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Local Motion Program

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Employer Services

Local Motion provides outreach services directly to employers in the City of Alexandria. In FY 2015, 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 align 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 distributed brochures and marketing materials

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 to provide transportation information and resources. A monthly newsletter 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.

Table 1 details outreach activity performed with employers in the City in FY 2015.

Table 1

Activity	FY 2015
Contacts via Personal Contact	3,523
Contacts via Broadcast Contact	4,997
Sales Meetings / Site Visits	62
On-Site Events / Promotions	20

Employer Levels

Local Motion uses a ranking system developed by Metropolitan Washington Council of Governments (MWCOG) to categorize employers in its database by assigning them to one of 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 shows the designation of Alexandria employers with the associated number of employees for FY 2014 and FY 2015. New Level 3 and 4 additions in FY 2015 added over 1,400 employees.

Grass Roots Marketing

Local Motion began a grass roots marketing program several years ago 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 **3,881** 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 **221** active partners that have their displays replenished on a monthly basis.   Over **49,000** brochures were distributed through our partners.

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 2015 was **22,190** up from **21,760** in FY 2014.

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 **40** events in FY 2015, up from 29 in FY 2014.

- Del Ray Farmers' Market
- Library Sit In Anniversary
- 2nd Annual Food Truck Rodeo
- 35th Annual Old Town Arts & Crafts
- Alexandria Earth Day
- Alexandria's Food & Wine Festival
- Annual Youth Arts Festival
- Artfête – Art League Event
- Barrett Library
- Beatley Library Book Sale and Fall Festival
- Beatley Library Fall Festival
- Bike to Work Day-Carlyle
- Bike to Work Day-Market Square
- Burke Book Sale
- Burke Library
- Charles Barrett Rec Center
- Charles Houston Rec Center

- Cora Kelly Recreation Center
- Del Ray Farmer's Market
- Del Ray First Thursday
- Duncan Branch Bike Tour
- Duncan Library Book Sale
- Duncan Library Open House
- Family Fall Festival
- Festival de Pascua
- Four Mile Run FM
- Friendship Firehouse Festival
- Irish Festival
- Music Festival
- NoVA Community College
- Nowruz Festival
- Old Town Farmers' Market
- Onelife Fitness
- Relay for Life
- Spark Health & Fitness Fair
- T.C. Williams Craft Fair
- TC Williams Cheer Invitational
- US PTO Community Day
- West End Farmers' Market
- Whole Foods Earth Day

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, and walking. For FY 2015 the program's website had **200,279** hits, the number of times a page, image, or file is viewed, which up from 104,700 from FY 2014. Please see additional website statistics in Figure 2 and their definitions in Figure 3 of 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 5, 2015, the Local Motion page had **513** "Likes" which is up from **331** from the year before at the same time.

Newsletter
Local Motion published and distributed newsletters in September and April of last fiscal year. The newsletters were mailed to select zip codes around City Metrorail stations and were distributed at City facilities, such as community centers, libraries, and were handed out at events. Highlights of these newsletters included a calendar of upcoming commuter related events, updates on multimodal projects and programs, and other various City notices and accomplishments. In FY 2015, 26,000 newsletters were mailed out to residents.

New Homeowner Mailing
In addition to the newsletter, 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 new residents navigate the City. In FY 2015, Local Motion mailed out **1,031 welcome packets**.

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 incidents involving utilities or roadways. This service began in 2006 and continues to grow. At the end of FY 2015, the Local Motion eNews had approximately **6,305 subscribers**, up from **3,762** in FY 2014.

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 several Enterprise Carshare and Zipcars vehicles in the City. 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 2015, nine months after signing up, Local Motion surveyed program participants to track behavior changes.

The survey showed that two-car ownership decreased from 9% to 4% after joining a carshare service.

In response to the question, "If the City had not reimbursed your carshare membership fees, would you have joined a carshare program?" **67 percent** said "No" and **33 percent** responded "Yes."

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.

Transit

Metroway

The Metroway premium transit service, which opened late last August, has continued with its strong start, raising weekday ridership to nearly **1,650** per day, which represents a **7 percent** year over year increase from September of last year. This amount exceeds ridership of the 9S bus (the Crystal City/Potomac Yard shuttle, which was replaced by Metroway) by **44 percent** and is more than the unchanged 9A bus ridership (which also operates through the four Alexandria Metroway stations).

King Street Trolley

The King Street Trolley is a service that is marketed and supported by the Local Motion program through all of its communication channels. During the evening peak hours, the Trolley serves as a shuttle for workers from the waterfront and surrounding areas to King Street Metrorail Station. For FY 2015, the Trolley averaged **74,338** riders per month, up from 65,961 in FY 2014. Total passengers for FY 2015 was **892,063,** up from 791,526 in FY 2014.

Metrorail

While Metrorail ridership has declined over 5% for the entire system over the last five years, the City's four stations combined continue to show a year over year increase.   In FY 2015 the four stations combined had just over 219,000 riders.

Bicycle and Pedestrian Information and Programming

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. The policy was reenacted in 2014. Here is a listing of projects recently implemented:

- New sidewalks along Crestwood Drive and East Taylor Run Parkway

- New crosswalks with a rapid flash beacons along Potomac Greens Drive and Monroe Avenue
- Nearly **3** lane miles of bicycle facilities, including the following streets:
  - Potomac Greens Drive
  - East Monroe Avenue
  - North Hampton Drive
  - Wheeler Avenue
  - Stevenson Avenue
- Installation of **50** bike parking spaces, including locations at schools, parks and transit stops
- Pedestrian safety projects including sidewalk improvements, ADA improvements at bus stops, new curb ramps and new crosswalks along Monroe Avenue, Stevenson Avenue, Janney's Lane and North Hampton Drive.
- Two traffic calming projects on the following streets:
  - Martha Custis Drive
  - West Abingdon Drive

Capital Bikeshare
- The Capital Bikeshare system in Alexandria has seen nearly 100,000 rides
- Membership increased by 50 percent from August 2014 to August 2015
- Ridership had a more than 73 percent increase in September 2015 verses September 2014

Walking and Bicycling Trails
- Mount Vernon Trail resurfacing completed between Canal Center Parkway and E. Abingdon Drive
- Holmes Run Trail resurfacing between Beauregard Street and I-395

Education and Awareness
- 15th Annual Bike to Work Day Event - the City for the first time broke over **1,300** registrants
- Over **12** bike safety courses offered in Alexandria, provided by WABA in partnership with the City of Alexandria
- **22,119** bike maps distributed
- **53** 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, a

local non-profit, provided free on-site bike maintenance

City Transit Benefit
The City and Local Motion provide a transit benefit to its employees to a maximum value of $100 per month. Local Motion administers this program for the City which has 377 participants and a budget of over $100,000. 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.

Regional Partnerships
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 Local Motion's primary tool for matching riders for carpools and vanpools. The Guaranteed Ride Home Program is funded by Commuter Connections and is a vital regional service that gives commuters assurance that they will have a ride home in an emergency.

In FY 2015, **59** Local Motion customers signed up for the Guaranteed Ride Home program and **83** signed up for the Rideshare database. Out of those **83** commuters, 43 received "matches" to other commuters in the database with similar rides to work.

Appendix

Figure 1. Employer Levels

MWCOG Levels	FY 2014	FY 2015
Level 1 employers	108	112
Level 2 employers	54	55
Level 3 employers	100	112
Level 4 employers	39	40
Total Employers	**301**	**319**
Level 1 employees	2,942	3,144
Level 2 employees	2,796	2,539
Level 3 employees	13,668	14,576
Level 4 employees	9,915	10,480
Total Employees	**29,321**	**30,739**

Figure 2. Website Statistics

Web Statistic	FY 2014	FY 2015	% Increase
Estimated Visitors (Unique IP Addresses)	10,565	13,403	27%
Estimated number of visits (New Incoming Visitors)	14,450	17,529	21%
Pages (Unique Page Views)	27,171	26,954	-.79%
Hits (Number of times a page, image or file is viewed)	104,700	200,279	92%

Figure 3. Website Definitions

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.

Figure 4. FY 15 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	20.8 %	27.1 %	20.8 %	14.6 %	16.7%	48
Spend less money on transportation	22.9 %	29.2%	12.5 %	27.1 %	8.3 %	48
Was able to postpone buying another vehicle	31.3 %	29.2%	8.3 %	12.5 %	18.8%	48
Use my personal vehicle less	6.3 %	18.8%	10.4 %	12.5 %	52.1%	48