



FY2020 Transportation Demand Management Operations Grant

City Council
October 23, 2018



GO Alex

Overview

- Transportation Demand Management (TDM) grant funds **GO Alex**, the city's TDM Program
 - Promotes transit and alternatives to driving alone
 - Administers city Transportation Management Plan (TMP) program
 - Outreach and Commuter Assistance for local employers
 - Trip Planning for paratransit, transit
 - Coordination with city/state (DASH, ACPS, VDOT, DRPT...)
- Funds 2 City FTEs to manage program



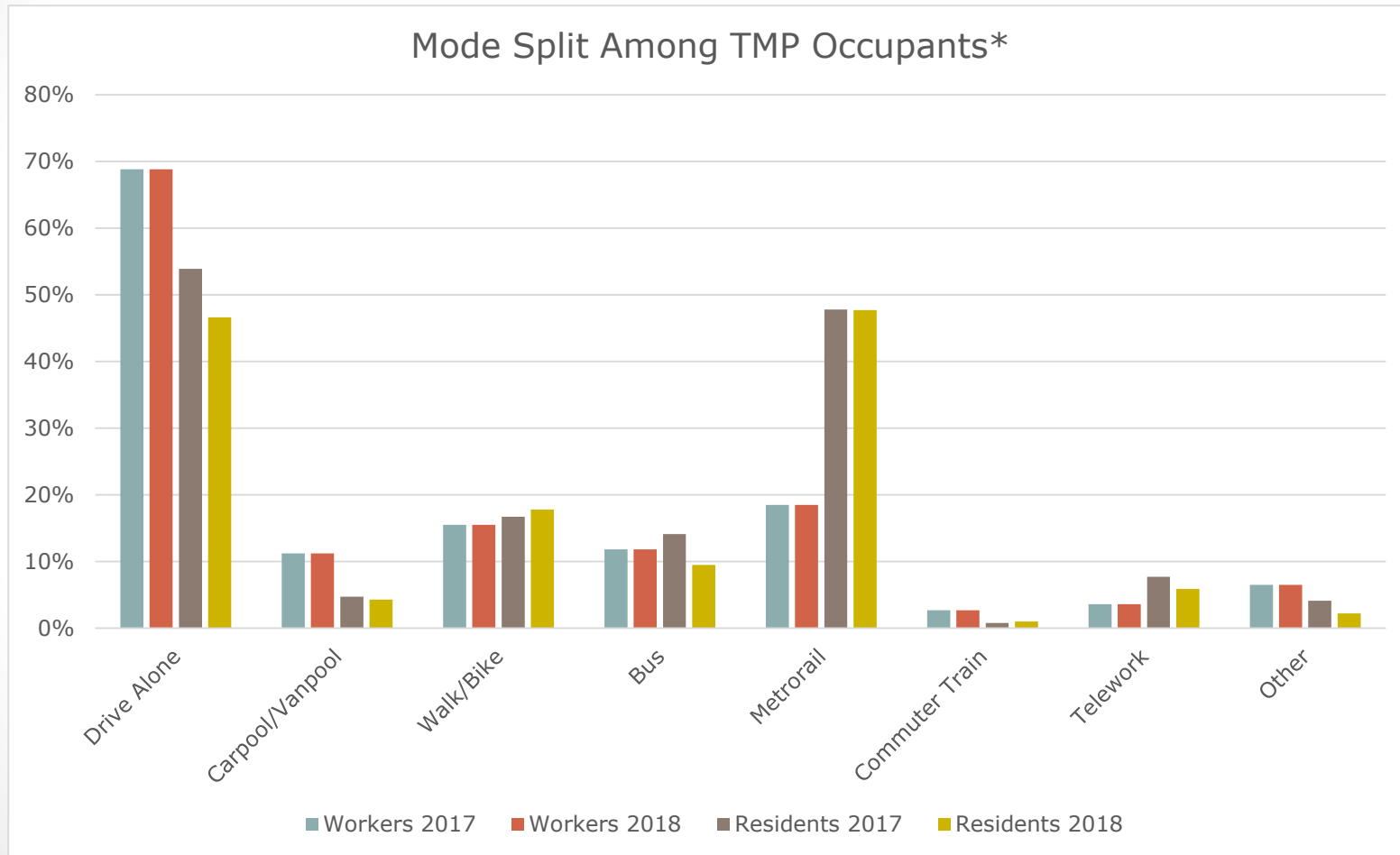
Successes in FY18

- Contributed to a **12.5% reduction** in vehicle miles traveled (2010-16)
- **Reinvigorated TMP Program**
 - Example: BRAC employee rate of driving alone has dropped 1.5% in 2 years and remains **below its target of 60% or fewer employees driving alone**



Working the Parc Meridian commuter fair

TMP Mode Split (2017-18)



*Question was "If you commute to work or school at least three times a week, how do you usually travel to work? Please check all that apply"

Planned FY2020 Focus Areas

1. Provide TMPs more flexibility to fund measures that reduce single-occupant commuting
2. Expanded community outreach
3. Streamline the development application process for TMPs
4. Update TDM Chapter of Transportation Master Plan

Requested Action

- Endorse FY2020 TDM Operations Grant Application
 - Funding 20% Local Match
 - Submission of Grant Application



**Questions?
Thank You!**

