City Council Strategic Planning Process

Goal 3: An Integrated, Multimodal Transportation System that Efficiently and Effectively Gets People from Point “A” to Point “B”

November 9, 2009
Agenda

1. Welcome: Mayor William D. Euille and Councilman Paul C. Smedberg
2. Introduction of Goal 3 Stakeholder Panel
3. About the Strategic Planning Process
4. Public Comment Period & Review of Written Comments
5. Next Steps
Meeting Outcomes

- Understand strategic planning process
- Outline process for update to Goal 3
- Hear from you! What we want:
  - Strategic objectives and initiatives (i.e. projects or programs) that will accomplish Goal 3
  - Indicators that will help measure progress
  - Opportunities we should consider
  - Limitations we should consider
Agenda Item #2: Stakeholder Panel
Stakeholder Panel

- Mayor William E. Euille
- Councilman Paul C. Smedberg
- Charles Benagh, Alexandria Commission on Persons with Disabilities
- Jayme Blakesley, Alexandria Transportation Commission
- Nat Bottingheimer, 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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Agenda Item #3: About the Process
Goal 3 Revision: Roadmap

- **Nov. 9**
  - Public Forum

- **Nov. 30**
  - Round-table #1 @ Barrett Elementary
  - Public Input

- **Dec. 14**
  - Round-table #2 @ Minnie Howard
  - Complete Draft Goal #3

- **Early 2010**
  - City Council work session and public hearing
  - Public Input
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.
How it looked in 2004...

- **Goal:** An Integrated, Multimodal Transportation System that Efficiently and Effectively Gets People from Point “A” to Point “B”
- **Objectives**
  1. Increase the percentage of residents and commuters who use mass transit
  2. Increase the percentage of residents using alternate transportation modes (walking, biking, etc...)
  3. Improve and increase connectivity within and throughout the City by transit, car, bicycle or walking
  4. Increase ridership on DASH buses through improved routing and other incentives
  5. Ensure that the design of future developments is pedestrian friendly and mass transit friendly
  6. Move “through traffic” through the City as efficiently as possible and minimize its impacts on neighborhood streets
  7. Increase city participation in regional decision making to develop effective transportation for the region that efficiently moves people and goods throughout the region
How it looked in 2004...

Policy Actions

✓ Transportation Master Plan
✓ Pedestrian Improvements and Future Projects
✓ Traffic Signalization Enhancements
✓ Neighborhood Traffic Calming Program: Evaluation and Actions
✓ Woodrow Wilson Bridge Project and City Actions

Major Projects 2004-05

1. DASH Maintenance Facility
2. Bus Shelters Project
3. Eisenhower Avenue Bike Trail (to be completed in 2010)
4. King Street Metro Station Platform Expansion
5. Duke Street PTO/Concourse Project
6. Union Station Pedestrian Improvements Project
7. King/Beauregard Intersection Project (in progress)
8. Eisenhower Ave. Project (in progress)
How do we improve on 2004 plan?

#1: Make the objectives ‘SMART’

#2: Add indicators that are measurable
‘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
Other Considerations

- Consider the number of strategic objectives – maximum of three?
- Consider the number of strategic initiatives – five to seven?
- Time period in which initiatives will be accomplished – 3-5 years?
Other Considerations

• Existing Resources (External)
  – TPB Long-Range Transportation Plan
  – TransAction 2030

• Existing Resources (Internal)
  – 2008 Transportation Master Plan
  – Eco-City Action Plan
How might Goal 3 look in the 2009 Strategic Plan update?

- **Goal**: An Integrated, Multimodal Transportation System that Efficiently and Effectively Gets People from Point “A” to Point “B”

- **Sample ‘SMART’ Objective #1 of 3**
  - Alexandria will invest in innovative local and regional transit options along the dedicated corridors outlined in the 2008 Transportation Master Plan

- **Sample Strategic Initiative #1 of 7**
  - Crystal-City Potomac Yard Transit corridor will be operating in Alexandria by 2015

- **Indicator #1 of 5**
  - Percentage of total respondents that used public transportation (as documented by the American Community Survey) will increase by
Agenda Item #4: Public Comment Period
What we’ve heard from you

• Transit service should be provided based on density of users.
  – Jim Wamsley, resident

• Top goals: Potomac Yards Metro station, Comprehensive Bike Network (visible, accessible, connected), More business offices in Alexandria.
  – Jonathan Krall, resident
What we’ve heard from you

- Encourage the Council and City Staff to make parking and an integrated public transportation system its highest priority. By resolving these issues, a framework for future development designed around a reliable transportation system will quickly evolve.

  – Andrew Palmieri, resident, Chamber of Commerce
What we’ve heard from you

• We recommend the City pursue the following projects and policies during the next 10 years to create an efficient and effective multimodal transportation system:
  1) Adding a Metro Station to the Potomac Yard development.
  2) Work with Fairfax, Arlington, and WMATA to bring light rail or rapid bus transit to Route 1, Duke Street, Beauregard Street, and Route 7.
  3) Implement strategies that create mixed-use, urban development in transit corridors.

– David and Kim Kaplan, residents
What we’ve heard from you

• Support for 10A and 10B MetroBus routes
  – Marjorie Salwin, resident

• I would recommend that the Council not take its eye off the small to middle size capital items. Finish the bike route plan. Let's put in those missing sidewalks so vividly described during the first Beauregard Small Area planning meeting. Continue the work on pedestrian crossings, bike racks etc.
  – Peter Pennington, resident, Environmental Policy Committee
What we’ve heard from you

- Strategically – have required transportation studies commissioned far enough in advance of development projects that studies can be completed (& study results be available) for consideration of transportation impacts of proposed projects – timeline for studies needs to be started 3 to 5 years before start of work on projects
  - Mark Benedict, resident

- I firmly believe that attractive public transportation (such as trams running down a greenway) would lure lots of people to ride. Regular buses running down dedicated pavement will not. It is too engrained in the American psyche that “buses” are not sexy enough. The third image is certainly do-able here, in places like Potomac Yard, running down Route 1.
  - Judy Guse-Noritake, resident
Agenda Item #4: Next Steps
Goal 3 Revision: Roadmap

- **Nov. 9**: Public Forum
- **Nov. 30**: Round-table #1 @ Barrett Elementary
- **Dec. 14**: Round-table #2 @ Minnie Howard
- **Early 2010**: City Council work session and public hearing

**Public Input**

**COMPLETE DRAFT GOAL #3**
Thank you.

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Rich Baier, P.E., LEED© AP
Director, Dept. of Transportation & Environmental Services