Local Motion Transit Ambassador

Information and Application Packet
August – October 2008

Thank you for your interest in the Local Motion Transit Ambassador program!

The objective of the program is to encourage residents and commuters to make more trips by transit and less by personal vehicle. Ambassadors work with Local Motion program manager to complete various tasks and earn points towards incentive prizes; ambassadors choose their level of involvement based on interest and availability.

Here's how it works:

- Transit Ambassador program will run August 1 – October 31
- Complete and submit the Transit Ambassador application and knowledge questionnaire
- Participate in a variety of outreach and communications tasks based on interest and availability
- Each month, ambassadors submit a report, and supporting documentation where necessary, to Local Motion program manager
- Approved ambassadors will receive a Local Motion Transit Ambassador t-shirt to be worn at outreach and special events
- At the close of each phase, a celebratory recognition luncheon and program recap will take place to award prizes and discuss ambassador experiences

GREAT PRIZES!

100 points	75 points – $100 gift card		50 points – $50 gift card
- Nintendo Wii	- Giant	- Trader Joe's	- Borders
- Personal chef service	- Walmart	- Best Buy	- Barnes & Noble
- iPhone 3G, 16GB	- Whole Foods	- REI	- SmarTrip
- Home cleaning service provided by The Maid Home Services	- Shoppers	- Target	- AMC Theaters

Task list and point allocations*

30 points each

- Attend and speak at event to share transit experiences and educate participants (e.g., lunch and learn, transportation workshop)
- Establish permanent table top materials display in community or at worksite (display and materials provided through the Local Motion program); assist with promotion and materials replenishment

20 points each

- Host the Local Motion display in community or at worksite for one week; assist with obtaining space, advertising to residents/employees, oversee materials replenishment, and eNews sign-ups
- Help staff Local Motion table at outreach event (three hours)

15 points each

- Distribute materials to residents/employees when needed
- Write/contribute article or information for Local Motion newsletter/eNews/Web site

10 points each

- Complete Community Spotlight testimonial for marketing use online or in publications
- Write and include newsletter article in community or worksite newsletter that is distributed to all residents/employees
- Write and include article and Local Motion links on community Web site or worksite Intranet
- Trip planning – plan a route and share information via e-mail or phone for interested riders or for posting on the Local Motion Web site

*Local Motion program manager may announce additional tasks and point allocations during the quarter as opportunities arise.

Local Motion Transit Ambassador
Knowledge Sheets

BUS

There are four bus systems that serve the City of Alexandria – DASH, Metrobus, Fairfax Connector, and the King Street Trolley.

DASH (operated by Alexandria Transit Company)
The DASH system provides safe, reliable, and courteous bus service within the City of Alexandria and connects with Metrobus, Metrorail, VRE, and other local bus systems. DASH serves all of the Alexandria Metrorail stations and the Pentagon Metrorail station during morning and evening peak periods. All buses are accessible to people with disabilities. Bicycle racks are NOT currently available on buses.

FAST FACTS
- There are currently nine routes, each beginning with the letter "AT" and then followed by a number that designates the route.

AT1	AT4	AT7
AT2	AT5	AT8
AT3	AT6	AT10

- DASH unlimited ride monthly pass – $30.00
- DASH base fare, off-peak – $1.00; peak – $1.25 (M-F, 5:00 a.m. – 9:00 a.m.; 3:00 p.m. – 7:00 p.m.)
- Buses are blue, white, and gold
- Stops are marked by blue, gold, and white
- Children under four ride free
- The most current DASH Ride Guide, which contains the system map, schedules, and fare information, and rider tips went into effect July 20, 2008.

For a link to the DASH Web site and Ride Guide, visit the Bus and Rail section at www.alexandriava.gov/localmotion

Metrobus (operated by the Washington Metropolitan Area Transit Authority - WMATA)
The Washington Metropolitan Area Transit Authority (WMATA) operates Metrobus, which consists of 335 routes and 15,000 bus stops throughout Virginia (counties of Arlington, Fairfax, and Loudon, and the cities of Alexandria, Fairfax, and Falls Church), Washington D.C., and Maryland (counties of Anne Arundel, Montgomery, and Prince George's). All buses are accessible to people with disabilities. There are bicycle racks on all buses. Hours vary according to route.

FAST FACTS
- For regular route fares: SmarTrip card – $1.25; cash – $1.35
- Buses are generally white and blue with a red, double strip; some are route-specific, such as the REX (Richmond Highway Express) bus, which is wrapped with a purple and yellow design
- Metrobus operates 24 hours per day, seven days per week; however, schedules vary by route
- All buses accept SmarTrip card fare payment

For a link to the Metrobus Web site and great tools, visit the Bus and Rail section at www.alexandriava.gov/localmotion

Fairfax Connector (Operated by Fairfax County)
The Fairfax Connector system serves a number of communities through Fairfax County, which includes Herndon, Reston, Tysons, Springfield, Mount Vernon, and others as well as areas of Alexandria and Arlington. Most buses are wheelchair equipped. Hours vary according to route. Bicycle racks are currently available on some buses.

FAST FACTS
- All local route regular fares are $1.00
- There are five Fairfax Connector routes serving the City of Alexandria:
    - 109
    - 231
    - 232
    - 321
    - 322
- Fairfax Connector accepts SmarTrip card
- Buses are red, white, and yellow
- On holidays, select routes may not be operating

For a link to the Fairfax Connector Web site, visit the Bus and Rail section at www.alexandriava.gov/localmotion

RAIL

Metrorail (operated by the Washington Metropolitan Area Transit Authority - WMATA)
The Washington Metropolitan Area Transit Authority operates Metrorail, which consists of 106 miles of rail lines and 86 stations throughout Virginia (counties of Arlington, Fairfax, and Loudon, and the cities of Alexandria, Fairfax, and Falls Church), Washington D.C., and Maryland (counties of Montgomery and Prince George's).

FAST FACTS
- On weekdays, service hours begin at 5:00 a.m. and end at midnight Sunday through Thursday nights.
- On weekends service begins at 7:00 a.m. and ends at 3:00 a.m. Friday and Saturday nights.
- Next train arrival information can be obtained via Internet Web browsers and Web-enabled portable devices by clicking on the appropriate station from station listings:
    - For Web browser - http://www.wmata.com/metrorail/stations.cfm
    - For Web-enabled portable devices - http://wmata.com/mobile
- Rail fares:
    - Regular fares - weekdays from opening to 9:30 a.m., 3-7 p.m. and 2 a.m. to closing): $1.65 minimum; $4.50 maximum
    - Reduced fares – all other times: $1.35 minimum; $1.85 mid-range; $2.35 maximum
- The WMATA trip planner includes Metrobus, Metrorail, and local public transit provider routes, schedule, and fare information.

For a link to the WMATA Web site and great tools, visit the Bus and Rail section at www.alexandriava.gov/localmotion

Local Motion Transit Ambassador

Application and Knowledge Questionnaire

If you would like to participate in phase one of the Transit Ambassador program, please complete the following application and knowledge questions. (***This is a pilot program. A maximum of ten Transit Ambassadors will be chosen to participate).***

First name _____ **Last name** _____

Address _____

City, State, ZIP code _____

Phone number _____

E-mail address _____

Please mark which apply:

_____ I live in the City of Alexandria

_____ I work in the City of Alexandria*

*Please complete the following information for your worksite if you will be a transit ambassador at this site:

Company name _____

Address _____

City, State, ZIP code _____

Number of employees _____

1. Of the following transit systems, please indicate your level of knowledge (familiarity with routes, schedules, fares):

Definitions

None – I have no idea what you're talking about

Familiar – I know it exists; have some idea of routes, schedules, fares; have ridden a few times

Knowledgeable – I know everything about my own transit routine; I know where to find maps, schedules, and fare information if needed

Expert – I've got it all figured out; I can explain various routes, schedules, fares, and connections

	None	Familiar	Knowledgeable	Expert
DASH bus	☐	☐	☐	☐
Fairfax Connector	☐	☐	☐	☐
Metrobus	☐	☐	☐	☐
Metrorail (Metro)	☐	☐	☐	☐
VRE (Virginia Railway Express)	☐	☐	☐	☐
MARC (Maryland Commuter Rail)	☐	☐	☐	☐
Other, please indicate _____	☐	☐	☐	☐

2. How often do you use transit?

_____ Almost daily _____ 2-3 times per week _____ 2-3 times per month

_____ 2-3 times per year _____ Never

3. Please explain why you would like to become a Local Motion Transit Ambassador.

_____

_____

_____

4. In which kinds of activities are you most interested?

_____ Arranging for displays/transportation fairs at worksite/neighborhood

_____ Writing – articles, testimonials for community/worksite newsletter/Intranet/Local Motion

_____ Attending various outreach events – hand out information, talk with attendees

_____ Distributing information – ensuring employees/neighbors receive program/event information

_____ Trip planning – writing plans, assisting new riders via e-mail/phone

_____ Speaking at workshops/events/with media/with new riders

5. What is your t-shirt size (S – XL)? _____

Local Motion Transit Ambassador
Knowledge Questionnaire

Using the following Knowledge Sheets and the Local Motion and transit provider Web sites, please answer the following:

1. Which bus systems provide bicycle racks on the buses?

_____ DASH _____ Metrobus _____ Fairfax Connector

2. On which of the following is there NO DASH bus service?

_____ Memorial Day _____ Thanksgiving Day _____ Veterans Day

3. Fairfax Connector provides service to which Metrorail station in the City of Alexandria?

_____ Van Dorn Street _____ Braddock Road

_____ Eisenhower Avenue _____ King Street

4. The Metrobus unlimited ride weekly pass is accepted on DASH and Fairfax Connector?

_____ True _____ False

5. Trip planning – for someone who has never used transit, how would you explain using transit for the following trip? Include route, schedule, fare, and other helpful information.

START: Ronald Reagan Washington National Airport on Wednesday at 3:30 p.m.
END: Alexandria City Hall – 301 King Street

_____

_____

_____

_____

_____

_____

_____

To be eligible for incentives, all ambassador tasks must be tracked and submitted to Local Motion program manager on a monthly basis. Supporting documentation must be provided where necessary.

I understand by signing that I am a champion of public transportation and representative of the City of Alexandria Local Motion program while serving as an ambassador. I will do my best to enthusiastically encourage and assist others with using transportation options outside of driving alone, with particular emphasis on transit.

_____ _____

Signature Date

Please submit completed application and knowledge questionnaire before August 8 to Local Motion program manager:

E-MAIL – localmotion@alexandriva.gov

FAX – 703-739-9415

MAIL – City of Alexandria, 301 King Street #1200, Alexandria, VA 22314