



Legislation Text

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City of Alexandria, Virginia

MEMORANDUM

DATE: DECEMBER 2, 2015

TO: THE HONORABLE MAYOR AND MEMBERS OF CITY COUNCIL

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

DOCKET TITLE:

Consideration of a Grant Application and Resolution for FY 2017 Funding for Continuation of Alexandria Transportation Demand Management Program. [ROLL-CALL VOTE]

ISSUE: Consideration of a grant application and resolution for FY 2017 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 (Attachment 1) to apply for Virginia Department of Rail and Public Transportation (DRPT) FY 2017 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
- (2) Authorize the City Manager to submit this resolution and enter into any agreements with the State that may be required to receive these funds should the requested allocation be approved.

BACKGROUND: Transportation Demand Management is the application of policies 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 (Virginia). The City's program, called Local Motion, administers TDM based programs and is coordinated by the City's Transit Division in the Department of Transportation and Environmental Services (T&ES).

Transportation Demand Management 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." 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. It also increases 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.

Local Motion's annual report, shown in Attachment 2, outlines achievements, and opportunities for growth and improved delivery of services. A notable achievement in FY 2015 is an 88 percent increase in individuals reached through Local Motion program broadcast channels, to 184,874 from 99,724 in FY 2014. In addition, the Metropolitan Washington Council of Government (MWCOG) 2013 State of the Commute reports the following statistics, which are important measures to evaluate the performance of the City's programs:

	Alexandria	Region
Drive alone rate	59%	66%
Transit use	22%	17%
Bike Walk	4%	2%
Rideshare	5%	7%

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. It is anticipated that these City match funds will also be included in the FY 2017 proposed budget, similar to the City match included in the FY 2016 adopted budget. If these match funds are not included in either the FY 2017 proposed or adopted budgets, then the City can withdraw, or otherwise amend, the grant application.

ATTACHMENTS:

Attachment 1: Proposed Resolution

Attachment 2: FY 2015 TDM Report

STAFF:

Emily A. Baker, Deputy City Manager

Yon Lambert, Director, T&ES

Carrie Sanders, Acting Deputy Director, T&ES

Ramond Robinson, Division Chief, Transit Services, T&ES