DATE: January 31, 2007

SUBJECT: Commuter Services Program Grant Applications For FY 2008

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 $1,375,000 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 $2,105,000 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 $320,000 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 $300,000 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.
BACKGROUND: The following provides an overview of the 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 program come from a combination of State sales and transportation-related taxes.

Transit funding is divided into the following three sub-programs:

Formula Assistance, which is made available to public transit systems for operating-related expenses, accounts for 73.5 percent of the total funds;

Capital Assistance, which accounts for another 25 percent; and

Special Programs, which accounts for 1.5 percent of the funds, 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.

At the discretion of the Commonwealth Transportation Board (CTB), up to 50 percent of the TEIF program may be used to fund the annual expenses of ongoing TDM/Commuter Services programs, such as ACCS. DRPT has done so for the past few years.

In FY 2007, the County received a base allocation of $938,000 from these sources, and then received another $797,000 in a special, one-time supplemental grant for some of the projects that were not fully funded initially. It is not anticipated that funding for all of the FY 2008 requests will be realized but, rather, some amount between last year’s base allocation and this year’s total request. Having additional grant requests before the State can help in case monies do become available as they did last year.

DISCUSSION: For each of the four grant funding sources, the following is a discussion of the proposed expenditures for each:
#1: TDM/Commuter Assistance. Staff recommends applying for $1,375,000 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 websites;
- a nationally-renowned Arlington Transportation Partners (ATP) sales force that works with employers, property managers and hotels; an award-winning marketing program; and
- a sophisticated back-end fulfillment/call center and distribution program.

#2: Demonstration Projects. Staff recommends applying for $300,000 from the State Demonstration Projects for a CycleTracks program. Through this project the County hopes to create the next level of bike facility - the European-style “cycle track”, or physically-separated bike lane. We would retrofit bike lanes into cycle tracks, in addition to painting lanes through intersections. These funds would assist in creating continuous cycle tracks that could be studied, and if successful, become the new standard of bike facility design for Arlington County. Residents can visit www.BikeArlington.com/cycletrack.cfm for images of this concept.

#3: Technical Assistance. Staff recommends applying for $320,000 from State Technical Assistance for a TDM Research Project. Arlington County received a grant in FY 2006 to develop an Evaluation Plan (Phase 1) to analyze ACCS programs to quantify their transportation and air quality impacts and a subsequent grant in FY 2007 to begin implementation of the multi-year research and evaluation program (Phase 2) recommended in the Plan. This proposal is to implement Phase 3 of the proposed research activities, building upon and completing the research components currently underway. LDA Consulting and Southeastern Institute of Research (SIR) were hired and have completed the Evaluation Plan and some elements of the Phase 2 surveys. The work to date has begun to document clearly the high level of success of the County’s TDM programs and to identify opportunities for improved customer service, including a Quality of Life Model that identifies transportation as a strategic driver of Arlington’s high quality of life. Phase 3 will enable completion of research in all the major market categories identified in the work to date.

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

A) ATP’s 2-Year BRAC Relocation Services ($600,000)

The Base Realignment and Closure (BRAC) Commission will move nearly 23,000 employees from Northern Virginia, most affecting Arlington. With BRAC, the influx of new employers increases the need for ATP's relocation TDM programs. A relocating company requires much more assistance than a typical existing Arlington employer that seeks ATP’s help. ATP initiates programs such as Personalized Transportation Options Portfolios (PTOPs), which provide alternative commuting information based on an employee’s individual commute. Arlington Economic Development (AED) seeks ATP assistance to attract employers to Arlington. This
grant submission will provide ATP with additional staff and resources to partner with AED and offer PTOPs to every relocating employee. This new service adds to ATP’s menu of services to enhance work/life satisfaction by reducing single occupant vehicle (SOV) travel and congestion.

B) Hispanic TDM Initiative ($250,000)
Arlington County’s total population in 2005 was 198,267 with 41,291 of Hispanic/Latino origin, or 20.8% of the population. The Hispanic/Latino population is an important market segment for the ACCS program. The Hispanic TDM Marketing project would add on to current marketing programs a specific, targeted, grass-roots effort aimed at promoting transit, biking and walking by the Hispanic community. This project would combine strategies that target where and how the community receives information and how best to communicate ACCS’ message to them. Staff will work with Hispanic leaders and groups to get the message out to the community. Marketing materials, promotional give-aways and educational programs will be developed as part of the program.

C) My.CommuterPage.com for Web 2.0 ($370,000)
CommuterPage.com and its family of Web sites have become important congestion-fighting tools in the region, serving over 6,000 visitors per day. The site, born March 7, 1997, has been upgraded and augmented over the years, but its underlying infrastructure of static HTML has remained unchanged. The intent of this project is to overhaul it using the evolving Web 2.0 model to more easily aggregate information from multiple sources and customize the site to serve the needs of specific individuals and groups, and to make it possible for users to contribute information. The goal is to develop an internet-based “place” where individuals and organizations can create a customized interface to meet their specific mobility needs. The new platform would also make all the information automatically available on mobile devices, and information could be shared easily with other Web sites. The enhanced relevance and portability will improve the likelihood of changing users’ behavior.

D) AIRE Transportation Initiative ($250,000)
“Fresh AIRE – Arlington Initiative to Reduce Emissions” (www.arlingtonva.us/climate) is a county-wide public-private initiative to reduce greenhouse-gas emissions and align the county with other jurisdictions that are addressing the challenge of global climate change. This grant will align ACCS’s TDM solutions with this effort by:
1) Elevating and emphasizing the emissions benefits of TDM activities;
2) Coordinating and leveraging TDM activities with other AIRE activities;
3) Increasing the emissions savings from TDM activities by enhancing and expanding current efforts with county businesses and developing programs directed towards county residents so as to increase the greenhouse gas reductions of TDM efforts in the county and reduce the county’s environmental footprint; and
4) Recognizing the contributions of businesses, individuals and organizations to transportation-related emissions reductions.
E) iRide Teen Transit Initiative ($250,000)

The initiative called “iRide,” is aimed at getting the approximately 10,000 teenagers in Arlington to use public transit and incorporate more walking and biking into their daily lives. By targeting this new market of teens, the program will help to provide more options for them to travel to jobs, after-school activities, and friends’ homes without being dependent on a car or on someone to take them to their destination. The initiative is aimed at transitioning teens to transit users as adults. The project would implement a comprehensive, grass-roots marketing program to educate and convince teens to use transit, as well as bike and walk. Staff will work with a Teen Transit Advisory Board comprised of teens interested in transit and in helping to spread the word in their schools. Marketing materials, website, promotional give-aways and educational programs will be developed as part of the program.

F) 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 and schedule and basic how-to-ride and contact information reinforce that transit is a certain and reliable option. All 423 ART bus stops and 55 "Pike Ride" Metrobus stops along Columbia Pike have maps and schedule information. The County proposes that each of the County's 851 Metrobus stops has this information, too. Currently, about 20 percent of these stops do. Arlington would coordinate with the Washington Metropolitan Area Transit Authority (WMATA) to find a solution that can be completed by December 31, 2008 and be maintained over time.

FISCAL IMPACT:

- The TDM/Commuter Assistance grant is funded at an 80/20 State/local split. Therefore, the potential match needed is $275,000.
- The TEIF grant is funded at an 80/20 State/local split, so that potential match needed is $421,000.
- The Technical Assistance Grant is funded at a 50/50 State/local split, for which the potential match needed is $160,000.
- The Demonstration Project grant is funded at a 95/5 State/local split. Therefore, the maximum match needed is $15,000.

The total potential County share is $871,000. The local match requirement is included in the FY 2008 proposed operating budget.
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 $1,100,000 for the fiscal year commencing July 1, 2007, 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 $275,000 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 24, 2007 Meeting.

Given under my hand this 28th day of February, 2007.

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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 $1,684,000 for the fiscal year commencing July 1, 2007, to defray costs borne by Arlington County for the implementation of: ATP 2-Year BRAC Relocation Services; Hispanic TDM Initiative; My.CommuterPage.com for Web 2.0; AIRE Transportation Initiative; iRide Teen Transit Initiative; and Map and Schedule Information at Every Bus Stop in Arlington 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 $421,000, 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 24, 2007 Meeting.

Given under my hand this 28th day of February, 2007.

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 $160,000 for the fiscal year commencing July 1, 2007, to defray costs borne by Arlington County for the implementation of TDM 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 $160,000, 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 24, 2007 Meeting.

Given under my hand this 28th day of February, 2007.

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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 $285,000 for the fiscal year commencing July 1, 2007, to defray costs borne by Arlington County for the implementation of a CycleTracks 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 $15,000, 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 24, 2007 Meeting.

Given under my hand this 28th day of February, 2007.

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Toni Copeland, Clerk
County Board of Arlington County, Virginia