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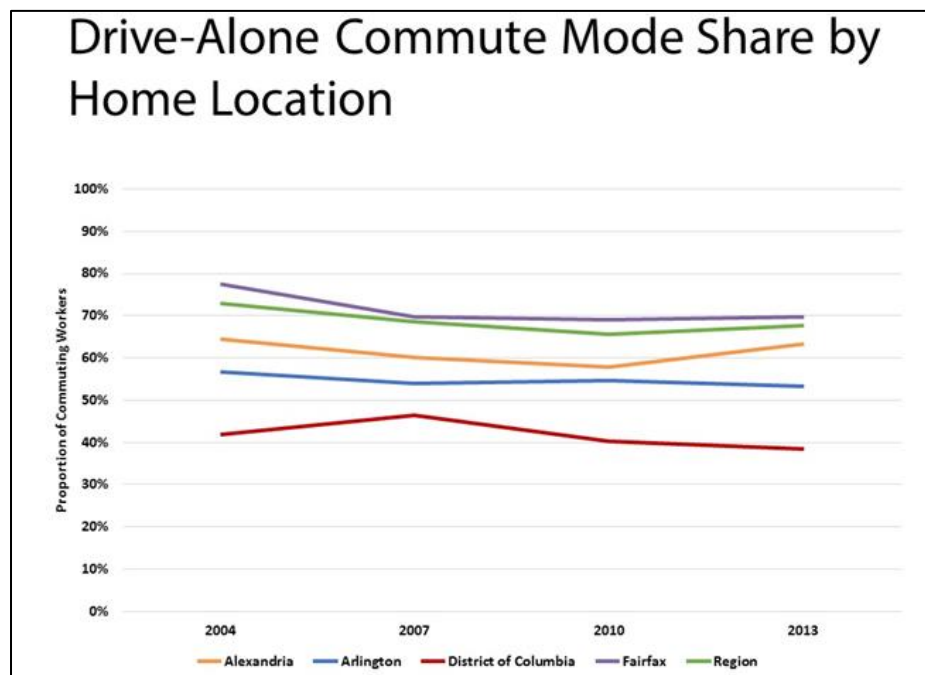
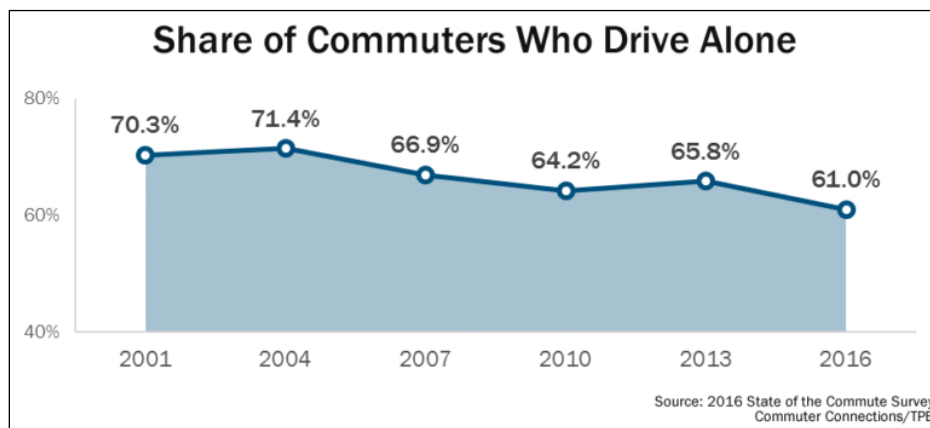
GO Alex

Transportation Demand Management Program

16-5820 - 16-5820_FY 2016 Performance Report.docx

Transportation Demand Management Program

This report describes the activities and accomplishments of the City's Transportation Demand Management Program (TDM) program, GO Alex. One of the key measurements of the City's TDM effectiveness is the drive alone rate. Regionally, about 61 percent of commuters report driving alone to work at least three days a week. But that percentage has fallen quite a bit since the first survey in 2001, when 7 in 10 commuters reported doing so. City specific drive alone mode share data, which is shown below for 2013, will be available for analysis in early 2017.



Employer Outreach

GO Alex offers outreach services directly to hundreds of employers in the City of Alexandria. Below are some of the services provided in FY 2016:

- 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 600 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.

Employer Levels

GO Alex uses a ranking system developed by Metropolitan Washington Council of Governments (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.

Marketing

Since May 2011, GO Alex has maintained a grass roots marketing program to help build GO Alex brand awareness among residents and other untapped target markets traditionally not reached by the program, such as retail businesses.

Activities of the Grass Roots program include acquiring pledges (a commitment to try other forms of transportation instead of driving alone) from citizens at community events and farmers markets, establishing and interacting with local retail partners, and assisting with special events.

These pledges also served as mini commuter surveys as they asked general questions about travel behavior. Last fiscal year a total of **3,131** pledges were received by city residents.

In FY 16 GO Alex's grass roots efforts distributed over 30,000 transit and commuting brochures.

GO Alex Partners

GO Alex has a network of small businesses and retail establishment that assist the program with outreach. As a Partner, businesses agreed to place GO Alex branded countertop brochure/literature displays holding transportation and commuting information. There is no cost to be a GO Alex Partner. A list of all Partners can be found on the GO Alex website, with links to the business website, and adjacent transit information to help one get to this place of business. Currently GO Alex has **200** active partners that have their displays replenished on a monthly basis.

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 or engage team members for several minutes to residents that pick up promotional items from the GO Alex table. There were over 10,200 customer engagements for FY 2016.

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, GO Alex participated in **42** events in FY 2016.

- 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
- 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

Website

GO Alex maintains a website at alexandriava.gov/GOAlex that gives the brand an online presence while affording commuters another resource for obtaining information on transit, ridesharing, bicycling, and walking. For FY 2016 the program's website had **179,000** Hits, (the number of times a page, image, or file is viewed). Please see additional website statistics in Figure 1 and their definitions in Figure 2 of the Appendix.

Facebook

GO Alex has an active Facebook page (facebook.com/GOAlexVA) that is updated approximately three times a week. Tips, events, news alerts, and stories from other GO Alex communications are included. GO Alex 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 October 2016, the GO Alex page had **613** "Likes" which is up from **500** from the year before at the same time.

Newsletter

GO Alex 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 GO Alex mails "welcome packets" to residents who recently purchased property in the City. The packets include a welcome letter from GO Alex, a trolley schedule, the DASH and GO Alex Ride Guides, and an Alexandria Bikeways map to help them navigate the City.

In FY 2016, GO Alex mailed out **1,896 welcome packets**, which is up **83%** from the year before.

eNews

A major GO Alex 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 2016, the GO Alex eNews had approximately **6,527 subscribers**, up from **6,305** in FY 2015.

SafeTrack Outreach

GO Alex distributed over 4,100 brochures at five different outreach events at Metro Stations and variable message signs were deployed to notify residents about SafeTrack. Additionally, free DASH service on the AT3 and AT4 was offered from 5 AM to 8 PM. Flat taxi fare of \$15 from King Street-Old Town, Braddock Rd, and Eisenhower Ave metro stations to National Airport was established during the surges.

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 Zipcar vehicles in the City. The program is fully funded by the City's GO Alex 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 2016, nine months after signing up, GO Alex surveyed program participants to track behavior changes.

The survey showed that two-car ownership decreased from 11% to 8% 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?" **62 percent** said "No" and **38 percent** responded "Yes". Over **60 percent** responded that they would renew their annual membership when the current one expired.

The 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.

Multimodal Transportation

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. Some key accomplishments in FY 2016 include:

- New sidewalks along Early Street and **7** lane miles of bicycle facilities, including the following streets:
 - King Street
 - Braddock Road
 - East Glebe Road
 - Kenmore Avenue
 - North Van Dorn Street
- The City was re-designated a silver level Walk Friendly Community by the Walk Friendly Communities Program.
- 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 King Street, Duke Street, North Van Dorn Street, and Menokin Drive.
- 16th Annual Bike to Work Day Event - the City had over 1,100 registrants at four pit stop locations.

Capital Bikeshare

Fourteen new stations were installed in Alexandria this year, expanding to new neighborhoods. Rosemont, North and South Old Town, Potomac Yard and Fairlington now have access to bikeshare.

- The Capital Bikeshare system in Alexandria saw nearly **100,000** rides in FY 2016.
- Membership increased by 50 percent from August 2015 to August 2016.
- Ridership had a more than **73 percent** increase in September 2016 versus September 2015.

City Transit Benefit

The City and GO Alex provides a transit benefit to its employees to a maximum value of \$100 per month. The transit benefit for ACPS employees was increased from \$30 to \$40 last fiscal year. GO Alex administers this program and currently has 314 participants. The implementation of this program has prompted many City employees to sign up for the benefit. GO Alex 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.

DASH Bus

DASH introduced their new real time bus arrival tool, the DASH Tracker. This new web application provides estimated vehicle stop arrival times and map locations for buses. DASH riders can now get accurate information as to the location of buses and the time buses are expected to arrive at stops right from their smartphone.

Metroway

Continuing its strong performance, Metroway ridership in August of 2016 was up 57 percent compared to a year earlier and hit 2,300 riders per day. Ridership continues to be within projections for the project, and is expected to keep growing as Potomac Yard develops.

King Street Trolley

The King Street 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 2016, the Trolley averaged **75,582** riders per month (**74,338** in FY 2015), for an annual total of 906,988 passengers (892,063 in FY 2015, 2% increase).

NH2 Metrobus Route

The City, along with WMATA, launched a new route in October 2016 – the NH2. The route operates every 30 minutes and serves the King Street Metro, the Carlyle neighborhood, Eisenhower Avenue Metro, Huntington Metro, the Oxon Hill Park and Ride in Prince George's County, the new MGM Casino, and National Harbor. Each stop in Alexandria will offer connections to local bus service (DASH, Metrobus), shuttles, Metrorail, Virginia Railway Express (VRE), and Amtrak.

Regional Partnerships

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

The GO Alex 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 GO Alex 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 2016, **71** GO Alex customers signed up for the Guaranteed Ride Home program and **92** signed up for the Rideshare database. Out of those **92** commuters received **53** "matches" to other commuters in the database with similar rides to work.

Appendix

Figure 1. Website Statistics

Web Statistic	FY 2015	FY 2016	% +/-
Unique Visitors	12,084	19,226	+58%
Number of Visits	15,779	25,774	+62.5%
Pages	23,967	38,070	+58%

Figure 2. Website Definitions

<i>Unique Visitors</i>	Number of client hosts (IP Addresses) who came to visit and viewed at least one page
<i>Number of Visitors</i>	Each new incoming visitor (viewing or browsing a page) who was not connected to our website during the last 60 minutes
<i>Pages:</i>	Number of times a page of the site is viewed (Sum for all visitors for all visits)