



GO Alex



FY24 Work Plan

alexandriava.gov/GOAlex



WE ARE
T&ES

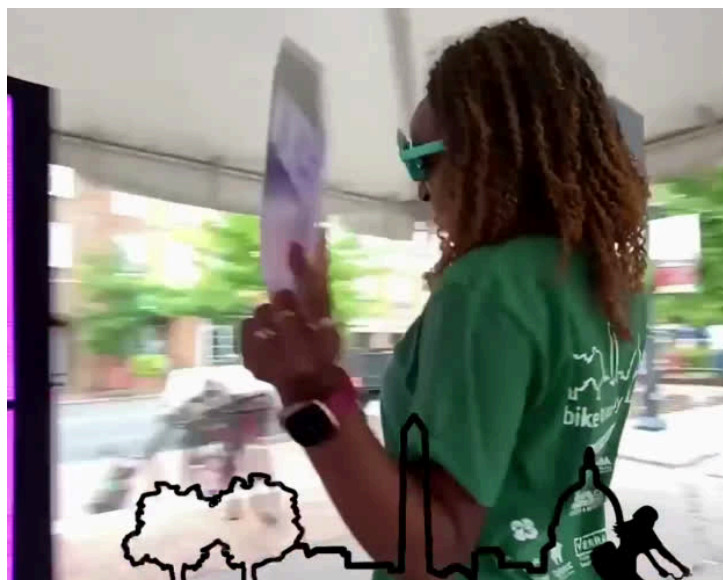
ABOUT GO Alex

GO Alex encourages the reduction of automobile dependence, increasing mobility, and improving air quality through the promotion of public transit, ridesharing, bicycling, and walking as money and time-saving alternatives. GO Alex also works to improve the commuter experience, assisting employers with creating customized commuter programs for their employees.



FY23 MAJOR ACCOMPLISHMENTS

- Helped mitigate the Sept 2022-May 2023 Metro shutdown and reduced Yellow line service through the promotion of transportation alternatives, including the water taxi, bus, and biking
- Supported the opening and promotion of the City's new Potomac Yard Metro Station
- Developed a new Transportation Management Plan (TMP) Policy to improve the TMP program, which City Council adopted in May 2023
- Organized the first Bike to Work Day back at City Hall/Market Square since the pandemic
- Expanded paratransit service into Washington, D.C., and introduced an app to make reservations and an option for credit card payments
- Coordinated Learn to Ride and Learn to Scoot classes with the Washington Area Bicyclist Association (WABA) and permitted scooter companies
- Held the first City E-Bike event where residents could test ride bikes and get information from vendors
- Updated City bike map and Capital Bikeshare station maps



FY24 MAJOR WORK OBJECTIVES

New TMP Policy Implementation

GO Alex will work with Planning and Zoning to ensure new development complies with the new policy approved in May 2023. The new program funding will go towards small area plans and City-wide transportation programs and projects. An average of 10 new developments will be added to the TMP program each year.

Staff will also be working with existing TMPs to encourage opting into the new program. This includes creating an administrative application process, meeting with interested TMPs, developing a work plan and budget, and creating an annual process for future years. Currently there are approximately 150 existing TMPs that could opt into the new program.

DASH Marketing Project

GO Alex and DASH are partnering to promote specific routes and improve the marketing of the DASH fare-free network. This may involve direct marketing to residents, advertising on buses and at bus stops, and marketing online, television, and radio.



FY24 MAJOR WORK OBJECTIVES

Commuter Assistance Program (CAP) Strategic Plan Update

The Virginia Department of Rail and Public Transportation (DRPT) requires TDM agencies, such as GO Alex, to have a six-year Strategic Plan providing a roadmap for future TDM programs and services. The GO Alex team will be updating this plan using the information provided in the [Alexandria Mobility Plan](#) and other best practices.

Organize and host GO Alex Events

The GO Alex team organizes and participates in many different events throughout the year. FY 2024 events include:

- EV Ride and Drive - August 2023
- Tons of Trucks - September 2023
- Try Transit Week and Car Free Day – September 2023
- Earth Day/Month – April 2024
- Bike to Work Day – May 2024
- WABA Bike Education Class - Fall 2023 and Spring 2024



ONGOING PROGRAM MANAGEMENT

Employer Outreach

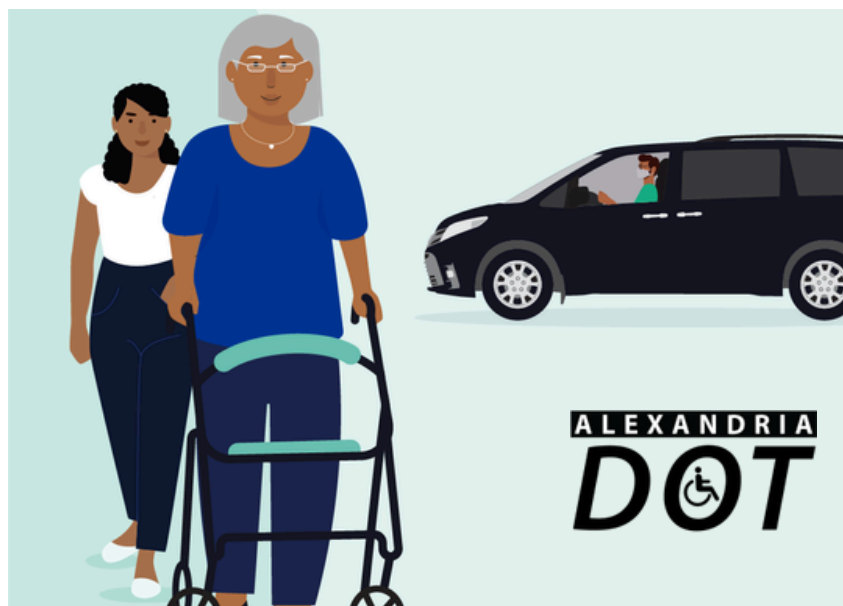
GO Alex works with Alexandria's employers to promote transportation options for their employees and encourage non-SOV commute options.

Residential Outreach

GO Alex works with Alexandria's residents to provide information on mobility options for commute and non-commute trips. This includes residential newsletters, marketing campaigns, and events.

Alexandria DOT (Paratransit)

GO Alex manages the City's transportation service for persons with disabilities. This service provides free curb-to-curb trips within City limits and low cost fares for trips to Arlington County, Fairfax County, Falls Church, and Washington, DC.



ONGOING PROGRAM MANAGEMENT

The GO Alex Mobile Store

The City's mobile transportation store provides transportation information and farecard sales at various locations across the City, including the Metro stations. New in FY24, the Mobile Store is at Potomac Yard Metro and the Redella S. "Del" Pepper Community Resource Center.



City of Alexandria Employee Transportation Benefits

GO Alex oversees and promotes the City's Transportation benefits program to encourage employees to use non-SOV modes to commute to work. This includes monthly SmartBenefits, free Capital Bikeshare membership, and a Parking Cashout Program.

Special Events Support

GO Alex works with the City's Special Events staff to incorporate mobility options for large City events, such as parades and the City's birthday celebration.



FY 2023 KEY METRICS

Modes of travel

- DASH - 4,540,860 boardings
- Capital Bikeshare
 - Total Ridership: 99,000 trips
 - CaBi for All/ Community Partners programs: 930 Trips (FY24 Q1)
- Alexandria DOT
 - 1,100 clients
 - 33,000 trips

Events

- Bike to Work Day - 1,121 registrants
- Car Free Day pledge - 191 people

The GO Alex Mobile Store

- 13,200 interactions with public transit users
- 13,800 total number of Sales
- 1,900 total number of brochures and handouts distributed

Employer Outreach

- 749 total number of employer profiles or contacts in the City of Alexandria's COG ACT! Database
- 132 total number of Alexandria's Tier 3 and 4 employers

City of Alexandria Employee Transportation

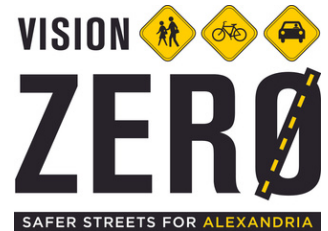
- 283 SmartBenefits participants
- 100 Parking Cashout participants
- 98 Capital Bikeshare Members

BUDGET

	Prior Years	FY2024	FY2025	FY2026
Grant Funds				
CMAQ/RSTP	\$2.4 Million	\$500,6000	\$500,000	\$423,865
Alexandria Transit Store	\$193,550	\$200,000*	\$200,000*	\$200,000*
CAP Operating	-	\$119,000	\$150,000*	\$150,000*
CAP Project	-	\$200,000	\$200,000*	\$200,000*
VDOT - Employer Outreach	-	\$59,080	\$60,000*	\$60,000*
City Funds				
TMP	\$263,000	\$250,000 *	\$500,000*	\$500,000*
* Estimates based on assumptions and/or grant awards				

COORDINATING PROGRAMS & PARTNERS

City Partners



- Complete Streets
- Office Climate Action
- Shared Mobility
- Special Events Committee
- Transportation Commission
- Transportation Planning



Regional and State Partners





GO Alex

