

A blue and yellow Alexandria Transit Company bus is shown from the side. The bus features the text 'ZERO EMISSIONS' and 'ECO-CITY ALEXANDRIA' on the upper side. Below that, 'CHARGED UP' is written in large, bold letters. At the bottom, 'Alexandria Transit Company' is visible. The bus has a yellow stripe running along its side. The background shows a street scene with trees and a traffic light.

MEETING WILL BEGIN SOON

ALEXANDRIA TRANSIT COMPANY
BOARD OF DIRECTORS MEETING
OCTOBER 12, 2022

CALLING OF THE ROLL



David Kaplan
Chair of the Board



Steve Klejst
Vice-Chair of the Board



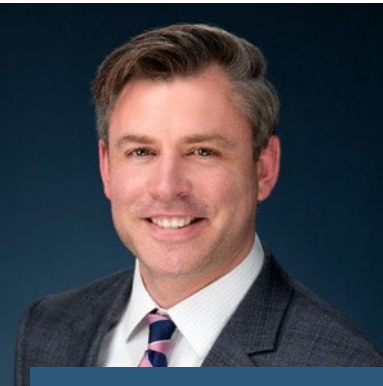
Linda Bailey



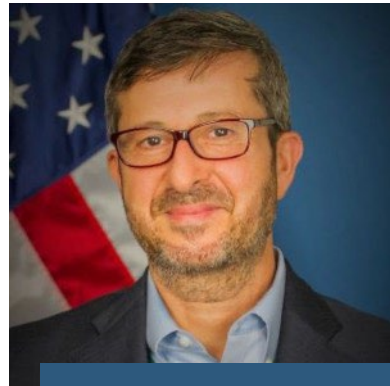
Brandi Collins



Matt Harris



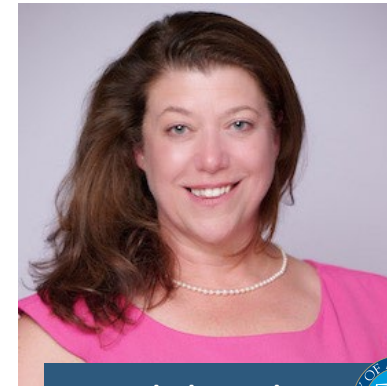
Jesse O'Connell



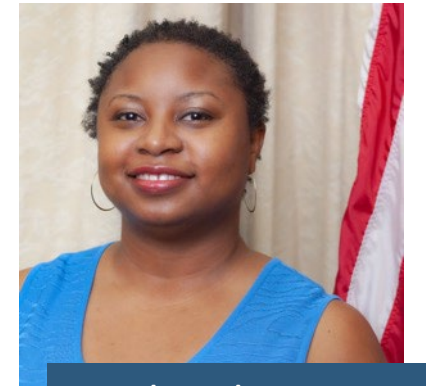
Murat Omay



Hillary Orr



Kendel Taylor



Ajashu Thomas

PUBLIC COMMENT PERIOD

Those wishing to speak during Hearing may pre-register at dashbus.com/ and join via Zoom.

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

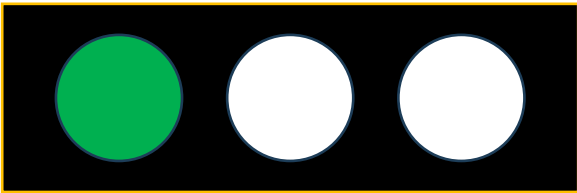


PUBLIC COMMENT PERIOD

Each speaker is permitted 3 minutes for public comment.

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

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



Time Has Expired



APPROVAL OF MINUTES

Consideration of approval of Meeting Minutes from the September 14, 2022 meeting of the Alexandria Transit Company Board of Directors.

CHAIR'S REPORT

- Chairs Report
- Public Speaker Policy
- Budget Priorities Letter



David Kaplan
Chair of the Board

BUDGET PRIORITIES LETTER (DRAFT)

Operating Priorities:

1. Maintaining current service levels, accounting for substantial and unavoidable increased fiscal burdens resulting from mandated wage adjustments, staffing, and direct operational costs associated with current DASH services.
2. Addressing the anticipated impacts of a New Collective Bargaining Agreement as the current agreement expires June 30, 2023.
3. Maintaining fare-free service in accordance with the required provisions of the Virginia TRIP (Transit Ridership Incentive Program) and in line with the City Council and ATC Board's priority of fare-free service.

CIP Priorities:

1. Maintain the DASH fleet in State of Good Repair (SGR).
2. Maintain goal towards zero emissions with electrification of the entire DASH fleet by 2035.
3. Rehabilitation and Rehab of the now mid-life DASH facility.

Note: DASH will continue to pursue grant opportunities to fund these CIP priorities to offset City funds wherever possible.

In closing, the Board would like to highlight bus stop accessibility issues throughout Alexandria. We feel it is important to support existing and new efforts improving stops, removing parking, and increasing accessibility. Specifically, we feel it would be beneficial to study these issues and develop a timetable for improvements which could impact the CIP.

T&ES REPORT



Hillary Orr
Deputy Director
T&ES – City of Alexandria

T&ES REPORT

Metro Updates

Metro is **extending the closure of six stations south of Reagan National Airport** due to unexpected site conditions and remediation efforts for the future Potomac Yard Station. Work to tie-in new tracks to the station was originally scheduled to conclude on Saturday, October 22, but will now end on Saturday, Nov. 5. Free shuttle bus service will continue to be available to customers through the extension. Metroway - Potomac Yard line will continue to be free as well as parking fees at Franconia-Springfield, Van Dorn, and Huntington stations.

Metro announced that the **new Potomac Yard Station will not open this calendar year**. The delay in completing construction of the station is due to the contractor's failure to meet the project delivery schedule. Metro will continue to work with the contractor to produce an achievable schedule and will provide an update by the end of this year.

T&ES REPORT

Metro Bus Network Redesign

Metro launched their **Bus Network Redesign** in early October with a public outreach effort related to:

- Guiding principles
- Goals and priorities
- Needs, gaps, and opportunities in existing service

They are working to develop a draft network for FY25 by December 2023. Since DASH and the City worked with WMATA on City's DASH New Network, Metrobus routes within the City will not be changing. However, as a result of this effort, the routing outside of the City may change. DASH and City staff are both on the technical committee for the project.

T&ES REPORT

DUKE STREET *IN MOTION*

OTHER BOARD MEMBER REPORTS AND UPDATES



GENERAL MANAGERS REPORTS



Josh Baker
General Manager & CEO

GENERAL MANAGERS REPORTS

Emerging Leaders Training Program Graduates

As a priority of the General Manager, a Leadership Development Program was launched for the first time at DASH in the spring of 2022. Led by Terrie Glass of Leadership Solutions, the group of participants met six times over the course of six months participating in learning activities, coaching sessions, shadowing sessions and completing a special project. Some of the graduates of this program are here today to share a few words about their experience.

The full participant list is as follows:

- Tristan Cunningham, Service Planning Manager
- Whitney Code, Marketing and Communications Manager
- Shauna-Lee Williams, Human Resources Supervisor
- Natalie Harris, Assistant Director of Fleet Maintenance and Facilities
- James Tran, Maintenance Support Specialist
- Frank Cardona, Operations Clerk
- Erik Alvarenga, Operations Clerk
- Trey Kelly, Operations Clerk
- Khadijah Crowder, Safety and Compliance Specialist
- Lawrence Jones, Operations Supervisor
- Lawrence Wade, Operations Supervisor
- Alex Tilahun, Operations Supervisor

GENERAL MANAGERS REPORTS

DASH Annual Employee Event and Roadeo

On Sunday, September 25, DASH celebrated the past year's accomplishments with staff, family and friends and recognized our amazing team members. DASH bus operators also participated in the DASH Roadeo and competed for the chance to represent DASH at the 2023 Virginia State Bus Roadeo in Petersburg, Virginia.

1 in Customer Service

Recipient: Sisay Melaku

Maintenance Employee of the Year

Recipient: Clifton Martin

Courtney Cain Commemorative DASH All-Star Recipients:

- Maria Bolanos
- Elmer Rodriguez
- Tuan Vo

**Joyce Stallings Commemorative
DASH Difference Recipient:**
Alemayehu "Alex" Tilahun



Tuan Vo



Elmer Rodriguez



Sisay Melaku

GENERAL MANAGERS REPORTS

DASH Annual Employee Event and Roadeo

Congratulations Roadeo Winners:

1st Place	Lonnell Glover
2nd Place	Clarence Jackson
3rd Place	Chalachew Hunegn
4th Place	Zekarias Hamza



Lonnell Glover



Clarence Jackson



Zekarias Hamza



Chalachew Hunegn

GENERAL MANAGERS REPORTS

New DASH Network 1-Year Anniversary

The new network launched September 5, 2021, so to commemorate the 1-year anniversary a social media contest was held to encourage fans to share their favorite new network stories or trips. applications.

ATC Board Calendar

A calendar of key dates has been included in the Board Packet, this is to provide information for members as to what general topics and action items to expect each month throughout the year. Some dates are tentative and subject to change based on the City Manager's budget schedule. Staff will update the Board of any key date changes as they are announced.



FINANCE REPORTS AND UPDATES



Edward Ryder
Director of Finance

FY 2023 FINANCE REPORTS

- August Year-to-Date Deficit of (\$194,876), Year End Deficit of \$44,858
 - Items of Significance:
 - **Operations personnel costs:**
 - **Operations Overtime** continues to be high as a result of operator shortages and was \$135K over budget for August.
 - **Operator Trainee Costs** have been higher than forecast as ATC efforts to achieve full operator employment have led to increased trainee class sizes.
 - **Fuel & Lubricants** reflects continued higher diesel prices; a negative variance staff expect to continue through the year. Our most recent diesel price per gallon was **\$3.94 per gallon** against a budget target of **\$2.40 per gallon**. We are currently projected to exceed our fuel budget by \$289,779.

FY 2023 PROJECTIONS

ALEXANDRIA TRANSIT COMPANY Summary Income Statement for the Month Ended August 31, 2022

	Actual	Budget	Variance	FY2022 Annual		
				FY2022 Projected	Budget	Variance
REVENUES:						
City Contribution - King Street Trolley	180,834	180,834	-	1,085,004	1,085,000	4
Passenger Revenue	8,591	-	8,591	8,591	-	8,591
Other Charter Revenue	7,820	-	7,820	7,820	-	7,820
Advertising Revenue	4,405	56,066	(51,661)	336,400	336,400	(0)
Miscellaneous Revenue	14,370	10,000	4,370	65,412	60,000	5,412
Total Operating Revenue	216,020	246,900	(30,880)	1,503,226	1,481,400	21,826
Virginia TRIP Program				2,829,644	2,829,644	
City Contribution - Regular Subsidy	4,013,244	4,013,244	-	24,079,464	24,079,459	5
Total Revenue	4,229,264	4,260,144	(30,880)	28,412,334	28,390,503	21,831
EXPENDITURES:						
Operations	2,649,541	2,692,966	43,425	16,161,493	16,157,878	(3,615)
Maintenance	952,498	1,040,410	87,912	6,381,007	6,242,454	(138,553)
Administration	822,101	965,308	143,207	5,724,692	5,791,788	67,096
Capital Outlay	-	31,666	31,666	190,000	190,000	-
Total Expenditures	4,424,140	4,730,350	306,210	28,457,192	28,382,120	(75,072)
Net Surplus (Deficit)	(194,876)	(470,206)	275,330	(44,858)	8,383	(53,241)

PLANNING DEPARTMENT REPORTS AND UPDATES



Martin Barna
Director of Planning & Marketing

PLANNING & MARKETING UPDATES

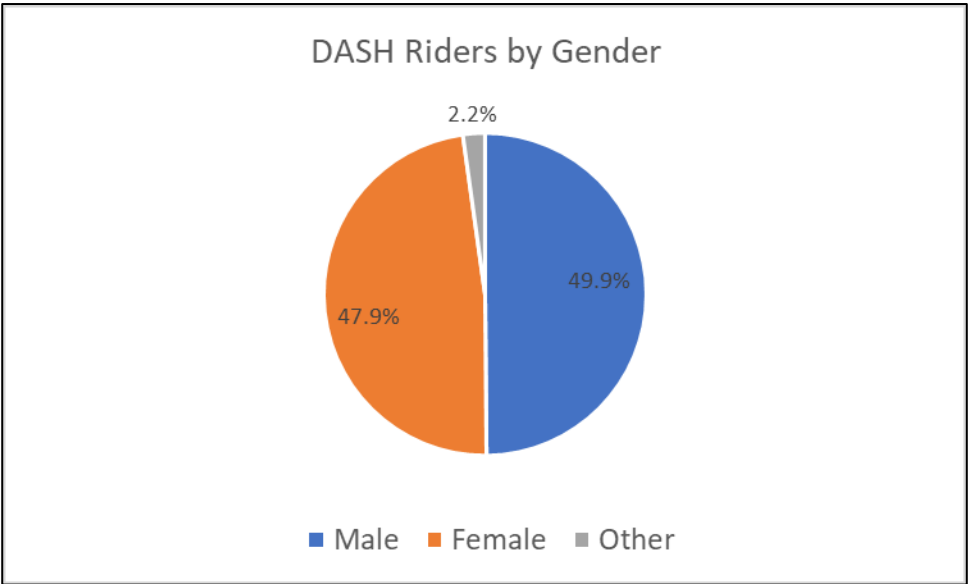
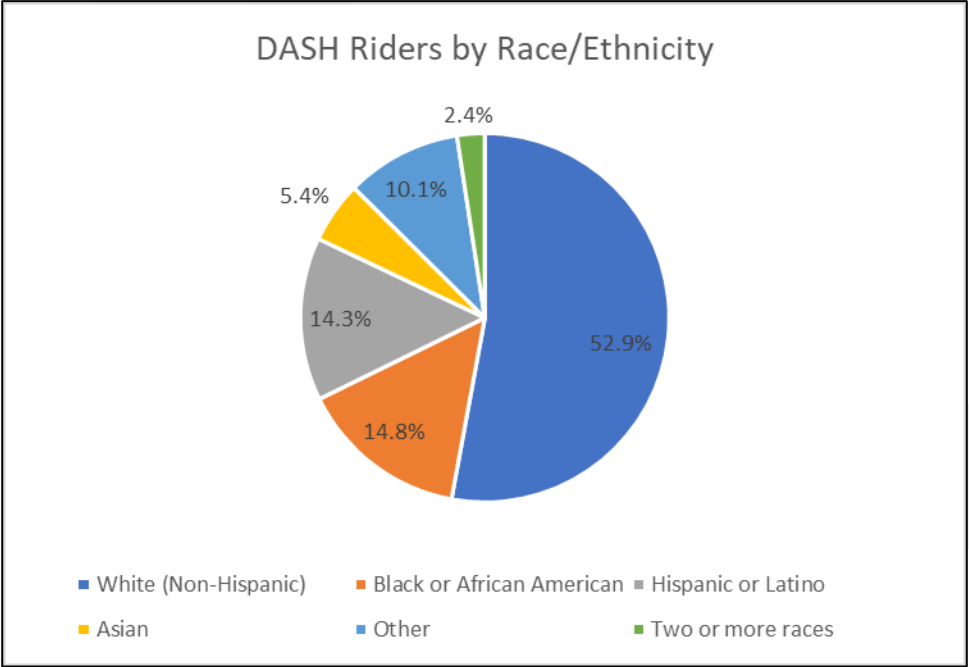
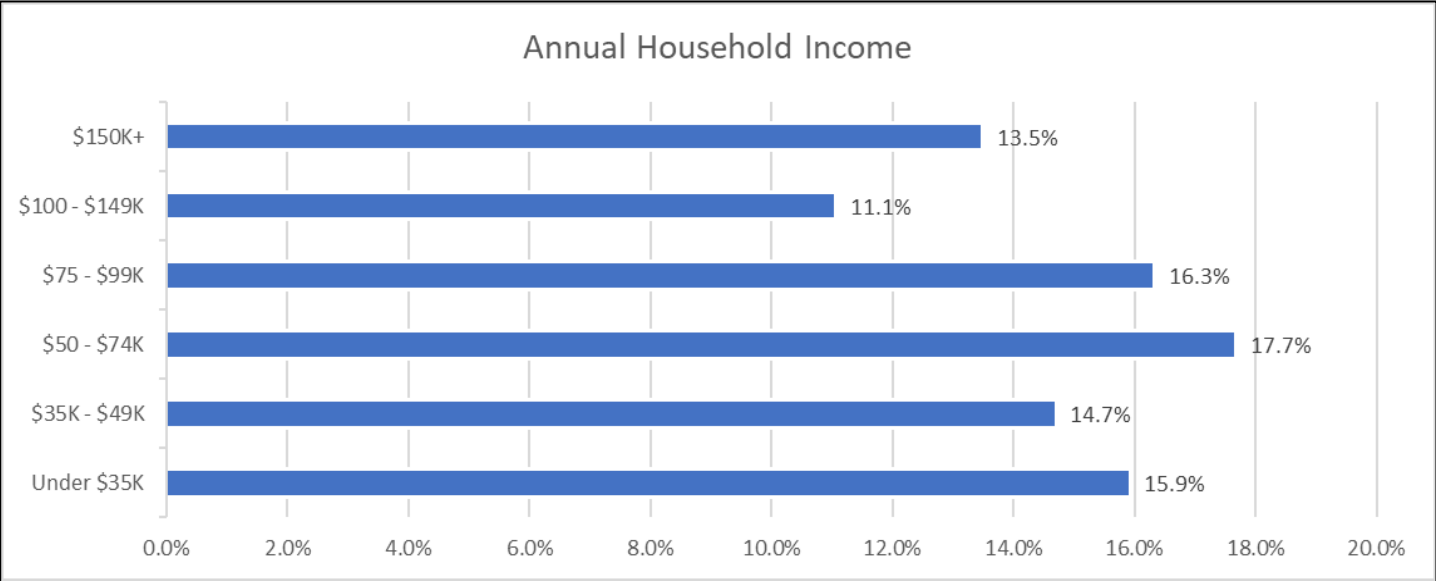
- DASH Customer Survey Results
- Service Updates – Line 30 and Potomac Yard Metro
- KPI **DASH**board Updates
- Ridership Update
- New DASH Website (Whitney)

CUSTOMER SURVEY OVERVIEW

- Online Survey conducted in July/August 2022
- Available in both English & Spanish
- Survey Objectives
 - Snapshot of current DASH ridership demographics
 - Ridership behavior changes since launch of New DASH Network and Free Fares
 - What factors are driving changes in ridership behavior?
- Total Valid Survey Responses = 825
- Large # of spam responses have been filtered out.
- Survey is not necessarily a representative sample

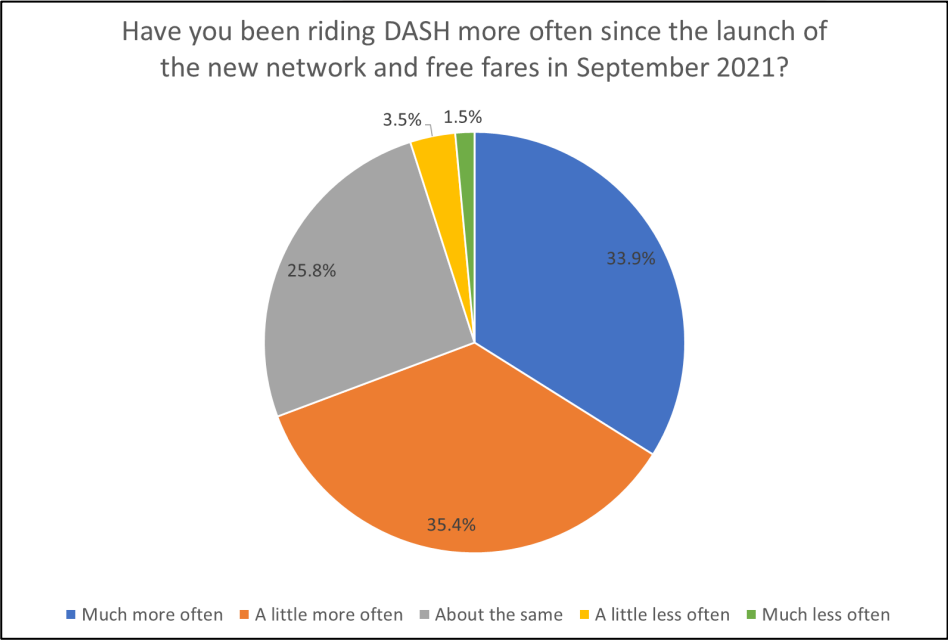
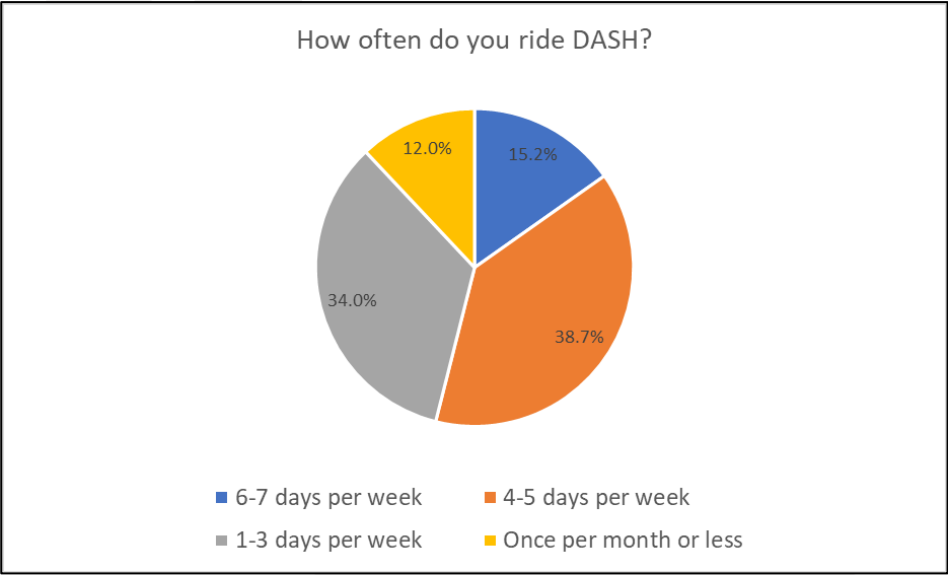
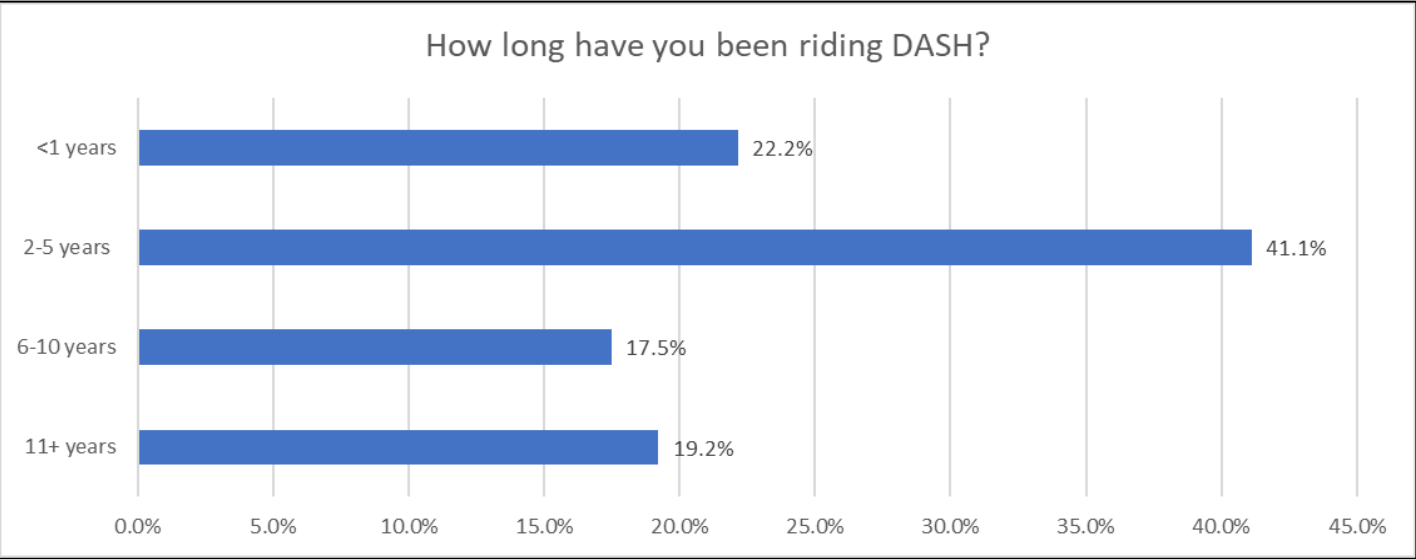
RIDERSHIP DEMOGRAPHICS

87% of riders live in the City of Alexandria
50% Male vs. 48% Female
53% White (Non-Hispanic)
48% with Household Incomes <\$75K
96% are vaccinated against COVID-19.

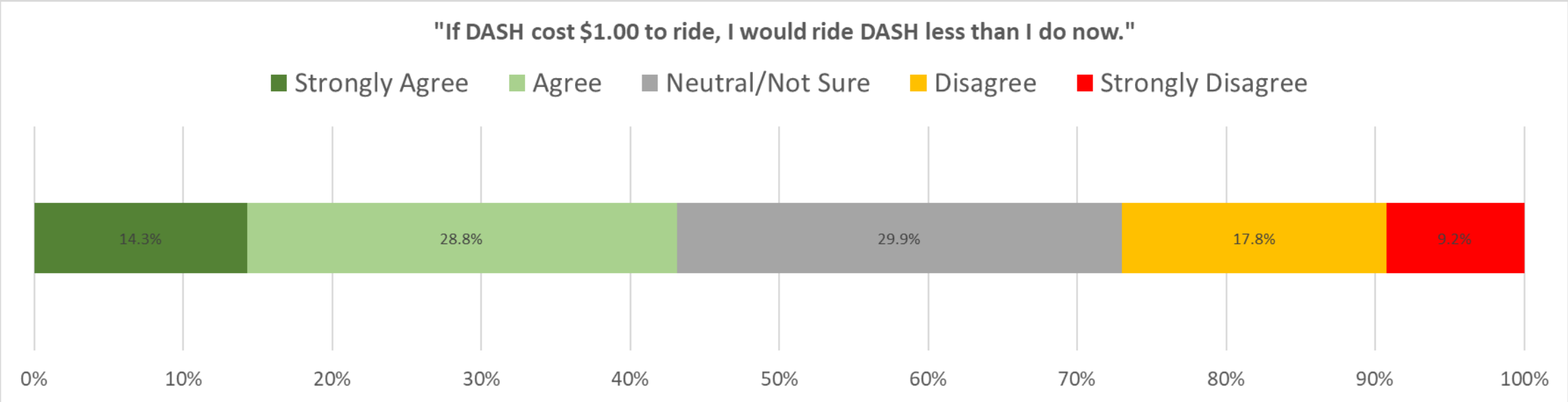
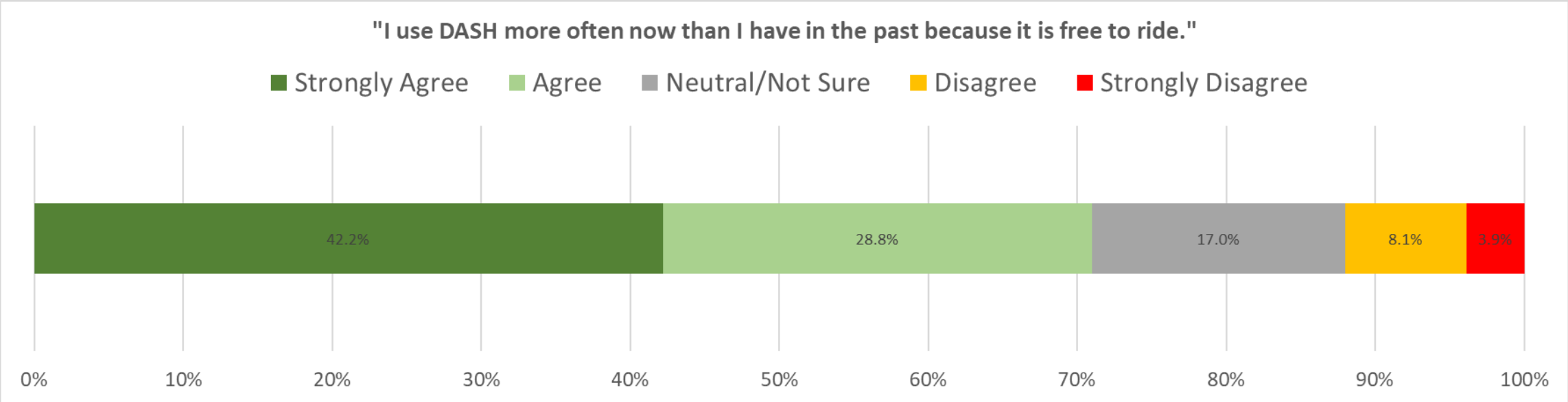


GENERAL RIDERSHIP INSIGHTS

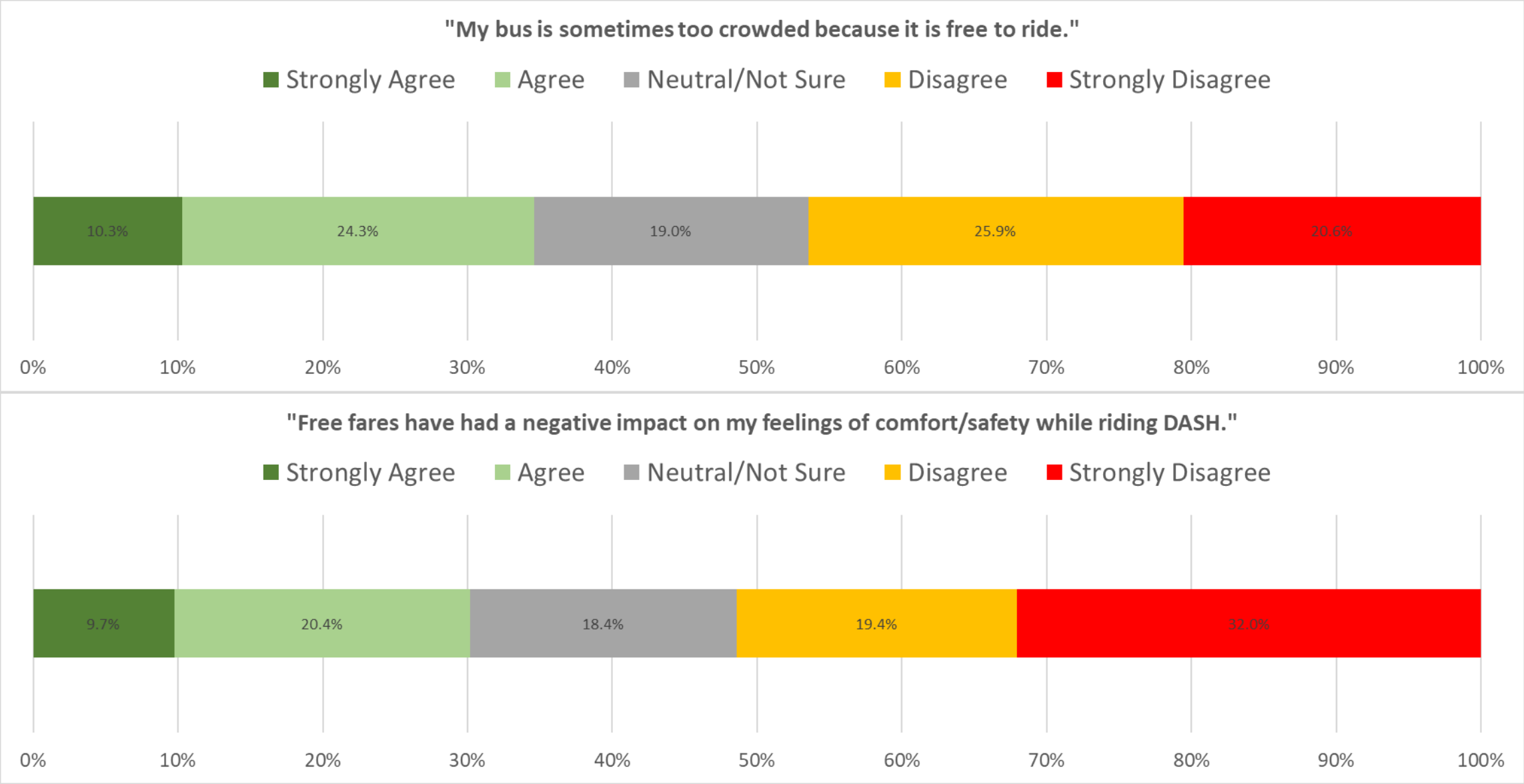
91% of respondents ride DASH.
22% of riders have started riding DASH in the last year. 63% have started since 2017.
54% of riders use DASH 4+ days per week.
69% of riders are riding DASH more they did before the New DASH Network and free fares



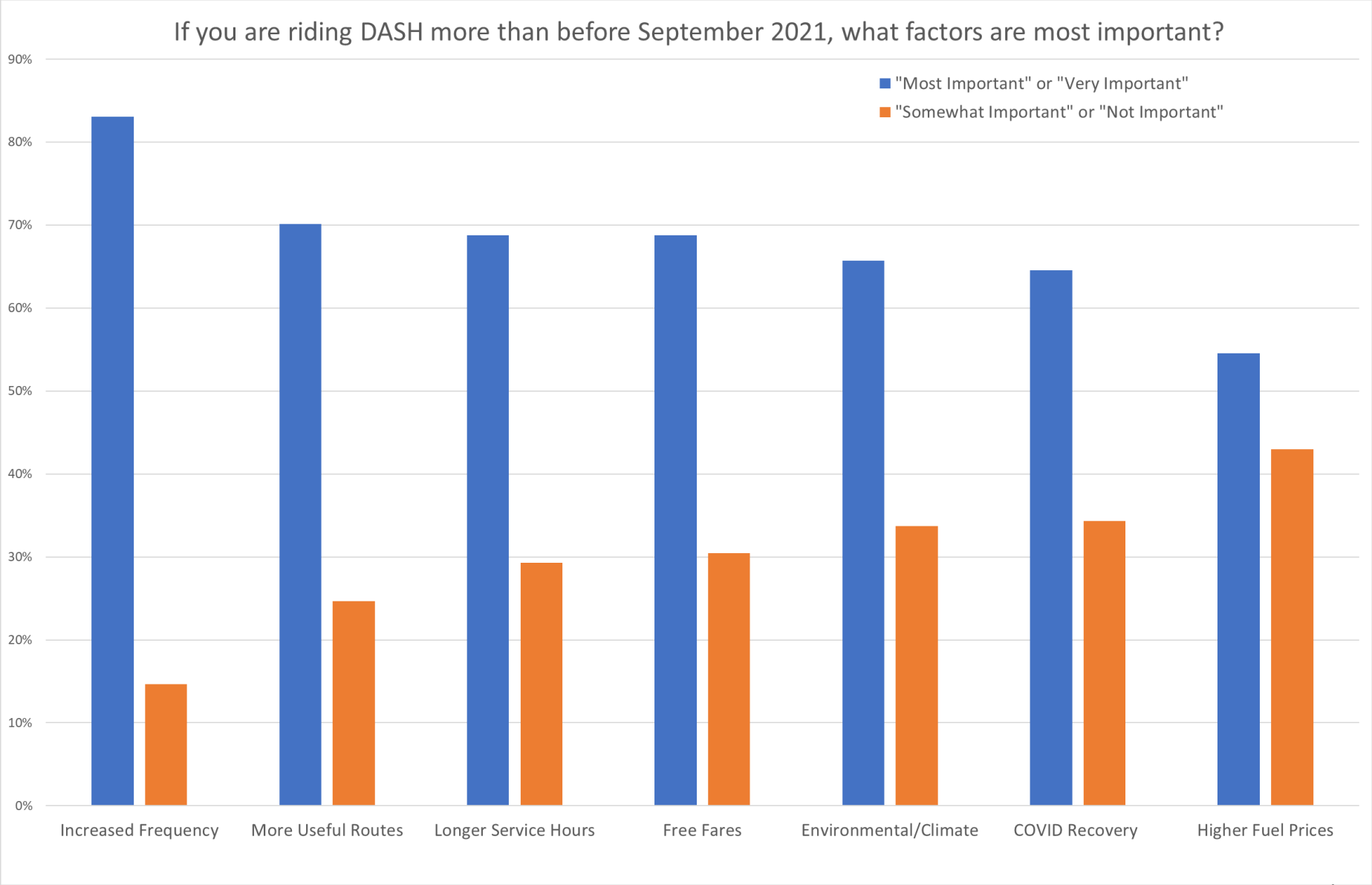
FREE FARE QUESTIONS



FREE FARE QUESTIONS (CONTINUED)



RIDERSHIP INSIGHT DETAILS



SERVICE UPDATES – LINE 30 & POTOMAC YARD



Weekday Improvements

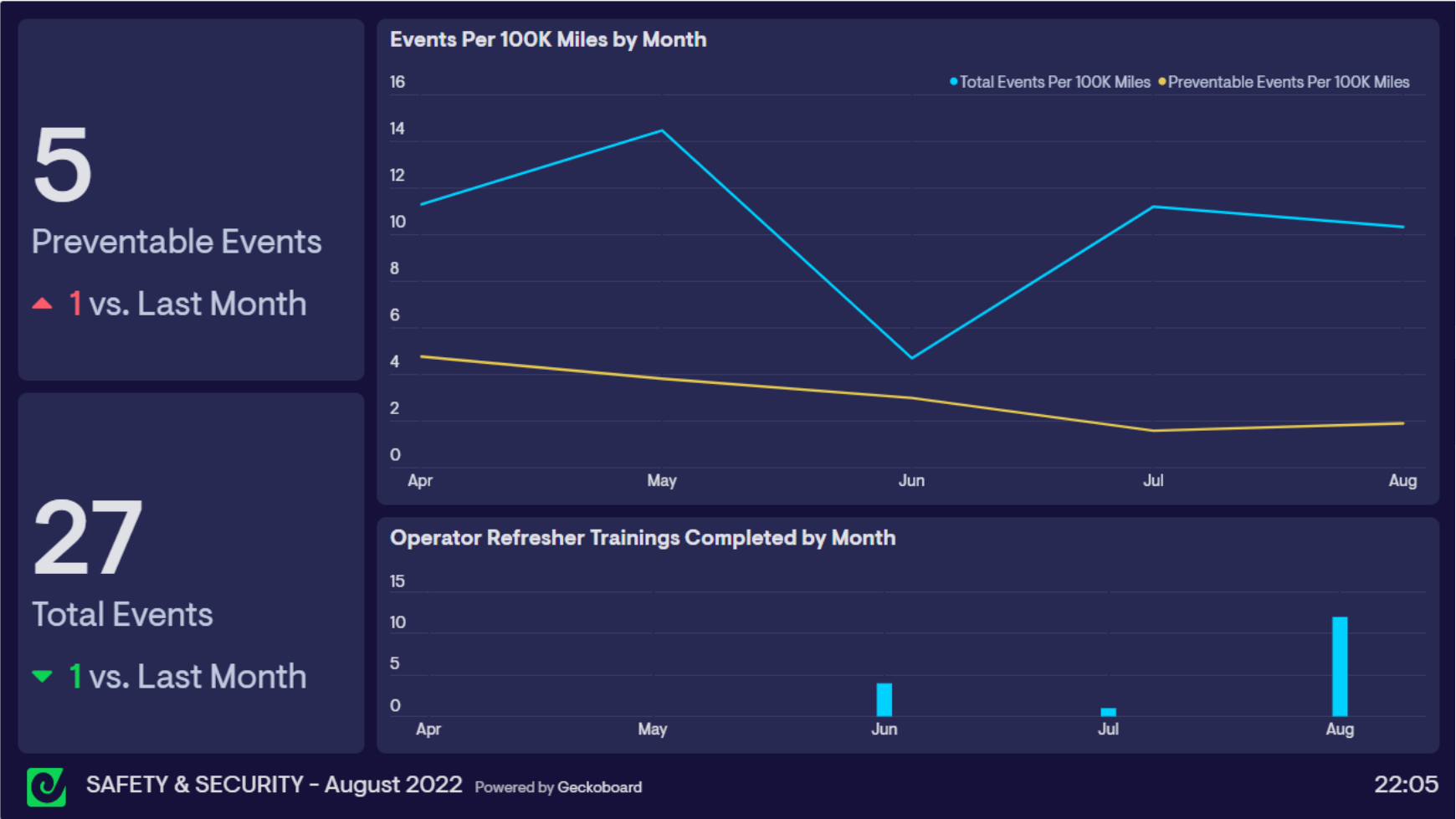
- All Line 30 short trips extended from King Street Metro to Braddock Road Metro via Old Town during weekday peak periods.
- Old Town Circulator (OTC) weekday peak headways improved from every 7-8 minutes to every 5 minutes.



Weekend Improvements

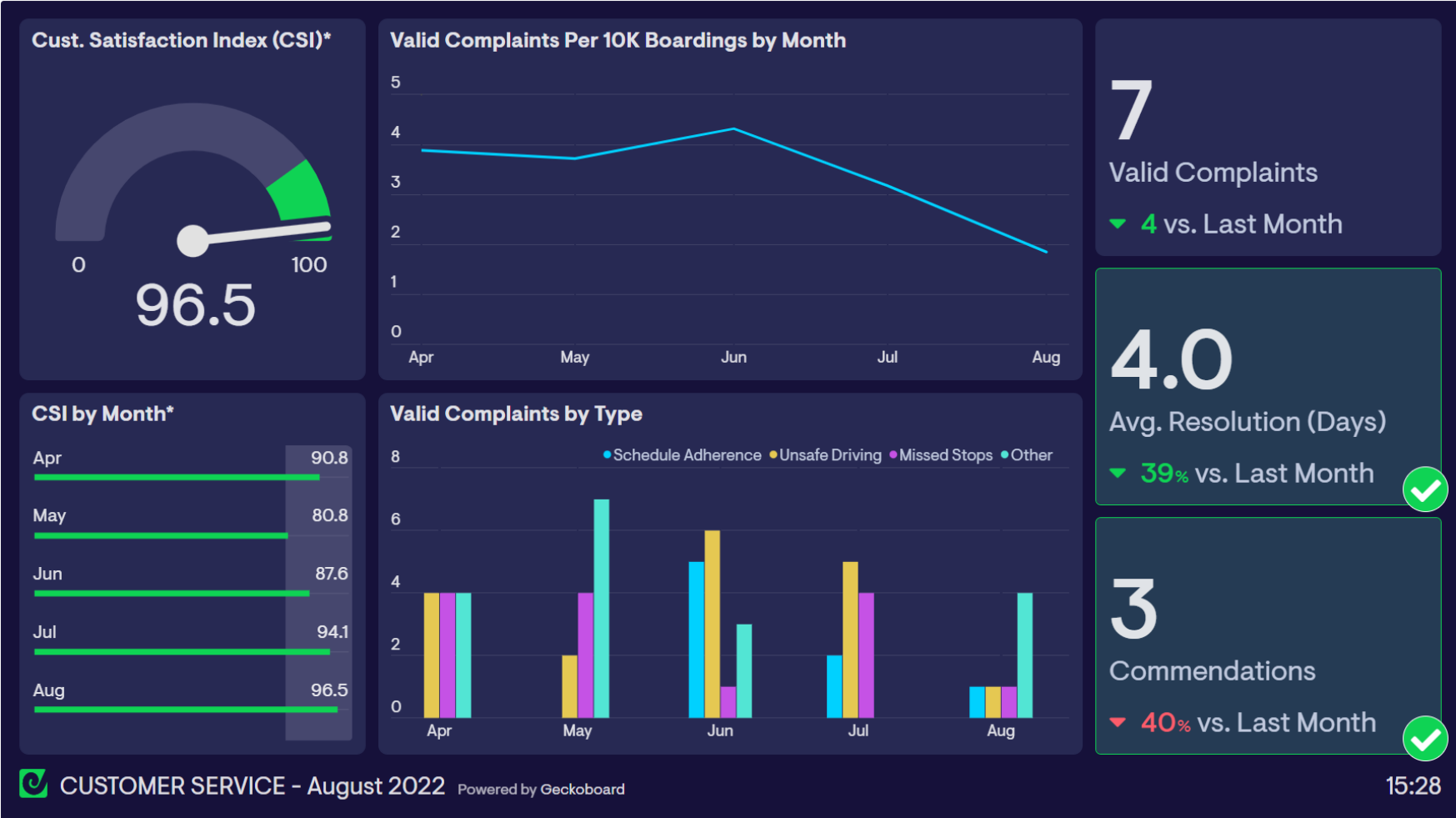
- All Line 30 short trips extended from Landmark Mall to Van Dorn Metro via South Van Dorn Street during weekends.
- Line 30 weekend headways between Landmark Mall and Van Dorn Metro improved from every 60 minutes to every 30 minutes.

KPI DASHBOARD INTRODUCTION – SAFETY & SECURITY



- Notes:**
- (1) **Events.** Events include collisions, passenger incidents, property damage, employee injuries, and other safety-related incidents.
 - (2) **Preventable Events.** “Preventable” Events are any events that the DASH Safety Review Committee determines could have been prevented by operator actions.
 - (3) **Refresher Trainings.** Staff from the DASH Safety team conduct trainings with bus operators to reinforce safety best practices to ensure that all operators are doing everything they can to stay safe. Due to recent staff changes, the number of trainings has been atypically low, but recent hires have allowed regular refresher trainings to resume.

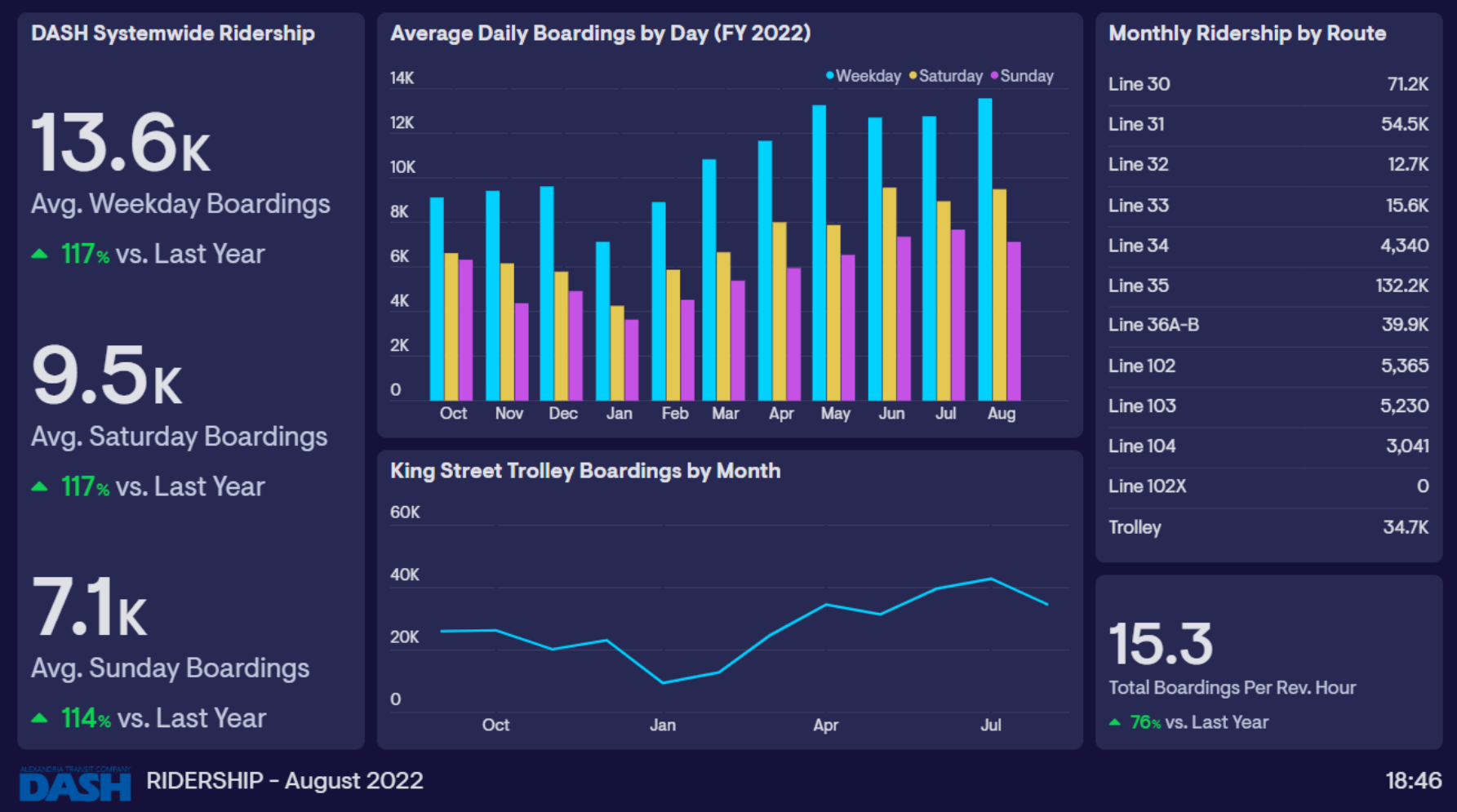
KPI DASHBOARD INTRODUCTION – CUSTOMER SERVICE



Notes:

- (1) **Customer Satisfaction Index (CSI).** This index quantifies the number of customer calls, complaints and commendations that are received each month into a single metric that can be tracked over time. The index assigns weighted values for each complaint (negative) and commendation (positive) that are received each month, however, since commendations are relatively uncommon in the transit industry, commendations are weighted 20% more than complaints. The higher the CSI value, the higher the customer satisfaction. The typical range for CSI is 80-95, so months with a CSI below 80 would be cause for concern. Months with a CSI value of 95+ would be indicative of exceptional customer satisfaction for that month.

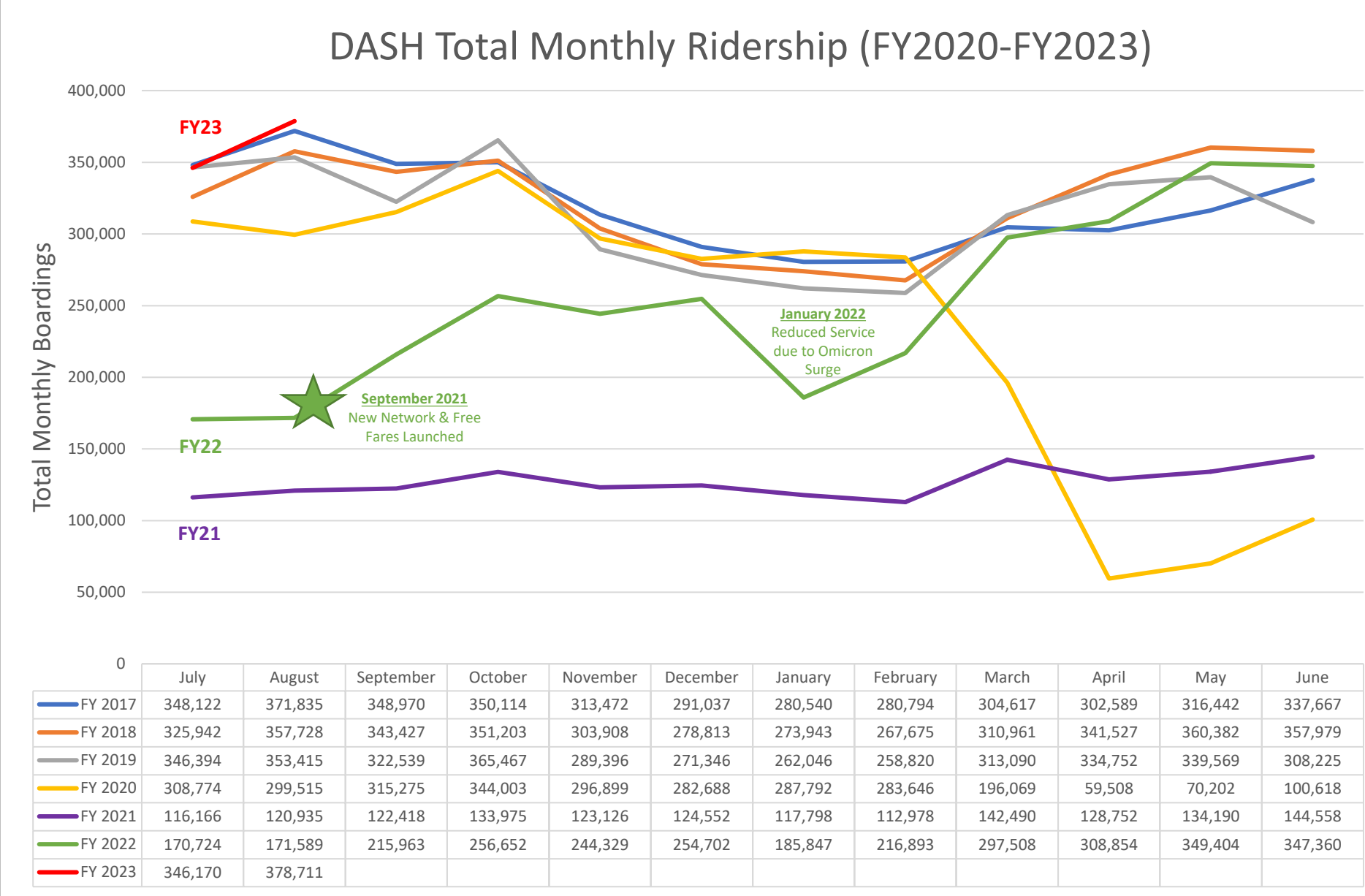
KPI DASHBOARD INTRODUCTION – RIDERSHIP




Notes:

- “Boardings” are the number of times a passenger boards a bus. A passenger making a round-trip would count as two boardings.
- (1) “**Boardings Per Revenue Hour**” are calculated as the total boardings divided by total number of revenue hours of service that were provided. This metric is designed to normalize the number of boardings against the amount of service that is operated as a means of measuring service efficiency or productivity.
- (2) The contract with the Department of Defense for Line 102X (Mark Center Express) was suspended until further notice in December 2021.

RIDERSHIP UPDATES



NEW DASH WEBSITE



[Home](#) [About Us](#) [Services & Programs](#) [News & Events](#) [Careers](#) [Contact Us](#) [EMPLOYEE LOGIN](#)

[Trip Planner & Arrivals](#) [Schedules & Maps](#) [Rider Tools](#) [Service Alerts](#)

Route Status

Trip Planner

30		31		32	
33		34		35	
36A		36B		102	
103		104		KST	


On Time

Minor Delays

Major Delays

Outside Operating Hours / No Data

powered by aries.dcmetrohero.com



LOW EMISSIONS

ECO-CITY ALEXANDRIA

703.746.DASH

DASHBUS.COM

624

Alexandria Transit Company

DASH

DASH IS FARE-FREE

Just hop on and ride!



Subscribe To Our Newsletter
Stay up to date with the latest news & events happening at



View System Map
View the entire DASH bus system at a glance.



Safety & Travel Tips
Check out these safety & travel tips before boarding.

WHAT'S NEW

DASH Marks One Year Of New Network, Fare-Free Service

Blue & Yellow Line Metro Closure & Travel Alternatives

Landmark Mall Transit Center Reopens

ALEXANDRIA TRANSIT COMPANY
DASH

Agenda Item: 6a, 6b, 6c, 6d
Board Packet Page: 21-27
Board Action: FYI

WRAP-UP & CONSIDERATION OF ADJOURNMENT

Next ATC Board of Directors Meeting:
November 9, 2022 @ 5:30pm

**THE BOARD
MEETING HAS
CONCLUDED**

NEXT MEETING

**NOVEMBER 9, 2022
5:30PM**

