



ARLINGTON COUNTY, VIRGINIA

County Board Agenda Item Meeting of May 14, 2011

DATE: April 22, 2011

SUBJECT: Authorizations to File FY 2012 Commuter Services Program Grant Applications and Approval of a Project Agreement between the County Board and the Virginia Department of Rail and Public Transportation (DRPT).

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 consisting of DRPT grant and matching County funds 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 \$1,810,000 consisting of DRPT grant and matching County funds from the Transportation Management Project (TMP) Program.
3. Approve the attached Agreement (Attachment 3) between the County Board and Commonwealth of Virginia which would allow the County to participate in the DRPT Trip Planning Transit Program and authorize the County Manager or her designee to sign the Agreement.

ISSUES: This is an annual request for authorizing transportation grant applications and approving an Agreement to participate in DRPT's Trip Planning Transit Program. No issues have been identified.

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

County Manager:

BMD/ama

County Attorney:

BAK

ACH

24.

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

is the first step in the process to receive State funding. These grants serve as a major source of 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 Arlington County Commuter Services program is primarily funded by State and Federal grants and to obtain these funds, the County must, by resolution, authorize the execution of annual grant fund applications. 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 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 Operating;
- Demonstration/Experimental; and
- Technical Assistance.

These Special Program funds are awarded on a discretionary basis.

Transportation Management Project (TMP). These funds, formerly known as Transportation Efficiency Improvement Fund (TEIF), 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.

DISCUSSION: In FY 2011, the County received a total allocation of \$1,040,000 from these two sources, a slight increase from the \$900,000 received in FY 2010 and less than was received in the two prior years of \$1,183,000 in FY 2009 and \$1,149,374 in FY 2008. It is not anticipated that funding for all of the FY 2012 requests (i.e. totaling \$2,948,000), which are consistent with prior years, will be realized. Having additional grant requests submitted to the State can help if additional funding becomes available post award, or from other sources. In the past, the County has received supplemental funding from the State using this strategy.

Grant Applications Summary Table

	State Share	Local Share	Total Project
TDM Operating	\$1,500,000	\$375,000	\$1,875,000
TMP #1 Road Safety	\$240,000	\$60,000	\$300,000
TMP #2 Mobility Lab	\$208,000	\$52,000	\$260,000
TMP #3 Bikeshare expand	\$1,000,000	\$250,000	\$1,250,000
Sub Total TMP	\$1,448,000	\$362,000	\$1,810,000

Total All	\$2,948,000	\$737,000	\$3,685,000
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For each of the two grant funding sources, the following is a discussion of the proposed expenditures for each:

#1: TDM Operating. 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 39,600 cars off the road every day, significantly reducing traffic congestion on State, regional and local roads, while improving air quality, the business environment and overall quality of life. ACCS does this by increasing the use of transportation options such as transit, carpooling/vanpooling, 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 \$29M 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 (703-228-RIDE) and distribution program;
- special initiatives including WalkArlington, BikeArlington, Capital Bikeshare and Arlington Carshare;
- TDM site plan development and enforcement; and
- a robust research component that makes the program more productive.

#2: TMP. Staff recommends applying for State grant funding for the following projects:

A. Driver, Pedestrian and Cyclist Safety Program (\$300,000).
 The Driver, Pedestrian and Cyclist Safety Program will provide education, training and outreach to ensure that all who share the roads are using them safely. The educational component will include an umbrella campaign and targeted messaging. Promotional materials such as brochures, posters, signs, inside and outside bus advertisements, graphic novels, tip cards, radio commercials, and videos will be produced in both English and Spanish. Existing ACCS websites will have web banners, ads and links.

The training component will be targeted to cyclists. ACCS, in conjunction with WABA, will hold a series of bicycle safety education classes:

- Confident City Cycling Classes, Level 1
- Confident City Cycling Classes, Level 2
- Learn to Ride Class

The outreach component will utilize social media such as Facebook, Twitter, YouTube and blogs to encourage community engagement and gauge concerns. The Car-Free Diet Street Team will attend local events and festivals to distribute the educational materials and answer questions. They will have bi-lingual representatives who can help inform Arlington's large Hispanic population about safety rules. Informational materials will also be given to law enforcement personnel and county agencies to distribute. Public relations efforts will target Spanish language publications and media. Videos will air on AVN, as well as on YouTube. The outreach component will be aimed at drivers, pedestrians and cyclists with both umbrella and specific messaging.

Statistics show that Arlington has many alternatives to driving alone and many residents and workers use these alternative modes. Because there are more people sharing the roads, safety is a major concern. In 2009, the Arlington County Police Department reported five known pedestrian and cyclist fatalities.

Arlington currently contributes \$10,000 to the regional Street Smart campaign sponsored by COG and TPB. During a 2010 Street Smart campaign event in Rosslyn, Arlington County Police staged three hours of enforcement which yielded 33 citations to drivers and approx. 50 verbal warnings to pedestrians and cyclists – an average of one citation or warning every 90 seconds. Street Smart is a worthwhile and commendable program, but it is a regional campaign and holds one event a year. The high number of citations and warnings during the 3-hour period shows the need for more and continuing education and information about safety and sharing the roads. With lives literally at stake, the proposed program needs to be an ongoing effort with dedicated resources aimed at Arlington residents and workers.

B. The Mobility Lab: Distance Learning and On-Site Training for Business and TDM Professionals Phase 2 (\$260,000).

In FY 2011 Arlington was provided with initial funding to get this project started. This is a follow-up request to extend the grant another year or two. The next phase of the Mobility Lab will divide the work effort to focus most of the budget on providing comprehensive transportation education and training programs for Arlington, Northern Virginia and Virginia businesses state-wide. Training for business would highlight the advantages of transportation benefit programs and encourage implementation of higher levels of these programs. Participants would include Employee Transportation Coordinators, Human Resources specialists, CEO's, developers, property managers, and others, leveraging our ability to assist more potential users and customers of transportation options in a more cost-effective way. The remaining percentage of the budget effort will be focused on providing education and training programs for the 18 statewide TDM agency professionals and potentially to other agencies outside of the Commonwealth.

Both in-person and e-learning tools such as WebEx, Go-To-Training and Skype will continue to be utilized. Specific “knowledge tracks” will be created so participants can self-select a customized training curriculum that best represents his/her job function or marketplace characteristic, i.e. urban, rural, and suburban, etc. The foundation of the program will continue to be research from experts such as Center for Urban Transportation Research (CUTR), Association for Commuter Transportation (ACT), MWCOCG, the ACCS Research Program and innovations from the public sector with the primary communication tool being the Mobility Lab website.

The Mobility Lab curriculum uses existing knowledge, builds on new expertise, leverages monies already invested in program development and extends the mission reach of TDM: that is, getting people out of their SOV’s and into transportation options.

C. Capital Bikeshare Expansion in Arlington (\$1,250,000).

This request would add approximately 30 stations to the highly successful Capital Bikeshare service. The solar-powered stations are composed of 11 - 19 docking points and a terminal where day, week, month, and year members rent and return the bikes. The stations would go in the densely populated Columbia Pike corridor, Shirlington, and neighborhoods along Four Mile Run, as well as some infill in the current operating areas, thereby filling in the station network gap between the Rosslyn-Ballston and Route 1 corridors. These neighborhoods which would receive the expansion stations are composed of large populations of transit-dependent persons and have high Metrobus and ART bus usage. Capital Bikeshare would assist in improving mobility within the corridor as well as accessibility of the Metrorail corridors to the north and east. It would also be a convenient, economical, quick, and green method of transport. Capital Bikeshare launched on September 20, 2010 with 14 stations in Crystal City, Pentagon City, and Potomac Yard and 100 stations in D.C. Arlington has plans to add 30 additional stations in the Rosslyn-Ballston corridor this year, increasing the fleet to nearly 300 bikes available at 44 stations. The stations provided with this funding request would expand access to thousands of Arlington residents, workers and visitors.

Capital Bikeshare has been successful at introducing Arlingtonians and Washingtonians from around the Metro area to bicycling as a form of transportation. By providing an on-demand transit option, Capital Bikeshare has been successful in converting car trips and over-capacity peak-period trips on Metro to bicycle trips. The bike transit service has also assisted Arlington in better serving residents and visitors with first-mile/last-mile trips to and from Metro and VRE. Additionally, over 20% of our survey respondents said they would consider selling their car if Capital Bikeshare were expanded.

The Agreement for approval (Item #3) is the “Trip Planning Transit Program” Agreement between the County Board and Commonwealth of Virginia, Department of Rail and Public Transportation (DRPT) (Attachment #3). The Agreement will allow Arlington to provide its bus

stop and schedule data to DRPT, who may then provide this data to companies like Google for use in products like the Google Transit program. DRPT has offered this Agreement to all localities who wish to provide DRPT with their transit data. Under the terms of the Agreement, DRPT may—but is not required to—provide this data to trip planning providers like Google in order to facilitate the localities' participation in trip planning programs.

WMATA has announced that they will partner with Google and has submitted their rail and bus data. It will be available to the public shortly. Arlington staff has done everything to put its data into a Google format and so will be ready to go live at the same time WMATA's data is publically available, creating a seamless experience for persons wanting to know all their options for getting around Arlington by Metrorail, Metrobus or ART.

FISCAL IMPACT: The TDM Operating grant is funded at an 80/20 State/local split. Therefore, the potential match needed for the \$1,875,000 application is \$375,000. TMP grants are also funded at an 80/20 State/local split, so that potential match needed is \$362,000 for the three applications totaling \$1,810,000. Of the \$362,000 match requirement, \$250,000 is for the Capital Bikeshare proposal. The match for this project is proposed to be made from project revenues including memberships and user fees; should Bikeshare revenue be insufficient, locally funded expenses budgeted for Bikeshare could be used as a match.

The total maximum potential County share is \$737,000 of which \$250,000 is for Capital Bikeshare, as detailed above. The remaining local match requirement of \$487,000 is included in the FY 2012 adopted operating budget from non-General Fund sources including commissions and fees from sales of fares, and developer contributions.

RESOLUTION

Request for State Aid
for TDM Operating

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, 2011, 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 May 14, 2011 Meeting.

Given under my hand this 18th day of May, 2011.

Hope Halleck, Clerk
County Board of Arlington County, VA

RESOLUTION

Request for State Aid
for Transportation Management Project 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 TMP grant of financial assistance in the amount of \$1,448,000 for the fiscal year commencing July 1, 2011, to defray costs borne by Arlington County for the implementation of: Driver, Pedestrian and Cyclist Safety Program; Mobility Lab 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 \$362,000, 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 May 14, 2011 Meeting.

Given under my hand this 18th day of May, 2011.

Hope Halleck, Clerk
County Board of Arlington County, Virginia

Trip Planning Transit Program

Agreement Between Arlington County and the Department of Rail and Public Transportation (DRPT)

By its signature hereto, the Grantee hereby certifies that it understands that the Department of Rail and Public Transportation (DRPT) intends to enter into an agreement with a trip planning provider ("the Agreement") for the benefit of its Grantees;

For the consideration of DRPT's entering into the Agreement for the Grantee's benefit, and of the opportunity to participate in the Trip Planning Transit Program thereunder, the Grantee hereby agrees to cooperate with DRPT to provide DRPT or DRPT's trip planning representative with already published data that will include text, data, materials and other content related to schedules, fares, location and general availability of public transportation for which it plans and/or operates. The Grantee further agrees to participate in the Trip Planning Transit Program in good faith, to make a reasonable effort to provide DRPT or DRPT's trip planning representative with timely and accurate data, to make timely updates to data, and to promptly inform DRPT of all data provided if provided directly to the DRPT trip planning representative.

ARLINGTON COUNTY

BY: _____

Title: _____

Date: _____