

# City of Alexandria, Virginia

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## MEMORANDUM

DATE: OCTOBER 17, 2018  
TO: MEMBERS OF THE TRANSPORTATION COMMISSION  
FROM: HILLARY ORR, DEPUTY DIRECTOR  
SUBJECT: CONSIDERATION OF THE FY 2020 TRANSPORTATION DEMAND  
MANAGEMENT (TDM) OPERATIONS GRANT

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**ISSUE:** Consideration of the FY 2020 TDM Operations Grant and required local funding match.

**RECOMMENDATION:** That the Transportation Commission endorse the FY 2020 application for TDM Operations Grant funding and recommends City Council consideration and approval at the October 23, 2018 Legislative session.

**BACKGROUND:** The City has operated a TDM program since 1981 and has applied annually and received funds from the Commonwealth of Virginia. The annual TDM Operations Grant funds two City FTEs to manage the TDM program, oversee multiple Federal and Commonwealth grants and to support other multi-modal programs and projects across the City.

**DISCUSSION:** TDM is the application of policies and strategies to reduce trips made using single occupant vehicles, while still ensuring residents, workers and visitors can reach destinations within Alexandria. Using incentives, education, and marketing, TDM promotes more efficient use of the existing transportation system by influencing the time, route, or mode selected for a given trip. TDM also increases travel choices, offering the opportunity to choose how, when, and by what mode.

Recent TDM Successes include:

- Contribution to a 12.5 percent Vehicle Miles Traveled reduction between 2010-2016
- Reinvigorated Transportation Management Plan (TMP) Program including reducing noncompliance from 40 to 9 between FY 17 and FY 18, as well as outreach efforts and TMP summits
- Enhanced community outreach including partnership with ACPS on TMP program and Bike to School Day

Attachment 1 provides an overview of the TDM efforts during FY 2018 and a brief description of programs and activities in FY 2020, for which the proposed funds would be eligible.

**FISCAL IMPACT:** To receive this grant, the City must provide \$66,260 (20%) for the local match in the FY 2020 Operating Budget. The City is requesting \$265,040 (80%) from the Virginia Department of Rail and Public Transportation (DRPT), for a total grant award of \$331,300.

The City contribution represents a \$6,025 increase from FY 2019 levels. If local match funds are not included in the FY 2020 Operating Budget, the City may withdraw, or otherwise amend, the grant application.

**ATTACHMENTS:**

Attachment 1: FY 2018 TDM Performance Report