



# DAC Q1 MEETING AGENDA

Thursday, January 29, 2026 | 5:30 PM – 7:30 PM

01	Welcome & Introductions	06	Planning & Scheduling Updates
02	Roll Call	07	Marketing & Public Engmt. Updates
03	Meeting Mins. Approval	08	Nominations & Additional Business
04	SharePoint Workshop	09	Adjournment
05	Subcommittee Reports		



# WELCOME

Nathaniel Cartagena | DAC Chair





# ROLL CALL

Camila Olivares | Director of Marketing & Public Engagement & Committee Liaison





# MEETING MINUTES APPROVAL

Nathaniel Cartagena | DAC Chair





# SHAREPOINT ONBOARDING WORKSHOP

Elmer Rodriguez | DASH IT Specialist





# MEMBERSHIP & RECRUITMENT SUBCOMMITTEE

Marcos Bernier, Jimmy Palmer, Nathaniel Cartagena,  
Payton Brown





# ADVOCACY & PUBLIC POLICY SUBCOMMITTEE

Bonnie O'Day, Jim Durham, Marcos Bernier, Jacob Yoseph,  
Calvin O'Brien





# ADVOCACY & PUBLIC POLICY SUBCOMMITTEE

## Objective

- Secure additional funding to support DASH service expansion

## Approach

- Engage local and state officials to convey the value and need for service expansion, primarily higher frequency service

## Next Meeting

- Tentative | Thursday, February 26 at 7 PM | Zoom



# ADVOCACY & PUBLIC POLICY SUBCOMMITTEE

## Transit Funding Landscape & Key Dates

- State support for transit ops declined from 26% in FY 2024 to 18% → 13%
  - NoVA legislators seek sustainable and increasing transit funding
  - Four Bills introduced: [HB900](#) & [Sen. Surovell's SB730](#); [HB1179](#) & [Sen. Ebbin's SB638](#)
- The City Manager presents his proposed FY2027 budget February 24, 2026
  - City Budget hearing: March 14; Applicable Work Session: March 16, 2026
- Potential Special Election for City Council seat: April 21



# ADVOCACY & PUBLIC POLICY SUBCOMMITTEE

## Completed Activities

- [DAC FY 2027 Budget letter](#) sent to the City Manager 11/10/2025
  - Recommended improving frequency on Lines 32, 31, 103 and 104
- Met with two City Councilmembers
- Jim and Bonnie attended NVTC, PRTC and VRE Legislative Forum

## Next Steps

- Develop short transit questionnaire for City Council candidates
- Provide FY2027 Budget input during public hearings
- Support Transit funding bills in the General Assembly
  - DAC letter
  - Speak in support of bills



# EVENTS & PUBLIC ENGMT. SUBCOMMITTEE

Yvette Jiang, Erick Adams, Jim Maslanka,  
Matthew McManus, Jimmy Palmer, Payton Brown





# EVENTS & PUBLIC ENGMT. SUBCOMMITTEE

## Objective

- Build consistent, inclusive, community-rooted engagement that strengthens DASH's local identity.

## Approach

- Meet people where they already are through trusted, neighborhood-based and accessible engagement, while coordinating across DAC subcommittees, DASH Board, and DASH staff to turn insights into action.



# EVENTS & PUBLIC ENGMT. SUBCOMMITTEE

## Strategic Goals

### Meet People Where They Are

Show up in trusted community spaces (including non-digital outreach).

### Strengthen DASH's Local Identity

Center real riders, operators, neighborhoods, and everyday destinations.

### Engage Priority Populations

Ensure engagement reflects Alexandria's diversity and accessibility needs.

### Collaborate Across DAC + Board

Coordinate efforts so engagement informs membership, rider experience, and advocacy.



# EVENTS & PUBLIC ENGMT. SUBCOMMITTEE

## Next Steps

- Identify existing community events/locations to prioritize for outreach.
- Attend events representing DAC.
- Define priority audiences.
- Establish a coordination cadence with other DAC subcommittees and the DASH Board to share findings and align on actions.



# RIDER EXPERIENCE SUBCOMMITTEE

Erick Adams, Nathaniel Cartagena, Jason Kunik,  
Nawfal Kulam, Eric Van Horn





# RIDER EXPERIENCE SUBCOMMITTEE

## Approach

- Provide valuable and actionable feedback to the DASH professional staff and broader DAC opportunities to weigh in on rider issues.

## Priorities

- Highest priority is to focus on feedback for on-bus experience
- Next priority is for immediate services that support the bus (e.g., bus trackers, stops, support, etc.)
- Lowest priority is for marketing, including email, social, print, and events



# RIDER EXPERIENCE SUBCOMMITTEE

## Closed Feedback Topics

- Bus Trackers via SMS
- Bus Wraps
- Member Name Tags / Lapel Pins

## Open Feedback Topics

- Why real-time service updates have been moved from DASH Facebook and X accounts to Bluesky?
- Some riders have challenges using bus bike racks. Instructions on the front of the bus would be helpful.
- Can buses be more involved in events beyond warming/cooling?
- Effectiveness of accessibility ramps (positive experience).



# RIDER EXPERIENCE SUBCOMMITTEE

## Items requiring feedback from broader DAC

- What makes the new bus signs in Old Town effective for wayfinding?
- How useful are the stroller adapters on the new buses?

## Next Steps

- **Online:** Suggested bike rack instruction on **1/16** by Erick Adams. No response yet.
- **Phone:** Provided positive feedback on the new Old Town bus wayfinding signs by Eric Van Horn on **1/16**. "The customer service representative was kind throughout."
- **Mail:** A two-part letter by Nathaniel Cartagena on **1/15** commenting on accessibility ramps working well/direction of travel at stations should be made as clear as possible (since both directions are often at the same stop compared to street stops which are often on different sides of the street). No response yet.



# PLANNING & SCHEDULING UPDATES

Stevie Mathews | Director of Planning & Scheduling





# MARKETING & PUBLIC ENGMT. UPDATES

Camila Olivares | Director of Marketing & Public  
Engagement & Committee Liaison





# ADDITIONAL BUSINESS & ADJOURNMENT

Nathaniel Cartagena | DAC Chair

