



Alexandria Transportation Commission  
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[www.alexandriava.gov](http://www.alexandriava.gov)

Mayor Allison Silberberg and Members of City Council  
City Hall  
301 King Street  
Alexandria, VA 22314

January 21, 2016

Re: Alexandria Transportation Demand Management Plan

Dear Mayor Silberberg and Members of City Council:

At its January 20, 2016 meeting, the Transportation Commission discussed the City's updated six-year draft Transportation Demand Management Plan (TDM Plan). In 2014, the Virginia Department of Rail and Public Transportation (DRPT) asked jurisdictions to change the horizon of current TDM plans from twenty-five years to six years. In response, the City updated its twenty-five year TDM Plan to meet the new horizon requirements. The updated Plan details new elements such as information about the City's partnership with a new marketing contractor and a mobile transit store.

In support of the updated TDM Plan, the Transportation Commission would like to emphasize the importance the TDM Plan's new marketing and outreach efforts. The commission believes that these activities will enhance the effectiveness of the "Local Motion" TDM program to reach new audiences and promote the use of alternative transportation options by City residents, workers, and visitors.

The Transportation Commission additionally recommends further coordination between the City and Alexandria City Public Schools (ACPS) to encourage ACPS to consider TDM strategies to reduce vehicular commutes (especially morning "drop-offs" and afternoon "pick-ups" of students) and improve traffic management in the vicinity of schools. Finally, the Commission recognizes that many of the recommendations in the TDM Plan require additional funding, and encourages the Council to identify sufficient funding to implement the plan.

The Transportation Commission appreciates the opportunity to review the City's Transportation Demand Plan, as well as the consideration of its input by Council.

Sincerely,

Jerry King  
Chair, Alexandria Transportation Commission

cc: Alexandria Transit Company Board of Directors  
Alexandria Transportation Commission  
Mark Jinks, City Manager  
Yon Lambert, Director, T&ES