



GO ALEX



WE ARE



**Department of Transportation
& Environmental Services**
Mobility Services Division



ABOUT GO ALEX

GO Alex encourages the reduction of automobile dependence, increasing mobility, and improving air quality through the promotion of public transportation, ridesharing, bicycling, and walking as money and timesaving alternatives. GO Alex administers the City's Transportation Management Plan (TMP) Program by engaging public and private development to address the community's transportation impacts. GO Alex also works to improve the commuter experience and assist Alexandria's employers with creating customized commuter programs for their employees. Additionally, GO Alex operates the DOT Paratransit Program that provides transportation services for persons with disabilities.

FY 2025 MAJOR ACCOMPLISHMENTS

- Awarded **MWCOG Commuter Connections Employer Award** for the City of Alexandria Transportation Benefits Program.
- Completed the **DASH is Free to Ride campaign** with additional radio ads and a new DASH bus wrap.
- Implemented **Digital and Print Advertising signage** at Metro and VRE stations promoting GO Alex resources.
- Revived **GO Alex direct mailer campaigns** through sending 62,000 households Return to Office transportation messages
- **Launched Mobile Store** at Del Pepper Center and Visitor Center.
- Administered the Employer Outreach Program, which included:
 - Over **1,800 calls** to employers to discuss transportation
 - Over **400 Employer Outreach** meetings
 - Conducted **25 commute surveys**
 - **55 new Level 3 and 4 Employers** in the ACT! Database
- Planned and executed GO Alex events, including **Bike to Work Day** and **Operation Illumination**, and participated in other City events.
- Created a **Mobility Guide** for Office of Historic Alexandria to help patrons get to their facilities using public transit or biking.
- Provided free **Bike and Scooter Parking Services** at various City events.



	FY25	FY26	FY27
City Funds			
GO Alex Fund	\$270,000	\$330,000*	400,000*
Grant Funds			
CMAQ/RSTP	\$500,000	\$600,000	\$550,000
Alexandria Transit Store	\$200,000	\$200,000	\$200,000
CAP Operating	\$153,100	\$200,000	\$220,000**
VDOT - Employer Outreach	\$51,725	\$52,913	\$55,000**

*Estimated projected balance at end of the fiscal year. May be higher as more new TMPs come online and existing TMPs opt into the new policy

**Estimates based on assumptions and/or grant awards



FY 2026 MAJOR WORK OBJECTIVES



GO Alex Managed TMP Program

GO Alex will continue to work with Planning and Zoning to ensure new development complies with the 2023 TMP Policy that established new funding mechanisms for the GO Alex managed TMP Program. The 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. GO Alex will also work with existing developments with TMPs to encourage them to enroll in the GO Alex managed program.



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 update this plan using the information provided in the Alexandria Mobility Plan and other best practices.



FY 2026 MAJOR WORK OBJECTIVES



GO Alex Events

GO Alex organizes and participates in many public events throughout the year. FY 2026 events include:

- World Car-Free Day, Connecting Communities campaign – September to November 2025
- Operation Illumination - October and November 2025
- EV Ride and Drive - Fall 2025 and Spring 2026
- Earth Day/Month – April 2026
- Eco-City Festival - May 2026
- Bike Month and Bike to Work Day – May 2026
- Cycling and commuting classes - Fall 2025 and Spring 2026



Promote Employee Transportation Benefits

GO Alex supports city employers to be regionally and nationally recognized through MWCOG and Best Workplaces for Commuters. for the organization's employee transportation and commute benefits such as Capital Bikeshare membership, Metro fare provisions (SmartBenefits), and employer amenities.



Marketing Public Transportation

GO Alex's FY 2026 marketing campaigns include:

- Direct mail messaging covering all Alexandria
- Digital and print media for Bikeshare, DASH, Metro, & VRE
- Branded brochure racks with local transportation information
- Regional cash-earning incentive programs and competitions (e.g. Commuter Cash, GoMyWayVA, goDMV Challenge)

ONGOING PROGRAM MANAGEMENT



For Pedestrians

GO Alex develops mobility guides that highlight the ease of accessing neighborhood destinations through a variety of transportation options. The guides support more efficient trip planning and encourage pedestrians to explore and experiment with car-free travel.



For Bike, Scooter, and Shared Mobility Riders

GO Alex assists businesses, community organizations, and individuals to adopt bike, scooter, and shared mobility trips for cross city travel, or as the first mile/last mile solution for riders to connect to public transportation. Riders find that Capital Bikeshare, Lime Scooters, and GCOO Scooters provides very convenient transportation for most trips.



For Public Transportation Riders

GO Alex partners with DASH, WMATA, & VRE to promote public bus, metro, and train options in, out, and within Alexandria. This includes campaigns highlighting free transportation options and new service areas.



For Carpool and Vanpool Riders

Commuters are provided carpool/ vanpool matching services through the City's partnership with MWCOC Commuter Connections. GO Alex promotes incentive programs to encourage solo-driving commuters to join a carpool/vanpool or switch to public transportation commutes.

ONGOING PROGRAM MANAGEMENT



Private Development TMP Policy Regulation

GO Alex oversees Private Developments with existing TMP requirements. These Developments are required to submit semi-annual TMP Progress Reports that detail their site-specific TMP funding and expense status. Every TMP should include a combination of program components to mitigate vehicular traffic, including transit subsidies, incentives for carpool/vanpool, carshare and bikeshare memberships, and marketing programs available to City residents, visitors, and employees.



The GO Alex Mobile Store

The City's mobile transportation store provides transportation information and farecard sales at key locations and events across the city, including the city's five Metro stations, City Hall, and the Redella S. "Del" Pepper Community Resource Center.



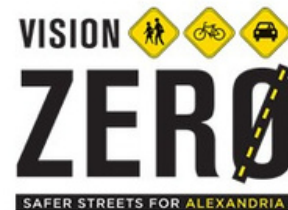
Special Event Transportation

GO Alex provides free and bike and scooter parking services at City sponsored events, making it easier for attendees to choose sustainable transportation. This service encourages active travel, reduces traffic congestion, and supports a cleaner, more accessible event experience.

RESOURCES & PARTNERS

City Partners

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



Regional and State Partners

