



## ARLINGTON COUNTY, VIRGINIA

**County Board Agenda Item  
Meeting of April 25, 2009**

**DATE:** March 27, 2009

**SUBJECT:** Authorizations to File FY 2010 Commuter Services/Transit Program Grant Applications

**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) totaling \$1,875,000 from the TDM (Transportation Demand Management)/Commuter Assistance Projects Grant Program.
2. Adopt the attached resolution (Attachment 2) authorizing the County Manager to execute and file an application to DRPT totaling \$2,335,000 from the Transportation Efficiency Improvement Fund (TEIF) Program.
3. Adopt the attached resolution (Attachment 3) authorizing the County Manager to execute and file an application to DRPT totaling \$430,000 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 \$180,000 from the Demonstration Program.

**ISSUES:** The Arlington County Commuter Services program is primarily funded by State and Federal monies and requires annual grant applications to fund these activities.

**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/Transit 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.

County Manager: \_\_\_\_\_

County Attorney: \_\_\_\_\_

Staff: Chris Hamilton, Commuter Services Chief, DES Division of Transportation

**BACKGROUND:** The following provides an overview of the funding sources for DES Transportation's Commuter Services (ACCS) and Transit.

TDM Funding. The Virginia General Assembly, with approval by the Governor, appropriates State funds to support public transportation and TDM/Commuter Assistance within the Commonwealth. DRPT is charged with the responsibility of administering and managing these State funds. Revenues to support the State Aid program come from a combination of State sales and transportation-related taxes. "Special Programs" accounts for 1.5 percent of the State's Transit funds and is used to award State Aid grants in three special grant program categories for which ACCS is eligible:

- TDM/Commuter Assistance;
- Demonstration/Experimental; and
- Technical Assistance.

These Special Program funds are awarded on a discretionary basis.

Transportation Efficiency Improvement Fund (TEIF). These funds are authorized by the General Assembly in each year's Budget Bill for discretionary grants to TDM projects designed to reduce the use of single occupant vehicles and increase the use of high occupancy modes. DRPT administers the TEIF program.

**DISCUSSION:** In FY 2009, the County received an allocation of \$1,183,000 from all these sources and \$1,149,374 and \$938,000 in FY 2008 and FY 2007 respectively. It is not anticipated that funding for all of the FY 2010 requests will be realized but, rather, some amount near last year's allocation. Having additional grant requests submitted to the State can help in case monies do become available later or from other sources. In the past, the County has received supplemental funding from the State using this strategy.

For each of the three grant funding sources, the following is a discussion of the proposed expenditures for each:

#1: TDM/Commuter Assistance. Staff recommends applying for \$1,875,000 from State TDM/Commuter Assistance for the annual ongoing operational and marketing expenses of Arlington County Commuter Services (ACCS). ACCS is dedicated to one thing: increasing use of transportation options such as transit, biking and walking among Arlington residents, employees, and visitors. The mission is to provide the most accurate, timely, and useful information and service to make this so. This is done through:

- retail Commuter Stores;
- a family of CommuterPage.com websites that include ArlingtonTransit.com, WALKArlington.com, BikeArlington.com and CarFreeDiet.com;
- a nationally-renowned Arlington Transportation Partners (ATP) sales force that works with employers, property managers and hotels;
- an award-winning marketing program (ART, Metrobus, Arlington's Car-Free Diet); and
- a sophisticated back-end fulfillment/call center and distribution program.

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

- A. Personalized/Individualized Marketing (\$250,000).  
Research shows that providing specific and customized transportation options information to individuals can boost adoption of public transit, shared-rides and biking as commute and trip modes. This grant submission will provide ACCS with additional resources to provide a Personalized Transportation Options Portfolio (PTOPs) to employees at existing and relocating companies, to persons seeking information at the Commuter Stores or through CommuterPage.com and to individuals along targeted bus routes or in targeted neighborhoods. These PTOps could be hard-copy, electronic and/or in the form of a personalized web page – think my.commuterpage.com. Regardless of the form, it would take the time of a knowledgeable commuter professional(s) to put together each PTOp.
  
- B. Enhanced Marketing Through Segmenting/Targeting (\$400,000).  
The ACCS Marketing Program consists of a broad umbrella campaign – currently Arlington’s Car-Free Diet – and specific ART and Metrobus promotions. The program’s budget isn’t large enough to target segments of Arlington’s population. This program would tackle three distinct segments. 1) Persons who speak Spanish as a first language; 2) Seniors; and 3) Teens which together represent 39% of the population. All three would add on to our current marketing programs with a specific, targeted, grass-roots effort aimed at promoting transit, biking and walking. For example, in targeting persons who speak Spanish as a first language, this would not simply translate marketing materials into Spanish, but rather be an effort to craft effective messages that resonate specifically with this community and then taking that message into the community via some new and different methods chosen to work with them. This should leverage greater congestion and air quality impacts from the marketing program.
  
- C. TDM University: Distance & On-Site Training for Businesses (\$300,000).  
TDM University is proposed as a two-year pilot program, initiating a comprehensive transportation training program which provides an educational platform for businesses and residential properties to learn the business benefits of TDM and to implement more and higher levels of commuter benefits programs. Proposed for both in-person settings and on the Internet via E-Learning tools similar to TeleworkVA! Participants would include but not be limited to ETCs, human resource personnel, developers, property managers, CEOs, concierges and others. The University’s curriculum will be developed to cover industry basics as well as hot topics. The foundation of TDM University will be research from experts such as CUTR, ACT, MWCOG, best industry practices and the ACCS Research Program. Survey and focus groups will help determine curriculum topics and formats. A curriculum and schedule of classes will be developed and implemented. Greater ROI on existing programs will result.

- D. Map and Schedule Information at Every Bus Stop in Arlington (\$385,000).  
Ensuring that information is readily accessible to potential transit customers and transit users is a vital step in making transit accessible and user-friendly to both rider and non-rider. Service information at the point of purchase - the bus stop - can make this so. Signage that includes map, schedule, basic how-to-ride and contact information provide reminders that transit is a real and reliable option. This strategy has proven successful already. All 423 ART bus stops and 55 "Pike Ride" Metrobus stops along Columbia Pike have this map and schedule information. Both ART and Pike Ride ridership have grown significantly over the last couple of years. Surveys tell us that information has been a key factor. With this in mind we propose to ensure that each of the County's 851 Metrobus stops has this information too. Currently about 20% of these stops do. Arlington would coordinate with WMATA to find a solution that can be completed by December 31, 2009 and be maintained over time.
- E. Arlington Bikeshare – Transit for Bikes (\$1,000,000).  
Arlington was provided funding a few years ago to pilot a small bikesharing demonstration project as a way to expand travel options for our residents, workers and visitors. Arlington has just released an RFP for a bikesharing provider and hopes to implement the demonstration system with less than 100 bikes by spring of 2010. Arlington is including the District and the City of Alexandria in its RFP process and discussing options for collaborating on joint or compatible systems with both. In the last three years much new information has been learned from European cities implementing bikesharing and there have been many technological advances. We also now know that an ingredient to success is large number of bikes initially put on the streets which provides consumers with confidence in the system. For example, Paris, France started with 10,000 bikes and within a year was over 20,000. At this scale Arlington would need to put at least 1,300 bikes on the street. The grant will provide monies for the capital infrastructure to get closer to that number. Note that local match is proposed to come from membership and use fees. No County match funds are necessary.

#3: Technical Assistance. Staff recommends applying for the following projects:

- A. TDM Research and Evaluation Program (\$350,000).  
The next phase of the multi-year TDM Research & Evaluation Program will include: a qualitative telephone survey of Arlington residents, oversampling senior citizens; an assessment of ATP Residential, Employer and Hotel clients; a Business Leader (CEO) survey, a special Arlington analysis of data from MWCOG's Household Travel Survey; ongoing commercial building surveys; and ongoing customer feedback surveys. The second annual ACCS TDM Transportation and Air Quality Impacts Report will also be produced. The ACCS Research and Evaluation Program will be carried out by the firms of SIR, Inc. and LDA, Inc. under the direction of John Martin and Lori Diggins respectively. The plan for the research as well as all the research conducted to date can be found at [www.commuterpage.com/research](http://www.commuterpage.com/research).

B. Transit Development Plan (\$80,000).

This Transit Development Plan (TDP) will rationalize WMATA and ART bus services. Arlington County's Master Transportation Plan's three transit categories are: a Primary Transit Network (PTN) including Metrorail routes and several bus routes offering daily service frequencies of 15 minutes or better over 18-hour service spans; a Secondary Transit Network connecting neighborhoods with Arlington's urban villages and PTN routes; and paratransit services transporting those who cannot use fixed route transit due to a disability. The TDP will build upon previous work as well as community engagement techniques. Three peer systems that serve transit-oriented high-density urbanized sectors will be compared to Arlington's system as part of this plan.

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

A. Transit Bus Safety and Security – On Board Camera System (\$180,000).

Public Transit Bus On Board Camera System for Safety and Security will monitor inside and outside of 20 NABI buses. Each bus would be equipped with 1 digital recorder, 4 interior color cameras, 2 microphones, 1 interior forward facing camera, 1 exterior side camera per bus. Two viewing stations will also be included which must be connected to a desktop PC or a Laptop to view recording. This setup will also allow for the streaming of video across the network in the event of an emergency or incident. This project would amplify the already-funded and DRPT managed Bus Information Technology Project and would allow for remote viewing of on board incidents to allow for the proper timely response of emergency services if needed.

**FISCAL IMPACT:** The TDM/Commuter Assistance grant is funded at an 80/20 State/local split. Therefore, the potential match needed for the \$1,875,000 application is \$375,000. TEIF grants are also funded at an 80/20 State/local split, so that potential match needed is \$467,000 for the five applications totaling \$2,335,000. Of the \$467,000 match requirement, \$200,000 is for the Bikesharing proposal. The entire match for this project is proposed to be made from project revenues including memberships and user fees. No local monies would be required. The Technical Assistance grant is funded at a 50/50 State/local split, for which the potential match needed is \$215,000 for the two applications totaling \$430,000. The Demonstration grant is funded at a 95/5 State/local split. Therefore, the potential match needed is \$9,000.

The total maximum potential County share is \$1,066,000 of which \$200,000 is for bikeshare and will come from membership and user-fees for that project. The remaining local match requirement of \$866,000 is included in the FY 2010 proposed operating budget from non-General Fund sources including in-kind staff matches, transit revenues, commissions and fees from sales of fares, and developer contributions.

# RESOLUTION

## Request for State Aid for TDM/Commuter 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 grant of financial assistance in the amount of \$1,500,000 for the fiscal year commencing July 1, 2009, to defray costs borne by Arlington County for ongoing implementation of the County's TDM/Commuter Assistance program (Arlington County Commuter Services - ACCS) 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 \$375,000 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 25, 2009 Meeting.

Given under my hand this 29th day of April, 2009.

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Hope Halleck, 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 \$1,868,000 for the fiscal year commencing July 1, 2009, to defray costs borne by Arlington County for the implementation of: Distance and on-site TDM learning for businesses; Enhanced marketing personalized marketing and segmenting; Map and schedule information at every bus stop in Arlington and a bikesharing project 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 \$467,000, 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 25, 2009 Meeting.

Given under my hand this 29th day of April, 2009.

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Hope Halleck, 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 \$215,000 for the fiscal year commencing July 1, 2009, to defray costs borne by Arlington County for the implementation of TDM Research Project and Transit TDP 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 \$215,000, 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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Hope Halleck, 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 \$171,000 for the fiscal year commencing July 1, 2009, to defray costs borne by Arlington County for the implementation of an On-Board Camera System for ART 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 \$9,000, 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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