File #:	14-2275	Name:	
Type:	Resolution	**Status:**	Agenda Ready
File created:	1/2/2014	**In control:**	City Council Legislative Meeting
On agenda:	1/14/2014	**Final action:**	
Title:	Consideration of Grant Application and Adoption of a Resolution for FY 2015 Funding for the Continuation of the Alexandria Transportation Demand Management Program. [ROLL-CALL VOTE]		
Sponsors:			
Indexes:			
Code sections:			
Attachments:	1. 14-2275_ Attachment 1 FY15 TDM Operations Grant, 2. 14-2275 _Attachment 2 Resolution, 3. 14-2275_After Items		

Date	Ver.	Action By	Action	Result

City of Alexandria, Virginia

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MEMORANDUM

DATE: JANUARY 8, 2014

TO: THE HONORABLE MAYOR AND MEMBERS OF CITY COUNCIL

FROM: RASHAD M. YOUNG, CITY MANAGER /s/

DOCKET TITLE:
Consideration of Grant Application and Adoption of a Resolution for FY 2015 Funding for the Continuation of the Alexandria Transportation Demand Management Program. [ROLL-CALL VOTE]

ISSUE: Consideration of a grant application and resolution for FY 2015 funding for the continuation of the City of Alexandria 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 2015 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 (how, when and where people travel) 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 program, called Local Motion, 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 CO^2 emissions, 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 high-quality transportation service is the provision of information about those services.

Alexandria's TDM program provides both encouragement and significant information about transportation services and options through its efforts which we believe has an impact on how and when people commute. Metropolitan Council of Government 2013 State of the Commute reports that Alexandrians have a drive alone rate of 62%, while the rest of the D.C. region is at 70%.   Alexandrians use transit at 23% rate and the rest of the region is at 7%. Our bike and walk usage is at 4% and the region is at 2%. The one area for growth is with ridesharing (i.e. car and vanpooling). City residents only share for 5% or their trips while the rest of the region is at 17%.

In support of the City Manager's second Guiding Principle - *Executing against our strategy and ensuring accountability for our results* - Local Motion, as early as this fiscal year, will begin to use a performance measurement system 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 Metropolitan Washington Council of Government (MWCOG), Local Motion will continue to market and promote the MWCOG programs and services which include the Ride Matching Database, Guaranteed Ride Home Program, and Pool Reward program.

A question was raised at the City Council meeting on September 24, 2013 regarding the future operations of the grant-funded Alexandria Transit Store (ATS). The Alexandria Transit Store is the face of Alexandria's Local Motion program. As more and more transit resources become available online and fare media can be purchased at local retail outlets, the ATS continues to evolve and leverage those resources to meet the needs of commuters and visitors to Alexandria. Each year the ATS sees over 2,000 visitors who make use of the wide range of services and resources for residents, employees and visitors.

Staff is developing recommendations for Council consideration and is looking at different models of operations including phasing out the current physical location across from the King Street Metro and looking at options

including: mobile transit store, smaller kiosks at Metro Stations and leveraging developer obligations to construct smaller commuter centers/transit stores with the Landmark redevelopment and North Potomac Yard.

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

FISCAL IMPACT: The City will need to fund a 20 percent match in the amount of to match the DRPT amount of in state funds, for a total program budget of. Funding for this grant for the current fiscal year, including the City match, was included in the City's FY 2014 Approved Budget. The FY 2015 match request will be an increase of over the current fiscal year. It is anticipated at this time that these City match funds will also be included in the FY 2015 proposed budget. If these match funds are not included in either the FY 2015 proposed or adopted budgets, then the City can withdraw (or otherwise amend) the grant application.

ATTACHMENTS:
Attachment 1: TDM Report
Attachment 2: Proposed Resolution

STAFF:

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