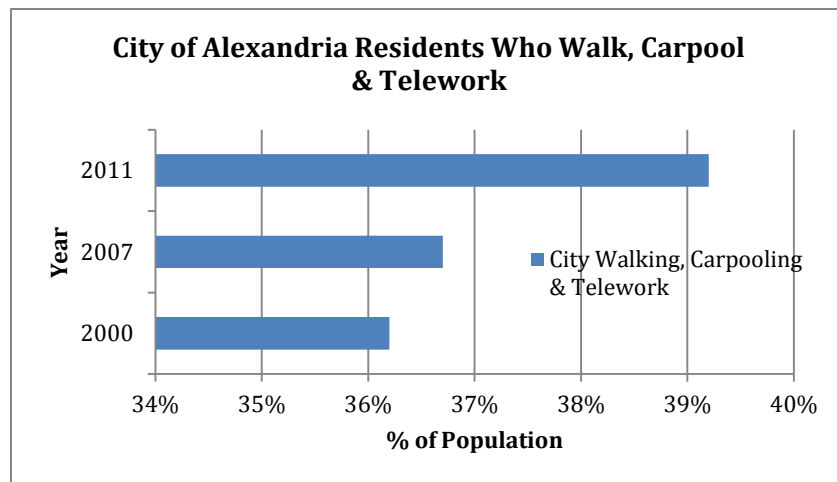


FY 2012 Local Motion Program Review and Measures of Effectiveness of the TDM Program

January 17, 2013

Introduction

This report provides information on various measures of effectiveness that help quantify the benefits of the TDM program to the City, City Council, City residents, employers and employees. Since inception, the TDM Program, which is branded as 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. Since 2000, the trend for Alexandria commuters using non-SOV modes has been increasing.



FY12 in Review

This section focuses on two of the major initiatives for FY2012, Employer Outreach and Grass Roots Marketing programs to reach employees and residents, respectively. The FY12 review also details the communications strategies that Local Motion employed, as well as other projects associated with Local Motion: the Alexandria Transit Store, Transportation Management Plans, Bicycle and Pedestrian Information and Programming, and the City Transit Benefit Program.

Employer Outreach

Local Motion provides outreach services directly to employers in the City of Alexandria. In FY 2012, Local Motion hired Destination Sales & Marketing Group to help facilitate the employer outreach component of the Local Motion program. They assisted employers by providing the following services:

- Facilitated the Commuter Benefit Levels (see below)
- Assisted with implementation of Tax-Free Benefits
- Educated and marketed CommuterDirect.com for transit benefit implementation and bulk transit media purchases
- Conducted transportation survey that aligns with MWCOG's TERMS surveys
- Developed strategies to reduce the demand for parking
- Coordinated and attended client events for the promotion of TDM services
- Provided relocation assistance to companies and businesses moving into the City of Alexandria
- Disseminated transportation information
- Assisted in identifying nominees for Commuter Connections Employer Recognition Awards
- Created, published, and stored 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 – were contacted frequently with transportation information and resources. Monthly newsletters covered 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, showing increases from 2011 to 2012.

Activity	FY2011	FY 2012
Contacts via Personal Contact	723	1,205
Contacts via Broadcast Contact	2,879	9,357
Sales Meetings / Site Visits	25	44
On-Site Events / Promotions	4	11

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 changes from the beginning to the end of the fiscal year, using the MWCOG level system.

MWCOG Levels	July 2011	June 2012	Change
Level 1 employers	55	52	-5.5%
Level 2 employers	36	51	41.7%
Level 3 employers	76	92	21.1%
Level 4 employers	22	29	31.8%
Total Employers	189	224	18.5%
<hr/>			
Level 1 employees	2,321	2,823	21.6%
Level 2 employees	1,931	3,001	55.4%
Level 3 employees	10,452	14,550	39.2%
Level 4 employees	7,308	8,207	12.3%
Total Employees	22,012	28,581	29.8%

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.

BRAC-133 Outreach

In FY12 Local Motion continued to work with BRAC-133/Mark Center to help discourage single occupancy vehicle travel and promote all travel options. Since BRAC-133 opened to employees, Local Motion went on-site 16 different occasions to promote commuting via alternatives to driving alone – which included DASH's new route, AT2X. Dubbed the Mark Center Express route, the AT2X runs during peak periods between Mark Center and the King Street Metro station. The first week the new bus was in place, it counted about 220 trips each week, with a daily average of 44 riders. By the end of August 2012 and after several onsite visits by Local Motion, the new route transported 1,626 riders for the last week in the month, with a daily average of 325 people.

In addition to work onsite, Local Motion also participated in two employee "Open Houses" in January and February of 2012. In addition, the Local Motion program created a webpage dedicated to BRAC-133 commuter options.

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. Local Motion worked with NeoNiche who provided staff and resources to ensure maximum outreach and exposure to these untapped markets. The grass roots program includes taking pledges from citizens at community events and farmers markets, establishing and interacting with local retail partners, and assisting with special events.

Grass Roots Marketing Summary:

57 Events

*2,973 Local Motion
Pledges signed*

*188 Local Motion
Partners*

*6,477 Brochures
distributed at events*

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 fiscal year a total of **2,973 pledges** were received 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. There is no cost to be a Local Motion Partner. A list of all Partners can be found on the Local Motion website, with links to the business website and adjacent transit information to help you get to this place of business.

Currently Local Motion has **188 active partners** that get brochure displays replenished on a monthly basis. This is increase of **38** partners as of the previous fiscal year.

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 for FY12 was **8,925**.

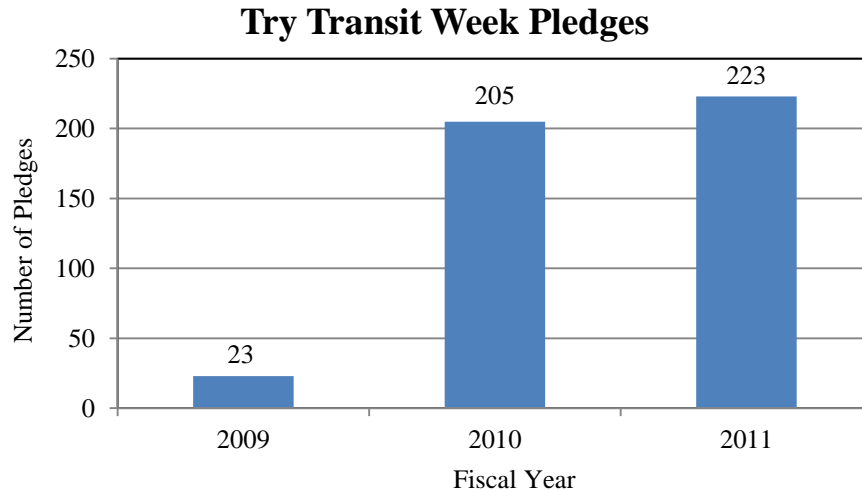
Events

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

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.

<i>Stat</i>	<i>FY12 Totals</i>	<i>Monthly Average</i>
Returning Visitors (Observed Users)	2,672	223
Unique IP Addresses (Estimated Visitors)	3,577	298
New Incoming Visitors (Estimated number of visits)	5,207	434
Unique Page Views (Pages)	14,922	1,244
Number of times a page, image or file is viewed (Hits)	51,837	4,320

Definitions

Observed Users: This counts the number of unique observation cookies seen in this period.

Estimated Visitors: Number of client hosts who came to visit the site (and who viewed at least one). This data refers to the number of different physical persons who had reached the site.

Estimated number of visits: A new visit is defined as each new incoming visitor (viewing or browsing a page) who was not connected to your site during last 60 minutes.

Pages: Number of times a page of the site is viewed (Sum for all visitors for all visits)

Hits: Number of client hosts (IP address) who came to visit the site (and who viewed at least one page). This data refers to the number of different physical persons who had reached the site. Number of times a page of the site is viewed (Sum for all visitors for all visits). This piece of data differs from "hits" in that it counts only HTML pages as oppose to images and other files. This piece of data differs from "hits" in that it counts only HTML pages as oppose to images and other files.

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. As an added benefit, once residents are part of the eNews network they also receive vital emergency eNews alerts concerning life safety, fire, weather, and accidents involving utilities or roadways.

This service was started in 2006 and continues to grow as we make every effort to increase subscribers through outreach events and promotions. At the end of FY12 the Local Motion eNews had approximately **3,580** subscribers.

Facebook

As of May 2012, Local Motion has a Facebook page that is updated approximately three times a week. Tips, events, news alerts and stories from other Local Motion communications are included. Local Motion works with Communications and Public Information staff and T&ES to cross promote and stay consistent with the City communication and social media strategies. As of November 20, the Local Motion page had 155 “likes.”

Newsletter

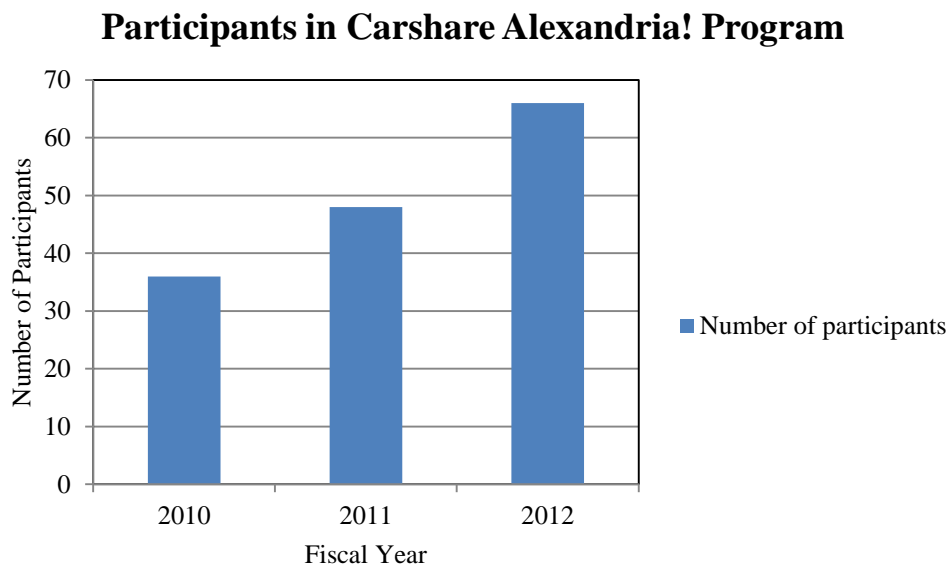
Local Motion published and distributed newsletters in September and April of last fiscal year. The newsletter was mailed to select zip codes the City and distributed to City facilities (e.g. community centers, libraries) and handed out at events. Highlights of the newsletter include a calendar of upcoming commuter related events, updates of Capital Bikeshare, and other various City notices and accomplishments. In total **42,000** pieces were mailed out.

New Homeowner Mailing

In addition to the newsletter, since January of 2012 every month Local Motion sends out “welcome packets” to residents who recently purchased property in the City. 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. Since the second half of FY11 (when this initiative started) and for all of FY12 Local Motion has mailed out **749** packets.

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 Zipcar has 14 cars in the City and Hertz will be putting in two new cars in the Carlyle development). The program is fully funded by the City’s Local Motion program and is estimated at about \$85 per participant.

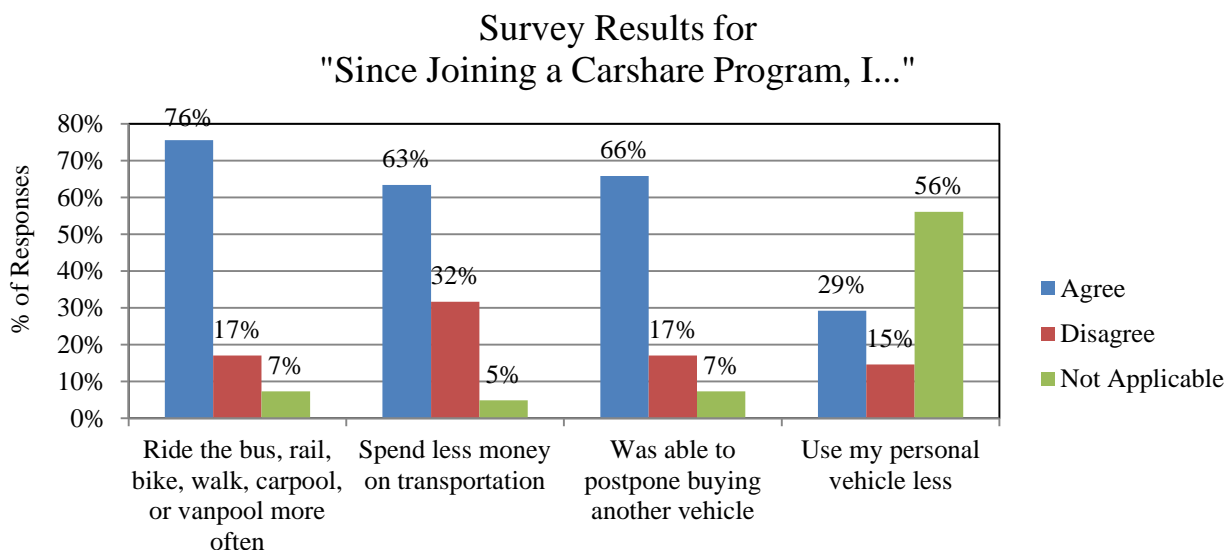


Transportation Cooperative Research Program (TCRP) Report 108 indicates that carsharing often decreases both vehicle ownership and vehicles miles traveled (VMT) while increasing the use of alternative modes. In FY12 nine months after signing up, Local Motion surveyed program participants to track behavior changes.

In response to the question, “If the City had not reimbursed your carshare membership fees, would you have joined a carshare program?” 52.4% said “No” and 47.6% responded “Yes”. Over 70% responded that they would renew their annual membership when the current one expired. Most importantly, the survey showed that the number of participants that owned two-cars decreased from 21.7% to 7.1% after joining Carshare Alexandria!

The survey showed that two-car ownership decreased from 21.7% to 7.1% after carshare membership.

The table below shows that the vast majority of participants used alternatives to cars, spent less money on transportation, postponed buying another vehicle and used their current vehicle much less after joining the program.



Alexandria Transit Store (Formerly Old Town Transit Shop)

The primary purpose of the Alexandria Transit Store (ATS) 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 such as biking resources, 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 ATS is open from 7:00 am to 7:00 pm, Monday through Friday. Transit Store operations are 100% supported by a Regional Surface Transportation Program (RSTP) grant that is allocated by the Department of Rail and Public

Transportation (DRPT) and managed by Local Motion. DASH is contracted to manage the day-to-day operations of the Transit Store.

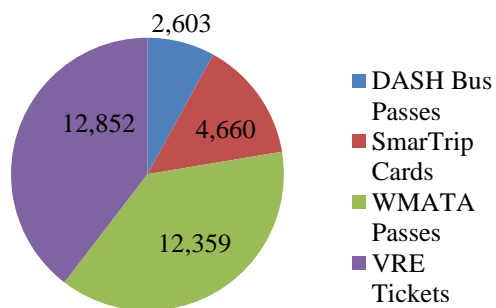
Additionally the physical retail space for the ATS underwent a redecoration to its interior. The first since the store was opened several years ago.

Transit Sales

Sales by Volume

The following chart shows the number of fare media passes sold in FY12, organized by type of pass. **The ATS sold 34,947 transit passes in FY 12.** The majority of sales were for VRE Tickets (of total volume), and WMATA passes, which includes Metrobus passes, rail only passes, tokens, and senior passes, accounted for approximately 41 % of the passes sold in FY12.

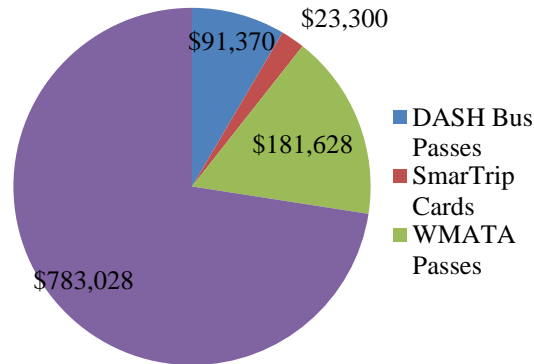
**Total Fare Media Passes
Sold in FY12**



Sales by Dollar Amount

The following chart shows the sales for FY12 categorized by type of pass. **The Alexandria Transit Store sold over \$1,079,329 in transit passes.** The majority of sales were for VRE Tickets which accounted for 72% of total sales.

Total Sales for FY12



Transit Store Customer Activity

Transit Store activity is measured by number of contacts with customers either on the phone or in person. This information has been collected for FY12 and has proven to be a valuable tool for evaluating ATS activity.

	<i>FY12 Total</i>
Phone	
Transit Information via Phone Calls	17,686
Walk-in	
Transit Information	2,800
Transit Literature	1,272
Door Counter	24,018
Total Walk-Ins	28,090

Transportation Management Plans (TMPs)

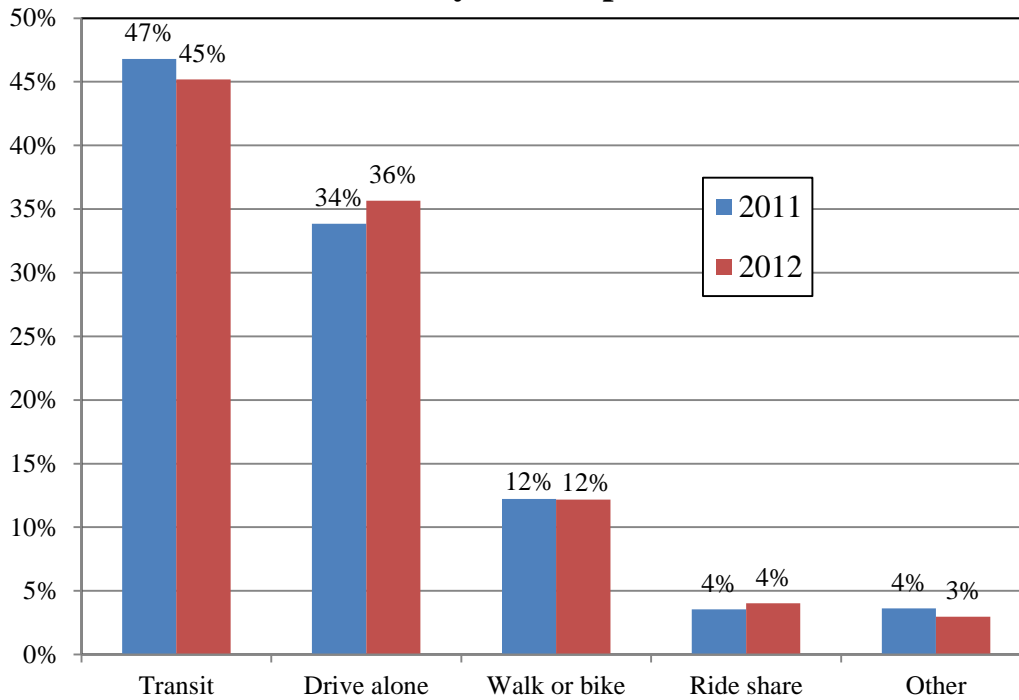
The Transportation Management Plans (TMPs) are part of the City of Alexandria Zoning Ordinance, *Article XI, Section 11-700 – Transportation Management Special Use Permits*. This ordinance was enacted by City Council on May 16, 1987 to offset the traffic impact of new developments. The ordinance requires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

Mode Share Reported for all TMPs

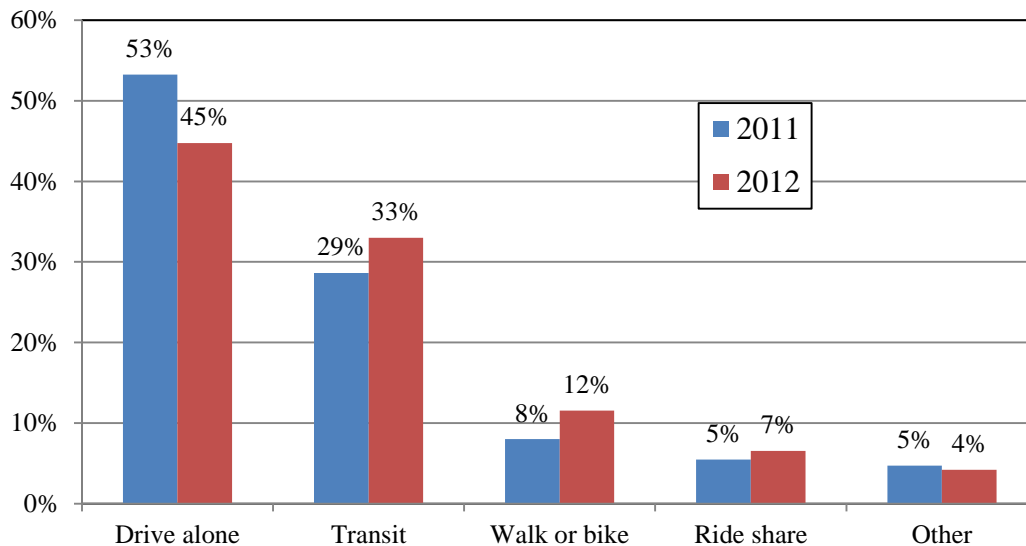
The charts below describe the different modes of transportation reported by residents and employees that live and work in a TMP in 2011 and 2012.

2011 and 2012 Residential TMP Survey Mode Split Results



According to the survey, the transit mode split for commuting has decreased from 2011 to 2012 for residents who live in a TMP. Also of note from the survey, approximately 13% of residents do not commute to work because the respondents work at home exclusively, are retired or do not work. Furthermore, of the residents at TMP properties, approximately 7% do not own cars.

2011 and 2012 Employee TMP Survey Mode Split Results



The percentage of employees that work in TMPs and drive alone decreased from 2011 to 2012, from 53% to 45%.

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 FY 12.

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Complete Streets Projects

In early FY 12, The City of Alexandria adopted a Complete Streets Policy to ensure our transportation network and infrastructure is designed to ensure safe, convenient travel for all users. We recognize that the users of our transportation system include pedestrians, bicyclists, riders and drivers of public transportation, in addition to motor vehicle drivers.

Streets must be comprehensively designed to provide safe transport for all users, including the needs of children, older adults, and people with disabilities, represent a danger to the public

Here is a listing of projects completed under Complete Streets:

- Vassar Sidewalk
- Duke Street and West Taylor Run bus stop and sidewalk installation
- Ramps and sidewalks at North West Street at Braddock Place plaza
- Pedestrian countdown signals installed at intersections along King Street and Washington Street (Eric May has specific locations)
- Bike lanes on Slater's Lane
- Bicycle parking rack (8 spaces) at Health Department in West End
- Bicycle parking rack on Washington Street
- Mount Jefferson Park Pedestrian Improvements - Hume Avenue and Turner Avenue
- Jamieson Avenue pedestrian paddle signs
- Union/Quay pedestrian paddle signs
- Leadbeater sidewalk
- Eisenhower Avenue sidewalk at Holland Lane
- John Carlyle and Eisenhower Avenue pedestrian safety improvements (ramps/sidewalks)
- Mark Center Drive bike sharrows
- ADA ramps, crossing improvements on Old Dominion Boulevard
- ADA ramps along Monticello Avenue at several intersections

Large Scale Ped/Bike Projects

- Charles Barrett Safe Routes to School Project (\$300,000) - Construction underway and to be completed in October 2012. Description of project is on Local Motion website.
- Capital Bikeshare (\$411,000 capital cost, \$187,000 operating)- 8 bike share stations installed in Old Town in Summer of 2012
- Jones Point Park - Mount Vernon Trail through new park and trail connections at North Royal Street linking North Royal Bike Route to Woodrow Wilson Bridge Trail
- Dora Kelley Park Trail - Eco-Friendly material used for trail surface (Dana Wedles was the project manager)

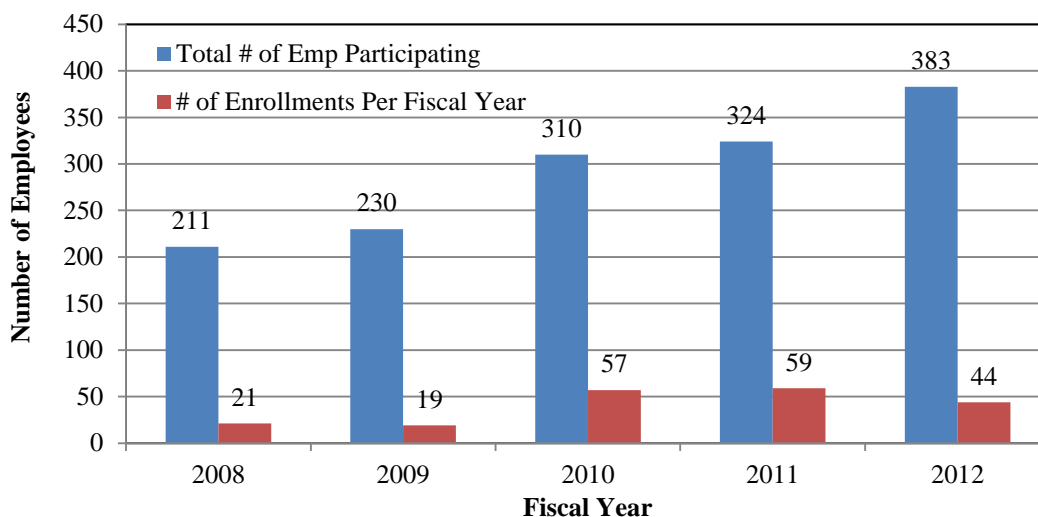
Ped/Bike Programs

- Over 10 bike safety courses offered in Alexandria, provided by WABA in partnership with the City of Alexandria
- Street Smart Campaign enforcement events held in Spring of 2012 along Washington Street and King Street
- 4,211 brochures and bike maps handed out
- Worked in partnership with the Arlandria-Chirilagua Business Association on the "Got Lights?" event, installing over 200 bike lights in Arlandria and along the Four Mile Run Trail
- Bike to Work Day - with the addition of two new Bike to Work Day pit stops the City saw an increase of 307 registrants.

City Transit Benefit

The City and Local Motion 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 prompted many City employees to sign up for the benefit. Local Motion staff also conducts 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



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 FY12 the Trolley averaged **48,563** (39,000 in FY11) riders per month for a total of **528,761** (465,430 in FY11) total passengers.

Regional Partnerships

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.

The Local Motion program is an active member of MWCOG's TDM network of transportation organizations, Commuter Connections. This network offers several programs and services that are

promoted by Local Motion through all of its communication channels. The Rideshare database provided by Commuter Connections is our primary tool for matching riders for carpools and vanpools. Guaranteed Ride Home Program is funded by Commuter Connections and is a vital regional service that gives commuters peace of mind and assurance that they will have a ride home in an emergency.

In FY12 **102** Local Motion customers sign up for the Guaranteed Ride Home program and **169** signed up for the Rideshare database. Out of those **169** commuters received **98** “matches” in the database with similar commutes.

FY13 Local Motion Activity Updates

Employer Outreach

Local Motion provides outreach services directly to employers in the City of Alexandria. In FY 2013, Local Motion hired NeoNiche Strategies to help facilitate the employer outreach component of the Local Motion program and build upon the success from fiscal year 2012.

Capital Bikeshare Hotel Marketing

The program has reached out to 12 Old Town hotels in an effort to market the Capital Bikeshare program and specifically purchase the bulk membership option. To date six of the 12 hotels expressed interest in purchasing membership and have agreed to pass out Capital Bikeshare information packets and coupons to their guests as part of a trial.

John Adams Elementary Outreach

In August, Local Motion was contacted by Alexandria City Public Schools (ACPS) concerning congestion issues at John Adams Elementary. This was quite a coincidence because the program had planned to work with a school this year that was in need of TDM assistance. Local Motion developed separate online surveys for teachers and parents and distributed them at two back-to-school nights held at John Adams.

We are currently analyzing the data and plan to work with school administration develop TDM solutions to their congestion issues. In addition, Local Motion depending on how the results turn out, is working towards implementing an online rideshare system that will allow both parents and teachers to share rides. Seventy-seven parents filled out surveys and 46 teachers also filled out surveys. Old Town Transit Store.

Alexandria Transit Store

In an effort to modernize and refresh the store branding, staff took the step to rename the store and create a new logo. The Old Town Transit Shop is now named the Alexandria Transit Store (ATS). A “reopening” with new services and a marketing campaign with the new brand is expected in early spring, 2013.

Future FY14 Local Motion Activities

Local Motion will continue with staples such as the Employer Outreach and Grass Roots Marketing programs in addition to refining and analyzing better ways to measure performance and improve programing efficiency and effectiveness.

For the approaching fiscal year Local Motion will continue to place an emphasis on developing more robust and systematic methods to help measure its success. As work begins this year on developing a performance target and reporting process, next year the program will focus on formalizing and defining a sustainable TDM evaluation process.

The program will continue to work with the BRAC-133 site at the Mark Center and will assist the Northern Virginia Regional Commission with promoting and implementing their exciting new real time rideshare application for smartphones.