



ARLINGTON COUNTY, VIRGINIA

County Board Agenda Item Meeting of February 20, 2010

DATE: January 29, 2010

SUBJECT: Authorizations to File FY 2011 Commuter Services 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 Transportation Demand Management (“TDM”)/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 \$1,550,000 from the Transportation Efficiency Improvement Fund (TEIF) Program.

ISSUES: The Arlington County Commuter Services program is primarily funded by State and Federal monies and to obtain these funds, the County must, by resolution, authorize the execution of annual grant fund applications.

SUMMARY: Staff recommends that the County Board authorize the County Manager to execute and file two applications to DRPT as the Department of Environmental Services (DES) Transportation Division’s Commuter Services 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.

BACKGROUND: The following provides an overview of the DRPT funding sources for DES Transportation’s Commuter Services (“ACCS”).

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

County Manager: BMD/mra

County Attorney: DAR/SAM

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

17.

State funds. Revenues to support the State Aid programs comes from a combination of State sales and transportation-related taxes. “Special Programs” account 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 2010, the County received a total allocation of \$900,000 from these two sources, a drop from the \$1,183,000 and \$1,149,374 in FY 2009 and FY 2008 respectively. It is not anticipated that funding for all of the FY 2011 requests (i.e. totaling \$2,740,000) will be realized. Having additional grant requests submitted to the State can help in case monies become available post award, or from other sources. In the past, the County has received supplemental funding from the State using this strategy.

Grant Summary Table

	State Share	Local Share	Total Project
TDM/Commuter Assistance	\$1,500,000	\$375,000	\$1,875,000
TEIF #1 Training for Bus.	\$240,000	\$60,000	\$300,000
<u>TEIF #2 Bike-share</u>	<u>\$1,000,000</u>	<u>\$250,000</u>	<u>\$1,250,000</u>
Total TEIF	\$1,240,000	\$310,000	\$1,550,000
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Total All	\$2,740,000	\$685,000	\$3,425,000

For each of the two 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 ACCS. Research shows that ACCS programs take 38,000 cars off the road every day, significantly improving traffic congestion on State, regional and local roads, improving air quality, the business environment and overall quality of life. ACCS does this by increasing the use of transportation options such as transit, biking and walking among residents, employees, and visitors. The mission is to provide the most accurate, timely, and useful information and service to “make it easy” for people to do so. This is done through:

- five retail Commuter Stores® and an e-commerce site CommuterDirect.com® that did \$20M in sales last year;
- a family of CommuterPage.com® websites, blogs, and social media applications;
- a sales force (Arlington Transportation Partners) that works with employers, property managers and hotels;
- an award-winning marketing program that includes an umbrella campaign (Arlington's Car-Free Diet), ART and Metrobus marketing and retail partners;
- a sophisticated back-end fulfillment/call center and distribution program;
- special initiatives including WalkArlington, Bike Arlington and Arlington Carshare;
- TDM site plan development and enforcement; and
- a robust research component that feeds back and makes the program more productive.

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

A. Distance & On-Site Training for Businesses (\$300,000).

ACCS has 632 employer transportation coordinators (ETCs), 391 residential property managers, 110 site plan property managers, 42 hotel and 193 retail partnership members that it is serving. In addition there are hundreds (if not thousands) of prospects in most of these categories. Over the last 11 years of building this customer base ACCS has learned that “making it easy” is the key to gaining their participation in providing transportation benefits for their employees, residents and customers. A lot of staff time is spent individually hand-holding (making it easy) each of these clients through initial set-up or expansion of these transportation benefits programs. The program would use existing knowledge, tools and sales staff to provide in-house group and E-learning tools that would leverage our ability to assist more customers in a cost-effective way.

This project would initiate a comprehensive regularly scheduled training program which provides businesses in Arlington and State-wide to learn the business advantages of transportation benefits programs and to implement more and higher levels of these programs. This is proposed for both in-person settings in the new ACCS facilities at 1501 Wilson Blvd. and on the Internet via E-Learning tools such as WebEx, GoToMeetings and Skype and online modules similar to those available at TeleworkVA! Participants would include, but not be limited to ETCs, HR personnel, developers, property managers, CEOs, concierges, and others. The curriculum will be developed to cover industry basics as well as hot topics. The foundation of the program will be research from experts such as Center for Urban Transportation Research, Association for Commuter Transportation, Metropolitan Washington Council of Governments, best practices and the ACCS Research Program. Survey and focus groups will help determine curriculum topics and formats. A curriculum and regular schedule of classes will be developed and implemented

B. Arlington Bikeshare – Transit for Bikes (\$1,250,000).

Arlington was provided funding a few years ago to pilot a small bike-sharing demonstration project and is in the final stage of the procurement process to hire a contractor to operate a 100-bike fleet with 13 stations. Since we began our

investigation, much information has been learned from European cities and Washington, D.C. A key ingredient to success is the availability of a large number of bikes and stations, which provides consumers with confidence that a bike-sharing station will be nearby both their origins and destinations. In order to truly make an impact on increasing bike mode share, decreasing vehicle congestion, and improving the environment and public health, the service must be given a chance at success by putting more bicycles in service. Additionally, bike-sharing is a complementary solution to the “first mile/last mile” dilemma of delivering the public to, and from, bus and rail networks.

Based on fleet sizes of European cities with successful services, Arlington may eventually need a fleet of approximately 1,000 bicycles to provide a substantial bike transit service. The \$1M requested by this grant (State share) and according to our projections the \$250,000 of expected subscriber and usage revenues this portion of the service is likely to generate would provide the County with a meaningful expansion on top of the pilot service. The currently funded pilot will be in Crystal City and Pentagon City due to generous matching funds provided by the Crystal City BID. The funding from this grant would allow expansion of the service to Arlington’s Rosslyn-Ballston (R-B) Corridor. The Ballston-VA Sq. Partnership and Rosslyn BID have expressed interest in assisting with funding stations, leveraging the benefits of this grant funding. The R-B Corridor phase of the service would be targeted to open in 2011.

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 \$310,000 for the two applications totaling \$1,550,000. Of the \$310,000 match requirement, \$250,000 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 total maximum potential County share is \$685,000 of which \$250,000 is for bikeshare and will come from membership and user-fees for that project. The remaining local match requirement of \$435,000 is included in the FY 2011 proposed operating budget from non-General Fund sources including in-kind staff matches, 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, 2010, 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 February 20, 2010 Meeting.

Given under my hand this 20th day of February, 2010.

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 \$1,240,000 for the fiscal year commencing July 1, 2010, to defray costs borne by Arlington County for the implementation of: Distance and on-site TDM learning for businesses and a bike-sharing 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 \$310,000, 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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