



City of Alexandria  
Transportation and  
Environmental  
Services



# GO Alex

## Strategic Plan

FY 2027





# Summary

**Request:** Consider the GO Alex Strategic Plan for FY 2027 – 2031

## **Council Action:**

- Approve the Plan and forward recommendation to VA Department of Rail and Public Transportation (DRPT)

## **Key Elements of the Proposal:**

- Identifies target markets, programs, and projects for GO Alex over the next 5 years
- Identifies funding sources



## GO Alex 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.



# What is GO Alex?

- **Connects people to transportation options** - Helps residents, employees, and visitors easily navigate walking, biking, public transportation, and other ways to travel throughout the city and region.
- **Partners with employers to support commuting choices** - Provides tools and benefits that make it easier for employees to access efficient, cost-effective travel options, supporting Alexandria's economic vitality.
- **Administers and guide Transportation Management Plans (TMPs)** - Ensures new developments implement and supports strategies that reduce congestion and enhances multimodal travel.
- **Informs and empower better travel decisions** - Delivers targeted engagement, resources, and programs that help people choose safe, seamless, and convenient ways to move.

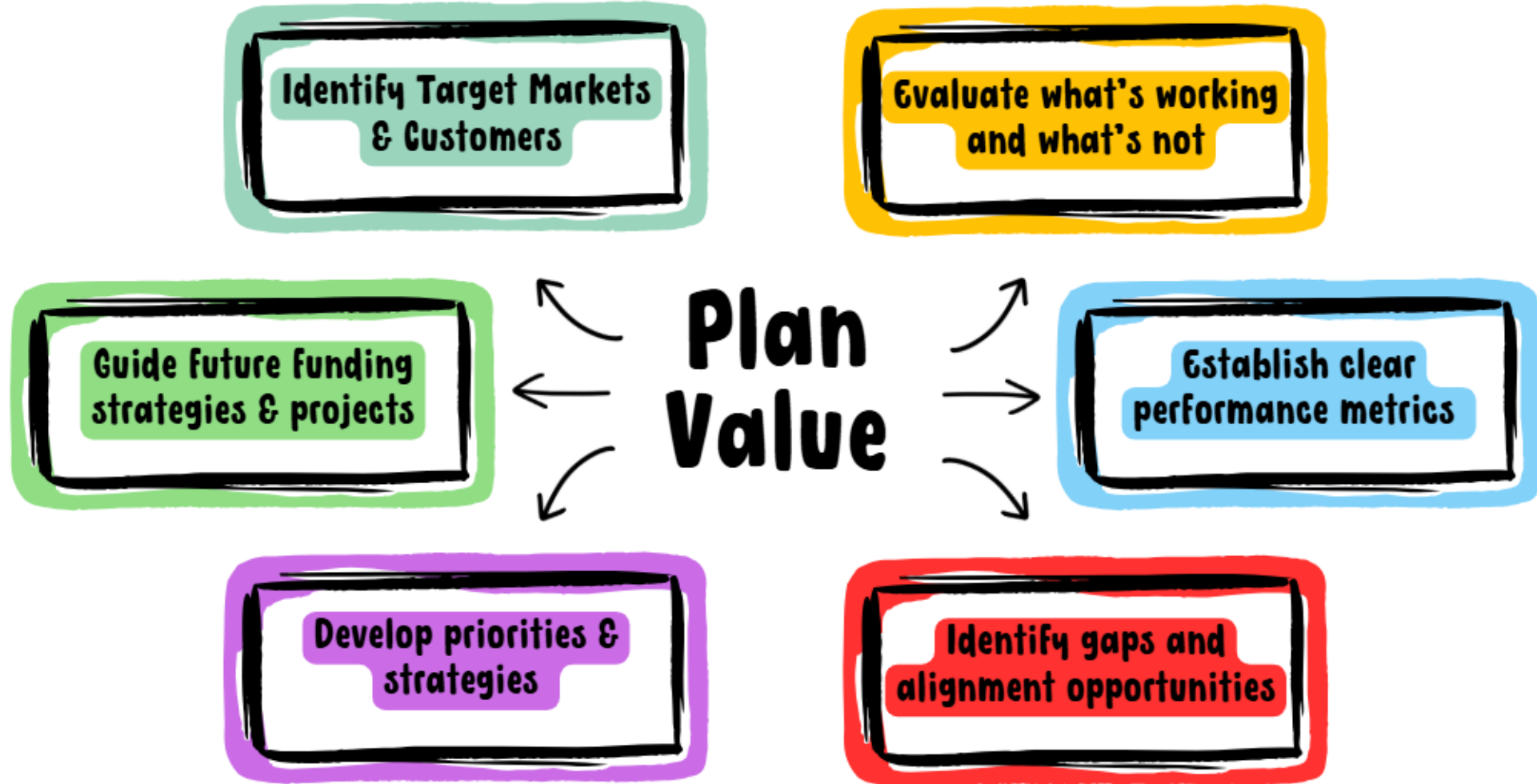


# Overarching Success Indicators

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
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



# Strategic Plan Purpose





# Strategic Plan Goals



## 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.



# Target Markets & Customers



**LIVE**  
Residential Engagement

Student  
Everyday Trips  
Wannabe Car-light  
Households  
New Residents near  
transit



**WORK**  
Employer Engagement

Large Alexandria  
Employers  
Regional Commuters



**VISIT**  
Visitor Engagement

Visitors and Tourists



# Grant Operations

**Training &  
Education**

Youth & Adult Bike  
Safety  
Transit Education

**Incentives**

SmartBenefits  
eBike Incentives

**Events &  
Outreach**

Bike to Work Day  
Roll and Park at City  
Events

**Pilot  
Programs**

eBike Lending Library  
Water Taxi Study

**Marketing**

Campaigns  
Social Media

**Administrative**

Salaries  
Technology

**Recognition  
&  
Celebration**

MWCOG Employer Awards  
Best Workplaces for Commuters



# Strategic Funding Opportunities

FY 2027 - 2031



Metropolitan Washington  
Council of Governments





# FY 2027 – 2031

## Success Areas

### Indicators

- Ridership growth for Capital Bikeshare, DASH, Metrorail, Metrobus, and Shared Mobility
- Increased zero or one-car households per capita
- Expansion of e-bikes per capita
- Increased youth and adult training participation
- High-impact engagement

### Continual Improvement

- Leveraging Customer Relationship Management (CRM) to strengthen baseline data and improve program evaluation
- Scale success stories and storytelling to boost visibility and prove impact



# Next Steps

City Council

May

VA DRPT

June

Implementation

July





# Recommendation

- Approve the GO Alex Strategic Plan for FY 2027 - 2031