

Transportation Demand Management Strategic Plan FY2016-FY2022

Executive Summary

The Local Motion Six Year Transportation Demand Management (TDM) Plan is a strategic plan that provides a forward thinking and tactical plan for improving TDM services in the City of Alexandria. TDM is a general term for strategies that increase the overall efficiency of a transportation system by encouraging people to shift from driving alone to using public transportation, ride sharing, walking, and/or biking, or shifting auto trips out of peak periods. The impact of effective TDM programming has been shown to improve air quality, transportation system efficiency, and the quality of life for residents and employees. As the City of Alexandria’s Transportation Demand Management (TDM) agency, Local Motion is tasked with taking the best tools and practices that have been established in the TDM field and applying them to our local context.

The City of Alexandria and Local Motion

The City of Alexandria has a population of 148,892 and although the City is only 15.4 square miles, it ranks as the most densely populated cities / counties in Virginia. Alexandria contains an extensive multimodal transportation network, including: Interstate highways, local roads, HOV lanes, local and commuter buses, local and commuter rail service, bicycle trails, bikeshare stations, sidewalks, water taxi, and trolley. The 2013 MWCOG State of the Commute (SOC) found that 36 percent (58,390) of local commuting residents commute to outside of Alexandria, 26 percent (28,498) commute internally, and 46 percent (74,101) commute into Alexandria from other areas. The largest share of outbound commuters work in the District of Columbia.

A plurality of commuters in the Alexandria drive alone to work, however the majority of residents, approximately 55 percent, use alternatives to driving alone. The City’s robust transit system that includes DASH, Metrobus, Metrorail, Fairfax Connector, VRE, and Capital Bikeshare makes it possible for local residents to get around without a car.

Local Motion’s Role

The mission of Local Motion is to provide Alexandria residents, employees, and visitors with transportation information and services that offer solutions to driving alone, thus improving air quality, transportation system efficiency, and quality of life within Alexandria and the surrounding metropolitan region. Local Motion staff provide the community with information and services to help commuters coming into and commuting out of the City understand and make smart choices in how they commute. Local Motion uses the following tools and programs to help commuters make informed commuting decisions:

Information and Promotion	Services and Support
<ul style="list-style-type: none"> Advertising and marketing all commute options. 	<ul style="list-style-type: none"> Transit benefit administration for City employees.
<ul style="list-style-type: none"> Operating a center for information, via the telephone, website, and Mobile Transit Store on commute options. 	<ul style="list-style-type: none"> Ridematching services and vanpool services.
<ul style="list-style-type: none"> Advocating and communicating the personal and community benefits of sustainable commuting. 	<ul style="list-style-type: none"> Guaranteed Ride Home (GRH) administration. Car sharing Memberships.

Six-Year Plan: Programs and Financial Plan

The Virginia Department of Rail and Public Transportation (DRPT) requires TDM agencies to produce a Six-Year TDM Plan to help programs improve themselves by identifying the needs and required resources for maintaining, modifying and enhancing their TDM services. As part of the plan, Local Motion examined our program operations and developed service changes and expansion plans that strategically respond to the current management capacity, the needs of our community, Citywide goals, and identified areas of improvement for our program.

Service Changes and Expansion Opportunities

Local Motion identified four program enhancements that will allow Local Motion to continue to plan for and react to changes in the way residents and employees use technology as part of their commute, get information about new transportation options available, and gain access to those options. All program enhancements, listed and briefly described below, are funded through CMAQ/RSPT carryover.

- **Rebranding:** Design a new name, logo, slogan, and style guide to be used on our website and all print materials; update the content and style of printed materials (e.g. New Homeowner promotional materials) and in that process update the current Alexandria bike map to include DASH, Metroway, Metrorail and VRE Stations; and execute a new brand campaign with paid advertising and promotional events.
- **Transit Options Visibility:** Provide local employers the opportunity to receive a TransitScreen to be used in their lobby or other easily visible common area at no initial cost. Local Motion will subsidize the cost of the monitor and installation as well of six-months of transit feed to the monitor. In return the employer will be required to sign a contract agreeing to continue to pay for the transit feed for an additional year and a half.
- **Performance Monitoring Program:** Implement a comprehensive mobility study to establish a baseline of travel behavior in Alexandria overall and specific neighborhoods and then develop performance measures and track Local Motion’s performance to support program development.
- **Neighborhood Transit Access Pilot:** Provide a three-year pilot of circulator service to two neighborhoods that are currently not well connected to transit. Unlike existing transit services that primarily operate on arterials, these two Circulators will penetrate into two neighborhoods directly west of the King Street Metrorail Station. By targeting single-family home neighborhoods the City will have a method by which to access the value in providing direct access to mass transit to residential communities that otherwise would not have service.

Financial Plan

Local Motion has four primary funding sources for its baseline operations: Federal Congestion Mitigation and Air Quality Grant (CMAQ) / Regional Surface Transportation Program (RSTP) funding (67%), DPRT TDM Operations Grant (23%); local funding used to provide the required 20 percent “match” to DPRT’s grant funding (6%); and VDOT (4%).

Baseline Operating Budget FY16 – FY22

	FY2016	FY2017	FY2018	FY2019	FY2020	FY2021	FY2022
Administration	\$214,222	\$220,649	\$227,269	\$234,087	\$241,109	\$323,402	\$255,793
Employer Outreach	\$239,382	\$246,563	\$253,960	\$261,579	\$269,426	\$277,509	\$285,834
Grassroots Marketing	\$183,382	\$188,883	\$194,550	\$200,386	\$206,398	\$212,590	\$218,967
Transit Store/Call Center	\$314,382	\$373,813	\$385,028	\$396,578	\$408,476	\$420,730	\$433,352
Commute Assistance/ Subsidy	\$15,000	\$15,450	\$15,914	\$16,391	\$16,883	\$17,389	\$17,911
Capital Bikeshare	\$15,000	\$18,450	\$21,004	\$21,634	\$22,283	\$22,951	\$23,640
Total Operating	\$981,367	\$1,063,808	\$1,097,723	\$1,130,654	\$1,164,574	\$1,274,571	\$1,235,497
Baseline Operating Surplus/Deficit	\$84,052	\$189,030	\$20,846	\$30,503	\$80,460	\$(19,364)	\$30,188

Enhanced Operating Budget FY16 – FY22

	FY2016	FY2017	FY2018	FY2019	FY2020	FY2021	FY2022
Administration	\$214,222	\$220,649	\$227,269	\$234,087	\$241,109	\$323,402	\$255,793
Employer Outreach	\$239,382	\$246,563	\$253,960	\$261,579	\$269,426	\$277,509	\$285,834
Grassroots Marketing	\$183,382	\$188,883	\$194,550	\$200,386	\$206,398	\$212,590	\$218,967
Transit Store/Call Center	\$314,382	\$373,813	\$385,028	\$396,578	\$408,476	\$420,730	\$433,352
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Capital Bikeshare	\$15,000	\$18,450	\$21,004	\$21,634	\$22,283	\$22,951	\$23,640
Rebranding	\$400,000	\$-	\$-	\$-	\$-	\$-	\$-
Transit Visibility	\$125,000	\$-	\$-	\$-	\$-	\$-	\$-
Performance Program	\$400,000	\$40,000	\$40,000	\$40,000	\$40,000	\$40,000	\$40,000
Neighborhood Transit Access Pilot	\$573,000	\$533,000	\$533,000	\$50,000			
Total Operating	\$2,479,367	\$1,636,808	\$1,670,723	\$1,220,654	\$1,204,574	\$1,314,571	\$1,275,497
Operating Surplus/Deficit	(\$38,948)	\$196,030	\$(2,154)	\$132,503	\$40,460	\$(59,364)	\$(9,812)

Moving Forward

Local Motion will continue to provide Alexandria with the highest level of TDM programming possible on a limited budget. Carryover CMAQ/RSPT funding will allow the program to invest in enhancements that will continue to provide value long after the carryover CMAWQ/RSTP funds have been used up. Local Motion's TDM Plan will serve as a road map for TDM in the City of Alexandria over the next six years. We are optimistic that our work in rebranding and performance measurement that quantifies the impact of TDM will help with funding justifications and support our sustainable commuting advocacy on a grassroots level.