DATE: March 30, 2005

SUBJECT: Commuter Services Program Grant Applications For FY 2006

C. M. RECOMMENDATIONS:

1. **Adopt** the attached resolution (Attachment 1) authorizing the County Manager to execute and file an application to the Virginia Department of Rail and Public Transportation (DRPT) for a $700,000 grant from the Transportation Demand Management (TDM)/Ridesharing Projects Grant Program.

2. **Adopt** the attached resolution (Attachment 2) authorizing the County Manager to execute and file an application to DRPT totaling $468,000 from the TEIF Program.

3. **Adopt** the attached resolution (Attachment 3) authorizing the County Manager to execute and file an application to DRPT totaling $130,000 from the Technical Assistance Program.

4. **Adopt** the attached resolution (Attachment 4) authorizing the County Manager to execute and file an application to DRPT totaling $47,500 from the Demonstration Projects Program.

ISSUES: None

SUMMARY: Staff recommends that the County Board authorize the County Manager to execute and file these four applications to DRPT as the Department of Environmental Services (DES) Transportation Division’s Commuter Services program’s annual funding grant requests. Application filing is the first step in the process to receive State funding. These grants provide major funding for Arlington’s efforts to facilitate and market alternatives to solo driving. Final allocations will be adopted by the Commonwealth Transportation Board (CTB) as part of the Virginia Transportation Development Program.
DISCUSSION: For each of the four grant funding sources, the following is a discussion of the proposed expenditures for each:

#1: TDM/Ridesharing. Staff recommends applying for $700,000 from State TDM/Ridesharing to assist in funding the annual ongoing operational and marketing expenses of Arlington County Commuter Services (ACCS).

A. The Commuter Store®/703.228.RIDE – retail locations in Ballston, Rosslyn, and Crystal City and the Mobile Commuter Store with regular stops including Court House and Pentagon City, among other places.

B. Arlington Transportation Partners – Employer, residential and visitor services;

C. Internet sites – CommuterPage.com®, ArlingtonTransit.com, CommuterDirect.com® and WALKArlington.com;

D. Marketing Programs:
   - Metrobus – grass-roots, Arlington-specific marketing of Metrobus,
   - ART – advertising and promotions of Arlington’s neighborhood bus service;
   - County-wide umbrella marketing – advertising and promotions of all alternatives to driving alone such as biking, walking, carsharing, and more; and

E. Regional Coordination and TDM for Site-Plan Development.

#2: TEIF. Staff recommends applying for funding for the following projects:

A) County-Wide Umbrella TDM Marketing Campaign ($280,000)
People must use their car less to achieve the County’s goals for reducing traffic congestion, reducing the demand for parking, getting the maximum utility out of the transit and street network, and improving air quality and mobility. Changing this behavior translates into more customers for Metro, ART, ridesharing, biking, and walking. With this in mind, the ACCS ad agency conducted original research that led to a recommendation for implementing a County-wide, umbrella, TDM-marketing campaign called “Way to Go Arlington” with the tag line, “There’s more than one way to get where you’re going.” The campaign’s strategy is to educate the public about how to reduce the discretionary number of individual drive-alone trips. An umbrella marketing campaign will be implemented and supported by other County agencies as part of the Board’s emphasis in 2005 of taking advantage of Arlington’s smart-growth, transit-oriented urban villages by encouraging walking instead of driving.

B) Transit Information Display Program ($188,000)
Site-specific transit information can be a critical and cost-effective component of an overall communications strategy to attract transit users. ACCS has found that there is significant desire by the public for transportation information in the lobbies/common areas of commercial and residential buildings. This has been identified through work with new site-plan properties, ATP’s employer and residential clients, a survey of a demo Transportation Information Display (TID) users and focus groups of building managers. Key findings of the demo TID survey are: the display was a valuable public service (89%); the presentation of redesigned County transit maps were an important component; the information was clear and understandable (73%); and transmitting schedules to PDAs was a desirable feature (64%). This grant would fund the placement of TIDs in 160 key buildings. ACCS will evaluate the display usage and impact upon transit ridership.
#3: Technical Assistance. Staff recommends applying for funding for the following projects:

A) TDM Evaluation Project ($80,000)
Over the years ACCS has tracked benchmark performance numbers such as customers served, fare media sold, employer participation levels and the like. However, this project proposes to take that performance benchmarking a step further and analyze ACCS programs to quantify the transportation and air quality impacts of its services. Study results will help the County better determine future program direction and allocation of resources. ACCS would hope to follow the example, and where applicable supplement the work done by the regional Council of Governments (COG) in measuring the effectiveness of Transportation Emission Reductions Measures (TERMS) and its Commuter Connections programs. A contractor, similar to the ones that perform the COG studies, would be hired to: 1) develop recommendations for implementing a multi-year plan for conducting ongoing research; 2) conducting the initial analysis; and 3) providing a Demand Management Analysis Report and if possible an Arlington supplement to the COG State-of-the-Commute report.

B) TDM Section of County Master Transportation Plan ($50,000)
The County’s Master Transportation Plan (MTP) was adopted in 1986 and provides Arlington’s official policy on transportation. At its October 23, 2004 meeting, the Arlington County Board adopted a Resolution directing an updating of the MTP. The new MTP is proposed to cover all elements and services of the County’s multimodal transportation program. A TDM portion is proposed as a new section to be added with this update. The term TDM focuses on measures to influence travel behavior by mode, frequency, time, or route in order to achieve a maximally efficient and sustainable use of transportation facilities. This project proposes to hire a contractor to work with staff to develop and produce the TDM Section of the MTP, to be coordinated with the other work on updating the entire document. The TDM Section is envisioned to specify the role of Arlington County Commuter Services and include TDM policy guidelines for site plans and to explore more innovative strategies that have not yet been used.

#4: Demonstration Projects. Staff recommends applying for funding for the following project:

Arlington BikeShare For Commuters ($47,500)
Providing on-site bicycling equipment and demonstrations to employees promotes bicycling to potential bike commuters and educates them about the numerous safe bicycling options available in and around Arlington. As a transit-friendly urban village, Arlington has great potential to shift trips to the bicycle mode. Arlington has provided a pro-bicycling environment that includes: on-street bike lanes, an extensive bike-trail system, and bike friendly transit connections such as bike racks on buses. Staff recommends that this project utilize grant monies to do the following: 1) provide bicycles and safety equipment to selected employers for employee use; 2) provide bicycle safety and route information including Arlington bikeways maps; 3) provide hands-on demonstrations on how to use bike facilities including bike paths, bike lanes, bike parking, bus bike racks, and taking bicycles on metro system; and 4) integrate the program with other services/marketing.

FISCAL IMPACT: The TDM/Rideshare grant is funded at an 80/20 State/local split. Therefore, the match needed is $175,000. The TEIF grant is funded at an 80/20 State/local split. Therefore, the match needed is $117,000. The Technical Assistance Grant is funded at a 50/50
State/local split. Therefore, the match needed is $40,000. The Demonstration Project grant is funded at a 95/5 State/local split. Therefore, the maximum match needed is $2,500. The total County share is $334,500. The grant funds and local match are included in the County Manager’s FY 2006 proposed operating budget.
RESOLUTION

Request for State Aid for TDM/Ridesharing

BE IT RESOLVED BY THE County Board of Arlington County, Virginia, that the County Manager is authorized, for and on behalf of Arlington County, to execute and file an application to the Virginia Department of Rail and Public Transportation (DRPT), Commonwealth of Virginia, for a grant of financial assistance in the amount of $700,000 for the fiscal year commencing July 1, 2005, to defray costs borne by Arlington County for ongoing implementation of the County's TDM/ridesharing program (Arlington County Commuter Services) and to accept from DRPT grants in such amount as may be awarded, and to execute and furnish to DRPT such documents and other information as may be required for submitting and processing the grant request.

The County Board of Arlington County, Virginia, certifies that the funds shall be used in accordance with the requirements of Section 58.1-638A.4 of the Code of Virginia; that Arlington County will provide funds in the amount of $175,000 which will be used to match the state funds in the ratio as required in such Code Section, that the record of receipts of expenditures of funds granted to Arlington County may be subject to audit by the Virginia Department of Rail and Public Transportation and by the State Auditor of Public Accounts; and that funds granted to Arlington County for defraying the expenses of the Commuter Services program of Arlington County shall be used only for such purposes as authorized in the Code of Virginia.

I hereby certify that the foregoing is a true and correct copy of a Resolution adopted by the County Board of Arlington, Virginia, at its April 16, 2005 Meeting.

Given under my hand this 18th day of April, 2005.

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Toni Copeland, Clerk
County Board of Arlington County, VA
RESOLUTION

Request for State Aid for
Transportation Efficiency Improvement Fund

BE IT RESOLVED BY THE County Board of Arlington County, Virginia, that the County Manager is authorized, for and on behalf of Arlington County, to execute and file an application to the Virginia Department of Rail and Public Transportation (DRPT), Commonwealth of Virginia, for a TEIF grant of financial assistance in the amount of $468,000 for the fiscal year commencing July 1, 2005, to defray costs borne by Arlington County for the implementation of an umbrella marketing and/or transit information sign program and to accept from DRPT grants in such amount as may be awarded, and to execute and furnish to DRPT such documents and other information as may be required for submitting and processing the grant request.

The County Board of Arlington County, Virginia, certifies that the funds shall be used in accordance with the requirements of Section 58.1-638A.4 of the Code of Virginia; that Arlington County will provide funds in the amount of $117,000, which will be used to match the state funds in the ratio as required in such Code Section; that the record of receipts of expenditures of funds granted to Arlington County may be subject to audit by the Virginia Department of Rail and Public Transportation and by the State Auditor of Public Accounts; and that funds granted to Arlington County for defraying the expenses of the Commuter Services program of Arlington County shall be used only for such purposes as authorized in the Code of Virginia.

I hereby certify that the foregoing is a true and correct copy of a Resolution adopted by the County Board of Arlington, Virginia, at its April 16, 2005 Meeting.

Given under my hand this 18th day of April 2005.

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Toni Copeland, Clerk
County Board of Arlington County, Virginia
RESOLUTION

Request for State Aid for Technical Assistance

BE IT RESOLVED BY THE County Board of Arlington County, Virginia, that the County Manager is authorized, for and on behalf of Arlington County, to execute and file an application to the Virginia Department of Rail and Public Transportation (DRPT), Commonwealth of Virginia, for a TEIF grant of financial assistance in the amount of $130,000 for the fiscal year commencing July 1, 2005, to defray costs borne by Arlington County for the implementation of TDM Evaluation Project and/or TDM Master Plan program and to accept from DRPT grants in such amount as may be awarded, and to execute and furnish to DRPT such documents and other information as may be required for submitting and processing the grant request.

The County Board of Arlington County, Virginia, certifies that the funds shall be used in accordance with the requirements of Section 58.1-638A.4 of the Code of Virginia; that Arlington County will provide funds in the amount of $130,000, which will be used to match the state funds in the ratio as required in such Code Section; that the record of receipts of expenditures of funds granted to Arlington County may be subject to audit by the Virginia Department of Rail and Public Transportation and by the State Auditor of Public Accounts; and that funds granted to Arlington County for defraying the expenses of the Commuter Services program of Arlington County shall be used only for such purposes as authorized in the Code of Virginia.

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Given under my hand this 18th day of April 2005.

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Toni Copeland, Clerk
County Board of Arlington County, Virginia
RESOLUTION

Request for State Aid for Demonstration Projects

BE IT RESOLVED BY THE County Board of Arlington County, Virginia, that the County Manager is authorized, for and on behalf of Arlington County, to execute and file an application to the Virginia Department of Rail and Public Transportation (DRPT), Commonwealth of Virginia, for a TEIF grant of financial assistance in the amount of $47,500 for the fiscal year commencing July 1, 2005, to defray costs borne by Arlington County for the implementation of an Arlington Bikeshare for Commuters program and to accept from DRPT grants in such amount as may be awarded, and to execute and furnish to DRPT such documents and other information as may be required for submitting and processing the grant request.

The County Board of Arlington County, Virginia, certifies that the funds shall be used in accordance with the requirements of Section 58.1-638A.4 of the Code of Virginia; that Arlington County will provide funds in the amount of $2,500, which will be used to match the state funds in the ratio as required in such Code Section; that the record of receipts of expenditures of funds granted to Arlington County may be subject to audit by the Virginia Department of Rail and Public Transportation and by the State Auditor of Public Accounts; and that funds granted to Arlington County for defraying the expenses of the Commuter Services program of Arlington County shall be used only for such purposes as authorized in the Code of Virginia.

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Toni Copeland, Clerk
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