

Motorcoach Task Force - Recommended Policies for Final Report

Letter	Policy	Description	Staff Recommendation	Task Force 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.	Continue ambassador program, either in a volunteer or staffed capacity, with the consideration of incentives for operators.	Recommend staff position with the following guidance: work with local entities to identify funding opportunities; consider a uniform/apparel; make the existing website mobile ready so the Ambassador can share links with 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.	1) Create an additional tab on the Call.Click.Connect system that can be used to identify complaint "hot spots" and 2) work with APD to coordinate data systems.	Recommend staff position with the following guidance: issue formal letters to frequent violators as needed when complaints are received via the Call.Click.Connect system.
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.	Update the City ordinance to be consistent with State Code for idling and fine amounts (15 minutes).	Recommend staff position.
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.	Staff does not support a satellite parking facility due to initial capital and ongoing operating costs. Please see study attachment.	Recommend that staff undertake a planning-level cost/benefit analysis to assess the feasibility of using a private contractor or DASH to facilitate a shuttle service from a satellite location to the Waterfront.
E	Better Design & Wayfinding	Examine improved signage, striping, and/or physical design to help improve wayfinding for motorcoach operators navigating within the City.	1) Improve wayfinding facilities through best practices, coordination with businesses, and regional coordination, and; 2) examine potential improvements on an as-needed basis.	Recommend staff position with the following guidance: assess whether or not other jurisdictions use consistent wayfinding signage, and align Alexandria's signage with DC's signage should DC use consistent signage.
F	Coordinate with Other Jurisdictions	Work with other jurisdictions to facilitate information sharing.	Coordinate with other jurisdictions, including Arlington, DC, and PG regarding web site links (approved by Task Force)	Recommend staff position.
G	Paid Parking at all Motorcoach Parking Locations	Develop an appropriate hourly rate; implement this rate at all existing short term parking locations.	Price all short term motorcoach parking locations consistently at an appropriate hourly rate to reduce preferential decision-making based on price.	Recommend staff position.