

City of Alexandria, Virginia

MEMORANDUM

**DATE:** JANUARY 4, 2012

**TO:** THE HONORABLE MAYOR AND MEMBERS OF CITY COUNCIL

**FROM:** RASHAD M. YOUNG, CITY MANAGER *me to RMY*

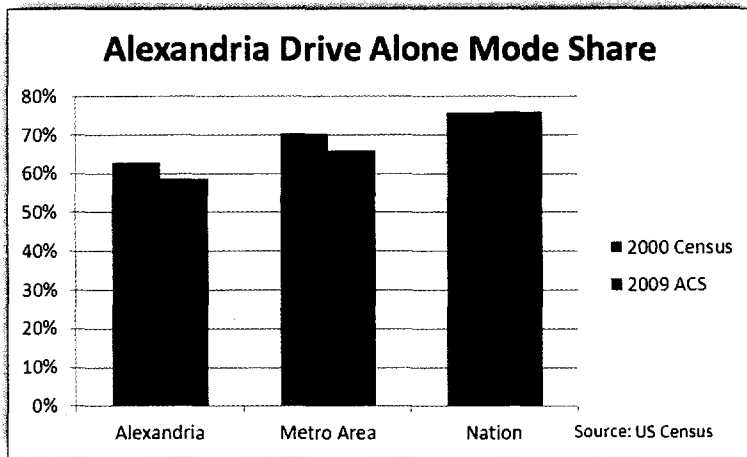
**SUBJECT:** CONSIDERATION OF GRANT APPLICATION AND RESOLUTION FOR FY 2013 FUNDING FOR THE CONTINUATION OF THE ALEXANDRIA TRANSPORTATION DEMAND MANAGEMENT PROGRAM AND A PUBLIC TRANSPORTATION INTERN POSITION

**ISSUE:** Consideration of a grant application and resolution for FY 2013 funding for the continuation of the City of Alexandria Transportation Demand Management (TDM) Program, also known as Local Motion, and the Public Transportation Intern program.

**RECOMMENDATION:** That City Council:

- (1) Adopt the attached resolution;
- (2) Authorize the City Manager to:
  - (A) Submit a grant application and the resolution to the Virginia Department of Rail and Public Transportation (DRPT) for FY 2013 funding
    - (1) in the amount of \$228,240 which will be matched by \$57,060 of City funds, for a total program of \$285,300, for the continuation of the City's TDM services (formerly, Rideshare); and
    - (2) in the amount of \$28,500, which will be matched by \$1,500 of City funds, for a total of \$30,000 to continue the public transportation intern program;
  - (B) Approve the continuation of two full-time, grant-funded positions (Transit Specialist I and Transit Services Assistant I) to administer the ongoing TDM program. Continuation of these positions is contingent upon continuation of funding from DRPT or other non-City sources; and
  - (C) Execute all necessary documents that may be required under this program.

**DISCUSSION:** The City has operated a TDM program since 1981 and each year has applied for, and received funds from the Commonwealth of Virginia. The TDM program administers TDM based programs and is coordinated by the City’s Transportation Planning Division in the Department of Transportation and Environmental Services (T&ES). TDM is the application of polices and strategies that attempt to change travel behavior (how, when and where people travel) in order to increase the efficiency of the City’s transportation system. The practice of TDM supports the City Council’s 2010 Strategic Plan Goal 3: *A multimodal transportation network that supports sustainable land use and provides internal mobility and regional connectivity for Alexandrians* and several goals outlined in the 2008 Transportation Master Plan. Through the use of incentives, education, and marketing, TDM encourages travelers to shift from single occupancy vehicle (SOV) trips by personal automobile to trips by other modes of travel (i.e., DASH bus, VRE), or to trips that occur at a more efficient time, route, or place. TDM measures directly benefit the environment by reducing CO<sup>2</sup> emissions, support the Eco-City Charter, improved public health, stronger communities, and a more prosperous and livable Alexandria.



The attached Report provides details and data related to Local Motion programming over the last year and outlines achievements and measures of success as well as opportunities for growth and improved delivery of services. Staff continues to develop improved tracking for program activities to better help staff accurately gauge program effectiveness.

The BRAC-133 development has been very important for the Local Motion program. Staff has been on site conducting outreach virtually every week from September through December 2011 reaching hundreds of BRAC-133 employees, providing commuter resources to remove SOV from the roads. Local Motion played an integral role in lobbying for covered bike parking in one of the garages and also was a participant in two Transportation open houses held at the site. For FY 2013 the TDM Program staff will continue marketing TDM programs and services that educate, inform, support, and provide realistic options to SOV travel into an out of the BRAC-133. With the Congressionally imposed recent parking limits, this will be even more important in 2012.

For the coming year, staff plans to continue TDM outreach and programming efforts throughout the City for residents, employees and visitors to the City of Alexandria. As always, the Local Motion will be improving its evaluation methods and refining and developing its ability to measure its performance. Recommendations from the recently completed Long Range TDM Plan will provide guidance for next years direction and will be an important tool for program development.

As a member of the Metropolitan Washington Council of Government (MWCOC) Local Motion will continue to market and promote the MWCOC's programs and services which include; the Ride Matching Database, Guaranteed Ride Home Program and Pool Reward program.

For FY 2013, Local Motion will also be actively promoting and supporting The City's Capital Bikeshare pilot and the City's Complete Streets initiative. Planned revisions to the Transportation Management Plan (TMP) ordinance will require Local Motion to increase its role with TMP's by assisting developments and owner associations with compliance with TMP requirements.

Local Motion is requesting funds to continue to staff a public transportation intern for FY 2013. In past years public transportation interns have been an invaluable addition to the program, performing many complex tasks and providing support for TDM Program projects and initiatives at a low investment. The role of the public transportation intern will again be to provide a qualified candidate with hands on experience covering a full range of tasks and issues involved in the operation and planning of transit systems and TDM strategies and policies. The intern will also be given tasks and projects relating to both Transportation and Transit Planning.

For the upcoming fiscal year the intern will work with both the planning and execution of outreach and marketing events, data collection and TDM Program evaluation and development. In addition our intern will work researching studies, best practices, and emerging advancements in the TDM discipline.

**FISCAL IMPACT:** To apply for the TDM grant, the City needs to fund a 20 percent match in the amount of \$57,060 to match the DRPT amount of \$228,240 in State funds, for a total program budget of \$285,300. Funding this grant for the current fiscal year, including the City match, was included in the T&ES FY 2011 approved budget. To apply for the transit intern grant, the City needs to fund a five percent contribution in the amount of \$1,500 to match the DRPT amount of \$28,500 for a total of \$30,000. It is contemplated at this time that these City match funds (which are contained in the FY 2012 budget) will also be repeated and continued in the FY 2013 proposed budget. If these match funds are not included in either the FY 2013 proposed or adopted budgets, then the City can withdraw (or otherwise amend) the grant application.

**ATTACHMENTS:**

Attachment 1: TDM Report

Attachment 2: Proposed Resolution

**STAFF:**

Mark Jinks, Deputy City Manager

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

Abi Lerner, Deputy Director, T&ES

Bruce Johnson, Director, OMB/Chief Financial Office

Sandra Marks, Division Chief/Transportation Planning Division, T&ES

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

Gabriel D. Ortiz, TDM Coordinator, T&ES

# Local Motion Program and Measures of Effectiveness of the TDM Program

---

*December 28, 2011*

## **Introduction**

This report provides information on various measures of effectiveness that help quantify the benefits of the Local Motion program to the City, City Council, City residents, employers and employees. Since inception, Local Motion continues to make progress reducing Single Occupancy Vehicles (SOV) from congested city streets. Alexandria residents report significantly higher alternative mode share usage when compared to the nation and the D.C. Metro area.

As increased vehicular traffic is not an isolated challenge, Local Motion continues to coordinate with local and regional partners for education, resources, and programs. Local Motion is involved with Metropolitan Washington Council of Government's (MWCOG) Commuter Connection Program, Virginia Department of Rail and Public Transportation and other regional groups promoting alternatives to driving alone.

## **Employer Outreach**

Local Motion provides outreach services directly to employers in the City of Alexandria. In FY 2012, Local Motion hired DS&MG to help facilitate the employer outreach component of the Local Motion program. They assist employers by providing the following services:

- a) Facilitate the Commuter Benefit Levels (see below)
- b) Assist implementation of Tax-Free Benefits
- c) Educate and market CommuterDirect.com for transit benefit implementation and bulk transit media purchases
- d) Conduct transportation survey that aligns with MWCOG's TERMS surveys
- e) Develop strategies to reduce the demand for parking
- f) Coordinate and attend client events for the promotion of TDM services
- g) Provide relocation assistance to companies and businesses moving into the City of Alexandria
- h) Disseminate transportation information
- i) Assist in identifying nominees for Commuter Connections Employer Recognition Awards
- j) Create, publish, and store brochure and marketing material as necessary

## **Outreach Activity**

To reach employees, the program maintains a database of over 500 employers within the City. These employers – CEOs, Human Resources, and other decision makers – are contacted frequently with transportation information and resources. Monthly newsletters cover topics of relevance such as how to form vanpools, how to establish an official telework policy and updates on transportation benefits.

The table below details outreach activity performed with employers in the City.

Activity	FY 2011	FY 2012 through November*
Contacts via Personal Contact	723	348
Contacts via Broadcast Contact	2,879	3,152
Sales Meetings / Site Visits	25	16
On-Site Events / Promotions	4	5

\* On track to exceed FY 2011 totals in all categories.

### Employer Levels

Local Motion uses the system developed by MWCOG to categorize employers in its database by assigning them four different classification levels based on the amount of transportation benefits provided to their employees. Employers with a Level 4 designation provide the most transportation benefits for their employees and Level 1 employers provide the least. The following table provides a description of the MWCOG level system, the number of employers that are providing benefits and number of current Alexandria employees being offered these transportation benefits.

Level	Description	Employers		Employees November 2011
		January 2011	November 2011	
4	Employer will implement two or more approved Level 3 programs in addition to the two or more approved Level 2 strategies.	21	24	7,557
3	Employer will implement a TDM program (e.g. implement a telework program) from an approved list in addition to the two or more approved Level 2 strategies.	74	73	10,185
2	Employer will implement at least two types of approved TDM strategies from an approved list (e.g. install a permanent transit display).	36	43	2,208
1	Employer will promote transportation alternatives.	52	46	2,159
<b>Totals</b>		<b>183</b>	<b>186</b>	<b>22,109</b>

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

### Transportation Management Plans (TMPs)

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

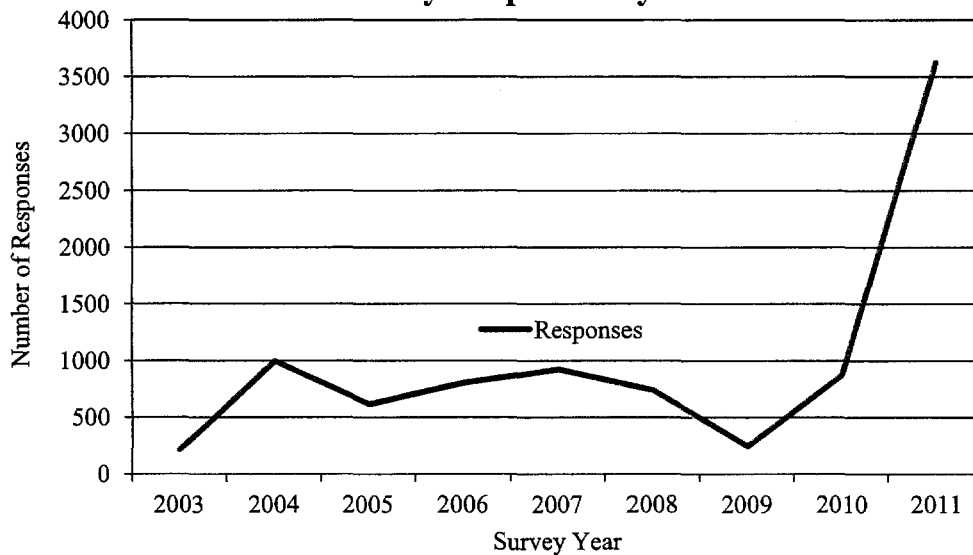
new developments. The ordinance requires that projects of a certain size submit a special use permit application which must include a traffic impact analysis and a transportation management plan. The TDM Program has worked closely with the City's TMP to help ensure goals are met and the impact these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

Of the 55 active TMPs in the City, almost 93% are in compliance with their special use permit. Compliance means providing an Annual Report that details information about site-specific TDM programs, submitting a Semi-annual TMP Fund Report which documents payments and expenditures throughout the year, and distributing surveys provided by the City.

This year the TMP survey went online for the first time. By increasing communications with TMP Coordinators and giving participants the opportunity to fill out the survey online, the number of survey responses increased by 317%. More responses means that not only do we have more accurate data about the behaviors of residents and employees in the City, but also another chance to increase the awareness of Local Motion and the services it provides.

***By increasing communications with TMP Coordinators and giving participants the opportunity to fill out the survey online, the number of survey responses increased by 317%.***

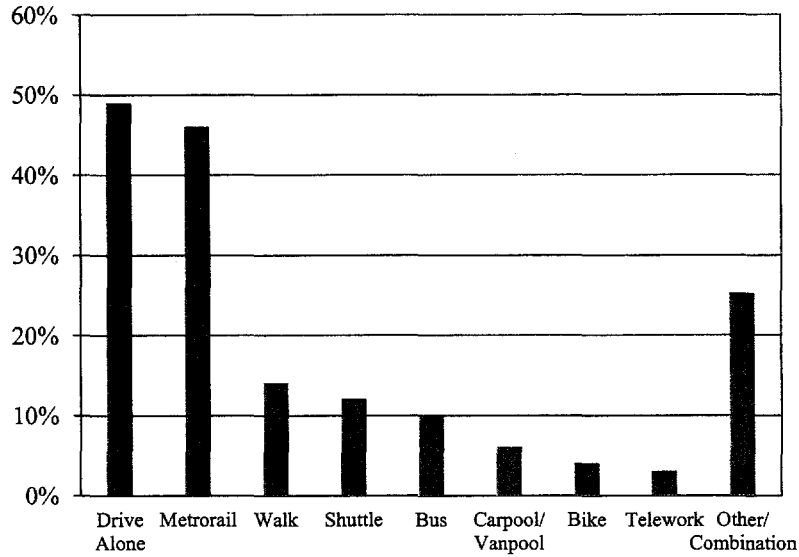
**TMP Resident and Employee Survey Responses by Year**



**Mode Share Reported for all TMPs**

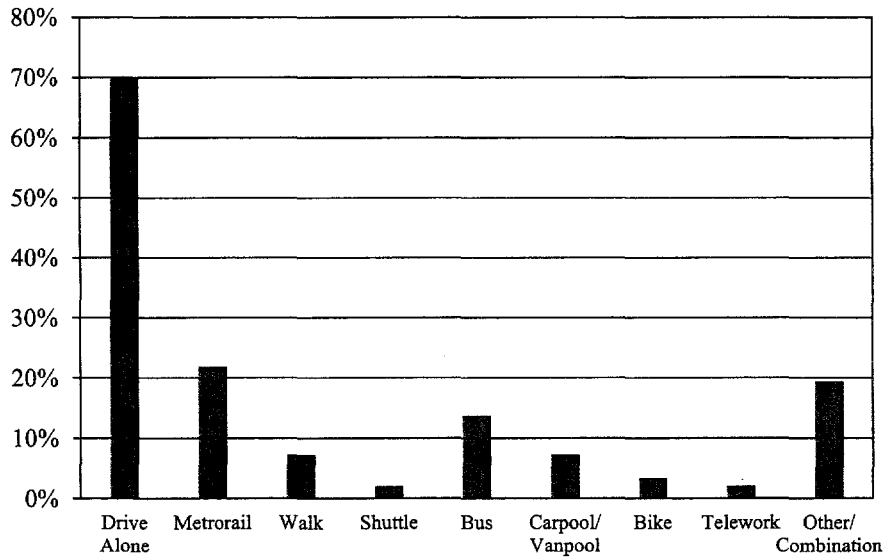
The charts below break down the different modes of transportation reported by TMPs in the 2011 Survey of residents and employees of residential and commercial TMPs.

### 2011 Residential TMP Survey Mode Split Results



*Of 1,707 residential survey respondents, 49% drive alone to work and 46% take Metrorail. Respondents were able to choose more than one mode, so the totals do not equal 100%.*

### 2011 Employee TMP Survey Mode Split Results



*Of the 1,914 respondents for the employee TMP survey, 70% drive alone to work.*



### **Other TMP Programming Initiatives of Note**

Given the ordinance has been in effect for 23 years and needed updating, City Council has directed staff to revise the program elements to include the following improvements:

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

The proposed revisions are scheduled for Council consideration in 2012.

### **BRAC-133 Outreach**

Local Motion has specifically targeted employees at the new BRAC-133 Mark Center Building for outreach efforts. Local Motion created an all-inclusive one-page guide to transportation options and distributed online and to partners before move-in. The Washington Headquarters Service (WHS) is responsible for implementing the Transportation Management Plan (TMP), and Local Motion has supported them by meeting regularly and attending monthly transportation open houses. Local Motion successfully advocated moving bike racks into the covered parking garage, and are working on implementation of other items from the TMP.

Local Motion set up exhibits to distribute information and brochures and speak with commuters during the lunch hour. Highlights include:

- Available between the hours of 11:00 – 1:30pm Tuesdays and Thursdays for 16 sessions
- Distributed approximately 225 brochures (ranging from DASH to Prince Williams Omni Ride service)
- At least 150 customer engagements (people who received personal information from Local Motion)
- Distributed 135 Local Motion branded promotional items

### **Old Town Transit Shop**

The primary purpose of the Transit Shop is to provide residents, employees and visitors a convenient destination for all their local and regional transportation needs. Patrons are able to purchase fare media for almost every transit system in the area, pick up transportation information and schedules, and get answers to any transportation related questions. Information is provided for non-transit options, too, such as biking resources and maps, Commuter Connections programs such as Guaranteed Ride Home and Ridesharing, and Local Motion products.

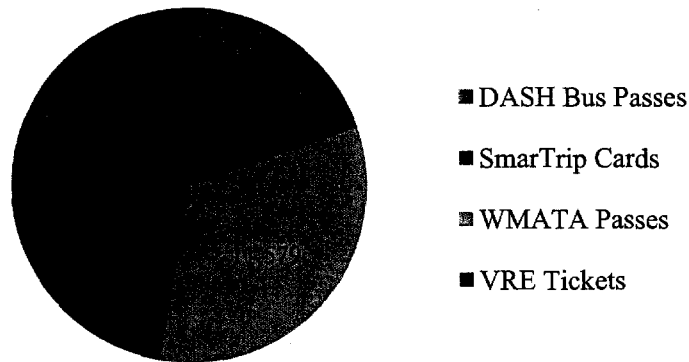
Located directly across from the King Street Metro Station the Old Town Transit Shop is open from 7:00 am to 7:00 pm, Monday through Friday. Transit Shop operations are 100% supported by a Regional Surface Transportation Program (RSTP) grant that is allocated by the Department of Rail and Public Transportation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

## Transit Sales

### Sales by Volume

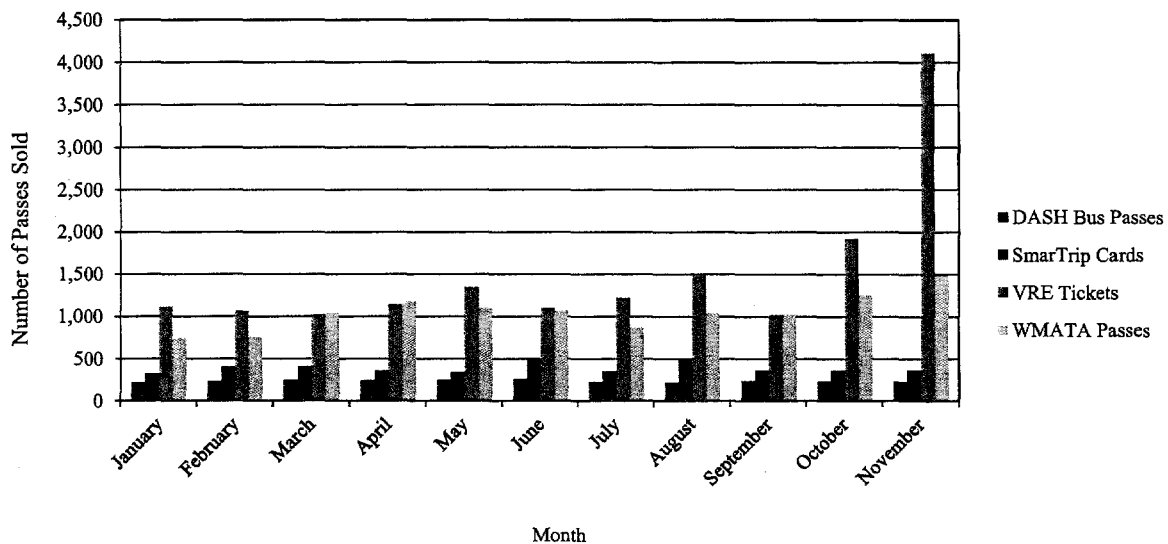
The following chart shows the number of fare media passes sold from January to November 2011 organized by type of pass. As of the date of this report, December sales were still active, thus not included. **The Old Town Transit Shop sold 34,947 transit passes in 2011.** The majority of sales were for VRE Tickets (47% of total volume), and WMATA passes, which includes metrobus passes, rail only passes, tokens, and senior passes, accounted for approximately 33% of the passes sold in 2011.

### Total Fare Passes Sold in 2011



As shown in the table below, volume increased heavily for VRE passes in October and November because customers were required to turn in all vouchers which expired at the end of November.

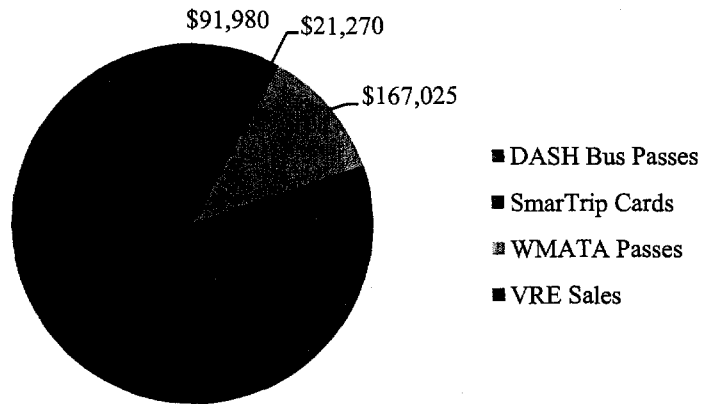
### Fare Media Passes Sold in 2011



**Sales by Dollar Amount**

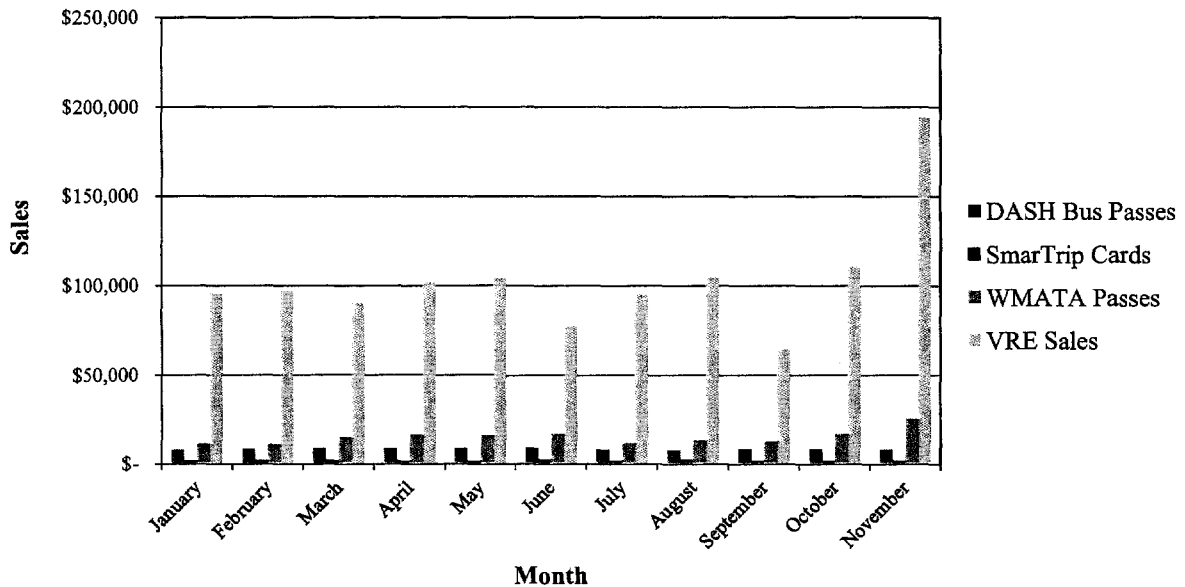
The following chart shows the sales from January to November 2011 categorized by type of pass. **The Old Town Transit Shop sold over \$1.4 million in transit passes in 2011.** The majority of sales were for VRE Tickets which accounted for 80% of total sales.

**Total Sales for 2011**



VRE ticket sales increased dramatically in October and November because customers were required to turn in all vouchers which expired at the end of November.

**Fare Media Sales in 2011**



11

### Transit Shop Customer Activity

Transit Shop activity is measured by number of contacts with customers either on the phone or in person. This information has been collected since February 2011 and will prove a valuable tool going forward.

	2011 Total
Phone	
Transit Information via Phone Calls	15,432
Walk-in	
Transit Information	2,305
Transit Literature	1,208
Door Counter	21,951

### Grass Roots Marketing

In May 2011, Local Motion began a grass roots marketing initiative to help build Local Motion brand awareness among residents and other untapped target markets traditionally not reached by the program, e.g. retail businesses.

#### Pledges

People engaged by Local Motion at events were asked to “pledge” to try other forms of transportation instead of driving alone and contact information was captured. Last year a total of **2,516 pledges were taken** by city residents.

#### Local Motion Partners

Small businesses and professional offices were engaged and asked to be Local Motion Partners. As a Partner, businesses agreed to place Local Motion branded countertop brochure/literature displays holding transportation and commuting information. Currently we have **135 active partners** that get brochure displays replenished on a monthly basis. A list of all Partners can be found on the Local Motion website, with links to the business website and adjacent transit information.

#### Customer Engagements

Customer engagements are an estimate of the number of people exposed to outreach at events, including people walking by (and not stopping, but seeing signage); people that stop by quickly to look over the table; stop by and pick up some collateral; stop by and chat with team members; stay and talk with team members for several minutes; those that engage for longer; and people who take collateral with them and share with others. The total number of customer engagements was **11,626** in 2011.

**JOIN THE  
COMMUTER  
REVOLUTION**

FIRST NAME \_\_\_\_\_ LAST NAME \_\_\_\_\_

STREET ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP/CC \_\_\_\_\_

EMAIL ADDRESS \_\_\_\_\_

WORK LOCATION \_\_\_\_\_

Share ways you are willing to reduce, eliminate or alter your driving and improve your quality of life.

Tell us what you already do, or are willing to try to eliminate more SOV trips a week. (Check all that apply)

**Combine errands to reduce weekly car trips**  
 Already Do     Willing to Try

**Take DASH, Metrobus, or Metrorail to reduce car trips**  
 Already Do     Willing to Try

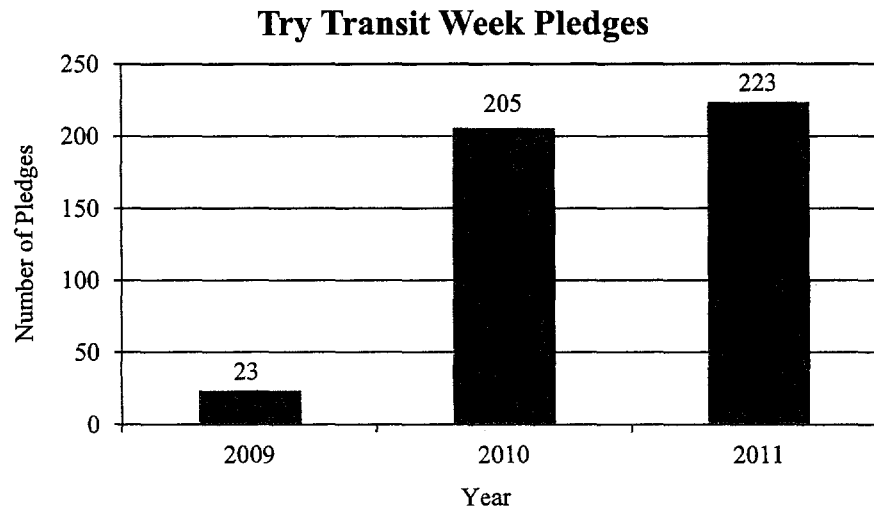
## Events

An important aspect of our grass roots marketing campaign is setting up at various venues across the City and engaging residents, answering questions, and listening to suggestions and comments. Below are few noteworthy events Local Motion attended as part of our Grass Roots Marketing Campaign.

### Try Transit Week

In September 2011, Local Motion supported Virginia's "Try Transit Week" initiative, a week-long event that educates Virginians about using transit. The program seeks pledges from residents to try transit during the week of September 19-23, 2011 and experience firsthand the benefits it can offer.

Exhibits to collect pledges were set up by Local Motion at the Whole Foods in Carlyle, The Dairy Godmother in Del Ray, and the Market Square Farmers Market. The result of the exhibits was an increase in Try Transit Week pledges from 205 in 2010 to 223 in 2011, which ranked Alexandria in second place among 160 state-wide jurisdictions that participated in the event.



### Car Free Day

Thursday, September 22, 2011 was celebrated as International Car Free Day. Locally, Car Free Day is an MWCOG event promoted across the region to get commuters to explore alternatives to driving alone for one day. This year Local Motion passed out gift certificates with discounts to local businesses to commuters that went car free or car-lite the day of the event. Certificates were distributed to bus and train commuters at BRAC-133 Mark Center Station, King Street Metro, Eisenhower Metro and Braddock Metro stations. In total over 3,914 Local Motion branded gift certificates were given out.

### Other Events of Note

In addition to these events, below is a listing of other events attended by Local Motion.

- Patent and Trade Office Earth Day Event
- City of Alexandria Earth Day Celebration
- Bike To Work Day
- Jazz Extravaganza
- Alexandria Birthday Celebration
- Old Town Arts & Crafts Festival
- Del Ray Farmers Market
- Four Mile Run Farmers Market
- Various Community Centers and Libraries
- Market Square Farmers Market
- West End Farmers Market
- Upper King Street Farmers Market
- Whole Foods Health Festival
- Old Town Arts & Crafts Festival
- West End Art & Wine Festival
- Family Fall Festival
- George Washington University – Alexandria Campus

### Bike and Pedestrian Information and Programming

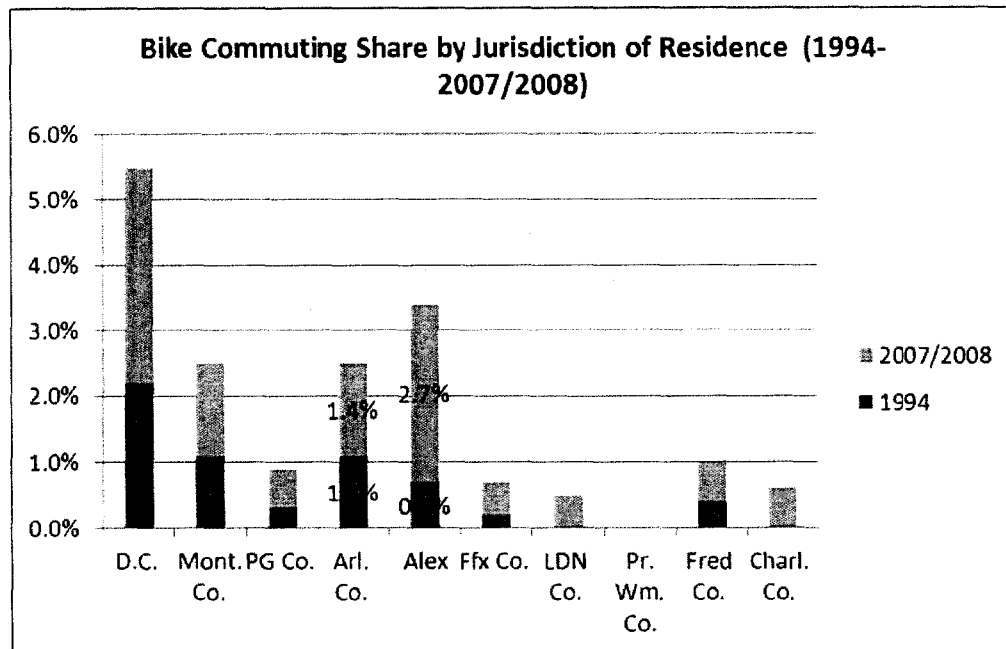
Walking and bicycling are fundamental to the character and livability of Alexandria. City residents and visitors have walked along the streets of Old Town for more than 350 years. Today, the King Street and Mount Vernon Avenue commercial areas thrive on pedestrian traffic. People access public transit, parks, neighborhood trails, and community centers throughout the City by walking and bicycling; students walk and bicycle to schools in all neighborhoods. Through efforts of our Bike and Pedestrian Coordinators and the Local Motion program the City has earned a bronze-level Bicycle Friendly Community from the League of American of Bicyclists and a Silver Level Walk Friendly Community designation in 2011.

### City Wide Bicycle and Pedestrian Mode Share

According to the Metropolitan Washington COG telephone survey "Bicycle Community Share by Jurisdiction of Residence (1994 to 2007/08)" Alexandria has gone from 0.5 percent to 2.7 between 1994 and 2008 percent which is second in the area to only DC (2.2% to 3.3%) as shown in the table below. Arlington went from 1.1 percent to 1.4 percent.

*Through efforts of our Bike and Pedestrian Coordinators and Local Motion, the City has earned a bronze-level Bicycle Friendly Community from the League of American of Bicyclists and a Silver Level Walk Friendly Community designation in 2011.*

---



### School Bike and Pedestrian Mode Share

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

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

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

## Communications

### Website

Local Motion maintains a website at alexandriava.gov/LocalMotion that gives the brand an online presence while giving commuters another resource for obtaining information on transit, ridesharing, bicycling, walking and other TDM strategies. In addition, the “News and Notices” page was upgraded to include a Really Simple Syndication (RSS) feed which updates this page with current and up-to-the-minute transportation news and announcements from regional organizations, media outlets, blogs, and other websites.

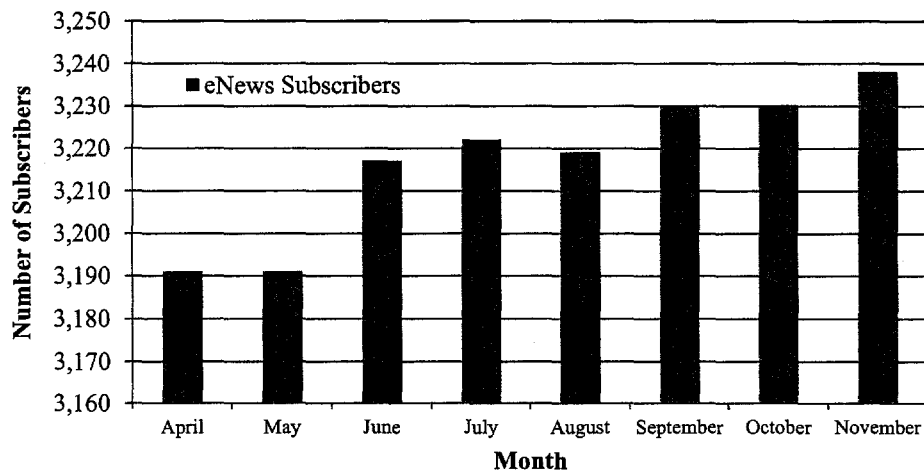
Stat	2011 Total*	Average per month	Average per day
Number of times a page, image or file is viewed	102,267	9,297	310
Unique Page Views	30,443	2,768	92
New Incoming Visitors	9,118	829	28
Unique IP Addresses	6,141	558	19
Returning Visitors	5,230	475	16

\* Total does not include December.

### eNews

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

### eNews Subscribers





### **Newsletter**

Local Motion published and distributed a newsletter in May and September. The newsletter was mailed to every address in Alexandria, distributed at City facilities, and handed out at events. Highlights of the newsletter include a calendar of upcoming transportation events, updates of bicycle and pedestrian facilities, and a spotlight on commuters and employers.

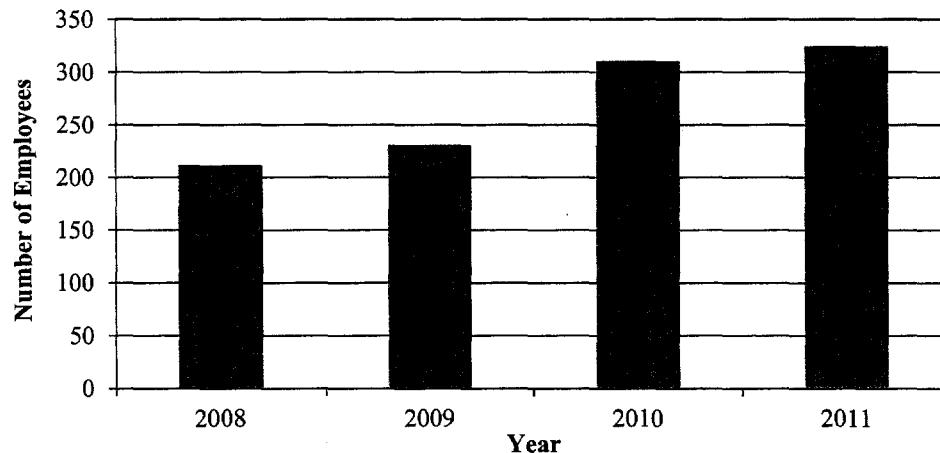
### **New Homeowner Mailing**

In addition to the newsletter, every quarter Local Motion sends out “welcome packets” to new homeowners. The packets include a welcome letter from Local Motion, a trolley schedule, the DASH and Local Motion Ride Guides and an Alexandria Bikeways map to help them navigate the City. Although this program was started mid-year, approximately 800 have been mailed.

### **City Transit Benefit**

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

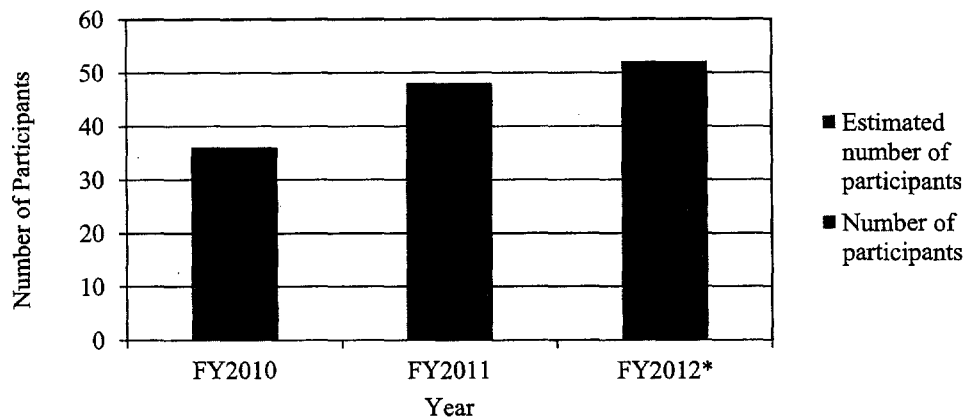
### **City/School Employees Enrolled in Transit Benefit Program**



### **Carshare Alexandria!**

The Carshare Alexandria! program reimburses residents for their first year membership and application fee for the use of any carshare service in the City (currently only Zipcar is available at seven sites with 14 cars). The program is fully funded by the City’s Local Motion program and is estimated at about \$85 per participant.

### Participants in Carshare Alexandria! Program

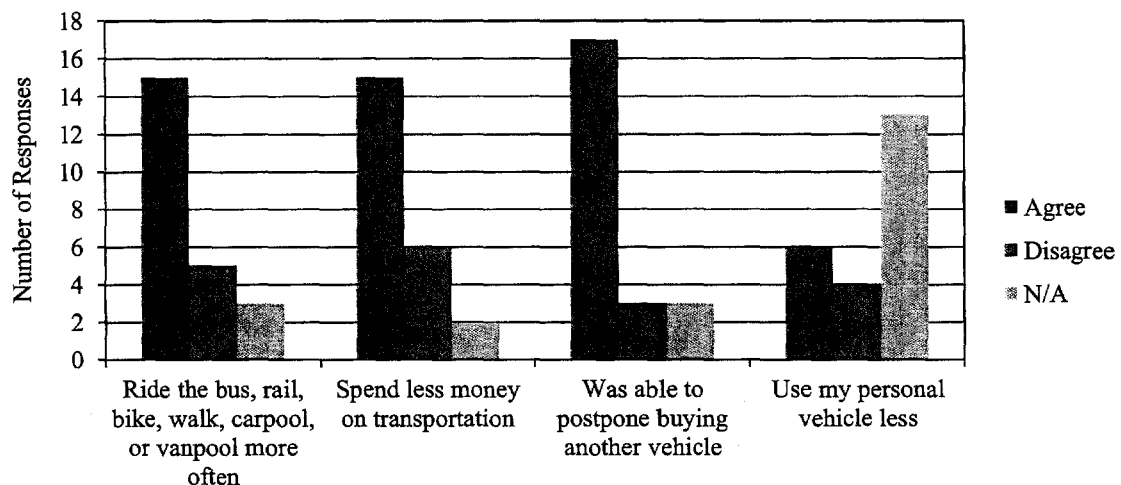


Transportation Cooperative Research Program (TCRP) Report 108 indicates that carsharing often decreases both vehicle ownership and vehicles miles traveled (VMT) while increasing the use of alternative modes. In 2011, Local Motion surveyed program participants who had used this service for at least a year to track behavior changes.

In response to the question, "If the City had not reimbursed your carshare membership fees, would you have joined a carshare program?" 52.2% said no and 47.8% responded yes. Almost 70% responded that they would renew their annual membership when the current one expired. Most importantly, the survey showed that two-car ownership decreased from 17.4% to 4.3% after carshare membership.

***The survey showed that two-car ownership decreased from 17.4% to 4.3% after carshare membership.***

### Survey Results for "Since Joining a Carshare Program, I..."



### **Old Town Trolley**

The Old Town Trolley is a service that is marketed and supported by the TDM program through all of its communication channels. While touristic in nature, during the evening peak hours the Trolley serves as a shuttle for workers from the waterfront and surrounding areas to King Street metro.

For 2011 the Trolley averaged **39,000** riders per month for a total of **465,430** total passengers.

### **Commuter Connections**

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

**ATTACHMENT 2**

RESOLUTION NO. \_\_\_\_\_

**WHEREAS**, in accordance with Virginia Department of Rail and Public Transportation allocation procedures, it is necessary that a request by City Council resolution be made in order that the Virginia Department of Rail and Public Transportation fund a transportation demand management program in the City of Alexandria and to fund a public transportation intern;

**NOW, THEREFORE, BE IT RESOLVED** by the City Council that the City Manager is authorized, for and on behalf of the City of Alexandria, hereafter referred to as the PUBLIC BODY, to execute and file an application to the Department of Rail and Public Transportation, Commonwealth of Virginia, hereafter referred to as the DEPARTMENT, for a grant of financial assistance in the amount of \$228,240 to defray the costs borne by the PUBLIC BODY for continuation of the ALEXANDRIA TRANSPORTATION DEMAND MANAGEMENT program and to accept from the DEPARTMENT grants in such amounts as may be awarded, and to authorize the City Manager to furnish the DEPARTMENT grants in such amounts as may be awarded, and to authorize the City Manager to furnish to the DEPARTMENT such documents and other information as may be required for processing the grant request. The City Council certifies that the funds shall be used in accordance with the requirements of Section 58.1-638.A.4 of the Code of Virginia.

**BE IT FURTHER RESOLVED BY THE CITY COUNCIL** that the City Manager is authorized, for and on behalf of the City of Alexandria, hereafter referred to as the PUBLIC BODY, to execute and file an application to the Department of Rail and Public Transportation, Commonwealth of Virginia, hereafter referred to as the DEPARTMENT, for a grant of financial assistance in the amount of \$28,500 to defray the costs borne by the PUBLIC BODY to fund a public transportation intern and to accept from the DEPARTMENT grants in such amounts as may be awarded, and to authorize the City Manager to furnish the DEPARTMENT grants in such amounts as may be awarded, and to authorize the City Manager to furnish to the DEPARTMENT such documents and other information as may be required for processing the grant request. The City Council certifies that the funds shall be used in accordance with the requirements of Section 58.1-638.A.4 of the Code of Virginia.

**BE IT FURTHER RESOLVED**, that the PUBLIC BODY will provide funds in the amount of \$57,060, which will be used as a 20 percent match to the state funds in the ratio as required in such Act, that the records of receipts of expenditures of funds granted the PUBLIC BODY may be subject to audit by the DEPARTMENT and by the State Auditor of Public Accounts, and that funds granted to the PUBLIC BODY for defraying the expenses of the PUBLIC BODY shall be used only for such purposes as authorized in the Code of Virginia.

**BE IT FURTHER RESOLVED**, that the PUBLIC BODY will provide funds in the amount of \$1,500 which will be used as a 5 percent match to the state funds in the ratio as required in such Act, that the records of receipts of expenditures of funds granted the PUBLIC BODY may be subject to audit by the DEPARTMENT and by the State Auditor of Public

Accounts, and that funds granted to the PUBLIC BODY for defraying the expenses of the PUBLIC BODY shall be used only for such purposes as authorized in the Code of Virginia.

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

\_\_\_\_\_  
WILLIAM D. EUILLE                      MAYOR

ATTEST:

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

**RESOLUTION NO. 2485**

**WHEREAS**, in accordance with Virginia Department of Rail and Public Transportation allocation procedures, it is necessary that a request by City Council resolution be made in order that the Virginia Department of Rail and Public Transportation fund a transportation demand management program in the City of Alexandria and to fund a public transportation intern;

**NOW, THEREFORE, BE IT RESOLVED** by the City Council that the City Manager is authorized, for and on behalf of the City of Alexandria, hereafter referred to as the PUBLIC BODY, to execute and file an application to the Department of Rail and Public Transportation, Commonwealth of Virginia, hereafter referred to as the DEPARTMENT, for a grant of financial assistance in the amount of \$228,240 to defray the costs borne by the PUBLIC BODY for continuation of the ALEXANDRIA TRANSPORTATION DEMAND MANAGEMENT program and to accept from the DEPARTMENT grants in such amounts as may be awarded, and to authorize the City Manager to furnish the DEPARTMENT grants in such amounts as may be awarded, and to authorize the City Manager to furnish to the DEPARTMENT such documents and other information as may be required for processing the grant request. The City Council certifies that the funds shall be used in accordance with the requirements of Section 58.1-638.A.4 of the Code of Virginia.

**BE IT FURTHER RESOLVED BY THE CITY COUNCIL** that the City Manager is authorized, for and on behalf of the City of Alexandria, hereafter referred to as the PUBLIC BODY, to execute and file an application to the Department of Rail and Public Transportation, Commonwealth of Virginia, hereafter referred to as the DEPARTMENT, for a grant of financial assistance in the amount of \$28,500 to defray the costs borne by the PUBLIC BODY to fund a public transportation intern and to accept from the DEPARTMENT grants in such amounts as may be awarded, and to authorize the City Manager to furnish the DEPARTMENT grants in such amounts as may be awarded, and to authorize the City Manager to furnish to the DEPARTMENT such documents and other information as may be required for processing the grant request. The City Council certifies that the funds shall be used in accordance with the requirements of Section 58.1-638.A.4 of the Code of Virginia.

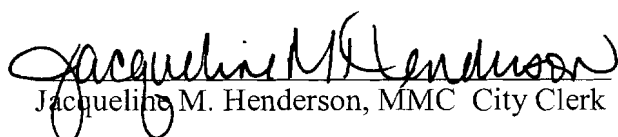
**BE IT FURTHER RESOLVED**, that the PUBLIC BODY will provide funds in the amount of \$57,060, which will be used as a 20 percent match to the state funds in the ratio as required in such Act, that the records of receipts of expenditures of funds granted the PUBLIC BODY may be subject to audit by the DEPARTMENT and by the State Auditor of Public Accounts, and that funds granted to the PUBLIC BODY for defraying the expenses of the PUBLIC BODY shall be used only for such purposes as authorized in the Code of Virginia.

**BE IT FURTHER RESOLVED**, that the PUBLIC BODY will provide funds in the amount of \$1,500 which will be used as a 5 percent match to the state funds in the ratio as required in such Act, that the records of receipts of expenditures of funds granted the PUBLIC BODY may be subject to audit by the DEPARTMENT and by the State Auditor of Public Accounts, and that funds granted to the PUBLIC BODY for defraying the expenses of the PUBLIC BODY shall be used only for such purposes as authorized in the Code of Virginia.

Adopted: January 10, 2012

  
WILLIAM D. EULLE MAYOR

ATTEST:

  
Jacqueline M. Henderson, MMC City Clerk

1-10-12

# THE CITY OF ALEXANDRIA'S TDM /LOCAL MOTION PROGRAM

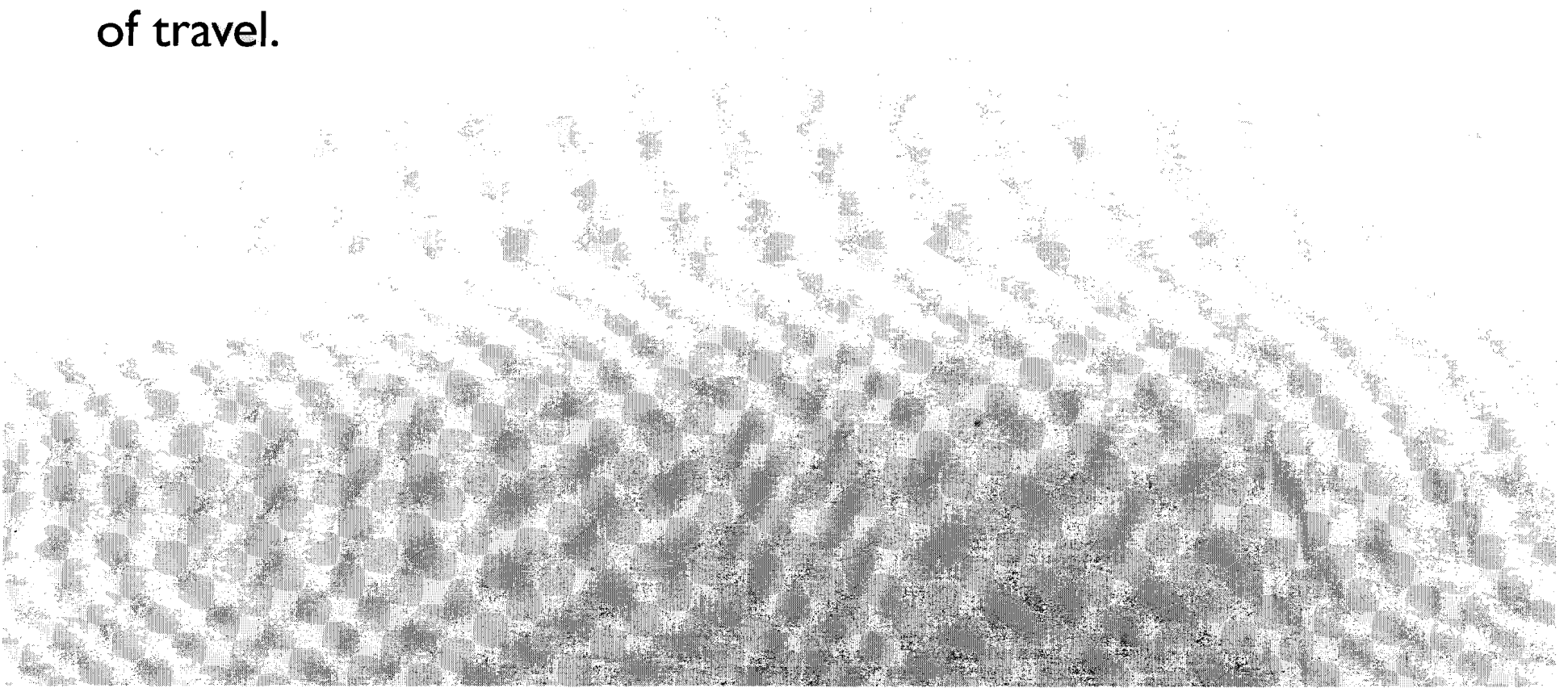
---

January 10, 2012



# What is Transportation Demand Management (TDM)?

Policies and strategies designed to encourage the use of travel modes other than the single occupant auto or influence the time of travel.





# Why is TDM Important?

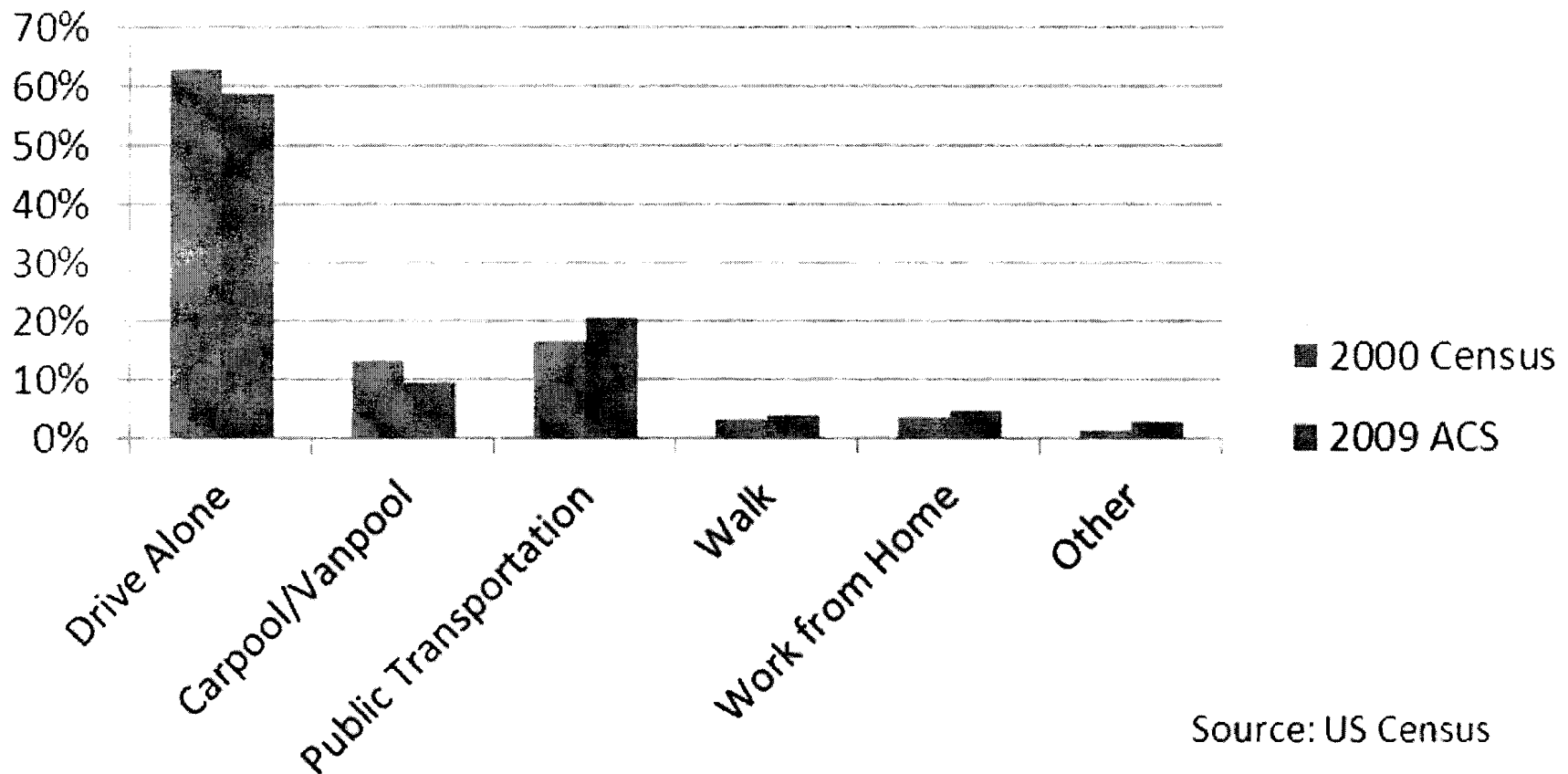
- Improves Mobility
- Saves time and money for City travelers
- Improves Air Quality
- Reduces Traffic/ Congestion
- Reduces Parking Demand

# Local Motion Program and Activities

- Carshare Alexandria!
- One on One trip planning for commuters
- Maintains a large Rideshare database
- Transit Benefit Program for City and School Employees
- Telework Marketing and Promotion
- Disseminates Transit Information
- Maintains a website

# Journey to Work Data and the Local Motion Program

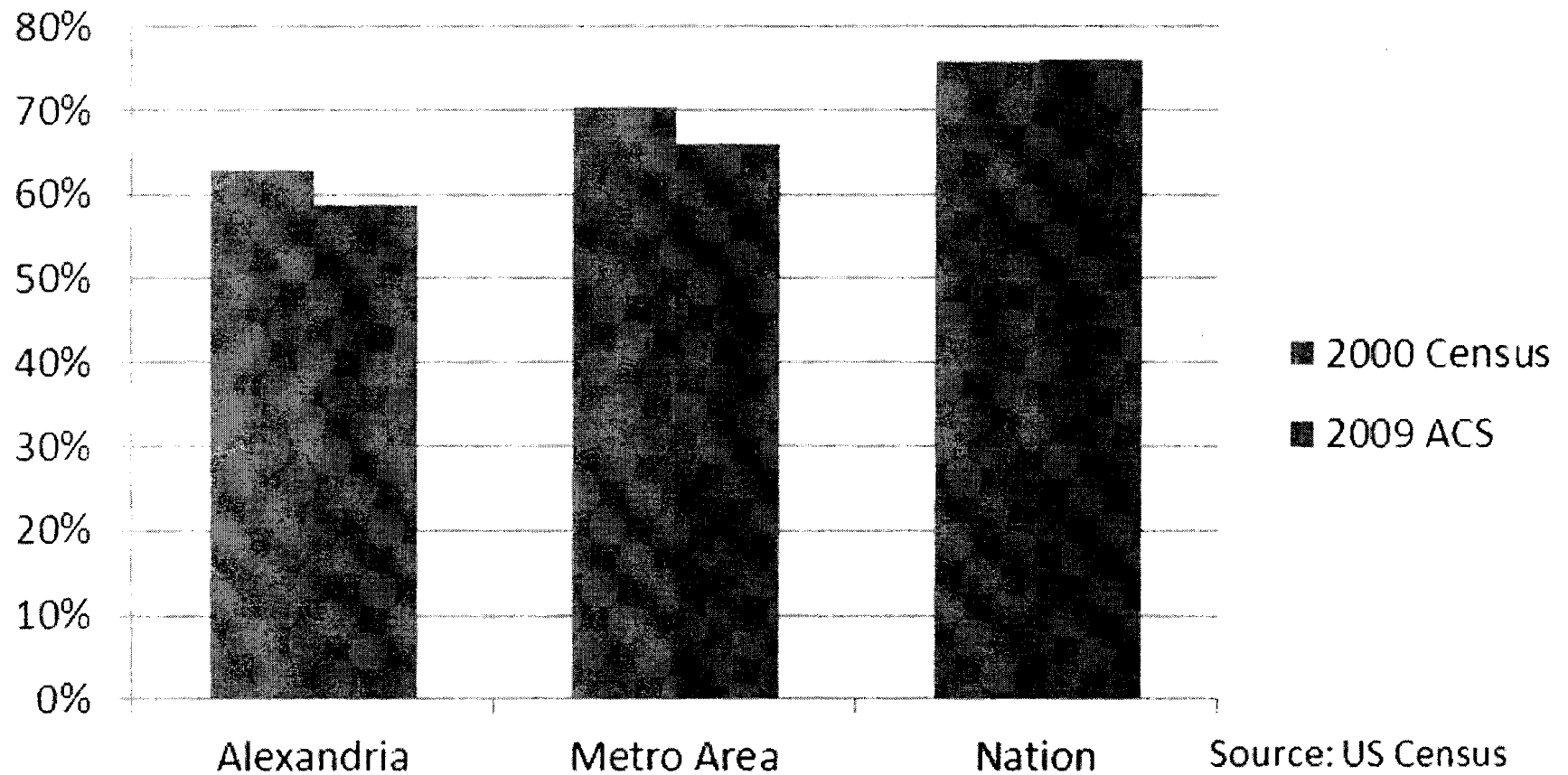
## Alexandria Mode Share



Source: US Census

# Journey to Work Data and the Local Motion Program

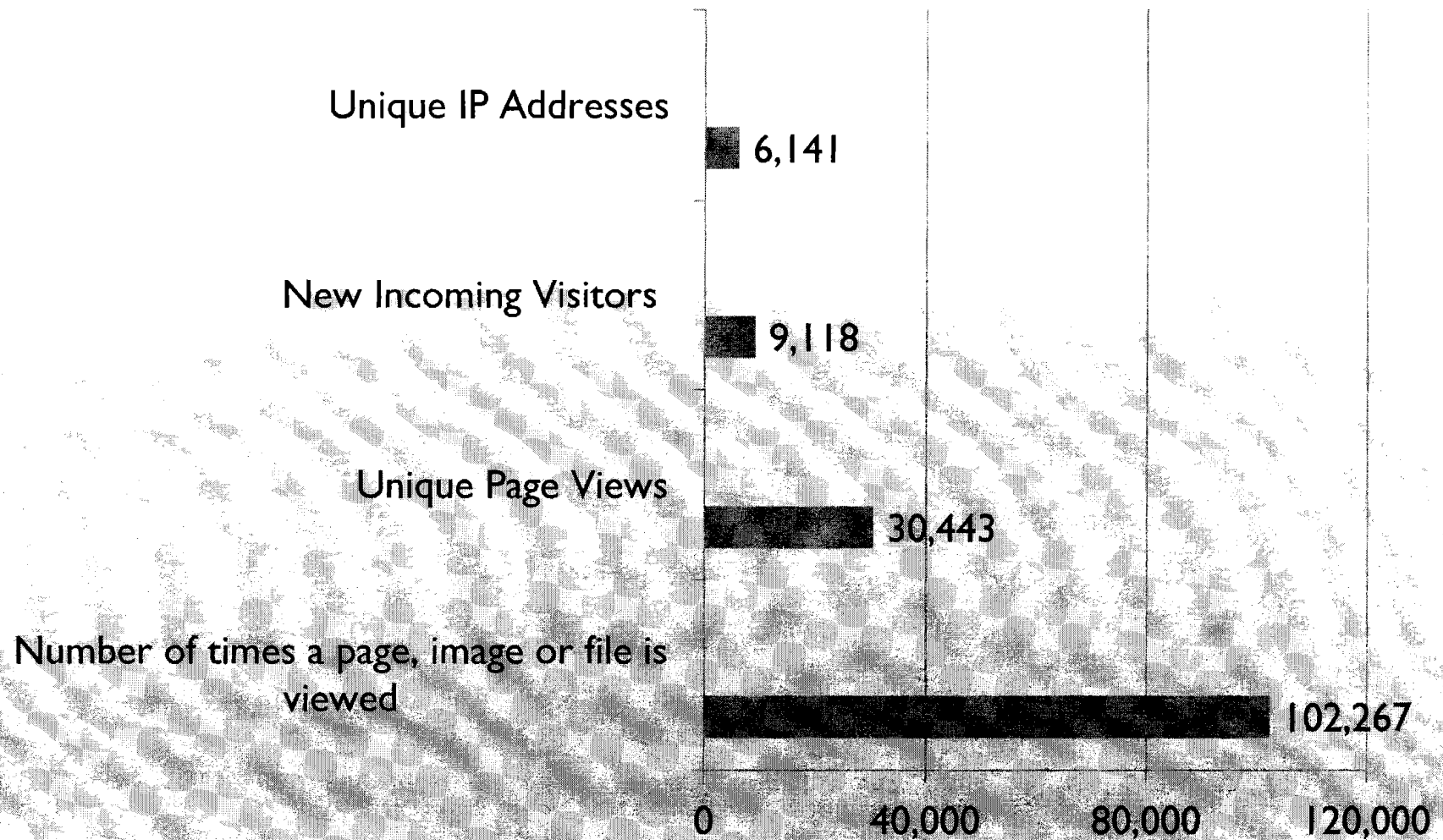
## Alexandria Drive Alone Mode Share



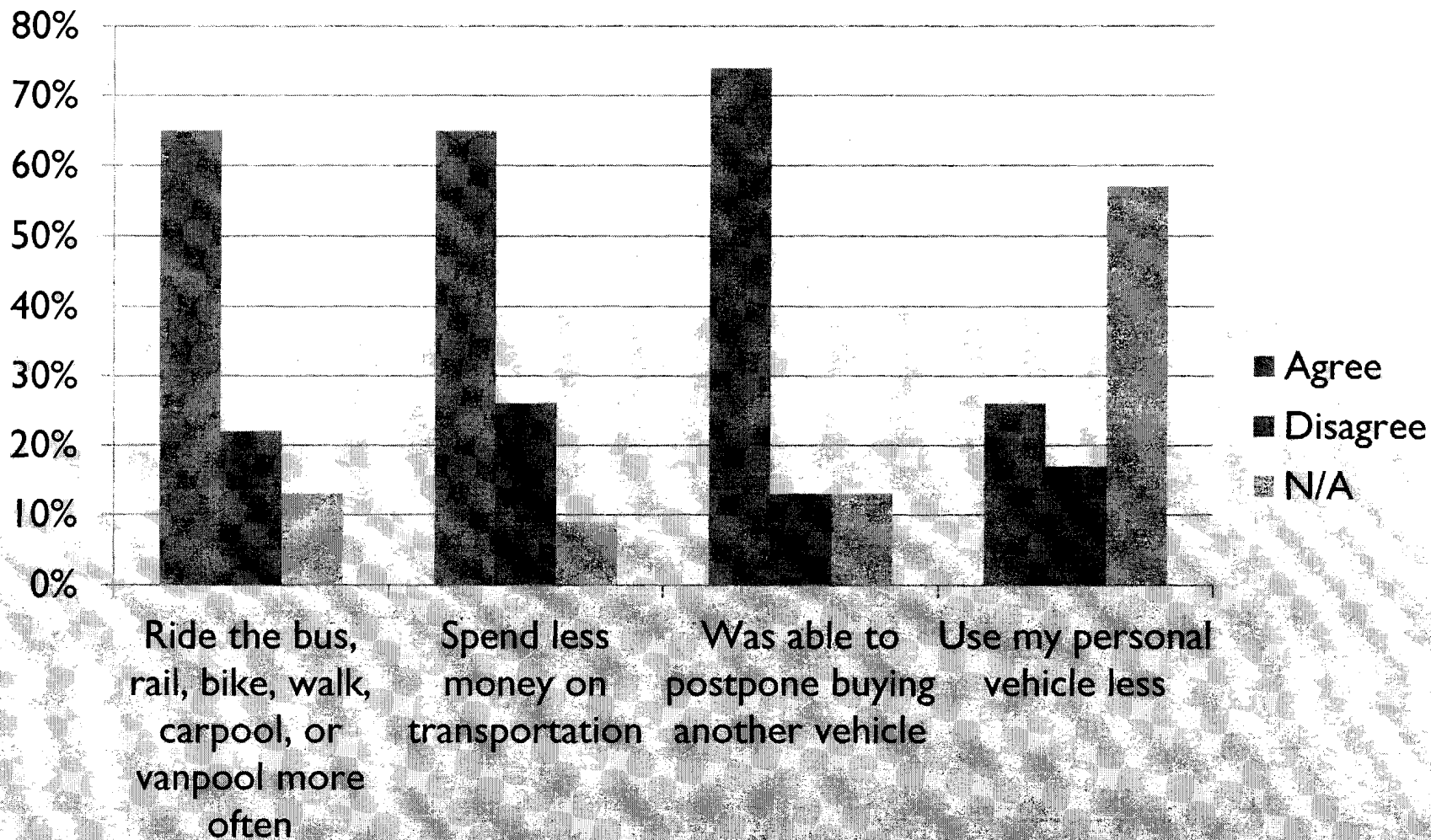
# 2011 and FY 2012

- BRAC-133 Outreach – *performed on-site outreach*
- Grass Roots Marketing – *135 recruited*
- Employer Outreach – *348 personal contacts/3,152 electronic contacts/16 sales meetings/5 on-site promotions*
- Events and Transportation Fairs – *18 City wide events, including Bike to Work Day*
- Local Motion Newsletter – *two mailings*
- Car Share Alexandria – *pays cost to join carsharing*
- Local Motion eNews – *over 3,500 subscribers*
- Old Town Transit Shop – *over \$1.2 million in sales*

# 2011 Local Motion Website Activity

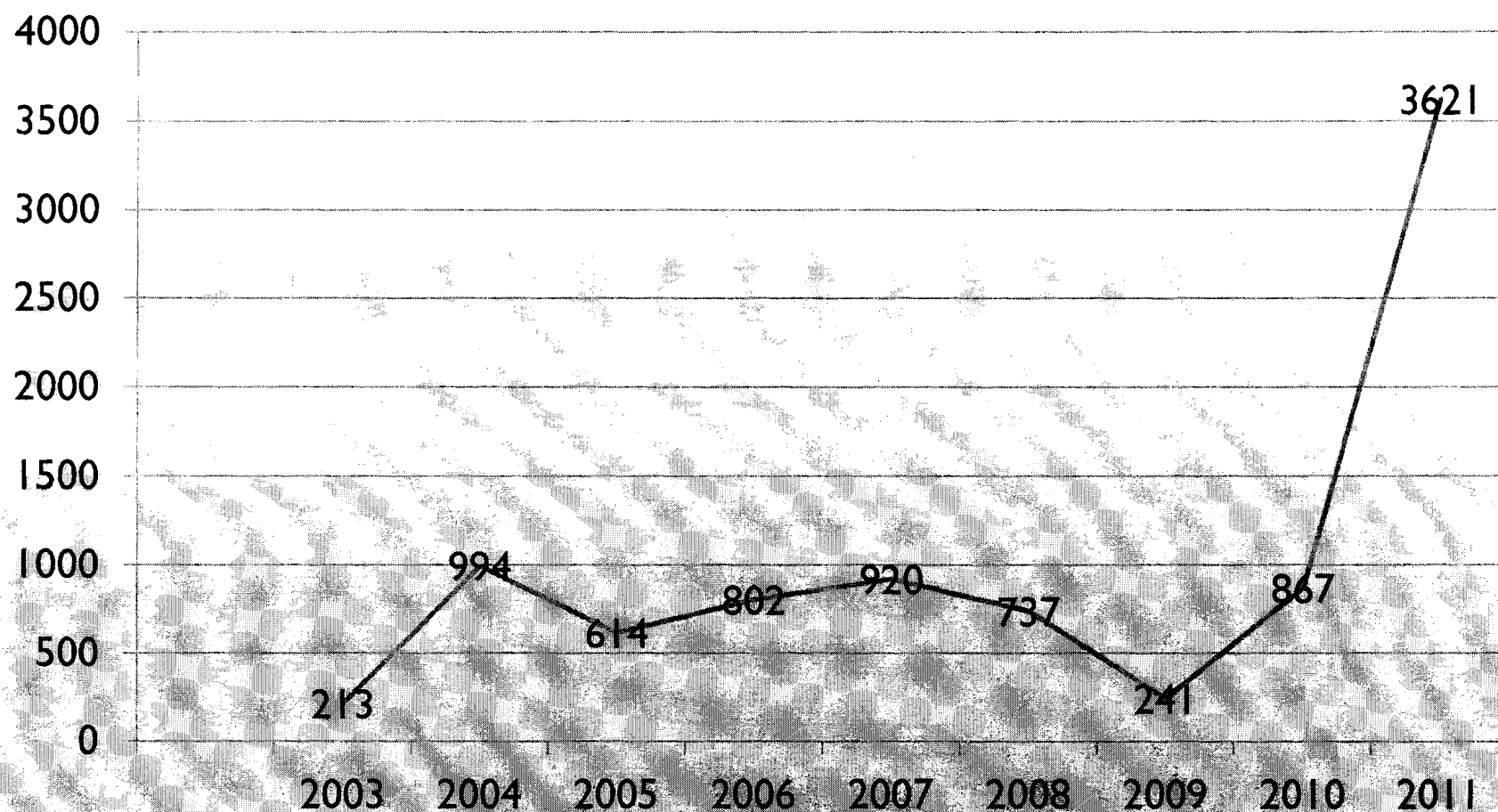


# 2011 Results of a Survey of Carshare Alexandria Applicants



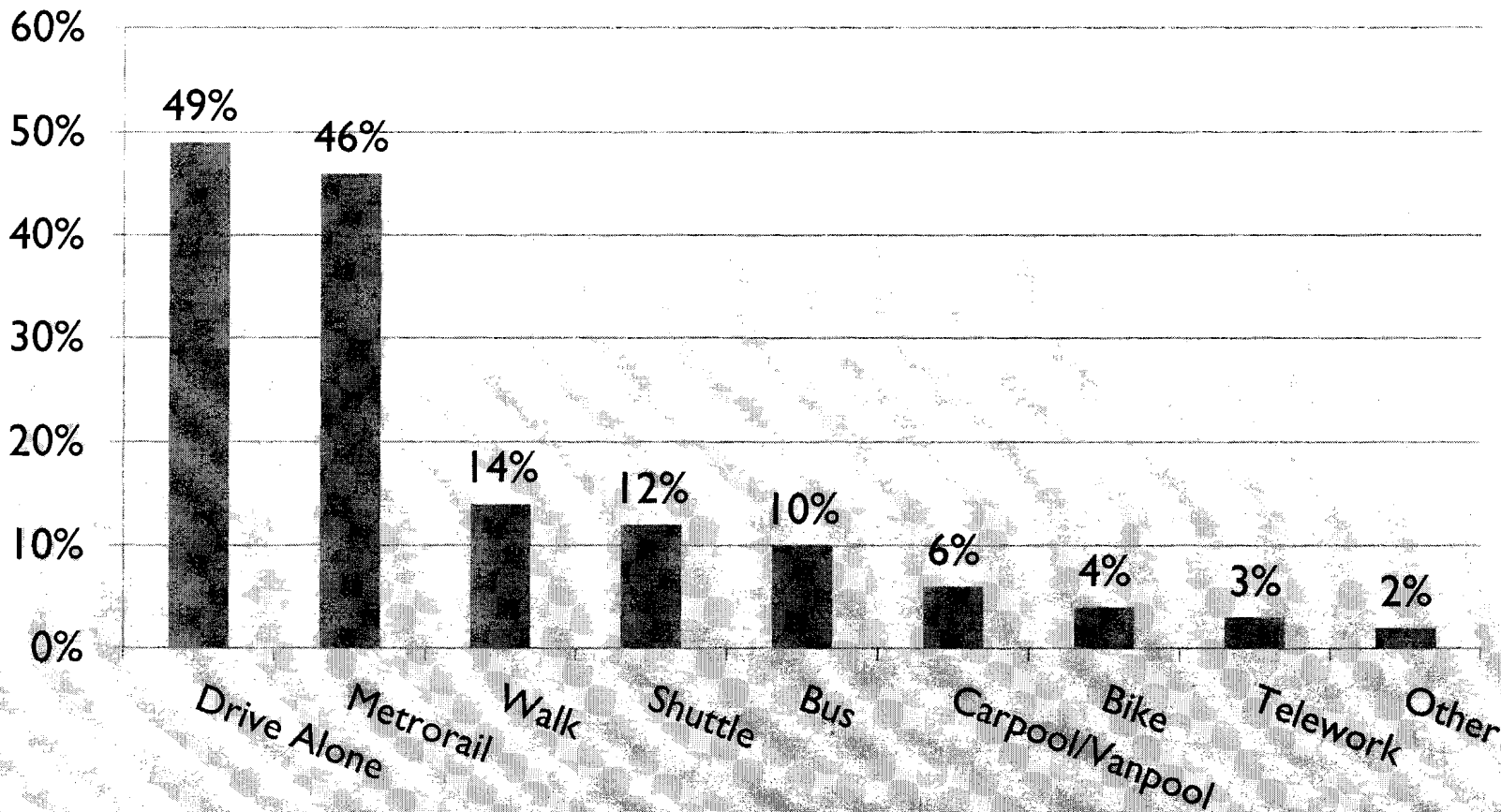
# 2011 TMP Employee and Resident Survey Responses

## Responses





# 2011 Residential TMP Survey Mode Split Results



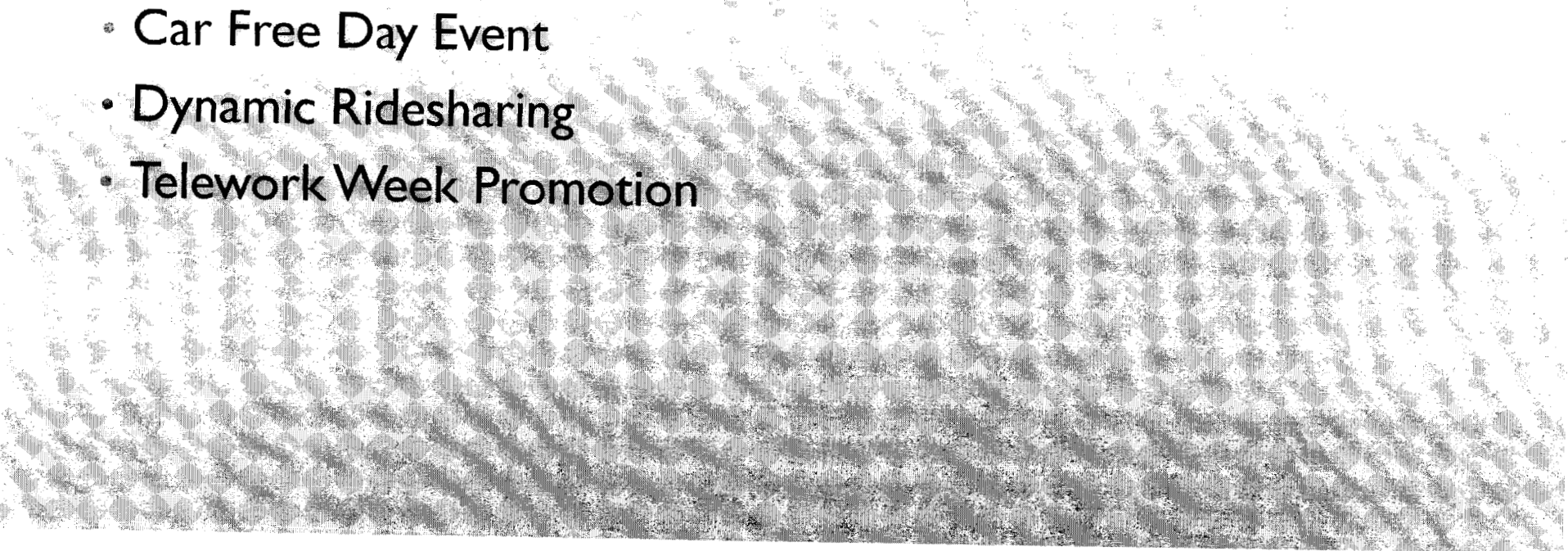
Of 1,707 residential survey respondents, Respondents were able to choose more than one mode, so the totals do not equal 100%.

# FY 2012 Plans

- Employer Challenge
- Individualized Marketing Initiative
- DASH Bus Direct Mail Campaign
- 13<sup>th</sup> Annual Bike To Work Day Event
- Capital Bikeshare Involvement
- Expanded role of TDM Programs with Transportation Management Plans (TMP)



# Looking Ahead to FY 2013

- Continuation of Grass Roots Marketing, Employer and BRAC-133 Outreach
  - Establish Evaluation Process
  - Establish Performance Targets
  - Formalize Reporting Process
  - Car Free Day Event
  - Dynamic Ridesharing
  - Telework Week Promotion
- 

THANK YOU



Questions?