



APRIL-JUNE 2009

LOCAL **motion**

This Earth Day, take the green route!

The City of Alexandria's Earth Day celebration will take place Saturday, April 25, from 10 a.m. – 2 p.m. at Ben Brenman Park. This year's event focuses on using efficient and environmentally-friendly transportation options – bicycling, walking, riding transit, ridesharing, and teleworking.

Various transportation agencies will exhibit at the celebration. The Local Motion team will explain how to use various transportation modes for commuting and general errands. Representatives from DASH – Alexandria's bus system – will have an exhibit that includes a stationery DASH bus. Those bicycling can take advantage of the bike valet, administered by WABA, the Washington Area Bicyclist Association. ViaVelo, neighborhood bike shops, and others will showcase their earth-friendly products and services. Be sure to check out all of the exhibits on the way to, or from, your nature walk.

Attendees can participate in one of two bike rides being led by the Local Motion bicycle ambassador team. Bike and Roll, which opened an Old Town location in March, is partnering with the ambassadors to offer the bikes for the ride. Cyclists will enjoy their experience out and back on the Holmes Run

Trail. Stop by the Bike and Roll table for information and to make a reservation.

Event-goers are encouraged to use a transportation option other than driving alone to get to the Earth Day celebration. Persons coming from Old Town, Del Ray, and by Metro can take advantage of the free Earth Day shuttle. The City has partnered with VPSI, the nation's largest vanpool provider, to offer the shuttle service which will run from the King Street Metrorail station to Ben Brenman Park.

"Each day, we play a critical role in creating a greener world," explains Rico Fleshman, project manager of VPSI's Washington, DC office, which operates 240 active commuter vanpools. "We like to show our support at events that recognize the importance of improving the environment."

For the ambitious, Bike and Roll in Old Town is offering discounted rates on bicycle rentals for those wanting to ride to and from the celebration. Contact the store directly at 703-548-ROLL to reserve your ride.

For more information, visit alexearthday.org.

Take advantage of the Earth Day shuttle!

Free shuttle service will operate between the King Street Metrorail station and Ben Brenman Park 9:30 a.m. – 2:30 p.m.

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Community Spotlight

Deb Keary, Director of Human Resources



The word is out – the Society of Human Resource Management (SHRM) offers employees an exemplary commuter benefits program. Sam Salkin, Local Motion employer services representative, recently talked with Deb Keary, Director of Human Resources, to secure a nomination for the Commuter Connections Employer Recognition Award, which recognizes employers for transportation programs that greatly reduce drive-alone commuting, improving the efficiency of our transportation system, reducing air pollution, and decreasing parking demand.

What is SHRM’s primary reason for offering transportation benefits?

The Society for Human Resource Management has always been dedicated to bringing our employees top quality benefits. We have always viewed transportation as a key opportunity to improve the quality of life for our employees and the community at large, as well as continue our commitment to competitive incentives for employees. For that reason, SHRM has offered an extensive group of policies and programs that meet the needs of our employees of all commute types for more than a decade.

What are the transportation benefits currently being offered to staff?

One of the most valuable characteristics of SHRM’s location is the transit rich nature of our neighborhood. Being located near King Street Metro in the City of Alexandria provides unprecedented access to our worksite from the entire Washington region via Metrorail, Metrobus, DASH bus, VRE, and Amtrak. We believe that accommodating transit commuters was essential in our recruitment and retention strategies. This has driven us to provide 70 of our employees with the full subsidy allowed under IRS regulations through WMATA’s SmartBenefits program. Furthermore, we have worked to accommodate alternate work schedules for all employees by implementing compressed work weeks (employees can choose between 40/4 and 80/9 based on their own preferences and schedules) and flextime for interested employees. Currently, 30 employees formally take advantage of this program.

Perhaps our greatest asset to employees is our comprehensive telework program. When we hire or recruit employees, one

Society for Human Resource Management

1800 Duke Street, Alexandria, VA 22314

- ▶ **Type of Organization: Non-profit**
- ▶ **Number of employees: 350**
- ▶ **Employees using transportation benefits: 150**
- ▶ **Estimated annual number of vehicle miles reduced: 733,500**
- ▶ **Estimated annual number of gallons of fuel conserved: 37,045**

of our greatest selling points is that the vast majority of employees are eligible for teleworking. Currently, 50 staff take advantage of our telework program and some even use it up to four days per week! This, supplemented with employees living in Florida, North Carolina, and Washington state, has shown us the utility and possibilities in remote working.

Because of our location within Alexandria’s Carlyle TMP, SHRM participates in a free employee shuttle with services to the King Street Metro during the workday. We also provide bike accommodations to our employees and have five dedicated bicyclists who bike to work on a regular basis.

How have SHRM’s commuter programs benefited employees, the organization, and the community?

Across America, we work with businesses to ensure their employees are properly cared for and receive benefits that motivate them towards excellence. SHRM practices what we preach by offering commuter benefits that improve our employees’ morale and productivity and make us a good corporate citizen. Using the Commuter Connections Vehicle Miles Traveled (VMT) calculator and the Metropolitan Washington Council of Government’s average commute distance of 32.6 miles, we have determined that our transportation benefit programs have reduced 733,500 miles annually, saving 37,045 gallons of gas. These benefits, and all of the benefits that SHRM provides, are part of a culture that we have built that values employees.

Thank you to Ms. Keary and SHRM staff for their commitment and continuing efforts to improve our transportation system and environment. We wish them the best of luck on winning the highly deserved Commuter Connections Employer Recognition Award!

Air Quality Action Days >>>

Do Your Share for Clean Air

On May 1, 2009, the City and other municipalities begin the annual "Air Quality Action Days" program to increase awareness about the dangers of ground-level ozone, or smog, and fine particulate matter (PM2.5).

Ozone in the upper atmosphere protects the earth from the sun's ultraviolet rays; however, it is considered a harmful pollutant when present at ground level. Ground-level ozone is formed when pollution reacts with sunlight. PM2.5 is tiny drops of liquid or small particles of dust, metals, and other materials that remain suspended in the air. Some particles are emitted directly, while others are formed in the atmosphere when pollutants react.

From May through September, air quality is forecasted regionally and is coded as purple, red, orange, yellow, or green – purple and red being most unhealthy. Watch for "Air Quality Action Days" notifications on local news weather forecasts, or visit alexandriava.gov.

To learn what actions to take and view real-time ozone levels, visit the City of Alexandria Office of Environmental Quality Web site at alexandriava.gov/environment. Contact Erica Bannerman at 703-838-4334 if you have questions about the Air Quality Action Days program.

DASH launches new Web site

The Alexandria Transit Company (ATC), which operates the DASH bus service, launched the first phase of a comprehensive redesign of its Web site, dashbus.com. The redesign offers a new look, simplified navigation, improved usability, updated graphics and layouts, and enhanced interactivity to help visitors access information quickly and easily. The site also includes an interactive trip planner powered by Google Transit.

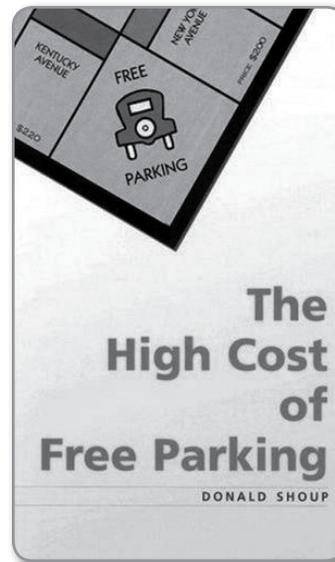
The site is loaded with many new features and offers user-friendly access to all DASH route and schedule information. Visitors can also sign up for electronic DASH service alerts and DASH news. These messages can be sent directly to an e-mail account, PDA, pager, cell phone, or BlackBerry device. The colorful graphics are pleasing to the eye and a simplified interface makes navigation through the site a breeze.

The second phase of the redesign will include real-time bus information, which will allow customers to find out where a bus is and what time the bus is expected to arrive at a stop. DASH is testing a new real-time system on seven buses and if the test is successful, the system will be installed on the entire fleet as funding becomes available.

Community forum >>>

Featuring Dr. Donald Shoup

Wednesday, May 27, 6:00 p.m. to 8:00 p.m. — FREE
George Washington Masonic Memorial, Memorial Theater
101 Callahan Drive, Alexandria, VA 22301



Dr. Donald Shoup, author of *The High Cost of Free Parking*, will discuss different parking strategies that can help balance a city's parking needs. Dr. Shoup is known for his creative and cutting-edge style and for thinking "outside of the box."

City residents, business representatives, and interested parties from the metropolitan area are invited attend.

To find out more about Dr. Shoup, visit shoup.bol.ucla.edu.

For more information, please contact Calvin Abram at 703-838-4411 x172.



Bicycle and pedestrian >>>

2008 Year in Review

Last year was a busy one in Alexandria as a number of pedestrian and bicycle improvements came to fruition. Highlights include:

- ▶ Installation of 6.2 miles of bikeway lanes on Pickett Street, Taney Avenue, Kenwood Avenue, Monticello Boulevard, Old Dominion Boulevard, and Commonwealth Avenue.
- ▶ Installation of the region's first pedestrian beacon – known as a HAWK signal – on Van Dorn Street (alexandriava.gov/hawk).
- ▶ Installed nearly a half mile of new sidewalk along including Edsall Road, West Nelson Avenue; approved a Safe Routes to School sidewalk project on Cambridge Road.
- ▶ Improved over 20 individual intersections with new crossing signals, median refuges, crosswalks, and other infrastructure that improve safety for pedestrians and bicyclists.
- ▶ Installed over 90 new bicycle racks.
- ▶ Conducted two bi-annual Street Smart campaigns, each in the spring and fall, targeted towards drivers, pedestrians, and bicyclists to raise awareness about safety. Each campaign included specific enforcement waves with tickets issued to drivers, pedestrians, and bicyclists. The Alexandria Police Department issued over 1,000 warnings and more than 400 citations.

Visit alexandriava.gov/localmotion and click on 2008 Year in Review for a full list of engineering, education, encouragement, enforcement, and evaluation improvements.

Trail Updates

There has been a lot of action on the trails in Alexandria recently, making it easier and safer for all.

Eisenhower Avenue Trail

In fall 2008, the trail on the south side of Eisenhower Avenue east of Lake Cook was resurfaced. The trail now connects with a new shared-use path that continues west toward the bridge over Cameron Run near the Vola Lawson Animal Shelter.



Jesse Summerlin, 2008 Bike to Work Day participant and winner of the Jamis Commuter 3 bike, and Ron Taylor, owner, Wheel Nuts Bike Shop.

Tarleton Trail

Construction will begin this year on improvements to the unpaved connection between the Holmes Run Greenway and North Gordon Street, which will improve access from North Gordon Street and establish a formal – though unpaved – trail connection.

Chambliss Crossing of Holmes Run

The City is conducting a study of Holmes Run, near Dora Kelly Nature Park, to a landing on the northwest side of the run at Glen Hills Park in Fairfax County, which examines building a pedestrian/bicycle crossing and the impacts on stream bank erosion. The City is also incorporating stream bank stabilization and restoration plans and shared-use path connections. This \$750,000 project includes funding for construction and is expected to run through fall 2010.

More information about all projects is available on the Trail Updates page of the Bike and Walk section of the Local Motion Web site – alexandriava.gov/localmotion.

National Trails Day is Saturday, June 6

Mark your calendar for early June to enjoy a special National Trails Day bicycle ride that will celebrate the opening of the Woodrow Wilson Bridge pedestrian-bicycle path. Be sure to check out historic Old Town Alexandria while you're rolling about! Visit alexandriava.gov/localmotion for up-to-date information.

Bike to Work Day is May 15 ▶▶▶

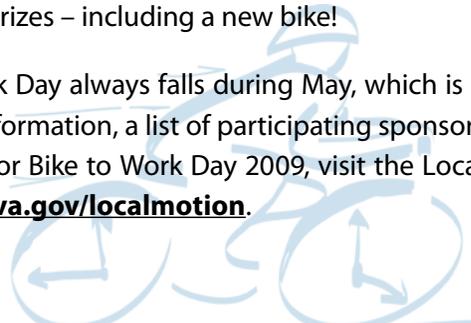
Celebrate bicycle commuting at Market Square

In recognition of national Bike to Work Day, the DC area celebrates and promotes bicycle commuting as an affordable, efficient, and environmentally-friendly way of getting to work. Thousands of area commuters, many for the first time, ride their bikes to work to demonstrate that the region's transportation network makes bicycling a feasible travel option.

The City of Alexandria will celebrate bicycle commuting at City Hall/Market Square this year on May 15, from 6:30 a.m. until 8:30 a.m. Cyclists and supporters are invited to stop by the City's "pit stop" that day, one of 24 free events being held throughout the metropolitan DC region.

Cyclists must register by May 8 to receive a free Bike to Work Day t-shirt at the pit stop event they plan to visit. The City and local organizations are again partnering for the Market Square festivities where cyclists will enjoy free food and beverages, information about various programs and services, complimentary bicycle maintenance, and the chance to win numerous prizes – including a new bike!

Bike to Work Day always falls during May, which is National Bike Month. For more information, a list of participating sponsors and exhibitors, and to register for Bike to Work Day 2009, visit the Local Motion Web site at alexandriava.gov/localmotion.



Bike to Work Day 2009

Survey Says...More than ever, Alexandria residents are walking and bicycling to work!

In March, the Metropolitan Washington Council of Governments (COG) released its 2007-08 Regional Household Travel Survey data collected from more than 10,000 households in the metro DC area. The survey showed a whopping increase in the number of Alexandria residents who walk, bicycle, and use transit to commute to work.

In Alexandria, nine percent (9%) of commute trips are now made by walking or bicycling – an increase of 5.5% since 1994. This figure places the City first in Northern Virginia and second in the region, after the District of Columbia in which 15.3% of trips are made by walking or bicycling. Arlington County is third at 7.6%.

Additionally, the COG survey found that 26.9% of commute trips are made by transit in Alexandria, up 4.4%. The City is third in the region behind DC (34.7%) and Arlington (29.2%).

In short, more than one of every three commute trips in Alexandria are made using a transportation option other than a car. This is an excellent, and eco-friendly, accomplishment. Way to go, Alexandria!

For more information, visit www.mwcog.org.

Gearing up for Bike to Work Day?

Improve your cycling skills at a Confident City Cycling Class

This year, the City is partnering with the Washington Area Bicyclist Association (WABA) to present two educational cycling classes in Alexandria.

These classes, available for cyclists 16 years of age and over, cover topics every cyclist should know for safe and confident cycling – rules of the road; avoiding the common causes of crashes; lane positioning; improving pedaling efficiency; useful accessory equipment; and, basic bike maintenance and repair. Confident City Cycling Classes are perfect for those planning to participate in Bike to Work Day. Registration required; free. Visit www.waba.org/events/education.php for more information and to register.

Saturday, May 9

10:00 a.m. – 1:00 p.m.
Cora Kelly Recreation Center
25 West Reed Avenue

Thursday, May 21

6:00 p.m. – 8:30 p.m.
Mount Vernon Community Recreation Center
27011 Commonwealth Avenue

Bus shelters go solar >>>

As part of the Eco-City initiative and efforts to cut cost, the City used a state capital grant to install two new solar-illuminated bus shelters along Mt. Vernon Avenue in December. Lighting at bus stops creates a safer environment and is an overall amenity to the bus-riding public. Additionally, lighting assists bus drivers with seeing passengers waiting at the stops.

Solar-illuminated shelters and stops offer numerous benefits – there is no need to connect them to the electrical grid; they are powered by reusable energy; and they do not increase the City’s utility costs. Bus shelters, stops, and canopies that now have solar-powered lighting are equipped with solar-illumination kits, which are highly reliable and contain an LED lighting element that has a lifetime of 100,000 hours, or 5-7 years. During the day, the solar panel charges the battery, which provides approximately ten hours of illumination throughout the night. At solar-illuminated bus stops, riders can press a button that turns the light on at the top of the



pole. The lights at shelters, however, come on automatically around dusk.

City staff has received positive feedback from passengers who have experienced the new shelters. Experience it for yourself – visit alexandriava.gov/localmotion for locations of solar-illuminated bus stops. To share what you like about them, contact Pierre Holloman, Urban Planner, at 703-838-3800 x5 or pierre.holloman@alexandriava.gov.

LOCAL MOTION LINEUP

April 21, 9:00 a.m. – 2:00 p.m.
USPTO Green Fair (employees only)*

April 25, 10:00 a.m. – 2:00 p.m.
Earth Day celebration
Ben Brenman Park, 4800 Brenman Park Drive*

May 2
Opening – Arlington County Four Mile Run Trail/Shirlington Underpass

May 9, 10:00 a.m. – 1:00 p.m.
Confident City Cycling class
Cora Kelly Recreation Center,
25 West Reed Avenue

May 13, 11:00 a.m. – 1:00 p.m.
Pentagon transportation fair (employees only)*

May 14, 8:00 a.m. – 3:00 p.m.
Alexandria employee health fair
(employees only)*

May 15, 6:30 a.m. – 8:30 a.m.
Bike to Work Day
City Hall/Market Square, 301 King Street*

May 21, 6:00 – 8:30 p.m.
Confident City Cycling class
Mount Vernon Community Recreation Center, 27011 Commonwealth Avenue

May 27, 6:00 p.m. – 8:00 p.m.
Community Forum – Dr. Shoup
George Washington Masonic Memorial,
101 Callahan Drive

June 6
National Trails Day
Visit alexandriava.gov/localmotion for ride details and information about the Woodrow Wilson Bridge pedestrian-bicycle opening.

**Visit the Local Motion exhibit for transportation information, giveaways, and to sign up for eNews.*

Local Motion transit ambassador making a difference >>>

Last year the City launched the Local Motion Ambassadors program, allowing residents and commuters volunteer opportunities for promoting the use of efficient and environmentally-friendly transportation options.



Local Motion ambassadors can participate in the bicycle or transit program. City resident, Heather Schaefer, applied last fall to be a transit ambassador. Since then, she has been working side-by-side with the Local Motion team on numerous projects, participating in transportation fairs and workshops, surveying King Street Trolley riders, and distributing event announcements.

Heather has lived in metro DC for eight years, six of which she chose to be carfree. "It was liberating not owning a car – no more parking hassles, no insurance, and no maintenance," she explains. Heather's reliance on Metrorail and various bus systems launched her quickly to "transit guru" status.

Why does Heather want to be a Local Motion Transit Ambassador? "First, I'm passionate about the environment. Second, I believe that if we show people how simple it is to carpool, bike, and use transit, more people will. We are fortunate to have so many options in the DC area."

Although Heather lives a car-lite lifestyle now, she rarely drives. "I avoid driving, if possible and typically walk, carpool, Metro, and bus. If I must drive, I combine trips to reduce auto emissions."

ATTENTION EMPLOYERS!

Commuter informational displays now available

If information is the key to change, having an easy way to provide information is what turns that key. Businesses in Alexandria benefit from a robust transportation network, which includes a comprehensive bicycle and pedestrian network; four bus systems – DASH, Metrobus, Fairfax Connector, and the King Street Trolley; High Occupancy Vehicle (HOV) lanes; and four Metrorail stations – Van Dorn Street, Braddock Road, King Street, and Eisenhower Avenue, providing commuters with unlimited travel options.

How do commuters learn more about these options? By visiting their employer's Local Motion informational display. For the first time, employers may receive a free Local Motion informational display for their worksite.

This display is perfect for effectively providing staff the brochures, schedules, and maps to help them make wise decisions about using efficient and environmentally-friendly transportation options. Ideal for a lunchroom or lobby, the displays are available in countertop and floor stand models. And not only will you receive a display – expect it to be well stocked with information at the time of delivery!

Local Motion informational displays are available while supplies last. To reserve one for your worksite, contact Sam Salkin, Local Motion employer services representative, at 202-293-1391 x304 or localmotion@urbantrans.com.





LOCALMOTION
City of Alexandria
Office of Transit Services & Programs
301 King Street, Room 1200
Alexandria, VA 22314

LOCALMOTION

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STAY INFORMED!

Sign up for eNews – Transportation Alternatives

Whether it's updates to the Safe Routes to School program, a community meeting you won't want to miss, or an upcoming carshare event, stay informed by signing up for eNews— Transportation Alternatives. Visit **enews.alexandriava.gov** to subscribe.



OUR MISSION: The City of Alexandria's Office of Transit Services and Programs is committed to developing and administering plans and programs that provide residents, commuters, and visitors the transportation tools necessary to efficiently get to, from, and through the City while ambitiously decreasing traffic congestion and air pollution, resulting in a favorable quality of life for residents and making the City an ideal destination for all.

In compliance with the American with Disabilities Act, this publication is available in alternate formats. Please e-mail localmotion@alexandriava.gov or call 703-838-3800 (TTY 703-838-5056).

The City of Alexandria is a member of

