

DASH ADVISORY COMMITTEE (DAC) QUARTERLY MEETING

Tuesday, January 9, 2024 – 5:30 PM
DASH Board Room*
3000 Business Center Drive, Alexandria, VA



**Meeting will be held in hybrid format to accommodate both in-person and virtual participation. Zoom information will be sent out with meeting invite.*

MEETING AGENDA

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| 1. Welcome | Ross Simons
DAC Chairperson |
| 2. Roll Call | Martin Barna
DASH Staff Liaison to DAC |
| 3. Approval of Meeting Minutes | Chair Simons |
| 4. Introduction of New T&ES Director | Adriana Castaneda
T&ES Director
City of Alexandria |
| 5. General DASH Updates | Martin Barna
Director of Planning & Marketing |
| a. DASH Performance Updates – Ridership, Reliability, etc. | |
| b. Ridership Impact of Recent Changes to Lines 30, 33 & 34 | |
| c. Eisenhower Avenue Project Pipeline Update | |
| d. West Alexandria Transit Center | |
| e. 40 th Anniversary Celebration Update | |
| f. DASH Marketing Campaigns | |
| g. Recruitment Update for Director of Marketing & Public Engagement | |
| 6. Open Forum | DASH Advisory Committee |
| 7. Adjournment / Bus #703 Signage Demonstration** | |

** Staff will provide DAC members with an optional tour of bus #703 immediately following the conclusion of the meeting. This tour is intended to provide a demonstration on new customer signage that DASH is currently testing. It is also an opportunity for DAC members to ask questions or provide feedback on any other items on the interior of the bus (e.g. seats, flooring, lighting, signage, announcements, etc) that have an impact on their overall experience.