City Council Strategic Planning Process
Goal 3, Meeting #3
An Integrated, Multimodal Transportation System that Efficiently and Effectively Gets People from Point “A” to Point “B”
November 30, 2009

Agenda
1. Welcome: Mayor William D. Euille and Councilman Paul C. Smedberg
2. Review
3. Round Table Discussion
4. Introduction of Initiatives and Indicators
5. Public Comment & Next Steps

Meeting Outcomes
- Round Table Discussion
  - Review Public Comments & Existing Objectives
  - Review Objectives of Goal 1 and 2 Groups
  - Panel Discussion of Potential Objectives

- End of Meeting: 5-7 Preliminary Objectives
Panel

- Mayor William E. Euille
- Councilman Paul C. Smedberg
- Charles Benagh, Alexandria Commission on Persons with Disabilities
- Jayme Blakesley, Alexandria Transportation Commission
- Nat Bottonheimer, WMATA
- Ron Kirby, MWCOG
- Jennifer Mitchell, Alexandria Transportation Commission
- J. Lawrence Robinson, Planning Commission and former chair Ad Hoc Transportation Task Force
- Lawrence Ruggiero, Traffic & Parking Board

- LEAD STAFF: Rich Baier, Dept. of Transportation & Environmental Services

Work Timeline and Logistics

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Definitions

- **Goals**: Broad statements of outcomes to be achieved on behalf of our community, where we wish to be at some time in the future.
- **Strategic Objectives**: What must be done to achieve our goals.
- **Strategic Initiatives**: Specific activities undertaken to accomplish objectives.
- **Measures**: Indicators that allow progress towards goals and objectives to be assessed.

‘SMART’ Objectives

- **Sustainable**: the initiative is financially sustainable, resources exist or it is reasonable to expect that they may exist.
- **Measurable**: the initiative is measurable, it is possible to assess progress, positively or negatively.
- **Achievable**: the initiative is politically achievable, a consensus exists or can be developed in support of the initiative.
- **Realistic**: the initiative is cognizant of the ‘environment.’ It can be accomplished given the ‘environment’.
- **Time Bound**: the initiative is associated with a time or schedule for completion.
‘SMART’ Objectives (continued)

- **Best Practice** – the recommendation is representative of best practices, the effort is informed by the success and/or failures of others who seek to improve the community
- **Specific** – the recommendation is sufficiently detailed so as to be actionable

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**Agenda Item #3:**
Round Table Discussion

- Review Public Comments
- Review Objectives in Current Plans or Other Documents
- Review Objectives of Goal 1 and 2 Groups
- Discuss 5 Potential Objectives

- **Propose 5-7 Preliminary Objectives**
Objectives

Comments received on-line or recorded at meetings or in existing documents
- Sort into Objectives, Initiatives and Indicators
- Selected Existing Objectives from Current Plans/Documents
  - Of the public input, which are objectives that we should consider tonight?
  - Is there anything we don’t agree on?
  - Is there anything we overlooked?

Goal 1 DRAFT Objectives

1. Increase the vitality and economic success of the City Waterfront and King Street Corridor
2. Increase the office and retail occupancy rates through business attraction, retention and expansion
3. Focused, responsive small area planning that seizes desirable development opportunities and prepares Alexandria for the post-recession period
4. Use the Beauregard Corridor planning and post-planning process to strengthen the City’s competitive edge in the West End
5. Enrich the Arlandria area of the City as an economic asset and as a place to live, work and play by delivering on the objectives of the adopted plans

Goal 2 DRAFT Objectives

1. Health Care Access- Maintain and Expand Essential Health and Behavioral Health Services
2. Healthy Environment - Maintain and Improve the Quality and Sustainability of Alexandria’s Environment
3. Healthy Living- Support Healthy Lifestyles and Disease Prevention
Discussion & Consideration of DRAFT Goal 3 Objectives

Goal 3 DRAFT Objectives (for discussion)

1. Develop innovative local and regional transit options along the dedicated corridors outlined in the 2008 Transportation Master Plan to reduce traffic congestion and minimize reliance on single-occupancy use of the automobile.

2. Provide quality pedestrian and bicycle accommodations on ‘complete streets’ and pathways that enable safe, accessible travel for all users and increase the share of walk, bike and transit trips.

3. Consider budgetary and transportation policies that encourage transit access to activity centers, enhance quality of life, support livable, urban land uses and encourage neighborhood participation.

4. Support quality development, redevelopment and the local economy with transportation policies that move more people without more traffic and programs that mitigate expected increases in travel demand.

5. Promote healthy lifestyles by giving residents the opportunity to meet their everyday needs by walking, bicycling or using public transit.

Agenda Item #4: Initiatives and Indicators
Example Initiatives & Indicators

Sample Strategic Initiatives (Up to 7 initiatives – with discussion about time period)
1. Crystal City/Potomac Yard Transitway
2. Increase the rate of construction of bicycle and pedestrian facilities to meet the targets in the 2008 Transportation Master Plan and Eco-City Action Plan
3. Reconsider the commercial transportation tax authority as enacted by the General Assembly
4. Revise City’s zoning ordinance as related to parking and transportation management plans (TMP) to achieve maximum efficiency and sustainable use of transportation facilities while promoting access for all users.
5. Achieve a balance of residential, customer and employee parking demand and supply consistent with the City’s growth objectives to improve travel experience, minimize conflicts with residents and maximize curbspace management.
6. Continue or expand current transportation demand management programs to encourage walking or bicycling to work and school.

Potential 2009 Indicators
• Vehicle Miles Traveled per 100,000 population
• % of trips that are transit, walking, bicycling, carpooling or ‘work from home’
• Number of pedestrian and bicycle crashes/fatalities

Agenda Item #5: Public Comment & Next Steps