

City of Alexandria, Virginia
FY 2027 Proposed Operating Budget & CIP
Budget Questions & Answers

April 6, 2026

Question:

What is the reach and impact of ALX Beyond in terms of unique users? Can staff provide any data available as to trends in usage and opportunities for increased usage?

Response:

The ALXBeyond Youth Program Locator provides a portal for providers to share program information and families and/or youth to identify programs of interest. There are currently 63 organizations with accounts that are advertising 172 programs. There are no membership agreements, and any organization serving K-12 children and youth in Alexandria can create an account. The capabilities of the database management system hosting the locator are significant and should allow for greater data collection and analytics. Based on ALXBeyond staffing, the current data collection is more limited with the intent to expand. The following report is available and pulled on March 17, 2026:

- Within the last year, the locator has featured anywhere from 120-176 programs. New organizations (nonprofits, city agencies, businesses, faith-based organizations) continue to sign up for accounts.
- 90+ of the listed programs are free.
- Locator views continue to increase whenever the locator is shared broadly in citywide or ACPS communications. There have been 6,852 views to date, and there was a substantial increase in views from mid-August through mid-September with families and students looking for programs. Approximately 40% of the visits to the ALX Beyond website are for the locator.

The Youth Program Locator can be translated into 11 languages (Amharic, Arabic, Bengali, Dari, English, Krio, Pashto, Persian, Spanish, Tigrinya, and Twi). Programs are searchable by keyword, age, grade, program content, fee structure, and timing of program.

The Program Locator is promoted both by the City of Alexandria (primarily through the Departments of Community and Human Services, and Recreation, Parks, and Cultural Activities) and Alexandria City Public Schools (including active promotions by PTAC, individual PTA units, the FACE Center, and school social workers).