



Alexandria Transit Company Board of Directors Meeting



April 14, 2021 @ 5:30pm
Meeting Held Electronically during COVID-19 State of Emergency
Livestream on ZOOM and Facebook Live

ITEM	DESCRIPTION	PAGE #	PRESENTER
#1	Public Hearing for FY 2022 Budget and Transit Development Plan a) Call to order/Welcome b) Outreach Synopsis and TDP Brief c) Public Hearing	N/A	Mr. Kaplan Mr. Barna All
#2	General Public Comment	N/A	Mr. Kaplan
#3	Consideration of Approval Meeting Minutes a) ATC Board of Directors Meeting – March 10, 2021	2-4	All
#4	Board Member Announcements, Reports & Business Items a) Chairman of the Board b) T&ES Report c) Others	5-6	Mr. Kaplan Mr. Ziemann All
#5	General Manager's Reports a) COVID-19 Operational Status Briefing b) Fare Free & King Street Trolley Budget Memo's c) Advertising Policy (Final Action) d) DASH Rider Advisory Committee Update	7-15	Mr. Baker
#6	Financial Reports & Action Items (as needed) a) Financial Report b) Balance Sheet c) Summary Income Statement d) Budget vs. Actual e) FY22 ATC Final Proposed Budget	16-23	Mr. Davis
#7	Planning Reports a) FY22 Transit Development Plan (TDP) Outreach Update	24-27	Mr. Barna
#8	Next Meeting Date & Adjournment The next regular meeting of the Alexandria Transit Company Board of Directors is scheduled for Wednesday, May 12, 2021	28	All

ATC Board Agenda Detail

Item #: 3
Item Title: Meeting Minutes
Contact: Beth Reveles, Secretary to the Board
Board Action: Consideration of Approval



Alexandria Transit Company (ATC) BOARD OF DIRECTORS MEETING MINUTES March 10, 2021

A meeting of the Board of Directors of the Alexandria Transit Company was held on Wednesday, March 10, 2021, on Zoom due to the Covid-19 outbreak. The meeting was held pursuant to Virginia Code Section 2.2-3708.2(A)(3), the Continuity of Government ordinance adopted by the City Council on June 20, 2020 or Sections 4-0.00(g) in HB29 and HB30 to undertake essential business. All the members of the Board and staff participated from remote locations through the Zoom meeting. A recording of the meeting was made and is available upon request.

Board members present: David Kaplan, Ajashu Thomas, Matt Harris, Ian Greaves, Jim Kapsis, Steve Klejst, Jeffrey Bennett, Lawrence Chambers, and Linda Bailey.

Board members absent: Hillary Orr and Brandi Collins.

Staff members and visitors attending: Josh Baker, Raymond Mui, Martin Barna, Evan Davis, Joseph Quansah, Whitney Code, Kaitlyn Beisel, Beth Reveles, Stephanie Salzone, John Lanocha, and Swinda Carcamo.

Other attendees: Katye North, Jim Maslanka, Bob Gronenberg, Brian Robey, Jim Durham, Morgan Babcock, Judy Cooper, Tony Williams, Paul Tobin, Arleen Courtney, and Corey Black.

Board Meeting **Agenda Item #1**

#1 – Call to Order, Welcome and Public Comment

Chairman Kaplan introduced himself, welcomed everyone and called the meeting to order. Vice Chairman Klejst requested the official roll call. The Secretary announced that a quorum was present and that Hillary Orr, Brandi Collins, and Jim Kapsis were absent. (Mr. Kapsis later joined the meeting.) The meeting began with the Chairman's reading of the required public notice for virtual board meetings. The Chairman then opened the meeting for public comment and asked if there were any speakers. Whitney Code, Marketing and Communications Manager, responded that no one had requested to make public comment. Hearing none, the Chairman closed the public comment period.

Agenda Item #2 – Consideration of Approval of Meeting Minutes

#2a – ATC Board of Directors Meeting – February 10, 2021

The Chairman called for a motion to approve the February minutes and asked if there were any corrections. A motion was made by Matt Harris and seconded by Linda Bailey to approve the minutes. There was no further discussion, and the motion carried unanimously.

Agenda Item #3 – Board Member Announcements, Reports & Business Items

#3a – Chairman's Report

The Chairman engaged several of the Board members in an "Icebreaker Exercise" asking them to answer one of the following questions:

- 1) What is an activity or tradition you've begun since the start of the pandemic that brings you joy?
- 2) Share an early memory of riding mass transit. It can be a positive or a negative experience. How did

that experience shape your support and advocacy for mass transit as an adult?

#3b – T&ES Report

Katy North, T&ES Division Chief, provided a review of the written report which was shared with the Board in advance of the meeting.

Ms. North pointed to an update regarding WMATA's budget. WMATA had been considering drastic cuts to rail and bus service as well as layoffs starting in January 2022, but it looked likely that those cuts and layoffs would be averted due to the Federal Government's actions earlier in the day to approve funding for public transportation.

#3c – Slate of Officers

Matt Harris presented the Slate of Officers for a one-year term, which was shared with the Board in advance of the meeting. Mr. Harris asked the Board if there were any other nominations. Hearing none, he called for a motion to approve the Slate. A motion was made by Linda Bailey and seconded by Ian Greaves to approve the Slate. There was no further discussion, and the motion carried unanimously.

#3d – Others

The Chairman asked if there were any other announcements from the Board. Hearing none, he moved on to the General Manager's report.

Agenda Item #4 – General Manager's Report

#4a – COVID-19 Operational Status Briefing

The GM reviewed his report which was shared with the Board in advance of the meeting.

#4b – ATC Draft Advertising Policy

The GM gave a brief overview of the policy which was shared with the Board in advance of the meeting. He pointed out that the advertisements on the buses would be implemented in July and that the Board would need to take consideration of approval for the policy in next month's Board meeting.

Agenda Item #5 – Financial Reports

#5a – Financial Report

The Director of Finance & Administration, Evan Davis, provided a brief review of his report which was shared with the Board in advance of the meeting.

#5b – Balance Sheet

Mr. Davis reviewed this portion of the report which was shared with the Board in advance of the meeting.

#5c – Summary Income Statement

Mr. Davis reviewed this portion of the report which was shared with the Board in advance of the meeting.

#5d – Budget vs. Actual

Mr. Davis reviewed this portion of the report which was shared with the Board in advance of the meeting.

The Chairman asked that with the recently approved stimulus package by the Senate and House of Representatives, if there had been any preliminary discussions regarding DASH's allocation of the funding. Mr.

Davis responding in the negative and stated that WMATA was still working on the allocation for the funding from the relief bill which was passed in December – “Cares 2.”

#5e – FY22 ATC Final Proposed Budget

Mr. Davis reviewed this portion of the report which was shared with the Board in advance of the meeting.

Agenda Item #6 – Planning Reports

#6a – Draft FY2022 – FY 2027 ATC Transit Development Plan

Director of Planning & Scheduling, Martin Barna, reviewed his report which was shared with the Board in advance of the meeting.

Agenda Item #7 – Next Meeting Date & Adjournment

A final motion to adjourn the meeting was made by Steve Klejst and seconded by Linda Bailey. A vote was called, and the motion was approved unanimously.

The next regular meeting of the Alexandria Transit Company Board of Directors will be held April 14, 2021, at 5:30pm via Zoom/Facebook Live.

Minutes respectfully submitted by:
Beth Reveles
Secretary to the Board
Alexandria Transit Company

ATC Board Agenda Detail

Item #: 4b
Item Title: T&ES Report
Contact: Christopher Ziemann, Transportation Division Chief
Board Action: FYI, Discussion



Commuter Choice Program

In January, DASH submitted two applications for the Commuter Choice Program to increase service to levels recommended in the Alexandria Transit Vision plan on lines 35 and 36 (currently roughly the AT1+ and the AT9). NVTC announced that they received 18 proposals for projects totaling \$26.2 million for projects. Since \$30 million is available for these projects, DASH's proposals for transit service in this corridor appear to have a good chance of being funded. NVTC is now performing a detailed analysis of all proposals found to be eligible.

Duke Street Transitway

The City has awarded the Civic Engagement contract for the Duke Street Transitway to Rhodeside Harwell, Inc. The firm, supported by NeoNiche Strategies, will conduct an extensive re-visioning of the Duke street corridor this spring and summer, with planning and conceptual engineering efforts to follow in the summer/fall. This 12-18 month process will build on the concepts identified in the 2008 Transportation Master Plan as well as the 2012 Transit Corridors Feasibility Study. This effort is being funded by a \$12 million NVTa grant. In addition, NVTa also awarded the City a \$75 million grant for construction last year.

Legislative Update

City staff are still reviewing the implications of the 2021 Virginia General Assembly Session. Below are highlights of passed transportation legislation that may impact Alexandria and the work of the Transportation Commission.

Project Funding and Budget

- Budget Item 430 #1c: The Department of Rail and Public Transportation shall use \$3,600,000 in FY 2022 from the Transit Ridership Incentive Program for regional connectivity programs focused on congestion reduction and mitigation through provision of long-distance commuter routes for urban and rural communities.
- Metro Related Needs: \$32.4 million to fill the FY 22 gap in Virginia's share of State of Good Repair funding via the Metro Capital Fund – estimated to be \$22.4 million. Remaining funds can be used to help NOVA localities pay their FY 22 Metro subsidy.
- Transit Access: \$10 million dedicated to establish a fare-free pilot for urban and rural transit systems. \$900,000 for the transit modernization and equity study called for in House Joint Resolution 542.
- Connected Transportation Pilot: \$10 million for the VT/Falls Church connected demonstration project. Requires an agreement with VDOT for information sharing and knowledge exchange.

Electric Vehicles/EV Charging Infrastructure/Transportation Electrification

- Legislators placed an emphasis on electric vehicles and the development of charging infrastructure throughout the Commonwealth, positioning the state for the increasing electrification of the automotive industry, including analysis of how greater electrification impacts energy access and generation. Meanwhile, greenhouse gas emissions were heavily considered, resulting in legislation that will require an evaluation of motor vehicle emissions and the implementation of a low emissions vehicle standards program starting with the 2025 model year.

Climate and Energy Action Plan

The purpose of the Energy and Climate Change Task Force is to provide guidance to the City of Alexandria on the effort to update the City's [Energy and Climate Change Action Plan \(ECCAP\)](#). This guidance includes feedback on analyses of community greenhouse gas emissions and climate change vulnerabilities including transportation-related emissions and vulnerability. The Task Force will support the City's identification, evaluation, and prioritization of recommendations for additional policy, programmatic, or technology actions to achieve specific,

science-based emissions reductions consistent with the [Environmental Action Plan 2040 \(EAP2040\)](#)'s targets and goals. Such actions may include, but are not limited to, efforts that:

- increase of renewable energy production and availability for city residents/businesses;
- work to curtail consumption of fossil fuels;
- engage Alexandria residents and businesses in emissions-reducing actions;
- identify opportunities for climate adaptation policies and practices.

Additionally, the Task Force's guidance may include identifying and evaluating funding and budgeting strategies, specific implementation steps and approaches, and methods and metrics to track progress against time-specific goals consistent with the EAP2040. The City Council approved [Resolution 2958](#) on September 22, 2020 to establish the Task Force. The first Task Force meeting is anticipated to be held in early April.

ATC Board Agenda Detail

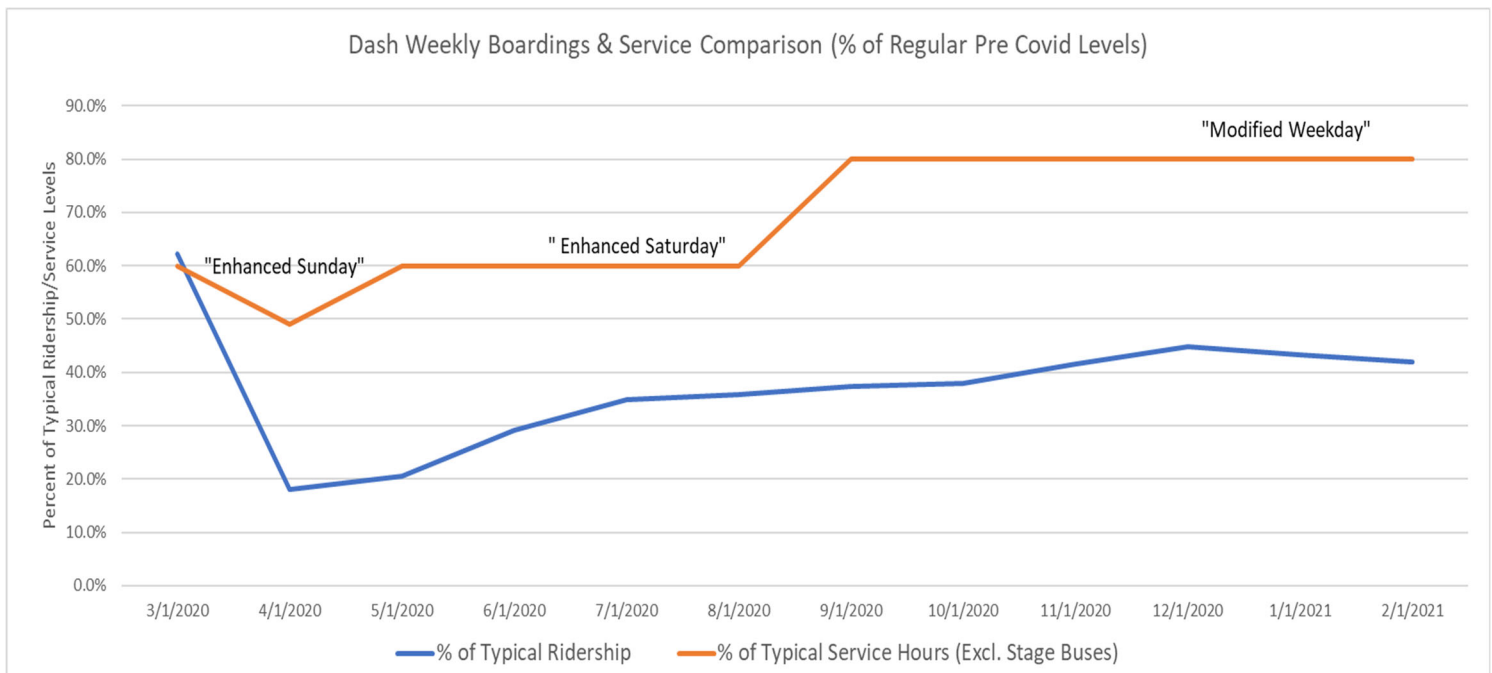
Item #: 5a
Item Title: COVID-19 Operational Status Briefing
Contact: Josh Baker, General Manager
Board Action: FYI



COVID-19 Operational Status Briefing and Updates

DASH staff have continued to seek vaccinations with a portion of the workforce already fully vaccinated. We are working to get actual numbers of vaccinated however it has proven to be a difficult task. Submitting vaccination records is voluntary and as of this report, few have done so. We are working actively to encourage these submittals including incentivizing vaccinations and tying them to reopening plans such as the Company Gym, Pool Table, quiet rooms and similar spaces.

Since the last board meeting there have been two (2) newly identified COVID Cases in the workforce, both were contact traced and no sign of spread at the workplace was found.



ATC Board Agenda Detail

Item #: 5b

Item Title: Fare Free & King Street Trolley Budget Memo's

Contact: Josh Baker, General Manager

Board Action: FYI/Discussion



Alexandria City Council is currently in the middle of the City Budget process. On Wednesday, April 7, 2021 DASH staff participated in the "Liveable, Green and Prospering" budget worksession to discuss the 2022 budget and respond to inquiries about going Fare Free. During their deliberations Council members are permitted to submit public questions in advance of the "Add/Delete" session, which will eventually take place starting April 17th. This is their opportunity to essentially "earmark" money for special purposes, modify the City Managers budget, or restore any cuts previously submitted.

During this process it is not uncommon for questions to be submitted to DASH which staff respond to and rarely are acted upon. This year appears to have a different momentum, specifically in regards to the potential of funding DASH to be "Fare Free". Because these initiatives are becoming increasingly popular throughout the country in response to the recovery from the effects of COVID-19, and because there appears to be much more interest in this locally it is quite possible this will be something that Council may approve.

Question #26: Fare Elimination is available, along with the staff response

here: <https://www.alexandriava.gov/budget/info/default.aspx?id=120771>

Question #14: Trolley is available, along with the staff response

here: <https://www.alexandriava.gov/budget/info/default.aspx?id=120563>

In the budget memo, staff recommended that any fare reduction or elimination coincide with the launch of the New DASH Network on September 5. This is primarily to avoid attracting new riders to a network that will soon become obsolete and to incentivize ridership at the time when service will significantly improve. Eliminating DASH fares for ten months of FY 2022 (beginning September 5) will cost \$1,470,000, considering base DASH service only.

However, as you also know, ATC is likely to be awarded two grants from the I-395 Commuter Choice program which will enable a large service expansion on Lines 35 and 36. The amount of this grant is the net cost of the service enhancements adjusted for \$670,000 in anticipated new fare revenue to be collected on these routes as a result of increased ridership. If ATC is awarded both grants and DASH fares are eliminated, other funding sources will need to be identified to replace the anticipated new fares.

If City Council votes to eliminate DASH fares, the City subsidy to ATC would increase by the base budget cost of \$1,470,000. Potential options to cover the additional \$670,000 include the following:

1. Recently increased Northern Virginia Transportation Authority (NVTA) 30% revenue.
2. A transfer from an electronic fare payment-related capital project which would no longer be needed.
3. Virginia's new Transit Ridership Incentive Program (TRIP), created by HB 1414, which funds low income and zero fare programs. The General Assembly recently increased the funding allocated to this program. City and DASH staff are working closely with DRPT to be ready to submit an application once program details are finalized in mid-2021.

DASH staff will be coordinating with City staff to identify and allocate the required funding should City Council adopt a budget which eliminates DASH fares. City Council will finalize its Add/Delete process and adopt a budget

by Wednesday, May 5, by which time we will know Council's decision on this matter. The General Manager will then present a final budget which reflects the changes to the ATC FY22 Operating Budget and fare policy.

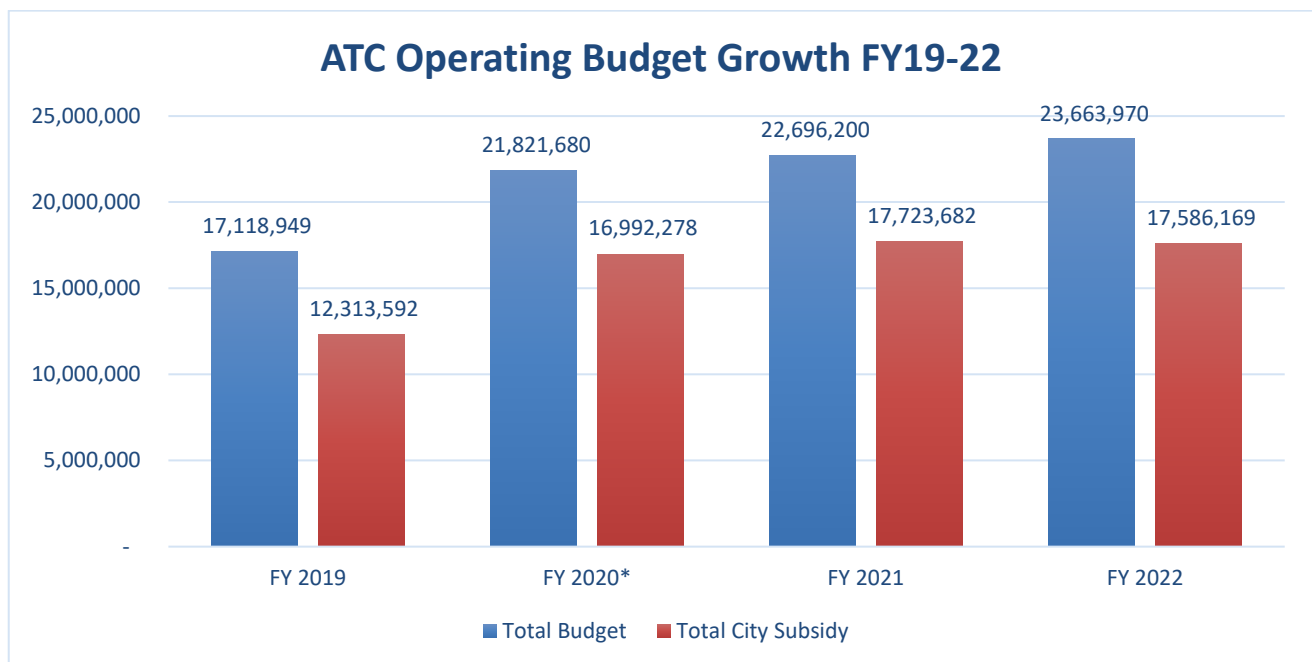
For some context related to this issue and the potential effects it may have on DASH service and budget, the Final Summary Report of the City of Alexandria Low-Income Fare Pass Assessment has been included as **Attachment I**. It highlights the pros and cons of fare free, outlines the potential costs and savings associated with going fare free, and projects the effect on total system ridership (outside of the New DASH Network implementation) resulting from such an initiative. During the Board meeting highlights of this information will be provided.

During the Budget Worksession, one Council member posed the question of why the AT-8 (Duke Street Corridor) improvements were not a part of the FY22 implementation plan in the fiscally constrained environment. Staff responded highlighting that such improvements are coming, however due to the AT-8 already having strong service it was held for a future year.

This is relevant to the Fare Free discussion as the cost to implement such a route improvement is close to the costs of going Fare Free. While not a staff proposal that such a trade-off should be made, it is simply illustrative of the opportunity cost of going Fare Free. Such details are provided on the next page with the "DASH SERVICE IMPROVEMENTS" table.

Finally in the context of considering such a major change to the Fare Structure of DASH, it is relevant to consider the future implications to the budget. Prior to the Pandemic, DASH was collecting in excess of \$4 million in Farebox Revenue. Considering the exponential growth the Company has seen is a helpful insight as to how challenging sustaining such a program could become in the future.

For your reference and information, the Chart below reflects the changes year over year to the budget for DASH and the relative City Contribution in the form of local subsidy.



*Fiscal Year 2020: Implementation of new Collective Bargaining Agreement with ATU 689.

POTENTIAL FY 2023 - FY 2024 DASH SERVICE IMPROVEMENTS

POTENTIAL FY 2023 - FY 2024 DASH SERVICE IMPROVEMENTS						DASH Service Planning Decision Framework (1)					
						Ridership	Equity		Impact/Alternatives	Cost Efficiency	Priority Order (1 = first improvement to be made)
Line # (ATV/New DASH Network)	Similar to Current Route...	Areas Served	Proposed Improvement	Net Annual Platform Hours	Net Annual Cost (Less Add'l Fare Revenues)	Net Annual Boardings	Low Income Residents within 1/4 mile	Minority Residents within 1/4 mile	Description of Benefit / Cost of Not Improving	Annual Cost Per Add'l Boarding (Lower = More Cost Efficient)	
Proposed FY 2023 Service Improvements (Full 2022 ATV Plan)											
Line 30	AT8	Van Dorn Metro, Landmark Mall, Duke Street, Old Town	Weekday peak service improved in Old Town to run every 10 minutes instead of every 20 minutes; extend weekend short trips from Landmark Mall to Van Dorn Metro for 30 minute service on entire route.	5,624	\$480,000	78,000	6,142	24,618	More one-seat trips from King St. to Old Town; better connections to West End; more frequent OTC	\$6.15	1
Line 31	AT6	NVCC, King Street, Old Town	Extend offpeak/weekend short trips from King Street Metro to Braddock Road Metro for 15 minute service in Old Town; extend weekday evening hours.	6,070	\$520,000	64,000	3,513	14,393	More one-seat trips from Duke St. to Old Town; better connections to West End; more frequent OTC	\$8.13	2
Line 33	AT10	Del Ray, Arlandria, Potomac Yard	Sunday service improved to run every 30 minutes instead of every 60 minutes.	962	\$90,000	9,000	1,455	7,444	Shorter waits for buses on Sundays in Del Ray, Arlandria; better Sunday service to new PY Metro	\$10.00	3
Line 103	AT3	Arlandria, North Ridge, Parkfairfax	Weekday peak service improved from every 30 minutes to every 20 minutes.	2,016	\$180,000	32,000	2,565	9,077	Shorter waits during weekday peaks to Pentagon from Parkfairfax	\$5.63	4
Line 104	AT4	Parkfairfax, Cameron Mills	Weekday peak service improved from every 30 minutes to every 20 minutes.	2,066	\$180,000	27,000	833	4,130	Shorter waits during weekday peaks to Pentagon from Parkfairfax	\$6.67	5
Line 34	AT2, AT5, AT7	Old Town North, City Hall, Lee Center	Route realigned from Braddock Road Metro to new Potomac Yard Metro and from N. Fairfax St. to N. Pitt St; Sunday service improved to run every 30 minutes instead of hourly	979	\$90,000	8,000	1,523	5,032	Shorter waits for buses on Sundays in Old Town; better Sunday service to new PY Metro	\$11.25	6
Line 32	AT7	Eisenhower Valley, Landmark Mall, Van Dorn Metro, Carlyle	Extend route from King Street Metro to Braddock Road Metro with 30-minute all day service; Weekend service improved to run every 30 minutes instead of every 60 minutes between Landmark Mall and King Street Metro	8,064	\$690,000	72,000	4,248	16,991	More one-seat trips from Eisenhower Ave to Old Town; better connections to West End; more frequent OTC	\$9.58	7
Total FY 2023 Service Improvements (Net Increases)				25,782	\$2,230,000						
Proposed FY 2024 Service Improvements											
Line 30	AT8	Van Dorn Metro, Landmark Mall, Duke Street, Old Town	Offpeak frequency improved from 30 minutes to 15 minutes during middays, evenings and weekends to make Line 30 a frequent, all-day route.	16,172	\$1,380,000	223,000	6,142	24,618	Shorter waits for buses on Duke St during offpeaks and weekends	\$6.19	8
Line 32	AT7	Eisenhower Valley, Landmark Mall, Van Dorn Metro, Carlyle	Increase weekday peak service from every 30 minutes to every 15 minutes.	8,064	\$690,000	72,000	4,248	16,991	Shorter waits for buses along Eisenhower Ave. during weekday peaks; support major developments in Carlyle	\$9.58	9
King St. Trolley (2)	-	Old Town	King Street Trolley routing extended from King Street Metro to Eisenhower Metro via Carlyle District	9,125	\$780,000	161,000	327	1,271	Establish important connection between high-density Eisenhower East and Old Town	\$4.84	10
Total FY 2024 Service Improvements (Net Increases)				33,361	\$2,850,000						
Notes:											
(1) DASH Service Planning Decision Framework includes a list of factors that inform service planning decisions, in order of their importance. The framework is based on the goals defined by the Alexandria Transit Vision Plan, and was adopted by the ATC Board											

ATC Board Agenda Detail

Item #: 5c
Item Title: ATC Advertising Policy
Contact: Josh Baker, General Manager
Board Action: Consideration of Approval



ALEXANDRIA TRANSIT COMPANY (DASH) FINAL ADVERTISING POLICY

I. PURPOSE, INTENT, AND RESERVATION OF RIGHTS

- A. The purpose of this Policy is to establish consistently applied standards governing the display of viewpoint-neutral advertising on Alexandria Transit Company, herein referred to as "DASH," buses and ride guide brochures, herein referred to as "Property." These standards will allow DASH to generate revenue and enhance transit operation by:
- Generating revenue,
 - Preventing the appearance of favoritism by DASH,
 - Maximizing ridership,
 - Preventing the risk of imposing views on a captive audience,
 - Maintaining a position of neutrality on controversial issues,
 - Preserving the marketing potential of the advertising space by avoiding content that the community could view as offensive, inappropriate or harmful to the public,
 - Maintaining a safe and welcoming environment for all DASH employees and customers, including minors,
 - Avoiding claims of discrimination and maintaining a nondiscriminatory environment for riders.
- B. In keeping with its proprietary function as a provider of public transportation, DASH does not intend its acceptance of transit advertising to convert its transit vehicles or ride guide brochure into forums for discourse and debate. Rather, the fundamental purpose and intent is to accept advertising as an additional means of generating revenue to support transit operations.
- C. DASH retains strict control over the nature of the advertisements permitted to be displayed in and on the Property by subjecting all proposed advertisements to the Advertising Standards below. DASH reserves the right to amend the Policies, to have DASH's own advertisements and notices take priority over non-DASH advertising (subject to contractual provisions), to determine whether and where advertising space is available, and to ban all non-DASH advertising.

II. ADVERTISING STANDARDS

A. Advertising Requirements

- All advertising shall comply with the spirit of all applicable laws and regulations of the various jurisdictions in which it is displayed unless the inconsistencies among the various jurisdictions prevent such compliance.

- All advertising must be of professional quality; may not contain any rotating, revolving, flashing, or noise-making device, or any other illuminated, reflective, back-lit, or moving parts; and may not interfere with traffic or conflict with any traffic control device.
- Advertisers promoting contests shall ensure the contest is being conducted with fairness to all entrants and complies with all applicable laws and regulations.
- Advertising offering premiums or gifts shall avoid representations which would enlarge the value of the item in the minds of the viewers.
- Testimonials should be authentic and shall honestly reflect the response of the person making them. (The sales contract shall provide for the indemnification of DASH against action by any person quoted or referred to in any advertisement placed on the Property.)
- Medical and health-related messages will be accepted only from government health organizations, or if the substance of the message is currently accepted by the American Medical Association and/or the Food and Drug Administration.
- Advertisers shall avoid illustrations or references which disregard normal safety precautions.

B. Permitted Advertising

DASH may display advertisements that fall under one or more of the following categories:

1. **Commercial advertising.** Paid advertisements that propose, promote, or solicit the sale, rent, lease, license, distribution, or availability of, or some other commercial transaction concerning, goods, products, services, or events for the advertiser's commercial or proprietary interest, or more generally promote an entity that engages in such activities.
2. **Governmental advertising.** Notices or messages from DASH that promote DASH or any of its functions or programs, and also paid notices or messages of the United States government, the Commonwealth of Virginia and its agencies, the City of Alexandria and its departments, or of any of the local County governments that advance specific governmental purposes.
3. **Public service announcements.** Public service announcements not otherwise prohibited under Section II.C. of this Policy, which are sponsored by either a government entity or a nonprofit corporation that is exempt from taxation under Section 501(c)(3) of the Internal Revenue Code, and which are directed to the public and relate directly to:
 - Prevention or treatment of illnesses,
 - Promotion of safety or personal well-being,
 - Education or training,
 - Art or culture,
 - Provision of children and family services,
 - Provision of services and programs that provide support to low-income citizens, senior citizens, or people with disabilities, or
 - Solicitation by broad-based contribution campaigns that provide funds to multiple charitable organizations active in the above-listed areas.

C. Prohibited Advertising

All advertisements are subject to the viewpoint-neutral restrictions set forth below.

- Advertising will not be accepted that is false, misleading, or deceptive, or that contains other non-protected speech.
- No implied or declared endorsement of any product or service or message by DASH is permitted.
- Advertisements intended to influence members of the public regarding an issue on which there are varying opinions are prohibited.
- Advertisements of alcohol or tobacco products, tobacco-related products, or e-cigarettes are prohibited.
- Advertisements that support or oppose any political party or candidate are prohibited.
- Advertisements that promote or oppose any religion, religious practice or belief are prohibited.
- Advertisements that support or oppose an industry position or industry goal without any direct commercial benefit to the advertiser are prohibited.
- Advertisements that are intended to influence public policy are prohibited.
- Advertisements that promote unlawful or illegal goods, services, activities, or involve other unlawful conduct are prohibited.
- Advertisements that depict or describe in an offensive manner sexual or excretory activity so as to satisfy the definition of obscene material under applicable law are prohibited.
- Advertisements for hiring bus drivers and mechanics for providers of bus services other than DASH are prohibited.
- Advertisements that disparage DASH, any other transit agency, or the use of public transportation in general are prohibited.

D. Additional Provisions Relating to Advertisements

All advertisements shall clearly, conspicuously, and unambiguously identify the person or entity that has sponsored, paid for, or caused the advertisement to be placed on DASH Property to avoid identification of DASH with messages or images contained within advertisements displayed in and on the Property. An advertiser may, at DASH's discretion, be required to include in the advertisement a statement explicitly identifying the person, corporation, or entity paying for the advertisement. An advertiser may also, at DASH's discretion, be required to incorporate additional language to avoid the appearance of DASH endorsement. Any advertising in which the identity of the sponsor is not readily and unambiguously identifiable must include the following phrase to identify the sponsor in clearly visible letters (no smaller than 24-point type): **Paid for by:** _____

III. APPLICABILITY

This Policy is applicable to all persons (including DASH employees and independent contractors), groups, and organizations that contract with DASH or its contractor(s) for the placement of advertisement in DASH Property.

USE OF DASH'S NAME

Use of DASH's name, logo, slogans, or other graphic representations requires advance approval by DASH. DASH does not endorse or imply endorsement of any product or service.

IV. SEVERABILITY

If any section, subsection, sentence, clause, phrase or other portion of this Policy is, for any reason, declared invalid, in whole or in part, by any court of competent jurisdiction, in a final, non-appealable decision, such portion shall be deemed severable, and such invalidity shall not affect the validity of the remaining portions of this Policy, which remaining portions shall continue in full force and effect.

V. APPEAL PROCESS

- A.** An advertiser may appeal a decision to reject or remove an advertisement by filing a written Request for Reconsideration with DASH's advertising contractor. The Contractor may then file the Request with the DASH Project Manager ("PM") within 10 business days after DASH's rejection or removal decision. The advertiser's request must state why the advertiser disagrees with the decision considering DASH's Advertising Policy.
- B.** The PM will review the basis for the rejected or removed advertisement, consult with DASH's legal counsel, if necessary, and consider the advertiser's reasons for filing the request. The PM will notify the advertiser of the final decision in writing within 15 business days after receiving the advertiser's Request for Reconsideration.

VI. APPLICATION OF POLICY

This Advertising Policy applies to the posting of all new advertisements on DASH Property on or after the effective date. Any advertisements which would be prohibited under this Policy, but which were posted pursuant to the terms of a fully executed advertising contract prior to the effective date of this Policy, will be allowed to remain posted for the duration of that contract.

VII. DISCLAIMER OF ENDORSEMENT

DASH's acceptance of an advertisement does not constitute express or implied endorsement of the content or message of the advertisement, including any person, organization, products, services, information, or viewpoints contained therein, or of the advertisement sponsor itself. This endorsement disclaimer extends to and includes content that may be found via internet addresses, quick response (QR) codes, and telephone numbers that may appear in posted ads and that direct viewers to external sources of information.

VIII. EFFECTIVE DATE

This Advertising Policy is effective as of **XXXX, 2021**.

ATC Board Agenda Detail

Item #: 5d
Item Title: DASH Rider Advisory Committee Update
Contact: Josh Baker, General Manager
Board Action: FYI/Discussion



On Monday April 5, 2021 the newly formed DASH Advisory Committee (DAC) met for their innagual meeting. Staff Liason Whitney Code guided the group through a very successful first meeting.

The General Manager joined the group welcoming them and participating in introductions.

An interim Chair was appointed with the group meeting next to elect a Chair and Vice Chair. We are very pleased with the interest of the group, the breadth of knowledge and enthusiasm displayed as a part of this new initiative. In the future the Board may expect to meet the Chair of the Committee at during a meeting and eventually the Committee will weigh in on major projects for which the Board is asked to render decisisions. It is the hope that such a workgroup will prove helpful to the Board in carrying out their duties.

ATC Board Agenda Detail

Item #: 6a
Item Title: Financial Report
Contact: Evan Davis, Director of Finance & Administration
Board Action: FYI/Discussion



Alexandria Transit Company (DASH) Financial Update

Results for the Eight Months Ended February 28, 2021

February 2021 Results

ATC ended February with a monthly deficit of (\$764,890) and a year-to-date deficit of (\$172,706).

This is because January and February I-395 Commuter Choice grant transfers will be recorded in March and the next CARES Act revenue replacement transfer has not yet occurred. Even so, expenditures continue to run under budget year-to-date. ATC and City staff are working together to transfer the remainder of the CARES Act revenue replacement funds in the near future.

Significant budget variances and notable accounts in February include:

- As expected, **passenger revenue** remains near zero with only a few transactions occurring for various reasons. We are collecting a reduced amount of the contract revenue for the **AT2X Mark Center Express** service, corresponding to the reduced service level.
- **Operations personnel** expenditures are over budget due to the timing of upcoming I-395 Commuter Choice grant transfers.
- The **Repair Parts** line item includes ongoing investments in PPE and cleaning supplies, while **Vehicle Maintenance Service** reflects a bus repair that will be refunded by I-395 Commuter Choice.
- **Office Equipment and Supplies** reflects continued investments in laptop computers and related equipment to enable remote working. Over the past year of pandemic, DASH has transitioned from a 100% desktop computer environment to equipping nearly all administrative and supervisory personnel with City-compliant laptops.

FY21 Forecast and CARES Act Funding

The FY 2021 forecast continues to project a slight year-end surplus, currently \$12,412. In actuality, the final FY21 CARES Act transfer will be adjusted to bring the bottom line for the year to zero. This will maximize CARES Act funds available for FY 2022.

This forecast is based on the following projections and estimates:

- Total passenger and contract revenue losses will be just short of \$4 million.
- With fare collection resuming on March 15, staff project passenger revenue of roughly \$454,000 in the final three-plus months from that date through June. This is based on an assumption of 40% of pre-COVID ridership, which is consistent with current trends.
- Approximately \$4.5 million in CARES Act Transit Relief Funds will be used to offset revenue losses and fund COVID-related expenditures.

ATC Board Agenda Detail**Item #:** 6b**Item Title:** Balance Sheet**Contact:** Evan Davis, Director of Finance & Administration**Board Action:** FYI/Discussion

ALEXANDRIA TRANSIT COMPANY
Balance Sheet as of February 28, 2021

ASSETS

Cash - City of Alexandria Pooled	\$ -
Cash - Payroll Account	9,109
Receivables	75,946
Prepaid Expenditures	385,701
Parts and Supplies Inventory	722,025
Capital Assets	54,624,851
Less: Accumulated Depreciation	(23,463,919)
TOTAL ASSETS	<u>\$ 32,353,713</u>

LIABILITIES

Accounts Payable	\$ 181,425
Payroll Liabilities	24,043
Accrued Vacation	1,031,593
Due to Other Funds (Negative Cash Position)	520,147
Total Liabilities	<u>\$ 1,757,208</u>

NET POSITION

Net Investment in Capital Assets	\$ 31,160,932
Unrestricted	(564,427)
Total Net Position	<u>\$ 30,596,505</u>

TOTAL LIABILITIES AND NET POSITION	<u>\$ 32,353,713</u>
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This statement is unaudited and prepared for the sole use of management and the Board of Directors of ATC.

ATC Board Agenda Detail

Item #: 6c
Item Title: Summary Income Statement
Contact: Evan Davis, Director of Finance & Administration
Board Action: FYI/Discussion

**ALEXANDRIA TRANSIT COMPANY****Summary Income Statement for the Eight Months Ended February 28, 2021**

	Actual	Budget	Variance
REVENUES:			
City Contribution - King Street Trolley	691,456	691,456	-
DASH Passenger Revenue	1,570	2,682,664	(2,681,094)
DASH AT2X Mark Center Charter	267,371	555,680	(288,309)
DASH Other Charter Revenue	17,875	40,000	(22,125)
Miscellaneous Revenue	67,231	36,664	30,567
Total Operating Revenue	1,045,503	4,006,464	(2,960,961)
CARES Transit Funds	2,527,792	582,664	1,945,128
City Contribution - Regular Subsidy	11,124,328	11,124,328	-
Total Revenue	14,697,623	15,713,456	(1,015,833)
EXPENDITURES:			
Operations	8,215,285	8,738,712	523,427
Maintenance	3,424,520	3,586,064	161,544
Administration	2,780,984	2,936,680	155,696
Capital Outlay	449,540	452,000	2,460
Total Expenditures	14,870,329	15,713,456	843,127
GRANT ACTIVITY:			
I-395 Commuter Choice Grants	1,360,333	-	-
State Grants	30,600	-	-
Local Match on State Grants	14,400	-	-
Grant Expenditures	(1,405,758)	-	-
Total Grant Activity	(425)	-	-
Net Surplus (Deficit)	(173,131)	-	(172,706)

This statement is unaudited and prepared for the sole use of management and the Board of Directors of ATC.

ATC Board Agenda Detail

Item #: 6d

Item Title: Budget vs. Actual

Contact: Evan Davis, Director of Finance & Administration

Board Action: FYI/Discussion



Budget vs. Actual Report for the Eight Months Ended February 28, 2021

Description	CM Actual	CM Budget	Variance	YTD Actual	YTD Budget	Variance	FY2021 Projected	FY2021 Annual Budget	Projected Year End Variance
REVENUE									
City Contribution - King Street Trolley	86,432	86,432	-	691,456	691,456	-	1,037,185	1,037,185	-
DASH Passenger Revenue	334	335,333	(334,999)	1,570	2,682,664	(2,681,094)	455,470	4,024,000	(3,568,530)
DASH AT2X Mark Center Charter	36,726	69,460	(32,734)	267,371	555,680	(288,309)	414,275	833,518	(419,243)
DASH Other Charter Revenue	2,160	5,000	(2,840)	17,875	40,000	(22,125)	24,971	60,000	(35,029)
Miscellaneous Revenue	7,341	4,583	2,758	67,231	36,664	30,567	86,271	55,000	31,271
TOTAL OPERATING REVENUE	132,993	500,808	(367,815)	1,045,503	4,006,464	(2,960,961)	2,018,172	6,009,703	(3,991,531)
CARES Transit Funds	-	72,833	(72,833)	2,527,792	582,664	1,945,128	4,505,941	874,000	3,631,941
City Contribution - Regular Subsidy	1,390,541	1,390,541	-	11,124,328	11,124,328	-	16,686,497	16,686,497	-
TOTAL REVENUE	1,523,534	1,964,182	(440,648)	14,697,623	15,713,456	(1,015,833)	23,210,610	23,570,200	(359,590)
OPERATING EXPENDITURES									
OPERATIONS									
Wages - O	890,574	809,915	(80,659)	6,002,058	6,479,320	477,262	9,337,894	9,719,000	381,106
Fringe Benefits - O	159,013	140,650	(18,363)	1,287,320	1,125,200	(162,120)	1,913,272	1,687,800	(225,472)
Payroll Taxes - O	66,829	65,291	(1,538)	450,108	522,328	72,220	700,108	783,500	83,392
Retirement Contributions - O	66,114	68,259	2,145	444,780	546,072	101,292	701,928	819,100	117,172
Total Operations Labor	1,182,530	1,084,115	(98,415)	8,184,266	8,672,920	488,654	12,653,202	13,009,400	356,198
Operator Recruitment and Training	4,615	4,332	(283)	22,867	34,656	11,789	43,416	52,000	8,584
Operating Materials and Supplies	2,749	1,959	(790)	8,097	15,672	7,575	21,627	23,500	1,873
Training and Travel - O	-	1,933	1,933	55	15,464	15,409	9,971	23,200	13,229
TOTAL OPERATIONS EXPENDITURES	1,189,894	1,092,339	(97,555)	8,215,285	8,738,712	523,427	12,728,216	13,108,100	379,884
MAINTENANCE									
Wages - M	190,620	183,509	(7,111)	1,459,347	1,468,072	8,725	2,327,645	2,202,100	(125,545)
Fringe Benefits - M	28,166	27,542	(624)	202,899	220,336	17,437	306,917	330,500	23,583
Payroll Taxes - M	16,678	14,000	(2,678)	110,855	112,000	1,145	171,456	168,000	(3,456)
Retirement Contributions - M	18,113	14,833	(3,280)	109,381	118,664	9,283	174,381	178,000	3,619
Total Maintenance Labor	253,577	239,884	(13,693)	1,882,482	1,919,072	36,590	2,980,399	2,878,600	(101,799)
Fuel & Lubricants	73,978	93,625	19,647	467,391	749,000	281,609	781,616	1,123,500	341,884
Repair Parts	60,424	45,583	(14,841)	352,426	364,664	12,238	542,425	547,000	4,575
Tires	14,788	11,583	(3,205)	54,442	92,664	38,222	92,443	139,000	46,557
Vehicle Maintenance Service	20,254	10,834	(9,420)	173,247	86,672	(86,575)	225,243	130,000	(95,243)
Laundry	3,143	2,792	(351)	31,834	22,336	(9,498)	47,036	33,500	(13,536)
Tools and Equipment	456	1,250	794	46,459	10,000	(36,459)	52,459	15,000	(37,459)
Building Maintenance	36,244	41,665	5,421	413,318	333,320	(79,998)	646,097	500,000	(146,097)
Training and Travel - M	-	1,042	1,042	2,921	8,336	5,415	2,921	12,500	9,579
TOTAL MAINTENANCE EXPENDITURES	462,864	448,258	(14,606)	3,424,520	3,586,064	161,544	5,370,639	5,379,100	8,461
ADMINISTRATION									
Wages - A	132,854	139,232	6,378	1,044,315	1,113,856	69,541	1,674,440	1,670,800	(3,640)
Fringe Benefits - A	16,634	20,280	3,646	123,312	162,240	38,928	189,697	243,350	53,653
Payroll Taxes - A	9,970	10,709	739	76,432	85,272	9,240	123,660	128,500	4,840
Retirement Contributions - A	10,336	10,125	(211)	79,216	81,000	1,784	126,263	121,500	(4,763)
Total Administrative Labor	169,794	180,346	10,552	1,323,275	1,442,768	119,493	2,114,060	2,164,150	50,090
Insurance	69,423	69,167	(256)	615,979	553,336	(62,643)	893,975	830,000	(63,975)
Professional Services	70,189	68,416	(1,773)	528,786	547,328	18,542	831,823	821,000	(10,823)
Utilities	25,408	21,166	(4,242)	140,456	169,328	28,872	219,996	254,000	34,004
Printing & Advertising	2,324	5,416	3,092	17,896	43,328	25,432	54,771	65,000	10,229
Telecommunications	8,569	5,833	(2,736)	70,371	46,664	(23,707)	106,318	70,000	(36,318)
Training, Travel, Events - A	35	4,335	4,300	2,191	34,680	32,489	15,342	52,000	36,658
Office Equipment and Supplies	8,259	3,865	(4,394)	42,818	30,920	(11,898)	66,528	46,350	(20,178)
Employee Recognition	500	2,083	1,583	18,830	16,664	(2,166)	25,000	25,000	-
Dues and Subscriptions	1,019	1,250	231	5,982	10,000	4,018	12,663	15,000	2,337
Grant Local Match	-	5,208	5,208	14,400	41,664	27,264	70,000	62,500	(7,500)
TOTAL ADMINISTRATIVE EXPENDITURES	355,520	367,085	11,565	2,780,984	2,936,680	155,696	4,410,476	4,405,000	(5,476)
TOTAL OPERATING EXPENDITURES	2,008,278	1,907,682	(100,596)	14,420,789	15,261,456	840,667	22,509,331	22,892,200	382,869
CAPITAL OUTLAYS (non-CIP)									
Computer and Office Equipment	-	-	-	-	-	-	-	-	-
Maintenance Equipment	280,146	52,333	(227,813)	449,540	418,664	(30,876)	657,539	628,000	(29,539)
Other Equipment Investments	-	4,167	4,167	-	33,336	33,336	31,328	50,000	18,672
TOTAL CAPITAL OUTLAYS (non-CIP)	280,146	56,500	(223,646)	449,540	452,000	2,460	688,867	678,000	(10,867)
NET SURPLUS (DEFICIT)	(764,890)	-	(764,890)	(172,706)	-	(172,706)	12,412	-	12,412

ATC Board Agenda Detail

Item #: 6e
Item Title: ATC FY22 Final Proposed Budget
Contact: Evan Davis, Director of Finance & Administration
Board Action: FYI/Discussion



Alexandria Transit Company (DASH) FY 2022 General Manager's Final Proposed Budget

FY 2022 Final Proposed Budget Summary

The FY 2022 General Manager's Final Proposed Operating Budget includes only a two-month reduction in King Street Trolley service, adjusts for mandated annual wage and cost increases, and provides for the introduction of a cost-neutral version of the New DASH Network. At the risk of understatement, this is a very favorable outcome considering the economic downturn and uncertainties stemming from the COVID-19 pandemic.

On February 16, City Manager Mark Jinks presented the Alexandria City Council with a proposed FY 2022 General Fund Operating Budget of \$767.6 million, an increase of 1.9%, which included no major service reductions and actually a 2 cent real estate tax rate reduction. The Manager's proposed budget funds DASH's "current services" increase and only reduces the DASH subsidy by the amount required to fund two months of King Street Trolley service.

The key impacts and assumptions of this proposed budget are as follows:

1. **King Street Trolley service will resume in September rather than July, coinciding with the launch of the New DASH Network.** While this will save the City \$137,513 in subsidy dollars, this decision was largely driven by an assessment of the public health situation and forecast of recreation and tourism through the summer of 2021.
2. **DASH will implement a cost-neutral version of the New DASH Network in September 2021.** As fully discussed in the Proposed FY 2022-2027 Transit Development Plan (TDP), this new network will transform bus service in Alexandria by significantly increasing access to frequent, all-day bus service, seven days per week.
 - a. As approved by the Board in December, **DASH has applied for \$9.4 million over two years (FY22-23) from the I-395/95 Commuter Choice program to fund enhancements to Lines 35 (West End – Pentagon) and 36 (West End – Potomac Yard).** Final funding decisions will not be made until June 2021, however both DASH applications appear to have a good chance of being funded.
 - b. **If funded, DASH will be able to implement all of the frequent, all-day routes included in the Recommended 2022 Alexandria Transit Vision (ATV) Plan network (now New DASH Network).** However, many of the improvements to other DASH lines that were included in the Recommended 2022 ATV Plan will NOT be implemented in FY22 due to funding constraints but will be proposed in subsequent years.
3. **The City's General Fund subsidy to DASH will remain constant and the overall budget increase will be funded by federal relief dollars passed through WMATA.** As shown in the summary table below, the budget calls for the use of \$1.6 million in remaining CARES Act transit relief funds, and an additional \$1.3 million in CRRSSA ("CARES 2") funds. The "CARES 2" funds essentially replace the annual budget increase which otherwise would have increased the City's subsidy.
4. **Regular compensation increases mandated by the Collective Bargaining Agreement (CBA) with the ATU Local 689 are funded, as well as corresponding increases for non-represented personnel.** This budget particularly corrects for the cost of fringe benefits.

5. **DASH will accept commercial advertising placements for the first time, creating a new annual revenue source.** A Request for Proposals (RFP) for bus advertising services was posted on February 19, and we expect contract award by mid-May. The successful Proposer will sell advertisements to national and local customers, as well as produce, install, maintain, and remove them.
 - a. **A Draft Advertising Policy is included for the Board Action at this meeting.** It was based on similar policies at other local transit agencies including WMATA. It has been reviewed and recommended by the Company's General Counsel.
 - b. Staff anticipate the program to be up and running by July. While first-year revenue is budgeted at \$180,000, it is possible that greater amounts will be earned annually over time.
6. **Ridership and passenger revenue are estimated at 50% of pre-COVID levels.** From all available indicators, staff assess this to be an appropriately conservative estimate. Should ridership and passenger revenue return more quickly, additional revenue will be available in FY 2022.

Summary Tables

The following table summarizes revenue and expenditure changes from the FY 2021 Original Approved Budget to the FY 2022 Final Proposed Budget (*leaves out one-time CARES Act-funded FY21 costs*). **Overall, the budget increases by just shy of \$1 million (4.3%) to \$23.7 million.**

EXPENDITURES	FY 2022 Budget		FY 2021 Budget		Change	% Change
Personnel	18,742,200	79.2%	17,932,150	79.0%	810,050	4.5%
Non-Personnel	4,731,770	20.0%	4,574,050	20.2%	157,720	3.4%
Capital Outlay	190,000	0.8%	190,000	0.8%	-	0.0%
TOTAL	23,663,970		22,696,200		967,770	4.3%

REVENUES	FY 2022 Budget		FY 2021 Budget		Change	% Change
City Contribution Operating	16,686,497	70.5%	16,686,497	73.5%	-	0.0%
City Contribution Trolley	899,672	3.8%	1,037,185	4.6%	(137,513)	-13.3%
CARES 1	1,600,000	6.8%	-	0.0%	1,600,000	n/a
"CARES 2" (CRRSAA)	1,292,277	5.5%	-	0.0%	1,292,277	n/a
Passenger Revenue	2,032,000	8.6%	4,024,000	17.7%	(1,992,000)	-49.5%
102X Mark Center Express	858,524	3.6%	833,518	3.7%	25,006	3.0%
Charters	60,000	0.3%	60,000	0.3%	-	0.0%
Advertising	180,000	0.8%	-	0.0%	180,000	n/a
Miscellaneous Revenue	55,000	0.2%	55,000	0.2%	-	0.0%
TOTAL	23,663,970		22,696,200		967,770	4.3%

Review and Approval Process

- A public hearing on the FY22 proposed budget and TDP will be held this evening, with public outreach continuing through April.
- The Board is scheduled to take action on the FY22 proposed budget and TDP at its meeting on Wednesday, May 12.

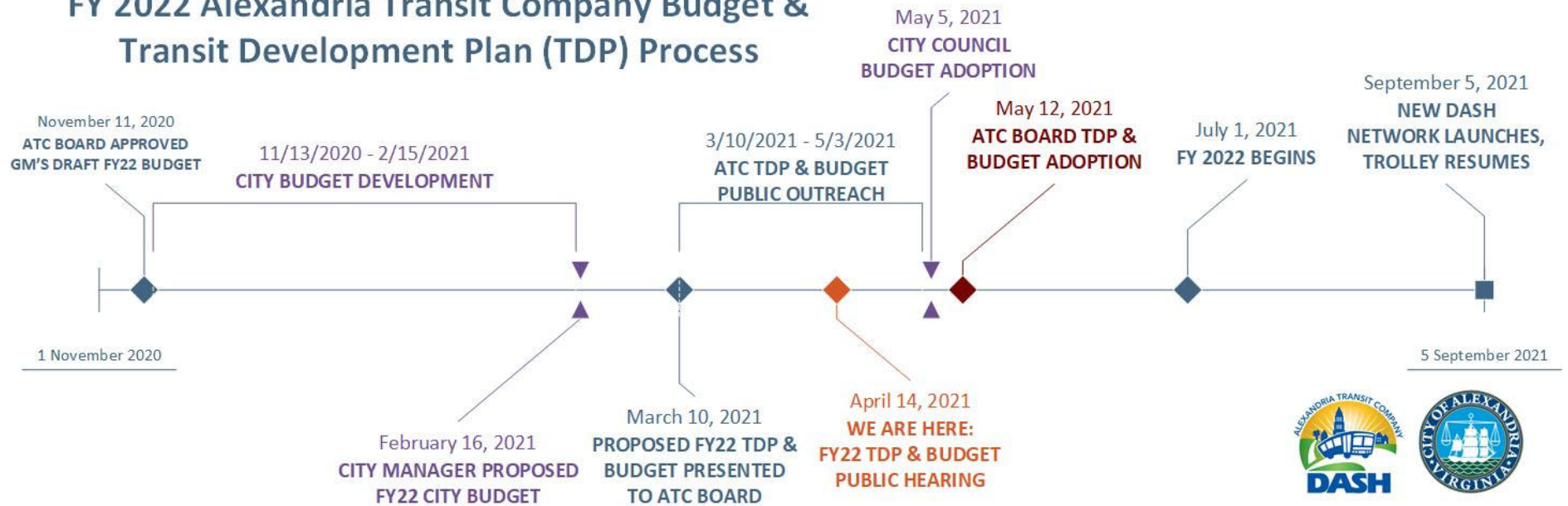


Alexandria Transit Company

Fiscal Year 2022 General Manager's Final Proposed Budget

	FY22 PROPOSED BUDGET	FY21 REVISED BUDGET	FY22 vs. FY21 BUDGET	FY21 PROJECTED ACTUAL	FY22 vs. FY21 PROJ
SERVICE CALCULATIONS & ASSUMPTIONS					
Miles	2,025,000	2,027,446	-0.1%	2,027,446	-0.1%
Hours	240,720	240,982	-0.1%	240,982	-0.1%
Revenue Ridership	1,417,127	1,551,930	-8.7%	1,551,930	-8.7%
REVENUE					
City Contribution - DASH Operating	16,686,497	16,686,497	0.0%	16,686,497	0.0%
City Contribution - King Street Trolley	899,672	1,037,185	-13.3%	1,037,185	-13.3%
CARES 1 Transit Funds	1,600,000	874,000	n/a	4,565,941	-65.0%
CRRSSA ("CARES 2") Transit Funds	1,292,277	-	n/a	-	n/a
Passenger Revenue	2,032,000	4,024,000	-49.5%	455,386	346.2%
102X Mark Center Express	858,524	833,518	3.0%	414,275	107.2%
Charters	60,000	60,000	0.0%	24,585	144.1%
Advertising	180,000	-	n/a	-	n/a
Miscellaneous Revenue	55,000	55,000	0.0%	79,690	-31.0%
TOTAL REVENUE	\$ 23,663,970	\$ 23,570,200	0.4%	\$ 23,263,559	1.7%
EXPENSES					
Administration	FY22 PROPOSED BUDGET	FY21 REVISED BUDGET	FY22 vs. FY21 BUDGET	FY21 PROJECTED ACTUAL	FY22 vs. FY21 PROJ
Wages	1,753,700	1,670,800	5.0%	1,669,848	5.0%
Fringe Benefits	222,900	243,350	-8.4%	189,458	17.7%
Payroll Taxes	134,300	128,500	4.5%	123,815	8.5%
Retirement Costs	127,200	121,500	4.7%	126,026	0.9%
Insurance	855,000	830,000	3.0%	892,327	-4.2%
Professional Services	860,700	821,000	4.8%	830,119	3.7%
Utilities	243,500	254,000	-4.1%	234,288	3.9%
Telecommunications	107,520	70,000	53.6%	111,749	-3.8%
Printing & Advertising	70,500	65,000	8.5%	61,000	15.6%
Training, Travel, Events	58,000	52,000	11.5%	52,000	11.5%
Office Equipment & Supplies	48,900	46,350	5.5%	61,062	-19.9%
Employee Recognition	20,000	25,000	-20.0%	25,000	-20.0%
Dues and Subscriptions	17,900	15,000	19.3%	15,000	19.3%
Grant Local Match (DRPT Grants)	70,500	62,500	12.8%	70,000	0.7%
Total Administration Expenses	\$ 4,590,620	\$ 4,405,000	4.2%	\$ 4,461,692	2.9%
Maintenance	FY22 PROPOSED BUDGET	FY21 REVISED BUDGET	FY22 vs. FY21 BUDGET	FY21 PROJECTED ACTUAL	FY22 vs. FY21 PROJ
Wages	2,261,600	2,202,100	2.7%	2,323,625	-2.7%
Fringe Benefits	317,900	330,500	-3.8%	298,406	6.5%
Payroll Taxes	170,900	168,000	1.7%	168,078	1.7%
Retirement Costs	178,700	178,000	0.4%	170,268	5.0%
Fuel and Lubricants	1,122,000	1,123,500	-0.1%	786,158	42.7%
Repair Parts	540,000	547,000	-1.3%	534,493	1.0%
Tires	125,000	139,000	-10.1%	88,655	41.0%
Vehicle Maintenance Service	130,000	130,000	0.0%	217,989	-40.4%
Tools and Equipment	15,000	15,000	0.0%	53,503	-72.0%
Laundry	33,500	33,500	0.0%	47,524	-29.5%
Building Maintenance (incl. personnel)	281,500	500,000	-43.7%	645,878	-56.4%
Training and Travel	13,000	12,500	4.0%	12,500	4.0%
Total Maintenance Expenses	\$ 5,189,100	\$ 5,379,100	-3.5%	\$ 5,347,077	-3.0%
Operations	FY22 PROPOSED BUDGET	FY21 REVISED BUDGET	FY22 vs. FY21 BUDGET	FY21 PROJECTED ACTUAL	FY22 vs. FY21 PROJ
Wages	10,178,900	9,719,000	4.7%	9,351,367	8.8%
Fringe Benefits	1,897,100	1,687,800	12.4%	1,913,147	-0.8%
Payroll Taxes	744,000	783,500	-5.0%	700,679	6.2%
Retirement Costs	755,000	819,100	-7.8%	704,714	7.1%
Operator Training	35,000	52,000	-32.7%	47,000	-25.5%
Operating Materials and Supplies	38,000	23,500	61.7%	23,500	61.7%
Training and Travel	46,250	23,200	99.4%	23,200	99.4%
Total Operations Expenses	\$ 13,694,250	\$ 13,108,100	4.5%	\$ 12,763,607	7.3%
Capital Outlay	\$ 190,000	\$ 678,000	-72.0%	\$ 678,000	-72.0%
TOTAL	\$ 23,663,970	\$ 23,570,200	0.4%	\$ 23,250,376	1.8%
Grand Total Surplus/(Deficit)	\$ -	\$ -		\$ 13,183	
Operating Ratio	17.3%	25.5%		8.6%	

FY 2022 Alexandria Transit Company Budget & Transit Development Plan (TDP) Process





ATC Board Agenda Detail

Item #:	7a
Item Title:	FY22 Transit Development Plan (TDP) Outreach Update
Contact:	Martin Barna, Director of Planning and Marketing
Board Action:	FYI/Discussion

On September 5, 2021, DASH will be implementing the first phase of the [Alexandria Transit Vision Plan](#), which is being branded as the "[New DASH Network](#)" and includes major route and service changes that will affect all DASH passengers. As part of the FY 2022 Transit Development Plan (TDP) and Budget processes, DASH presented the draft TDP document to the DASH Board of Directors on March 10, 2021, and is nearing the end of a month-long public feedback period on the proposed service changes.

The formal public hearing for the FY 2022 Transit Development Plan is scheduled to occur at the beginning of the April Board of Directors Meeting on Wednesday, April 14, 2021 (5:30 PM).

The deadline for public feedback is Friday, April 16, 2021.

Public Outreach

In support of the FY 2022 Transit Development Plan, DASH staff is conducting an extensive public outreach campaign to raise awareness about the plan for those that might be affected and to collect feedback from the community. While the TDP outreach process typically includes a significant number of in-person meetings and pop-up events, most outreach activities will be conducted virtually to mitigate safety risks to DASH staff and customers.

A summary of the TDP outreach activities that have been conducted or are planned in the coming weeks is provided below:

- Four (4) Virtual Community Meetings were held via Zoom/Facebook (Each meeting was focused on the impacts for the designated part of the City, and all were welcome to attend).
 - Tuesday, March 23 (5:30 PM) – Community Meeting #1 (**West Alexandria**)
 - Thursday, March 25 (5:30 PM) – Community Meeting #2 (**Central Alexandria**)
 - Monday, March 29 (3:00 PM) – Community Meeting #3 (**Arlandria/Potomac Yard**)
 - Wednesday, March 31 (5:30 PM) – Community Meeting #4 (**Old Town**)
- **Virtual Public Hearing at Board of Directors Meeting - Wednesday, April 14 (5:30 PM)**
- **Virtual Presentation to City of Alexandria Transportation Commission (April 21)**

Additional public outreach efforts will include:

- Flyers posted at 84 bus stops facing potential service elimination
- Onboard posters/flyers on all DASH buses (English/Spanish)
- Onboard audio announcements
- Promotional video for TDP Outreach
- DASH Website Information (News/Events)
- Alternate versions of NDN website in Spanish/Amharic
- Special "New DASH Network" web page – www.dashbus.com/newnetwork
- Neighborhood-specific service change information
- Presentations at regular community group meetings (e.g., civic associations, etc.)
- Multiple e-mail blasts to DASH E-mail List
- Email Blast to ATV Stakeholders representing 50+ community organizations
- Individualized emails to 35 major stakeholder groups prior to virtual community meetings
- Social Media Engagement (Facebook, Twitter, Next Door)

- Paid, Geotargeted Advertising on Facebook
- Zebra Press Online/Print Ads
- Information Distributed to Operations Supervisors + Bus Operators

Public feedback also can be submitted via:

- Facebook – www.facebook.com/dashbus
- E-mail – dashbus@alexandriava.gov
- Telephone – (703) 746-3274

An initial summary of all public feedback that has been received to date is provided below. The final summary of public outreach, including all public comments, will be provided to the Board of Directors in the May 12th board meeting packet.

Public Feedback to Date

The following section summarizes the TDP-related engagement and input that has been recorded to date. The public comment period will run until Friday, April 16 and the final, comprehensive list of all feedback will be shared prior to the May 12th Board of Directors Meeting.

The following list summarizes the volume of input and engagement received via email, social media, and the New DASH Network website:

- 16 email comments (10 Positive / 2 Neutral / 4 Negative)
- New DASH Network website (www.dashbus.com/newnetwork)
 - 1,894 total page views for English version
 - 11 page views for Spanish version
 - 4 page views for Amharic version
- TDP Email Updates
 - 6 emails sent
 - 4,512 reads (~16% of all subscribers)
 - 209 link clicks (1% of all subscribers)
- TDP Social Media Posts (Facebook, Twitter, Instagram)
 - 33 total posts
 - 85 likes
 - 66 shares
 - 489 actions/engagements
 - 5 comments

A summary of the participation, comments, questions, and view for the virtual meetings is provided below:

- 3/23 - West Alexandria
 - Zoom attendees: 24
 - Facebook Live views: 9
 - Live Q&A Comments/Question: 57
 - Total Facebook views to date: 180
 - Nextdoor Impressions: 405
- 3/25 - Central Alexandria:
 - Zoom attendees: 9
 - Facebook Live views: 5
 - Live Q&A Comments/Question: 11

- Total Facebook views to date: 72
- Nextdoor Impressions: 313
- 3/29 - Arlandria/Potomac Yard:
 - Zoom attendees: 9
 - Facebook Live views: 5
 - Live Q&A Comments/Question: 11
 - Total Facebook views to date: 64
 - Nextdoor Impressions: 312
- 3/31 - Old Town:
 - Zoom attendees: 12
 - Facebook Live views: 2
 - Live Q&A Comments/Question: 10
 - Total Facebook views to date: 43
 - Nextdoor Impressions: 709
- **Virtual Community Meeting Totals:**
 - **Zoom attendees: 54**
 - **Facebook Live views: 21**
 - **Live Q&A Comments/Question: 89**
 - **Total Facebook views to date: 359**
 - **Nextdoor Impressions: 1,739**

****Additional reports for each of the virtual meetings is provided as Attachment II****

Each of the four public meetings included a series of interactive poll questions. At the end of the meeting, participants were asked if they believed that the New DASH Network would be better (or comparable to) the existing DASH Network. Overall results are summarized below:

New DASH Network will be better for my personal mobility needs:

- Strongly Agree – 21%
- Agree – 35%
- Neutral/Unsure – 24%
- Disagree – 15%
- Strongly Disagree – 6%

New DASH Network will be better for the City of Alexandria as a whole:

- Strongly Agree – 32%
- Agree – 45%
- Neutral/Unsure – 18%
- Disagree – 3%
- Strongly Disagree – 3%

The most common reasons cited for why participants agreed or strongly agreed with the above statements were that the new network would be more equitable for low income and BIPOC communities (49%), would encourage more ridership (33%), and would be more useful to them personally (18%).

The most common reasons cited for why participants disagreed or strongly disagreed with the above statements were that the new network would reduce or eliminate a bus service that they relied upon (89%), or they did not believe that the benefits of the network would be realized (11%).

Public comments received via email have covered a wide range of topics. A summary of the comments received is included below:

- **Support for Overall Benefits of New DASH Network.** Many individuals have reached out to express overall support for the New DASH Network. The most common reasons cited have been the potential for increased ridership and the increases in transit access for low-income communities and BIPOC residents.
- **Advocating for Free/Reduced Fares for Low Income Passengers.** Several individuals asked DASH to consider low-income fare programs that could be used in coordination with the New DASH Network to further increase overall ridership and assist parts of the community that have been adversely affected by COVID pandemic and recession.
- **Seminary/Janneys (AT-2).** Several individuals who live or work along Seminary Road or Janneys Lane reached out to express appreciation that local bus service similar to the AT-2 will be maintained on that corridor.
- **North Van Dorn Street (AT-5).** The biggest concern that has been raised by multiple individuals has come from passengers who currently use the AT-5 along the North Van Dorn Street corridor, including North Ripley Street and Holmes Run Parkway. The new network proposes to replace DASH service along this corridor with Metrobus 7A service, however, the 7A route would not connect from North Van Dorn Street to Bradlee Shopping Center like the AT5 does today. Passengers who currently make this connection, including TC Williams students, would need to make a transfer from the Metrobus 7A at Seminary Plaza to the new DASH Line 36A/B to get to Bradlee Shopping Center. This will be less convenient than the existing AT-5 service, but there are no simple route realignments that would resolve this issue without major network changes for multiple DASH and Metrobus routes.
- **Support for new Line 36B to Park Place.** Several individuals from Park Place and other nearby communities emailed to say that they are looking forward to using Line 36B. One message from a resident on Early Street said they would like the plan more if 36A moved to North Van Dorn Street (Park Place) like the 36B and there was no bus service on Early St.
- **AT3/4 Loop.** Several individuals have expressed disappointment that the AT-3/4 Loop is proposed for discontinuation, citing its importance during middays, evenings, and weekends to residents along Cameron Mills Road and Russell Road.
- **Other comments (paraphrased):**
 - I'm very excited about the Line 31 proposal.
 - Why doesn't Line 36A/B connect to Metrorail prior to opening of Potomac Yard Metro?
 - Why doesn't Line 35 stop at Shirlington? It is a major regional connection.
 - My wife and I would use the 36A/B a lot!
 - Please consider spider-style maps for improved public education on transit system.

****A full summary table with all email comments provided to date is included as Attachment III****

ATC Board Agenda Detail

Item #: 8

Item Title: Next Meetings, Meeting Schedule, and Adjournment

Board Action: Discussion/Approval



**The next regular meeting of the Alexandria Transit Company Board of Directors
is scheduled for Wednesday, May 12, 2021**

Consider Adjournment

Alexandria Transit Company

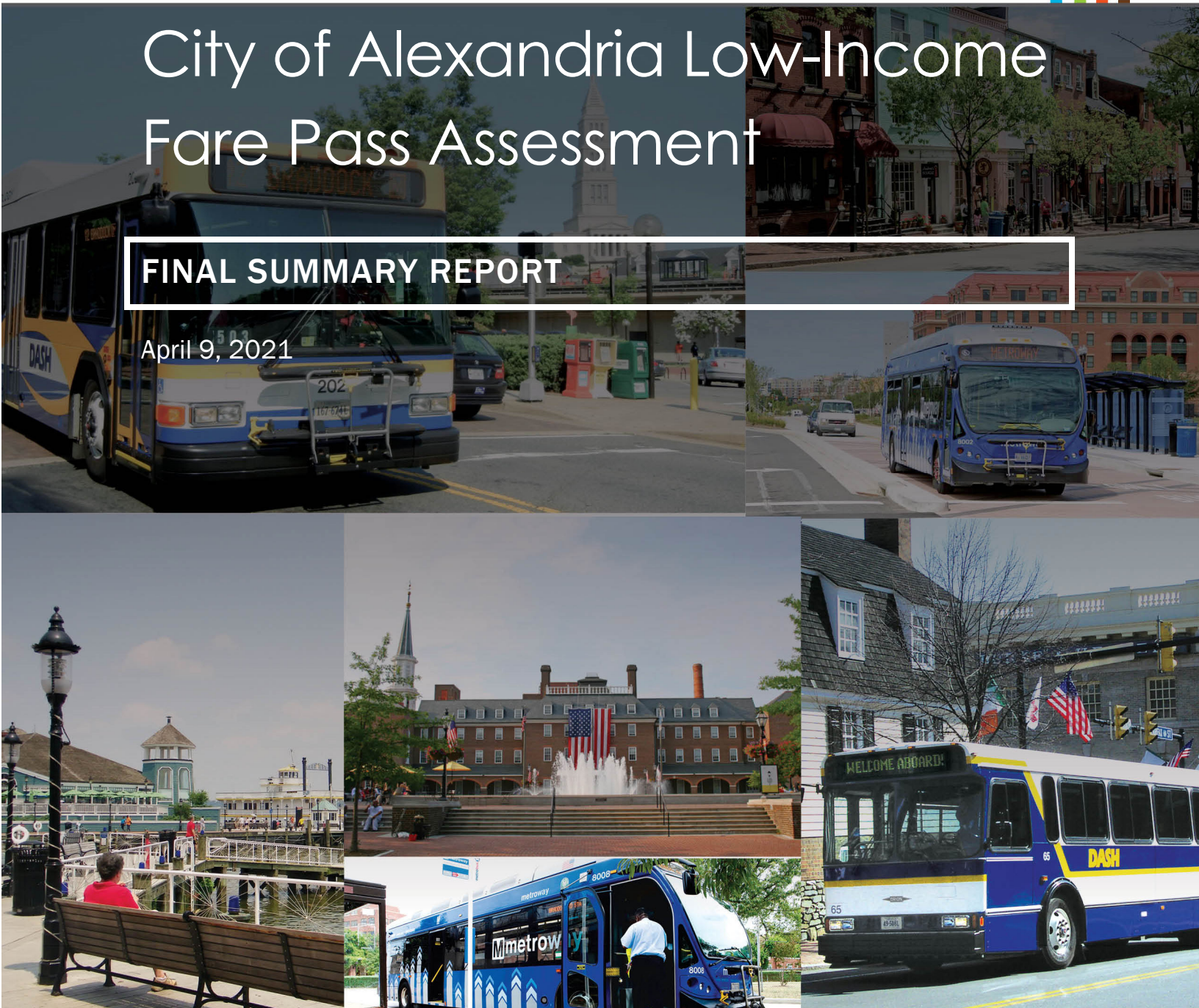
Board of Directors Supplemental Attachments

- I. Summary Report of the City of Alexandria Low-Income Fare Pass Assessment
- II. FY22 TDP Virtual Community Meeting Reports
- III. FY22 TDP Comment Tracker

City of Alexandria Low-Income Fare Pass Assessment

FINAL SUMMARY REPORT

April 9, 2021



Prepared for:



Metropolitan Washington
Council of Governments



Executive Summary

The City of Alexandria, in partnership with the Metropolitan Washington Council of Governments (MWCOC), initiated a study to understand options, and their impacts, for making public transit more affordable for low-income residents. Recognizing that transit affordability has an equity component, and that the topic is of interest to many jurisdictions, the study also provides a potential model for other jurisdictions to build upon and could support other fare affordability initiatives in the region.

Through an initial screening process, the study team identified three fare program scenarios for evaluation:

- **Scenario 1: Free fares for all riders on DASH services.**
- **Scenario 2: Free fares for low-income residents on DASH and WMATA services (Metrobus and Metrorail).**
- **Scenario 3: Half-price fares and passes for low-income residents on DASH and WMATA services.¹**

This summary report includes the high-level findings from the study, which included a literature and case example review, interviews with City staff and regional partners, projections for ridership and costs for each of the program scenarios, and development of program evaluation and marketing recommendations. These are detailed in two technical memoranda produced as part of the study.

The study found that free fares for all DASH riders (Scenario 1) would benefit the most people (including all low- and moderate-income DASH riders), result in the largest increase to DASH ridership, and have the lowest administrative cost and complexity. Although the free DASH scenario is identified as having the most benefits for the City of Alexandria, there are additional factors relating to regional contributions to WMATA and the SmarTrip program, and regional fare consistency that should be considered between the City of Alexandria and its regional partners. It should also be noted that this study does not contemplate the regional financial implications of any future scenarios in which WMATA or other regional partners transition to fare-free service.

Free fares for low income riders on both DASH and WMATA (Scenario 2) would be the most expensive option but would also provide the largest benefit to qualifying low-income riders (fewer than in Scenario 1), who would be able to ride on DASH and WMATA services for free. Scenario 3 (Reduced fares for low income DASH/WMATA riders) would be the least expensive but would also provide a more modest benefit to low-income residents. Based on the removal of the administrative and cost burdens associated with managing a low-income fare program and collecting fares, and the number of people Scenario 1 would benefit relative to its cost, the project team concludes that Scenario 1 would produce the greatest overall benefit for low-income transit riders in the City.

Program Administration

Program administration costs and logistics would be minimal under Scenario 1, with free fares for all DASH riders, but are relevant in Scenarios 2 and 3, which both include transit benefits for eligible low-income residents. The City's Transportation and Environmental Services (T&ES) Department would be responsible for overall program management, including coordination with WMATA and DASH staff. The City's Department of Community & Human Services (DCHS) would have a key role in ongoing program administration, including

¹ Under Scenario 1, the benefit would be accessible to all DASH riders, including over 18,000 residents who qualify for SNAP benefits and over 33,000 residents who earn less than 200 percent of the FPL. For Scenarios 2 and 3, low-income residents are those from households that are eligible for the federal Supplemental Nutrition Assistance Program (SNAP); in most cases, their households earn less than 130 percent of the federal poverty level (FPL). For the analysis, it was assumed that over 8,000 individuals would receive the benefit under Scenarios 2 and 3 beginning in the program's second year (participants would be gradually added during the first year).

program outreach, eligibility verification, fare media distribution, and customer service. The eligibility requirements for the low-income programs outlined in Scenarios 2 and 3 would be identical to other DCHS programs like SNAP for ease of verification and administration.

Case Study Review Findings

The study included a review of case examples to gain a better understanding of the scope, design, and effectiveness of similar fare programs. Key findings from the review included:

- Tying eligibility to participation in other low-income benefit programs simplifies the certification and administrative processes.
- Existing fare discount programs typically target those earning between 125 and 200 percent of the Federal Poverty Level (FPL).
- Community organizations can effectively assist in marketing fare programs to low-income riders.
- In Boston, a pilot program found that low-income people who were given a 50 percent discount on fares took 30 percent more trips.
- A sample of ridership increases from agencies that eliminated fares ranged from 25 to 205 percent, with most agencies experiencing increases of 25-60 percent.
- Some fare programs targeting low-income riders had relatively low adoption rates. This finding implies that there is considerable value for such programs in keeping barriers to participation as low as possible, and ensuring effective marketing to targeted populations to make them aware of the program.

Despite riding transit more frequently, low-income riders are less likely to purchase flat-rate passes for transit usage. They also travel shorter distance and make more transfers.

The findings from this review were incorporated into the program design for the scenarios, administration and marketing recommendations, program evaluation recommendations, and ridership and cost projections.

Ridership Projections

Ridership was projected for a “Baseline Scenario” (i.e., continuation of the status quo) and each fare program scenario for Fiscal Years (FY) 2022 to FY 2025. All the scenarios, including the Baseline, take into account planned changes in DASH service levels resulting from the Alexandria Transit Vision (ATV) implementation, reductions in ridership due to the pandemic, and WMATA’s anticipated rail-to-bus transfer discount starting in FY 2023. Anticipated ridership impacts of the three fare scenarios vary based on: the applicable or eligible population (all riders or low-income residents), the services the fare program would cover (DASH or both DASH and WMATA), and the level of fare reduction (free or half-price). They also take into account riders’ likely switches between DASH, Metrobus, and Metrorail services depending on their relative prices. **Table 1** shows projected ridership for all scenarios from FY 2022 to FY 2025.

Free fares for all riders on DASH (Scenario 1) is projected to result in the largest ridership increases compared to the Baseline Scenario.

Table 1: Estimated Ridership on DASH and WMATA Services for All Scenarios, FY 2022–FY 2025

Scenario	FY 2022	FY 2023	FY 2024	FY 2025
Baseline Scenario				
DASH Ridership	2,303,000	3,720,000	4,698,000	5,220,000
Total Transit Ridership in the City (DASH + WMATA)	4,396,000	7,501,000	9,332,000	11,221,000
Scenario 1: Free fares for all DASH riders				
DASH Ridership	2,837,000	4,579,000	5,778,000	6,424,000
Total Transit Ridership in the City (DASH + WMATA)	4,920,000	8,372,000	10,429,000	12,479,000
Total Ridership Increase Rate over Baseline	11.9%	11.6%	11.8%	11.2%
Scenario 2: Free fares for low-income residents on DASH and WMATA services				
DASH Ridership	2,434,000	4,060,000	5,127,000	5,697,000
Total Transit Ridership in the City (DASH + WMATA)	4,648,000	8,153,000	10,139,000	12,153,000
Total Ridership Increase Rate over Baseline	5.7%	8.7%	8.7%	8.3%
Scenario 3: Half-price fares and passes for low-income residents on DASH and WMATA services				
DASH Ridership	2,381,000	3,924,000	4,956,000	5,506,000
Total Transit Ridership in the City (DASH + WMATA)	4,547,000	7,892,000	9,816,000	11,780,000
Total Ridership Increase Rate over Baseline	3.4%	5.2%	5.2%	5.0%

Cost Projections

Similar to the ridership projections, the cost projections include comparisons of the fare program scenarios to a Baseline Scenario and are based on numerous assumptions. Costs accounted for in the projections include:

- Foregone fare revenue (farebox revenues not collected due to fares being eliminated or partially eliminated; could vary significantly if actual ridership is significantly different from projections).
- Capital and operating costs of collecting fares.
- Administration and marketing costs, including the cost of fare media.

The cost projections assume that most of the administration of the program under any scenario will be conducted as part of the regular duties of current City staff. The assumptions used to identify the amounts the City would reimburse WMATA for program participants' use of WMATA services under Scenarios 2 and 3 are based on available data and information and an initial conversation with WMATA staff; however, they are subject to negotiation. Scenario 2 assumes all SNAP recipients will receive a monthly unlimited pass, which could result in high costs if the City would be responsible for reimbursing WMATA for the passes regardless of actual pass usage. (However, there could be "opt-in" mechanisms implemented to address this possibility.) If the program were to be implemented as a pilot, data on usage rates could inform negotiations regarding pass reimbursement amounts paid to WMATA by the City.

Table 2 shows total costs for each scenario from FY 2022 to FY 2025. Scenario 2 is projected to have the highest costs *if* participation in the program is maximized, although the cost difference between Scenarios 1 and 2 is anticipated to decrease throughout the four-year period. This is due to the fact that, between FY 2022 and FY 2025, following the pandemic, ridership on DASH is anticipated to recover significantly. As a result, this means that the costs (primarily foregone fare revenue) of Scenario 1 will increase. By contrast, cost projections for Scenarios 2 and 3 are not as dependent on system ridership and assume relatively steady participation rates throughout that period, leading to more stable program costs through FY 2025.

Table 2: Total Cost by Scenario, FY 2022–FY 2025

Scenario	FY 2022	FY 2023	FY 2024	FY 2025
Baseline				
Total (Cost of Collecting Fares)	\$449,000	\$466,000	\$483,000	\$498,000
Scenario 1: Free fares for all DASH riders				
DASH Foregone Fare Revenue	\$2,623,000	\$3,912,000	\$4,961,000	\$5,512,000
Other Program Costs (Marketing)	\$16,300	\$5,500	\$5,600	\$5,800
Total	\$2,639,000	\$3,921,000	\$4,970,000	\$5,521,000
Scenario 1: Net Increase over Baseline	\$2,190,000	\$3,455,000	\$4,487,000	\$5,023,000
Scenario 2: Free fares for low-income residents on DASH and WMATA services				
DASH Foregone Fare Revenue	\$724,000	\$1,170,000	\$1,477,000	\$1,641,000
Payments to WMATA	\$2,745,000	\$4,393,000	\$4,393,000	\$4,393,000
Other Program Costs (Marketing + Cost of Collecting Fares)	\$503,000	\$501,000	\$517,000	\$533,000
Total	\$3,972,000	\$6,067,000	\$6,390,000	\$6,570,000
Scenario 2: Net Increase over Baseline	\$3,523,000	\$5,601,000	\$5,907,000	\$6,072,000
Scenario 3: Half-price fares and passes for low-income residents on DASH and WMATA services				
DASH Foregone Fare Revenue	\$317,000	\$469,000	\$592,000	\$658,000
Payments to WMATA	\$965,000	\$1,544,000	\$1,544,000	\$1,544,000
Other Program Costs (Marketing + Cost of Collecting Fares)	\$503,000	\$504,000	\$520,000	\$536,000
Total	\$1,785,000	\$2,517,000	\$2,656,000	\$2,737,000
Scenario 3: Net Increase over Baseline	\$1,336,000	\$2,051,000	\$2,173,000	\$2,239,000

Analysis performed as part of this study indicated that increased ridership on the DASH system is not likely to result in the need for significant additional operating expenditures (i.e., adding more drivers, vehicles, or trips) outside of those service improvements that are already recommended by the FY 2022 DASH Transit Development Plan (TDP) to satisfy higher demand between FY 2022 and FY 2025 under any of the scenarios. Based on similar programs in other cities identified for the literature review, it is not anticipated that the program would result in a noticeable decrease in traffic in the City. The study did not evaluate the administrative costs to WMATA associated with implementing the fare program under Scenarios 2 and 3; such costs are assumed to be accounted for in the reimbursement payments from the City to WMATA.

Findings & Recommendations

The cost and ridership findings for each scenario are summarized in **Table 3** for FY 2025. Annual ridership and cost projections are available for FY 2022 through FY 2025 in Technical Memorandum 2.

Table 3: Projected Ridership and Cost Summary by Scenario, FY 2025

Scenario	DASH Ridership (Trips)	All Transit Ridership in the City (DASH + WMATA Trips)	Net Cost Increase over Baseline	Potential Beneficiaries (Low-Income* Program Participants)
Baseline Scenario	5.2 million	11.2 million	-	-

Scenario	DASH Ridership (Trips)	All Transit Ridership in the City (DASH + WMATA Trips)	Net Cost Increase over Baseline	Potential Beneficiaries (Low-Income* Program Participants)
Scenario 1: Free fares for all DASH riders	6.4 million (23% increase)	12.5 million (11% increase)	\$5.0 million	15,000-20,000 ²
Scenario 2: Free fares for low-income riders on DASH and WMATA	5.7 million (9% increase)	12.2 million (8% increase)	\$4.3 million - \$6.1 million	5,000 – 10,000 ³
Scenario 3: Half-price passes and fares for low-income riders on DASH and WMATA	5.5 million (6% increase)	11.8 million (5% increase)	\$1.6 million - \$2.2 million	5,000-10,000

*Those from households with incomes at or below 130 percent of FPL.

Uncertainties remain regarding ridership levels in future years, as well as participation and usage under Scenarios 2 and 3, which could have significant implications for the cost to the City of implementing the program (for this reason, net cost increases have been shown as ranges in the table). These costs could also vary based on how many trips participants take on WMATA (versus DASH) services. These uncertainties could be alleviated by a combination of: (1) implementing the program as a pilot first, enabling collection of data to inform the City's understanding of costs; (2) capping the number of program participants; and (3) implementing an opt-in mechanism such that the City would only compensate WMATA for passes actually used on the WMATA system. There is also the option for the City to implement versions of Scenarios 2 and 3 that initially cover just DASH services in the short-term and expand the program to WMATA at a later point in time.

Table 4 summarizes key advantages and disadvantages of each scenario, encompassing both quantitative and qualitative characteristics.

Table 4: Summary of Scenario Advantages and Disadvantages

Scenario	Advantages	Disadvantages
Scenario 1: Free fares for all on DASH	<ul style="list-style-type: none"> Easiest for the City to implement Benefits the largest number of residents, including many who are just above typical low-income thresholds Easiest to access for participants Enhanced operational performance and reduced travel times Lowest cost relative to number of residents (low-income and total) served Greatest increase in ridership (11% in FY 2025) and associated environmental benefits Highest savings due to not collecting fares (\$450,000 in FY 2022) Could reduce expenses owed to WMATA by the City. 	<ul style="list-style-type: none"> Relatively high net cost (\$5.0 million in FY 2025) Does not enhance affordability of WMATA services May reduce ridership revenue to WMATA, as riders may switch from a paid service to a free service. Offers less support for an integrated regional transit network, as envisioned in recent regional plans⁴

² The City of Alexandria is home to roughly 33,000 residents proportion of City residents from households earning less than 200 percent of the FPL. The range provided above is an estimate for the amount who might ride free DASH service based on previous ridership surveys.

³ As a reference point, there are 8,425 total SNAP participants in the City of Alexandria who could qualify for this program.

⁴ Such plans include the Washington Area Bus Transformation Project. For more information, see: <https://bustransformationproject.com/>.

Scenario	Advantages	Disadvantages
Scenario 2: Free fares for low-income residents on DASH and WMATA	<ul style="list-style-type: none"> Highest level of benefit for participants, with free access to both DASH and WMATA services Consistency between regional providers allows for a more integrated regional bus network. 	<ul style="list-style-type: none"> Highest net cost <i>if</i> participation level is high (up to \$6.1 million in FY 2025) Fewer program beneficiaries compared to Scenario 1 Greater administrative burden for the City and participants
Scenario 3: Half-price fares and passes for low-income residents on DASH and WMATA	<ul style="list-style-type: none"> Provides more affordable access to both DASH and WMATA services Lowest net cost (up to \$2.2 million in FY 2025) Consistency between regional providers allows for a more integrated regional bus network. 	<ul style="list-style-type: none"> Lower level of benefit to participants Fewer program beneficiaries compared to Scenario 1 Greater administrative burden for the City and participants Lowest increase in ridership (5% in FY 2025) and associated environmental benefits

While each scenario has its advantages and disadvantages, any of the three would have a significant and positive impact for low-income City residents. In addition, the program has potential to build momentum around investment and innovation in fare programs to enhance equity throughout the region.

Based on the removal of the administrative and cost burdens associated with managing a low-income fare program and collecting fares, and the number of people who benefit relative to its cost, the project team's conclusion is that Scenario 1 (Free DASH fares) would produce the greatest overall benefit for the city's low-income transit users.

Virtual Community Meeting Report | March 23, 2021 – West Alexandria

Total users on ZOOM: 30

Peak viewers on ZOOM: 24

Total registrants on ZOOM: 27

Total viewers on Facebook: 119

Peak viewers on Facebook Live: 9

Number of comments on Facebook: 27

- **Denise Robotti:** Very upset with the thought of changing AT5.
- **Denise Robotti:** Multiple per week, can't see the poll.
- **Denise Robotti:** Alert
- **Jacqueline Crawford:** We've been quarantining for the past year, so our bus ridership has completely changed. Prior to the pandemic, we rode the bus several times a week.
- **Jacqueline Crawford:** Found out about the meeting through email.
- **Denise Robotti:** You are cutting off my lifeline.
- **Denise Robotti:** N van dorn
- **Denise Robotti:** More background needed.
- **Denise Robotti:** Metro left the West End high and dry for the last year. Only because of AT5 were we able to move around.
- **Jones Jovan:** I feel like there's going to be a lot of riders not educated about this new network, will there be information tables in select areas (such as landmark plaza, king street, Braddock) as time progresses so that not too many people are left out of the loop?
- **Denise Robotti:** BAD NEWS
- **Denise Robotti:** You are going to force me to use Metro instead of DASH therefore costing me double per month.
- **Denise Robotti:** I have that 31 pass, can it be used on Metro too?
- **Bridgette Brown:** Good Evening Dash
- **Mike DeLiso:** 36B Service to Park Place sounds great! Thanks for incorporating.
- Also, good to see Alexandria leveraging the King Street exit of 395 as well in line 35. The center lanes of 395 are magical for access to DC and Pentagon City, and it's good to see more freeway exits leveraged in the bus network.
- **Denise Robotti:** I take the AT5 at Taney and Van Dorn to Old Town and then the AT2 or AT 8 to N Fairfax ST/WYTHE how will I do it then?
- **Donna Browning:** Thank you for saying that about the seniors and the pandemic.
- **Donna Browning:** You do not care about the seniors or poor. You keep taking our routes away.
- **Denise Robotti:** Strongly Disagree
- **Donna Browning:** Strongly Disagree
- **Donna Browning:** Strongly Disagree
- **Denise Robotti:** Need more Information.
- **Denise Robotti:** You are cutting off the Van Dorn Street To Bradley Area

- **Denise Robotti:** I'm confused with the whole change.
- **Denise Robotti:** Thank you
- **Emily Vernon:** DO NOT remove the median and access roads in front of residences where many small children reside! This is incredibly dangerous and unfair to residents on duke street.
- **Elizabeth Wright:** I encourage folks who can, to register for the upcoming Webinars. The questions portion of the meeting were well managed. You can type any question/concern into the chat box and throughout the meeting staff answer the posted questions.

Comments from Q&A: 30

- **Jim Durham:** Hi everyone!
- **Fran Vogel:** There's nothing to stop anyone who doesn't live in Alexandria to say they do
- **Ross Simons:** will you please share the poll results
- **Elizabeth Wright:** Through my civic association (Wakefield Tarleton) email list.
- **Fran Vogel:** And in your polling question, you didn't have an option for those who do not use DASH and do not use Metro so again, a skewed poll to get the answers you want
- **Elizabeth Wright:** It would help if the Routes were Identified by the main streets served, in addition to the #s. Some "wait for the bus" and don't necessarily know the route #s. I know that sounds crazy but that's a reality if their street is served by one bus route. (Future reference)
- **Herb Treger:** What are the hours for the "all day" service on the new Route 35? Every fifteen minutes twenty-four hours a day? If not, what is it?
- **Bonnie Oday:** Is there any service between Bradlee Shopping Center to either Pentagon or Pentagon City?
- **Jackie Crawford-Rufus:** I'm trying to figure out which routes are replacing and comparable to the AT2 and AT5 at Hammond Middle School.
- **Elizabeth Wright:** Why is the Duke St corridor reserved for increased service until 2013? Between Duke St Commons (Giant grocery), Foxchase (Harris Teeter), and the Beatley Library, there are community shopping, medical, dental, to include a dialysis center and LabCorp sites, etc. between I-395 and Telegraph Rd.
- **Jackie Crawford-Rufus:** I'm also not seeing a Metro bus route that is comparable at Hammand Middle School to the current 28A and the 25B. Maybe I'm just missing it. Is there something comparable?
- **Fran Vogel:** If someone works in Tysons why would they take transit considering the travel time.
- **Kimberly Gross:** What buses are going to go down Kenmore Avenue? I catch the AT-5 right across from my apt. bldg. Also used to take the AT-1 to Seminary Plaza (when I'm really lazy) :-)
- **Joshua Kiggins:** WMATA has proposed the 7A change? If the change doesn't go though, does DASH have a plan to return service to Van Dorn between Taney and Kenmore since that would eliminate all service. Know of any plan for 7W or 7Z to return?
- **Kimberly Gross:** I work at NOVA- AL -- I usually catch the AT-5 to Brandlee Shopping Center and catch either the AT-6 or 9 to NOVA - is that still going to be a possibility?

- **Elizabeth Wright:** Why wouldn't 102 provide service to Hospital on the weekends? For service employees and visitors?
- **Jackie Crawford-Rufus:** I also don't see a bus that runs from Seminary Road down King street like AT2 or partially like AT5. Am I just missing it?
- **James Brown:** Not so much a question as a comment: I would have appreciated a little bit more transparent and explicit discussion of areas that have lost service, both from DASH and WMATA route eliminations. To me the presentation was all about the improved routes and service and it danced around the routes that have been eliminated and those areas that have lost service. I am sure that the system plan is resource constrained and that criteria were applied to make the hard decisions. I would appreciate that being placed out in the open. If no one is riding the routes that were eliminated, say so.
- **Herb Treger:** At what time in the evening does the 35 route change from every ten minutes to every thirty minutes? This will affect commuters transferring at Van Dorn Metro to a bus.
- **Jim Durham:** How much funding in FY22 would be needed to implement that service starting September 5, 2021. Might funding from the American Rescue Plan be available to fund high frequency all-day service?
- **Jim Durham:** My previous question applies to the Duke Street corridor.
- **Kimberly Gross:** What routes are going to run to and from NOVA - AL Campus? I usually take the 25b or catch AT 9 and transfer at Southern Towers to get to Kenmore Ave or the stop near Howard in the evening.
- **Alexander Goyette:** Would the new 28A still go all the way up to 7 corners in falls church? if so the new route down Jordan to Duke would be great for my commute.
- **Elizabeth Wright:** Why is the Hospital route not served on the weekends? How do the Hospital service employees and visitors access the Hospital via transit on weekends?
- **Jim Durham:** One of the objectives of the New DASH Network is to increase transit access to low-income families. An important component of providing that access is to remove cost as a barrier by offering free or reduced fares for low-income families, as is being done in Kansas City, Portland and other jurisdictions.
- **Jackie Crawford-Rufus:** I'm concerned that these changes are being made after we've been in a pandemic for a year. Many of the disabled/senior population has quarantined for the past year and, thus, have not used the buses. When you talk about "very little pushback," are you taking into consideration the fact that many people are not aware of the changes due to the pandemic? Likewise, with this public outreach, are you taking into account that many people are still quarantining and are not aware of this outreach effort?
- **Fran Vogel:** You should share the poll answers.
- **Glenn Hanff:** Thank you for the presentation. Most appreciated! –Glenn
- **Jackie Crawford-Rufus:** Thank you.
- **Joshua Kiggins:** I know people like to complain, me included. But thanks so much for this.

Panelists:

- Martin Barna
- Ajashu Thomas

- Ian Greaves
- Whitney Code

Registrants:

Attended?	Username
Yes	BRIAN ROBEY
Yes	Renee O'Brien
Yes	James Brown
Yes	ross simons
Yes	FRAN VOGEL
Yes	Kimberly Gross
Yes	Joshua Kiggins
Yes	Stephen Konya
Yes	Elizabeth Wright
Yes	Lee Farmer
Yes	Bonnie ODay
Yes	Jim Durham
Yes	Alexander Goyette
Yes	Rebecca Bostick
Yes	Meronne Teklu
Yes	Glenn Hanff
Yes	Jackie Crawford-Rufus
Yes	Arleen Courtney
Yes	David Kaplan
Yes	Pam Goodell
Yes	Jim Suits
Yes	babette smith
Yes	Herb Treger
Yes	Casey Kane
No	Jim Paige
No	Will Brown
No	Walter Alesevich

Virtual Community Meeting Report | March 25, 2021 – Central Alexandria

Total users on ZOOM: 19

Peak viewers on ZOOM: 9

Total registrants on ZOOM: 14

Total viewers on Facebook: 57

Peak viewers on Facebook Live: 5

Number of comments on Facebook: 0

Comments from Q&A: 11

- **Bruce Snapp:** Is DASH tracking bus ridership now or will it do so in the future? Some jurisdictions are shifting to smaller buses due to the downturn in demand during the pandemic. How will DASH react to a significant drop in commuter demand after the pandemic? Why is rush hour service on the 103 and 104 lines being reduced from 20- to 30-minute intervals through the start of FY2023?
- **Bruce Snapp:** What are the prospects for on-demand service for areas such as North Ridge that are having midday, evening, and weekend service (AT-3/4) service eliminated?
- **Liz Kane:** Could you specify how “peak periods” are defined? ie, do you have specific times when you consider to be peak or is that still under analysis? Thank you.
- **Amy Stearns:** Is DASH able to serve the Huntington Metrorail station, which is outside the boundary of Alexandria City? Boarding Metrorail there is much preferable to doing it at King Street because Huntington is the beginning of the line so the trains are emptier. Thanks.
- **Tommy Lee:** Will Dash make any major modifications when Inova Alexandria hospital moves to the Landmark Mall site?
- **Tommy Lee:** Dash has service from King Street Metro station and from Potomac Yards to the Bradlee Shopping Center. Was there any consideration to have a more direct route from Braddock Road Metro station to the Bradlee Shopping Center?
- **Tommy Lee:** Did Dash's research show a potential demand for a route with service 24 hours 7 days a week (e.g., with Night Owl service)?
- **Tommy Lee:** Dash goes to two non-Alexandria locations, Shirlington and the Pentagon. Were any other non-Alexandria locations considered like Reagan Airport, Springfield Metro station, etc.?
- **Bonnie O'Day:** Have you considered offering low or no fare service to low-income individuals to increase ridership among those groups?
- **Tommy Lee:** Thank you for tonight's presentation. Quite informative. Best on the new system in September!
- **Amy Stearns:** Poll 10: I voted neutral because my route is AT8 (30) and that isn't being changed.

Panelists:

- Martin Barna

- Steve Klejst
- Larry Chambers
- Whitney Code

Registrants:

Attended	Username
Yes	Bonnie O'Day
Yes	Roy Byrd
Yes	Liz Kane
Yes	Bruce Snapp
Yes	Carolyn Griglione
Yes	Amy Stearns
Yes	Ellen Moody
Yes	BRIAN ROBEY
Yes	Tommy Lee
No	Jim Durham
No	Kelly Tyler
No	Ross Simmons
No	Zack DesJardins
No	David Reiss

Virtual Community Meeting Report | March 29, 2021 – Arlandria/Potomac Yard

Total users on ZOOM: 17

Peak viewers on ZOOM: 9

Total registrants on ZOOM: 10

Total viewers on Facebook: 53

Peak viewers on Facebook Live: 5

Number of comments on Facebook: 5

- **Bridgette Brown:** Hello Dash
- **Bridgette Brown:** When will all the new changes go into effect for all bus stops?
- **Bridgette Brown:** Strongly agree
- **Bridgette Brown:** Strongly agree
- **Bridgette Brown:** Dash offers great service in our community.

Comments from Q&A: 6

- **Carolyn Wilson:** Probably not a surprise, but in relation to question #3, I ride DASH every weekday when we are not in a pandemic.
- **Bob Gronenberg:** Comment: Retailers and restaurant chains close “underperforming” locations to maximize profits. Unfortunately, DASH seems to view the AT3-4 Loop from this same perspective. The single direction counter-clockwise Loop operates super-efficiently with only one vehicle and one driver serving over 50 stops on two major routes. Eliminating all off-peak service from areas generating the highest per-capita tax revenue does not reflect well on our priorities. The Loop should be maintained, even if to serve the few who depend on its reliable service. Thank you.
- **Gina Andrews Bruce:** Will Dash make special accommodations for travel to the Victory Center on Eisenhower Ave?
- **Carolyn Wilson:** Does the SmarTrip app work on DASH bus?
- **Bob Gronenberg:** How solid is the opening date for the PY Metro station? Most large projects such as the Silver Line extension, Purple Line in MD are typically years behind schedule, yet DASH is hanging its hat on the PY Metro in 2022. Is that realistic?
- **Barbara Goodman:** I use the 9 to cross the highway bridge and access the Park Center. New service requires a transfer.

Panelists:

- Martin Barna
- Hillary Orr
- Tristan Cunningham
- Whitney Code

Registrants:

Attended	Name
Yes	Bonnie Oday
Yes	Jim Durham
Yes	Oscar Gonzalez
Yes	Barbara Goodman
Yes	Bob Gronenberg
Yes	Gina Andrews Bruce
Yes	Brian Robey
Yes	Adan Flores
Yes	Carolyn Wilson
No	Gwendolyn Halford

Virtual Community Meeting Report | March 31, 2021 – Old Town Alexandria

Total users on ZOOM: 17

Peak viewers on ZOOM: 12

Total registrants on ZOOM: 15

Total viewers on Facebook: 37

Peak viewers on Facebook Live: 2

Number of comments on Facebook: 0

Comments from Q&A: 10

- **Anita Bara:** How have you taken the pandemic effect on users in developing your plan? We haven't used Dash because we haven't left the house.
- **Anita Bara:** Did you eliminate the AT 2 along Janneys Lane?
- **Tommy Lee:** Will any current bus stop on any Dash route be eliminated to facilitate the improved service?
- **Liz Fay:** I live on Pendleton Street. Thank you for clarification that Dash will no longer be operating on this route. I understand Metro buses still operating 10ab on this street. Are you aware of Metro considering any plans to follow the OTC traffic flow to/from Braddock - Madison/Montgomery vs Pendleton?
- **Anita Bara:** Do you know when construction at the King Street Metro will be done?
- **Tommy Lee:** If a current route has, say, 50 stops, and the new route along the same line has 30 stops to maintain frequent service, that would be 20 stops eliminated.
- **JR Gregor:** Have you considered using smaller, more nimble buses?
- **Tommy Lee:** Thank you.
- **JR Gregor:** Thanks, I will check it out.
- **Anita Bara:** Thanks. This was very well done.

Panelists:

- Martin Barna
- David Kaplan
- Matt Harris
- Whitney Code

Registrants:

Attended	User Name
Yes	Anita Bara
Yes	Tommy Lee
Yes	Brian Robey
Yes	Morgan Babcock

Yes	S. Klejst
Yes	Liz Fay
Yes	Christina Garbacz
Yes	Agnes Artemel
Yes	Tracie Harris
Yes	Arleen Courtney
Yes	JR Gregor
Yes	Jim Durham
No	KellyAnne Gallagher
No	Alli Holte
No	Diana Karczmarczyk
No	Bonnie ODay

FY22 TDP Public Comment Tracker

#	Date	Method	Name	Comment
1	3/22/2021	Email	Kevin Brady	<p>Subj: I stronly support the proposed new DASH network!</p> <p>Hi there, I've been an Alexandria resident for about 10 years, and a homeowner for half that time. I commend you all for proposing the expansion of your DASH service, and i STRONGLY support you doing so. I'm pretty fortunate in a lot of ways, so my support is mostly about the greatly expanded transit access your proposal will provide to folks who have a tougher go of it than I do. Your proposal would drastically boost bus availability for needy riders throughout the city, and again, I'm very much in support of that.</p> <p>Thanks very much, and I plan to speak at upcoming mtgs in support of your plans,</p> <p>Kevin Brady Del Ray homeowner krbrady1919@gmail.com 504-343-7979</p>
2	3/22/2021	Email	Bonnie Hershberg	<p>A growing number of jurisdictions in the US recognize that benefits of providing free or reduced fares for low-income residents outweigh costs. Transit subsidies for low-income residents enable them to live closer to their jobs and avoid the cost burden of car ownership. When combined with access to high-frequency all-day bus service, free and/or reduced fares can be a game changer for both traffic congestion and climate change. As a resident of Alexandria, I commend DASH for its increasing service and hope you will make free or reduced fares available to our low income neighbors.</p>
3	3/22/2021	Email	Steve Dunham	<p>My wife and I would use this a lot. We are retired and living car-free. We live on North Howard Street, about half a mile from either Duke Street or Seminary Road. Mostly we walk to either to catch a bus, or we ride the 25B, which does go on North Howard Street but only once an hour except for peak hours, and not at all on Sundays.</p> <p>We often go to Bradlee Shopping Center, and we go to Blessed Sacrament Church near TC Williams High School. The 36 would take us to both places.</p> <p>It appears that under the new plan there would be fewer north-south routes in Old Town. This is an improvement for us. Right now we can take the AT5, AT2, or AT8 into Old Town, but coming home we can't wait at one stop for all three, so when we're done in Old Town we have to check the schedule and head for the street where the next bus will be.</p> <p>Steve Dunham</p>
4	3/23/2021	Email	Bob Gronenberg	<p>A couple of years ago I had the privilege to participate in three Alexandria Transit Vision (ATV) workshops. I learned a lot, or so I thought.</p> <p>I learned: (1) Not to focus on direct “one-seat” point-to-point service, (2) Preferred method is hub and spoke (in airline parlance) to provide transfer opportunities to reach more destinations: (3) Isochrone charts display how where one can reach in 20 or 30 minutes from origin destinations – goal is regional access for all; (4) The Pentagon Metro is not the North Star nor everyone’s ultimate destination. If that was true in 2019, it is even truer now, given shifting travel pattens during and post pandemic.</p> <p>So along comes shiny new Line 35 which will BYPASS Shirlington in order to give the people who live the farthest away the fastest trip exclusively to the Pentagon Metro at the expense of everyone else and every other destination. With this apparent “need for speed,” by bypassing Shirlington, Line 35 excludes a multitude of transfer opportunities currently afforded by Metrobus 7A/Y/F which it will largely replace. There will no longer be an opportunity to transfer to new DASH Line 36A/B, ART and Metrobuses to: Ballston, Court House, Clarendon, Parkfairfax, Del Ray, Tysons, Green Valley, McLean, Potomac Yard (future Metrorail), Arlandria, Pentagon City (high growth area (Amazon) and preferred off-peak transfer point to Metrorail), Bradlee, Old Town and more...</p> <p>And Shirlington itself is a major dining and entertainment district that could be a magnet for DASH Line 35 riders, if only it stopped there. And the Shirlington business community, including WETA, has expressed interest in improved transit access.</p> <p>Yes, a few minutes runtime will be saved by omitting Shirlington, but given the unusually frequent 10 minute headway planned, wouldn’t the frequency of service more than compensate for a stop at Shirlington? Shirlington will, in fact, be the only location in the New DASH Network where two DASH lines intersect (on the map) but preclude passengers from transferring buses.</p> <p>Then there’s the issue of I-395 Commuter Choice funding which is expected to support the Line 35 service. Shirlington is a northbound entrance to and southbound exit from the I-395 Express Lanes. Shirlington supports the Express Lane and toll revenue generation. Yet Line 35 buses will enter I-395 at King St. where there is NO access to the Express Lanes. The additional congestion in the general purpose lanes, and more circuitous entry into Pentagon South Parking, could easily offset the time saved by bypassing Shirlington and not being able to use the Commuter Choice Express Lanes during peak hours.</p> <p>Bottom Line:</p> <ul style="list-style-type: none">•Recommend Line 35 include a stop at the Shirlington Transit Center to afford the same transfer opportunities and regional access as the 7A/F/Y which Line 35 largely replaces.•Frequent service and peak hour access to Express Lanes from Shirlington will offset additional runtime. Use of Express Lanes is consistent with I-395 Commuter Choice precepts.•The need for super high frequency inflexible linear point-to-point West End to Pentagon Metro service appears driven by the presumed availability of Commuter Choice funding, at the expense of providing DASH passengers with regional flexibility and being faithful to the Alexandria Transit Vision principles that we all so heavily invested in. <p>Thank you for your consideration of including the Shirlington Transit Center in Line 35 planning</p>

5	3/18/2021	Email	Bob Gronenberg	<p>Hello,</p> <p>During the March 10th ATC Board meeting, the question was raised as to why Line 34, part of which will replace current the AT5 (and previously AT2 and AT4 route), through N. Old Town and Slater’s Lane would terminate at the Braddock Road Metro station and not Potomac Yard Shopping Center until the opening of the Potomac Yard Metro station. As I recall, the response was that the folks in that area were accustomed to riding DASH to a Metrorail station, or some words to that effect.</p> <p>For consistency in rationale, I recommend the existing AT9 (future 36A/B) service likewise terminate at a Metrorail station. Clearly AT9 passengers are not clamoring to end their journey at a shopping center that is in its early stages of demolition. The movie theater has already been razed and retail vacancies abound.</p> <p>Since its inception, route AT9 has curiously been the only DASH route, and perhaps the only fixed route in the entire Metropolitan area that dif not serve at least one Metrorail station. While waiting and waiting and waiting for the Potomac Yard station to open, why not boost ridership on the 36A/B by providing interim Metrorail connectivity? Once upon a time, it was rumored that the AT9 might serve Crystal City. Considering Amazon construction and jurisdictional impediments, that is probably not achievable. But the 36A/B could divert via Potomac Ave. to the Braddock Road Metro. Worth a try ?</p> <p>Thanks very much.</p> <p>Bob Gronenberg</p>
6	3/25/2021	Email	Bob Gronenberg	<p>I am writing to request that hourly AT3-4 Loop service be maintained. Recently I took some material to the Alexandria Hazardous Waste center on Colvin St. On the way back I passed the dog training university (not my alma mater) run by Ms. Sandy Modell, who served as the DASH GM for more than three decades. I was reminded of Sandy’s visit to Parkfairfax in 2014 where she explained how, year after year, she rejected staff recommendations to eliminate the beleaguered AT3-4 Loop, arguing that it was really not that costly to operate, and it provided a lifeline service to a very large swath of the City. The hourly AT3-4 Loop remains as essential today as it was when Sandy so rightly defended it. In fact, when the pandemic took hold one year ago, service on many DASH routes was reduced in response to an 82% decline in ridership, yet the AT3-4 Loop continued to operate seven days a week with “ESSENTIAL TRAVEL ONLY” signage displayed. Well, if the route was deemed “essential’ when we were under a “stay-at-home” order last spring, why is it considered expendable when ridership is expected to rebound?? That’s a serious question.</p> <p>So who rides the AT3-4 Loop anyway? I do. When I attend an ATC Board or Alexandria Federation of Civic Associations meetings at City Hall, the AT3-4 is my evening trip home. Taking 2 or 3 buses with untimed connections to travel from the seat of government to my historic Parkfairfax community is a non-starter. I will have no choice but to drive I often take an excessively long walk through the lovely streets of Northridge and rest my weary legs returning home on the AT3-4. I have even walked from Parkfairfax to Old Town, patronized restaurants there, and relied on the AT3-4 for my trip home. But it’s not just me! Domestic workers and home caregivers are frequently seen on the AT3-4 Loop, seven days a week, to reach residences along Cameron Mills and Russell Roads. There riders’ trips originate in communities throughout the metropolitan area and connect to the AT3-4 Loop at the Braddock Road Metro station. Restaurant employees in Old Town rely on the AT3-4 Loop each evening to reach their homes in Arlandria. A bus driver once told me the last Loop bus, leaving City Hall at 10:20 PM was one of the busiest of the day for that reason.</p> <p>Since its inception AT3-4 Loop ridership has been quite low and it would be unrealistic to expect that to change in the foreseeable future. But the cost of operating this route is likewise low. Only one bus and one driver are required to execute the entire loop. The bus leaves City Hall, travels the entire Alexandria portion of the AT3, followed by the AT4, pays a call at the Braddock Road Metro in both directions and returns to City Hall, with time to spare before the next run. Given the size of the DASH fleet nowadays, it is difficult to comprehend that assigning one bus and one driver to the AT3-4 Loop would be such an insurmountable challenge. Until the oft-delayed opening of the Potomac Yard Metro station, the AT 3-4 Loop is the only off-peak DASH service connecting Parkfairfax and Arlandria to ANY Metrorail station. And future loss of the AT3-4 Loop will create an enormous off-peak “transit desert” in the heart of our city, at a time when shifting travel patterns blur the distinction between peak and off-peak needs.</p> <p>In conclusion I must again question why the formerly “essential” AT3-4 Loop cannot be renumbered Line 37 and continue to provide hourly service, at least as far as Braddock Road, if not City Hall. Doesn’t every community in the great city deserve a DASH connection to a Metrorail station?</p> <p>Thank you very much for your kind consideration.</p>
7	3/23/2021	Email	Susan Nolan	<p>Good afternoon: I support the proposed 36B route available all day on Van Dorn Street (and why do Early Street residents tolerate a bus driving through their neighborhood?) Thank you.</p> <p>Susan Nolan Alexandria, VA</p>
8	3/24/2021	Twitter	n/a	I'm very excited for the Line 31 proposals
9	3/25/2021	Email	Jim Durham	<p>DASH Leadership Team,</p> <p>Thanks for the great work in producing the draft FY2022 Transit Development Plan. I was very excited to see that the proposed plan would achieve FY2022 ATV objectives for all-day frequent service increases for low-income residents, residents of color and seniors. That said, I was very disappointed that the discussion of fares did not mention the possibility of Free or Reduce Fare for low-income residents.</p> <p>At the November ATC meeting, Ms. Hillary Orr indicated that staff was about to start a 5 to 6 -month study of feasibility of Free and Reduced DASH bus fares. A City staff response this week to a budget memo from Mayor Wilson on this topic suggests that sufficient information should be available to enable an ATC Board discussion and recommendation to City Council at its April meeting. Would you consider including this topic on the agenda for discussion by the ATC Board at its next meeting?</p> <p>Should the TDP be revised to address this topic?</p> <p>The City Staff’s response to the Mayor’s budget memo is here: https://www.alexandriava.gov/budget/info/default.aspx?id=120771. Highlights include:</p> <ol style="list-style-type: none"> 1.Free fare for low-income residents would result in ridership impact of 133,000 additional boardings, a 5.7% increase 2.Staff recommends that due to the planned launch of the New DASH Network on September 5, 2021, that any major fare reduction or elimination program should coincide with the launch of the new network for maximum impact. <p>I have heard from one Council member (so far) who has indicated that he supports the Free Fare initiative, and plans to raise that issue with other members.</p> <p>Thanks so much for the great work you are doing, and for your proactive steps to address transportation inequity in Alexandria.</p> <p>Jim</p>

10	3/25/2021	Email	Jennifer Whitlock	<p>Hello, I'm writing to support the new DASH network which I believe will be a step forward for transit equity. I look forward to additional frequent, all-day service to connect Alexandria residents to jobs. I also support further sensible equity programs, such as a pilot program to eliminate fares for low-income Alexandrians.</p> <p>A growing number of jurisdictions in the US recognize that benefits of providing free or reduced fares for low-income residents outweigh costs. Portland, Oregon's program, for example, provides half-priced fares to residents making less than two times the federal poverty level. Kansas City, Missouri eliminated bus fares to encourage more residents to use their system, as part of a wider goal to improve quality of life. Transit subsidies for low-income residents enable them to live closer to their jobs and avoid the cost burden of car ownership. When combined with access to high-frequency all-day bus service, free and/or reduced fares can be a game changer for both traffic congestion and climate change.</p> <p>Thanks for reading!</p> <p>-Jennifer Ibañez whitlock</p>
11	3/25/2021	Email	Leigh Stroud	<p>DASH Headquarters: I have low vision and catch the AT5 on Ripley to several doctors located at 4660 Kenmore Avenue - AT5 provides me the opportunity to attend church on King Street - I also need to get to the Bradlee area, again, the AT5 provides me that service so, PLEASE reconsider taking the AT5 off your schedule in your networking program, please. Thank you, a faithful customer. Leigh Stroud</p>
12	3/26/2021	Email	Liz Kane	<p>Dear DASH team, Thank you for all the hard work from the team during this challenging year.</p> <p>In February I spoke at the DASH board meeting in support of bus access for what is now the AT2 line, please see the attached letter I submitted as well.</p> <p>I am writing to thank you for including what is the Line 102 in the draft plan released recently, and for maintaining bus access for our residents and those who use that bus line to access jobs along the King Street/Seminary corridor. I look forwarding to taking the bus to the VRE and going into the office someday in the future!</p> <p>Thank you again, Liz Kane</p>
13	3/29/2021	Email	Lisa Floryancic	So very sad to hear the AT3/4 loop from Parkfairfax to Old Town is going away with no replacement. This has been our favorite method of travel to Old Town for 5 years.
14	3/26/2021	Email	Ross Kane	I would like to thank you maintaining bus service now called Line 102, along Seminary Rd and Janneys Lane, in your proposal. I live along this route on the campus of Virginia Theological Seminary and have ridden the line often. After the pandemic subsides I will return to frequent ridership. I write as a resident of the city (not as a representative of VTS). I encourage you to retain this line in the final plan. Again, I am grateful to see this continued service.
15	3/27/2021	Email	Claire Blakey	Very disappointed with the change to the AT 5. Living on Holmes Run the AT 5 was a lifesaver when I needed to get to Kenmore Ave. but also Bradlee Shopping Center and further. Now it looks like there be no bus going up Van Dorn from Holmes Run Pkwy.. The plan is for the 7A, but now that runs on Beauregard St., not Van Dorn. Very disappointed in the way the AT5 was dismantled. It was my go to transportation to get to Kenmore & Bradlee and beyond.
16	3/28/2021	Email	Bob Gronenberg	<p>I've been tuning in to your affable Community Meetings over the past week and look forward to tomorrow afternoon's event. Overall I would say the New Bus Network represents a positive evolution from the early head-scratching ATV concepts, and I congratulate you for that. Obviously I will continue to opine about some details, but overall DASH is definitely moving in the right direction!</p> <p>Based on questions received at the Community Meetings, it is obvious that you have a transit-savvy audience, but I'm not sure what percentage of our city's population is actually engaged. It is safe to say that, despite my promotion of public transit, there was little pre-pandemic interest here in Parkfairfax regarding off-peak service, and even less now. I would add that if you ask my neighbors, you would find they have no idea whatsoever as to where the buses that routinely ply our neighborhood streets can take them, nor do they care. If their destination is Shirlington, Bradlee, Old Town, Pentagon City, Crystal City, Ballston, etc., they just jump in their SUV and drive there. People here are aware of the existence of buses, and may even realize they're subsidizing them, but they see off-peak public transit as a "last-resort" for so-called "transit-dependent" communities where car ownership is less than universal.</p> <p>I believe the key to expanding and normalizing ridership throughout the city may be education. For nearly two decades, London has successfully educated its neighborhoods by publishing "Spider Maps," both in leaflet form and online. Attached are samples for Earl's Court and the newer style Hammersmith. Using variable scaling, travelers can see exactly which routes serve their closest stop and major stops and terminating points along each route. I've often thought of creating a similar map for Parkfairfax, but lack the professional graphic skills. I believe TFL uses Swedish firm T-Kartor (with US presence in St Louis) for their spider maps. I can't tell you how many times I have relied on spider maps to navigate the complex London bus network, and even found destinations I didn't know I could reach by bus! If our Postmaster General doesn't object, wouldn't it be great if everyone had a customized direct mail flyer or leaflet on their kitchen table showing where they could travel from their stop (DASH and other agencies complementary, not competitive) with service hours and frequencies, including return trips? While I could write a book on the subject, I doubt it would sell many copies given the abject disinterest in public transit that seems to exist in communities such as mine.</p> <p>So while this area is clearly far less transit-focused than London, I still believe we have neighborhoods, apart from the West End, where public education could create greater awareness, appreciation and ridership for the great service DASH has been providing for the last 37 years. It's obviously important to serve people who must rely on public transit, but it would be great if others would recognize its positive potential throughout the city and beyond and give it a try. Is that not worth pursuing?</p>