



JULY-SEPTEMBER 2008

LOCAL MOTION

City to Hold Free "How-to" Transportation Workshops to Help Residents Combat Rising Fuel Prices

In an effort to help residents cope with increasing gas prices and other economic pressures, the City will hold two transportation workshops to educate attendees on how to travel by bicycle, rideshare, and public transportation. These workshops are geared specifically towards residents who regularly rely upon a personal vehicle and would prefer to use more economical transportation options, but aren't quite sure how to go about it.

Attendees will learn how to read bus and rail schedules and maps, and understand fares; navigate the City and surrounding areas by bicycle; and, find carpool and vanpool matches for utilizing High Occupancy Vehicle (HOV) lanes. Additionally, participants will learn about support programs, such as Guaranteed Ride Home and carshare.

WORKSHOP TOPICS INCLUDE:

- ▶ **Public transportation** – bus and rail routes, schedules, fares
- ▶ **Bicycling** – types and locations of bikeways and general safety tips
- ▶ **Rideshare** – High Occupancy Vehicle (HOV) lanes, carpooling, and vanpooling
- ▶ **Transit trip** – take a ride on the DASH bus and Metrorail for hands-on experience (limited to 20 participants)

Living a car-free, or car-lite, lifestyle is easy in Alexandria, as demonstrated by numerous residents. The City is served by three bus lines, four Metrorail stations, the Virginia Railway Express (VRE) commuter train, Amtrak, HOV lanes, a comprehensive network of bikeways, and the King Street Trolley. And don't forget...Car-free Day is September 22 – with options like these, you can gladly hang up those car keys!

The City is pleased to partner with DASH (Alexandria Transit Company) and the Washington Area Transit Authority (WMATA) to offer the transportation workshops.

TRANSPORTATION WORKSHOPS

Saturday, August 16, 10:00 a.m. – 1:00 p.m.

Samuel Tucker Elementary School,
435 Ferdinand Day Drive, Cafeteria

Wednesday, September 17, 5:30 p.m. – 8:30 p.m.

City Hall, 301 King Street,
Sister Cities Conference Room 1101

There is no charge for workshops, including the transit trip. Seating is limited. If you are planning to attend, please RSVP at alexandriava.gov/localmotion or call Donna Norfleet at 703.519.3400 ext. 179.



Bicycle Ambassadors, Bike Valet Debut at Waterfront Festival

Local Motion Bicycle Ambassadors were out in full force at this year's Alexandria Red Cross Waterfront Festival, which took place June 14 and 15. Each year the festival draws hundreds of attendees who enjoy rides, entertainment, arts and crafts, activities, and great food.

For the first time, attendees enjoyed the opportunity to bicycle to the event and have their bicycle parked at the free bike valet, provided by the City of Alexandria. The City partnered with the Washington Area Bicyclist Association (WABA) who oversaw and managed valet operations from event open until 7:00 p.m. each day. More than 150 cyclists took advantage of the bicycle valet parking. It's a good thing they had plenty of help from the Local Motion Bicycle Ambassadors!



Bicycle Ambassadors assisted the WABA team with bike valet operations and engaged event attendees about bicycling options and safety tips for enjoyable and safe riding. Attendees were delighted to see the ambassadors enthusiastically sharing their knowledge and distributing information.

The Local Motion Bicycle Ambassador program and bike valet are part of continuous efforts to increase awareness about the ease of bicycle travel in Alexandria and throughout the region.

Transit Ambassadors – Now's the Time!

The Local Motion Transit Ambassador program is swinging in to high gear! If you live and/or work in the City of Alexandria and are interested in encouraging more public transportation use through championing transit options to neighbors and coworkers, this is a great opportunity to demonstrate your expertise – and get exciting rewards!

The Transit Ambassador program is conducted in 3-month phases, the first of which runs from August 1 – October 31. During this time, Transit Ambassadors can complete a variety of outreach tasks and gain points that can be redeemed for merchandise and gift cards. Tasks range from including an article in your community, or worksite newsletter, to attending an outreach event or presentation to discuss the benefits of, and your experience with, public transit.

To become a Transit Ambassador, individuals must complete an application, review program Knowledge Sheets, and successfully complete a questionnaire. Visit the programs section at alexandriava.gov/localmotion for more information.

Alexandria City Council Approves Eco-City Environmental Charter

On June 14, the Alexandria City Council approved the first Eco-City Environmental Charter in the region. The Eco-City Alexandria initiative began in the spring of 2007 when the City of Alexandria, the Department of Transportation and Environmental Services, and the Environmental Policy Commission (EPC) partnered with Virginia Tech University's Department of Urban Affairs and Planning. This collaborative partnership aims to guide Alexandria towards a more sustainable environmental future.

The Eco-City Environmental Charter outlines the City's guiding principles, vision, and overall environmental future. Public comments and feedback were solicited and incorporated into the draft Eco-City Environmental Charter, developed by the Environmental Policy Commission, which approved the charter May 19.

Following the unanimous approval by City Council, the Environmental Policy Commission, Virginia Tech, and City staff began drafting an Environmental Action Plan, which will include concrete environmental actions the City will carry out over the next 10 to 20 years.

"This Eco-City Environmental Charter represents a big step towards our goal of becoming one of the most environmentally-friendly cities in the country," said Mayor William D. Euille. "We look forward to beginning work on our Environmental Action Plan to create a more sustainable future."

For more information, visit alexandriava.gov/ecocity.

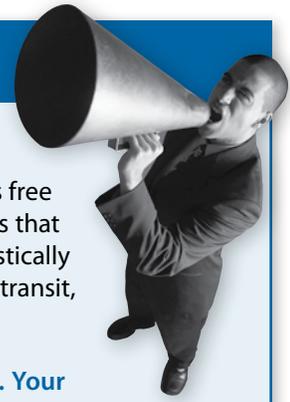


Local Motion Lineup

- ▶ **August 16, 10:00 a.m. – 1:00 p.m.**
Transportation Workshop
Samuel Tucker Elementary School,
435 Ferdinand Day Drive, Cafeteria
- ▶ **September 17, 5:30 p.m. – 8:30 p.m.**
Transportation Workshop
City Hall, 301 King Street,
Sister Cities Conference Room
- ▶ **September 22**
Car-free Day
- ▶ **September 22 – 25**
Try Transit Week



ATTENTION EMPLOYERS!



Free Assistance for Offering Relief from High Fuel Prices

If your staff is feeling the pressure of high fuel prices, solutions exist! Take advantage of the City of Alexandria’s free employer services to help staff reduce reliance on their personal auto. By implementing programs and services that encourage the use of more economical transportation options, your employees’ commuting costs can be drastically reduced, or even eliminated. Employer services range from simply providing information about public transit, rideshare, walking, and bicycling, to implementing a telework program or transit and vanpool fare benefit.

Please contact Alex Block at localmotion@urbantrans.com or 202.293.1391 ext. 303 for more information. Your staff will thank you.

10th Annual Bike to Work Day Attracts Numerous Cyclists

Despite the rain, commuters traveling by bicycle were undeterred, stopping by the Alexandria Bike to Work Day pit stop to enjoy free food and beverages, complimentary maintenance services, exhibitor information, and the chance to win various free prizes.

On Friday, May 16, in recognition of national Bike to Work Day, Alexandria and the entire DC area celebrated and promoted bicycle commuting as an affordable, efficient, and environmentally-friendly way of getting to work. Thousands of area commuters, many for the first time, rode their bikes to work to demonstrate that the region’s transportation network makes bicycling a feasible travel option.

In Alexandria, nearly 250 cyclists, just over half of registrants, converged on Market Square between the hours of 6:30 and 8:30 a.m. to participate in the festivities. Councilman Rob Krupicka and Vice Mayor Del Pepper, as well as City Manager James Hartmann and Transportation & Environmental Services director, Rich Baier, were at the Market Square pit stop to welcome bicycle commuters and assist with raffling prizes.

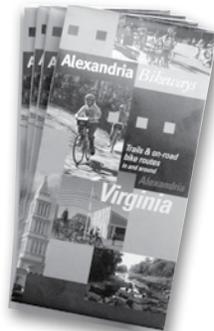
City leaders stress their commitment to events like Bike to Work Day as a way to introduce more commuters to bicycling – a transportation option that is clean, quiet, efficient and is much less costly than driving to work.

Bike to Work Day occurs each May, which is National Bike Month.

2008 Bikeways Map Now Available!

The new bikeways map includes additional routes; notations about bikeways construction and anticipated openings; and bicycle parking designations.

The bikeways map can be picked up at the Old Town Transit Shop across from the King Street Metrorail station, City recreation centers, and at City Hall, and online at alexandriava.gov/localmotion, under the Bike & Walk section.



Nearly 600 Cyclists Participate in the Arlington & Alexandria Community Bike Ride



Saturday, June 7 marked the second Arlington & Alexandria Community Bike Ride. While it was a dry day, it was a hot one! That didn’t stop nearly 600 cyclists from participating.

Cyclists began their journey from Crystal City and enjoyed one of two routes: the family ride, an 8-mile out and back route; or the community ride, a 23-mile loop. Both routes highlighted some of the best bicycle paths, trails, and facilities the region offers.

Both rides ended back at Crystal City where participants visited exhibit tables, enjoyed free food and beverages, won prizes, and participated in activities such as face painting, the bike-on-bus demonstration, and the bicycle museum.

The City of Alexandria sincerely thanks all volunteers, participants, supporters, sponsors, and exhibitors for making Bike to Work Day and the Arlington & Alexandria Community Bike Ride successes!

Visit alexandriava.gov/localmotion for links to supporters and event photos.

CONTACT US

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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 subscribing to eNews — Transportation Alternatives at enews.alexandriava.gov.



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. For more information, please e-mail Donna Norfleet at donna.norfleet@alexandriava.gov or call 703.838.3800 (TTY 703.838.5056).

The City of Alexandria is a member of

