

City of Alexandria, Virginia

MEMORANDUM

DATE: MARCH 2, 2011

TO: MEMBERS OF THE TRANSPORTATION COMMISSION

FROM: ABI LERNER, P.E. DEPUTY DIRECTOR, T&ES

SUBJECT: AGENDA ITEM # 5 - CONSIDERATION OF LOCAL MOTION'S
LONG RANGE TRANSPORTATION DEMAND MANAGEMENT
PLAN

ISSUE: Consideration of a Long Range Transportation Demand Management (TDM) Plan for the City's Local Motion Program

RECOMMENDATION: That the Transportation Commission review the Long Range TDM Plan (Plan) (Attachment 1) and forward to Council.

DISCUSSION: The City of Alexandria's TDM Program, otherwise known by its branded name Local Motion, implements TDM strategies that change travel behavior (how, when and where people travel) in order to increase the efficiency of the City's transportation system, decrease traffic congestion, and achieve City goals and objectives. Local Motion supports a number of City goals including the City Council's 2010 Strategic Plan Goal 3: *A multimodal transportation network that supports sustainable land use and provides internal mobility and regional connectivity for Alexandrians* and goals outlined in the 2008 Transportation Master Plan. The City of Alexandria is largely built out and while significant commercial and residential growth is projected for the City, expansion of the existing roadway network is not. Local Motion will strive to achieve a balance between transportation improvements and demand management to serve the growing number of travelers while improving mobility and minimizing traffic congestion.

A Long Range TDM Plan (Plan) funded by the Department of Rail and Public Transportation (DRPT), was recently completed and will serve as a comprehensive road map for TDM programming and initiatives for the City. The Plan was required for all jurisdictions receiving State TDM funding and jurisdictions are required to have their Board or Council adopt the Plan.

The Plan provides an opportunity for the program to take a far-reaching and comprehensive view of its current base of TDM services and to evaluate the cost, needs, and outcomes from these services from a strategic planning perspective. A quantifiable

and results-driven TDM program can achieve greater transparency to its stakeholders, provide a clearer linkage to related City strategies and initiatives, strengthen its role as a significant player within an integrated approach between land use and transportation, and offer a better return on investment to funding partners. One of the fundamental goals of the Plan is to improve performance but also to identify opportunities for increased programming, create a structure for measuring the success of Local Motion, and identify resources to expand the program. As part of the Plan a Travel Survey was conducted to better understand Local Motion's impact Citywide.

The Long-Range Plan is organized into three time frames: 1) short-term, one to six years, 2) mid-term, seven to 15 years, and 3) long-term, 16 to 25 years. An overarching Plan purpose is to connect Local Motion's future State grant applications to the goals and strategies laid out in the Long-Range TDM Plan and to use the Plan to monitor progress toward goals over time. The Plan will be updated as necessary to account for major changes in Plan assumptions, such as revised demographic projections and observed travel patterns, new financial constraints, and new programmatic and funding opportunities for Local Motion.

The Local Motion Long-Range TDM Plan contains several elements, including:

- **Overview of Local Motion** – This section includes the history of the TDM program, its current service offerings and activities, a summary of its governance and organizational structure, and a description of the program's service area.
- **Current and Future Service Area Profile** – This section contains a summary of the current service area and potential trends that may impact the program in the future, including projected changes in the area's demographics and employment, areas of future growth, projected travel patterns, and trends that are external to the operation of the program.
- **Local Motion Strategic Plan** – This section includes a discussion of strengths, weaknesses, opportunities, and threats (a.k.a. SWOT analysis) for the program, Local Motion's Mission and Vision, and a description of goals, objectives, and strategies to fulfill that vision.
- **Financial Plan** – This section presents the current and historic budget and funding resources for the Local Motion program, and outlines constrained and unconstrained short-term program expenses, followed by a discussion of potential funding sources and partnerships in the medium- term and long-term timeframes.
- **Marketing Plan** – This section includes the formulation of an overall communications and marketing strategy for Local Motion's service offerings, including an implementation "road map" for advancing its marketing efforts to affect the incremental phases of behavioral change, as highlighted by the four levels of the classic TDM Marketing Model: namely, 1) awareness, 2) familiarity, 3) consideration/trial, and 4) conversion/behavioral change.
- **Program Evaluation and Reporting** – This last section provides an evaluation approach to support and guide future program decision-making to direct resources to services that will produce the greatest benefits to the City of Alexandria, and enable

Local Motion to respond to market demand with desirable program enhancements. The approach defines performance indicators that are relevant to the expectations set for Local Motion, establishes a methodology that will enable Local Motion to compare the performance of its various services in a consistent manner, identifies tools that Local Motion can use to collect performance-related data, and defines options to report progress to stakeholders.

- **Recommendations** – This last section of the Plan includes recommendations and associated cost ranges that cut across the strategic plan, marketing plan and program evaluation and tracking sections of this document. Each recommendation includes key actionable items that are organized into short-term, medium-term and long-term program activities. There are also several recommendations that could be implemented over the short-term, but need to be fully integrated into the business and operational processes of Local Motion. These recommendations are designated as short-term ongoing activities.

Attachment: Long Range TDM Plan