

Supporting Travel Options

*How the City encourages
alternatives to driving alone*



Identified Needs & Opportunities



The Environmental Action Plan 2040 goals to reduce vehicle miles traveled and increase the share of non-auto modes requires improved education and encouragement



Lack of familiarity referenced frequently as an impediment to using new modes



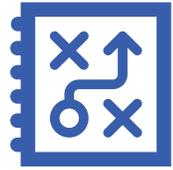
Improving the Transportation Management Plan program is a great opportunity to better manage demand at a site level



Supporting Travel Options Policies

 Policies <i>The City of Alexandria will...</i>	 Strategies <i>That support policies</i>		
Allocate resources to increase the attractiveness of sustainable mobility options using evidence-based practices that have demonstrated the greatest effectiveness at reducing congestion, increasing sustainability, and improving public health.	✓ O1 ✓ O2 ✓ O3	✓ O4 ✓ O5 ✓ O6	✓ O7 ✓ O8
Encourage continued telework and flexible schedules in the region as an effective strategy for reducing congestion and emissions.	<input type="checkbox"/> O1 <input type="checkbox"/> O2 <input type="checkbox"/> O3	<input type="checkbox"/> O4 <input type="checkbox"/> O5 <input type="checkbox"/> O6	✓ O7 <input type="checkbox"/> O8
Collect and use data to understand how to target expanding mobility options for non-commute trips .	<input type="checkbox"/> O1 ✓ O2 <input type="checkbox"/> O3	✓ O4 <input type="checkbox"/> O5 ✓ O6	<input type="checkbox"/> O7 <input type="checkbox"/> O8





Supporting Travel Options *Strategies*

- **01.** Expand programs to identify community influencers to help the City encourage alternatives to driving alone.
- **02.** Develop a framework for pilots that can be used for testing new modes, infrastructure, or initiatives.
- **03.** Expand use of real-time information in public and private spaces to raise awareness and improve confidence in different mobility options.
- **04.** Develop travel training program to provide hands on experience on taking a new (to you) way of traveling.
- **05.** Support first/last mile travel needs through implementation of mobility hubs.
- **06.** Utilize our waterways as a resource to expand transportation options.
- **07.** Improve Transportation Management Plan (TMP) Program by requiring data and incorporating flexibility.
- **08.** Evaluate benefits and efficiencies of a future regional program to manage congestion.



Strategy O1.

Expand programs to identify community influencers to help the City encourage alternatives to driving alone.

- Continue to pursue evidence-based practices for empowering employers and property managers to develop programs to encourage alternatives to driving alone.
- Target additional community influencers including religious leaders, schools, and community based organizations to promote program goals for both commute and non-commute trips.
- Pursue strategies to provide transportation benefits and incentives for lower-income workers, who generally have less access to transportation benefits.



What it means for you:

- Expanded **access** to transportation options
- More **equitable access** to transportation benefits
- A more **sustainable** City





Strategy O2.

Develop a framework for pilots that can be used for testing new modes, infrastructure, or initiatives.

- Create standards for appropriate use of pilots, timeframes, public process, and opportunities to make adjustments.
- Build upon lessons learned from the dockless mobility pilot and national best practices.
- Promote framework to ensure transparency in pilot execution.



What it means for you:

- Improved **access** for all users with standards in place
- More **convenience** by testing and making adjustments in response to experience

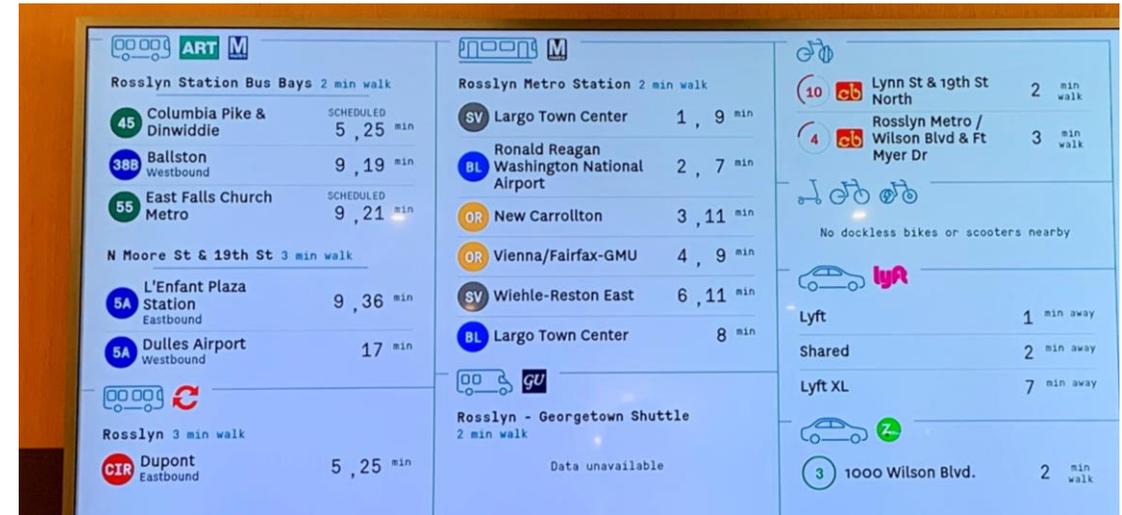




Strategy O3.

Expand use of real-time information in public and private spaces to raise awareness and improve confidence in different mobility options.

- Expand use of screens with real time information of nearby mobility options on City property (rec centers, bus stops).
- Ensure information on all options is available in one place (transit, bikeshare, car share, ride share).
- Work with businesses and property owners to add real time screens to visible locations.



What it means for you:

- Improved **access** by removing information barriers
- More **connected** options with information all in one place
- Greater **convenience** and **reliability** when you know when your bus will arrive
- Improved **sustainability** by increasing use of non-auto modes when viable



Age Friendly Plan
For A Livable Community



Strategy O4.

Develop travel training program to provide hands on experience on taking a new (to you) way of traveling.

- Include a program for both transit and micro-mobility (bikeshare, scooters, the next new thing).
- Partner with non-profits or other service providers.
- Consider targeted programs or strategies for different groups, such as seniors, persons with limited mobility, youth, and new residents.



Source: <https://www.mtm-inc.net/>

Age Friendly Plan For A Livable Community



What it means for you:

- Reduced barriers to **access**
- Greater **convenience**
- More **equitable** outcomes
- Improved **sustainability**



Strategy O5. Support first/last mile travel needs through implementation of mobility hubs.

- Develop a scalable framework to accommodate a range of sizes of mobility hubs in strategic locations around the City.
- Incorporate elements to improve navigation for all users of the site.
- Focus on traditionally underserved communities and strategic locations to address first/last mile travel needs.



What it means for you:

- Improved **access** to where you want to go
- Better **connections** between modes of transportation
- Improved **convenience** with more central transfers
- Improved **equity** by focusing on areas with a greater need



Source: City of Minneapolis

ALEXANDRIA



Smart Mobility

ECO-CITY  ALEXANDRIA



Strategy O6.

Utilize our waterways as a resource to expand transportation options.

- Partner with regional bodies who are pursuing such services, such as the Northern Virginia Regional Commission's effort to connect Woodbridge and DC.
- Evaluate new water transportation routes and services for commute and trips, errands, or entertainment.
- Explore integration with other modes.



Source: Hornblower.com

ECO-CITY  **ALEXANDRIA**



What it means for you:

- Better **access** by water to different destinations
- Improved **connectivity** to places you want to travel
- More **convenience** by avoiding traffic



Strategy O7.

Improve Transportation Management Plan (TMP) Program by requiring data and incorporating flexibility.

- Support more effective and transparent data collection and analysis efforts.
- Require allocating funds responsive to trends or changes in the data.
- Enable improved comparisons between pre-development transportation impact analysis and actual transportation impacts.
- Explore opportunities to better achieve City goals through the TMP.



What it means for you:

- Helps identify better **access** improvements
- Improved transportation and land use **connections**
- More flexible use of funding to promoting options that are more **convenient**
- Greater **sustainability** with a more effective program

ECO-CITY  **ALEXANDRIA**





Strategy O8.

Evaluate benefits and efficiencies of a future regional program to manage congestion.

- Coordinate with neighboring jurisdictions and regional entities to explore unifying local transportation demand management programs into a more comprehensive regional effort.
- Evaluate costs and benefits of a such an approach.
- Consider regional promotion of targeted solutions, such as telework incentives or a regional congestion pricing program, or a regional contract for TDM program management.



Source: Northern Virginia Transportation Commission

What it means for you:

- A more **connected** region with improved coordination of options
- More **convenient** travel

