



GO Alex

GO Alex Strategic Plan

Fiscal Years 2027 – 2031

Approved by Alexandria City Council

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1. Overview

Executive Summary

GO Alex is the City of Alexandria’s Transportation Demand Management (TDM) program, housed within the Department of Transportation & Environmental Services. This Strategic Plan provides a five-year roadmap to modernize and strengthen GO Alex so it can better respond to evolving travel patterns, development growth, employer needs, and climate goals.

The plan aligns with the Alexandria Mobility Plan and the City’s FY26–28 Strategic Plan and positions GO Alex to focus resources where they can have the greatest impact. Using a “Live, Work, Visit” framework, the program targets residents, employers and commuters, and visitors with tailored strategies that reduce single-occupancy vehicle (SOV) trips and make it easier to choose transit, biking, walking, shared mobility, and car-light lifestyles.

Over the next five years, GO Alex will rebalance its services to increase residential engagement while sustaining strong employer partnerships and regional coordination. The Operations Plan expands hands-on travel training, youth education, e-bike incentives and lending, employer commuter benefits support, and targeted engagement at events and high-growth areas. Pilot programs will allow the City to test new mobility approaches before long-term investment decisions are made.

The Financial Plan demonstrates that existing federal, state, regional, and local funding sources can support the recommended program in the near term, with adjustments and grant strategy used to manage projected out-year gaps.

Investments in a new customer relationship management (CRM) system and performance dashboard will strengthen data collection, accountability, and impact reporting.

Performance measures focus on mode shift, program participation, employer engagement, and measurable reductions in drive-alone travel. Together, these strategies position GO Alex to be more outcome-driven, data-informed, and financially sustainable — ensuring Alexandria residents, workers, and visitors are empowered to make safe, seamless, and convenient travel choices.

Introduction

GO Alex is the City of Alexandria's resource for promoting transportation choices. As the City's Transportation Demand Management (TDM) program, it operates within the Department of Transportation & Environmental Services, Transportation Branch, Mobility Services Division. GO Alex aims to create a community where everyone is informed about their transportation options and empowered to choose safe, seamless, and convenient ways to move. In doing so, the program reduces automobile dependence, increases mobility, and improves air quality in the City.

The program provides residents, employees, and visitors with transportation information and programs to improve their experience moving around the city and region, to help them save money, and to make a positive sustainable impact in the region. GO Alex takes a collaborative approach, partnering with employers, property managers, and community organizations to reach their audiences. Moreover, the program offers direct commuter assistance through in-person engagement efforts.

This report builds upon previous plans to provide a comprehensive strategy to meet changing mobility and transportation needs, as well as current and future challenges facing the City including:

- **The Long-Range Transportation Demand Management (TDM) Plan.** The plan for FY17 to FY22 was approved in 2015 and provides quantifiable steps to enhance GO Alex's services to meet the changing transportation landscape and commuting needs while matching the operational capacity of that time.
- **The Alexandria Mobility Plan (AMP).** This plan was adopted in 2021 and includes a chapter that outlines policies and strategies to increase the reach of GO Alex programming and awareness of transportation options in Alexandria.
- **The City of Alexandria Strategic Plan FY 26-28.** This plan provides a clear, guiding structure that connects budget decisions, policies, and programs to community needs while maintaining flexibility. The Plan is updated every three years and reflects City Council's commitment to fair, inclusive, and responsive governance for all residents.

Strategic Vision, Goals, and Objectives

Vision

Alexandria is a community where everyone is informed about their transportation options and empowered to choose safe, seamless, and convenient ways to move.



Mission

GO Alex connects residents, employees, and visitors with a range of transportation options that make it easier to move around the city and region.



Goals and Objectives



Inform and Educate

Raise awareness of transportation choices to reduce SOV mode-share.



Enhance and Invest

Leverage GO Alex's strengths and direct investments accordingly.



Prove and Celebrate

Share GO Alex's impacts through data and storytelling.

1. Inform and Educate: Raise awareness of transportation choices to reduce SOV mode-share.

- Use data to inform engagement strategies.
- Support property managers and developers' understanding of GO Alex services to reach mode split benefits.
- Strengthen GO Alex brand recognition through live and digital presence.

2. Enhance and Invest: Leverage GO Alex's strengths and direct investments accordingly.

- Use strategic partnerships to empower everyone to choose safe, seamless, and convenient ways to move in the city and region.
- Expand awareness and participation in GO Alex's campaigns and initiatives each year.
- Implement community-driven transportation investments and incentive programs that prompt behavior change.

3. Prove and Celebrate: Share GO Alex's impacts through data and storytelling.

- Promote customer participation in GO Alex services and initiatives that reduce SOV trips.
- Increase visibility of GO Alex services through communications, success stories, and progress reporting.
- Amplify strategic partnership success stories.

Target Markets and Target Customers

GO Alex's mission to connect residents, employees, and visitors with a range of transportation options contends with finite operational resources and dynamic constraints that dictate a focused approach to specific geographies, trip types, and customers to ensure that resources are utilized efficiently. By considering these tradeoffs and directing program efforts accordingly, GO Alex can maximize SOV trip reduction and the benefit to moving people throughout the city and region. This chapter identifies the program's target markets and customers and explains the reasons for their selection. Additional information about these markets and customers can be found in Appendix B.

Target Markets

The GO Alex program is organized around three primary target markets—**Live, Work, and Visit**—which represent the ways people experience, travel within, and interact with the City of Alexandria. This framework enables the program to tailor strategies to residents' daily travel patterns, support employer-based commuting, and proactively manage visitor- and event-related travel demand.

Live – Residents

This market includes people who live in Alexandria and make frequent, recurring trips for work, school, errands, recreation, and social activities. TDM strategies for this group emphasize daily mobility options, long-term behavior change, and supporting households in reducing car ownership and reliance.

Work – Employees and Employers

This market captures both Alexandria-based employers and the regional workforce commuting into the city. TDM efforts in this space focus on commute trip reduction, employer partnerships, and scalable programs that shift travel behavior during peak periods.

Visit – Visitors and Tourists

This market includes people traveling within and to Alexandria for shopping, dining, tourism, special events, and overnight stays. TDM strategies for visitors emphasize clear, convenient non-auto travel options that reduce congestion and parking demand during high-activity periods.

Target Customers

Within each target market, GO Alex identifies specific customer groups to prioritize engagement, services, and annual work planning.

Live – Resident Target Customers

Students: Students generate predictable, recurring trips and are early adopters of non-auto travel. TDM efforts focus on building lifelong travel habits through transit, biking, walking, and shared mobility education.

Everyday Trips: This group includes residents making discretionary trips such as errands, dining, and recreation. TDM strategies promote off-peak travel, short-trip mode shifts, and local mobility options that reduce vehicle trips.

Wannabe Car-Light Households: These are households interested in reducing vehicle ownership but seeking confidence and tools to do so. TDM services focus on education, incentives, and trip-planning support to enable successful car-light lifestyles.

New Residents near Transit: Each year, GO Alex strategically targets newly occupied developments in high-frequency transit areas (e.g. West End, Oakville, Potomac Yard, Eisenhower East, Eisenhower West). Engagement aligns with land-use and transportation investments to reinforce mode shift at the point of highest impact.

Work – Employee and Employer Target Customers

Large Alexandria Employers: Major employers have the greatest potential to influence commuting behavior on a large scale. TDM strategies focus on employer-based programs, commuter benefits coordination, and data-driven commute reduction tools.

Regional Commuters: This group includes more than 73,000 commuters who live outside of Alexandria and travel into the City for their jobs. TDM efforts emphasize regional transit options, commuter benefits, park-and-ride strategies, and first-/last-mile connections.

Visit – Visitor Target Customers

Visitors and Tourists: Visitors traveling for leisure and special events contribute significantly to parking demand and evening/weekend congestion. TDM strategies highlight easy, non-auto ways to access activity centers, commercial districts, and special events.

2. Operations Plan

Through the strategic planning process, GO Alex evaluated its full range of services to understand which efforts are most effective, where adjustments are needed, and where new approaches can better advance program goals. As a result, the program will continue many existing services while enhancing, modifying, or replacing others based on performance, community input, and data analyses. Guided by the **Live, Work, and Visit** framework, the operations plan organizes the TDM actions into Activities and Services that are designed to better serve residents, employers, and the broader community, including:

- Training and Education
- Incentives
- Events & Engagement
- Access and Pilots
- Recognition and Celebration
- Marketing
- Administrative

Specific programs for each Activity and Service area are provided on the following pages and summarized in Appendix E. This operations plan is based on the financial assumptions outlined in Chapter 3, including the continuation of existing funding levels and the ability to pursue additional funding opportunities. If funding levels change, GO Alex will adapt by adjusting service levels and identifying efficiencies to align with available resources.

Activities and Services

GO Alex proposes to implement the following activities and services over the next five years. Appendix E provides additional details about the projected year(s) each activity will begin and continue. Some activities are a continuation of current services GO Alex provides, while some are new activities that aim to reach a specific target market and customers. Each activity or service notes the Strategic Plan goals and target customer(s) it will support.

Training and Education

Training and Education builds the skills and confidence needed to use Alexandria's transportation options safely and independently, helping residents of all ages form lasting, car-light travel habits.

Middle School Transit Education: This program introduces middle school students to using transit safely and independently, helping them build early confidence navigating the city without relying on a car. By establishing multimodal travel habits early, the program supports long-term mode shift and independence for young residents.

Goals: Inform & Educate; Enhance & Invest

Target Customers: Students; Wannabe Car-Light Households

Travel Training: Travel training provides hands-on, personalized instruction to help specific groups, such as older adults, learn how to use transit, walk safely, and access other mobility options with confidence. The program supports independence, social connection, and safety as driving becomes less practical or desirable.

Goals: Inform & Educate; Enhance & Invest

Target Customers: Students; Everyday Trips; Wannabe Car-Light Households; New Residents near Transit

Youth Learn-to-Bike Program: This program teaches elementary school age students foundational bicycling skills and traffic awareness, building confidence and safety from an early age. Early exposure supports lifelong active transportation habits and reinforces Alexandria's commitment to safe, multimodal streets.

Goals: Inform & Educate; Enhance & Invest

Target Customers: Students; Wannabe Car-Light Households

Learn-to-Ride: Adult & Commuter Biking Classes: These classes help adults gain the skills and confidence needed to bike for everyday trips, including commuting, errands, and recreation. The program supports mode shift by reducing barriers for residents interested in biking but unsure where to start.

Goals: Inform & Educate; Enhance & Invest

Target Customers: Everyday Trips; Wannabe Car-Light Households; New Residents near Transit; Regional Commuters

Capital Bikeshare Education for Teens: This program introduces teens to Capital Bikeshare, teaching safe riding practices and how to use shared micromobility for short trips. It supports independent travel for students while reinforcing safe behavior on Alexandria's evolving multimodal street network.

Goals: Inform & Educate; Enhance & Invest

Target Customers: Students; Wannabe Car-Light Households

Capital Bikeshare Training for Adults: This training helps adults learn how to use Capital Bikeshare comfortably and confidently for everyday travel. By lowering the learning curve for shared micromobility, the program supports car-light lifestyles and makes it easier to take advantage of Complete Streets investments.

Goals: Inform & Educate; Enhance & Invest

Target Customers: Everyday Trips; Wannabe Car-Light Households; New Residents near Transit; Regional Commuters; Visitors and Tourists

Incentives

Incentives lower financial and practical barriers to choose non-drive-alone travel by helping residents and commuters take the next step toward driving less through targeted support, education, and tools that enable lasting behavior change.

Power-Up: e-Bike Incentive Program: This program offers financial incentives in the form of vouchers or offset-costs to help residents and workers purchase e-bikes, lowering the upfront cost of adopting a car-light travel option. Incentives are paired with education to encourage sustained use and measurable reductions in single-occupancy vehicle trips.

Goals: Enhance & Invest; Prove & Celebrate

Target Customers: Everyday Trips; Wannabe Car-Light Households; Large Alexandria Employers; Regional Commuters

SmartBenefits: SmartBenefits supports employers in offering pre-tax transit benefits, making commuting by transit more affordable and attractive for employees. The program strengthens employer partnerships while reducing drive-alone commute trips into and within Alexandria.

Goals: Inform & Educate; Enhance & Invest

Target Customers: Large Alexandria Employers; Regional Commuters

SmartBenefits HOME: SmartBenefits HOME extends commuter benefits concepts to residential contexts, helping residents use transit and other shared mobility options for non-work trips. This program supports everyday car-light living beyond the traditional commute.

Goals: Inform & Educate; Enhance & Invest

Target Customers: Wannabe Car-Light Households; New Residents near Transit

SmartBenefits Plu\$50 Incentive Program: This program provides employees with a free \$50 SmarTrip® card to encourage first-time or occasional transit use. By lowering the risk of trying transit, the program helps convert curiosity into long-term behavior change.

Goals: Enhance & Invest

Target Customers: New Residents near Transit; Large Alexandria Employers; Regional Commuters

Ride Ready: The Ride Ready program distributes bike helmets and safety accessories—such as lights, bells, and reflective gear—at events and engagement locations to support safer first- and last-mile trips. The effort helps residents and visitors confidently connect to transit, shopping, dining, and special events without driving.

Goals: Inform & Educate; Enhance & Invest; Prove & Celebrate

Target Customers: Students; Everyday Trips, Wannabe Car-Light Households; Visitors and Tourists

Regional Commuter Incentive & Reward Programs: These programs reward individuals and organizations for choosing non-drive-alone travel, using existing incentives and recognition programs to reinforce behavior change and highlight the collective impact of reduced vehicle trips.

Goals: Enhance & Invest; Prove & Celebrate

Target Customers: Large Alexandria Employers; Regional Commuters

Events and Engagement

Through events and engagement, GO Alex meets people where they are—at schools, workplaces, festivals, and community gatherings—translating Alexandria’s transportation investments into real-world experiences that allow residents, commuters, and visitors to see, try, and celebrate safer, more flexible, multimodal ways to get around the city.

Bike Buses: Bike buses are organized group rides that allow participants, especially students and families, to travel together safely and visibly on city streets. GO Alex will support the school groups organizing these bike buses, such as providing groups with safety information or sharing information about the group.

Goals: Inform & Educate; Enhance & Invest; Prove & Celebrate

Target Customers: Students; Wannabe Car-Light Households

Bike to Work Day: Bike to Work Day encourages residents and commuters to try biking for work and other daily trips through celebration, incentives, and employer engagement. The event highlights Alexandria’s growing bike network while supporting mode shift and car-light commuting.

Goals: Inform & Educate; Enhance & Invest; Prove & Celebrate

Target Customers: Students; Wannabe Car-Light Households; New Residents near Transit; Large Alexandria Employers; Regional Commuters

Operation Illumination: Operation Illumination distributes bike lights and safety education to improve visibility and safety for people walking and biking, particularly during shorter daylight months. The program directly supports Vision Zero by pairing safety equipment with outreach that encourages safer travel behavior.

Goals: Inform & Educate; Enhance & Invest

Target Customers: Students; Everyday Trips; Wannabe Car-Light Households; Regional Commuters

Regional Commuter Competition and Events: Regional commuter competitions motivate commuters to try non-drive-alone travel by tracking trips and rewarding participation across the region. The program uses friendly competition and data to demonstrate how small changes can collectively reduce congestion and emissions.

Goals: Inform & Educate; Prove & Celebrate

Target Customers: Students; Wannabe Car-Light Households; Large Alexandria Employers; Regional Commuters

Roll & Park: Bike & Scooter Valet at City Events: Bike and scooter valet parking provides secure, convenient parking at festivals and major events, making biking and scooting a practical alternative to driving. The service removes a key barrier to using active transportation for entertainment and tourism trips.

Goals: Enhance & Invest; Prove & Celebrate

Target Customers: Wannabe Car-Light Households; New Residents near Transit; Visitors and Tourists

GO Alex Mobility Stations: Transportation fairs and other City event tabling brings GO Alex services directly to residents, workers, and visitors through community events, campuses, and employer sites. These touchpoints increase awareness of transportation options while strengthening GO Alex brand recognition through face-to-face engagement.

Goals: Inform & Educate; Enhance & Invest

Target Customers: Students; Everyday Trips; Wannabe Car-Light Households; Large Alexandria Employers; Visitors and Tourists

Employer Engagement: GO Alex will work directly with Alexandria employers to help them understand the transportation options and benefits they can offer their employees. This includes promoting many of the activities and services included in this plan.

Goals: Inform & Educate; Enhance & Invest

Target Customers: Large Alexandria Employers; Regional Commuters

Pilot Programs

The pilot programs focus on reducing barriers and uncertainty by giving residents and commuters opportunities to try, test, and evaluate new mobility options, while generating data to inform future transportation investments.

e-Bike Lending Library: The e-Bike Lending Library allows residents and workers to try an e-bike for everyday trips, reducing cost and confidence barriers to biking longer distances or replacing car trips. The program leverages Alexandria's Complete Streets investments to demonstrate how e-bikes can support car-light lifestyles.

Goals: Inform & Educate; Enhance & Invest; Prove & Celebrate

Target Customers: Everyday Trips; Wannabe Car-Light Households; New Residents near Transit

Water Taxi Feasibility & Pilot Evaluation: This program evaluates emerging water taxi technologies to determine whether they could serve as a reliable, safe, and efficient commuter option for residents and workers traveling to and from

Alexandria. Through data-driven analysis and limited pilot testing, GO Alex will assess travel time reliability, demand, cost, operational feasibility, and integration with existing transit and first-/last-mile connections before considering future investment.

Goals: Inform & Educate; Enhance & Invest; Prove & Celebrate

Target Customers: Wannabe Car-Light Households; New Residents near Transit; Large Alexandria Employers; Regional Commuters; Visitors and Tourists

Recognition & Celebration

Recognition and celebration programs highlight successful partnerships and behavior change, reinforcing effective strategies while sharing progress and outcomes with the community.

Best Workplaces for Commuters – Employers, Residential, Universities and Colleges:

This program recognizes Alexandria employers that support car-light commuting through benefits, facilities, and policies, encouraging broader adoption of practices that reduce drive-alone trips and improve employee access.

Goals: Enhance & Invest; Prove & Celebrate

Target Customers: Everyday Trips; Wannabe Car-light Households; New Residents near Transit; Large Alexandria Employers; Regional Commuters

MWCOG Employer Awards: The MWCOG Employer Awards highlight regional employers that demonstrate leadership in transportation demand management and commute options, amplifying success stories that can be replicated across Alexandria and the region.

Goals: Prove & Celebrate

Target Customers: Large Alexandria Employers; Regional Commuters

Eco-City Homes & Business Recognition: Eco-City recognition celebrates Alexandria residents and businesses that adopt sustainable transportation practices, reinforcing community-wide behavior change and highlighting the everyday benefits of car-light living.

Goals: Inform & Educate; Prove & Celebrate

Target Customers: Everyday Trips; Wannabe Car-Light Households; New Residents near Transit

League of American Bicyclists Rating: Participation in the League of American Bicyclists' rating program showcases Alexandria's commitment to safer, more bike-friendly streets while providing an external benchmark for progress toward Complete Streets and Vision Zero goals.

Goals: Enhance & Invest; Prove & Celebrate

Target Customers: Students; Everyday Trips; Wannabe Car-Light Households

GO Alex Yard Signs: This program unifies how GO Alex highlights implemented transportation projects completed through various transportation programs (Complete Street, Curbside Management, Vision Zero, Smart Mobility, DASH)

Goals: Enhance & Invest; Prove & Celebrate

Target Customers: Everyday Trips; Wannabe Car-light Households; New Residents near Transit; Visitors and Tourists

Marketing

Marketing activities will provide the messaging and visual materials necessary for promoting GO Alex activities and programs and will incorporate a mix of methods. The marketing function will be essential for all the activities and services described above and will be tailored to reach the target markets and customers.

Specific Campaigns: GO Alex will develop program and event specific campaigns to reach the target markets and will include seasonal and evergreen messaging. Potential campaigns could include *Go Far with Less Car* to reach the Wannabe Car-Light households, or *Your City. Your Move* to reach high school students learning to use the public transportation system and Capital Bikeshare. This could include promoting DRPT, MWCOG and VDOT campaigns and programs (e.g. Connecting VA, Guaranteed Ride Home, Ridematching, GoMyWayVA, etc.).

Print Materials: GO Alex will use printed materials to promote programs and campaigns. This could include mailers, flyers, brochures, maps, posters, or banners.

Advertising: Depending on the market or customer that is being targeted, GO Alex may use different advertising media, such as advertisements in high traffic locations (e.g. Metro Stations and buses, Capital Bikeshare maps, etc.), and advertisements in specific magazines, newspapers, audio media, and websites.

Social Media: GO Alex will leverage the department and City's social media accounts to promote programs, events, and campaigns. This could include Facebook, Instagram, X, Bluesky, and LinkedIn, as well as the City's eNews platform and City websites.

Administrative

In addition to developing and executing specific programs and campaigns, there are also day-to-day functions that GO Alex will continue to manage that may be relevant to different target markets and customers.

Ridematching and Commute Planning: GO Alex will continue to promote MWCOG ridematching services through Commuter Connections and encourage people to carpool and vanpool. GO Alex will continue to provide commute planning resources to the community.

Grant Management: GO Alex activities are funded by several grants that will continue to require staff time to manage and report. GO Alex will also explore other potential grants that may be appropriate for new programs and activities.

MWCOG & Regional TDM Participation: GO Alex will continue to actively participate with MWCOG's Commuter Connections program, including attending committee meetings and participating in events. Additionally GO Alex will coordinate with other jurisdictions to share information about successful programs and identify opportunities for collaboration and partnerships.

Staffing and Contracting

City Staff

The GO Alex team consists of three City staff members: GO Alex Program Manager, GO Alex Transportation Planner, and GO Alex Communications Officer. This team reports to the Mobility Services Division Chief who provides additional support for the program as needed.

Table 1 provides more details about the GO Alex team and their position tasks.

Table 1: Summary of GO Alex Team

<i>Title</i>	<i>Position Funding</i>	<i>Full or Part-Time</i>	<i>GO Alex Responsibilities</i>
GO Alex Program Manager	Grants/City Funds	Full-time	Oversee the GO Alex program, including grant management, strategic planning, and direction for implementation of tasks.
GO Alex Transportation Planner	Grants	Full-time	Oversees the engagement contractors, plans and executes GO Alex events, and serves as the subject matter expert for ride matching.
GO Alex Communications Officer	Grants	Part-time or Full-time	Develops and coordinates effective marketing and communications materials for the GO Alex programs and events.

In addition to the primary GO Alex team, GO Alex activities and programs are supported by other City staff such as the Senior Communications Officer for the department, the DOT Paratransit Manager, the Complete Streets team, and the Shared Mobility team.

Contractor Staff

Over the next five years, GO Alex will implement new programs and initiatives which will require changes to existing contracted staff. This includes phasing out the Mobile Store staff in FY 2026, expanding the Street Team's focus to support engagement with residents and visitors and shifting contractor responsibilities to engage with residential properties, similar to the current employer engagement program.

Table 2 details the GO Alex contracted staff needed to meet the needs of this operating plan. The amount of time for each contractor will depend on grant funding and specific programs and events that need support.

Table 2: Proposed Future GO Alex Contracted Staff

<i>Activities and Services Supported by Contractors</i>	<i>Primary Contractor Responsibilities</i>
• Travel Training	Provides individual or group travel training to participants of the program.
• Youth Learn to Bike • Learn to Ride: Adult & Commuter Biking Classes	Provides hands-on bike instruction for youth and adults ranging from beginner level to more advanced.
• Capital Bikeshare Education for Teens • Capital Bikeshare Education for Adults	Provides hands-on instruction to teens and adults for using the Capital Bikeshare system.
• Roll & Park: Bike & Scooter Valet at City Events	Provides free biking, scooter, and personal micromobility parking services and GO Alex customer engagement at select City events
• GO Alex Mobility Stations • SmartBenefits Homes • Residential Engagement	Performs engagement to community members and visitors, providing transportation information, resources, and education
• Employer Engagement • SmartBenefits • SmartBenefits Plu\$50 Incentive Program • Regional Commuter Incentive & Reward Programs • Regional Commuter Competition and Events • Best Workplaces for Commuters – Employers, Residential, Universities and Colleges • MWCOG Employer Awards	Performs engagement to employers to encourage them to provide transportation information, benefits, and amenities to employees
• e-Bike Lending Library • Power Up: e-Bike Incentive Program	Manages a program to lend e-bikes to residents. Implements an e-bike purchase and trade-in incentive program.
• Water Taxi Study & Pilot Program	Analyzes trip and demographic data and existing water taxi trends to develop a proposal for a water taxi program. Provides implementation support.

Technology, Systems, and Tools

Technology is a key component of the GO Alex program that will help manage the activities and services, and coordinate efforts to reach target markets and customers. The following provides a summary of the primary systems and tools that GO Alex currently uses or is planning to implement over the next five years.

- **City Website:** The GO Alex website is used to host information on all the programs under the GO Alex umbrella, as well as provide information to help a variety of audiences engage with the programs that are most relevant to them. The website also connects users to local and regional commuter resources, external trip planning services (WMATA trip planner, etc.), fare information, and system maps from different transit agencies that serve Alexandria.
- **City Social Media:** GO Alex will continue to use the T&ES department social media accounts (e.g. Facebook, X, Instagram, and LinkedIn) to promote services and activities for the program. The City can use a social media management program to monitor engagement and schedule social media posts, which will help GO Alex identify where engagement is most effective or needed.
- **City eNews and Targeted Emails:** GO Alex will continue to use mass communications tools such as eNews emails and newsletters to inform the public on transportation choices and activities and services available to them. Emails will be developed with the target markets and customers in mind to make the messaging most effective and may be further targeted to specific geographic areas depending on the message.
- **MWCOG's CRM (Act! Database):** MWCOG's Commuter Connections program tracks regional employer outreach and transportation data in the Act! Database, a Customer Relationship Management (CRM) system, which will be replaced in 2026 with a modern employer-focused system. GO Alex will continue using MWCOG's CRM to track City employers and will collaborate with MWCOG during the development of the new database.
- **GO Alex CRM:** GO Alex will adopt a supplemental CRM to track engagements across local campaigns—such as Operation Illumination, Roll & Park, Mobility Stations—and regional initiatives like Bike to Work Day. This system will capture the Live - Resident target market performance metrics, improve program-specific data collection, and support sharing measurable outcomes. This approach is similar to other regional programs, such as the District of

Columbia's goDCgo program, since MWCOG CRM is primarily focused on employers.

- **GO Alex Dashboard:** To support the Prove and Celebrate goal, GO Alex will work with the City's Office of Analytics, Innovation, and Data to develop a GO Alex Dashboard. The dashboard will take data stored in the CRM and visualize it by service area or target customers. This will help identify services that are effective and provide quick insights into the overall program.

Partnerships and Coordination with Other Programs and Agencies

GO Alex has and will continue to collaborate with the following partner agencies and organizations for the administration of these services.

City of Alexandria Agencies and Departments

GO Alex will continue to partner with others within T&ES to promote Complete Streets, Shared Mobility, and other multimodal initiatives. GO Alex will also work with Human Resources (HR) to provide commuter benefits assistance and leverage workforce engagement, RPCA to support transportation to special events, and Office of Climate Action to coordinate on shared areas of interest.

Alexandria City Public Schools (ACPS)

GO Alex will work with Alexandria City Public Schools to include students in GO Alex programming, particularly related to new programs aimed at educating children and teens about public transportation and biking.

Metropolitan Washington Council of Governments (MWCOG)

GO Alex will continue to partner with MWCOG's Commuter Connections, including participation in their Employer Outreach Committee and Regional TDM Marketing Group meetings. GO Alex will share and promote their resources and events to area employers and commuters, including the Guaranteed Ride Home service and Bike to Work Day.

Department of Rail and Public Transportation (DRPT)

GO Alex will coordinate with DRPT to maximize existing funding to meet the needs of this operating plan and to identify other funding opportunities as the program grows. GO Alex will also work with DRPT to promote state campaigns and initiatives as needed.

Virginia Department of Transportation (VDOT)

GO Alex will coordinate with VDOT on employer engagement efforts and continue to share information about VDOT programs, such as GoMyWayVA.

Transportation Providers

GO Alex will continue to partner with transportation providers, including DASH, WMATA, VRE, MARC, and transit agencies, Capital Bikeshare, vanpool, and micromobility providers. Specifically, GO Alex promotes these services as ways to travel throughout Alexandria, connects people with applicable transportation benefits, and ensures that GO Alex's marketing and messaging materials have up-to-date transportation provider information. GO Alex will also look for opportunities to partner with the Virginia Passenger Rail Authority (VPRA) on promoting passenger rail projects and programs.

Non-Profits and Business Organizations

GO Alex will continue working with other organizations such as the Washington Area Bicyclists Association (WABA), Alexandria Bicycle Pedestrian Advisory Committee (BPAC), Northern Virginia Families for Safe Streets, the Alexandria Economic Development Partnership (AEDP), Visit Alexandria, and more to solicit and broaden the reach of GO Alex's success stories.

Regional TDM Programs

GO Alex will coordinate with other TDM programs in the DC region, such as Fairfax County Commuter Services, Transportation Resources for Arlington County (TRAC), and goDCgo, to enhance regional connectivity, leverage partnerships, co-branding, and co-recognition opportunities, and streamline services to benefit the region, not just Alexandria. GO Alex will also share information and amplify messages about commuting between locations.

3. Financial Plan

This chapter outlines GO Alex's financial plan for the services proposed in this Strategic Plan, including projected costs and available funding sources. It demonstrates the program's operational sustainability and identifies which existing and proposed services can be realistically supported.

The financial plan reflects the baseline level of service at the time of this Strategic Plan's preparation, breaking down existing funding sources and expenditures. Additionally, the plan projects future expenditures and forecasts anticipated funding from existing sources through 2031, as well as identifying potential new funding sources for GO Alex.

Review of Sources and Uses

Existing Funding Sources

GO Alex receives funding from a combination of the following state, federal, and local sources:

- State grants:
 - DRPT CAP Operating
 - DRPT CAP Project
 - DRPT Technical Assistance
- Federal grants:
 - CMAQ/RSTP Funding:
 - Rideshare Enhancements (administered by DRPT)
 - Alexandria Transit Store (administered by DRPT)
 - Employer Outreach (administered by VDOT)
- City funds:
 - Transportation Improvement Plan (TIP) funding
 - Developer contributions

Table 3 lists funding amounts from each source since FY 2020.

- The three State grants required a local match which was paid for by City general funds.
- The COVID-19 pandemic delayed spending of the Rideshare Enhancements funds. Table 3 reflects the revised period during which these funds were used.
- The Alexandria Transit Store funding covers a three-year period. The FY 2020 entry reflects the full funding allocation, including amounts spent prior to that year.

Table 3: GO Alex Funding History – FY 2020 - 2026

Funding Source	FY20	FY21	FY22	FY23	FY24	FY25	FY26
DRPT CAP Operating	\$323,912	\$72,493	\$145,346	\$166,000	\$119,000	\$153,100	\$200,000
DRPT CAP Project	-	-	-	-	\$200,000	-	-
DRPT Technical Assistance CAPSP	-	-	-	-	-	-	\$100,000
VDOT – Employer Outreach	\$53,950	\$53,634	\$53,634	\$57,980	\$59,080	\$51,725	\$52,913
CMAQ/RSTP - Rideshare Enhancements (FY2019 funding)	\$525,940						-
CMAQ/RSTP - Rideshare Enhancements (FY2020 funding)	-	-	-	-	-	\$600,000	
CMAQ/RSTP – Alexandria Transit Store	\$600,000	\$600,000			\$600,000		

Budget Projections

In order to implement the activities and services identified in the Operations Plan, GO Alex anticipates using a mix of funding sources over the next five years as summarized in **Table 4**.

Table 4: GO Alex Funding Projections – FY 2027 - 2031

REVENUE	FY27	FY28	FY29	FY30	FY31	5 YEAR BUDGET
DRPT CAP Operating	\$298,000	\$305,500	\$319,500	\$334,500	\$349,500	\$1,607,000
DRPT Technical Assistance	-	-	-	\$125,000	-	\$125,000
DRPT Employer Trip Reduction*	-	\$316,000	\$333,000	\$351,500	\$371,500	\$1,372,000
DRPT CAP Project	-	\$200,000	\$200,000	-	-	\$400,000
CMAQ/RSTP	\$600,000	\$483,000	\$400,000	\$400,000	\$470,000	\$2,353,000

REVENUE	FY27	FY28	FY29	FY30	FY31	5 YEAR BUDGET
DRPT TRIP*	\$110,750	\$23,750	\$4,000	-	-	\$138,500
MWCOG Enhanced Mobility*	\$125,000	\$125,000	\$125,000	\$125,000	\$125,000	\$625,000
City Funds	\$20,000	\$21,500	\$23,500	\$25,500	\$27,500	\$118,000
VDOT Employer Outreach	\$55,000	\$55,000	\$55,000	\$55,000	\$55,000	\$275,000
Total Revenue	\$1,208,750	\$1,529,750	\$1,460,000	\$1,416,500	\$1,398,500	\$7,013,500

*New funding source

The proposed funding includes a mix of existing funding sources previously awarded (apart from the Alexandria Transit Store funding which will be repurposed for other eligible City projects following the closure of the Mobile Store) and new funding sources. The Rideshare Enhancements funding that had been intended for FY 2021-26 has been reassigned to new fiscal years. Since no additional Rideshare Enhancements funding has been awarded after FY 2026, GO Alex plans to apply for new funding when the call for FY 2032 applications is made. This will ensure no gap in funding occurs that is necessary to continue the GO Alex program.

GO Alex also plans to use new funding sources to support specific new activities. These include:

- **DRPT Employer Trip Reduction** – GO Alex will apply for this funding beginning in FY 2028 to secure a dedicated source of funding for the employer engagement contractor and associated activities. This will make the remaining Rideshare Enhancements funding available for new GO Alex initiatives identified in the Operations Plan.
- **DRPT TRIP** – This funding has been awarded and will be used to implement the Middle School Transit Education Program, which also includes free Metro cards for students.
- **MWCOG Enhanced Mobility** – Funding for FY 2027-28 has been approved for implementation of a travel training program. Staff intends to reapply for additional funding in FY 2029 to continue to support this program.

GO Alex has received DRPT Project and DRPT Technical Assistance funding in the past and plans to apply for these funds again in the future. In FY 2028, GO Alex will request Project funding for the e-Bike Incentive Program. In FY 2029, GO Alex will request Project funding for the Capital Bikeshare Training programs for Teens and Adults. In FY 2030, GO Alex will request Technical Assistance funds for the next update to the CAP Strategic Plan.

Understanding the availability and timing for these funding sources has provided the basis for GO Alex's operational budget over the next five years. **Table 5** provides a high-level summary of the expenses for the Activities and Services outlined in Chapter 2.

Table 5: Projected Expenses – FY 2027-2031

Grant Activity	FY27	FY28	FY29	FY30	FY31	5 Year Budget
Training & Education	\$240,750	\$158,750	\$339,000	\$175,000	\$175,000	\$1,088,500
Incentives	\$79,000	\$279,000	\$119,000	\$119,000	\$119,000	\$715,000
Events and Engagement	\$263,000	\$283,000	\$302,500	\$323,500	\$345,000	\$1,517,000
Pilot Programs	\$75,000	\$45,000	\$40,000	\$40,000	\$40,000	\$240,000
Recognition and Celebration	\$29,000	\$27,000	\$27,000	\$28,000	\$27,000	\$138,000
Marketing	\$112,000	\$112,000	\$112,000	\$112,000	\$112,000	\$560,000
Administration	\$410,000	\$409,000	\$435,500	\$589,000	\$494,000	\$2,337,500
Total Grant Activity Budget	\$1,208,750	\$1,313,750	\$1,375,000	\$1,386,500	\$1,312,000	\$6,596,000

Some of the proposed grant activities can be scaled based on available funding. The projected expenses assume the funding projections and sources in the table above and include a small level of contingency funding to offset potential delays in funding or future limitations on funding availability from both the state and the federal government. Where appropriate, an adjustment was also included each year to ensure projected costs incorporated future impacts from inflation. GO Alex will assess the overall budget annually and adjust as needed to respond to funding conditions.

4. Performance Measures and Evaluation

GO Alex will evaluate performance to assess program impact and cost efficiency, ensuring resources align with strategic goals. These insights guide targeted improvements and inform future initiatives.

Table 6 identifies overarching metrics for evaluating overall SOV trips reductions and transit increases, which is core to GO Alex's mission. Additionally, metrics are also proposed for the three goals from this plan, which will help GO Alex evaluate the effectiveness of specific services and activities (**Table 7**, **Table 8**, and **Table 9**). Using this information, GO Alex can determine whether the service is effective and should be continued. Appendix E provides additional details about metrics used for each specific grant activity.

This framework is a starting point for the next five years and will evolve as GO Alex identifies new metrics to better demonstrate impact and value.

Table 6: Evaluation Metrics related to SOV Trip Reduction and Transit Ridership Increase

Overarching Metric	Reporting Frequency	Desired Trend	Source
Non-SOV mode split percentage	Annually	↑	US Census ACS, State of the Commute or City of Alexandria surveys, worksite Commute Survey
Capital Bikeshare ridership	Quarterly	↑	Capital Bikeshare
DASH Ridership	Quarterly	↑	DASH
Metrorail Entries at Alexandria Stations	Quarterly	↑	WMATA
Metrobus Ridership	Quarterly	↑	WMATA
Shared Mobility Trips	Quarterly	↑	Shared Mobility Operators

Overarching Metric	Reporting Frequency	Desired Trend	Source
Number of zero or one-car households per capita	Annually	↑	US Census ACS, State of the Commute or City of Alexandria surveys, worksite Commute Survey
Number of e-bikes per capita	Annually	↑	AlexMoves Survey, City of Alexandria Resident Report (question to be added to these surveys to collect data)

GOAL 1: Inform and Educate: Raise Awareness of transportation choices to reduce SOV mode-share

Table 7: Goal 1 Metrics

Grant Activity	Metric	Reporting Frequency	Source and Validation
Training and Education	Number of trained individuals	Annually	CRM and Program Operations
Incentives	Number of sign-ups/items provided	Annually	CRM and Program Operations
Events and Outreach	- Number of engagements - Geographic location utilization	Quarterly	CRM and Program Operations
Pilot Programs	Development of program	Annually	Program Design
Recognition and Celebration	Number of Participants in the Program	Quarterly	CRM and Program Operations
Marketing	Number of target customer engagements compared to material created	Quarterly	CRM and Program Design

GOAL 2: Enhance and Invest: Leverage GO Alex's strengths and direct investments accordingly.

Table 8: Goal 2 Metrics

Grant Activity	Metric	Reporting Frequency	Source and Validation
Training and Education	Name the strategic partner and geographic location utilized	Quarterly	Program Operations
Incentives	- Baseline demand prior to finalizing a program for the FY - Number of applicants per program - Year-over-year program utilization - Economies of scale captured versus nominal costs	Annually	CRM and Program Operations
Events and Outreach	- Number of items provided - Year-over-year service utilization	Quarterly	CRM and Program Operations
Pilot Programs	Implement program	Annually	CRM and Program Operations
Recognition and Celebration	Achieve the recognition	Annually	Program Operations
Marketing	Number of marketing channels deployed with strategic partnerships	Semi-annually	CRM and Program Operations

GOAL 3: Prove and Celebrate: Share GO Alex's impacts through data and storytelling

Table 9: Goal 3 Metrics

Grant Activity	Metric	Reporting Frequency	Source
Training and Education	Number of annual memberships earned through class completion	Annually	CRM and Program Operations
Incentives	- Number of redeemed incentives - Number of customer and strategic partnership success stories captured	Annually	CRM and Program Operations
Events and Outreach	- Baseline demand prior to event - Measure the activity's reach - Number of success stories captured	Quarterly	CRM and Program Operations
Pilot Programs	Promote program & number of participants	Semi-annually	CRM and Program Operations
Recognition and Celebration	Number of awards acquired	Annually	Program Operations
Marketing	Number of success stories viewed by a significant mass of target customers	Semi-annually	CRM and Program Operations

Appendix A. Commuter Assistance Program Overview

A.1 Program History

Alexandria has an extensive history of TDM, beginning with the launch of its first formal TDM program in 1985, under the name Alexandria Rideshare, with the initial goal of providing carpool and vanpool matching services using Virginia Department of Transportation (VDOT) rideshare grant funding. The program soon expanded to include the promotion of other strategies to reduce the use of single-occupancy vehicle (SOV) travel, reduce congestion, and improve air quality in the city and region.

The TDM program has undergone several name changes, with the rebranding of Alexandria Rideshare to Local Motion in 2007—to emphasize a focus on all non-SOV modes of transportation to support the mobility needs of commuters, residents, and visitors. In 2016, the program adopted the name GO Alex, as it is currently known today.

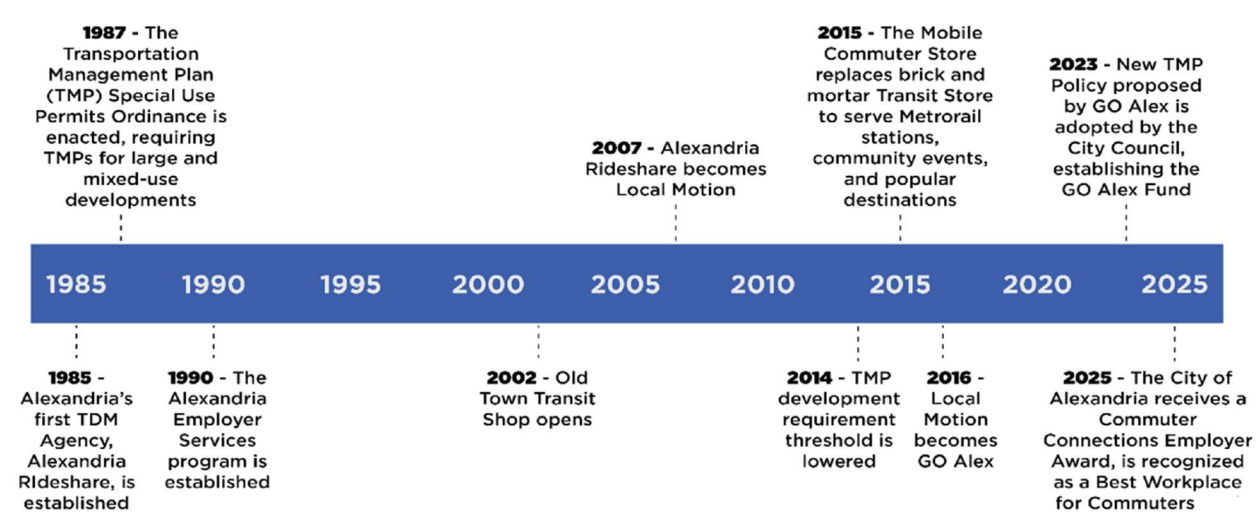
Initially, GO Alex's efforts focused primarily on employer engagement, with the Employer Engagement team established to promote employer incentives, supported by federal Congestion Mitigation and Air Quality (CMAQ) funds managed by VDOT and the Commonwealth Transportation Board (CTB). The Employer Engagement team remains a core element of the GO Alex program to this day, providing Alexandria employers with complimentary support to implement commuter benefits programs and reduce travel demand at their worksites.

In the 2000s, the GO Alex program expanded engagement efforts and programming to other sectors of the population, including residents and visitors in Alexandria. Moreover, the establishment of the Old Town Transit Shop in 2002 (since closed) strengthened GO Alex engagement by facilitating direct assistance and information dissemination to the constituents of the City. In 2015, the brick-and-mortar shop transitioned into a mobile commuter store. Through direct engagement, GO Alex program staff with the mobile commuter store continued to raise awareness of sustainable transportation options at a variety of sites throughout the city, as well as attending community events and tabling at residential properties. With the expansion of the program to wider audiences outside of employers, GO Alex has increased its brand awareness and broadened its impact on the community.

Most recently, GO Alex has continued to develop innovative approaches to the changing mobility needs of employers, residents, and visitors to enhance the quality of life and mobility experience in the City. GO Alex supported commuters in navigating Metrorail service shutdowns in 2019, travel changes brought about by the pandemic, and the post-pandemic shift back to in-person work schedules.

Figure 1 showcases GO Alex programmatic milestones from the establishment of Alexandria's TDM program in the 1980s to the present day.

Figure 1: GO Alex CAP Programmatic Milestones



A.2 Governance

The GO Alex program operates within the City of Alexandria's council-manager form of government. Under this structure, administrative authority rests with the City Manager, while legislative authority is held by the elected City Council, which appoints the City Manager.

Because GO Alex is funded through a combination of local, state, and federal sources, the City Council approves the use of local funds, including matching funds required for grant programs. Council approval is also required for project funding requests and to authorize the City Manager to apply for grants and execute grant agreements with funding agencies such as the Virginia Department of Rail and Public Transportation (DRPT). The City Council similarly reviews and approves funding requests that do not require a local match, including CMAQ and Regional Surface Transportation Program (RSTP) funds.

Under the City Charter, the City Council establishes transportation policy, determines service priorities, creates administrative departments, and provides oversight of City programs, including GO Alex.

The Alexandria City Council consists of a Mayor and six Council Members, all elected at large for three-year terms. The current Council term is January 2025 – December 2027. The Mayor serves as the ceremonial head of government and presides over Council meetings, while a Vice Mayor—selected from among the Council members—assumes mayoral duties when necessary.

The current City Council includes:

- Mayor Alyia Gaskins
- Vice Mayor Sarah Bagley
- Councilman Canek Aguirre
- Councilman John Chapman
- Councilman Abdel-Rahman Elnoubi
- Councilwoman Jacinta E. Greene
- Council Sandy O. Marks

In addition to City Council oversight, the **Transportation Commission** plays a key advisory role by reviewing and prioritizing transportation and transportation demand management (TDM) initiatives prior to City Council consideration. The Commission provides opportunities for public input and ensures that proposed programs align with the Alexandria Mobility Plan (2021) and the City’s multimodal transportation goals. The Commission is composed of nine appointed members, with officers elected annually, and includes representation from diverse community perspectives.

A.3 Organizational Structure

GO Alex is housed within the Department of Transportation & Environmental Services (T&ES) and is administered through the City’s Transportation Branch under the Mobility Services Division. Staff working under GO Alex’s units include full-time and part-time GO Alex City staff members and contractors (**Figure 2**).

GO Alex City Staff

GO Alex’s organizational structure consists of the Division Chief of Mobility Services, who heads the organization and reports to the Deputy Director of Transportation. City staff positions that are part of the GO Alex program are the GO Alex Program Manager who reports to the Division Chief and has two staff members reporting to them: the GO Alex Transportation Planner and the Transportation Communications Officer. The GO Alex City Staff are summarized in **Table 10**.

Table 10: Current GO Alex City Staff

<i>Title</i>	<i>Position Funded by</i>	<i>Full or Part-Time</i>	<i>GO Alex Responsibilities</i>
Division Chief of Mobility Services	City	Full-time	General oversight of GO Alex team in coordination with broader Transportation Branch and T&ES department.
GO Alex Program Manager	City and Grants	Full-time	Oversee the GO Alex program, by providing strategic direction and oversight for the program and managing GO Alex Team members and grants; serves as the liaison with properties participating in the Transportation Management Plan (TMP) program.
GO Alex Urban Planner	Grants	Full-time	Oversee the employer engagement contractor, Mobile Commuter Store and Street Team, as well as plan GO Alex events and serve as the subject matter expert for ride matching.
Communications Officer	Grants	Part-time	Promote GO Alex, including developing graphics and collateral materials, website materials, social media posts, and event media activities.

GO Alex Contracted Staff

GO Alex currently utilizes three contractors to fulfill the responsibilities and activities of the Mobile Commuter Store, Employer Engagement Team, and Street Team, as depicted in **Table 11**. These contracts expire in 2026 but include options to renew for additional years.

Table 11: Current GO Alex Contracted Staff

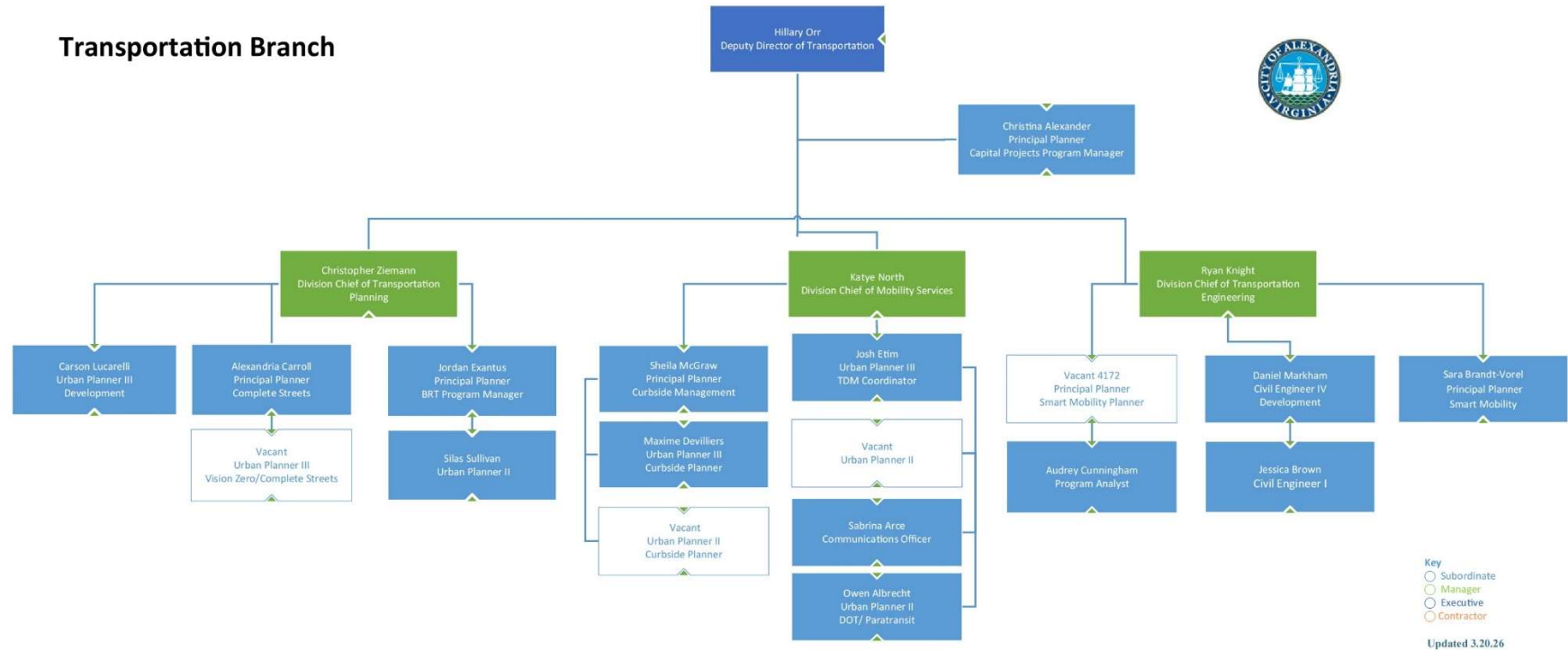
<i>Contractor</i>	<i>Service Supported</i>	<i>Position Funded by</i>	<i>Primary Responsibilities</i>
The Convention Store, Inc.	Mobile Commuter Store	Grants	Operates and staffs the Mobile Commuter Store to provide transportation resources in a face-to-face setting.

Appendix A. Commuter Assistance Program Overview

<i>Contractor</i>	<i>Service Supported</i>	<i>Position Funded by</i>	<i>Primary Responsibilities</i>
Woodruff Company Engineered Solutions, Inc.	Employer Engagement	Grants	Acts as the first point of contact with employers in the City and provides them with commute option information, supports employer events as needed, and sets up employees with SmartBenefits.
Woodruff Company Engineered Solutions, Inc.	Street Team	Grants	Supports engagement to residents, commuters, and visitors at specific community and City events. Provides information about transportation options within the City and region.

Figure 2: Transportation Branch and GO Alex Organization Chart (as of May 2026)

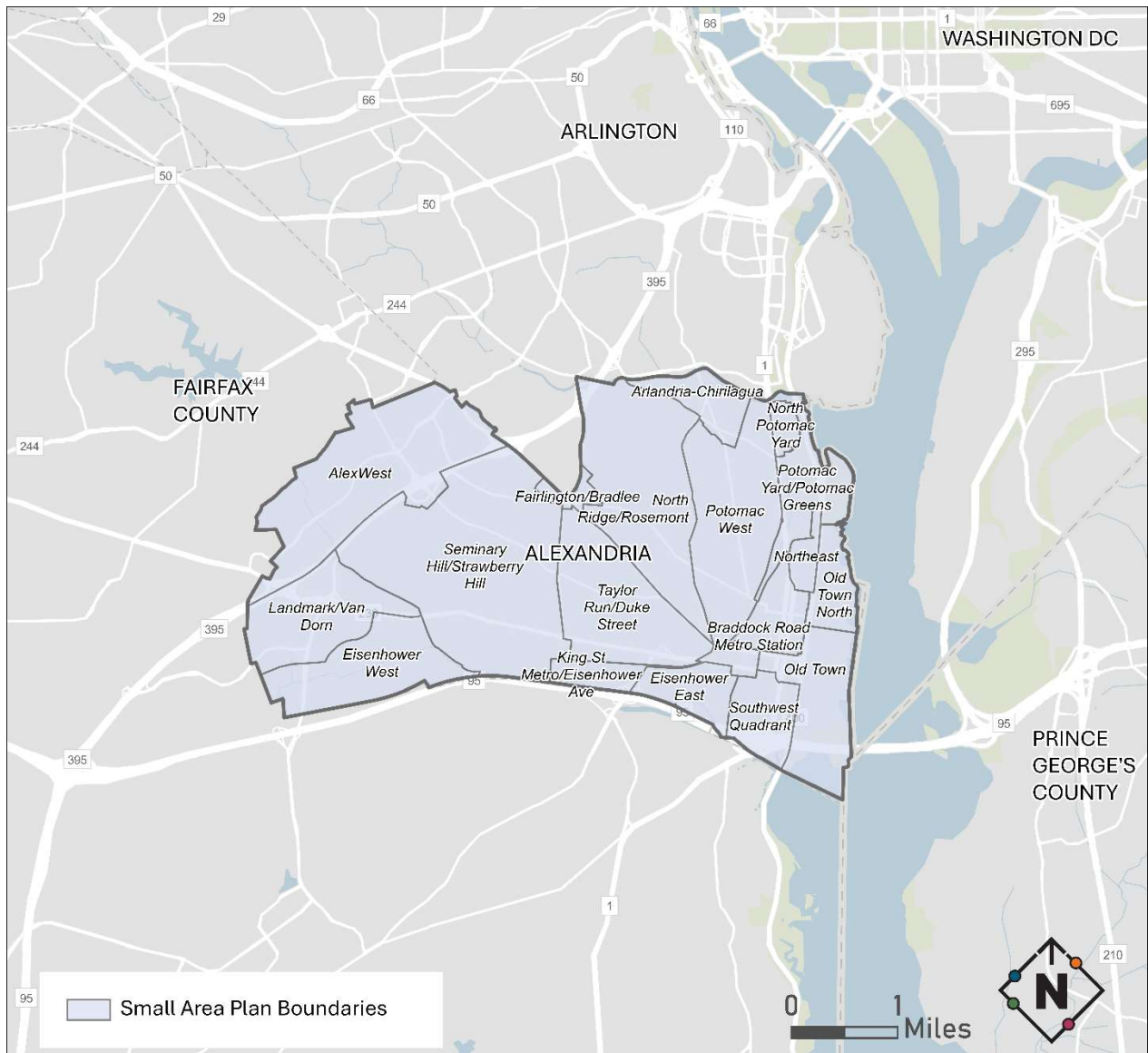
Transportation Branch



A.4 Program Service Area

Alexandria is an independent city located in Northern Virginia on the western bank of the Potomac River, across from and to the south of Washington, D.C. The city spans roughly 16 square miles and is bordered by Arlington County to the north and Fairfax County to the west and south. A map of the GO Alex service area is shown in **Figure 3**. The city is divided into 19 Small Area Plans as designated in the Alexandria Master Plan.¹

Figure 3: GO Alex Service Area



¹ City of Alexandria Master Plan, <https://www.alexandriava.gov/small-area-plans/basic-page/city-alexandria-master-plan>

A.5 Current Services

GO Alex services are broad and varied but can be simplified into the following types of services: employer engagement, residential and visitor engagement, marketing, and annual events. Marketing and annual event initiatives are a throughline of employer engagement and residential and visitor engagement.

GO Alex also administers the Transportation Management Plan (TMP) program, however, this is not included as a part of the Commuter Assistance Program Strategic Plan.

Employer Engagement

The GO Alex Employer Engagement team provides complimentary assistance to businesses and organizations in Alexandria to develop successful commuter benefits programs and customized transportation solutions for their employees. The following section lists key services offered under employer engagement.

Commuter Benefit Assistance

- The GO Alex Employer Engagement team supports Alexandria employers in designing and implementing commuter benefits programs and amenities
- Consult employer partners on the tax-free transit benefits available through IRS Section 132(f).

SmartBenefits® PLU\$50 Incentive Program

- GO Alex works with Alexandria organizations participating in WMATA's SmartBenefits® to provide free \$50 SmarTrip® cards for their employees to try transit before their commuter benefits take effect

Transportation Information and Education

- GO Alex sponsors employer events and hosts employer seminars, presentations, workshops, and transportation fairs to provide useful information on transportation and commuting best practices.
- GO Alex Employer Services provides employers with free brochures, to display or distribute, with information for employees on sustainable and affordable transportation options.

Technical Support

- The GO Alex team works with employers to administer an employee transportation survey to assess employees' commuting patterns and needs.
- GO Alex works with employers to implement parking management plans to increase the use of non-SOV commute modes and reduce parking demand costs at the worksite.

Employer Recognition

- GO Alex assists Alexandria employers in receiving recognition for their employee transportation benefits programs. Recognition programs currently leveraged include the MWCOG Commuter Connections Employer Awards program as well as the Best Workplace for Commuters program, a national entity.²

Residential and Visitor Engagement

GO Alex provides residential properties with customized information tailored to their location and needs. Direct engagement and on-site assistance are provided to residents at community events and residential properties. The GO Alex webpage provides information to residents, raising awareness of the benefits of using alternative modes of transportation and participating in GO Alex programs.

Marketing

GO Alex provides ongoing marketing support of DASH, Metrorail, Metrobus, Capital Bikeshare, DOT Paratransit, Guaranteed Ride Home (GRH), MWCOG Commuter Connections programs, and the Dockless Mobility program (bikes and scooters) in Alexandria through a variety of means including promotion on the GO Alex website, public advertisements, engagement events, and more.

GO Alex also implements numerous marketing strategies to share information on transportation options in Alexandria as well as local and regional programs available to commuters and residents in their service area. GO Alex FY26 marketing campaigns include:

- Direct mailers to the Alexandria service area, reaching approximately 75,000 residential addresses with messaging about GO Alex's services
- Digital and print media promoting available regional bikeshare and public transit service
- GO Alex branded brochure racks containing transportation information at employer sites
 - Information includes MWCOG brochures, DASH guide, and bike maps
- Promoting regional commuter incentive programs (e.g., MWCOG Commuter Cash and goDMV Competition, GoMyWayVA)

Annual Events

GO Alex coordinates and staffs several community events to promote the numerous transportation options available in the City, including public transit, carpooling, vanpooling, bicycling, and walking. As a part of annual event staffing, GO Alex often provides free bicycle and scooter parking services at City-sponsored events. GO Alex

² Best Workplaces for Commuters, [Best Workplaces for Commuters - About](#)

has participated in or held the following annual events and may continue doing so in 2026:

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

Appendix B. Service Area Demographics and Characteristics

The data represented in the figures and tables in this chapter was compiled in September 2025 from a variety of sources, including the United States Census Bureau and MWCOCG. Information on city-wide and regional transportation options was sourced from local transit agencies, Open Data Alexandria, and Open Data DC. Population forecasts were sourced from MWCOCG and the University of Virginia. All data sources are referenced in footnotes.

B.1 Demographics

Population

The GO Alex service area (City of Alexandria) is home to approximately 157,000 residents.³ Across the City, the average population density is approximately 10,200 residents per square mile.⁴

Population Change and Projection

Table 12: Population Change and Projections, Alexandria saw rapid population growth between 2010 and 2020, growing at a rate exceeding that of Virginia as a whole. This growth trend is forecast to continue through 2050, with Alexandria's population expected to reach over 260,000 residents.⁵ As Alexandria welcomes new residents, transit service and TDM programs will play a crucial role in supporting mobility throughout the city.

Table 12: Population Change and Projections

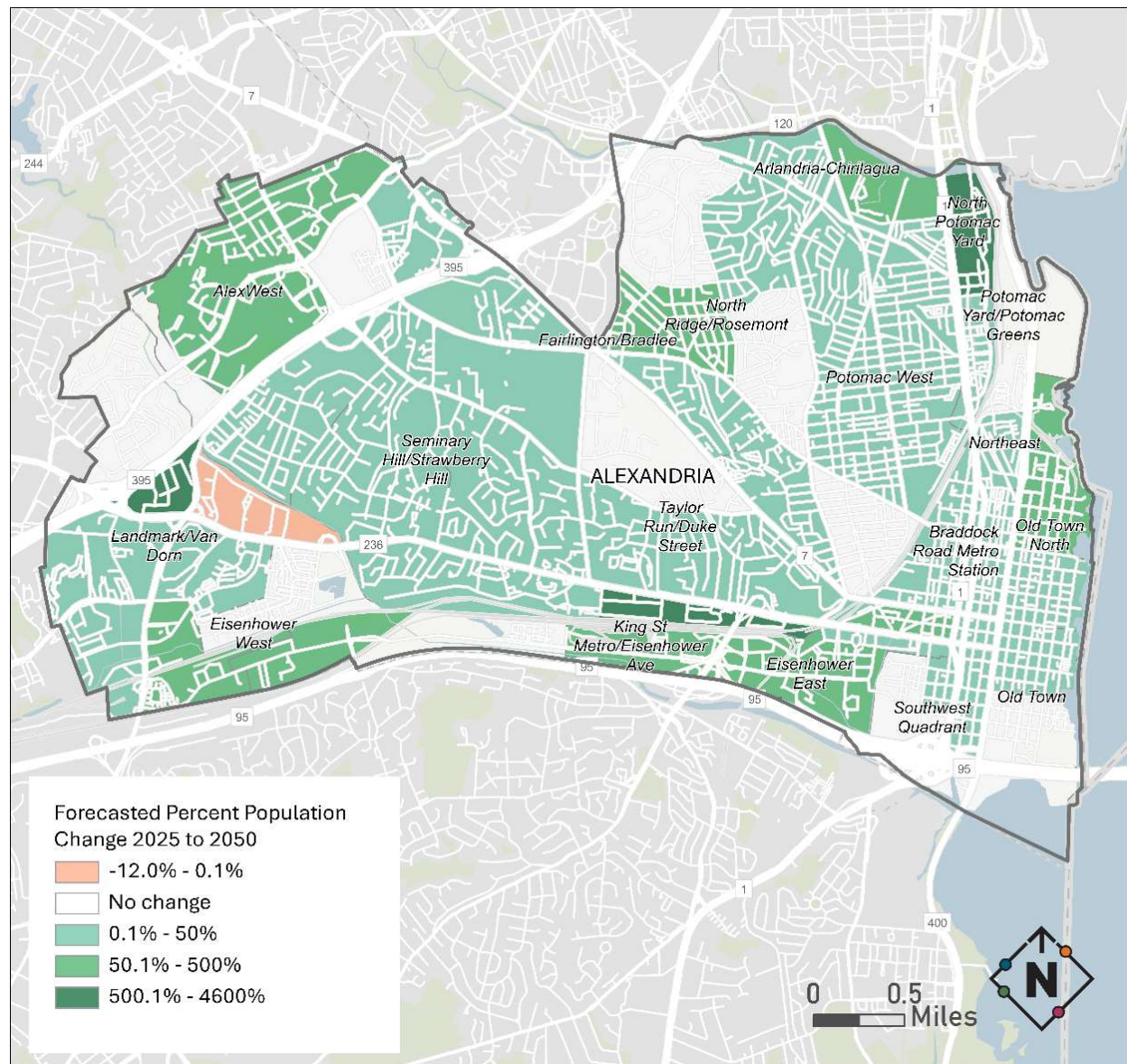
Year	City Population	City Percent Change	Virginia Population	Virginia Percent Change
2010 Census	139,966	-	8,001,024	-
2020 Census	159,500	12.2%	8,644,727	8.0%
2030 Projection	202,000	26.7%	9,060,433	4.8%
2040 Projection	239,800	18.7%	9,628,974	6.3%
2050 Projection	261,900	9.2%	10,343,481	7.4%

⁴ City of Alexandria, Alexandria Fun Facts – Geography, November 21, 2023, [Alexandria Fun Facts | City of Alexandria, VA](#)

⁵ [Cooperative Forecasts: Employment, Population, and Household Forecasts by Transportation Analysis Zone | Metropolitan Washington Council of Governments](#), [Virginia Population Projections | Cooper Center](#)

Figure 4 shows the forecasted change in population in the next 25 years, by percentage, in the City of Alexandria.⁶ Population growth is expected across most of the City. However, population is forecast to decrease by 12 percent (671 residents) in part of the Landmark/Van Dorn area between 2025 and 2050.

Figure 4: Forecasted Percent Population Change



⁶ Metropolitan Washington Council of Governments, Round 10.0 Cooperative Forecasting by Transit Analysis Zone, January 31, 2024, [Cooperative Forecasts: Employment, Population, and Household Forecasts by Transportation Analysis Zone | Metropolitan Washington Council of Governments](#)

Age

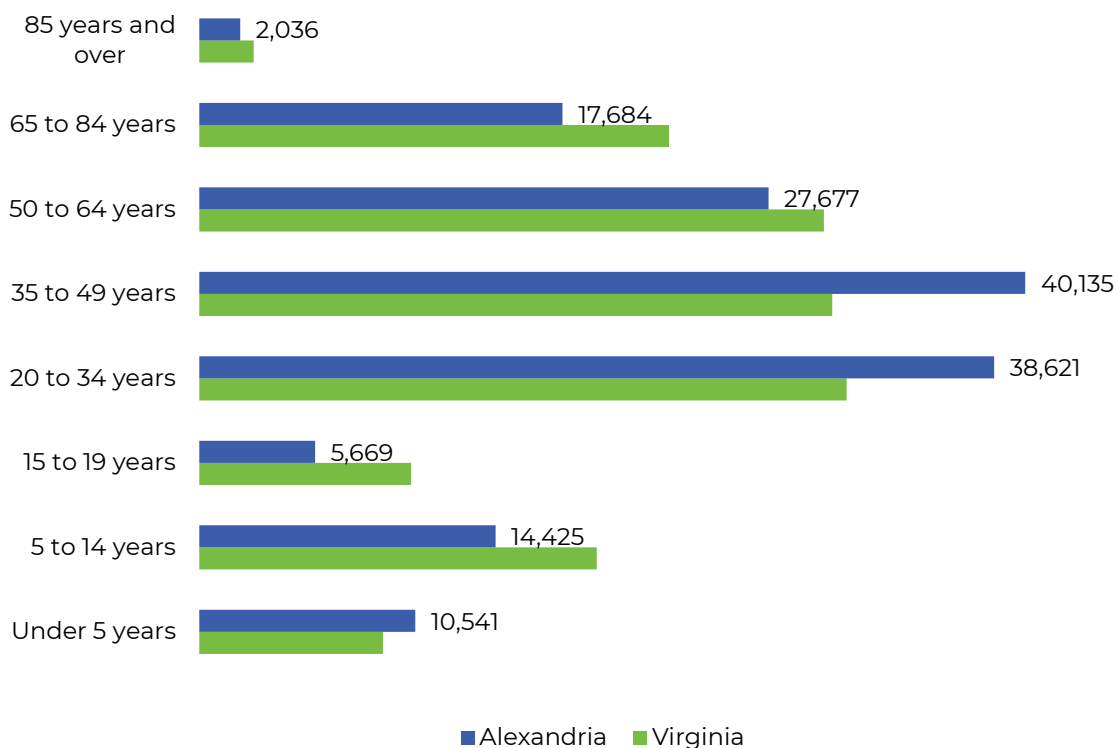
Figure 5 shows the age distribution as a percentage of the total population for Alexandria and Virginia as a whole.

Table 13: Age Demographics by Jurisdiction, Alexandria has a slightly lower median age and a greater percentage of working-aged residents (16 to 64 years). **Figure 5** shows that Alexandria has a higher concentration of residents between the ages of 20 and 49 years old in comparison to Virginia.⁷

Table 13: Age Demographics by Jurisdiction

Jurisdiction	Median Age	Population Aged 16-64 as Percent of Total Population
Alexandria	37.5 ±0.1	70.8%
Virginia	38.8 ±0.1	64.3%

Figure 5: Age Distribution



⁷ US Census Bureau, 2023 ACS Five-Year Estimates, Table S0101

Working Population

An estimated 73 percent of Alexandria residents aged 16 and over are employed.⁸ This includes part-time and full-time workers. **Table 14** shows the percentage of Alexandria's working residents who commute to work. Approximately 75 percent of Alexandria residents who work commute to their workplace, compared to 84 percent in Virginia as a whole.⁹

Table 14: City of Alexandria Commuting Workers

<i>US Census Bureau, American Community Survey (ACS)</i>	<i>Number of Commuters</i>	<i>Percentage of Workers Who Commute</i>
City of Alexandria Residents	102,412	75.3%
Virginia Residents	3,743,112	84.2%

Race and Ethnicity

Alexandria has a majority white population, with nearly half of its residents identifying as white alone, non-Hispanic/Latino (**Table 15**). The next-largest share of Alexandria residents identifies as Black alone, non-Hispanic Latino, at nearly 21 percent of the population. Hispanic/Latino residents account for 18 percent of Alexandria's population, followed by Asian alone, making up approximately 6 percent of the population.¹⁰

Table 15: City of Alexandria Race and Ethnicity

<i>Race and Ethnicity</i>	<i>Population</i>	<i>Race/Ethnicity as a Percentage of Population</i>
White alone, non-Hispanic/Latino	77,751	49.6%
Black alone, non-Hispanic/Latino	32,396	20.7%
Hispanic/Latino	28,540	18.2%
Asian alone, non-Hispanic/Latino	9,780	6.2%
Other, non-Hispanic Latino	8,078	5.2%

⁸ US Census Bureau, 2023 ACS Five-Year Estimates, Table 2301

⁹ US Census Bureau, 2024 ACS One-Year Estimates, Table B08006

¹⁰ US Census Bureau, 2023 ACS Five-Year Estimates, Table B03002

Income

Table 16 shows the annual income of approximately 104,558 full-time, year-round workers who live in Alexandria. This figure is different than the working population as that calculation accounts for all workers, including part-time workers. Approximately 22 percent of Alexandria's workers earned less than \$50,000 annually. Meanwhile, over 45 percent of Alexandria's full-time, year-round workers earned more than \$100,000 per year.¹¹ Higher income may be an indicator of jobs that can be more easily performed in a remote work environment; thus, a large proportion of higher-income workers may indicate suitability for TDM strategies like remote or hybrid work. However, TDM programs should be planned with the understanding that many jobs still require an in-person presence, such as construction, retail/hospitality, and health care workers, as well as executive-level government or corporate workers.

Table 16: City of Alexandria Earnings in Past 12 Months among Full-

<i>Earnings in the Past 12 Months (2023 inflation-adjusted dollars)</i>	<i>Full-Time, Year-Round Workers</i>	<i>Earnings Group as a Percentage of Full-time, Year-Round Workers</i>
Less than \$25,000	4,755	6.0%
\$25,000 to \$49,999	12,616	16.0%
\$50,000 to \$74,999	14,277	18.1%
\$75,000 to \$99,999	11,175	14.2%
\$100,000 or more	36,117	45.8%

Workforce

Workforce Size and Turnover

Alexandria's workforce, defined as people who work in Alexandria but may live in Alexandria or elsewhere, plays a central role in shaping travel demand to, from, and within the jurisdiction. The following section summarizes key characteristics of Alexandria's workforce.

During the first quarter of 2025, Alexandria's workforce had approximately 63,000 people working in the private sector and 17,000 working in the public sector (**Table 17**). While this is only around 21 percent of the workforce, five of the ten largest employers in the city itself are public sector employers.¹² By comparison, Virginia had

¹¹ US Census Bureau, 2023 ACS Five-Year Estimates, Table S2001

¹² Virginia Works, Quarterly Census of Employment and Wages, <https://www.virginiaworks.com/>

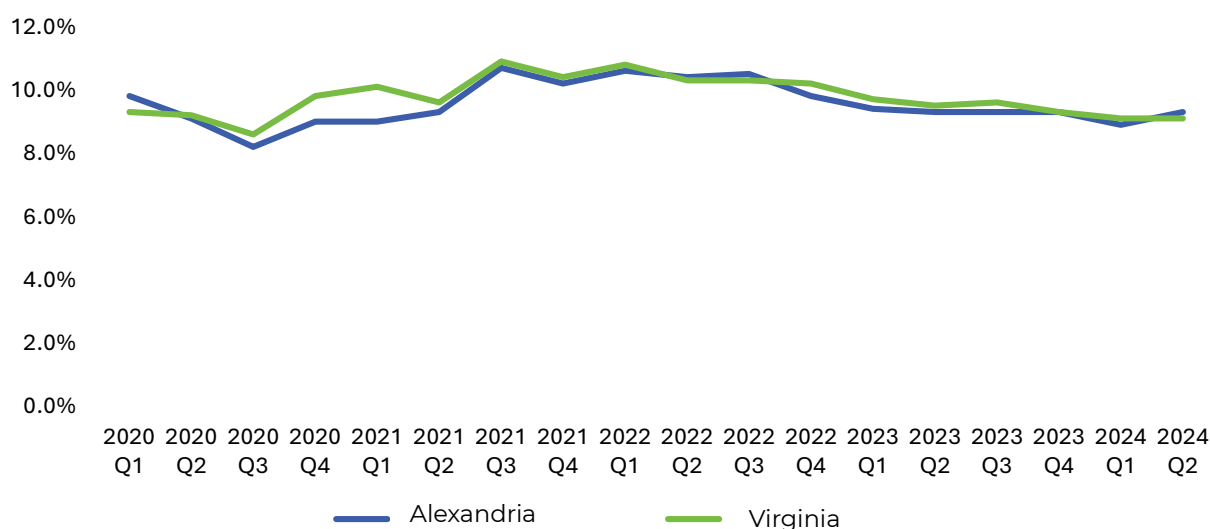
approximately 3.3 million people working in the private sector and 750,000 in the public sector.¹³ Alexandria has a slightly lower share of jobs in the private sector (79 percent) as compared to Virginia as a whole (82 percent).¹⁴

Table 17: Workforce Size and Turnover

Jurisdiction	Total Workers (2025 Q1)		Workforce Turnover (2024 Q2)	
	Private Sector	Private and Public Sector	Private Sector	Private and Public Sector
Alexandria	62,978 (79%)	80,127	9.6%	8.9%
Virginia	3,343,065 (82%)	4,092,836	9.8%	9.1%

Figure 6 shows private sector turnover between the first quarter of 2020 and the second quarter of 2024 for both Alexandria and Virginia. Turnover rates above the national average (9.1% for the private sector in Q1 of 2024) indicate more workers are leaving jobs and generally reflect a stronger labor market; when employees change jobs, it is a good opportunity to introduce them to new modes of transportation to get there.¹⁵ In 2020 and 2021, during the Covid-19 pandemic, Alexandria saw lower rates of private sector turnover than Virginia as a whole. Since 2022, private sector turnover rates for Alexandria and Virginia were comparable.¹⁶

Figure 6: Private Sector Turnover Trends



¹³ US Bureau of Labor Statistics, Quarterly Census of Employment and Wages (QCEW), 1st Quarter (January, February, March) 2025.

¹⁴ US Bureau of Labor Statistics, Quarterly Census of Employment and Wages (QCEW), 1st Quarter (January, February, March) 2025.

¹⁵ US Census Bureau, 2024 Q2, [QWI Explorer](#)

¹⁶ US Census Bureau, 2024 Q2, [QWI Explorer](#)

Employers

As shown in **Table 18**, Alexandria's largest employers include public and private sector organizations.¹⁷ The U.S. Department of Defense, Alexandria Public Schools, the City of Alexandria, Inova Health System, and the U.S Department of Commerce each have 1,000 or more employees.¹⁸

Table 18: City of Alexandria Largest Employers

Rank	Employer	Sector	Industry
1	U.S. Department of Defense	Public	Federal Government
2	Alexandria Public Schools	Public	Educational Services
3	City of Alexandria	Public	Local Government
4	Inova Health System	Private	Health Care and Social Assistance
5	U.S. Department of Commerce	Public	Federal Government
6	Systems Planning and Analysis	Private	Professional, Scientific, and Technical Services
7	Washington Metro Area Transit Authority	Public	Public Administration
8	Institute for Defense Analysis	Private	Professional, Scientific, and Technical Services
9	Goodwin House	Private	Health Care and Social Assistance
10	Kearney & Company PC	Private	Professional, Scientific, and Technical Services

¹⁷ Virginia Community Profile, Alexandria City, Updated September 8, 2025, [Profile](#).

¹⁸ City of Alexandria Community Profile, City of Alexandria FY25 Approved Budget, Virginia Employment Commission Economic Information & Analytics, Table sourced from Quarterly Census of Employment and Wages (QCEW) Q2 2023, [section_03 - community_profile.pdf](#).

Employer Size

Figure 7 shows employers by size in the City of Alexandria for 6,233 organizations with 0-499 employees (i.e., small and mid-size employers). Data for employers with 500 or more employees is not publicly available.¹⁹

Figure 7: Employers by Employer Size in the City of Alexandria

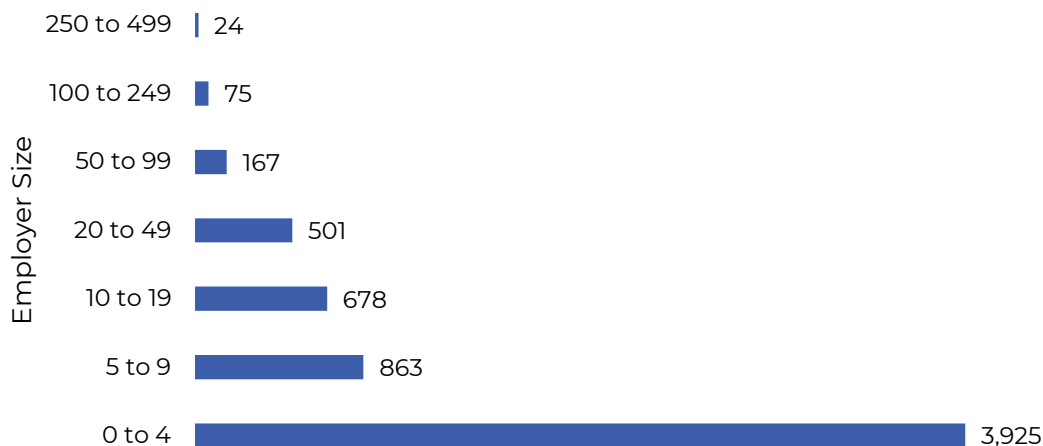
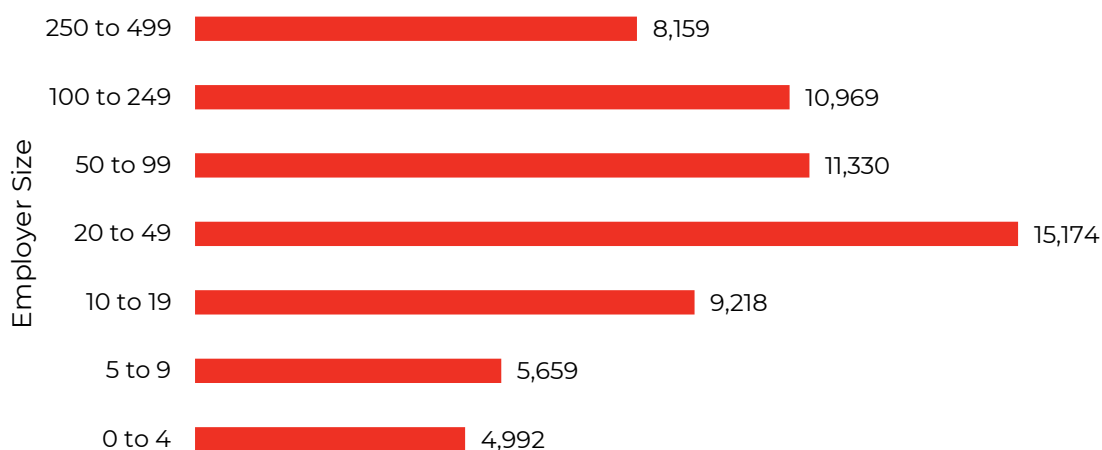


Figure 8 shows number of employees for each employer size. Mid-sized organizations employ the majority of workers in the City.²⁰

Figure 8: Number of Employees by Employer Size in the City of Alexandria



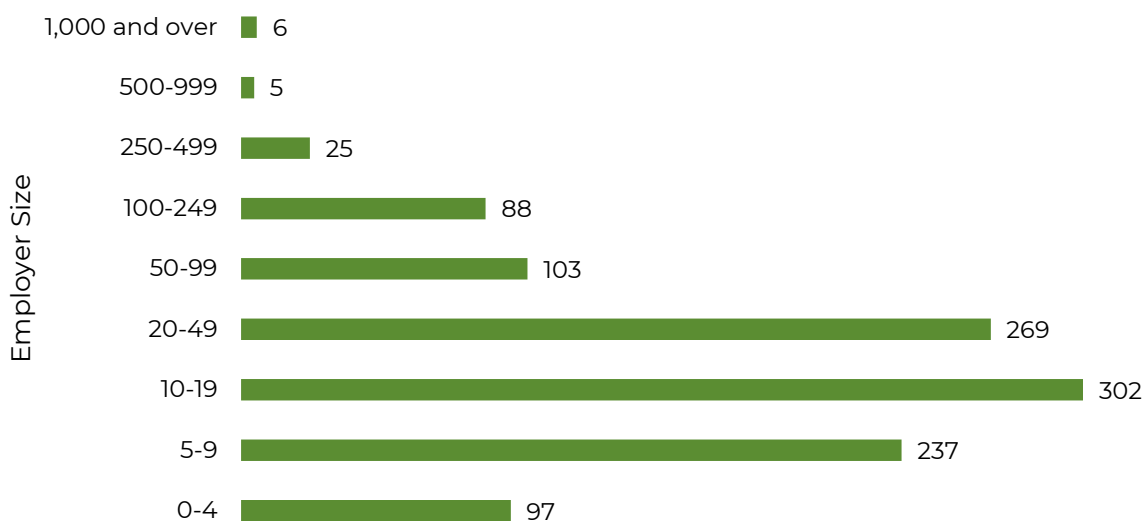
¹⁹ Virginia Works, Alexandria City Community Profile, Updated September 8, 2025, [Profile](#)

²⁰ Virginia Community Profile, Alexandria City, Updated September 8, 2025, [Profile](#)

Figure 9 shows the share of small and mid-size employers that already participate in the GO Alex program. Currently, GO Alex sees participation from 1,132 organizations of varying sizes, with the greatest participation from employers with 10-19 employees (27 percent), followed by employers with 20-49 employees (24 percent). Go Alex currently has five participating organizations with 500-999 employees and six with over 1,000 employees.

Employers with more than 50 employees may be the best candidates for participation in traditional TDM programs, since these employers can reach larger numbers of people and have the administrative capacity to manage such programs, thereby leveraging limited City resources. However, TDM services are currently offered and will continue to be offered to smaller companies in a way that meets their unique needs.

Figure 9: GO Alex Participating Employers by Size



Employer Industries

As shown in **Table 19**, Alexandria has a high concentration of employers and employees in the service-providing sector. The sector with the next largest number of employers is professional and business services, followed by education and health services.²¹ Currently, GO Alex has 1,132 participating employers. Given that there are over 12,000 employers in Alexandria, there are opportunities for Go Alex to expand its reach.

²¹ US Bureau of Labor Statistics, Quarterly Census of Employment and Wages (QCEW), 1st Quarter 2025. [QCEW Data Files : U.S. Bureau of Labor Statistics](#)

Table 19: Employers and Employees by Sector

Sector	Employers		Employees	
	Number	% of Total	Number	% of Total
Service-providing	5,919	47.6%	59,761	48.2%
Professional and business services	1,887	15.2%	17,841	14.4%
Other services	1,383	11.1%	8,285	6.7%
Education and health services	783	6.3%	10,475	8.5%
Trade, transportation, and utilities	590	4.7%	9,312	7.5%
Financial activities	587	4.7%	4,029	3.3%
Leisure and hospitality	461	3.7%	8,805	7.1%
Goods-producing	303	2.4%	3,353	2.7%
Construction	208	1.7%	2,081	1.7%
Information	142	1.1%	0	0.0%
Manufacturing	93	0.7%	0	0.0%
Unclassified	86	0.7%	0	0.0%
Natural resources and mining	2	0.0%	0	0.0%

Workforce Travel Patterns

Commute Breakdown

Figure 10 presents the share of workers that both live and work in Alexandria, live in Alexandria and commute elsewhere for work, and commute to Alexandria for work but live elsewhere. Making up the smallest portion, just under 11,000 workers both live and work in Alexandria. Meanwhile, there is a greater share of workers who commute to Alexandria for work as compared to the number of workers commuting elsewhere from Alexandria.²²

²² US Census Bureau, LEHD Origin-Destination Employment Statistics (2022 Q2), [OnTheMap](#)

Figure 10: Service Area

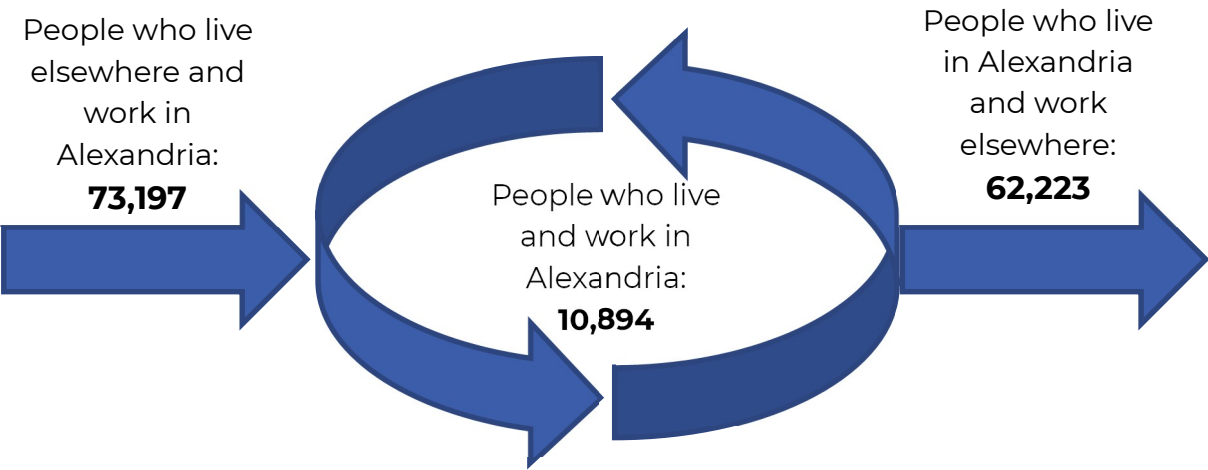


Figure 11

Figure 11 shows the top 10 regional commute destinations for City residents. Fairfax County and Washington DC have the highest share of commute destinations, with approximately 26 percent of employed Alexandria residents commuting to these locations for work. Approximately 12 percent of Alexandria residents commute to Arlington for work. Meanwhile, nearly 15 percent of residents commute within Alexandria. Residents also travel to Montgomery County, Loudoun County, Prince George’s County, Prince William County, and Fairfax City for work. While not included below, there were also a small share of destinations (575) in Henrico, County.²³

²³ US Census Bureau, LEHD Origin-Destination Employment Statistics (2022 Q2)

Figure 11: Top 10 Commute Destinations for City of Alexandria for Alexandria Residents

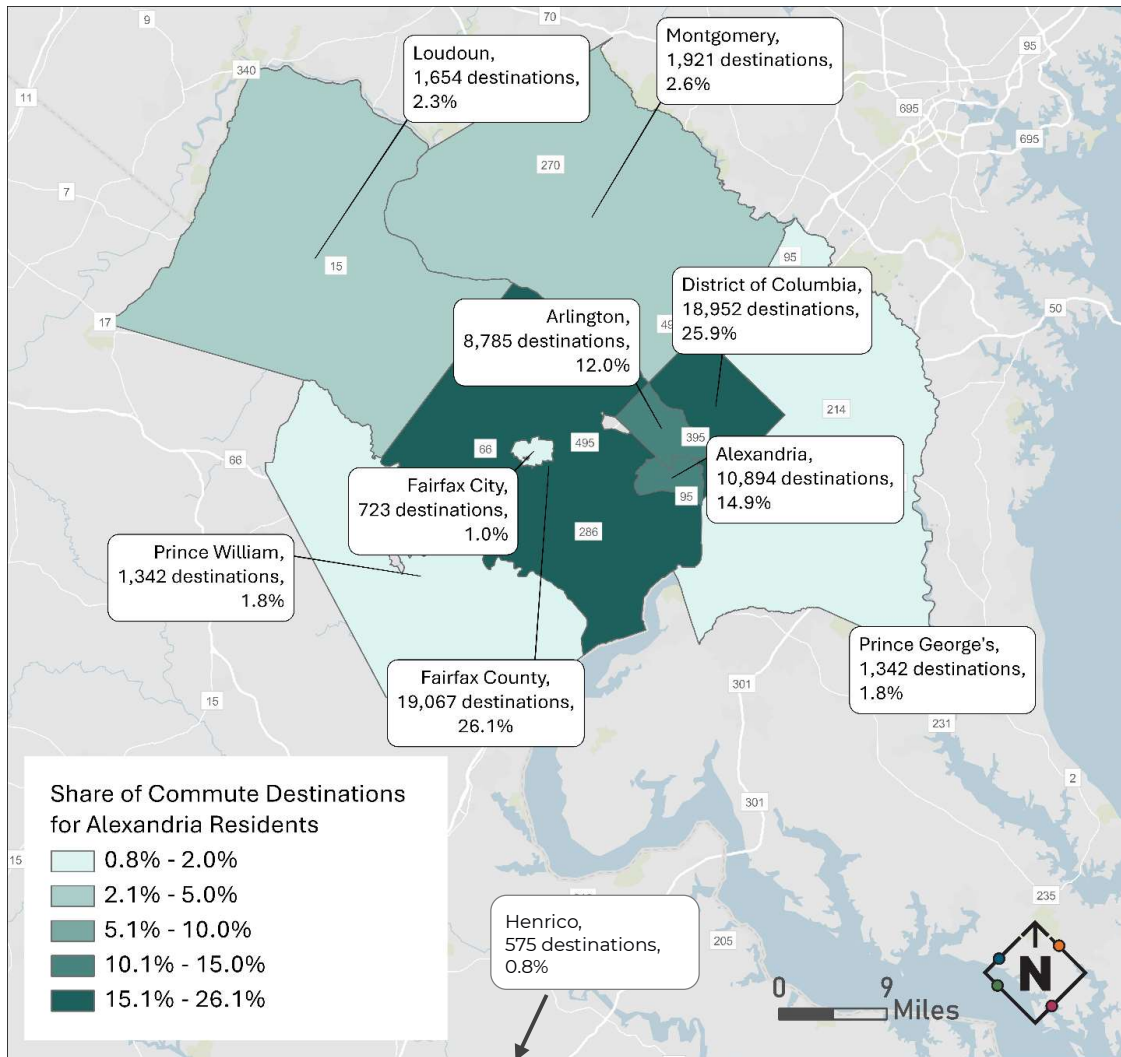
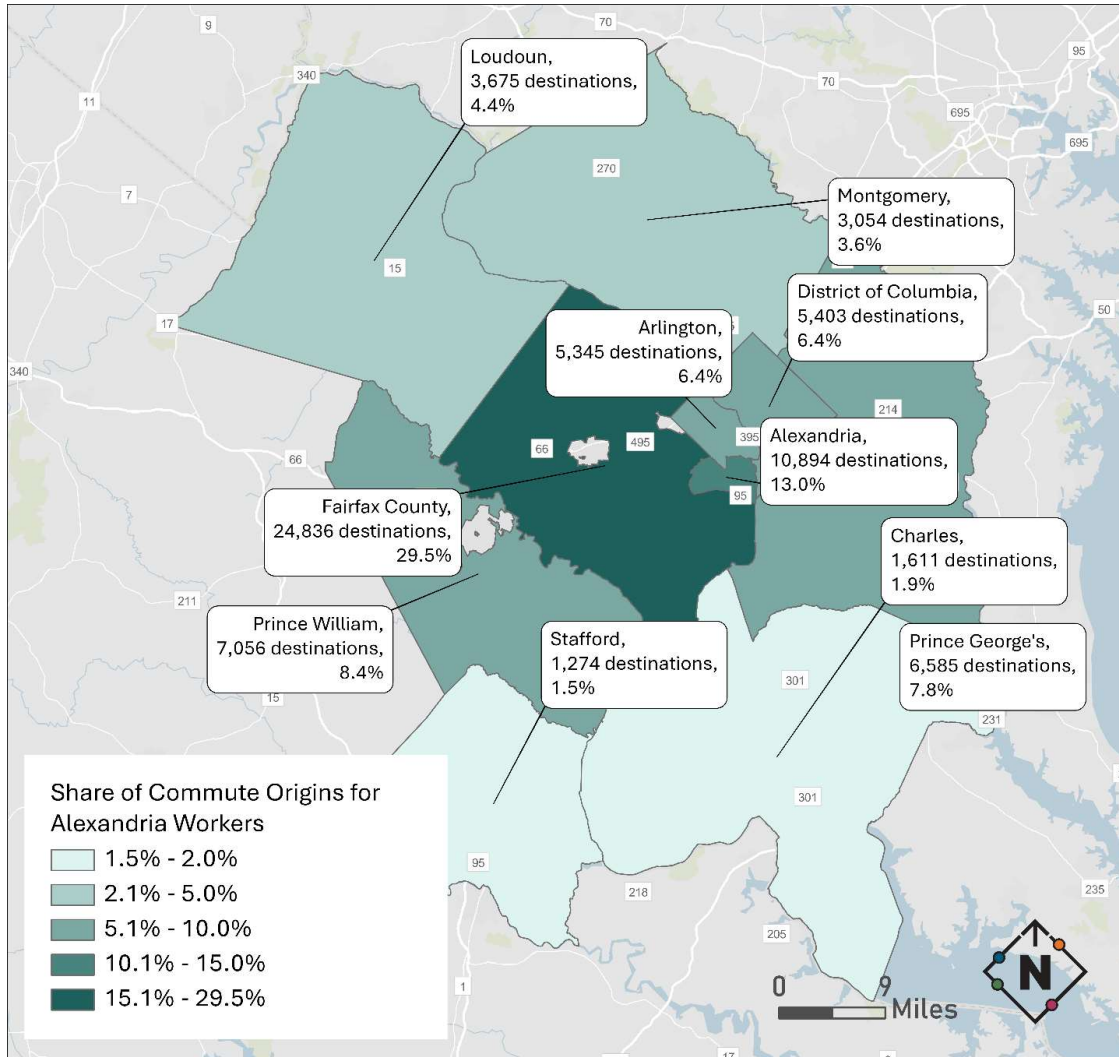


Figure 12 shows the top 10 commute origins for City workers. The highest share of workers commuting to Alexandria travelled from Fairfax County, at nearly 30 percent of the workforce. Other commute origins are split among Prince William County, Prince George's County, Washington DC, Arlington County, Loudon County, Montgomery County, Charles County, and Stafford County.²⁴

Figure 12: Top 10 Commute Origins for City of Alexandria Workers



Mode Share

As shown in **Table 20**, approximately half of Alexandria working residents drive alone to their workplace and about 7 percent reported carpooling. Approximately 13 percent of workers travel to work by transit, and smaller percentages of workers reported walking or bicycling to work. Meanwhile, approximately one quarter of

²⁴ US Census Bureau, LEHD Origin-Destination Employment Statistics (2022 Q2)

Appendix B. Service Area Demographics and Characteristics

workers work from home, based on 2023 ACS data.²⁵ With return-to-work policies, the percentage of people working from home may be lower in 2025.

Table 20: Commute Mode Share (American Community Survey, 2023)

Mode	Drive Alone	Carpool	Transit	Bicycle	Walk	Other	Telework
Mode Share	50.2%	6.6%	12.7%	0.8%	2.5%	2.1%	25.2%
Total Users	49,001	6,390	12,370	740	2,435	2,004	24,588

Table 21 includes commute mode share data from Replica, a data platform that provides an interpolation of travels flows via a seasonal mobility model based on mobile device location data, consumer/resident data, built environment data, economic activity data, and ground truth data.²⁶ Because Replica only estimates trips based on movement, teleworking is not included as a mode option. Replica data reveals that nearly 27 percent of Alexandria residents commuting within Alexandria use transit, bike, or walk to work. Alexandria residents commuting to work elsewhere in the region drove to work and used transit at higher rates. Meanwhile, regional residents commuting to Alexandria for work saw the highest share of workers commuting by car.

Table 21 also shows mode share for non-commute trips made by Alexandria residents. Over three quarters of resident trips were made by car, either as the driver or passenger (shown as auto passenger). Meanwhile, nearly 21 percent were completed by transit, biking, or walking.

²⁵ US Census Bureau, 2023 Five-Year Estimates, Table B08006. US Census Bureau, 2023 One-Year Estimates, Table B08006.

²⁶ The cited mode splits are derived from Replica's Spring 2025 model, which was customized for Alexandria-related trips. More detailed information about the source data, methodology, and outputs of Replica's seasonal mobility model can be found at <https://documentation.replicahq.com/docs/seasonal-mobility-model-methodology-summary-places>

Appendix B. Service Area Demographics and Characteristics

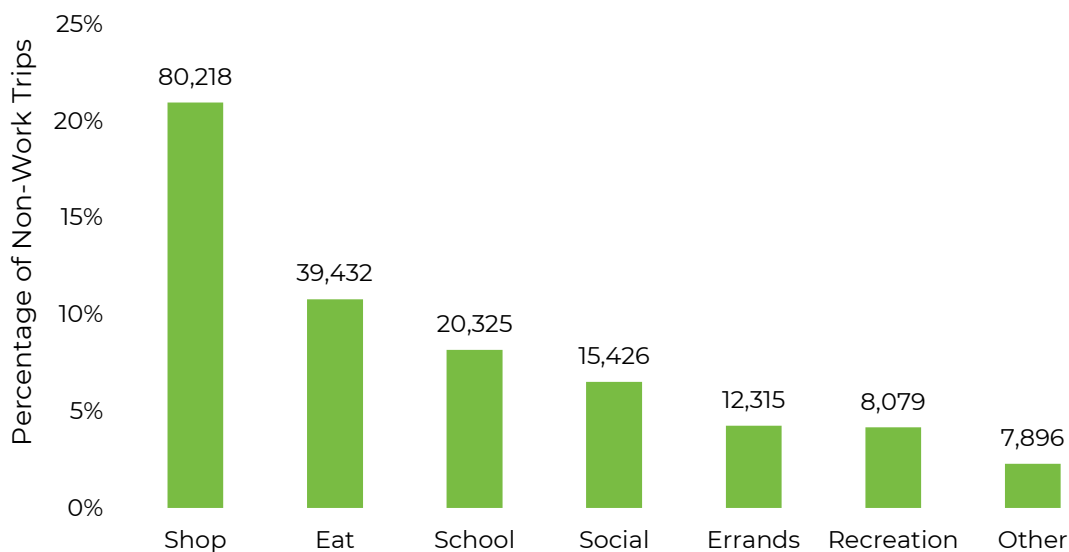
Table 21: Commute and Non-Commute Mode Share: Location Based Services (Replica) Data

<i>Demographic</i>	<i>Auto Driver</i>	<i>Taxi/ TNC</i>	<i>Auto Passenger</i>	<i>Transit</i>	<i>Bicycle</i>	<i>Walk</i>	<i>Other</i>
Commute Trips							
Alexandria resident commuters to Alexandria (internal Alexandria)	55.1%	0.2%	16.7%	9.8%	1.4%	16.4%	0.4%
Alexandria Commuters to Region Outside Alexandria	63.0%	0.3%	15.4%	19.9%	0.8%	0.4%	0.1%
Regional resident commuters outside Alexandria to Alexandria	75.6%	0.3%	13.9%	9.2%	0.4%	0.4%	0.1%
Non-Commute Trips							
Alexandria residents traveling within the region (including Alexandria)	60.1%	0.8%	17.8%	4.6%	1.2%	14.8%	0.8%

Non-Commute Trips within Alexandria

An estimated 85 percent of trips within the city are for other trip purposes besides commuting to work. **Figure 13** shows the breakdown of non-work trips purposes, which include shopping, eating, school, socialization, and recreation.

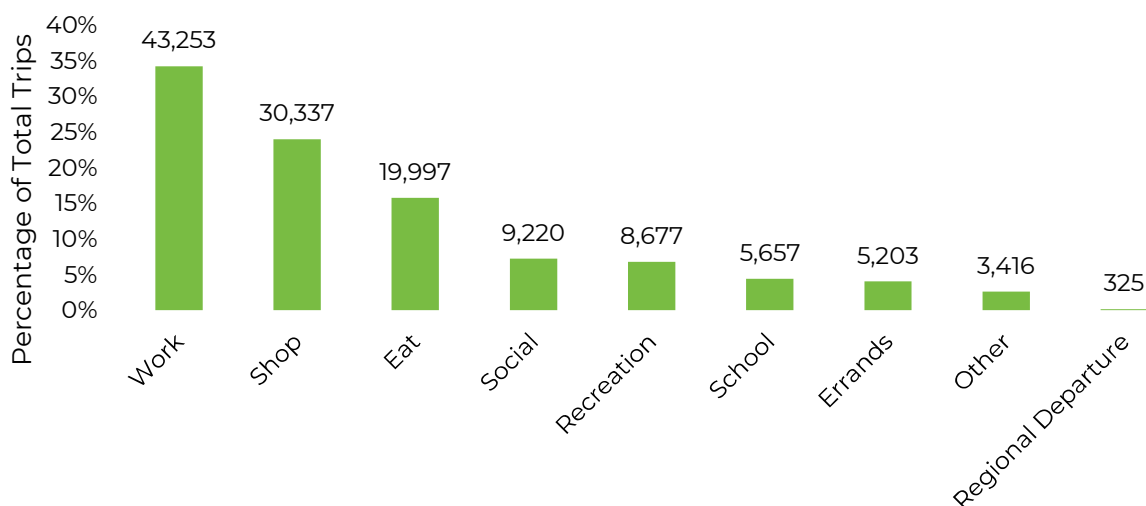
Figure 13: Non-Work Trips by Trip Purpose within Alexandria



Alexandria Residents Making Trips to the Region

Alexandria residents travel outside the City for myriad reasons, including commuting to work, shopping, eating, school, socialization, errands, recreation, and for other activities. **Error! Reference source not found.**²⁷ As stated, over 62,000 City residents work somewhere other than Alexandria. As shown in **Figure 14**, work trips represent the top trip purpose when residents go to other parts of the region (34 percent).

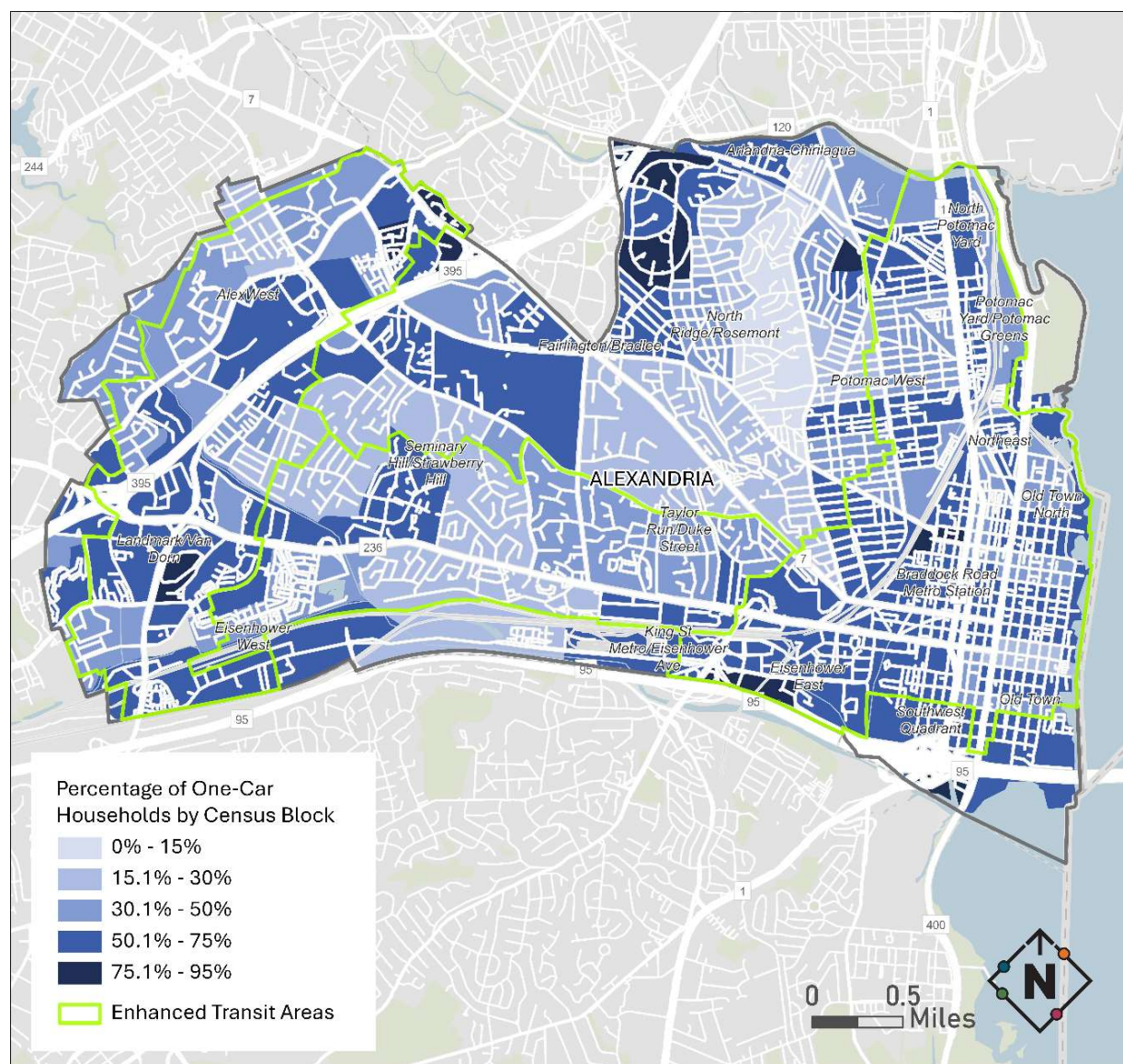
Figure 14: Trip Purpose from Alexandria to the Region



One-Car Households

One-car households make up 53 percent of all households in the City. These approximately 40,000 households are adaptable, already coordinating trips and schedules, and combining errands, thus they may be more open to non-SOV modes. As shown in **Figure 15**, one-car households are concentrated in Landmark/Van Dorn, Eisenhower East, Braddock Road/Metro Station, Potomac Yard, Old Town, Old Town North, and Parkfairfax. GO Alex engagement in these areas could focus on education around non-SOV travel options, including carpool, transit, and micromobility.

Figure 15: Percentage of One-Car Households by Census Block



City-Operated Transit

Implemented in 1987, DASH is the bus system operated by the City. DASH operates 12 bus routes in Alexandria and serves 548 bus stops across its network. Frequent DASH routes (Lines 31, 35, 36 A, 36 B, and the King Street Trolley) run every 15 minutes or better, all day, seven days per week. Several DASH routes provide connections to Metrorail, VRE, and Amtrak, within Alexandria, and connections to transfer points outside of the city, such as the Shirlington Bus Station (Lines 36 A, 36 B) and the Pentagon Transit Center and Metrorail station (Lines 35, 103, and 104) in Arlington County.

DOT Paratransit Program

The City operates the DOT Paratransit Program, in compliance with the Americans with Disabilities Act (ADA), to provide public transportation to residents in the City who are unable to use fixed route transit due to mobility limitations. DOT service area also covers trips to surrounding jurisdictions, including Arlington County, Fairfax County, Falls Church, and Washington DC. Within this service area, DOT covers trip requests that may be more than $\frac{3}{4}$ of a mile from Metrobus or Metrorail service and therefore not covered by WMATA's MetroAccess paratransit service. Trips are available, fare-free, within the City. Monday through Saturday, DOT Paratransit service is available from 5 a.m. to 1 a.m. and from 7 a.m. to 1 a.m. on Sundays. To use the service, riders must apply and meet the eligibility requirements as mandated by the ADA. Eligible riders may schedule a trip or recurring trips, in advance, through the mobile Alexandria DOT app or by contacting the Paratransit Call Center.

Regional Transit Services in Alexandria

The City is also served by regional transit providers, as outlined below.

Metrorail

Metrorail, WMATA's rapid transit rail system, serves the City at five stations, Van Dorn Street (Blue Line), Eisenhower Avenue (Yellow Line), Potomac Yard, Braddock Road, and King Street-Old Town (both Blue and Yellow Lines).

As of September 2025, Metrorail operates on all lines from 5:00 a.m. to midnight Mondays through Thursdays, 5:00 a.m. to 2:00 a.m. on Fridays, 6:00 a.m. to 2:00 a.m. on Saturdays, and 6:00 a.m. to midnight on Sundays. On weekdays, Blue Line trains run approximately every 12 minutes, and Yellow Line trains run approximately every 6 minutes.

Metrobus

Metrobus is WMATA's fixed route bus service. In Alexandria, Metrobus connects riders to Metrorail stations, the Virginia Railway Express (VRE) Alexandria Station, and other local and regional destinations.

As of September 2025, Metrobus service typically operates from 5:00 a.m. to 2:00 a.m. on weekdays and Saturdays, with some routes beginning service even earlier and some routes operating 24 hours. On Sundays, most Metrobus routes run between 6:00 a.m. and 12:00 a.m., with 24 service offered on some routes. Metrobus also operates local, commuter, and limited-stop service at varying days, times, and service levels. Many Metrobus routes typically provide service every 20 to 30 minutes or better. Some routes offer service every 12 to 20 minutes.²⁸

A1X/Metroway

As part of the WMATA Better Bus Network redesign in June 2025, WMATA's bus rapid transit (BRT) line, previously called Metroway, was renamed to A1X. This BRT line operates from Pentagon City Metrorail station to the Braddock Road Metrorail station, serving the Potomac Road Metrorail Station and partially running along bus-only roadways in Alexandria.

A1X service operates from approximately 5:30 a.m. to 10:30 p.m. on weekdays, from 6:30 a.m. to 11:00 p.m. on Saturdays, and from 7:30 a.m. to 10:00 p.m. on Sundays. A1X buses run every 20 minutes or better.

MetroAccess

WMATA operates MetroAccess, an ADA, shared ride, paratransit service, in accordance with the Americans with Disabilities Act (ADA). This service provides door-to-door transportation for eligible riders who request trips for any purpose, within $\frac{3}{4}$ of a mile from Metrorail or Metrobus service and within WMATA's hours of operations. Eligibility is determined by a person's mobility limitations, including having a disability and/or not having access to an accessible public transit vehicle to complete their trip. MetroAccess provides service for eligible residents of Alexandria traveling beyond the service area boundaries of the DOT Paratransit program.

Other Connecting Transit Services

In addition to DASH and regional transit services, the City is served by several transit agencies of adjacent jurisdictions, as discussed below.

Fairfax Connector

Operated by Fairfax County, Fairfax Connector provides fixed-route bus service primarily in Fairfax County but provides connections to other jurisdictions, including Alexandria. Several Fairfax Connector routes offer connections to popular destinations in Alexandria. Routes such as 109, 321, and 322 provide connections from the Van Dorn Street Metrorail station to key destinations in Fairfax County, including

²⁸ The Eagle, "[Metrobus system experiences first overhaul in over 50 years with Better Bus plan](#)," (April, 2025)

the John Marshall Library and the Backlick Road Virginia Railway Express (VRE) station.

Virginia Railway Express (VRE)

The Virginia Railway Express (VRE) is a commuter rail system that serves Northern Virginia, extending to Bristow on the Manassas Line and Spotsylvania on the Fredericksburg Line, converging in Alexandria and culminating at Union Station in Washington DC. The City is served by both the Fredericksburg and Manassas lines of the VRE, which run congruently at the Alexandria Station, across the tracks from the King Street-Old Town Metrorail station. Service operates on weekdays, serving peak commute hours. The Fredericksburg Line serves Alexandria Station from 6:00 a.m. to 9 a.m. during the morning and from approximately 1:30 p.m. to 7:15 p.m. in the evening. The Manassas Line serves Alexandria Station from 6:00 a.m. to 9:00 a.m. during the morning and from approximately 1:45 p.m. to 7:25 p.m. in the evening. The Alexandria Station provides connections from VRE to other modes, including Amtrak, Metrorail, Metrobus, and DASH.

Amtrak

Amtrak provides rail service across the contiguous United States as well as portions of Canada. Several intercity Amtrak rail lines service the Alexandria Station, including the Cardinal, Carolinian, Crescent, Palmetto, Silver Meteor, Floridian, and Northeast Regional passenger trains. Alexandria Station is open from 6 a.m. to 8:45 p.m. every day of the week, with some trains servicing the station outside of these hours.

Walking, Biking, and Rolling Modes

Bicycling

As shown in **Figure 17**, Alexandria has a network of bicycle routes, which includes multi-use and off-street paths, unprotected bike lanes, and shared lanes. The existing network is most dense in the eastern portion of the city, in Potomac Yard and Old Town. Additional routes have been proposed to connect bicycle infrastructure throughout the city.

DASH and Metrobus accommodate multimodal bicyclists, with all buses, including the King Street Trolley, equipped with bicycle racks that can fit up to two standard size bicycles. Metrorail also supports bicyclists with bicycle racks and/or storage provided at each station and bicycles allowed, with certain restrictions during high ridership times and events.

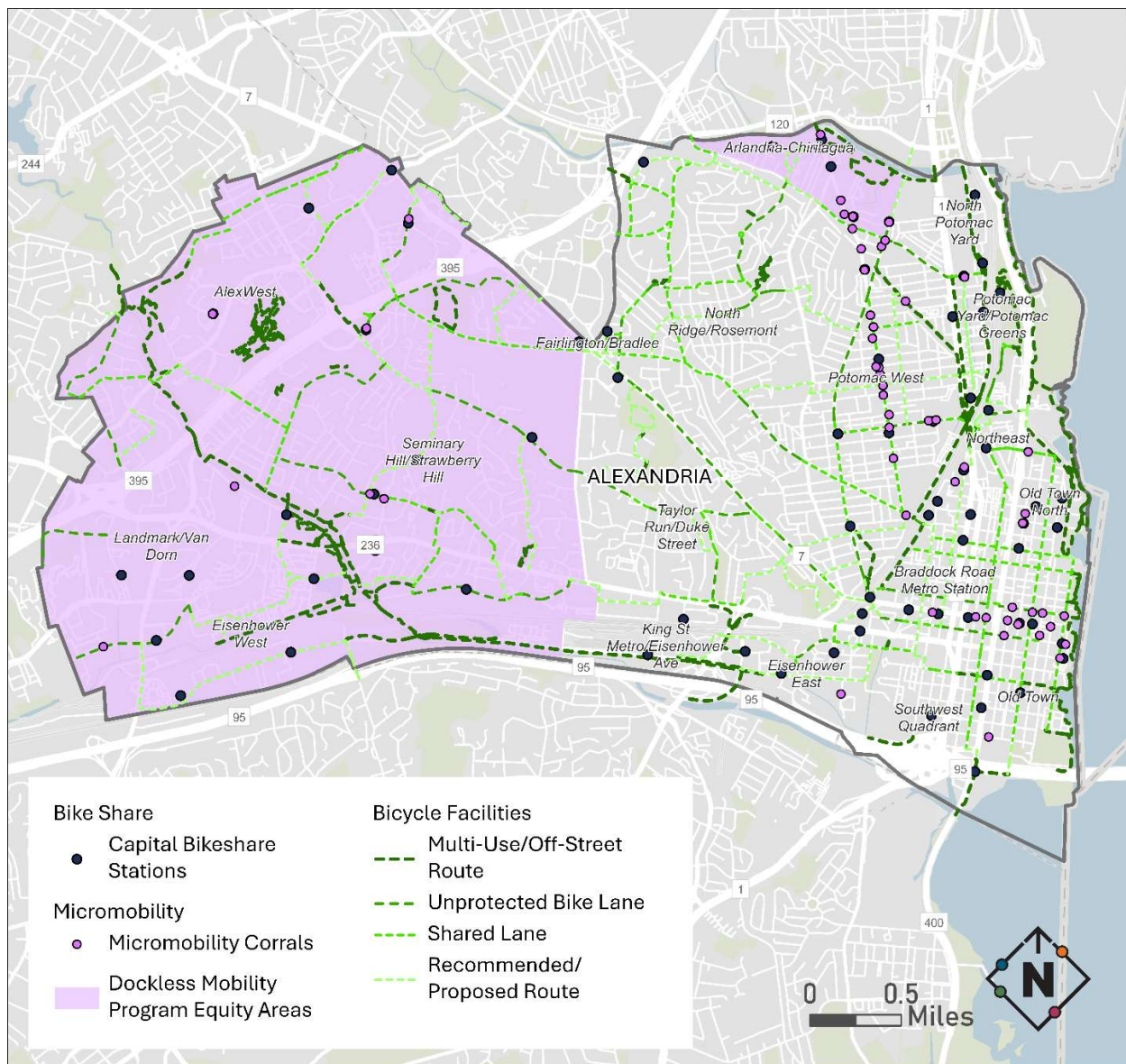
In recognition of the City's robust bicycle route network and dedication to cultivating safety and accessibility around bicycling, it is designated as a Silver-level Bicycle Friendly Community by the League of American Bicyclists.²⁹

Capital Bikeshare

Capital Bikeshare is an affordable and accessible public bikeshare system available in Virginia, Maryland, and DC. Launched in 2010, it provides a convenient option for short, local trips and first and last mile connections to and from fixed-route transit service. The Capital Bikeshare system fleet includes classic, manual pedal bikes, as well as ebikes. The City of Alexandria joined the system in 2012 and currently has 72 Capital Bikeshare stations in the jurisdiction, as shown in **Figure 17**. Stations are located at each of the five Metrorail stations (Potomac Yard, Braddock Road, Eisenhower Avenue, King St-Old Town, and Van Dorn Street) and throughout the city, with a higher concentration of stations in areas to the east, such as Potomac Yard and Old Town Alexandria.

²⁹ Bicycle Friendly Communities, League of American Bicyclists, [BFA Awards Database](#) | [League of American Bicyclists](#)

Figure 17: City of Alexandria Bicycle Facilities, Capital Bikeshare Stations, Micromobility



Shared Micromobility Devices

In 2018, the City began to explore implementation of a dockless mobility program. Following a successful two-part pilot program, Alexandria City Council established the permanent Dockless Mobility Program in 2021 to regulate the use of this technology in the city. The City currently permits two micromobility companies, Lime and GCOO, to operate through 2026, with a maximum capacity of 1,200 scooters and 800 e-bikes to be deployed in the city. As of 2025, Lime operates 600 scooters and 100 e-bikes and GCOO operates 500 scooters within Alexandria. **Figure 15** shows bicycle facilities and Capital Bikeshare stations located in the City, as well as micromobility corrals and designated Dockless Mobility Program Equity Areas. Micromobility corrals can be used for parking personal and shared micromobility devices. Scooter companies, for example, encourage customers to drop off their scooters at these corrals.

Walking

Alexandria is designated a Silver-level community by Walk Friendly Communities in recognition of the city's staff time dedicated to pedestrian efforts, pedestrian-centric plans and practices, and robust Safe Routes to School program. Moreover, the city has implemented several programs, resources, and policies to promote walking and prioritize safety, including a Complete Streets Policy, Vision Zero Policy and Action Plan, Small Area Plans, and sidewalk policies.³⁰

Roadways, Vehicular-based Options, and Water Taxis

The City's infrastructure accommodates local and regional traffic via an extensive road network. Several programs and services facilitate non-SOV travel on roadways within the city and the greater Washington Metropolitan Region, as listed below:

Ridesharing

GO Alex promotes the use of ridesharing, specifically carpooling and vanpooling, by sharing ridesharing information with residents and employers via the GO Alex website, engagement at community and employer-sponsored events, and educational materials. GO Alex promotes ride matching services and resources offered through MWCOG Commuter Connections to facilitate carpooling and vanpooling in Alexandria. As one of the first local governments to join Commuter Connections, and a current member, GO Alex promotes the use of their programs that incentivize and encourage ridesharing, including, Pool Rewards, Flexible Vanpool, and Commuter Cash. While similar to carpools, vanpools can accommodate up to 15 passengers and must seat at least seven passengers per trip to qualify. Qualified vanpools are considered a form of transit by the IRS Section 132(f) and therefore qualify for payment via a transit benefit. Vanpools starting from or ending

³⁰ Walk Friendly Communities, [Alexandria, VA | Walk Friendly Communities](#)

in Northern Virginia are eligible for subsidies through the Vanpool Alliance program. In exchange for reporting their usage data, vanpool operators can receive a \$300 monthly subsidy, per van, to keep or offer as a discount to current riders.³¹

Transportation Network Companies

Transportation network companies (TNCs) provide a private, on-demand transportation service, by which trips are requested through an app-based system. Leading TNCs, like Uber and Lyft, operate in the City and the larger Metropolitan Washington region. Riders of TNC services can request individual rides or, with certain service providers (such as UberPool), can opt into sharing trips with other riders traveling in the same area, to reduce fares. The operation of TNCs in Alexandria is regulated by the Virginia Department of Motor Vehicles.

Express Lanes

The City has one Express Lane, Interstate 395, that cuts through the western portion of the city. Like other Express Lanes in the region, Interstate 395 uses E-ZPass and E-ZPass Flex to administer tolls. This thoroughway has Express Lanes as well as non-tolled lanes. Single-occupancy vehicles traveling on the Express Lanes must pay the toll, while carpools, vanpools, and all other vehicles with three or more occupants are exempt.

High-Occupancy Vehicle (HOV) Lanes

High-Occupancy Vehicle (HOV) lanes are specially designated lanes that are restricted at certain times to vehicles that carry multiple passengers, which encourages ridesharing during peak commuting times and promotes more efficient use of roadways. Locally, the City has HOV lanes on Washington Street and on Route 1 through Old Town, and regionally, I-395, I-95, and I-66 all have HOV lanes.

Park-and-Rides

The City has one Park-and-Ride lot at the Van Dorn Street Metrorail station. The lot at the Van Dorn Street Metrorail station contains 361 spaces, charges a \$4.95 parking fee, and provides drivers with connection to Metrorail (Blue Line), Metrobus, and Fairfax Connector. This location also provides bicycle racks and lockers.

Water Taxi

The Potomac Water Taxi, offered by City Cruises, is a privately-owned water-based transit service that connects the Washington, DC Wharf to Old Town Alexandria, as well as Georgetown and the National Harbor. The Water Taxi station in the City is located at O Cameron St, located behind the Torpedo Factory Art Center.

³¹ Vanpool Alliance, [Benefits for Vanpool Alliance Providers | Vanpool Alliance](#)

Appendix C. Strategic Planning Process

This appendix includes additional insights and data that were part of the strategic planning process. Information on stakeholder interviews, workshops, and additional target market and customer research is detailed below, followed by information on funding sources.

Stakeholder Interviews

Five small group interviews were hosted from September 11 through September 29, 2025. The small groups were organized by role and included GO Alex staff, Transportation Branch management staff, Eco-City Alexandria representative staff, DASH staff, and DRPT staff. Conversations during the interview sessions were framed around identifying strengths, weaknesses, opportunities, threats, and trends (SWOTT) related to the GO Alex program. The bulleted points below summarize the key findings stakeholders identified during discussions.

Strengths

- Engagement staff have a strong presence and involvement at many of the city's large events.
- The program's branding is strong, highly visible, and gaining widespread recognition.
- The City of Alexandria is dense and has a variety of transportation options, including well-utilized non-SOV options like Metrorail and Capital Bikeshare.

Weaknesses

- The lack of consistently collected and reported TDM/GO Alex data makes it difficult to measure the effectiveness of GO Alex's services and the program as a whole.
- GO Alex does not have a formal process for regularly relaying feedback from the engagement and Mobile Store teams to the appropriate staff or agency.
- The multitude of apps, forms, and initiatives, as well as the lack of consistent messaging, makes it challenging to describe all of GO Alex's offerings and present a clear call to action.
- Communication around GO Alex's mission and purpose lack clarity.
- The advancement of fare media and commuting resources from physical forms, which the Mobile Store specializes in distributing, to paperless and digital platforms has left the Mobile Store feeling archaic.

Opportunities

- Collaborate with transit agencies to jointly promote initiatives, share information, and create resources and programs.
- Partner with Visit Alexandria for large events, create a consistent presence at Potomac Yard, and publish success stories to expand brand awareness.

- Pair the program's on-the-ground engagement and education with related city programs, initiatives, and infrastructure improvements.
- Focus on "feet on the ground" engagement and 1-on-1 conversations with commuters through several new and proposed programs to have a larger impact on encouraging behavior change.
- Invest in data collection and analysis to help inform programs, tell stories, and secure additional grant funding.
- Leverage the launch of the Best Workplaces for Commuters residential program to connect GO Alex's mission with Alexandria's expanding residential development.

Threats

- The federal landscape around return to work, immigration, and funding present threats to the program's funding and audience.
- The ease of driving and free/inexpensive parking makes it difficult to convince commuters to try alternatives.
- The program's reliance on CAP operating grants and Congestion Mitigation and Air Quality (CMAQ) grants for funding, without diversification, leaves it vulnerable to losing large amounts of funding in the future.

Trends

- There is a growing use of non-SOV modes, both from a reduced interest in driving among younger generations and the growing utilization of e-bikes and e-scooters.
- The share of older adults is growing and their ability to drive may diminish with age, so alternatives to cars are needed.
- Increased population and employment density plus high residential turnover creates a continuous need to educate new residents and commuters.

Visioning Workshop

Following the stakeholder SWOTT interviews, the T&ES Deputy Director of Transportation, Division Chief of Mobility Services, and the GO Alex Program Manager held a visioning workshop. Workshop attendees were prompted to identify which SWOTT themes resonated, discuss example vision and mission statements from the previous GO Alex CAP Strategic Plan and other TDM agencies, and brainstorm potential vision, mission, and goal statements for GO Alex.

Evaluation Workshop

Following the visioning workshop, a metrics and evaluation workshop was held. Workshop participants reacted to draft vision and mission statements, refined goal

statements and supporting objectives, and provided input on specific metrics to track progress toward achieving the vision. The direction following a review of the draft statements was to focus on brevity and shy away from any technical jargon. As discussion progressed to developing objectives, the group distilled three themes or through-lines to help focus and organize objectives under each goal statement: a) use data to inform decision making, b) tap into GO Alex Fund potential, and c) leverage partnerships. Lastly, to help inform the direction of Chapter 4: Target Markets and Target Customers, workshop participants were also asked to provide feedback on areas and people for whom the program should focus its efforts. The findings from this discussion are presented in Chapter 4.

Appendix D. Use of Research and Data

To better understand the needs of potential target markets and customers and develop strategies, GO Alex analyzed a variety of socio-economic data. This Appendix provides a summary of the additional research and data sources that were considered when developing this strategic plan and more detailed charts providing information that factored into the development of the Operations Chapter of this plan.

American Community Survey (ACS)

- Service area population
- Age distribution
- Working population
- Commuting population
- Income
- One-car households
- Commute mode share
- Race and ethnicity (
- **Figure 18)**
- Percentage Youth Population (

■ **Figure 23)**

US Census Bureau – Longitudinal Employer Household Dynamics (LEHD)

- Workforce travel patterns
- Top 10 Commute Destinations
- Top 10 Commute Origins

US Census Bureau – QWI Explorer

- Employee turnover

Bureau of Labor Statistics (BLS) – Quarterly Census of Employment and Wages

- Employers by industry
- Employees by industry

City of Alexandria

- Bicycle facilities
- Dockless Mobility Program Equity Areas
- Public school locations (

- **Figure 23)**
- Enhanced Transit Areas (ETAs) (**Figure 24)**
- Alexandria Shared Mobility Average Daily Micromobility Trips (

■ **Figure 27)**

Metropolitan Washington Council of Governments Regional
Cooperative Forecast, Round 10.0

- Population growth forecast for 2050
- Employment growth forecast for 2050

Replica – Location-Based Services Data

- Commute trip mode share
- Non-work trips by trip purpose
- Work-related travel flows from Alexandria to the region
- Non-work travel flows from Alexandria to the region
- Commute trip travel flows within Alexandria resident- work-related trips made by commuters in Alexandria (**Figure 22**)

Washington Metropolitan Area Transit Authority (WMATA)
Ridership Portal

- Metrobus routes
- Metrorail station locations
- Metrorail average daily entries in Alexandria (**Figure 19**)
- High Transit Access (

- **Figure 25)**

Virginia Works

- Employers by employer size
- Public and private sector employment

Alexandria Transit Company (ATC) DASH

- DASH stop locations
- DASH total quarterly ridership (**Figure 21**)
- High Transit Access (

■ **Figure 25)**

Virginia Railway Express (VRE)

- VRE station locations



- Figure 25)

Fairfax County, Virginia

- Fairfax Connector Routes

Capital Bikeshare

- Capital Bikeshare stations
- Capital Bikeshare Trips by Start Station and Travel Flows (

■ Figure 26)

Figure 18: Race and Ethnicity in Alexandria

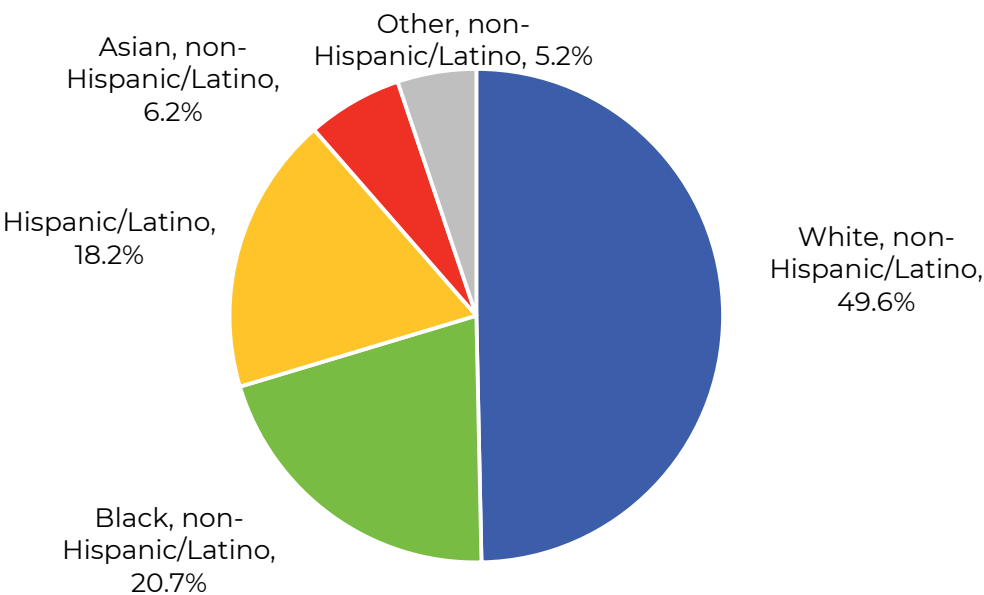


Figure 19: Daily Boardings at Alexandria Metrorail Stations

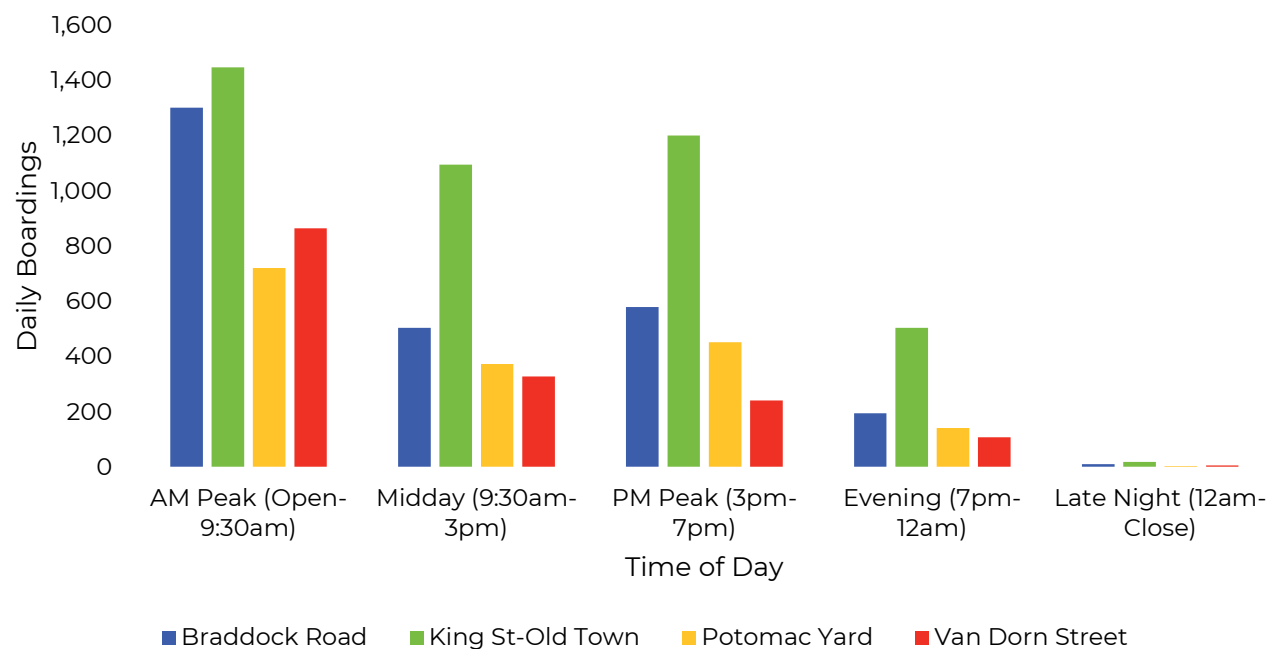


Figure 20: Daily Boardings at all Metrorail Stations in Alexandria

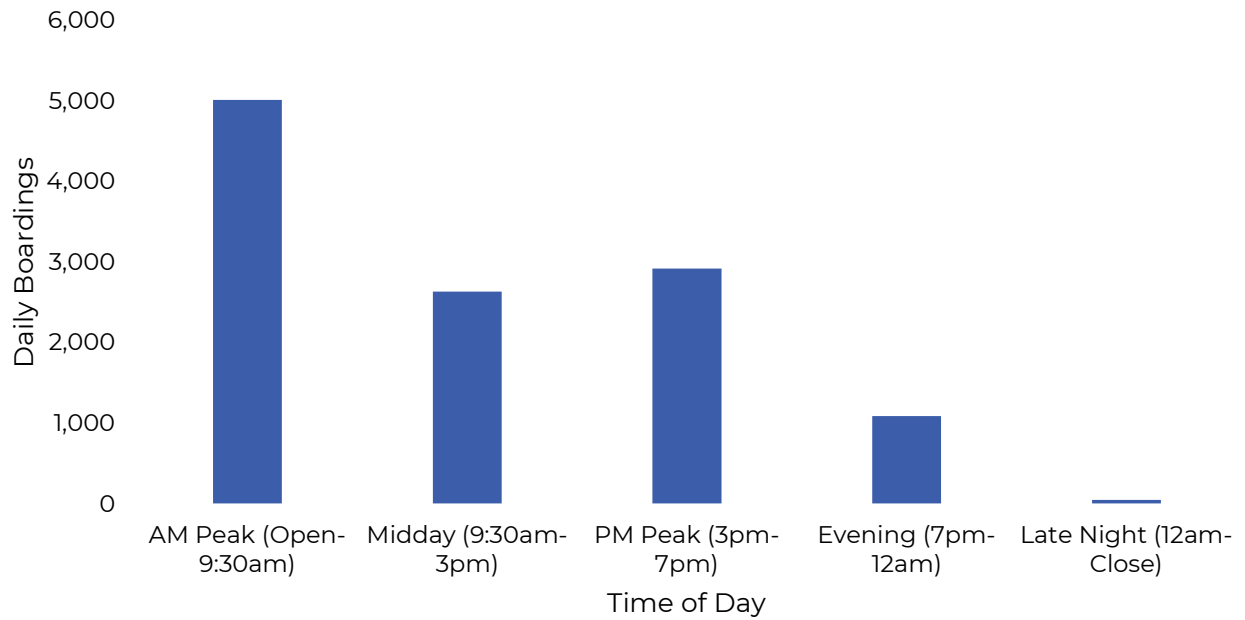


Figure 21: DASH Quarterly Weekday Ridership (October 2021 – June 2025)

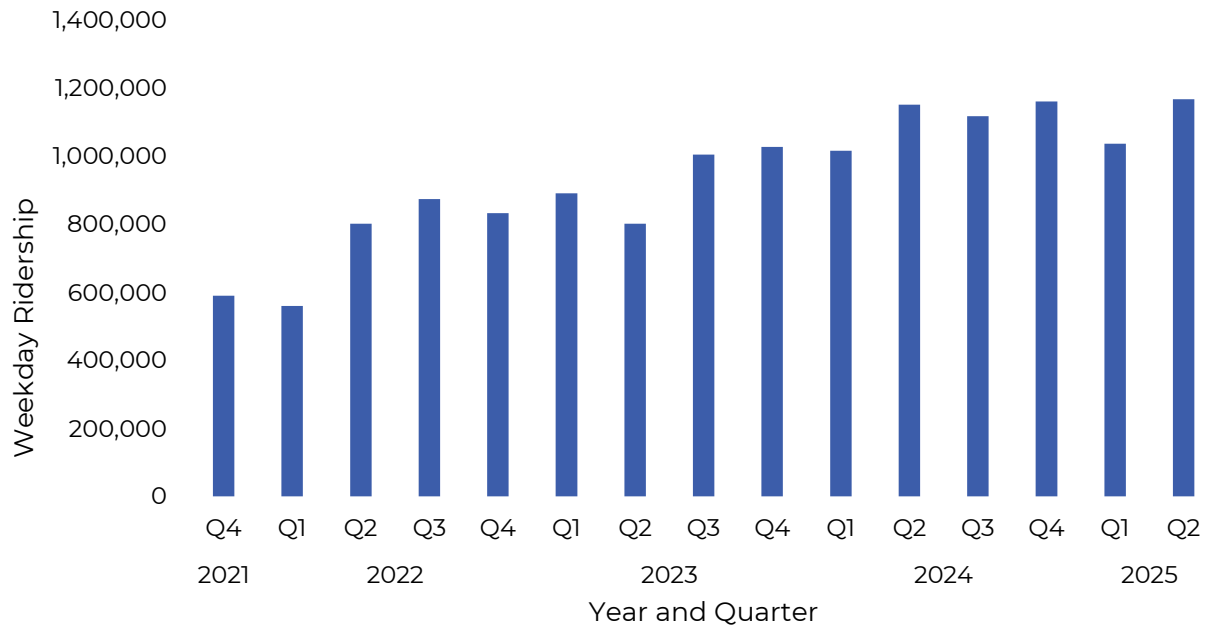


Figure 22: Work-related Travel Flows within Alexandria

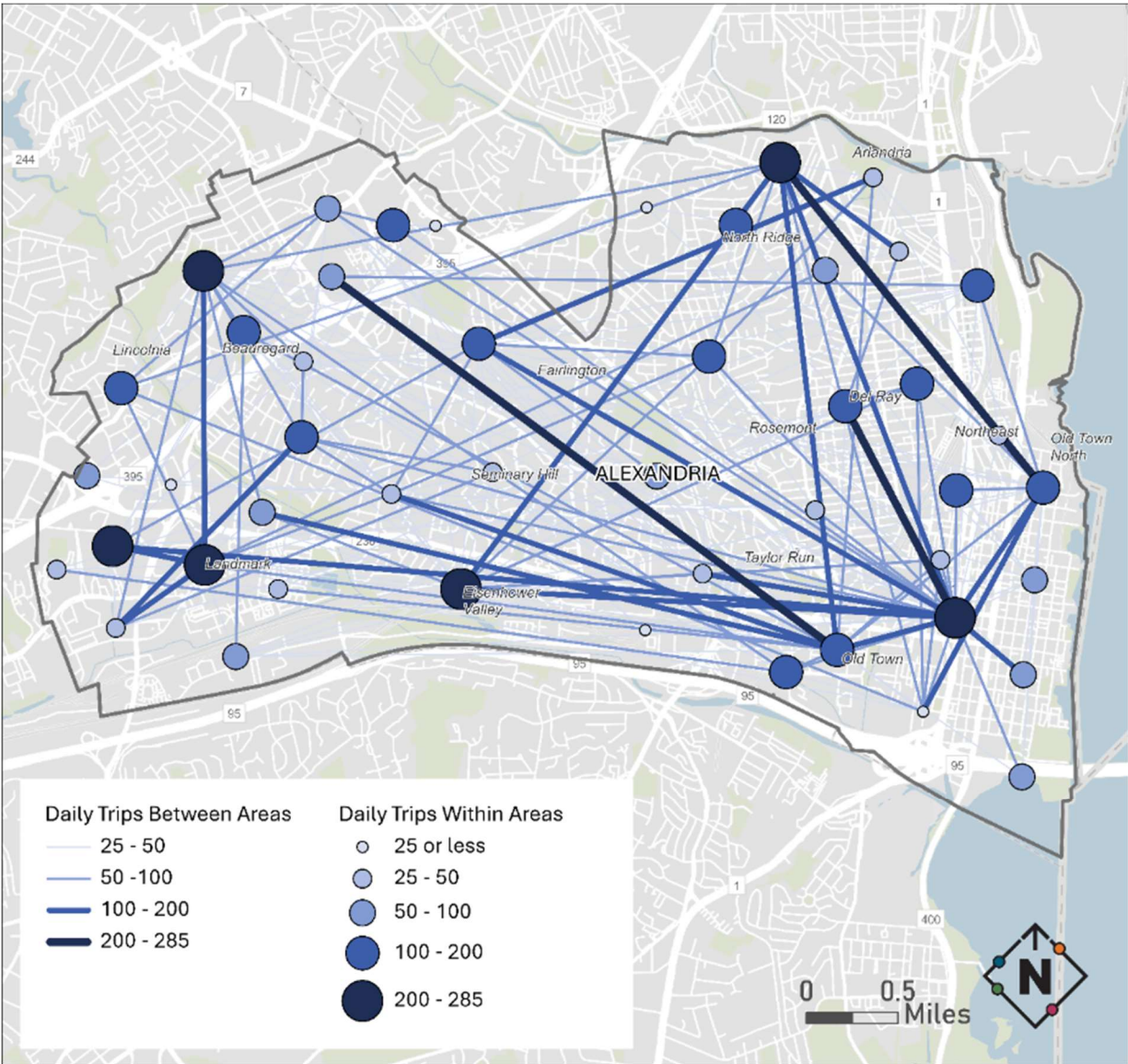


Figure 23: Public School Locations and Percent Youth Population by Census Block

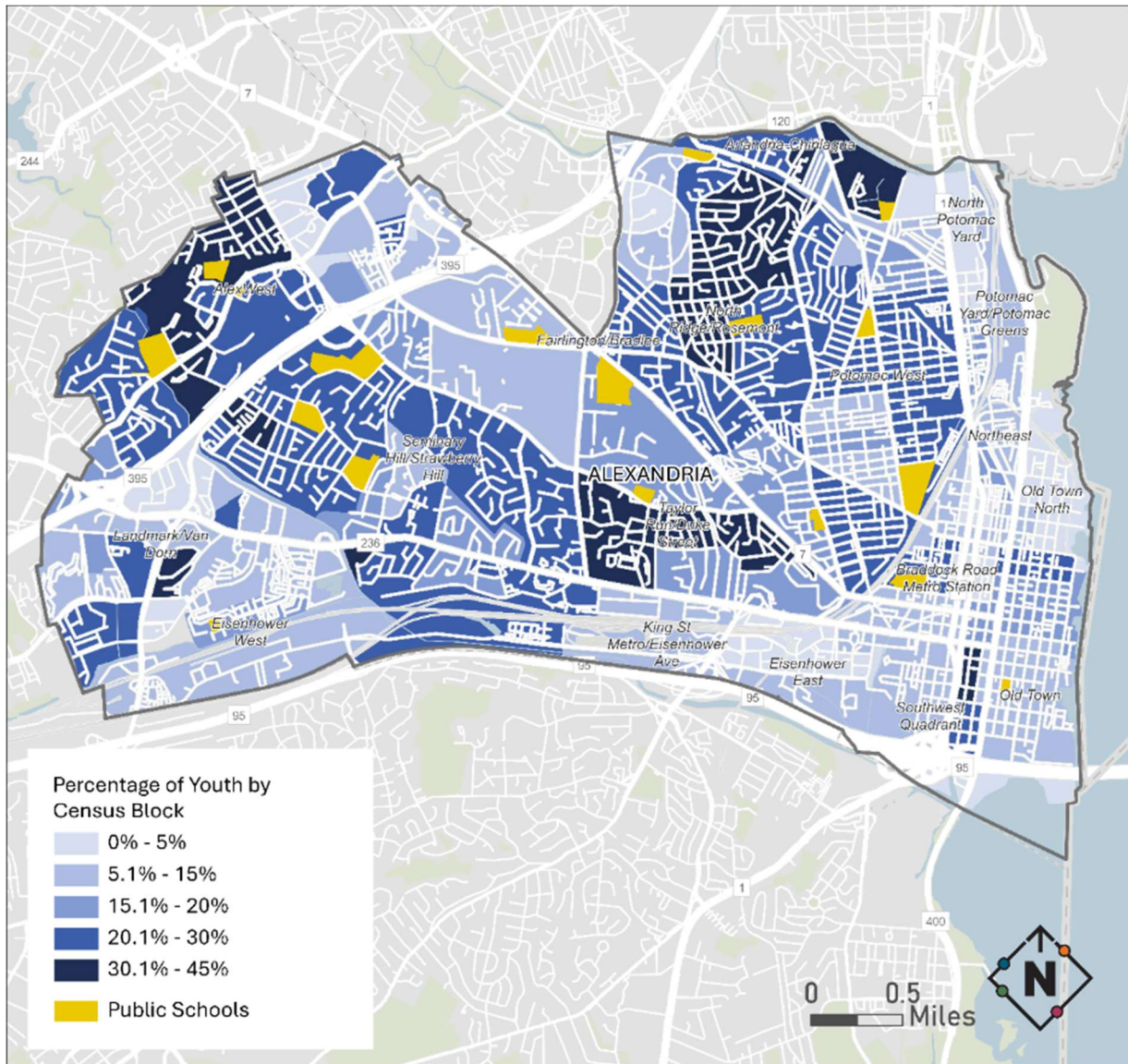


Figure 24: City of Alexandria Enhanced Transit Areas

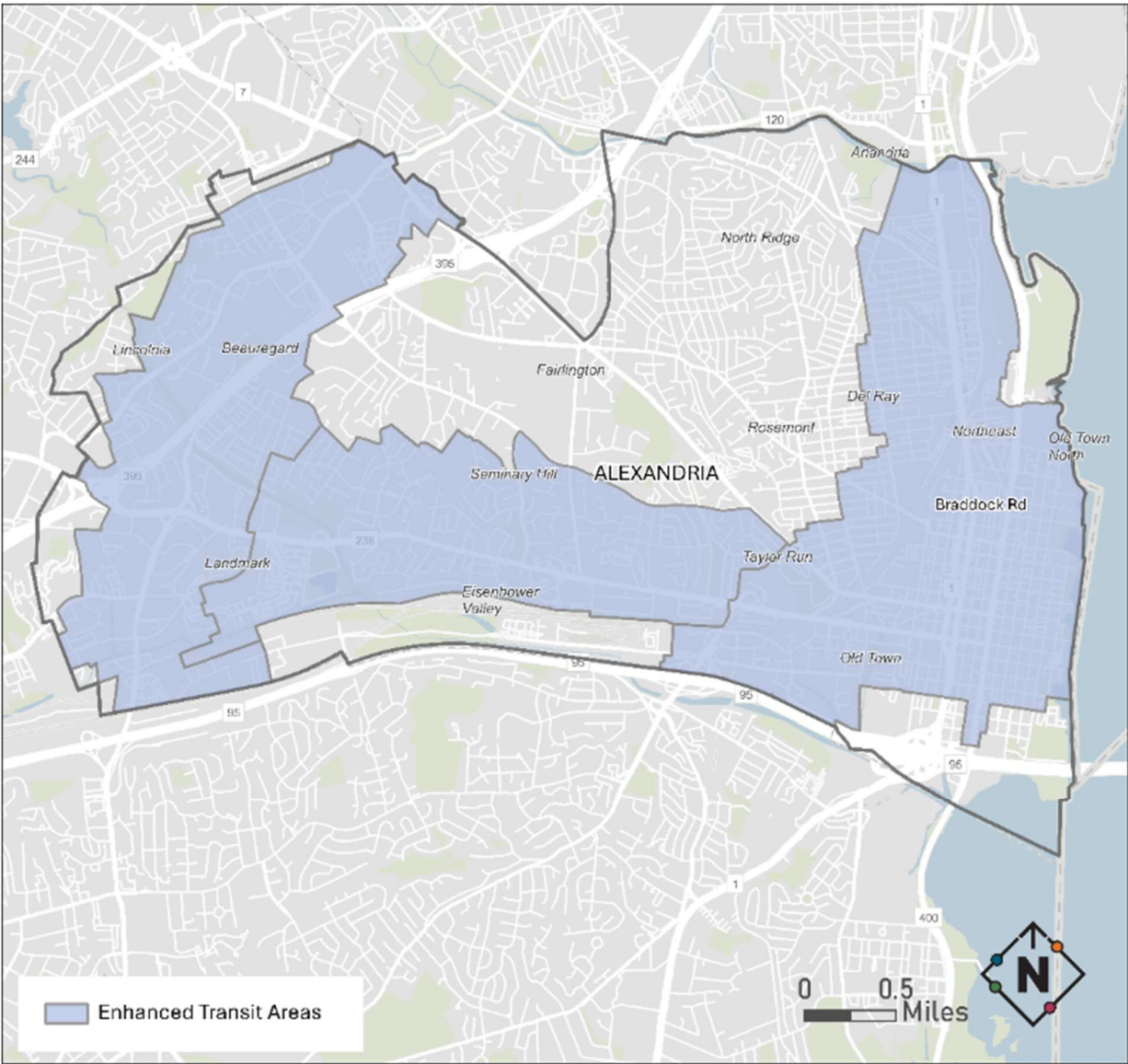


Figure 25: High Transit Access

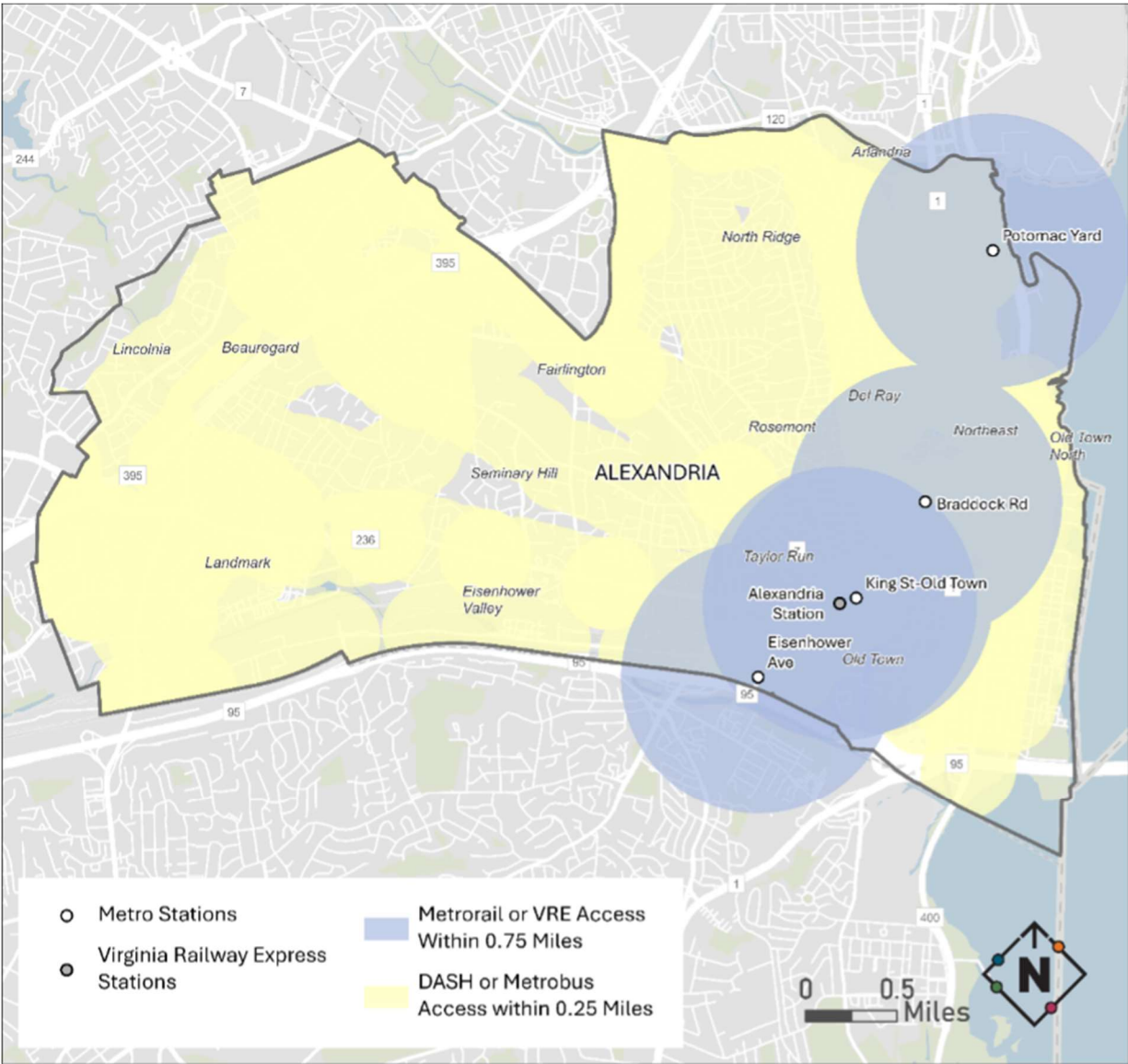
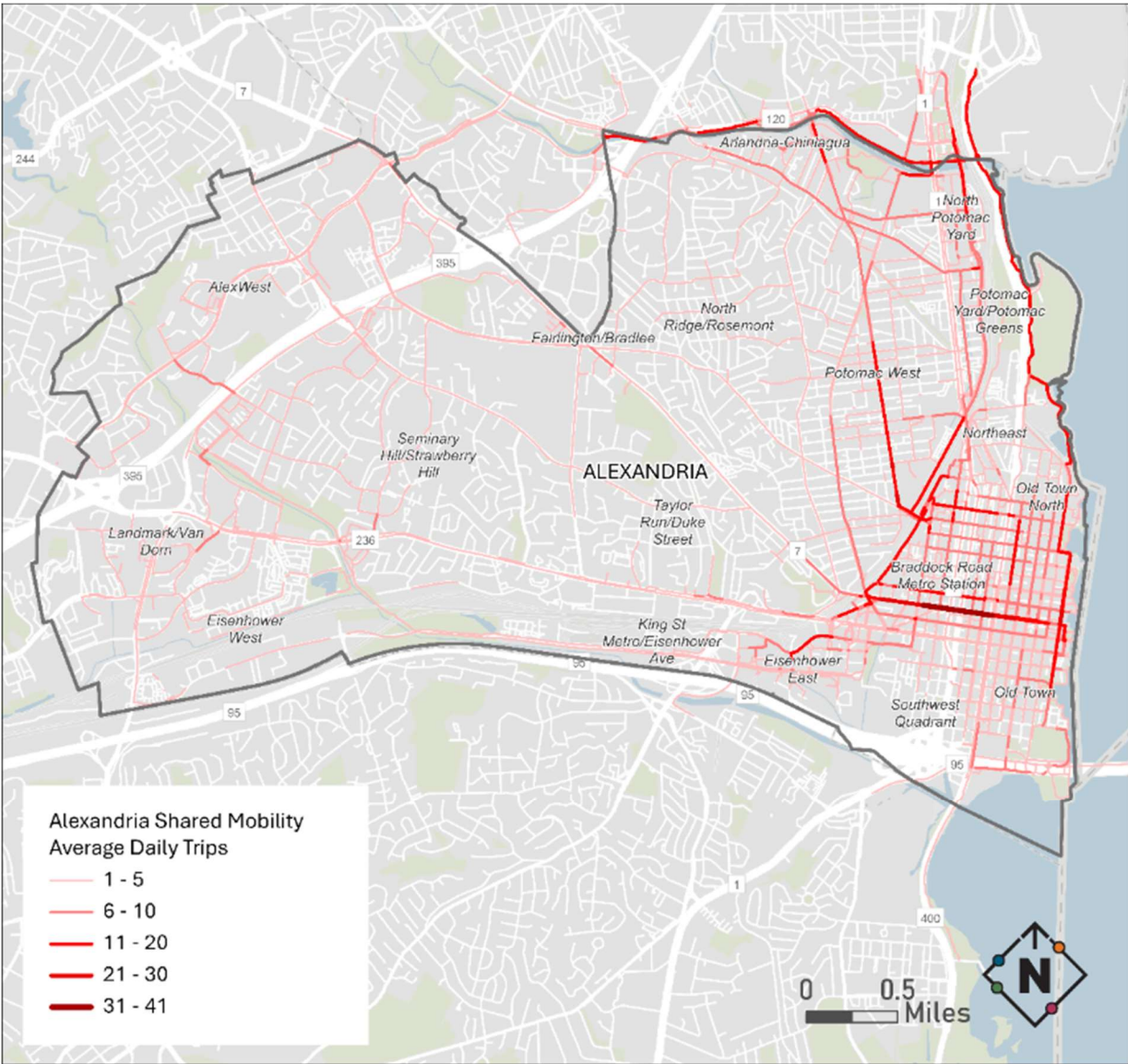


Figure 27: Alexandria Shared Mobility Average Daily Micromobility Trips



Description of Existing and Potential Future Funding Sources

Table 22 outlines the current funding portfolio, including a description of each program and how funds are currently being awarded or utilized by GO Alex. Several potential avenues of funding are outlined in **Table 23** that could be explored in future years to further financially supplement the program.

Table 22: Existing Funding Sources

Federal Programs	
Agency/Program	Description
FHWA Congestion Mitigation and Air Quality (CMAQ) and Regional Surface Transportation (RSTP)	Per Title 23 of the United States Code and the VDOT Employer Agreement contract, both of which outline the City of Alexandria's allowed uses of this funding, the purpose of CMAQ funding is to provide educational, promotional, and/or other related TDM assistance with the goal of reducing single-occupancy auto usage. RSTP funding, also from the federal government, provides funding for capital projects such as federal-aid highways, public bridges and tunnels, bicycle and pedestrian infrastructure, and transit. CMAQ and RSTP funds are currently approved for GO Alex use through FY2029 through the Statewide Transportation Improvement Plan (STIP).
State and Local Programs	
DRPT CAP Operating	The Commuter Assistance Program (CAP) is a statewide grant program, administered by the Virginia Department of Rail and Public Transportation (DPRT) that provides funding for projects that are efficient and effective in increasing ridership on transit, vanpools, and carpooling. Through the DPRT CAP Operating Assistance grant program, DPRT provides funds made up of 80 percent state and 20 percent local funding, specifically for the day-to-day operation of Commuter Assistance Programs. Commuter Assistance Programs that utilize CAP Operating funds provide ride matching services, trip planning, Guaranteed or Emergency Ride Home programs,

	marketing and promotion of travel options to residents, commuters, employers, and employees in Virginia, and commuter assistance websites, mobile applications, and phone numbers.
DRPT CAP Project	DRPT's CAP Project Assistance program is a competitive grant program that provides DRPT funds, made up of 80 percent state and 20 percent local funding, toward specific commuter assistance projects. These projects must accomplish one or more of the following goals: ■ Increase the number of private sector employers providing commuter benefits to employees who commute via public transportation or vanpools. ■ Increase the number of private sector employers providing assistance to employees commuting in carpools or vanpools. ■ Increase the number of private sector employees commuting via transit, carpools, or vanpools. ■ Form new vanpools, increase the overall number of vanpools, and increase the number of vanpool riders. ■ Create marketing projects that increase transit ridership. In FY 2024, GO Alex received \$200,000 from DRPT for a DASH Marketing project. The purpose of this project was to educate the public about DASH becoming fare-free and to encourage ridership. The project has since concluded.
City of Alexandria's GO Alex Fund	Under the City's new Transportation Management Plan (TMP) policy, residential developments with 20 dwelling units or more, commercial developments of 10,000 square feet or more, and hotel developments with 30 units or more are required to contribute to the City's GO Alex Fund to support the program's various transportation management programs and policies. The GO Alex Fund is currently used to cover local match requirements for State and Federal grants.
NVTA Local Distribution Fund (30%)	Alexandria is a recipient of NVTA's Local Distribution Fund. 30% of NVTA's total funding is directly returned to Northern Virginia's cities, counties, and towns. Each jurisdiction has the flexibility to use these funds for its own transportation priorities, such as local road improvements, transit services, bike and pedestrian enhancements and more.

Table 23: Potential Funding Sources

Agency/Program	Type	Description
Federal Programs		
<u>(FTA) Flexible Funding Programs</u>	Formula	The Flexible Funding Programs allow awarded funds to be reallocated or combined and used for other eligible programs and initiatives. This action allows a grantee to reallocate funds from the Federal Highway Administration, for example, to be used for a Federal Transit Administration program. The project must meet the requirements of the respective program to receive the funds. GO Alex initiatives, such as travel trainings may be eligible under FTA flexible funding program. The federal share matching parameters varies by program.
<u>FHWA Transportation Alternatives</u>	Formula	The Transportation Alternatives program provides funding for smaller scale transportation projects, which may include safe routes to school projects and pedestrian and bicycle facilities. GO Alex events campaigns related to pollution reduction and associated marketing campaigns may be eligible for funds through Transportation Alternatives. In accordance with 23 U.S.C 120, federal funding from this program is payable to 80 percent for any project other than a project on the Interstate System, for which federal funding is payable to 90 percent.
<u>FHWA Congestion Relief Program</u>	Discretionary	This program provides discretionary grants to advance innovative, integrated, and multimodal solutions to congestion relief in highly congested areas of the United States. Eligible projects include incentive programs encouraging travelers to carpool, use transit, or travel during non-peak periods. GO Alex's behavior change campaigns to enhance mobility in dense areas of Alexandria and related marketing may be eligible for funding through the Congestion Relief Program. The Congestion Relief program requires a 20 percent local match for most projects, with federal funding covering the remaining <u>80 percent</u>

<i>Agency/Program</i>	<i>Type</i>	<i>Description</i>
<u>FHWA Advanced Transportation Technologies and Innovation (ATTAIN)</u>	Discretionary	This program awards funding to support advanced transportation technologies to improve safety, mobility, efficiency, system performance, and intermodal connectivity. Eligible activities include technology that enhances high-occupancy vehicle toll lanes, cordon or congestion pricing, and on-demand transportation service technologies, such as dynamic ridesharing or other shared-use mobility applications. As this program awards funds for technology to enhance mobility, initiatives such as future GO Alex CRM software and associated dashboard may be eligible. The ATTAIN program requires a 20 percent local match for most projects, with federal funding covering the remaining <u>80 percent</u>.
<u>EPA Climate Pollution Reduction Grant (CPRGP)</u>	Discretionary	The CPRGP is designed to incentivize eligible applicants to apply for funding together as a coalition to implement GHG reduction measures regionally, across levels of government. Eligible activities in the transportation sector include: transportation pricing programs that reduce VMT, such as parking pricing and congestion and road pricing; policies to support transportation management incentive programs to reduce vehicle trips or travel and expand transit use, such as vanpool programs, ridesharing, transit fare subsidies, and bicycle facilities; new or expanded transportation infrastructure projects to facilitate public transit, micromobility, car sharing, bicycle, and pedestrian modes; and activities to encourage mode shift from private vehicles to walking, biking, and public transportation. GO Alex campaigns and initiatives that promote mode-shift and enhance mobility, such as travel trainings, Bike to Work Day, and related marketing may be eligible for funding through this grant. The CPRGP <u>does not require applicants to provide matching funds</u> to federal funds provided through the program.

Agency/Program	Type	Description
FHWA Carbon Reduction Program (CRP)	Discretionary	One of many new initiatives created through the Bipartisan Infrastructure Law (BIL) also known as the Infrastructure Investment & Jobs Act (IIJA), the CRP aims to reduce transportation emissions through the development of state carbon reduction strategies and by funding projects designed to reduce transportation emissions. CRP funding can be used anywhere in the state and is sub-allocated to communities all the way down to populations of 5,000. Eligible activities include projects or strategies to support congestion pricing, shifting transportation demand to nonpeak hours or other transportation modes, increasing vehicle occupancy rates, or reducing demand for roads, and travel demand strategies and programs. GO Alex behavior change campaigns, related marketing, and development of a dashboard to monitor non-SOV trips and other congestion-reduction metrics could be eligible under the CRP. In accordance with 23 U.S.C 120, federal funding from this program is payable to 80 percent for any project other than a project on the Interstate System, for which federal funding is payable to 90 percent.
State and Local Programs		
NoVA Transportation Commission Commuter Choice	Discretionary	Commuter Choice projects benefit Express Lanes toll payers by expanding travel options and helping more people move more efficiently through the I-66 and I-395/95 corridors, thereby lessening congestion and supporting reliable travel speeds. Local jurisdictions and transit agencies can apply for projects that meet at least one of the program goals. TDM efforts with unspecified origins and destinations are included in the approved project categories as a “medium” priority project. These funds can be used for TDM operations but can only support new or expanded efforts; funds may not be used to supplant other funding for an existing service or program. The Commuter Choice program does not have a funding match requirement (outside of fare revenue); however, the application and attachments should indicate all potential and committed funding sources related to the development of the project. Additionally, Commuter Choice funds do not serve as a local match

Agency/Program	Type	Description
		for other Commonwealth of Virginia funding programs but can be used for federal funding program match requirements. New or expanded GO Alex campaigns such as an Enhanced E-Bike program could be eligible projects for this funding.
DRPT MERIT Grant Program – Technical Assistance	Discretionary	DRPT’s technical assistance grant program support studies, plans, research, data collection, and evaluation projects to help improve, justify, and evaluate public transportation or commuter assistance services. This includes providing technical analysis and guidance on operations, service delivery, customer service, expansions of service, and program delivery. The grant supports planning or technical assistance to help improve or initiate public transportation or TDM-related services. Eligible TDM-related projects include commuter assistance program feasibility studies, operations analysis, strategic plans, marketing and promotional plans, procurement assistance, technology research and plans, and vanpool program feasibility studies. The Technical Assistance program requires a fifty percent match from non-state funds. If the applicant is using agency-controlled federal funds as a match, they must provide a minimum of four percent local match. GO Alex will apply for this grant in FY30 and use it throughout FY31 to develop the GO Alex FY32-36 Strategic Plan.
<u>VDOT SMART SCALE</u>	Discretionary	SMART SCALE is a process that helps Virginia meet its most critical transportation needs using limited tax dollars. It evaluates potential transportation projects based on key factors like how they improve safety, reduce congestion, increase accessibility, contribute to economic development, promote efficient land use, and affect the environment. Highway, transit, rail, road, safety improvements, operational improvements, and TDM projects are all considered for SMART SCALE funding. Specifically, TDM programs such as vanpool, carpool, trip reduction programs, and park and rides, are all included within SMART SCALE. There do not appear to be any local match requirements for SMART SCALE funding.

<i>Agency/Program</i>	<i>Type</i>	<i>Description</i>
		Traditionally, SMART SCALE funding has been used by the City for large construction projects. It may be an option for TDM projects, but it is unlikely for GO Alex to pursue this funding option given other City priorities.
MWCOG Enhanced Mobility Program	Competitive	The National Capital Region Transportation Planning Board (TPB), with the Metropolitan Washington Council of Governments (COG) acting as administrative agent, is the designated recipient for the Federal Transit Administration's (FTA's) Enhanced Mobility of Seniors and Individuals with Disabilities Program (FTA 5310) for the Washington, DC-VA-MD Urbanized Area. The TPB solicits Enhanced Mobility grant applications every two years. A local match of twenty percent of total Capital costs and fifty percent of total Operating costs is required to utilize Enhanced Mobility grant funds. GO Alex's Travel Training intent to teach people with disabilities and older adults how to access and use transportation services aligns as a priority project for the MWCOG Enhanced Mobility program.

Partnership Opportunities		
<i>Organization</i>	<i>Partnership Opportunities</i>	<i>Description</i>
Large Employers	GO Alex could partner with large employers for campaigns, marketing, and tourism transportation. Opportunities to partner for events and campaigns include Bike to Work Day, Travel Trainings, and Walk to School Fridays.	There are several employers with headquarters and large office locations in Alexandria with whom GO Alex could partner with to provide services to employees, residents, and visitors in the City.

The Community Foundation for Northern Virginia, Environment Fund	GO Alex may be able to fund campaigns such as Travel Trainings, Bike to Work Day, and other commuter initiatives that support businesses in Alexandria.	GO Alex could partner with The Community Foundation for Northern Virginia. Specifically, their Environment Fund, which is awarded annually to support actions that benefit the environmental and economic health in the region.
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Appendix E. Grant Activity Details

Table 24: Activity by Target Customer and Goals

Grant Activity	Target Customer							Goals		
	Live				Work		Visit			
	Students	Everyday Trips	Wannabe Car-Light Households	New Residents Near Transit	Large Alexandria Employers	Regional Commuters	Visitors & Tourists	Inform & Educate	Enhance & Invest	Prove & Celebrate
Training & Education										
Middle School Transit Education	X		X					X	X	
Travel Training	X	X	X	X				X	X	
Youth Learn-to-Bike	X		X					X	X	
Learn-to-Ride: Adult & Commuter Biking Classes		X	X	X		X		X	X	
Capital Bikeshare Education for Teens	X		X					X	X	
Capital Bikeshare Training for Adults		X	X	X		X	X	X	X	
Incentives										
Power Up: e-Bike Incentive Program		X	X		X	X			X	X
SmartBenefits					X	X		X	X	

Grant Activity	Target Customer							Goals		
	Live				Work		Visit			
	Students	Everyday Trips	Wannabe Car-Light Households	New Residents Near Transit	Large Alexandria Employers	Regional Commuters	Visitors & Tourists	Inform & Educate	Enhance & Invest	Prove & Celebrate
SmartBenefits HOME			X	X				X	X	
SmartBenefits Plus \$50 Incentive Program				X	X	X			X	
Ride Ready	X	X	X				X	X	X	X
Regional Commuter Incentive & Reward Programs					X	X			X	X
Events and Outreach										
Bike buses	X		X					X	X	X
Bike to Work Day	X		X	X	X	X		X	X	X
Operation Illumination	X	X		X		X	X	X	X	
Regional Commuter Competition and Events	X		X		X	X		X		X
Roll and Park: Bike and Scooter Valet at City events			X	X			X		X	X

Grant Activity	Target Customer							Goals		
	Live				Work		Visit			
	Students	Everyday Trips	Wannabe Car-Light Households	New Residents Near Transit	Large Alexandria Employers	Regional Commuters	Visitors & Tourists	Inform & Educate	Enhance & Invest	Prove & Celebrate
GO Alex Mobility Stations	X	X	X		X		X	X	X	
Employer Engagement					X	X		X	X	
Residential Engagement	X	X	X	X			X	X	X	
Pilot Programs										
e-Bike Lending Library		X	X	X				X	X	X
Water Taxi Study			X	X	X	X	X	X	X	X
Recognition and Celebration										
Best Workplaces for Commuters – Employers, Residential, Universities and Colleges		X	X	X	X	X			X	X
MWCOG Employer Awards					X	X				X
Eco-City Homes & Business Recognition		X	X	X				X		X

Grant Activity	Target Customer							Goals		
	Live				Work		Visit			
	Students	Everyday Trips	Wannabe Car-Light Households	New Residents Near Transit	Large Alexandria Employers	Regional Commuters	Visitors & Tourists	Inform & Educate	Enhance & Invest	Prove & Celebrate
The League of American Bicyclist Rating	X	X	X						X	X
GO Alex Yard Signs		X	X	X			X		X	X

Table 25: Grant Activity by Goals and Metrics

Grant Activity	Goals			Metrics		
	Inform & Educate	Enhance & Invest	Prove & Celebrate	Inform & Educate	Enhance & Invest	Prove & Celebrate
Training & Education				Number of trained individuals	Name the strategic partner and geographic location utilized	Number of annual memberships earned through class completion
Middle School Transit Education	X	X		Table each school site three times each and at different times	Number of Smartrip cards distributed	
Travel Training	X	X		Number of trained individuals	Name the strategic partner and geographic location utilized	
Youth Learn-to-Bike	X	X		Number of trained individuals	Name the strategic partner and geographic location utilized	
Learn-to-Ride: Adult & Commuter Biking Classes	X	X		Number of trained individuals	Name the strategic partner and geographic location utilized	

Grant Activity	Goals			Metrics		
	Inform & Educate	Enhance & Invest	Prove & Celebrate	Inform & Educate	Enhance & Invest	Prove & Celebrate
Capital Bikeshare Education for Teens	X	X		Number of trained individuals	Name the strategic partner and geographic location utilized	
Capital Bikeshare Training for Adults	X	X		Number of trained individuals	Name the strategic partner and geographic location utilized	
Incentives				Number of sign-ups/items provided	Baseline demand prior to finalizing a program for the FY Number of applicants per program Year-over-year program utilization Economies of scale captured versus nominal costs	Number of redeemed incentives Number of customer and strategic partnership success stories captured
Power Up: e-Bike Incentive Program		X	X		Baseline demand prior to finalizing a program for the FY Number of applicants per program Compare economies of scale savings captured versus nominal cost	Number of customers redeeming e-bike incentives Number of customer and strategic partnership success stories captured
SmartBenefits	X	X		Number of new employers signed up	Survey employers on year over year usage (people, costs, transportation allocation, etc.)	

Grant Activity	Goals			Metrics		
	Inform & Educate	Enhance & Invest	Prove & Celebrate	Inform & Educate	Enhance & Invest	Prove & Celebrate
SmartBenefits HOME	X	X		Number of new residential sites signed up	Baseline demand prior to finalizing a program for the FY Number of applicants per program Compare economies of scale savings captured versus nominal cost	
SmartBenefits Plu\$50 Incentive Program		X			Survey employers on year over year usage (people, costs, transportation allocation, etc.)	
Ride Ready	X	X	X	Number of items provided per event	Baseline demand prior to finalizing a program for the FY Compare economies of scale savings captured versus nominal cost	Number of Ride Ready customer success stories shared
Regional Commuter Incentive & Reward Programs		X	X		Number of Alexandrian commuters registered, and active on regional programs	Annual and monthly value of rewards received by Alexandrian commuters
Events and Outreach				Number of engagements Geographic location utilization	Number of items provided Year-over-year service utilization	Baseline demand prior to event Measure the activity's reach Number of success stories captured
Bike buses	X	X	X	Number of bike buses supported Geographic location of existing and missing bike buses	Number of safety items provided to bike buses	Measuring the reach (through direct audience tracking) of bike bus success stories
Bike to Work Day	X	X	X	Number of registrations and attendees at City Hall pit stop and others	Number of Alexandria partners collaborating and pushing the same message	Number of BTWD attendee success stories captured

Grant Activity	Goals			Metrics		
	Inform & Educate	Enhance & Invest	Prove & Celebrate	Inform & Educate	Enhance & Invest	Prove & Celebrate
Operation Illumination	X	X		Number of engagements	Number of safety items provided	
Regional Commuter Competition and Events	X		X	Number of registered Alexandrian commuters Number of registered Alexandrian employers		Value of rewards received by Alexandrian commuters
Roll and Park: Bike and Scooter Valet at City events		X	X		Number of specific community partners informed about each service offerings	Baseline demand prior to event
GO Alex Mobility Stations	X	X		Number of engagements	Number of strategic partner events leveraged	
Employer Engagement	X	X		Number of employers engaged	Number of employers utilizing GO Alex's services year over year	
Residential Engagement	X	X		Number of community organization engaged	Number of community organizations using GO Alex services year over year	
Pilot Programs				Development of program	Implement program	Promote program & number of participants
e-Bike Lending Library	X	X	X	Develop lending library program	Implement program	Promote program & number of participants
Water Taxi Study	X	X	X	Complete Study	Implement study/pilot program	Promote program & number of participants
Recognition and Celebration				Number of Participants in the Program	Achieve the recognition	Number of awards acquired
Best Workplaces for Commuters – Employers, Residential, Universities and Colleges		X	X		Achieve the recognition	Number of BWC awards

Grant Activity	Goals			Metrics		
	Inform & Educate	Enhance & Invest	Prove & Celebrate	Inform & Educate	Enhance & Invest	Prove & Celebrate
MWCOG Employer Awards			X			Number of Alexandria employers who are awarded
Eco-City Homes & Business Recognition	X		X	Number of Participants in the Program		Sharing the number of participants
The League of American Bicyclist Rating		X	X		Apply for increased rating	Increase League Rating to Gold
GO Alex Yard Signs		X	X		Design GO Alex Yard signs and plan for implementing	Number of Signs installed
Marketing				Number of target customer engagements compared to material created	Number of marketing channels deployed with strategic partnerships	Number of success stories viewed by a significant mass of target customers
Specific Campaigns	X		X	Number of campaigns		number of website hits following campaign
Printed Materials	X		X	Number of materials printed		number of website hits following printed material distribution
Advertising	X		X	number of advertising outlets		number of website hits following advertisement
Social Media	X		X	number of social media posts		number of social media interactions

Table 26 Implementation years and Grant Sources for Grant Activity

Grant Activity	Grant source	Operational Focus Year				
		2027	2028	2029	2030	2031
Training & Education						
Middle School Transit Education	TRIP	X	X	X		
Travel Training	Enhanced Mobility	X	X	X	X	X
Youth Learn-to-Bike	CMAQ/RSTP	X	X	X	X	X
Learn-to-Ride: Adult & Commuter Biking Classes	CAP		X	X	X	X
Capital Bikeshare Education for Teens	FY29 - DRPT Project FY30 - CMAQ/RSTP			X	X	X
Capital Bikeshare Training for Adults	FY29 - DRPT Project FY30 - CMAQ/RSTP			X	X	X
Incentives						
Power Up: e-Bike Incentive Program	FY28 - DRPT Project FY29 - CMAQ/RSTP		X	X	X	X
SmartBenefits	FY27 - CMAQ/RSTP FY28 - DRPT Employer Trip Reduction	X	X	X	X	X
SmartBenefits HOME	CMAQ/RSTP	X	X	X	X	X
SmartBenefits Plus \$50 Incentive Program	FY27 - CMAQ/RSTP FY28 - DRPT Employer Trip Reduction	X	X	X	X	X
Ride Ready	CMAQ/RSTP	X	X	X	X	X
Regional Commuter Incentive & Reward Programs	All	X	X	X	X	X

Grant Activity	Grant source	Operational Focus Year				
		2027	2028	2029	2030	2031
Events and Outreach						
Bike buses	CAP	X	X	X	X	X
Bike to Work Day	CAP	X	X	X	X	X
Operation Illumination	CAP	X	X	X	X	X
Regional Commuter Competition and Events	FY27 - CMAQ/RSTP FY28 - DRPT Employer Trip Reduction	X	X	X	X	X
Roll and Park: Bike and Scooter Valet at City events	CMAQ/RSTP	X	X	X	X	X
GO Alex Mobility Stations	All	X	X	X	X	X
Employer Engagement	FY27 - CMAQ/RSTP FY28 - DRPT Employer Trip Reduction	X	X	X	X	X
Residential Engagement	CMAQ/RSTP	X				
Pilot Programs						
e-Bike Lending Library	CMAQ/RSTP	X	X	X	X	X
Water Taxi Study	CMAQ/RSTP	X	X	X	X	X
Recognition and Celebration						
Best Workplaces for Commuters – Employers, Residential, Universities and Colleges	CMAQ/RSTP	X	X	X	X	X
MWCOG Employer Awards	FY27 - CMAQ/RSTP FY28 - DRPT Employer Trip Reduction	X	X	X	X	X

Grant Activity	Grant source	Operational Focus Year				
		2027	2028	2029	2030	2031
Eco-City Homes & Business Recognition	CMAQ/RSTP	X	X	X	X	X
The League of American Bicyclist Rating	CMAQ/RSTP	X				
GO Alex Yard Signs	CMAQ/RSTP	X	X	X	X	X
Marketing						
Specific Campaigns	CAP/CMAQ	X	X	X	X	X
Printed Materials	CAP/CMAQ	X	X	X	X	X
Advertising	CAP/CMAQ	X	X	X	X	X
Social Media	CAP/CMAQ	X	X	X	X	X
Administrative						
Staff Salaries and Benefits	All	X	X	X	X	X
	City	X	X	X	X	X
	CAP	X	X	X	X	X
	VDOT EO	X	X	X	X	X
	CMAQ	X	X	X	X	X
Technology	CAP/CMAQ	X	X	X	X	X
Ridematching and Commute Planning	CAP	X	X	X	X	X
MWCOG & Regional TDM Participation	CAP	X	X	X	X	X
TDM Conferences	CAP	X	X	X	X	X
Grant Management	All	X	X	X	X	X
FY32-36 Strategic Plan	Technical Assistance				X	