



Attachment 3

FY 2019 TDM Operations Grant

City Council
November 28, 2017



What is GoAlex?



- City's TDM (Transportation Demand Management) Program
- Robust marketing campaign for alternative transportation options:
 - DASH
 - WMATA
 - VRE
 - Capital Bikeshare
 - Bicycle / Pedestrian Programs
 - CarShare / Vanpool

Highlights from Service Lines

Employer Outreach

- Reaches out to employers in the City of Alexandria
- Helps employers provide transportation options to employees

Mobile Store

- Sells transit fare media (SmarTrip cards, DASH passes, VRE tickets, EZ Pass, etc.)
- New on-demand, mobile format



Grassroots Marketing

- Promotes transit and bike/pedestrian services
- Attends community events throughout Alexandria



New Direction for GoAlex

- Performance measures for FY19
 - DRPT is developing minimum measures
 - Staff is developing supplemental measures
 - Goal is to measure how GoAlex changes behavior
- Broader geographic coverage
- Closer partnership with DASH and major employers



TDM Operations Grant

- Total grant is \$301,177
 - State awards \$240,942 (80%)
 - City pays \$60,235 (20%)
- Funds two City FTEs to:
 - Manage TDM program
 - Administer City employees' transit benefit program
 - Manage Federal and Commonwealth TDM grants
 - Manage the Annual Bike To Work Day Event
 - Support Citywide multi-modal program(s)

City Council Request

- Approval of FY19 TDM Operations Grant Application
- Authorize the City Manager to Submit Grant Application to DRPT and Enter into Necessary Agreements with the Commonwealth to Accept the Grant
- Include Funding for 20% Local Match in the FY19 Operating Budget

