

JANUARY-MARCH 2008 **LOCAL** **motion**

Community Spotlight — Allen S. Lichter, M.D., American Society of Clinical Oncology

Leading the telework way

In 2002, the American Society of Clinical Oncology (ASCO) had a small, informal telework program, in which approximately seven senior leaders occasionally participated. The recent goal of providing more work/life balance for staff led management to reconsider the program, making it more robust. In June, 2007 ASCO launched a formal telework program as a trial during the summer.



Donna Norfleet, City of Alexandria Rideshare Coordinator, had the pleasure of meeting with Allen S. Lichter, M.D., ASCO Executive Vice President and Chief Executive Officer, to discuss ASCO's telework program.

Please tell me about ASCO's history with the City and the growth the organization is experiencing.

ASCO came to the City of Alexandria in 1995 with six staff members. We now occupy three buildings and have 215 employees. We chose Alexandria for the convenient access to DC and the proximity to the airport, which makes it easy for volunteers coming to our location. Next year we are moving into a new, 100,000 square foot facility consisting of five floors. We will occupy four floors with up to 300 people and will possibly lease the 5th floor.

What were the reasons for beginning a telework program?

There were many reasons for beginning a program, the first being work/life balance. Management has become very concerned with making sure staff has enough time to care for their families and themselves. We also want to offer flexibility. Encouraging staff to work from home or a remote location reduces the stress of long commutes and is a time saver. While environment and parking

limitations are also reasons, the technology we have in place and the type of work we do with electronic information makes it very sensible for many positions.

Not every position is ideal for teleworking. How have you handled the issue of equity when offering only certain employees the opportunity to telework?

We explained with care that telework does not apply to all positions. Department heads and senior management have worked with staff to develop an understanding.

What has been some of the feedback from employees?

I have heard nothing negative about the telework program. If someone is scheduled to work from home and something comes up that warrants them to come into the office, they do so. We have been able to keep talented staff that live longer distances away and they haven't had to look for work closer to home.

What has been some of the feedback from managers?

Senior management is very supportive of telework. What was surprising is that the telework group is much more diverse than I anticipated. For instance, our general counsel even teleworks one day each week. Modeling behavior is key. We've asked that our senior leaders telework so staff can see this is a real program and we really believe in it. Senior leaders embrace it.

What has been involved technologically with setting up your program?

The technology we have makes telework very doable. It is becoming even more doable with our new phone system, which allows us to program our number to ring into any phone. When a staff member teleworks, their home computer virtually becomes their work computer as though they are working on their office desktop. Telework is very realistic for our company.

Continued on page 2 ▶

Number of employees: 215
Number of teleworkers: 48

It adds up! The 48 teleworkers of ASCO reduce the number of trips to the worksite each month by 1,407! That means more parking spaces available, less traffic congestion, and better air quality. Most of all, it means happier people.

ASCO will add more than 30 new positions through December 2008. More positions means more teleworkers!

Employees speak for themselves



Lauren Evoy

“Working from home once a week enables me to get a jump start on my day because I avoid the morning rush.”



Leigh Hubbard

“Working from home provides an abundance of peaceful creative time and helps me focus on a task that demands concentration and infrequent interruptions.”



Patricia Hurley

“The work-life balance that teleworking provides is invaluable and it has had a significant impact on my quality of life.”

What is the biggest misconception you had about telework prior to implementing your program?

I had no idea that the Commonwealth of Virginia is so supportive of the telework effort.

How has telework affected productivity?

I have no sense that productivity has been affected adversely. For some, they may feel more productive in an office environment or the commute may not be so difficult. I like to be in the office because that's where I feel most productive. We will continue to let staff know the program exists and that they should take advantage of it.

What is the company's long-term goal for the number or percent of employees you'd like to have teleworking?

I don't believe there's a number. We believe in our telework program, support it, and communicate it. It can be a valuable program even when not everyone engages in it. There are also peaks and valleys of participation which varies seasonally depending on the type of work staff is focusing on, such as planning our annual conference.

The best transportation benefit a company can offer is to eliminate the commute, as you're doing. What transportation benefits do you offer to staff that are unable to telework or for staff commuting on non-telework days?

We offer up to \$110 per month to use toward the cost of rail and bus fares. I ride Metrorail to work so this is a program I'm glad we offer.

What is the training and/or assistance the company received?

There is a style to teleworking. It is important for everyone to know how to define the telework space at home, properly set up the office, and understand the discipline needed to deal with breaks and distractions. Through the City, we had a telework trainer conduct sessions with management and employees together so everyone understood how to telework and the expectations of all parties.

The Commonwealth of Virginia's Telework!VA program offers up to \$35,000 in assistance to companies beginning or expanding a telework program. Are you planning use Telework!VA toward expanding your program?

I'm encouraging staff to apply for the program. Our telework program has been in place since June and it looks like it will stay. Staff is currently evaluating our program to assess our needs to see how we can benefit from the support.

When you share information about your telework program with other CEOs and corporate executives, what is their reaction?

Many medical professional societies are experiencing a similar transition. It's hard for some senior level people to see empty desks when staff is not in the workplace. For others, the geography is different where they may not have the traffic concerns that we do here. In some places telework may not have any traction. When people move to this area and have a 1 - 1 1/2 hour commute on a good day, we need to take a step in the right direction.

Any other comments you would like to add?

We strive to be a great place to work by underscoring our commitment to our employees. We recognize that quality staff is the lifeblood of our organization.

ASCO's new facility in Alexandria will have telework pods - unassigned spaces that can be used by employees who regularly telework when they need to go to the office. Pods have a place for staff to plug in a laptop, which automatically assigns that employee's phone number to ring to the phone that is in that pod. This is a very efficient use of space and an ideal arrangement for someone who is in the office very little.

ASCO touts their telework program as a recruiting tool, publicizing it in ads and on their Web site, and discussing it with potential candidates during the interview process. It has broadened their recruitment effort, increasing access to talented candidates that live further distances from the worksite.



Alexandria students participate in International Walk to School Day

Four Alexandria schools and hundreds of students participated in Walk to School Day on October 3, 2007.

Students from four elementary schools participated: Jefferson-Houston, James K. Polk, Charles Barrett, and George Mason. They were joined by representatives from the Alexandria City Public Schools board, Mayor William D. Euille, Vice-Mayor Del Pepper, and councilmembers Tim Lovain and Justin Wilson.

Representatives from Alexandria's police and fire departments were on hand to ensure students made it to school safely. They also gave students information and items such as bicycle maps, safety reflectors, and fire hats.

Now in its eleventh year, International Walk to School Day takes place the first Wednesday of each October. This year, more than three million children from all 50 states and 37 countries participated.

In Alexandria, Walk to School Day emphasizes cooperation between the City, schools, and parents in providing Safe Routes to School. On October 1, Mayor Euille joined Congressman Jim Oberstar (D-MN.) and D.C. Delegate Eleanor Holmes Norton at a news conference on Capitol Hill to announce the release of a new report on the progress of Safe Routes to School programs around the country.

The City has received a \$517,000 grant from the Virginia Department of Transportation to use toward encouraging students to walk. The City is also making numerous on-the-ground safety improvements which include intersection and bicycle lane enhancements.

DASH service improvements approved by board of directors

On October 24, 2007, the Alexandria Transit Company Board of Directors held a public hearing on DASH bus system service improvements. The changes are scheduled to take effect January 20, 2008.

Approved service improvements include:

DASH AT2

The AT2 route will be split into two routes.

- ▶ The first route will operate on the current AT2 alignment between the Braddock Road Metro Station and Lincolnia.
- ▶ The second route will operate on the current AT2 alignment between Seminary Plaza and the Eisenhower Metro Station, with a peak period extension to the U.S. Patent and Trademark Office (PTO).

The AT2 has not been meeting DASH on-time performance standards. One of the primary causes for this is the length of the route. By creating two shorter routes, on-time performance will improve at all points along these routes. These improvements will double the amount of service on Beauregard St., further improving connections with other services at Southern Towers. It will also add new direct service between the west end of Alexandria and the PTO/Carlyle area.

DASH AT7

- ▶ Weekday midday service on the AT7 route between King and Royal streets and the Lee Center will be eliminated. The midday AT4 route will be extended to the Lee Center from its current end point at City Hall.
- ▶ Saturday service on the AT7 route between the King Street Metrorail station and the Lee Center will be eliminated. The Saturday AT4 route will be extended to the Lee Center from its current end point at City Hall.

The AT7 has not been meeting DASH on-time performance standards. This change allows for service to be maintained to the Lee Center during the weekday midday period and Saturdays. It also allows for adjustments to the AT7 schedule that will improve on-time performance and maintain a 60-minute frequency during the midday period.

Most DASH routes will experience timetable adjustments that will take effect January 20, 2008. If you would like to view the new timetables for any route or if you would like more information on any of the service improvements, please contact DASH at 703-370-3274 or dashbus@alexandriava.gov.



Street Smart ▶▶▶

Pedestrian and bicycle safety campaign

Approximately 3,000 pedestrians in the Washington, DC metropolitan region are involved in motor vehicle crashes each year, making pedestrian safety awareness and education an ongoing priority.

In Alexandria, there is an annual average of 85 incidents where pedestrians and bicyclists are struck by motorists, at times resulting in a fatality. The City is making efforts to reduce this number through programs such as Community Pathways and Spin City 2009.

One area of increased focus is safety and education. Alexandria joins numerous local jurisdictions in promoting the regional Street Smart public education, awareness, and behavioral change campaign. For the first time since the program's inception in 2002, local jurisdictions are coordinating spring and fall "waves" of Street Smart advertising.

The campaign uses radio, newspaper, Internet, transit advertising, and now law enforcement, to respond to the challenges of pedestrian and bicyclist safety. The program kicked off in November immediately after the end of daylight savings time, a time of year that represents a disproportionate increase in the number of vehicle-pedestrian crashes.

The Alexandria Transit Company, which operates the local DASH bus system, is placing extra emphasis on safety, ensuring that all bus drivers undergo mandatory pedestrian and bicycle safety classes. DASH joins other transit operators, such as Metro, in making sure drivers are "Street Smart" when it comes to sharing the road with pedestrians and bicyclists.

For more information about the Street Smart campaign, visit the Local Motion web site at alexandriava.gov/localmotion and click on Bike & Walk.



YOU CAN'T BE TOO STREET SMART!

Motorists



Stop for pedestrians at crosswalks.



Slow down and obey the speed limit.



Look before opening your door.



Be careful when passing stopped vehicles.



Allow three feet when passing bicyclists.

Pedestrians



Cross the street at marked crosswalks and intersections.



Before crossing, look left, right, and then left again.



Use pedestrian signal pushbuttons.



Begin crossing the street on "Walk" signal.



Stay visible after dark and in bad weather — wear reflective material and light colors.



Watch out for trucks and buses backing out of parking spaces and driveways.

Bicyclists



Obey all regulatory signs and traffic lights.



Never ride against traffic; ride with traffic.



Use hand signals to tell motorists what you intend to do.



Ride in a straight line to the right of traffic and about a car door width away from parked vehicles.



Always wear a helmet. Helmets dramatically reduce the risk of head injury.



Use lights at night and when visibility is poor.

PEDESTRIANS and CYCLISTS—WATCH for TURNING vehicles.

MOTORISTS—YIELD to CYCLISTS and PEDESTRIANS when TURNING.

Source: Street Smart Safety Tips brochure

Calm down! >>>

City's current and upcoming traffic calming projects decrease vehicle speeds and improve bicyclist and pedestrian safety and access

Traffic calming, as defined by the Institute of Transportation Engineers, is the combination of mainly physical measures that reduce the negative effects of motor vehicle use, alter driver behavior, and improve conditions for non-motorized street users. The following is an update on recent and upcoming traffic calming activity throughout the City.

CURRENT PROJECTS

East Braddock Road

Residents, City Council members, and City staff gathered July 20 to mark completion of the first phase of a sidewalk link on the north side of E. Braddock Road and the total completion of the Little Park at Masonic View Avenue and Little Street. The event celebrated the collaborative effort of residents and the City.

As part of the City's Traffic Calming program, staff continues to work with residents on E. Braddock Road to construct the sidewalk, improving pedestrian access through the neighborhood and slowing vehicular traffic. The project, spearheaded by members of the community, provides an important, and necessary connection



between Commonwealth and Mt. Vernon Avenues, allowing for pedestrian access to the Braddock Road Metrorail station and George Washington Middle School.

The final section, Newton to Commonwealth, was completed this fall. This new sidewalk along E. Braddock between Ramsey and Commonwealth totals 1,590 feet (0.3 miles) in length. The project, which narrows the street by five feet to accommodate the new sidewalk, also includes a mid-block crossing on E. Braddock Road near Spring Street and shared lane bicycle markings (sharrows).

Additionally, Little Park, created at the corner of East Masonic View Avenue and Little Street, adds 1,200 square feet of green space, which is equivalent to the area of an existing home in the neighborhood.

Residents greeted the project with great enthusiasm, for they will not miss the days of walking in the street to access Metrorail and bus stops!

Parkfairfax

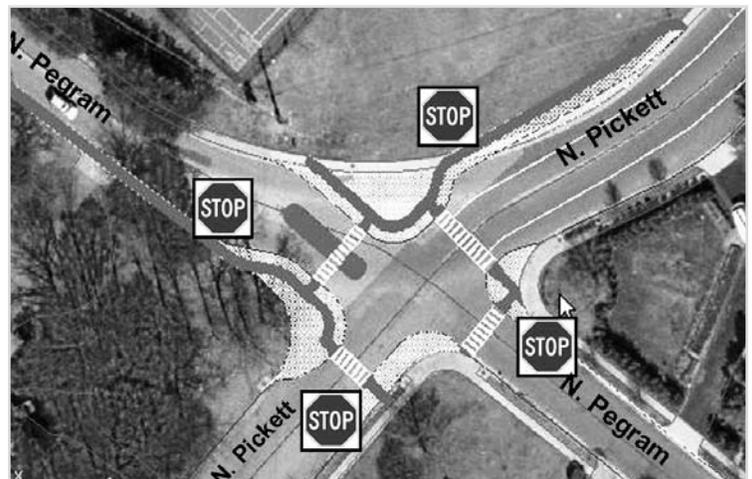
The City completed two intersection projects in Parkfairfax. Both projects aim to improve intersection geometry, slow traffic, and improve pedestrian safety.

- ▶ Valley Drive and Gunston Road — project included crosswalks, curbed islands, sidewalks, and roadway striping.
- ▶ Valley Drive and Preston Road — project included curbed islands, sidewalk extensions, and crosswalks. Geometric adjustments to the intersection were also undertaken.

UPCOMING PROJECTS

Pegram and Pickett Streets

At the September meeting of the Traffic and Parking Board, members approved the concept for intersection improvements at Pegram and Pickett Streets, near Hammond Middle School. The concept includes narrowing pedestrian crossings; implementing an all-way stop; and adding bulb-outs, green space, a pedestrian refuge, and a sidewalk.



East Glebe Road between Commonwealth Avenue and Route 1

A concept for a traffic circle at the intersection of E. Glebe Road, Ashby Street, and Montrose Avenue is being developed. The proposed traffic circle incorporates a pedestrian crossing on the west side of the circle, providing a safer pedestrian crossing between E. Glebe and Commonwealth. The circle would also improve the geometry of the intersection and slow vehicles traveling on E. Glebe.

For concept drawings and to learn how traffic calming can work for your neighborhood, contact Sandra Marks, Traffic Calming Coordinator, at 703-838-4411.

Don't idle when you're idle >>>

While it's tempting to leave a vehicle running during the colder months to keep the engine and interior warm, the City of Alexandria recognizes that vehicle idling, specifically those powered by diesel, has unfavorable consequences.

The Environmental Protection Agency estimates that excessive diesel engine idling releases approximately 11 million tons of carbon dioxide, 200,000 tons of oxides of nitrogen, and 5,000 tons of particulate matter into the air we breathe annually.

Prolonged exposure to these pollutants is correlated with an increase in mortalities and serious health problems, including aggravation of lung disease, asthma, and heart disease.

To curtail this practice, Virginia Administrative Code, 9 VAC5-40-5670 and Title 11, Chapter 1 of the City of Alexandria Code, prohibits diesel vehicle idling, which includes tour buses, for more than 10 minutes in commercial and residential areas.

The most common myths that perpetuate excessive idling:

▶ **The engine should be running for a long period before driving.**

Idling is not an effective way to warm up a vehicle, even in cold weather. Modern engines only require approximately 30 seconds of idling before beginning to drive.

▶ **Shutting off and restarting a vehicle is hard on the engine and uses more gas than if left running.**

Frequent restarting has little impact on engine components such as the battery and starter motor. Component wear caused by restarting the engine is estimated to add \$10 per year to the cost of driving, money that will likely be recovered several times in fuel savings from reduced idling. More than 10 seconds of idling uses more fuel than restarting the engine.



▶ **Idling is good for the engine.**

When an engine is in idle mode, it does not operate at its optimal temperature. Consequently, incomplete combustion occurs, allowing fuel residue to condense on engine parts such as spark plugs, diminishing the life of the engine.

Reducing engine idling improves air quality and saves money by conserving fuel and reducing wear and tear on engine parts.

The City of Alexandria is working to minimize the effects of vehicle idling and requests your help in this anti-idling campaign to promote environmental-friendly and economically sustainable vehicle practices.

If you have questions regarding the anti-idling regulations, e-mail Erica Bannerman at erica.bannerman@alexandriava.gov, or call 703-519-3400 ext.165.

ATTENTION EMPLOYERS!

Telework!VA

Commonwealth makes telework attractive through financial incentives

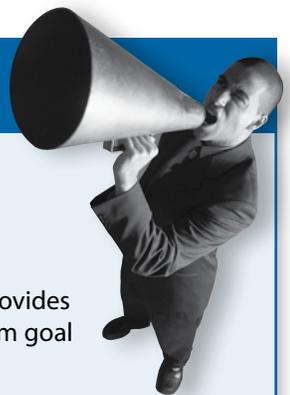
The Telework!VA program, administered by the Virginia Department of Rail and Public Transportation, provides financial assistance to Virginia companies wishing to establish or expand a telework program. The program goal is to provide opportunities for businesses to increase the number of teleworkers for their worksite.

Through Telework!VA, businesses may qualify for up to \$35,000 in reimbursements for various expenses, including:

- ▶ Equipment leases
- ▶ Telework center space
- ▶ Technical assistance toward program development and equipment installation
- ▶ Training for teleworkers, non-teleworkers, and management

Whether your business is looking for step-by-step instructions on how to start a program, or if you're an employee in need of information to help senior management realize the benefits of telework, Telework!VA has got you covered!

Excited about telework? More information, e-learning tools, and the application can be found on the program Web site at www.teleworkva.org.



A number of Metrobus routes serving Alexandria underwent schedule and route changes, effective December 30, 2007. Changes are described below.

Route 9A, E – Huntington-Pentagon Line

9E only

Weekday trip times have been adjusted to reflect the recent extension of service from Del Ray (Monroe & Leslie/Dewitt Avenues) to Braddock Road Metrorail station.

Routes 10A, E - Hunting Towers-Pentagon Line

10A

The first three weekday northbound 10A trips leaving Pendleton & Columbus Streets at 4:54, 5:24 and 5:54 a.m. have been adjusted to reflect leave times of 4:51, 5:21 and 5:51 a.m. due to heavy boarding along Mount Vernon Avenue.

10E

Weekday 10E trip times have been adjusted to reflect the recent extension of service from Del Ray (Monroe & Leslie/Dewitt Avenues) to Braddock Road Metrorail station.

Routes 25A, F, G, J, P, R - Ballston-Bradlee-Pentagon Line

As a result of the public hearing process and a subsequent community meeting held in spring 2007, the Ballston-Bradlee-Pentagon Line was restructured and simplified as described below to improve on-time performance; reallocate resources to improve service on the most productive segments of the line; and, provide new all day and weekend service to neighborhoods previously served during rush hours only.

Service on segments of routes 25A, F, G, J, P, R have been reduced or discontinued due to low ridership, with alternative service noted where applicable.

25C (NVCC Alexandria-Pentagon)

New weekday a.m. eastbound (to Pentagon) and p.m. westbound (to NVCC) rush hour service replacing portions of Routes 25F and 25G. Route 25C will operate approximately every 7 to 20 minutes

from 6 to 8:30 a.m. eastbound to the Pentagon and, along with Route 25A, a combined frequency of every 7 to 40 minutes from 4 to 8:30 p.m. westbound to NVCC-Alexandria.

25D (Pentagon-NVCC Alexandria)

New weekday a.m. westbound (to NVCC) and p.m. eastbound (to Pentagon) service. Route 25D will operate approximately every 25 to 60 minutes from 6:15 to 8 a.m. and from 4:45 to 7:30 p.m.

25A, J, P, R

Discontinued – service in Parkfairfax between Quaker Lane & Preston Road and Valley Drive & West Glebe Road.

Alternative – Metrobus routes 10B, 23A, 23C; DASH routes AT3 and AT4.

25A, J, P, R

Discontinued – service via the intersection of King & Beauregard Street.

Alternative – Metrobus routes 7A, C, E, F to the Pentagon; route 28A to the Skyline/Baileys Crossroads area; route 25A at Beauregard Street & Braddock Road.

25G

Discontinued – service on Braddock Road between Van Dorn Street and Early Street.

Alternative – Metrobus routes 25A and 25C on Van Dorn Street at Braddock Road; DASH route AT5 on Braddock Road between Early and Howard Streets.

25R

Discontinued – Sunday service on Seminary Road between George Mason Drive and Carlin Springs Road.

Alternative – Metrobus route 28B will continue to serve this portion of Seminary Road on Sundays; Metrobus 25A service available on George Mason Drive and Leesburg Pike.

Discontinued – #3703-3705 Skyline Plaza.

Alternative – Route 25A serves the existing stops on George Mason Drive at the entrance to #3703-3705. Route 25B and weekday peak Route 28G will continue to serve the #3703-3705 loop.

Route 25B – Landmark-Ballston Line

Weekday and Saturday times have been adjusted to coordinate with route 25A arriving and leaving the Ballston-MU Metrorail station. On Saturdays, there is now an extension of route 25A to Ballston, improving frequency of service between Ballston and Carlin Springs Road from 60 to 30 minutes.

Route 28B – Alexandria-Tysons Corner Line

A new weekday eastbound trip has been added, leaving Tysons Corner Center at 3:45 p.m. going to Baileys Crossroads (Columbia Pike & Carlin Springs Road), relieving crowding on the 4 p.m. departure.

For links to additional information and route schedules, visit alexandriava.gov/localmotion.



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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 Donna Norfleet at donna.norfleet@alexandriava.gov or call 703-838-3800 (TTY 703-838-5056).

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