

Local Motion Program and Measures of Effectiveness of the TDM Program

December 28, 2011

Introduction

This report provides information on various measures of effectiveness that help quantify the benefits of the Local Motion program to the City, City Council, City residents, employers and employees. Since inception, Local Motion continues to make progress reducing Single Occupancy Vehicles (SOV) from congested city streets. Alexandria residents report significantly higher alternative mode share usage when compared to the nation and the D.C. Metro area.

As increased vehicular traffic is not an isolated challenge, Local Motion continues to coordinate with local and regional partners for education, resources, and programs. Local Motion is involved with Metropolitan Washington Council of Government's (MWCOC) Commuter Connection Program, Virginia Department of Rail and Public Transportation and other regional groups promoting alternatives to driving alone.

Employer Outreach

Local Motion provides outreach services directly to employers in the City of Alexandria. In FY 2012, Local Motion hired DS&MG to help facilitate the employer outreach component of the Local Motion program. They assist employers by providing the following services:

- a) Facilitate the Commuter Benefit Levels (see below)
- b) Assist implementation of Tax-Free Benefits
- c) Educate and market CommuterDirect.com for transit benefit implementation and bulk transit media purchases
- d) Conduct transportation survey that aligns with MWCOC's TERMS surveys
- e) Develop strategies to reduce the demand for parking
- f) Coordinate and attend client events for the promotion of TDM services
- g) Provide relocation assistance to companies and businesses moving into the City of Alexandria
- h) Disseminate transportation information
- i) Assist in identifying nominees for Commuter Connections Employer Recognition Awards
- j) Create, publish, and store brochure and marketing material as necessary

Outreach Activity

To reach employees, the program maintains a database of over 500 employers within the City. These employers – CEOs, Human Resources, and other decision makers – are contacted frequently with transportation information and resources. Monthly newsletters cover topics of relevance such as how to form vanpools, how to establish an official telework policy and updates on transportation benefits.

The table below details outreach activity performed with employers in the City.

Activity	FY 2011	FY 2012 through November*
Contacts via Personal Contact	723	348
Contacts via Broadcast Contact	2,879	3,152
Sales Meetings / Site Visits	25	16
On-Site Events / Promotions	4	5

* On track to exceed FY 2011 totals in all categories.

Employer Levels

Local Motion uses the system developed by MWCOG to categorize employers in its database by assigning them four different classification levels based on the amount of transportation benefits provided to their employees. Employers with a Level 4 designation provide the most transportation benefits for their employees and Level 1 employers provide the least. The following table provides a description of the MWCOG level system, the number of employers that are providing benefits and number of current Alexandria employees being offered these transportation benefits.

Level	Description	Employers		Employees November 2011
		January 2011	November 2011	
4	Employer will implement two or more approved Level 3 programs in addition to the two or more approved Level 2 strategies.	21	24	7,557
3	Employer will implement a TDM program (e.g. implement a telework program) from an approved list in addition to the two or more approved Level 2 strategies.	74	73	10,185
2	Employer will implement at least two types of approved TDM strategies from an approved list (e.g. install a permanent transit display).	36	43	2,208
1	Employer will promote transportation alternatives.	52	46	2,159
Totals		183	186	22,109

The Virginia Department of Transportation (VDOT) provides funding for employer outreach services and sets annual mandatory goals for increasing the City's number of Level 3 and 4 employees. Since the inception of these benchmarks, Local Motion has successfully accomplished all goals, including increasing Level 3 and 4 employers to the levels that VDOT has set.

Transportation Management Plans (TMPs)

The Transportation Management Plans (TMPs) are part of the City of Alexandria Zoning Ordinance, *Article XI, Division B, Development Approvals, Section 11-700 – Transportation Management Special Use Permits*. This ordinance was enacted by City Council on May 16, 1987 to offset the traffic impact of

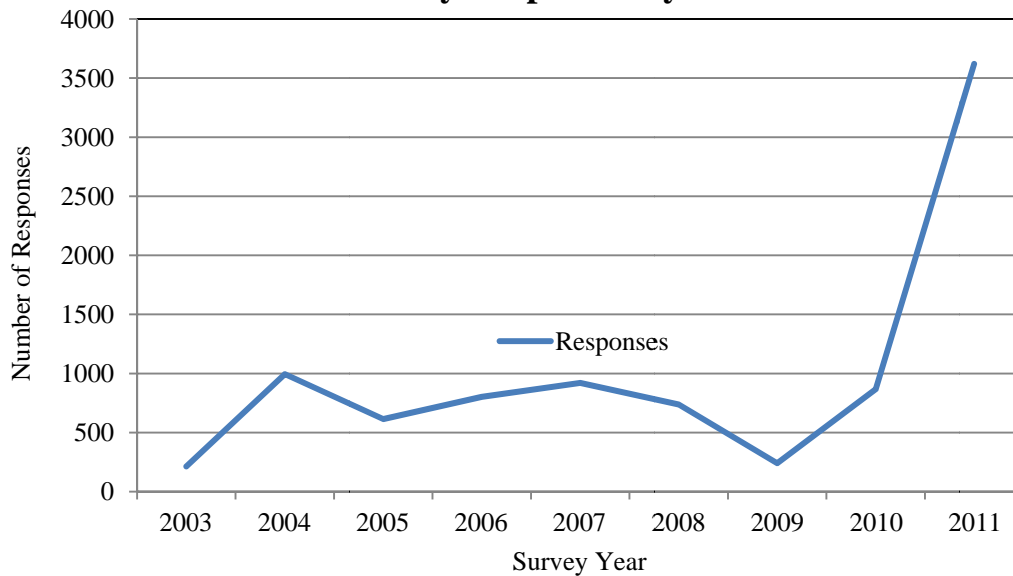
new developments. The ordinance requires that projects of a certain size submit a special use permit application which must include a traffic impact analysis and a transportation management plan. The TDM Program has worked closely with the City’s TMP to help ensure goals are met and the impact these developments have on the City’s transportation infrastructure is mitigated.

Of the 55 active TMPs in the City, almost 93% are in compliance with their special use permit. Compliance means providing an Annual Report that details information about site-specific TDM programs, submitting a Semi-annual TMP Fund Report which documents payments and expenditures throughout the year, and distributing surveys provided by the City.

This year the TMP survey went online for the first time. By increasing communications with TMP Coordinators and giving participants the opportunity to fill out the survey online, the number of survey responses increased by 317%. More responses means that not only do we have more accurate data about the behaviors of residents and employees in the City, but also another chance to increase the awareness of Local Motion and the services it provides.

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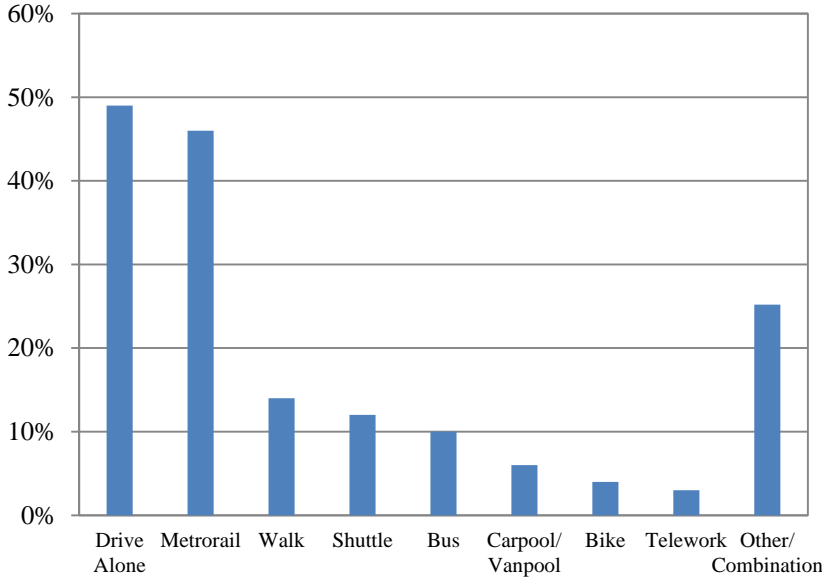
TMP Resident and Employee Survey Responses by Year



Mode Share Reported for all TMPs

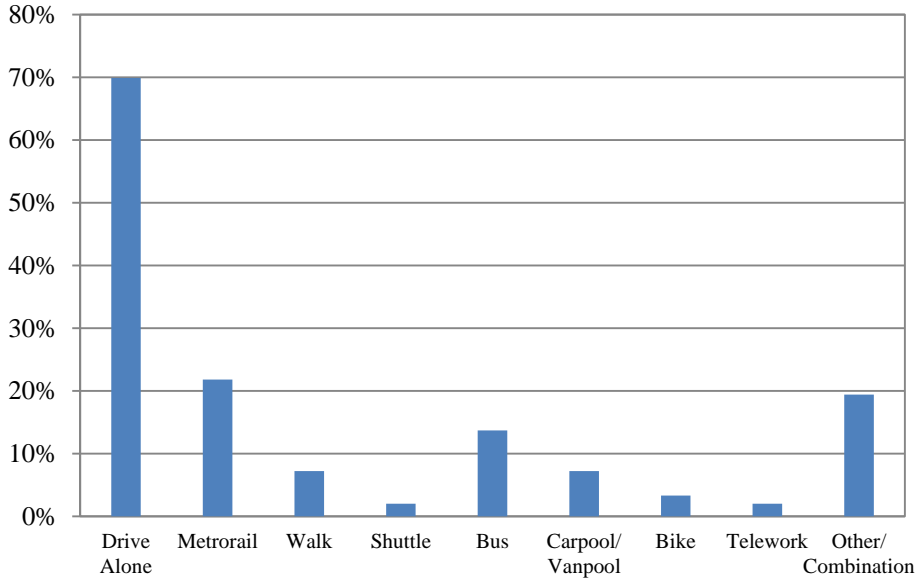
The charts below break down the different modes of transportation reported by TMPs in the 2011 Survey of residents and employees of residential and commercial TMPs.

2011 Residential TMP Survey Mode Split Results



Of 1,707 residential survey respondents, 49% drive alone to work and 46% take Metrorail. Respondents were able to choose more than one mode, so the totals do not equal 100%.

2011 Employee TMP Survey Mode Split Results



Of the 1,914 respondents for the employee TMP survey, 70% drive alone to work.

Other TMP Programming Initiatives of Note

After the ordinance has been in effect for 23 years, City Council has directed staff to revise the program elements to include the following improvements:

- Creation of districts to join contiguous plans to make more efficient use of resources
- Revision of the mode share measurement parameters
- Emphasis on the single occupancy vehicle reduction goal
- Revision of the penalties for non-compliance

The proposed revisions are scheduled for Council consideration in 2012.

BRAC-133 Outreach

Local Motion has specifically targeted employees at the new BRAC-133 Mark Center Building for outreach efforts. Local Motion created an all-inclusive one-page guide to transportation options and distributed online and to partners before move-in. The Washington Headquarters Service (WHS) is responsible for implementing the Transportation Management Plan (TMP), and Local Motion has supported them by meeting regularly and attending monthly transportation open houses. Local Motion successfully advocated moving bike racks into the covered parking garage, and are working on implementation of other items from the TMP.

Local Motion set up exhibits to distribute information and brochures and speak with commuters during the lunch hour. Highlights include:

- Available between the hours of 11:00 – 1:30pm Tuesdays and Thursdays for 16 sessions
- Distributed approximately 225 brochures (ranging from DASH to Prince Williams Omni Ride service)
- At least 150 customer engagements (people who received personal information from Local Motion)
- Distributed 135 Local Motion branded promotional items

Old Town Transit Shop

The primary purpose of the Transit Shop is to provide residents, employees and visitors a convenient destination for all their local and regional transportation needs. Patrons are able to purchase fare media for almost every transit system in the area, pick up transportation information and schedules, and get answers to any transportation related questions. Information is provided for non-transit options, too, such as biking resources and maps, Commuter Connections programs such as Guaranteed Ride Home and Ridesharing, and Local Motion products.

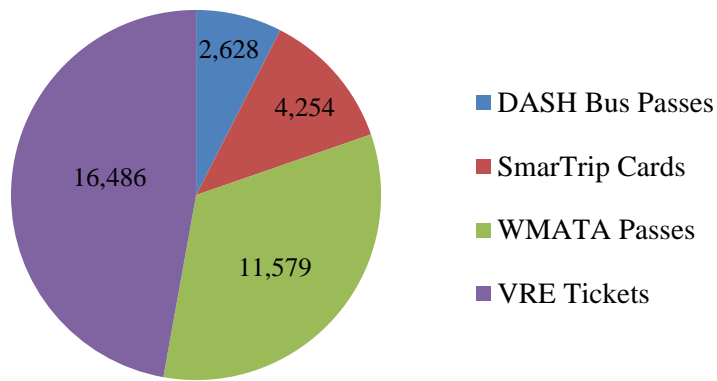
Located directly across from the King Street Metro Station the Old Town Transit Shop is open from 7:00 am to 7:00 pm, Monday through Friday. Transit Shop operations are 100% supported by a Regional Surface Transportation Program (RSTP) grant that is allocated by the Department of Rail and Public Transportation (DRPT). DASH is contracted to manage the day-to-day operations of the Transit Shop.

Transit Sales

Sales by Volume

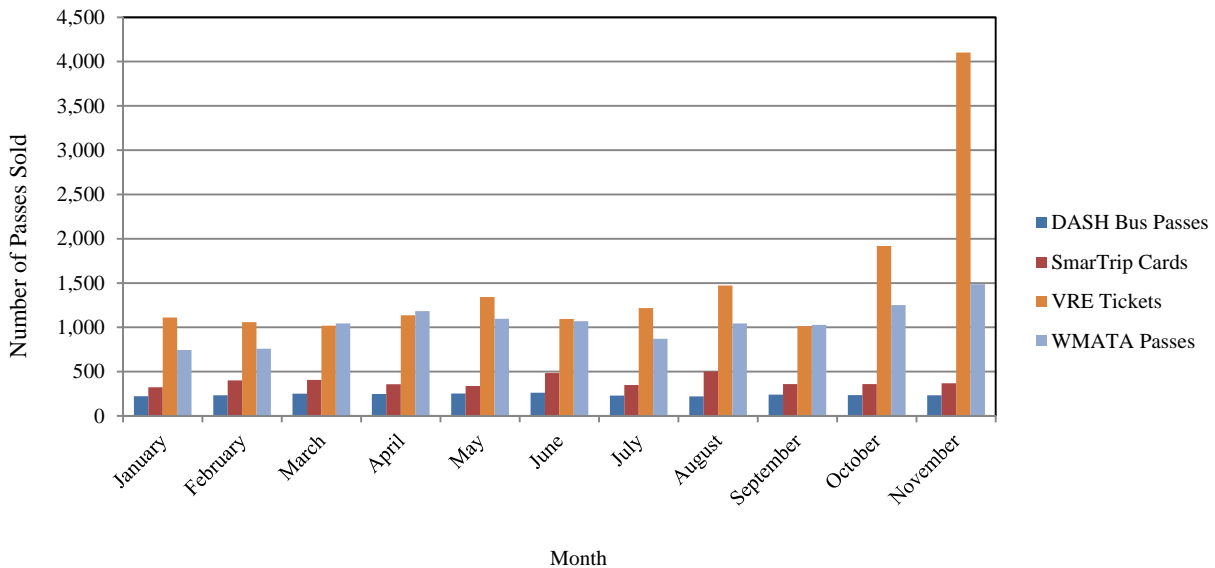
The following chart shows the number of fare media passes sold from January to November 2011 organized by type of pass. As of the date of this report, December sales were still active, thus not included. **The Old Town Transit Shop sold 34,947 transit passes in 2011.** The majority of sales were for VRE Tickets (47% of total volume), and WMATA passes, which includes metrobus passes, rail only passes, tokens, and senior passes, accounted for approximately 33% of the passes sold in 2011.

Total Fare Passes Sold in 2011



As shown in the table below, volume increased heavily for VRE passes in October and November because customers were required to turn in all vouchers which expired at the end of November.

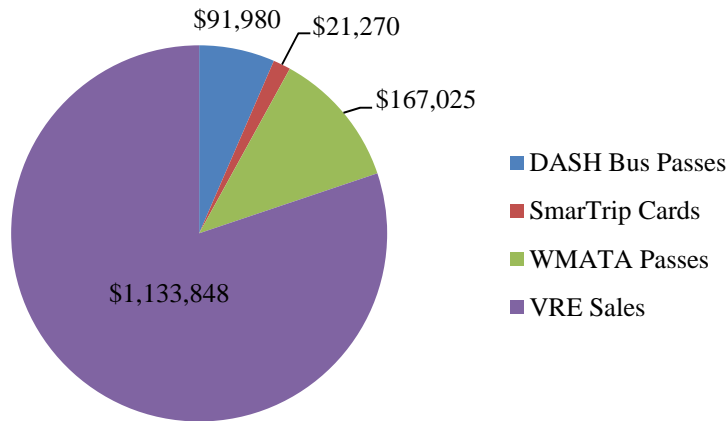
Fare Media Passes Sold in 2011



Sales by Dollar Amount

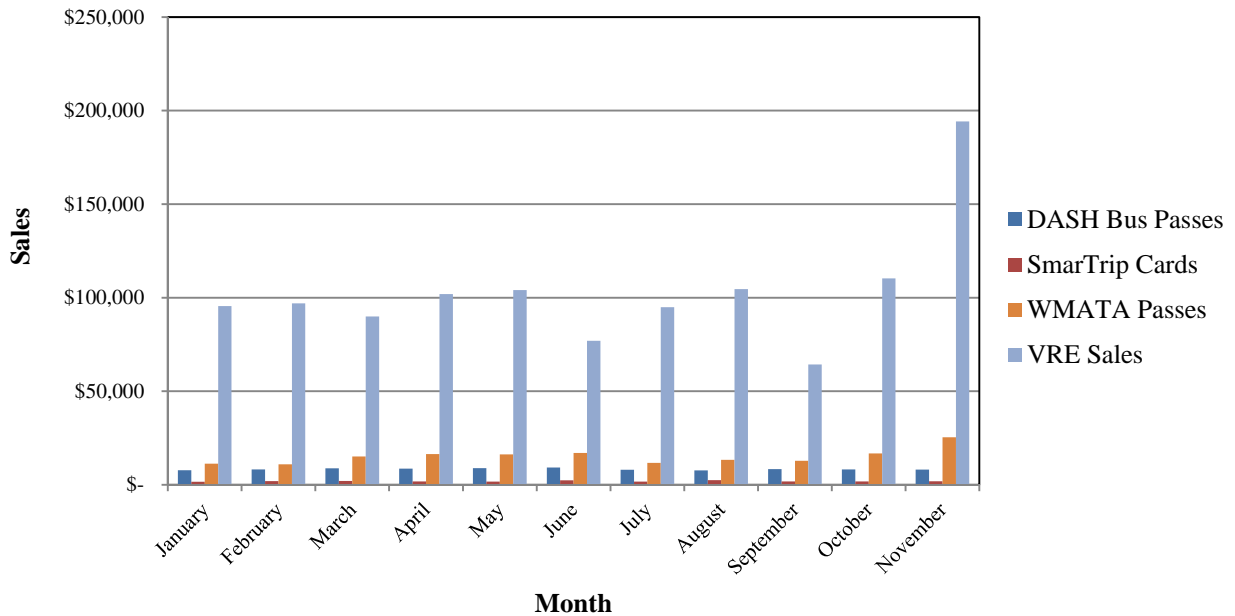
The following chart shows the sales from January to November 2011 categorized by type of pass. **The Old Town Transit Shop sold over \$1.4 million in transit passes in 2011.** The majority of sales were for VRE Tickets which accounted for 80% of total sales.

Total Sales for 2011



VRE ticket sales increased dramatically in October and November because customers were required to turn in all vouchers which expired at the end of November.

Fare Media Sales in 2011



Transit Shop Customer Activity

Transit Shop activity is measured by number of contacts with customers either on the phone or in person. This information has been collected since February 2011 and will prove a valuable tool going forward.

	2011 Total
Phone	
Transit Information via Phone Calls	15,432
Walk-in	
Transit Information	2,305
Transit Literature	1,208
Door Counter	21,951

Grass Roots Marketing

In May 2011, Local Motion began a grass roots marketing initiative to help build Local Motion brand awareness among residents and other untapped target markets traditionally not reached by the program, e.g. retail businesses.

Pledges

People engaged by Local Motion at events were asked to “pledge” to try other forms of transportation instead of driving alone and contact information was captured. Last year a total of **2,516 pledges were taken** by city residents.

Local Motion Partners

Small businesses and professional offices were engaged and asked to be Local Motion Partners. As a Partner, businesses agreed to place Local Motion branded countertop brochure/literature displays holding transportation and commuting information. Currently we have **135 active partners** that get brochure displays replenished on a monthly basis. A list of all Partners can be found on the Local Motion website, with links to the business website and adjacent transit information.

Customer Engagements

Customer engagements are an estimate of the number of people exposed to outreach at events, including people walking by (and not stopping, but seeing signage); people that stop by quickly to look over the table; stop by and pick up some collateral; stop by and chat with team members; stay and talk with team members for several minutes; those that engage for longer; and people who take collateral with them and share with others. The total number of customer engagements was **11,626** in 2011.

JOIN THE
COMMUTER
REVOLUTION

FIRST NAME _____ LAST NAME _____

STREET ADDRESS _____

CITY _____ STATE _____ ZIP CODE _____

EMAIL ADDRESS _____

WORK LOCATION _____

Share ways you are willing to reduce, eliminate or alter your and improve your quality of life.

Tell us what you already do, or are willing to try to eliminate more SOV trips a week. (Check all that apply)

Combine errands to reduce weekly car trips
 Already Do Willing to Try

Take DASH, Metrobus, or Metrorail to reduce car trips
 Already Do Willing to Try

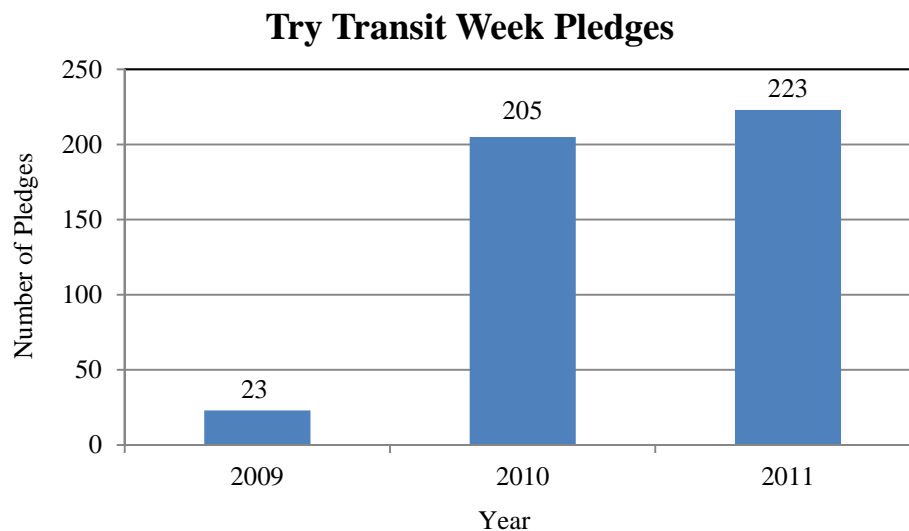
Events

An important aspect of our grass roots marketing campaign is setting up at various venues across the City and engaging residents, answering questions, and listening to suggestions and comments. Below are few noteworthy events Local Motion attended as part of our Grass Roots Marketing Campaign.

Try Transit Week

In September 2011, Local Motion supported Virginia’s “Try Transit Week” initiative, a week-long event that educates Virginians about using transit. The program seeks pledges from residents to try transit during the week of September 19-23, 2011 and experience firsthand the benefits it can offer.

Exhibits to collect pledges were set up by Local Motion at the Whole Foods in Carlyle, The Dairy Godmother in Del Ray, and the Market Square Farmers Market. The result of the exhibits was an increase in Try Transit Week pledges from 205 in 2010 to 223 in 2011, which ranked Alexandria in second place among 160 state-wide jurisdictions that participated in the event.



Car Free Day

Thursday, September 22, 2011 was celebrated as International Car Free Day. Locally, Car Free Day is an MWCOG event promoted across the region to get commuters to explore alternatives to driving alone for one day. This year Local Motion passed out gift certificates with discounts to local businesses to commuters that went car free or car-lite the day of the event. Certificates were distributed to bus and train commuters at BRAC-133 Mark Center Station, King Street Metro, Eisenhower Metro and Braddock Metro stations. In total over 3,914 Local Motion branded gift certificates were given out.

Other Events of Note

In addition to these events, below is a listing of other events attended by Local Motion.

- Patent and Trade Office Earth Day Event
- City of Alexandria Earth Day Celebration
- Bike To Work Day
- Jazz Extravaganza
- Alexandria Birthday Celebration
- Old Town Arts & Crafts Festival
- Del Ray Farmers Market
- Four Mile Run Farmers Market
- Various Community Centers and Libraries
- Market Square Farmers Market
- West End Farmers Market
- Upper King Street Farmers Market
- Whole Foods Health Festival
- Old Town Arts & Crafts Festival
- West End Art & Wine Festival
- Family Fall Festival
- George Washington University – Alexandria Campus

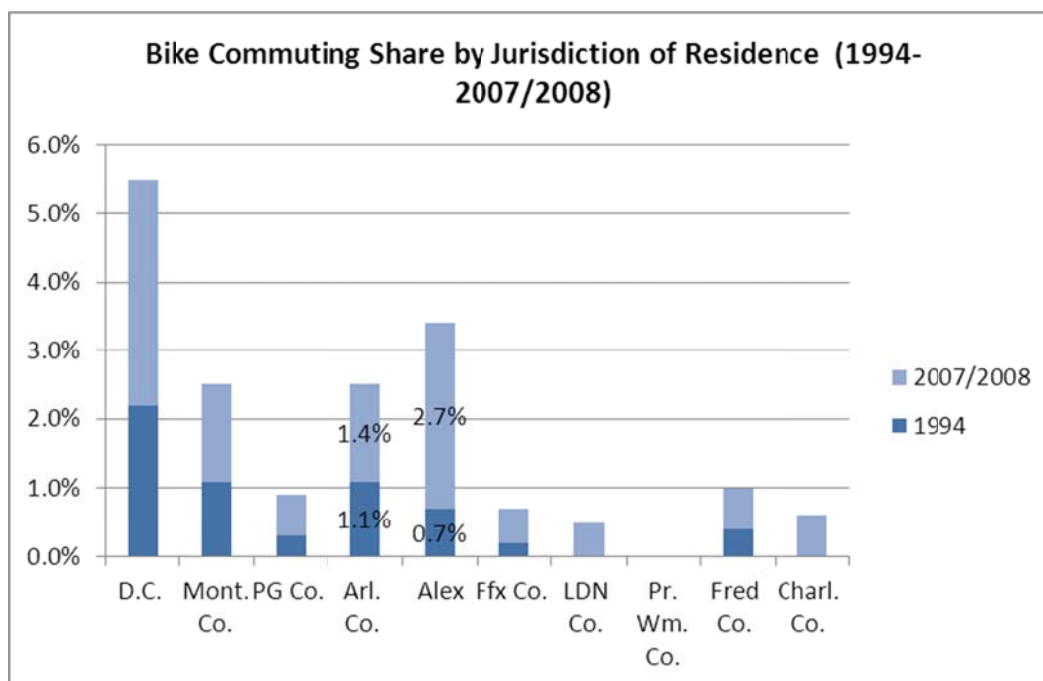
Bike and Pedestrian Information and Programming

Walking and bicycling are fundamental to the character and livability of Alexandria. City residents and visitors have walked along the streets of Old Town for more than 350 years. Today, the King Street and Mount Vernon Avenue commercial areas thrive on pedestrian traffic. People access public transit, parks, neighborhood trails, and community centers throughout the City by walking and bicycling; students walk and bicycle to schools in all neighborhoods. Through efforts of our Bike and Pedestrian Coordinators and the Local Motion program the City has earned a bronze-level Bicycle Friendly Community from the League of American of Bicyclists and a Silver Level Walk Friendly Community designation in 2011.

City Wide Bicycle and Pedestrian Mode Share

According to the Metropolitan Washington COG telephone survey "Bicycle Community Share by Jurisdiction of Residence (1994 to 2007/08)" Alexandria has gone from 0.5 percent to 2.7 between 1994 and 2008 percent which is second in the area to only DC (2.2% to 3.3%) as shown in the table below. Arlington went from 1.1 percent to 1.4 percent.

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School Bike and Pedestrian Mode Share

According to the Alexandria City Public Schools "2007-08 School Start-Up/Transportation Survey of Parents," of students who do not take the bus, 52 percent walk and 5 percent bike and another 48 percent take a family vehicle (The survey allowed multiple answers so totals may exceed 100 percent).

Below is a glimpse of the mode share recorded at a sample of schools across the City. Some of these schools were unable to report a Bike Mode Share. Ramsey Elementary had an impressive 59 percent of their students walking.

<i>School</i>	<i>Walk Mode Share</i>	<i>Bike Mode Share</i>
Barrett Elementary	22%	n/a
George Mason Elementary	27%	1%
Hammond Middle School	25%	n/a
Maury Elementary	29%	n/a
Mount Vernon Elementary	32%	3%
Polk Elementary	15%	n/a
Ramsay Elementary	59%	n/a
Tucker Elementary	2%	.4%

Communications

Website

Local Motion maintains a website at alexandriava.gov/LocalMotion that gives the brand an online presence while giving commuters another resource for obtaining information on transit, ridesharing, bicycling, walking and other TDM strategies. In addition, the “News and Notices” page was upgraded to include a Really Simple Syndication (RSS) feed which updates this page with current and up-to-the-minute transportation news and announcements from regional organizations, media outlets, blogs, and other websites.

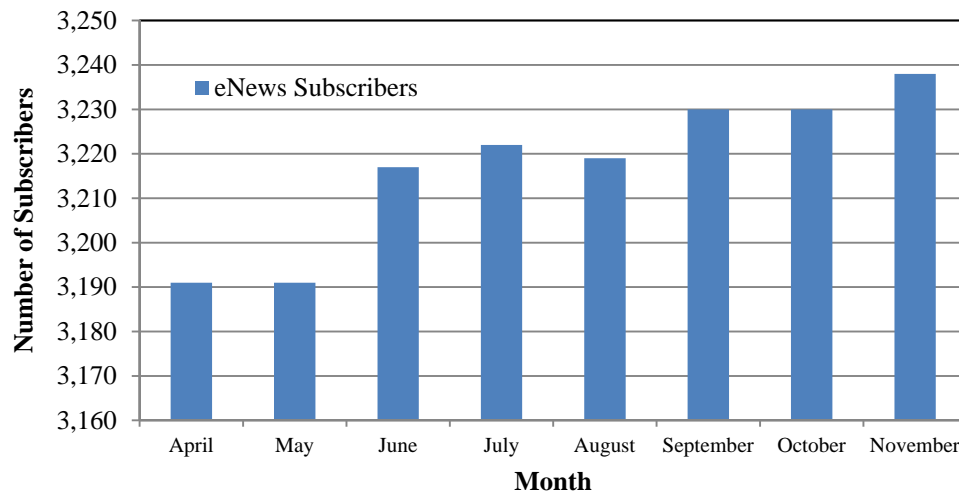
Stat	2011 Total*	Average per month	Average per day
Number of times a page, image or file is viewed	102,267	9,297	310
Unique Page Views	30,443	2,768	92
New Incoming Visitors	9,118	829	28
Unique IP Addresses	6,141	558	19
Returning Visitors	5,230	475	16

* Total does not include December.

eNews

A major Local Motion program initiative is providing a monthly e-newsletter through the City’s eNews system. This e-newsletter provides residents and employees in the City with helpful updates, tips, and suggestions about transportation in the City as well as the region. This service was started in 2006 and continues to grow as we make every effort to increase subscribers through outreach events and promotions.

eNews Subscribers



Newsletter

Local Motion published and distributed a newsletter in May and September. The newsletter was mailed to every address in Alexandria, distributed at City facilities, and handed out at events. Highlights of the newsletter include a calendar of upcoming transportation events, updates of bicycle and pedestrian facilities, and a spotlight on commuters and employers.

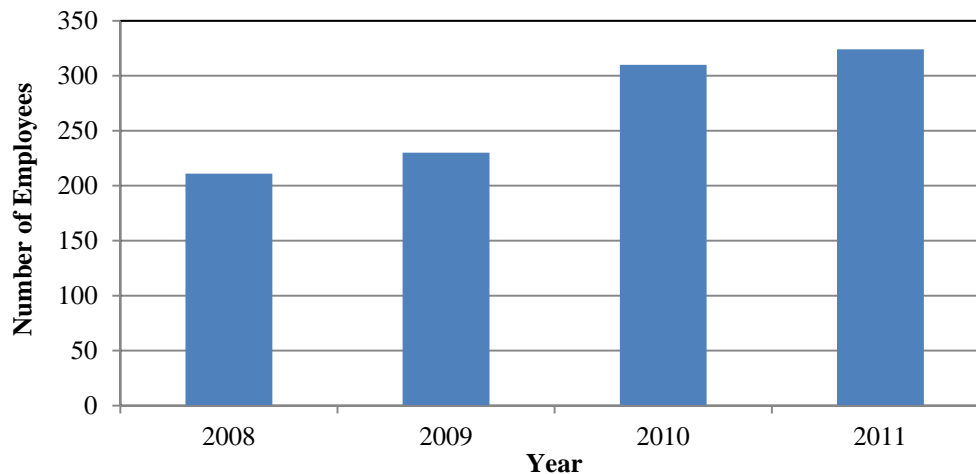
New Homeowner Mailing

In addition to the newsletter, every quarter Local Motion sends out “welcome packets” to new homeowners. The packets include a welcome letter from Local Motion, a trolley schedule, the DASH and Local Motion Ride Guides and an Alexandria Bikeways map to help them navigate the City. Although this program was started mid-year, approximately 800 have been mailed.

City Transit Benefit

The City provides a transit benefit to its employees to a maximum value of \$75 per month. Local Motion administers this program for the City which has over 300 participants and a budget of over \$100,000. The implementation of this program has brought many City employees to sign up for the City Transit Benefit. TDM staff also conducts monthly presentations at all new employee orientations that cover both the transit benefit program and transportation alternatives available in and around City Hall.

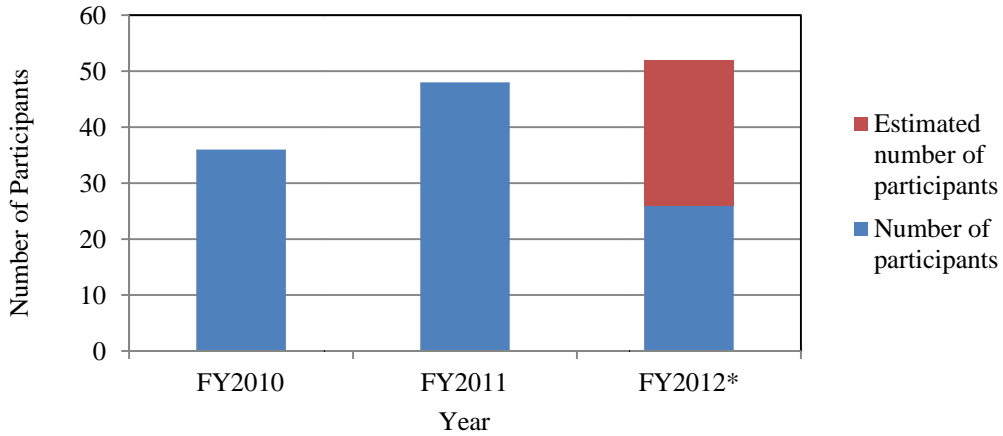
City/School Employees Enrolled in Transit Benefit Program



Carshare Alexandria!

The Carshare Alexandria! program reimburses residents for their first year membership and application fee for the use of any carshare service in the City (currently only Zipcar is available at seven sites with 14 cars). The program is fully funded by the City’s Local Motion program and is estimated at about \$85 per participant.

Participants in Carshare Alexandria! Program

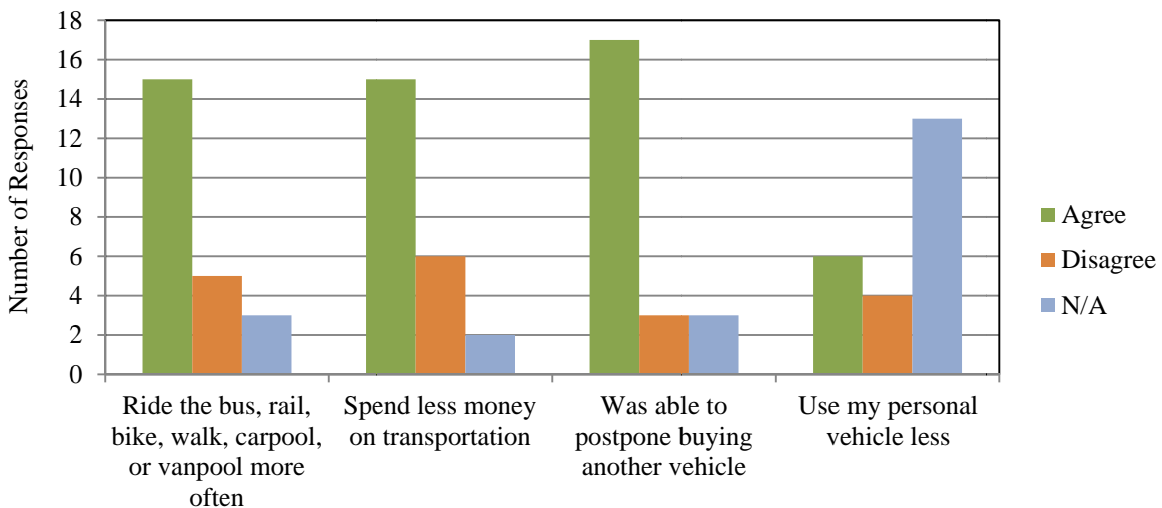


Transportation Cooperative Research Program (TCRP) Report 108 indicates that carsharing often decreases both vehicle ownership and vehicles miles traveled (VMT) while increasing the use of alternative modes. In 2011, Local Motion surveyed program participants who had used this service for at least a year to track behavior changes.

In response to the question, “If the City had not reimbursed your carshare membership fees, would you have joined a carshare program?” 52.2% said no and 47.8% responded yes. Almost 70% responded that they would renew their annual membership when the current one expired. Most importantly, the survey showed that two-car ownership decreased from 17.4% to 4.3% after carshare membership.

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Survey Results for "Since Joining a Carshare Program, I..."



Old Town Trolley

The Old Town Trolley is a service that is marketed and supported by the TDM program through all of its communication channels. While touristic in nature, during the evening peak hours the Trolley serves as a shuttle for workers from the waterfront and surrounding areas to King Street metro.

For 2011 the Trolley averaged **39,000** riders per month for a total of **465,430** total passengers.

Commuter Connections

The Local Motion program is also an active member of MWCOG's TDM network and program, Commuter Connections. This program offers several programs and services that are promoted by Local Motion through all of its communication channels. The Rideshare database that Commuter Connections provides is our primary tool for matching riders and the Guaranteed Ride Home Program. This is a vital service that gives commuters peace of mind and assurance that they will have a ride home in an emergency.