

FY 2014 PERFORMANCE REPORT



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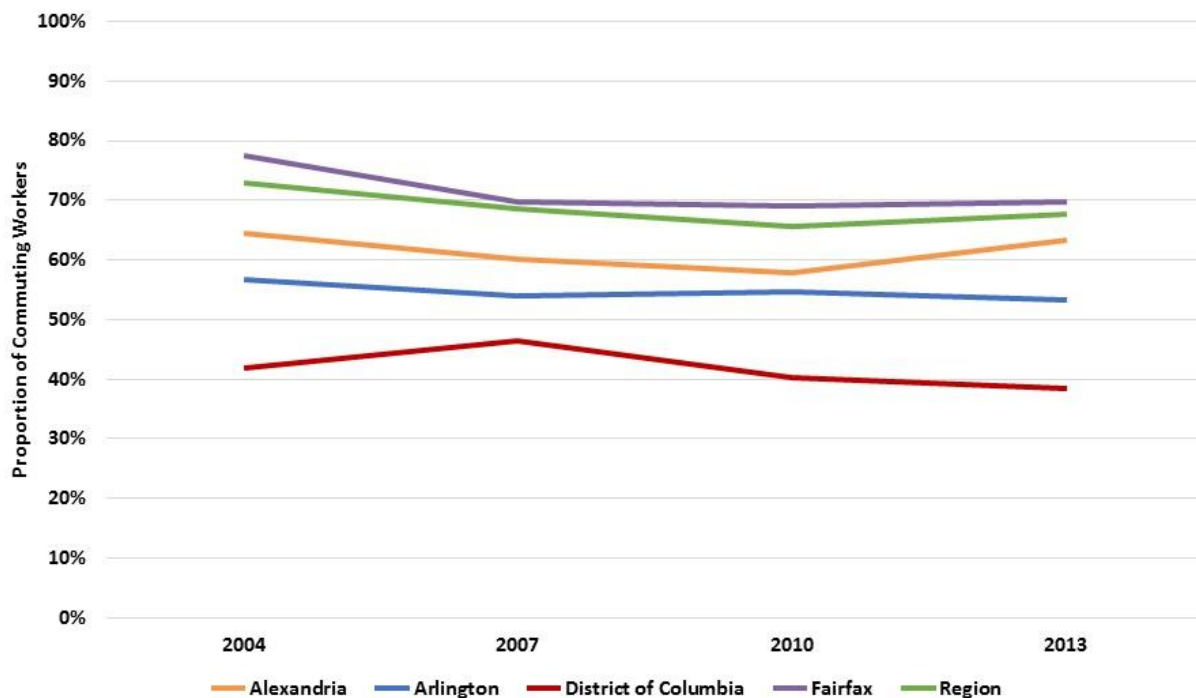
Local Motion Program

FY 2014 Performance Report

Local Motion Program

This report describes the activities and accomplishments of the City's Transportation Demand Management Program (TDM) program, Local Motion. The graph below helps demonstrate how TDM strategies have helped the City residents maintain a lower drive alone commute rate when compared to the region.

Drive-Alone Commute Mode Share by Home Location



This section focuses on two of the major initiatives for FY 2014, Employer Outreach and Grass Roots Marketing programs to reach employees and residents, respectively.

Employer Services

Local Motion provides outreach services directly to employers in the City of Alexandria. In FY 2014, Local Motion worked with NeoNiche Strategies to help facilitate the employer outreach component of the Local Motion program. NeoNiche assisted employers by providing the following services:

- Assisted with implementation of Tax-Free Benefits
- Administered transportation surveys that aligns with Metropolitan Washington Council of Government's (MWCOG) 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. CEOs, Human Resources representatives, and other decision makers were contacted throughout the year at the 400 employers to provide transportation information and resources. Monthly newsletters to our database contacts covered relevant topics such as how to form and maintain vanpools and carpools, how to establish an official telework policy, and updates on transportation benefits.

The table below details outreach activity performed with employers in the City. In FY 2014,

there were seven more on-site events and promotions held than in FY 2013.

Activity	FY 2014
Contacts via Personal Contact	4,161
Contacts via Broadcast Contact	6,847
Sales Meetings / Site Visits	67
On-Site Events / Promotions	35

Employer Levels

Local Motion uses a ranking 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.

Figure 1 in the Appendix provides a description of the changes from the beginning to the end of the fiscal year, using the MWCOG level system

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, such as retail businesses. Local Motion worked with NeoNiche Strategies who provided staff and resources to ensure maximum outreach and exposure to these untapped markets.

Activities of the Grass Roots program includes acquiring 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 50,269 transit and commuting brochures.

Pledges

People engaged by Local Motion at events were asked to “pledge” to try other modes of transportation instead of driving alone. These pledges also served as mini commuter surveys as they asked general questions about travel behavior.

Last fiscal year a total of **4,231** pledges were received by city residents.

Local Motion Partners

Local Motion has a network of small businesses and retail establishment that assist the program with outreach. 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 one get to this place of business. Currently Local Motion has **222** active partners that have their displays replenished on a monthly basis. This is increase of **20** partners from FY 2013.



Customer Engagements

Customer engagements are an estimate of the number of people exposed to Grass Roots outreach at events. This exposure ranges from residents that walk by and look at the table display, engage team members for several minutes, to residents that pick up promotional items from the Local Motion table.

The total number of customer engagements for FY 2014 was **20,120** up from **14,295** in FY 2013.

Events

An important aspect of our Grass Roots program is setting up at various venues across the City and engaging residents, answering questions, and listening to suggestions and comments. In total, Local Motion participated in **29** events in FY 2014.

- Art League
- Friendship Firehouse Festival
- Irish Festival
- Old Town Farmers Market
- West End Farmers Market
- VietFest
- Cambodian Day
- Four Mile Run FM
- Del Ray FM
- Family Fall Festival
- Holiday Craft Fair
- Artfete
- Burke Book Sale
- Chinquapin Family
- Night
 - Rideshare Fair (no pledges)
 - Cheerleading
- Invitational
 - Burke Book Sale
 - Whole Foods
 - Alexandria Earth Day
 - Duncan Library Book
- Sale
 - Barrett Library Spring
- Fling
 - TC Williams Titan Expo
 - BTWD - Market Square
 - Alexandria Family Festival
 - Youth Arts Festival
 - Four Mile Run FM
 - Burke Branch Library
 - Old Town Arts & Crafts
 - Food & Wine Festival

Libraries, Recreational Centers and Farmers Markets

In addition to the events above, Local Motion also coordinated four outreach events the Charles Beatley Library, three at the Charles Houston Recreational Center and one event at the Art League. Local Motion also exhibited three times

at the Old Farmers Market and twice at the Del Ray and West End Farmers Market.

Communications

Website

Local Motion maintains a website at alexandriava.gov/LocalMotion that gives the brand an online presence while affording commuters another resource for obtaining information on transit, ridesharing, bicycling, walking.. For FY 2014 the program's website had **104,700 Hits**, (the number of times a page, image, or file is viewed). Additional website statistics in Figure 2 and their definitions in Figure 3. can be seen in the Appendix.

Facebook

Local Motion has an active Facebook page (facebook.com/LocalMotionAlexandriaVA) 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's communication and social media strategies. As of November 20, 2014, the Local Motion page had **331 "Likes"** which is up from **271** from the year before.

Newsletter

Local Motion published and distributed newsletters in September and April of last fiscal year. These newsletters were mailed to select zip codes around City Metro stations and were distributed to City facilities, such as community centers, libraries, and handed out at events. Highlights of these newsletters included, a calendar of upcoming commuter related events,

updates on Capital Bikeshare, and other various City notices and accomplishments. In total 26,000 newsletters were mailed out to residents.

New Homeowner Mailing

In addition to the newsletter, since January of 2012 every month Local Motion mails "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.

In FY 2014, Local Motion mailed out **1,749 welcome packets**, up from **875** in FY 2013.

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 FY 2014, the Local Motion eNews had approximately **3,762 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 there are 19 Zipcars in the City of Alexandria. 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 FY 2014, nine months after signing up, Local Motion surveyed program participants to track behavior changes.

The survey showed that two-car ownership decreased from 16% to 6% after carshare membership.

In response to the question, "If the City had not reimbursed your carshare membership fees, would you have joined a carshare program?" **87 percent** said "No" and **12 percent** responded "Yes". Over **65 percent** responded that they would renew their annual membership when the current one expired.

Figure 4. in the Appendix 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

Located directly across from the King Street Metro Station the ATS is open from 7 am to 7 pm, Monday through Friday. Transit Store operations are 100 percent 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 Store. 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. The lease at the Transit

Store is now set to expire in June 2015. Staff is exploring alternative models to a traditional "brick and mortar" operation, because more and more transit resources have become available online, and the delivery of transit services must to continue to evolve.

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 Ordinance was updated in March, 2014, to modernize the program by lowering the development threshold requirement and to create the Citywide TDM Fund, among other items. 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, most 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

Figure 5. and 6. in the Appendix describe the different modes of transportation reported by residents and employees that live and work in a TMP in 2011, 2012, 2013 and the preliminary results for 2014. According to the survey, the transit mode split for commuting has decreased from 2011 to 2013 for residents who live in a

TMP, but increased in 2014. The percent of residents who commute with other non-drive alone options has increased steadily from 2011 to 2014, which matches regional trends. The percentage of employees that work in TMPs and drive alone has steadily decreased from 2011 to 2014, from 53% to 39%, though these are preliminary findings for 2014 with more surveys to come.

The City has earned a silver level Bicycle Friendly Community from the League of American of Bicyclists

Bicycle and Pedestrian Information and Programming and Complete Streets

In 2011, 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.

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:

- New sidewalks along Polk Avenue, Russell Road and Braxton Place
- New Crosswalk with a rapid flash beacon at Glebe Road and Florence Drive
- Installation of a HAWK signal on Eisenhower Avenue
- Nearly **5** lane miles of Bicycle lanes, including the following streets:
 - West Taylor Run Parkway
 - North Chambliss Street
 - Jamieson Avenue
 - King Street
- Seven lane miles of shared bicycle lanes
- Installation of **90** bike parking spaces, including locations at schools, parks and transit stops

- The City's first public bike fix-it station along Mount. Vernon Avenue
- Pedestrian safety project including speed cushions, sidewalks, new curb ramps and new crosswalks along Russell Road
- Two Safe Routes to School intersection safety projects at George Mason and Cora Kelly Elementary schools including curb extensions accessibility improvements at bus stops,, upgraded crosswalks, and shortened crossing distances

Capital Bikeshare

- **8** additional stations were installed in Del Ray and Carlyle in the summer of 2014.
- The Capital Bikeshare system in Alexandria has seen over 55,000 rides
- Ridership had a more than 100 percent increase in September 2014 verses September 2013 as a result of the expansion of the network in Alexandria

Walking and Bicycling Trails

- 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

- 14th Annual Bike to Work Day Event - the City for the first time broke over **1,000** registrants
- Over **12** bike safety courses offered in Alexandria, provided by WABA in partnership with the City of Alexandria
- **16,762** bike maps distributed
- **59** 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

City Transit Benefit

The City and Local Motion provides a transit benefit to its employees to a maximum value of \$100 per month. Local Motion administers this program for the City which has 385 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.

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 FY 2014 the Trolley averaged **65,961** riders per month (64,905 in FY 2013, 1.6% increase) for a total annual total of **791,526** total passengers (778,861 in FY 2013, 1.6% increase)

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 FY 2014 **63** Local Motion customers sign up for the Guaranteed Ride Home program and **106** signed up for the Rideshare database. Out of those **169** commuters received **63** "matches" in the database with similar commutes.

Appendix

Figure 1. Employer Levels

MWCOG Levels	FY 2013	FY 2014
Level 1 employers	115	108
Level 2 employers	54	54
Level 3 employers	118	100
Level 4 employers	40	39
Total Employers	327	
Level 1 employees	3,000	2,942
Level 2 employees	2,775	2,796
Level 3 employees	17,092	13,668
Level 4 employees	9,684	9,915
Total Employees	32,551	29,321

Figure 2. Website Statistics

Web Statistic	FY 2013	FY 2014	% Increase
Observed Users (Returning Visitors)	5,211	7,423	42%
Estimated Visitors (Unique IP Addresses)	6,830	10,565	55%
Estimated number of visits (New Incoming Visitors)	9,874	14,450	46%
Pages (Unique Page Views)	39,397	27,171	-31%
Hits (Number of times a page, image or file is viewed)	102,766	104,700	2%

Figure 3. Website Definitions

<i>Observed Users:</i>	This counts the number of unique observation cookies seen in this period.
<i>Estimated Visitors:</i>	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.
<i>Estimated number of visits:</i>	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.
<i>Pages:</i>	Number of times a page of the site is viewed (Sum for all visitors for all visits)
<i>Hits:</i>	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.

Figure 4. Carshare Alexandria Follow Up Survey Results

	Strongly Agree	Agree	Disagree	Strongly Disagree	N/A	Responses
Ride the bus, rail, bike, walk, carpool, or vanpool more often	34.4%	31.3%	12.5%	3.1%	18.8%	32
	11	10	4	1	6	
Spend less money on transportation	15.6%	34.4%	25.0%	9.4%	15.6%	32
	5	11	8	3	5	
Was able to postpone buying another vehicle	37.5%	25.0%	12.5%	6.3%	18.8%	32
	12	8	4	2	6	
Use my personal vehicle less	15.6%	18.8%	15.6%	3.1%	46.9%	32
	5	6	5	1	15	

Figure 5. 2011, 2012, and 2013 Resident TMP Survey Mode Split Results

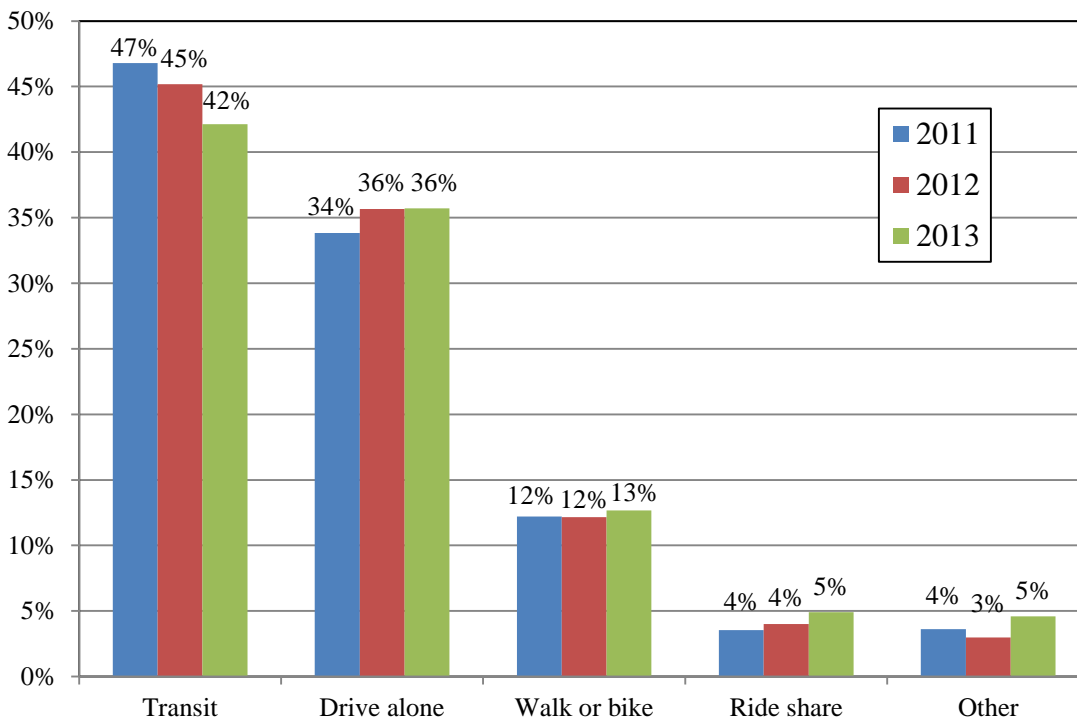


Figure 6. 2011, 2012, and 2013 Employee TMP Survey Mode Split Results

