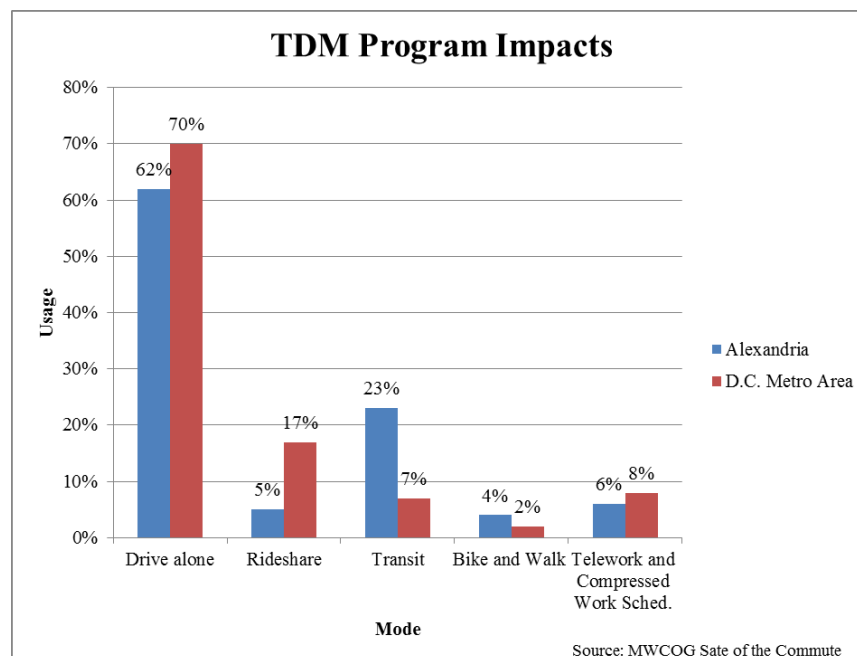


FY 2013 Local Motion Program Review and Measures of Effectiveness of the TDM Program

January 9, 2014

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 D.C. Metro area. The table below helps demonstrate how TDM strategies have helped the City maintain a lower drive alone commute rate when compared to the region. In addition it illustrates how the City's transit, bike and walk mode usage is also higher than the region. One area for growth is in the "rideshare" category which is typically comprised of carpooling and vanpooling.



FY13 in Review

This section focuses on two of the major initiatives for FY13, Employer Outreach and Grass Roots Marketing programs to reach employees and residents, respectively. The FY13 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. Much of what the Local Motion program does is focused marketing and in FY13 many of the program's outreach efforts were greatly increased to promote the City's alternatives to driving alone.

Employer Outreach

Local Motion provides outreach services directly to employers in the City of Alexandria. In FY 13, Local Motion hired NeoNiche Strategies 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 400 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 FY 12 to FY 13.

Activity	FY 2012	FY 2013
Contacts via Personal Contact	1,205	4,248
Contacts via Broadcast Contact	9,357	7,877
Sales Meetings / Site Visits	44	76
On-Site Events / Promotions	11	27

Employer Levels

Local Motion uses a 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	FY 2012	FY 2013	Change
Level 1 employers	52	115	121.2%
Level 2 employers	51	54	5.9%
Level 3 employers	92	118	28.3%
Level 4 employers	29	40	37.9%
Total Employers	224	327	46.0%
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Level 1 employees	2,823	3,000	6.3%
Level 2 employees	3,001	2,775	-7.5%
Level 3 employees	14,550	17,092	17.5%
Level 4 employees	8,207	9,684	18.0%
Total Employees	28,581	32,551	13.9%

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.

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. In the last fiscal year Local Motion's grass roots efforts distributed over **50,000 brochures**.



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 **2,905 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 **202 active partners** that get brochure displays replenished on a monthly basis. This is increase of **20** 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 FY13 was **14,295, up from 8,925 in FY12.**

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.

- Alexandria Birthday Celebration
- Armenian Festival
- Arts & Crafts Fair
- Bike to Work Day
- CaBi Launch
- Cambodian Day Festival
- Family Fall Festival
- Fitness First
- Food & Wine Festival
- Friendship Firehouse Festival
- Holiday Invitational
- INOVA Safety Fair
- Potomac Yard Green Living
- Whole Foods
- YMCA Open House

Libraries and Recreational Centers

In addition to the events above Local Motion also did regular outreach at the Charles Beatley Library (8 times), the Charles Houston Recreational Center (5 times) and the Art League (8 times).

Farmers Markets

Local Motion also had a presence at the Upper King St., Market Square, and West End Farmer's markets.

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. Through aggressive marketing of the website Local Motion was able to increase all of its website statistics by an average of 91%.

<i>Stat</i>	<i>FY12</i>	<i>FY13</i>	<i>% Increase</i>
Observed Users (Returning Visitors)	2,672	4,757	78%
Estimated Visitors (Unique IP Addresses)	3,577	6,076	70%
Estimated number of visits (New Incoming Visitors)	5,207	8,833	70%
Pages (Unique Page Views)	14,922	37,797	153%
Hits (Number of times a page, image or file is viewed)	51,837	94,181	82%

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.

Facebook

Local Motion has an active 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 13, the Local Motion page had **271“likes”** which is up from 151 from the year before.

Newsletter

Local Motion published and distributed newsletters in September and April of last fiscal year. The newsletter was mailed to select zip codes around City Metro stations and it was 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 has been mailing “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. For FY13 Local Motion mailed out **875** packets, up from 749 in FY12.

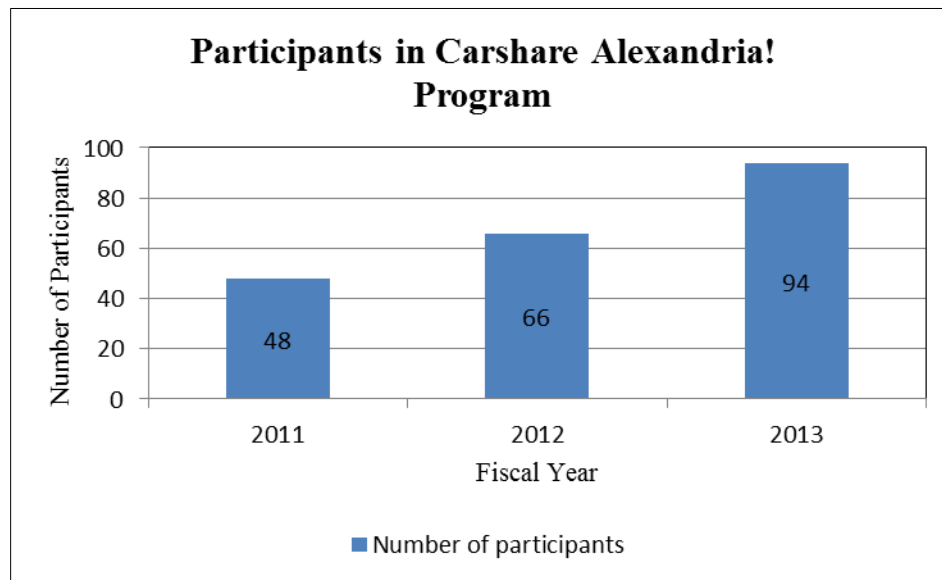


eNews

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 FY13 the Local Motion eNews had approximately **3,608** subscribers.

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

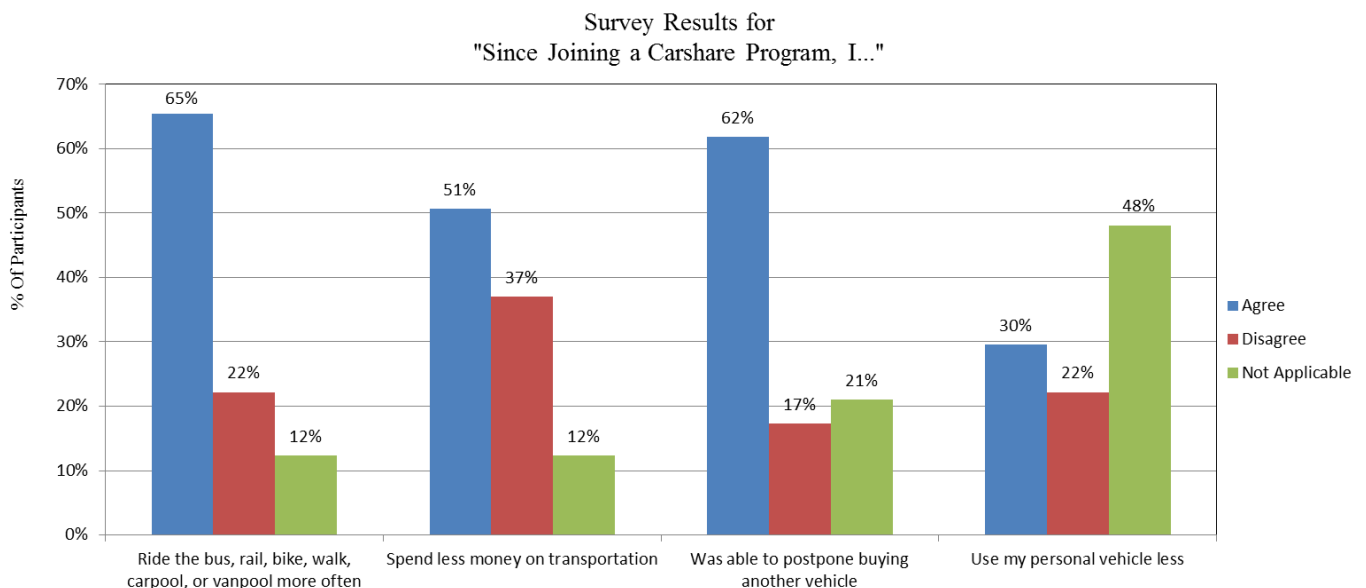


Transportation Cooperative Research Program (TCRP) Report 108 indicates that carsharing often decreases both vehicle ownership and vehicles miles traveled (VMT) while increasing the use of alternative modes. In FY12 nine months after signing up, Local Motion surveyed program participants to track behavior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

In response to the question, “If the City had not reimbursed your carshare membership fees, would you have joined a carshare program?” 40% said “No” and 61% responded “Yes”. Over 68% 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 118.5% to 12.3% after carshare

The table below shows that the vast majority of program 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

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.

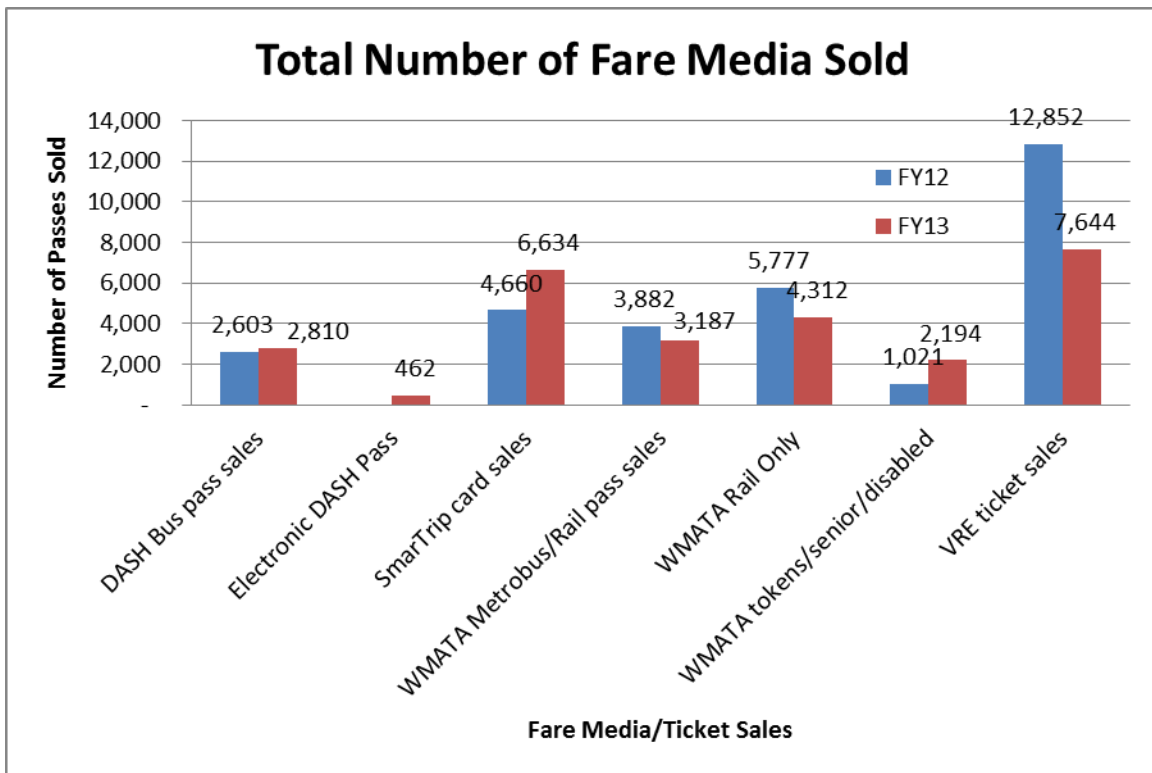


Located directly across from the King Street Metro Station the ATS is open from 7:00 am to 7:00 pm, Monday through Friday. Transit Store operations are 100% supported by a Regional Surface Transportation Program (RSTP) grant that is allocated by the Department of Rail and Public Transportation (DRPT)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

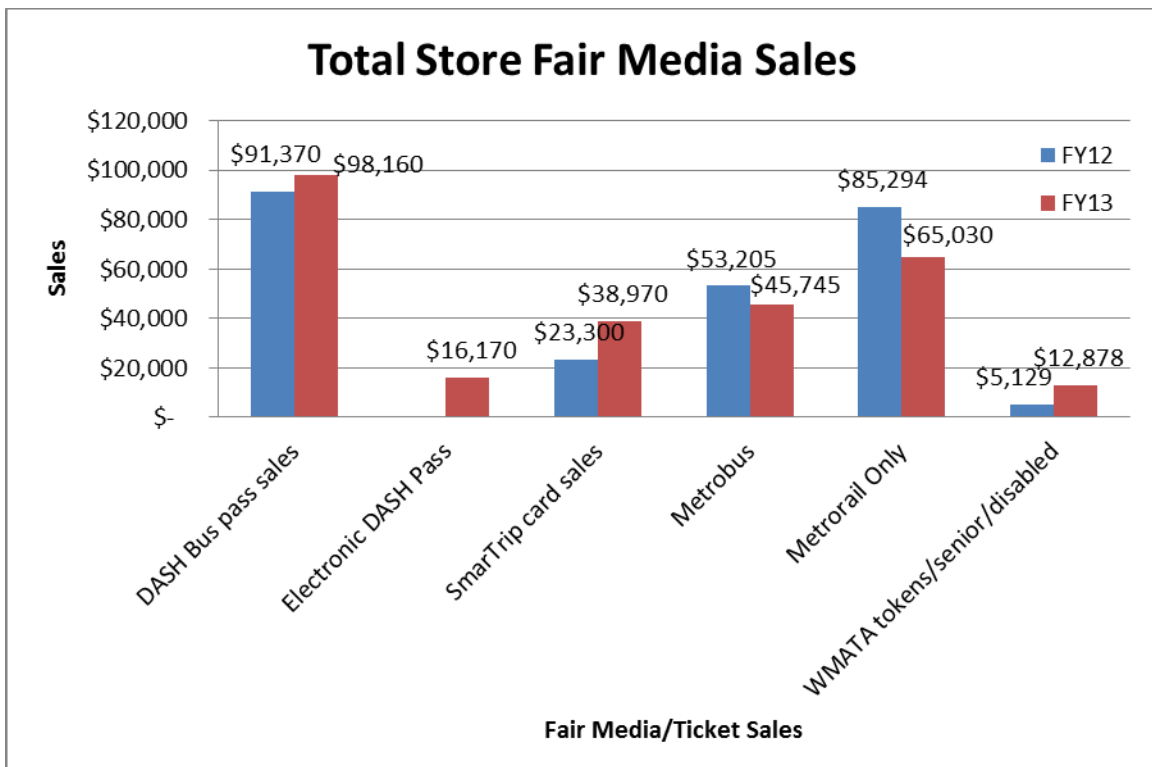
Sales by Volume

The following chart shows the number of fare media passes sold in FY13, 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 FY13.



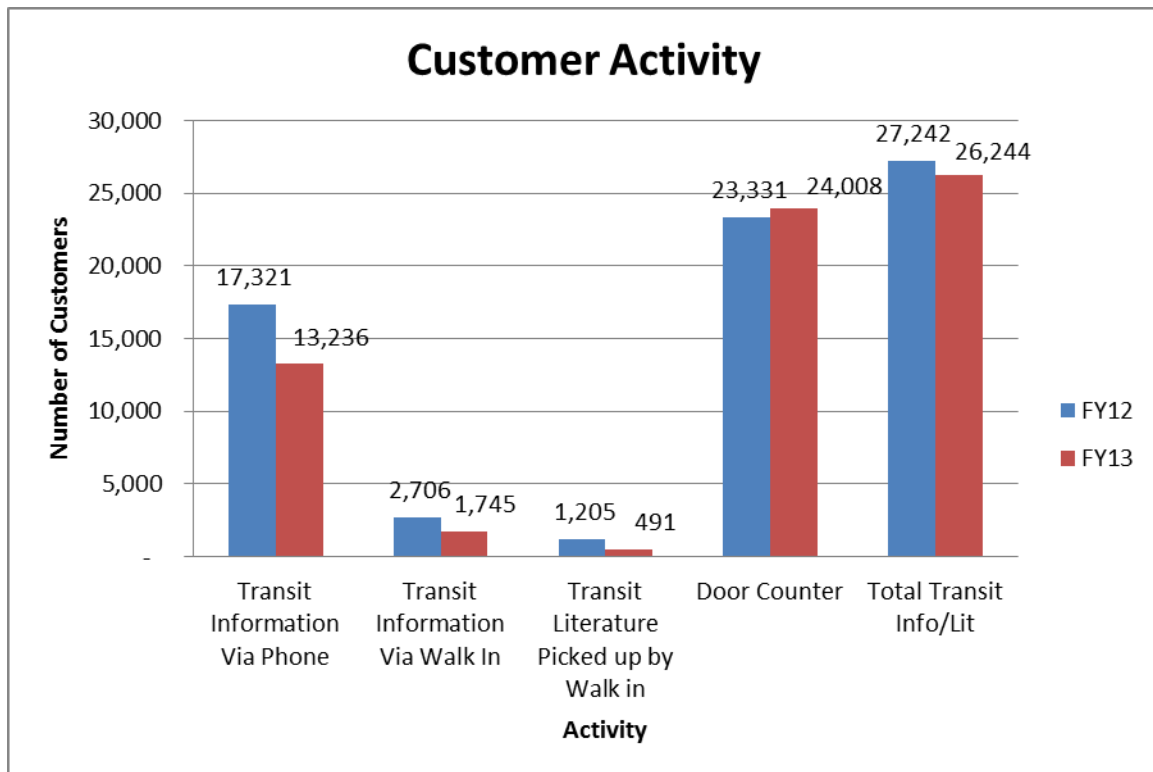
Sales by Dollar Amount

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.



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.



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.

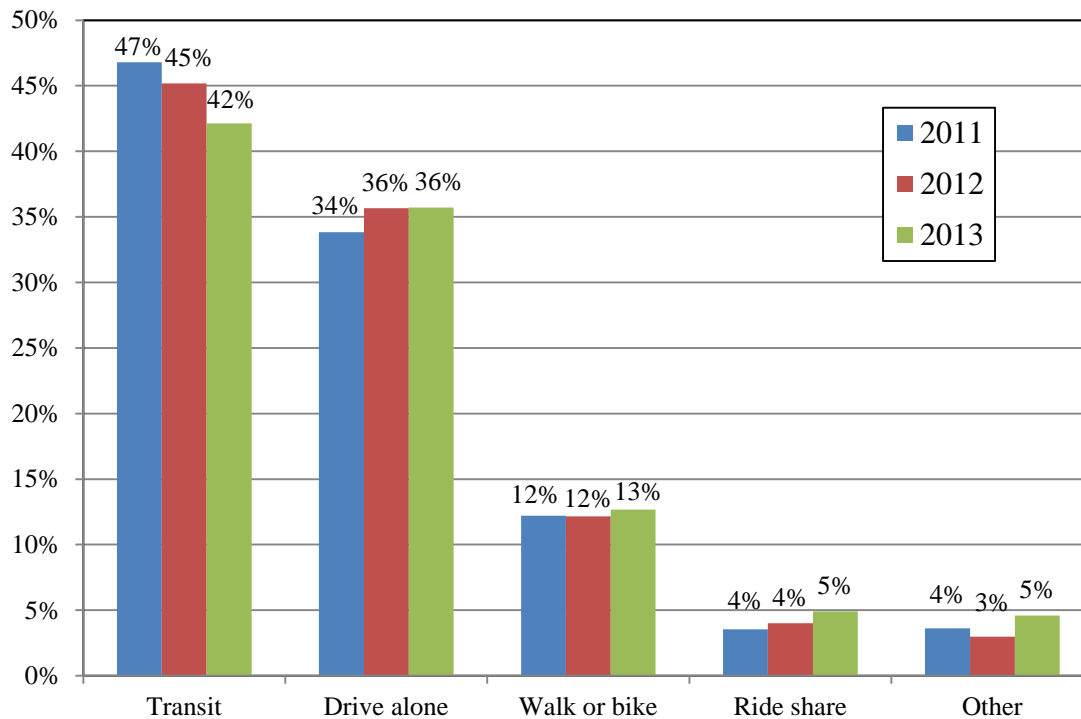
Of the active TMPs in the City, almost are in compliance with their special use permit. Compliance means providing an Annual Report that details information about site-specific TDM programs, submitting a Semi-annual TMP Fund Report which documents payments and expenditures throughout the year, and distributing 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, 2012, and 2013.

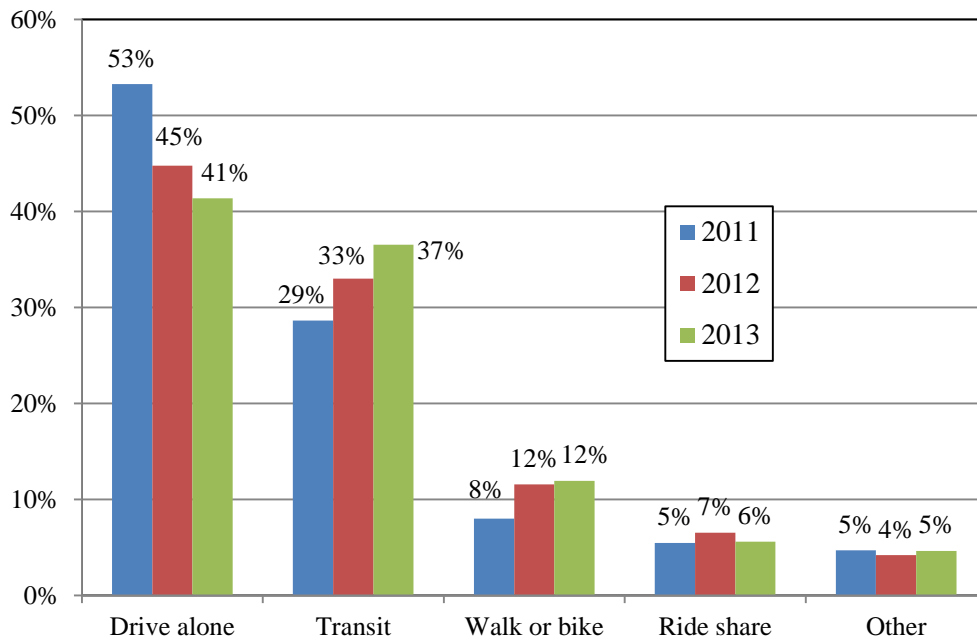
2011, 2012 and 2013 Residential

TMP Survey Mode Split Results



According to the survey, the transit mode split for commuting has decreased from 2011 to 2013 for residents who live in a TMP, but the percent of residents who commute with other non-drive alone options has increased. Also of note from the survey, approximately 15.7% of residents do not commute to work because the respondents work at home exclusively, are retired or do not work, up from 13% last year. Furthermore, of the residents at TMP properties, approximately 7.7% do not own cars, up slightly from the previous year.

2011, 2012, and 2013 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. The City was designated as a silver-level Bicycle Friendly Community from the League of American of Bicyclists in 2013 and a Silver Level Walk Friendly Community designation from the UNC Highway Safety Research Center's Pedestrian and Bicycle Information Center in FY 13.

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

Complete Streets Projects

In early FY13, 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.

Here is a listing of projects completed under Complete Streets:

- Van Dorn & Kenmore Avenue Sidewalk
- Pedestrian safety improvements at the crossing of Four Mile Road and Mt Vernon Avenue
- Stop signs with new crosswalks along Monticello Avenue
- New crosswalks with rapid flashing beacons at three new locations
- Approval for the installation of a HAWK signal on Eisenhower Avenue
- Over five lane miles of Bicycle lanes, including the following streets:
 - Janneys Lane
 - Quantrell Avenue
 - West Taylor Run
 - North Chambliss Street
 - Stulz Road
 - Commonwealth Avenue
- Eight lane miles of shared bicycle lanes
- Installation of a bike box at Commonwealth Ave and Mt Vernon Ave
- Columbus Avenue Sidewalks
- 60 stand- alone bike parking spaces
- 50 bike parking spaces in new bike corrals
- Over 100 new crosswalks



Capital Bikeshare

- 8 bike share stations installed in Old Town in September 2012
- 8 additional stations to be installed in Del Ray and Carlyle in the Winter of 2014

Shared Use Paths

- Pedestrian and Bicycle Crossing over Holmes Run at Chambliss Crossing, link Alexandria and Fairfax County trail networks
- Mount Vernon Trail resurfacing completed between Canal Center Parkway and E. Abingdon Drive
- Holmes Run Trail resurfacing between Beauregard Street and I-395
- Ben Brenman Park trail connector to Holmes Run Trail

Education and Awareness

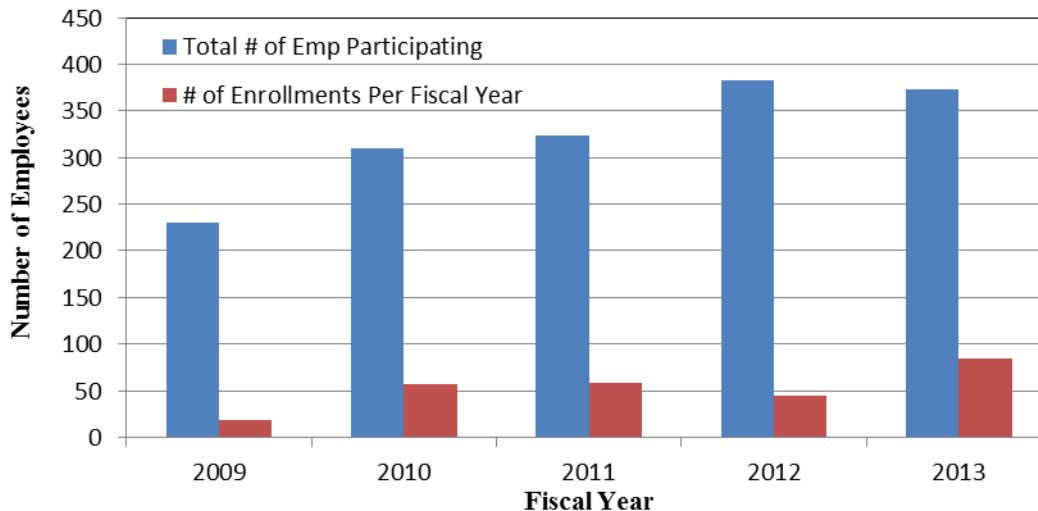
- Bike to Work Day - the City saw a 9% increase in registrations
- Over 10 bike safety courses offered in Alexandria, provided by WABA in partnership with the City of Alexandria
- 12,126 bike maps distributed
- 77 bike lights were distributed through the City's annual "Got Lights?" event. This year the event was held at the Braddock Road Metrorail station, and Velocity Bicycle Co-op provided free on-site bike maintenance

- Council adopted changes to the bicycle section of the City Code, which, with exception to the helmet section had not been updated since 1963.
- The spring 2013 Street Smart Campaign involved five enforcement events held at problem intersections, with 106 warnings given, over 500 safety flyers distributed, and over one hundred DASH bus drivers received pedestrian and bicycle safety trainings.
- On, October 24, a local Street Smart Safety Zone was held in front of the King Street Metro Station, a high traffic commuter area. This event highlighted educational safety tips, outreach, and promotion for people commuting into and out of Alexandria. The Street Smart campaign encourages drivers, pedestrians, and cyclists to exercise caution and look out for each other
- On October 22, a press conference and kickoff of the fall Street Smart campaign was held to raise awareness and reduce pedestrian/cyclist injuries and fatalities in the region.

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



King Street 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 FY13 the Trolley averaged **64,905** (48,563 in FY12, 34% increase) riders per month for a total of **778,861** (528,761 in FY12, 47% increase) 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 (MWCOC) 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 MWCOC'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.