

MEETING WILL BEGIN SOON

ALEXANDRIA TRANSIT COMPANY
BOARD OF DIRECTORS MEETING
JANUARY 08, 2025



CALLING OF THE ROLL



David Kaplan
Chair of the Board



Steve Kleist
Vice-Chair



Ajashu Thomas



Matt Harris



Jesse O'Connell



Kursten Phelps



Arish Gajjar



Praveen Kathpal



Hillary Orr



Kendel Taylor



Arthur Wicks



BOARD TRAINING

Presentation by:
Brian Hartz, Senior Customer Success Manager



PUBLIC COMMENT PERIOD

Those wishing to speak during the public comment period may pre-register at dashbus.com/ and join via Zoom.

Alternatively, attendees may use the “RAISE HAND” feature to be recognized for comment.

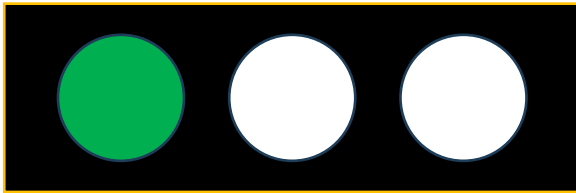


PUBLIC COMMENT

Each speaker is permitted 3 minutes for the public comment.

When the **YELLOW** light appears, 1 minute remains.

When the **RED** light appears, you are out of time.



Time Has Expired
Speaker Up



COLLABORATION AND ENGAGEMENT

2b. Chairs Report

David Kaplan, Chair of the Board

2c. T&ES Report

Hillary Orr, Deputy Director, Transportation & Environmental Services
(City of Alexandria)

2d. Bus Stop Program Update

Silas Sullivan, Urban Planner
(City of Alexandria)



CITY OF ALEXANDRIA

Bus Stop Program Update

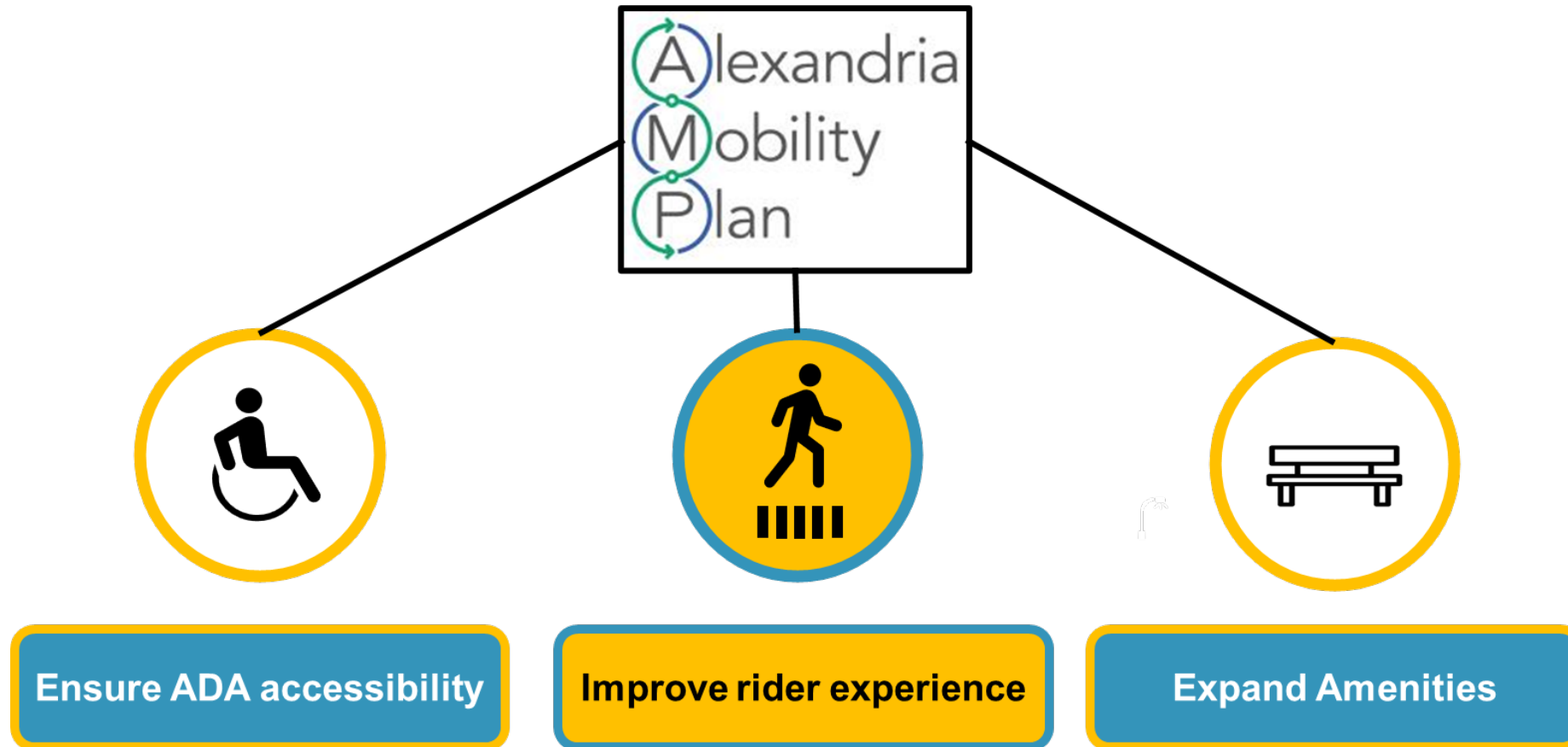
ATC Board of Directors Meeting

January 8, 2025





Goals and Objectives

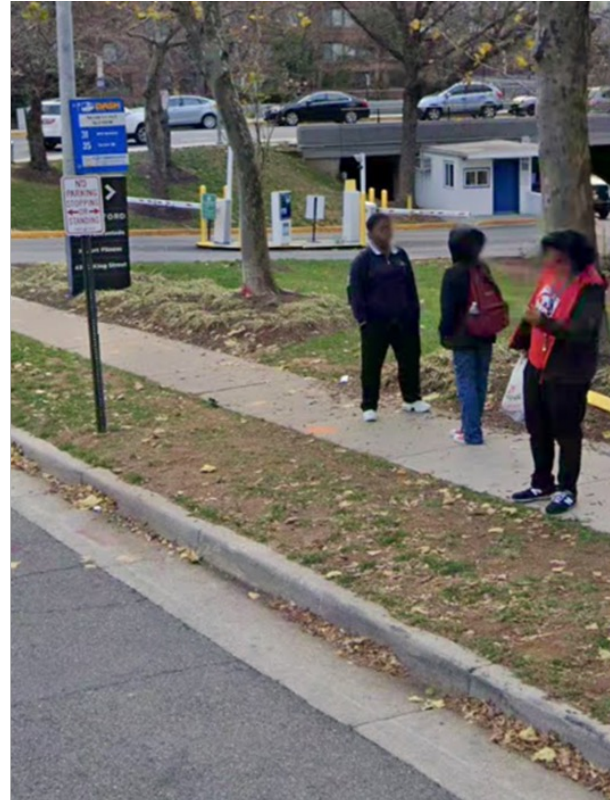




Goals and Objectives

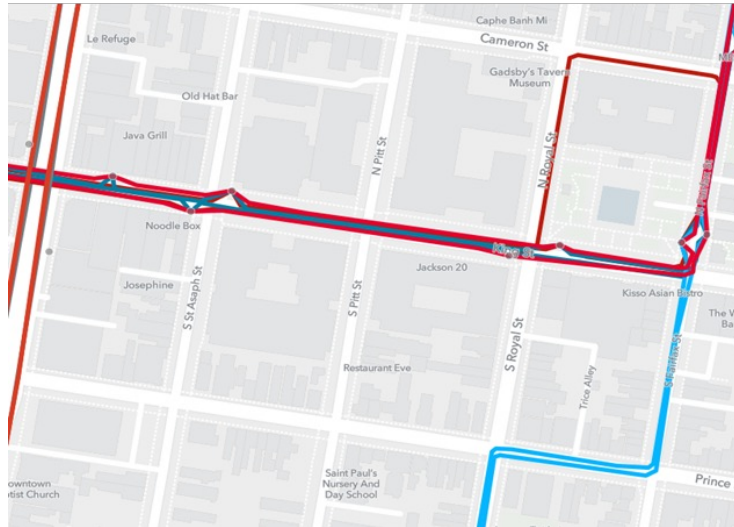


Ensure ADA accessibility





Goals and Objectives



Trip Planning



Improve rider experience



Accessing the bus stop



Goals and Objectives



Expand Amenities



Responsibilities at Bus Stops

- ▶ DASH/WMATA operate transit service
- ▶ City is responsible for bus stop maintenance
- ▶ City and WMATA maintain bus stops at Metro stations
 - City: King Street-Old Town, Potomac Yard-VT
 - WMATA: Braddock Road, Eisenhower Avenue, Van Dorn Street
- ▶ Alex311 is used for reporting of bus stop maintenance issues



Bus Stop Statistics (FY24)

- ▶ 714 bus stops in City of Alexandria (FY24)
- ▶ ADA Compliant: 59% (419)
- ▶ Benches: 54% (386)
- ▶ Shelters: 22% (158)





Bus Stop Statistics (FY25)

- ▶ 707 bus stops in City of Alexandria (FY25)
 - **Some bus stops will be consolidated due to WMATA Better Bus Network**
- ▶ ADA Compliant: 64% (451)
- ▶ Benches: 55% (391)
- ▶ Shelters: 22% (158)





Recent Accomplishments

▶ Program Website

- Improved communications tool for key stakeholders

▶ Interactive GIS Map

- Public-facing tool to monitor active projects and progress

▶ Alex311

- Now allows/tracks amenity improvement requests

▶ Bench Installations

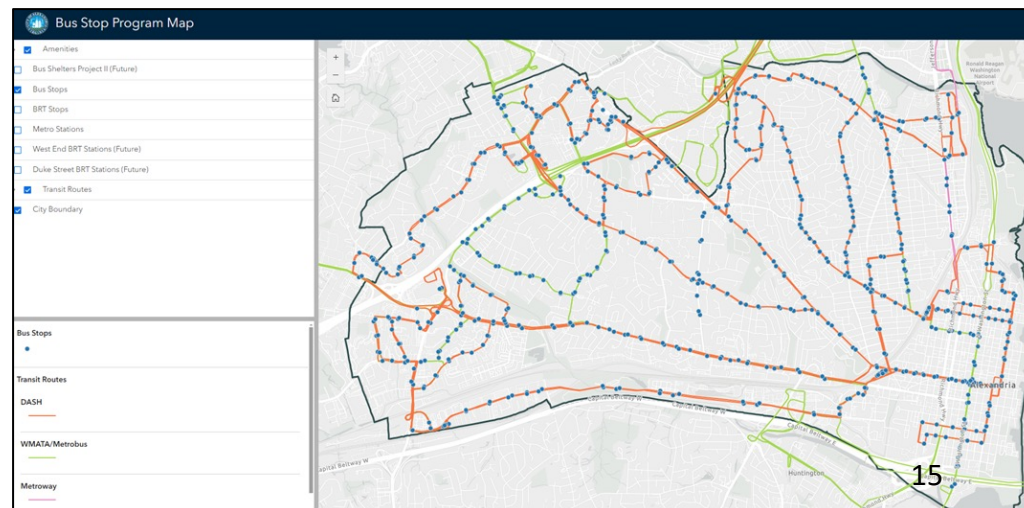
- 5 benches in Fall 2024

▶ Parking Removal at Bus Stops

- 8 bus stops in December 2024

▶ Real-Time Signage Installations

- 10 new signs installed in Dec, funded by Commuter Choice





Active Projects

- ▶ **Bus Shelters Phase II (Grant – CMAQ/RSTP)**
 - 20 shelters to be installed in 2027
- ▶ **Bus Stop Enhancements (Grant - DRPT)**
 - \$500,000 to improve amenities at bus stops
- ▶ **ADA Upgrades (Phased)**
 - 8 bus stops in Dec, 15 bus stops in Jan/Feb
- ▶ **WMATA Better Bus Network**
 - Improvements at effected bus stops by June
- ▶ **Corridor/Neighborhood Studies and Improvements**



Questions or Comments?

COLLABORATION AND ENGAGEMENT

2d. Other Board Member Reports

REGULAR BUSINESS

3a. Consideration of Approval:

Meeting Minutes from December 11, 2024

3b. Financials:

Included in Board Packet

ACTION ITEMS

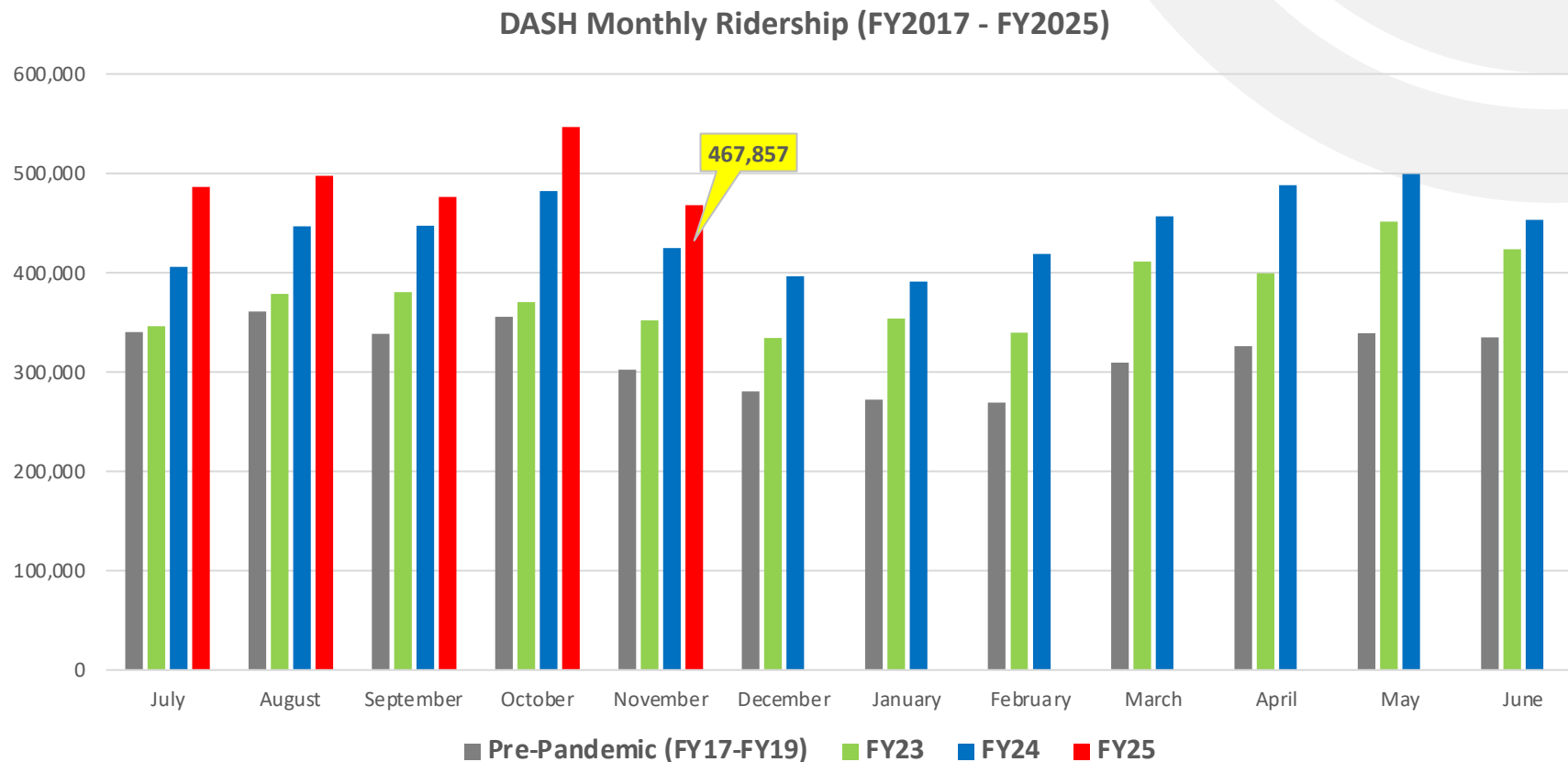
4a. Consideration of Approval: Turner Holden & Turner Letter of Engagement

The final letter of engagement with Turner Holden & Turner is provided for consideration of approval. The document has been reviewed by sub-committee members and edits incorporated. Mary Gayle Holden and Brian Turner are present on the Zoom any questions members may have. Both will attend the February Board Meeting in person for formal introductions.

STAFF REPORTS

5a. Ridership Report

5b. Presentation: Operations Department Highlight





OPERATIONS DEPARTMENT

RYAN VISCI

DEPARTMENT DIRECTOR

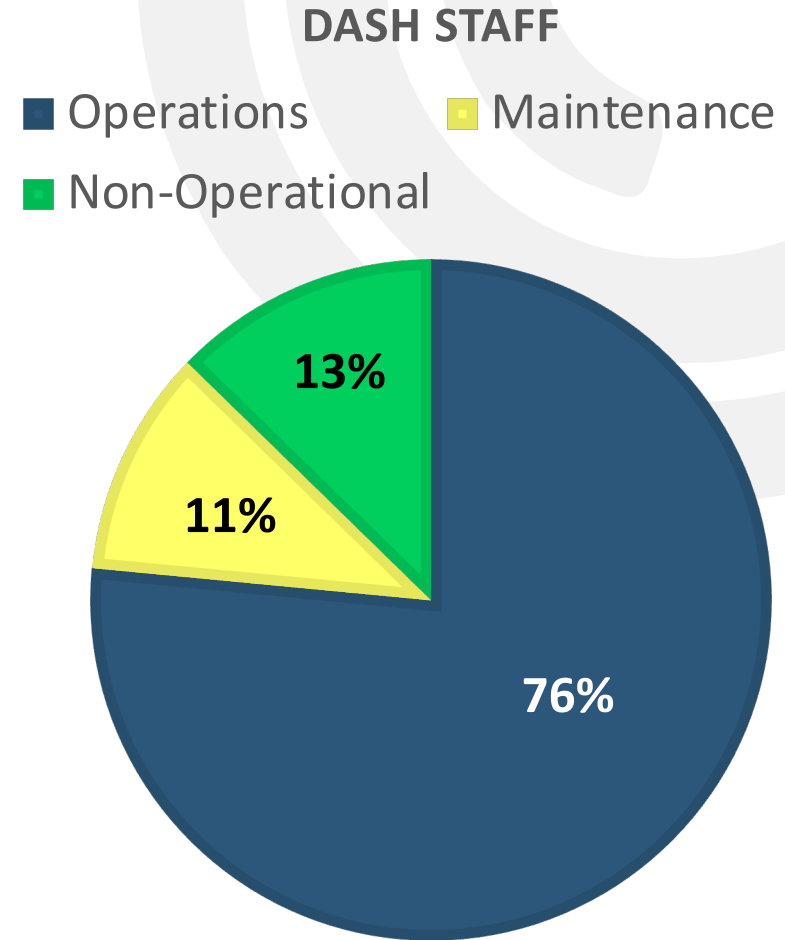


TRENDS & HISTORICAL CHALLENGES

- National trends
 - High turnover across all industries
 - Low unemployment and a competitive labor market
 - National operator and mechanic shortage
- Local challenges
 - Increasingly competitive pay from neighboring agencies
 - High overtime costs due to turnover
 - New DASH Network – increased staffing targets

STAFF OVERVIEW

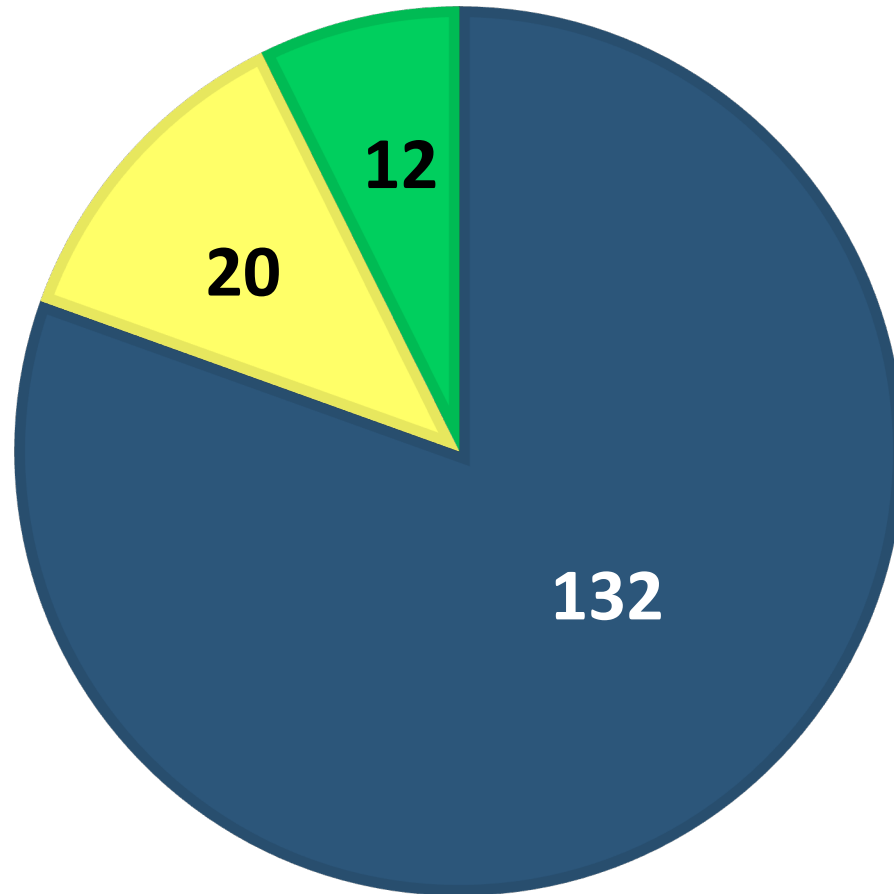
- 219 Operators
 - 194 full time
 - 25 part time
- 19 Supervisors
 - 10 Field Supervisors
 - 9 Control Center Supervisors
- Leadership
 - Director, Operations Manager



KEEPING ALEXANDRIA MOVING

DAILY OPERATIONS STAFF

■ Scheduled Operators ■ Standby/Coverage ■ Supervisors



- 160+ Operations staff report to work at DASH every weekday

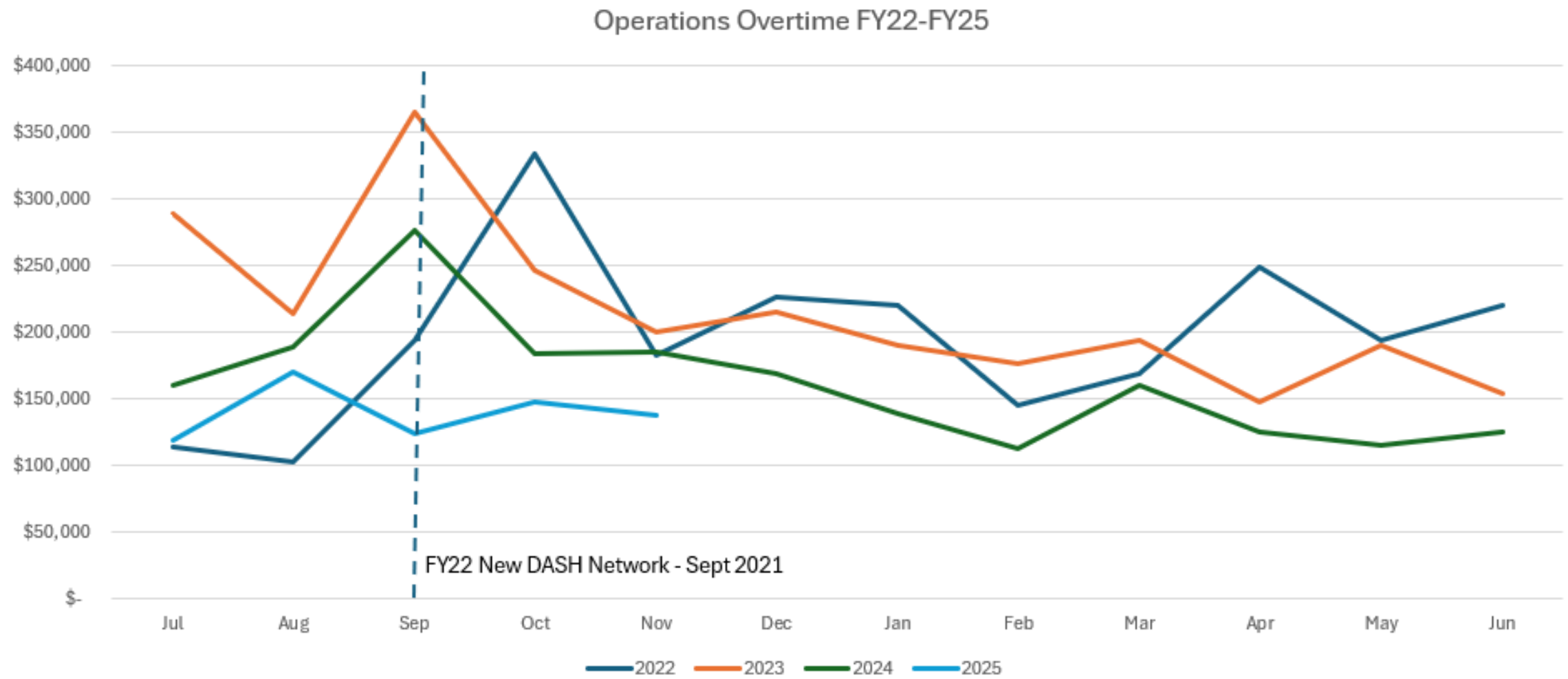
TENURE

- National Average Tenure: Transportation: 3.2 years
DASH: 8.3 years
- National Average Operator Pay: \$28.93
DASH: \$34.04

Benefits of long employee tenure:

- Reduced training costs
 - (6-9 full-time weeks for new operators)
- Knowledgeable operators
- Consistent service
- Operators are invested in The DASH Difference!
- Reduced overtime due to low turnover

OVERTIME TRENDS



CONTINUED IMPROVEMENT IN 2025

- Maintain leadership focus on overtime and efficiency
 - Optibus™ Operations Management Module
 - Improve daily operations reporting
 - Strong attendance policy enforcement
- Strengthen communication and engagement with staff
 - Over-communicate!
 - Text, memos, emails, all-hands meetings, etc.
 - Expand training and refreshers for all staff levels
 - Including networking and leadership training opportunities
 - Support new employee events and grow existing ones

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RUNNING

Wednesday, 24 Jul 2024

TODAY < >

ISSUES: 236 ^

Search **BY TYPE** ▾

- ▶ **1** BLOCK OVERLAP
- ▶ **3** CONSECUTIVE WORKDAYS
- ▶ **94** LATE DRIVER
- ▶ **12** MISSING DRIVER
- ▶ **72** MISSING VEHICLE
- ▶ **OVERLAP**

DRIVERS ^

Search

- DRIVER SIGN-ON TASKS
- ▶ **63** UNASSIGNED
 - ▶ **1** VOLUNTEER
 - ▶ **119** ASSIGNED
 - ▶ **42** NOT WORKING

VEHICLES ▾



+ Search

	STATUS	TASK	LABEL	DRIVER	BLOCK	VEHICLE	ROUTE
	COMPLETED	201 AM STRAIGHT		Ana Torres 0505	1	301	
	LATE	202 AM STRAIGHT		MISSING DRIVER		806	
	COMPLETED	203 AM STRAIGHT		Elmer Reyes 0432	3	309	
	COMPLETED	204 AM STRAIGHT		Bryant Jones 0294	4	<i>Missing vehicle</i>	
	COMPLETED	205 AM STRAIGHT		Jemaneshe Getahun 0215	5	205	
	COMPLETED	206 AM STRAIGHT		Larry Balmer 0040	6	525	
	COMPLETED	207 AM STRAIGHT		Francis Asamoah 0013	7	509	
	COMPLETED	208 AM STRAIGHT		Marvin Falwell 0193	8	305	

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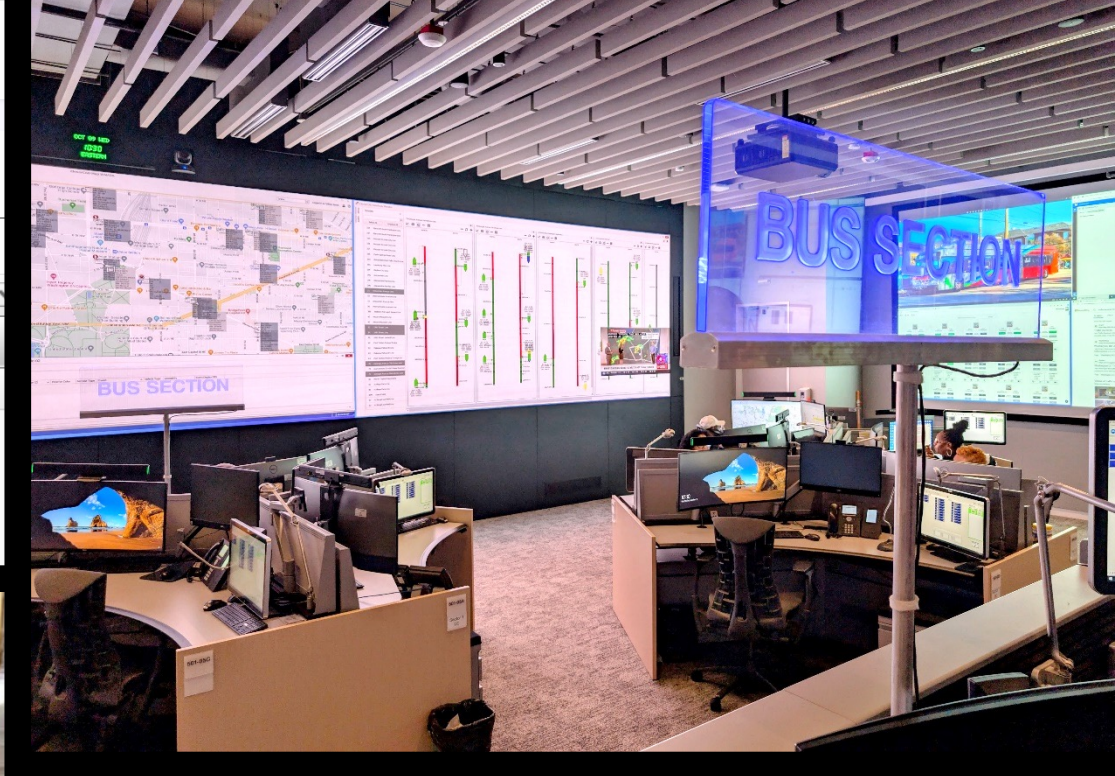
Session Management - Calendar

Color Legend: New In Progress Awaiting Credit Complete

Search Options

◀ today ▶ February 2025

Sun	Mon	Tue	Wed	Thu	Fri	Sat
26	27	28	29	30	31	01 Feb
		Annual Refresher Course - 06:00 AM to 02:00 PM Course		Annual Refresher Course - 06:00 AM to 02:00 PM Course		



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Questions?



STRATEGIC UPDATE

COMMUNICATIONS
OUTREACH



Communications Outreach Strategy:

Our Story, Our Impact



Strategic Plan Goals



Goal 1: System Excellence

Provide a robust transportation system that meets our customers' needs



Goal 2: Customer Experience

Deliver a top-notch customer experience so that people choose to ride



Goal 3: Environmental Stewardship

Minimize the community's carbon footprint on the environment



Goal 4: Workplace Excellence

Foster an environment that champions inclusion, work-life balance, innovation, and professional growth and satisfaction



Goal 5: Fiscal Responsibility & Efficiency

Deliver high-quality, cost-efficient services that offer maximum value to the community



Communications Goals



Cohesive Branding: Consistent messaging across all channels



Impactful Storytelling: Sharing compelling stories about DASH's impact



Engaging Audiences: Building strong relationships with our stakeholders



Promoting Ridership: Encouraging people to choose DASH



Target Audiences

Staff

Riders

Community

Partners

Communications Channels



Social Media



Website



E-News & SMS



Printed & Marketing
Materials



Customer Service



Community
Meetings & Events



Storytelling Strategies

- **Human-Centered Stories:** Focus on the people DASH impacts
- **Data-Driven Insights:** Use data to highlight the impact of DASH
- **Visual Storytelling:** Use images and videos to tell engaging stories
- **Emotion and Authenticity:** Adding an emotional side through authentic stories



Our Impact

Beyond the ride...

- **Breaking Barriers:** Connecting communities and individuals
- **Empowering Our Riders:** Providing accessible transportation for all
- **Protecting the Environment:** Reducing traffic congestion and carbon emissions
- **Building a Stronger Alexandria:** Contributing to the City's overall development









THANK YOU!

QUESTIONS?

WRAP-UP & CONSIDERATION OF ADJOURNMENT

Next ATC Board of Directors Meeting:
February 12, 2025 @ 5:30pm

Location: DASH Headquarters – 3000 Business Center Drive, Alexandria

**THE BOARD
MEETING HAS
CONCLUDED**

NEXT MEETING

**FEBRUARY 12, 2025
5:30PM**

