

Engagement Round #2

Summary of Input



Process Update

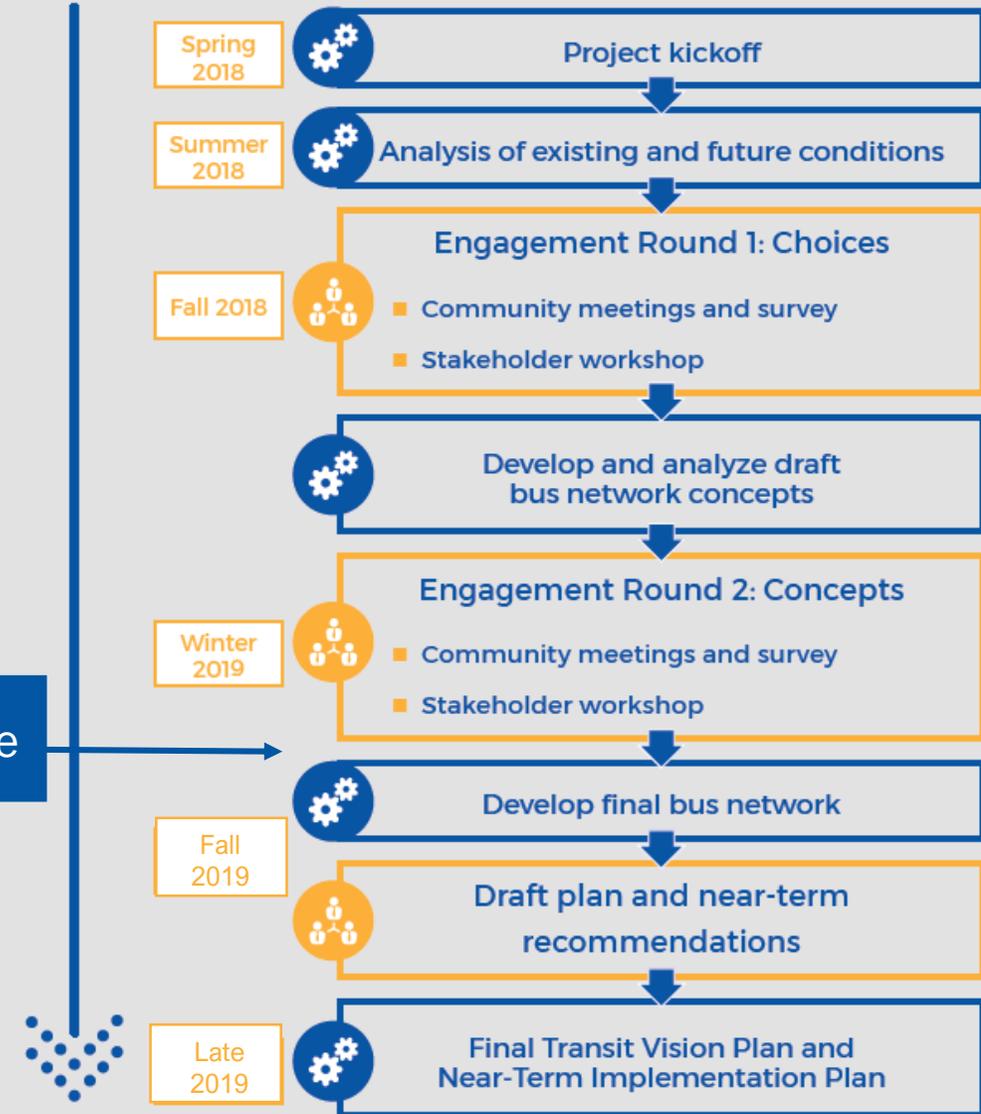
- Completed Choices Report and Round 1 Engagement
- Released Concepts Report and Round 2 Engagement
- Moving to Final Plan Development

Throughout the plan there will be:

- Updates to the project website
- Civic engagement opportunities
- Coordination meetings with other jurisdictions and transit providers
- Briefings to City leadership

We are here

-  Technical Work
-  Engagement



Public/Stakeholder Engagement (Round 2)

- Stakeholder workshop
 - Held February 26th
 - 26 community participants
- 16 pop-up events
 - Van Dorn Metro
 - Braddock Metro
 - Landmark Plaza
 - City Hall (twice)
 - King Street Metro (twice)
 - Southern Towers
 - NVCC - Alexandria
 - Arlandria
 - Eisenhower Metro
 - Potomac Yard
- 3 community meetings
 - March 5 – Hammond Middle School
 - March 6 – Armstrong Recreation Center
 - March 7 – Nannie J. Lee Center
- 2 public hearings
- MetroQuest online survey (English and Spanish versions)
- Website, email, social media, etc
- Onboard presence (audio/flyers)
- Nextdoor Outreach
- Leadership briefings
 - February 13th – Joint meeting with Alexandria Transportation Commission and DASH Board
 - February 26th – City Council briefing
- 10 briefings for key comm. groups
- DASH bus driver open house



ATV Outreach – Round 2



ALEXANDRIA Transit Vision

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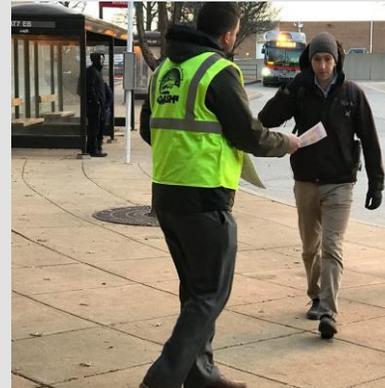
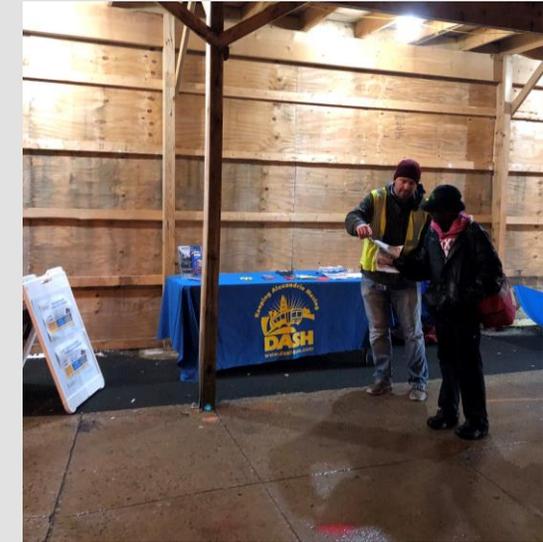
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የህዝብ ወርክሾፕ:

<p>ማክሰኞ፣ ማርች 6:30 - 8:30 PM Hammond Middle School 4646 Seminary Rd Alexandria, VA 22304</p>	<p>እሮብ፣ ማርች 6:30 - 8:30 PM Cora Kelly Rec Center 25 West Reed Avenue Alexandria, VA 22305</p>	<p>ሃሙስ፣ ማርች 6:30 - 8:30 PM Nannie J. Lee Center 1108 Jefferson Street Alexandria, VA 22314</p>
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መተጨማሪ ቢድህረ ገጻችን atv.metroquest.com

በተጨማሪ ለመረዳት www.dashbus.com/transitvision



Public Participation – Round #2

- 37 public workshop attendees / 135 online streamed views
- 12 pop-up events / 500+ flyers
- 1,200 distinct survey responses
- ~175 e-mail comments
- 2,737 unique webpage views
- 20,000 DASH online engagements (54% Twitter / 46% Facebook)
- 8 email blasts to City & DASH lists
- 6 letters from community groups
- Advertisements on buses, media

The screenshot displays the 'Alexandria Transit Vision' web application. The main heading is 'Midday Network Comparison'. Below this, there are three tabs: 'Today's DASH Network', 'Ridership (Midday)', and 'Coverage (Midday)'. The 'Ridership (Midday)' tab is active, showing a text description of a 2030 midday service concept and a map of Alexandria with red routes. To the right of the map is a rating section with five stars and a 'Please rate this scenario:' prompt. Below the rating is a section titled 'No priorities selected, at random:' with five priority options, each with a red or green arrow indicating its status: 'Shorter Walks' (red arrow), 'Buses Come More Often' (green arrow), 'Fewer Transfers' (red arrow), 'Consistent Routes All Day' (green arrow), and 'More Weekday Service' (green arrow). At the bottom of this section is a legend for 'Worse than today' (red arrow) and 'Better than today' (green arrow). The interface includes a progress bar at the top right, a navigation menu on the left with 'WELCOME', 'PRIORITIES', 'CONCEPTS', 'QUESTIONS', and 'WRAP-UP', and a 'Next Task' button at the top right.



What did we hear? What were the key issues?

- General public is split with slight lean towards “Ridership”
- Stakeholder group has distinct preference towards “Ridership”
- Community group support for “Ridership” concept
- Concern about impact of concepts on seniors and persons with limited mobility.
- Some confusion (Peak overlap map, Concepts vs. Proposals)
- Major concerns from Parkfairfax/North Ridge on potential changes to weekday peak service to Pentagon (150+ emails)

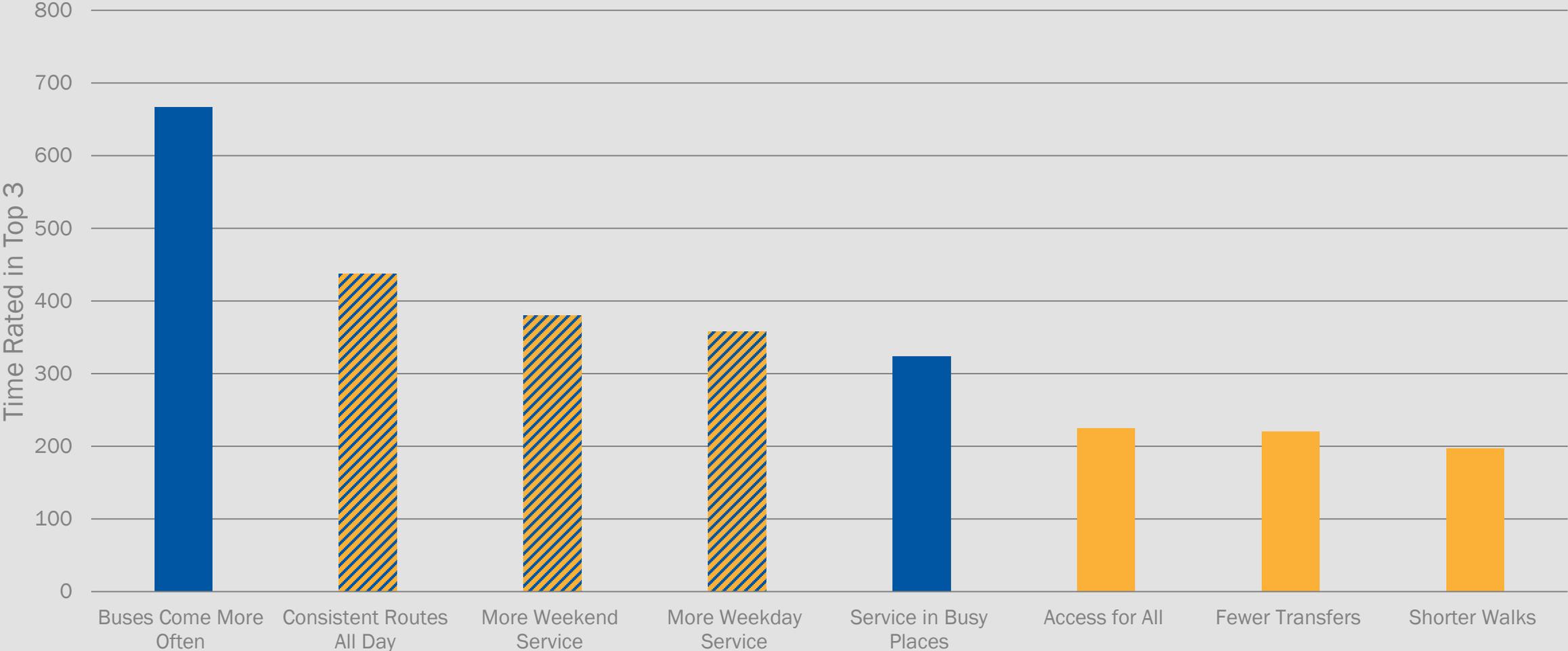


ATV Comment Word Cloud

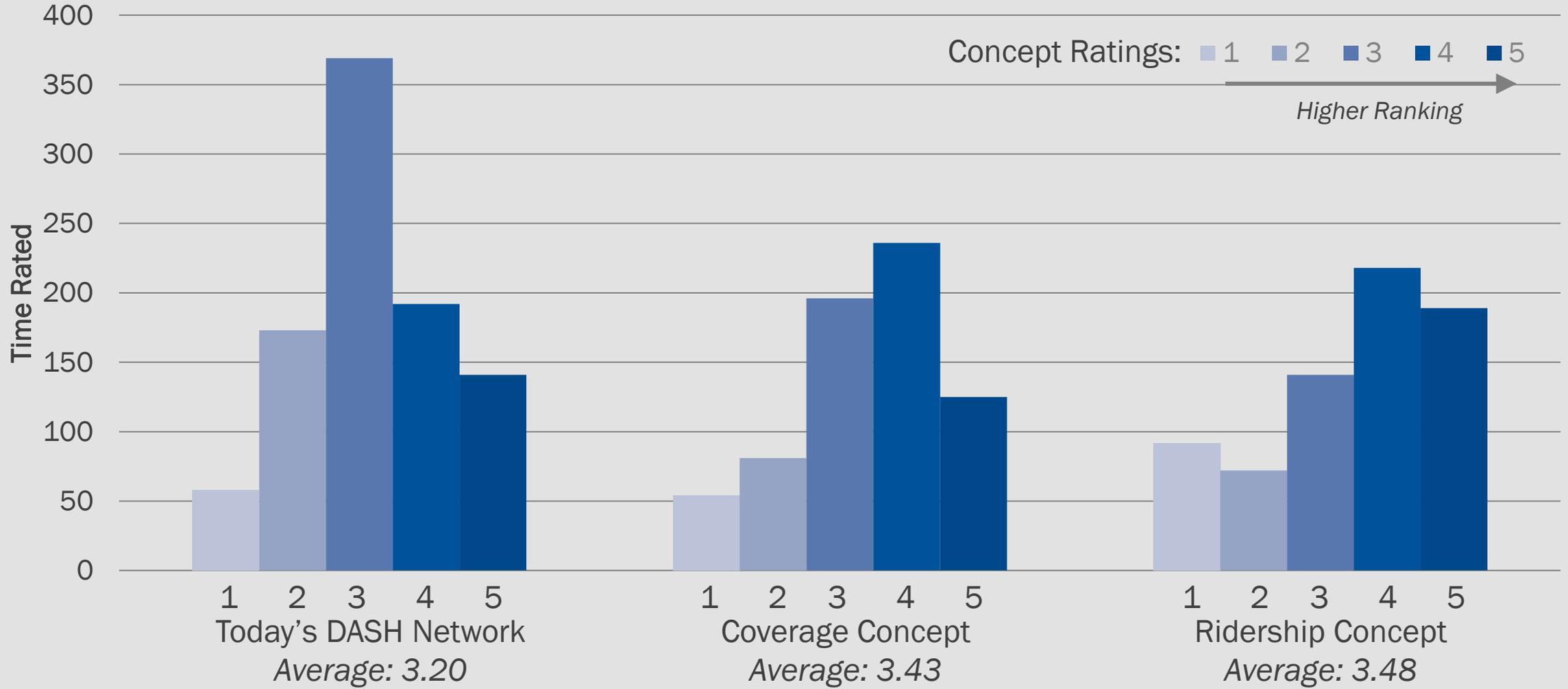


MetroQuest Survey – Priorities

- Coverage Priority
- Ridership Priority
- Coverage and Ridership Priority

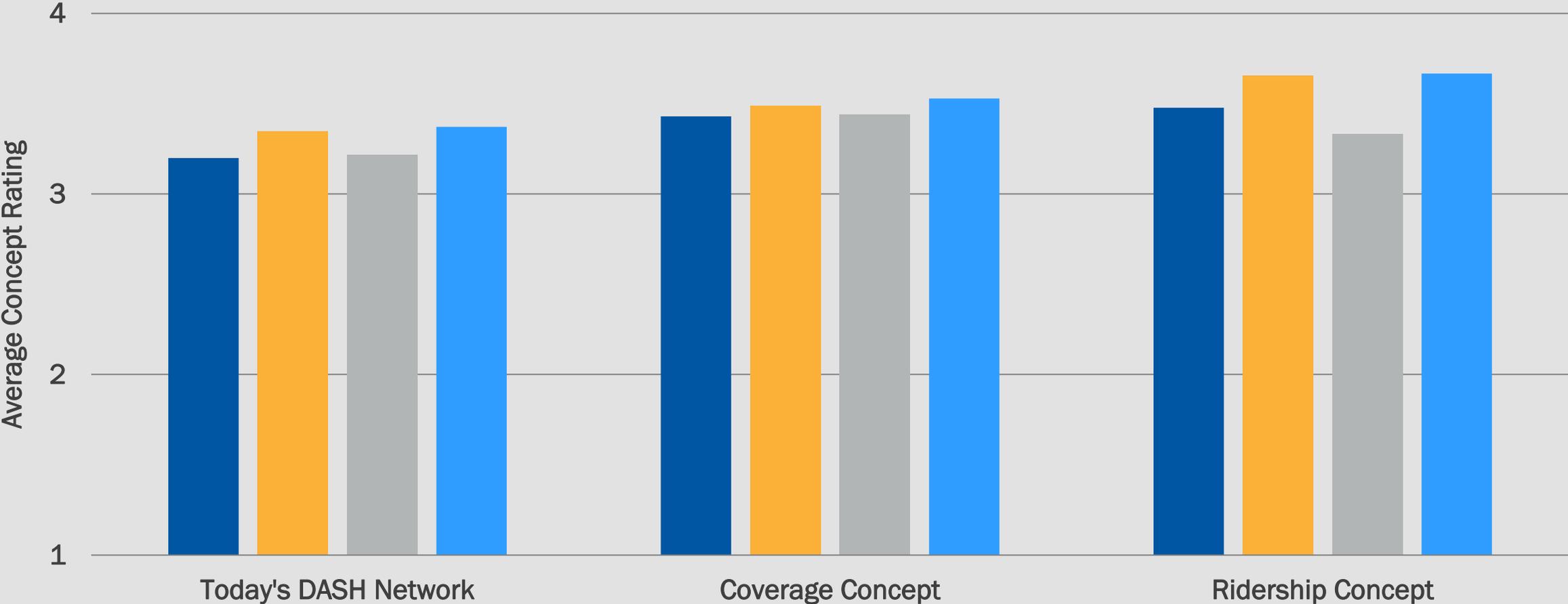


MetroQuest Survey – Concept Ratings

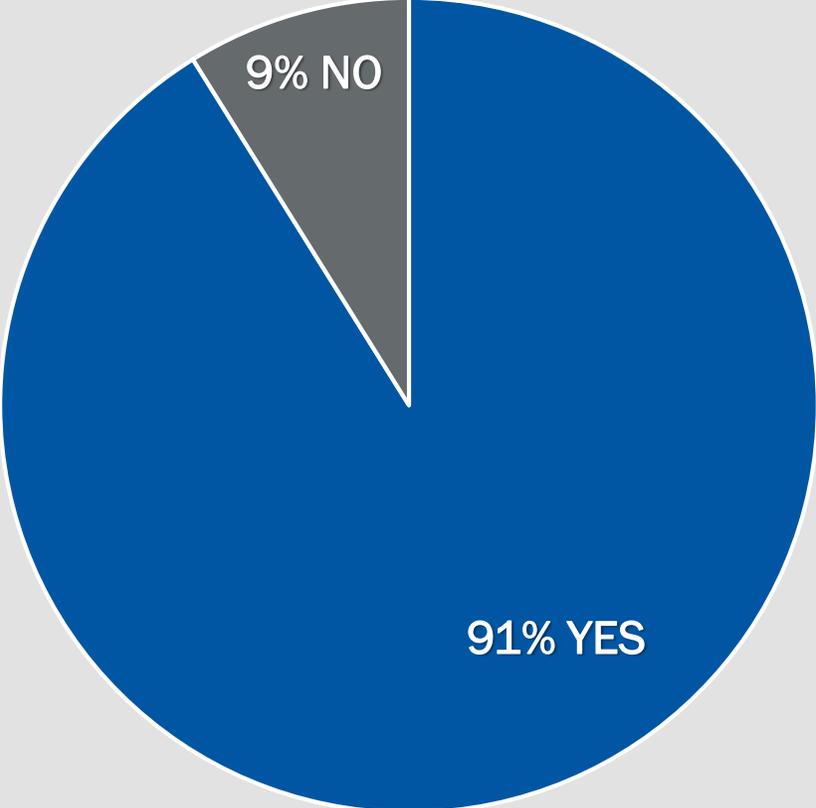


MetroQuest Survey – Concept Ratings

- All Populations (n = 1,199)
- Low Income (n = 139)
- Seniors (n = 145)
- Minorities (n = 163)



MetroQuest Survey –Support for Increased Investment In Transit



Question: *“If your selected priorities for transit in Alexandria were achieved, would you support an increase in transit investment?”*



MetroQuest Survey – Investment Priorities

General themes based on multiple respondents

- There is concern for the removal of specific routes, including those around North Ridge and Parkfairfax.
- There is strong support for increased frequency at all times of days.
- Respondents want to see buses running full.
- There is support for increased spending if it results in the reduction of traffic and/or of single occupancy vehicles. This was generally mentioned in combination with the desire for dedicated bus lanes which increase transit speed.
- While generally supportive of increased spending, respondents have mixed opinions of the source of the money (fares, taxes, or other city budgets).



MetroQuest - Optional Demographic Questions

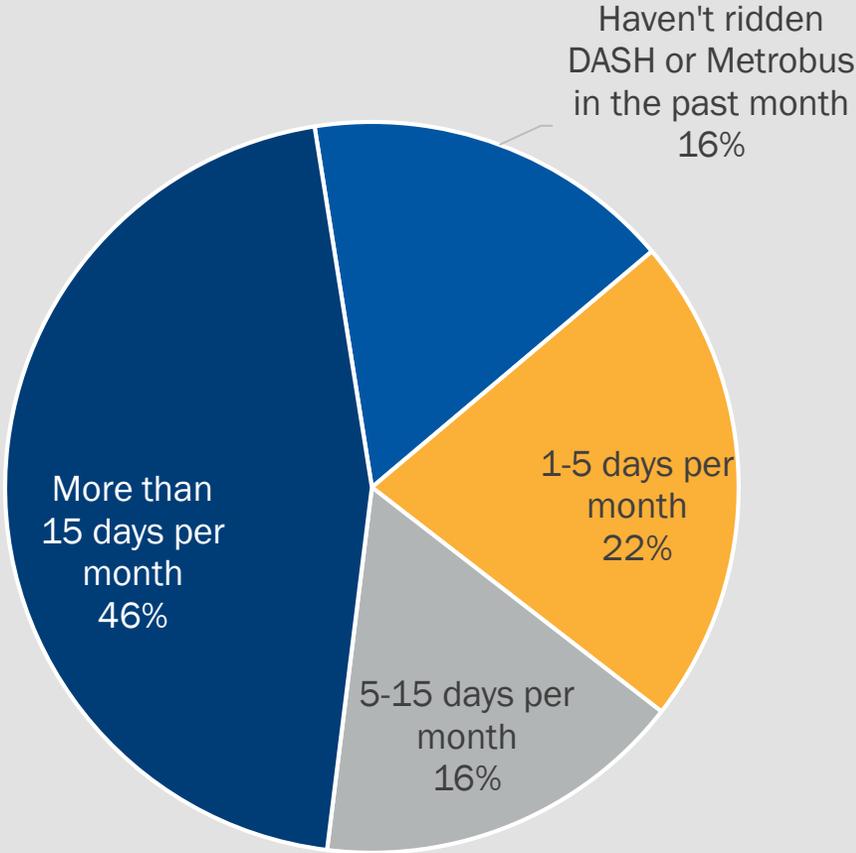
- 799 out of 855 indicated they are residents of the city
- 46% ride the bus (Metrobus or DASH) more than 15 days per month
- Primarily 26-60 years old (78%)
- 72% White (non-Hispanic)
- 34% have annual household incomes between \$100,000 and \$200,000



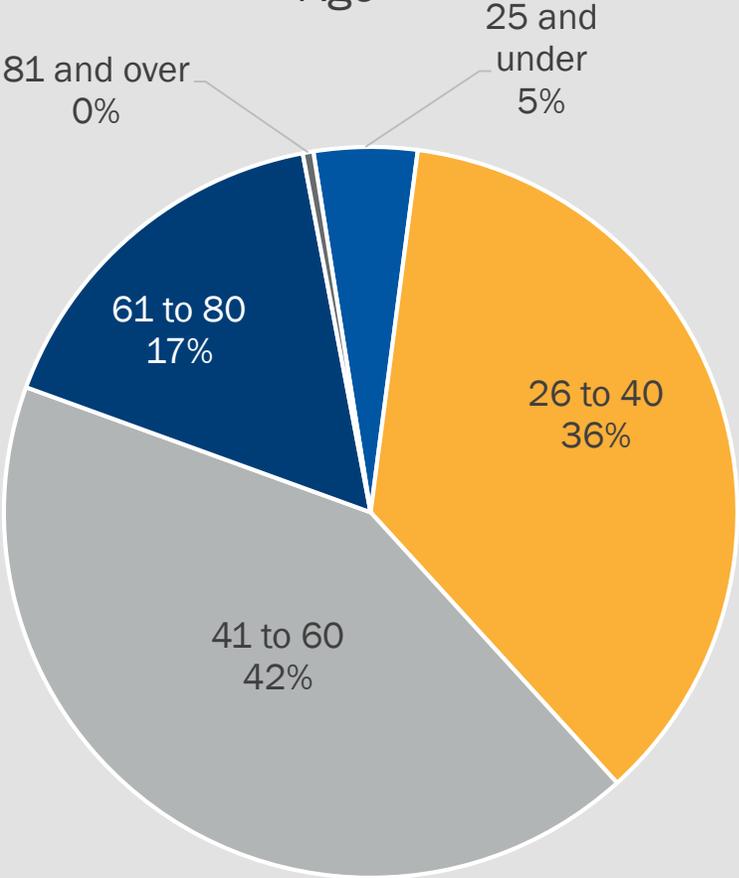
1194 total responses

Demographics – Transit Usage and Age

DASH or Metrobus

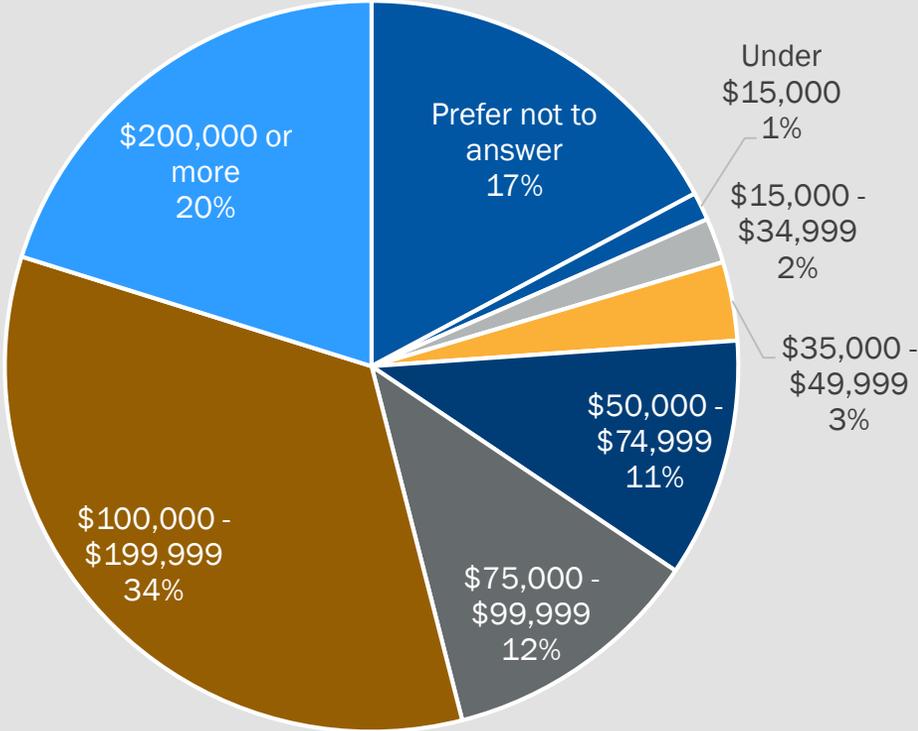


Age

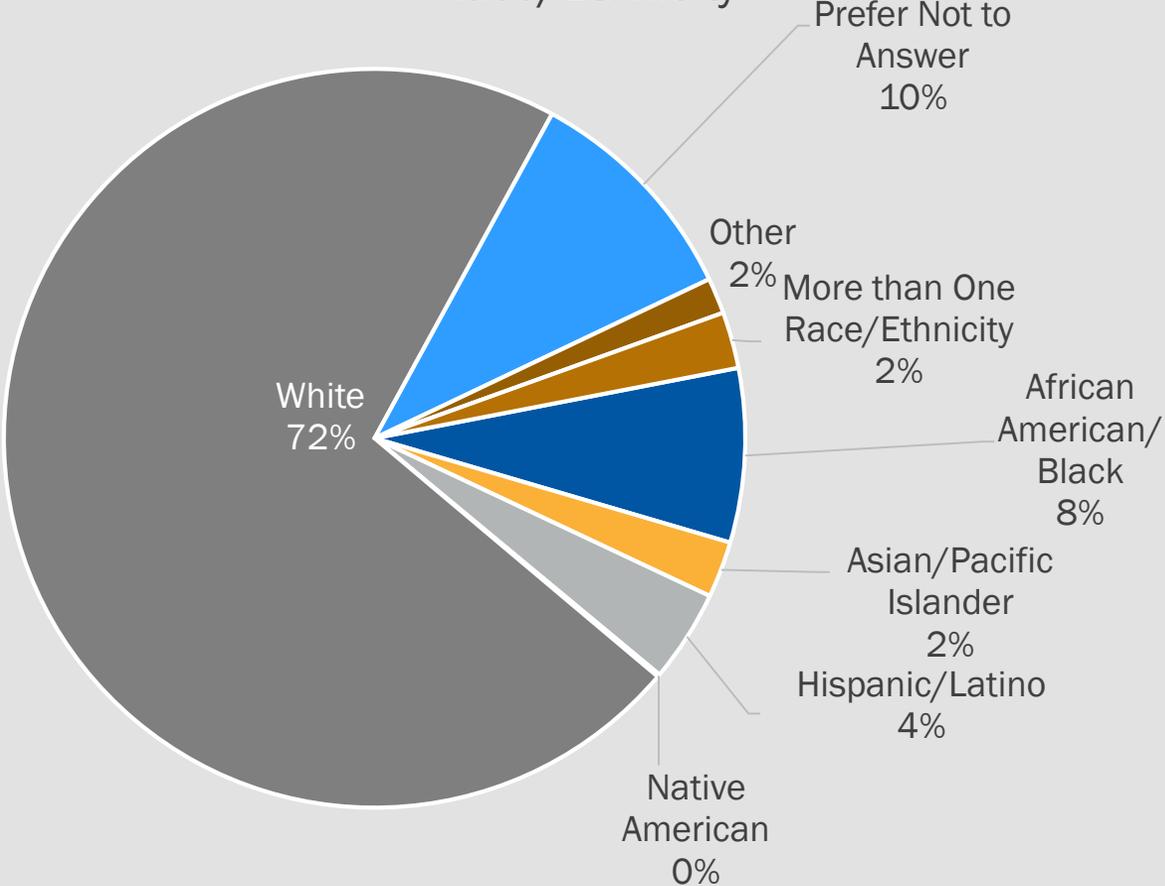


Demographics – Income & Race/Ethnicity

Household Income



Race/Ethnicity



Demographic Comparison

Age

MetroQuest Survey Respondents		Alexandria American Community Survey (2017)	
25 and under	4.6%	Under 25	23.9%
26 to 40	36.2%	25 to 39	32.9%
41 to 60	42.3%	40 to 59	27.6%
61 to 80	16.5%	60 to 79	13.0%
81 and over	0.5%	80 and over	2.3%

Household Income

MetroQuest Survey Respondents		Alexandria American Community Survey (2017)	
Under \$15,000	1.2%	Under \$15,000	2.5%
\$15,000 - \$34,999	2.0%	\$15,000 - \$34,999	16.8%
\$35,000 - \$49,999	3.5%	\$35,000 - \$49,999	13.7%
\$50,000 - \$74,999	10.6%	\$50,000 - \$74,999	19.8%
\$75,000 - \$99,999	11.6%	\$75,000 - \$99,999	14.4%
\$100,000 - \$199,999	33.8%	\$100,000 or more	32.7%
\$200,000 or more	20.1%	-	-

Note: Income percentages do not add up to 100% as 17% of participants chose not to answer



Demographic Comparison

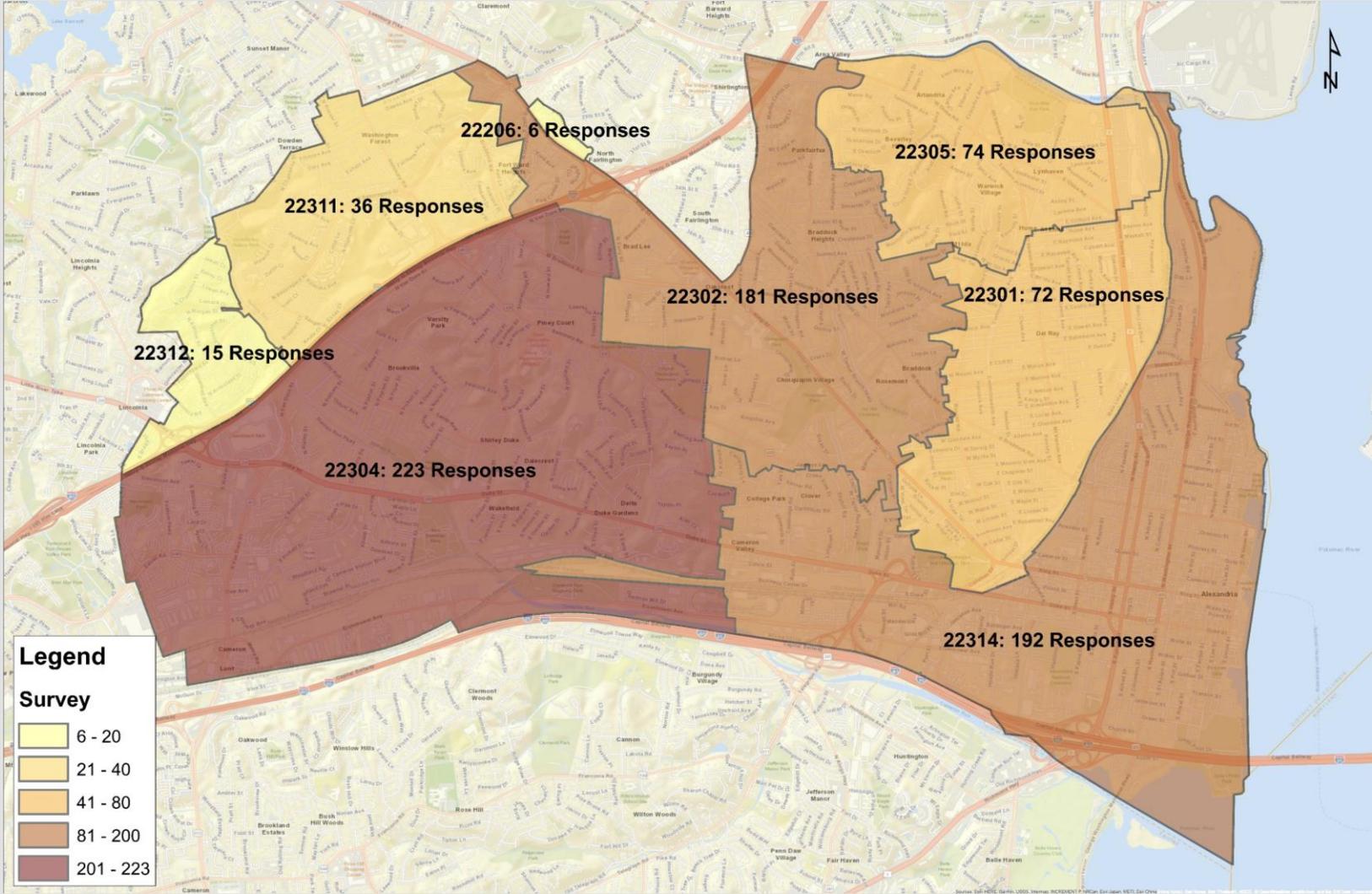
Race & Ethnicity

MetroQuest Survey Respondents		Alexandria American Community Survey (2017)	
African American/ Black	7.6%	Black or African American	21.7%
Asian/Pacific Islander	2.5%	Asian and Pacific Islander	6.1%
Hispanic/Latino	4.0%	Hispanic/Latino	16.7%
Native American	0.1%	American Indian and Alaska Native	0.1%
White	71.8%	White	51.8%
Other	1.6%	Other	0.2%
Selected Two or More	2.5%	Selected Two or More	3.4%

Note: Percentages do not add up to 100% as 10% of participants chose not to answer



Demographics – Residence Zip Code



Note: Shows only Alexandria Zip-Codes (799 total out of 855 that indicated a home zip code (93%))



Stakeholder Workshop Input

- 73% prefer the ridership concept and 14% prefer the coverage concept.
- 50% *strongly* prefer the ridership concept.
- Top 3 priorities for stakeholders during meeting polling were:
 - More frequency on weekday midday and evenings
 - More frequency on weekday peak times
 - More frequency on weekends
- 81% support additional service, even if it meant paying for it in taxes or fees.



Source: Stakeholder Meeting Poll – 22 Respondents

How Have we Responded?

- Additional Outreach + Feedback Opportunities
 - Slowed down project schedule for critical decision point.
 - Additional public hearings (April 17 + May 8)
 - Additional meetings with community organizations
- Additional Information Provided
 - Project FAQ distributed via email and posted on project website
 - Additional Coverage Analyses for Senior Residents
 - Additional Coverage Analyses for Existing Riders
 - Additional Exploration of Shared Mobility options
- Formalization of Decision-Making Process Moving Forward

