City of Alexandria & Alexandria Transit Company

Comprehensive Operational Analysis Stakeholder Meetings

TRANSPORTATION MANAGEMENT & DESIGN, INC.
MEETINGS AND EVENTS OF DISTINCTION, LLC.

AGENDA

1 Project Background

2 Project Approach

3 DASH Overview

4 Discussion Questions

PROJECT BACKGROUND

- Last major study conducted 5 years ago
- Ridership has continued to grow
- Several recent transportation studies completed in the region
- TMD, Inc. will lead bus plan with several local team members

WHY DO A COA?

- Opportunity to:
  - Collect a complete set of new data
  - Improve ridership
  - Engage the community
  - Develop and prioritize short and long range plans to improve the quality, efficiency, and effectiveness of the DASH fixed route transit system

PROJECT APPROACH

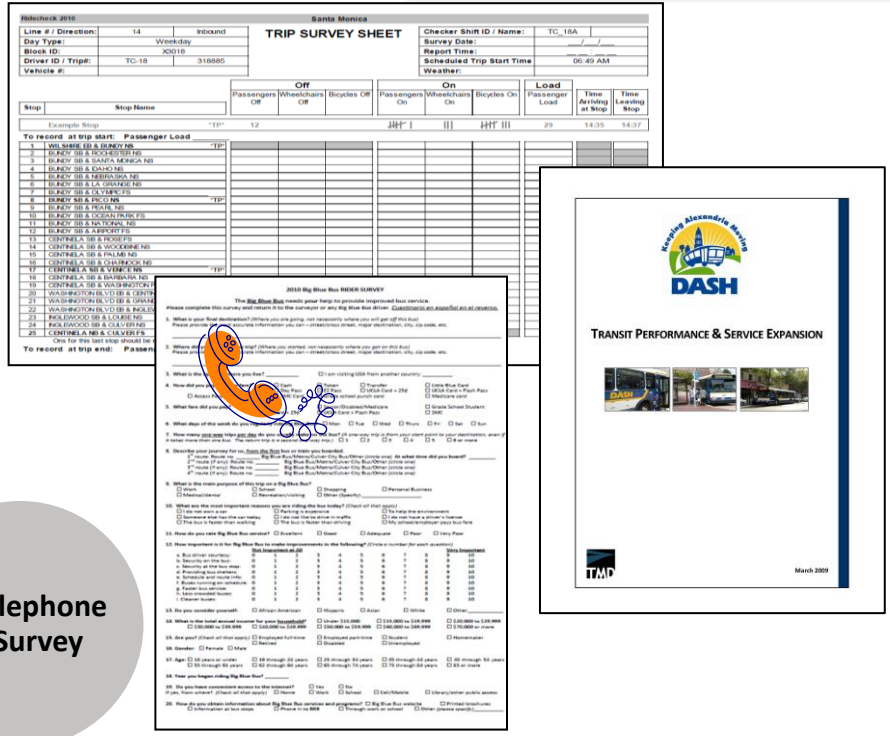
- Bus network: build off what's working well
- Build off of previous studies (land use and development, transportation investments, etc.)
- Gather input from Alexandria residents/ stakeholders on how transit can best serve their needs
- Develop a plan owned by the community
- Include recommendations for expanded service options as new funding becomes available

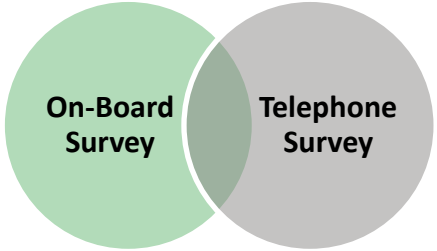
PROJECT ELEMENTS

1. Data Collection
2. Market Analysis
3. Service Evaluation
4. DASH Transit Plan
5. Stakeholder and Public Involvement

1. DATA COLLECTION

- Previous reports and data
- 100% system-wide ridership and on-time performance data will be collected at each DASH stop
- On-Board Passenger Survey
- Telephone Survey





2. MARKET ANALYSIS

- Identify linkage of underlying market conditions for:
  - Increased DASH ridership
  - Detecting unmet mobility needs
  - Building network synergy
- Analysis will include:
  - Consumer market segmentation
  - Area population, demographics, and employment
  - Travel patterns
  - Transit competitiveness
  - Key destinations
  - Future developments

3. SERVICE EVALUATION

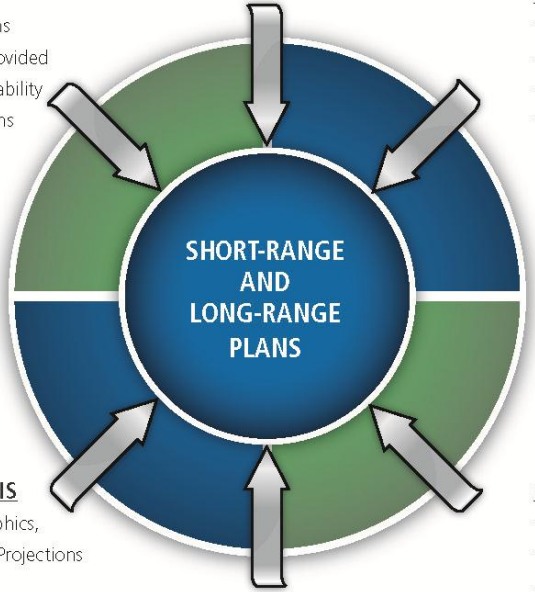
- Identify what's working well and why?
- Identify what needs improvement and why?
- Understand historic trends within and around the system
- Identify ridership patterns and productivity by route
- Conduct financial performance analysis
- Evaluate the customer experience

4. DASH TRANSIT PLAN

BEST PRACTICES
KNOWLEDGE OF ALEXANDRIA
STUDY AREA

POLICY
- Recent Plans/Programs
- Nature of Services Provided
- Ongoing Financial Stability
- Service and Operations

FINANCIAL CAPACITY
- Funding Sources/Funding Levels
- Cost Structure
- Capital Requirements & Funding
- Funding Options (Federal, State and Local)



MARKET ANALYSIS
- Population demographics, Land Use and Travel Projections
- Anticipated Demand
- Study Area Needs
- Community Characteristics
- Economic Development
- Survey Results

COLLABORATION WITH
STAFF AND STAKEHOLDERS

SERVICE EVALUATION
- Service Types
- Service Design
- Performance Standards
- Service Efficiency and Effectiveness
- Identification/Review of transit Infrastructure Needs
- Service Interface (WMATA, VRE)

5. PUBLIC INVOLVEMENT

- Stakeholder interviews
- Public meetings and workshops
- Drop-in sessions at transit hubs
- Project presence in local media & online

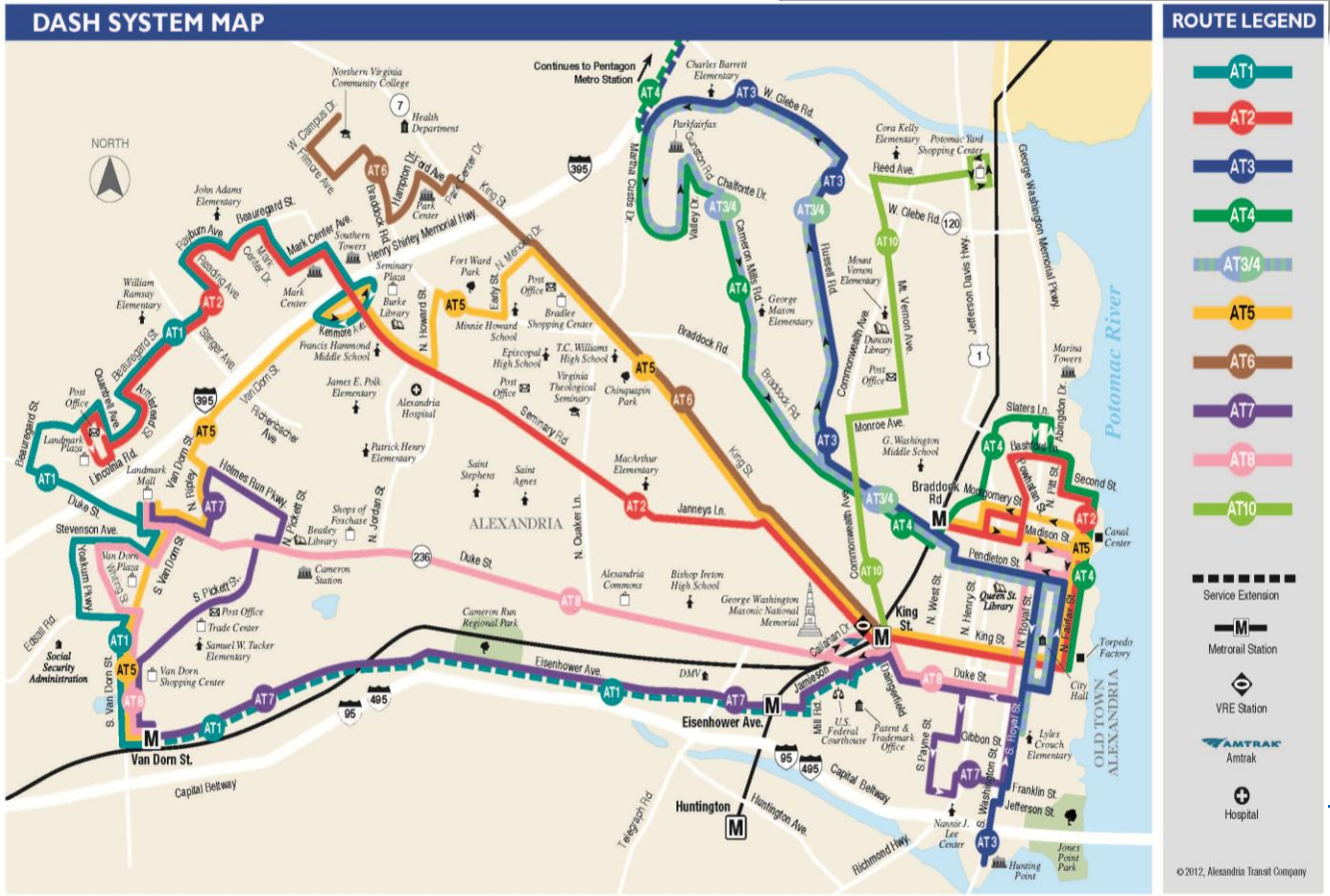
Listening, informing, generating interest

DASH KEY OPERATING STATISTICS

Fiscal Year	1985	2000	2012
Ridership	923,405	2,521,925	3,854,945
Buses	17	47	78
Miles Operated	522,705	1,194,507	1,618,986
Hours Operated	37,500	82,719	126,582
Passengers/mile	1.8	2.3	2.6
Passengers/hour	24.6	30.3	30.5

SYSTEM ROUTE MAP

- 10 Routes
- King Street Trolley
- 3.8 Million Annual Passengers (2012)
- 73 buses, 5 trolley buses



DISCUSSION QUESTIONS

- What is your knowledge and/or experience with DASH?
- What do you see is DASH's role in the Alexandria community?
- How important is it for DASH to improve how often the buses run (time between buses) on key routes to achieve more of an "urban – spontaneous use" level of service?
- Should DASH expand to provide service beyond the city limits to other destinations? What places are most important to connect to?

DISCUSSION QUESTIONS

- When you reflect on DASH's, current service, what additional areas or services should DASH focus on in the future?
- If additional funding was available, how would you like to see these funds invested to expand service to the City of Alexandria?
- What other thoughts or observations would you like to share with us about DASH?

NEXT STEPS

Data Collection
Winter/Spring 2013

Analysis
Spring/Summer 2013

Plan
Fall 2013