



ARLINGTON COUNTY, VIRGINIA

**County Board Agenda Item
Meeting of February 11, 2012**

DATE: January 20, 2012

SUBJECT: Authorizations to Execute and File FY 2013 Commuter Services Program Grant Applications; Approval of Project Agreements between the County Board and the Virginia Department of Rail and Public Transportation (DRPT); and Authorization for the County Manager to Execute Agreements, and Related Documents, Necessary to Accept Funds Granted.

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 \$1,307,544 from the Transportation Demand Management (TDM) Operating Assistance Grant Program.
2. Adopt the attached Resolution (Attachment 2) authorizing the County Manager to execute and file an application to the Virginia Department of Rail and Public Transportation (DRPT) totaling \$2,000,000 from the Demonstration Project Assistance Grant Program.
3. Adopt the attached Resolution (Attachment 3) authorizing the County Manager to execute and file an application to the Virginia Department of Rail and Public Transportation (DRPT) totaling \$600,000 from the Transportation Management Project (TMP) Assistance Grant Program.
4. Adopt the attached Resolution (Attachment 4) authorizing the County Manager to execute and file an application to the Virginia Department of Rail and Public Transportation (DRPT) totaling \$450,000 from the Technical Assistance Grant Program.
5. Authorize the County Manager to execute, on behalf of the County Board, a Project Agreement for Use of Commonwealth Transportation Funds Fiscal Year 2013 and related documents, for each Application, accepting funds granted to the County Board pursuant to such Application, provided that: A. the Project Agreement is in the form attached to this Board Report as Attachment 5; B. the funds granted do not exceed the corresponding Application amount; and, C. all conditions of the grant are consistent with the conditions of the Application and the Master Agreement between the County Board and the Commonwealth of Virginia, Department of Rail and Public Transportation, existing on the date of the Application; subject to approval of such Agreements and documents as to form by the County Attorney.

County Manager:

BMD/kma

County Attorney:

MNC

21.

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

ISSUES: This is an annual request for authorizing grant submissions and accepting any funds awarded for ACCS. No issues have been identified.

SUMMARY: Staff recommends that the County Board authorize the County Manager to execute and file applications in four categories 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 serve as a major source of funding for Arlington's efforts to facilitate and market transportation options such as transit, biking, walking and shared rides. Final amounts which the County will receive corresponding to each grant application will be determined 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; 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. DRPT administers the TMP program.

DISCUSSION: In FY 2012, the County received a total allocation of \$700,000 from these sources. In FY 2011, the County received a total allocation of \$1,040,000; \$900,000 was received in FY 2010; and \$1,183,000 in FY 2009. It is not anticipated that funding for all of the FY 2013 requests (i.e. totaling \$4,577,544), which are consistent with prior years, will be received. However, we do believe that we will receive more than last year and having additional grant requests submitted to the State can help in case 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 Summary Table

	State Share	Local Share	Total Project
TDM Operating	\$1,046,035	\$261,509	\$1,307,544
Demo#1 Transit Tech	\$950,000	\$50,000	\$1,000,000
Demo#2 Car/vanpool Tech	\$950,000	\$50,000	\$1,000,000
TMP#1 Streets Safety	\$240,000	\$60,000	\$300,000
TMP#2 Hispanic Marketing	\$240,000	\$60,000	\$300,000
TechAsst#1 Mobility Lab	\$125,000	\$125,000	\$250,000
TechAsst#1 ROI Study	\$100,000	\$100,000	\$200,000
=====			
Total All	\$3,651,035	\$706,509	\$4,357,544

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

#1: TDM Operating. Staff recommends applying for funding for the following project:

Arlington Transportation Partners – Employer Services (\$1,307,544)

Arlington Transportation Partners (ATP) assists Arlington employers in developing innovative programs and solutions designed to make to make transportation simple for their employees by promoting the use of non-single occupancy vehicle commute modes. The success of this program is evident by the number of Arlington employees who have available and/or are using employer based TDM programs – 77% of Arlington employees have employer based services available, compared to 61% in the region and 43% in the state. A recent ATP survey found that four in 10 employers and seven in 10 property managers would not have implemented services without assistance. Since 2005, ATP has assisted 24 companies with a total of 13,225 employees orient their employees to commute options upon corporate relocation to Arlington. The services provided by ATP shift approximately 26,800 daily auto trips to higher occupancy modes of travel, including rail, bus, ridesharing, as well to walking and bicycling.

As a point of reference, during the three hour peak commute period 37,000 vehicles travel through Arlington on I-66 and I-395. On a daily basis, this reduction in travel equates significant reductions in climate changing greenhouse gases (Carbon Dioxide - 450,032 pounds) and key criteria pollutant emissions which form ground level Ozone, (Nitrogen Oxide – 349 pounds, and Volatile Organic Compounds – 189 pounds).

At the close of the calendar year, ATP had 509 multi-family residential building clients, 679 employer clients, had assisted 95 site plan properties, and worked with 43 hotels.

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

A. Transit Tech Initiative (\$1,000,000)

The Transit Tech Initiative is currently a very small pilot project of the ACCS Mobility Lab and is building innovative, open source systems using open source transit data to help riders understand their transit options in Arlington and the District. The experimental real-time transit screens and Transit Near Me web tool are examples of this work. The grant proposes that, ACCS in partnership with Open Plans and the Northern Virginia Transportation Commission (NVTC) build upon this start and expand the project to the entire Washington, DC region and across Virginia. Open Plans, which has been advising on the pilot, is a non-profit organization that assists localities in using technology to change the way that cities and citizens interact, believing that open source, open data, and sustainable mobility options can improve lives.

Today, most Virginia transit agencies provide their schedules in open data formats, and many also offer real-time predictions. With this data, it is now possible to give riders instant, actionable information about their transit options on smartphones, websites, digital screens, and more. And with data in standard formats, each tool can easily provide information for all transit agencies that offer the data.

The project will pursue three general objectives:

1. Convene software developers, from private citizens to people inside transit agencies, governments or nonprofit organizations to collaborate on projects and share ideas for providing better transit information. An example of this is the recent Transportation Camp held in Washington, DC in conjunction with TRB.
2. Support development by other individuals and organizations by building foundational technologies that improve the quality and depth of the available open data and make it easier to turn open data into useful applications.
3. Build several open source demonstration applications which create tangible rider benefit. Transit Tech will deploy and operate the applications for riders, and also allow transit agencies, other organizations, or private developers to reuse the code and build upon it to create other services. Specific projects include Transit Near Me version 2, Commuter Planner, the Commute Visualizer. The Commuter Planner and Commuter Visualizer would explore incorporating walking, biking and shared-ride options in addition to transit.

B. Carpool/Vanpool Technology Demonstration Grant (\$1,000,000)

Provide Arlington employees and residents with a real-time rideshare system utilizing a location-based GPS smartphone application. The system matches commuters with empty seats in vehicles and provides a reverse commute option along I-66 and the Dulles Toll Road.

This demonstration would utilize Avego's real-time rideshare systems, allowing commuters to connect with drivers willing to provide a ride and recoup some commuting costs. The program would be promoted to Arlington County residents looking for a reverse commute option and Arlington-based employers interested in a demonstration program benefiting the region and their employees. It will be cross promoted with the assistance of other NOVA TDM agencies.

Arlington Transportation Partners (ATP) will recruit employees who work in Arlington and residents to participate in the real-time rideshare program via mail, email, eblasts, website, social network and fairs. Incentives will be offered to both participating riders and drivers to increase participation.

The project will use commercially available, off-the-shelf software and mobile communications technologies. 500 drivers and 1,000 riders will be recruited to participate in a 12-month real-time rideshare demonstration project that will establish a self-sustaining real-time rideshare system in the region. The pilot will be preceded by a 3-month project ramp-up that will include a baseline analysis of commuting patterns, surveys, and engagement of local stakeholders.

#3: TMP. Staff recommends applying for funding for the following projects:

A. Safety Outreach and Education Campaign (\$300,000)

Safety on Arlington streets is a major priority. The goal of the Safety Outreach and Education campaign is to increase awareness that everyone safely share the street and reduce accidents and conflicts. To achieve this goal, Arlington County Commuter Services (ACCS) will produce materials aimed at all three target audiences – walkers, bikers and drivers – to promote sharing the road and safety rules to keep everyone out of harm's way. This comprehensive campaign will include an aggressive outreach program to target bikers, walkers and drivers with "cool and hip" messages that will grab their attention. All the materials will have a unifying look and feel and will be produced in English and Spanish. There is a need for a County-wide safety campaign to educate all road users on what to look out for, how to interact with others, and how with some due care and respect, all street users can get around safely and efficiently. The campaign will build upon the Be a PAL (Predictable, Alert and Lawful) campaign that Arlington's Car-Free Diet, WalkArlington, Bike Arlington and Arlington Transit have begun and it will also collaborate with the Metropolitan Washington Council of Government's (MWCOC) StreetSmart campaign.

B. TDM Marketing to the Hispanic Community (\$300,000)

This project would be added to Arlington County Commuter Services' (ACCS) current marketing program with a specific, targeted, grass-roots effort aimed at promoting transit, biking, walking, telecommuting, carpool/vanpool to the Hispanic community. This campaign would not simply translate our current marketing materials into Spanish, but rather it would craft effective messages that resonate with

this community. This project would combine strategies that target where and how the Hispanic community receives information and how to best communicate our message to them. Staff will work with Hispanic leaders and groups to get the message out to the community. This includes attending community meetings, interviews on local Spanish-language radio and television stations, working with local Spanish language newspapers and publications, and developing marketing materials, videos, promotional give-aways, and educational programs.

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

A. The Mobility Lab (\$250,000)

The Mobility Lab is a new pilot research and development unit within ACCS dedicated to cultivating products and strategies to advance TDM objectives. This grant proposes to build upon the pilot's initial success by implementing the following: 1) Enhance MobilityLab.org with improved usability and expanded content as a showcase for the organization's programs. 2) Incorporate more robust ACCS research and findings into MobilityLab.org – allowing users to easily understand ACCS programs as TDM case studies. 3) Improve public outreach, particularly through social media and speaker events. 4) Facilitate regional boot camps on TDM topics, following on the successful Vanpool Boot Camp model with topics such as Bike Culture and Employer Outreach. And 5) Cultivate partnerships to advance the mission. Partnerships are pursued for research, development and funding. In addition to partnerships in the established TDM community, the project's aim is to use Mobility Lab explore areas of common interest with organizations not primarily focused on TDM. Examples include ongoing discussions with: National Science Foundation, Virginia Tech, Eltis/Europe, and International Downtown Association.

B. Return on Investment Research (\$200,000)

This grant will quantify the Return on Investment (ROI) for dollars invested in TDM programs to enable policy makers and funding agencies to make better informed decisions on the allocation of transportation investments. TDM programs provide significant benefits to personal mobility and transportation system performance (e.g. car trips reduced, transit trips increased, road expenditures reduced) for a relatively modest financial investment as compared to major transportation capital projects. These programs also offer other benefits including pollution reduction, energy conservation, public health, quality of life and business climate, economic development, and others. These provide monetary savings and other advantages to businesses, governments, and individuals. It is difficult, however, to compare these benefits with those of other transportation investments, such as roads, because results are reported with different data and expressed in different ways. Research has been done on some aspects of this problem, and the proposed research will include a literature search, so that we can build upon what already exists. The project will also build upon the existing Arlington TDM Impact Model and add factors to document the benefits in desired areas as above, expressing results in monetary terms and other

easily understood forms. The model will be designed for easy adaptability to other large and small jurisdictions, and we will disseminate the results widely under the auspices of Mobility Lab. This is anticipated to be a multi-year effort. Deliverables for the first year will include solid data on ROI for transportation system performance, as well as preliminary results in areas of less direct transportation benefit, which will be refined in future years, resources permitting.

In the interest of the County receiving all grant funds as soon as possible after award, the proposed County Board action will authorize the County Manager to execute, on behalf of the County Board, a Project Agreement for Use of Commonwealth Transportation Funds Fiscal Year 2013 and related documents, for each Application, accepting funds granted to the County Board pursuant to such Application, provided that: A. the Project Agreement is in the form attached to this Board Report as Attachment 5; B. the funds granted do not exceed the corresponding Application amount; and, C. all conditions of the grant are consistent with the conditions of the Application and the Master Program Agreement between the County Board and the Commonwealth of Virginia, Department of Rail and Public Transportation, existing on the date of the Application; subject to approval of such Agreements and documents as to form by the County Attorney. This will not require the County staff to return to the County Board between the award and the acceptance of grants for authorization to accept the grants and sign a Standard Project Agreement for use of the funds.

FISCAL IMPACT: The TDM Operating grant is funded at an 80/20 State/local split. Therefore, the County match which would be required if the County were to receive the total amount requested (\$1,307,544) would be \$261,509. TMP grants are also funded at an 80/20 State/local split, therefore the County match which would be required if the County were to receive the total amount requested (\$600,000) would be \$120,000. The Demonstration grant is funded at a 95/5 split, therefore the County match which would be required if the County were to receive the total amount requested (\$2,000,000) would be \$100,000. And the Technical Assistance grant program is funded at a 50/50 split meaning that the County match which would be required if the County were to receive the total amount requested (\$450,000) would be \$225,000.

The total maximum potential County share is \$706,509. The local match requirement is included in the FY 2013 proposed operating budget from fee based revenue sources (not net tax support) including, commissions, fees and developer contributions.

Once the grants are awarded, any grant awards that exceed the FY 2013 proposed budget will require a supplemental appropriation and will be brought to the County Board for approval.

Attachments:

1. Resolution Request for State Aid for TDM Operating
2. Resolution Request for State Aid for Demonstration Project Assistance Fund
3. Resolution Request for State Aid for Transportation Management Project Fund
4. Resolution Request for State Aid for Technical Assistance Fund
5. Sample Project Agreement for Use of Commonwealth Transportation Funds

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 \$1,046,035 for the fiscal year commencing July 1, 2012, to defray costs borne by Arlington County for ongoing implementation of the County's Arlington Transportation Partners TDM program (ATP) 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 \$261,509 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 11, 2012 Meeting.

Given under my hand this 15th day of February, 2012.

Hope Halleck, Clerk
County Board of Arlington County, VA

RESOLUTION

Request for State Aid
for Demonstration Project Assistance 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 Demonstration Project Assistance grant of financial assistance in the amount of \$1,900,000 for the fiscal year commencing July 1, 2012, to defray costs borne by Arlington County for the implementation of a Transit Tech Initiative and a Carpool/vanpool Technology Demonstration 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 \$100,000, 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 11, 2012 Meeting.

Given under my hand this 15th day of February, 2012.

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 \$480,000 for the fiscal year commencing July 1, 2012, to defray costs borne by Arlington County for the implementation of a Safety Outreach and Education Campaign and a TDM Marketing to the Hispanic Community 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 \$120,000, 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 11, 2012 Meeting.

Given under my hand this 15th day of February, 2012.

Hope Halleck, Clerk
County Board of Arlington County, VA

RESOLUTION

Request for State Aid
for Technical Assistance 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 \$225,000 for the fiscal year commencing July 1, 2012, to defray costs borne by Arlington County for the implementation of The Mobility Lab project and the Return On Investment (ROI) Research 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 \$225,000, 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 11, 2012 Meeting.

Given under my hand this 15th day of February, 2012.

Hope Halleck, Clerk
County Board of Arlington County, VA

**Project Agreement for Use Of
Commonwealth Transportation Funds
Fiscal Year 2013**

The Commonwealth of Virginia, Department of Rail and Public Transportation, hereafter referred to as the DEPARTMENT, and the County Board of Arlington County, Virginia, hereafter referred to as the GRANTEE; enter into this Project Agreement. The parties hereby agree to incorporate the Master Agreement for Use of Commonwealth Transportation Funds, dated July 1, 2009, and all amendments thereto, as if set out in full herein. The Department agrees to provide grant funding as detailed in Appendix __, which also enumerates project summaries and budgets, and which is hereby incorporated and made a part of this Agreement. In no event shall this grant exceed \$_____/

In WITNESS whereof, the Department and the Grantee execute this Project Agreement for the Use of Commonwealth Transportation Funds, on the latest date noted below.

DEPARTMENT OF RAIL AND
PUBLIC TRANSPORTATION

WITNESS:

By: _____
Director

Date: _____

COUNTY BOARD OF ARLINGTON
COUNTY, VIRGINIA

WITNESS:

By: _____

Date: _____