

Motorcoach Task Force – Policy Analysis Reference Table
Meeting #4 - September 15, 2016

Letter	Policy	Description	Pros	Cons	Staff Recommendation
A	Continue Ambassador Program	Ambassadors patrol the Old Town area and support operators by providing directions and materials on motorcoach policies in the City.	<ol style="list-style-type: none"> 1) Industry-friendly approach (informative rather than punitive) 2) Provides avenue to measure outcomes/progress 	<ol style="list-style-type: none"> 1) May not be effective without enforcement capabilities 2) An additional cost associated with ambassadors; some may want to weigh cost against the addition of a Parking Enforcement Officer 3) For citizen program, liability and consistency is problematic 	Continue ambassador program, either in a volunteer or staffed capacity, with the consideration of incentives for operators.
B	Call-Click-Connect Data Repository	Add a Call-Click-Connect check box to compile complaints related to motorcoach operations in the City with the capacity to upload photos. This will allow the City to better track citizen complaints.	<ol style="list-style-type: none"> 1) Helps staff quickly search trends 2) Potential to strategize regarding common infraction "hot-spots" (for example: signage of targeted enforcement efforts) 	<ol style="list-style-type: none"> 1) Does not involve immediate/direct action 2) Could be confusing for citizens attempting to reach enforcement officers 3) Creates two data streams (DEC and Call.Click.Connect) 	<ol style="list-style-type: none"> 1) Create an additional tab on the C.C.C. system that can be used to identify complaint "hot spots" and 2) work with APD to coordinate data systems.
C	Update City Ordinance on Fines & Idling	Update the ordinance to reflect state State Code (15 minutes). Please note: the City does not have the charter authority to adopt a 10 minute ordinance per the State's Administrative Code.	<ol style="list-style-type: none"> 1) Consistency with State Code 2) Enforceable 	<ol style="list-style-type: none"> 1) Some may not view this as progressive enough 2) May be difficult for buses with elderly or disabled passengers to comply 	Update the City ordinance to be consistent with State Code for idling and fine amounts (15 minutes).
D	Bus/Satellite with Shuttle/Transit Options	Provide shuttle bus service into Old Town from beyond its boundaries at a satellite site (e.g. NRG, Masonic Memorial). The purpose of this proposal is to reduce Motorcoach Bus Traffic in Old Town.	<ol style="list-style-type: none"> 1) Reduces bus traffic in Old Town 2) Perceived shift regarding City's motorcoach management 	<ol style="list-style-type: none"> 1) Extremely costly with no dedicated funding source 2) Requires the addition of multiple part time or full time employees 3) Would still require loading and unloading within Old Town for multiple shuttle buses 4) Additional travel time needed for tour companies 5) Lack of City staff to administer 6) Limited locations for a permanent facility 	Staff does not support a satellite parking facility due to initial capital and ongoing operating costs. Please see study attachment.
E	Better Design & Wayfinding	Examine improved signage, striping, and/or physical design to help improve wayfinding for motorcoach operators navigating within the City.	<ol style="list-style-type: none"> 1) Provides opportunity to create consistent signage for better wayfinding 2) Improves safety at particular loading locations 3) Could be coordinated with existing planned improvements 	<ol style="list-style-type: none"> 1) Cost to City 	<ol style="list-style-type: none"> 1) Improve wayfinding facilities through best practices, coordination with businesses, and regional coordination, and; 2) examine potential improvements on an as-needed basis.
F	Coordinate with Other Jurisdictions	Work with other jurisdictions to facilitate information sharing.	<ol style="list-style-type: none"> 1) may improve the chances that operators visiting DC examine Alexandria's policies 	<ol style="list-style-type: none"> 1) Requires actions from jurisdictions; beyond City's control 2) Difficult to track effects; impact may be limited 	Coordinate with other jurisdictions, including Arlington, DC, and PG regarding web site links (approved by Task Force)
G	Paid Parking at all Motorcoach Parking Locations	Develop an appropriate hourly rate; implement this rate at all existing short term parking locations.	<ol style="list-style-type: none"> 1) Consistent pricing across all locations reduces the incentive to choose one space over another 2) Increases revenue, which could potentially be used to fund other Task Force recommendations 	<ol style="list-style-type: none"> 1) Operators accustomed to free parking may be resistant 2) May encourage some operators to park illegally (to avoid paying) 	Price all short term motorcoach parking locations consistently at an appropriate hourly rate to reduce preferential decision making based on price.