



TRANSPORTATION DEMAND MANAGEMENT (TDM) PERFORMANCE REPORT -- FY 2018

Executive Summary

This report to City Council is the activities for GO Alex, the City's dedicated Transportation Demand Management (TDM) program. TDM is a set of practices designed to lower congestion, measured here as Vehicle Miles Traveled (VMT). These tools have contributed to the City lowering total VMT by 12 percent between 2010 and 2016, during a time where most other jurisdictions in the DC region saw a VMT increase. Some of these tools include robust outreach to commuters and employers, a mobile store that sells fare media to consumers, and enforcement of the City's Transportation Management Plan (TMP) program.

What is GO Alex?

GO Alex is the City's Transportation Demand Management (TDM) program. TDM is an attempt to remove single occupant vehicles (SOV) from City streets. SOVs not only take up space, but also disproportionately add emissions. City Council, through the Transportation Master Plan and the Strategic Plan, directs the City to enhance and promote multimodal transportation options for residents, visitors and workers. GO Alex promotes alternative transportation options such as transit, biking, walking, and teleworking through a robust outreach program, and with strong partnerships with DASH, WMATA (Metrorail and Metrobus), VRE, and many others.

Services Offered

GO Alex relies on outreach to help city residents and workers use other modes of transportation than the SOV. Outreach is central to how GO Alex spreads its message. Outreach is spread through three services by GO Alex: a street team, employer outreach, and a mobile store, as described below.

Street Team

The street team is the primary way that GO Alex spreads its message to the public. The team attends events with large public gatherings, including festivals, parades, and other large public gatherings. Below is a map that shows where these interactions took place.

The below map shows outreach events the GO Alex street team participated in during FY 2018. GO Alex leverages events hosted by the Department of Recreation, Parks and Cultural Affairs (RPCA). As such, over half of the street team appearances were in Old Town.

Overall, GO Alex recorded 4,179 conversations at these events in FY18.

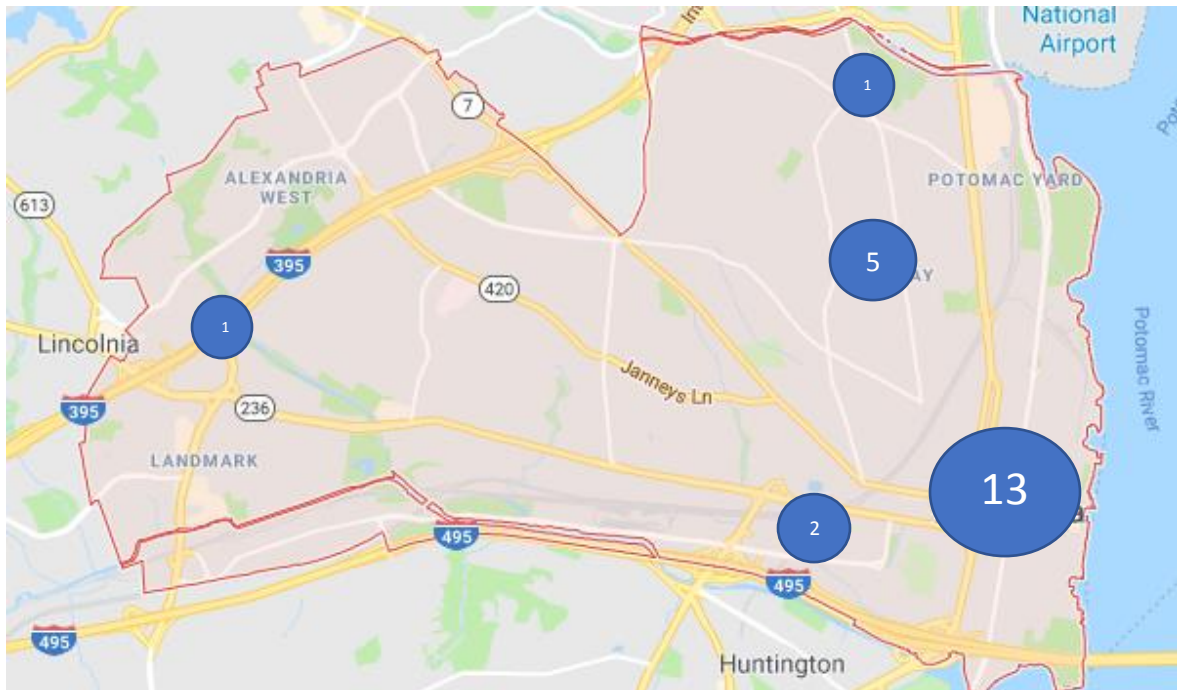


FIGURE 1 -- STREET TEAM EVENTS ACROSS ALEXANDRIA IN FY18



FIGURE 2 -- STREET TEAM AT THE BALLYSHANERS PARADE IN OLD TOWN ALEXANDRIA

Employer Outreach

Employers have an outsized influence on their employees' commute behavior. Most employers have tools that can reduce their employees' commute trips. GO Alex helps employers use these tools in a cost-effective manner.

GO Alex has a dedicated employer outreach resource that meets with employers and helps them develop a Transportation Demand Management (TDM) strategy. The City currently works with 522 employers in this effort. This includes small employers, such as an indoor playground on Eisenhower Avenue, to federal agencies with thousands of employees, including the Department of Defense (Mark Center), National Science Foundation, and the Patent and Trademark Office (PTO).



FIGURE 3 -- GO ALEX EMPLOYER OUTREACH COORDINATOR AT A COMMUTER FAIR

Mobile Store

The Mobile Store is GO Alex’s commuter services arm, helping commuters and those who wish to use alternative transportation options. The Store uses a GO Alex branded van to sell fare media at a number of locations, including each of the City’s Metrorail stations, and popular tourist destinations.

The Mobile Store had 299 events in FY18, with 12,983 interactions, 904 point of sale transactions, and \$21,841.50 in sales.

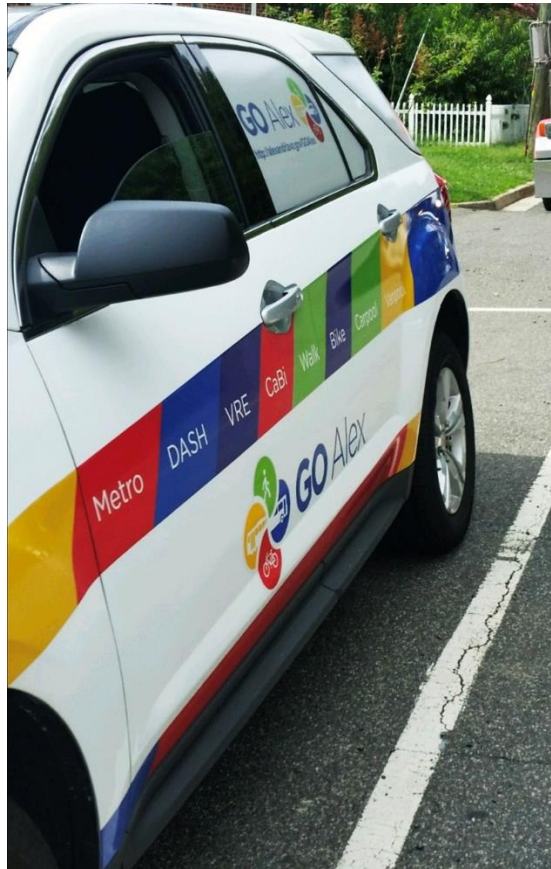


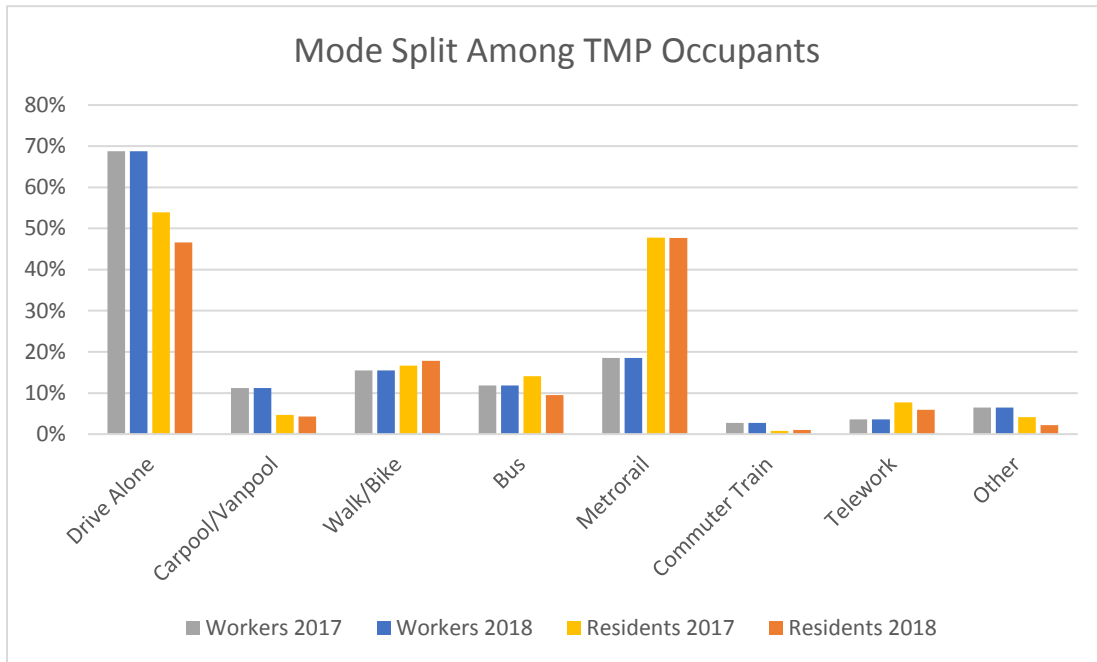
FIGURE 4 -- GO ALEX MOBILE STORE. THE VEHICLE ALLOWS THE MOBILE STORE TEAM TO SELL FARE MEDIA WHEREVER THERE IS DEMAND

Transportation Demand Management Planning

GO Alex also engages in TDM planning for the City. In early 2019, the City will begin an update to the Transportation Master Plan, and that plan will include a TDM chapter. GO Alex staff will help write that chapter, and project how the City plans to manage mobility over the next few years.

Transportation Management Plan Oversight

GO Alex oversees Transportation Management Plans (TMPs) for the City. TMPs are conditions set on certain business and residential developments that limit their single occupant vehicle (SOV) trips. Each TMP is required to submit an annual report to GO Alex on their occupants' transportation choices, as well as set aside a fund for promoting alternative transportation options. Below is a mode split based on results from those TMPs that submitted their surveys from FY18. In FY 2018, the GO Alex program held a TMP Summit in the fall to bring TMP coordinators together to discuss various TDM tools, and allow the coordinators to learn more about what each is doing to promote alternative transportation options.



Cooperation with other City Initiatives

GO Alex has assisted the City in promoting other transportation initiatives. These initiatives include free DASH bus passes for holders of a DOT Paratransit card, and student DASH bus passes. GO Alex street teams and social media advertising have assisted with other initiatives, including with the King St. Metro construction project, and the forthcoming Transit Vision Study.

How GO Alex is Funded

GO Alex is funded through a combination of state and federal grant funding, with a relatively small local contribution. .

TDM Operating Assistance Grant

For state funding, GO Alex uses a Department of Rail and Public Transportation (DRPT) TDM Operating Assistance grant. This TDM Operating Assistance grant funds baseline activities, including two full time equivalent employees to manage the GO Alex program, employer outreach, and some communications activities. In FY 2018, the City provided a local match of \$60,235 toward this grant, and received \$240,941.

Rideshare Enhancements (CMAQ/RSTP Grant)

The Rideshare Enhancements grant funds many of the activities discussed in previous sessions. In addition to the street team mentioned above, the Rideshare Enhancements grant funds the bulk of the employer outreach activities, as well as creative services. This grant also funds the City's contribution to Capital Bikeshare Marketing. This grant was for \$493,000 in FY 2018, and \$526,000 in FY 2019,

Mobile Store (CMAQ/RSTP Grant)

The Mobile Store grant funds the Mobile Store (sells fare media to at various locations within the City) and DASH's Call Center that aids with all transportation modes. This grant is awarded once every three years. In FY 18, this grant was \$600,000. Staff will spend the grant until the City receives the next installment, which is no earlier than July 1, 2020 (FY2021).

VDOT Employer Outreach Grant

The City receives an annual grant from the Virginia Department of Transportation (VDOT) that is used toward employer outreach. In FY 2018, the City received \$50,824 from VDOT. This grant is fully used to partially fund the employer outreach coordinator, as previously described.

What City Pays	What City Receives
\$66,260	<p>\$265,040 in state grant funding</p> <p>Two Full Time City employees</p> <p>Management of CMAQ/RSTP grants totaling \$1.1 million</p> <p>Program Administration, including</p> <ul style="list-style-type: none">• City Employee Transit Program• Transportation Management Plan Program Oversight• Multimodal Transportation Planning

SOURCE	PRIOR	FY19	FY20	FY21	FY22	FY23	FY24	TOTAL
Rideshare Enhancements (CMAQ/RSTP)	\$493,000	\$526,000	\$600,000	\$600,000	\$650,000	\$400,000	-	\$3,269,000
VDOT Empl Outreach	\$50,824	\$52,124	\$53,688	\$55,298	\$56,957	\$58,666	\$60,426	\$387,983
DRPT (TDM Ops)	\$301,177	\$261,177	In process					
Mobile Store (CMAQ/RSTP)	\$600,000	\$0	\$0					
TOTAL								

DESCRIBE MORE ABOUT THIS TABLE – LONGER TERM PROJECTION (HOWEVER, IT MAY NOT BE WORTH HAVING THIS – NEED TO DISCUSS IF WE WANT TO TALK ABOUT USING

FY2020 Plans

Continuing into FY2019 and FY2020, GO Alex will make several changes to how the program is run. Among the changes include the following:

- **New Performance Measures** – GO Alex is developing and implementing a series of internal performance measures that measure behavior change. These measures require the approval and guidance of the Virginia Department of Rail and Public Transportation (DRPT). Despite DRPT’s belief that they would prepare performance measures in FY 2018 for both GO Alex and other programs in the state, that effort never materialized.
- **Transition service delivery change** – GO Alex will streamline the way it provides many services. Currently, employer outreach is provided with a contractor. GO Alex plans to use a more cost-effective option, which is to hire a full time equivalent. GO Alex will also renegotiate the contract for the other service lines, and realize cost efficiencies. This will free up CMAQ funds for other city services.
- **Partnership with DASH** – GO Alex is committed to partnering with DASH on marketing. The City and DASH have teamed up with several marketing events, such as Operation Illumination last fall (an effort to keep bicyclists, pedestrians and bus riders safe). In FY20, GO Alex is continuing that partnership, including with outreach for the Transit Vision Study project
- **Regional Coordination** – GO Alex has helped partners think through their TDM strategies. Below is a brief description of some of those partnerships
 - **Alexandria City Public Schools** – Alexandria City Public Schools (ACPS) has been working with GO Alex to develop TDMs for four schools: John Adams, Patrick Henry, Jefferson-Houston, and Ferdinand T. Day Schools. GO Alex has

collected baseline data for each school, and is working with ACPS to implement their TDM workplans. GO Alex is also working with a fifth school, TC Williams, in developing a TDM plan

- **I-395 Transportation Management Plan** – The Virginia Department of Transportation (VDOT) is converting a high occupancy vehicle (HOV) lane to a high occupancy toll (HOT) lane on I-395 through Alexandria. As part of that change, VDOT has provided money for incentives, including up to \$10,000 for a company to start or expand a telework program. These programs are only available within a mile radius of the I-395 centerline. GO Alex has been aggressive promoting these incentives
- **Commuter Connections** – GO Alex represents the City of Alexandria at Commuter Connections, the Metropolitan Washington Council of Governments (MWCOC) entity that coordinates TDM efforts. In addition to governing the region's rideshare app, Commuter Connections also manages the region's guaranteed ride home program. Commuter Connections also sponsors upcoming regional initiatives, including Incentrip (a way to gamify alternative commutes), and regional marketing efforts, such as Bike to Work day.
- **Capital Bikeshare Marketing** – GO Alex works with the Capital Bikeshare board for regional marketing. It participates in marketing meetings, and also uses CMAQ dollars to fund regional marketing efforts. As the region currently does not have a regional marketer, GO Alex has leveraged word of mouth and marketing through grassroots efforts to promote Capital Bikeshare