

RESOLUTION NO. 2921

RESOLUTION TO SUPPORT PROPOSED TRANSPORTATION PROJECT APPLICATIONS FOR THE VIRGINIA DEPARTMENT OF RAIL AND PUBLIC TRANSPORTATION STATE AID GRANT PROGRAM FOR FY 2021

WHEREAS, in 2018, the General Assembly passed HB 1539, which required the Commonwealth Transportation Board (CTB) to update the State Aid Grant Programs for operating and capital assistance based on performance metrics beginning in FY 2020; and

WHEREAS, HB 1539 establishes separate prioritization processes for the Board's Six Year-Improvement Program, state of good repair projects, and major expansion projects and makes numerous changes to the administration of revenues for mass transit in the Commonwealth; and

WHEREAS, the purpose of the State Aid Grant Program is to fund transportation projects through a prioritization process that evaluates each project's merits using key benefits related to congestion mitigation, economic development, accessibility, safety, environmental quality and land use; and

WHEREAS, the FY 2020 and FY 2021 operating assistance projects will be evaluated solely based on performance metrics beginning in FY 2020 of which the Department of Rail and Public Transportation has developed; and

WHEREAS, the following Operating Assistance State Aid application for the City of Alexandria to include up to \$26,000,000 in eligible expenses; and

WHEREAS, the City Council of the City of Alexandria desires to submit application for Technical Assistance State Aid of \$150,000 to develop the Transit Agency Strategic Plan; and

WHEREAS, the City Council of the City of Alexandria desires to submit application to the Transportation Demand Management State Aid application for \$270,000 to increase the percentage of commuters using alternative transportation options; and

WHEREAS, the followings Mobility Programs Assistance State Aide application for the City of Alexandria includes \$105,000 to increase support to employers in the City; and

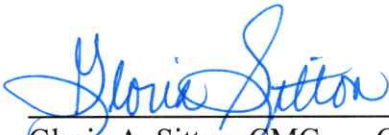
NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF ALEXANDRIA, VIRGINIA:

1. the City Council of the City of Alexandria hereby supports the application for State Aid up to \$26,150,000 million through the Virginia Department of Rail Transportation and the Northern Virginia Transportation Authority for the State Aid Grant Program; and
2. the City Council hereby commits to include funds for its local match of agency funds for the technical assistance, TDM, and Mobility Programs grants, if awarded, in its Fiscal Year 2021 Operating Budget; and
3. the City Council of the City of Alexandria hereby grants authority for the City Manager to execute all necessary documents that may be required under this program.

Adopted: January 14, 2020


JUSTIN M. WILSON MAYOR

ATTEST:



Gloria A. Sitton, CMC City Clerk



Alexandria Transportation Commission
301 King Street
Alexandria, VA 22314

www.alexandriava.gov

Phone: 703.746.4025

Honorable Mayor Wilson and Members of City Council
City Hall
301 King Street
Alexandria, VA 22314

December 18, 2019

Re: Endorsement of Fiscal Year 2021 Transportation Demand Management Operations Grant Applications and Approval of Required Matching Funds.

Dear Mayor Wilson and Members of City Council:

At its December 18, 2019 meeting, the Transportation Commission voted to endorse the FY 2021 Transportation Demand Management (TDM) Operations Grant applications and approved the required matching funds for the FY20 TDM operations grant application.

The City has operated a TDM program since 1981 and each year has applied for and received funds from the Commonwealth of Virginia. The City's program, GO Alex, administers TDM based strategies to reduce single occupant vehicle trips while still ensuring residents, workers and visitors can reach destinations within the City.

In order to secure the FY 2021 TDM operations grant, the City must provide a 20 percent local contribution of \$75,000 to match the requested DRPT amount of \$300,000 in State funds, for a total program budget of \$375,000. This represents a \$8,740 increase from the City's contribution in FY2020. The TDM program is aligned with and supports the Alexandria Transportation Master Plan and the City's policy of promoting multi-modal transportation. Please note that, due to changes in Commonwealth rules to funding the TDM program, the City will apply for two separate grants that total \$375,000. We appreciate your consideration of the Commission's input toward the funding requests.

Sincerely,


S.J. Klejst
Chair, Alexandria Transportation Commission

cc: Alexandria Transportation Commission
City Manager Mark Jinks



Alexandria Transportation Commission
301 King Street
Alexandria, VA 22314

www.alexandriava.gov

Phone: 703.746.4025

Honorable Mayor Wilson and Members of City Council
City Hall
301 King Street
Alexandria, VA 22314

December 18, 2019

Re: Endorsement of The FY2021 DRPT Operating and Technical Assistance State Aid Applications

Dear Mayor Wilson and Members of City Council:

At its December 18, 2019 meeting, the Transportation Commission voted to endorse the staff-recommended requests for operating and capital assistance:

Operating Assistance

- Operating Assistance- The amount of operating assistance being produced by up to \$26,000,000 of operating expenses for FY2021.

Technical Assistance

- Transit Agency Strategic Plan – up to \$150,000

The Transportation Commission appreciates the opportunity to review staff recommendations for the FY2021 DRPT Grant request formulated to procure DRPT operating and capital funds.

May you have any questions; do not hesitate to contact me.

Sincerely,


S.J. Klejst
Chair, Alexandria Transportation Commission

Yon Lambert, Director, T&ES
Hillary Orr, Deputy Director, T&ES



Transportation Demand Management (TDM) Performance Report -- FY 2019

Executive Summary

This report to City Council summarizes the activities for GO Alex, the City's dedicated Transportation Demand Management (TDM) program. TDM is a set of practices designed to lower congestion, measured here as Vehicle Miles Traveled (VMT). These tools have contributed both to a lowering of congestion, and also increased resiliency in the transportation network. GO Alex was the City's lead agency during the summer's Platform Improvement Project, which saw all four stations in Alexandria close over the summer. Tools used include robust outreach to commuters and employers, a mobile store that sells fare media to consumers, and enforcement of the City's Transportation Management Plan (TMP) program.

In Fiscal Year 2021, GO Alex will continue to deliver value to the City. With a dedicated staff of two full time employees and one part-time employee providing TDM assistance throughout the City by delivering employer outreach and supporting an established retail outlet in the GO Alex Mobile Store, GO Alex will build on its success seen during the Metrorail shutdown. GO Alex is also collecting data on mode split this fiscal year – these data will be ready by the next fiscal year.

What is GO Alex?

GO Alex is the City's Transportation Demand Management (TDM) program. TDM is an attempt to remove single occupant vehicles (SOV) from City streets. SOVs not only take up space, but also disproportionately add emissions. City Council, through the Transportation Master Plan and the Strategic Plan, directs the City to enhance and promote multimodal transportation options for residents, visitors and workers. GO Alex promotes alternative transportation options such as transit, biking, walking, and teleworking through a robust outreach program, and with strong partnerships with DASH, WMATA (Metrorail and Metrobus), VRE, and many others. GO Alex is also working with other parts of Transportation and Environmental Services on redefining its role in the ongoing Alexandria Mobility Plan.

Services Offered

GO Alex relies on outreach to help city residents and workers use other modes of transportation than the SOV. Outreach is central to how GO Alex spreads its message. Outreach is spread through three services by GO Alex: employer outreach, a mobile store, and transportation demand management planning, as described below.

Employer Outreach

Employers have an outsized influence on their employees' commute behavior. Most employers have tools that can reduce their employees' commute trips. GO Alex helps employers use these tools in a cost-effective manner.

GO Alex has a dedicated employer outreach coordinator that meets with employers and helps them develop a Transportation Demand Management (TDM) strategy. The City currently works with 522 employers in this effort, up from 313 at the end of FY 2018. This includes small employers, such as an indoor playground on Eisenhower Avenue, to federal agencies with thousands of employees, including the Department of Defense (Mark Center), National Science Foundation, and the Patent and Trademark Office (PTO)

Commented [KN1]: Has this number changed at all since FY 2019?

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Figure 1 -- GO Alex Employer Outreach Coordinator at a Commuter Fair

Mobile Store

The Mobile Store is GO Alex's commuter services arm, helping commuters and those who wish to use alternative transportation options. The Store uses a GO Alex branded van to sell fare media at a number of locations, including each of the City's Metrorail stations, and popular tourist destinations.



Figure 2 -- GO Alex Mobile Store team (center) and a GO Alex staffer

The below table shows Mobile Store performance measures for FY 2019. These figures are much higher than the previous year which can be attributed to the additional visibility during the Platform Improvement Project. GO Alex also deployed a second mobile store during the Platform Improvement Project, which provided a needed way to reload SmarTrip cards when Metro vending machines were offline.

	Events	Customer Interactions	Point of Sale Transactions	Total Sales
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Fiscal Year 2018 Totals	299	12,983	904	\$21,841.50
Fiscal Year 2019 Totals	254	28,955	1,525	\$30,791.50

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Transportation Demand Management Planning

GO Alex also engages in TDM planning for the City. Currently, GO Alex staff are part of the Project Management Team for the update to the City's Alexandria Mobility Plan, the successor to the 2008 Transportation Master Plan. GO Alex will assist in writing the AMP's Mobility Access chapter.

Transportation Management Plan Oversight

GO Alex oversees Transportation Management Plans (TMPs) for the City. TMPs are conditions set on certain business and residential developments that limit their single occupant vehicle (SOV) trips. Currently there are 75 developments with TMPs in the City. Each TMP is required to submit an annual report to GO Alex on their occupants' transportation choices, as well as set aside a fund for promoting alternative transportation options. For FY 2019, drive alone rates in residential TMPs were 58.9 percent (out of 702 surveys), compared with 46.6 percent in FY 2018. However, these numbers are not to be interpreted as statistically valid. Because of the way GO Alex is mandated to administer the survey, responses generally weight towards only ten TMPs.

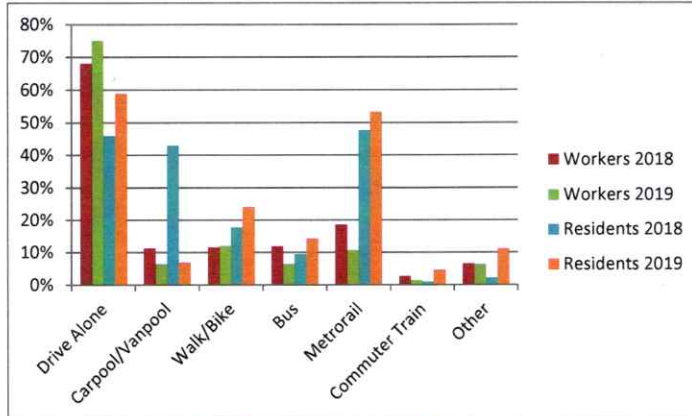


Figure 3 -- Mode Split among TMP Occupants

Staff is working to address several issues with TMPs, including low compliance, a penalty structure that is less expensive than compliance, and poor incentives to comply. Staff will recommend updates to the TMP program in FY 2021.

Cooperation with other City Initiatives

GO Alex assists other City programs with their mission. In addition to the previously mentioned Alexandria Mobility Plan, GO Alex also assists DASH with marketing, promote City-sponsored events such as Earth Day, and plans for innovative mobility options, such as water taxi and commuter benefits.

How GO Alex is Funded

GO Alex is funded through a combination of state and federal grant funding, with a relatively small local contribution.

TDM Operating Assistance Grant

For state funding, GO Alex uses a Department of Rail and Public Transportation (DRPT) TDM Operating Assistance grant. This TDM Operating Assistance grant funds baseline activities, including two full time equivalent employees to manage the GO Alex program, and related support functions. In FY 2019, the City provided a local match of \$52,235 toward this grant, and received \$206,942.

Rideshare Enhancements (CMAQ/RSTP Grant)

The Rideshare Enhancements grant is a grant designed to fund the bulk of the City's TDM programming. In years past, this grant has been used to fund a "street team" (marketing team at City events) and paid advertising. Staff is exploring other TDM programs that may be able to use these federal funds, and are close to finalizing a work plan with the Department of Rail and Public Transportation. The City is currently working on FY2019 funds, valued at \$526,000.

Mobile Store (CMAQ/RSTP Grant)

The Mobile Store grant funds the Mobile Store (sells fare media and provides transportation information at various locations within the City) and DASH's Call Center that aids with all transportation modes. This grant is awarded once every three years. In FY 2018, this grant was \$600,000. Staff will spend the grant until the City receives the next installment, which is no earlier than July 1, 2020 (FY 2021).

VDOT Employer Outreach Grant

The City receives an annual grant from the Virginia Department of Transportation (VDOT) that is used toward employer outreach. In FY 2019, the City received \$53,948 from VDOT. This grant is used to fund the employer outreach coordinator as a part-time position, as previously described.

Mobility Programs Grant

For FY 2021, the City is considering applying for the Mobility Programs grant, which is a DRPT grant that could fund employer outreach activities. This grant is meant to supplement money for employer outreach supplied through VDOT's CMAQ grant for employer outreach, estimated at \$55,556 in FY 2021. The Mobility Programs grant would allow the current part-time employer outreach coordinator position to be increased to a full-time position, which would essentially double employer outreach efforts through GO Alex. Staff anticipates applying for \$105,000 in grant funding, of which the City would be required to contribute a 20% match of \$21,000.

SOURCE	FY 18	FY19	FY20	FY21	FY22	FY23	FY24	TOTAL
Rideshare Enhancements (CMAQ/RSTP)	\$493,000	\$1,019,000	\$600,000	\$600,000	\$650,000	\$400,000	\$400,000	\$3,669,000
VDOT Empl Outreach	\$50,824	\$102,948	\$53,948	\$55,566	\$57,233	\$58,950	\$60,719	\$387,983
DRPT (TDM Ops)	\$301,177	\$562,354	\$330,331	\$339,044				\$1,231,729
Mobile Store (CMAQ/RSTP)	\$600,000	\$600,000	\$0	\$600,000	\$0	\$0	\$600,000	\$1,800,000
Total								

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FY 2020 Current Activities and FY 2021 Plans

In FY 2020, GO Alex has transitioned from a contractor-based service delivery program to one where staff support the primary functions. Staff are expanding GO Alex in the following ways:

- **Implementing Performance Measures** – GO Alex has developed a series of internal performance measures, including surveys to see how transportation behavior has changed. GO Alex will also revamp performance measures for the Mobile Store, making it more demand responsive
- **Developing and Introducing new service offerings** – GO Alex, in partnership with DRPT, is launching new programs that will be active before the end of this fiscal year. This includes incentives to sign people up for Commuter Benefits, possible partnership with the Potomac Riverboat Company, and piloting an employee parking cashout program
- **Partnership with DASH** – GO Alex is committed to partnering with DASH on marketing. The City and DASH have teamed up with several marketing events, such as Operation Illumination last fall (an effort to keep bicyclists, pedestrians and bus riders safe). In FY 2020, GO Alex is continuing that partnership, including with outreach for the Transit Vision Study project