



City of Alexandria

City Council Chambers at
Del Pepper Community
Resource Center
4850 Mark Center Drive
Alexandria, VA 22311

Legislation Text

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City of Alexandria, Virginia

MEMORANDUM

DATE: JANUARY 7, 2015

TO: THE HONORABLE MAYOR AND MEMBERS OF CITY COUNCIL

FROM: MARK B. JINKS, ACTING CITY MANAGER /s/

DOCKET TITLE:

Consideration of a Grant Application and Adoption of a Resolution for FY 2016 Funding for the Continuation of the Alexandria Transportation Demand Management Program. [ROLL-CALL VOTE]

ISSUE: Consideration of a grant application and resolution for FY 2016 funding for the continuation of the City of Alexandria (City) Transportation Demand Management (TDM) Program, also known as Local Motion.

RECOMMENDATION: That City Council:

- (1) Adopt the attached resolution; and
- (2) Authorize the City Manager to:
 - (a) Submit a grant application and the resolution to the Virginia Department of Rail and Public Transportation (DRPT) for FY 2016 funding in the amount of \$241,022, which will be matched by \$60,255 of City funds, for a total program of \$301,277 for the continuation of the City's TDM services; and
 - (b) Approve the continuation of two full-time, grant-funded positions (Transit Specialist I and Transit Services Assistant I) to administer the ongoing TDM program. Continuation of these positions is contingent upon continuation of funding from DRPT or other non-City sources; and
 - (c) Execute all necessary documents that may be required under this program.

BACKGROUND: TDM is the application of polices and strategies that attempt to change travel behavior in order to increase the efficiency of the City's transportation system. 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 Local Motion program administers TDM based programs and is coordinated by the City's Transportation Planning Division in the Department of Transportation and Environmental Services (T&ES). The practice of TDM

supports the City Council’s 2010 Strategic Plan Goal 3: *A multimodal transportation network that supports sustainable land use and provides internal mobility and regional connectivity for Alexandrians* and several goals outlined in the 2008 Transportation Master Plan. TDM measures also directly benefit the environment by reducing greenhouse gas emitted from vehicles, supporting the Eco-City Charter, improving public health, and creating stronger communities and a more prosperous and livable Alexandria.

DISCUSSION: Through the use of incentives, education, and marketing, TDM promotes more efficient use of the existing transportation systems by influencing the time, route, or mode selected for a given trip. TDM strategies increase travel choices, offering the opportunity to choose how, when, and if travel will be by car or by some other mode, with the goal of managing demand with the transportation system. One aspect of providing a high-quality transportation service is the provision of information about those services.

Alexandria’s TDM program provides outreach about transportation services and options. The program currently tracks its effectiveness using the following headline indicators as documented in the FY 2014 Performance Report for Local Motion (Attachment 1) and is coordinated with the T&ES Goals and Strategies:

1. Number of individuals reached through the Local Motion program

FY 2013	127,411	
FY 2014	133,997	+5.2%

2. Total number of customer engagements

FY 2013	14,295	
FY 2014	20,120	+40.7%

3. Percent of TMP survey respondents (residential) who drive alone (SOV)

2011	34%
2012	36%
2013	36%

The Metropolitan Washington Council of Government (MWCOG) 2013 State of the Commute reports:

	Alexandria	Region
Drive alone rate	59%	66%
Transit use	22%	17%

Bike Walk	4%	2%
Rideshare	5%	7%

In support of the City Manager’s second Guiding Principle - *Executing against our strategy and ensuring accountability for our results* - as early as this fiscal year, staff will begin to use a performance measurement system developed by DRPT to quantify the efficiency and effectiveness of its programs and services. The implementation of this new evaluation process will help Local Motion clearly report the value that TDM delivers for residents and all other stakeholders and will in turn aid Local Motion in both executing against its strategy and ensure accountability for results.

As a member of the MWCOG, Local Motion will continue to market and promote their programs and services which include the Ride Matching Database, Guaranteed Ride Home Program, and Pool Reward program.

The attached report provides details and data related to Local Motion programming over the last year. Further, this report outlines achievements, provides measures of success, and details opportunities for growth and improved delivery of services.

FISCAL IMPACT: The City will need to fund a 20 percent match in the amount of \$60,255 to match the DRPT amount of \$241,022 in state funds, for a total program budget of \$301,277. Funding for this grant for the current fiscal year, including the City match, was included in the City’s FY 2015 Approved Budget. It is anticipated that these City match funds will also be included in the FY 2016 proposed budget. If these match funds are not included in either the FY 2016 proposed or adopted budgets, then the City can withdraw (or otherwise amend) the grant application.

ATTACHMENTS:

- Attachment 1: FY 14 Local Motion Performance Report
- Attachment 2: Proposed Resolution
- Attachment 3: Presentation

STAFF:

- Emily Baker, Acting Deputy City Manager
- Yon Lambert, Acting Director, T&ES
- Sandra Marks, Deputy Director Transportation, T&ES
- Carrie Sanders, Division Chief, Transportation Planning Division, T&ES
- Gabriel D. Ortiz, TDM Coordinator, T&ES
- Megan Cummings, Transportation Planner, T&ES

