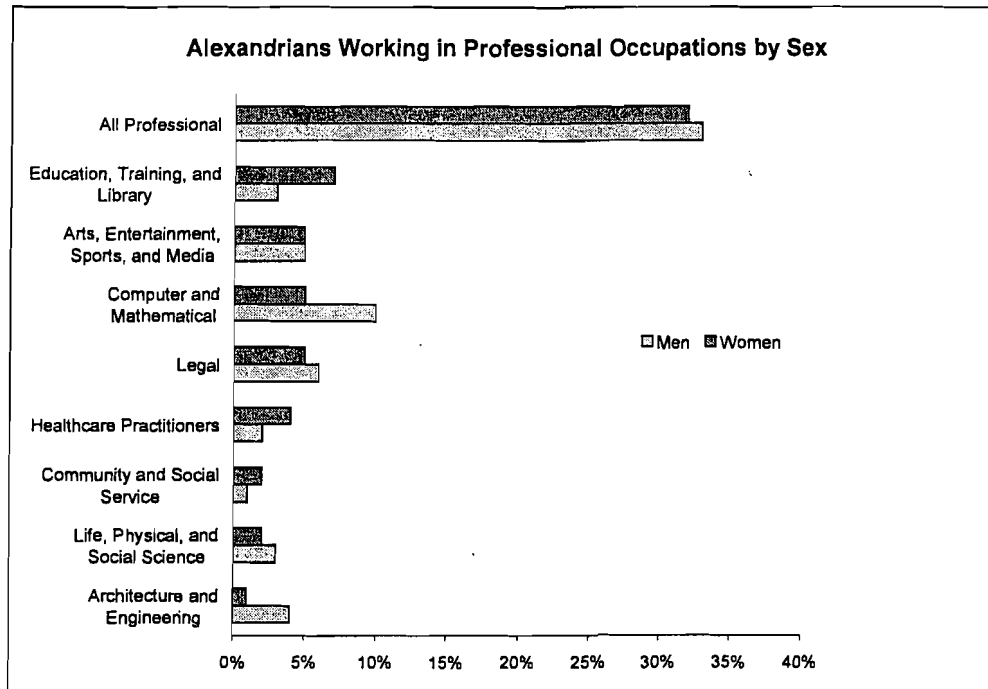
Women began moving into management and professional occupations in large numbers during the 1970s and continued that trend throughout the 1980s and 1990s. Women in Alexandria far exceeded the national proportion of women in management and professional occupations by the year 2000. The percentage of women in service occupations has remained steady over time and is lower than the proportion nationwide.



By 2000 women slightly outnumbered men in management, business, and finance occupations taken together.



The distribution of women in professional and related occupations in Alexandria is nearly on par with that of men. The most sizable differences can be seen in computer and mathematical jobs (more men) and education, training and library jobs (more women).



Flocking into management, professional, and related occupations has resulted in positive economic gains for women, as median earnings in these occupations exceed those in other occupations.

Median Earnings Across Professional Occupations
Alexandria 2007

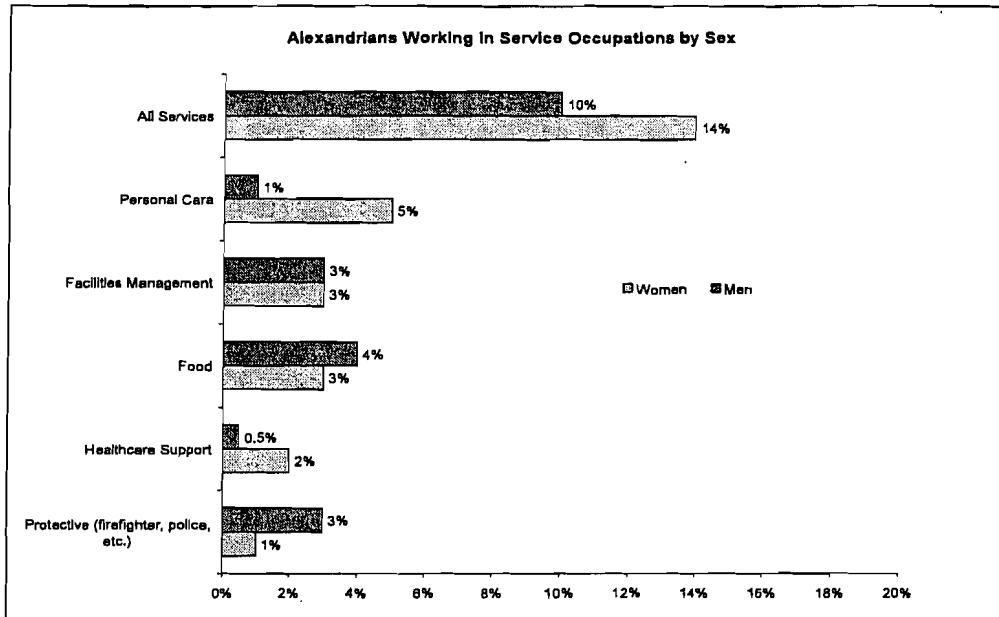
Occupation	Male	Female	Difference
All Management, Professional, and Related	\$ 87,954	\$ 71,708	82%
Management	\$ 90,983	\$ 91,642	101%
Business and Financial	\$ 81,838	\$ 65,753	80%
Computer and Mathematical	\$ 81,426	\$ 67,482	83%
Architecture and Engineering	\$ 83,590	\$ 71,402	85%
Sciences	\$100,000	\$ 74,030	74%*
Community and Social Services	\$ 58,835	\$ 36,979	63%
Legal	\$100,000	\$100,000	*
Healthcare Practitioners and Technical	\$100,000	\$ 62,271	62%

* Earnings estimates are captured as \$100,000 and above, prohibiting an accurate calculation of differences in earnings between men and women in these occupations.

Service Occupations

The number of female employees in service occupations has remained fairly stable since the 1970s, ranging from 15-13 percent. In 2000, about 10 percent of men worked in service occupations. The fewest women work in protective service occupations, such as firefighting and law enforcement. Men are least likely to work in personal care and health care support services. It is not clear whether these dichotomies reflect personal choice, discrimination and/or barriers to entry into jobs traditionally held by the opposite sex.

Across service occupations as a whole, women earn more at the median compared to men. Women's median



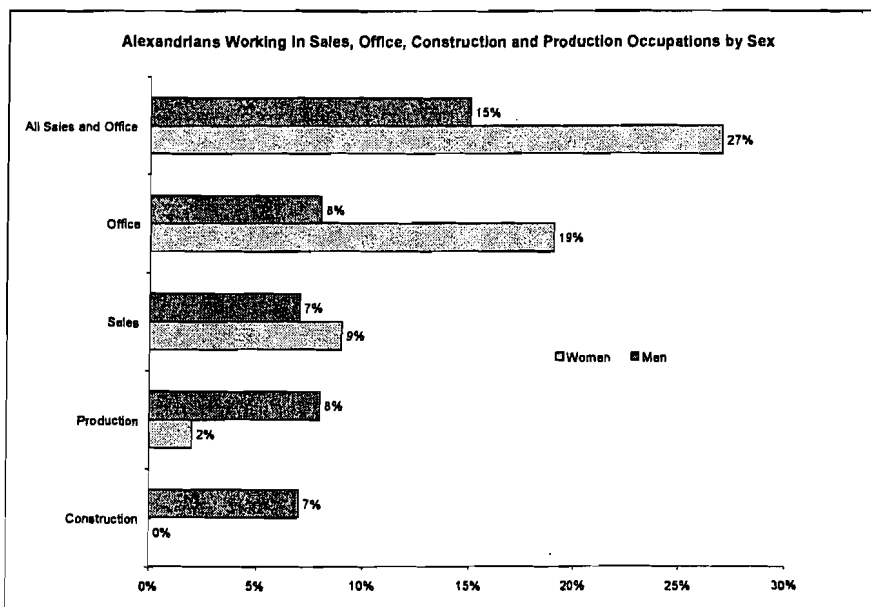
earnings across all service occupations exceeds men's earnings \$29,293 to \$21,998. However, earnings for both men and women in all service occupations, with one exception, are far lower than in professional occupations.^{viii}

Median Earnings Across Service Occupations

Occupation	Male	Female	Difference
Services Overall	\$21,998	\$29,293	82%
Protective Services	\$44,504	\$78,550	100%*
Healthcare Support	\$21,603	\$28,822	85%
Food Preparation and Serving	\$16,083	\$30,556	74%
Building and Grounds Cleaning and Maintenance	\$41,247	\$20,951	63%

*Women's overall earnings in these occupations are skewed upward by earnings for law enforcement workers, including supervisors, who earn more than \$100,000 at the median.

The data reveal that women in office and administrative support earn significantly more than in the other occupations listed. Women also populate these jobs in higher proportions and earn more than men, producing an inverse of the traditional gender gap in earnings. On the other hand, women in sales earn 71 percent of men's earnings. Within production, transportation, and material moving earnings for women are low and the gender gap is also substantial. Again, in several occupational categories, including motor vehicle operation, construction and extraction, and installation maintenance and repair, sample sizes for women were too small to accurately measure median earnings.



Median Earnings Across Sales/Office/Construction Occupations

Occupation	Male	Female	Difference
All Sales / Office	\$48,637	\$47,774	98%
Sales	\$53,088	\$37,810	71%
Office and administrative support	\$44,728	\$50,704	113%
Production, Transportation, and Material Moving	\$31,460	\$21,670	69%
Construction	\$30,168		*
Installation, maintenance, and repair	\$33,595		*

* Sample sizes for women are too small to accurately estimate median earnings.

Summary of Data

Nearly one-third of women in Alexandria work in professional jobs, 14% work in services and 27 percent work in office and administrative support or sales. The most popular single occupations for women are office and administrative support jobs (19 percent) and management jobs (15 percent). The median female worker in these jobs earns \$50,704 and \$91,642 respectively. These two occupations also have almost no gender gap in earnings. In the case of management jobs, men tend to earn slightly less than women.

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The next most popular occupations for women are in sales (7 percent), education, training and library (7 percent), personal care (5 percent), arts, entertainment, sports and media (5 percent), and legal occupations (5 percent). Within these jobs, highest earnings are garnered by women in legal occupations. Data are not sufficient to determine possible gender gaps in earnings within legal occupations.

Education, training, and library workers and women in arts, entertainment, sports and media occupations earn more moderate salaries. Women in education, training, and library occupations earn more than men. Women in arts, entertainment, sports and media face a gender gap in earnings of 84 cents per dollar.

Women in personal care are at lowest end of the earnings spectrum. The gender gap in earnings in these jobs is not available as the sample size of men is too small to make an accurate estimation.

Significant numbers of women in Alexandria have shared in the economic dividends from growth in the regional economy and the development of knowledge-based industries. Women fill the ranks of the new knowledge economy, and also the services that have accompanied these economic and societal changes. The degree that women have benefited economically from these changes varies by race, ethnicity, educational background, skill and a variety of other factors. Women in the service sector and in lower-skilled occupations have not benefited to the same degree as women in knowledge-based industry and professional occupations. Without additional skills or training, women in the lower-skilled occupations may find themselves with limited job mobility in the modern economy, due to narrow skill-sets.

SECTION THREE: SELF-SUFFICIENCY AND OBSTACLES TO ECONOMIC SECURITY

Women in Alexandria have made significant strides in educational attainment, labor force participation, entering new and growing industries, occupying professional and management jobs and garnering relatively high median earnings. But do these accomplishments provide enough economic income and stability for a reasonable quality of life in Alexandria? This chapter will examine income levels necessary for self-sufficiency in Alexandria and how women from different backgrounds and in various family situations are faring against self-sufficiency measures. The chapter will also examine two major challenges to women's self-sufficiency and economic well-being: housing and child care.

Getting by in Alexandria: What does it take?

According to the self-sufficiency standard, a single adult in Alexandria needed an annual income of \$31,704 (in 2007 dollars) to meet his/her basic needs without public or private subsidies.

This standard, developed by Dr. Diana Pearce in conjunction with Wider Opportunities for Women (WOW), represents a threadbare budget for individuals and families in specific locations. It measures the cost of housing, child care, food, transportation, health care and taxes. It does not include spending for entertainment, savings, credit card debt or emergency expenses. Of course, these expenses do arise and therefore the actual amount needed to get by day-to-day in Alexandria is actually higher than the calculated levels. Nonetheless, the standard presents an adequate baseline for measuring the basic wellbeing of women in Alexandria based on income level. The amount of earnings needed to achieve self-sufficiency in Alexandria for various family compositions is listed in the table below. Monthly costs are in 2000 dollars.

Monthly Costs in 2000 dollars	Adult + preschooler		Adult + schoolage teenager		Adult + infant preschooler		2 Adults + preschooler		2 Adults + schoolage teenager		2 Adults + infant preschooler	
	Adult	preschooler	preschooler	schoolage	teenager	schoolage	2 Adults	preschooler	preschooler	schoolage	teenager	schoolage
Housing	1125	1277	1277	1277	1647	1647	1125	1277	1277	1277	1277	1647
Child Care	0	827	1227	400	1899	1899	0	827	1227	400	1899	1899
Food	204	308	460	530	538	538	401	499	633	700	697	697
Transportation	114	114	114	114	114	114	229	229	229	229	229	229
Health Care	126	391	410	441	419	419	431	440	459	490	468	468
Miscellaneous	157	292	349	276	462	462	219	327	382	310	494	494
Taxes	467	901	992	712	1585	1585	518	887	964	683	1365	1365
Earned Income												
Tax Credit (-) Child Care	0	0	0	0	0	0	0	0	0	0	0	0
Tax Credit (-) Child Care	0	-50	-100	-53	-100	-100	0	-50	-100	-50	-100	-100
Child Tax Credit (-)	0	-83	-167	-167	-250	-250	0	-83	-167	-167	-167	-250
Self-Sufficiency Wage												
-Hourly	\$12.47	\$22.59	\$25.92	\$20.07	\$35.88	\$35.88	\$8.30	\$12.36	\$13.93	\$11.00	\$11.00	\$18.32
							<i>per adult</i>	<i>per adult</i>	<i>per adult</i>	<i>per adult</i>	<i>per adult</i>	<i>per adult</i>
-Annual	\$26,331	\$47,702	\$54,733	\$42,379	\$75,774	\$75,774	\$35,076	\$52,209	\$58,834	\$46,458	\$46,458	\$77,379
Annual in 2007 dollars	\$31,704	\$57,437	\$65,903	\$51,028	\$91,238	\$91,238	\$42,234	\$62,864	\$70,841	\$55,939	\$55,939	\$93,170

Source: Wider Opportunities for Women, self-sufficiency standard

How are different populations of women faring?

In 2007, women's median annual earnings were \$46,651, giving women at the median a cushion of nearly \$15,000 in earnings above minimal self-sufficiency levels of \$31,704 for a single adult. The vast majority of full time workers can support themselves with their earnings, although not all. U.S. Census data from 2000 revealed that about 80 percent of women who worked full-time year-round earned more than self-sufficiency levels. That means nearly one-fifth of full-time women working did not, earning less than \$25,000 that year. **Three groups of women – Latinas, single mothers, and the elderly – fare the worst in the face of cost of living increases in the City.**

In 2000, Latina women earned (at the median) just slightly above self-sufficiency levels. Seven years later, Latina women's earnings have not kept pace with cost of living increases in the city. The median earnings of Latina women, \$25,806, were not enough to provide for basic living in Alexandria in 2007. Median annual earnings were \$5,900 below the income level needed for basic survival in Alexandria for a single adult. To bridge that gap, Latina women at the median earning level would need to earn about a quarter more than their existing salaries.

The median income for female-headed household with children under 18 years of age was \$33,324 in 2000. According to the standard for Alexandria, an adult with two children needed about \$48,000 to achieve self-sufficiency in 2000. This left a gap of almost \$15,000 between earnings and self-sufficiency for these families. The situation had worsened by 2007. Median earning for single mothers measured \$37,157 in 2007, a gap of nearly \$20,000 below self-sufficiency averages for an adult with two children. Perhaps not surprisingly, the proportion of female-headed households in Alexandria dropped from 18 percent to 15 percent between 2000 and 2006. It is logical to conclude that many of these families were essentially priced out of the City and that the situation may be getting worse in today's grim economic climate.

Median income for women over age 65 living alone in Alexandria in 2007 was \$36,351. These women had just enough income enough for self-sufficiency in 2007, as measured in the standard described above. However, **costs for the elderly likely exceed those listed in the self-sufficiency standard, particularly costs related to health care.** Many of the elderly also live on fixed incomes that do not adjust as quickly as costs in the city. Thus, elderly residents in Alexandria may be worse off than suggested by the self-sufficiency standard. Indeed, high proportions of the elderly in Alexandria live in poverty, as will be discussed in Section 4.

Obstacles to self-sufficiency and economic well-being

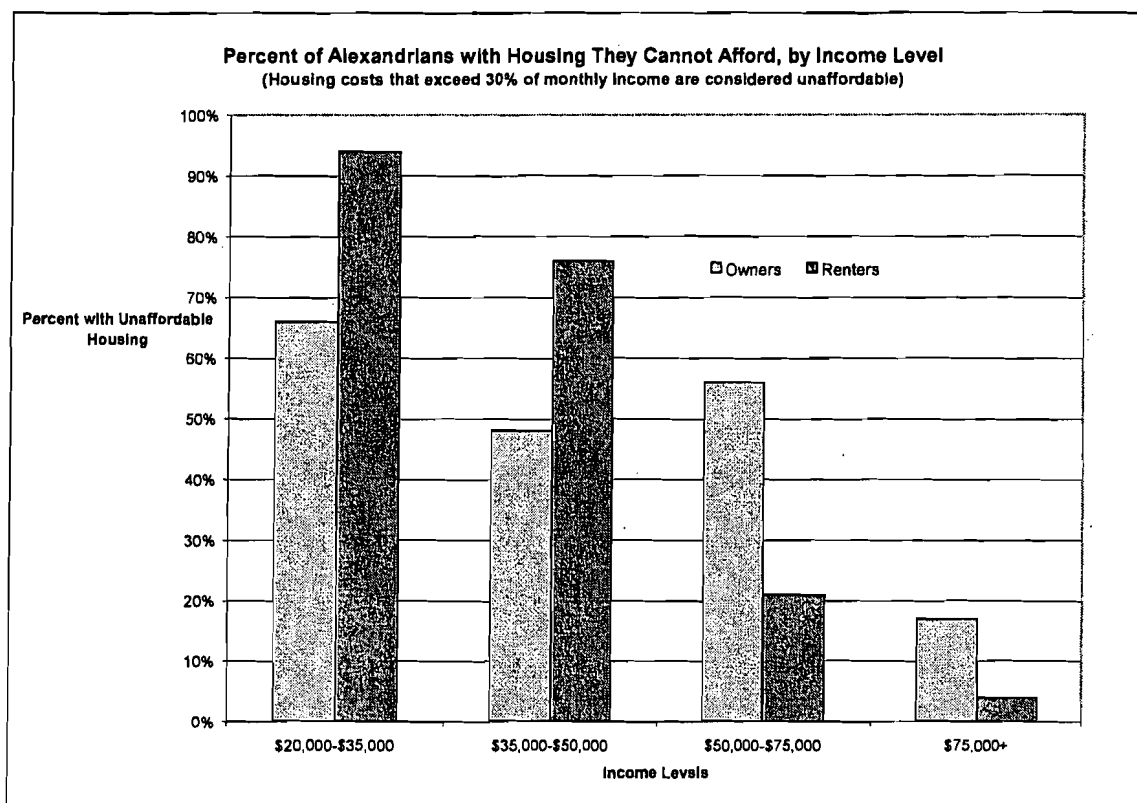
The self-sufficiency index illustrates that the greatest expense for Alexandria adults, living on such a minimal budget, is housing. For families with children, childcare is often the second biggest expense. Beyond straight cost impact, childcare availability and quality also exerts influence over employment and educational advancement decisions of women with children. Taxes and food represent further significant costs for Alexandria residents living on a bare bones budget.

Housing

Population increases, earnings increases, and a real estate market boom have resulted in increasingly expensive housing in Alexandria. About 40 percent of Alexandria's housing is owner-occupied. Between 1997 and 2005, the housing price index in the greater Washington metropolitan area grew 153 percent. By May 2006, the median cost of a single-family home in Alexandria was \$606,000. The median cost of a condo was \$325,000. Only 16 percent of the single-family homes sold in Alexandria at that time sold for less than \$500,000. In addition to sale prices, homeowners have also faced increases in assessed values of existing homes and the resulting increase in property taxes. While housing prices are dropping rapidly today, the collapse of the credit market allow few to access these lower prices.

About 60 percent of Alexandria's housing stock is rental units. Similar to homeownership costs, rental rates in Alexandria have increased dramatically. The City's 2004 Market Rent Survey indicated that rental rates for apartments of all bedroom sizes increased by over 60% between 1990 and 2004, excluding efficiencies. The number of apartment units that are affordable for residents who earn 60 percent of median income decreased by more than half between 2000 and 2007. For residents with very low income, the number of affordable apartment units shrank from 10,374 to 583.^{ix} Lack of affordable rental units has a particularly strong impact on female-headed families, as about 70 percent of these families are renters.

Most housing experts label housing as "affordable" when its costs do not exceed 30 percent of a family's gross income. The chart below illustrates that the overwhelming majority of Alexandria residents who earn less than \$50,000 annually cannot afford rental rates (or homeownership) in the city by this guideline. In total, about 23 percent of homeowners and 33 percent of renters in Alexandria cannot afford the housing in which they live.^x



In 2004, the average rent for a one-bedroom apartment was \$1,173 and \$1,490 for a three-bedroom apartment. A tenant would need to make an annual income of \$46,950 in order to afford rent for a one-bedroom apartment. To afford the average price of a three-bedroom apartment, the tenant would need to make \$59,200 in annual income.

These rental rates are beyond what is affordable to both African-American and Latino women earning at the median.^{xi} Single mothers and their families, earning at the median, are also unable to afford the average rental rates for one-bedroom unit, let alone units with two and three bedrooms. Indeed, women-headed households at the median income can afford only about 17 percent of homes in the city, compared to 49 percent of home that are affordable for married couples at the median.^{xii}

Efforts to Make Housing Affordable

The city has taken several aggressive measures to offset the affordable housing crisis in Alexandria. These efforts include outreach, subsidies, transitional housing and emergency shelter. In June 2006, the City sponsored an Affordable Housing Summit that served to educate residents regarding residential development projects and increased units of affordable housing. The City has also developed property tax relief measures that help homeowners, reducing the tax rate by nearly 13 percent from a high of 1.11 per \$100 of assessed value in FY 2000 to 84.7 for FY 2007. The City has added programs to assist the elderly in aging in place. Alexandria also boasts sponsored financial programs to help city government and Alexandria City Public School employees buy homes.

About 7 percent of the total 69,254 housing units citywide were subsidized in 2005, improving affordability for the 33 percent of renters who need it. The Alexandria Redevelopment and Housing Authority subsidized 60 percent of these units and the rest were privately subsidized.

Alexandria also has three year-round emergency shelters for those without permanent housing. These include Alexandria Community Shelter (65 beds), ALIVE! House (18 beds), and Carpenter's Shelter (80 beds). In 2005, 54 TANF households with 184 persons sought emergency shelter at Carpenter's Shelter.^{xiii} One-third of unaccompanied adults at Carpenter's Shelter were women over the period 2002-2005. Three times as many single-mothers seek assistance at Carpenter's shelter compared to single-fathers and five times more than two-parent families.

Additionally, women fleeing from domestic violence can seek temporary housing at the 17-bed Alexandria Women's Shelter, operated by the Office on Women. Shelter Director Claire Dunn has noted that locating housing is one of the major issues faced by the Shelter residents upon departure.

The City has four non-specialized transitional housing programs for 63 individual and family households, operated by Community Lodgings, Inc., Carpenter's Shelter, Salvation Army, Northern Virginia Family Service and the Arlington-Alexandria Coalition for the Homeless. Guest House also offers nine beds to female ex-offenders for 120-day program. In addition to shelter, transitional housing programs offer case management and supportive services. These programs aid recipients in moving toward more permanent housing, usually with non-specialized housing subsidies.

Childcare

The need for childcare is significant. Nationally, 60 percent of two-parent families have both parents employed outside the home and 70 percent of single mothers are in the paid labor force. In Alexandria the numbers are even higher: 76 percent and 84 percent respectively.^{xiv} Thus, childcare is an extremely important need facing women and families in Alexandria.

Child care represents an increasingly necessary, but expensive component to costs of living in Alexandria. Families who cannot find affordable, reliable, and high-quality child care often forgo jobs and continuing educational opportunities. Yet, working families often spend 17-25 percent of their monthly income on child care, exceeding the nationally recommended rate of 10 percent of monthly net income. For families on the bare self-sufficiency budget, childcare represents the largest monthly expense outside of housing.

Meeting Child Care Needs

In response to the ever-growing need for child care, the City of Alexandria has developed dynamic and expansive child care programs for children from birth through age 18. First the City focused on quality. In 2002, Alexandria earned national recognition as the best city in the USA for child care services.^{xv} Part of the city's child care resource excellence is related to the fact that more than 65 percent of child care centers are accredited by the National Association for the Education of Young Children (NAEYC) compared to 8 percent in the state and 7 percent nationally. Alexandria is also one of only three jurisdictions in the state that regulates small, private, home-based childcare providers.

Second, the City provided a program for the poor. The City's Early Childhood Education and Child Day Care programs have operated under a \$10 million dollar annual budget. These funds are distributed among 25 centers with programs aimed at primary intervention and prevention to families who are in poverty or are lower-income. Programs vary according to age group, location, and content such as home or center-based preschool, before and after school, youth at risk, special programs for fathers, subsidized tuition assistance for parents seeking college education in child care education as well as child care for parents enrolled in college-level vocational training programs.

The City also subsidizes child care via contracts with approximately 150 home-based child care providers who charge fees on a sliding scale for families making up to 250 percent of federal poverty thresholds. These subsidies reduce childcare costs to no more than the federally recommended 10% of a family's gross monthly income.

Residents within the city continue to cite childcare as one of the greatest obstacles they face. In the Alexandria Human Services Needs Assessment, **lack of childcare and after-school programs was cited repeatedly as an area of greatest need by stakeholders and residents alike.** Stakeholders from the Youth Services Coordinating Council cited a lack of before and after school programs in Alexandria's West End. Focus group participants from the Parent Leadership Training Institute wanted more affordable and accessible day care options. They also spoke of the lack of recreational programs for children after school.

The City's subsidized child care programs are intended to help families move from poverty to economic self-sufficiency and data suggest that the subsidies and city day care centers have enabled more families to receive child care, reduce the economic burden on families and provide positive outcome for children. Moreover, the percentage of children entering kindergarten having had a structured preschool experience has increased from 47 percent in 2001 to 65 percent in 2006. This translates into better academically prepared children who face better earnings prospects throughout the lifespan.

Unsubsidized child care – primarily for moderate and middle-income families – remains a challenge. Most day care centers and home-based providers maintain long wait lists and can charge as much as \$15.00 per hour for basic services. This expense, the so-called "Mommy Tax," in essence reduces a woman's annual wage by \$20,000 and makes labor force participation far less attractive.

SECTION 4: WOMEN AND POVERTY

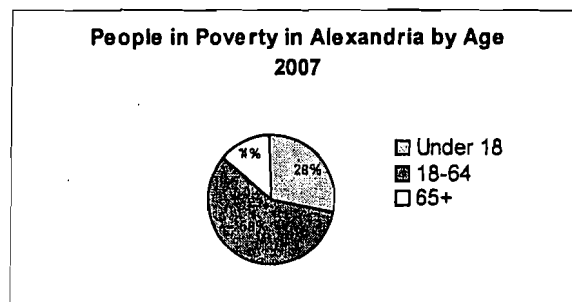
In 2007, ten percent of women in Alexandria lived in poverty, compared to six percent of men. These women struggle to survive on a daily basis in one of the wealthiest areas in the country. This section will look at women in poverty in Alexandria and the barriers to economic security they face.

Defining Poverty

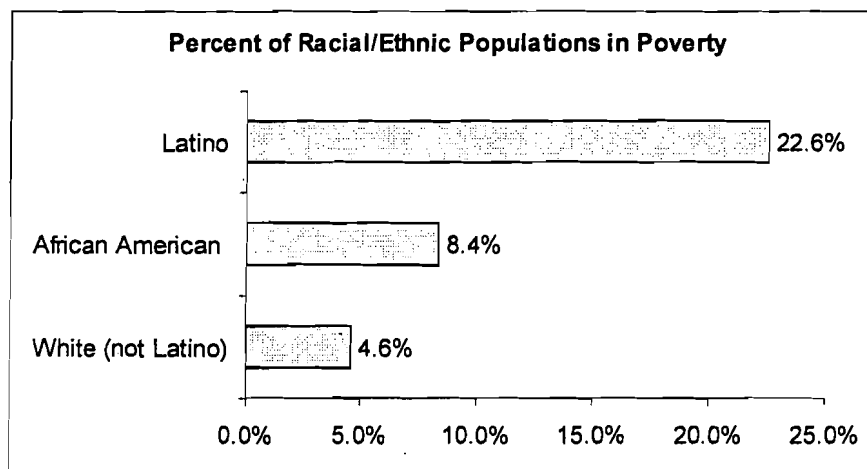
Federal poverty thresholds are used for computing qualification to a number of federal and state programs for low-income individuals and families. The federal poverty level varies by family size and by age (if one lives alone). For a person under age 65, the poverty threshold in 2007 was \$10,787. It is slightly lower for those older than 65. The weighted average poverty threshold for a family of four was \$21,203 in 2007. Federal poverty thresholds do not vary by locality. In a city with a high cost of living, such as Alexandria, thresholds are far lower than the income levels needed for self-sufficiency. Thus, the poor in Alexandria are in dire straights economically and require public assistance and other supports to get by.

Poverty in Alexandria

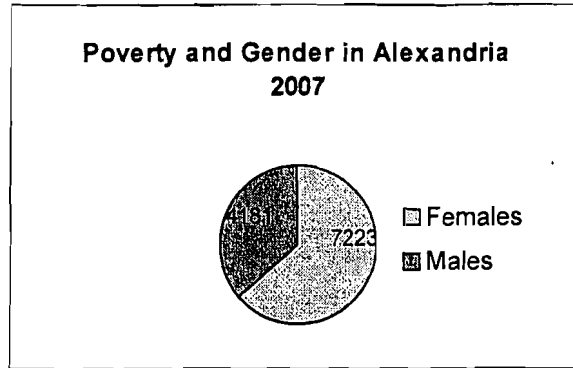
The majority of people in poverty are of working age, between 18 and 64 years old. The percentage of children in poverty (12 percent) and the elderly in poverty (11 percent) is higher than the percentage of those of working age (6 percent), however.^{xvi} For elderly married couples, the poverty rate is 10 percent. **For single elderly women the poverty rate jumps to nearly 30 percent.**



The Latino population has a much higher share of people living in poverty than African-Americans and whites, non-Hispanic. Latina women face compounded circumstances that can trap them in poverty – including language barriers, cultural barriers and lack of education. **More than 50 percent of Latino single mothers in Alexandria live in poverty.**



Close to two-thirds (63%) of Alexandrians living in poverty are women and girls.

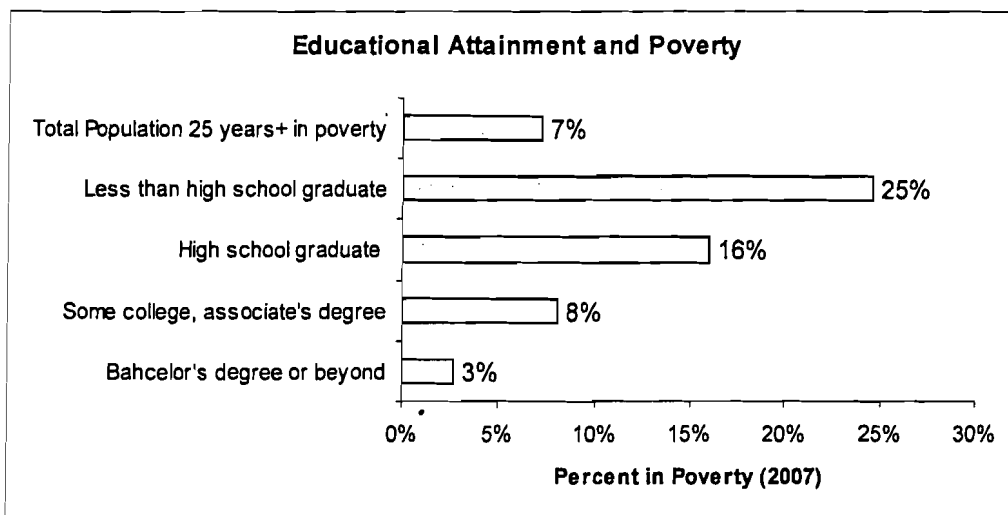


More than 22 percent of single mothers with children live in poverty, compared to 1.5 percent of married-couple families with children. Also, poverty is positively related to family size for single mothers.

In sum, poverty in Alexandria is deeply affecting single-mothers and their children, the Latino population in general and Latino single-mothers in particular, as well as elderly women who head their households (and most likely live alone).

Poverty and Education

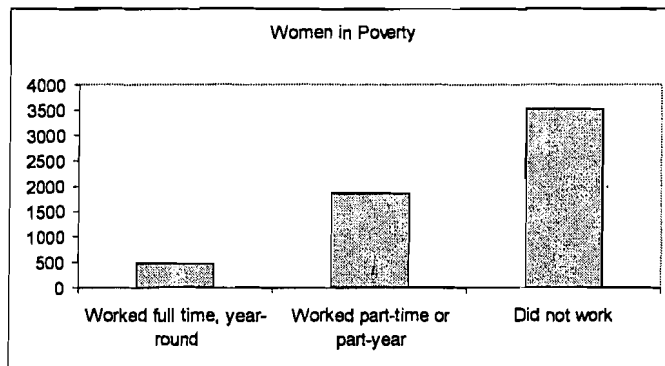
The higher one's educational attainment, the less likely one is to live below poverty thresholds. In fact, the poverty rate for Alexandrians who do not have a high school diploma is more than three times the rate for the adult population (25 years+) in general. One-third of women in poverty do not have a high school diploma. For single mothers, this proportion rises to 56 percent.



Given educational attainment is low among women living in poverty in Alexandria, it follows that finding effective ways to further educational opportunities or skills training is essential for alleviating poverty in the city.

Poverty, Unemployment, and the Labor Force

With lower educational attainment, women in poverty need assistance to move into the workforce, including locating and retaining employment. Most are not in the labor force at all. **Just 39 percent of both women and men in poverty are in the labor force.** Unemployment rates reflect residents who consider themselves in the labor force, but are unable to locate or maintain employment. Clearly, women in poverty require more supports for entering and retaining employment than women as a whole.



Despite high rates of unemployment and low labor force participation, 31 percent of women in poverty work part time (or part of the year) and 8 percent work full time. When women in poverty head households, with no spouse or partner present, they are even more likely to work part-time (58 percent) and full time (9 percent).

SECTION FIVE: CHAPTER SUMMARIES AND KEY FINDINGS

Each section of this report contains findings that reflect the economic wellbeing of women in Alexandria. Section One illustrated the large gains in women's earnings over time. That chapter also showed the wage gap between men's and women's earnings that persists, despite having lessened over the past generation. Differences in earnings between African-American, Latina, and White women were also noted, with particular attention given to the barriers faced by foreign-born women.

The second section of the report showed a dramatic shift of women into professional and management occupations since the 1970s and concomitant entry into jobs in the highly skilled service economy. Women's movements into these arenas have impacted overall earnings gains and have provided women with significant roles in the modern economy. However, Alexandria's economy overall has bifurcated into the high-wage knowledge economy and low-wage service sector economy. Women with less education and training have not achieved equivalent gains and may face economic insecurity despite holding full time jobs.

Section Three examined earnings needed to achieve self-sufficiency in the City. Women as a group earn enough at the median, to provide for themselves and families without needing additional assistance, but important subgroups such as elderly women who live alone and single mothers do not reach this threshold. Additionally, the median earnings of women with associates degrees, or some college, are enough for self-sufficiency. Median earnings of women with lesser amounts of educations do not meet this cut-off. Moreover, in Section Three, two of the largest costs to Alexandria were examined: housing and child care. It is no secret that these costs have increased dramatically over the past ten years. But more interestingly is the fact that that, as the income required for self-sufficiency increased, the proportion of single mothers and elderly women in the city has dropped.

Finally, Section Four explored women and poverty in Alexandria. Close to two-thirds of all Alexandrians in poverty are women and girls. And the populations with the highest poverty rates include elderly women living alone and single Latina mothers.

Based on these and other findings, the Commission for Women has identified the following four areas of concern:

1. English language acquisition and educational advancement
2. Child care
3. Housing options for the elderly
4. Availability of data on gender for city employees and service utilization

These issues are of prime importance to the economic security and wellbeing of women and the City and can also be appropriately addressed on the local level.

Educational and Language Attainment

Median earnings levels reflect wide differences in economic security between white women and women of color. As separate groups, African-American and Latina women earn more than levels needed for self-sufficiency, although this is barely true for Latina women. Single mothers as a group, on the other hand, earn less than the income needed to support a family without assistance. Furthermore, Latina single mothers face the highest poverty rates of any group examined in this assessment, at 50 percent. The Commission for Women recognizes that the barriers faced by women of color and in particular foreign-born women are multi-faceted and complex. Earnings differences may, at least in part, reflect discrepancies in educational attainment and skills. Latina women have the lowest high school graduation rates of any population of women in the city. Single mothers also tend to have lower educational attainment than other women. These data illustrate the difficulty of staying afloat economically when faced with multiple challenges, such as limited English proficiency and being a single parent.

Advancements in English language proficiency would positively impact economic security for women facing deficiencies in this area. The Alexandria City Public Schools currently offer English as a Second Language (ESL) courses to adult residents. Discussions with stakeholders in the ESL community suggest that current arrangements for providing these courses may not be most effectively matching the needs of the community that they serve. The Family Literacy Program has been suggested by those working with the ESL community as a model that might better meet the needs of Alexandria residents seeking to improve their English language skills. This program provides ESL instruction to adults in conjunction with childcare and the provision of information on city services and resources. It is currently offered at 12 sites in Fairfax County, where it is considered very successful. *In order to more fully understand how to enable residents to take advantage of English language learning opportunities in the community, further exploration into the structure of adult ESL programs is needed, with specific consideration toward the Family Literacy Program model.* Conducting a pilot program, bringing the Family Literacy Program to at least one site in Alexandria, may provide the City needed insight into the effectiveness of such a model in our community.

In addition to language acquisition, many foreign-born women lack the educational background and skills to advance in the city and regional economy. *The Commission urges further attention to the pipeline between basic English courses for adults and skill-building opportunities, such as courses at the Northern Virginia Community College and/or internship and apprenticeship programs for adults.*

Childcare Needs

As illustrated in Section One, women in Alexandria are engaged in the paid workforce at rates that equal other jurisdictions in the region and exceed rates of the nation as a whole. This trend, however, does not hold for women in Alexandria with young children. Does this reflect personal choices of women in Alexandria or is there something else accounting for this discrepancy? As Section Three illustrates, women in Alexandria have recently cited childcare as one of the greatest obstacles they face. A lack of affordable childcare can close employment options for women, reduce availability for work, inhibit educational advancements and burden the job search process. Affording childcare is also particularly difficult for the women who need it most, single mothers. The Commission for Women believes that childcare is a critical issue underlying the economic options and security of women in the city.

The Commission for Women also finds that the exact nature of the problem is not currently understood and requires further inquiry. For example, it is possible that the city is experiencing a shortage in supply of child care and that there is simply not enough to meet demand. In addition, the City's programs are targeted to low-income families, but prices have risen to such a degree that lack of affordability affects the work-life decisions of moderate and even middle-income women. It may also be that the type of childcare available and/or affordable does not match the needs of parents. Childcare programs are generally offered on a full-time basis and those parents who need temporary care, to attend a job interview for instance, may not be able to locate such a service. Convenience of childcare to living and working locations are probably contributing to difficulties in access.

Thus, childcare is a critical issue underlying the economic options and security of many women in the City. Detailed inquiry is beyond the scope of this Report, and therefore the Commission recommends that the City works and share existing information with the Commission's newly-formed Mothers Support Committee, which is working to gather information from women and stakeholders throughout the City about obstacles to childcare and related issues.

Housing for the Elderly

As women's earnings have increased in Alexandria, so have costs of living in the city. Housing has become increasingly unaffordable; women-headed families can only afford 17% of homes in the city and rental rates are not affordable for the median earnings of African American and Latina women, and women who head families. For many, fast-rising costs have outpaced increased earnings: median income in the Washington, D.C. area increased by 14 percent between 2000 and 2007 while the market rate for a two-bedroom apartment in Alexandria increased by 47 percent.^{xvii} Furthermore, the impact of the national housing crisis on housing costs in Alexandria cannot be predicted as of the writing of this report, but it is clear that considerable additional economic pressures will be felt by residents of the City.

Among those Alexandrians most impacted by cost of living increases are women who single mothers and the elderly. These two groups of residents face some of the highest costs for basic living in the city and tend to have more limited resources. As such, single mothers and elderly women have increasingly moved out of Alexandria. One of the major costs facing single mothers is addressed in the findings on childcare. Many single mothers may also benefit from proposals listed in the second key finding on education advancements and English language acquisition. The elderly, on the other hand, might be more likely to benefit from housing options that enable them to keep existing dwellings or move into more affordable options.

The Commission for Women, therefore, proposes the exploration of creative housing options for elderly residents of Alexandria. Community living arrangements might be of particular interest to residents and more practical in terms of requiring fewer public resources than other affordable housing options. The Commission for Women is making plans to arrange for a commission liaison to the Alexandria Commission on Aging to further look into this, and other related issues. The Commission also applauds the current services the city provides to its elderly residents and would support additional city efforts to expand housing options for the elderly in Alexandria.

Data on the City of Alexandria as an Employer

As the Commission for women pursued information in the compiling of this report, it encountered numerous obstacles to accessing the most recent city statistics regarding salary, hiring, and promotion of women and minorities. Despite repeated and persistent requests for it, **there has been no public reporting of city employment statistics since 2005**. The Commission has found that the dearth of such data makes it difficult to track the City's progress in diversity of all kinds, including information on women-owned businesses in the city. While the Commission commends the city for its living wage policies and the support provided to women business owners through the Small Business Development Center, the Commission urges the city to make data on its workforce more easily accessible – and in real time – to concerned citizens.

As such, the City should resume annual publication of data showing the diversity of the City workforce, as well as the hiring, promotion, training data by gender. The City should also require the Small Business Development Center to collect demographic data on clients it services.

Report Recommendation

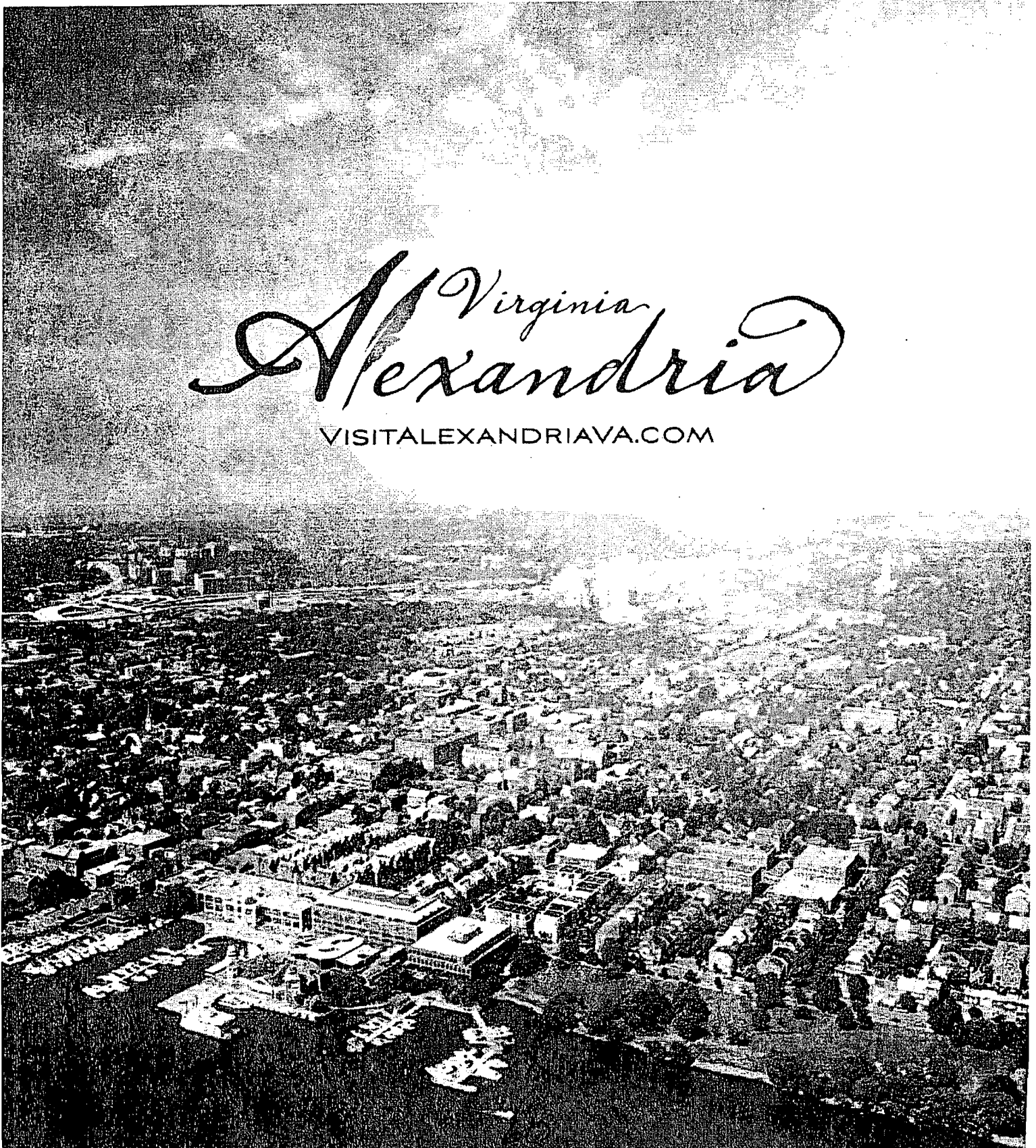
The Commission for Women recommends that the City form a working group to further examine obstacles to educational and language advancements for Alexandria's foreign-born population of women, access and utilization of high-quality child care, and easing cost of living impacts on the elderly. The working group should serve as a body to gather relevant information, analyze possible solutions and outline an action strategy for the City Council to address these areas of concern. In so doing, the Commission for women would encourage the City and the recommended working group to collaborate and share existing information with the Commission for Women's newly-formed Mothers Support Committee, the ESL program within the ACPS, and stakeholders and advocates within the elderly community in Alexandria.

- i. Goldin, Claudia. *Understanding the Gender Gap: An Economic History of American Women*. 1990.
- ii. All data cited are from the United States Census, American Community Survey of 2007, unless otherwise noted.
- iii. Government Accountability Office (GAO) report.
- iv. City of Alexandria, VA, FY 2006-2010 Consolidated Plan. 2005. p. 7.
- v. City of Alexandria, VA, FY 2006-2010 Consolidated Plan. 2005. p. 7.
- vi. Despite high overall earnings, women in these industries earn .76 per dollar of male earnings.
- vii. Earnings gaps based on 2006 American Community Survey, U.S. Census data
- viii. Law enforcement occupations, which fall within the service sector, are high-paying at the median. Median earnings for men and women both exceed \$100,000 for these occupations in Alexandria according to the 2006 American Community Survey, U.S. Census.
- ix. Alexandria Human Services Needs Assessment
- x. Represent figures based on American Community Survey data for 2006.
- xi. Affordability for renters is defined as housing costs not exceeding 30% of gross annual income.
- xii. Washington Area Women's Foundation. Alexandria Fact Sheet. 2003.
- xiii. Carpenter's Shelter Annual Report, 2005.
- xiv. U.S. Census, American Community Survey, 2007.
- xv. Ladies Home Journal, 2002.
- xvi. About 28% of Alexandrians in poverty are children under age 18 and 14% are over the age of 65, according to American Community Survey data from 2007.
- xvii. Alexandria Human Services Needs Assessment.

2009 ANNUAL REPORT

Virginia
Alexandria

VISITALEXANDRIAVA.COM



Our Mission

The mission of the Alexandria Convention & Visitors Association is to generate tourism and conventions that increase revenues and promote the City of Alexandria and its assets.

THE FISCAL YEAR 2009 ACVA BOARD OF GOVERNORS

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AHA President**
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General Manager, Westin Alexandria

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**International/National
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*Senior Vice President of Research,
U.S. Travel Association*

**International/National
Association Executive**
Bill Connors
*Executive Director & COO,
National Business Travel Association*

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Wendy Albert
Owner, Tempo Restaurant

Restaurant Owner/Manager
Troy Clayton
Owner, Geranio Ristorante

Retail Owner/Manager
Cindy McCartney
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Vice President of Sales
Lorraine Lloyd

Director of Public Affairs
Merrie Morris

Director of Marketing
Anna Jones

Group Sales Manager
Brian Chung

Sales Manager
Elizabeth Knutsen

Communications Manager
Emily Hellewell

Manager of Visitor Services
Renee Cardone

**Internet Content and
Promotions Specialist**
Meredith Kirkpatrick

Office Manager, Executive Assistant
Brandi Lee

Environmentally Conscious

ACVA is conserving resources by making this report available online.

Dear ACVA Members, Tourism Partners and Alexandria Residents:

As we look forward together to a more promising economic future, we will build upon a foundation of renewal laid by our City, business community and residents to welcome visitors arriving from across the region and around the world.

The promise of National Harbor, looming with uncertainty at the beginning of the year, came to fruition and provided a return on investment for the many new amenities and marketing initiatives funded by the City as recommended by the National Harbor Collaborative Task Force. The Alexandria-National Harbor Water Taxi carried 100,000 passengers during its first season, and the King Street Trolley was used by more than 640,000 passengers. A new advertising campaign targeting Alexandria's residents and neighbors launched in September 2008 with supplemental funding provided by the City to stimulate shopping and dining in Alexandria.

Alexandria's hoteliers have invested more than \$388 million in new construction and renovations in recent years, bringing the total number of rooms in Alexandria to 4,500, and adding to the City's unique collection of inspired cuisine and independently owned shops to heighten the contemporary flair and world-renowned historic ambiance that attracts millions of visitors to the City each year.

This uniquely charming balance was the focus of a new brand identity that debuted in January. The "Fun Side of the Potomac" was replaced by a new logo, advertising, printed materials, and website with the tagline, "Shop, Dine and Celebrate on America's Historic Main Streets."

It has been a prolific year for the ACVA, the City of Alexandria, and its business community. We have strived together to sustain Alexandria's tourism economy in challenging times, and we are enthusiastic about the opportunities that lay ahead.

Charlotte A. Hall

Charlotte Hall
2010 Chair



Stephanie Pace Brown

Stephanie Pace Brown
President and CEO



- Visitor Spending Increased
- Hotel Room Revenue Increased
- City's Tourism Tax Revenues Increased



ALEXANDRIA VISITORS CONTRIBUTE \$22 MILLION TO CITY'S TAX BASE

Total visitor spending topped \$645 million in 2008 generating \$21.7 million in City taxes and supporting 6,023 jobs with payroll of \$111 million. Despite unprecedented national declines in tourism, visitor spending in Alexandria rose 10.3 percent compared to 2007.

Citywide, hotel room revenue rose 15 percent during 2008 for total revenue of \$171 million. Demand for Alexandria hotel rooms increased 7.8 percent with 1,102,133 rooms sold. Room supply increased 9.5 percent, leading to a decline in occupancy of 1.6 percent to total 67.1 percent.

Jobs Increased 7.5%

Year	Alexandria Jobs
2009	6,023
2008	5,600

Spending Up 10.3%

Year	Visitor Spending
2009	\$645M
2008	\$584M

Tax Revenue Up 11.3%

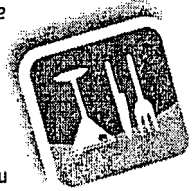
Year	Revenue
2009	\$21,700,000
2008	\$19,500,000

Source: Virginia Tourism Corporation, U.S. Travel Association and Smith Travel Research

NEW BRAND SHOWCASES HISTORIC AMBIANCE AND TEMPORARY FLAIR

Guided by an intensive brand research study conducted in the fall of 2007, the ACVA repositioned Alexandria as a destination with historic ambiance and contemporary flair. A new logo and creative design articulated the sophisticated appeal of Alexandria, and an aggressive media plan distributed that message to target audiences. Enhanced tools – both online and in print – debuted to better serve visitors, meeting planners, residents and neighbors; and, ultimately, the Alexandria tourism industry and City tax base.

The all new destination website, VisitAlexandriaVA.com, was released in November. The dramatic design of the site was complemented by significantly enhanced tools that improved both the user experience and selling opportunities. The Travelocity booking engine on Alexandria's site ranked in the top 20 destinations in the Travelocity system, with reservations totaling \$100,000 in FY 2009. In April, online restaurant reservations were added through Alexandria-based Fishbowl, the trusted leader in permission-based online marketing for the restaurant industry, making VisitAlexandriaVA.com the first destination site in the country to integrate dining technology.



Additional features of the new site included an interactive history timeline and neighborhood portals that allow users to browse shops, restaurants, hotels, attractions and events for specific areas of the City. Member listings were expanded to feature a photo gallery, special offers, and individual calendars. The site is driven by state-of-the-art technology to control content that is integrated with member and sales databases.

Use of VisitAlexandriaVA.com topped 500,000 visits and 2.4 million page views during FY 2009. The bounce rate improved 11 percent and the average time users spent on the site increased 23 percent.

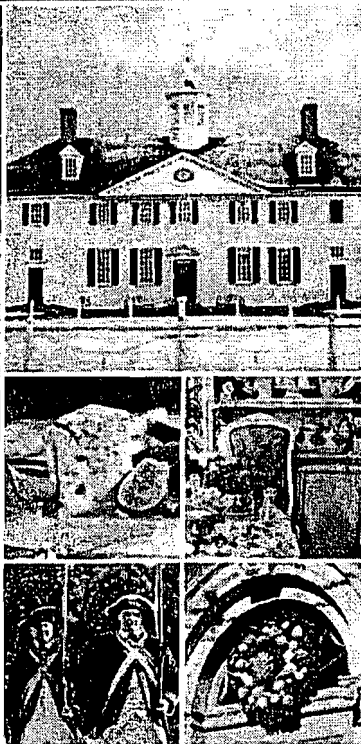
The spring advertising campaign sported a new logo and creative design driven by the results of last year's brand study. Designed by Abhals & Partners, the logo illustrates the rich heritage and contemporary vibrancy of Alexandria, accompanied by effective copy and engaging photography by Ben Fink.

"THE ALEXANDRIA ORIGINALS FEATURED ON VISITALEXANDRIAVA.COM HIGHLIGHT THE CITY'S UNIQUENESS."
 Paul Morton, The Little Theatre of Alexandria



CHARM-VILLE

IS MORE AFFORDABLE THAN YOU THINK



SHOP, DINE & CELEBRATE ON AMERICA'S HISTORIC MAIN STREETS

Nationally recognized for its early-American architecture, variety of hotels, unique boutiques, award-winning restaurants and inexpensive historic attractions, as well as quick and easy access to the many free Washington D.C. sites, Alexandria is the perfect getaway to shop, dine and celebrate. **Plan your visit at VisitAlexandriaVA.com!**

"VISIT US ONLINE FOR 'ALEXANDRIA ORIGINALS' LIKE ME ... AND MY ACCLAIMED RECIPE FOR OUVILLABAISSE!"
The OUVILLABAISSE Restaurant Ltd.

A LOCATION TO CELEBRATE:

- Next to Washington, D.C.
- 9 Miles to Mount Vernon
- Easy Metro Access
- Free King Street Trolley
- Water-Taxi to D.C. & National Harbor



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MARKETING INITIATIVES INVITE VISITORS TO “SHOP, DINE & CELEBRATE”

Building on the strategy established in 2008, the 2009 advertising campaign targeted three segments:

Destination: Targeting a key demographic of women ages 25 to 64 within a five-hour drive of Alexandria, the destination advertising focused on culinary and lifestyle publications including Food & Wine, Town & Country, In Style, Travel & Leisure, Cooking Light, Country Living, House Beautiful, Real Simple, Southern Living, and AAA World.

Tourist In-Market: Promoting daytrips by targeting visitors in D.C., Northern Virginia and National Harbor, this advertising segment used D.C.-area publications with a proven track record, including Where, Smithsonian Guide, the D.C. Visitors Guide & Map, and Gaylord Magazine to target visitors after their arrival in the region.

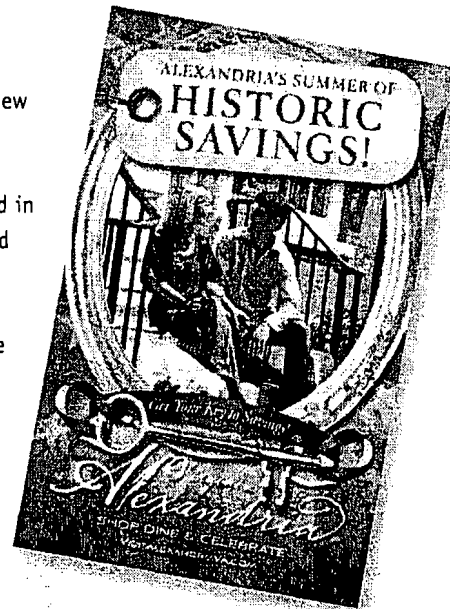
Regional: Developed with \$300,000 in dedicated funding authorized by the Alexandria City Council, the regional campaign targets Alexandria’s residents and neighbors. Spotlighting shopping and dining in the city, it featured both print and radio.

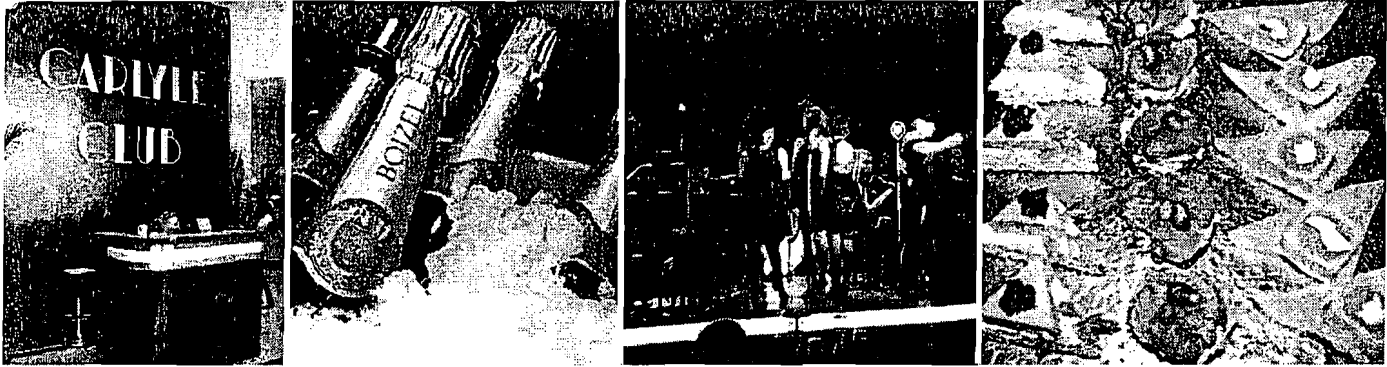
The Regional Campaign was greatly enhanced by a cooperative marketing program with the Washington Metropolitan Area Transportation Authority that provided advertising in the Metro system valued at \$134,000. The cooperative marketing encouraged the use of Metrorail, Metrobus and the free King Street Trolley to visit Alexandria. Foskey Phillips, ACVA’s media buyer, negotiated \$358,000 in free advertising and enhanced value. Together, these efforts increased the total value of our advertising budget by 50 percent.

SEASONAL PROMOTIONS HIGHLIGHT SPECIAL VALUE

“The 12 Days of Holiday Giveaways” sweepstakes launched with the new website to generate registrations for Access Alexandria, a monthly e-newsletter. ACVA members contributed \$12,000 in prizes that were awarded daily for 12 days following Christmas. The promotion resulted in more than 1,200 additions to the electronic marketing database – and 12 happy winners of creatively themed prizes.

“The Summer of Historic Savings” campaign showcased the Key to the City Pass, created as an incentive to book hotel reservations on VisitAlexandriaVA.com. The Pass featured free admission to nine historic sites plus 60 special offers. Nearly 1,000 books were distributed to visitors May 1 – Labor Day, 2009. A second edition was printed with more than 1,000 pre-orders with distribution expected to reach 2,500 from Labor Day through Christmas.





THE "PUTTIN' ON THE GLITZ" CLIENT EVENT
 TYPIFIED WHAT THE SALES TEAM DID SO WELL
 THROUGHOUT THE YEAR.



"THE ORIGINALS SHOW
 HOW WARM AND WELCOMING
 ALEXANDRIA IS."
 Kyong Yi, Fontaine Cafe & Creperie



SELLING A \$388 MILLION MAKEOVER

Focusing on a multi-year \$388 million investment by the Alexandria hotel industry, "Alexandria: A Dazzling Destination, Close & Affordable" was launched to highlight Alexandria's collection of hotels, chef-driven restaurants, boutiques and legendary experiences. "Meet Alexandria" was developed in response to the sinking economy that was exacerbated by a backlash against meetings and incentive travel in the fall of 2008.

"Meet Alexandria" encouraged local businesses, residents and City employees to bring events with which they were affiliated to Alexandria with outreach that included a letter from Alexandria Mayor William D. Euille to CEOs based in Alexandria. The campaign was supported by a city-wide sales blitz targeting 213 associations based here and a networking-education breakfast attended by 28 meeting planners at the Holiday Inn Hotel & Suites.

"Keep It in Alexandria" supported the grassroots effort with incentives targeting sales teams at Alexandria hotels and attractions to refer any business they could not accept to the ACVA to keep the business within the City. The program generated 32 leads and \$454,580 in estimated revenue and the team received additional inquiries as a result of referrals by ACVA members.

The destination campaign targeted meeting planners in the region with a rejuvenation theme. A Personal Revitalization Package contest was promoted to tradeshow attendees, on the website and through direct mail. The promotion generated 29 leads and 11 definite bookings.

The "Puttin' on the Glitz" client event typified what the sales team did so well throughout the year. Working with 27 partners, they coordinated with Celebrate Productions and the Carlyle Club to host 250 planners and organizers for an evening of cocktails and canapés along with such indulgences as massages, hair styling, makeup applications and fortune telling. Rejuvenation indeed!

The ACVA sales team participated in 10 tradeshows and hosted the popular "Bring Back the Memories Ice Cream Blitz." These efforts, combined with online advertising, direct mail, and more than 32,000 contacts during the year, resulted in actualized revenue of \$2.5 million. More than 1,200 leads valued at \$26 million were distributed to Alexandria businesses.





“ALEXANDRIA: THE CHOICE OF PRESIDENTS” CELEBRATES AN INAUGURATION

The Inauguration of Barack Obama drew an estimated audience of 1.8 million to the nation's capital in January 2009. Mindful of its historic past, Alexandria's celebration of the Presidential Inauguration provided a warm welcome for thousands of visitors.

The ACVA initiated Alexandria's Inaugural Restaurant Week to capitalize on media exposure and to disperse hotel guests throughout the City. Thirty restaurants offered "Choice of Presidents" menus that were showcased on a promotional micro website. A JumboTron simulcast of the swearing-in ceremony was presented to an estimated audience of 1,400 at Market Square.

The Potomac Riverboat Company offered Inaugural Water Taxi service from Alexandria to the District of Columbia, opening a promotional window that resulted in media coverage on CNN and every local television station. Five stories appeared in the Washington Post which proclaimed, "Alexandria rocked."

Promotions included a full-page announcement sponsored by the Alexandria Gazette-Packet and online advertising. Posters for Restaurant Week were displayed throughout the City, and 10,000 flyers were distributed to hotel guests at check-in. Two micro websites were developed to announce ever-changing logistical details and promote special activities.

During January, website visits increased 55 percent to 42,602, including 4,000 visits to the inaugural website plus more than 11,000 to the Restaurant Week site. Total room revenue in the City increased 30 percent to nearly \$13 million during January.



**"VISIT US ONLINE
FOR MORE ALEXANDRIA
ORIGINALS LIKE ME!"**

Shannon Overmiller, Executive Chef
The Majestic

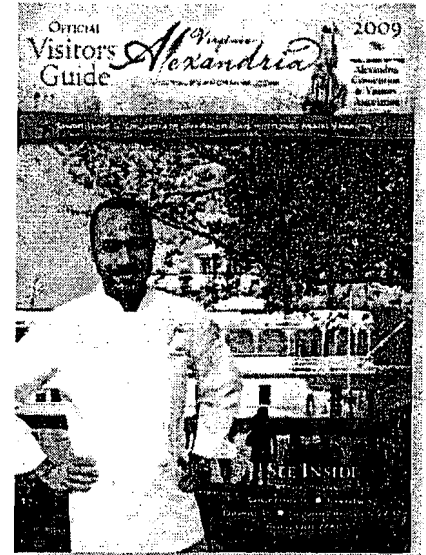
FY 2009 COMMUNICATIONS, MEMBERSHIP AND VISITOR SERVICES

In January, a re-organization was completed to create the Department of Public Affairs, unifying outreach to members, media, and the community.

ACVA's growing membership reflected enthusiasm for the new brand identity. Membership grew to 312 businesses and individuals, representing all of the commercial neighborhoods of the City. ACVA events offered members educational and networking opportunities. Six Tourism Marketing Forums were offered, drawing average attendance of 70. The popular Tourism Training Program, an overview of Alexandria designed for front-line hospitality employees, returned with sessions presented to the King Street Trolley drivers and concierges of Gaylord National.

The Official Visitors Guide and Official Old Town Map continued as important benefits for members, with advertising rates remaining steady, allowing more advertisers than ever to appear in both publications. 400,000 copies of the Guide and 300,000 copies of the Map were distributed.

During the first annual Membership Appreciation Week, more than 40 member businesses visited the ACVA offices for website training and to learn about sales and marketing opportunities. In an event co-sponsored by the ACVA and the Office of Historic Alexandria, the Virginia Tourism Corporation brought their sought-after VTC Help Desk to the Lyceum, with 13 VTC tourism experts assisting more than 50 tourism-related businesses.



FY 2009 MEDIA OUTREACH

Earned media continued to enhance ACVA's marketing reach with a focus on leisure travelers. Two media familiarization (FAM) tours highlighted media outreach efforts. Seven journalists participated in a Girls' Getaway FAM weekend, visiting 20 Alexandria businesses. A second FAM tour put journalists in the drivers' seats, inviting them to visit individually to experience a customized itinerary. The innovative approach attracted 11 journalists, with results expected throughout the next year.

A total of 40 journalists were hosted, garnering coverage in publications including USA Today, AAA Horizon, Los Angeles Times, and Miami Herald.

Media outreach by the ACVA during the Presidential Inauguration resulted in print coverage of the Inaugural Water Taxi reaching a circulation of 10 million, plus CNN and local television outlets. The Market Square simulcast and the Restaurant Week promotion received strong local coverage, as well as the Huffington Post and MSNMoney.com.

During FY 2009, media outreach resulted in coverage in publications totaling 54 million in circulation, valued at \$1.2 million.



FY 2009 VISITOR SERVICE INITIATIVES

The Alexandria Visitors Center at Ramsay House extended its hours to serve evening visitors, now open 10 a.m. to 8 p.m., April through December, and 10 a.m. to 5 p.m. January through March. The popular evening hours fueled a 13 percent increase in visitation totaling 78,000. The lower level was enhanced with a 20-minute promotional video that provides a lively overview of the City.

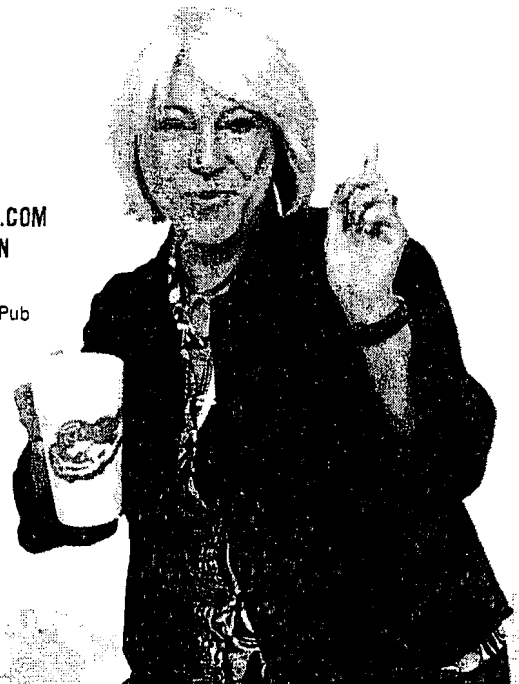
A new line of merchandise was introduced to showcase the new Alexandria logo. The script "Alexandria" with its red feather is available on t-shirts, sweatshirts, caps, mugs, key chains, mouse pads, and other favorite souvenirs.

In addition to promoting the City's attractions, shops, restaurants and hotels, the Visitors Center staff provided critical support to the City's major events. Ticket sales this year included nearly 400 tickets for the Historic Homes and Gardens Tour, and First Night ticket revenue totaling \$7,000.



**"GO TO VISITALEXANDRIAVA.COM
TO LEARN HOW YOU TOO CAN
BECOME AN ORIGINAL."**

Nora Partlow, St. Elmo's Coffee Pub



FY 2009 ACVA MEMBERS

"An American Musical Landscape"

216 - A City Bed & Breakfast
A la Lucia
A Show of Hands
Abrials & Partners
Account
ACKC
Affordable Signs & Banners
Alexandria & Arlington Bed & Breakfast Network
Alexandria Archaeology
Alexandria Black History Museum
Alexandria Chamber of Commerce
Alexandria City Council
Alexandria Colonial Tours
Alexandria Economic Development Partnership
Alexandria Guide Magazine
Alexandria Symphony Orchestra
Alexandria Tours
Alexandria Transit Company
Alexandria Union Cab Company
Alexandria's Footsteps to the Past
Amalia's Cantina Seafood Restaurant America!
American Horticultural Society
American in Paris Fashion & Couture Inc.
American Legion Post 24
Antique Guild
Apple Seed
Architectural Ceramics
Art League, Inc.
Art on the Avenue
Arts Afire Glass Gallery
Asian Bistro
ASTS International
Athenaeum
Attlee Weddings and Portraits
Banana Tree
Barkley Square Gourmet Dog Bakery & Boutique
Bastille
Bellacora
Bellway Transportation Service
Best Western Old Colony Inn
Bike and Roll
Bilbo Baggins Restaurant
Birchmere
Bittersweet Café
Bizim Collection
Bombay Curry Company
Brenda Stone, GRI
Brides & Weddings of Northern Virginia
Bugsy's Pizza Restaurant & Sports Bar
BW Art, Antiques & Collectibles
Caboose Cafe & Bakery
Cafe Salsa
Campagna Center
Candi's Candies
Carafe WineMakers - A Micro Winery
Carlyle Center - A Regus Property
Carlyle Club
Carlyle House
Celebrate Productions
Chadwicks
Chariots for Hire
Chart House Restaurant
Chateau Animaux
Cherry Blossom Weddings & Events, LLC
Chester Simpson
Chevys Fresh Mex
Christ Church
Christmas Attic Inc.
Chuck Fazio Media
Circe
City of Alexandria
Club Managers Assoc of America
Clyde's at Mark Center
Collingwood Library & Museum
Comfort Inn Alexandria
Comfort Inn Alexandria Landmark
Comfort One Shoes
Conrad's Furniture Gallery

Courtyard by Marriott - Alexandria Pentagon South
Courtyard by Marriott Alexandria
Crown Plaza Old Town Alexandria
Dairy Godmother Frozen Custard & Nostalgic Treats
Dandy Restaurant Cruise Ships
Daniel O'Connell's Restaurant & Pub
Dash's of Old Town
Days Inn Alexandria
DL Livery
DC Metro Food Tours
Decorium
Del Merei Grille
Del Ray Artisans
Del Ray Business Assoc
Dishes of India
Diva Designer Consignment & Other Delights
Duke's Market Cafe
East Coast Entertainment
Eisenhower Partnership
Elder Crafters of Alexandria Inc.
Elinor Coleman's Vintage Mirage
Ellen Stanton
Embassy Suites Alexandria
Embellishments of Alexandria
Enchanted Florist
eye2eye Optometry Corner
Farrah Olivia by Morou
Finn & Porter
First Night Alexandria
Fish Market
Fleet Transportation
Flying Fish Restaurant
Fontaine Caffe & Creperie
Fort Ward Museum & Historic Site
Fountains Day Spa
Freedom House
Full Cup Fine Lingerie
Fusion Meetings & Events
Gadsby's Tavern Museum
Gadsby's Tavern Restaurant
Gala Events, Inc.
Gallery Lafayette
Gallery West
George Washington Birthday Celebration Committee
George Washington Masonic Memorial
Geranio Ristorante
Global Events Washington
Gold Works
Golden Rhodes
Gossypia
Grape + Bean
Gunston Hall Plantation
Hampton Inn & Suites - Alexandria Old Town Area South
Hampton Inn Old Town King Street Metro Station
Hangar Aviation Specialties
Hank's Oyster Bar
Hard Times Cafe
Harmon's Horse-Drawn Hayrides and Carriages
Hawthorn Suites LTD Alexandria
Hilton Alexandria at Mark Center
Hilton Alexandria Old Town
Holiday Inn - Eisenhower Metro Center
Holiday Inn Hotel & Suites - Historic District Alexandria
Hollin Hall - The Meeting House
Hooray for Books!
Hotel Monaco Alexandria
Huntington Creek Garden Club
Hysteria
Il Porto
Imagine Artwear
Imperfections - Antiques and Great Stuff
Indigo Landing
Indulge Mobile Spa
International Assoc of Chiefs of Police
Irish Walk
Jackson 20

Jake's of Old Town
Jamieson Grille
JJ's Hallmark
Joe Theismann's Restaurant
John Q. Adams Center for the History of Otolaryngology
Julian Tours
Kelly's Art & Frame, Inc.
King Street Blues
King's Jewelry
Kit & Caboodle
Knit Happens
La Bergerie
La Cuisine
La Muse
La Strada
La Tasca
Landini Brothers Inc.
Laporta's Restaurant
Lavender Moon Cupcakes
Lawrence Miller & Company
Layla's Lebanese Restaurant
Le Tache Lingerie & Couples Boutique
Lee-Fendall House Museum & Garden
Little Theatre of Alexandria
Lorien Hotel & Spa
Los Tios Grill
Lyceum, Alexandria's History Museum
Mai Thai Restaurant
Majestic
Mango Mike's
Marie Louise Meyer
Martz Gray Line of Washington DC
Masaya Thai
McEneaney Associates Inc.
Medieval Madness
Medieval Times Baltimore/Washington Meetings and Events of Distinction
MetroStage
Monday's Child
Monroe's An American Trattoria
Montague & Son - The Birkenstock Store
Morris Visitor Publications
Morrison House
Morrison House's The Grille
Murphy's Irish Pub
Mystery Dinner Playhouse
Mystique Jewelers
National Business Travel Assoc
National Harbor
National Museum of the Marine Corps
Newseum
Nick's Nightclub
Northern Virginia Executive Town Car & Limo Svcs Inc
Office of Historic Alexandria
Old Presbyterian Meeting House
Old Town Business & Professional Assoc
Old Town Crier Inc.
Old Town Experience
Old Town Massage Center, Inc.
Old Town Pendleton Shop
Olde Towne Gemstones
Olde Towne Horse & Carriage Overwood
P&C Art Inc.
Pat Troy's Restaurant & Pub
Patricia Palermo Studio
Patrick's Designs LLC
Paul McGehee's Old Town Gallery
Phillips Flagship
Pink & Brown
Pita House Family Restaurant
Pizzeria Venti
Poppi Inc.
Potomac Bead Company
Potomac Belle Charters
Potomac Riverboat Company
Preferred Offices at King Street Station
Prince Michel Winery Tasting Room & Gift Boutique
Quinn Essential Hair Salon
Ramparts

Random Harvest
Raw Silk
Red Barn Mercantile
Red Roof Inn Alexandria
Red, Hot & Blue
Renner & Company, CPA, P.C.
Residence Inn by Marriott Alexandria at Carlyle
Residence Inn by Marriott, Alexandria - Old Town
Restaurant Eve
Reynolds Maps Inc.
Robert Cummings Photography
Royal Restaurant
RT's Restaurant
Sacred Circle
Scoop Grill & Homemade Ice Cream
Seagar's Restaurant and Lounge
Seichou Karate Ltd.
Sheraton Suites Alexandria
She's Unique
Shoe Hive
Shooter McGee's
Silver Panot
Smart Source Computer & AV Rental
Smoothy Spa - Nail, Skin, Permanent Southside 815
Special Libraries Assoc
St. Elmo's Coffee Pub
St. Paul's Episcopal Church
Stabler-Leadbeater Apothecary Museum
Stanton Gallery
Stardust Restaurant
Studio Antiques and Fine Art, Inc.
Sugar Cube
Sugar House Day Spa and Salon
Sunspot Productions
Suzanne Cook
Taverna Cretakou
Team Rover Adventures
Tempo Restaurant
Ten Thousand Villages
Thailand on Royal Street
Tisara Photography
Today's Cargo
Torpedo Factory Art Center
Torpedo Factory Food Pavilion
Tourmobile Sightseeing
Travelhost Magazine - Metro DC
Treat
Trojan Antiques
Two Nineteen Restaurant
U.S. Patent & Trademark Office Museum
Union Street Public House
Van Bommel Antiek Haus
Vermilion
Villa Di Este Restaurant
Virginia Commerce Bank
Virginia Shop
Virginia Theological Seminary
Vista Graphics
Warehouse Bar & Grill
Washington Metro Area Transportation Authority
Washington Suites Alexandria
Waterfront Gourmet
Well Dunn Catering Inc.
Westing Financial Planning Services
West End Business Assoc
Westin Alexandria
Wharf
Wheel Nuts LLC
Whistle Stop Hobbies
Why Not?
Windows Catering Company
Windsor Room and Duke's Bar & Grill
Winterthur Museum Store
Woodlawn - Frank Lloyd Wright's Pope-Leighey House
Wyndham

Strategic Partners:

Alexandria Hotel Association

Dandy Restaurant Cruise Ships

Mount Vernon: George Washington's Estate & Gardens

Potomac Riverboat Company

Pro-bono Legal Services: Vorys, Sater, Seymour & Pease LLP

Andrew Palmieri
277 S. Washington Street,
Suite 310
Alexandria, VA 22314

**DIRECTOR'S ANNUAL REPORT
TO THE
ALEXANDRIA LIBRARY BOARD
2008-2009**

The Alexandria Library experienced one of its most challenging budget years in FY2009. When the economy took a major downturn, the City of Alexandria required a rescission of 4.1% of the Library's budget at the beginning of the year, later compounded by the fact that the Library was put on notice to prepare for a possible million dollar cut of its 2010 budget. As a result of these financial difficulties, the Library was forced to introduce a number of changes to its policies and procedures, including increases in service charges and the loss of its security guard service.

Despite significant decreases in funding, library usage continued to climb. Historically, more people take advantage of library services in difficult economic times. The library system circulated more than 1.3 million items, an increase of more than 12.15% over last year. Almost 1 million visitors passed through its doors, a 6% increase over last year.

Total registered borrowers increased by 3% to more than 166,000 library cardholders; with downloadable borrowers of Ipod devices, MP3 players, and the like increasing by 48%.

IT and Technical Services

The free Internet computers continue to be in use approximately 80% of the time the Library is open, with the free WiFi access being very popular. The Library received a lot of feedback from the public requesting that the strength of the WiFi be improved and the speed of the Internet computers be increased. The library pursued and received an e-rate grant, which will provide the majority of the funding to fix most of these issues. The IT staff are looking into making the necessary changes to improve these services.

Towards the end of the year, the Library began working with its integrated library system (ILS) provider (SirsiDynix) to add eCommerce features to allow the public the ability to pay for their fines by credit or debit card. The library hopes to roll this service out in FY2010.

Two new Sentry Self-Check machines were installed to help eliminate the long check out lines at the Beatley Library. Usage of the machines increased this year with 19,141 patrons checking out 37,679 items.

Collections

The library collections increased by 5.5%, with more focus being placed on nontraditional items. The Library's primary vendor of downloadable material began offering its collection in Ipod and MP3 formats which increased usage and generated new cardholders. For our more traditional users, the Library created a wish list on the Amazon web site for patrons to help supplement the book collections.

Adult and Juvenile Programs

While the Library's book discussion groups continue to function as the primary offering of adult programs, *All Alexandria Reads* continued to be the program that generates the most interest. Hosted for a second time, the FY09 selection *Animal, Vegetable, Miracle* by Barbara Kingsolver et.al, generated a fair amount of interest at events throughout the city.

Activities for children and their parents/caregivers continue to draw big crowds. More than 4,636 attended our summer reading programs, while teen programs such as the *Late Night Readers Book Club*, a *Comics Workshop*, and booktalks at a Harry Potter Festival received very positive remarks from young adults.

Staff

The Alexandria Library welcomed Linden Renner as its new deputy director. Ms. Renner comes to the library with strong management and supervisory experience after working for years in the Fairfax County Library system. While we were very fortunate to gain someone of Linden's caliber, the hiring freeze stopped us from filling additional vacancies. Without the revenue to replace staff and the necessity to eliminate a number of already vacant positions, staff morale has been affected. With a decrease of the Library's work force by 25 positions and the hour and staff changes in Local History, stress levels are high as well as anger and frustration towards the increased workload and continued economic downturn.

Branch Services

While Alexandria Library is a very strong system, its individual branches are very good at meeting the individual and group needs of their respective neighborhoods. The following information highlights each branch:

CHARLES E. BEATLEY, JR. CENTRAL LIBRARY

This year, the Charles E. Beatley, Jr. Central Library's circulation increased by 5.4%, with patron visits increasing by 2.4%. The elimination of Sunday hours at the Barrett Branch caused Beatley's Sunday patron count to increase by 14%. Since people rediscover libraries during tough times, there is no surprise that more than 9,000 new library card applications were processed. However, it was also the reference services, programs, and computer assistance that kept the staff very busy. Meeting room usage increased by 20%, with meeting room attendance also increasing by 29.8%. While the Library's adult outreach efforts increased by 9.8%, its juvenile outreach slightly declined.

With a hiring freeze in place, Beatley library increased its number of volunteers by 33%. Former Talking Books volunteer, Virginia Hahn, received the *Annie B. Rose Lifetime Achievement Award* for her many years of volunteerism.

The partnership with the Commission on the Arts has resulted in a variety of pictures, photos, and sculpture being on display throughout the building. The library also received a valuable painting from the artist, R. Jean Vallieres, *The Studious Child*, which is currently hanging in the children's room.

Another major highlight was the naming ceremony for the Bernice Fedder Sanders Picture Book Area in the children's section. While the late Mrs. Sanders relocated to Arkansas as an adult, she had fond memories of growing up in Alexandria and instilled a love of reading in her children. Her daughter and various friends and neighbors attended the ceremony.

KATE WALLER BARRETT BRANCH

While there was a 19% increase in circulation at the Barrett Branch since last year, the patron visits were virtually the same despite the closing of the facility on Sundays.

The staff focused on weeding and reorganizing the reference collection over the past year. These changes have necessitated a second look at the existing floor plan on the 2nd floor. The shifting of the collection will allow for more seating and better sight lines. A plan will be presented to Administration in FY2010 after speaking with General Services.

Due to resignations and the hiring freeze, the children's staff has been reduced to one librarian, which has resulted in fewer programs. Despite this fact, program attendance has exceeded that of the previous year. The Summerquest "Zero to Five" special events continued to draw huge crowds with sign up for Summerquest 2008 being larger than usual. These increases were not limited to the story room in the Barrett Library, but also Stories in the Park which the children's librarian oversees.

LOCAL HISTORY/SPECIAL COLLECTIONS

The Local History/Special Collections division continues to be a draw for anyone interested in doing research pertaining to anything dealing with Alexandria. The year began with the division needing to replace the microfilm reader/printers. With one machine being set up as a scanner, patrons can now scan microfilm images and save them digitally, rather than as photocopies. This feature is very popular with our researchers.

In the last year, the division has done a great deal of outreach and education. Staff presented at an Office of Historic Alexandria sponsored history event for Alexandria School teachers, an Archives Fair held at the National Archives and Records Administration, and tours of the division for the Daughters of the American Revolution, United Daughters of the Confederacy, etc.

The division was able to offer a class on African American Genealogy hosted by acclaimed genealogist Char McCargo Bah. It was very well received with requests for more sessions.

JAMES M. DUNCAN, JR. BRANCH

The James M. Duncan, Jr. Branch is an example of a neighborhood library at its best. While the branch was extremely short staffed, they used volunteer hours (831) to help continue the excellent service they have become known for in the Del Ray community.

Over the past year, the branch usage increased by 15.30%, with circulation increasing by 21.80%. The staff worked diligently to improve the collection, promote new services and offer valuable programs to the community. In addition to weeding the nonfiction collection, staff further developed the audio book collection and made significant updates to the Spanish language collection.

All librarians also began a roving reference schedule to increase staff presence on the floor during periods of high use, assisting in the children's and young adult areas during morning story times.

The Children's Department seems to get busier every year. Despite continued personnel shortages, the staff implemented two new programs last year: Baby Time, an early literacy program for children twelve months and younger and an afternoon story time for children ages three to five. Staff members hope to add a monthly story time for families this fall. Children' staff also continued to host monthly programs in conjunction with other City agencies, the most popular featuring animals from the Buddy Ford Nature Center. Finally, much work was done to solidify the branch's relationship with its neighborhood recreation centers, Cora Kelly and Mount Vernon. Staff members communicate regularly with the centers' program coordinators, continue to supply each center with books for children and encourage attendance at Duncan's special events.

ELLEN COOLIDGE BURKE BRANCH

The Ellen Coolidge Burke Branch, while the smallest of all the Alexandria branches, has a loyal patron base. Usage of this facility increased by 6% with a 10% increase in circulation.

Ideal for homework and after school use by the Hammond Middle School students, the staff experienced a number of challenging behavioral problems with this energetic age group. At the end of the year, staff were working very closely with school officials and the Alexandria Police Department for a solution.

As always, the March Madness Open House celebration was a huge success, with the community really responding to the children's programs. The Summer Reading program set records with more than 400 children participating.

In addition to the other computer classes offered, a new online job searching class was offered in May. Very popular, this class guides patrons to the various resources within the library, pointing out resources such as JobLink, as well as the most effective online employment web sites.

FRIENDS AND GIFTS

Each library and the Talking Books and Local History/Special Collections divisions have a supportive group of friends that supplement their services through volunteerism and fundraising.

The Friends of the Beatley Central Library have this fiscal year collected \$702 on Silent Auctions, \$1,409 on membership fees, \$850 on book bags, and \$5,305 from book sales. With 41 members, they gave \$4,609 to Beatley Central Library to support children's programs, young adult programs, adult programs, furniture and equipment needs. The Friends received a special gift this year of 12 original art photographs by John W. Corbett, a Rhode Island photographer. The photos were sold at the library as a Silent Auction. In September, the library received a beautiful oil painting, *The Studious Child*, from a local artist, R. Jean Vallieres. The Beatley Central Friends paid for framing it and it can be viewed on the wall in the Children's Room. The property insurance value of this canvas, unframed, was gallery appraised at \$7,700.

The Friends of Talking Books purchased a Victor Reader Stream for the Talking Book program. This handheld device for legally blind users, can be played with/without earphones and used to download books from the National Library Service Internet.

The Friends of the Barrett Library have 37 members on the roster, many of whom assist with book sales and the annual Open House. The Friends held three book sales that raised over \$7,400. They spent \$2,100 on Summerquest programming and craft supplies, as well as \$1600 for the 2009 Open House. Another \$2,700 was spent on Library bags, *All Alexandria Reads*, *Let's Talk Books*, and various supplies and equipment.

The Friends of the Burke Library continue to be very supportive. Thanks to the money raised through three book sales, the branch was able to purchase and sell "Library Bags", fund the traditional Summerquest reading programs, and host their annual "March Madness" celebration."

The Friends of the Duncan Library were active throughout the year and their membership currently numbers over 120 individuals. The group continued to accommodate numerous staff requests and projects, including: \$600 in continuing education courses for Duncan staff; over \$500 worth of craft supplies for children's programs; supplies for Duncan's second set of "Book Clubs to Go" kits; \$1,500 for Duncan's participation in *All Alexandria Reads*;

incentives for the Summerquest Junior program; and eight summer programs for school-aged children. The Friends also distributed a quarterly newsletter, hosted three successful book sales that earned over \$10,000, emphasized beautification efforts and sponsored an ongoing program featuring local authors.

The Friends of Local History have been very supportive of the branch during the last year, speaking to council and writing letters, as well as funding microfilming projects and trying to purchase unique archival materials at auction. The Friends also spent \$1,300 for an 1890s broadside from the Alexandrian baker, George R. Hill. The broadside seems to be very unique, and staff are absolutely thrilled to have it. Since the Lyceum holds a number of Hill items, Local History librarians may try to participate in a special exhibition at that location during the forthcoming year. The Friends group is actively looking to increase its ranks and ability to advocate for the branch.

THE PAST YEAR

This portion of the report captures the Library's progress as it relates to the Five Year Plan and other goals identified in the previous year.

1. To develop a library marketing and outreach plan.

While the original intent was to hire a consultant to assist with the marketing, branding, and outreach plan, the budget cuts required library staff to attempt this task unaided. The Library Communications Officer has received additional training which has allowed him to create a draft of a marketing plan.

2. To pursue a telecommunications e-rate grant.

The Library was successful in pursuing a telecommunications grant, resulting in our ability to increase the speed and bandwidth of our telecommunications lines from 4 Mbps to 100 Mbps.

3. To host a system wide staff development training opportunity.

The Library conducted a successful system wide staff development day in May. Workshops dealing with stress management, budget strategies, and databases were offered. Staff evaluations of that day rated the all day training as a success.

4. To revise the library's Intranet.

The Library's Intranet has been updated and now provides staff with a more interactive site. With the budget crisis constantly on the minds of staff, the Intranet was used as a communication device from the library director to the staff and provided the ability for staff to refer back to memos and documents as needed.

THE YEAR AHEAD

- 1. To begin drafting the new Five Year Plan.**
- 2. Revise and update Volunteer Handbook.**
- 3. Upgrade the Integrated Library System from Horizon to Symphony.**
- 4. Select and implement a new email service.**

APPRECIATION

First of all, I would like to thank the Library staff, especially the administrative team, for their selfless service to the Library. I would also like to thank the Library Board for their sound leadership and continued support. It goes without saying that during these difficult times, the additional support from the Library's foundations and friends is invaluable and also truly appreciated. Last of all, I would like to thank the community as they continue to show their support and understanding during these difficult times.

Financial and usage reports are appended.

Respectfully submitted,

Rose T. Dawson
Director of Libraries
October 2009

Alexandria Library Board Report to the City Council

Fiscal Year 2009 (July 2008 -June 2009)

Board Membership and Oversight

The Alexandria Library Board is made up of three members appointed by the City Council, one City Council representative, and three members selected by the Alexandria Library Company. The Board meets no less than three times a year with the Director of Alexandria Libraries and members of the professional staff. Meetings during the 2009 fiscal year (FY) were held in September, October, and December 2008 and in February, April, and June 2009. Special budget meetings were held in December 2008 and March 2009 for a total of eight meetings.

Throughout the year, Board members were kept abreast of library operations, services, usage, facility conditions, and emerging needs. The Board monitors monthly expenditures, budget reports, investments, and financial statements as well as the annual audit.

The Director's Annual Report to the Library Board, which provides detailed information about the library facilities, operations and services, is appended to this report. Therefore, we will not repeat that information here.

Professional Operations

The Board found the operations of the library during the 2009 fiscal year to be excellent. The professional staff provided strong leadership to the staff and service to the community. Ms. Rose Dawson, Director, continues to provide a steady hand during these exceptionally difficult budget times. Ms. Linden Renner, the Deputy Director, formerly of the Fairfax County Library System, started with the library in July 2008. Ms. Renner has kept the Board members apprised of the progress towards goals specified in the Library's Five-Year plan, all of which have been completed or are underway except for the needs assessment study, which was deferred due to the lack of needed funds. The marketing plan is underway by library staff in lieu of a consultant for the same reason.

Staff Kudos and Development

The Board commends Director Dawson and her staff for excellent work throughout the year. The Board especially wishes to recognize Kathleen Doddridge, in Beatley Reference, Ed Heiss in Beatley Reference, and Virginia Powers in Barrett Circulation for their 2009 Outstanding Employee Performance Awards.

On May 13, 2009, the Library closed for Staff Day, so that all library employees could receive continuing education training, including a segment on customer service.

Budget and Usage

The library system completed its second year of budget reductions with a rescission in FY 2009 and a reduction in FY 2010, totaling for the 2 years a reduction of 19.8% percent. The Board recently forwarded recommendations to the City Manager, as requested, for a proposed reduction of an additional 5.8% percent for 2011, the third year of reductions. If accepted, the Library System would be operating with 25.6% less than our original FY 2009 budget.

Reductions to date have necessitated the cancellation of the security, cleaning, and maintenance contracts on selected equipment, reduction of the materials budget (acquisitions), closing of the Barrett Branch on Sunday, reducing service at the Local History branch to 3 days each week, increases in fines and fees, about 25 vacant positions, the indefinite delay of improvements to the buildings, and other changes. If all the proposed FY 2011 reductions are accepted, there will be a further reduction in building hours and the materials budget, including the elimination of all Sunday hours during the summer. These major budget reductions in tandem with the significant increased usage described below have created difficulties for staff and patrons alike.

The library usage, already quite high, increased by 12.15 percent in terms of circulation of materials over the 12 months between the end of FY 2008 and the end of FY 2009. That number reflects 143,433 more books, CDs, and other materials being checked out than in the prior year. The number of patrons coming to the library has increased by 6.10 percent in the same time period for a total of more than 57,000 more people entering the library than in the prior year. Almost a million patrons a year come to the Alexandria libraries. According to the Library's Customer Service Survey done in the spring of 2009, 94.4% of patrons surveyed are either very satisfied or extremely satisfied with the Library overall.

Notable Activities for the Year

The Duncan branch continues its cooperation with the nonprofit Alexandria Seaport Foundation, by providing space and selected books as part of the student's educational program. The library also continues to provide paperback books in all the recreational centers and the Juvenile Detention Center. The Library worked closely with Alexandria City Public Schools (ACPS) on the development of summer reading lists and to ensure that adequate copies of materials are available.

The Library also coordinated with the Alexandria Parent Teacher Association and ACPS on "Turn the Page", a community -wide reading event featuring *A Whole New Mind: Why Right-Brainers Will Rule the Future* by Daniel Pink. The library sponsored an "All Alexandria Reads" event, featuring the book by Barbara Kingsolver and others, *Animal, Vegetable, and Miracle: A Year of Food Life*. The Library System continues to participate in the Amazon Wish List program whereby needed books are listed on Amazon for patrons who wish to purchase selected books for the library from the online list.

iPod format books were added during the year for the first time for patrons who want to listen to books at home, in the car, or anywhere via these hand-held devices or using other means.

In September 2008, the Bernice Fedder Sanders Picture Book Area was dedicated in the children's area of the Beatley Library. Ms. Sanders was born and educated in Alexandria, but moved to Little Rock, Arkansas as an adult. Alexandria and our public library, however, remained close to her heart.

Board Members

The board wishes to thank Mr. Justin Wilson, who served as the City Council representative, for the time and effort he contributed to the library system. In July 2009, just after the start of the current FY, Frank Fannon IV became the Council's Board representative.

Mrs. Louise Forstall completed her 25 years of exceptional service on the Board this spring retiring as Chairman of the Board. We will miss her superb knowledge of the workings of the library system. Mr. Brooke Stoddard, who completed 4 years on the Board this past spring, will also be missed for his many contributions. The new members who took the place of Ms. Forstall and Mr. Stoddard are Kathleen Schloeder and Gwendolyn Day-Fuller.

Members of the Board at the Start of FY 2009

Louise D. Forstall, Chair

Brooksie Koopman, Vice-Chair

Anne Paul, Treasurer

Brooke C. Stoddard, Secretary

Oscar P. Fitzgerald

Richard H.G. Hobson

Justin Wilson

Members of the Board at the End of FY 2009

Brooksie Koopman, Chair

Oscar P. Fitzgerald, Vice-Chair

Anne Paul, Treasurer

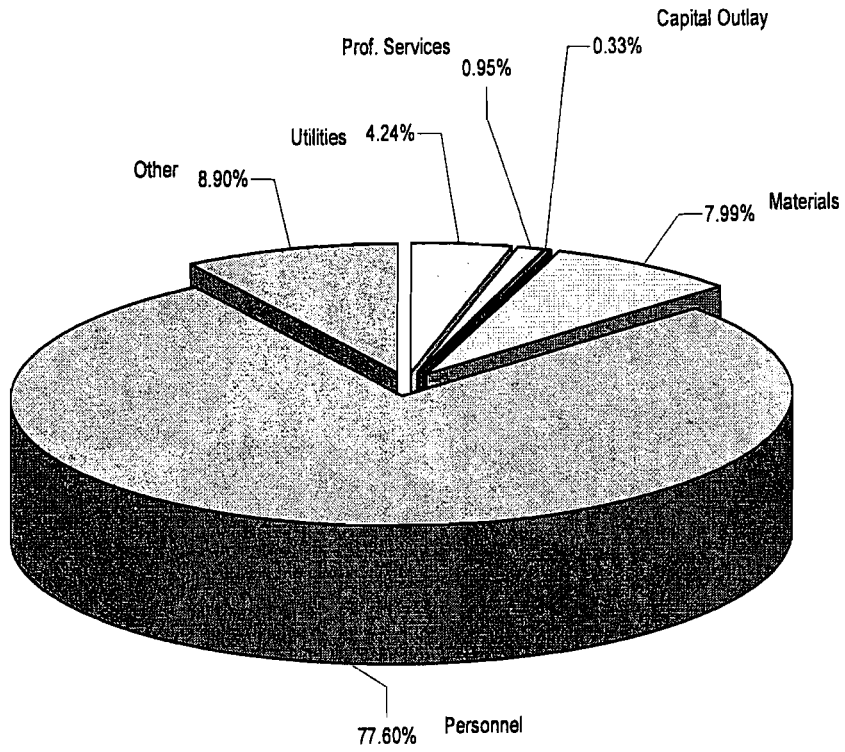
Kathleen Schloeder, Secretary

Gwendolyn Day-Fuller

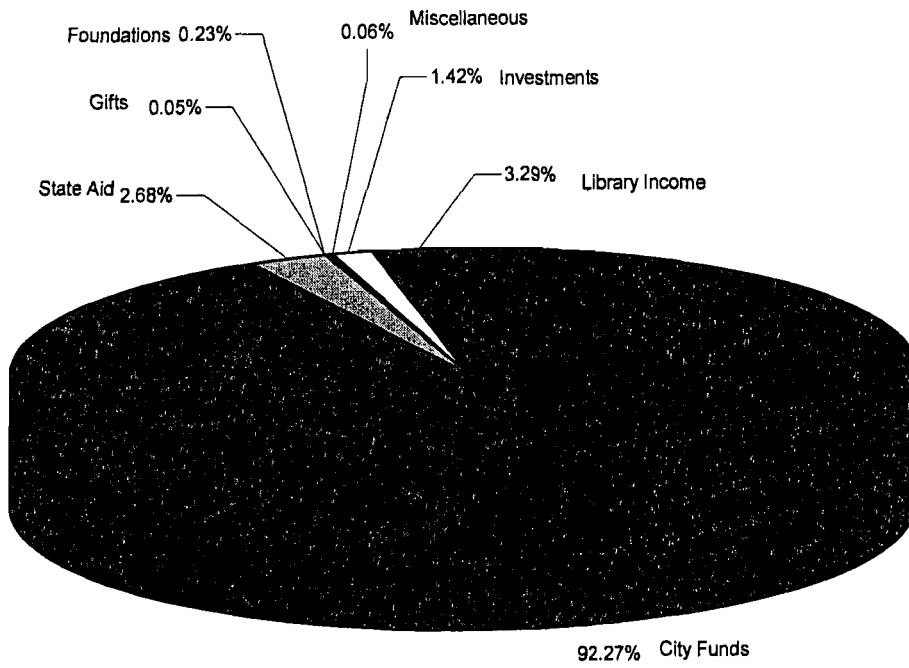
Richard H.G. Hobson

Justin Wilson

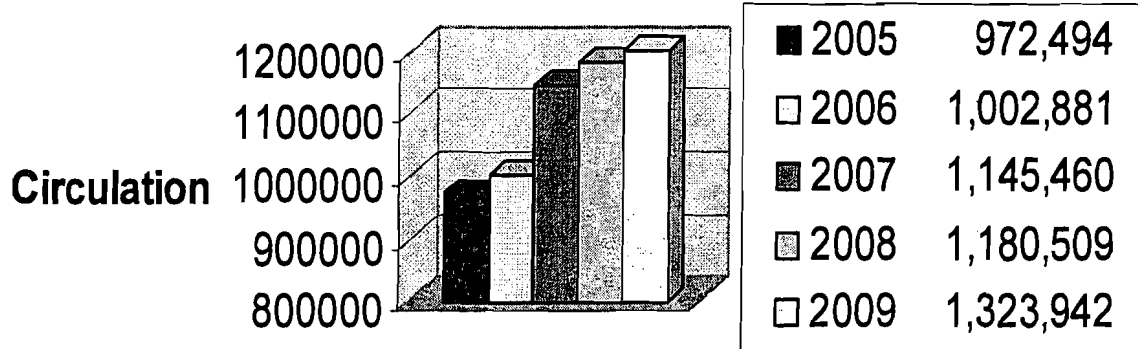
2009 FINANCIAL REPORT
OPERATING EXPENSES \$7,293,490



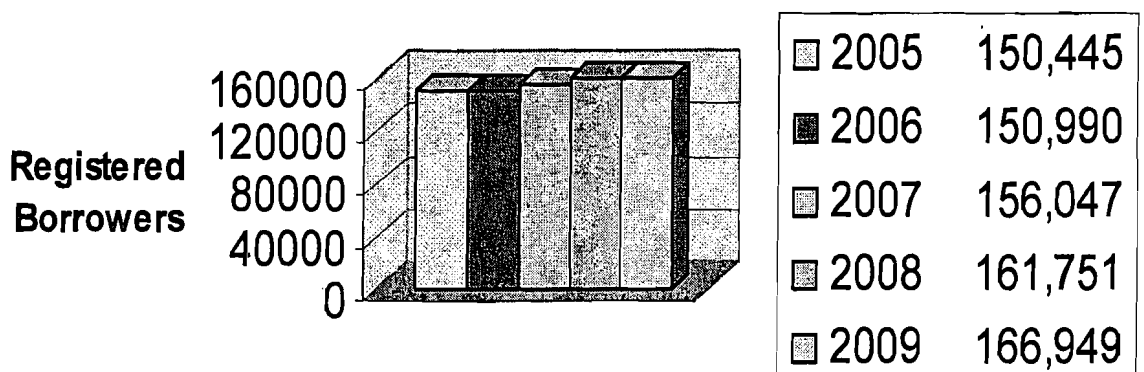
2009 FINANCIAL REPORT
OPERATING INCOME \$7,339,846



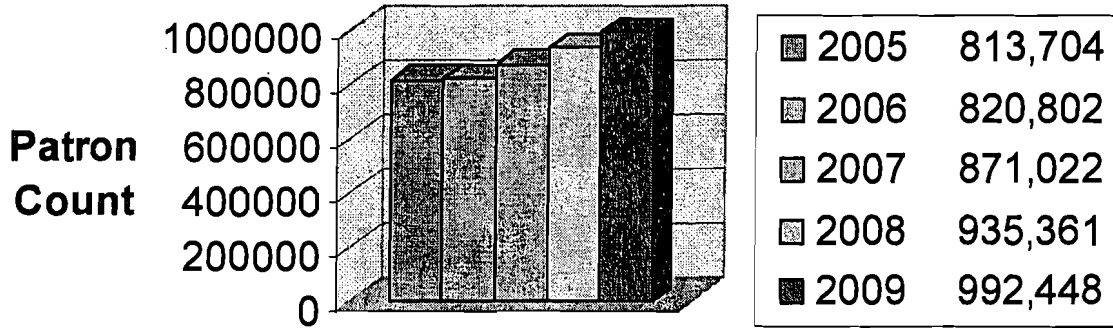
FY2005 - 2009 Circulation



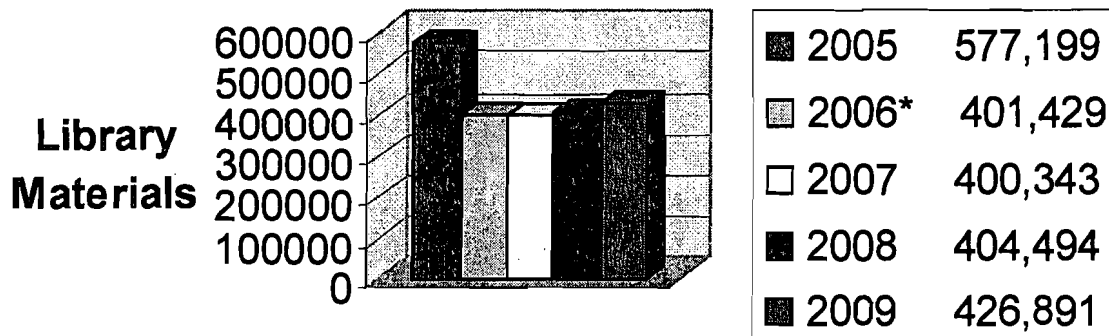
FY2005 - 2009 Registered Borrowers



FY2005 - 2009 Patron Count



FY2005 - 2009 Library Materials



**LIBRARY USAGE
FY2008 AND FY2009**

	FY2008	FY2009	% OF CHANGE
<i>CIRCULATION (including children's)</i>	1,180,509	1,323,942	12.15
<i>REGISTERED BORROWERS</i>	161,751	166,949	3.21
<i>CIRCULATION PER BORROWER</i>	7.30	7.93	8.66
<i>PATRON VISITS</i>	935,361	992,448	6.10
<i>REFERENCE QUERIES ANSWERED</i>	562,640	581,516	3.35
<i>WEBSITE VISITS</i>	219,913	238,673	8.53
<i>CHILDREN'S PROGRAM ATTENDANCE*</i>	40,515	38,058	-6.06
<i>CHILDREN'S CIRCULATION</i>	393,503	441,314	12.15
<i>LIBRARY MATERIALS</i>	404,494	426,891	5.54

*Program Attendance decreased due to reduction of outreach by Duncan children's staff and also four month hiatus of Ready, Set, Grow programs due to a staff vacancy.

C. Ziegler
June 29, 2009

PUBLIC RECORDS ADVISORY COMMISSION

Annual Report to the City Council July 2008 – June 2009

The Public Records Advisory Commission (PRAC) provides advice and guidance to the City Records Administrator and Archivist on records management matters and implementation of the records program in the City. The PRAC is authorized to have seven citizen members appointed by the City Council for terms of two years. It is composed of professional archivists, records managers, historians, research specialists, and citizens.

Summary of Activities for the Past Year:

During the period July 2008 – June 2009 the PRAC held nine meetings. Each meeting had an agenda and was open to the public. The Commission worked on these issues:

Acquisition of Print Shop Space by Office of Historic Alexandria/Archives & Records Center

The PRAC expresses its keen disappointment that the Office of Historic Alexandria/Archives & Records Center was not allocated any of the space vacated by the Print Shop at 801 South Payne Street, despite abundant evidence of a pressing need for it. The allocation, to have included badly-needed storage space for Alexandria Archaeology, not only would have alleviated impending storage space shortages, but also—coupled with appropriate upgrading of the space—would have ensured sufficient and convenient storage space for years to come, and provided the Archives & Records Center much-needed improved working and processing space for staff, as well as an expanded area for public researchers. Should space again become available, the PRAC strongly urges that it be allocated to the Archives & Records Center.

Budgetary Issues

While mindful of the constrained resource situation of the City of Alexandria, the PRAC strongly urges that no further reductions be made in the budget of the Archives & Records Center. The recent budget reductions have seriously eroded the capacity of the staff of the Archives & Records Center to monitor the compliance of City agencies with State rules and regulations governing archives and records. It also eroded its capacity to conduct such oversight functions of the City's records as ensuring that records are destroyed in a timely fashion in accordance with approved records retention and disposition schedules, thus leaving the City exposed to unnecessary risks in discovery procedures related to court proceedings.

City Electronic Communications Records Policy

The PRAC has continued to monitor and review the formulation and implementation of an electronic communications records policy for the City government, and is concerned by the apparent lack of progress in this area. This policy should include voicemail and text messages on blackberry-type hand-held communicators. These records, of course, continue to be produced in the course of business by City agencies, and the lack of an authoritative policy covering them exacerbates the danger that important records may be destroyed.

Records Digitization

The PRAC has also continued to monitor and review the formulation and implementation of records digitization projects in the City government.

Freedom of Information Act (FOIA) Requests

The PRAC discussed whether the Archives & Records Center should charge fees for or be responsible for FOIA requests, as is the case with other City departments. The PRAC recommended that the Archives & Records Center have the option to do so.

Records of Non-City Entities

The PRAC recommended that the City Records Administrator and Archivist may accept the records of non-city entities relevant to the City of Alexandria, after surveying the records for their historical, informational and/or evidentiary value. The PRAC further recommended that the Archives & Records Center have the option to charge for the storage of these records.

Archives & Records Center Facility

While acknowledging the professionalism and dedication of the City Fire Department, the Chairman particularly wishes to emphasize that the presence and continued use of the Fire Department's Burn Training Facility directly adjacent the Archives & Records Center facility constitutes an unacceptable hazard to the safety and preservation of the records stored therein. The PRAC strongly urges the removal of the Burn Training Facility to a more appropriate location at the earliest feasible opportunity.

Goals for the Coming Year:

The PRAC will continue to monitor, review, and make recommendations on the following matters:

-Ensuring that the new City-wide electronic communications records policy incorporates employee training and ensures that the City's public electronic

communications records are managed—whether preserved or destroyed--in accordance with applicable laws, as well as Library of Virginia standards and guidelines.

-The records digitization projects in the City government. The PRAC urges that elected officials and City staff take particular care that permanent, historic records of the Mayor's office, the City Council, boards and commissions, and City agencies are never destroyed. This is a particular temptation and danger following records digitization projects. However, the Library of Virginia requires that all records deemed permanent be retained in either paper or microfilm format in addition to any scanned copies. The PRAC will continue to provide advice concerning the formulation and implementation of records digitization projects in the City.

-Administrative regulations for the Archives. The current regulations are in need of significant revision, to reflect the many changes in information and communications technology since their last formulation. The PRAC urges that the updating take place in a thorough and timely manner.

Recruitment and Leadership Plans:

Recruitment will take place through announcements on both records management and archives listservs as well as through the Mid-Atlantic Regional Archives Conference, Northern Virginia ARMA Chapter and other suitable venues.

Ensuring Turnover in Leadership:

The Commission will vote to select a chairman every two years following the completion of his or her term. No chairman may serve more than six years consecutively.

Commission Membership

The following citizens served on the PRAC during the period covered in this report:

Virginia Arnold
Ginger Burton-Chamberlain
Sammye Collins
Clarence Henley
Jeannine Jeffrey
Nils Kandelin
Charles Ziegler

Respectfully submitted:

Charles Ziegler, Chairman
Virginia Arnold
Ginger Burton-Chamberlain
Sammye Collins

Jeannine Jeffrey
Clarence Henley
Nils Kandelin

City of Alexandria, Virginia

MEMORANDUM



DATE: APRIL 26, 2010

TO: THE HONORABLE MAYOR AND MEMBERS OF CITY COUNCIL

THROUGH: JAMES K. HARTMANN, CITY MANAGER

FROM: THOMAS "JAY" JOHNSON, CHAIRMAN, *TJJ*
TRAFFIC AND PARKING BOARD

SUBJECT: ANNUAL REPORT , OF THE TRAFFIC AND PARKING BOARD

Background

Section 5-8-1 of the City Code establishes the Traffic and Parking Board. The Board is composed of seven residents of the City who are appointed by the City Council for two year terms.

The Traffic and Parking Board holds monthly public hearings to review issues concerning parking, taxicabs, buses, curb-cuts and other items affecting the public right-of-way. Issues are presented to the board for consideration and recommendation prior to action by the director of transportation and environmental services or presentation to the city council.

The duty of the traffic and parking board is to investigate, study and analyze traffic problems within the city, receive complaints having to do with traffic and parking matters, devise plans, methods and means to control and relieve parking congestion, have jurisdiction over taxicabs and buses and their owners and operators, control parades within the city, prepare reports on traffic, parking and taxi cabs, and render advice and make recommendations to the city manager, the city planning commission and, through the city manager, to the city council.

Summary of activities for the past year:

Over the past year the Traffic and Parking Board has held public hearings on 33 issues - 16 related to parking, nine related to motorcoaches and eight on various issues. The more significant issues the Board has rendered recommendations on are as follows: 1) parking meter rates in East Eisenhower; 2) deferring the annual review of the taxi industry to provide time to revise the code; 3) approving the school flashers for Tucker Elementary School; 4) approving the rapid flash pedestrian beacons; 5) approving the bike lane on

Braddock Road between Alexandria Avenue and Windsor Avenue; and, 6) several taxi driver disciplinary actions.

Goals for the coming year

The City of Alexandria faces a number of transportation challenges brought on by the redevelopment of a number of large parcels to higher densities. Examples include: Potomac Yard, East Eisenhower, Mark Center/BRAC, Landmark, and not to mention some of the proposed developments in neighboring jurisdictions. Many of these developments include parking reductions so that in addition to increasing traffic, they will also place higher demands on the City's parking resources. The Traffic and Parking Board is positioned to help the city resolve these issues. In this upcoming year the Board plans to focus on three key areas; parking, taxis and motorcoach.

The Traffic and Parking Board will be working closely with the City's parking planner on the Old Town and Mt. Vernon Parking studies. Both studies will be recommending fairly progressive parking solutions which will be controversial. The Board will be able to hold public hearings and render recommendations to council on both of these plans.

The city's taxicab ordinance is in the process of undergoing revisions. The 2005 taxicab code revision has created a number of unforeseen consequences. As a result, several taxi companies may be forced to close and others may be forced reduce dispatch operations. The Board already has two member's working with the industry and staff to resolve those issues. The expected outcome is to develop code revisions which will improve the taxi industry for all.

The Traffic and Parking Board will continue to work with staff to implement many of the recommendations of the Motorcoach task force.

In the future the Board may need to become more involved in the development review process. Ultimately, the Board may need to start rendering recommendations to the Planning Commission and Council on development issues such as parking reductions and traffic impact studies. The Board has seen a number of issues arise on the BRAC 133 project that should have been identified in 2005 when the original Mark Center development was under going approvals.

Recruitment plan

Vacancies on the board are filled by council-appointment of the expired term. To date this process has worked well. The Board would like to see a more rigorous out reach effort to try and attract members with transportation or taxicab experience.

Leadership plan

The chair provides overall leadership and in his absents the vice chair assumes the leadership position. Roberts Rules of Order are used by the Chair to insure that meetings are run in an orderly fashion. The Chair is particularly responsible for protecting the rights of the citizens who come before the Board while balancing the needs of all parties involved.

Board members are appointed to other boards, commissions and committees to represent the Traffic and Parking Board. These appointments are selected by nomination and election.

Cycle for ensuring turnover in leadership

The chairman and vice chair of the board are nominated and elected by the members of the board. Elections are held by ballot to reduce the personal friction of the election. In the case of a tie vote, the election is decided by lot. The Chair and Vice Chair can be elected by acclamation with a two-thirds vote. The chairman and vice chair are in office until their respective appointments have expired or they resign. At such time nominations and elections will be held to select a new chairman and vice chair.

Assignments to represent the Traffic and Parking Board on other boards, commissions and committees are nominated and elected by the members of the board. Members representing the board have two year appointments. When appointments have expired, nominations and elections are held.

**ALEXANDRIA WATERFRONT COMMITTEE
FY 2009 ANNUAL REPORT
JULY 1, 2008 - JUNE 30, 2009**

APPROVED FEBRUARY 23, 2010

INTRODUCTION

The Alexandria Waterfront Committee is an advisory body to the City Council and to the Department of Recreation, Parks and Cultural Activities. It was established by City Council on April 25, 1989, based on the recommendation of the Alexandria Waterfront Task Force, which was appointed by Council on June 29, 1988.

The function of the Committee is to study issues relating to the Alexandria Waterfront, and to make recommendations to City Council, the City Manager, and appropriate City departments.

The Alexandria Waterfront Committee meets every month from September to June. The Chairperson may call special meetings. The Committee's meetings are public, and notification of meetings is circulated to newspapers by the City's Office of Citizen Assistance and posted on the City's website. Summary Minutes of its meetings, and briefings presented at those meetings, are posted to RPCA's Waterfront Committee meeting page on the City website.

LIST OF MEMBERS

The Alexandria Waterfront Committee is composed of 15 members. Each member represents a particular neighborhood, community, City committee, or civic organization.

MEMBERS SERVING DURING FISCAL YEAR FY 2009:

Councilman Paul Smedberg, City Council Representative
 Susan Pettey, Chair - Old Town Civic Association Representative
 Engin Artemel - Citizen, East of Washington St., North of Pendleton St.
 Jay Atkinson - Citizen, East of Washington St., North of King St.
 Christine Bernstein - Founders Park Community Association Representative
 Henry Brooks - Parks and Recreation Commission Representative
 Mel Fortney - Citizen, East of Washington St., South of King St.
 Michael Geissinger - Chamber of Commerce Representative
 Doug Gosnell - Pleasure Boat Lease Holder Representative
 Linda Hafer - Old Town Business Association Representative
 Nathan Macek - Citizen, West of Washington St.
 Peter Pennington - Environmental Policy Commission Representative
 Pete Peterson - Alexandria Archaeological Commission Representative
 John Renner - Alexandria Convention and Visitors Association Representative
 Robert Taylor - Alexandria Seaport Foundation Representative

CITY STAFF

Kirk Kincannon, Director - Recreation, Parks and Cultural Activities
 Roger Blakeley, Deputy Director - Recreation, Parks and Cultural Activities
 Laura Seidler, Recreation Supervisor – Recreation, Parks and Cultural Affairs

PRINCIPAL ACTIVITIES OF THE WATERFRONT COMMITTEE MEMBERS

Highlights of the Alexandria Waterfront Committee during FY 2009:

Waterfront Planning – The Committee continued its advocacy for beginning the development of a new plan for the Waterfront. The Committee met with the Mayor and members of City Council regarding the role of the Committee in the planning process. The City undertook work on a new plan in January 2009.

The Committee then developed a set of principles that should be incorporated into a new Waterfront Plan.

Highlights of the Committee's vision for the Waterfront include the following:

- There must be continuous public access, and a continuous pedestrian pathway and bikeway along the entire Waterfront. City Waterfront plans have called for this since 1981. The Waterfront Plan must include a strategy for achieving that critical objective.
- The Waterfront ambience must emphasize Alexandria's history, maritime heritage and marine uses, recreation and the arts. The City's rich history, historic architecture, and river location are key elements that distinguish Alexandria from other tourist destinations and draw visitors from around the world. The City should encourage the tourist potential of the historic and architectural aspects of the Waterfront and Old Town, as well as its arts and cultural aspects.
- While seeking to capitalize on our historic environment, we must also preserve it. Development must be respectful of Alexandria history, and must preserve the historic scale and atmosphere of the current Waterfront area. Historic and architecturally significant buildings must be protected, and the City should require adaptive reuse of such buildings.
- Alexandria's Waterfront has been a place of commerce since the City's founding in 1749, and shall continue to promote trade. The Committee views the Waterfront as a vital conduit to maintaining a vibrant Old Town business district. We recognize that the commerce that we now enjoy and want to encourage must be supported by adequate transportation and parking.
- To reach the Waterfront, we need to support a variety of types of transportation, including transit, bicycle, boat and foot. Alexandria should encourage transportation options that distinguish the City, such as the water taxi, trolley, and horse-drawn carriages.
- To be appreciated, the Waterfront must be seen. Visual awareness of the Waterfront should be improved and preserved. Open panoramic views should be protected. The Waterfront should be attractive both to and from the river.
- City parks provide a key aspect of access to the Potomac River and the Committee emphasizes the importance of maintaining and improving existing

parks along the Waterfront. We single this out for note here because of our concern regarding the adverse impact of current budget reductions on park maintenance. We also believe that it is important for the City to continue to acquire land as designated in its Open Space Plan to support recreational and/or environmental objectives.

- Waterfronts, especially those in urban areas, are ecologically fragile, and particular concern should be paid to the ecology of the Waterfront, with plans to deal with wetlands, flooding, and river quality, all under the terms of the Chesapeake Bay Agreement. We want to emphasize that a critical preliminary step in Waterfront planning must be an assessment of the projected sea level rise on water levels in the Potomac River and the impact on the Alexandria Waterfront. We cannot base our plan on only the Waterfront that we can see today, but must plan for the shoreline we are likely to have 20 to 50 years from now, based on best available projections. The City must determine a strategy for coping with sea-level rise and increased storm surge. Decisions will need to be made regarding which lands are to be conceded to rising waters and which will be defended.
- Alexandria has become known for its thriving Waterfront arts activities, and those activities should be encouraged. The Committee envisions the Waterfront as a showplace for the arts, including public, fine, and performing arts.
- New mixed-use development should be encouraged in appropriate areas, and water-related activities and organizations should be encouraged along the Waterfront.

The Committee identified a variety of possible Waterfront uses/features, including parks incorporating active and passive recreation and attractions for children, a maritime museum, restaurants with outdoor/river views, boutique retail shops, an expanded marina with docks suitable for visiting tall ships, public gathering spaces such as performance amphitheater and/or picnic pavilion, and office/residential components.

The Committee also stressed its belief that, unlike most plans developed by the City, we believe that the Waterfront Plan must encompass programs and activities in addition to land uses and capital improvements. Period and other entertainers and historic interpreters should be encouraged in public gathering places such as the marina boardwalk. Tall ships can also be used to draw people to the Waterfront, as well as for historic interpretation. Special programs to educate and entertain can also enliven the Waterfront. The Waterfront should not be merely a collection of historic or historically sympathetic buildings and lovely parks, but must be alive with people as well.

A full copy of the Principles may be found on the Committee's website.

The Committee described its principles at a Public Forum on April 23, 2009, that served as a kickoff to the Waterfront planning process.

The Waterfront Committee also led its annual Waterfront Walk in June. This year the walk was devoted to educating citizens about specific historic, environmental, and other aspects of the Waterfront, as well as issues surrounding current or potential uses. The walk was facilitated by City Archaeologist Pamela Cressey and members of staff of the

Departments of Planning and Zoning and Recreation, Parks and Cultural Affairs. The walk, which was attended by upwards of 50 people, was videotaped and posted on the City Planning and Zoning website at www.alexandriava.gov/waterfront.

Members of the Waterfront Committee also participated in a day-long planning session sponsored by the Department of Planning and Zoning, as well as a boat ride on the river to assess the river view of Alexandria, and a tour of several parks in New York City.

Waterfront And Marina Security - The Committee continued its advocacy for the safety and security of the Marina, Waterfront, and nearby neighborhoods.

- The Committee protested reductions in security staff at the Marina, and advocated for a number of increased security measures, including gates controlling access to boating piers.
- In response to Committee concerns, the City installed security cameras at the Marina, increased police patrols, temporarily increased security staff, and approved procurement of security gates.
- The Committee was regularly briefed by RPCA, the Police Department, Planning and Zoning, General Services, Transportation and Environmental Services, and the National Park Service, and continued to work with staff to direct attention to problems identified by residents, businesses and other stakeholders.

Waterfront Maintenance And Improvements – The Committee expressed concern regarding the impact of the 20 percent decrease (\$3.2 million) in the RPCA budget on maintenance of Waterfront parks and the Marina. The Committee also stressed the need to complete the deferred plan for Windmill Hill Park and improvements to seawalls. The Committee Chair discussed Committee's concerns at the City Council budget hearing.

A Visitor-Friendly Waterfront – As a participant on the City's National Harbor Collaborative Working Group, the Committee monitored implementation of City improvements to meet the needs of tourists from National Harbor, including water taxis and trolleys.

The Committee was also briefed on City task forces regarding wayfinding and motor coaches.

Development Proposal – The Committee was briefed on a proposal to redevelop Robinson Terminal North, and offered feedback on the proposal.

Flood Mitigation - The Committee monitored progress of the Transportation and Environmental Services project on flood abatement.

Environmental Issues Needing Attention - The Committee commented on the City's proposed Phase I Environmental Action Plan.

Protecting Wildlife Habitat – The Committee continued to work with staff to insure that Waterfront actions protected and preserved wildlife habitat.

Windmill Hill Park Improvements - The Committee continued to advocate for completion of the City plan for Windmill Hill Park.

Panoramic Photograph – Together with the Chamber of Commerce, the Committee presented to the City a panorama of the Waterfront, photographed and prepared by Committee member Mike Geissinger.

Facilitating Liaison Between The City And Public Stakeholders Affected By Waterfront-Related Activities –The Committee discussed with staff issues raised by residents, businesses and other organizations such as the Alexandria Convention and Tourist Association and Arts Commission, and received public comments at each meeting

GOALS FOR 2010

- Continue to be actively involved in the City Waterfront planning process, advising the City and commenting on plans to promote the best Waterfront for Alexandria's citizens and visitors.
- Monitor implementation of the City's new Waterfront Plan.
- Support a vibrant Waterfront that capitalizes on Alexandria's maritime heritage, that serves the needs of residents and visitors, and that includes residential and mixed-use developments.
- Monitor and make recommendations to the City on issues related to the Waterfront, including but not limited to maintenance, uses, safety, improvements, historical and artistic interpretation, commerce and development.
- Advocate for adequate resources to maintain and improve the Waterfront, marina and related parks.
- Advocate for environmental quality in the Potomac River, along its shores, and in adjacent land in Alexandria.

The Committee welcomes citizens to its meetings, which are held at 7:30 a.m. on the third Tuesday of each month September through May at the Lee Center, 1108 Jefferson St. The committee hosts its annual Waterfront Walk on the third Tuesday in June.