

## Cost of Platform Improvement Project Mitigation Strategy

<b>Mitigation Strategy</b>	<b>Tactics</b>	<b>Cost</b>
<b>Bus Transit Strategies</b>	Supplemental DASH service, mobile ticketing	\$666,000
<b>Alternative Transportation Strategies</b>	Water taxi fare subsidies, accessibility improvement, Capital Bikeshare Operations	\$656,000
<b>TDM/Marketing/Employer Outreach Strategies</b>	Employer and public outreach, vanpool formation, Mobile commute store and street team outreach	\$564,700
<b>Highway/Operational Improvements</b>	Temporary modification to City streets, CCTV Equipment, Alexandria Police Department presence	\$842,000
<b>TOTAL</b>		<b>\$2,728,700</b>