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

- Project kickoff in Spring 2018
- Analysis of existing and future conditions in Summer 2018
- Engagement Round 1: Choices in Fall 2018
  - Community meetings and survey
  - Stakeholder workshop
- Development of draft bus network concepts in Winter 2019
- Engagement Round 2: Concepts in Fall 2019
  - Community meetings and survey
  - Stakeholder workshop
- Development of final bus network in Winter 2019
- Draft plan and near-term recommendations in Late 2019
- Final Transit Vision Plan and Near-Term Implementation Plan in Late 2019
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**
  - Southern Towers
  - NVCC - Alexandria
  - Arlandria
  - Eisenhower Metro
  - Potomac Yard

- **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

Visit: atv.metroquest.com
www.dashbus.com/transitvision

Events:
- Hammond Middle School
  6:30 - 8:30 PM
  4646 Seminary Rd
  Alexandria, VA 22304

- Cora Kelly Rec Center
  6:30 - 8:30 PM
  25 West Reed Avenue
  Alexandria, VA 22305

- Nannie J. Lee Center
  6:30 - 8:30 PM
  1108 Jefferson Street
  Alexandria, VA 22314
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
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)
MetroQuest Survey – Priorities

- Buses Come More Often
- Consistent Routes All Day
- More Weekend Service
- More Weekday Service
- Service in Busy Places
- Access for All
- Fewer Transfers
- Shorter Walks

Coverage Priority
Ridership Priority
Coverage and Ridership Priority
Based on Round 1 public input, both concepts shift the network towards ridership compared with the existing network.
MetroQuest Survey – Concept Ratings

Today's DASH Network
Average: 3.20

Coverage Concept
Average: 3.43

Ridership Concept
Average: 3.48

Concept Ratings: 1 2 3 4 5

Higher Ranking
MetroQuest Survey – Concept Ratings

Average Concept Rating

- Today's DASH Network
- Coverage Concept
- Ridership Concept

- All Populations (n = 1,199)
- Low Income (n = 139)
- Seniors (n = 145)
- Minorities (n = 163)
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
Demographics – Transit Usage and Age

DASH or Metrobus

- Haven't ridden DASH or Metrobus in the past month: 16%
- More than 15 days per month: 46%
- 5-15 days per month: 16%
- 1-5 days per month: 22%

Age

- 81 and over: 0%
- 25 and under: 5%
- 41 to 60: 42%
- 61 to 80: 17%
- 26 to 40: 36%
Demographics – Income & Race/Ethnicity

**Household Income**
- $200,000 or more: 20%
- $100,000 - $199,999: 34%
- $75,000 - $99,999: 12%
- $50,000 - $74,999: 11%
- $35,000 - $49,999: 3%
- $15,000 - $34,999: 2%
- Under $15,000: 1%
- Prefer not to answer: 17%

**Race/Ethnicity**
- White: 72%
- African American/Black: 8%
- Asian/Pacific Islander: 2%
- Hispanic/Latino: 4%
- Native American: 0%
- Other: 2%
- More than One Race/Ethnicity: 2%
- Prefer Not to Answer: 10%
- African American/Black: 8%
## Demographic Comparison

### Age

<table>
<thead>
<tr>
<th>MetroQuest Survey Respondents</th>
<th>Alexandria American Community Survey (2017)</th>
</tr>
</thead>
<tbody>
<tr>
<td>25 and under</td>
<td>Under 25</td>
</tr>
<tr>
<td>26 to 40</td>
<td>25 to 39</td>
</tr>
<tr>
<td>41 to 60</td>
<td>40 to 59</td>
</tr>
<tr>
<td>61 to 80</td>
<td>60 to 79</td>
</tr>
<tr>
<td>81 and over</td>
<td>80 and over</td>
</tr>
</tbody>
</table>

### Household Income

<table>
<thead>
<tr>
<th>MetroQuest Survey Respondents</th>
<th>Alexandria American Community Survey (2017)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under $15,000</td>
<td>Under $15,000</td>
</tr>
<tr>
<td>$15,000 - $34,999</td>
<td>$15,000 - $34,999</td>
</tr>
<tr>
<td>$35,000 - $49,999</td>
<td>$35,000 - $49,999</td>
</tr>
<tr>
<td>$50,000 - $74,999</td>
<td>$50,000 - $74,999</td>
</tr>
<tr>
<td>$75,000 - $99,999</td>
<td>$75,000 - $99,999</td>
</tr>
<tr>
<td>$100,000 - $199,999</td>
<td>$100,000 or more</td>
</tr>
<tr>
<td>$200,000 or more</td>
<td>-</td>
</tr>
</tbody>
</table>

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

## Race & Ethnicity

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

*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