



Alexandria Transit Company Board of Directors Meeting



October 12, 2022 @ 5:30pm
Meeting Held at City Hall, Council Workroom, 301 King St., Alexandria, VA 22314 and
Held Electronically - Livestream on ZOOM and Facebook Live

ITEM	DESCRIPTION	PAGE #	PRESENTER
#1	Call to Order, Welcome, and Public Comment	N/A	Mr. Kaplan
#2	Consideration of Approval Meeting Minutes a) ATC Board of Directors Meeting – September 14, 2022	2-5	All
#3	Board Member Announcements, Reports & Business Items a) Chair’s Report & Public Speaker Policy b) T&ES Report c) Duke Street in Motion d) Others	6-10	Mr. Kaplan Ms. Orr All
#4	General Manager’s Reports a) GM Updates b) Public Comment Follow-up c) Draft Budget Priorities Letter from Board to City Manager d) ATC Board Calendar	11-16	Mr. Baker
5	Financial Reports a) Financial Report b) Balance Sheet c) Summary Income Statement d) Budget vs. Actual	17-20	Mr. Ryder
6	Planning Reports a) Customer Service Survey Results b) Potomac Yard Metro Station Construction Delay c) KPI Dashboard d) Ridership Update e) New DASH Website	21-27	Mr. Barna Ms. Code
#7	Next Meeting Date & Adjournment The next regular meeting of the Alexandria Transit Company Board of Directors is scheduled for Wednesday, November 9, 2022	28	All

ATC Board Agenda Detail

Item #: 2
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 September 14, 2022

A meeting of the Board of Directors of the Alexandria Transit Company was held at 5:30 pm on Wednesday, September 14, 2022, at the DASH Facility at 3000 Business Center Dr., Alexandria, VA 22314 and was also available electronically. A recording of the meeting was made and is available upon request.

Board members present in person: David Kaplan, Matt Harris, Brandi Collins, Hillary Orr, Ajashu Thomas, Murat Omay, Jesse O'Connell, Kendel Taylor, Steve Klejst, Linda Bailey

Staff members present: Josh Baker, Raymond Mui, Martin Barna, Whitney Code, Kaitlyn Beisel, Beth Reveles, Edward Ryder, Joseph Quansah, Swinda Carcamo, Darren Smothers, John Lanocha, Corey Black, James Owens

Other attendees: Cristin Tolen, Bill Harned, RM Peabody, Bonnie ODay

Board Meeting **Agenda Item #1**

#1 – Call to Order, Welcome and Public Comment

Chair Kaplan welcomed everyone and called the meeting to order.

Chair Kaplan opened the floor for public comment. Lisa Floryancic registered the following public comments:

1. Please consider bringing back the AT3-4 loop
2. Please tell your drivers to slow down through Parkfairfax. I've complained about this before. Some of them fly by my house on Valley Drive. There are lots of kids walking and riding bikes to school.

General Manager Josh Baker stated that Staff will follow-up with Ms. Floryancic.

Mr. Kaplan then closed public comment as there were no registered speakers.

Agenda Item #2 – Consideration of Approval of Meeting Minutes

#2a – ATC Board of Directors Meeting – June 8, 2022

Chair Kaplan called for a motion to approve the June minutes and asked if there were any corrections, revisions, or amendments. A motion was made by Matt Harris and seconded by Steve Klejst to approve the minutes, and the motion carried. Steve Klejst abstained as he was not present for the June 8 meeting.

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

#3a – Chair's Report

Chair Kaplan began by acknowledging the passing of Kerry Donley who served on the ATC Board for seven years and who had vast civic and governmental experience. Matt Harris shared his thoughts on Mr. Donley and spoke of his many contributions to the Board. Mr. Kaplan asked the Board for a moment of silence in honor of Mr. Donley.

Mr. Kaplan shared the passing of Chet Avery, who was an advocate for the disabled in the Alexandria community.

Mr. Avery was visually impaired and was a staunch advocate for a number of issues related to accessibility including curb cuts and bumps. He was also responsible for getting annunciators installed on DASH buses.

Mr. Kaplan moved onto the ice breaker exercise which asked the Board members to share their favorite place within the borders of Alexandria City and the closest transit route or stop.

#3b – T&ES Report

Transportation Division Director Hillary Orr provided a review of her written report which was shared with the Board in advance of the meeting.

Ms. Orr agreed to provide a Duke Street in Motion presentation for the Board during the October meeting so the Board can provide a recommendation to City Council.

Kendel Taylor mentioned that City Council's retreat is scheduled for November 5 and budget guidance and budget process resolutions is scheduled for November 8.

#3c – Others

Chair Kaplan asked if there were any other announcements from the Board.

Ajashu Thomas announced that she serves on the Alexandria Tutoring Consortium (ATC) and the consortium is celebrating their 25th year anniversary. The ATC is recruiting for volunteer tutors to service public elementary schools within the City of Alexandria.

Agenda Item #4 – General Manager's Reports

#4a – Introduction: Cristin Tolen & Bill Harned from First Transit

General Manager Josh Baker introduced Region Vice President of First Transit's Northeast Transit Management Division Cristin Tolen and Area Vice President of First Transit's Transit Management Division Bill Harned. First Transit does not manage the operations of DASH but instead serve in an advisory and oversight role. They help to ensure that DASH staff have the resources needed whenever challenges within transit are encountered. Ms. Tolen and Mr. Harned then introduced themselves.

#4b – DASH Summer Accomplishments

Mr. Baker reviewed DASH's accomplishments which were shared with the Board in advance of the meeting.

#4c – Low-No Emissions Grant Application Outcome

Mr. Baker reviewed the outcome which was shared with the Board in advance of the meeting.

#4d – Board Retreat

Mr. Baker reviewed his suggestion that the Board consider planning a retreat within the next several months. Detailed information was shared with the Board in advance of the meeting.

Ajashu Thomas asked for a copy of Terrie Glass's resume as well as other facilitator options. Mr. Baker stated that he would provide three facilitator options prior to the October Board meeting.

The Board members agreed that the retreat should take place during a workday. Steve Klejst indicated that a Tuesday was not good for him.

Mr. Baker discussed the City Manager's Budget Priorities letter which was emailed to the Board in advance of the meeting. The City Manager is requesting a response to the letter by Friday, November 4. Mr. Baker reviewed his

proposal of DASH budget priorities:

1. Maintaining current services, ensuring adequate funding to continue providing the current DASH services and to encompass the projected impacts of the next Collective Bargaining Agreement.
2. Maintaining state of good repair, ensuring adequate funding for our fleet replacement plan in accordance with our Transit Development Plan.
3. Maintaining fare free service in accordance with the required provisions of the Virginia TRIP (Transit Ridership Incentive Program) funding. (Year 3)

Hillary Orr feels that the budget should be focused on state of good repair and maintaining fare free service. She does not feel that DASH should be enhancing service adjustments at this time.

Staff will provide a budget priorities draft letter to the City Manager in the October Board packet.

Agenda Item #5 – Financial Reports

#5a – Five-year Budget Outlook

Director of Finance & Administration Edward Ryder provided a review of the five-year budget outlook which was reviewed with the Board in advance of the meeting.

#5b – Financial Reports

Mr. Ryder provided a review of his reports which was shared with the Board in advance of the meeting.

#5c – Balance Sheet

Mr. Ryder provided a review of his report which was shared with the Board in advance of the meeting.

#5d – Summary Income Statements

Mr. Ryder provided a review of his reports which was shared with the Board in advance of the meeting.

#5e – Budget vs. Actual

Mr. Ryder provided a review of his reports which was shared with the Board in advance of the meeting.

Agenda Item #6 – Planning Reports

#6a – KPI Dashboard Preview

Director of Planning & Marketing Martin Barna reviewed this portion of his report which was shared with the Board in advance of the meeting.

#6b – Ridership Update

Mr. Barna provided an update 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 Matt Harris. A vote was called, and the motion was approved unanimously.

The next regular meeting of the Alexandria Transit Company Board of Directors is scheduled for October 12, 2022, at 5:30 pm at the City Hall Council Workroom and via Zoom/Facebook Live.

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

ATC Board Agenda Detail

Item #: 3a
Item Title: Public Speaker Policy
Contact: David Kaplan, Chair of the Board & Josh Baker, General Manager
Board Action: FYI, Discussion



Alexandria Transit Company

Policies of the Board of Directors

PUBLIC PARTICIPATION POLICY

Initial Approval Date: XX-XX-XXXX

Amendment Date(s):

Policy Statement: It shall be the policy of the Alexandria Transit Company Board of Directors to incorporate public participation in decision-making to the greatest extent possible. Such participation shall follow Virginia Freedom of Information act regulations and shall follow the principles of Roberts Rules of Order (as amended), and generally the policies of the City Council for the City of Alexandria, Virginia.

Policy: The Board shall take public comment in accordance with the standards established hereafter at each regular meeting so long as sufficient time exists within the meeting agenda/docket. Public comment does not include public hearings, which are addressed separately within this policy.

Format: Public comment is accepted at the beginning of each meeting of the Board of Directors unless otherwise announced by the Chair of the Board. Such comment may be regarding any matter under or not under the direction of the Board, so long as such comment is within the guidelines and is not pertaining to a personnel matter.

Time: A speaker shall limit their remarks to three (3) minutes and shall speak only once on any agenda item. Except that one officer or other designated member speaking on behalf of each neighborhood civic association or unit owners' association desiring to be heard on an agenda item shall be allowed five (5) minutes. To obtain five minutes, the individual must identify as a designated speaker, and identify the neighborhood civic association or unit owners' association they represent, at the start of your presentation.

The Chair or presiding member may allow rebuttal for a total of no more than three minutes, and a proponent may speak during the rebuttal time. The Chair or presiding member may allow a speaker a brief extension of time to conclude the speaker's remarks. A speaker shall be stopped if their comments become irrelevant or unnecessarily repetitious. The Board Secretary shall arrange for a timekeeping method or timekeeper to ensure that each speaker stays within the allotted speaking time.

Format: Speakers are asked to notify the Secretary of the Board in advance of the meeting if they wish to pre-register to speak. Such pre-registered speakers will be called upon first in an order determined by the

Chair or presiding member. Following pre-registered speakers, the Chair will invite additional speakers to indicate their desire to comment.

Comments in writing: Speakers are encouraged to prepare and deliver to the Board Secretary for distribution to the Board written statements of their positions.

Public Hearings: As a matter of business, Public Hearings are provided during specially designated periods for certain docket items. These include, but are not limited to: Budget Deliberations, Budget Drafts, Budget Approvals, Transit Development Plan (TDP) Deliberations, TDP Drafts and TDP Approvals, service changes regardless of size or scope, fare collection policy changes regardless of size or scope. Public hearings shall follow the same guidelines as outlined above.

Speaking during the Meeting: No person may speak on any docket or non-docket item at any time during the meeting outside of the Public Comment or Public Hearing period. Attendees who disrupt the meeting, act out, or in any way seek to prohibit the Board from continuing its business will be asked to leave the meeting at the discretion of the Chair or presiding member. Any attendee who refuses to leave the meeting upon violation of this provision may be subject to removal.

Public Comment Period: Upon the start of the public comment period, the Chair or the presiding member shall read the public comment welcome and introduction as follows:

We are about to convene into the public comment period of our meeting. All DASH Board meetings include a public comment period at the beginning of the meeting as we believe it is crucial for us to hear from our riders and community members.

The Board is here to listen, however, please keep in mind that the public comment period is not designed to be a discussion. Accordingly, please do not expect the Board to respond to your concerns or questions tonight. We take any concerns and questions seriously and need sufficient time to process and research any issues, if need be. Board members will respond to your questions and concerns at a future meeting or have the proper staff member get back to you at the appropriate time.

Please note that personnel matters are not a part of the public comment period, however, please know that we take any personnel questions seriously, you are asked to contact the DASH administration with any such concerns.

We ask that all speakers and members of the audience maintain civility and respect for any divergent views that others possess, further we ask that speakers please address their comments to the Board directly rather than the audience.

The Board will take pre-registered speakers first and then I will invite others who wish to speak who may not have pre-registered. For future meetings, you may pre-register on the website dashbus.com on the Board of Directors page.

I will now call the first speaker. Please remember that each individual speaker is allotted 3 minutes for your comments.

ATC Board Agenda Detail

Item #: 3b
Item Title: T&ES Report
Contact: Hillary Orr, Deputy Director, Transportation
Board Action: FYI



Metro Updates

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

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

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

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

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

ATC Board Agenda Detail

Item #: 3c
Item Title: Duke Street in Motion
Contact: Hillary Orr, Deputy Director, Transportation
Board Action: FYI, Discussion



DUKE STREET IN MOTION

Vision and Guiding Principles for the Duke Street *in Motion* Alternatives Analysis

This project will provide an efficient and desirable bus rapid transit (BRT) option along Duke Street by improving the transit experience for current and potential riders. With multimodal enhancements to the corridor, Duke Street will become a safe, efficient, and desirable community connector for people riding the bus, walking, biking, and driving.

Through improvements to the overall transportation system, but specifically to bus rapid transit (BRT) infrastructure and operations, choosing to ride the bus becomes a **desirable option** for Duke Street travelers, maintaining and enhancing Duke Street's role as a vibrant community connector for residents and businesses. Improvements to the bus system and multimodal infrastructure will support greater connectivity and efficiency for other travel modes along the corridor. The BRT will be tailored to fit the differing requirements of each segment of the corridor. Corridor improvements will be based on community engagement, needs, and opinions, and will maintain or positively impact residents' quality of life and the character and integrity of the corridor's neighborhoods and businesses.

Guiding Principles

To achieve our Vision, we must consider the following Guiding Principles in the development of capital investments and operational alternatives for the corridor:

(Note: The Guiding Principles and related Objectives will be tied to measurable characteristics of the design alternatives.)

Convenient: Make bus travel more predictable, frequent, and comfortable.

Objectives:

- *Increased bus frequency.*
- *Presence of real-time arrival information at bus stations.*
- *Improved transit reliability.*
- *Improved boarding/alighting and onboard experience.*
- *Improved ease-of-use and understanding of bus system/service.*
- *Improved bus shelters and amenities at BRT stations and local stops.*

Efficient: Improve mobility for all Duke Street travelers.

Objectives:

- *Improved bus travel times and efficiency.*
- *Improved bicycle and pedestrian access to bus stations.*
- *Improved first and last mile travel options with additional shared mobility devices.*
- *Improved digital convenience for fare collection and service information/updates.*
- *Limited or no negative travel time impacts to non-transit vehicles.*

- 9
- *Improved signal operations for transit vehicles and general traffic on the Duke Street corridor.*

Equitable: Use enhanced bus transit to support equitable access for a diversity of people and places.

Objectives:

- *Bus stations located near high ridership/high need communities.*
- *Improved station and bus vehicle amenities that respond to community needs, including improved technology for buses.*
- *Improved ADA access to stations and crosswalks.*
- *Additional and improved sidewalks that serve the corridor and connect to stations.*
- *Improved and safe connectivity to existing bike lanes or trails.*
- *Improved access to businesses and services that frequently serve transit dependent residents.*

Safe: Ensure safety and accessibility for all corridor users, including those connecting to and riding inside the bus.

Objectives:

- *Additional pedestrian and bicycle crossing locations and improved traffic signal capabilities, including crosswalk timings.*
- *Improved pedestrian safety on sidewalks through sidewalk widening, introduction of buffers, or relocation of utilities.*
- *Improved corridor and intersection safety while maintaining access to neighborhoods and businesses.*
- *Reduced person-vehicle interaction/conflict locations (e.g., driveways, uncontrolled access).*
- *Mitigation of cut-through traffic in neighborhoods.*
- *Increased visibility of passengers at bus stations.*

Vibrant: Support and enhance thriving and future corridor destinations that improve resident quality of life and boost the local economy.

Objectives:

- *Preserve and positively impact quality of life for neighborhoods, residents, and businesses.*
- *Siting of bus stations within walking distance to area attractions/services, as well as future development areas.*
- *Improved access to jobs.*
- *Improved access to retail, parks, and recreation.*
- *Improved Duke Street streetscapes and green space.*
- *Coordinated planning efforts with land use development activities that are consistent with corridor vision and guiding principles.*

Sustainable: Contribute positively to the environment, now and in the future.

Objectives:

- *Reduced vehicle emissions (including those related to the bus transit vehicle while traveling and idling).*
- *Prepare the corridor for accommodation of electric bus fleet (or other sustainable zero emission alternative).*
- *Improved stormwater management.*
- *Increased tree canopy volume.*

ATC Board Agenda Detail

Item #: 4a
Item Title: GM Updates
Contact: Josh Baker, General Manager
Board Action: FYI



Emerging Leaders Training Program Graduates

Terrie Glass of Leadership Solutions spent several months with DASH staff who were identified by their respective managers as having been recently promoted to supervisory roles or would benefit from formal leadership training.

The Training program outline consisted of the following:

1. A kick-off meeting with each participant and their manager to discuss why the employee was selected to participate in the program and what they would like to learn.
2. Pre and post-self-assessment for each participant to see if there was progress by the end of the program.
3. Six full days of training spread over six months.
4. One individual one-on-one coaching session for each participant.
5. A learning activity, chosen with the manager's input, that the participants worked on as part of a small team in order to benefit DASH and advance leadership skills, e.g. All Door Boarding Study Findings & Recommendations, Diversity Equality & Inclusion Program.
6. Shadowing a senior employee for the day.
7. A final meeting with each participant and their manager to review their thoughts about what they've learned and what their next steps may be.

The following are the graduates of the first Emerging Leaders Program at DASH:

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

DASH Annual Employee Event and Rodeo

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

The following are the award recipients:

- #1 in Customer Service Recipient: Melaku Sisay
- Maintenance Employee of the Year Recipient: Martin Clifton
- Courtney Cain Commemorative DASH All-Star Recipients:
 - Maria Bolanos
 - Elmer Rodriguez
 - Tuan Vo
- Joyce Stallings Commemorative DASH Difference Recipient: Alemayehu "Alex" Tilahun

The following are the Rodeo Award Winners:

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

New DASH Network 1-Year Anniversary

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

ATC Board Agenda Detail

Item #: 4b
Item Title: Public Comment Follow-up
Contact: Josh Baker, General Manager
Board Action: FYI



September Board meeting public comment/concern and staff follow-up summary:

CUSTOMER NAME	REQUEST/INQUIRY	ACTION TAKEN
<p>Lisa Floryancic</p>	<p>Customer registered the following comments:</p> <ol style="list-style-type: none"> 1. Please consider bringing back the AT3-4 loop 2. Please tell your drivers to slow down through Parkfairfax. I've complained about this before. Some of them fly by my house on Valley Drive. There are lots of kids walking and riding bikes to school. 	<p>Staff contacted the customer with the following reply: Thank you for submitting this request regarding the AT-3/4 Loop. This route was discontinued as part of the New DASH Network in September 2021 due to consistently low ridership. This decision was made as part of the Alexandria Transit Vision (ATV) Plan, which was adopted by the DASH Board of Directors in 2019. The goal of the ATV Plan was to redesign the city's bus network to best meet the mobility needs and priority of the larger Alexandria community. This ATV planning process relied upon community input, ridership data, and careful consideration of difficult choices in terms of how we allocate our routes, buses, and trips around the city. Ultimately it was determined that the resources that were being used for the AT-3/4 should be distributed to other routes/areas so that more people could benefit from them.</p> <p>For those residents who live in Parkfairfax who used the AT3/4 Loop to get to Old Town, there are several travel alternatives that may be useful, especially since the AT3/4 Loop only ran once per hour. Line 36A/B operates every 15 minutes, all-day, seven days per week and can be used to make connections to DASH Line 31 (@ King/Kenwood) or Metrobus 10A/B (@ Glebe/Mt. Vernon), which both run into Old Town every 15 minutes, all-day seven days per week. If you factor in the waiting time (and the fact that the AT3-4 Loop only went in one direction), we believe that these alternative options should be able to meet the needs of most former AT-3/4 Loop riders in Parkfairfax.</p> <p>Finally, DASH does consider service changes, including new routes, as part of its annual Transit Development Plan (TDP) process. This two-month process takes place every spring and includes significant public outreach and engagement. Our draft FY 2024 TDP will be released to the public no later than March 2023 and we would welcome any service change feedback or suggestions at that time.</p> <p>DASH Operations team informed the customer that DASH supervisors will monitor the area for speeding buses.</p>

ATC Board Agenda Detail

Item #: 4c
Item Title: Draft Budget Priorities Letter from Board to City Manager
Contact: Josh Baker, General Manager
Board Action: FYI, Discussion



MEMORANDUM

DATE: October 12, 2022
TO: Mr. Jim Parajon, City Manager, City of Alexandria
FROM: David Kaplan, Chair, Alexandria Transit Company Board of Directors
SUBJECT: FY 2024 Funding Priorities

Dear Mr. Parajon,

In response to your August 31 letter, the Alexandria Transit Company (ATC) Board of Directors is respectfully submitting our FY 2024 funding priorities. We feel that these closely align with those of the City in that DASH's focus is on accomplishing **smart, equitable, and green** goals.

Below are DASH's Operating and CIP funding requests as prioritized by the Board:

Operating Priorities:

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

CIP Priorities:

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

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

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

Thank you for your consideration.

Sincerely,

David Kaplan
Chair

Cc: ATC Board of Directors
Yon Lambert, Director of Transportation & Environmental Services
Josh Baker, ATC General Manager

ATC Board Agenda Detail

Item #: 4d
Item Title: ATC Board Calendar
Contact: Josh Baker, General Manager
Board Action: FYI



2022

September

CITY: Manager Releases Priorities and Instructions

DASH: Regular Meeting

October:

DASH: ATC Board Meeting: 10/12

DASH: Staff Submits Current Budget to OMB

DASH: Identify Budget Priorities, Approve Letter to Manager

November:

CITY: Council Budget Retreat: 11/5

CITY: Budget Guidance and Budget Process Resolutions Adoption: 11/8 @ 7pm

DASH: ATC Board Meeting: 11/9

DASH TENTATIVE: General Manager's Draft FY24 Budget Presented to ATC Board for Input

DASH TENTATIVE: Staff Submit Supplemental Requests and Reductions to OMB

December:

CITY: Capital Improvement Program (CIP) Steering Committee Meet

DASH: ATC Board Meeting: 12/14

DASH: General Manager's Proposed FY24 Budget BOARD ACTION to Approve or Amend Proposed Budget

2023

January:

CITY: City and DASH Staff Meet with OMB/City Manager to discuss Budget

DASH: ATC Board Meeting: 1/11

February:

CITY: Manager Releases Proposed Budget/CIP to City Council: 2/28 @7pm

DASH: ATC Board Meeting: 2/8

DASH Board Retreat: exact date TBD

DASH: Staff Receives Subsidy Level from OMB, Revises Budget

March:

DASH: ATC Board Meeting: 3/8

DASH: Proposed TDP & Budget Completed; Outreach Begins

DASH: Proposed TDP & Budget Presented to Board for Input

CITY:

City Council CIP Budget Work Session: 3/1 @ 7pm

Proposed Budget Presentation to Public: 3/2 @ 7pm

City Council Budget Public Hearing: 3/13 @ 5:30 PM

City Council Budget Work Session: 3/15 @ 7pm

City Council Budget Public Hearing: 3/18 @ 9am

City Council Budget Work Session: 3/22 @ 7pm

City Council Budget Work Session: 3/29 @ 7pm

April:

CITY: Add/Delete Proposals Due

CITY: Council Budget Work Session—Preliminary Add/Delete Discussion: 4/25 @ 6pm

DASH: ATC Board Meeting: 4/12

DASH: Board holds Public Hearing for Proposed FY24 TDP & Budget: 4/12 @ 5:30 pm

May:

CITY: Budget Work Session—Final Add/Delete Discussion (if needed): 5/1

CITY: City Council Adopts FY24 Budget and CIP: 5/3 @ 7pm

DASH: ATC Board Meeting: 5/10

DASH: Staff develops final TDP/Budget Based on Input

DASH: General Manager's Revised FY24 TDP & Budget

June:

DASH: ATC Board Meeting: 6/14

DASH: Final Approval of FY24 TDP and Budget

July – August:

DASH: Board Recess

DASH: Staff FY25 Operating Budget and CIP Projects in Development

September:

ATC Board Meeting: 9/13

October:

ATC Board Meeting: 10/11

November:

ATC Board Meeting: 11/8

December:

ATC Board Meeting: 12/13

ATC Board Agenda Detail

Item #: 5a
Item Title: Financial Report
Contact: Edward Ryder, Director of Finance & Administration
Board Action: FYI, Discussion



Financial Results for the Month Ended August 31, 2022

August 2022 Results

In August, ATC experienced a monthly deficit of (\$481,326) and monthly year-to-date surplus of (\$194,876) and has a projected year-end deficit of (\$44,858). The monthly year-to-date deficit is due to the timing of I-395 Commuter Choice grant reimbursements. These grant reimbursements now occur on a quarterly basis and will begin to be applied after the funds are appropriated in December.

Significant budget variances and notable accounts in August include:

- **Operations personnel costs** reflect full staffing of operators for the New DASH Network, however I-395 Commuter Choice grant funds which partially support these costs will not be applied until after December, as noted above.
- **Operations Overtime** costs rose sharply in August. Overall operator wages were \$112K lower than budgeted, however overtime costs were \$135K over budget. A net budget overrun of \$23K for operator wages in total.
- **Operator Trainee Costs** were higher than forecast. ATC efforts to achieve full operator employment have led to increased trainee class sizes. The associated costs of maintaining larger class sizes have led to increased trainee wage costs. Staff expected the budget effect of this to be temporary and should normalize and be offset with reduced overtime costs as operator employment increases.
- **Fuel & Lubricants** reflects continued higher diesel prices; a negative variance staff expect to continue through the year. Our most recent diesel price per gallon was **\$3.55 per gallon** against a budget target of **\$2.40 per gallon**. We are currently projected to exceed our fuel budget by \$289,779.

End of Year Outlook

While we are currently projecting a small year-end deficit, it should be noted that these projections are based on only two months' worth of data. Various items impacting year end, especially wages tied to operator employment goals, will have an impact on determining our year-end position. As we progress through the year, staff will have a more accurate picture of our year-end position as we have more data to accurately build trends off.

ATC Board Agenda Detail

Item #: 5b
Item Title: Balance Sheet
Contact: Edward Ryder, Director of Finance & Administration
Board Action: FYI, Discussion



The Balance Sheet items are not yet available as the City has not completely closed out FY 2022.

ATC Board Agenda Detail

Item #: 5c
Item Title: Summary Income Statement
Contact: Edward Ryder, Director of Finance & Administration
Board Action: FYI, Discussion



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

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

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

ATC Board Agenda Detail

Item #: 5d

Item Title: Budget vs. Actual

Contact: Edward Ryder, Director of Finance & Administration

Board Action: FYI, Discussion



Budget vs. Actual Report for the Month Ended August 31, 2022

Description	CM Actual	CM Budget	Variance	YTD Actual	YTD Budget	Variance	FY2022 Projected	FY2022 Annual Budget	Projected Year End Variance
REVENUE									
City Contribution - King Street Trolley	90,417	90,417	-	180,834	180,834	-	1,085,004	1,085,000	4
Passenger Revenue	-	-	-	8,591	-	8,591	8,591	-	8,591
Other Charter Revenue	503	-	503	7,820	-	7,820	7,820	-	7,820
Advertising Revenue	4,405	28,033	(23,628)	4,405	56,066	(51,661)	336,400	336,400	(0)
Miscellaneous Revenue	12,958	5,000	7,958	14,370	10,000	4,370	65,412	60,000	5,412
TOTAL OPERATING REVENUE	108,283	123,450	(15,167)	216,020	246,900	(30,880)	1,503,226	1,481,400	21,826
Virginia TRIP Program									
City Contribution - Regular Subsidy	2,006,622	2,006,622	-	4,013,244	4,013,244	-	2,829,644	2,829,644	-
TOTAL REVENUE	2,114,905	2,130,072	(15,167)	4,229,264	4,260,144	(30,880)	28,412,334	28,390,503	21,831
OPERATING EXPENDITURES									
OPERATIONS									
Wages - O	1,198,820	1,003,548	(195,272)	1,942,927	2,007,096	64,169	12,053,729	12,042,700	(11,029)
Fringe Benefits - O	187,904	178,760	(9,144)	389,629	357,520	(32,109)	2,136,927	2,145,100	8,173
Payroll Taxes - O	90,860	75,426	(15,434)	146,882	150,852	3,970	905,099	905,100	1
Retirement Contributions - O	90,434	78,875	(11,559)	148,049	157,750	9,701	946,500	946,500	0
Total Operations Personnel	1,568,018	1,336,609	(231,409)	2,627,487	2,673,218	45,731	16,042,255	16,039,400	(2,855)
Operating Materials and Supplies	3,360	3,333	(27)	4,102	6,666	2,564	39,999	40,000	1
Operator Training	-	2,789	2,789	7,359	5,578	(1,781)	32,717	33,478	761
Training and Travel - O	1,231	3,752	2,521	10,593	7,504	(3,089)	46,522	45,000	(1,522)
TOTAL OPERATIONS EXPENDITURES	1,572,609	1,346,483	(226,126)	2,649,541	2,692,966	43,425	16,161,493	16,157,878	(3,615)
MAINTENANCE									
Wages - M	182,126	213,118	30,992	295,320	426,236	130,916	2,434,931	2,557,400	122,469
Fringe Benefits - M	24,118	32,300	8,182	51,763	64,600	12,837	373,721	387,600	13,879
Payroll Taxes - M	13,715	16,100	2,385	22,252	32,200	9,948	180,952	193,200	12,248
Retirement Contributions - M	13,381	16,842	3,461	22,001	33,684	11,683	188,011	202,100	14,089
Total Maintenance Personnel	233,340	278,360	45,020	391,336	556,720	165,384	3,177,615	3,340,300	162,685
Fuel & Lubricants	255,675	123,479	(132,196)	463,148	246,958	(216,190)	1,771,534	1,481,755	(289,779)
Repair Parts & Supplies	11,603	66,282	54,679	29,382	132,564	103,182	806,372	795,400	(10,972)
Maintenance Services	8,266	22,917	14,651	16,106	45,834	29,728	279,926	275,001	(4,925)
Building Maintenance	18,757	27,500	8,743	51,584	55,000	3,416	325,560	329,999	4,439
Training and Travel - M	942	1,667	725	942	3,334	2,392	19,999	19,999	(0)
TOTAL MAINTENANCE EXPENDITURES	528,583	520,205	(8,378)	952,498	1,040,410	87,912	6,381,007	6,242,454	(138,553)
ADMINISTRATION									
Wages - A	174,419	199,825	25,406	273,767	399,650	125,883	2,304,750	2,397,900	93,150
Fringe Benefits - A	21,826	27,775	5,949	44,569	55,550	10,981	333,557	333,290	(267)
Payroll Taxes - A	12,302	15,300	2,998	19,761	30,600	10,839	183,599	183,600	1
Retirement Contributions - A	11,796	16,009	4,213	19,280	32,018	12,738	192,099	192,100	1
Total Administrative Personnel	220,343	258,909	38,566	357,377	517,818	160,441	3,014,006	3,106,890	92,884
Insurance	76,986	78,483	1,497	148,387	156,966	8,579	933,220	941,800	8,580
Professional Services	110,654	85,716	(24,938)	170,704	171,432	728	1,035,761	1,028,600	(7,161)
Utilities	31,721	27,084	(4,637)	58,225	54,168	(4,057)	329,059	325,000	(4,059)
Telecommunications	9,111	9,667	556	18,587	19,334	747	115,254	116,000	746
Printing & Advertising	35,246	5,884	(29,362)	45,482	11,768	(33,714)	104,315	70,600	(33,715)
Training, Travel, Events	4,903	4,168	(735)	12,309	8,336	(3,973)	50,000	49,998	(2)
Office Equipment and Supplies	5,106	8,760	3,654	7,784	17,520	9,736	95,479	105,100	9,621
Employee Recognition	-	1,167	1,167	887	2,334	1,447	14,572	14,000	(572)
Dues and Subscriptions	969	1,566	597	2,359	3,132	773	18,026	18,800	774
Grant Local Match	-	1,250	1,250	-	2,500	2,500	15,000	15,000	-
TOTAL ADMINISTRATIVE EXPENDITURES	495,039	482,654	(12,385)	822,101	965,308	143,207	5,724,692	5,791,788	67,096
CAPITAL OUTLAYS (non-CIP)									
Computer and Office Equipment	-	-	-	-	-	-	-	-	-
Maintenance Equipment	-	5,000	5,000	-	10,000	10,000	60,000	60,000	-
Other Equipment Investments	-	10,833	10,833	-	21,666	21,666	130,000	130,000	-
TOTAL CAPITAL OUTLAYS (non-CIP)	-	15,833	15,833	-	31,666	31,666	190,000	190,000	-
TOTAL OPERATING EXPENDITURES	2,596,231	2,365,175	(231,056)	4,424,140	4,730,350	306,210	28,457,192	28,382,120	(75,072)
NET SURPLUS (DEFICIT)	(481,326)	(235,103)	(246,223)	(194,876)	(470,206)	275,330	(44,858)	8,383	(53,241)

ATC Board Agenda Detail

Item #: 6a
Item Title: Customer Service Survey Results
Contact: Martin Barns, Director of Planning & Marketing
Board Action: FYI



Please see **Attachment I** for the Customer Service Survey Results.

ATC Board Agenda Detail

Item #: 6b
Item Title: Potomac Yard Metro Station Construction Delay
Contact: Martin Barns, Director of Planning & Marketing
Board Action: FYI



For immediate release: September 30, 2022

Metro announces delay to Potomac Yard construction project south of Reagan National Airport; Future station opening delayed until 2023

Metro is extending the closure of six stations south of Reagan National Airport due to unexpected site conditions and remediation efforts for the future Potomac Yard Station. The announcement today comes three weeks before stations were scheduled to reopen to give our customers time to plan their trips accordingly.

Work to tie-in new tracks to the station, which was slated to conclude on Saturday, Oct. 22, will now end on Saturday, Nov. 5. Free shuttle bus service will continue to be available to customers through the extension following the same pattern that our customers are using today. Metroway - Potomac Yard line will continue to be free, and parking fees at Franconia-Springfield, Van Dorn, and Huntington stations. [Click here](#) to view full travel alternatives.

The complex process to ensure proper signal integration, build and connect new tracks to the future Potomac Yard Station, and complete all safety critical work necessary to operate service started three weeks ago. As site work got underway, crews discovered issues with the underlying soil that affected the structural stability of the ground beneath the tracks. Construction was stopped and a remediation plan was developed and implemented. This work was beyond the initial scope of the tie-in work. Reinforcing the ground below the tracks required removing any work already completed, excavating additional soil beneath 1400 feet of track, and installing new subgrade materials to provide the required stability.

Track construction and integration has now resumed on the site; however, due to the delays the shutdown will be extended for two additional weeks.

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

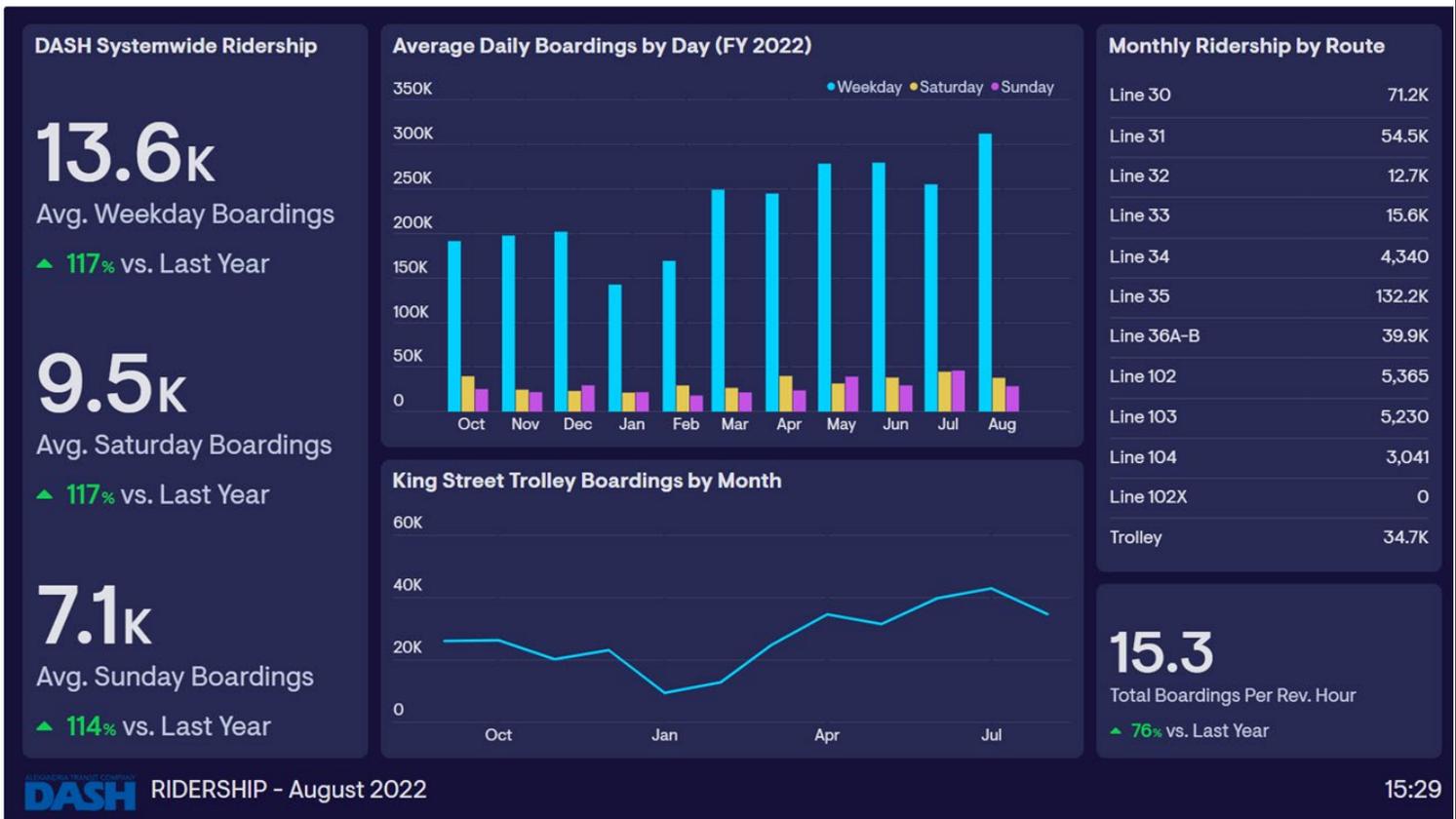
ATC Board Agenda Detail

Item #: 6c
Item Title: KPI Dashboard
Contact: Martin Barns, Director of Planning & Marketing
Board Action: FYI, Discussion



As a follow-up to last month's KPI Dashboard preview, staff will provide a presentation on the first three live dashboards ("Ridership", "Customer Service", and "Safety"). Staff will take any questions or feedback that board members may have. The remaining three KPI dashboards ("Finance", "HR & Recruitment", and "Reliability") will be presented during the November board meeting.

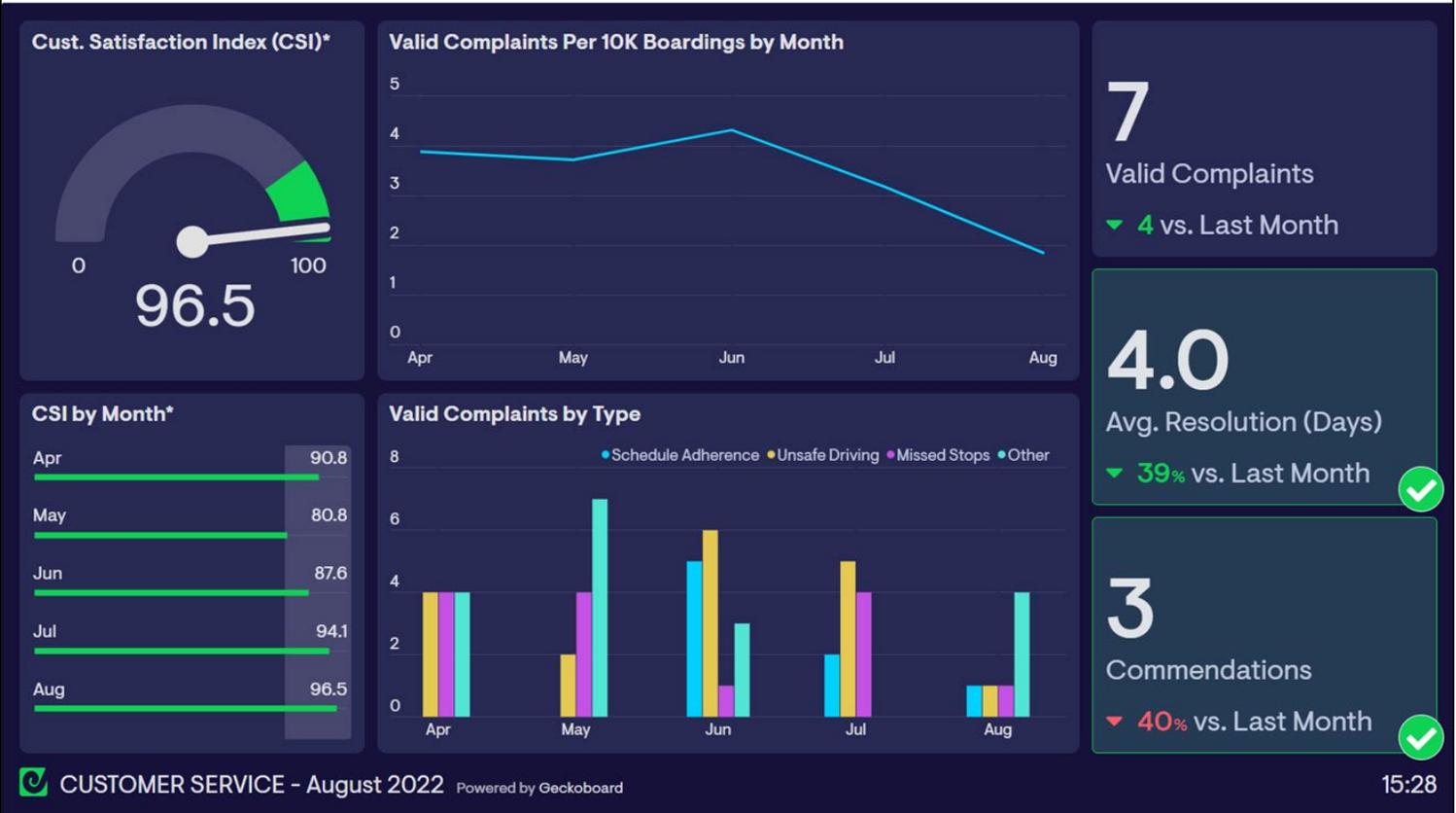
1. RIDERSHIP – AUGUST 2022



Notes:

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

2. CUSTOMER SERVICE – AUGUST 2022



Notes:

- (1) Customer Satisfaction Index (CSI).** This index quantifies the number of customer calls, complaints and commendations that are received each month into a single metric that can be tracked over time. The index assigns weighted values for each complaint (negative) and commendation (positive) that are received each month, however, since commendations are relatively uncommon in the transit industry, commendations are weighted 20% more than complaints. The higher the CSI value, the higher the customer satisfaction. The typical range for CSI is 80-95, so months with a CSI below 80 would be cause for concern. Months with a CSI value of 95+ would be indicative of exceptional customer satisfaction for that month.
- (2) Other Complaints.** The "Valid Complaints by Type" graphic is intended to highlight the three most common types of complaints. All other complaints – including "Discourteous Operator", "Bus Stops", "Mechanical Failure" or "Safety" - would be included in the "Other" category. All complaints shown about have been validated after investigation by Operations and Customer Service staff.

3. SAFETY & SECURITY – AUGUST 2022

5

Preventable Events

▲ 1 vs. Last Month

27

Total Events

▼ 1 vs. Last Month

Events Per 100K Miles by Month



Operator Refresher Trainings Completed by Month



Notes:

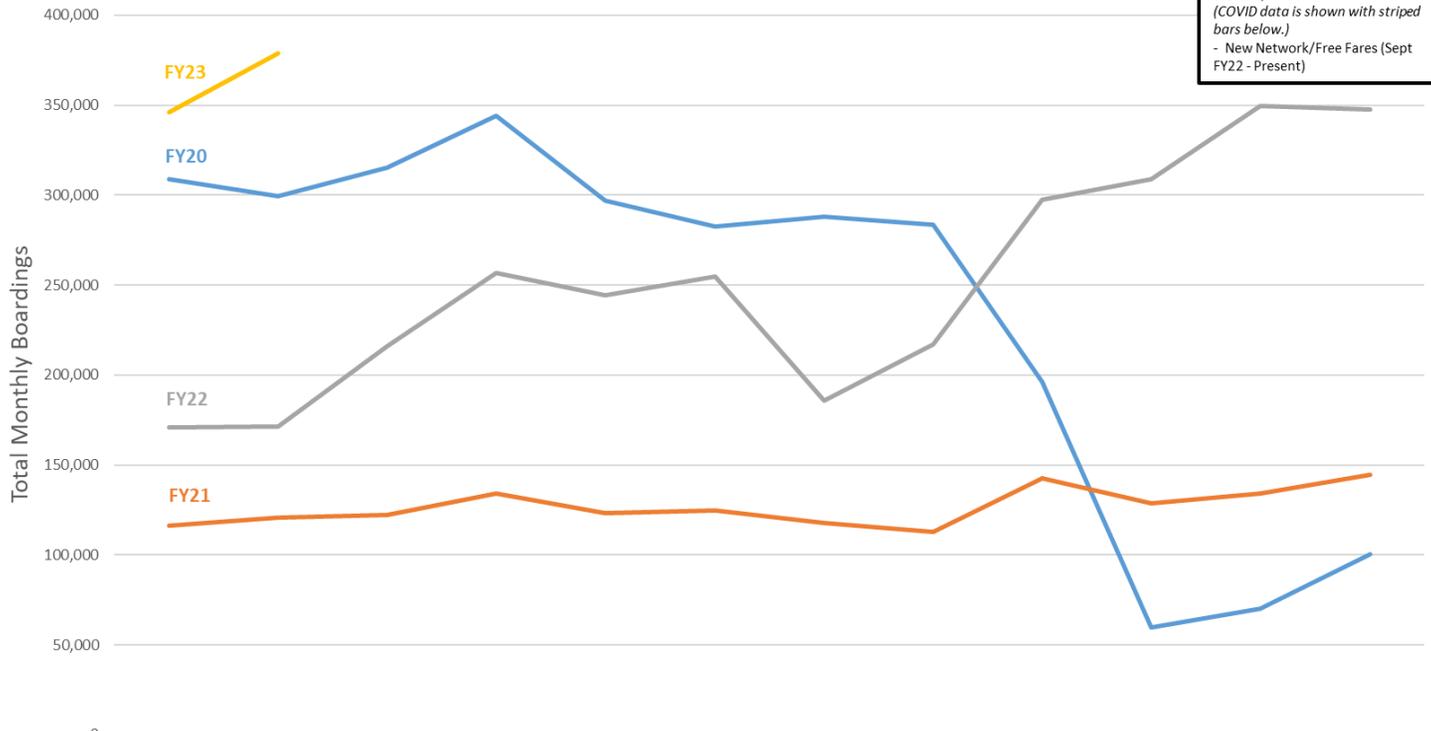
- (1) Events.** Events include collisions, passenger incidents, property damage, employee injuries, and other safety-related incidents.
- (2) Preventable Events.** "Preventable" Events are any events that the DASH Safety Review Committee determines could have been prevented by operator actions.
- (3)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

ATC Board Agenda Detail

Item #: 6d
Item Title: Ridership Update
Contact: Martin Barns, Director of Planning & Marketing
Board Action: FYI



DASH Total Monthly Ridership (FY2020-FY2023)



SERVICE NOTES:
 - COVID Pandemic (March FY20 - Present)
 (COVID data is shown with striped bars below.)
 - New Network/Free Fares (Sept FY22 - Present)

	July	August	September	October	November	December	January	February	March	April	May	June
FY 2020	308,774	299,515	315,275	344,003	296,899	282,688	287,792	283,646	196,069	59,508	70,202	100,618
FY 2021	116,166	120,935	122,418	133,975	123,126	124,552	117,798	112,978	142,490	128,752	134,190	144,558
FY 2022	170,724	171,589	215,963	256,652	244,329	254,702	185,847	216,893	297,508	308,854	349,404	347,360
FY 2023	346,170	378,711										

ATC Board Agenda Detail

Item #: 6e
Item Title: New DASH Website
Contact: Whitney Code, Marketing and Communications Manager
Board Action: FYI



DASH launches a modernized website on Sunday, October 9. The redesigned DASH website includes new and innovative features that will improve users' experience and provide more relevant information to riders.

New features

- **Real-Time Route Status** – A new route status feature on the homepage uses color-coded symbols to inform riders if any DASH routes are experiencing delays in real-time.
- **Rider Tools** – Located on the main menu, the Rider Tools section now includes links to helpful resources ranging from the agency's passenger code of conduct to holiday service schedules and route detours for inclement weather.
- **Performance Reports** – A new section of the website will feature monthly data on ridership, safety, customer service, on-time performance, and other key metrics to increase transparency and accountability.
- **User-Friendly Design Improvements** – Vital rider information like the DASH Trip Planner, service alerts, and route/schedule information has been moved to the top of the new homepage to ensure higher visibility and easier access. The overall design is also cleaner, simpler, and easier to navigate than the previous website.

Revamped Features

- **DASH Trip Planner** – The DASH Trip Planner is now featured more prominently at the top of DASH's homepage and is integrated with Moovit, a real time transit information application that provides more accurate trip planning results.
- **Service Alerts** – Any active service alerts will now be shown in red at top of the DASH homepage for better visibility.

ATC Board Agenda Detail

Item #: 7
Item Title: Next Meeting Date & Adjournment
Board Action: Discussion/Approval



The next regular meeting is scheduled for Wednesday, November 9, 2022, at 5:30pm

Consider Adjournment



Attachment I

Customer Service Survey Results

DASH Customer Survey Results – Summer 2022

DASH conducted an online customer survey during the months of July and August 2022. The survey included 15-20 questions and was available online in both English and Spanish. DASH promoted the survey heavily through digital and onboard channels, and staff conducted several pop-up events in parts of the service area where the response rate was lower than anticipated. Survey respondents were also offered the chance to enter their email in a prize drawing to receive one of multiple \$100 gift cards.

The main purpose of the survey was to learn more about our current DASH riders, including their current ridership behaviors, any changes to their ridership behavior since the launch of the fare-free New DASH Network, and any specific reasons for behind those changes. One of the biggest questions that the survey sought to answer was -- if customers are riding more since the fare and service changes in September 2021, what factors are contributing most to that trend? The results and findings of this survey will be used to inform our annual report on free fares that is included as part of the “Fare Free Framework” that was approved by the DASH Board of Directors in June 2021.

Since this survey was conducted online, it cannot be considered to be a fully representative sample of current DASH riders. DASH will be working with City staff in Spring 2023 to conduct a full ridership survey with the assistance of a surveying consultant firm. This survey will be statistically significant and will fulfill the Title VI customer survey requirements identified by the Federal Transit Administration (FTA).

A summary of the survey results and findings are included below:

- A total of 825 *valid* survey responses were received.

*NOTE: This number excludes nearly 2,000 *invalid* responses that were the result of a spam attack in the first two weeks of the survey period. Staff implemented additional security features to the survey after the first week that significantly mitigated the number of invalid results. Staff carefully reviewed all responses and discarded any responses that were determined to be invalid based on IP address information or other suspicious responses.*

- 749 of the 825 responses indicated that they are current DASH riders (91 percent).
- **519 of the 749 current riders indicated that they are riding more often than they did before the launch of the fare-free New DASH Network in September 2021 (69 percent).**
- Key findings among the 749 current DASH riders surveyed include the following:
 - **Residents.** 87% of riders surveyed are residents of the City of Alexandria
 - **Gender.** Riders identified as 50% male, 48% female and 2% as “Other”
 - **Age.** 2% are under the age of 18 years; 6% are 65+ years old
 - **Race/Ethnicity:**
 - 53% identified their race/ethnicity as “White (Non-Hispanic)”

- 15% identified as “Black or African American (Non-Hispanic)”
 - 14% identified as “Hispanic or Latino”
 - 18% identified as other categories, which included multiple races/ethnicities
 - **Annual Household Income:**
 - 16% reported \$35,000 or less
 - 15% reported \$35,000 - \$49,999
 - 18% reported \$50,000 - \$74,999
 - 16% reported \$75,000 – \$99,999
 - 11% reported \$100,000 - \$149,999
 - 13.5% reported \$150,000 or more
 - **Vaccination Status:**
 - 76% are vaccinated with at least one booster
 - 20% are vaccinated without a booster
 - 4% are not vaccinated
- Key findings for ridership behavior included the following:
 - **How long have you been riding DASH?**
 - 22% are new riders of 1 year or less (started riding since new network launch)
 - 41% have used DASH for 2-5 years
 - 18% have used DASH for 6-10 years
 - 19% have used DASH for 10+ years
 - **How often do you typically ride DASH?**
 - 15% ride DASH 6-7 days per week
 - 39% ride 4-5 days per week
 - 34% ride 1-3 days per week
 - 12% ride once per month or less
- **519 of the 749 current riders indicated that they are riding more often than they did before the launch of the fare-free New DASH Network in September 2021 (69 percent). The following factors were rated as “Most Important” or “Very Important” by current riders who are riding more than they have in the past:**
 1. **Increased Frequency – 83%**
 2. **More Useful Routes – 70%**
 3. **Longer Service Hours – 69%**
 4. **Free Fares – 69%**
 5. **Environmental/Climate Concerns – 66%**
 6. **COVID Recovery – 65%**
 7. **Fuel Prices – 55%**

- Major findings related specifically to the fare-free program:
 - 71% of current riders indicated that they ride DASH more now than they have in the past because it is free to ride.
 - If DASH introduced a \$1.00 fare, 43% indicated that they would ride less than they do now. 27% indicated that a \$1.00 fare would not reduce how much they ride DASH.
 - 35% of current riders agreed with the statement that their bus is “sometimes too crowded because it is free to ride.” (47% of respondents disagreed).
 - 30% of respondents agreed with the statement that “Free fares have had a negative impact on my feelings of comfort and/or safety while riding DASH” (51% disagree).
- 79 of the survey respondents indicated that they do not currently ride DASH (9%). Their responses indicate that the following factors are most significant in their current decision not to use DASH:
 1. DASH is not useful or relevant to my daily travel needs – 63% agree / 12% disagree
 2. Travelling much less than before COVID – 55% agree / 33% disagree
 3. DASH takes too long to get where I need to go – 48% agree / 24% disagree
 4. COVID-Related Safety Concerns – 24% agree / 60% disagree
 5. DASH service is not reliable – 20% agree / 45% disagree
 6. General safety/security concerns – 20% agree / 67% disagree

Conclusion

Although not a fully representative sample of current DASH riders, this survey sheds light on the current demographics, travel patterns, and priorities of the customer base. It provides evidence that customers have been using DASH significantly more since the launch of the new network, and that the biggest factors are increased frequency, more useful routes, extended hours and free fares. The COVID recovery and high fuel prices have also had an effect, but the service improvement and free fares appear to be the most significant factors in the increased ridership.

Staff will be continuing to work with this dataset to draw comparisons between past ridership surveys and overall demographics of the City of Alexandria. Staff will also be using this for future comparisons with the more comprehensive Spring 2023 DASH Customer Survey, which is currently being planned.

Table 1 – Survey Respondents by Current Ridership Status

Do you currently ride DASH?

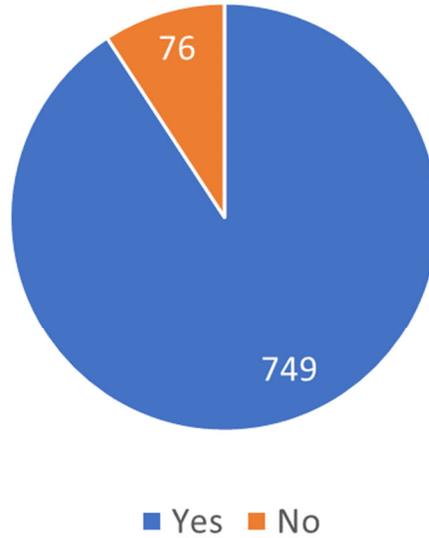
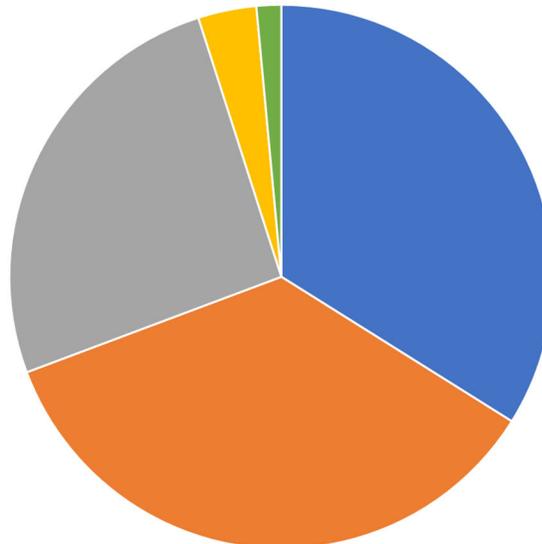


Table 2 – Ridership Behavior Changes Since New Network and Free Fares

Have you been riding DASH more often since the launch of the new network and free fares in September 2021?



• ■ Much more often ■ A little more often ■ About the same ■ A little less often ■ Much less often

Table 3 – Factors Influencing Increased DASH Ridership Since New DASH Network Launch

